MEDIA RELEASE

**New Marketplace Saves Users Money And Our Environment**

It’s interesting that the most environmentally conscious generation is also the most wasteful when it comes to discarding clothing.

The new generation of shoppers is craving lifestyle and fashion content on their ever-present digital devices. They are extremely influenced by the next fashion style and as a result, their wardrobes are bulging.

Research shows that the average person today buys 60 percent more items of clothing than they did 15 years ago. But consumers keep that clothing for only half as long as they used to. One in three young women consider clothes “old” after wearing them once or twice. One in seven consider it a fashion faux-pas to be photographed in an outfit twice. Simply put, the Instagram generation today crave newness, and are much more likely to embrace churn in their wardrobes. At the same time younger generations are more interested in sustainable clothing than older consumers. Clothing resale lengthens the clothing item lifecycle while offering the newness these digital consumers desire.1

Most people would admit to having clothes in their wardrobe that they never wear. What do they do with all those clothes when it’s time to clean out the wardrobe? Give them to a charity shop where only the best items make it onto the racks, and the rest end in landfill? Or do they just throw them out themselves?

There is no such thing as throwing them out. They must go somewhere, right?

Every second, the equivalent of one garbage truck of textiles is landfilled or burned. Australian alone discard 23 kilograms of clothing per capita every year and this results in six tonnes of textiles and clothing contributed to landfills in Australia every 10 minutes. If nothing changes, by 2050 the fashion industry will use up a quarter of the world’s carbon budget.

Globally, the fashion industry is the second largest polluting industry after the oil and gas industry, producing 20 per cent of global wastewater and 10 per cent of global carbon emissions year. This is an amount larger than that of international flights and shipping combined.

If the average life of clothing was extended by just three months, it would reduce their carbon and water footprints, as well as waste generation, by five to 10 percent.

Just because we’re bored of the clothes in our wardrobe doesn’t mean someone else won’t wear them.

According to US consignment store group, ThredUp, the resale of second-hand clothing has grown 21 times faster than retail apparel over the past 3 years. This statistic demonstrates that the future of fashion is second-hand clothing.

Most of the distribution for resale clothing happens in retail consignment stores or websites. Not overly convenient, nor easy to use. There is now an App Marketplace which gives users a simple to list and buy option for PreLoved clothing, accessories, and school uniforms.

The ReHomed Clothing App uses pre-populated filters to list products, which means buyers do not get inundated with cluttered search results as they do with most other marketplace searches. It’s really simple to use.

The clothing items being listed on ReHomed, whilst second-hand, are more than often used once or twice with many items not even worn, they are new with tags still attached.

Whilst the ReHomed app features Adults, Tweens and Kids clothing categories, it also includes a category specifically for school uniforms which satisfies an untapped demand to help parents sell their child’s school uniforms and buy new items during the years when their kids are constantly growing.

Parents spend hundreds of dollars outfitting their children for school. Even more if they are at private schools.

Parents are spending up to $300 on a piece of uniform for which there is no other use: blazers, ties, formal shirts, sports uniforms, all at an age when kids are growing their quickest.

With 3.9 million students attending school in Australia, and average basic uniform cost of between $250 to $500, the national cost to parents overall is enormous.

Children do not usually grow in a constant way. They usually grow in bursts. A change in height and weight can occur in a very short amount of time, requiring a change of school uniform regularly. That requires the parents to outlay significant dollars, maybe at a time when they have other bills to deal with.

34.3% of children attend independent & catholic schools (private), which have considerable tuition costs and even higher uniform costs. Whilst sending their child to these schools is a choice made solely by those parents, not all of them are affluent so the extra burden of school uniforms, which they hadn’t necessarily considered when enrolling their child, is a shock when their child has a growth spurt.

Apart from a very few second hand uniform shops, the annual second hand uniform sale held at a handful of schools nationally, and a sparse array of social media groups selling their own school uniforms, there is no central place for parents to get financial relief from the huge cost of replacing their child’s uniform every season or two.

Until now. ReHomed Clothing is a marketplace App for parents to sell and buy school uniforms. Preloaded with 4600 schools across Australia and using filter-based listings, it’s really simple to sell and buy school clothing items directly on the app.

Parents simply take a few snaps of the item directly into the app, select from a range of pre-loaded filters: School; Style; Size; then add their Price and Condition of the item, select pickup, or prepaid Australia Post satchel delivery, and Save it. And it’s even easier for the buyer who selects their school, gender, and item if they just need one particular item, or leave the default search to see what’s available for that school in all styles and sizes.

What are parents doing with all of ‘last seasons’ school uniforms? A small amount is currently being re-used but most are being thrown out.

Whilst schools are embracing recycling of waste in the schoolyard, they are still encouraging landfill unknowingly. Schools need to encourage the re-sale of school uniforms amongst their parents.

Schools are teaching their students the benefits of, and how-to recycle and re-use, but they can also take steps to educate the parents of their students too.

Created by Sydney based parents of teens, Rogan and Kim Carroll, they suggest that, “January is the perfect time list your old school uniforms and look for what’s available for your child to start the school year. It’s a win-win for all parents: selling their kids second-hand school uniforms to other parents saving them some money for next year’s school costs.

The App is available now for free download and more information can be found at [www.ReHomedClothing.com](http://www.ReHomedClothing.com)

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Statistics references:

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