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Don't Hock it, Swap It! The New Clothing Exchange Craze

Earlier this month in London, reigning queens and kings of style - including **Mischa Barton** and **Burberry's Christopher Bailey** - joined forces at the **Visa Swap Shop** - a partnered event with clothes recycling charity **TRAID** [Textile Recycling for Aid and International Development]. There, they swapped their **Chanel** for **Balenciaga**, and their **Miu Miu** for **Marc**, all for a good cause... and, all for free.

As the old adage goes, "One man's junk is another man's treasure." Nowadays, thanks to the newest phenomenon in eco-friendly fashion, people are raiding their closets for old threads and hauling them to the nearest clothing-swap party (instead of the local consignment store). There, fashionistas gather to garner once-loved pieces from both friends and complete strangers, in hopes of striking vintage gold (that is, if they're truly swap-savvy).

Nicknamed everything from swap meets and, frock exchanges, to swap-a-ramas, even 'naked lady parties' - call it what you will, these swap parties are the new **Barneys** or **Beacon's Closet**, without the post-purchase pocket burn. And, now that it's summer and we all jonesing to toss out our old stuff for a revamped wardrobe without having to break the bank- here's psychoPEDIA's guide to the world of clothing swap parties.

Swap-O-Rama Rama (nationwide)

Hosted by local groups and original creator **Wendy Tremayne**, a columnist for **Craft magazine**, this traveling swap meet goes all over the country to support sustainable shopping practices. With a series of trades and do-it-yourself workshops, **Swap-O-Rama Rama** promotes a creative, community-based form of recycling clothing that leads to transformed, one-of-a-kind pieces for the inheritors of someone else's unwanted clothing. Now popping up in over 40 cities, these parties make recycling more thrilling than ever.



Clothing Swap (California)

A swanky series of parties thrown exclusively up and down the West Coast features events cheekily titled "Diva Eve" and "The Devil Swaps Prada." And with a motto that fully embodies their mission - "Fun, Fashion, and Philanthropy" - this organization donates all remaining items to a local homeless or battered women's shelter. For a party with a purpose, open to everyone from women, teens, and even exclusive soirees for men- the only rule is to keep your old delicacies to yourself!



Swap-A-Rama Razzmatazz (UK)

This dance party, held monthly at London's **Favela Chic**, is a riotous mass of frock swaps made to the sound of a klaxon. Like a literal gong show, or drunk version of musical chairs, **Razzmatazz's** method could be a hit-or-miss situation, based



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