



FASHION  
REVOLUTION

# PRODUCERS, FACTORY WORKERS, ARTISANS, FARMERS, AND MAKERS

How to get involved in  
Fashion Revolution

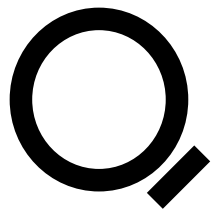
---

## Join the movement

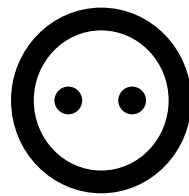
If you are a maker, a producer, a factory worker, an artisan, a mill, a dyer or a cotton farmer, there are many ways you can get involved with Fashion Revolution throughout the year.

We invite you, the people who make our clothes, to tell us your stories and connect with the people who wear them by using the hashtag **#imadeyourclothes**.

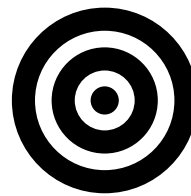
# WE ARE FASHION REVOLUTION



BE CURIOUS



FIND OUT



DO SOMETHING

---

## Who we are

We are people from all around the world who make the fashion industry work. We are the people who wear clothes. And we are the people who make them. And we believe in a fashion industry that values people, the environment, creativity and profit in equal measure. We want to see fashion become a force for good.

**Fashion Revolution** is a global movement that works for a more sustainable fashion industry, campaigning for a systemic reform of the industry with a special focus on the need for greater transparency in the fashion supply chain. Fashion Revolution works all year round to raise awareness of the fashion industry's most pressing issues, advocate for positive change, and celebrate those who are on a journey to create a more ethical and sustainable future for fashion.



---

# Why do we need a Fashion Revolution?

Much of the global fashion industry is opaque, exploitative and environmentally damaging and desperately needs revolutionary change.

In April 2013 Rana Plaza factory collapse shook the fashion world. And it ignited our movement for a better, fairer fashion industry.

We want to unite the fashion industry and ignite a revolution to radically change the way our clothes are sourced, produced and purchased. We believe that collaborating across the whole supply chain; from farmer to consumer; is the only way to transform the entire industry. Fashion Revolution brings everyone together to make that happen.

>> Read our [White Paper](#) which sets out the need for transparency across the fashion industry



# Who made my clothes?

In order to make the fashion industry accountable and sustainable, we first need to make it transparent.

We believe **transparency** is the first step to transform the industry. And it starts with one simple question:

## **Who made my clothes?**

Transparency is a way to bring wider recognition to the many skilled workers and artisans within the fashion supply chain. This, in turn, will help ensure their work is properly valued and justly remunerated in the future.

With more consumers encouraging brands to answer 'who made my clothes?', we believe Fashion Revolution has the power to push the industry to be more transparent.



# Our impact

## Fashion Revolution Week 2017

>> Read more about our [Impact](#).



- 66,000 people attended around 1000 Fashion Revolution events, from catwalks and clothes swaps, to film screenings, panel discussions, creative stunts and workshops



- 2 million people engaged with Fashion Revolution in April 2017 through events, posting on social media, viewing our videos or downloading resources from our website
- over 113k people asking brands **#whomademyclothes?**
- 533 million impressions of the hashtags, an increase of almost 250% on 2016.



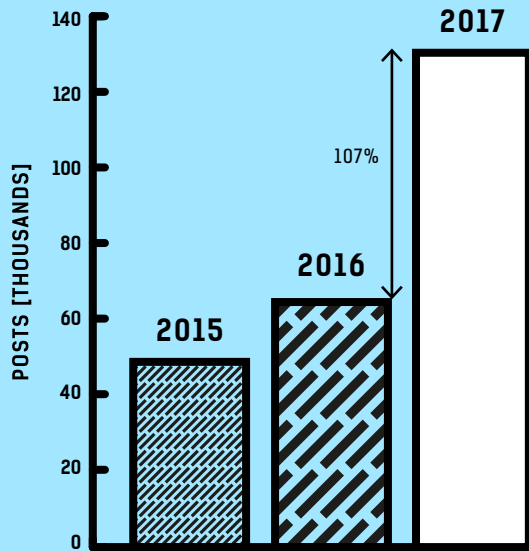
- 2416 brands responded, including over 1000 global fashion brands
- over 5200 producers shared their story with **#imadeyourclothes**



- 12 billion online media reach, including articles in Forbes, German, Italian, Indian and British Vogue, L'Express, El País, The Hindu, MSN, Fashionista, The Telegraph, The Guardian, The Independent, Huffington Post, Marie Claire, Elle Japan, Harpers Bazaar, Refinery 29, The Debrief and many more

