



FASHION REVOLUTION QUIZ ANSWERS 2019

**FASHION
REVOLUTION**

Quiz 2019 | Answers

The answers to the quiz are revealed in the following pages.

- All answers are definitive and final.
- They can be fact checked using the links associated to each question.
- Obviously it is up to all participants not to cheat and spoil the fun!
- We'd love to hear your feedback about how you find this quiz and also any ideas for next year.

Thanks for joining the Fashion Revolution!

Round 1 | Answers

Click the answer for sources and more information

1. From Australia to Brazil, Uruguay to Vietnam, in April 2018 how many people engaged with Fashion Revolution events, social media posts, videos, and resources?

- a) 2.75 million
- b) 27.5 million
- c) 275 million

Source: <https://www.fashionrevolution.org/2018-impact/>

2. According to a 2017 article in the *Guardian*, what was interesting about Alain and Gérard Wertheimer – the owners of Chanel – paying themselves a \$3.4 billion dividend in 2016?

- a) it was more than four times the company's profits that year
- b) it was 8 times more than the company paid to its entire workforce that year
- c) it was the exact amount of investment needed to make every garment factory in Bangladesh a safe place to work

Source: <https://www.theguardian.com/fashion/2018/sep/02/academic-exposing-ugly-reality-high-fashion-giulia-mensitieri>

3. According to the *Associated Press*, who makes sportswear worn by US college sports teams in internment camps in the Xinjiang region of China?

- a) Uighurs, Kazakhs and others – mostly Muslims – detained to eliminate poverty and bring minorities into a 'modernised world'
- b) criminals, smugglers and vagrants captured at checkpoints on the Pakistan and Afghanistan borders and detained to re-educate them in 'modern values'
- c) local college students imprisoned for espousing the Marxist values they were taught in school by supporting protests for workers' rights in the region's factories

Source: <https://apnews.com/99016849cddb4b99a048b863b52c28cb>

4. One survivor of the deadly Rana Plaza factory collapse in Bangladesh April 2013 is 28 year old former sewing operator Rokshana Begum. She lost a hand in the collapse, and has since been unable to do any physically demanding work. How does she now support herself and her elderly parents?

- a) as a floating sex worker whose clients are rickshaw pullers and drivers
- b) as an hourly-paid maidservant to garment factory bosses and their families
- c) as a street beggar, pushed in a wheelchair by her 9 year old daughter

Source: <https://vc.bridgew.edu/cgi/viewcontent.cgi?article=2068&context=jjws>

5. Which brands saw the biggest improvement in their Fashion Transparency Index scores between Fashion Revolution's 2017 and 2018 reports?

- a) Berghaus, J Crew & Levi's
- b) The North Face, Timberland & Wrangler
- c) Spiffany, Glamergé & Triple C

Source: https://issuu.com/fashionrevolution/docs/fr-fashiontransparencyindex2018_p.5

6. According to Fashion4Change, 83% of all of our waters contain plastic microfibers. What proportion is said to come from the fashion industry?

- a) one thirtieth
- b) one thirteenth
- c) one third
- d) 2.4%

Source: [https://www.facebook.com/f4cglobal/videos/912763019112148/?_xts__\[0\]=68.ARCnVys5M4WGriZv2y0Zf7c76bR9Txd7aKloyQE00hDQ_OEWh3mZy0nC-ViGVfeOFIucxPL500JKCugwaKpfKifB5rDFath7jblOWIVmk5Ut_YFscz5D9XQHU-n3kUolGqC_UAknh9HVcg065xTbjzRpBUDZydz7yvDLb9RVuVJgB5jlWIAUhnIbXlVRx0wP2iiphXAI35v2ETHoxOjKRTNEU0elyS3hmFJjo--ZsK3jXBkjs5M3-cPgUAIYbW2YV5ipJ46jhZ_DY_](https://www.facebook.com/f4cglobal/videos/912763019112148/?_xts__[0]=68.ARCnVys5M4WGriZv2y0Zf7c76bR9Txd7aKloyQE00hDQ_OEWh3mZy0nC-ViGVfeOFIucxPL500JKCugwaKpfKifB5rDFath7jblOWIVmk5Ut_YFscz5D9XQHU-n3kUolGqC_UAknh9HVcg065xTbjzRpBUDZydz7yvDLb9RVuVJgB5jlWIAUhnIbXlVRx0wP2iiphXAI35v2ETHoxOjKRTNEU0elyS3hmFJjo--ZsK3jXBkjs5M3-cPgUAIYbW2YV5ipJ46jhZ_DY_)

7. A sophisticated woollen coat from an Italian designer brand can cost up to €2,000. According to a 2018 *New York Times* investigation, if a middle aged women in Bari, Italy carefully stitches two coats a day at her kitchen table, how much can she earn in that day?

