

ARRANGING PUBLIC KILO CLOTHING SALES WITH A TEXTILE PROCESSOR



DRESS yourself

CASE
STUDY

PARTNERS:

Love Your Clothes and Bristol Textile Recyclers

APPLICABLE TO:

Any organisation handling second hand clothing.

OVERVIEW

Working with Love Your Clothes, Bristol Textile Recyclers found an innovative way to engage the public on clothing reuse and maximise their income from surplus vintage grade stock that would otherwise have gone for export. Kilo Sales allow the public to access vintage/retro clothes, shoes and accessories at wholesale prices and allow Bristol Textile Recyclers to maximise its income from this important grade.

THE ISSUE

WRAP research shows that extending the life of clothing by an extra nine months of active use would reduce carbon, waste and water footprints by around 20-30% each. This

is the single most significant environmental intervention we can make. Increasing the re-use rate in the UK and for export would reduce the total waste impact of clothing.

WHAT WE DID

Bristol Textile Recyclers worked with Love Your Clothes on a Fashion Salvage event. The idea was simple: open up the warehouse to fashion bloggers, up-cyclers, students and journalists and challenge them to create outfits from what they find. Video: www.youtube.com/watch?v=tMHUvIRtLwA
The event was a great success and Bristol Textile Recyclers saw an opportunity to develop the idea into a monthly Fashion Salvage Kilo Sale.

Bristol Textile Recyclers grade vintage clothing which is sold mainly to UK dealers who buy from them on a weekly basis.

Prior to the Kilo Sale, surplus vintage stock not taken by dealers would go back onto the line and be re-graded for export. The Kilo Sale helped Bristol Textile Recyclers open a new market by selling direct to the public. The public were invited to Bristol Textile Recyclers premises and allowed to rummage through tubs of pre-loved clothing. Attendees select the items they wish to buy and these are weighed by the Bristol Textile Recyclers team. Clothing was priced at £6 per kilogram and there was no minimum spend.

IMPACT

The Kilo Sales have been a great success and attract up to 200 people every month.

“Kilo Sales work on several levels - inviting the public into our factory so they can find out what happens to their unwanted clothes; customers get a great deal on vintage clothes; we get the best value from our stock.”

Aimee Campanella,
Bristol Textile
Recyclers.

SEE ACTION PLAN

www.loveyourclothes.org.uk



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 YOUR CLOTHES