

SHWAP CLUB



ÉCHANGE DE VÊTEMENTS

Internship

organized by
Fashion Marketing, LaSalle College
completed for
Annette Nguyen

Accomplished by Tristen Stephens
Tutor: Maureen Buck

SHWAP CLUB



ÉCHANGE DE VÊTEMENTS

Internship



Tasks I completed:

- 1- A specific set of "expressions" for the SHWAP CLUB in english.
- 2- Translation of the mission statement.
- 3- Translation of the website to english.
- 4- Integrate english version to current website.
- 5- Research how to run social media in EN and FR.
- 6- Plan to penetrate anglo market (NDG, Westmount, West Island).
- 7- Contact english media outlets for coverage.
- 8- Create response templates in EN.

Create a specific set of "expressions" for the SHWAP CLUB in english

How to Shwap

Shwap talk

On the record

Entrances/entries/entry

Booking/book

Memberships/Member(s)

First quality

Second quality

Items

Shwap Online

Credits

Trial/Single entry

Shwap(ping) Destination

A curated selection of...

Second hand treasures

Home goods

Shwappers tell all

Hot finds

Bag to sort

Virtual sorting station

Translation of the mission statement

FR: "Faciliter la réutilisation de vêtements afin de contrer le gaspillage vestimentaire."

EN: Our mission is to fight against the waste of textiles by providing a space that facilitates the reuse of clothing.

Translation of the website to english & Integrate english version to current website

D40

Opening Hours
Wednesday Thursday Friday
6 p.m. - 8:30 p.m. (from March 20)

Saturday - Sunday
12 p.m. - 3 p.m.

In addition to this, you need to know more about it? what does this mean, not sure if this is gramtically correct . maybe try -- In addition to openining hours, you must **insert additional info here**

Please come at least 60 minutes before closing (if you have clothes to shwap)?

D17

Newest additions to SHWAP ONLINE

By becoming a member, you will be able to benefit from the Shwap Online service. In other words, you can shwap from the comfort of your home.

OR --

You can benefit from our online service to shwap from the comfort of your home by becoming a member today!

D30

Objects

Wholesale cossins (**cossins doesn't translate well, and I have not found any synonyms that work.. do you have any ideas?**)

Small cossins

Love & Light 💡

Sales

👋 Byebyebye

Objects

Wholesale goodies (goods)

Small goodies (goods)

Love & Light 💡

Sales

👋 Byebyebye

D8

HOW IT WORKS
A single visit costs \$18. The annual subscription costs \$115 or \$155 (unlimited entries). Registrations are made online or in store during our opening hours. We recommend reserving a time slot online in advance to ensure entry.

We only accept items that are in excellent condition (and clean!), seasonally appropriate and to the taste of our community. We do not accept items whose original price is less than \$ 25. If unsure, you can submit photos of your clothes to us for pre-approval ([inseart a link here or explain where the feature is on the website](#)). Don't be discouraged if we don't take some of your items: our business depends on the clothes you bring us so it is important for us to remain consistent in choosing the right items for our inventory.

St-Henri
* One session per person, per store, at all times (see terms and conditions)

Modalities
In times of COVID, out of consideration for our work, the smooth running of the shop and the other participants, please: - Cancel your reservation as soon as possible, if you can no longer make it. - Take only one (1) reservation per store at any time. **If more than one reservation has been made, the closest reservation is released to keep only the most distant reservation(??)**. - Respect the allotted time of 30 minutes. If the rules are not respected, you will be asked not to book a session in advance in the future. - Show up on time: we wait 10 minutes before canceling your reservation, but that will leave you with only 20 minutes of shwapping. For maximum efficiency, pay entry fees in advance for non-members. Reservations are recommended, but not required. Walk-ins are always welcome! Members who have reserved are welcomed to show up 15 minutes before official opening.

D51

Your info!
First and last name
email (from member, if you are a member)
phone number
I am a guest member of a member OR I paid my entry online. If so, please indicate the number of your online order below. Thank you!
Pay my entry online
Order # (non-member)
I have read the booking terms!
Terms here
Required fields

[\(this dialogue is a bit confusing, and i cannot see what this portion of the website looks like..\)](#)

D53

EST-IL ACCEPTÉ?

IS IT ACCEPTED?



