

Love Your Clothes Launch!

Embargoed until 11th February 2014



On 11th February 2014 we will be launching the Love Your Clothes Campaign, which has been developed to help consumers change the way they acquire, use and dispose of clothes across the clothing lifecycle.

The campaign will focus on providing consumers, fashion bloggers and consumer groups with tips and advice on how to:

- Make clothes last longer
- Reduce the environmental impact of laundering clothes
- Deal with unwanted and worn out clothes
- Make the most of the clothes you have

It has been developed with industry as part of the **Sustainable Clothing Action Plan (SCAP)**, which is coordinated by WRAP and will help contribute to agreed carbon and waste reduction targets.

What's Happening?

We are launching the campaign with a social media event on 11th February to signpost consumers to www.loveyourclothes.org.uk where they can find useful tips and advice on how to get the most from their clothes and share any tips they have.

We want to encourage consumers to '**revisit their wardrobes**' to make them think about their existing clothes and then tweet or email an item of clothing and the story behind it. The Love Your Clothes team will be on hand to help advise people on what to do to revive their clothes or recycle them if all hope is lost!

20th January 2014



There's so much more we can do to love our clothes, restyling old outfits, accessorising, repairing and altering, washing right, passing items on through charity shops, selling them online and recycling worn out clothes.

The campaign will be using the following social media channels to encourage consumers to visit www.loveyourclothes.org.uk

- **Twitter:** @loveyourclothes <https://twitter.com/loveyourclothes> - #LoveYourClothes
- **Facebook:** <https://www.facebook.com/LoveYourClothesUK>
- **Pinterest:** <http://www.pinterest.com/loveclothesuk/>

How you can support the campaign

We need your help to promote the launch of Love Your Clothes through your social media channels and signpost consumers to www.loveyourclothes.org.uk

- **Issue a press release to support the campaign and encourage consumers to visit the website**
- **Issue Twitter/Facebook posts through your social media channels (we'll provide the content). Follow our channels, share our posts and let people know where to follow Love Your Clothes. If you use Pinterest please pin our website details to your board**
- **Endorse and get involved in the campaign – provide us with a quote supporting the campaign**
- **Add relevant tips to the Love Your Clothes website**
▪ **Encourage your social media followers to submit tips to the Love Your Clothes website**
- **Encourage relevant contacts/colleagues/staff to get involved**

Resources available

- Tweets, Facebook posts and web copy
- Photographs
- Editorial

These will be made available on **31st January 2014 but embargoed until 11th February**

For more information contact Get it Sorted on: 01285 642211 or email: info@getitsorted.org