HOW TO BE A FASHION REVOLUTIONARY
Contents

06  Intro
09  It’s time for a Fashion Revolution
12  We are Fashion Revolution
14  The things we need to change
16  The human side of fashion
18  Cost breakdown of a T-shirt
20  Garment Worker Diaries
24  A to Z Fashion Glossary
28  Fashion’s environmental impact
31  How long does it take clothes to decompose?
34  Fashion should become wasteless
36  Textile recycling in India
38  Transparency is Beautiful
46  How to be a Fashion Revolutionary
48  Be Curious
50  Who made my clothes?
54  Find Out
58  Know your materials
60  Do Something
70  4 brands designing out waste
74  Sign and share the manifesto
78  Discover more – Further reading
80  Contact
Calling all fashion revolutionaries!

The pro-fashion protesters. The disruptors who dare to say “I can change the world.” This book is for you.

It’s full of inspiration and ideas about how you can use your voice and your power to transform the fashion industry as we know it.

It’s time for a Fashion Revolution.
We can all be fashion revolutionaries.

Like you, Fashion Revolution loves clothes. But we want our clothes to make us feel proud, to express who we are, to make us feel better about ourselves. We don’t want to feel guilty that our clothes have been made by machinists who are not paid enough to send their children to school and live in fear of reprisals if they join a union to stand up for their rights. We don’t want the cotton in our shirts to have been grown with pesticides that poison both the earth and the farmers who grow it.

Fashion Revolution was started in May 2013 as a reaction to the outrage that was the Rana Plaza factory disaster. Who could fail to be shocked by the industry’s worst ever industrial disaster?

What Rana Plaza did was to rub our noses in a dirty business that has been allowed to grow out of control. It has galvanised a generation to question how and where we spend our money, and completely rethink the contents of our wardrobes. Fashion Revolution’s one basic call to action in the aftermath of Rana Plaza was to ask “Who Made My Clothes?” It’s a question that has been asked far and wide.

A global resistance movement has exploded and the brands are having to listen – and take action. Since 2013, thousands of brands have replied to the question, and over 150 major brands have published factory lists. More than 1,300 factories have been inspected and 1.8 million garment workers have received factory safety information.

Working conditions are improving and some wages are increasing too. The Bangladesh government has delivered a 77% increase in the minimum wage to $68 per month for garment workers. But workers continue to be underpaid where $68 is still far from a living wage. Brands continue to be in the dark about the working conditions and inhuman overtime at the factories that are subcontracted to make their clothes. And while brands may sign up to every accord going, set up recycling initiatives and pledge to use better cotton, when it comes to the crunch, they still want to make more clothes – and cheaper.

As well as seeing how the industry exploits the dollar-a-day hands that make our clothes, we have become increasingly aware of how disgustingly polluting the fashion industry is. We have seen our rivers stripped of fish and filled instead with microfibres, harmful chemicals and toxic waste. We have seen how much water it takes to grow cotton, (over 6000 litres to make a pair of jeans and a t-shirt) and how many pesticides are required to grow conventional cotton. And yet we continue to produce (and buy) more jeans and t-shirts. Overproduction has become a huge issue, with recent revelations that brands – both luxury and high street – are routinely burning what they can’t sell.

So now more than ever, the question remains. Who Made My Clothes? Do you know? Do the brands themselves know? While some progress has been made, the industry that makes the jeans, t-shirts, pants, trainers and fleeces we all rely on to clothe us every day, is far from clean, and is still as exploitative of the world’s poorest people as ever. As we now know, the fashion supply chain is about as easy to untangle as a nest of vipers. And it’s not going to do it of its own accord.

What is clear – and encouraging – from the global engagement with Fashion Revolution’s campaign is that each and every one of us can make a difference. We all have a role to play if we want to demand a safer, fairer, cleaner industry.

In the following pages, we set out a range of ways you can make more informed choices about the clothes you buy, ways to inspire your friends, family and the rest of your community, steps you can take to engage with policy makers and brands, and how your everyday actions can create lasting improvements, to make an industry that we can feel proud to be part of and to invest in.

Together, we will – we must – make the change.

“Each and every one of us can make a difference”
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.

There were five garment factories in Rana Plaza all manufacturing clothing for the western market. The victims were mostly young women.

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.

Since then, people from all over the world have come together to use the power of fashion to change the world.

Fashion Revolution is now a global movement of people like you.
We are Fashion Revolution

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.

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 you.
The things we need to change

Model
Fashion is now one of the most globalised industries. A single product may span multiple continents before reaching the shop floor. We need to rethink how the industry works. We need to rethink the model.

Material
Fashion has a huge, and often negative, social and environmental impact. The production of clothing and the way we take care of our clothes after we buy them uses up a lot of land, water, energy, chemicals, and produces too much waste.

Mindset
If we want to see fashion become a force for good, we’re going to have to change the way we think about what we wear and why we wear it. We need to love our clothes more. We need to look at them as precious heirlooms and as trusted friends.

It is estimated that we make 400 billion m² of textiles annually. 60 billion m² is cutting room floor waste.

It takes 2,720 litres of water to make a t-shirt. That’s how much we normally drink over a 3 year period.

In Guangdong in China young women face 150 hours of overtime each month. 60% have no contract, 90% no access to social insurance.

A survey of 91 fashion brands found that only 12% could demonstrate any action at all towards paying wages to garment workers above the legal minimum.

In Bangladesh garment workers are paid some of the lowest wages in the industry. In September 2018, union leaders rejected the first pay rise since 2013 of 51% to 8,000 taka ($95 per month). It is still far below any credible living wage.

The Materials, Models and Mindsets framework was created by Prof. Rebecca Earley and Dr. Kate Goldsworthy.
The human side of fashion

Millions of people work in the fashion industry. We believe the industry can and should work better for all of them.

