

Swipe Swap: An idea for the first-ever free and smart in-person clothing exchange

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Swipe Swap - The First Ever Free Clothing Exchange

What is Swipe Swap?

Swipe Swap is the first ever completely free and smart in-person clothing swap. We aim to limit clothing consumption and to combat fast-fashion in efforts to 'close the loop' as well as be a resource to the community.

Where do we see this already?

We see it at thrift stores where we see used clothing at discounted prices. Discount bins, which is the last stop for donated clothing from Goodwill thrift stores, sold at wholesale price, before it is sent for recycling. Finally, community fridges, which are free food exchanges for people to donate what they can or take what they need.

How does it work?

Step 1: Bring clothes to swipe swap location

Go up to either one of the self-service kiosks if your clothing item has a CircularID TM tag or go up to an attendant to manually enter your clothing details and upload a photo of the item into the kiosk machine.

Step 2: Scan or enter in items' information

The item's information will be put into an algorithm to give value for the item on a 1 to 10 scale - Value Points. You will receive a ticket/QR Code with the sum of the Value Points for all your items.

Step 3: Shop for free!

Inside, the clothes will be organized by the different Value Points and you can add however you want up to the total value points number you have on your ticket/QR code. When you're done you can go "checkout" with your ticket/QR code up to your value points from when you entered.

What is Circular ID?

Circular ID is a clothing tag created by Natasha Franck at her company Eon that creates a digital identity for a singular piece of clothing. It's goals are:

Identification of Products - Supporting continued use and circulation of products CircularID™

Protocol enables the continued identification and monetization of products through circular business models (e.g. rentals, etc.).

Identification of Materials - Supporting continued use and regeneration of materials CircularID™

Protocol enables the identification of materials for regeneration, including disassembly and recycling, resale) and the management of products through channels for continued use and circulation (e.g. repair, reverse-logistics, peer-to-peer, collection.)

What does a Circular ID include?

Circular ID carries a products identifying information. Things that are included are the Brand on Label, product name, material contents, MSRP, Ecommerce Description, Color Family, Facility Identification number, facility certifications.

This information is broken down into two categories: Product ID and Material ID. As stated on Eon's website, "The Product ID includes all information required to enable commercial identification of the product in order to facilitate the ongoing management, circulation, and monetization of the asset. This information is considered essential for the efficient sorting and reuse of the product to maximize its lifetime utility. Examples of product ID data fields would be Brand, Size, Color, Manufacturer Suggested Retail Price, etc. The Material ID includes all information required for the identification of the materials of the product in order to facilitate efficient management of the product's material components. This information is considered essential for the regeneration of source materials and supports processes such as disassembly and mechanical and chemical recycling. Examples of material ID data fields would be material content, dye process, thread type, etc."

How are value points calculated?

Value points are calculated through the information provided by the Circular ID and Imaging AI using meaningful metrics. The Circular ID provides the brand and the age while the Imaging AI scans the items to find similar ones online to determine the value of a product on other selling platforms, in addition to the quality. Whatever details the Imaging AI and the Circular ID do not pick up will be entered in manually by an attendant.

Warehouse Design

Building materials in collaboration with FaBRICK by Clarisse Merlet.

An aerial diagram of the warehouse is provided.

It is a horizontal rectangular design. In the bottom left of the diagram there is a larger, almost a quarter of the size of the entire warehouse, rectangle to represent the room you would first enter. There is one glass door from the outside and another glass door leading to a hallway in the middle of the warehouse. In this

entrance room, there is an attendant kiosk area on the left that has a barrier for line formation right in front of it (or to the right when looking from above with the diagram). There are also five self-service kiosk stations in this room and another smaller door on the right that leads to the storage room that sits in the bottom middle of the diagram. The organization of the storage room varies between locations so there are no details in this part of the diagram except for a warehouse door that opens to the outside and the doors leading to the entrance and exit on the left and right. To the right of this room, is the exit room which is about half the size of the entrance room and also has doors that lead from the hallway and outside. Additionally, there is also a smaller attendant kiosk area here and three self-service kiosk stations against the right wall.

The hallway runs through the entire warehouse, from left to right, and has door entrances/exits to ten long rooms set up next to each other one by one. In each of these rooms, there are 10 boxes that represent clothing bins.

What happens to the clothes after?

Succession System

The clothes will flow through the Swipe Swap location on a succession system moving through the bins.

Community

The clothes that are in the last bin will be put out on a Saturday afternoon for low-income people to come and take a specified amount without swapping other clothes.

Re-Use Relocate Recycle

The clothes that are not taken by low-income community members will either be re-integrated into the Swipe Swap location. If there is space available, relocated to another Swipe Swap location or rag house, or sent to be recycled.

How is cleanliness regulated?

As at thrift stores, it is up to the swapper to wash their clothes beforehand. It's an honor system that one would want clean clothes as they receive but for the volume that will run through Swipe Swap locations, it is unfeasible to launder all items. Obvious stains and dirt will also decrease the value points for an item.

What happens if you go to swap a bunch of clothes but you don't like everything that is there that day?

Attendants will put your bag to the side, and then you can always redo the scan process and not scan the things you do not want to swap that day anymore.

How is this all financially maintained?

If you are not coming to swap clothes, you can just come in and pay as if it is a regular thrift store and the clothes will be flat priced according their Value Point (i.e. clothing with a Value Point of 1 might be \$1, whereas clothing with a Value Point of 10 might be \$20; prices will vary per location).