Who made my clothes?
On 24 April 2013, 1,134 people were killed and over 2,500 were injured when the Rana Plaza complex collapsed in Dhaka, Bangladesh. We believe that’s too many people to lose on one day.

That’s when Fashion Revolution was born.
We are Fashion Revolution

We believe in fashion – an industry which values people, the environment, creativity and profits in equal measure, and it’s everyone’s responsibility to ensure that this happens.

BE CURIOUS  FIND OUT  DO SOMETHING
SHOW YOUR LABEL

ASK THE BRAND

#WHOMADEMYCLOTHES?
people showed their clothing label and asked the brand #whomademyclothes on social media (42k in 2015)
reach of Fashion Revolution hashtags during April 2016
(63m in 2015)
156 million impressions of Fashion Revolution hashtags during April 2016
(124m in 2015)
more people want to know #whomademyclothes

70k posts using Fashion Revolution hashtags on social media during April 2016

129m reach of Fashion Revolution hashtags during April 2016

156m impressions of Fashion Revolution hashtags during April 2016
more brands are responding

mainstream brands responded to #whomademyclothes: 372

total number of brands who responded to #whomademyclothes?: 1274

producer voices heard with our new #imadeyourclothes hashtag: 3500
so we need to keep asking 
#whomademyclothes
to push for greater transparency and help improve the lives of the millions of people working in the fashion supply chain.
ELIO FIORUCCI
Italian fashion designer

BERNADO BERTOLUCCI
Italian director

DOMIZIANA GIORDANO
Italian actress

SATURNINO
Italian bassist, composer and record producer.
GRETA MENCHI
Italian Youtuber and blogger
1.2m Instagram followers

gretamenchide

ROSARIO DAWSON
American actress, singer, writer, and activist
419k Instagram followers

49.4k likes

rosariodawson CHI HA FATTO I MIEI VESTITI?
#FASHREV #WhoMadeMyClothes

3,915 likes

AMBER VALETTA
Italian Youtuber
204k Instagram followers

ambervalletta In honor of Fashion Revolution week I am showing my tags. #whomademyclothes question who makes your clothes and where. I ❤️️my vintage organic cotton Stella tiger T made in Portugal @stellamccartney

18.5k views
KELLY SLATER / OUTERKNOWN
Pro surfer
1.6m Instagram followers

3,743 likes

outerknown John & Kelly turned their clothes inside out for Fashion Revolution! The idea is to raise awareness for the fashion industry’s most pressing issues, showing change is possible in our industry and to celebrate those who are on a journey to create a more ethical and sustainable future for fashion. 
#whomademyclothes #fashrev

CAMERON RUSSELL
American fashion model
54.1k Instagram followers

1,153 likes

cameronrussell Today I’m taking part in #FashionRevolution week and asking @acnestudios #WhoMadeMyClothes? I enjoy wearing this shirt often and I’d love to know who made it.
I also encourage you to join me in asking the brands you wear who made your clothes!

CAROLINE ISSA
CEO, Tank Magazine
135k Instagram followers

464 likes

carolineissa This week, @fash_rev is asking us to question #whomakesmyclothes, and to value the long lasting, quality pieces we own. Like this 8 year old @miumiu jacket I treasure and still wear today...
itsmarziapie New episode of Marzia's Style just went up. This time it's only focused on fashion, because I took the chance, being Fashion Revolution Week, to talk about some important topics as well as putting together a lookbook with thrifted and DIYd items! 🌿❤️

susiebubble Deconstructed t-shirt amazingness created by @nokiofficial and students at the @fash_rev Upcycling Workshop @buildingbloqs organised by @orsoladecastro #WhoMadeMyClothes
producer voices
heard with our new
#imadeyourclothes
hashtag

3.5k
FASHION REVOLUTION
brands responded, including 372 global fashion brands
MEET THE MAKERS – LITHUANIAN TINDRA

Marimekko works with approximately 100 own-make-itm suppliers in Lithuania. In 2016, Lithuania accounted for approximately 40 percent of the total production of Marimekko’s fashion products. The fabrics sewn in Lithuania are usually made in Italy or Turkey and some of the fabrics are printed in Marimekko’s own printing factory in Helsinki, Finland.

