PRESS RELEASE

**Monday 14th August 2017**

**2 MILLION PEOPLE JOIN FASHION REVOLUTION WEEK 2017 – AND BRANDS RESPOND**

Record numbers supported Fashion Revolution Week 2017, when 2 million people around the world joined forces to call for a fairer, safer, more transparent fashion industry.

Supporters joined the global campaign in April through events, posting on social media and engaging with our channels. Some 66,000 people attended around 1,000 Fashion Revolution activities, from catwalks and clothes swaps to film screenings, panel discussions, creative stunts and workshops. A further 740 events took place in schools and universities, assisted by our network of 120 student ambassadors around the world.

Fashion Revolution Week runs in 90 countries and aims to unite the fashion industry and ignite a revolution to radically change the way our clothes are sourced, produced and purchased, so that what the world wears is made in a safe, clean and fair way. It happens at the time of the Rana Plaza factory collapse, where 1,138 people were killed and many more injured on 24th April 2013.

This year, over 2,000 global fashion brands and retailers including [Zara](https://twitter.com/sarahkarver1/status/857659696081117184), [Fat Face](https://twitter.com/i/web/status/856435600362176513), [Massimo Dutti](https://twitter.com/montalvar/status/856598324530606081), Pull and Bear, [G Star Raw](https://twitter.com/GStarRAW/status/858304880183832576), Marks and Spencer, [Marimekko](https://twitter.com/Marimekkoglobal/status/856412694936780800) and [Gildan](https://twitter.com/GenuineGildan/status/859853898185678849) responded with real information about their suppliers or photographs of their workers saying #Imadeyourclothes, double the number who responded last year, giving visibility to some of the millions of people who are making our clothes around the world. India’s largest ready-made garment exporter, [Shahi](http://www.shahifashionrevolution.com/about), built a website specifically for Fashion Revolution Week to tell the stories of some of the 100,000 people who make their clothes.

Internationally-recognised celebrities and influencers such as actress Emma Watson, professional surfer Kelly Slater, artist Shepard Fairey, editor-in-chief of Marie Claire Italia Antonella Antonelli, Brazilian actress Fernanda Paes Leme, Nobel Prize Winner Professor Yunus and cooks Jasmine and Melissa Hemsley, and Bangladeshi former child worker Kalpona Akter all backed the campaign.

Fashion Revolution’s social media impact increased by almost 250% on last year, achieving 533 million impressions of posts using one of our hashtags during April.

Carry Somers, Fashion Revolution Founder and Global Operations Director said: “Our collective voice is so powerful. By asking the simple question #whomademyclothes to brands, we have ignited a global conversation about supply chain transparency, and started to inspire people to think differently about what they wear. As we’ve seen over the last few years, the more people who ask #whomademyclothes the more brands will listen. Our questions, our voices, and our shopping habits have the power to help change the industry for the better, and together we are stronger.”

Fashion Revolution research however found that brands still have a long way to go towards being transparent. The 2017 [Fashion Transparency Index](https://issuu.com/fashionrevolution/docs/fr_fashiontransparencyindex2017?e=25766662/47726047), published on the first day of the campaign, revealed that many of the biggest fashion brands still don’t disclose enough information about their impact on the lives of workers in their supply chain and on the environment. This means the public has virtually no way of knowing if brands’ policies and procedures are truly effective and driving improvements for the people making our clothes.

The campaign has demonstrated it has teeth and brands have responded to the research, beginning to publish more about their social and environmental efforts and their factory lists. By June 2017, Fashion Revolution counted 106 brands across 42 companies/parent groups that are disclosing at least some of the facilities making their clothes.

Fashion Revolution continues to work with policymakers around the world to look at ways governments can support more transparency from the fashion industry. This year, 89 political influencers, government officials or policymakers have publicly shown their support for Fashion Revolution, with our teams organising or speaking at 80 events around policy issues.

Carry added: “Thank you to all of you who took part. It is because of your voice, persistence and continued support that we have grown to become the biggest fashion advocacy movement on the planet. We are stronger when we speak and work together. Thank you so much! Please keep walking alongside us on the journey towards a fairer, cleaner, safer and more beautiful fashion industry.”

