



# **BE PART OF THE FASHION REVOLUTION**

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**A GUIDE TO GETTING INVOLVED IN  
FASHION REVOLUTION WEEK 2018**

**FASHION  
REVOLUTION**

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# Join the Fashion Revolution

## Your voice can change everything

Five years ago, the Rana Plaza factory collapse shook the fashion world, and it ignited the world's biggest fashion activism movement for a fairer, safer fashion industry.

Since Fashion Revolution started, people from all over the world have used their voice and their power to tell brands that things must change. And it's working. The industry is starting to change.

More brands are being open about where their clothes are made. More manufacturers are making their factories safer. More producers are being seen and heard.

But the story is far from over. We are only just getting started. We can't stop until every garment worker who makes the clothes we love is seen, heard, paid properly and working in safe conditions.

Your voice does make a difference. We need to make this Fashion Revolution Week bigger and bolder than ever before.

Ask brands **#whomademyclothes?**







# It's time for a Fashion Revolution

**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.

In just 5 years, we have grown the movement to span over 100 countries and to reach millions of people, but there's still a long way to go. Not enough has changed since Rana Plaza.

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. This is why the **#whomademyclothes** question is still hugely important.

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.**

Let's make this Fashion Revolution bigger than ever. Ask brands **#whomademyclothes?**





# **FASHION REVOLUTION WEEK**

23-29<sup>th</sup> April 2018

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

@fash\_rev



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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 22–29<sup>th</sup> April**, to find out where our clothes come from, who makes them, with what pay and conditions.



# Take part ask the brand



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** (23–29<sup>th</sup> April) and encourage your friends to do the same.

It's more effective if you post your photo on your feed rather than doing an Instagram 'Story', as those will disappear after 24hrs and the brand will no longer be able to see your message! It also helps us find your posts and measure their impact.

You can also ask the brand [#whomademyclothes](#) on twitter or email using the form on our [homepage](#).

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. Let us know how they respond by tagging us at [@fash\\_rev](#). If a brand doesn't respond, keep asking. Our power is in persistence.

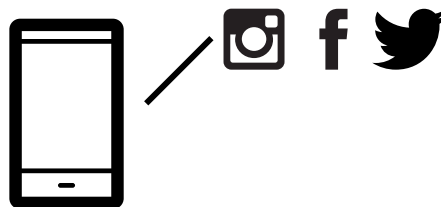




**SHOW YOUR LABEL**



**ASK THE BRAND  
#WHOMADEMYCLOTHES?**



# 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** Cut out and use the template on this page. If you want to send to more than one person, make copies. Fill in their name and sign yours at the bottom.

- 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 it 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, \_\_\_\_\_

# 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. Share your Love Story with the hashtag **#lovedclotheslast**



# 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.

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

We have 9 different haulternatives to choose from. Pick the one that most inspires you and create a haulternative video for **Fashion Revolution Week** (23-29th April).



MARZIA CUTIEPIE



MADDU



SHAMELESS MAYA



# Take part put on an event



Get people thinking about who makes their clothes by hosting an event during **Fashion Revolution Week 23–29<sup>th</sup> April**.

Upload your event details to our website calendar [here](#).

Contact your [Country Coordinator](#) to let them know that you're hosting an event and they will be able to help promote it on their local Fashion Revolution social media channels. Follow your local country handle on social media (search: 'Fashion Revolution' and <your country>) and tag them in photos of your activities.

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

Check our '[Do Something](#)' Pinterest board for ideas and inspiration for what you might organise.'



# 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 recieved over 7 million views and won a Bronze Lion at Cannes.



## EDUCATION

Schools, universities and youth groups can get involved with Fashion Revolution as activists and Ambassadors. Educators can download [educational resources](#) from our website. See our [Education Pinterest board](#) for ideas and inspiration.



## 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.



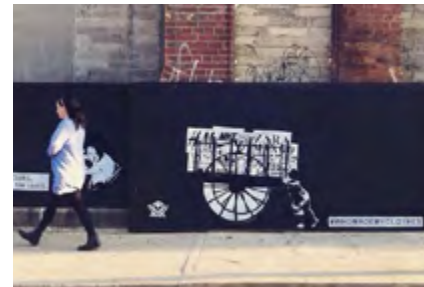
## FASH MOB

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

## Read up



### Loved Clothes Last

Read our second edition [fanzine](#) which explores the issue of waste and overconsumption in the fashion industry, and hopes to inspire you to buy less, care more, and know how to make the clothes you love last for longer.



### Money Fashion Power

Read our first edition [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.



### Fashion Transparency Index

Ranking the levels of transparency of the biggest global fashion companies. Our third edition [Fashion Transparency Index](#), ranking 150 companies, launches during Fashion Revolution Week 2018.



# Take part

## Spread the word



Share our Fashion Revolution 2018 [key campaign assets](#) and messages and encourage your friends and family to join the Fashion Revolution.



Download and print Fashion Revolution Week [posters](#) to use with your social media selfie.



Use your Facebook/Twitter [cover images](#) to support the movement. Follow us at @fash\_rev on [twitter](#) and [instagram](#) and on facebook at [www.fb.com/fashionrevolution.org](http://www.fb.com/fashionrevolution.org)



Raise awareness with these [fashion facts & quotes](#).

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# Take part

## Donate

### Support us

Fashion Revolution is working to secure radical change in the way that our clothing is produced, sourced and consumed. To continue to grow our global movement for change, we need your support.

**Become a Fashion Revolutionary – Use your money and your voice to transform fashion into a force for good.**

- **Pledge your support all year round** – **become a regular donor** by making a monthly gift to Fashion Revolution.
- **On the 5th anniversary of Fashion Revolution**, **make a donation** of £5, £50 or even £500 to help power our revolution.
- **Take on a challenge** – set-up an online fundraising page using platforms like **JustGiving**, **Facebook Fundraisers** or **GoFundMe** and get your family, friends and colleagues to sponsor your run, bake, swap, mend or stunt. You could also ask your company to match your donation.
- **Host an event** – organise a ticketed film screening, talk or workshop and donate any money raised. Add your event details **here**.

Even the smallest donation will help us to continue delivering the resources we need to power 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/donate](http://www.fashionrevolution.org/donate)

**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 –**



**never put  
anything past  
the determination  
of people to  
affect change.**

**– ZANDRA RHODES –**

**never doubt that a small  
group of thoughtful,  
committed citizens can  
change the world.**

**indeed, it's the only  
thing that ever has.**

**– MARGARET MEAD –**

Who  
made  
my  
clothes?

FASHION  
REVOLUTION

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

[fb.com/fashionrevolution.org](https://fb.com/fashionrevolution.org)

[@fash\\_rev](https://twitter.com/fash_rev)



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