

Greater Good Upcycling Product with a Purpose

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Jaimus Tailor, a London-based designer, shares his experience building his latest work, [Greater Goods](#), a creative project utilizing upcycled sportswear and outdoor gear to create new product.

He embarked on his recent endeavour after buying a sewing machine and committing to learn how to sew for his 2019 New Years resolution. He's now launched multiple collections of upcycled totes and bottle bags using scrap materials and discarded product.

Tailor shares his experience as a designer, how he's pushed himself to learn new tools and mediums, and why upcycling.

Watch the full conversation on [YouTube](#) or listen on the Highlander Podcast.

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