HUMAN RIGHTS
Forced labour, child labour, sexual harassment, discrimination and dangerous working conditions. These are some of the things that the people who make our clothes have to go through.

Despite there being international standards and national laws that should protect people, human rights abuses are prevalent throughout the fashion industry. The Global Slavery Index estimates that 36 million people are living in some form of modern slavery today; lots of these people are making clothes for western brands.

FAIR PAY
The legal minimum wage in most garment-producing countries is rarely enough for workers to live on. For example, in Bangladesh, it’s estimated that the minimum wage only covers 60% of the cost of living in a slum. Low wages keep garment workers in a cycle of poverty and add to the pressure to work long overtime hours, which impacts on their health and safety, as well as the quality of clothes.

ARTISAN CRAFT
Mass-produced clothing and accessories have eroded the artisanal, heritage craft skills passed down through generations in communities around the world. Millions of people in the developing world – mainly women – depend on the handicraft trade. But right now, that trade faces an uncertain future.

fast fashion isn’t free. someone somewhere is paying.

– Lucy Siegle –
Cost breakdown of a sample €29 t-shirt

If garment workers were paid a living wage, how much more would you pay for the same t-shirt?

* Based on Asia Floor Wage benchmark
Data from Fair Wear Foundation (see reference 7 on p68)
Garment Worker Diaries

Today most clothing is cut and sewn by women who live in the developing world.

To hear about their lives and daily finances, listen to the Garment Worker Diaries podcast https://www.fashionrevolution.org/resources/listen-to-the-fashion-revolution-podcast/

 minimum wage
 living wage

All living wage rates calculated using the Anker Methodology via ISEAL Alliance and Wage Indicator Foundation. See p68 for more details. This information is based on accurate rates at the time of printing and may not reflect accurate current rates.

MONTHLY MINIMUM WAGE VS LIVING WAGE

Shakuntela is an artisan, mother-of-three, and Project Assistant at the Anchal Center in Kerala, India. She works 6 days per week and is proud of recently receiving a raise. She’s become the expert at selecting saris because of her unique eye for colour combinations and attention to detail.

@anchalproject
(From left to right): Seyma, Hy, Tola, Srey Pov, Leak, Pich, Ming Srey, Srey Roath, Phary and Navy work for Tonlé in Cambodia.

Vinh Le Humbie is a cutter, ‘Jean-maker’, Factory Owner and Director of Denimsmith, Australia. Factory owner for over 20yrs, launched Denimsmith in 2015.

Elizabeth Martinez, sewing machine operator at the Jornat factory in Brooklyn, USA, a manufacturer for Winter Water Factory. She does binding, overlock, coverstitch (hemming) and has worked here for 8 years.

Sanjay has been working at Pink City Prints in Jaipur, India, for over 13 years. He prints, embroiders and finishes garments.
A TO Z
A GLOSSARY OF INDUSTRY LINGO

AUDITING is the process of reviewing a company’s finances, working conditions, and environmental practices. It uncovers risks to workers’ safety and opportunities to improve working conditions.

BINDING REGULATIONS require companies to act in ways that protect workers and the environment. Governments can and should hold companies legally accountable for how they behave, but they often don’t.

COLLECTIVE BARGAINING is a process where employers and unions negotiate to determine fair wages and working conditions.

DUE DILIGENCE is a process through which companies assess their impacts on human rights and the environment and then take actions to reduce any negative impacts.

EDUCATION, training and unions are key to tend to be stuck in low skill, low pay jobs.

Over 80% of garment workers are women who are often don’t. They behave, but they

experts agree it’s a process through which governments are key to a happy workforce.

JOIN A UNION a union is an organisation made up of employees which looks after worker interests and protects their rights at work. Unions are key to solving the fashion industry’s problems.

KIDS AT WORK child labour is work that deprives kids of their childhood, their life potential and dignity. Estimates say there are 168 million child labourers.

LIVING WAGE is a wage a worker earns in a standard working week that is enough to provide for them and their family’s basic needs - including food, housing, clothing, education and healthcare.

MINIMUM WAGE is the lowest wage rate set by the government which companies are legally required to pay workers. In developing countries this is often set at the UN poverty level, which is US $1.90/ day.

SOCIAL PROTECTION includes access to healthcare and income security such as sick pay, injury pay, parental leave, pension, subsidised food or housing.

TRANSPARENCY means companies know who make their clothes, where they are made and under what conditions, and they share this information with the public.

UPCYCLING is the process of reusing materials in a way that increases a product’s value and makes it desirable again. Saving garments from going to landfill.

VALUE CHAIN refers to all the steps it takes to produce and sell a product, from farm to closet.

YOUR VOICE has the power to make a positive difference. Ask questions. Tell the brands you shop from and your local policymakers that you want cleaner, safer and fairer fashion.

ZERO-HOUR CONTRACTS are contracts in which employers are not obliged to provide a set number of working hours each week and consequently do not have to provide social protections.

EXPERIENCES

EXPLOITATION is not paying a living wage for someone’s work. It may also involve practices such as physical intimidation, child labour, forced overtime, restricted movement and limiting unions.

FORCED LABOUR is when people are forced to work against their will or by threat of force or punishment. Estimates say 21 million people are forced to work, many of which are in the cotton and garment industries.

GRIEVANCE MECHANISM is a complaint process that can be used by workers, allowing them to voice concerns about working conditions without fear of punishment or retribution.

HOMEWORKER is someone who’s subcontrated, works at home and is commonly paid by each piece they produce rather than an hourly wage. Homeworkers are mostly female.

