



# **BE PART OF THE FASHION REVOLUTION**

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**A GUIDE TO GETTING INVOLVED**

**FASHION  
REVOLUTION**



# It's time for a Fashion Revolution

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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.

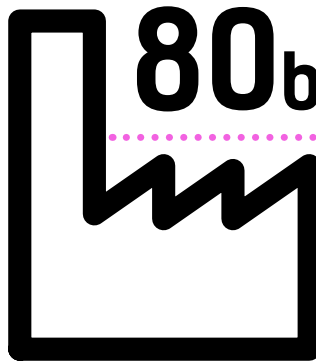
We believe that 1,138 is too many people to lose from the planet in one building, on one terrible day to not stand up and demand change.

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

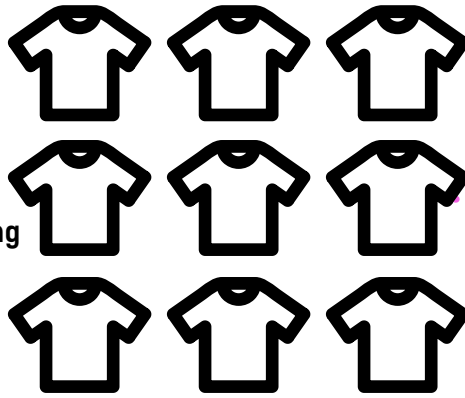
**Fashion Revolution is now a global movement of people like you.**



**80 billion**

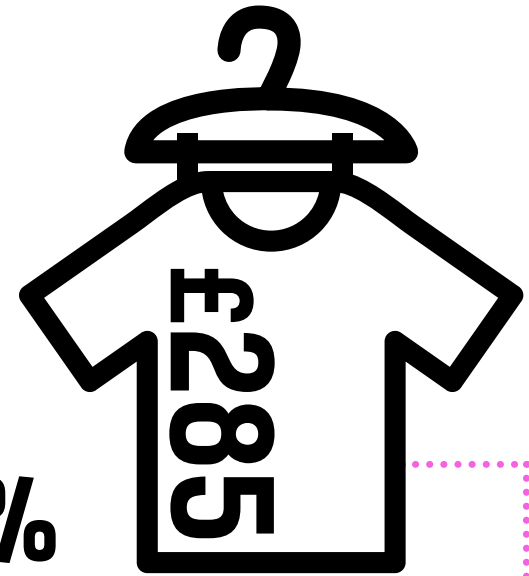


It is estimated that **80 billion items of clothing** are delivered out of factories annually worldwide

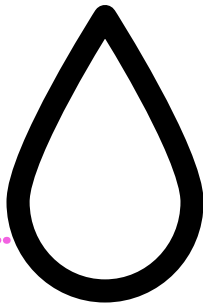


**£30 billion**

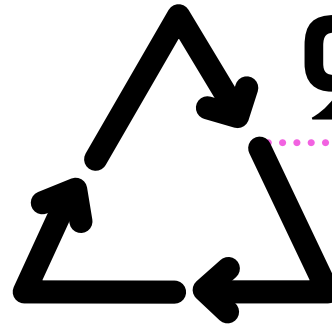
Clothes discarded in one year in the UK would fill **Wembley Stadium**



it takes **2720 litres** of water to make a T shirt: that's how much we normally drink over a 3 year period.



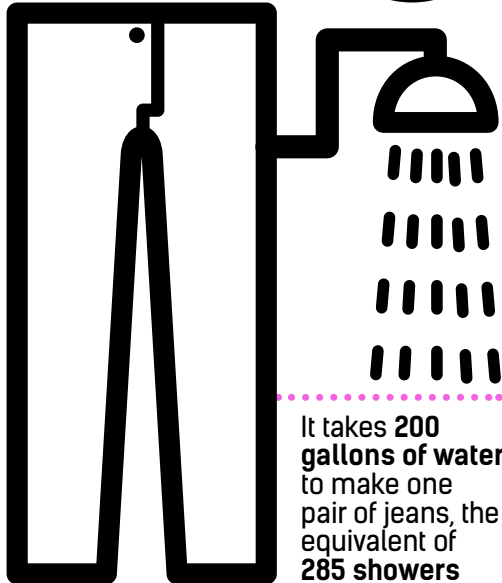
The average American **throws away about £72** of clothing, shoes and other household textiles each year



