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Swapping Like A Man.

Once Loved Threads introduces a clothing swap fit for males.

June 28, 2010 – Vancouver, BC, Canada – Once Loved Threads is excited to announce their 1st annual men's-only swapping event. The "Jock Swap" will be held on Sunday, August 8, 2010 at Box Studios from 12pm-4pm.

Danielle Ow & Marjolyn Ustaris are known for hosting their infamous "Frock Swap", where attendees can swap their gently-worn items, continue the art of sustainable shopping and save a buck. Their 4th installment was this past May, with just over 100 swappers sifting through more than 1500 barely-worn treasures.

The thought of holding a men's-only event came into light when Danielle and Marjolyn noticed a considerable number of emails asking if men's clothing will be found at the Frock Swap. After doing some research, they found that men tend to pay more for pieces like t-shirts and hoodies and don't have as many options for cheap and trendy fashions that women do (i.e.: Forever 21 and H&M). Additionally, a lot of guys are players in the sneaker game - their shoe collections hold great value and can be sold or swapped for something of equal or higher worth.

The Jock Swap will allow guys to rent tables for a nominal fee and sell their barely-worn sneakers, tees and more with the option of swapping for other items. This is expected to be a great summer social event, as BBQ, live music and drinks will be offered on-site.

For more information and registration, check out <http://www.frockswap.ca>

The Jock Swap
Sunday, August 8, 2010
12:00 pm – 4:00 pm
1622 Franklin Street, Vancouver

For more information:
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