



GFX

**FASHION
REVOLUTION**

SWAP PARTY TOOLKIT

Supporting

**SUSTAINABLE
DEVELOPMENT
GOALS**

HIGH FASHION



GFX: THE GLOBAL FASHION EXCHANGE

The Global Fashion Exchange (GFX) is an international platform promoting sustainability in the fashion industry with inspiring forums, educational content and cultural events.

Working with global cities, brands, influencers, and nonprofits, we raise awareness and help provide tangible solutions to close the loop.

One way this comes to life is the signature GFX clothing swaps. Creatively showing how to reuse and recycle, these events empower people to take action for a better environment while they stylishly renew their wardrobe.

Since 2013, we've reached over a billion people across six continents, collaborated with partners from the United Nations, Comfort, and fashion weeks all over the world giving new life to over 1.4 million pounds of clothing through our campaigns, initiatives, and partnerships.



LET'S SWAP

Welcome to Global Fashion Exchange! Our Mission: To make an impact through innovative clothing swap events and cultural activations around the world.

This TOOLKIT was created to educate and inspire the global community to create fantastic swap events. We're excited to bring our years of experience to you. On the following pages, you'll find exactly what you need to create your very own KK x Boo Hoo x GFX Swap event!

OUR GOAL is to

#GFXNYC

#GFXDubai

#GFXDallas

#GFXToronto

#GFXBangalore

SWAP

#GFXMiami

#GFXSydney

#GFXLA

#GFXCopenhagen

#GFXMelbourne

ALL OVER THE WORLD


#GFXLisbon

#GFXSantaCruz

#GFXBogota

#GFXKathmandu

#GFXPrague



LET'S START WITH..

THE LOOK

THE GFX AESTHETIC

As we move through the deck remember these words and it will help guide your experience creating an event that is fun and educational...

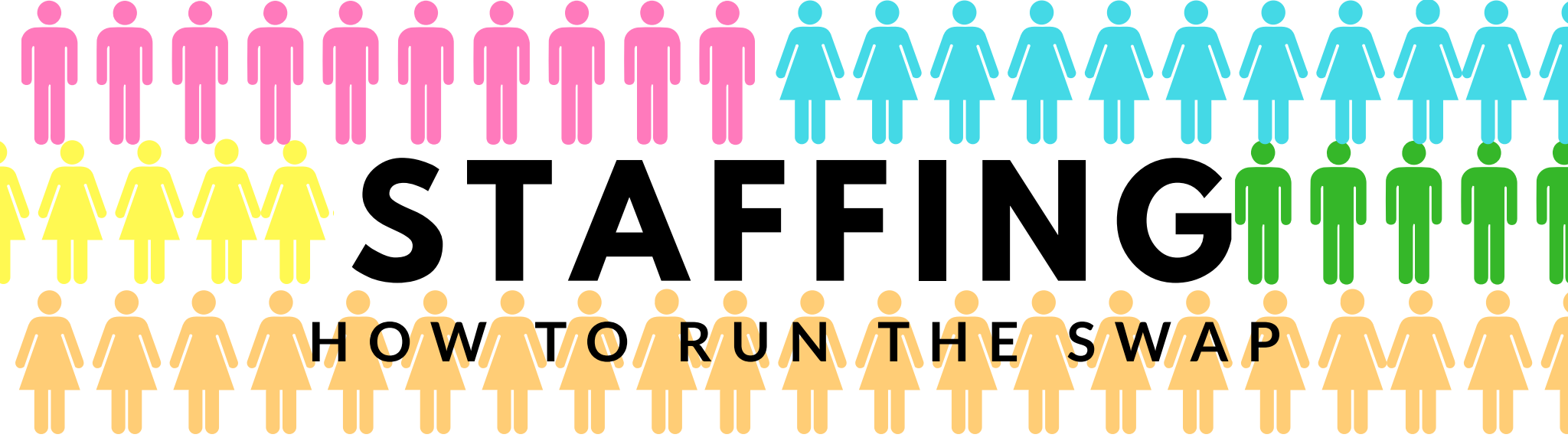
FRESH - PLAYFUL
FUN - ENGAGING

LOCATION



Depending on the number of guests. Ideally, this should be in a well known or high traffic area. As we work to inspire sustainable fashion choices and elevate the perception of “swapping,” we host events at art galleries, popular destinations, public spaces, and co-working-hubs. You can get creative too! Maybe someone you know has a store or boutique you can work with. You can use the tables, chairs, and racks in the store and promote them along with your GFX Swap. We have found that retailers LOVE this kind of thing!