One of the most significant Lithuanian suppliers is a family-owned company UAB Tindra with whom Marimekko has been working with since 2010. The company has impressed people at Marimekko with their expertise, quality, and customer-oriented mindset. In addition to few local companies, Tindra has customers mainly in Finland, Sweden, Denmark, Germany, and the UK.

UAB Tindra In brief:

- Founded in 1992
- Marimekko’s partner manufacturer since 2010
- Currently employs 75 people
- Majority of the employees are women which is typical for the Lithuanian clothing industry
- For example, the “Kanti” dress with Kiivet pattern (tunics in Finnish) from Marimekko’s spring and summer 2016 collection has been manufactured by Tindra. The fabric of the dress has been printed at...
Yes, we care who made our clothes.
bit.ly/1pgBiM5 @Fash_Rev
#WhoMadeMyClothes
Techniques ahead of their time are still used by R.M. Williams today — our craftsmen and women continue on the legacy at our Adelaide workshop, making one piece leather boots that stand the test of time #fashrev
#whomademybelts

Walk with us, see inside our Adelaide workshop, get to know our craftsmen and women — celebrate #fashionrevolutionday with us. #imadeyourclothes #fashrev #whomademybelt

Maria has been working at R.M. Williams Adelaide workshop for over 28 years. She is a master at hand plaiting our unique kangaroo leather belts — her work takes incredible skill and precision #fashrev #whomademybelt
American Apparel™

American Apparel is sweatshop free - which means we produce in USA only. We have our manufacturing under the same roof as design, marketing, accounting, retail and distribution which gives us the ability to quickly mobilize all departments. We want a better and more consistent quality of work, longer employee morale, and ultimately retention rates of skilled operators. In order to do so, we provide our garment workers the highest wage of pay for the manufacturing of apparel basics from $12-14 an hour. Our answers work in highly efficient teams. We promote exercise, stretching and offer complimentary massages to workers to avoid on and off the job injuries. American Apparel supports freedom, expression and equality.

#whomademyclothes
#AmericanApparel
#MadeInUSA

#MadeYourClothes

Follow
WAREHOUSE

warestyle At Warehouse, we value the individuals that work behind the scenes to make our clothes. We work with our suppliers to promote an ethical work environment and make improvements when needed. That’s why we’re proud to support #FashionRevolutionWeek and the journey towards a more ethical and sustainable future for fashion. Meet Yu JuHua, who works for our main knitwear supplier. She is 47 years old, and has worked in jintu for 9 years.

#Warestyle #WhoMadeYourClothes
#IMadeYourClothes

laurenehell Great initiative! 😊
ymymnameiszebra Absolutely amazing live feedback to us..

atasteof_ebb @entertainmentforbreakfast
ap_murdoch This is a brilliant initiative @Warestyle! I hope many other retailers will do the same!

bananinazanin 😊
joliefluer i value her as well!!! Pls do tel her thanks as i know she appreciates fine clothing as do us!! Pritty sure if she has a function to attend for her child she wud want herself n child to look their best n so the cycle conts...grt job @warestyle

net54321original Thank you and God bless those hands

shapesinthesandswim 👌
silverbellsandcockleshells 😊
natayelbaz Thank you so much for sharing with us ❤️

blackneondigital Thank you, this really does make a difference. It makes business sense, and sense for humanity! @warestyle 🤝

a.a.nargiza 😘
“Fashion Revolution promises to be one of the very few truly global campaigns to emerge this century”

BARONESS LOLA YOUNG OF HORNSEY
**#HAULTERNATIVE**

A GUIDE FOR FASHION LOVERS

---

**Making your #haультернативе video & easy steps**

1. Briefly introduce Fashion Revolution in the beginning of your video (one line).
2. Include three to five facts about how fashion affects people and the planet (one line).
3. Explain what a #haультернативе is and why you are doing one (one line).
4. Show your haulternative shirt (one line).
5. Upload your video to YouTube during Fashion Revolution Week, 18-24 April.
   Make sure you include the following in the title:
   - Haulternative Film (name of the video)
   - www.fashionrevolution.org
6. Let your audience know that they can join the movement and become part of the solution. Ask them to try:
   - Share your story on social media
   - Link to their Instagram
   - Tell people about the movement, and make the fashion more powerful.