TRADE is when people are forced to work against their will or by threat of force or punishment. Estimates say 21 million people are forced to work, many of which are in the cotton and garment industries.

ETHICAL TRADE means that retailers, brands and their suppliers take responsibility for protecting the environment and improving the working conditions of the people who make the products they sell.

It may also involve practices such as physical intimidation, child labour, forced overtime, restricted movement and limiting unions.

It’s voting with your $.
Fashion’s environmental impact

Right now, manufacturing clothes uses up massive amounts of water, energy and land. We need to find new ways to make the clothes we love, without it costing the earth.

TOXIC FASHION
Growing the fibres for our clothes, processing, dyeing and treating garments requires a cocktail of chemicals, some known to be toxic. Cotton farming uses 22.5% of the world’s insecticides and 10% of all pesticides.

Dyes for textile products may contain hazardous chemicals. Dyes and chemicals in fabric and other components of clothing and shoes can seep into the soil, contaminating groundwater. In fact, industrial effluents and chemical fertilisers pollute over half of China’s rivers. Rivers in China have even turned red from dyes.

CO₂ EMISSIONS
Our clothes account for around 3% of global production of CO₂ emissions.

And that’s not just because of how clothes are made. It’s also down to the way we take care for them at home. Around half of these emissions occur while your clothing is being worn, washed, tumble-dried, ironed and disposed of, and mostly by North American, European and Japanese consumers.

WASTE
In the last 15 years clothing production has approximately doubled. In the same time, the number of times a garment is worn has decreased by 36%. Around 300,000 tons of used clothes go to landfill in the UK every year.

In landfill, the decomposing clothing releases methane, a harmful greenhouse gas. And even before clothes reach stores, damaged products and rolls of branded or recognisable fabrics are slashed, landfilled and incinerated.

Meanwhile, every ton of discarded textiles reused saves 20 tons of CO₂ from entering the atmosphere.

– WILL.I.AM –
how long does it take clothes to decompose in landfill?

Viscose T-shirt: 4-6 weeks
Cotton Socks: 1 week - 5 months
Merino Thermal Top: 9 months
Denim Jacket: 9-12 months
Lycra Sports Clothing: 20-200 years
Leather Bag: 50 years
Polyester Dress: 200+ years
Nylon Tights: 50+ years
Sleeveless Top: 2 weeks
Wool Jumper: 1-5 years

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ZINE #003: FASHION ENVIRONMENT CHANGE

£9

GET YOURS: www.fashionrevolution.org/fanzine3
WASTE IN FASHION CAN BE REDESIGNED AND MINIMISED. IT CAN BE A MASSIVE PROBLEM OR COULD BE AN UNTAPPED NEVER-ENDING RESOURCE. AS LONG AS THERE ARE CLOTHES BEING MADE, THERE WILL BE OFF-CUTS. AS LONG AS WE WILL BE WEARING CLOTHES, WE WILL LEAVE A TRAIL OF OUR UNWANTED PIECES. SO LET’S INVEST IN CREATIVE DESIGN SOLUTIONS, WASTE CUTTING SKILLS AND TECHNIQUES, RECYCLING INNOVATION IN PRODUCTION AND END-OF-LIFE DISPOSAL. BRANDS AND CONSUMERS ALIKE: WE MUST DISCOVER WAYS TO ACT ON OUR SURPLUS, BEFORE IT BECOMES WASTE.
Textile Recycling in India

By Lucy Norris

Used winter clothing can be hard to sell into global re-use markets, which either have hotter climates (sub-Saharan Africa, South Asia) or customers who value only high quality, branded garments (Eastern Europe, Russia). The Indian textile recycling industry imports coats, jackets and jumpers to shred them and reclaim their fibres. The fibres can be spun into recycled yarns. These are then woven into cheap blankets, shawls and even fabric for new garments. But these are prime examples of down-cycling, where poor-quality recycled materials mean that products often don’t last long.

The economic, social and geographical distance between disposer and recycler means that they know little about each others’ lives, and reveals cultural differences around the value of clothing. Indian families tend to use and reuse cloth until it literally falls apart, and clothing is never simply thrown away. The film Unravel shows sorters at a processing factory wondering how the huge piles of nearly-new clothing can be simply discarded, imagining that there must be a water shortage abroad, and that it is cheaper to give them away than wash them.

Reshma, who is a sorter, reflects on the situation with both wonder and pity at the lifestyles she imagines women in richer countries enjoy — free to wear what they want and then discard it so easily. But her husband concludes, “you tend to get dressed for other people… but at the end of the day you’ll be as beautiful as God made you. All people have a natural beauty.”

Profits in this global second-hand trade have depended upon brokers in the middle connecting dealers, while those at either end know very little about the system as a whole. The workers who sort, prepare and shred the used clothing regard it as a resource upon which their livelihood depends, but working conditions in the recycling factories are often poor and unregulated. While expensive new technologies are promising to transform the landscape of textile recycling in the global north, will these marginal industries in the global south be incorporated into reconfigured recycling economies in such a way as to ensure that they are transparent, equitable, and sustainable?

PHOTOGRAPHY: © Tim Mitchell and Lucy Norris
www.timmitchell.co.uk
RESEARCH: Dr Lucy Norris. Dr Lucy Norris, a Visiting Fellow at Textiles Environment Design (TED), University of the Arts London, and anthropologist currently exploring sustainable design concepts for emerging circular economies. Download publications at: www.lucynorris.co.uk
Transparency is beautiful

Knowledge, information, honesty. These three things have the power to transform the industry. And it starts with one simple question: Who made my clothes?

THE SITUATION NOW: BRANDS DON’T EVEN KNOW WHO MAKES THEIR CLOTHES.

Too many fashion brands do not know in which factories their products are made and very few brands know where things like zippers, buttons, thread and even the fabric comes from.

