

*Press release*

**FASHION REVOLUTION WEEK 2017 ASKS:
*Who’s Reaping Fashion’s Rewards, and Who’s Getting a Bad Deal?***

Fashion Revolution is encouraging people around the world to ask brands #whomademyclothes during **Fashion Revolution Week 24-30 April**, to demand greater transparency to help improve the working conditions and wages of the people who work to make our clothes.

About 75 million people work directly in the fashion and textiles industry. Many are subject to exploitation; verbal and physical abuse, working in unsafe conditions, with very little pay. Despite some steps forward since the Rana Plaza garment factory collapsed in 2013 killing 1,138 people, not enough has changed.

That’s why Fashion Revolution brings people around the world together to campaign for a fairer, safer, cleaner fashion industry and celebrated those who are on a journey to make it happen.

The week-long campaign’s theme **MONEY, FASHION, POWER,** will run in over 90 countries. It will explore the flows of money and the structures of power across fashion’s supply chains, centring on garment worker wages and the price we pay for our clothes, so that the public can better understand what it is they are paying for.

The recently published first issue of Fashion Revolution’s fanzine, entitled MONEY FASHION POWER, highlights the monetary flows and power structures across the fashion supply chain. It will help younger audiences understand where their money is going, encourage them to understand the effect of their purchases, and how they can push for positive change.

The list of the twenty richest people in the world includes six who run fashion brands. On the other hand, millions of people are employed in the process of making clothes, often not earning enough to pay for life’s basic necessities.

Fashion Revolution Co-founder Orsola de Castro said: “Have you ever wondered who makes your clothes? How much they’re paid and what their lives are like? Our clothes have gone on a long journey before they hit store shelves, passing through the hands of cotton farmers, spinners, weavers, dyers, and sewers. Eighty percent of them are women between the ages of 18 and 24. Many of the people who make our clothes live in poverty. This needs to change.”

Fashion Revolution Week 2017 will feature events and activities worldwide to encourage people to think differently about the clothes they buy and wear and inspire them to make a positive difference.

[Garment Worker Diaries](http://www.workerdiaries.org/), a project created in partnership with Microfinance Opportunities, will document the daily lives of 540 garment workers in Cambodia, Bangladesh and India, to explore what they are paid, how they spend their money and what their daily life is really like. Fashion Revolution will use the research findings to advocate for changes in consumer and corporate behaviour and policy changes that improve the living and working conditions of garment workers everywhere.

Fashion Revolution Week will kick off on Monday, April 24th, with the annual Fashion Question Time at the Houses of parliament chaired by Mary Creagh MO, followed by a press call. Follow #FQT on the day to be part of the conversation.

On the same day, Fashion Revolution will publish the second edition of the Fashion Transparency Index, assessing 100 global brands and retailers with revenues over $1.2 billion and ranking them according to how much information they share about their supply chains.

This year Fashion Revolution are launching Open Studios, asking established international designers to open their studios to the public and share their inspiration. We want to celebrate the invisible process behind designers finished collections, the intimacy of a studio, the reality of the team, and see the people that make our clothes.

Following the success of the #haulternative launch with Youtube vloggers Noodlerella, CutiePieMarzia, Shameless Maya and Graveyard Girl, celebrity fashion influencers and consumers around the world will be invited to create their own #haulternative video online, a way of refreshing your wardrobe without buying new clothes.

This year, supported by Avery Dennison, three hackfilms were added to the haulternative initiative, encouraging viewers to embroider and repair their clothes. Avery Dennison has donated Fashion Revolution branded patches made from 95% recycled yarn, which will be distributed to influencers worldwide.

Carry Somers, Fashion Revolution Co-founder said: “As consumers, we have power. We are the driver of trends, and every time we buy something, we’re voting with our wallet. When we speak, brands listen. As consumers, we need to know who makes our clothes and under what conditions. We need to be able to scrutinise what it is we’re really paying for. We need to know that the people who clothe us are being paid enough to live with dignity. Otherwise, we’re effectively and unwittingly contributing to the exploitation of others”.

As the UK looks to renegotiate more than 50 international trade deals, it is more crucial and timely than ever to campaign for a fashion revolution in order to raise awareness of the potential impact on producers and makers in developing countries.

On 24 April 2013, 1138 people were killed and 2500 injured when the Rana Plaza factory complex collapsed in Dhaka, Bangladesh. This tragic incident has ignited an ongoing global call for revolutionary change in the fashion industry.

For further information and other ideas on how to get involved, visit [www.fashionrevolution.org](http://www.fashionrevolution.org)

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**Download images for press**[here](https://drive.google.com/folderview?id=0B9jCg_io2PeZbkRsZkdvWmIxV2s&usp=sharing)**and credit where appropriate. For any alternative images, please request from** press@fashionrevolution.org **. High and low resolution campaign images are available on our**[Brand Guidelines page](http://fashionrevolution.org/resources/brand-guidelines-and-assets/)

**For more information, images, interviews and footage, contact:** press@fashionrevolution.org **020 7440 7695.**

**Notes to Editors**

Fashion Revolution is a global movement that works for a more sustainable fashion industry, campaigning for systemic reform of the industry with a special focus on the need for greater transparency in the fashion supply chain. Fashion Revolution is a non-profit organisation with a presence in more than 90 countries around the world. Our vision is a fashion industry that values people, the environment, profit and creativity in equal measure.  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.

[http://fashionrevolution.org/](http://fashionrevolution.org/about/support-us/)

Despite some steps forward since the Rana Plaza garment factory collapsed in 2013 killing 1134 people, not enough has changed. About 75 million people work directly in the fashion and textiles industry, and about 80% of them are women. Many are subject to exploitation, verbal and physical abuse, working in unsafe conditions, with very little pay. This is why the ‘who made my clothes’ question is still hugely important.

**How to take part**

* Take a selfie showing your clothing label, tag the brand on social media and ask them #whomademyclothes
* Write to a fashion brand to ask them to be more transparent and to commit to paying living wages
* Write to your local politicians and tell them you want better conditions for workers and the reduction of environmental impacts in the fashion industry everywhere in the world
* Try a #Haulternative: mend, reuse, recycle, customise or swap your clothing with a friend [www.fashionrevolution.org/haulternative](http://www.fashionrevolution.org/haulternative)
* Buy something better: choose something from a brand with a positive social or environmental impact, or buy something from a charity or vintage shop
* Check out the Fashion Transparency Index, which will cover 100 brands from April 2017
* Write a love story about an item of clothing that means a lot to you. Go to [www.fashionrevolution.org/lovestory](http://www.fashionrevolution.org/lovestory) to find out how
* Organise or attend a Fashion Revolution event in your community [www.fashionrevolution.org/events](file:///C%3A%5CUsers%5CNikki%5CAppData%5CLocal%5CTemp%5Cwww.fashionrevolution.org%5Cevents)