**For immediate release**

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**Children against child labour:   
Fashion Revolution to unmask double**

**standards of fashion industry**

High Fashion for a bargain – that is what everybody wants. While child labour in developing countries is common practice in the supply chain of Western brands, it is unthinkable in the Western World. [Fashion Revolution 2016](http://fashionrevolution.org/get-involved/ways-for-everyone-to-get-involved/) aims to unmask these double standards within the fashion industry by asking the question “Who made my clothes?” As part of a social experiment, Fashion Revolution used hidden cameras to secretly film how the industry reacted: The Child Labour Experiment – A workforce against forced work. Watch the video here: <https://youtu.be/8gA97UjCOUI>

European consumers are shocked when they are confronted with pictures which show where their clothes were made, and under what conditions. Women and children sew continuously without a break and are paid just 13 cents per hour. What is more, most of them work in life-threatening conditions. Yet, how does the fashion industry react when children apply for a job in Europe? That’s why Fashion Revolution has run an experiment, in the run-up to Fashion Revolution Week, a global campaign which will run in 86 countries worldwide between 18th- 24th April 2016.

To show that child labour is wrong, Fashion Revolution teamed up five children between the ages of 10 – 12 years old from Berlin, Germany, so that they could do the unthinkable: They asked fashion brands to give them a job. Before getting started, the children spoke openly about child labour wanting to raise further awareness. They wrote application letters, conducted telephone interviews and even directly asked numerous fashion stores across Berlin for a job. All industry reactions were recorded with hidden cameras. Not surprisingly, the children’s applications where all turned down. The reason: They are too young to work, the industry explained.

**#whomademyclothes to fight child labour**

According to the ILO (International Labour Organization) more than 170 million children are engaged in child labour around the world. Many of them make textiles and garments to satisfy the demand of consumers in Europe, the US, but also in every other country with fashion consumers.

“With the ‘Child Labour Experiment’ we hope to raise attention and make people realize, that a fair share of the power to stop child labour lies with the consumer. It's not about which clothes to buy or not to buy but to be curious and find out about #whomademyclothes. Transparency is the first step to transform this industry”, says Annett Borg, Country Coordinator at Fashion Revolution Germany.

Consumers are asked to share the video using the hashtag #whomademyclothes to spread a clear message against child labour.

**Follow-up on “The 2 Euro T-Shirt” campaign for ethical fashion**

Would you buy a t-shirt for 2 Euros if you saw the conditions under which it was produced? Last year Fashion Revolution asked this question during an experiment in the run-up to Fashion Revolution Day 2015. One Saturday a vending machine full of 2 Euro t-shirts was installed in Berlin’s Alexanderplatz, where lots of bargain shops and general retailers are located. After choosing their t-shirt – but before inserting the 2 Euros – shoppers were shown a short movie providing insight into how the garment was made. After that they were asked whether they really wanted to buy the t-shirt. Nine out of ten decided against it. 'The 2 Euro T-shirt: a Social Experiment' video went viral and has accumulated over 7 Million views to date. In June 2015 the video won the Bronze prize at the Cannes Lion Film Festival. <https://youtu.be/KfANs2y_frk>

**Background**

From 18th – 24th April 2016, Fashion Revolution Week will take place worldwide in memory of the over 1,100 casualties of the Rana Plaza textile factory collapse in Bangladesh on 24th April 2013. People from 86 countries will take part in events, flashmobs, workshops and activities across the week, and take part in a selfie campaign, asking brands #whomademyclothes? With an international coordination team consisting of designers, press representatives, activists and academia from the fashion industry and beyond, Fashion Revolution constitutes a movement that seeks out public dialogue to discuss new solutions and bring about change in the textile industry. One in six people worldwide works in the global fashion industry supply chain. More information: [www.fashionrevolution.org](http://www.fashionrevolution.org/) or [www.facebook.com/fashionrevolutiongermany.org](http://www.facebook.com/fashionrevolutiongermany.org)