BE PART OF THE FASHION REVOLUTION

A GUIDE TO GETTING INVOLVED
On 24 April 2013, the Rana Plaza building in Bangladesh collapsed. 1,138 people died and another 2,500 were injured, making it the fourth largest industrial disaster in history. That’s when Fashion Revolution was born.

There were five garment factories in Rana Plaza all manufacturing clothing for the western market. The victims were mostly young women.

We believe that 1,138 is too many people to lose from the planet in one building, on one terrible day to not stand up and demand change.

Since then, people from all over the world have come together to use the power of fashion to change the world.

Fashion Revolution is now a global movement of people like you.
The average British woman hoards £285 of clothes they will never wear, the equivalent of 22 outfits each that are left hanging in valuable wardrobe space, or, £30 billion of unworn clothes.

Clothes discarded in one year in the UK would fill Wembley Stadium.

It is estimated that 80 billion items of clothing are delivered out of factories annually worldwide.

The average American throws away about £72 of clothing, shoes and other household textiles each year.

95% of discarded clothing can be recycled or upcycled.

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It takes 2720 litres of water to make a T shirt: that’s how much we normally drink over a 3 year period.

It takes 200 gallons of water to make one pair of jeans, the equivalent of 285 showers.

Clothing consumption produces 1.5 tonnes of CO₂ household x year, the equivalent of driving 6000 cars.

80 billion

£30 billion

£285

1.5 tonnes

x6000

x285

x285
JOIN THE FASHION REVOLUTION

www.fashionrevolution.org

BE CURIOUS   FIND OUT   DO SOMETHING
Fashion Revolution is a global movement calling for a fairer, safer, cleaner, more transparent fashion industry.

We’re encouraging people to ask brands #whomademyclothes during Fashion Revolution Week 24–30th April, and to question where their clothes come from and who makes them.
Who made my clothes?

Have you ever wondered who made your clothes? How much they’re paid, and what their lives are like?

Our clothes have gone on a long journey before they hit store shelves, passing through the hands of cotton farmers, spinners, weavers, dyers, and sewers. 75 million people work to make our clothes. 80 percent of them are women between the ages of 18 and 24.

However, the majority of the people who make clothes for the global market live in poverty, unable to afford life’s basic necessities. Many are subject to exploitation; verbal and physical abuse, working in unsafe conditions, with very little pay. This needs to change.

In order to make the fashion industry accountable and sustainable, we first need to make it transparent.

We believe transparency is the first step to transform the industry. And it starts with one simple question: Who made my clothes?

As consumers, our questions, our voices, our shopping habits can have the power to help change things for the better. We are the driver of trends, and every time we buy something, we’re voting with our wallet. When we speak, brands listen.

We deserve to know who makes our clothes and under what conditions.

This is why, during Fashion Revolution Week, we encourage as many people as possible to ask brands and retailers #whomademyclothes?

Some brands won’t answer at all. Some might tell you where your clothes were made but not who made them. Some will direct you to their corporate social responsibility policy. Only a few pioneers will show that they know something about the people who make their clothes.

The more people who ask #whomademyclothes, the more brands will listen. More brands are listening to our collective voice and responding, and more producers than ever are using social media to tell the world #imadeyourclothes.

If a brand doesn’t respond, keep asking. Our power is in persistence.
Take part
ask the brand

One way (and the easiest way) you can get involved is by taking a photo of your clothing label during Fashion Revolution Week, and asking the brand #whomademyClothes?

Make sure you tag the brand in the photo so they can see your question.

Share your photo on Instagram during Fashion Revolution Week (24–30th April) and encourage your friends to do the same.

You can also ask the brand #whomademyClothes on Twitter using the form on our homepage.
SHOW YOUR LABEL

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ASK THE BRAND
#WHOMADEMYCLOTHES?
Take part
write a letter
to a brand

Write to your favourite brand and ask them #whomademyclothes?

Print out this page and cut the letter out. Fill in their name, sign yours and either share on social media, tagging the brand and @fash_rev, or look up the brand’s HQ address and post it to them.

Dear
I am your customer, and I love your style. But I want to know more. I want to know #whomademyclothes.

I want to feel as good about the story behind my clothes as they make me feel when I wear them.

I care deeply about the people who have worked so hard to make the things I buy from you. I want to know that they’re being treated fairly, have the freedom to speak out, and are paid enough to live with dignity, opportunity, comfort and hope. So tell me, what are you doing to ensure that the people who make your clothes are being paid a living wage?

Sincerely,
Governments can have a real impact on the lives of the people who make our clothes. Legislators decide minimum wages, mandate working conditions and create laws that protect people and the environment. Public officials expect to be contacted by their constituents (that’s you) and should be doing their best to address the issues that are important to you. Your voice has power, so use it!

Here’s how to write a postcard to your public officials and help make a real positive change.

1. Find out who your local policymakers are
   Look for the members of government who represent your neighbourhood. Research online or ask your family/neighbours to find out.

2. Find out their contact details
   Jot down their email, postal address or Twitter/Instagram handle if they’re on social media.

3. Write your letter
   Use the template below. Fill in their name and sign yours at the bottom. If you want to send to more than one person, use pencil so you can erase and re-write.

