

FASHION
REVOLUTION

BRANDS, WHOLESALERS, RETAILERS AND DESIGNERS

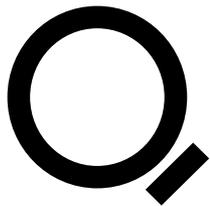
a guide to getting involved
in Fashion Revolution

Join the movement

If you are a clothing or fashion brand, wholesaler, retailer, or designer, 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.

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 more ethical and sustainable future for fashion.



Why do we need a Fashion Revolution?

Much of the global fashion industry is opaque, exploitative and environmentally damaging and desperately needs revolutionary change.

In April 2013 Rana Plaza factory collapse shook the fashion world. And it ignited our movement for a better, fairer fashion industry.

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.

>> Read our [White Paper](#) which sets out the need for transparency across the fashion industry



Who made my clothes?

In order to make the fashion industry accountable and sustainable, we first need to make it transparent. Transparency means companies know who makes their clothes – from who stitched them right through to who dyed the fabric and who farmed the cotton – and under what conditions. Crucially, it requires brands to share this information publicly.

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 2017

>> Read more about our [Impact](#).



- 66,000 people attended around 1000 Fashion Revolution events, from catwalks and clothes swaps, to film screenings, panel discussions, creative stunts and workshops



- 2 million people engaged with Fashion Revolution in April 2017 through events, posting on social media, viewing our videos or downloading resources from our website
- over 113k people asking brands **#whomademyclothes?**
- 533 million impressions of the hashtags, an increase of almost 250% on 2016



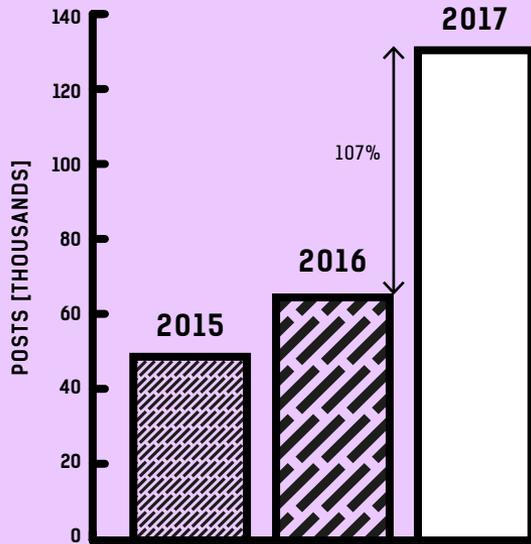
- 2416 brands responded, including over 1000 global fashion brands
- over 3500 producers shared their story with **#imadeyourclothes**



- 12 billion online media reach, including articles in Forbes, German, Italian, Indian and British Vogue, L'Express, El País, The Hindu, MSN, Fashionista, The Telegraph, The Guardian, The Independent, Huffington Post, Marie Claire, Elle Japan, Harpers Bazaar, Refinery 29, The Debrief and many more

