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SWAP SOCIETY

# 700+ Million PR Impressions

## Closet Refresh

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Client: OxiClean

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Industry: Consumer Products Goods

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**OxiClean** tapped GCW to raise awareness and reinforce the brand's commitment to sustainability and upcycling. GCW took advantage of the moment to create the **Closet Refresh** campaign celebrating sustainable ways to do a spring clean during March's annual National Clean Out Your Closet Week. Through a partnership with celebrity wardrobe stylist **Maeve Reilly** and sustainable fashion company **Swap Society**, GCW engaged a younger target audience and drove top-tier media headlines and coverage for the **OxiClean Closet Refresh** campaign.

# OxiClean × Swap Society Campaign

To drive awareness of the emerging thrifting trend and giving new life to clothes, OxiClean™ is partnering with [Swap Society](#), an online clothing swap for women and kids that makes it easy and affordable to trade the clothes you've fallen out of love with for new ones that you want to wear now. Their goal is to make sustainable fashion accessible to all and make refreshing your wardrobe easier than ever. Thrifting is a growing trend. According to the Global Data Consumer Survey, [33 million consumers bought secondhand apparel](#) for the first time during the pandemic. Of those first-time buyers, 76% plan to increase their spend on secondhand apparel in the next five years.

“We are beyond thrilled to be partnering with Maeve Reilly and Swap Society to bring awareness to upcycling,” says Robyn Safran, Director of Marketing for OxiClean™. “As so many of us head back into the office and resume social activities, now is the perfect time to refresh your closet. OxiClean™ products make it easy and cost-effective to preserve and maintain your wardrobe longer -- to help your clothes look like new, whether reviving existing staples in your closet or refreshing second-hand purchased items.”

# Email

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### HOW TO DO A CLOSET CLEAN-OUT

It's spring cleaning time! If organizing your closet sounds like a total drag, remember the pot of SwapCoin™ gold at the end of the closet cleaning rainbow! 🌈 Plus, a wardrobe refresh feels amazing, we promise.

#### 1. SORT

Go through your wardrobe and decide what you want to keep and what you want to swap. If it doesn't fit, swap it. If you don't love it, swap it. If you never wear it, swap it.

#### 2. CHECK FOR STAINS

Taking care of your clothes is one of the most important steps in having a sustainable wardrobe. Whether you're going to keep something or swap it, now is a great time to remove stains and brighten dingy clothes. Stains are one of the biggest reasons we don't accept items, but the good news is, with a little effort and the right stain remover, you can keep your clothing looking fresh. For a limited time, we'll be sending free samples of OxiClean™ with your orders to help make laundry day a breeze.

#### 3. SWAP!

Give your unwanted clothes a second life and send us your freshly laundered and stain-free items so you can get yourself something new to you!

We are excited to partner with OxiClean™ and celebrity fashion stylist Maeve Reilly for National Clean Out Your Closet Week. Follow us on Instagram [@swapsociety](https://www.instagram.com/swapsociety/) for more closet clean-out and wardrobe refresh tips.

