

# Clothes Swapping Parties



→ Fashion is fabulous but doesn't come cheap – for consumers or the environment. Futerra's swishing concept organizes clothes swapping parties around the world.



## ENVIRONMENTAL

According to Futerra, a garment that is swished rather than bought new saves an average of 0.4 kg CO2 and cuts toxins and water use.



## SOCIAL

Swishing lets women celebrate their individual style in a collaborative and celebratory way.



## ECONOMIC

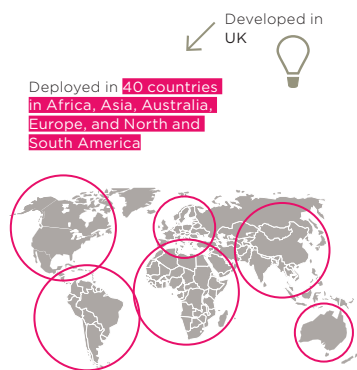
Futerra estimates that over 7,000 women in the UK swish 25,000 items every year, saving the participants substantial amounts on clothing expenditures.

Swishing gives women the chance to get new clothes without making an environmental impact. It's a simple but powerful idea: Women **bring at least one high-quality item** they no longer want to a Swishing party. Everything is collected and displayed, and everyone **chooses something** they love **to take home**.

Swishing is **open source**. Anyone can throw a party. Organizers download a pack from the Swishing website and **promote their event through the site, Twitter, and Facebook**. Swishing is a party, and its social nature has global appeal. Hundreds and thousands of women go to Swishing parties, from "Klädbyte" parties, in Sweden, to "Cambalache," in Colombia.

## Why a Sustainia100 solution?

Swishing is closed loop – there are no new items at a Swishing event. Participating changes women's habits by making second hand glamorous. The collaborative and celebratory approach has the potential to be scaled extensively.



"IMAGINE FINDING A PERFECT NEW OUTFIT. NOW IMAGINE IT **COSTS YOU NOTHING**. YOUR FRIENDS HELPED YOU CHOOSE IT, AND IT **CAME SERVED WITH A GLASS OF BUBBLY**. THAT'S SWISHING"

LUCY SHEA, FOUNDER, SWISHING



Swishing parties are glamorous, social, and fun. And they're redefining fashion around the world.