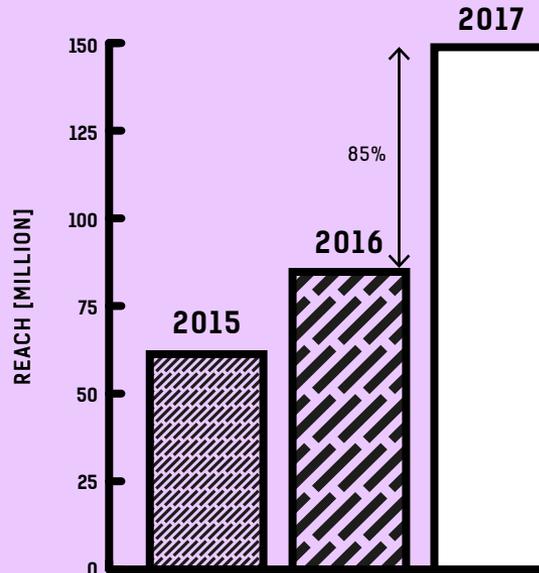
Our impact

More people want to know #whomademyclothes



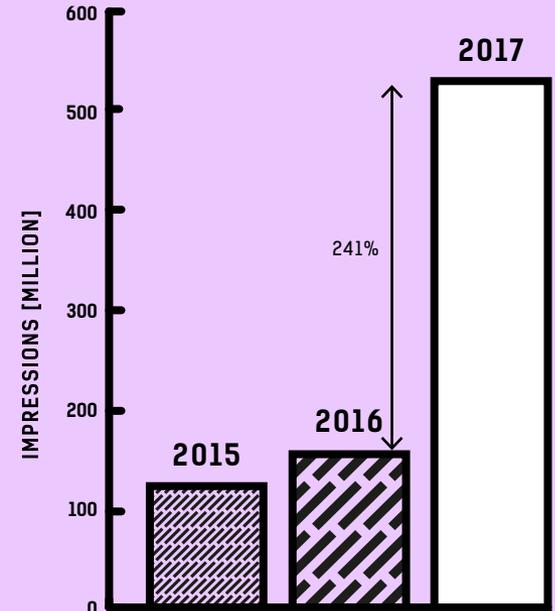
113k

posts using Fashion Revolution hashtags on social media during April 2017



150m

reach of Fashion Revolution hashtags during April 2017

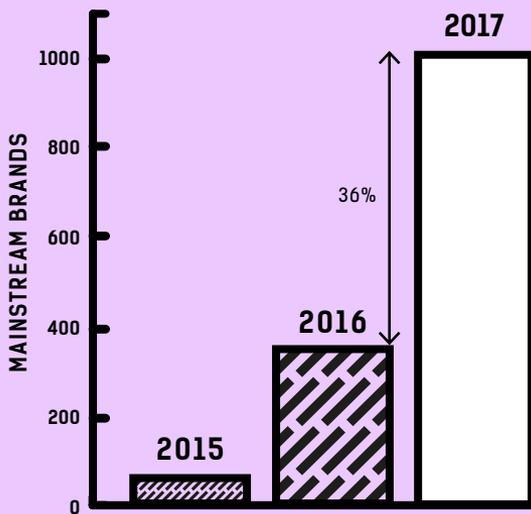


533m

impressions of Fashion Revolution hashtags during April 2017

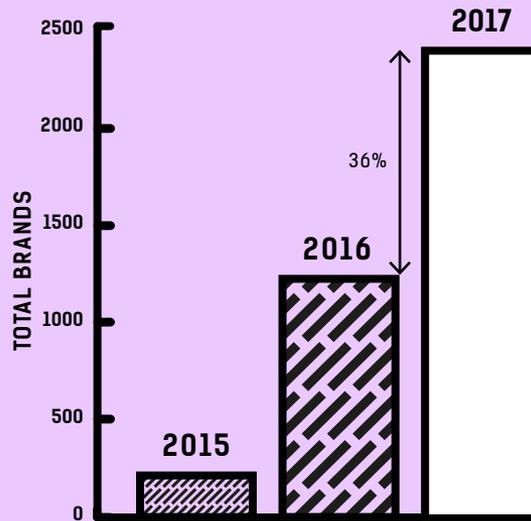
Our impact

More brands are responding



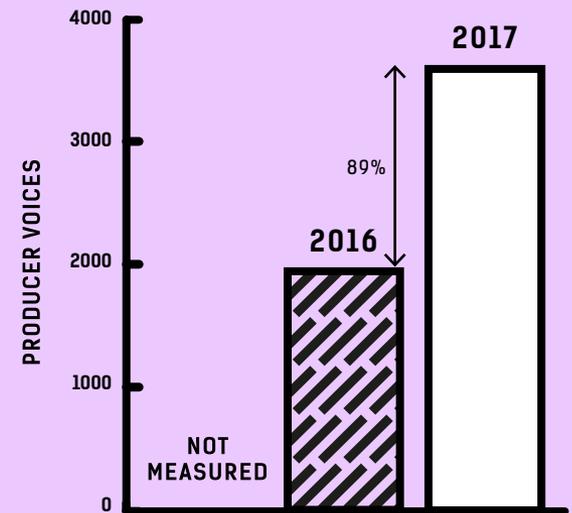
1018

mainstream brands responded to #whomademyclothes



2416

total number of brands who responded to #whomademyclothes?



