

ARRANGING A CITY-WIDE CLOTHING ENGAGEMENT CAMPAIGN



CASE STUDY

PARTNERS: Love Your Clothes, Cardiff Fashion Week, Age Cymru, Oxfam, YMCA Cardiff, Green City Events, Welsh Government, BT, Media Wales

APPLICABLE TO:

Local authorities, universities and HEIs, students' unions, sustainability organisations.

OVERVIEW

In collaboration with Cardiff Fashion Week, Love Your Clothes delivered a city-wide campaign in Cardiff offering a week of free events to raise awareness of the negative environmental impact of clothing, and to help change behaviour when purchasing, using and disposing of clothes. The campaign took place from 22-29 October 2016.

THE ISSUE

Every 2 minutes UK consumers throw away more than one tonne of clothes. Around one third of these clothes go to

landfill, despite the fact that all textiles should be recycled or donated to charity.

WHAT WE DID

We launched the campaign by dropping a tonne of clothes in a city-centre location in conjunction with Cardiff Fashion Week's 'model march'. This was attended by the Cabinet Secretary for Environment and Rural Affairs, Lesley Griffiths. Throughout the launch weekend we held drop-in workshops to make sustainable Halloween outfits and accessories in our pop-up shop in the Capitol Shopping Centre.

The pop-up shop was used as the campaign's base throughout the week for upcycling workshops, a repair café, and as an exhibition space for video tutorials; all aimed to encourage people to extend the useful life of their clothes.

A clothing collection drive was publicised with support from Media Wales to encourage the people of Cardiff to donate their unwanted clothes throughout the week. Everyone who

donated clothes received tokens to 'spend' at the Swap Shop at the end of the week to pick up pre-loved clothes. In addition, staff based at six Welsh Government offices and two BT offices were encouraged to bring their unwanted clothes to work to support YMCA Cardiff and Age Cymru.

An all-day 'Sewathon' was also held during the week where people volunteered to design and make cut-off shorts from unwanted jeans. The upcycled shorts were sold on Oxfam stalls at major music festivals, including Glastonbury, Bestival, Boomtown and Womad.

The campaign culminated at Cardiff Fashion Week's finale with Sustainable Fashion Masterclasses demonstrating how to recreate catwalk looks by re-fashioning clothes consumers already own.

IMPACT

- More than four tonnes of clothes donated equating to 21 tonnes of CO₂e saved, 6,399 m³ of water saved, and 2 tonnes of process waste avoided
- 1390 items swapped in the Swap Shop
- 15 workshops held across the week attended by more than 200 people
- 32 pairs of shorts upcycled from jeans at the Sewathon
- 43 separate pieces of media coverage
- Social media impressions increased by 147% in October
- Website visits for October by people in Wales increased by 3000%

SEE ACTION PLAN

www.loveyourclothes.org.uk



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 YOUR CLOTHES