PRODUCERS, FACTORY WORKERS, ARTISANS, FARMERS, AND MAKERS

A GUIDE TO GETTING INVOLVED IN FASHION REVOLUTION WEEK 2019
Join the movement

If you are a maker, a producer, a factory worker, an artisan, a mill, a dyer or a cotton farmer, there are many ways you can get involved, both during Fashion Revolution Week and throughout the year.

We invite you, the people who make our clothes, to tell us your stories and connect with the people who wear them by using the hashtag #imadeyourclothes.

Throughout 2019, Fashion Revolution will be talking about how fair and decent work, environmental protection and gender equality are intersectional drivers that will shape the future of fashion. The issues are inextricably linked where people’s livelihoods depend on safe, healthy and thriving ecosystems. We see the need for greater transparency across these three interrelated topics in order to better understand how to achieve positive change in the global fashion industry.
We are Science Revolution

We’re here to tell a different story about the clothes we wear.

We believe that positive change can happen if we all think differently about fashion and demand better. We want a cleaner, safer, fairer, more transparent and more accountable fashion and textiles industry.

We want fashion to become a force for good. We believe in an industry that values people, the environment, creativity and profit in equal measure.

We are designers, academics, writers, business leaders, policymakers, brands, retailers, marketers, producers, makers, workers, trade unions and fashion lovers. We are the industry and we are the public. We are world citizens. We are you.
Why do we need a Fashion Revolution?

Much of the global fashion industry is opaque, exploitative and environmentally damaging and desperately needs revolutionary change.

On 24 April 2013, the Rana Plaza building in Bangladesh collapsed. 1,138 people died and another 2,500 were injured, making it the fourth largest industrial disaster in history.

That’s when Fashion Revolution was born.

We believe that 1,138 is too many people to lose from the planet in one building, on one terrible day to not stand up and demand change.

We want to unite the fashion industry and ignite a revolution to radically change the way our clothes are sourced, produced and purchased. We believe that collaborating across the whole supply chain; from farmer to consumer; is the only way to transform the entire industry. Fashion Revolution brings everyone together to make that happen.

>> Read our White Paper which sets out the need for transparency across the fashion industry
Who made my clothes?

In order to make the fashion industry accountable and sustainable, we first need to make it transparent. Transparency means companies know who makes their clothes – who stitched them, who dyed the fabric and who farmed the cotton – where their clothes were made and under what conditions. Crucially, it requires brands to share this information publicly.

We believe transparency is the first step to transform the industry. And it starts with one simple question: Who made my clothes?

This is our focus for the next five years. We believe this simple question gets people thinking differently about what they wear. We need to know that as consumers, our questions, our voices, our shopping habits can have the power to help change things for the better.

With more consumers encouraging brands to answer ‘who made my clothes?’, we believe Fashion Revolution has the power to push the industry to be more transparent.

Read our Transparency Index to find out exactly what we mean by ‘transparency’.
I made your clothes
yo hice tu ropa
I made your clothes
yo hice tu ropa
I made your clothes
I made your clothes
I made your clothes
Our impact
Fashion Revolution Week 2018

6029 people signed our Manifesto demanding radical, revolutionary change in the fashion industry.

Among the signees were designer, advocate and writer Celine Semaan, model Amber Valletta and Vogue Italia’s Deputy Editor-in-Chief Sara Sozzani Maino.

We reached 275 million people during Fashion Revolution in April 2018 through events, posting on social media, viewing our videos or downloading resources from our website.

Over 173k people asked brands #whomademyclothes?

720 million impressions of the hashtags, an increase of 35% from 2017.

3838 brands responded, including over 1000 global fashion brands.

producers shared their story using #imadeyourclothes

Over 400 articles written in the UK and and over 2,000 across the world, with an estimated reach of 35 billion for articles about Fashion Revolution in April. Significant articles included Vogue, Marie Claire, FashionUnited, The Telegraph, The Guardian, The Independent, Huffington Post, Refinery 29, The Debrief and many more.

>> Read more about our Impact.
Our impact
More people want to know #whomadeclothes

173k
posts using Fashion Revolution hashtags on social media during April 2018

275m
reach of Fashion Revolution hashtags during April 2018
Our impact
More brands are responding

3838
total number of brands who responded to #whomademyclothes?

720m
impressions of Fashion Revolution hashtags during April 2018
FASHION REVOLUTION WEEK

22-28th April 2019

fashionrevolution.org
@fash_rev
Fashion Revolution Week
22nd–28th April 2019

Fashion Revolution Week is our annual #whomademyclothes campaign in April, which happens around the date of 24th April, the anniversary of the Rana Plaza factory collapse, where 1,138 people were killed and many more injured. We use this week to encourage millions of people to ask brands ‘Who made my clothes’ and demand greater transparency in the fashion supply chain. This year marks the 6th year anniversary of the collapse. We will be looking back at what’s changed over the years and how our campaign has made a positive impact, whilst setting out what still needs to change in the fashion industry.

We want you, the producers and makers of clothes, to respond with the hashtag #imadeyourclothes. We want to see your faces and hear your stories, and see an increasing number of brands demonstrate transparency in their supply chain.
How you can get involved
Tell us #imadeyourclothes

Whether you are a cotton farmer, a dyer, a spinner, a weaver, a garment worker, a co-operative or a factory, take a photo of yourselves and share it on social media platforms (Twitter, Facebook, Instagram, Youtube, etc).

