

## **Posh-swaps.com, A Second Hand Clothes Swapping Site Features The Ultimate In Eco Fashion**

*By Heathcote Communications Ltd*

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Clothes swapping has become hugely popular since swishing parties caught on, a phenomena in the US. Clothes swapping offers a sustainable and eco friendly for people to refresh their wardrobes and update their style. It helps to combat the growing problem of textile waste in landfill which has been made worse by the latest trend for fast fashions. Second hand clothes also help to reduce the environmental impact of the manufacture and distribution of new clothing.

Eco fashion is currently seeing a huge increase in interest as consumers become more aware of the impacts of their consumer choices on the environment. The impact of pesticides in cultivation of cotton has been particularly well publicised and initiatives such as Estethica at London Fashion Week has further increased the public interest in sustainable style.

Ceri Heathcote Director of Heathcote Communication “We want Posh Swaps to be a free resource where anyone can buy/ sell or swap second hand vintage and restyled clothes. We hope to help create an environmentally and economically sustainable way for people to refresh and update their wardrobes. Swishing parties have become huge and this is just the next step in making the swapping a simple process, with plenty of choice that individuals have complete control over. The Posh Swaps blog will contain posts to help people develop their own individual style instead of following trends as well as fashion on a budget and eco fashion”.

Clothes swapping and buying and selling second hand clothes on <http://www.posh-swaps.com> is a great way to reduce the impact of fashion on the environment and to save money.

[www.posh-swaps.com](http://www.posh-swaps.com) launched on 28th April 2009. For further information please email [posh-swaps@heathcotecommunications.co.uk](mailto:posh-swaps@heathcotecommunications.co.uk).

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Whether you are looking to increase traffic to your website, increase your profile or create a buzz about your products or brand, Heathcote Communciations can help. We work to increase sales and company profile for fashion related companies.

Category	Environment, Fashion, Shopping
Tags	clothes swapping, second hand clothes, vintage clothing, recycled clothes
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