BE PART OF THE
FASHION REVOLUTION

A GUIDE TO GETTING INVOLVED IN
FASHION REVOLUTION WEEK 2019
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.
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.

>> Read our White Paper which sets out the need for transparency across the fashion industry
FASHION REVOLUTION WEEK

22nd-28th April 2019

fashionrevolution.org
@fash_rev
Your voice can change everything.

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.

Join the movement
Throughout 2019, Fashion Revolution will be talking about how fair and decent work, environmental protection and gender equality are intersectional drivers that will shape the future of fashion. The issues are inextricably linked where people’s livelihoods depend on safe, healthy and thriving ecosystems. We see the need for greater transparency across these three interrelated topics in order to better understand how to achieve positive change in the global fashion industry.

Join the movement, ask brands #whomademyclothes?
SHOW YOUR LABEL

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ASK THE BRAND

#WHOMADEMYCLOTHES?
Take part
ask the brand

One of the easiest ways 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 (22nd–28th 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 their temporary nature lessens the effect on the brands. Posting to your feed 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.
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 <tag the brand here>

I am your customer, and I love your style. However, I feel not enough positive change has happened in the five years since Rana Plaza collapsed, the tragedy which killed and injured thousands of garment workers in Bangladesh.

It is very important to me that people working in your supply chain are seen, heard, paid properly and working in safe conditions.

So please tell me #whomademyclothes and where I can find out more information about your supply chain.

Sincerely,
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.

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 postcard**
   Take a photo of your postcard 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 on the postcard.

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.

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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

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
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 (22nd–28th April).
Take part
put on an event

Get people thinking about who makes their clothes by hosting an event during Fashion Revolution Week 22nd–28th 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 ‘[How to be a Fashion Revolutionary](#)’ booklet for ideas and inspiration for what you might organise.’
Event ideas

Please make sure you, your team and your constituents are referring to our **brand guidelines** and all other communications and resources guidelines prior to posting content or organising an event, film or stunt for Fashion Revolution.

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**FASH MOB**
A Flash Mob assembles a group of people to make a public statement through performance. Encourage groups to organise a “Fash-mob” to get people thinking about who makes their clothes. Check out this one from our German team in 2018.

**GO GUERILLA**
Identify and engage street artists around creating paste-ups or murals about Fashion Revolution.

**FILM SCREENING**
Identify opportunities for film screenings and Q&A panels. You can find a list of films and documentaries about the fashion industry on our Pinterest board. And look out for special opportunities and partnerships which will be announced via the bulletins.

**PHOTO BOOTH**
Create a photo booth to make it fun for people to take selfies asking #whomademyClothes.
Event ideas

Please make sure you, your team and your constituents are referring to our brand guidelines and all other communications and resources guidelines prior to posting content or organising an event, film or stunt for Fashion Revolution.

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

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.

EDUCATION
Schools, universities and youth groups can get involved with Fashion Revolution as activists and Ambassadors. Educators can download educational resources from our website.

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.
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.

Fashion Environment Change
Read the third edition of our fanzine which explores the fashion industry’s thorny relationship with greenhouse gases, ocean plastics, and textile pollution. In order to make change, we need to understand the problems and find creative ways to change systems and human behaviour.

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 2018 Fashion Transparency Index, ranking 150 companies is out now, with a new edition launching during Fashion Revolution Week 2019.
Take part
Spread the word

Share our Fashion Revolution 2019 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

Raise awareness with these fashion facts & quotes.
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 6th anniversary of Fashion Revolution**, make a donation of £6, £60 or even £600 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
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?