And it’s not just brands and retailers. There are lots of middle-men involved too – wholesalers, agents, supply chain managers, and distributors. These are important and profitable parts of the industry that the public doesn’t really see.

WHY WE NEED TRANSPARENCY

Lack of transparency costs lives. It’s impossible for companies to make sure human rights are respected and that environmental practices are sound without knowing where their products are made.

That’s why transparency is essential. Transparency means companies know who makes their clothes – at least where they are stitched as a first step – and communicate this to their customers, shareholders and staff.

This is what Fashion Revolution is asking for. Knowledge, information, honesty.
HOW TRANSPARENT ARE THE 150 BIGGEST GLOBAL FASHION BRANDS?

Average score is 52 out of 250 (21%). 1% more than last year.

12 brands scored 0%, disclosing next to nothing.

Only 10 brands score higher than 50%.

Not a single brand is scoring above 60%.

www.fashionrevolution.org/transparency
HOW MUCH INFORMATION DO BRANDS SHARE ABOUT THEIR SUPPLIERS?

* AVERAGE ACROSS 98 BRANDS REVIEWED IN 2018

- 37% of brands are publishing supplier lists (which covers at least tier 1).
- 18% of brands publish their processing facilities where clothes are dyed, printed and finished.
- But only 1 brand is publishing its suppliers of raw material.

INCREASE IN TRANSPARENCY

↑5%

* AVERAGE ACROSS 98 BRANDS REVIEWED IN 2018
HOW TO BE A FASHION REVOLUTIONARY
How you can become a Fashion Revolutionary

You re-shape the fashion industry - the lives of its producers, its workers - every time you buy or dispose of clothing.

You re-shape the fashion industry every time you find stories about your clothes, talk about them with others, share them online, and discuss what’s right and wrong about them. What you think, say and do changes fashion.

You hold the power to influence the kind of world you want live in and that you want for others. Your words and where you put your money matters. It sends a signal about what you believe in.

It just takes three simple steps...

BE CURIOUS  FIND OUT  DO SOMETHING
Fashion Revolution calls on all of us to be curious about our clothes. You can start by simply turning an item of clothing inside out to look at the stitching. Notice its wavy seams, and where the loose ends of the threads have been cut off. These are all traces of the work done by the people who made your clothes.

**LOOK AT THE LABEL**
Your label will tell you in which country your clothing was made – so you’ll know that the people who stitched it together live in Bangladesh, Cambodia or Romania, for example. The label will also tell you what materials have been used, such as cotton or polyester.

But your label won’t tell you where in the world the cotton was farmed, where the fibre was spun into a yarn, where the yarn was woven into a fabric, where it was dyed and printed. It won’t tell you where the thread, dyes, zips, buttons, beading or other features came from.

**GET THINKING**
Where did the materials come from? Where were they made? What’s it like to work there? What kind of people are involved? What are their lives like? Being interested in the answers to these kinds of questions is the best first step towards changing the story for the people who make our clothes.

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**BE CURIOUS**
Look at your clothes with different eyes. Ask more than “does this look great on me?”. Ask “who made my clothes?”.
Turn your clothes inside out, or at least make your label visible, then take a selfie. Post your selfie on whatever social media platform you prefer with the hashtag #whomademyclothes? Don’t forget to tag the brand you’re wearing to encourage them to answer your question.

Some brands won’t answer at all. Some might tell you where your clothes were made but not who made them. Some will direct you to their corporate social responsibility policy. Only a few pioneers will show that they know something about the people who make their clothes.

The best companies will ask for the RN number on your clothing label and from this give you specific information. RN stands for ‘registered number’ which hold information about its import and export data.

Tens of thousands of people have already done this, and the answers have become more and more interesting as the conversation evolves. What will your answer be?
#WHOMADEMYCLOTHES?
What are you wearing as you read this now? Have you got 30 minutes to investigate it online? What could you uncover? Reconstruct the story of your clothes by investigating blogs, online encyclopedias, corporate, NGO and news websites.

**KNOWLEDGE IS POWER**

There are loads of organisations that focus on specific issues like fair wages, toxic chemicals and child labour. There’s a list at the end of this booklet. Find out what they’re doing on these issues. Visit their websites, read their reports, attend their events. You’ll be an expert before you know it.

And before you buy something, inform yourself about it. If you feel unsure, think about the alternatives. Could you buy the same thing second hand? Is there an ethically, sustainably made alternative? Do you really need it? If we think a little more before we buy, we can change the world one outfit at a time.

**DOWNLOAD THE APP**

Good On You helps you choose brands that have a positive impact while you’re out shopping. Not My Style tells you how transparent your favourite brands are about their supply chain (currently only available in London). Faer provides information on how and where a brand produces its clothes, and information about fabrics and dyes used. These apps can help tell you the social or environmental impact of the products you buy.

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**HOW TO BECOME A FASHION DETECTIVE**

Take a step further. Get to know your clothes even better.
We believe transparency is the first step to transform the industry. And it starts with one simple question: Who made my clothes? When we are equipped with credible information about the human and environmental impacts of the clothes we buy, we are able to make more informed shopping choices. As a result, transparency builds trust in the brands we buy.

The 2018 Fashion Transparency Index reviews and ranks 150 of the biggest global fashion and apparel brands and retailers according to how much information they disclose about their suppliers, supply chain policies and practices, and social and environmental impact.

HOW TO USE THE FASHION TRANSPARENCY INDEX

The FTI focuses on five areas: Policy & Commitments; Governance; Traceability; Know, Show, Fix; and Spotlight Issues. 2018’s spotlight issues were Women, Workers and Waste. There’s still so much work to do. Only 10 brands scored higher than 50%.

