

ARRANGING COMMUNITY ENGAGEMENT WITHIN A LARGE TOWN



CASE STUDY

PARTNERS:
Love Your Clothes and Brighton Fashion Week

APPLICABLE TO:
Communities, charities, fashion events, universities, colleges and schools.

OVERVIEW

In partnership with Brighton Fashion Week and Cancer Research UK, Love Your Clothes deposited a tonne of clothing in a public location and encouraged local fashion students, school groups and the general public to take part in a range of activities focused on second hand clothing.

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

Brighton Fashion Week is a platform for new fashion design talent. It's SUSTAIN event has become a successful part of the week, aimed at increasing consumer awareness around the social and environmental impact of clothing.

Love Your Clothes collaborated with Brighton Fashion Week by depositing a tonne of clothing at the Open Market in Brighton. This 'disturbance' showcased a fraction of the 300,000 tonnes of clothing that goes to landfill each year in the UK.

Running over three days, the event highlighted the environmental issues of clothing waste and the benefits of second hand and upcycled clothing.

Local fashion students and groups were invited to see the tonne of clothing and were set a Fashion Salvage challenge. With the help of skilled upcyclers, participants were encouraged to rummage through the tonne to create new items and outfits. School groups (secondary and primary), were invited to participate in educational talks exploring the journey of clothing from raw material to waste.

Free practical demonstrations and skills sessions were held for the general public at the weekend, including hand and machine sewing skills, repair, alteration and breaking down a garment and remaking it. They provided attendees with a host of sustainability tips and guidance.

Find out more about this event: <https://storify.com/loveyourclothes/tonne-of-clothes-at-brighton-fashion-week>

SEE ACTION PLAN

www.loveyourclothes.org.uk



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 YOUR CLOTHES

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IMPACT

- This was a time intensive event to set up and plan but offered an extremely high level of return on investment for driving consumer behaviour change. Over three days the Love Your Clothes team distributed 8,000 tips leaflets and facilitated 316 workshop places covering everything from sewing on a button to creating a catwalk creation. The event achieved a 4.5 million social reach and over £200,000 in advertising value media coverage.

“The event had a profound effect on our students and on their development as fashion textile designers. Sustainable, Responsible, Upcycling, Recycling and Reduce have been hot topics this year which many students have taken into their Final Major Project.”

Helen Perry, Pathway Leader
Fashion & Textiles, City College
Brighton & Hove

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