BRANDS, WHOLESALERS, RETAILERS AND DESIGNERS

A GUIDE TO GETTING INVOLVED IN FASHION REVOLUTION WEEK 2019
If you are a clothing or fashion brand, wholesaler, retailer, or designer, there are many ways you can get involved, both during Fashion Revolution Week and throughout the year.

We invite you to show us the people in your supply chain by sharing their stories, and help transform the industry by demonstrating transparency in your supply chain.

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.
We are Fashion Revolution

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 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.
Why do we need a Fashion Revolution?

Much of the global fashion industry is opaque, exploitative and environmentally damaging and desperately needs revolutionary change.

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.

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.

We want to unite the fashion industry and ignite a revolution to radically change the way our clothes are sourced, produced and purchased. We believe that collaborating across the whole supply chain; from farmer to consumer; is the only way to transform the entire industry. Fashion Revolution brings everyone together to make that happen.

>> Read our White Paper which sets out the need for transparency across the fashion industry
Who made my clothes?

In order to make the fashion industry accountable and sustainable, we first need to make it transparent. Transparency means companies know who makes their clothes – who stitched them, who dyed the fabric and who farmed the cotton – where their clothes were made and under what conditions. Crucially, it requires brands to share this information publicly.

We believe transparency is the first step to transform the industry.And it starts with one simple question: Who made my clothes?

This is our focus for the next five years. We believe this simple question gets people thinking differently about what they wear. We need to know that as consumers, our questions, our voices, our shopping habits can have the power to help change things for the better.

With more consumers encouraging brands to answer ‘who made my clothes?’, we believe Fashion Revolution has the power to push the industry to be more transparent.

Read our Transparency Index to find out exactly what we mean by ‘transparency’.
Our impact
Fashion Revolution Week 2018

>> Read more about our Impact.

- 6029 people signed our Manifesto demanding radical, revolutionary change in the fashion industry.
- Among the signees were designer, advocate and writer Celine Semaan, model Amber Valletta and Vogue Italia’s Deputy Editor-in-Chief Sara Sozzani Maino
- We reached 275 million people during Fashion Revolution in April 2018 through events, posting on social media, viewing our videos or downloading resources from our website
- Over 173k people asked brands #whomademyclothes?
- 720 million impressions of the hashtags, an increase of 35% from 2017
- 3838 brands responded, including over 1000 global fashion brands
- producers shared their story using #imadeyourclothes
- Over 400 articles written in the UK and and over 2,000 across the world, with an estimated reach of 35 billion for articles about Fashion Revolution in April. Significant articles included Vogue, Marie Claire, FashionUnited, The Telegraph, The Guardian, The Independent, Huffington Post, Refinery 29, The Debrief and many more.
Our impact
More people want to know #whomademyclothes

173k
posts using Fashion Revolution hashtags on social media during April 2018

275m
reach of Fashion Revolution hashtags during April 2018
Our impact
More brands are responding

3838
total number of brands who responded to #whomademyclothes?

720m
impressions of Fashion Revolution hashtags during April 2018
FASHION REVOLUTION WEEK

22-28th April 2019

fashionrevolution.org
@fash_rev
Fashion Revolution Week
22nd–28th April 2019

Fashion Revolution Week is our annual #whomademyclothes campaign in April, which happens around the date of 24th April, the anniversary of the Rana Plaza factory collapse, where 1,138 people were killed and many more injured. We use this week to encourage millions of people to ask brands ‘Who made my clothes’ and demand greater transparency in the fashion supply chain. This year marks the 6th year anniversary of the collapse. We will be looking back at what’s changed over the years and how our campaign has made a positive impact, whilst setting out what still needs to change in the fashion industry.

As a brand, retailer, distributor or wholesaler, we encourage you to respond to the question #whomademyclothes? by showing us the people in your supply chain who make our clothes and accessories with our hashtag #imadeyourclothes. We want to see the faces, and the places they work, hear the stories from thousands of makers, farmers and producers, and see an increasing number of brands make their supply chains more transparent.
Fashion Revolution Week

Why should your brand take part?

– Because more and more of your customers will be asking your brand to take part in some way.

– Consumers are expecting transparency. It’s becoming the norm.

– Transparency helps build public trust in your brand.

– An increasing number of brands and retailers are publishing a list of their suppliers. As of November 2018, we have counted 173 Brands across 68 companies/parent groups that are disclosing at least some of the facilities making their clothes.

– Because the people who make our clothes deserve to be celebrated.

(it’s not enough for me anymore that it’s a beautiful item. I want to know who made it and where it came from)

– EMMA WATSON –
transparency is not a choice.

the only choice is, does it happen to you, or do you participate in it?

— ALEX BOGUSKY —
How you can get involved

Demonstrate your commitment to transparency

- Share photos and stories from across the supply chain - farmers through to garment workers and other types of makers;

- Share a map of the supply chain which traces a product (or products) right through to farmer level, made available to the public;

- Publish supply chain information publicly: factory lists, supplier and vendor lists across the tiers, name and contact details of suppliers, compliance, social and environmental audit results as well as remediation activities and corrective action plan results. Always get the permission of the supplier before posting their information publicly.

