

# FASHION REVOLUTION WEEK

18-24th April 2022

## MONEY FASHION POWER

### Fashion Revolution Week 2022

[Fashion Revolution Week](#) is the annual campaign bringing together the world's largest fashion activism movement for seven days of action. This year, the campaign will run from Monday 18th-Sunday 24th April.

The theme for Fashion Revolution Week 2022 is MONEY FASHION POWER. This theme builds on the knowledge that the mainstream fashion industry relies upon the exploitation of labour and natural resources. Wealth and power are concentrated in the hands of a few, and growth and profit are rewarded above all else. Big brands and retailers produce too much too fast, and manipulate us into a toxic cycle of overconsumption. Meanwhile, the majority of people that make our clothes are not paid enough to meet their basic needs, and already feel the impacts of the climate crisis - which the fashion industry fuels.

As global citizens, we all have the power to take action. Now is the time to rise up together for a regenerative, restorative and revolutionary new fashion system. Now is the time for a Fashion Revolution.

**“Poverty and textiles have been bound together throughout history. It is no coincidence that if you look at words for being poor or in a precarious state you will find a myriad of textile connotations—coming apart at the seams, fleeced, strapped, hanging by a thread—and today the struggle for human dignity and living wages in the fashion industry remains constant and costly.”** - Carry Somers, Co-founder and Global Operations Director, Fashion Revolution

**“We will expose the profound inequities and social and environmental abuses in the fashion supply chains. From the uneven distribution of profits, to overproduced, easily discarded fashion, to the imbalances of power that negate inclusion. Meanwhile, inspiring new designers, thinkers and professionals all over the world are challenging the system with solutions and alternative models. Fashion Revolution Week is all of this, scrutinising *and* celebrating fashion, globally and locally, wherever you are.”** - Orsola de Castro, Co-founder and Global Creative Director, Fashion Revolution

Throughout the week, we will be asking citizens to get involved by asking brands #WhoMadeMyClothes and #WhatsInMyClothes challenging policymakers to take action on living wages. We invite people to tell their fashion love stories to make #LovedClothesLast. There are also resources for [brands and retailers](#), [producers](#), [trade unions](#) and [students and educators](#) to take part, including how to host their own [event](#).

A variety of online and offline [events](#) will take place during Fashion Revolution Week. Highlights include [Good Clothes, Fair Pay: Living wages in the global fashion industry](#), a panel discussion with policy experts, [Around the World of Fashion Revolution](#), an Instagram Live chat with global fashion revolutionaries, and [Money Fashion Power book club](#), a fireside discussion around Fashion Revolution's [fanzine](#).

Additionally, our [Fashion Open Studio](#) showcasing initiative will celebrate pioneering designers through a programme of free events that demonstrate alternative business models and honour the people who make our clothes. Designers from Chile, Egypt, USA, Venezuela, South Korea, Zimbabwe, Czech Republic, France, Bangladesh and the UK will be taking part. Through short films, conversations, studio tours and workshops, attendees will be inspired to make changes across the industry as well as in their own wardrobes.

Together, we can reimagine a just and equitable fashion system for people and the planet during Fashion Revolution Week and beyond.

– ENDS –

## NOTES TO EDITORS

Details of events, activations and campaign materials can be found at [fashionrevolution.org](http://fashionrevolution.org). For further information and interview requests, please contact [press@fashionrevolution.org](mailto:press@fashionrevolution.org). Download images and campaign materials for press [here](#) and credit where appropriate.

### About Fashion Revolution

[Fashion Revolution](#) campaigns for a clean, safe, fair, transparent and accountable fashion system through research, education and advocacy. Fashion Revolution is a global movement across 92 countries with a collective vision for a fashion industry that conserves and restores the environment and values people over growth and profit.

### About Fashion Open Studio

A Fashion Revolution initiative now in its sixth year, [Fashion Open Studio](#) is a showcasing platform designed to shine a spotlight on best practice and innovation led by international fashion and textile designers, biotech start-ups and retail disruptors. The designers are selected for their commitment to a clearly defined criteria of responsibility, sustainability and circularity. During Fashion Revolution Week, designers share their products and processes in a radically transparent and accessible way.

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