

SWAP SOCIETY

SWAP SOCIETY TO HOST *GLOBAL SWAP EVENT—LOS ANGELES* IN PARTNERSHIP WITH FASHION REVOLUTION USA AND GLOBAL FASHION EXCHANGE

Global Initiative Aims to Save 1 Million Pounds of Clothing from Being Discarded in 2018

LOS ANGELES, CA—April 19, 2018—[Swap Society, Inc.](#), the only online clothing swap that gives consumers equal value for their clothes, is partnering with Fashion Revolution USA and Global Fashion Exchange on their mission to help save 1 Million pounds of clothing from being discarded in 2018. *Global Swap Event—Los Angeles* will take place during Fashion Revolution Week and Earth Month from 1pm-5pm on Saturday, April 28 at Open Mind Art Space 11631 Santa Monica Blvd., Los Angeles.

“We love fashion, but we are also extremely concerned about the impact the fashion industry has on people and on the environment,” said Nicole Robertson, co-founder of Swap Society. “Our throw-away culture goes beyond single-use disposable bags, bottles, cups 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 refresh their wardrobes without buying something new.” Robertson added, “We are honored to be a part of this momentous initiative in partnership with Fashion Revolution 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?’”

Global Swap Event—Los Angeles is a clothing swap for women’s, babies’ and kids’ clothes and accessories, including shoes, handbags and jewelry. Women in the Los Angeles area are encouraged to clear their closets of everything they don’t love, that doesn’t fit, or that they haven’t worn in ages. If they have children, they are encouraged to clean out their kids’ closets too. Clothing must be freshly laundered and free from stains, tears and odors.* All items brought to the event will be weighed, and at the end of the swap, the total weight from the Los Angeles event will be added to the global total to share the collective impact.

This special event will be Swap Society’s first pop-up swap, and will utilize their proprietary points system. Unlike most swaps that follow a “give an item, take an item” policy, Swap Society’s points system keeps things fair and ensures that customers get equal value for their clothing. If people leave the event with leftover points, they can use them anytime online at [swapsociety.co](#).

Tickets to the *Global Swap Event—Los Angeles* cost \$25 in advance or \$30 at the door, and can be purchased online at [www.swapsociety.co/products/gfxla](#). Attendees will enjoy unlimited swapping, exclusive giveaways, as well as complimentary libations, fashion styling tips from Native Styling, and hand and neck massages from Aveda Azure Salon.

*Unaccepted items will be upcycled by MeWe Clothing or donated to Downtown Women’s Center.

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. Upon joining, members receive a welcome kit that includes a pre-paid, pre-addressed mailer that can be left out for their letter

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carrier to make swapping back and forth convenient and fun. 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 2018 will mark the fifth 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 five 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 will run from April 23-29 in more than 100 countries around the world, and will challenge 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.