- Operationalise an ethical code of conduct, make these social and environmental commitments clear to the public;

- Monitor, evaluate and report on social and environmental impact across the supply chain and make available to the public;

- Report publicly about wages in the supply chain, where, what factories or how many workers are guaranteed to be paid a living wage;

- Increase cost transparency, help consumers better understand where their money is going.
How you can get involved
Respond to #whomademyclothes?

We want you to be able to answer the question #whomademyclothes. We want to find out about the real people behind the clothes we wear.

Have dedicated members of your teams ready to answer your customers questions on and around Fashion Revolution Week.

We want you to find out more about the suppliers of your garments. If you know who made the clothes you sell, try to find out more about the fabrics, trims, embellishments and raw materials.

– Choose an item from your brand
– Where is it from?
– Who made it?
– How is it made?
How you can get involved

Show us the people who make our clothes

Take a photo or video of the people from your supply chain, and share it with your customers on social media platforms (Twitter, Facebook, Instagram, Snapchat, Youtube, etc). This could be a machinist holding a finished garment, a farmer in a cotton field, a spinner, dyer, or anyone in the fashion supply chain.

You can download and print a ‘I Made Your Clothes’ or ‘I Made Your Accessories’ poster for producers and makers to hold for their Fashion Revolution photo, or ask them to create a poster using their own handwriting. You could even set up a dedicated space in your factories and production units, such as an #imadeyouclothes selfie booth, to encourage your producers to take part.

Encourage your suppliers to tell the world who they are, what they do and include the hashtag #imadeyourclothes

Suggested message:
My name is .......... and I made ........ in [country] #imadeyourclothes
I made your clothes
A few examples of brands that have participated in our campaign...

#zeroexploitation

“Outland Denim has helped me a lot. When people buy jeans, it helps us and gives us more work, and when they say good things about our work, it makes us happy.”

- Leakena

#whomademyclothes
A few examples of brands that have participated in our campaign...
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How you can get involved
In your store, studio or showroom

- Show a video or pictures of your producers and share their stories.
- Set up a livestream and host a Q&A between your customers and producers to connect them during Fashion Revolution Week. Of course you should always get permission from your suppliers and make sure they are fully briefed and engaged before you do this.
- Install a message wall in-store, where your customer can write thank you messages to the people who made the clothes. Share this with the people in your supply chain and film their response.
- Set up a photo booth where customers can have a picture or video of them showing their clothes label. Get them to upload on Facebook, Twitter and Instagram with the hashtag #whomademyClothes?
- Set up a selfie booth in your factories and production units where workers can take a selfie and upload to social media with the hashtag #imadeyourClothes
- Host an event in your store that invites the people who make your clothes to meet the people who wear them, perhaps around a demonstration, panel discussion or showcase.
- Host workshops to show customers how to repair or upcycle their clothes, to make them last longer, or give clothes a new lease of life.
- Stock more brands who have committed to transparency, who publish their suppliers and are open about who makes their clothes.
- Use the store changing rooms as an opportunity to make people think about the clothes they wear, share the stories behind the clothes, and encourage them to ask #whomademyClothes on social media.
- Add extra information to garment labels and tags that tell customers who made their clothes, or more information about how the clothes were made.
How you can get involved

Store window display

- Create a window display to engage your customers with the people who make their clothes.
- You can use the display to share the stories of your producers, show the story of how your products are made, or even have people sewing or knitting in the shop windows.
- Use the mannequins in the window display to show their clothing label, and encourage your customers to do the same.
How you can get involved

Web and social media

- Promote Fashion Revolution on your homepage and newsletter and encourage your customers to ask #whomadeclothes?
- Publish a statement or a blog on your website, issue a press release, and/or use your website FAQs to talk about what you are doing for Fashion Revolution Week.
- Set up a live stream from one of your factories or farms, using an app like Periscope, Facebook Live or Instagram live.
- Publish photos of your team or people in your supply chain showing their clothing label and asking #whomadeclothes.
- Publish a list of your factories/suppliers on your website.
- Add further information about your supply chain to the products in your online store.
- Create an app that allows your customers to discover the people who made their clothes by scanning the garment barcode.
How you can get involved

Film, stunts and events

Be sure to read our Brand Guidelines for information and guidance on creating a Film or Stunt during Fashion Revolution Week.

- Interview some of your producers/factory workers

- Create a film following the journey of one product, from raw material to finished product. American Apparel launched a film during Fashion Revolution Week in 2016 showcasing the people in their supply chain.

- Find opportunities to bring people from your supply chain from around the world to meet your customers. Film a life swap between your makers and customers.

- Host a Q&A panel to invite questions about your supply chain transparency

Tell us about your event! Email your Country Coordinator who can upload your event details to the calendar on our website.
BE CURIOUS. FIND OUT.
DO SOMETHING.

