# The only outfit to wear this Pride: Erdem's Gay’s The Word charity T-shirt



Handsome and talented and funny Canadian/British gay designer Erdem has unveiled a limited-edition unisex t-shirt designed in collaboration with Gay’s The Word, the UK’s longest-standing LGBTQ+ bookshop, the one in Bloomsbury. This £75 carnation-themed t-shirt supports two significant charities, Not A Phase and akt, both dedicated to uplifting the trans+ and wider LGBTQ+ communities. Not A Phase is a trans-led grassroots organisation focusing on enhancing the lives of trans+ adults through awareness campaigns, social projects, and funding trans+ initiatives. Akt, meanwhile, is the only national charity providing vital support to LGBTQ+ young people aged 16 to 25 who are at risk of or currently experiencing homelessness. Profits from the sale of every t-shirt are fully donated to these causes.

The t-shirt’s white fabric features an elegant print of carnations in light blue, pink, and white - the colours of the Transgender Pride Flag - alongside a green carnation, which is of course a coded symbol of queer identity from the 19th century, famously embraced by Oscar Wilde.

Erdem Moralıoğlu, the brand’s founder and creative director, expressed his pride in the partnership, saying, 'I am honoured to partner with two incredibly important charities, Not A Phase and akt, to help communities who need our support now more than ever.' The t-shirt is available via Erdem’s online store, at their Mayfair boutique on South Audley Street, and physically at Gay’s The Word, which continues to serve as a crucial cultural and community hub for the LGBTQ+ community.

Established in 1979, Gay’s The Word stands not only as a retail space but also as a cultural HQ offering a vast collection of LGBTQ+ literature - from fiction and classics to poetry and young adult titles - alongside hosting community events like book launches, readings, and panel discussions. Its presence in the heart of London’s Bloomsbury has cemented the bookshop as a meeting space for the queer community, fostering both cultural celebration and activism.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.theindustry.fashion/erdem-launches-75-charity-t-shirt-in-collaboration-with-gays-the-word-bookshop/?utm_source=rss&utm_medium=rss&utm_campaign=erdem-launches-75-charity-t-shirt-in-collaboration-with-gays-the-word-bookshop> - Please view link - unable to able to access data
2. <https://www.theindustry.fashion/erdem-launches-75-charity-t-shirt-in-collaboration-with-gays-the-word-bookshop/?utm_source=rss&utm_medium=rss&utm_campaign=erdem-launches-75-charity-t-shirt-in-collaboration-with-gays-the-word-bookshop> - Erdem has introduced a limited-edition unisex carnation print t-shirt priced at £75, created in collaboration with Gay’s The Word bookshop. The t-shirt supports two charities: Not A Phase, a trans-led grassroots organisation dedicated to enhancing the lives of trans+ adults, and akt, the only national charity focused on assisting LGBTQIA+ individuals aged 16-25 who are at risk or currently experiencing homelessness. All profits from the t-shirt sales will be donated to these charities. The white t-shirt features light blue, pink, and white carnation flowers, symbolising the Transgender Pride Flag, alongside a green carnation, a 19th-century symbol of queer identity popularised by Oscar Wilde. The t-shirt is available on Erdem’s website, at its Mayfair store, and at Gay’s The Word bookshop in Bloomsbury.
3. <https://www.gaystheword.co.uk/home> - Gay's The Word is the UK's oldest LGBTQIA+ bookshop, established in 1979. Located at 66 Marchmont Street in Bloomsbury, London, the bookshop offers a wide selection of books, including fiction, non-fiction, young adult fiction, classics, poetry, and plays. It also provides merchandise and hosts events such as book launches, author signings, readings, and panel discussions. Gay's The Word serves as a community hub, offering meeting spaces for various groups and resources for the LGBTQIA+ community.
4. <https://www.gaystheword.co.uk/bookshop> - Gay's The Word's online bookshop offers a curated selection from thousands of books in various categories, including fiction, non-fiction, young adult fiction, classics, poetry, and plays. Customers can filter books by sections, price, and identity, and sort by newest additions. The bookshop also provides pre-order options and signed editions. For books not listed online, customers can send an enquiry via email to check availability and shipping costs.
5. <https://www.redbubble.com/shop/lgbt%2Bcharities%2Bt-shirts> - Redbubble offers a variety of t-shirts supporting LGBTQIA+ charities. Designs include slogans like 'Black Trans Lives Matter Solid (100% to charity)' and 'Pride - Love is Love', with a portion of proceeds going to various causes. The platform features a range of styles and sizes, catering to diverse preferences. Redbubble's marketplace allows independent artists to showcase their work, providing unique and customisable options for customers supporting LGBTQIA+ initiatives.
6. <https://www.wearehairypeople.co.uk/collections/charity-collaborations> - We Are Hairy People collaborates with influencers, activists, comedians, and artists to create charity designs that raise funds for various good causes. These collaborations include t-shirts, sweaters, and accessories, with a portion of proceeds supporting organisations like Doctors Without Borders, Alzheimer's Research UK, and the LGBTQIA+ charity akt. The designs often feature unique artwork and slogans, celebrating the contributions of the collaborators and supporting important causes.