REQUEST A MAIL-IN BAG

# Social Media

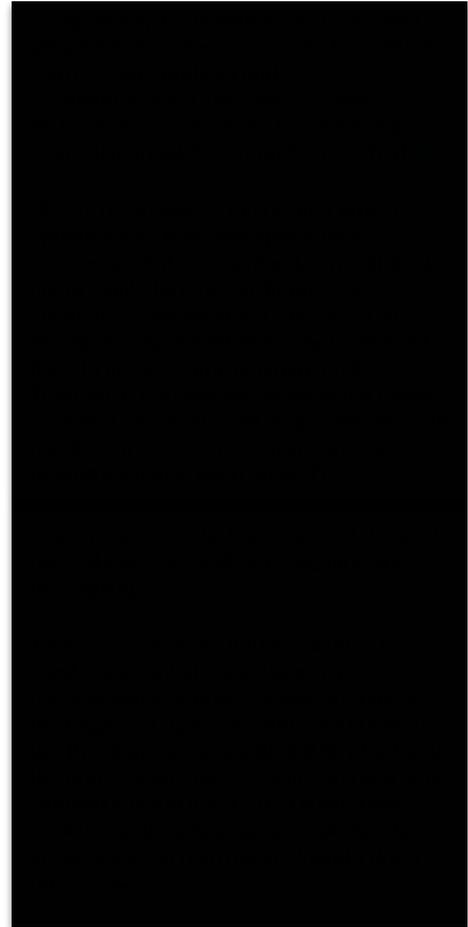
“A season change is the perfect time to update your closet and spend time reviewing what you want to keep and think about what still feels on-trend. Fashion is important to me, but *it doesn't have to always come at a high cost.*”

MAEVE REILLY



“Thrifting or purchasing secondhand clothes is a great option to build your wardrobe with quality staples, pieces you instantly love, though they may need some TLC.”

MAEVE REILLY



# Social Media

**@STYLEMEMAEVE**

**Maeve Reilly's CLOSET REFRESH**

**tips** inspired by this season's hottest trends

A season change is the perfect time to update your closet and spend time re-evaluating what you want to keep and think about what still feels on-trend. —Maeve Reilly @stylememaev

**PREP & SORT:**  
Start off by pulling clothes out of the closet and sorting into three piles: **Keep**, **Upcycle**, and **Donate**. Preparing in this way helps figure out from classic to trendy, which pieces every person should have in their closet.

**KEEP UP TO DATE & DONATE**

**WHITE BUTTON DOWN:**  
A timeless piece that never goes out of style, but over time can become dingy. Pre-wash in Oxiclean™ White Revive™ laundry booster, a white shirt's great friend to help keep it looking like new. Button-down shirts may not be your thing, Oxiclean™ White Revive laundry booster also does the job on white tees and everyone loves a white t-shirt.

**VINTAGE TEES:**  
These worn-in "golds" shirts only get better with time. Don't let stains keep you from buying these from your favorite thrift store. Try Oxiclean™ Max Force™ Spray to help get tough everyday stains out. You can literally spray it and forget it for up to a week until you are ready to wash. I love this stain remover because I know my clothes will soon look fresh and like new.

**HAND-ME-DOWNS:**  
Nothing gets me more excited than wearing a piece that has sentimental value. But often, those hidden gems have been stored away and can smell old and stale. To help remove smells from your clothes, use Oxiclean™ Odor Busters™ Powder or Liquid. It gets rid of those odors and leaves your clothes smelling clean and fresh.

**CLASSIC DENIM JACKET:**  
Everyone has that once loved jean jacket that now has a grass stain from your last outdoor concert (pre-COVID). Rather than throwing it away, use Oxiclean™ Versatile Stain Remover to tackle the stain. Your wallet and the landfill will thank you too!

For more information visit [Oxiclean.com](https://www.oxiclean.com)

**#CLOSETREFRESH**

**@OXICLEANOFFICIAL**

*#closetcleanout time!*

*#oxiclean* 0:45

*@StyleMaeve*

**@OXICLEANOFFICIAL**

stylememaev

#ad

# Social Media



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Paid partnership  
Original Audio



stylememaev #Ad I'm all about finding sustainable ways to build a wardrobe, which is why I am excited to be teaming up #withOxiClean for National Clean Out Your Closet Week and their Closet Refresh Campaign! When you're cleaning, start by sorting your closet into keep, upcycle, and donate piles. Then use @oxicleanofficial stain fighters to help revive your wardrobe and refresh secondhand pieces @swapsociety #OxiClean #OxiCleanClosetRefresh

8w



swapsociety Yes to a sustainable wardrobe refresh!



8w 1 like Reply



maeverillocloset Nothing better than fresh clean clothes!



8w Reply



217 likes

MARCH 24



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