

# SWAP SOCIETY

## Media Kit



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## A CLOTHING SWAP FOR WOMEN & KIDS

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Swap Society is an online clothing swap for women and kids that makes it easy and affordable for members to mix up their wardrobes sustainably. Alt-currency SwapCoin™ makes swapping fair.



“A fun and new way to shop is to swap. Swap Society uses a point system to give you equal value for your clothes. *Swapping is economical, ethical and cool!*”  
—Amber Valletta, Fashion Icon

*“The value of what you get for your clothes beats anything I’ve tried—ThredUp, Crossroads, Buffalo Exchange. Their business model just makes so much sense.”* —Gia Mora



*“You can’t go wrong. Send in your clothes and they give you points and you buy preloved clothes based on those points and pay a nominal fee for each item. You should check them out! I’m addicted!”* —Toks Olagundoye

*“I’m obsessed with Swap Society—it’s like an online secondhand store meets Rent-the-Runway, but way cheaper and more eco-friendly.”* —Courtney Kocak





# How *it Works*



## **SEND CLOTHES**

Members send us the clothes they've fallen out of love with. *We accept all brands and sizes.*



## **GET SWAPCOIN™**

Our alt-currency SwapCoin™ gives multi-dimensional value to each garment, ensuring a fair and equal swap.



## **SWAP & REPEAT**

SwapCoin can be spent on any items on our site. *Everything costs \$5.99 + SwapCoin.*



Paige

SwapCoin: 80

\$5.99

32 waist

Add

## **SWAPCOIN™**

AN ALT-CURRENCY FOR THE CIRCULAR ECONOMY

SwapCoin gives multidimensional value to secondhand garments and accessories. A proprietary algorithm determines value based on several metrics including desirability, seasonality, condition, inventory, and retail value.

## **AFFORDABILITY**

The high price attached to sustainable fashion is a barrier for most. Instead of markups, we charge a \$5.99 service fee for each item ordered.

Swapping with Swap Society costs 90% less than buying and selling secondhand, 78% less than designer clothing rental and significantly less than buying brand new clothes.

## **SWAP ANY BRAND**

Most resale focuses on designer brands and does not address what the masses are buying—fast fashion. We even accept garments missing the tags, so long as they are in excellent condition.

# The New *Re-commerce*



## **YEARLY**

200 Bonus SwapCoin™  
\$20/Month (\$240/Year)

## **QUARTERLY**

100 Bonus SwapCoin  
\$25/Month (\$75/Quarter)

## **MONTHLY**

50 Bonus SwapCoin  
\$30/Month

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### **ALL MEMBERSHIPS INCLUDE:**

- UNLIMITED SWAPPING
- FREE SHIPPING BOTH WAYS\*
- UP TO 200 BONUS SWAPCOIN\*\*

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\*For incoming clothes to Swap Society, up to one pre-paid mailer per month, plus free shipping on orders of \$36+.

\*\*New members receive bonus SwapCoin that can be used instantly toward any items on our site.

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## PERSONAL STYLING

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A personalized CAPSULE WARDROBE:  
10 pieces hand-selected by our stylists from  
our selection of pre-loved items.

\$94.90 + 100 pts.

Free Shipping • Easy Returns • 100% Secondhand



# Give the Gift of a *Dream Wardrobe*

SWAP SOCIETY

*e-Gift Card*

#SWAPBEFOREYOU SHOP

## GIFT CARDS

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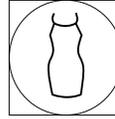
- Buy gift cards in any denomination
- Schedule gift cards to go out on specific dates and times of day
- Include a personalized message with your gift
- Members get bonus SwapCoin™ for every gift card purchase (one SwapCoin for every dollar spent)

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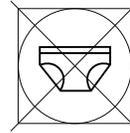


# What We Swap



## WE ACCEPT

- Women's Clothes
- Women's Jewelry
- Kids' Clothes (Newborn-Teen)
- Kids' Accessories
- Kids' Shoes



## WE DON'T ACCEPT

- Women's Shoes
- Handbags
- Used Panties
- Used Hosiery



## ITEMS MUST BE CLEAN WITHOUT:

Stains, fading, tears, rips or holes, pilling, stretching, missing or broken parts, alterations, underarm stains, or odors.\*

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\*Unacceptable items are upcycled or donated to charity.  
Learn more at [swapsociety.co](https://swapsociety.co)



## OUR CLOSETS ARE OVERFLOWING

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- 70% of the average woman's wardrobe goes unworn<sup>1</sup>
- 85% of women have clothes in their closets that do not fit<sup>2</sup>

## OUR LANDFILLS ARE OVERFLOWING

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- The average American sends 70 pounds of clothes to landfills every year. That's 21 billion pounds of post consumer textile waste per year!<sup>3</sup>
- Fashion waste is a mounting problem—*every second a garbage truck of textiles is landfilled or incinerated*<sup>4</sup>





# Mission & Vision

## **SUSTAINABLE FASHION FOR ALL**

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Swap Society makes it easy and affordable for members to mix up their wardrobes sustainably. Our alt-currency SwapCoin™ gives value to unwanted clothing, keeping wearable garments and accessories in circulation longer, while helping to abate the overconsumption of new textiles.

## **A CIRCULAR FASHION FUTURE**

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Swap Society harnesses technology to promote circularity in the fashion industry. Our circular business model is a sustainable alternative to the take-make-dispose linear consumption model and helps reduce greenhouse gas emissions, pollution, and waste. We envision a fashion future that emphasizes extending the life of garments through proper care and reuse.



## **NICOLE ROBERTSON FOUNDER & CEO**

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“I love fashion, but I don’t think the clothes we wear should harm the environment or our fellow humans. When I learned the truths about the fashion industry, I started looking for alternatives and started swapping with women in my local community. It was easier than trying to resell my clothes and I was hooked. I launched Swap Society in 2017 to take swapping to the next level and make it available online to women across the USA. Clothes swapping is fun, saves money, and is more sustainable than shopping.”

Prior to founding Swap Society, Nicole’s passion for the environment led her to work as VP of Marketing for bioplastics manufacturer Cereplast. A cosmetics industry veteran, she previously held senior-level positions for beauty companies including Beautyfix by Dermstore.com, Fred Segal Beauty and Procter & Gamble’s Reflect. She is also an accomplished musician and retired dancer who lives in Los Angeles with her husband and their two sons.



## CONTACT INFO

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# SWAP SOCIETY

## #SwapBeforeYouShop

DATA: 1. THREDUP RESALE REPORT 2018; 2. BYE, ELIZABETH AND MCKINNEY, ELLEN, SIZING UP THE WARDROBE: WHY WE KEEP CLOTHES THAT DO NOT FIT, FASHION THEORY, VOL. 11, ISSUE 4 (2007), 487; 3. COUNCIL FOR TEXTILE RECYCLING THE FACTS ABOUT TEXTILE WASTE; 4. ELLEN MACARTHUR FOUNDATION

