**Press Release**

**18 July 2016**

**Over 1,000 Fashion Brands and Retailers Respond to #whomademyclothes?**

*Fat Face, Boden, American Apparel, Marimekko, Massimo Dutti, Warehouse and Zara* are among more than 1,000 fashion brands and retailers that responded to Fashion Revolution’s challenge to demonstrate commitment to transparency across the length of their value chains.

Over 70,000 fashion lovers around the world asked brands #whomademyclothes? During Fashion Revolution Week (18 – 24 April 2016). Of the 1000 companies that responded with #imadeyourclothes, 300 are global fashion brands.

With a presence in 92 countries, Fashion Revolution, established in 2013, is a global movement advocating for greater transparency, traceability and social and environmental responsibility in the fashion supply chain.

The first edition of the [Fashion Transparency Index](http://fashionrevolution.org/wp-content/uploads/2016/04/FR_FashionTransparencyIndex.pdf) was launched in April 2016, and scored 40 of the biggest global fashion brands on how they communicate about what they are doing to improve social and environmental standards across their supply chains, and how much of that information they share with the public. The Fashion Transparency Index will be expanded to 100 for April 2017. Of the initial 40 brands, only 5 brands publish a list of the factories where their garments are sewn.

Carry Somers, Director of Fashion Revolution said: “Together we have truly sparked a Fashion Revolution, both online and in the real world. Our collective voice is getting stronger and stronger. And in 2017 we want to ignite an evenbigger global conversation about what we wear and the stories behind our clothes - from the people who make them, the companies that sell them, to how we wear, care and dispose of them.”

Orsola de Castro, Director of Fashion Revolution said: “We believe that asking ‘who made my clothes’ is a powerful question. It makes you think about your clothes in a different way. It pushes companies to consider the people working in their supply chains. When we hear from farmers, producers, factory workers and makers saying ‘I made your clothes’, it’s equally as powerful. It gives the world a chance to recognise and celebrate their hard work and skills.”

In 2016, citizens in over 92 countries took part in the annual campaign to show they cared about who made their clothes. Fashion Revolution Week achieved an online media reach of 22 billion, over 156 million impressions of #whomademyclothes in addition to seeing a series of over 1,400 global events and online initiatives through which fashion lovers were encouraged to be more curious about the stories behind the clothes they wear.

We heard from more producers, garment workers and makers than ever before with over 2,600 #imadeyourclothes unique posts on Twitter and Instagram. We celebrated the brands and designers who are already creating a fairer and cleaner future for fashion.

High profile fashion influences supporting the campaign included **Amber Valetta**, **CutiePie Marzia** **Cameron Russell**, food writer **Melissa Hemsley**, **Caroline Issa**, **Mariah Idrissi**, Eco Age founder **Livia Firth** and bloggers **Susie Lau**, Gregory Davalos, Jenny Ong and Rachel Nguyen, **Kelly Slater** and **Alex James**.

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**Notes to Editors**

Fashion Revolution was established after April 24, 2013, 1133 people were killed when the Rana Plaza factory complex collapsed in Dhaka, Bangladesh. 2500 were injured, many left as amputees. The accident was both predictable and preventable.

Fashion Revolution says enough is enough. We’re turning fashion into a force for good.

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 Week marks the anniversary of this disaster but represents the beginning of a long journey of transformation for the industry as a whole.

**Fashion Facts**

* In Bangladesh, garment workers earn $68USD a month, ¼ of the living wage
* It is estimated that 80 billion items of clothing are produced every year
* Over 30% of garment workers are medically underweight
* A quarter of all pesticides used globally are used for cotton production
* An average t-shirt takes 2,500 litres of water to make, a pair of jeans more than 10,000
* The apparel industry is the second most polluting industry I the world behind oil

Despite these challenges, the fashion industry is one of the most innovative of all and an increasing number of designers, both luxe and local, are reversing this trend.