FASHION REVOLUTION WEEK
22-28th April 2019
fashionrevolution.org  @fash_rev
How you can get involved

Write a blog

We are looking for personal stories and a real insight into the lives of your workers, including their motivation for doing the work and their dreams for the future. Send us their story for our MEET THE MAKER section of the Fashion Revolution blog.

Example: Meet Your Maker blogpost

We do not want to receive blog posts which sound like a biography, or which are promotional posts or press releases. Please ensure that the writing is of a high standard and of general interest. Please do not upload blogs which contain details of forthcoming events, or similar content which will not have global interest, however it is fine to write a blog with images about events which have taken place.
How you can get involved

Write a blog

USING IMAGES IN YOUR BLOG

- Please send approximately 2 to 4 low resolution (72dpi) jpegs or pngs to accompany your text, no bigger than 500kb each maximum, and 800 pixels in width. Please send images separately to the blog post, not within a Word document. Please see the Camper collection blog post for an idea of the type of images we require.

- We also need an image will be the header image for the top of the blog post. This needs to be approximately 1000 pixels wide and around 350 to 450 pixels high.

- If you are including a photograph of clothing or accessories, please ensure these are product or lifestyle shots of a high standard.

- Please include any photography credits or photo titles if required.

- We are happy to use your videos instead of, or as well, as photos.

- Please ensure that all workers and people featured in the blogs are aware of the content and approve of their profiles or images being included and share the final draft with them prior to and once posted.
How you can get involved

Write a blog

**PUBLISHING YOUR BLOG**
Please send blogs and images to rosie@fashionrevolution.org to be uploaded, together with the full name of the person who has written the blog post, and the contact email address.

We have over 100 countries involved in Fashion Revolution so please bear with us if we are slow to respond. We will prioritise blogs with a strong story and good images depicting the people and skills behind the production process. We will not be able to publish any blog which is just a promotion for your company and does not focus on the makers.

If you want to publicise an event in your country, please contact your local Country Coordinator to add it to the events page, not as a blog. You are welcome to write a blog about the event after it has taken place if relevant.
How you can get involved

Get creative

You can use the Fashion Revolution brand assets to create your own material to support our campaign.

All logos, graphics and images needed are available to download on the Resources page on our website. We are also adding translated versions of our resources to our site.

Read the Brand Guidelines to make sure you are using our assets correctly.
How you can get involved

Donate to power the Fashion Revolution

Fashion Revolution is a registered charity in England & Wales (No. 1173421). Donations are vital to our work – even the smallest contribution can help keep our movement going from strength to strength.

Help us fight to ensure that fashion is much cleaner, safer and fairer for everybody.

• Encourage your staff and customers to support Fashion Revolution by linking to our donation page on your website and social media platforms.

• Make a company gift or donate a percentage of your online sales during Fashion Revolution Week 2019 to Fashion Revolution. As we are a registered charity (No. 1173421), a corporate gift from a UK company could qualify for tax relief. Please note though that Fashion Revolution does not endorse any Fashion Revolution branded products for resale or wholesale distribution (see p29).

• Support your staff to fundraise on behalf of Fashion Revolution using platforms like Facebook Fundraisers or JustGiving. You could organise a ticketed film screening, Q&A panel, workshop or swap event. Boost this support by matching any funds raised.

• Allow your customers to make a donation to Fashion Revolution at your checkout using platforms like Charity Checkout.

Please contact fundraising@fashionrevolution.org for more information on how your company, your staff or your customers can donate to support Fashion Revolution.
Brand licencing and merchandising

No branded products allowed

Fashion Revolution do not endorse ANY Fashion Revolution branded products for resale or wholesale distribution.

It is against Fashion Revolution brand principles for anyone to use the open source branding to create and sell any Fashion Revolution branded garments, textiles or other ‘merchandise’ product.

Why? Because manufacturing and selling clothing or product of any kind is not within our core objectives. In addition we cannot endorse, monitor or certify any production supply chain.

If you are planning to use this branding to create any type of product for resale, please understand this is prohibited and we will look to pursue legal action against any individual, organisation or brand found to be using the Fashion Revolution branding in this way.

The font Zombie Checklist Alpha must not be used for commercial purposes outside of Fashion Revolution, or the font owner may pursue legal action.

We appreciate your respectful use of this branding for personal use, digital media, placards and other creative means of promoting the spirit of the movement, and thanks again for being part of Fashion Revolution!
How you can get involved

Shout about it

If you decide to get involved with Fashion Revolution Week we want to make sure we can shout about it.

Please contact your Country Coordinator to tell them your plans, connect with others in your area and to put your activity on the radar. If you’re hosting an event please make sure you upload your event details onto the Fashion Revolution website here so people can find you on our global pin map.
Get in touch

Please do keep in touch, we’d love to hear and see how you get involved in the Fashion Revolution movement.

Contact your local Country Coordinator and tell them your plans for Fashion Revolution Week. Make sure you follow them on social media to find out what else is happening in your country and always tag them so they can find and share your posts.

www.fashionrevolution.org

@fash_rev
@fash_rev
fashionrevolution.org
fashrevglobal
thank you!