- a) €8 to €10
- b) €24 to €30
- c) €48 to €60

Source: <https://www.nytimes.com/2018/09/20/fashion/italy-luxury-shadow-economy.html>

8. In which country would you find the Hawassa Industrial Park, the largest manufacturing park in Africa where up to 60,000 people are expected to work in textile and apparel factories?

- a) Ethiopia
- b) Angola
- c) Lesotho
- d) Nigeria
- e) Namibia

Source: <https://ethiopianembassy.be/en/2018/02/12/ethiopia-the-next-hub-for-world-apparel-investment-and-sourcing/>

9. Migrant workers can pay up to 7,000 Euros in recruitment fees to get jobs in the garment industry, placing them in debt before they have earned a penny. According to a 2018 *Know The Chain* report, which brands have provided evidence that they have reimbursed these fees to workers making their clothes?

- a) Nike & H&M
- b) Puma & Walmart
- c) Adidas & Primark

Source: http://knowthechain.org/wp-content/uploads/KTC_AF_2018_.pdf (p.5)

10. According to a New York Times article in December 2018, is the fashion industry really 'the second most polluting industry in the world'?

- a) no, it's number 1 if you look closely at the complexity of its supply chains
- b) yes, anyone who says otherwise probably works for the fashion industry
- c) no, there is a lack of reliable factual evidence to support this claim

Source: <https://www.nytimes.com/2018/12/18/fashion/fashion-second-biggest-polluter-fake-news.html>

Round 2 | Answers

Click the answer for sources and more information

1. According to a 2011 study, how many microplastic fibres can be shed by a single garment every time it is cleaned in a domestic washing machine?

- a) 19
- b) 190
- c) 1900
- d) 19000

Source: <https://www.fashionrevolution.org/fashion-revolution-written-evidence-to-the-sustainability-of-the-fashion-industry-inquiry-u-k-environmental-audit-committee/>

2. According to Fashion Revolution's 2018 Consumer Survey, respondents in which countries were the most and least likely to consider the social impact of buying an item of clothing?

- a) Italy (52%) and France (31%)
- b) UK (54%) and Denmark (32%)
- c) The Netherlands (48%) and Spain (30%)

Source: [https://www.fashionrevolution.org/wp-content/uploads/2018/11/201118_FashRev_ConsumerSurvey_2018.pdf\(p.6\)](https://www.fashionrevolution.org/wp-content/uploads/2018/11/201118_FashRev_ConsumerSurvey_2018.pdf(p.6))

3. In the first quarter of 2018, H&M reported a drop in sales for the first time since it had a single women's wear shop in Stockholm. According to the *New York Times*, what was the value of their unsold clothes in this quarter?

- a) 3 billion Swedish kronor
- b) 5 billion Swedish kronor
- c) 35 billion Swedish kronor

Source: <https://www.nytimes.com/2018/03/27/business/hm-clothes-stock-sales.html> (approx US\$4.3 billion)

4. Stella McCartney's flagship store in London's Old Bond Street opened in June 2018. Its biodegradable mannequins are made from a bioplastic composed of 72% what?

- a) sugar cane derivatives
- b) mycelium or mushroom roots
- c) pineapple leaf fibres
- d) plastic

Source: <https://www.vogue.co.uk/article/stella-mccartney-old-bond-street-flagship-store>

5. Which Parisian fashion house announced in 2018 that it would stop manufacturing products made from snakes, crocodiles, lizards, stingrays and other exotic skins?

- a) Lanvin
- b) Chanel
- c) Lacoste
- d) Homies

Source: <https://www.businessoffashion.com/articles/news-analysis/chanel-is-banning-exotic-skins-heres-why>

6. Since the *Accord on Fire and Building Safety in Bangladesh* was established in the wake of the deadly Rana Plaza factory collapse in 2013, factory inspectors have identified over 100,000 fire, building and electrical hazards – most of which have been rectified – and over 2 million garment workers have participated in safety training. In 2018, what restrictions did Bangladesh's government try to impose on its future operation?

