**For immediate release**

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*#whomademyclothes*

*#imadeyourclothes*

**FASHION REVOLUTION WEEK 2016 CALLS ON PEOPLE AROUND THE WORLD TO**

**ASK #WHOMADEMYCLOTHES**

***Demanding transparency to tackle exploitation in the fashion supply chain***

This year, Fashion Revolution’s annual campaign (18th April - 24th April 2016) will call on consumers around the world to show the label in their clothing, post a photograph on social media, tag the brand they’re wearing and ask the question #whomademyclothes.

The week-long celebrity-backed promotion across 84 countries worldwide will seek to ignite a revolution to radically change the way our clothes are sourced, produced and purchased.

Fashion Revolution 2016 will directly challenge every stakeholder in the fashion supply chain – retailers, brands, factories and private label manufacturers, to start to tackle exploitation in the industry by demonstrating transparency.

Companies will be invited to show responsibility for the individuals and communities on which their business depends, by showing consumers the faces and stories of thousands of farmers, makers and producers who make our clothes, answering with the hashtag #imadeyourclothes.

Fashion Revolution Week 2016 will feature hundreds of [activities](http://fashionrevolution.org/events/), stunts and social experiments in countries across the world to demand a fairer, cleaner, more transparent and more beautiful fashion industry - starting with Fashion Question Time at the UK Houses of Parliament on Monday 18th April hosted by Mary Creagh MP. Panellists will include Livia Firth and leading fashion industry experts.

Together with Ethical Consumer, Fashion Revolution will publish a Transparency Index, assessing 40 of the top selling global and national brands in the UK.

Following the success of the #haulternative launch with Youtube vloggers Noodlerella, CutiePieMarzia, Shameless Maya and Bip Ling, celebrity fashion influencers and consumers around the world will be invited to create their own #haulternative video online, a way of refreshing our wardrobe without buying new clothes.

Orsola de Castro, Co-Founder of Fashion Revolution said: “Who Made My Clothes should be a simple question. Most people would expect a brand to at least know the final factory where their garments are cut and sewn. The [Behind the Barcode Fashion Report](http://www.abc.net.au/cm/lb/6398294/data/fashion-report-data.pdf) published last year found that 48% of brands hadn’t traced the factories where their garments were made, 75% didn’t know where their fabrics came from and 91% didn’t know where the raw materials came from.

“Brands rarely acknowledge that the clothes they sell have been made by thousands of people working in factories, fields and other hidden places around the world. The global fashion industry is opaque, exploitative and environmentally damaging and desperately needs revolutionary change. Producers have become faceless and this is costing lives. ”

On 24 April 2013, 1134 people were killed and 2500 injured when the Rana Plaza factory complex collapsed in Dhaka, Bangladesh. The Rana Plaza disaster was a metaphorical call to arms, sparking a consumer appetite for revolutionary change in the fashion industry.

Fashion Revolution’s mantra is ‘Be Curious, Find Out and Do Something’ about it. Consumers can take part in the campaign by showing the label in their clothing, posting a photograph on social media, tagging the brand and asking the question #whomademyclothes to get the real story behind what they’re wearing.

For further information and other ideas on how to get involved, visit [www.fashionrevolution.org](http://www.fashionrevolution.org)

* Ends –

**For more information, images, interviews and footage, contact:** [**press@fashionrevolution.org**](mailto:press@fashionrevolution.org) **020 7440 7695.**

**Notes to Editors**

* Fashion Revolution participated in high level EU, G7, UN and COP21 events last year and co-organised events at the European Parliament, UK House of Commons, UK House of Lords and beyond.
* Fashion Revolution will collaborate as a key stakeholder in the European Commission’s Garment Initiative in Spring 2016.
* In 2015, #whomademyclothes had 63 million reach and 124 million potential impacts on 24 April and we trended worldwide on Twitter on the day.
* 'The 2 Euro T-shirt: a Social Experiment' video went viral and has accumulated over 7 Million views to date. In June the video won the Bronze prize at the Cannes Lion Film Festival and this achievement was widely reported by international press, social media, with vlogger activity #Haulternative having achieved over 2 million views last year.