For immediate release

**UNLEASH YOUR CREATIVITY TO HELP ADDRESS   
WASTE IN THE FASHION INDUSTRY**

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**Fashion Revolution calls for submissions for a new Zine.**

Fashion Revolution is calling for submissions from illustrators, writers, photographers, poets and artists across the world for the second-edition of their fanzine, launching October 2017.

The theme is ‘***Loved Clothes Last’***, which will be exploring the issue of waste in the global fashion industry. Fashion Revolution wants to inspire readers to buy less, care more, and know how to make the clothes they love last for longer.

This is a non-profit fanzine, which supports the Fashion Revolution movement. Proceeds from the fanzine will help us continue to grow our movement and keep on pushing for positive change.

Heather Knight, Head of Branding and Communications at Fashion Revolution said: “This is a great opportunity for creatives to unleash their talent to help change the culture of mass-consumption. We have been sold a culture that tells us to buy more, but it’s been [proven that this isn’t making us any happier](http://www.greenpeace.org/international/Global/international/publications/detox/2017/After-the-Binge-the-Hangover.pdf), and our planet is paying the price. We need to find new ways of making the clothes we love, without it costing the earth. We need to rethink our relationship with our clothes, and to start buying better, buying less, and loving what we have.”

Orsola de Castro, co-founder of Fashion Revolution said: “We need to stop seeing our clothes as disposable. Our ready-to-wear is becoming a ready-to-throw. If only we all knew how much time and energy goes into making our clothes, we might slow down this unhealthy cycle of buying endlessly and, at times, needlessly. We need to find ways to break free from our addiction, reverse the throwaway culture and discover new ways to love our clothes. Far from being a part of the problem, we can all, enthusiastically and creatively, become a part of the solution.”

Creatives are invited to interpret the theme in any way they like. They should submit their pieces for consideration to [photo@fashionrevolution.org](mailto:photo@fashionrevolution.org) by **July 8th 2017**. Maximum 800 words for written pieces. Images must be high resolution (300dpi). Please email with your full name, and a website or instagram link for crediting the work, along with any necessary caption information. Chosen work will notified in August.

<http://fashionrevolution.org/zine-002-call-for-submissions/>

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**For more information, images for interviews, please contact Martine Parry** [**martine.parry@fairtrade.org.uk**](mailto:martine.parry@fairtrade.org.uk) **020 7440 7695 / 07886 301 486.**

**Notes to editors**

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 is a non-profit organisation with 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.

**Fashion facts and stats**

* **Global clothing production more than doubled since 2000, exceeding 100 billion garments produced in 2014.** [Source [McKinsey](http://www.mckinsey.com/business-functions/sustainability-and-resource-productivity/our-insights/style-thats-sustainable-a-new-fast-fashion-formula)]
* **The average person buys 60% more clothing and keeps the for about half as long as 15 years ago.** [Source [McKinsey](http://www.mckinsey.com/business-functions/sustainability-and-resource-productivity/our-insights/style-thats-sustainable-a-new-fast-fashion-formula)]
* **An estimated £140 million worth (350,000 tonnes) of clothing goes to landfill in the UK every year.** [Source [WRAP](http://www.wrap.org.uk/sustainable-textiles/valuing-our-clothes)]
* **In USA, 10.5 million tons of clothing is sent to landfill every year. That’s about 30 times as heavy as the empire state building**. [Source:[Elizabeth Cline](http://overdressedthebook.com/)]
* **It is estimated that we make 400 billion m2 of textiles annually. 60 billion m2 is cutting room floor waste**. [source [Gugnami & Mishra](http://msl.mit.edu/publications/SustainableApparelMaterials.pdf)]

**You can read more about Fashion Revolution at fashionrevolution.org.**