SUSTAINABLE FASHION WEEK

#MendItMay 2024
Across May, SFW’s #MendItMay invites our audience to mend clothing to keep it alive. Celebrating repair as an act of empowerment.

From 1st May we will run our annual digital campaign on Instagram, to people to get mending and share their achievements, big or small, with us.

We’ll showcase the mending - whether visible or invisible, creative or practical - to demonstrate the power of repair and collective action.
SUSTAINABLE FASHION WEEK

#MendItMay

CALL TO ACTION
Mend one piece of clothing in May to save it from landfill.

GOAL
200 items saved from landfill

MESSAGING
Whether mended by hand or machine, invisibly or creatively, at home or by a professional - participants are asked to share and celebrate the power of mending and to encourage others to do the same.

Image credit: Fashion Praxis
Mend something, or get something mended
Take a pic or video - of the mending in progress, the finished article, or styling the repaired garment
Post to Instagram on the grid, in stories or on a reel
Tag us and use the hashtag #MendItMay. We’ll reshare and showcase the results
WHY?

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Extending the life of a garment by an extra 9 months reduces its environmental impact by 20-30% (Traid)

Extending the average life of clothes by a third while reducing the need for new clothing would reduce the carbon, waste, and water footprints from the production stage by more than 20% (Nottingham Trent University)

77% of those asked at our clothes repair workshop said that they would keep the item that they had mended for at least another 3 years with a third of people stating that they would keep the item for more than 10 years. (Traid)

An estimated £140m worth of clothing is sent to landfill every year. (WRAP)
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Get in touch:
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