

# BECOME A FASHION REVOLUTION STUDENT AMBASSADOR IN YOUR UNIVERSITY



## WHY WE NEED A FASHION REVOLUTION

Fashion Revolution was established after April 24, 2013, when 1134 people were killed in the Rana Plaza factory complex collapse in Bangladesh. The accident was both predictable and preventable. Despite some steps forward since Rana Plaza, not enough has changed. About 75 million people work directly in the fashion and textiles industry, and about 80% of them are women. Many are subject to exploitation; verbal and physical abuse, working in unsafe conditions, with very little pay. Fashion Revolution says enough is enough.

During Fashion Revolution Week, people around the world ask brands #whomademyclothes to push for greater transparency and help improve the lives of the millions of people working in the fashion supply chain. Since its launch in 2014, Fashion Revolution has received amazing exposure and become one of the most influential organisations for the future of the clothing industry by asking brands #whomademyclothes and encouraging transparency in often complex supply chains.

## REPRESENT YOUR UNIVERSITY

Students and young people have an incredibly important role to play as key consumers both now and in the future, as well as potential employees. So this is why we are inviting you to get involved and bring together students at your university.

## HOW TO ENROL AS A FASHION REVOLUTION STUDENT AMBASSADOR

### If you live in the UK:

Email [education@fashionrevolution.org](mailto:education@fashionrevolution.org) to register your interest. The Education Team will then get in touch and let you know if there is a vacancy for a Student Ambassador in your university. If there is already an Ambassador, we will put you in touch with them.

### If you live elsewhere in the world:

Contact the Country Co-ordinator where you live, who will then get in touch and let you know if there is a vacancy for a Student Ambassador in your university. If there is already an Ambassador, they will put you in touch with them. Contact your Country Co-ordinator [here](http://fashionrevolution.org/contact) (fashionrevolution.org/contact).

**SEE THE NEXT PAGE FOR MORE ABOUT THE ROLE.**

# THE ROLE OF A STUDENT AMBASSADOR



## GET OTHERS INVOLVED

If you become a Fashion Revolution Student Ambassador for your university, the first thing you need to do is find other students to join you to organise an event for Fashion Revolution Week. Don't just think about students on your own course – the fashion industry covers so many different disciplines from geography to design to economics. So set up a diverse team to create a truly innovative initiative for Fashion Revolution Week.

## ORGANISE AN EVENT

Organise an event (e.g. a film screening, catwalk or panel discussion) that encourages people to think about the issues within the fashion industry. At your event, encourage people to join the movement and ask brands, retailers and manufacturers [#whomademyclothes?](#)

## NEED INSPIRATION

Take a look at our [Education](#) and [Do Something](#) Pinterest boards to see what students have done before. Also look through all the activities on our [resources](#) page and check our document [How University Students Can Get Involved](#).

## WE WILL SUPPORT YOU

Once you become a Student Ambassador for your university, we will share more ideas and tips for organising your event during Fashion Revolution Week. We will also invite you to join our Facebook group for Fashion Revolution Student Ambassadors so that you can share ideas with universities across the world and Fashion Revolution can keep you in touch with everything that's happening.



**Have you ever thought about the lives of the people involved in making your favourite clothes?**

Fashion Revolution's free educational resource sheets provide simple, fun ways to find out. Visit our website to discover more resources: [fashionrevolution.org/education](http://fashionrevolution.org/education)

Be curious, find out, do something. Join the Fashion Revolution asking brands [#whomademyclothes?](#) Join the movement. [www.fashionrevolution.org](http://www.fashionrevolution.org)