GLOBALFASHIONXCHANGE.ORG



These people are responsible for set up and breakdown of the swap as well as the GFX experience as it happens. They sort, fold, help, assist people, keep space neat and direct. We do a call for volunteers about **1 month in advance**. Since they are donating their time, we love to give them the first opportunity to select an item from the swap before it officially opens, as a thank you.

WE RECOMMEND

- 1 - Greeter / Check-in person
 - 1 - Sorting Expert
 - 1 - Weight Manager
- 2 - Clothing Distributors
 - 2 - Swap Managers

THE SPACE

Remember, GFX is supposed to be **FUN!** We make it like a party, complete with music or cultural entertainment. This makes the event more compelling to consumers if they get to see a DJ or performer they love, as well as provides another partner to help promote the event. Swapping and dancing go well together! Just make sure you have everything you need at the venue and test it out before the event starts.

THE BASICS: WHAT YOU'LL NEED

- Changing areas with mirrors
- Plenty of space to set up your racks, tables, decor and fun stuff
- Good lighting makes a huge difference.
- Music or fun playlist
- Bathroom Access
- Mens/Womens/Non-Gender Conforming sections
- High-End / High Street sections



WHY WE DO THIS SWAPPING IS A REVOLUTIONARY ACT WE ARE INSPIRED BY FASHION REVOLUTION

FASHION REVOLUTION WANTS TO UNITE PEOPLE AND ORGANISATIONS TO WORK TOGETHER TOWARDS RADICALLY CHANGING THE WAY OUR CLOTHES ARE SOURCED, PRODUCED AND CONSUMED, SO THAT OUR CLOTHING IS MADE IN A SAFE, CLEAN AND FAIR WAY.

FASHION REVOLUTION BELIEVES THAT COLLABORATING ACROSS THE WHOLE VALUE CHAIN — FROM FARMER TO CONSUMER — IS THE ONLY WAY TO TRANSFORM THE INDUSTRY.

THEIR MISSION IS TO BRING EVERYONE TOGETHER TO MAKE THAT HAPPEN.

CHECK OUT ONLINE AS FR HAS AMAZING TOOLS ON THEIR WEBSITE FROM PROMOTIONAL MATERIALS TO A PLATFORM TO ADD YOUR FR WEEK EVENT!

JOIN FASHION REVOLUTION [HERE](#)

IN DETAIL



WHAT DO I NEED?

Scale: We have some details that make GFX special, like weighing in all the clothing that comes in. This is important because at the end of the swap, we tally up the total to share the collective impact made.

Decor: This depends on budget but it should be stylish - get inspired by your favorite boutique. We like to merchandise this like a real store experience. The more fun the better! Don't forget to place educational messaging around the event

LINK TO POSTERS + RESOURCES HERE

Racks and tables: We like to have plenty of room to put the garments on tables and racks so it looks and feels like a store you want to shop in and it's easy to see the clothes.

THE BASICS...

- 1 - Scale for weighing
- 10 - 15 racks
- 5 - 8 tables
- Changing rooms
- Mirrors
- Tool kit to for hanging signs
- Extra tape and string for hanging items
- Hangers



Pro Tip: Remember, the idea is to elevate the swap experience and make it look and feel glamorous and fun! Make it snazzy and have some fun with the space design! Sourcing props don't have to be costly, sometimes theatres, boutiques, furniture stores, retail stores will let you borrow items in exchange for promotion. Similar to a "sponsorship"!

EVENTS

THROUGH SOME OF OUR AMAZING PARTNERS AND EVENTS AROUND THE WORLD HERE ARE SOME EVENTS AND TIMES IN THE YEAR THAT WOULD BE PERFECT FOR A CLOTHING SWAP!



