Get involved
Brands, wholesalers, retailers, and distributors
Join the movement

If you are a brand, wholesaler, retailer, or distributor, there are many ways you can get involved, both during Fashion Revolution Week and throughout the year.

We invite you to show us the people in your supply chain by sharing their stories, and help transform the industry by demonstrating transparency in your supply chain.
WE ARE FASHION REVOLUTION

BE CURIOUS  FIND OUT  DO SOMETHING
Who we are

We are people from all around the world who make the fashion industry work. We are the people who wear clothes. And we are the people who make them.

And we believe in a fashion industry that values people, the environment, creativity and profit in equal measure. We want to see fashion become a force for good.

We are Fashion Revolution.
Why do we need a Fashion Revolution?

The global fashion industry is opaque, exploitative and environmentally damaging and desperately needs revolutionary change.

>> Read our White Paper which sets out the need for transparency across the fashion industry
Fashion Revolution

Fashion Revolution is a global movement that works for a more sustainable fashion industry, campaigning for a systemic reform of the industry with a special focus on the need for greater transparency in the fashion supply chain. Fashion Revolution works all year round to raise awareness of the fashion industry’s most pressing issues, advocate for positive change, and celebrate those who are on a journey to create a safer, cleaner and fairer future for fashion.

*Fashion Revolution is the year-round movement. Fashion Revolution Week a week-long campaign from 24th-30th April 2017*
Our mission

We want to unite the fashion industry and ignite a revolution to radically change the way our clothes are sourced, produced and purchased.

We believe that collaborating across the whole supply chain; from farmer to consumer; is the only way to transform the entire industry.

Fashion Revolution brings everyone together to make that happen.
Who made my clothes?

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?

This is our focus for the next five years. We believe this simple question gets people thinking differently about what they wear. We need to know that as consumers, our questions, our voices, our shopping habits can have the power to help change things for the better.

With more consumers encouraging brands to answer ‘who made my clothes?’, we believe Fashion Revolution has the power to push the industry to be more transparent.
Our impact
Fashion Revolution Week 2016

- 800 events were held in 92 countries
- over 70k people asking brands #whomademyclothes?
- 156 million impressions of the hashtags
- 1274 brands responded, including 372 global fashion brands
- 2600 producers shared their story with #imadeyourclothes
- 22 billion online media reach

>> Read more about our Impact.
Our impact
More people want to know #whomademyclothes

70k posts using Fashion Revolution hashtags on social media during April 2016

129m reach of Fashion Revolution hashtags during April 2016

156m impressions of Fashion Revolution hashtags during April 2016
Our impact
More brands are responding

**2015**

**2016**

**372**

mainstream brands responded to #whomademyclothes

**1274**

total number of brands who responded to #whomademyclothes?

**3500**

producer voices heard with our new #imadeyourclothes hashtag
Fashion Revolution Week is our #whomademyclothes campaign in April, which happens at the time of the Rana Plaza factory collapse, where 1,138 people were killed and many more injured on 24th April 2013. We use this week to encourage millions of people to ask brands ‘Who made my clothes’ and demand greater transparency in the fashion supply chain.

As a brand, retailer, distributor or wholesaler, we encourage you to respond to the question #whomademyclothes by showing us the people in your supply chain who make our clothes and accessories with our hashtag #imadeyourclothes. We want to see the faces and hear the stories from thousands of makers, farmers and producers, and see an increasing number of brands make their supply chains more transparent.
Fashion Revolution Week
Why should your brand take part?

– Because more and more of your customers will be asking your brand to take part in some way.

– Consumers are expecting transparency. It’s becoming the norm.

– “Transparency is not a choice. The only choice is, does it happen to you, or do you participate in it.” – Alex Bogusky, legendary creative director

– Transparency helps build public trust in your brand.

– “For decades, a brand’s only priority was to create the best possible product at the most competitive price to ensure sales. But as consumers develop a more comprehensive understanding of issues like sustainability, authenticity and transparency, brands and retailers are being forced to change the way they sell in order to survive”. – Business of Fashion, 29 Sept 2016

– Because the people who make our clothes deserve to be celebrated.
How you can get involved

Demonstrate your commitment to transparency

- Share photos and stories from across the supply chain - farmers through to garment workers and other types of makers;

- A map of the supply chain which traces a product (or products) right through to farmer level, made available to the public; (take off the full stop after public, btw)

- Publish supply chain information publicly: factory lists, supplier and vendor lists across the tiers, name and contact details of suppliers, compliance, social and environmental audit results as well as remediation activities and corrective action plan results;

- Operationalise an ethical code of conduct, make these social and environmental commitments clear to the public;

- Monitor, evaluate and report on social and environmental impact across the supply chain and make available to the public;

- Report publicly about wages in the supply chain, where, what factories or how many workers are guaranteed to be paid a living wage;

- Increased cost transparency, help consumers better understand where their money is going.
How you can get involved
Respond to #whomademyClothes?

We want you to be able to answer the question #whomademyClothes. We want to find out about the real people behind the clothes we wear.

Have dedicated members of your teams ready to answer your customers questions on and around Fashion Revolution Week.

We want you to find out more about the suppliers of your garments. If you know who made the clothes you sell, try to find out more about the fabrics, trims, embellishments and raw materials.

