



FASHION
REVOLUTION

Get involved

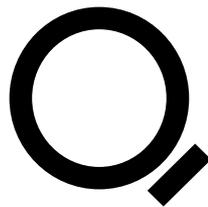
**Farmers, Producers,
& Factories**

Join the movement

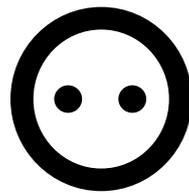
If you are a maker, a producer, a factory worker, a mill dyer or a cotton farmer, there are many ways you can get involved with Fashion Revolution throughout the year.

We invite the people who make our clothes to tell us their stories and connect with the people who wear them.

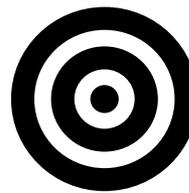
WE ARE FASHION REVOLUTION



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.

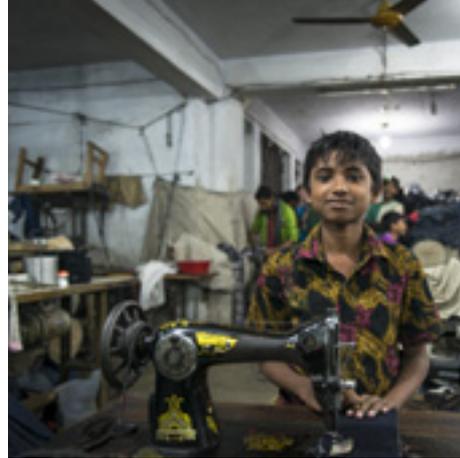
And we believe in a fashion industry that values people, the environment, creativity and profit in equal measure. We want to see fashion become a force for good.

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 runs all year, celebrating fashion as a positive influence, raising awareness of the fashion industry's most pressing issues, showing that change is possible and celebrating those who are on a journey to create a more ethical and sustainable future for fashion.

***Fashion Revolution** is the year-round movement.
Fashion Revolution Week a week-long campaign from 18th-24th April

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.

Fashion Revolution Week 2016

Fashion Revolution Day falls on the **24th April** every year, on the anniversary of the Rana Plaza factory disaster. This year, we will be launching **Fashion Revolution Week**, from 18th–24th April.

We use this week to encourage millions of people to ask brands 'Who made my clothes?' and demand a fairer, cleaner, more beautiful fashion industry.

This year we are introducing a new hashtag **#imadeyourclothes**, for producers, farmers, factories and makers to use in response to the question 'Who made my clothes?'. 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.

How you can get involved

Show us the people who make our clothes

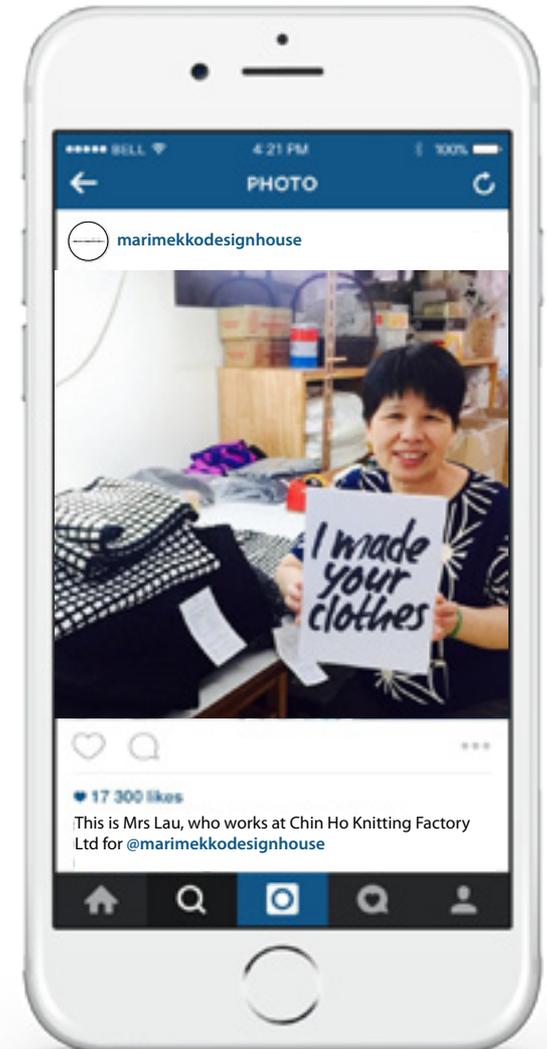
Take a photo or video of the people from your supply chain, and share it on social media platforms (Twitter, Facebook, Instagram, Snapchat, Youtube, etc). This could be a machinist holding a finished garment, a farmer in a cotton field, a spinner, dyer, or anyone in the fashion supply chain.

You can [download](#) and print a 'I Made Your Clothes' poster to hold for your Fashion Revolution photo.

Tell the world who you are, what you do and include the hashtag **#imadeyourclothes**

Suggested message:

My name is and I made in [country]
#imadeyourclothes





FASHION
REVOLUTION

I made
your
clothes

WHO MADE
MY CLOTHES?
24.04.15
#FASHREV

I made
your
clothes

How you can get involved

Host an event

Hold a Fashion Revolution event on Fashion Revolution Day, or anytime during the week leading up to 24 April.

- Invite people to visit your factory or workshop to meet the people who make their clothes
- If possible, encourage the retailers who stock your clothes or accessories to take part. They could organise a skype call with you, or a Q&A on social media where you can answer questions from their customers.
- Invite local dignitaries, policy makers, or politicians to your workshop. Show them the [White Paper](#) and talk to them about improvements that need to be made in order to create more transparent and accountable supply chains.
- Invite schools and colleges to visit you in your workplace. Fashion Revolution offers educators a great opportunity to explore with their students the many issues within the industry: such as globalisation, workers' rights, supply chain transparency, material sourcing, global citizenship, sustainable development and ethical business practices. Educators can download [free resources](#) for all academic abilities from our website.
- Get in touch with the [Country Coordinator](#) in your country, who can add your event to our online calendar of [events](#).

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 80 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:



**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](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!