3600

producer voices heard with our new #imadeyourclothes hashtag

Fashion Revolution Week

23th–29th April 2018

Fashion Revolution Week is our annual **#whomademyclothes** campaign in April, which happens around the date of 24th April, the anniversary of the Rana Plaza factory collapse, where 1,138 people were killed and many more injured. 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. This year marks the 5th year anniversary of the collapse. We will be looking back at what’s changed over the last 5 years and how our campaign has made a positive impact, and setting out what still needs to change in the fashion industry.

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 helps build public trust in your brand.
- An increasing number of brands and retailers are publishing a list of their suppliers. As of June 2017, we have counted 106 brands across 42 companies/parent groups that are disclosing at least some of the facilities making their clothes.
- Because the people who make our clothes deserve to be celebrated.

“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

**transparency
is not a choice.**

**the only choice is, does
it happen to you, or do
you participate in it?**

- ALEX BOGUSKY -

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;
- 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. Always get the permission of the supplier before posting their information publicly.
- 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

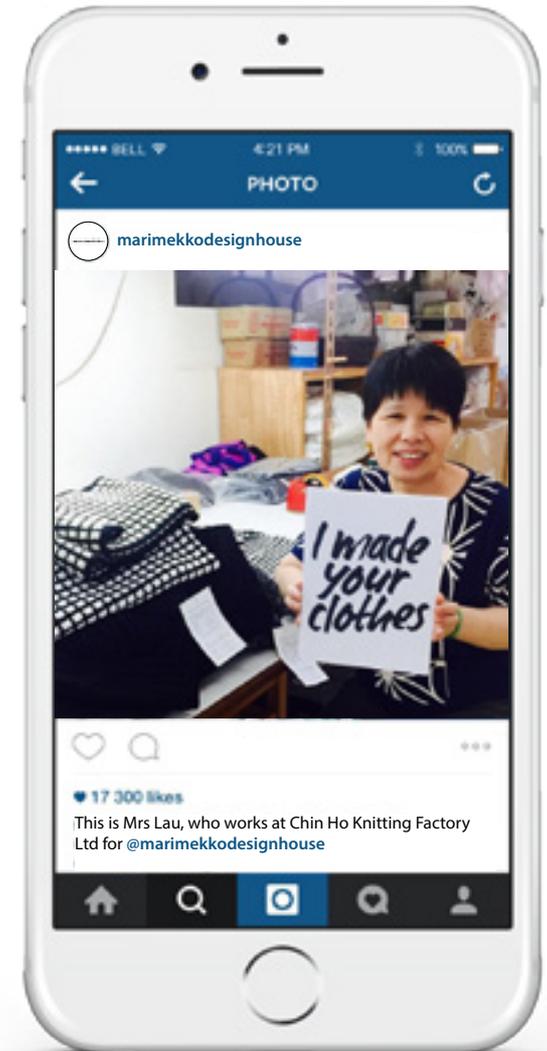
Respond to #whomademyclothes?

