

24.04.15

FASHION REVOLUTION

GET INVOLVED

#FASHREV



BE CURIOUS



FIND OUT



DO SOMETHING

Fashion Revolution Day

On 24th April 2013, 1133 people were killed and over 2500 were injured when the Rana Plaza factory complex collapsed in Dhaka, Bangladesh. Social and environmental catastrophes in our fashion supply chains continue.

Fashion Revolution Day says enough is enough.

This annual appointment on the anniversary of the disaster will help to raise awareness of the true cost of fashion, show the world that change is possible, and celebrate all those involved in creating a more sustainable future for fashion.

The theme of the second Fashion Revolution Day is '**Who Made My Clothes**' (and no we don't just mean which brand....we mean who? literally!)

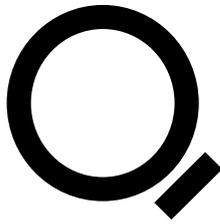
Imagine the thread from the garment, to the machinist who sewed it, all the way down to the farmer who grew the cotton.

We've come up with a few ways in which you can participate in Fashion Revolution Day.

We have two hashtags this year.

- Use **#FashRev** for tweets throughout the year
- On and around 24 April, use the campaign hashtag **#whomademyclothes**

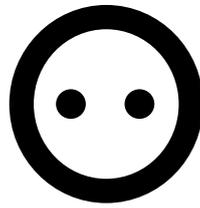
It is important that everyone uses these hashtags as this is the information which will be collected to measure our impact.



BE CURIOUS

We want you to wear an item of clothing inside out

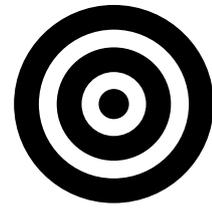
- Choose an item from your outfit and wear it inside out all day
- Where is it from?
- Who made it?



FIND OUT

We want you to ask brands **Who Made My Clothes?** in order to discover the real people throughout the supply chain.

- Take a picture of yourself wearing an item of clothing inside out. Share on Facebook, Twitter or Instagram with **#whomademyclothes** and tag the brand, asking them the question **Who Made My Clothes?**



DO SOMETHING

We want hundreds of thousands of people to take part!

In order to raise awareness within the fashion industry and beyond, we want to encourage them to continue to try and make things better.

- On Fashion Revolution Day 24 April, please tweet: **Today I'm wearing my (shirt/dress/t-shirt etc.) inside out because I want to ask @[brand/retailer] #whomademyclothes**
- Tell your friends, family and colleagues about Fashion Revolution Day and get them to wear something inside out
- For more ways to get involved, see p4

With these three simple actions we invite everyone to join Fashion Revolution Day!

More ways to get involved

MEET THE MAKER

Check out the blog on the website, and discover the stories behind the people who made your clothes

EVENTS

Find out what's happening in your country and go to a Fashion Revolution Day event. Or get in touch with your Country Coordinator about holding your own event for Fashion Revolution! Follow your country's facebook and twitter pages for local news and events.

TRUMP CARD GAME

Use the **Fashion Revolution Day Trump Card Game** to find out how ethical your garments are. Then play the game with your friends!

FOLLOW THE THINGS

Who Makes the Things we Buy? Few of us know. They seem untouched by human hands. At followthethings.com you can find out who has followed what, why and how; the techniques used to 'grab' its audiences; the discussions and impacts that this has provoked; and how to follow things yourself.

QUIZ

Play the **Fashion Revolution Day Quiz** to test your knowledge! Whether you're an eco fashion boffin or not, we know you'll find some interesting facts and be challenged to think more about **Who Made My Clothes!** For Quiz answers, please email education@fashionrevolution.org

FURTHER READING

Check out our **Further Reading** list for links to useful websites for further information about ethics and sustainability in fashion.

Get creative

You can use the Fashion Revolution brand assets to create your own material to support our campaign.

All logos, graphics and images needed are available to download on the Resources page on our website www.fashionrevolution.org. Please feel free to use them.

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**FASHION
REVOLUTION**

**WHO MADE
MY CLOTHES?**

#FASHREV



BE CURIOUS



FIND OUT



DO SOMETHING



Tweet it, like it, link it, share it

Please do keep in touch, we'd love to hear and see what you do for Fashion Revolution Day:

www.fashionrevolution.org

Find us on Twitter
[@Fash_Rev](https://twitter.com/Fash_Rev)

Follow us on Facebook
facebook.com/fashionrevolution.org

Thank you for joining a truly global movement which brings together both the fashion community at large and the entire fashion supply chain, including you!