



FASHION
REVOLUTION

Get involved

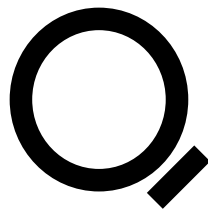
**Farmers, Factory Workers,
Artisans and Makers**

Join the movement

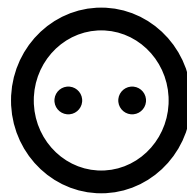
If you are a maker, a producer, a factory worker, an artisan, a mill dyer or a cotton farmer, there are many ways you can get involved with Fashion Revolution throughout the year.

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

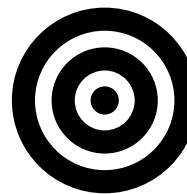
WE ARE FASHION REVOLUTION



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 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, so that what the world wears has been made in a safe, clean and fair way.

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?

Transparency is a way to bring wider recognition to the many skilled workers and artisans within the fashion supply chain. This, in turn, will help ensure their work is properly valued and justly remunerated in the future.

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

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



- 800 events were held in 92 countries



- over 70k people asking brands [#whomademyclothes?](#)
- 156 million impressions of the hashtags



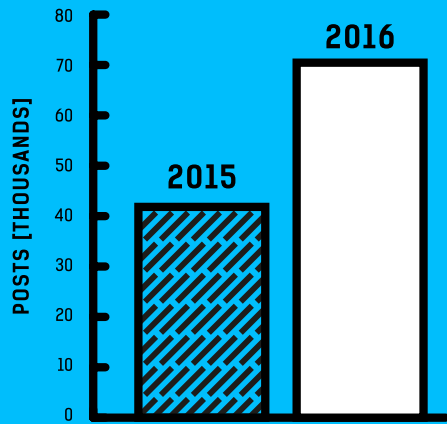
- 1274 brands responded, including 372 global fashion brands
- 2600 producers shared their story with [#imadeyourclothes](#)



