

Re-dress instructions

List of items you may need: tables, hanging racks, hangers, mirrors, a box for trading tickets, Swedish clothes from your own staff, Swedish music to stream, marketing material (see building blocks), a sewing expert with sewing machine, local designer

1. **Decide where and when** you want to hold the clothes swapping event. Make sure there is good lighting and enough space to display and organise the clothes. If needed, book a space well ahead of time. You will also need to staff the event with at least three people: one for drop-off, one for arranging clothes, one for checking out clothes.
2. **Schedule ahead.** It may be wise to have people drop off clothes ahead of time (for example in the morning or even the week before), to give you time to arrange clothes and then have an opening when clothes are up for grabs. You can also set some time aside for people to have a look at clothes before you open for trading.
3. **Decide if you want a special target group.** You may want to create a niche segment such as parents that want to swap children clothes, or follow a theme such as trendy clothes.
4. Try to find a **local partner** such as a local environmental organisation, school, library or café.
5. Make **translations** of printed material based on the word files. Each material is available as high-resolution PDF files in English and as word template files for translation.
6. Once you have the texts in your local language, please contact the Swedish Institute for help **creating PDF files.**
7. Contact the Swedish institute **for help with printing** PDF files. If you decide to send material out for print at a local print office, the Swedish Institute is also happy to help deliver all necessary files. We will help you prepare for print.
8. **Market the event** using our posters and folders. Invite people in your network you think might be interested. Post information about the event on social media.
9. **Prepare the space** by setting up tables and hangers for displaying the clothes. Remember to provide two additional tables, one for drop off and one for pick up. Provide at least one mirror and consider having a fitting room (a corner behind screens or curtains).
10. **Donate** any garments that are left at the end of the day to a local second-hand store or non-profit organisation. It is useful to contact them ahead of your scheduled day, maybe engage them as a partner?
11. **Let us know** about your event, both in advance and to let us know how it went. Provide translated material to SI so that we can share it with our partner Naturskyddsforeningen and others.

12. **Other ideas that can help lift your event:**

1. Consider **inviting a local designer** to hold a DIY workshop. The designer can instruct and give practical help to people who want to 'up-cycle' old clothes (amend for size and style).
2. Arrange a **second-hand fashion show** or a fashion show with Swedish eco fashion.
3. Give the event an **additional Swedish touch** by bringing your own typically Swedish clothes or Swedish brands. This can also be used in your marketing of the event as a way to attract people interested in Sweden and Swedish eco fashion.
4. Arrange a simultaneous **seminar on sustainability**, corporate social responsibility and fashion. One example is Sweden Textile Water Initiative, a cooperative project between Swedish textile and leather brands and the Stockholm International Water Institute (SIWI). The project, co-financed by Sida, is one of Sweden's largest public-private partnerships.