

SUSTAINABLE FASHION WEEK

TAKING PART
2026

COMMUNITY //
CONNECTION //
CLIMATE //
COLLECTIVE ACTION



26 SEP - 4 OCT 2026

Sustainable Fashion Week® (SFW) brings the community together to take action and change the fashion system from the bottom up.

Join in and inspire people at a grassroots level. Help your friends, neighbours and networks to make changes in their fashion habits that are cheap, easy and don't harm people or the planet.

The SFW 2026 programme reaches all the way across the UK. The activities are DECENTRALISED but CONNECTED. We organise it by region - demonstrating local action that is relevant to the people who live in the area.

THIS YEAR'S THEME...

The theme for Sustainable Fashion Week 2026 is '**Threads of Resistance**'. It's an invitation to build community and an alternative fashion system.



PROGRAMME FORMAT

SFW is decentralised and community-led. Anyone can take part (individuals, companies, community groups...). You can take action by hosting multiple activities as a 'Hub' or a single event to our Community Events listings.

WHAT IS A HUB?

A Hub is an immersive space which delivers at least **3 different types of activity** - for example: workshops, talks and a clothes swap. They can take place in one venue or staged in multiple places across a town or city (or even county!). Hubs can be hosted by one person or multiple partners.

WHAT IS A COMMUNITY EVENT?

A one-off event or activity like a skills learning workshop or a fashion show. These can be tiny or large in scale and can be hosted by one person / organisation or a collective. You can host more than one event, too!



WHAT SHALL I DO?

ANYTHING that seeks to empower positive change in how we buy, wear, care and dispose of clothing. Our programmes are usually full of...

FASHION SHOWS // REPAIR CAFES // WORKSHOPS // TALKS // FILM SCREENINGS // STYLING EVENTS // PANEL DISCUSSIONS // ACTIVISM // CLOTHES SWAPS // SKILLS SHARING... AND MORE!

HOW DO WE PROMOTE YOUR ACTIVITY?

HUBS // we promote your activities on a dedicated page in the print and digital programme, through listings on our website and features on the SFW Instagram, highlighting your organisation and event details. We also promote the national programme through a series of regionally focussed press releases to our databases.

COMMUNITY EVENTS // we list your activity on our website and share it on social media. If you get the info to us before the deadline in July, we will also list your event in our print programme.



Pic credit: @tnaychiw

SIGNING UP

HOW DO I SIGN UP?

Complete this form to register to be a: **HUB**

Submit information about your event for the: **COMMUNITY EVENTS.**

DEADLINES

Hub hosts need to register by **30 June 2026.**

All activity details must be submitted by: **31 July 2026.**

Community Events activities can be added after this date too, but it won't be included in the printed programme.

IS THERE A FEE?

Hubs // £25

Community Events // £2.50 - £7.50 per listing

These contributions help cover our costs as a non-profit.



GET MORE SUPPORT

We will provide the SFW 2026 programme and templates for posters to promote your events. We will also provide regional press releases alongside our nationwide promotion. All our community meetings are free to attend.

Working with others is always the best way to pool ideas, skills and resources – but if you need extra help from us we're here to help as much as we can. We've added a few ideas for support below. We're always open to chatting about what is possible.

HOW CAN WE HELP?

1-2-1 support meeting online // £15-30 per hour*

Targeted local promotion // £158

100 x printed programmes // £100

Specific design work // £25 per hour

SFW speaker at your event // £150 plus travel costs

*Depending on organisation size



MEET THE COMMUNITY

Our network grows every year - and we want it to be as connected as possible across the regions. This year we're hosting lots of drop in sessions both online and in person, so you can find out info, share ideas and team up! Make sure you're signed up to our newsletter to get the dates and locations. [Click here to subscribe!](#)

ONLINE

26 March // Introduction SFW 2026 @ 5.30pm
23 April // Introduction SFW 2026 @ 5.30pm
21 May // Planning meeting 1 @ 12.30 - 1.45pm
25 June // Planning meeting 2 @ 12.30 - 1.45pm
16 July // Planning meeting 3 @ 12.30 - 1.45pm
Mon 2 Nov // Hub review meeting

IN PERSON

Mon 10 Aug // Drop in (Birmingham)
Thu 27 Aug // Drop in (Bristol)
Thu 10 Sep // Drop in (London)



WHAT WE NEED FROM YOU

SUPPORT THE SFW COMMUNITY

SFW is all about demonstrating collective action; it underpins everything we do. We ask that participants celebrate what is happening in other regions through social media, as well as their own. This includes using the right language when talking about your activities so your audience knows they are part of a big UK wide programme and can explore what is happening elsewhere too. We will share guidance on what this looks like once you have signed up.

SUPPORT YOUR COMMUNITY

Make sure you make your activities as inclusive and accessible as possible – thinking about who might be missing or additional support to attend and be part of the action.

HELP US MAKE IT EVEN BETTER

We'll ask both Hub and Community Event hosts to fill out a survey after the event to capture how much clothing was 'saved' and how many people turned up. We ask you to share a survey with the attendees too.

