

SWAP SOCIETY

ANGELENOS WRAPPED UP FASHION REVOLUTION WEEK 2019 AT GLOBAL SWAP EVENT LOS ANGELES

LOS ANGELES, CA—April 28, 2019—[Swap Society](#) Inc., the online clothing swap that gives consumers equal value for their clothes, co-hosted the Global Swap Event Los Angeles at The Riveter West LA in partnership with Fashion Revolution USA and Global Fashion Exchange in support of the United Nations Sustainable Development Action Campaign. The event featured a clothing swap with personal styling sessions, a panel on sustainable fashion, and a short screening of the feature film *River Blue*, Fashion Revolution's *Who Made My Clothes*, and Remake's newly released *Made in Mexico*.

Women from the Los Angeles area were encouraged to clear their closets of items that don't fit, that aren't their current style, or that they bought but never wear, and swap them for items they want to wear now. Unlike most swaps that follow a "give an item, take an item" policy, Swap Society uses a proprietary points system that ensures customers get equal value for the clothing they swap. Attendees swapped hundreds of garments at the event while receiving sustainable style tips from eco-influencers Sonia Kessler and Naomi Goetz.

The panel was moderated by Swap Society Co-Founder and CEO, Nicole Robertson, and featured Lisa Mazzotta, producer of *River Blue*, Nicholas Brown of Fashion Revolution USA, Eleanor Amari of Remake and producer of the film *Made in Cambodia*, and Toks Olagundoye, actress and sustainable fashion advocate. The panel discussed the myriad problems with the fashion industry and provided actionable steps that individuals can take to change their consumption habits.

"We love fashion, but we are also extremely concerned about the impact the fashion industry has on people and on the environment," said Robertson. "Our throw-away culture goes beyond single-use disposable bags, bottles, cups, straws and cutlery. For many, clothing has become disposable too. This behavior has dire consequences for the planet and for the people who make our clothes. We created Swap Society to make it fun and easy for women to mix up their wardrobes without buying something new." Robertson added, "We are honored to be a part of this momentous initiative in partnership with Fashion Revolution USA and Global Fashion Exchange to help combat the global issue of fashion waste, and to empower people to make a fashion statement that truly matters by encouraging them to ask brands, 'Who made my clothes?'"

"We have to remember that all of us are a part of the fashion supply chain too. Once our clothes reach us, we need to make sure we do our part to ensure they are taken care of properly. When our clothes no longer serve us, please donate, sell, swap, upcycle, recycle...anything but

throw them into the trash,” Brown advised. “Finding out where our clothing will end up after we are done with them is just as important as finding out who made them.”

ABOUT SWAP SOCIETY

[Swap Society](#) is the only online clothing swap that gives consumers equal value for their clothes. Members swap women’s and kids’ clothing and accessories with other women across the United States from the comfort of their own homes. Members send their items to Swap Society in exchange for points that they use to get new pre-loved items of equal value. Swap Society carefully inspects each item they receive, then photographs and lists each accepted item, and their proprietary algorithm assigns a point total. Points are based on a few key metrics including desirability, seasonality, condition, inventory and retail value. Members can spend their points on thousands of high-quality women’s and kids’ items without having to buy something new. #swapbeforeyoushop

ABOUT FASHION REVOLUTION

Fashion Revolution Week 2019 marked the sixth year of [Fashion Revolution](#), the world’s largest fashion activism movement founded to radically change the way our clothes are sourced, produced and purchased. It also marks six years since the Rana Plaza garment factory collapsed in Bangladesh, where 1,138 people were killed and many more injured on April 24th, 2013. The campaign ran from April 22-28 in more than 100 countries around the world, and challenged more people than ever before to demand systemic reform of the fashion industry with a special focus on the need for greater transparency in the supply chain. Fashion Revolution is a non-profit organization with a presence in over 100 countries around the world. Their vision is a fashion industry that values people, the environment, profit and creativity in equal measure. Fashion Revolution works all year round to raise awareness of the fashion industry’s most pressing issues, advocate for positive change, and celebrate those who are on a journey to create a more ethical and sustainable future for fashion.

ABOUT GLOBAL FASHION EXCHANGE

[GLOBAL FASHION EXCHANGE](#) (GFX) is an international platform promoting sustainability in the fashion industry with inspiring forums, educational content and cultural events. Through interactive clothing swaps, GFX empowers consumers to take action for a better environment while they stylishly renew their wardrobes, and save hundreds of thousands of clothes from being discarded.

ABOUT THE RIVETER

[The Riveter](#) — a female forward workspace and community designed for business and impact. Built by women but for everyone, The Riveter is a home and acts as a catalyst for success. Its bold, collaborative spaces give you the latitude to think big. Cultivate your skills and share your expertise, grow your networks, experience or host events, and fuel your mind, body and soul. It is not a private social club, but welcome men and allies into its membership and community. The Riveter is the platform where the trail of shattered glass shines brighter every day.