For more information, visit [www.fashionrevolution.org](http://www.fashionrevolution.org)

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**Download images for press**[**here**](http://fashionrevolution.org/resources/press/)**and credit where appropriate. For any alternative images, please request from** press@fashionrevolution.org **. High and low resolution campaign images are available on our**[Brand Guidelines page](http://fashionrevolution.org/resources/brand-guidelines-and-assets/)

**For more information, images, interviews and footage, contact:** martine.parry@fairtrade.org.uk **020 7440 7695/07886 301486.**

**Notes to editors**

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* Open Studios initiative launched during Fashion Week, which saw designers around the world opening up their studios, hosting workshops and talking about how they make their clothes. Curated by Tamsin Blanchard, the week-long series of events across London, New York, Athens, Prato in Italy, LA and Jakarta, featured designers who work in ways that they hope offer an alternative to the fast fashion system. Some of the designers offered workshops to teach the public how to crochet/repair/sew/hand print. Wilsen Willem in Jakarta offered a master class in shirt making. Raquel Allegra in LA gave her audience a lesson in tie-dye. In London, there was a tour of a craft jeans atelier Blackhorse Lane Ateliers as well a a tote bag making session with Christopher Raeburn using his waste fabric remnants and a chance to use an industrial sewing machine.
* Global media coverage about transparency in the fashion industry and ways to consume more responsibly rached over 12 billion. Significant articles included [Forbes](https://www.forbes.com/sites/jwebb/2017/04/24/report-finds-fashion-supply-chains-not-transparent-dior-prada-and-giorgio-armani-in-bottom-10/#74ccaf8020ef), German, Italian, Indian and British [Vogue](http://www.vogue.co.uk/gallery/rana-plaza-fourth-anniversary-fashion-revolution-week), [L’Express](http://www.lexpress.fr/styles/mode/fashion-revolution-une-semaine-d-evenements-pour-une-mode-plus-ethique_1899928.html), [El País](https://smoda.elpais.com/moda/siete-marcas-espanolas-relatan-como-consiguen-producir-ropa-sostenible/), [The Hindu](http://www.thehindu.com/todays-paper/tp-features/tp-metroplus/raid-your-grandmas-closet/article18377883.ece), [MSN](http://www.msn.com/fr-ca/finances/other/encourager-la-mode-%C3%A9quitable-en-r%C3%A9gion/ar-BBAzsOT), [Fashionista](https://fashionista.com/2017/04/what-is-sustainable-ethical-fashion-resources), The Telegraph, [The Guardian](https://www.theguardian.com/fashion/2017/apr/25/sustainable-clothing-fashion-revolution-week-rana-plaza-emma-watson), [The Independent](http://www.independent.co.uk/life-style/fashion/fashion-revolution-week-behind-the-scenes-of-a-2-trillion-industry-a7694831.html), Huffington Post, Marie Claire, [Elle Japan](http://www.elle.co.jp/fashion/news/How-to-care-fashion-Stella-McCartney170410), Harpers Bazaar, [Refinery 29](http://www.refinery29.uk/2017/04/151335/fashion-revolution-film-loved-clothes-last-exclusive), and many more. Fashion Revolution made their debut at Cape Town Fashion Week, covered by [Glamour](http://glamour.co.za/2017/04/cape-town-fashion-week-ends-high/) magazine amongst others. Carry Somers, co-founder and Global Operations Director, spoke to [BBC World News](https://www.youtube.com/watch?v=A7OWq7iCQ58) and Sarah Ditty, Head of Policy, spoke to [Reuters](http://www.reuters.com/video/2017/04/25/no-fashion-brand-is-fully-transparent-re?videoId=371549837) about the Fashion Transparency Index.
* From some of the world’s most famous YouTubers to first-time vloggers, the [#haulternative](https://www.youtube.com/playlist?list=PLhQMimdrfRvcd0LlPORCGXcFrek5OYQb4) project continues to grow. The clothes swap between [CutiePieMarzia](https://www.youtube.com/watch?v=bTCgYHdvQ8w&t=165s) and [La Madelynn](https://www.youtube.com/watch?v=a2_I4vIDrTk&t=240s) has been viewed almost 700,000 times to date and [Kristen Leo’s Thrift Store haul](https://www.youtube.com/watch?v=Bmn_7tsZk6E&t=120s) has been viewed by 100,000 people. Over 90 people made their own #haulternative videos, up 44% from last year, sharing ways to update your wardrobe without buying new.
* We collaborated with AEG/Electrolux on the Loved Clothes Last project and launched a [video](https://www.youtube.com/watch?v=4zXQWrcTKgs) looking at mass production, consumerism and the tragedy of modern-day landfills, to remind us that small individual actions can have a lasting effect. We have also been working with Greenpeace to highlight some of the most shocking statistics around consumption and waste.
* Taslima Akhter is the photographer who captured the haunting photograph ‘The Final Embrace’ at the the Rana Plaza factory collapse. Taslima also took other photographs in the aftermath of the Rana Plaza collapse, talking to those rescued and injured, and the families of people who had died. Four years on, we commissioned her to return to meet some of those people again to find out how their lives have changed. You can read the stories of Rupaly, Alam and Asma in our blog post [Rana Plaza: The Survivors’ Stories](http://fashionrevolution.org/rana-plaza-the-survivors-stories/).