



WEAR(E)ABLE

BEST DRESSED SUSTAINABLY

**SOMETHING
SMALL FOR A
SUSTAINABLE WORLD**

SECOND HAND CLOTHES SALE

"My idea is to sell second-hand clothes for young people aged between 15 and 20, through a stall at the flea market and organise it with my friends. The aim of this idea is to make more people aware of sustainable actions and to extend the life cycle of the clothes."

SOFIA M. (AGE 16) ITA

MATERIAL NEEDED

- A table, chairs, a tablecloth, a gazebo
- Boxes, portable clothes stands, hangers, price tags
- Used clothes and a lot of goodwill!

STEP FOR CONSTRUCTION / REALIZATION

1. Ask all your friends to participate.
2. Ask as many people as possible to contribute by donating items they no longer wear.
3. Collect information about the stall space at the flea market (or the association promoting the event or the municipality, if it is a municipal market).
4. Check the location, times and frequency of the market.
5. Make final logistical arrangements for setting up and dismantling the stall space.
6. Create your own logo to be recognisable.
7. Print out flyers to promote the stall among your friends and contacts, and to spread online.

HOW WOULD YOU PROMOTE IT?

- Spread the word about this project to as many people as possible, including friends and schoolmates.
- Promote this idea on social media, through stories on Instagram
- Create a profile dedicated to the project or a blog, together with the other participants, where mentioning the day and time of the launch.
- Print flyers to distribute at school and other places where you live and online.