4. Send your letter
   Take a photo of your letter and send it to them by email, or by posting it on social media and tagging them. You can also cut out the postcard and send it to them by post. Even better, call them on the phone and read out the message below.

5. Share their response
   When they respond, take a photo of it. Post your photo of their response on social media and tag @fash_rev so everyone can see what they say. If they don’t respond, try again.

Dear ..................................................

The fashion industry is exploitative and dirty. Research by the International Trade Union Organisation shows that respect for workers’ rights in supply chains is declining. Yet everybody wears clothes, so it’s up to everyone to solve its problems - including me and you. I want the money I spend on what I wear to make a positive difference, not contribute to exploitation and environmental degradation.

I want the people who make the clothes I wear to have decent jobs, to be able to access their fundamental human rights and to make a living wage, no matter where in the world they live. The government should implement regulation to ensure all companies are responsible for the impact they have on the lives of the people working in their supply chains, at home and abroad. What are you doing to address this?

Sincerely, ..................................................

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Sincerely, ..................................................
Create a Fashion Revolution ‘love story’.

No one can replace the beautiful jacket that your grandmother wore and gave to you. Or that perfect little dress you found while travelling somewhere special.

Rather than buying new, we want people to fall back in love with their clothes, care for them for longer, and take a stand against fast fashion that ends up in landfill.

Share a story, or write a love letter about a piece of clothing that means a lot to you. This could be a photo on Instagram, video for Youtube or a piece of writing for our/your blog.

Download our how-to guide here.
Take part

haulternative

Create a Fashion Revolution ‘haulternative’ and inspire your audience with other ways of buying and experiencing clothes.

Instead of the traditional fashion haul, where you go shopping and post a video of what you’ve bought, try a #haulternative; a way of refreshing your wardrobe without buying new clothes.

Join YouTube vloggers, including CutiePieMarzia, Grav3yardgirl, Maddu, Noodlerella and Shameless Maya, and share a better way to shop that’s creative and meaningful, from upcycling to swaps to finding gems in charity shops. Check out their haulternative on Youtube and film your own.

We have 9 different haulternatives to choose from. Pick the one that most inspires you and create a haulternative video for Fashion Revolution Week (24–30th April).

Download our guide for simple steps to making your haulternative video.
Take part
put on an event

Get people thinking about who makes their clothes by hosting an event during Fashion Revolution Week 24–30th April. Let your Country Coordinator know the details of your event so they can upload it to our website calendar. Contact your Country Coordinator [here](#).

Visit our website to see our [full list of events](#) happening during Fashion Revolution Week.
Event ideas

HOST A CONVERSATION
This could be as simple as inviting your friends round for a #whomademyclothes themed dinner. You could organise a talk at your school, work, community centre, place of worship, local park, or government building.

STUNT
Create a public stunt to raise awareness about the issues around transparency in the fashion industry. Find surprising ways to make people consider the people who made their clothes. The €2 T-Shirt vending machine stunt in Germany last year received over 7 million views and won a Bronze Lion at Cannes.

EDUCATION
Schools, universities and youth groups can get involved with Fashion Revolution. Educators can download educational resources from our website. Students can apply to become a Student Ambassador, to represent their university for Fashion Revolution.

MUSIC
Music is a great way to express ideas and attitudes about what we wear. Create a song or music video for Fashion Revolution. German musician Bang La Fresh created this funny and brilliant music video in support of Fashion Revolution.

FASH MOB
A Flash Mob assembles a group of people to make a public statement through performance. Organise a “Fash-mob” to get people thinking about who makes their clothes.

FILM SCREENING
Host a film screening and Q&A panel. Or just invite your friends around for a movie night! You can find a list of films and documentaries about the fashion industry on our Pinterest board.

GO GUERILLA
Create paste-ups, street art, or murals about Fashion Revolution. You can also download our posters to print out and put up in your local area.

PHOTO BOOTH
Create a photo booth to make it fun for people to take selfies asking #whomademyclothes.
Take part
do more

Money Fashion Power
Read our [fanzine](#) which explores the hidden stories behind your clothing, what the price you pay for fashion means, and how your purchasing power can make a positive difference.

Be a Fashion Revolutionary
Download our [‘How to be a Fashion Revolutionary’](#) booklet. It’s full of inspiration and ideas about how you can use your voice and your power to transform the fashion industry as we know it.

Spread the word
Download our [fashion facts and quotes](#). Perfect for sharing on social media.
Support us
To continue to grow Fashion Revolution as a global movement for change, we need your financial support. Even the smallest donation will help us to continue delivering the resources we need to run our revolution. Please donate, be a part of this movement and help us keep going from strength to strength.

To make a contribution, visit:
www.fashionrevolution.org/about/support-us

THANK YOU!
THERE’S NOTHING INTERESTING ABOUT LOOKING PERFECT – YOU LOSE THE POINT. YOU WANT WHAT YOU’RE WEARING TO SAY SOMETHING ABOUT YOU, ABOUT WHO YOU ARE.

– EMMA WATSON –
BUY LESS,
CHOOSE WELL,
MAKE IT LAST.

— VIVIENNE WESTWOOD —
CLOTHES AREN’T GOING TO CHANGE THE WORLD. THE WOMEN WHO WEAR THEM WILL.

— ANNE KLEIN —