WORLD ENVIRONMENT DAY

THERE ARE A LOT OF WORLDWIDE ECO DAYS-EARTH DAY, BEE DAY, RECYCLING DAY... CHECK THEM OUT AND HOST A SWAP! DON'T FORGET TO THINK ABOUT CHRISTMAS SEASON TOO!

[CHECK THEM OUT HERE](#)



FASHION REVOLUTION WEEK

EVERY YEAR MID APRIL ITS FASHION REVOLUTION WEEK! A PERFECT TIME TO CHANGE THE FASHION INDUSTRY!

[MORE INFO HERE](#)

RESOURCES

GET INFO FROM OUR PARTNERS SO YOU CAN BE INFORMED AND
SHARE YOUR KNOWLEDGE WITH SWAPPERS!



COMMON OBJECTIVE

GET ACCESS TO THE LATEST
TOOLS, REPORTS AND BUILD
YOUR NETWORK FOR FREE

[ACCESS HERE](#)



CATWALK TO CREATION

HOST YOUR OWN SCREENING
OF THIS INTERNATIONALLY
ACCLAIMED FILM ABOUT THE
FASHION INDUSTRY

[MORE INFO](#)



FASHION REVOLUTION

JOIN THE FASHION
REVOLUTION AND GET ACCESS
TO FREE EDUCATIONAL
RESOURCES!

[THROUGH HERE](#)

CONSCIOUS FASHION

**conscious
fashion +
lifestyle
network**

**Engaging the fashion
industry to accelerate
action in support of
the Sustainable
Development Goals**

[Join Now!](#)

Photo: Getty Images

DOWNLOAD + PROMOTE SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Show your support by downloading and sharing
your passion for changing the world through the
SDGs at your GFX Event

- Learn More about the SDGs here
- Download the SDG Communications Toolkit here

**SUSTAINABLE
DEVELOPMENT**  **GOALS**



Promoting your event

HERE'S WHAT YOU NEED TO CREATE YOUR CAMPAIGN



MARKETING PACKAGE

Here you will find all the Swap photos for Instagram, Facebook and more ready to go. Just add your location, hosts and other info and you are ready to start promoting your event.

DOWNLOAD LINK

SOCIAL HANDLES

included + Tag in every post:

@Globalfashionexchange
@Fash_Rev

***It's important tag the FR country team in every post to get maximum results! Please don't forget!**



THE HASHTAGS

included in every post:

#GLOBALFASHONEXCHANGE
#WHOMADEMYCLOTHES
#SDGS



EVENT TICKETING & MORE INFO

We recommend using EVENTBRITE or something similar. This allows you to complete online event registration. Easily post, promote & sell tickets online for events and it's free!

We also like this because collecting emails and sending a follow up for attending the event is a really nice touch.

You can also easily link this to Facebook or an Instagram account. Making it easy for people to find you and register for the event.

BE SURE TO UPLOAD YOUR EVENT AND TAG IT CORRECTLY!

SUGGESTIONS

- Make the event in Eventbrite (or something similar) so you can easily track and sell tickets online
- Registering people before the event to help streamline the process
- Send a follow up the swappers with the grand total of the weight of clothing brought to the swap. EX: "GFX Lisbon had 500 swappers exchange 1200 Kilos"

MORE GOOD STUFF

PRESS KIT TEMPLATE

We can provide a standard template that will help when communicating with press. Newspapers, magazines, and blogs will want to hear about it!

PRESS RELEASE TEMPLATE LOCATED IN THE TOOLKIT

SIGNAGE / FACTS

All GFX Swaps have key messages posted around the swap. Below is a package that can be printed for your event. We have created a template but feel free to make your own and get creative!

LINK TO FACTS LOCATED IN THE TOOLKIT

SIDENOTE

You might want to charge a small entry fee in order to cover the costs of your event and let your guests know that's where their ticket money goes as well. All fees need to be approved by an official GFX Rep.

AMBASSADORS

Finding ambassadors to help promote the event is a great idea. They can host the SWAP and also help promote on socials! We find that targeting the industries below left is very helpful.

