



FASHION BASH



AIWC Cologne: Organizing a sustainable fashion bash.

Clothes collection

Club members were asked to donate their barely worn or new clothes (buying errors)

We had several collection points.

These clothes were ironed and stored hung before the event to prevent creasing.

Before the event

The event was advertised in our bulletin and on the web site.

Before the event pictures were taken of the outfits and posted on the web site with brief (catchy) descriptions. High end brand names were highlighted.

Clothes racks were organized. Accessories such as, shop window dummies are useful for showing off the clothes.

Coat hangers were collected. We did try to have all the coat hangers the same size and color, this looks nicer.

Clothes were checked, for missing buttons and hanging threads, and this was remedied.

Pricing; we chose to charge the same price for all trousers and then all the same price for all dresses etc. Price tags were attached to the clothes to make it as easy as possible for our clients to be informed of the price. High end articles were priced separately.

Venue

This is preferably roomy with good light, plenty of mirrors and changing rooms. It is good to have bathroom facilities if possible.

Rented rooms tend to be very blank and can seem uncared for, taking along a silk flower decoration can solve this problem.

Kitchen facilities so refreshments can be served.

The event

There was music playing. Two models walked around showing some of a few of the outfits. One of our models brought extra shoes with varying heel heights which she lent to our customers trying on the clothes. She had also brought some necklaces, this helped show off the outfits.

At our event we charged no entry fee, we did however charge for sekt (sparkling wine), tea, coffee, water and orange juice. The price of the refreshments included biscuits and mini muffins.

The event was open to club members and their friends.

The clothing racks were arranged in a U shape. Our venue was large, customers could reach the clothes easily.

We had carrier bags for our customers to take their items home in.

We did not have a high attendance, around 40 people, however €860 was raised on selling the clothes, €100 for the refreshments and with some donations this brought our total to €1000.

The event was popular with the attendees who immediately asked when we were going to hold it again. They told their friends about it, and people who were unable to attend told me later they wished they had been able to go.

At our sale we did not sell jewelry and handbags because we were having an accessories event a month later. Next time around we will sell accessories.