

SWISHING PARTY PACK

EVERYTHING YOU NEED TO HOLD YOUR OWN
'SWISHING' CLOTHES SWAP PARTY



Havering
LONDON BOROUGH

nlwa
north london waste authority

WISE UP

TO WASTE

Havering Council and NLWA - produced in partnership

**THE AVERAGE UK HOUSEHOLD
OWNS AROUND £4,000 WORTH OF
CLOTHES, 30% OF WHICH HAVE
NOT BEEN WORN FOR A YEAR.**





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WHAT IS SWISHING?

Swishing is a way to have a clear out and get a whole new wardrobe without spending any money. The idea is to get together with friends and family to swap clothes, accessories and shoes. This is how it works:

STEP 1 Decide who to invite, a venue (whose home to use), and a date that suits everyone.

STEP 2 Ask everyone to look through their wardrobes for good quality items they no longer wear (or have never worn!).

STEP 3 Ask everyone to bring their pre-loved items to the party and let the swishing begin. The aim is to find new homes for all the donated items.



Swishing events are also called swap shops, clothes swaps, frock exchanges and shwopping.

WHY SWISHING?

IT SAVES YOU MONEY

Swishing is a fun, free fashion activity. You can pick up some fantastic new clothes without having to spend any money. You can also save money by holding the party in your own home rather than hiring a venue or paying to go to an event.

IT'S A GREAT WAY TO MEET PEOPLE

Planning your own swishing party provides the perfect opportunity to invite your new neighbours over, get to know fellow students or just get all your old friends together. It is a great ice breaker when you move into a new neighbourhood or if you've just started at college or university.

IT'S GOOD FOR THE PLANET

When we throw away textiles it is a waste of the resources such as energy and water that have gone into producing and transporting them. Clothes that are put into our general rubbish can rot down and create methane, a damaging greenhouse gas. While recycling is a better option for textiles, it still has an impact on the environment which could be avoided by reusing our textiles instead.

We throw away approximately **one million tonnes** of clothing a year – 50% of which ends up in landfill.



PLANNING YOUR SWISHING PARTY

WHO

First of all, decide who you want to invite. Would it work best with housemates, close friends and family or would you like to use the opportunity to meet your neighbours or get to know your fellow students or work colleagues? Involve everyone – both men and women can swish!

WHEN

Once you know who would like to come, you can find out when the best time is for them. It might work well to hold it on a week night so that people can pop in after work, or make it into more of a party and hold it at the weekend.

WHERE

If you have enough space, you might like to hold it in your home. If not, you could ask a friend to host the party, or organise a lunch-time swish at work. There is no reason why you couldn't hold the event in a public place such as a community centre, but don't forget there may be a charge for hiring the venue.

HOW

There are a number of different ways to organise your swishing party. What you decide may depend on who is coming and how much time you will have. There are three suggestions on the next page.





THE SIMPLE SWISHING PARTY

This one is fuss-free, open to everyone and should ensure plenty of 'stock'.

Ask everyone to bring any items they no longer want. Neatly display similar items together and ask your guests to browse and choose as many items as they like.

THE SPECIFIC SWISHING PARTY

This is a good option if you are looking for a particular item.

Ask your guests to bring a specific type of item, e.g. party dresses, suits, children's clothes, maternity clothes, accessories or shoes. You could hold a series of swishing parties and choose a different type of item to swish each time.

THE SPECIAL SWISHING PARTY

This is the option to use if you have some special or expensive items that you would be proud to pass on.

Ask your guests to bring at least one high quality item. Give your guests one 'token' (e.g. button or ribbon) for every item they bring. Allow your guests to browse and when someone chooses an item, ask them to pay one token for it.

OPTIONAL EXTRAS

Once you've decided on the basic structure of your party, there's no limit to the extra activities you can provide for your guests. Here are some ideas to keep your swishers smiling:

Ask a friend who is good at sewing to do minor repairs on the day.

If you know an aspiring make-up artist or style consultant, ask if they would like to provide mini makeovers or style advice at the party.

Make a night of it – use your Saturday afternoon swish as a way to meet up and choose a new outfit before a big night out.

To complete the personal experience, provide home-made tags to label items.

You may decide to do this for all items, or just for special pieces that are donated.



INVITING YOUR SWISHERS

When your planning is underway, it's time to send out your invitations. Start talking to people as early as possible so that they can save the date, and spread the word (make it clear whether it is an invitation-only party, or whether your guests can bring friends).

Send the invitations via email or social media to save time and paper, or if you prefer, send them through the post.

Send a reminder a few days before the event asking people to get their pre-loved items ready and reminding them what they can bring.



SUCCESSFUL SWISHING

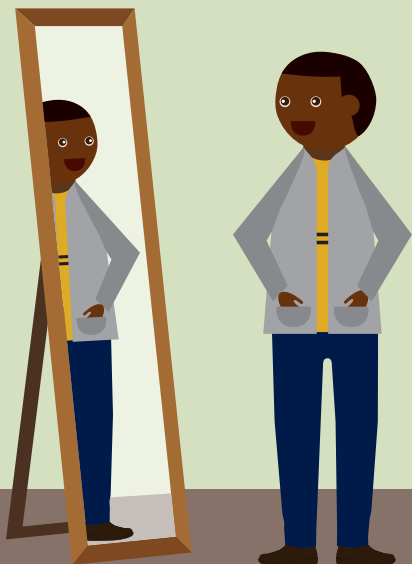
Here are some top tips for a great swishing party:

Make sure there is a mirror, and if possible, a changing area available.

Give a little introduction at the beginning of the party, explaining whether you will use a certain system, and set some ground rules.


Ask your guests to be polite and share, items are taken on a 'first come, first served' basis!

Have a camera ready on the day to take photos of people with their swished items.



We'd love to hear how your party goes, so send us your comments and share your party details and photos on our Facebook page **facebook/wastepreventionhavering** or tweet us **@recycleLBH**.

You can also contact us using our online form which can be found at **www.havering.gov.uk/loveyourclothes**.

An illustration on a green background featuring a brown hat with a tan band, a red tie, a blue circle containing text, a pair of brown shoes with tan accents and white buckles, and a red shopping bag with a black handle and white dashed lines.

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FOUR OPTIONS FOR LEFTOVER ITEMS

REPAIR

If there are items that are a bit worn, or that don't fit, try customising or fixing them to give them a new lease of life.

DONATE

Charity shops are a great place to take leftover items. Use the Charity Retail Association's handy tool at charityretail.org.uk to find your nearest shop.

RE-USE

If there are clothes and shoes that are not fit for purpose, can you reuse them for something else? Try the 'furoshiki' ideas inside this pack for gift wrapping ideas, or cut up old t-shirts to use as cleaning cloths.

TEXTILE BANKS

There are plenty of textile banks in your area and at your local Household Waste & Recycling Centre (the tip) where clothes and shoes can be taken for re-use and recycling.

To find your nearest, visit www.havering.gov.uk/bringbanks and click on the textiles link under the 'Find your nearest site' section.

For further information please visit www.havering.gov.uk/loveyourclothes



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