

Swishing

How to Swish

There are loads of different types of Swishes, some massive, some tiny, and each one with its own unique charms.

Smaller Swishes (with around 10 friends) are a great way of getting a new outfit and having a girly night in. Why not try it with your new flatmates or your neighbours across the hall? You can swap clothes and get to know each other without wasting your student loan. Many smaller Swishing groups hold regular monthly evenings so that even if you don't get the item you want one month, you could always grab it the next.

University rag week is a busy period for Swishing. When organised well, with enough planning and man power, they can raise huge amounts of cash for your chosen charity. For tips and advice from fundraisers who have thrown swishes visit our Facebook and Twitter pages. Big Swishes are a lot of work but also a lot of fun. Most people charge an entrance fee of about £5 but it's entirely up to you.

Whatever you are planning to do with your Swish, we have provided our guide to a successful party which is fun for all.

How do I host my own party?

1. Find a venue

A venue is required to host a Swishing party. If it is a small Swishing party for family and friends then you may choose to host it in your house, as many of our Swishers tend to do. If it is a big Swishing party, then a public venue is recommended. Pull some strings, call up your contacts and you may just get lucky!

2. Register your Swishing party

If it is a big Swishing party, open to any member of the public then it's a good idea to register the event on the Swishing website www.swishing.com. To do this you will need to be a member of the Swishing community and create your own username and password. This is simple to do, takes 2 minutes, and you only have to do it once. You can then post events and upload photos to share with fellow members.

Make sure you list the date, time and exact details of the event to ensure everyone turns up to the right place at the right time to avoid any Swishers getting lost.

For large parties, it's best to have an idea of the capacity of the venue, which you can list when registering your Swishing party on the website. A Swishing party has no limits on how big or small it can be.

3. Find other Swishers

Once your Swishing party has been registered, it will automatically be advertised on the Swishing website. You can also advertise the event on the Swishing Facebook page and group, or tweet it with a #Swishing tag.

So what happens on the day?

Essential Checklist	
Garment Racks	
Hangers	
'With Love' labels	
Optional Additions	
Mirrors	
Mannequins	
Material or screens for changing rooms	

It's a good idea to have several people on the door to check people are on the registration list. Then you can grade the items people have brought as they enter.

Grading Items

We at Futerra are great believers in Swishing Karma and find that the approach to which you take to Swishing always comes back to you. Some of our best parties have followed the 'free for all' format and we have rarely been disappointed.

Having said that, for larger Swishes or parties open to the general public, you may want to consider one of the following grading systems.

Points System

People can bring as many clothes, shoes or accessories as they like (as long as they are good quality and in good condition). We use colour coded raffle tickets for our points system and this works as follows:

Pink... represents High Street and each ticket issued is worth 5 points.

Yellow...represents Vintage and each ticket issued is worth 20 points.

Blue... represents Designer and each ticket issued is worth 60 points.

Swishers can pool all their points together. So someone may bring 12 high street items and get 5 points per item. All their points added together equates to 60 points, meaning they could take home either 1 designer item/3 vintage items or 12 different high street items.

Bring 1, Take 1

Swishers simply take the same number of items as they came with. The easiest way to do this is to give Swishers a stamp on their hand for each item they bring and then count them out at the end. It is a good idea to limit the number of items to about 5 to avoid people rolling up with a suitcase full of Primani. This requires less organisation on your behalf but some people may complain that it's not fair, for example if they brought an expensive item to Swish but took home a high street item.

Swishing Rounds

You can take 1 item in a round. If there is competition for an item then the girls draw raffle tickets to see who gets it. After 2-3 rounds it's a free for all.

The Rules of the Rail

- Everyone must bring at least one item of quality clothing (no undies please!), shoes or an accessory.
- Make sure you print off and sign a 'With Love...' label from the Swishing website and attach it to your offering.
- You will have half an hour to browse before the swish opens.
- No item may be claimed before the swish opens.
- As soon as the swish is declared open, everyone may take what they want.
- Remember no scratching, spitting or fighting.

What happens to left over clothing from Swishing parties?

Any leftover items from Swishing parties are usually donated to local charities in an effort to prevent the clothes going to landfill.

Who makes money out of it?

Well they say the best things in life are free and that's exactly what Swishing is. It is the concept and the principles behind it that are of value, not the profit.

Having said this, many people do charge an entry fee when hosting their own Swishing party. This is normally relevant if the event is for charity, or if the organiser provides food/drink or needs to cover running costs. We leave this up to the organiser to decide but Swishing has the potential to raise loads of money for charity.

How do I find a Swish?

Swishing parties are all listed on the Swishing website www.swishing.com. You can also find loads of events on www.twitter.com/Swishing or on our Facebook Page (just called Swishing). If you put up your events on our Facebook page, we will do our best to promote them further to other Swishettes. It is also a great place to talk to other Swishers to get tips and share ideas.

The majority of the events posted on the swishing.com website are independent of Futerra. Futerra hosts iconic swishing events throughout the year, which are listed on the home page so that members can keep abreast of Futerra-sponsored events.

For any further questions or queries please get in touch. You can contact us through Facebook, Twitter, or www.swishing.com, you can also email us at info@swishing.com. To find out a bit more about the beginnings of Swishing and who we are visit www.Futerra.co.uk.

Happy Swishing!