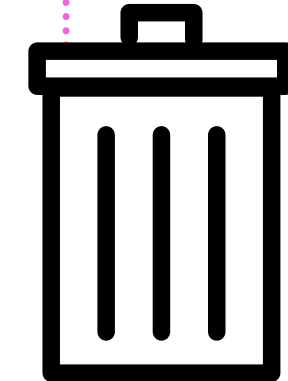
**95%**

of discarded clothing can be recycled or upcycled

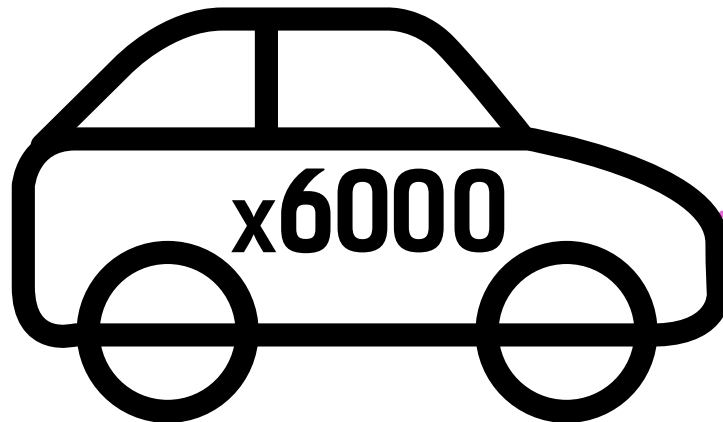
The average British woman hoards **£285 of clothes** they will never wear, the equivalent of **22 outfits** each that are left hanging in valuable wardrobe space, or, **£30 billion** of unworn clothes



It takes **200 gallons of water** to make one pair of jeans, the equivalent of **285 showers**



**x285**



**1.5 tonnes**

Clothing consumption produces **1.5 tonnes of CO<sub>2</sub>** x household x year, the equivalent of driving **6000 cars**

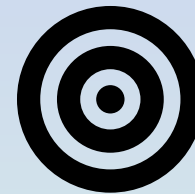
# JOIN THE **FASHION REVOLUTION**



BE CURIOUS



FIND OUT



DO SOMETHING

[www.fashionrevolution.org](http://www.fashionrevolution.org)

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Fashion Revolution is a global movement calling for a fairer, safer, cleaner, more transparent fashion industry.

We're encouraging people to ask brands **#whomademyclothes** during **Fashion Revolution Week 24–30<sup>th</sup> April**, and to question where their clothes come from and who makes them.

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# Who made my clothes?

Have you ever wondered who made your clothes?  
How much they're paid, and what their lives are like?

Our clothes have gone on a long journey before they hit store shelves, passing through the hands of cotton farmers, spinners, weavers, dyers, and sewers. 75 million people work to make our clothes. 80 percent of them are women between the ages of 18 and 24.

However, the majority of the people who makes clothes for the global market live in poverty, unable to afford life's basic necessities. Many are subject to exploitation; verbal and physical abuse, working in unsafe conditions, with very little pay.

**This needs to change.**

In order to make the fashion industry accountable and sustainable, we first need to make it transparent.

We believe transparency is the first step to transform the industry. And it starts with one simple question:

**Who made my clothes?**

As consumers, our questions, our voices, our shopping habits can have the power to help change things for the better. We are the driver of trends, and every time we buy something, we're voting with our wallet. When we speak, brands listen.

**We deserve to know who makes our clothes and under what conditions.**

This is why, during Fashion Revolution Week, we encourage as many people as possible to ask brands and retailers **#whomademyclothes?**

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 more people who ask #whomademyclothes, the more brands will listen. More brands are listening to our collective voice and responding, and more producers than ever are using social media to tell the world #imadeyourclothes.

If a brand doesn't respond, keep asking.  
Our power is in persistence.



