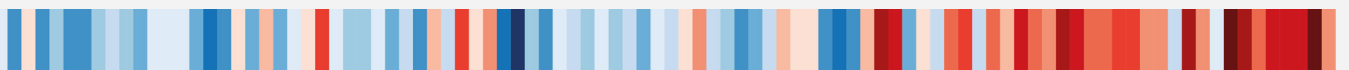


**NEW
2 ME**

**RETHINK
THE WAY YOU SHOP**

HOW TO:

Organise a clothes swap



New2Me Clothes Swap: How-To Guide

Over-consumption contributes massively to climate change. The fashion industry is responsible for 10% of annual global carbon emissions. We all love getting something new to wear, but at what cost? With more than enough clothes on the planet for us all to wear, we're challenging ourselves to rethink the way we shop by re-wearing, sharing and caring for our clothes.

We want to give you a fun and sustainable way to trade some of your old unwanted items for something that's new to you, but not new to the earth.

Swapping or buying second-hand clothing reduces the need for raw materials to make your clothes, reducing carbon emissions from production, transportation and waste.

This document will guide you in how to carry out a successful clothes swap – but feel free to change the process to suit your audience or make it your own.

1. Find a venue

Find somewhere to host the clothes swap. This could be at someone's house, a parish hall or a community centre!

Also make sure that you'll have enough people to help you organise the event on the day.

2. Advertising the event

You need to clearly advertise your event to enable as many people as possible to attend.

Depending on the limitations of your venue and the scale of your swap, you may want to ticket your event so you can predict how many people might come. You can easily set up a free registration via Eventbrite.

How to promote the event:

- Social media channels
- By word of mouth
- Posters (some posters highlighting the environmental impacts of fashion and clothes can be printed from [Government website](#))

Tell people:

- Where and when the event will be
- Where and when the drop off times will be
- What items they can bring
- To make sure that items are clean and in good condition
- Why you are running a clothes swap!

An example

1. Drop off all of your unwanted clothing at our dropoff zones before the event
2. Exchange them for tokens
3. Use your tokens to get something new to you!

All items must be clean and in decent condition and you'll need to have at least one token to gain entry.

Any leftover clothes will be donated to charity! Please remember to bring your own bags.

With snacks and good tunes provided, this is the perfect opportunity to swap you unwanted clothes for pre-loved items, and help the planet!

3. Drop off

Having drop-off times before the event means that you can gather all the clothes together ready for set up on the day. You can also ensure the quality of the items (check them while the person is still there and give them back anything that's not accepted).

Collecting items on the day can mean that there will be a lot to organise and may put some people off, they may not want to donate items if there are few items to choose from.

We suggest having various drop off times and pick up times, to give people numerous opportunities to take part in the clothes swap.

4. Tokens

You will need to print out tokens to give to people as they donate. There are sample tokens at the back of this booklet. Consider giving out tokens that cannot be replicated.

An example

You can donate as many clothes as you wish in exchange for the following tokens:

3 tokens: Coats, Jackets, Designer

2 tokens: Jeans, Jumpers, Trousers, Shoes

1 token: Skirts, Tops, Shorts, Accessories

5. Before the event

There can be a lot to organise before a clothes swap.

- You will need to complete a risk assessment
- You will need to source clothes rails, tables, hangers, and ideally, mirrors
- Ideally, you will offer your attendees changing facilities

6. Set up

Organise a team who can sort the items and set-up the swap room or space and make sure you give yourself enough time to do this so you will be ready in time!

Consider how you are going to set up: by material / size / colour / random.

The size of your event will determine how many people you will need to help. Here's an idea of the tasks that will need to be allocated:

- **Production manager/host/the person who is in charge and** has oversight on the whole event. This person works on set up and take down
- **Meet and greeter(s).** These people check garments and tokens, explains how the swap works. They can also work on set up and take down
- **Merchandiser(s).** These people display garments, keep rails tidy and help people find things

7. Swap

Make the event welcoming and the process easy to understand. Consider adding music and refreshments.

8. Take down

Set the closing time and make sure you have organised people to help you tidy up the event.

Pack away and neatly organise any remaining items to be donated to your chosen charity(s).