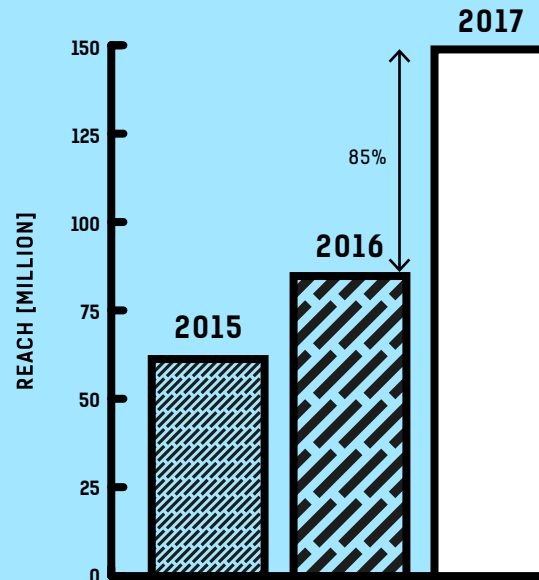
# Our impact

More people want to know #whomademyclothes



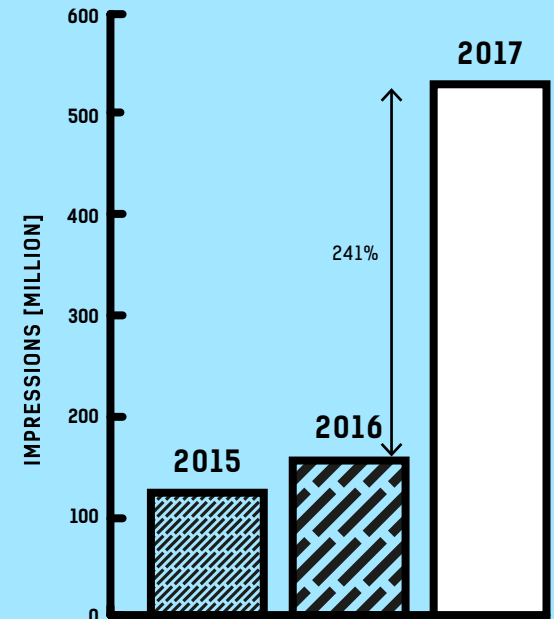
**113k**

posts using Fashion Revolution hashtags on social media during April 2017



**150m**

reach of Fashion Revolution hashtags during April 2017



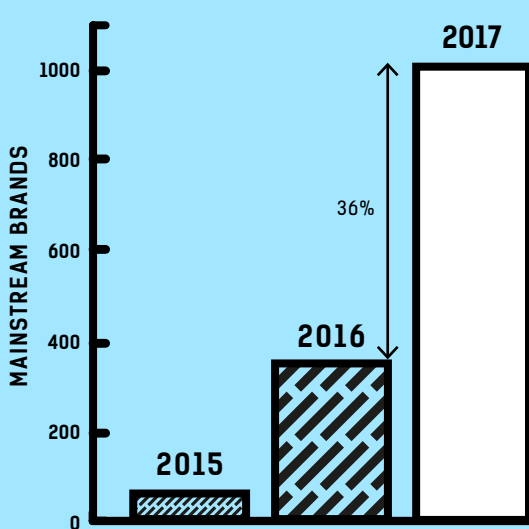
**533m**

impressions of Fashion Revolution hashtags during April 2017



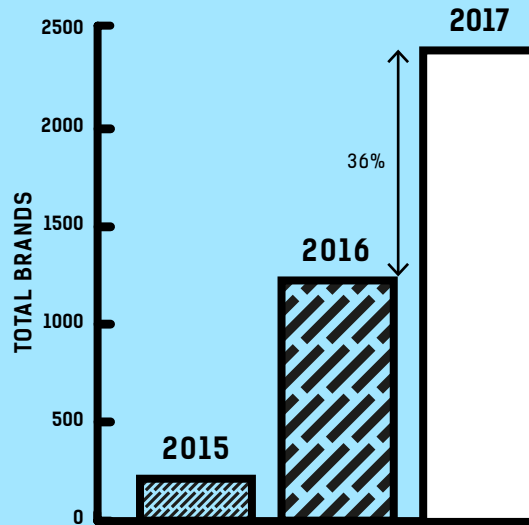
# Our impact

More brands and producers are responding, but we need even more of you to get involved.