MUSIC - ART - DESIGN - TRAVEL
EDUCATION - FASHION

HIGH STREET + HIGH FASHION

Create sections for "High Street/High Fashion" High St as Zara to Everlane/ High Fashion as Zimmermann to Gucci. This is helpful as some people bring the coveted labels and feel like they got more.



EVENT PREP

IMPORTANT: PRE-COLLECT CLOTHING

Swap areas are set up before guests arrive. This sets the stage for guests who will also attend the day of the event. This requires that the Swap Hosts organizes a pre-collection of garments from those people who want to participate via a “call for collection” and schedule pickups or have people drop the clothing at a designated area. This sounds like a big job but actually goes very quickly and easily once the “call for clothing” is sent out. It’s also a great opportunity for swap hosts to photograph what is coming in to get people excited about the event. All clothing in the pre-collection is weighed and sorted. Great to be done on Facebook, Instagram etc.

WEIGHING AND SORTING - HOW WE MEASURE SUCCESS

It’s best to weigh the clothing as it comes in so you aren’t overwhelmed the day of the event. On event day the scales are set up at the entrance and used when people enter the event and drop off their clothes. We suggest borrowing or renting electric industrial scales that make the process of weighing easier. (Otherwise ‘luggage scales’ or a scale from home will do!)

How do I record the weights? Normally it’s easier to do by hand and then log into an excel spreadsheet

Sorting - This requires a little attention. Clothing that comes into the swap will be of various quality standards. When it’s sorted an “Expert” will determine if it’s fit for the “High end” “High Street” section or none of the above, and just get recycled. Some clothing that comes in isn’t the best quality. As we are also promoting textile recycling we don’t want to turn away any garments.

EVENT RULES

1 - 2 - 1 SWAP

GFX is a 1-to-1 swap. Meaning that people bring one item and take one item. This is a great way to keep it fair and easy, also free from hoarders! If you bring 6 items, you can take 6. If you bring 2 high street and 4 high fashion. The same rules apply 2 high street items and 4 high fashion items. High St as Zara to Everlane/ High Fashion as Zimmermann to Gucci.

CHECK IN / CHECK OUT

Swappers are required to check in at the entrance. Here they receive a ticket with the number of items they are allowed to take home. When they are ready to exit, they show their ticket and newly found items to a swap representative to make sure they are within the 1-2-1 rules.



EVENT DURATION + TIMES

We suggest that the event is about 4 hours. Swap hosts will need time for setting up space and making all the final adjustments. Depending on the date and time it's best to make this a flash event as people tend to get in and out quickly. DJs and Performances can be programmed.

OUR RUN THROUGH HERE MIGHT HELP!

PRESS OPENING

We invite press and key influencers to the event an hour before it opens to the public. This is an opportunity for media to take photos, conduct interviews with local ambassadors, celebrity photos, influencer photos, etc. When enough people have gathered, you can do a formal 'welcome' to open the swap shop and give people a background on the mission.

LEFTOVER CLOTHING

We recommend connecting to your local textile recycling center for assistance. Often times they will come out and pick up the items or tell you how to dispose of them. Also, asking them to set up a booth or table at the event is a great way to further educate swappers about the disposal of items!

Also, we will provide a list from our partner I:CO to help you find a recycling solution in a city near you. Stay tuned!



CONTACT

GET IN TOUCH!



WE'RE EXCITED TO HELP AND ANSWER ANY QUESTIONS YOU HAVE.

EMAIL US AT - [INFO@GLOBALFASHIONXCHANGE.ORG](mailto:info@globalfashionexchange.org)

OR

**SEND A MESSAGE TO OUR DEDICATED INSTAGRAM ACCOUNT SO WE
CAN LEARN MORE ABOUT YOU! [@GLOBALFASHIONEXCHANGE](https://www.instagram.com/globalfashionexchange)**

**SIGN UP FOR OUR MAILING LIST ON
[GLOBALFASHIONEXCHANGE.ORG](https://globalfashionexchange.org) TO RECEIVE ALL THE EXCITING
UPDATES AND EVENTS FROM AROUND THE WORLD!**