

CHARITY FASHION LIVE: RECREATING CATWALK STYLES FROM PRELOVED ITEMS



CASE
STUDY



Photographer: **Rachel Manns**

PARTNERS:
Charity Fashion Live and Barnardo's

APPLICABLE TO:
Charity and second hand shops

OVERVIEW

During London Fashion Week, Charity Fashion Live stylist Emma Slade-Edmondson recreated London Fashion Week looks, moments after they emerged on the catwalk, using only clothing found in one charity shop. The project aimed to raise awareness of the issue of textiles waste and promote the benefits of shopping second hand to young people.

THE ISSUE

Fast fashion has created a climate in which people have a throw away relationship with their clothes, with over 300,000 tonnes of clothing going into landfill in the UK every year.

The project's objective was to educate young people on the environmental impacts of clothing and help them make sustainable choices by proving how easy it is to create trendy outfits, using only second hand items.

WHAT WE DID

Charity Fashion Live raises awareness (specifically amongst a younger demographic) of the environmental impacts of clothing, and of more sustainable ways of buying, using and disposing of clothes. The event aims to show how just a few small changes in behaviour can make a huge difference. During London Fashion Week, stylist Emma Slade-Edmondson replicated designer looks moments after they appeared on the catwalk. These were shared live on social media throughout the day to create a buzz and to show the public there was no trickery involved.

To create anticipation and engage fashion influencers, a lock-in event was held two weeks before, where bloggers and journalists were invited to a Barnardo's store and given the opportunity to see first-hand the quality of clothing available, talk with project spokespeople, and promote the event to their networks. Following the main event, a film was released and the looks created were displayed at a Barnardo's store. We also held three Get the Trend workshops which gave Londoners the opportunity to transform an item of clothing into a unique item inspired by the looks of London Fashion Week.

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IMPACT

Love Your Clothes Instagram followers increased by 13.3% and engagements by 1729%. This was very positive as Instagram is the preferred channel for our target audience. Henry Holland (fashion designer, businessman and blogger) agreed to be filmed for the Charity Fashion Live film and provided a quote for the press release. Along with other designers, he engaged on social, hugely increasing reach. Around 240 people signed up to attend the sewing workshops.



www.charityfashionlive.com

CASE STUDY

“With a little creativity and only a small budget, Londoners can produce fantastic items inspired by the latest trends that support sustainable fashion”

Emma Slade-Edmondson
Stylist and Charity
Fashion Live
Founder

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