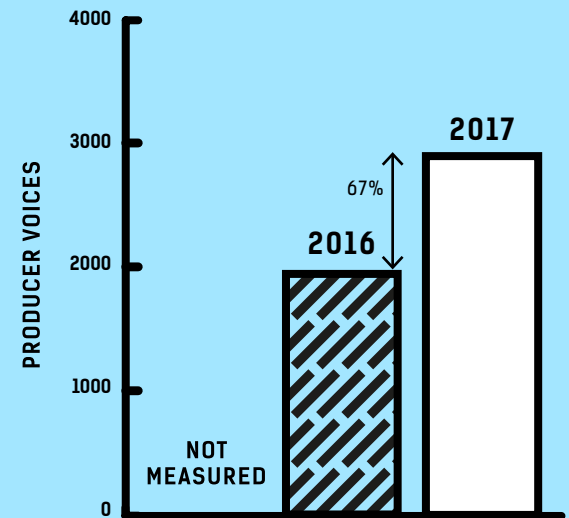
# 1018

mainstream brands responded to #whomademyclothes



# 2416

total number of brands who responded to #whomademyclothes?



# 5.2k

producer voices heard with our new #imadeyourclothes hashtag

---

# Fashion Revolution Week

## 23th–29th April 2018

**Fashion Revolution Week** is our #whomademyclothes campaign in April, which happens at the time of the Rana Plaza factory collapse, where 1,138 people were killed and many more injured on 24th April 2013.

This year marks the 5th year anniversary of the collapse. We use this week to encourage millions of people to ask brands 'Who made my clothes' and demand greater transparency in the fashion supply chain. We will be looking back at what's changed over the last 5 years and how our campaign has made a positive impact, and setting out what still needs to change in the fashion industry.

We want you, the producers and makers of clothes, to respond with the hashtag **#imadeyourclothes**. We want to see your faces and hear your stories, and see an increasing number of brands demonstrate transparency in their supply chain.

# How you can get involved

## Tell us #imadeyourclothes

Whether you are a cotton farmer, a dyer, a spinner, a weaver, a garment worker, a co-operative or a factory, take a photo of yourselves and share it on social media platforms (Twitter, Facebook, Instagram, Snapchat, Youtube, etc).

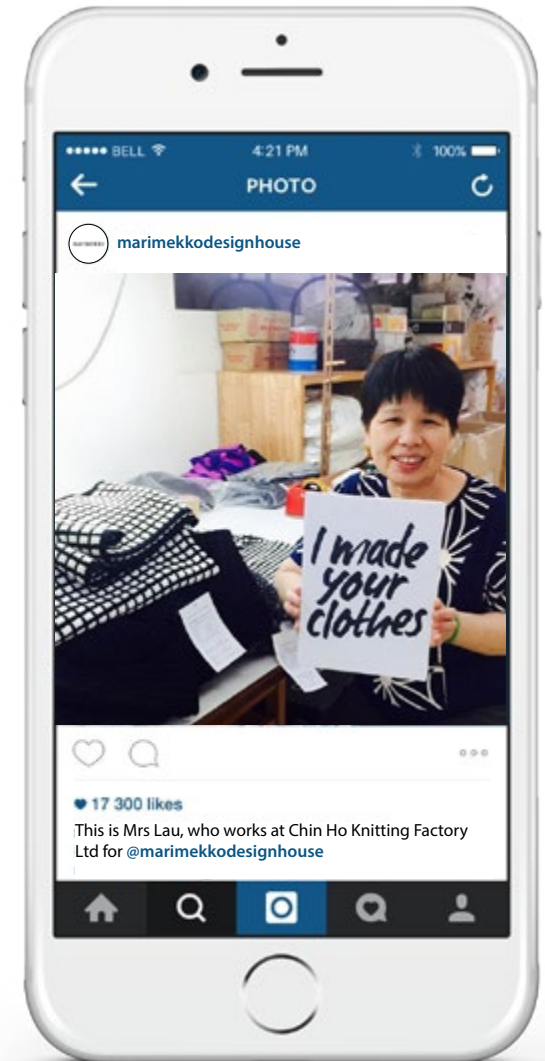
You can [download](#) and print a 'I Made Your Clothes' poster to hold for your Fashion Revolution photo.

You can also download posters saying 'I made your bag/belt/hat/jewellery/scarf/shoes' from the **I made your accessories** poster link on our Resources page.