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# Take part ask the brand

5  
mins

One way (and the easiest way) you can get involved is by taking a photo of your clothing label during Fashion Revolution Week, and asking the brand **#whomademyclothes?**

Make sure you tag the brand in the photo so they can see your question.

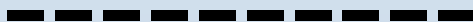
Share your photo on instagram during **Fashion Revolution Week** (24–30<sup>th</sup> April) and encourage your friends to do the same.

You can also ask the brand **#whomademyclothes** on twitter using the form on our **homepage**.

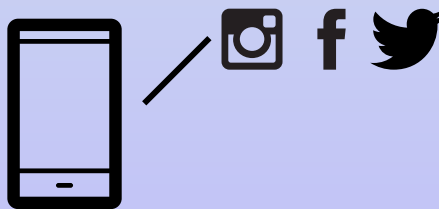




**SHOW YOUR LABEL**



**ASK THE BRAND**  
**#WHOMADEMYCLOTHES?**





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# Take part write a letter to a brand



Write to your favourite brand and ask them **#whomademyclothes?**

Print out this page and cut the letter out. Fill in their name, sign yours and either share on social media, tagging the brand and **@fash\_rev**, or look up the brand's HQ address and post it to them.

Dear .....

I am your customer, and I love your style. But I want to know more. I want to know **#whomademyclothes.**

I want to feel as good about the story behind my clothes as they make me feel when I wear them.

I care deeply about the people who have worked so hard to make the things I buy from you. I want to know that they're being treated fairly, have the freedom to speak out, and are paid enough to live with dignity, opportunity, comfort and hope. **So tell me, what are you doing to ensure that the people who make your clothes are being paid a living wage?**

Sincerely,



# Take part write a postcard to a policymaker

10  
mins

Governments can have a real impact on the lives of the people who make our clothes. Legislators decide minimum wages, mandate working conditions and create laws that protect people and the environment. Public officials expect to be contacted by their constituents (that's you) and should be doing their best to address the issues that are important to you. Your voice has power, so use it! **Here's how to write a postcard to your public officials and help make a real positive change.**

Fold here and  
stick the sides  
together to  
make a postcard

- 1 Find out who your local policymakers are** Look for the members of government who represent your neighbourhood. Research online or ask your family/neighbours to find out.
- 2 Find out their contact details** Jot down their email, postal address or Twitter/Instagram handle if they're on social media.
- 3 Write your letter** Use the template below. Fill in their name and sign yours at the bottom. If you want to send to more than one person, use pencil so you can erase and re-write.
- 4 Send your letter** Take a photo of your letter and send it to them by email, or by posting it on social media and tagging them. You can also cut out the postcard and send it to them by post. Even better, call them on the phone and read out the message below.
- 5 Share their response** When they respond, take a photo of it. Post your photo of their response on social media and tag @fash\_rev so everyone can see what they say. If they don't respond, try again.

Who made my clothes?

#WHOMADEMYCLOTHES  
FASHIONREVOLUTION.ORG

Dear .....

The fashion industry is exploitative and dirty. Research by the International Trade Union Organisation shows that respect for workers' rights in supply chains is declining. Yet everybody wears clothes, so it's up to everyone to solve its problems - including me and you. I want the money I spend on what I wear to make a positive difference, not contribute to exploitation and environmental degradation.

I want the people who make the clothes I wear to have decent jobs, to be able to access their fundamental human rights and to make a living wage, no matter where in the world they live. The government should implement regulation to ensure all companies are responsible for the impact they have on the lives of the people working in their supply chains, at home and abroad. What are you doing to address this?

Sincerely, .....

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# Take part love story

30  
mins

Create a Fashion Revolution 'love story'.

No one can replace the beautiful jacket that your grandmother wore and gave to you. Or that perfect little dress you found while travelling somewhere special.

Rather than buying new, we want people to fall back in love with their clothes, care for them for longer, and take a stand against fast fashion that ends up in landfill.

Share a story, or write a love letter about a piece of clothing that means a lot to you. This could be a photo on Instagram, video for Youtube or a piece of writing for our/your blog.

