



THE PHOENIX PROJECT

We are a group of seven lower sixth pupils from Bradfield College and we are collecting unwanted clothes that are going to be thrown away and reselling them at low prices to give them a new home. There seems to be a stigma in the younger generation that charity shops are not cool, but what is really not cool is the amount of waste the fashion industry produces. We are a non-profit organisation providing an online shop where clothes that are donated are resold at a very low price, encouraging young people to be more aware of the harm they are causing to the environment when they buy new clothes.



AIMS -

1. To raise awareness for the waste brought about by buying new clothes.
2. To create an online second-hand shop to provide a sustainable way to buy and donate clothes.
3. To encourage people to think twice about throwing clothes away.

Sustainable Development Goals -

- 12 Responsible Consumption and Production
- 13 Climate Action

'I like how environmentally friendly it is and how they are encouraging the combination of fashion trends, keeping in mind the impact on the environment'



The team of 7 have spent roughly 225 hours on the project from meetings, the running of the popup shop, social media, campaigning and promoting the project and handling orders.

Whilst this project has improved and encouraged sustainability, it has also helped us to develop new skills which we have not used before. We learnt to work well together and listen to everybody's ideas in order to make the best decisions for the project. And it has also helped us improve our confidence and public speaking as we addressed each year group in assemblies to raise awareness and running the pop-up shop meant that we had to step forward to encourage people to buy from us.

We have had over 200 sales and around 350 items donated. In a recent survey sent out to the school, we received many comments that are incredibly positive about our project. They said for example 'offering a valuable service in the current environmentally charged situation' and 'great initiative'. This has shown us that we have given the people in our community a way to help the environment and shown us that they are eager to do what they can.

1.

Creating the Brand

We spent a while putting together a brand and making it appear professional. We came up with the idea of The Phoenix Project as just as phoenixes are said to rise from the ashes, we want to give clothes another life. We set up our Instagram page and got ready to start receiving donations.



Spreading our wings

We began to implement our project in our school by putting donation boxes in boarding houses, as well as putting up digital posters, sending out emails and speaking in each of the year group assemblies. We were struggling to set up a website, but we sent out a survey and the overwhelming majority said they would prefer to purchase clothes through Instagram at that time.

2.

Launch event

Taking the feedback from our initial project plan we decided to hold a launch event to promote our project and to build a budget to set up a website and fund the project. We organised a pop-up shop at our school which we ran for a whole afternoon at the centre of the school in a venue we were offered for no cost. We had an amazing response to this with the shop becoming incredibly busy at key times in the school day. We had around 50 people purchasing items and made about £400 to reinvest into the project. This was very successful and so we plan to hold many more.

3.

4.

Changes due to the global pandemic

Inevitably, we had to make some changes as the lockdown was announced in the UK. This did however quickly push us to expand out of Bradfield College and we can now send clothes to anyone in the UK. We have had to put a pause on donations but are encouraging people to use this time to sort through their wardrobes. This has shifted our focus to finding sustainable packaging and promoting our brand. An Instagram fashion influencer and blogger has offered to promote The Phoenix Project and we have had contact with Strictly Come Dancing professional Katya Jones which we hope will turn into another opportunity to promote it.

In a recent survey 77.50% of people said the project has made them more aware when buying and throwing out clothes.

5.

Future Plans

The Phoenix Project has had a number of success, but we don't intend to stop there. We have many plans for the future. We want to expand. We will be holding more pop-up shops at school, and we want to support primary schools in holding their own pop up clothes stores as well as using contacts at other secondary schools to increase our reach and spread awareness. We're also going to make sure that we incorporate all the feedback that we have received so far into our project. People have been asking for more professional photos, so we're going to invest in equipment such as mannequins to be able to carry this out. And of course, we will be setting up a website as, despite the success of the Instagram and pop-up shop side of the business, we fully recognise that there are some people who simply do not have social media or prefer more conventional methods of shopping.