

PRETTYLITTLETHING

PrettyLittleThing are excited to announce that they have raised a total of **£26,119.51** with all proceeds going to [Young Minds](#) charity.

The student sample sale was a huge success. All items were £2 each and this is a significant amount to raise after touring Liverpool John Moores & Hope University, Manchester Metropolitan University, Dublin University and Sheffield Hallam University.

As part of World Mental Health Day PrettyLittleThing also supported this with #SaySomethingNice, we created 3 new limited edition empowering t-shirts with 100% of the proceeds going directly to fighting for children & young people's mental health in the UK. Some of the influencers who supported this campaign included [Felicity Hayward](#), [Jacqueline Osborne](#), [Alexandra Crane](#) & [Laura Anderson](#).

This year we had chosen to raise money for a great charity called Young Minds. As a brand we are huge advocates for promoting positive mental health and we very much want to support and leverage Young Minds goal of helping young people.

With both the student sample sale and #SaySomethingNice campaign we feel we can provide a greater awareness for Young Minds and the work they do and support they have available.



For more information please contact molly.christian@prettylittlething.com