



reFashioned

## Create Your Own Frock Swap Toolkit

### The Concept

Update your wardrobe without spending any money, instead exchange the pieces that you no longer love nor wear for items that you will – giving unworn clothes a second life!

The swap can be amongst a few friends for fun or can be arranged within communities and groups to raise funds for charity. It can be as big or as small as you want.

### The Why

With studies showing that up to 150 billion new items of clothing were produced in 2019, many of which were never sold nor worn the world is starting to be overrun with discarded clothes. Landfills are filling up fast, developing and third world countries no longer want our second-hand clothes and the rise of fast fashion over recent decades has resulted in poor quality clothes that are often not fit for purpose for more than a couple of wears.

Acquiring “new to you” clothes instead of brand-new clothes is a great way to save money, reduce textile waste to landfill, experiment with your style and if you want, raise funds for a great cause.

# How It Works

It's a simple one-for-one swap, for every item that a guest donates they can acquire a "new to them" piece, regardless of brand. The organisers curate a boutique like collection using the donated items as stock and guests come along and shop. Using buttons as currency is a fun and easy way to keep track of how much each guest can spend.



When they drop off their clothes, keep a track of the number of donated items. So that everyone has an opportunity to shop, put a cap on the number of buttons each guest can receive. Eight buttons work well, even if they donate more items.

When the event starts people can browse, try and select their new items. When everyone has spent their buttons, if there are clothes left then open it up to a "help yourself" model or items can be returned to their owners if they want.

Any unwanted items can be donated to charity.

# What to Donate



Attendees need to edit their wardrobe and donate in advance, the items that they no longer wear. Perhaps they have fallen out of love, or they no longer fit their body or lifestyle.

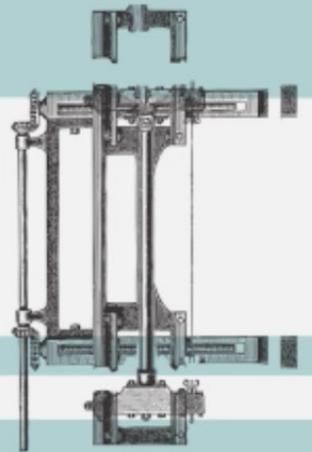
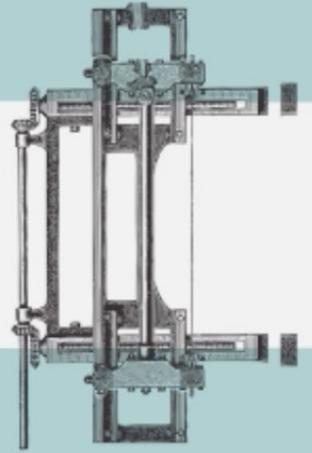
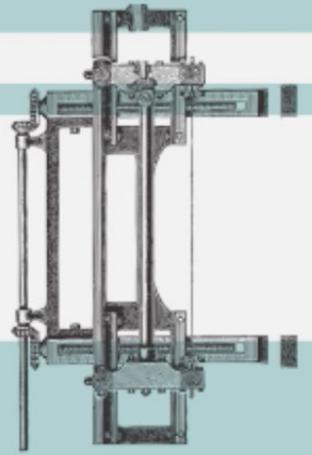
Whatever the reason, the following is important:



- Items must be fit for purpose, clean and in good condition. If you wouldn't give it to your best friend, don't give it to the swap.
- Agree if the offer should be seasonal; sweaters and coats in a Hong Kong summer can be hard to swap and you will have to find them a home at the end!