- a) all of its decisions would have to be approved by a government committee
- b) its inspectors would not be allowed to identify new safety violations
- c) it could no longer take action against factory owners who fire workers for raising safety complaints
- d) all of the above

Source: <http://www.industrial-union.org/bangladesh-government-attempts-to-paralyze-accord-and-strip-its-independence>

7. According to *Thred Up*, why are millennials' shopping habits so complicated?

- a) they love environmentally conscious brands but tend to get rid of their clothes after only 1-5 wears
- b) in order to sell used clothes on Depop, they shop more on the High Street
- c) they will happily rent clothes but won't share the clothes they have with their friends

Source: <https://www.thredup.com/resale>

8. According to *Vogue India*, what alternative to cotton is carbon negative, returns 60-70% of nutrients back to the soil, uses half the water and land to grow, and has three times the tensile strength?

- a) Rennet, distilled from the enzymes in cows' stomachs
- b) Mycelium, extracted from the roots of mushrooms
- c) Hemp, obtained from the outer layer of the Cannabis sativa plant

Source: <https://www.vogue.in/content/can-hemp-be-the-textile-of-the-future/>

9. According to Forbes, which billionaire fashion company founder gave the \$10 million of extra profits their company earned in 2018 from President Trump's 'irresponsible' corporate tax cuts to grassroots groups fighting climate change?

- a) Yvon Chouinard (Patagonia)
- b) Hegemon Thasos (Céline Dion)
- c) Chip Bergh (Levi Strauss & Co.)
- d) Kimora Lee Simmons (Baby Phat)

Source: <https://www.forbes.com/sites/angelayueng/2018/11/29/patagonias-billionaire-founder-to-give-away-the-millions-his-company-saved-thanks-to-tax-cuts>

Questions continue on the next page.

10. In a 2018 BBC TV documentary about sustainable fashion, presenter Stacey Dooley attended a sustainable fashion summit in Copenhagen. Representatives of which brand agreed to talk to her about sustainable fashion on camera?

- a) all of them, of course. It was a summit on Sustainable Fashion. Why wouldn't they talk to her?
- b) Triple C
- c) ASOS
- d) Levi's

Source: https://www.huffingtonpost.co.uk/entry/fashions-dirty-secrets-stacey-dooley-lessons-learned_uk_5bbb4995e4b0876eda9fea67

Round 3 | Answers

Click the answer for sources and more information

1. Why does a 2018 report on the brick industry in Cambodia include a chapter on 'Toxic fashion'? How does this industry make use of the offcuts from Marks & Spencer, Pull & Bear, J Crew and other brands' clothing made in the country's garment factories?

- a) to fuel the fires of brick kilns that spew toxic smoke into the atmosphere
- b) to mix their fibres with clay to make 'sustainable bricks' which leach formaldehyde, chlorine, ammonia and other toxic chemicals into the soil
- c) both of the above

Source: <https://static1.squarespace.com/static/596df9f8d1758e3b451e0fb2/t/5bc4d7cdc83025e41e7b10a0/1539627177544/Blood+bricks+high+res+v2.pdf> (p.38-39)

2. In October 2018, Swedish fashion blogger bryanboy posted a tweet saying "I'm gonna jump off a bridge head first if i hear about yet another 'sustainable' clothing line. There's nothing sustainable about creating something new en-masse. Just stop. Please. You wanna know what's sustainable? ..." What was his answer?

- a) Making your own damn clothes, that's it. Adios.
- b) Wearing your old damn clothes, that's what. Bye.
- c) nudity, hell yeah. Ciao.

Source: https://i-d.vice.com/en_uk/article/vba45d/is-bryanboy-right-is-sustainability-incompatible-with-fashion

3. According to a 2018 article in Euronews, the 'trendy handbags' made by sustainable fashion label mimycri are made from recycled items discarded by migrants entering Europe. What discarded items?

- a) plastic phone pouches
- b) nylon life jackets
- c) rubber dinghies

Source: <https://www.euronews.com/2018/11/02/germans-launch-fashion-label-which-makes-bags-from-migrant-dinghies>

4. Consultants McKinsey estimate that, on average, making 1kg of fabric generates how much many kg of greenhouse gasses?

- a) 2.3
- b) 3.2
- c) 23
- d) 320

Source: <https://www.economist.com/the-economist-explains/2017/04/11/the-environmental-costs-of-creating-clothes>

5. In 2017, how did ethical brand Po-Zu try to make its shoes more attractive to everyday shoppers?

- a) it launched a Star Wars collection including Chewie boots for women
- b) it launched a McDonald's collection including a Hamburgler shoes for men
- c) it launched a Top Gear collection including Jeremy Clarkshoes for everyone
- d) all of the above

Source: <https://fashnerd.com/2018/10/sustainable-fashion-marketing-playful-approach/>

6. In June 2018, which upmarket British fashion label's annual report revealed that it had destroyed \$38 million of unsold clothes, accessories and perfume?