- Choose an item from your brand
- Where is it from?
- Who made it?
- How is it made?
How you can get involved
Show us the people who make our clothes

Take a photo or video of the people from your supply chain, and share it with your customers on social media platforms (Twitter, Facebook, Instagram, Snapchat, Youtube, etc). This could be a machinist holding a finished garment, a farmer in a cotton field, a spinner, dyer, or anyone in the fashion supply chain.

You can download and print a ‘I Made Your Clothes’ or ‘I Made Your Accessories’ poster for producers and makers to hold for their Fashion Revolution photo, or ask them to create a poster using their own handwriting.

Encourage your suppliers to tell the world who they are, what they do and include the hashtag #imadeyourclothes

Suggested message:
My name is ........ and I made .......... in [country] #imadeyourclothes
A few examples of brands that participated in 2016...

**WAREHOUSE**

**MARIMEKKO**

**G-STAR RAW**

**R. M. WILLIAMS**

EST. 1892, AUSTRALIA
How you can get involved

In-store

- Show a video or pictures of your producers and share their stories.
- Set up a webcam link to them so customers can connect with them.
- Install a message wall in-store, where your customer can write thank you messages to the people who made the clothes. Share this with the people in your supply chain and film their response.
- Set up a photo booth where customers can have a picture or video of them showing their clothes label. Get them to upload on Facebook, Twitter and Instagram with the hashtag #whomademy clothes?
- Host workshops to show customers how to repair or upcycle their clothes, to make them last longer, or give clothes a new lease of life.
- Stock more brands who have committed to transparency, who publish their suppliers and are open about who makes their clothes.
- Use the store changing rooms as an opportunity to make people think about the clothes they wear, share the stories behind the clothes, and encourage them to ask #whomademy clothes? on social media.
- Add extra information to garment labels and tags that tell customers who made their clothes, or more information about how the clothes were made.
How you can get involved
Store window display

- Create a window display to engage your customers with the people who make their clothes.
- You can use the display to share the stories of your producers, show the story of how your products are made, or even have people sewing or knitting in the shop windows.
- Use the mannequins in the window display to show their clothing label, and encourage your customers to do the same.
How you can get involved

Digital platforms

- Promote Fashion Revolution on your homepage and newsletter and encourage your customers to ask #whomadeclothes?
- Publish a statement or a blog on your website, issue a press release, and/or use your website FAQs to talk about what you are doing for Fashion Revolution Week
- Set up a live stream from one of your factories or farms, using an app like Periscope or Facebook Live.
- Publish photos of your team or people in your supply chain showing their clothing label and asking #whomadeclothes
- Publish a list of your factories/suppliers on your website.
- Add further information about your supply chain to the products in your online store.
- Create an app that allows your customers to discover the people who made their clothes by scanning the garment barcode.
How you can get involved
Film, stunts and events

- Interview some of your producers/factory workers

- Create a film following the journey of one product, from raw material to finished product. American Apparel launched a film on Fashion Revolution Day last year showcasing the people in their supply chain.

- Find opportunities to bring people from your supply chain from around the world to meet your customers. Film a life swap between your makers and customers.

- Host a Q&A panel to invite questions about your supply chain transparency

- Tell us about your event! Email your Country Coordinator who can upload your event details to our website.
How you can get involved
Write a blog

We are looking for **personal stories** and a real insight into the lives of your workers, including their motivation for doing the work and their dreams for the future. Send us their story for our **MEET THE MAKER** section of the Fashion Revolution blog.

Example: Meet Your Maker blogpost

We do not want to receive blog posts which sound like a biography, or which are promotional posts or press releases. Please ensure that the writing is of a high standard and of general interest. Please do not upload blogs which contain details of forthcoming events, or similar content which will not have global interest, however it is fine to write a blog with images about events which have taken place.
How you can get involved

Write a blog

USING IMAGES IN YOUR BLOG

– Please send approximately 2 to 4 low resolution (72dpi) jpegs or pngs to accompany your text, no bigger than 500kb each maximum, and 750 pixels for the longest length. Please send images separately to the blog post, not within a Word document. Please see the Khama bag blog post for an idea of the type of images we require.

– We also need an image will be the header image for the top of the blog post. This needs to be approximately 900–1000 pixels wide and around 350 to 450 pixels high. We cannot post a blog without the header image.

– If you are including a photograph of clothing or accessories, please ensure these are product or lifestyle shots of a high standard. We will not use images of clothing on mannequins.

– Please include any photography credits or photo titles if required.

– We are happy to use your videos instead of, or as well, as photos.
How you can get involved

Write a blog

PUBLISHING YOUR BLOG
Please send blogs and images to carry@fashionrevolution.org to be uploaded, together with the full name of the person who has written the blog post, and the contact email address.

We have over 90 countries involved in Fashion Revolution and we therefore reserve the right to delay or cancel inclusion of your post if we have too many posts. We will prioritise blogs with a strong story and good images depicting the people and skills behind the production process. We will not be able to publish any blog which is just a promotion for your company and does not focus on the makers.

If you want to publicise an event in your country, please contact your local Country Coordinator to add it to the events page, not as a blog. You are welcome to write a blog about the event after it has taken place if relevant.
How you can get involved

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. We are also adding translated versions of our resources to our site.

Read the Brand Guidelines to make sure you are using our assets correctly.
Tweet it, like it, link it, share it

Please do keep in touch, we’d love to hear and see how you get involved in the Fashion Revolution movement:
www.fashionrevolution.org

@Fash_Rev
fash_rev
fashionrevolution.org
fashrevglobal
thank you!