- 22 billion online media reach

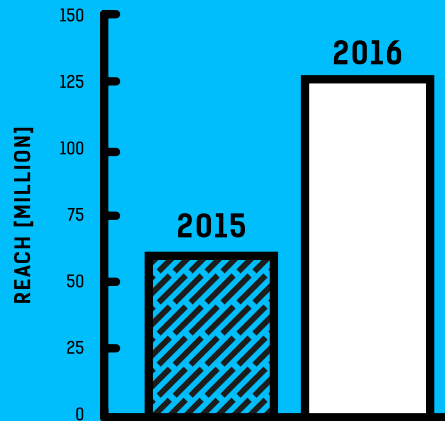
Our impact

More people want to know #whomademyclothes



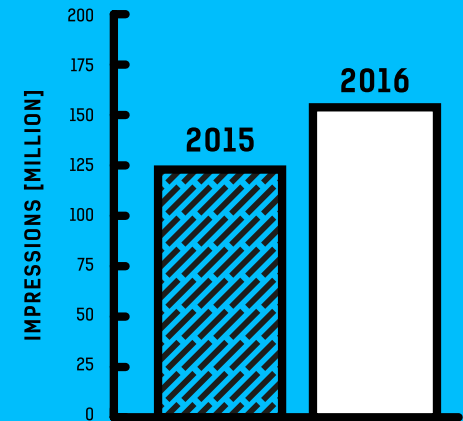
70k

posts using Fashion Revolution hashtags
on social media during April 2016



129m

reach of Fashion Revolution
hashtags during April 2016

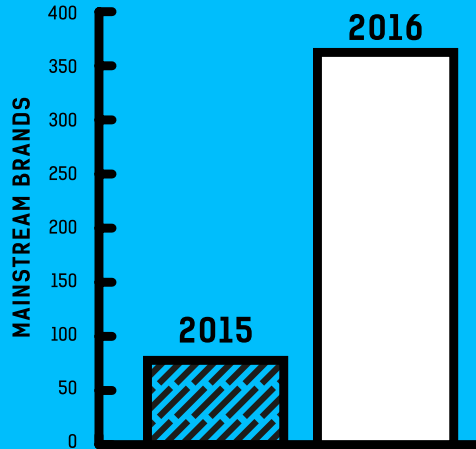


156m

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hashtags during April 2016

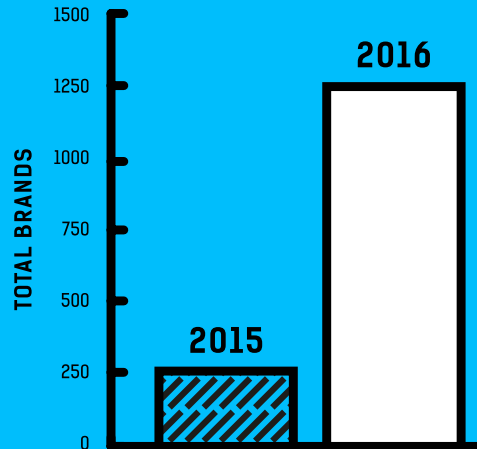
Our impact

More brands are responding



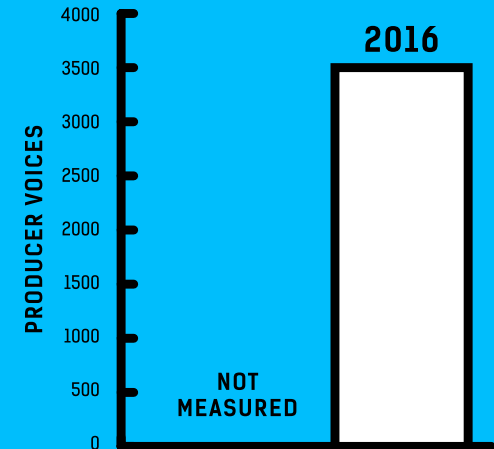
372

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

24th–30th April 2017

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, and to create more of a conversation between the people making clothes and the people buying and wearing them.

Brands and producers are encouraged to respond with the hashtag **#imadeyourclothes**. We want to see your faces and hear your stories, and see an increasing number of brands demonstrate transparency in their supply chain.

How you can get involved

Tell us #imadeyourclothes

Whether you are a cotton farmer, a dyer, a spinner, a weaver, a garment worker, a co-operative or a factory, take a photo of yourselves and share it on social media platforms (Twitter, Facebook, Instagram, Snapchat, Youtube, etc).

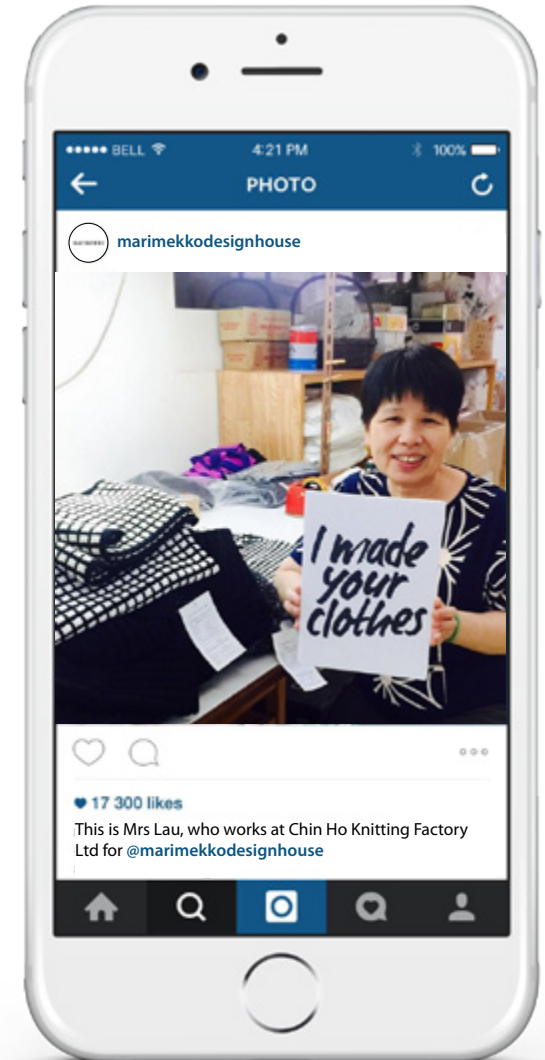
You can [download](#) and print a 'I Made Your Clothes' poster to hold for your Fashion Revolution photo.

You can also download posters saying 'I made your bag/belt/hat/jewellery/scarf/shoes' from the **I made your accessories** poster link on our [Resources](#) page.

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**



How you can get involved

Share a photo of something you've bought with your wages

As part of our [Garment Workers Diaries](#) project, we are interested in collecting data, photographs and stories about the wages of garment workers. We will use the findings from this project to advocate for changes in consumer and corporate behavior and policy changes that improve the living and working conditions of garment workers everywhere.

Take a photo of what you've bought with your wages and share it on social media using the hashtag **#workerdiaries**. You could add information about how much the item/s cost and how much you are paid if you wish.





How you can get involved

Host an event

Hold an event during Fashion Revolution Week

- 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 workplace. 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. Read our [blog guidelines](#) for more information and contact your Country Coordinator.



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!