



Fashion Fights Poverty (FFP)
1776 I St, NW, Suite 900
Washington, DC 20006
T: 202.756.4837
www.fashionfightspoverty.org

FOR IMMEDIATE RELEASE :
July 9, 2009

Contact: Kadrieka Maiden
240-446-8148
kmaiden@fashionfightspoverty.org

REUSE - REGAIN - RECYCLE

Fashion Fights Poverty Takes a "Second Look" at Second Hand for Fashion Swap

WASHINGTON, DC-- Fashion Fights Poverty (FFP) will host DC's first ever "fashion swap" on Saturday, July 18, 2009 from 12pm to 5pm at the Renaissance Mayflower Hotel.

The event will allow guests to consign former favorites, refresh your wardrobe with "new to you" items by "swapping" with fellow guests, or donate items to *Covenant House Washington*, an organization that provides shelter and protection, food, clothing, counseling and job training to Washington, DC youth. Local DC consignment shop *Current Boutique* will be onsite to consign quality items that can be resold. Guests will also enjoy hair styling demonstrations by *PR at Partners* and hair treatments by *Phyto* hair care.

FFP is calling on all environmentally conscious fashionistas to join our efforts to *reDuce*, *reUse*, and *reCycle*. The fashion swap will serve as an outlet for the DC community to share quality items that may no longer represent them but may benefit others. "Each one of us has the ability to help those less fortunate than ourselves, regardless of how big or small that contribution," said FFP President, Chris Belisle. "This is who Fashion Fights Poverty is, and we hope those who participate in this particular activity will know it can be fun, too!"

How does "Fashion Swap" work? The swap begins with attendees leaving their unwanted articles of clothing, shoes, and accessories on tables based on clothing size range or accessory type. Guests will choose whether to offer their garments for consignment, trade, or donate them. Attendees will then dive in and find their next "new to them" items from the pile.

- If offering items for consignment, garments will be entrusted to Current Boutique. You may choose to donate your consignment proceeds to Fashion Fights Poverty.
- If trading, guests may interact and make trades with other guests.

- FFP encourages all guests to donate items to Covenant House Washington. At the end of the event, clothing not consigned or swapped will go to the Covenant House.

For entry into this event, all guests must bring an item (clothing, accessories, or shoes) big or small.

Please RSVP to rsvp@fashionfightspoverty.org.

About Fashion Fights Poverty (FFP)

Our mission is to raise awareness for initiatives that encourage and support creative, effective, and sustainable means of challenging poverty. We believe that the industries of fashion, textiles, and design offer unique and effective opportunities for designers, craftsmen and consumers alike to contribute to the alleviation of poverty through trade, skill-building and community empowerment.

Fashion Fights Poverty's 5th Annual benefit, presented by the Renaissance Mayflower Hotel, will be held on Friday, September 25th!

www.fashionfightspoverty.org