

# HOW UNIVERSITY STUDENTS CAN GET INVOLVED

## WHY WE NEED A FASHION REVOLUTION

Fashion Revolution was established after April 24, 2013, after 1134 people were killed when the Rana Plaza factory complex collapsed in Bangladesh. The accident was both predictable and preventable. Despite some steps forward since Rana Plaza, 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. Fashion Revolution says enough is enough.

During Fashion Revolution Week, people around the world ask brands [#whomademyclothes](#) to push for greater transparency and help improve the lives of the millions of people working in the fashion supply chain.

## BRING THE REVOLUTION TO YOUR UNIVERSITY

We are asking students and academics from around the world, and across all disciplines, to help us strengthen the Fashion Revolution movement by demanding more ethical and sustainable practices from the retailers, brands and producers.

We have brought together some of the best ideas so far on our 'Do something' Pinterest board and in our resources sheets for university students.

## BECOME AN AMBASSADOR

We are looking for students to volunteer as their university's Student Ambassador to help bring the Fashion Revolution to their university. If you are interested in finding out more, read about the role [here](http://fashionrevolution.org/education) (<http://fashionrevolution.org/education>).

Let us know what you're doing! Share it with Fashion Revolutionaries around the world, by using the hashtag [#FashionRevolution](#) in your social media

posts. We look forward to seeing what you come up with! We are asking students in Business Schools, Fashion, Geography and other departments to help us question brands and retailers about the transparency of their supply chains, their ethical business practices, and the working conditions and lives of the people that make our clothes.

Manufacturers and retailers have a great opportunity to show how well they understand these issues and manage the improvements they are making. They are more likely to do this if their customers and future employees demand it. We are asking students to question brands and retailers about the transparency of their supply chains, their ethical business practices and working conditions and lives of the people they pay to make our clothes. What you will learn from brands in response to your research, events and actions, will help you to better appreciate what's currently driving (and perhaps standing in the way of) the ethical and sustainable transformation of the global fashion industry. You can be part of that change.

## THE CHALLENGE

We invite university students to come up with an event or activity of their own that will encourage their peers and other young people to make the connection between their clothes and the people who make them. We have brought together some of the best ideas so far on our '[Do Something](#)' Pinterest Board and in our resources sheets for University students. To let us know what you're doing, and to share it with Fashion Revolutionaries around the world, please use the hashtag [#whomademyclothes](#) in your social media posts. We look forward to seeing what you come up with!