Tell the world who you are, what you do and include the hashtag **#imadeyourclothes**

### Suggested message:

My name is ..... and I made ..... in [country] **#imadeyourclothes**





FASHION  
REVOLUTION

AIR TAP  
UK

I made  
your  
clothes

I made  
your  
clothes

I made  
your  
clothes

I made  
your  
clothes

I made  
your  
clothes

I made  
your  
clothes

WHO MADE  
MY CLOTHES?  
24.04.15  
#FASHREV

I made  
your  
clothes

I made  
your  
clothes

I made  
your  
clothes

I made  
your  
clothes

MY NAME IS  
I made  
your  
clothes

I made  
your  
clothes

I made  
your  
clothes

I made  
your  
clothes

I made  
your  
clothes

I made  
your  
clothes

---

## How you can get involved

### Host an event

#### Hold an event during Fashion Revolution Week

- Invite people to visit your factory or workshop to meet the people who make their clothes
- If possible, encourage the retailers who stock your clothes or accessories to take part. They could organise a skype call with you, or a Q&A on social media where you can answer questions from their customers.
- Invite local dignitaries, policy makers, or politicians to your workplace. Show them the White Paper and talk to them about improvements that need to be made in order to create more transparent and accountable supply chains.
- Invite schools and colleges to visit you in your workplace. Fashion Revolution offers educators a great opportunity to explore with their students the many issues within the industry: such as globalisation, workers' rights, supply chain transparency, material sourcing, global citizenship, sustainable development and ethical business practices. Educators can download free resources for all academic abilities from our website.
- Get in touch with the Country Coordinator in your country, who can add your event to our online calendar of events.

---

# How you can get involved

## In your workplace

**Get involved in your workplace ( field, factory , studio, home or where ever you do your work) by.....**

- Creating a video or taking photos of your colleagues and sharing their stories.
- Setting up a webcam to connect to your customers or retail stores via livestream during Fashion Revolution Week.
- Setting up a selfie booth in your workplace where you and your colleagues can take a selfie and upload to social media with the hashtag **#imadeyourclothes**
- Hosting an event in your workplace that invites the people who buy your clothes to meet the people who make them, perhaps around a demonstration or workshop

Dont forget to get permission from your managers or employers before you set anything up and of course get in touch with us or your [Country Coordinator](#) if you need more help

# How you can get involved

## Write a blog

We are looking for personal stories and a real insight into the lives of producers, including their motivation for doing the work and their dreams for the future. Send us their story for our MEET THE MAKER section of the Fashion Revolution blog.

Example: Meet Your Maker blogpost

We do not want to receive blog posts which sound like a biography, or which are promotional posts or press releases. Read our blog guidelines for more information and contact your Country Coordinator.



---

# How you can get involved

## Write a blog

### USING IMAGES IN YOUR BLOG

- Please send approximately 2 to 4 low resolution (72dpi) jpegs or pngs to accompany your text, no bigger than 1MB each maximum, and 1000 pixels wide. Please send images separately to the blog post, not within a Word document. Please see the [Khama bag](#) blog post for an idea of the type of images we require.
- We also need an image will be the header image for the top of the blog post. This needs to be approximately 900–1000 pixels wide and around 350 to 450 pixels high. We cannot post a blog without the header image.
- If you are including a photograph of clothing or accessories, please ensure these are product or lifestyle shots of a high standard. We will not use images of clothing on mannequins.
- Please include any photography credits or photo titles if required.
- We are happy to use your videos instead of, or as well, as photos.



---

# How you can get involved

## Write a blog

### **PUBLISHING YOUR BLOG**

Please send blogs and images to [sophie@fashionrevolution.org](mailto:sophie@fashionrevolution.org) to be uploaded, together with the full name of the person who has written the blog post, and the contact email address.

We have over 90 countries involved in Fashion Revolution and we therefore reserve the right to delay or cancel inclusion of your post if we have too many posts. We will prioritise blogs with a strong story and good images depicting the people and skills behind the production process. We will not be able to publish any blog which is just a promotion for your company and does not focus on the makers.

If you want to publicise an event in your country, please contact your local [Country Coordinator](#) to add it to the events page, not as a blog. You are welcome to write a blog about the event after it has taken place if relevant.

