



**THE  
FASHION  
PULPIT**

**PRESS  
KIT**



## THE PROBLEM

\* **150 billion garments** per year are produced in the global fashion industry, which means about **20 items per person**.

*(Source: Takeaways from Future of Fashion Sustainability Panel)*

\* **92 million tons** of solid waste each year is produced by the fashion industry using **98 million tons** of natural resources.

*(Source: Greenpeace)*

\* **1.2 billion tons** annually is the total greenhouse gas emissions from textile production. This is more than those of all international flights and maritime shipping combined.

*(Source: Anew of textile economy)*

\* The Rana Plaza disaster in 2013, in which **1,130 people died** and **2,500 were injured** when a run-down eight-storey factory complex making clothes for Primark, Benetton, Walmart and other Western brands collapsed, highlighted the dangers of the industry in Bangladesh. *(Source: Post Magazine)*



## OUR STORY

After 3 years of hard work in promoting and advancing sustainable fashion in Singapore through organising 15 swaps, several workshops, panel discussions, and collaborations with various companies and government agencies, we noticed that people are extremely motivated to create positive change. Unfortunately, due to the lack of flexibility and inconsistent location of swapping events, creating a positive change was something they had to fit into their schedules.

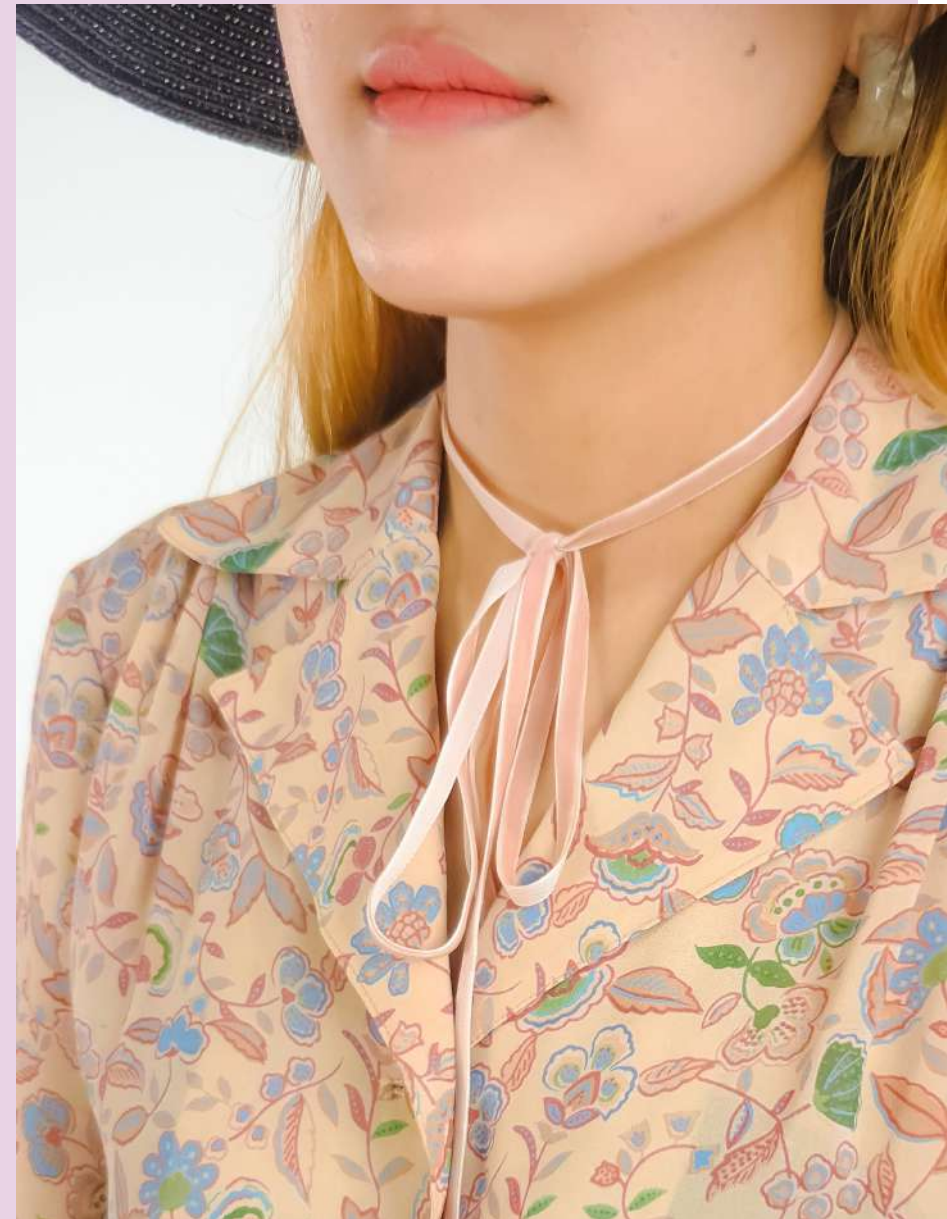
Now, how do we fix this problem?

A permanent swapping fashion space! One location, swap anytime, bring everyone. Not only will you be able to swap from the best selection of pre-loved fashion pieces, you can now upcycle and learn fashion tricks all at one place!

“ BEING NAKED IS  
THE #1 MOST  
SUSTAINABLE  
OPTION.  
SWAPPING IS #2 “

## OUR VISION

We aim to provide convenience and flexibility on however and whenever you want to help us create a purpose-driven economy around sustainable fashion and conscious consumerism. The Fashion Pulpit is also the very first of its kind in Singapore. We're your extended wardrobe!