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

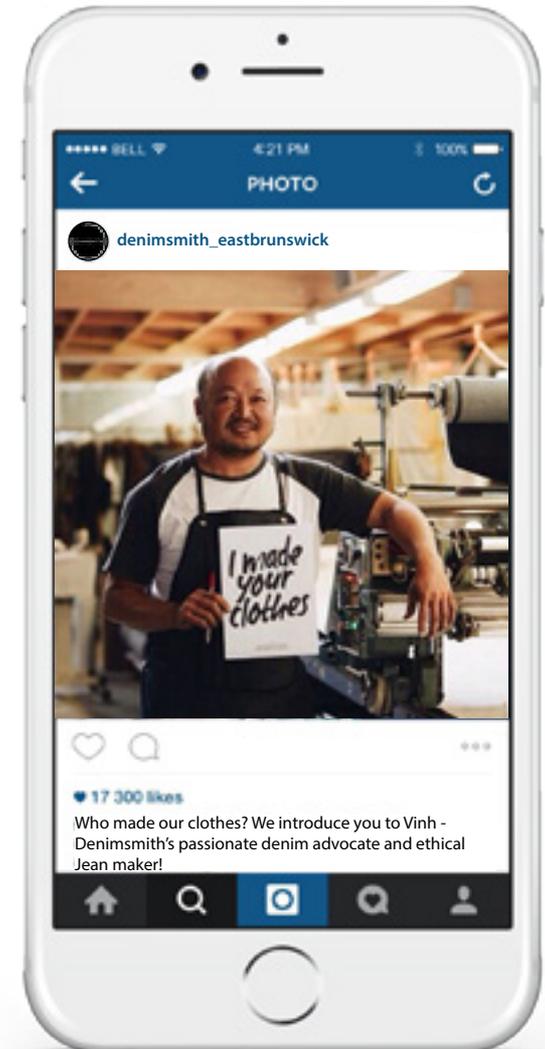
Take a photo or video of the people from your supply chain, and share it with your customers on social media platforms (Twitter, Facebook, Instagram, Snapchat, Youtube, etc). This could be a machinist holding a finished garment, a farmer in a cotton field, a spinner, dyer, or anyone in the fashion supply 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. You could even set up a dedicated space in your factories and production units, such as an #imadeyourclothes selfie booth, to encourage your producers to take part.

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**

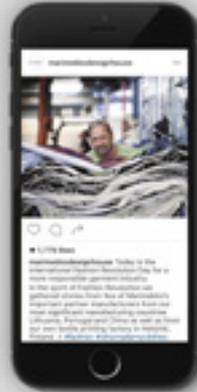




Cotton farmers in India for label Frankie Jones The Label. Photographed by Mehera Shaw

A few examples of brands that have participated in our campaign...

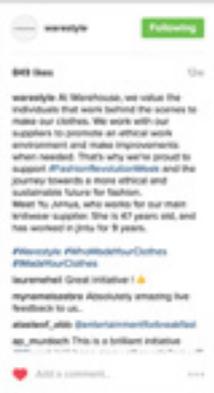
marimekko®



G-STAR RAW



WAREHOUSE



R. M. WILLIAMS
EST. 1922, AUSTRALIA



How you can get involved

In your store

- Show a video or pictures of your producers and share their stories.
- Set up a webcam between your customers and producers to connect them via livestream during Fashion Revolution Week. Of course you should always get permission from your suppliers and make sure they are fully briefed and engaged before you do this.
- 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 **#whomademyclothes?**
- Set up a selfie booth in your factories and production units where workers can take a selfie and upload to social media with the hashtag **#imadeyourclothes**
- Host an event in your store that invites the people who make your clothes to meet the people who wear them, perhaps around a demonstration, panel discussion or showcase.
- 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 **#whomademyclothes?** 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

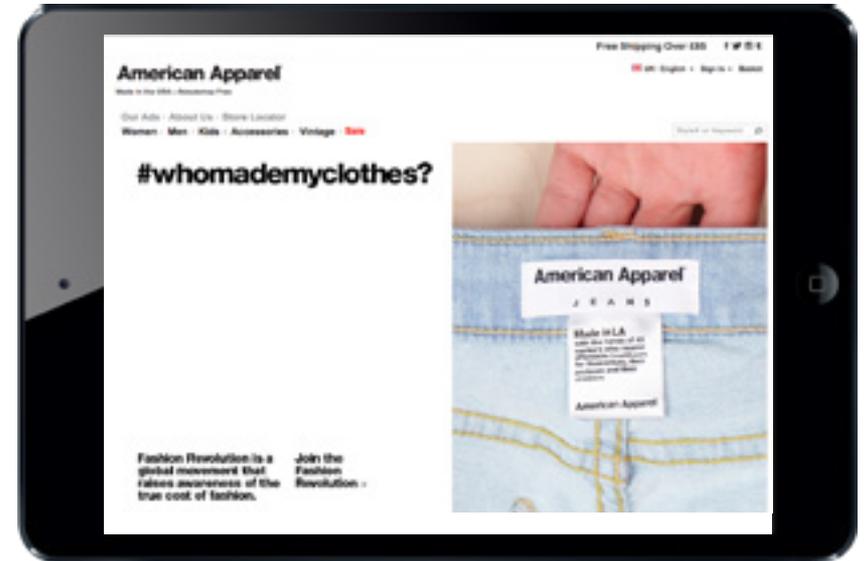
- Create a window display to engage your customers with the people who make their clothes.
- You can use the display to share the stories of your producers, show the story of how your products are made, or even have people sewing or knitting in the shop windows.
- Use the mannequins in the window display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