---

**#haультернативе broken & beautiful**

---

**LOVE STORY**

---

**Make your love story**

- **Photograph it**: Photograph the item of clothing you wear, and any notes you write about this story.
- **Film it**: Make a video explaining why it is important to you and share your story.
- **Share it**: Post your story on Instagram, Facebook, and Twitter.

---

**#haультернативе challenge**

- **1.8 billion**
- **£30 billion**
- **95%**
- **15 tonnes**
- **x285**

---

**#FASHION REVOLUTION**

---

**Watts about it**

- **Why**: Reward: 10% commission on the item of clothing; 20% commission on the item of clothing.
- **How**: Use Instagram to showcase the item.
- **Where**: Instagram, Facebook, Twitter.
Which brands supply information about their first-tier supply chain?

- 24 brands say they do track their supply chain, but don’t publish it publicly.
- 5 brands made their first tier supply chain info publicly available.
- 12 brands do not track or publish their supply chain information.
Over 800 events in 92 countries around the world
16.5 BILLION
2015 ONLINE MEDIA REACH
22 BILLION
2016 ONLINE MEDIA REACH
T-Shirt
only 2€
Hi, I’m Emily and I would like to work here.

Children shouldn’t work.
From now on I'll think more about this.

It's impossible to consume as much after knowing this.

I didn't know this happens in Brazil.
Protest led by Moda Sostenible Barcelona
who made my clothes
THE
#HAULTERNATIVE
A GUIDE FOR FASHION LOVERS
So, what’s the #haulternative?

You don’t need to buy new clothes to enjoy a haul. 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 Noodliella, Grav3yardgirl, CutiePieMarzia and Bip Ling, and share a better way to haul that’s fun and fabulous, from upcycling to swaps to finding gems in charity shops. Check out their haulternative on Youtube and film your own.

Be part of the Fashion Revolution
We have 8 different haulternatives to choose from. Pick the one that most inspires you and create a haulternative video for Fashion Revolution Week (18–24th April).

We hope that making this video will inspire you and your audience with other ways of buying and experiencing clothes. Your voice can help us to change the world, one outfit at a time.
#haulternative

love story

WHAT IS IT?
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, fall back in love with the things you already own.

Share a story, or write a love letter about an item of clothing that means a lot to you. Check out Collectively’s love letters to their favourite clothes for inspiration.

WHERE DO I FIND IT?
In your wardrobe.

WHO'S DOING IT?
Kim Kardashian, Kate Middleton and Michelle Obama wear their favourite outfits time and time again. Join Livia Firth in committing to wearing clothes for at least #30wears and love them for longer, taking a stand against disposable fashion.
#haulternative
broken & beautiful

WHAT IS IT?
Just like you never stopped loving your teddy when he lost an eye or arm, there are certain items of clothing which we continue to love, maybe even more, when they are no longer perfect; a pair of jeans that are almost worn through but are so soft and fit so perfectly still, a favourite jumper that’s fraying at the sleeves.

Share the story about an item of clothing that you’ve worn in to the point that others may see it as damaged or broken, but that you love and will cherish forever.

WHERE DO I FIND IT?
In your wardrobe.
#haulternative fashion fix

WHAT IS IT?
When we wear clothes we adore again and again, they can start to show signs of wear and tear. A rip, a missing button or a stain should never stand in the way of you and a good outfit. Don’t throw them out, give them a fashion fix. Make your clothes last longer by repairing them when they need it. Get creative; make your broken seams, holes and tears into a fashion statement.

