

# Swishing

## Top 10 Tips for a Fabulous Swishing Party

**Send out invites.** If it is a large swishing event, register your party on the swishing website [www.swishing.com](http://www.swishing.com). It is easy to do, only takes 2 minutes and reaches all Swishing fans in your area. Social media is also a great way of attracting more Swishettes. Swishing already has a great Facebook page and Twitter feed where we will help spread word of your events as far as possible. If it is a smaller party then send an email out to all your friends. When posting your event, ensure that you list full details of the time and location and include a map of the area so that guests can find your event easily. Have guests confirm via email so that you have an idea of how many guests to expect.

**Preparation is key.** Ensure that you have all of materials that you will need to display the goods. Clothes racks are essential for keeping clothing neat and tidy, and tables with cloths are great for displaying handbags and accessories. Shoe racks help prevent clutter and ensure that shoes stay paired. You could try borrowing these from friends, family or even local charity/thrift shops.

**Sort the items by type.** Dresses and skirts on one rack, camisoles and blouses on another, and trousers and dress pants on a separate rack so that guests can find what they're looking for with ease. Alternatively, at a larger Swish, you could also sort items by size.

**Alcohol and laughter go a long way.** Swishing is a fun way of hanging out with existing friends as well as making new ones, a glass of wine and good tunes add to the event even further

**Create a sense of drama.** Soft lighting and fairy lights make a room look instantly glamorous. Full length mirrors dispersed throughout the venue make a room look larger

and are perfect for guests to check out their new treasures. Some Swishettes even create a changing area for clothes to be tried on.

**The busiest time of the swish is when the swish opens** and the guests pour in armed with goodies. Ensure that you will have enough people present to receive the goods, sort the items and explain to people the rules of the swish, etc. If you are planning a really big Swish it is often a good idea to have a pre-arranged drop off period. Swishettes can drop off clothes either the day before or in the morning and then return later on for the Swish. This gives you plenty of time to arrange the clothes and get the room looking glam.

**Swishing is kind of like karma for clothes.** Bring something fabulous and thou shalt receive something stunning in return.

Ensure that you **follow 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.

**Relax** and remember that swishing is a fun event for people to get together and share their love of fashion and the environment.

At the end of the swish, bag up the unwanted items and **donate to a local charity**. You will be contributing to a good cause and will help prevent them going to landfill. For more stats on the environmental impact of throw away fashion visit [www.futerra.co.uk](http://www.futerra.co.uk).