PREMIÈRE QUALITÉ
FIRST QUALITY

SHWAPPÉ
SHWAPPED

EN BOUTIQUE
IN STORE



QUITTE AVEC LA SHWAPPEUSE

GOES HOME WITH THE SHWAPPER

DONS
DONATIONS

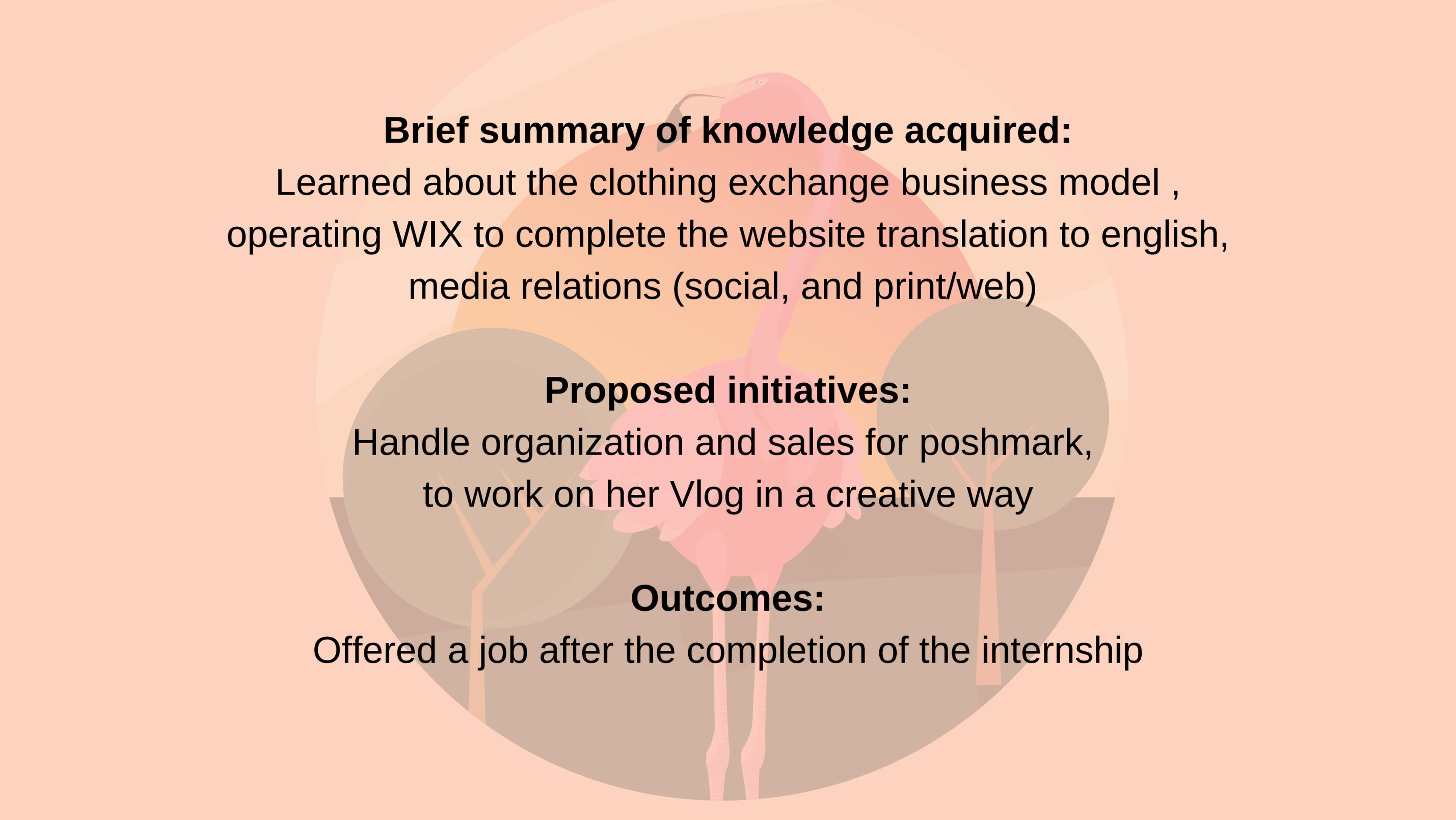
DONNÉ
DONATED

VENDU
SOLD

PAS SHWAPPÉ APRÈS X SEMAINES...

NOT SHWAPPED AFTER X WEEKS...

DEUXIÈME QUALITÉ
SECOND QUALITY



Brief summary of knowledge acquired:

Learned about the clothing exchange business model ,
operating WIX to complete the website translation to english,
media relations (social, and print/web)

Proposed initiatives:

Handle organization and sales for poshmark,
to work on her Vlog in a creative way

Outcomes:

Offered a job after the completion of the internship

Global assessment of

Shwap Club

Positives:

- loyal customer base, memberships
- consistent stream of clothes/inventory
- clean/organized shopping experience
 - eclectic
- 2 locations in Montreal, St-Henri & Mile-Ex
- Visibility across Quebec, L'oeuil du Dragon

Negatives:

- hard to sell memberships
- inventory has no monetary value, it is 1credit per 1 item
- Haven't yet tapped into the anglophone market in Montreal
 - Lengthy rules of operation, can be confusing
 - 30 minute allowance to shop per guest (strict!)

Global assessment of internship experience

Positives:

- Annette, the owner, was amazing!
- Was inviting, patient, knowledgeable, creative, & passionate.
- She was always clear when coaching me through new tasks.
- I was able to put the skills I learned at school to real life scenarios.
- My final Project was based on a consignment store so it was cool to learn more about the exchange only business model.

Negatives:

I don't have any negatives, I feel lucky to have had such a fun + insightful experience.

Global assessment of program overall

Positives:

- innovative way of teaching,
- virtual classes went amazingly,
- teachers have a ton of industry knowledge
- hands on application

Negatives:

- 5 hour classes are too long!

A pink flamingo stands in the center of a stylized landscape. Behind it is a large, glowing orange sun. Two simple trees with brown trunks and green foliage are positioned on either side of the flamingo. The background is a light peach color with soft, curved lines suggesting a horizon or sky. The text "THANK YOU :)" is centered over the flamingo's body.

THANK YOU :)