Download our [how-to guide](#) here.



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# Take part haulternative

1-3  
hours

Create a Fashion Revolution 'haulternative' and inspire your audience with other ways of buying and experiencing clothes.

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.

Join YouTube vloggers, including [CutiePieMarzia](#), [Grav3yardgirl](#), [Maddu](#), [Noodlerella](#) and [Shameless Maya](#), and share a better way to shop that's creative and meaningful, from upcycling to swaps to finding gems in charity shops. Check out their haulternative on [Youtube](#) and film your own.

We have 9 different haulternatives to choose from. Pick the one that most inspires you and create a haulternative video for **Fashion Revolution Week** (24-30th April).

Download our [guide](#) for simple steps to making your haulternative video.



MARZIA CUTIEPIE



MADDU



SHAMELESS MAYA



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# Take part put on an event



Get people thinking about who makes their clothes by hosting an event during Fashion Revolution Week 24–30<sup>th</sup> April. Let your Country Coordinator know the details of your event so they can upload it to our website calendar. Contact your Country Coordinator [here](#).

Visit our website to see our [full list of events](#) happening during Fashion Revolution Week.





# Event ideas



## HOST A CONVERSATION

This could be as simple as inviting your friends round for a [#whomademyclothes](#) themed dinner. You could organise a talk at your school, work, community centre, place of worship, local park, or government building.



## STUNT

Create a public stunt to raise awareness about the issues around transparency in the fashion industry. Find surprising ways to make people consider the people who made their clothes. The €2 T-Shirt [vending machine stunt](#) in Germany last year received over 7 million views and won a Bronze Lion at Cannes.



## EDUCATION

Schools, universities and youth groups can get involved with Fashion Revolution. Educators can download [educational resources](#) from our website. Students can apply to become a Student Ambassador, to represent their university for Fashion Revolution.



## MUSIC

Music is a great way to express ideas and attitudes about what we wear. Create a song or music video for Fashion Revolution. German musician Bang La Fresh created this funny and brilliant [music video](#) in support of Fashion Revolution.



## FASH MOB

A Flash Mob assembles a group of people to make a public statement through performance. Organise a "Flash-mob" to get people thinking about who makes their clothes.



## FILM SCREENING

Host a film screening and Q&A panel. Or just invite your friends around for a movie night! You can find a list of films and documentaries about the fashion industry on our [Pinterest board](#).



## GO GUERRILLA

Create [paste-ups](#), street art, or murals about Fashion Revolution. You can also download our [posters](#) to print out and put up in your local area.



## PHOTO BOOTH

Create a photo booth to make it fun for people to take selfies asking [#whomademyclothes](#).

# Take part do more



## Money Fashion Power

Read our [fanzine](#) which explores the hidden stories behind your clothing, what the price you pay for fashion means, and how your purchasing power can make a positive difference.



## Be a Fashion Revolutionary

Download our '[How to be a Fashion Revolutionary](#)' booklet. 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.



## Spread the word

Download our [fashion facts and quotes](#). Perfect for sharing on social media.

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# Take part

## Donate

### Support us

To continue to grow Fashion Revolution as a global movement for change, we need your financial support. Even the smallest donation will help us to continue delivering the resources we need to run our revolution. Please **donate**, be a part of this movement and help us keep going from strength to strength.

To make a contribution, visit:

[www.fashionrevolution.org/about/support-us](http://www.fashionrevolution.org/about/support-us)

**THANK YOU!**

**THERE'S NOTHING  
INTERESTING ABOUT  
LOOKING PERFECT – YOU  
LOSE THE POINT. YOU WANT  
WHAT YOU'RE WEARING TO  
SAY SOMETHING ABOUT YOU,  
ABOUT WHO YOU ARE.**

**– EMMA WATSON –**

**BUY LESS,  
CHOOSE WELL,  
MAKE IT LAST.**

**– VIVIENNE WESTWOOD –**



**CLOTHES AREN'T  
GOING TO  
CHANGE THE WORLD.  
THE WOMEN  
WHO WEAR THEM WILL.**

**– ANNE KLEIN –**