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CHANGING THE CONSUMER BEHAVIOR

- BY SWAPPING

Swapping is a new eco-trend, which is trying to change the market and the consumer behavior. This phenomenon is based on trading clothes which we don't really use with other people's clothes. In that way, as it said "one woman's waste is another woman's treasure". The thought behind this concept is to use fewer resources by reducing production and reuse what we already have.

It all began in Jægersborggade in Copenhagen, Denmark. In this alternative street among eco bakeries, small ceramic workshops and other unconventional shops lies a swapping store called ReSecond.

① Jægersborggade

② Resecond shop

③ Streetsign

④ Inside Resecond

⑤ Note on a dress

⑥ Stine Skytte, Owner

⑦ Lisbeth, Member



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Resecond is a new cosy little shop, in which one can find a wide variety of dresses. The rules are simple: become a member by paying a small monthly fee, bring a dress that you once loved and that now you want to let go and get another's dress in return. All dresses are of good quality and are considered of having the same value. Stine Skytte, owner of the shop and freelance designer, got the inspiration from a book called "What's mine is yours". Resecond is the result of Stine's knowl-

edge and experience as a Textile designer and her passion for recycling. "Recycling: Using what we already have, not to produce more", states Lene, a proud employee of Resecond, as a core value.

The dream is to expand the store and the concept of swapping worldwide, so that the way we consume will change into a more sustainable behavior. This has already started, since Resecond has recently opened a new store in Aarhus.



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"Recycling: Using what we already have, not to produce more" Lene

"Giving something that has 0% value to me and receiving something that has 100%" Lisbeth



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Lisbeth is a new member of Resecond and have already visited the shop twice in two weeks. She read about Resecond in a newspaper article and immediately thought it was a great idea to share her clothes instead of them going to waste in her closet. She admitted that her shopping habits have changed since swapping came along. "Giving something that has 0% value to me and receiving

something that has 100%", she says is what makes swapping fun. Every dress has a history and thus every member writes a little note for the dress she's giving. The variety is rich and the quality is very good. As a result there is a fair relationship between the giver and the receiver. The experience has been very positive for Lisbeth so far and it is something she would definitely recommend to all women out there. ⑧