# HOW TO:

# Organise a sustainable FASHION SHOW



A BIN LORRY OF TEXTILES IS DUMPED INTO LANDFILLS OR INCINERATED EVERY SECOND

## WHY?

Hosting a fashion show and want help making it sustainable? With this how-to-guide, you can learn how to plan the day, gather the clothes and successfully host your own event!

## WHAT?

Showing off how easy it is to find fashionable, sustainable clothing can help inspire others to do the same. Fast fashion is a huge contributor to landfill so giving clothing a new life benefits our planet! Plus you can have a fun day channelling your inner model or stylist.

Read on to see you can plan YOUR own **SUSTAINABLE FASHION SHOW...**

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# PLAN:

1. **Put together a team :** To organise your show you are going to need models, a photographer, a coordinator and a backstage crew
2. **Find a venue :** This could be at a community location or at your school, consider how many people you want to invite and how big your show is going to be
3. **Choose the date and time** : Agreeing on a date that works will give a deadline you are able to work towards and you can start advertisement
4. **Consider music and lighting :** Think about what sort of music you are going to play and if you need any specialist lights or speakers to make your event stand out
5. **Gather the clothes :** Clothes are a must for your fashion show, see the *Gather Section* on where to find sustainable fashion pieces from



# GATHER

1. **Your clothes :** Use clothes and accessories you already own
2. **Old clothes :** Ask the people you know at school or in your community if they have any old clothes they can donate to the fashion show
3. **Charity shops :** They have some great items that can be styled to fit with other items and the money spent goes to a good cause, check what's in your local area
4. **Vinted :** An app that's increasingly popular now has so many clothes and accessories that you can search for and buy
5. **Sustainable and ethical brands :** Aim for this to be the last option (as second-hand clothing is much more environmentally friendly) but if you need one piece to match and make an outfit then source the item from ethical brands

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# ADVERTISING

1. **Who? :** When advertising the event you want to think about who you want to invite, it could be a part of your community group, school, community or even a larger scale

2. **How? :** A poster is a great way to give a visual insight to your fashion show whether its hand drawn or done online

3. **Where? :** Social media is useful to share your event and get a lot of people to see it, however if you are having an invited event, emailing or messaging people may be best

4. **Remind, remind, remind :** Once you have got interest to your event. Make sure that you send out reminder emails or messages 1 week before and then on the day too.




# ON THE DAY

1. **Lead :** Make sure that your whole team knows their roles and what they are responsible for on the day. Practice if you need to beforehand.

2. **Timing :** Make sure that you give yourself some extra time in case people are late or something goes wrong

3. **Educate :** Make sure that you tell people what you are doing and why. Use some facts from our Fast Fashion FactFile and explain the impacts of the fashion industry

4. **Enjoy :** Have a great time and show people that can be creative, fun and look great too!!!

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