How you can get involved

Web and social media

- Promote Fashion Revolution on your homepage and newsletter and encourage your customers to ask **#whomademyclothes?**
- 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, Facebook Live or Instagram Stories live.
- Publish photos of your team or people in your supply chain showing their clothing label and asking **#whomademyclothes**
- 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 during Fashion Revolution Week 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 the calendar on 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.
- Please ensure that all workers and people featured in the blogs are aware of the content and approve of their profiles or images being included and share the final draft with them prior to and once posted.

How you can get involved

Write a blog

PUBLISHING YOUR BLOG

Please send blogs and images to sophie@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.



How you can get involved

Donate to power the Fashion Revolution

Fashion Revolution is a registered charity in England & Wales (No. 1173421). Donations are vital to our work – even the smallest contribution can help keep our movement going from strength to strength.

Help us fight to ensure that fashion is much cleaner, safer and fairer for everybody.

- Encourage your staff and customers to support Fashion Revolution by linking to our [donation page](#) on your website and social media platforms.
- Make a company gift or donate a percentage of your online sales during Fashion Revolution Week 2018 to Fashion Revolution. As we are a registered charity (No. 1173421), a corporate gift from a UK company could qualify for tax relief. Please note though that Fashion Revolution does not endorse any Fashion Revolution branded products for resale or wholesale distribution (see p29).
- Support your staff to fundraise on behalf of Fashion Revolution using platforms like [Facebook Fundraisers](#) or JustGiving. You could organise a ticketed film screening, Q&A panel, workshop or swap event. Boost this support by matching any funds raised.
- Allow your customers to make a donation to Fashion Revolution at your checkout using platforms like [Charity Checkout](#).

Please contact vicky@fashionrevolution.org for more information on how your company, your staff or your customers can donate to support Fashion Revolution.

Brand licencing and merchandising

No branded products allowed

Fashion Revolution do not endorse ANY Fashion Revolution branded products for resale or wholesale distribution.

It is against Fashion Revolution brand principles for anyone to use the open source branding to create and sell any Fashion Revolution branded garments, textiles or other 'merchandise' product.

Why? Because manufacturing and selling clothing or product of any kind is not within our core objectives. In addition we cannot endorse, monitor or certify any production supply chain.

If you are planning to use this branding to create any type of product for resale, please understand this is prohibited and we will look to pursue legal action against any individual, organisation or brand found to be using the Fashion Revolution branding in this way.

The font Zombie Checklist Alpha must not be used for commercial purposes outside of Fashion Revolution, or the font owner may pursue legal action.

We appreciate your respectful use of this branding for personal use, digital media, placards and other creative means of promoting the spirit of the movement, and thanks again for being part of Fashion Revolution!





I made your clothes

I made your clothes

I made your bag

I made your blanket!

I made your clothes



Tweet it, like it, link it, share it

Get in touch

Please do keep in touch, we'd love to hear and see how you get involved in the Fashion Revolution movement.

Contact your local Country Coordinator and tell them your plans for Fashion Revolution Week. Make sure you follow them on social media, and tag them so they can find your posts.

www.fashionrevolution.org

 [@fash_rev](https://twitter.com/fash_rev)

 [@fash_rev](https://www.instagram.com/fash_rev)

 [fashionrevolution.org](https://www.facebook.com/fashionrevolution.org)

 [fashrevglobal](https://www.pinterest.com/fashrevglobal)

**Thank
you!**