Why not look at how your favourite brands scored here. And don’t forget to let brands know how you feel about their FTI rating, using #whomademyclothes – the louder our voice the more attention brands will pay!
COTTON

Cotton accounts for 40% of global textile production1 and supports the livelihoods of an estimated 300 million people across the world. It is woven from the fluffy ball of pale soft fibres that encase the seeds of the cotton plant.

**WASHING**

Cotton is best dried flat or hung-dried to prevent creasing. If your jeans aren’t dirty, don’t wash them, freeze them! Try popping your denim garments in a bag and put them in the freezer to get rid of germs and freshen them up. If you absolutely have to wash, do so at 30°C.

**Drying**

Drying denim, flatten the garment into shape then hang-dry or dry flat. This prevents, or at least reduces, the need to iron the garment.2

**USEFUL HINTS**

- Use useful cleaning rags.49
- Home textiles can make it to the nearest textile scrap yard.50
- If your garment is beyond repair, it can potentially be composted.55
- Cotton is a natural fibre and it is possible to recycle cotton. If your garment is beyond use, you can donate or repurpose it.
- Denim traditionally lacks, such as elastane to add stretch. Jeans are the most popular denim product with 1.24 billion pairs sold annually.51

WOOL, CASHMERE, ANIMAL HAIRS

Wool is a yarn that is created from the fleece of animals such as sheep, goats, camels or camelids. Individual wool fibres attach together when spun to create yarn, which is then used to create garments.56 Wool retains warmth well and is naturally stain and wrinkle resistant and absorbent, which makes it easy to dry.60

**WASHING**

Like denim, animal hairs should only be washed when absolutely needed. Always use a detergent designed for woollens and wash on a gentle cycle or in lukewarm water.

**DRYING**

Dry the garment flat and placed in its normal shape. If you hand washed the garment, place the damp garment flat on a clean towel, the towel up and squeeze out excess water.

**STORE**

Moths look woolens and often leave big holes in clothes. Moths don’t like light so regularly worn items are less likely to end up with holes than those left in storage. Putting cedar wood balls in your wardrobe can help keep them away, or store them in sealed cotton bags as moths don’t like cotton. Put woolens in the freezer for 24 hours, take out and bring up to room temperature, and repeat once again to get rid of moths.57

**DISPOSE**

First, try swapping with a friend as woolen clothes often can have a long lifespan. Otherwise, pure, un-dyed or vegetable-dyed animal fibres can be composted, as long as the garment doesn’t contain any synthetic fibres or dyes (check the label). If in decent condition, your local charity shop may also accept it.

RAYON, LYCELL, MODAL

These semi-synthetic fibres derive from raw natural materials but are treated with chemical processes in order to create wearable textiles. Also known as ‘cellulosic fibres’.52

**WASHING**

Turn your clothes inside out before washing in the machine. If hand washing, use 30°C temperature water with mild detergent and skip the fabric softener. Don’t leave out rayon (also called viscose) items as this can leave them misshapen.

**STORAGE**

Rayon is prone to shrinkage, so always lay flat to dry. Modal and lyocell are much more resilient and can be tumble dried if absolutely required.

**SORT**

These sorts of fabrics are not particularly prone to creasing and can be folded in drawers or stored hanging in your wardrobe.

**DISPOSE**

First, try swapping with a friend as woollen clothes always last. If you absolutely required, bring to your local textile recycling collection point for reuse or down-cycling.

ACRYLIC, NYLON, POLYESTER

Synthetic fibres are cheap to produce and offer increased durability and diversity of uses compared to many natural fibres. However, these fabrics are not environmentally friendly and can take hundreds of years to biodegrade.40

**WASHING**

When machine washing clothes made from synthetic fibres, wash them with a Cora Ball or using a Guppy Friend wash bag in order to prevent tiny microfibres from polluting the water supply.

**STORAGE**

It’s best to hang dry synthetic garments. They shouldn’t need long to dry. Never tumble dry synthetic fabrics as this weakens and damages the fibres quickly.

**SORT**

If you must get rid of your synthetic garment, bring it to your local textile recycling collection point for reuse, recycling or down-cycling. For now, most synthetic fibres can not be recycled but some companies are developing technologies that will make this more possible in future. If 100% polyester, check the label or contact the company to find out how. Fleece can also be down-cycled into building insulation. In the long term, you might consider donating the item to charities that provide clothing to homeless people.

FLEECE

Fleece is a fabric made from synthetic fibres and is designed to mimic the qualities of wool. Fleece is made from poly-ethylene terephthalate (PET aka plastic), this means that fleece can be made from recycled plastic bottles.

**WASHING**

Fleece can potentially be recycled if 100% polyester, check the label or contact the company to find out how. Fleece can also be down-cycled into building insulation. In the long term, you might consider donating the item to charities that provide clothing to homeless people.

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BUY LESS
We are buying more and wearing it less. In the last 15 years, the number of times we wear a garment before throwing it away or recycling it has decreased by 36%. In China, that figure is a whopping 70%. Reverse the trend: Buy less and wear it more!

BUY BETTER
The Investment Buy is the opposite of the cheap haul. It’s all about saving money to buy that one special piece, a ‘good friend’ as Joan Crawford said. Buy one good one instead of three cheap ones. It’s all about buying with care and loving it for longer.

ASK WHY?
How many times do we buy just because we can, because it’s so cheap? But if something seems impossibly cheap, a bargain too good to be true, it probably is. Question ‘why?’.

DO SOMETHING
Becoming a fashion revolutionary can be as simple as tweaking the way your shop, use and dispose of your clothing.