WHERE DO I FIND IT?
There are loads of workshops and online tutorials that can teach you amazing ways to mend and revitalise your clothes. Check out the Japanese art of Sashiko Mending or find a quirky patch to cover a hole.
#haulternative
2hand

WHAT IS IT?
Recreate your favourite looks for a fraction of the price by buying from your local charity shops.

WHO’S DOING IT?
Lily Allen, Pixi Geldof, Lily Cole and Erin O’Connor

WHERE DO I FIND IT?
Everywhere
www.oxfam.org.uk/get-involved
www.traid.org.uk
www.thefaraworkshop.org
#haulternative

**swap**

**WHAT IS IT?**
Swapping, swishing, sharing. The simplest way to extending the life of your clothes is by giving them a new owner.

**WHO’S DOING IT?**
Gwen Stefani, Sarah Jessica Parker, Joanna Lumley and even the Middleton sisters are all up for a bit of swapping.

**WHERE DO I FIND IT?**
Do a clothes swap with a friend or fellow vlogger. Go to a swishing party, or even host your own.

[www.swishing.com](http://www.swishing.com)
[www.mrsbears.co.uk](http://www.mrsbears.co.uk)
[www.swapinthecityuk.co.uk](http://www.swapinthecityuk.co.uk)
#haulternative
DIY

WHAT IS IT?
If you’ve fallen out of love with a piece of clothing, don’t throw it out, change it up. You can tailor clothes to a different shape, add new embellishments, or dye it a different colour. You could turn it into something completely new, like a scarf or an accessory.

WHO’S DOING IT?
Gwen Stefani and Lily Cole

WHERE DO I FIND IT?
Visit your local haberdashery for a sewing kit or order it online. There are loads of great sewing blogs and tutorials online, which can teach you amazing ways to customise, mend, transform and revitalise your clothes.
www.abeautifulmess.com
www.apairandasparediy.com
www.tillyandthebuttons.com/p/
www.learn-to-sew.html
#haulternative

**vintage**

**WHAT IS IT?**
Hunt for your own unique piece to own a piece of history and channel that Audrey Hepburn, Lauren Bacall or Marilyn Monroe look. Vintage gives you personal style and means you’ll be reusing, repurposing and extending the life of beautiful clothes.

**WHO’S DOING IT?**
Vintage addicts include Lily Allen, Kate Moss, Sienna Miller, Chloe Sevigny, Alexa Chung, Daisy Lowe and many many more.

**WHERE DO I FIND IT?**
Most towns have a vintage shop or a good second hand charity shop, otherwise look online.

www.williamvintage.com
www.lovenissdaisy.com
www.etsy.com/uk
ADD VESTIAIRE
NEW HAULTERNATIVES ON YOUTUBE IN APRIL 2016
1.5 MILLION VIEWS

HAULTERNATIVES ON YOUTUBE
Published on 21 Apr 2016

Hello marzipans!
It’s Fashion Revolution Week, which means it’s the perfect time for me to focus on some topics I really care about. If you would like to learn more, check out this website: http://fashionrevolution.org
DIY :: 4 Dicas pra Transformar Roupas
#Haulternative

Maddu Magalhães

487,816 views

48,486

307
thank you!

#WHOMADEMYCLOTHES
FASHIONREVOLUTION.ORG
Elegance is refusal

COCO CHANEL
Fast fashion isn’t free. Someone, somewhere is paying.

LUCY SIEGLE
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
It takes 2720 litres of water to make a t-shirt. That's how much we normally drink over a 3 year period.
It is estimated that 80 billion items of clothing are delivered out of factories annually worldwide.
Clothing consumption produces 1.5 tonnes of CO$_2$ x household x year. The equivalent of driving 6000 cars.
The average American throws away about £72 of clothing, shoes and other household textiles each year.
95% of discarded clothing can be recycled or upcycled
A typical pair of blue jeans consumes 919 gallons of water during its life cycle.