# BENEFITS OF SWAPPING

You will prolong the lifespan of your clothes

You lessen textile waste

Take on the opportunity to explore new styles without breaking the bank

The ability to create an extension of your wardrobe (no repeats looks on your gram)

## How?

By trading a shirt with a friend instead of buying new, you could save enough water for 1 person to drink for 2 ½ years!

*(Source: 1 Million Women, 2019)*

Doubling the useful life of clothing from 1 year to 2 years reduces emissions over the year by 24%. *(Source: Fashion Revolution, 2015)*

Wearing clothes 50 times instead of 5 times, reduces carbon emissions by 400% per item, per year. *(Source: Zady, 2015)*

Swapping 20kgs of clothes saves enough energy to run a TV, non-stop for 1.7 years. *(Source: Carriageworks.com, 2015)*





# OUR SERVICES

## SWAP

Helps declutter and refresh your wardrobe without hurting your wallet and our planet.

## REPAIR

Create a great impact through a small change by prolonging the life of an item.

## FASHION TRICKS

Translating skills and awareness on sustainable fashion through engaging activities.

## UPCYCLE

Breathing a new life into worn- out clothes.

**IN NUMBERS**

**30K**

**FASHION  
ITEMS COLLECTED**

July 2018 - July 2019



**30 EVENTS**



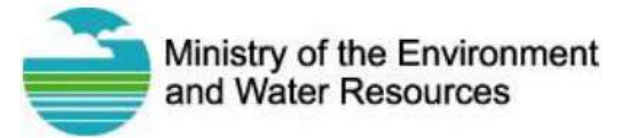
**46 WORKSHOPS**



**700 ACTIVE MEMBERS**

# PARTNERS

## ORGANISATIONS





# PARTNERS

COLLABORATORS



# MEDIA COVERAGE



# INFLUENCERS



**Laanya Asogan**



**Caitanya Tan**



**Linda Hao**



**Stephanie Dickson**



**Charlotte Mei**



**Kamana Bhaskaran**



**Anna Haotanto**

## Sustainable fashion is so in: Introducing The Fashion Pulpit, Singapore's first retail space that welcomes clothes swapping

by Nicole Nithiyah | Jun 27, 2018

**Out with the old and in with the... old? Shopping with a conscience has never been so accessible, thanks to The Fashion Pulpit, the latest (and Singapore's only) permanent retail store that welcomes swapping and upcycling. Support the Kickstarter campaign to make a difference.**

In a [shopper's paradise like Singapore](#), it's safe to say that we've all been guilty of throwing out old clothes once they go out of style or using just a fraction of our wardrobe while the rest don't see the light of day. It may seem harmless but boy are we wrong.

Don't take our word for it. Studies from The Global Fashion Agenda show that the fashion industry is the second most polluting industry after the Oil and Gas sector (gasp!). Back home, an article from Channel NewsAsia revealed that every Singaporean throws 27 out of 34 items they've purchased.

### Swap, don't shop

One man's trash is another man's treasure. Give your closet an overhaul by swapping your clothes that are in good condition in exchange for points based on quality, style and brand. Use your points to swap for something chic any day, any time.

### Upcycling

Can't bear to swap your go-to cocktail dress? Work together with a tailor to transform it into something new so you won't be nagged at for adorning that beloved piece over and over again.

### Tailoring

In-house designers are more than happy to bring your fashion items to life with minor repairs like a missing button or lose thread. You even have the choice to swap or wear it after.

### Fashion tricks

The team behind The Fashion Pulpit has organised a stellar lineup of workshops and talks by different experts in the field. Learn more tricks on how to prolong the life of your apparel and style outfits creatively.

So if you're a fashionista who values style and sustainability, hop on over to The Fashion Pulpit's Kickstarter campaign page and do your part in making sustainable fashion mainstream, one garment at a time. Exclusive rewards like the social swapper, swap addict and fashion pulpit angel are waiting for you.



honeycombers

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THINGS TO DO RESTAURANTS & CAFES BARS MUSIC & NIGHTLIFE ARTS & ENTERTAINMENT SHOPPING & STYLE KIDS

Worldwide > Asia > Singapore > The Fashion Pulpit

## The Fashion Pulpit

Shopping, Vintage shops  Raffles Place

### Time Out says

With the sustainable movement growing in Singapore, it's nice to see that clothes swapping is becoming a thing in Singapore. Opened in July 2018, The Fashion Pulpit is a physical store where you can swap preloved clothes and accessories, and even buy them. Their collection is vast – you can find both high street and designer pieces in the mix and prices are kept affordable. But if you sign up to be a 'swapper' there's also many benefits to reap like racking up those swap points for an incredible item and joining in on fun events.



# GET IN TOUCH

## Address:

The Fashion Pulpit  
177 River Valley Rd  
#02-08 Liang Court  
Singapore 179030

Opening hours  
Mon - Sun: 1100 - 2000  
PH: Please check our Facebook  
page!

## Email:

[holler@thefashionpulpit.com](mailto:holler@thefashionpulpit.com)

## Socials:

 @thefashionpulpit

 The Fashion Pulpit

 The Fashion Pulpit



THE  
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“ TOGETHER,  
WE CAN MAKE  
FASHION  
A FORCE FOR  
GOOD ”