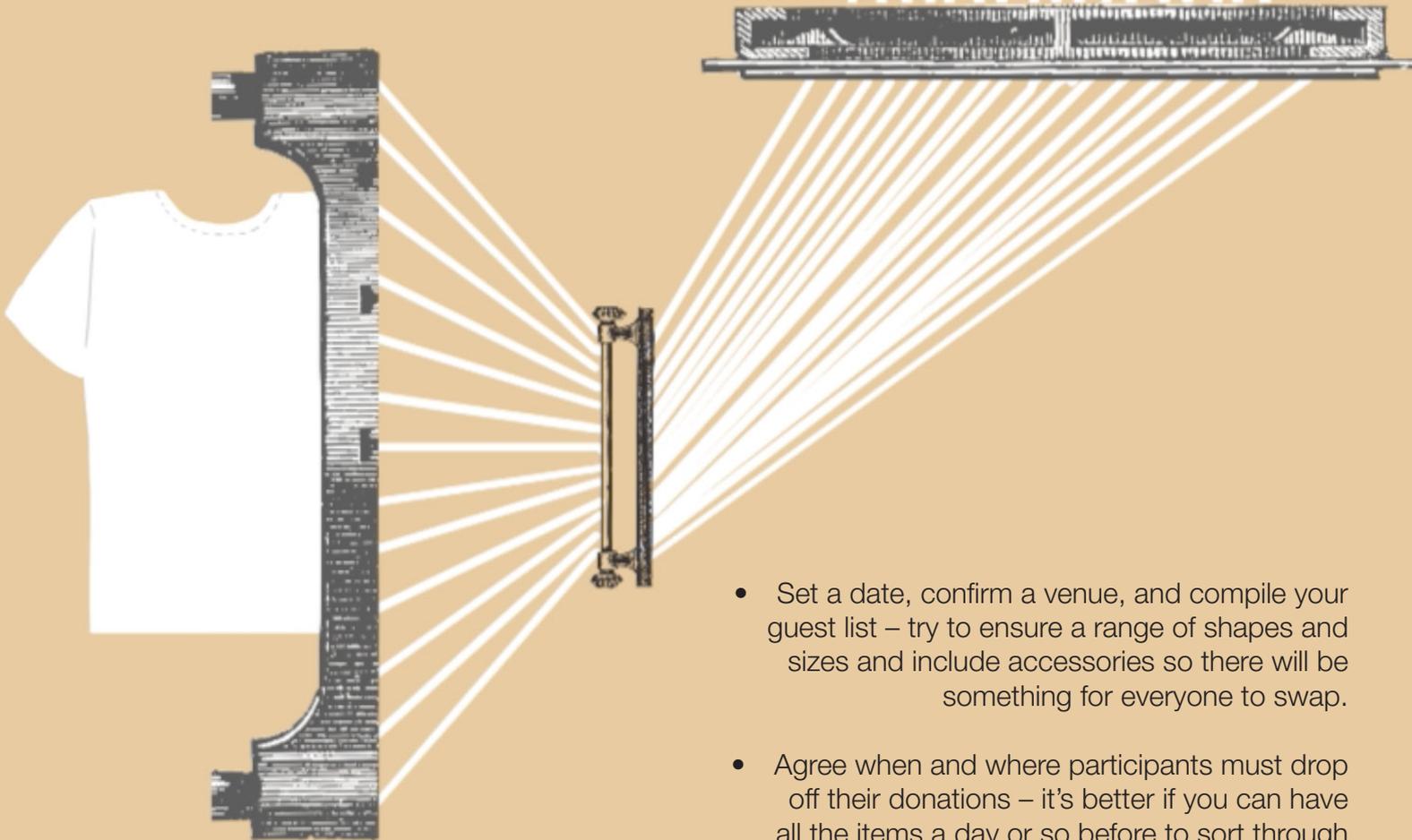


- Make clear any items that are excluded from the swap such as swimwear, active wear, earrings, worn shoes. Its your swap - you make the rules!
- Be clear that there are no restrictions on brands, high street to designer, all welcome but it is an equal, one-for-one system.



# The Event

- Decide if you want a small swap at home, at shared space or if you prefer to arrange a community event perhaps in your building, your school, or your club.
- Decide if you want to do it for fun or if you want to charge an admittance fee to raise funds for a cause. The more people the more choice of clothes but also more organisation!



- Set a date, confirm a venue, and compile your guest list – try to ensure a range of shapes and sizes and include accessories so there will be something for everyone to swap.
- Agree when and where participants must drop off their donations – it's better if you can have all the items a day or so before to sort through and hang up.

Special thanks to Sheryl Bolden for creating this Frock Swap Toolkit

Last but not least - enjoy your Frock Swapping!

Please tag us in your photos and videos

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Waste is going out of style.