CHAMPION NEW DESIGNERS
One great way to invest is to discover a new designer and become a loyal customer. Doing so means you’ll be involved in all aspects of a fashion start-up, from invitations to special sample sales and pop up shops, to huge discounts on bespoke pieces. There are thousands of young emerging designers all over the world working sustainably who are waiting to be discovered.
6 ACTIONS TO ASK YOUR GOVERNMENT OR LOCAL AUTHORITY TO TAKE

1. Make it easy for citizens to reuse and repair clothes and shoes.

2. Make it easy for citizens to recycle used clothing and textiles.

3. Provide more information for citizens on reusing, repairing and recycling used clothing and textiles.

4. Pass “extended producer responsibility” legislation so that businesses are accountable for the textile waste they create.

5. Raise taxes on the use of virgin materials and issue penalties for creating textile waste. Cut taxes for using recycled materials and recycling clothing and textiles.

6. Invest in research, infrastructure and innovations to reduce clothing and textile waste and build circular economies.

WE ARE FASHION REVOLUTION

FASHION REVOLUTION WEEK
22nd-28th April 2019
fashionrevolution.org  @fash_rev
RENT, SWISH, SWAP, BUY SECOND HAND AND VINTAGE PIECES.

YOU’RE HIRED
Hiring is new to the scene, but a great alternative if you can’t afford the latest designer wares. The global clothing rental market is estimated to be worth US $9.1 million. Needless to say, you can hire celebrities’ gowns, post Hollywood party pieces, ex fashion photoshoot samples and a whole lot more.

Why buy expensive stuff you might only wear once when you can hire it?

Check out fashion rental websites Oporent (oprent.com), Wear the Walk (wearthewalk.co.uk), Higher Studio (higher.studio) and Rent the Runway (rentherunway.com).

MEND, MAKE AND CUSTOMIZE
You can easily find places, physical and online, that will teach you amazing ways to customise, mend, transform and revitalise your clothes.

FIX UP, LOOK SHARP
If something’s broken, fix it yourself or take it to a local tailor. A rip, a missing button or a stain should never stand in the way of you and a good outfit.

TAILOR AWAY
If you’ve fallen out of love with a piece of clothing, don’t throw it out, change it up. You can tailor clothes to a different shape, add new embellishments, dye it a different colour. You could turn it into something completely new, like a scarf or an accessory.

HAVE A GO
Why not think about making your own clothes? You’ll have to learn how to sew a little bit, but once you start, you’ll feel empowered to continue doing it. And then think about the possibilities!

DONATE YOUR CLOTHES RESPONSIBLY
It’s great that you give your clothes to charity shops when you don’t want them anymore. But our unwanted second hand clothing is becoming a problem for some countries in the developing world. According to Oxfam, more than 70% of the clothes donated globally end up in Africa, which has destroyed the economy for local tailors.

Not that you shouldn’t give your clothes to charity shops, you should! But consider more carefully where you choose to donate. For example, you might donate your clothes to help people get to back to work with organizations like Dress for Success or Career Wardrobe. Or you might look out for local clothing drives to help the homeless, refugees or people in crisis.

GO CHARITY SHOPPING
At the speed at which we consume right now, last season’s collections are in the charity shops in a matter of months. That means you can recreate your favourite looks, personalise them, and do your bit to stop perfectly good garments going to landfill.

BUY VINTAGE
Stylists use it, celebrities swear by it, and it’s a sustainable way to buy. Vintage gives you personal style and means you’ll be reusing, repurposing and extending the life of beautiful clothes.

SWAP ‘TIL YOU DROP
If you’re sick of your wardrobe and in need of a fashion fix, then you could swap clothes with your friends. Go to a big swishing event, host your own swishing party or even swap your clothes online. Global Fashion Exchange will help you on your way.

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RENT, SWISH, SWAP, BUY SECOND HAND AND VINTAGE PIECES.
There are some powerful films and documentaries about the fashion industry. Why not host a film screening and gather some experts to lead a discussion.

**FIND THE #HAULTERNATIVE**

Find the #Haulternative

You don’t need to buy new clothes to enjoy a haul. Instead of the traditional fashion haul, where you go shopping and post a video of what you’ve bought, try a #haulternative; a way of refreshing your wardrobe without buying new clothes.

YouTube vloggers, including Noodlerella, CutiePieMarzia and Bip Ling, share a better way to haul that’s fun and fabulous, from upcycling to swaps to finding gems in charity shops. Check out their #haulternative on Youtube and film your own. For more ideas, download our Haulternative pdf.

**GET OTHERS INVOLVED**

There are also loads of schools and universities getting involved in Fashion Revolution too. Is there a Fashion Revolution team where you study? If not, start one. Become a Student Ambassador and represent your university for Fashion Revolution. Email education@fashionrevolution.org to register your interest.

**SEE IT TO BELIEVE IT**

There are some powerful films and documentaries about the fashion industry.

**HOST A SCREENING**

Why not host a film screening and gather some experts to lead a discussion.

**EXPRESS YOURSELF**

Use music, art, poetry or performance to inspire others to become Fashion Revolutionaries too. Check out the choreography in the award winning film Who Made My Clothes? directed by MJ Delaney.

Get inspired by the drawings and visuals made by the graphics students of Central Saint Martin’s who interpreted the issues surrounding the impact of the fashion industry on the environment for FASHION CHANGE ENVIRONMENT ZINE 003.

**GO GUERRILLA STYLE**

This is for those who are a bit subversive. Make your own art about Fashion Revolution and paste it up around your city. Stage a cheeky public stunt. Organise a critical mass cycle ride. Host an alternative fashion show. Gentle forms of protest can make the strongest statements.

**FASH MOB**

A Flash Mob assembles a group of people to make a public statement through performance. You could organise a “Fash-mob” to get people thinking about who makes their clothes.

