

Fashion Revolution Statement in Response H&M's World Recycle Week Messaging and Launch Timing

H&M has declared 18-24th April 2016 “World Recycle Week” in a high profile marketing campaign that aims to collect 1,000 tons of unwanted clothes during the week and recycle them into new fibres. Fashion Revolution challenged this claim, highlighting that only a small fraction of the 1,000 tonne target can be turned into new textile fibres as the technology does not yet exist. The organisation also challenged the insensitive timing of the promotion which coincides with 24th April, when just three years ago 1,134 people died at Rana Plaza in Bangladesh making clothes for the high street, and H&M is the world's largest producer of garments in Bangladesh.

Orsola de Castro, co-founder of Fashion Revolution said: “This week, of all weeks, H&M should be working in solidarity with the rest of us to mark the anniversary of the Rana Plaza tragedy. It should be a time for us *all* to honour garment workers, those who have died in all industrial tragedies in the garment industry and those who are still suffering in the fashion supply chain today.

Fashion Revolution also pointed out the misleading language used to describe the impact of H&M's recycling initiative. We were thrilled that so many people showed their support for greater transparency and helped start a conversation around the controversial issues surrounding the export of second hand clothing in developing countries.

“We are pleased that H&M has admitted the true figures of what is resold, reused and turned into new fibres and changed the claim on their website accordingly. This was indeed powerful stuff - we used our collective voice in a measured way and moved one of the biggest corporations in the world, a step forward towards greater transparency.

We hope that H&M will scrap their discount voucher in the future so as to not encourage further over-consumption amongst their young customers - that would be a logical next step towards correctly tackling the issue of fashion waste. ”

H&M responded with the following statement: "As soon as Fashion Revolution made us aware of their concerns, we clearly communicated that we do not have the intention to build this particular week as a re-curring (sic) World Recycle Week in the future, and immediately offered to choose another week if we were to do another World Recycle Week-campaign next or in the coming years."

Fashion Revolution Week takes place from 18th to 24th April in 89 countries worldwide. Please join and help celebrate the true heroes. Visit fashionrevolution.org to find an event close to you. Together we can make change happen.

-Ends –

Notes to Editors

1. Millions of people will be coming out during Fashion Revolution Week to raise awareness and ask questions about the conditions that garment workers face and the persistent lack of human rights in the fashion industry, and to celebrate the people behind what we wear – from fibre farmer to spinner, dyers, tailors and so on.
2. During the week 18-24th April 2016, we encourage you to think about what's in your wardrobe. If you have clothing going unworn, could you do something clever with it instead of getting rid of it (at H&M or elsewhere)? You could swap it with a friend who will appreciate it more, or perhaps you could alter it so that you'll love it for longer. Or why not try our [haulternative](#), and discover 8 better ways to refresh your wardrobe without buying new clothes
3. Fashion Revolution Week runs from 18th to 24th April 2016, don't forget to ask your favourite #whomademyclothes.