

Press release

Date (ENTER TODAY'S DATE)

(TOWN/CITY) JOINS GLOBAL CLOTHING SWAP MOVEMENT!

Clothing Loop is an initiative that makes it easy for people to swap clothing with neighbors. It's fun, free, and sustainable-and has become an integral part of Dutch communities. Starting from (START DATE), people in (TOWN/CITY) can also join a local Loop.

How does it work?

The idea is simple: Loops are set up by local volunteers. Anyone who wants to participate can sign up at www.clothingloop.org. A route is created, and large bags filled with clothing are passed along from one participant to the next. When the person before you delivers the bag to your home, it's time to shop! Keep what you like, and add something of your own that's still in good condition and ready for a new owner. If you wish, share a photo of your latest find so everyone can see where the items end up. Then, bring the bag to the next person on the list. This greatly contributes to a sense of community in the neighborhood.

From local initiative to international success

The idea started in Amsterdam during the first Covid-19 lockdown. It worked so well that other cities quickly followed, and since then, it has spread like wildfire. By keeping all Loops organized on our website, these traveling clothing bag communities have become a true movement. Sign-ups continue to pour in.

Founder Nichon Glerum (40): ““Besides having a good reason to clear out your closet and surprise others with items you no longer wear, the great thing is you can easily try things outside of your usual. If something doesn't feel right after all, you just add it to the next bag! This way you can risk free experiment with different styles, and get to know what suits you outside of trends and tempting sale offers. And as a bonus: getting to know your neighbours makes it a small step – if you really need something but would rather not buy it – to ask if someone in the Loop can perhaps lend it to you, like ski pants or a costume for a theme party.”

There are now more than 1600 Loops in 25 countries, with over 90,000 participants. Besides women's clothing, there are Loops for men's, children's, teen, student, and plus-size clothing. Countless kilos of clothing are saved, neighbors get to know each other, and we're seeing real behavioral change in textile consumption. More information and impact figures can be found in our impact report (published November 2024).

Change from within

For most participants, sustainability is a key reason to join. They love fashion, but not the impact the industry has on the planet. And swapping really makes a difference: one person who swaps just one item of clothing per month instead of buying new saves around 40,000 liters of water and about 40 kilos of CO2 emissions-enough to drive a car from Amsterdam to Paris and back. Clothing Loop aims to reach 1 million swappers within five years, because the more we swap, the greater our positive impact. So: swap, don't shop!

Nichon Glerum is the founder of The Clothing Loop. She stopped buying new clothes 16 years ago and has since tirelessly worked to inspire others to discover the fun of secondhand, organizing swap events big and small, working in photography, social media, and PR for Europe's largest flea market (IJ-Hallen), and through her own Instagram channel (@up_for_swaps).

“I'm incredibly excited that we can introduce so many people to both the fun and the impact of clothing swaps.”

(INSERT A SHORT BIO OF YOURSELF HERE, IF DESIRED)

www.clothingloop.org