**BE A CRAFTIVIST**

Use craft as a tool for gentle protest. Join the Craftivist Collective and change the world, one stitch at a time.

YouTube vloggers, including Noodlerella, CutiePieMarzia and Bip Ling, share a better way to haul that’s fun and fabulous, from upcycling to swaps to finding gems in charity shops. Check out their #haulternative on Youtube and film your own. For more ideas, download our Haulternative pdf.
At Fashion Revolution, we’ve already been meeting with politicians at the United Nations and European Union to discuss how important it is that the fashion industry is made safer, fairer and cleaner. The UK government is also investigating the impacts of fast fashion through its Environmental Audit Committee.

But your voice would amplify this message. Write, call, tweet your local politicians and tell them what you want to know about your clothing. Lead a rally or a public demonstration. Tell them that you want more protection for both the people and the environment that the fashion industry depends on.

Governments have a part to play in helping fashion become a force for good. Politicians and policymakers can make a difference through laws and government policies and practices. And as citizens, it’s our job to tell politicians what kind of world we want to live in.

Watch pioneering designer Katharine Hamnett on how to write a postcard to a policymaker on our website.

Make a simple promise or set yourself a challenge. Share it on social media and get your friends to join you. This should get you thinking more deeply about what you wear, why and how. It might even boost your style creativity.

To learn how to fix a hole in a jumper, watch the tutorial by crochet queen, Orsola de Castro.

Discover the real people who make your clothes. See their faces and hear their inspiring stories.

Find out what their lives are like and where they live. Visit the ‘Meet the Maker’ section on our blog to hear straight from the producers, garment workers and makers behind our clothes.

Encourage your favourite brands to share stories from their makers too. www.fashionrevolution.org/blog

Listen to the 3-part podcast Who Made Your Clothes where we discuss the findings of the Garment Workers Diaries which documents the everyday lives and wages of garment workers in Bangladesh, Cambodia and India.

There are hundreds of organisations focused on social and environmental issues in the fashion and textiles industry.

Get involved in their campaigns too. Find out who is doing what in your country and local area.

Make your voice heard

Write to your policymakers

Governments have a part to play in helping fashion become a force for good. Politicians and policymakers can make a difference through laws and government policies and practices. And as citizens, it’s our job to tell politicians what kind of world we want to live in.

Watch pioneering designer Katharine Hamnett on how to write a postcard to a policymaker on our website.

Make your statement

“this year I’m only going to buy what I absolutely need”

“this year I’m only going to buy second-hand clothes”

“I’m going to repair a piece of clothing every day”

Meet the makers

Discover the real people who make your clothes. See their faces and hear their inspiring stories.

Find out what their lives are like and where they live. Visit the ‘Meet the Maker’ section on our blog to hear straight from the producers, garment workers and makers behind our clothes.

Encourage your favourite brands to share stories from their makers too. www.fashionrevolution.org/blog

www.fashionrevolution.org/blog

Join other campaigns

www.circulardesign.org.uk

Cradle to Cradle Products Innovation Institute

www.c2ccertified.org

ECAP

www.ecap.eu.com

Ellen MacArthur Foundation

www.ellenmacarthurfoundation.org

Greenpeace

www.greenpeace.org/international/en/campaigns/detox

MISTRA Future Fashion

www.mistrafuturefashion.com

Reverse Resources

www.reverseresources.net

TRAID

www.traid.org.uk

WRAP

www.wrap.org.uk

Zero Waste Europe

www.zerowasteeurope.eu
### 4 Fashion Brands That Are Designing Out Waste

**NAME:** Ecoalf  
**LOCATION:** Spain  
**ecoalf.com @ecoalf**  
*"Discarded fishing nets, post-consumer plastic bottles, worn-out tires, post-industrial cotton, and even used coffee grinds become our outerwear, swimsuits, sneakers and accessories. In order to ensure 100% transparency and provide the highest levels of quality, our team manages the full process from waste collection to recycling technologies, manufacture, design and retail."*

**NAME:** Bethany Williams  
**LOCATION:** United Kingdom  
**bethany-williams.com @bethany_williams_london**  
*"For my most recent collection ‘Women of Change’ I have worked alongside San Patrignano in Rimini, Italy – an education and rehabilitation programme for people with drug and alcohol dependency. Together we developed hand-woven textiles from recycled packaging materials found within the workshop."*

**NAME:** Suave  
**LOCATION:** Kenya  
**suavekenya.com @suave_ke**  
*"We buy unwanted and unsellable clothing from traders at the biggest second hand market in Kenya. We source waste offcuts from big factories manufacturing clothes for export, and we also buy rejected, lower grade leather from local tanneries, materials that have been left behind by other buyers."*

**NAME:** Doodleage  
**LOCATION:** India  
**www.doodlage.in @doodlageofficial**  
*"With 40% of garment production being done in India, Bangladesh and China, these countries alone produce enough waste to be able to create 6 billion garments from just scraps and leftovers. These were some alarming stats that led us into creating a brand using fabric that would otherwise go into landfills."*
Calling all Fashion Revolutionaries!

Join the Fashion Revolution.

Download our Get Involved pack
www.fashionrevolution.org/get-involved
MANIFESTO FOR A FASHION REVOLUTION

We are Fashion Revolution. We are designers, producers, makers, workers and consumers. We are academics, writers, business leaders, brands, retailers, trade unions and policymakers. We are the industry and the public.

We are world citizens. We are a movement and a community. We are you.

We love fashion. But we don’t want our clothes to exploit people or destroy our planet. We demand radical, revolutionary change.

This is our dream...

I wholeheartedly support this Fashion Revolution, let’s endeavour to follow this manifesto with every fashionable step we take!

