



## New life for old clothes

By BECK ELEVEN - The Press    Last updated 05:00 20/02/2010

Clever Kiwi fashion hunters will find treasure in other people's trash as they turn unloved clothing into pre-loved couture.

Swap-O-Rama-Rama, a secondhand clothing swap meet, will be held today as one of the opening events of the 10-day Lyttelton Summer Festival.

It is the first Swap-O-Rama-Rama to be held in New Zealand since the concept was launched by New York artist Wendy Tremayne in 1994.

The idea is to lighten the environmental impact caused by the textile industry by recycling unwanted clothing.

Clothing swappers must bring a bag of clothes and \$10 for entry. They will then be allowed to rummage through other people's cast-offs, with no limit on what they can take away.

The event runs from 11am to 4pm at the Lyttelton Recreation Centre.

Volunteers will help punters alter and customise their newly acquired items.

Co-organiser Kris Herbert said the volunteers would advise on pulling sleeves off a jumper to create leg warmers, converting a skirt into a handbag or a T-shirt into a dress.

In keeping with Tremayne's philosophy of bringing a community together – no mirrors will be allowed in the recreation centre so people must rely on the opinion of other swappers.

The event also includes hourly do-it-yourself workshops, a fashion show, music and food.

Volunteer Anthea Struthers, who has been a fashion stylist in Australia and America, said budding fashionistas needed a shot of "bravery" to create clothing from secondhand items.

"It's showing people a little bit of alteration is easy to do," she said.

The Lyttelton Summer Festival grew from the one-day street party which has been held in the porttown for the past five years.

The festival opened last night with a photography exhibition and closes next weekend with an all-day street party and school fair.

For more information visit: [www.lyttelton.net.nz/summer](http://www.lyttelton.net.nz/summer)