
BLOG CONTRIBUTOR GUIDELINES

**FASHION
REVOLUTION**

Purpose of the Fashion Revolution blog

- To share personal stories and a real insight into the lives of the people who make our clothes
- To provide detailed insight and commentary into the fashion supply chain, both highlighting where improvements need to be made and celebrating best practice
- To inspire and empower citizens to take action in meaningful ways
- To direct people to important resources to educate themselves
- To provide a platform for the voices of our Global Network and supporters to showcase credible, inspiring, content

All blog posts should align with our Theory Of Change:

OUR VISION

A global fashion industry that conserves and restores the environment and values people over growth and profit

OUR AIMS

- An end to human and environmental exploitation in the global fashion industry
- Safe, dignified working conditions and living wages for all people in the supply chain
- Redistributed and more equal balance of power across the global fashion industry
- A bigger and stronger labour movement in the global fashion industry
- A global fashion industry that works to conserve precious resources and regenerate ecosystems
- A culture of transparency and accountability across the value chain
- An end to throwaway culture and shift to a system where materials are used for much longer and nothing goes to waste
- Heritage, craftsmanship and local wisdoms are recognised and valued

CULTURAL CHANGE

- Raise public awareness and educate people about the systemic challenges facing the global fashion industry
- Build a diverse movement, mobilise communities and bring people together around the world to take collective action
- Help people understand the impacts of their clothes and how they can influence the global fashion industry
- Collaborate with artists and activists to reframe powerful narratives embedded in the culture of fashion
- Create tools for people to use their voice and make changes in their personal lives and work
- Inspire people to consume less, value quality and take better care of their clothes
- Provide a platform that enables more visibility and fewer barriers between consumers and producers

INDUSTRY CHANGE

- Conduct research that shines a light on the social and environmental impacts of the global fashion industry
- Highlight where the industry is moving too slowly and push for faster change
- Influence brands and retailers to change through consumer pressure
- Incentivise and promote transparency and accountability across the supply chain

POLICY CHANGE

- Advocate for policy changes and influence governments to play a more active role in better enforcing laws and regulating the industry

Examples of blog post topics

- **#WhoMadeMyClothes:** Fashion's impact on people, including workers rights, living wages, fire and safety, collective bargaining and unions, gender-based violence and more
- **#WhatsInMyClothes:** Fashion's impact on the environment, including climate change, biodiversity loss, microplastic pollution, textile waste, overproduction and more
- **#LovedClothesLast:** Repairing and caring for your clothes, upcycling, second-hand fashion, storytelling about garments ('fashion love story') and more
- The impact of external factors such as Covid-19 on the fashion supply chain
- Fashion's impact on culture, including racism, sexism, sizeism, ageism, ableism, greenwashing, wokewashing, cultural appropriation, craftsmanship
- Supply chain transparency and policy & regulation in the fashion industry
- Activism – ways for citizens to take action, speak out and solve problems

Blog post formats

- Meet the maker / #IMadeYourClothes – [example 1](#), [example 2](#)
- Interview with a fashion changemaker – [example](#)
- Case study about a problem and how to take action – [example](#)
- Intro to a project that changes the fashion system – [example 1](#), [example 2](#)
- News story or anniversary of an event – [example](#)
- Essay/opinion piece – [example](#)
- Guide to an issue – [example](#)
- List or compilation of resources – [example](#)

Things to avoid

1.

Blog posts that sound like a press release that promotes a brand, product or online shop. We also do not promote crowdfunding campaigns or brands and projects that have not launched yet. The idea of our blog is to tell stories and build connections, not to sell things or to re-publish press releases.

2.

Blog posts which shame consumers for what they buy, rather than empowering them to make change.

3.

Blog posts that call out a singular brand, rather than looking at more systemic issues. We always zoom out and look at the bigger picture, because the challenges are more often than not industry-wide.

Things to remember

- Link to your original sources if you include any facts or stats. These sources must be credible (eg. research reports, not Wikipedia).
- Include photography or design credits for any visual imagery.
- Keep your writing simple and accessible. You can write in any language, but please double check your spelling and grammar for any errors.
- If you like, you can link in with news hooks and events, for example COP26, London Fashion Week, World Wildlife Day, International Women's Day, etc.
- All blog posts should be solutions-driven, including clear call-to-action for readers to follow where appropriate.
- Check through our [blog archive](#) by searching the topic to make sure your idea has not been covered before. If it has, think about alternative angles – for example, could you make your blog specific to a certain place or time?

How to pitch your idea

- Email a short overview of your idea to ruth@fashionrevolution.org with the subject line 'Blog pitch'.
- Your pitch should contain an introduction to who you are and what you do, a suggested headline and a short overview of what you plan to write about.
- Make sure you describe how your topic relates to our Theory of Change.
- If your blog post is accepted, you can send your finished draft as a word document to the same email, which will then be proofread. Some edits may be suggested before it is published and shared, or it may need to be reconsidered or postponed.
- You will also be expected to provide a selection of high-resolution images (ideally 3 or more) alongside image credits. These ideally should be 1920px x 1080px, and you must have permission to use the images.
- Please also provide a short bio about you and your work.
- 750–1200 words is an ideal length for the blog post.
- Unfortunately, as a non-profit we cannot provide payment to blog contributors unless it is an article we have commissioned for a specific project.

