



SFW | 2024



TAKING PART





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SUSTAINABLE FASHION WEEK  
20-29 SEPT 2024

Sustainable Fashion Week (SFW) is the only fashion week of its kind. We bring the community together to take creative action and change the fashion system from the bottom up.

We want to work with you to inspire people at a grassroots level - making changes in our fashion habits that are easy, realistic and accessible.

Take part in SFW 2024 to help resource, empower and support your local networks and to advocate for fashion that is clean, green and fair.





The SF logo features a stylized sunburst or starburst design above the letters 'S' and 'F', which are connected by a vertical line. The background of the entire top section is a vibrant, abstract pattern of brushstrokes in shades of green, pink, yellow, and blue.

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# PROGRAMME FORMAT

Our programme is community-led. You can take action in two ways: by hosting a 'Hub' or a Community Fringe event.

A photograph of a clothing rack with several pink and white garments hanging on it. The rack is partially obscured by a green semi-transparent text box.

## What is a Hub?

Hubs take place on 28-29 Sept and are promoted as the town or city in which they're based. They can take place in one venue with multiple activities on offer or be staged in one area across multiple locations. Hubs can be hosted by multiple partners or one organisation/individual.

A photograph of a woman with dark hair, wearing a green and white patterned dress, looking down at something in her hands. The image is partially obscured by a green semi-transparent text box.

## What is a Community Fringe event?

A one-off event or activity, usually with one host but it can be collaborative too.

The Community Fringe will take place between 12 Sept to 12 Oct - although we're quite flexible if you want to list an event a little outside of this window!





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# WHO CAN TAKE PART?

ANYONE!

Everyone is welcome. You can host an activity as an individual, brand, large organisation, or community group.







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## WHAT KIND OF ACTIVITIES CAN I HOST?

Anything... along as it's aligned with our mission and messaging.

Fashion shows - repair cafes - workshops - talks - styling events - film screenings - activism - panel discussions - clothes swaps - skills sharing... and more.







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## HOW DOES MY ACTIVITY APPEAR IN THE PROGRAMME, ON THE WEBSITE AND ON SOCIALS?

### HUBS

- Dedicated page on our website which features all your activities and the host organisation/s
- Double-page spread in our digital and print programme
- 3 x Instagram grid posts
- Spotlight in our newsletter
- Blog post exploring your programmed activities and host organisation/s

### COMMUNITY FRINGE EVENTS

- Listing on Community Events webpage
- Instagram story
- Listing in both digital and print programme







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## IS THERE A FEE?

Yes, there's a fee to take part as we are a small non-profit. All funds raised go directly into helping cover the costs of promoting your activities and producing the programme. If the fee is prohibitive for your community group or organisation please talk to us!



HUBS // £149\*

COMMUNITY FRINGE  
EVENTS // £4.50

All event hosts can order printed assets from us too - we'll have print programmes, window stickers, posters, flyers and more to help promote your activities.

\* The cost to us to onboard and promote a Hub is in excess of £229.





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# HOW DO I SIGN UP?!

To sign up complete one of the forms below

[COMMUNITY FRINGE](#)

[HUBS](#)

We'll host a Zoom call for people thinking about hosting a Hub on Monday 1 April at 530pm. Email us to find out more.

# WHEN'S THE DEADLINE?

15 JULY 2024

We will need all information by this date to be featured in our programme which launches on 1 August.







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## WHAT WE EXPECT FROM OUR ACTIVITY HOSTS

We want to create an explosion of activity to show the power of collective action. Everyone can take part but this is what we expect from people who are part of our SFW Community.

**Accessibility & inclusion** // Activities should be designed to be as accessible as possible, ensuring that there are different ways of participating for people from different backgrounds and with different abilities and incomes.

**No greenwashing!** // We won't include events or activities that we consider to be greenwashing.

**Branding** // All activities must use the SFW branding and digital assets and link back to our website to demonstrate that they are part of the wider programme. We have a style guide and brand guidelines that we can share with you.

**Supporting the wider programme** // All activities must state that they are part of the full SFW 2024 programme when they are shared online, in print or with the press so we can amplify everyone's efforts and demonstrate collective action.

**Values-led** // All activities must adhere to our core values and our four sustainability pillars. They must be purpose-led and not profit-led. That doesn't mean that you can't make a profit from your activity, but the primary intention should be to share fun, information and skills with your networks to support a step-change in fashion consumption.

**Feeding back** // Activity hosts need to complete our brief feedback surveys at the end of the event.





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# SFW'S FOUR SUSTAINABILITY PILLARS

REGENERATE

REWEAR

REPURPOSE

RECONNECT