



AUSTRALIANS HAVE OVER 100 ITEMS IN THEIR WARDROBES THEY DON'T WEAR

- Nearly half have lied about how much they've spent on clothing items-
- Swap clothes in style at ahm Fashion Exchange Events around the country-

Do you have clothes with tags on you've never worn? Do you have a wardrobe crammed full but still have nothing to wear? Have you returned clothes you regret buying?

New research reveals the average Australian only wears a third (32%) of their clothes and has 104 items in their wardrobe they never wear; yet the majority (87%) still struggle to find something to put on each day.

The research, conducted to mark the launch of ahm Fashion Exchange Events, reveals that despite women being known for their love of shopping, men are just as bad, spending more on new clothes each month and having just as many unworn items in their wardrobe.

Boots may be made for walking, but many aren't leaving the wardrobe, with the average Australian having 10 pairs of boots and shoes they don't wear – women 12 and men 7. These unworn items cost on average \$70 each, but some Australians are spending over \$1,000 on one item of clothing that never leaves the hanger.

These overstuffed, unworn wardrobes could be the reason nearly half (44%) the country have lied about how much they've spent on an item of clothing and nearly two thirds (62%) return clothes as they regret buying them once they get home.

Style commentator and advocate of the ahm Fashion Exchange events, Paula Joye says: "It's not unusual for people to have clothes in their wardrobes they don't wear - even with tags still on them - but over 100 items as the average is astounding. If you work out how much money you spend on clothes you haven't worn it's frightening."

"The ahm Fashion Exchange events are a great way of re-purposing fashion. You exchange unworn items from your wardrobe for pieces you like in another. It's like raiding your best friend's wardrobe. Waste less, shop more and look fabulous - all for free"

The ahm Fashion Exchange events are a day of fashion filled fun; letting shoppers bring up to six pieces of clothing they used to love but now don't wear. A token will be received for each, and then these tokens are used to shop the swaps. Attendees can expect to find everything from designer garments, high street basics and vintage clothing to accessories; some still with the tags on.

Commenting on the findings, Chris Carroll, General Manager, Marketing & Digital - ahm and Medibank, says: "We want to help Australians be more savvy in every area of their lives, so after seeing the huge amount of waste in wardrobes, we wanted to create the ahm Fashion Exchange events to give people a way to reduce waste while shopping and having fun.

“Instead of spending hundreds or even thousands on new items, exchange clothes that are neglected and update your wardrobe for free. Being resourceful means you can look good and feel great without wasting money or spending a fortune.

“That’s why ahm health insurance offers simple products for people who want the benefits of private health insurance cover without wasting money paying for things they don’t use.”

Attendance at the ahm Fashion Exchange events is free but places are limited; pre-registration is available at www.ahmfashionexchange.com.au.

Early bird check in and clothes drop is available from 10am – 12pm. Consumers can exchange clothes for free between 12pm – 3pm.

Sydney: Saturday 26 October
[Overseas Passenger Terminal](#)

Brisbane: Sunday 10 November
[Lightspace Studios](#)

Perth: Saturday 16 November
[Perth State Theatre](#)

Melbourne: Saturday 23 November
[Thousand Pound Bend](#)

Adelaide: Saturday 30 November
[Queens Theatre](#)

More information on the events, dates and locations can be found at www.ahmfashionexchange.com.au.

NOTES TO EDITORS

Research

Research conducted by Pure Profile for ahm in September 2013 on a sample of over 1,250 Australians across the country.

INFORMATION ABOUT AHM

ahm takes a no-nonsense approach to health insurance, cutting out unnecessary costs and offering more choice. With a flexible product range, including smart new packages giving consumers more freedom, ahm helps consumers claim more and waste less.

ahm is part of Medibank - consumers get the security and backing of a trusted national brand that recognises and supports the philosophies of ahm.
www.ahm.com.au

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