

# FASHION REVOLUTION WEEK

15th - 24th April 2024

FASHION  
REVOLUTION  
EST. 2014

## HOW TO BE A FASHION REVOLUTIONARY

### Fashion Revolution Week 2024

Fashion Revolution, the world's largest fashion activism movement announces the dates for Fashion Revolution week 2024, which will also mark the organisation's 10th anniversary. The campaign will mark a decade of active campaigning with ten days of action running from 15th - 24th April 2024, whilst encompassing a wide range of locally-driven activities across the globe.

The theme for the 2024 campaign is centred around How to be a Fashion Revolutionary. Inspired by the work of our global community over the last decade, this theme will explore what it means to be part of the revolution, fashion's role in driving social and environmental justice and redefine what fashion activism looks like for the future. We will hear from the community builders, creative thinkers and organisers to guide the next generation of Fashion Revolutionaries.

We are reaching a tipping point, both in the context of the climate crisis and witnessing industry transformation. Over the last ten years, we have seen sustainability enter the mainstream with more people than ever thinking about the impact of their clothes. We have similarly seen this demonstrated within the Fashion Revolution community which has grown three-fold in the last five years. This cultural shift is also supported by a wave of incoming legislation across the EU and USA that aims to finally regulate the fashion industry.

For a long time, fashion was considered frivolous, which is why the industry has remained largely unregulated compared to other sectors and change has been incredibly slow. However, it is thanks to greater pressure from citizens, NGOs, and trade unions that policymakers are finally paying attention and trying to create legislation to address human rights and environmental issues in the sector. It is thanks to this global awakening, with the help of movements like Fashion Revolution, that we are finally seeing this shift. Our annual Fashion Transparency Index has also helped to drive change by promoting transparency within the industry, with brands evidencing progressive increases in their scores, year-on-year since 2017. Finally, more than half (52%) of 250 major brands reviewed are disclosing their first tier supplier lists, a promising shift compared to 32 out of 100 brands (32%) in the first edition of the Index.

But even with these promising advances, systemic change is still too slow. The lack of progress in the face of an accelerating climate crisis, deepening social inequality, and environmental destruction is concerning. The people who make our clothes remain trapped in poverty, while fossil fuels still power much of the supply chain and plastic fibres are widespread. Overproduction and consumption are causing a waste crisis that is crippling communities in the Global South and polluting environments around the world. Over the next ten years, we will be focusing on the intersections of these crucial areas to revolutionise the fashion industry: paying workers a living wage would help to slow down production, as brands are forced to assume the real cost of labour, which would in turn reduce overproduction and address the root cause of waste colonialism. By working toward gender and racial equality, the industry could uplift marginalised voices and help guide our responses to the climate crisis.

Despite the growing understanding of sustainability, too many citizens remain unaware of the human and environmental problems within the global fashion industry; specifically its links to gender, race and climate change, and their personal connection to this. Public misconceptions around what fashion activism looks can be discouraging, while a knowledge and skills gap prevents citizens from taking action to positively change the global fashion industry.

Fashion Revolution Week 2024 will change this. Through interactive workshops and knowledge sharing we will equip a new generation of Fashion Revolutionaries with valuable skills in communication, community building, advocacy and education. Towards the end of the week, our entire community will come together for the first Mend In Public Day on 20th April 2024, a truly global day of action designed as an accessible form of activism, to rebel against the disposable mindset of our current fashion industry.

*“The story of Fashion Revolution is one of community. Over the last ten years, our grassroots movement has grown into a fully fledged Global Network across 75 countries and counting. Together, we have brought the people who make our clothes to the forefront of the conversation, pushed for greater industry transparency and mobilised countless citizens and policymakers to take action. In the lead up to Fashion Revolution Week 2024, we will look back to look forward and invite Fashion Revolutionaries, new and old, to get involved with our next ten years of fashion activism, guided by the learnings from the last decade.”*

*Rudo Nondo, Acting Managing Director, Fashion Revolution CIC*

At Fashion Revolution, we believe everyone has a part to play in building a fashion industry that puts people and planet first; from leading rallies and designing posters to teaching skills and raising funds. When we take individual action together, we harness the power of the collective to amplify unheard voices, engage new Revolutionaries and help drive systemic change.

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**NOTES TO EDITORS**

The full schedule of global events and activations will be announced early 2024 at [www.fashionrevolution.org/frw-24](http://www.fashionrevolution.org/frw-24). Download images and campaign materials for press [here](#) and credit where appropriate. For further information and interview requests, please contact [press@fashionrevolution.org](mailto:press@fashionrevolution.org).

### 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 75 countries with a collective vision for a fashion industry that conserves and restores the environment and values people over growth and profit.

### About Fashion Revolution Week

Fashion Revolution Week is the annual campaign bringing together the world's largest fashion activism movement for seven days of action surrounding the anniversary of the Rana Plaza factory collapse.

### Social media links

[Instagram](#)

[X \(Formerly Twitter\)](#)

[TikTok](#)

[Facebook](#)

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### Social media hashtags

#FashionRevolution

#FashionRevolutionWeek

#WeAreFashionRevolution