Statement regarding Fashion Revolution Colombia social media issue

Our Fashion Revolution Colombia team has been criticised this week for publicly criticising another organisation. We want to address this.

Fashion Revolution strives to be action-oriented and solution focused. Rather than making people feel guilty, we help them recognise that they have the power to do something to make positive change.

We celebrate fashion as a positive influence while also scrutinising industry practices and raising awareness of the fashion industry’s most pressing problems. We aim to show that change is possible and encourage those who are on a journey to create a more ethical, sustainable and transparent future for fashion. We try to always be bold, provocative, inquisitive, accessible and inclusive. We tend to avoid negative protesting, victimising, and naming and shaming. We do not target specific individual companies because we believe that the industry’s problems are bigger than any one company’s actions.

We recognise that Fashion Revolution Colombia actions have undermined the vital work of this organisation and we want to extend our apologies to the brand affected. Throughout the week we have tried to support Fashion Revolution Colombia to reach a resolution.

We suggested the Colombian team cease from posting online, issue a formal apology and engage in mediation with the brand which we agreed to chair. Unfortunately the communication on Friday from Fashion Revolution Colombia did not reflect these suggestions.

As Fashion Revolution Global, we are here to facilitate and support this global community of Fashion Revolution representatives. But we recognise that we need to strengthen the communications and understanding of our guidelines within our global community and are working swiftly to do so.

We are a small team working with a limited capacity, so we apologise if we can’t respond immediately but we do take this criticism seriously.

We know this has caused significant upset to those involved including Fashion Revolution Colombia and we hope we can find ways to find peace and focus on our shared goals around social and environmental justice.