You can download and print an ‘I Made Your Clothes’ poster to hold for your Fashion Revolution photo.

From the same download link, you can also download posters saying ‘I made your bag/belt/hat/jewellery/scarf/shoes’.

Tell the world who you are, what you do and include the hashtag #imadeyourclothes

Suggested message:
My name is ........ and I made ........ in [country] #imadeyourclothes
How you can get involved
Host an event

Hold an event during Fashion Revolution Week

– Invite people to visit your factory or workshop to meet the people who make their clothes.

– If possible, encourage the retailers who stock your clothes or accessories to take part. They could organise a skype call with you, or a Q&A on social media where you can answer questions from their customers.

– Invite local dignitaries, policy makers, or politicians to your workplace. Show them the White Paper and talk to them about improvements that need to be made in order to create more transparent and accountable supply chains.

– Invite schools and colleges to visit you in your workplace. Fashion Revolution offers educators a great opportunity to explore with their students the many issues within the industry: such as globalisation, workers’ rights, supply chain transparency, material sourcing, global citizenship, sustainable development and ethical business practices. Educators can download free resources for all academic abilities from our website.

– You can add your event to our online calendar of events and get in touch with the Country Coordinator in your country, who can help promote it.
How you can get involved
In your workplace

Get involved in your workplace (field, factory, studio, home or wherever you do your work) by...

- Creating a video or taking photos of your colleagues and sharing their stories.
- Setting up a live video to connect to your customers or retail stores during Fashion Revolution Week.
- Setting up a selfie booth in your workplace where you and your colleagues can take a selfie and upload to social media with the hashtag #imadeyourclothes
- Hosting an event in your workplace that invites the people who buy your clothes to meet the people who make them, perhaps around a demonstration or workshop

Don't forget to get permission from your managers or employers before you set anything up and of course get in touch with us or your Country Coordinator if you need more help.
How you can get involved
Write a blog

We are looking for personal stories and a real insight into the lives of your workers, including their motivation for doing the work and their dreams for the future. Send us their story for our MEET THE MAKER section of the Fashion Revolution blog.

Example: Meet Your Maker blogpost

We do not want to receive blog posts which sound like a biography, or which are promotional posts or press releases. Please ensure that the writing is of a high standard and of general interest. Please do not upload blogs which contain details of forthcoming events, or similar content which will not have global interest, however it is fine to write a blog with images about events which have taken place.
How you can get involved

Get creative

You can use the Fashion Revolution brand assets to create your own material to support our campaign.

All logos, graphics and images needed are available to download on the Resources page on our website. We are also adding translated versions of our resources to our site.

Read the Brand Guidelines to make sure you are using our assets correctly.
How you can get involved
Donate to power the Fashion Revolution

Fashion Revolution is a registered charity in England & Wales (No. 1173421). Donations are vital to our work – even the smallest contribution can help keep our movement going from strength to strength.

Help us fight to ensure that fashion is much cleaner, safer and fairer for everybody.

• Encourage your staff and customers to support Fashion Revolution by linking to our donation page on your website and social media platforms.

• Make a company gift or donate a percentage of your online sales during Fashion Revolution Week 2019 to Fashion Revolution. As we are a registered charity (No. 1173421), a corporate gift from a UK company could qualify for tax relief. Please note though that Fashion Revolution does not endorse any Fashion Revolution branded products for resale or wholesale distribution (see p29).

• Support your staff to fundraise on behalf of Fashion Revolution using platforms like Facebook Fundraisers or JustGiving. You could organise a ticketed film screening, Q&A panel, workshop or swap event. Boost this support by matching any funds raised.

• Allow your customers to make a donation to Fashion Revolution at your checkout using platforms like Charity Checkout.

Please contact fundraising@fashionrevolution.org for more information on how your company, your staff or your customers can donate to support Fashion Revolution.
Brand licensing and merchandising
No branded products allowed

Fashion Revolution do not endorse ANY Fashion Revolution branded products for resale or wholesale distribution.

It is against Fashion Revolution brand principles for anyone to use the open source branding to create and sell any Fashion Revolution branded garments, textiles or other ‘merchandise’ product.

Why? Because manufacturing and selling clothing or product of any kind is not within our core objectives. In addition we cannot endorse, monitor or certify any production supply chain.

If you are planning to use this branding to create any type of product for resale, please understand this is prohibited and we will look to pursue legal action against any individual, organisation or brand found to be using the Fashion Revolution branding in this way.

The font Zombie Checklist Alpha must not be used for commercial purposes outside of Fashion Revolution, or the font owner may pursue legal action.

We appreciate your respectful use of this branding for personal use, digital media, placards and other creative means of promoting the spirit of the movement, and thanks again for being part of Fashion Revolution!
Please do keep in touch, we’d love to hear and see how you get involved in the Fashion Revolution movement.

**Contact your local Country Coordinator** and tell them your plans for Fashion Revolution Week. Make sure you follow them on social media to find out what else is happening in your country and always tag them so they can find and share your posts.

www.fashionrevolution.org

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fashrevglobal
thank you!