---

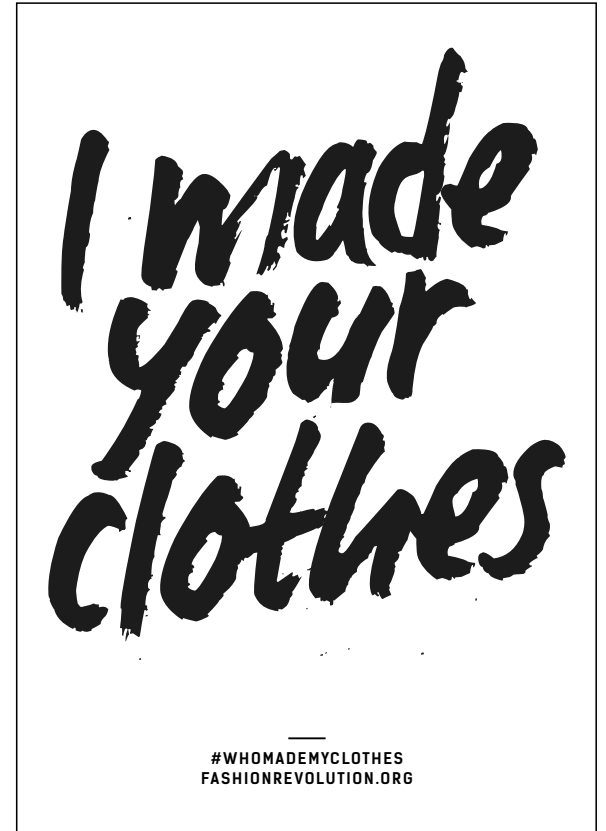
# How you can get involved

## Get creative

You can use the Fashion Revolution brand assets to create your own material to support our campaign.

All logos, graphics and images needed are available to download on the [Resources](#) page on our website. We are also adding translated versions of our resources to our site.

Read the [Brand Guidelines](#) to make sure you are using our assets correctly.



---

# How you can get involved

## Donate to power the Fashion Revolution

Fashion Revolution is a registered charity in England & Wales (No. 1173421). Donations are vital to our work – even the smallest contribution can help keep our movement going from strength to strength.

**Help us fight to ensure that fashion is much cleaner, safer and fairer for everybody.**

- Encourage your staff and customers to support Fashion Revolution by linking to our [donation page](#) on your website and social media platforms.
- Make a company gift or donate a percentage of your online sales during Fashion Revolution Week 2018 to Fashion Revolution. As we are a registered charity (No. 1173421), a corporate gift from a UK company could qualify for tax relief. Please note though that Fashion Revolution does not endorse any Fashion Revolution branded products for resale or wholesale distribution (see p29).
- Support your staff to fundraise on behalf of Fashion Revolution using platforms like [Facebook Fundraisers](#) or JustGiving. You could organise a ticketed film screening, Q&A panel, workshop or swap event. Boost this support by matching any funds raised.
- Allow your customers to make a donation to Fashion Revolution at your checkout using platforms like [Charity Checkout](#).

Please contact [vicky@fashionrevolution.org](mailto:vicky@fashionrevolution.org) for more information on how your company, your staff or your customers can donate to support Fashion Revolution.

---

# Brand licencing and merchandising

## No branded products allowed

### Fashion Revolution do not endorse ANY Fashion Revolution branded products for resale or wholesale distribution.

It is against Fashion Revolution brand principles for anyone to use the open source branding to create and sell any Fashion Revolution branded garments, textiles or other 'merchandise' product.

Why? Because manufacturing and selling clothing or product of any kind is not within our core objectives. In addition we cannot endorse, monitor or certify any production supply chain.

If you are planning to use this branding to create any type of product for resale, please understand this is prohibited and we will look to pursue legal action against any individual, organisation or brand found to be using the Fashion Revolution branding in this way.

The font Zombie Checklist Alpha must not be used for commercial purposes outside of Fashion Revolution, or the font owner may pursue legal action.

We appreciate your respectful use of this branding for personal use, digital media, placards and other creative means of promoting the spirit of the movement, and thanks again for being part of Fashion Revolution!





I made your clothes

I made your clothes

I made your bag

I made your blarkets

I made your blarkets

I made your blarkets

I made your blarkets

I made your clothes

I made your clothes

I made your clothes

I made your clothes

I made your clothes

I made your clothes

I made your clothes

I made your clothes

I made your clothes

I made your clothes

I made your clothes

I made your clothes

I made your clothes

I made your clothes

I made your clothes

I made your clothes



MY NAME IS I made your clothes

I made your clothes

I made your clothes

I made your necktie

I made your clothes



I made your clothes



I made your clothes

I made your clothes

I made your clothes

I made your clothes

---

# Tweet it, like it, link it, share it

## Get in touch

---

Please do keep in touch, we'd love to hear and see how you get involved in the Fashion Revolution movement. Drop us an email and tag us @fash\_rev on social media.

[www.fashionrevolution.org](http://www.fashionrevolution.org)

 [@fash\\_rev](https://twitter.com/fash_rev)

 [fash\\_rev](https://www.instagram.com/fash_rev)

 [fashionrevolution.org](https://www.facebook.com/fashionrevolution.org)

 [fashrevglobal](https://www.pinterest.com/fashrevglobal)

---

Thank  
you!