



SUSTAINABLE FASHION WEEK

#MendItMay 2024





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#MendItMay

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.





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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.



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HOW TO PARTICIPATE



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



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WHY?



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)



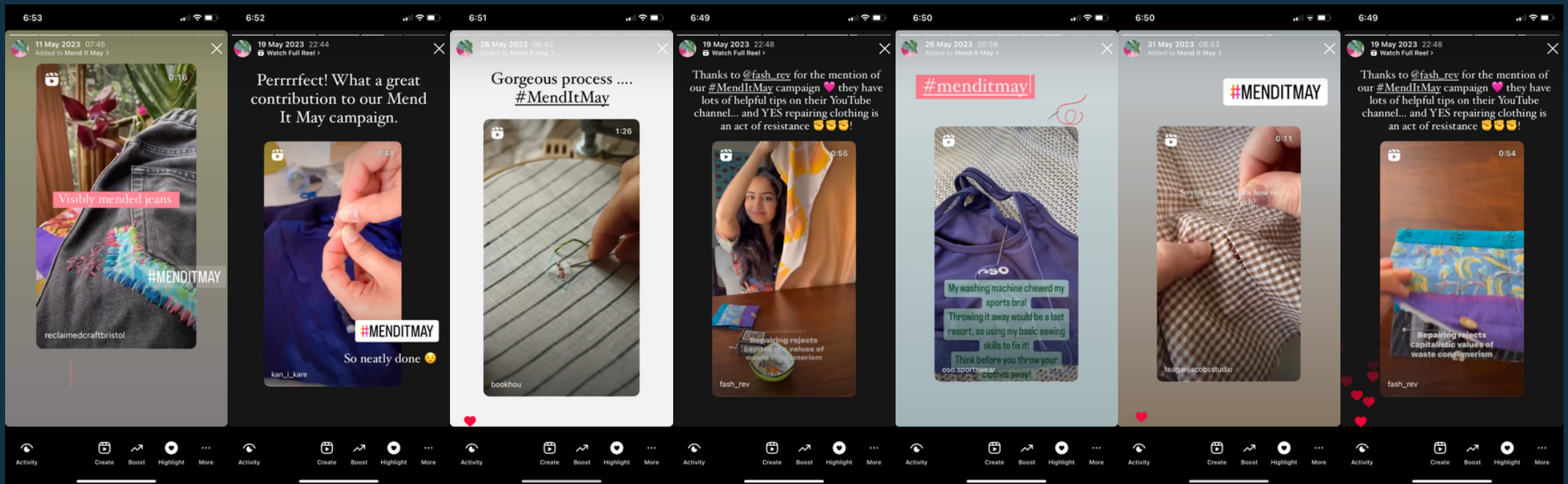
77% of those asked at our clothes repair workshop said that they would keep the item that they had mended for at least another 3 years with a third of people stating that they would keep the item for more than 10 years. (Traid)



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

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