— ARIZONA MUSE —

MODEL

#1
Fashion provides dignified work, from conception to creation to catwalk. It does not enslave, endanger, exploit, overwork, harass, abuse or discriminate against anyone. Fashion liberates worker and wearer and empowers everyone to stand up for their rights.

#2
Fashion provides fair and equal pay. It enriches the livelihood of everyone working across the industry, from farm to shop floor. Fashion lifts people out of poverty, creates thriving societies and fulfils aspiration.

#3
Fashion gives people a voice, making it possible to speak up without fear, join together in unity without repression and negotiate for better conditions at work and across communities.
Fashion respects culture and heritage. It fosters, celebrates and rewards skills and craftsmanship. It recognises creativity as its strongest asset. Fashion never appropriates without giving due credit or steals without permission. Fashion honours the artisan.

Fashion stands for solidarity, inclusiveness and democracy, regardless of race, class, gender, age, shape or ability. It champions diversity as crucial for success.

Fashion conserves and restores the environment. It does not deplete precious resources, degrade our soil, pollute our air and water or harm our health. Fashion protects the welfare of all living things and safeguards our diverse ecosystems.

Fashion never unnecessarily destroys or discards but mindfully redesigns and recuperates in a circular way. Fashion is repaired, reused, recycled and upcycled. Our wardrobes and landfills do not overflow with clothes that are coveted but not cherished, bought but not kept.

Fashion is transparent and accountable. Fashion embraces clarity and does not hide behind complexity nor rely upon trade secrets to derive value. Anyone, anywhere can find out how, where, by whom and under what conditions their clothing is made.

Fashion measures success by more than just sales and profits. Fashion places equal value on financial growth, human wellbeing and environmental sustainability.

Fashion lives to express, delight, reflect, protest, comfort, commiserate and share. Fashion never subjugates, denigrates, degrades, marginalises or compromises. Fashion celebrates life.

SIGN THE MANIFESTO

Join the call for a #FashionRevolution. Let us rise up together and turn this dream into reality!

www.fashionrevolution.org/manifesto

— CÉLINE SEMAAN —
DESIGNER, ADVOCATE, WRITER AND FOUNDER OF SLOW FACTORY AND THE LIBRARY
Discover more

READING LIST

Sandy Black
*The Sustainable Fashion Handbook* [2012]
www.thamesandhudson.com/
The_Sustainable_Fashion_Handbook/9780500290569

Michael Braungart & William McDonough
*Cradle to Cradle* [2002]
https://www.cradletocradle.com/

Andrew Brooks
*Clothing Poverty* [2015]
http://www.clothingpoverty.com/

Sass Brown
*Refashioned* [2013]

Jonathan Chapman
*Emotionally Durable Design* [2005]

Elizabeth Cline
*Overdressed: The Shockingly High Cost of Cheap Fashion* [2012]
www.overdressedthebook.com/author.html

Kate Fletcher
*Craft of Use: Post Growth Fashion* [2016]

Tansy Hoskins
*Stitched Up* [2014]
http://www.tansyhoskins.org/stitchedupbook/

Michael Lavergne
*Fixing Fashion: Rethinking the Way We Make, Market and Buy Our Clothes* [2015]
http://www.fixingfashion.com/

Annie Leonard
*The Story of Stuff* [2010]
https://storyofstuff.org/book/

Safia Minney
*Slow Fashion* [2016]
http://www.safia-minney.com/books.html

Clare Press
*Wardrobe Crisis* [2016]
https://www.skyhorsepublishing.com/search-results/?keyword=9781510723429

Lucy Siegle
*To Die For: Is Fashion Wearing Out The World?* [2011]
www.harpercollins.co.uk/titles/9780007264094/to-die-for-lucy-siegle

Emily Spivack
*Worn Stories* [2014]
http://wornstories.com/

Clare Press
*Rise and Resist* [2018]

ECAP
*Sustainable Clothing Guide*
http://www.made-by.org/projects/ecap/

Ellen MacArthur Foundation
*The Circular Economy: A Wealth of Flows*

Fashion Revolution
*Fashion Transparency Index*
https://www.fashionrevolution.org/about/transparency/

Greenpeace
*After the Binge The Hangover*
https://www.greenpeace.org/international/publication/6884/after-the-binge-the-hangover/

Greenpeace
*Fashion at the Crossroads*
https://www.greenpeace.org/international/publication/6969/fashion-at-the-crossroads/

TED
*Textile Toolbox*
http://www.textiletoolbox.com/

WRAP
*Love Your Clothes*
http://www.wrap.org.uk/content/love-your-clothes-waste-prevention

FILM LIBRARY

www.pinterest.com/fashrevglobal/film-library/

FREE DOWNLOADS

Fashion Revolution posters, social media assets and branding
www.fashionrevolution.org/resources/brand-guidelines-and-assets/

INSPIRATION

For more inspiration, infographics and ideas, check out our Pinterest boards
www.pinterest.com/fashrevglobal

Fashion Revolution Blog
www.fashionrevolution.org/blog/

EVENTS

There are now Fashion Revolution teams in over 100 countries and you can get involved by attending events in your area.
www.fashionrevolution.org/events

Follow your country’s Facebook and Twitter pages to stay in touch with what’s happening.
Contact us

Please do keep in touch, we’d love to hear and see what you do for Fashion Revolution:

@Fash_Rev
fashionrevolution.org
fashrevglobal

And sign up for our newsletter where we share the latest news, events and ways to get involved:


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FASHION REVOLUTION

SHOW YOUR LABEL

ASK BRANDS WHO MADE MY CLOTHES?

BE CURIOUS FIND OUT DO SOMETHING

#WHOMADEMYCLOTHES?
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