- a) Paul Smith
- b) Stella McCartney
- c) Burberry

Source: <https://www.bbc.co.uk/news/business-44885983>

7. According to the nonprofit Remake, why was Nike's 2018 advert featuring African-American football player Colin Kaepernick so controversial?

- a) it co-opted the Black Lives Matter movement to sell more sneakers to urban youth
- b) it ignored the civil rights of the brown and black people working in overseas sweatshops making its sportswear
- c) despite (or because of) the disapproval from pro- and anti-Black Lives Matter fans, its shares soared in value on the stock market
- d) all of the above

Source: <https://remake.world/stories/news/%EF%BB%BFlets-push-back-on-brands-commodifying-social-justice-movements/>

8. In April 2018, Fashion Revolution published its latest Fashion Transparency Index giving scores out of a 100 to 150 brands. Which brands were awarded 4, 29 and 55 points respectively?

- a) Urban Outfitters, GAP and Lululemon
- b) Diesel, New Balance and H&M
- c) Chanel, Moschino and Pucci

Source: <https://issuu.com/fashionrevolution/docs/fr-fashiontransparencyindex2018> (p.27)

9. In August 2018, Remake put 3 'conscious' fashion brands through its 'sustainability filter'. Which were awarded scores of 9, 11 and 21 out of 100 respectively?

- a) H&M, TOMS and AG Jeans
- b) AG Jeans, H&M and TOMS
- c) TOMS, AG Jeans and H&M

Source: <http://remake.world/stories/news/fake-sustainability-news-in-the-era-of-trump>

10. According to Vogue, how did climate change protestors disrupt Victoria Beckham's show at Tate Britain during 2019's London Fashion Week?

- a) they blocked a procession of John Deere ride-on mowers dressed in capes made from carbon carrying signs that said, among other things, "Sustainable fashion, mow".
- b) they blocked Mercedes-sponsored cars dressed in coats made from freshly grown grass carrying signs that said, among other things, 'Ethical is always on trend'.
- c) they dressed every statue in the gallery in slogan t-shirts saying, for example, 'Consume less or perish' and 'I won't fart if you don't burn coal'.

Source: <https://www.vogue.com/article/london-fashion-week-climate-change-protests-extinction-rebellion-photos>

Round 4 | Answers

Click the answer for sources and more information

1. Which member of the British Royal Family helped to create up to 30 new jobs for at-risk women in Cambodia to work for sustainable fashion company Outland Denim in 2018? How did they show their support for the brand?

-
- a) Prince Andrew left a pair of their \$90 boxer briefs at the British Embassy in Phnom Penh which were auctioned on eBay by an employee
- b) the Duchess of Sussex wore a pair of their \$195 skinny jeans on the casual and travel days of a highly publicised tour of Australia
- c) the Duchess of Cornwall wore their \$340 pink denim coat with red velvet details to pose for photos with a donkey and a mini Shetland pony at an animal welfare event in Canberra
- d) all of the above

Source: <https://www.harpersbazaar.com/celebrity/latest/a24411703/outland-denim-growth-after-meghan-markle/>

2. Know the Chain's 2018 'Apparel & Footwear benchmarking findings report' shows that companies in which sector of the fashion industry are making the greatest efforts to remove slavery from their supply chains?

-
- a) active wear: including Adidas, Nike and Puma
- b) fast fashion: including GAP, Old Navy and Primark
- c) luxury fashion: including Prada, LVMH and Fendi

Source: <https://www.fastcompany.com/90279693/did-a-slave-make-your-sneakers-the-answer-is-probably>

3. In November 2013, H&M announced that all of its 'strategic suppliers would have pay structures in place to pay a fair living wage by 2018. By then, this will have reached around 850,000 textile workers'. Why did the Clean Clothes Campaign (CCC), who had been consulted by the brand on this commitment, refuse to attend H&M's 'Fair living wage summit' in Phnom Penh, Cambodia on 11 December 2018?

-
- a) H&M's refusal to define what they mean by 'fair living wage'
- b) CCC's field research in factories covered by H&M's 'Fair Wage method' revealing that workers were being paid nowhere near a living wage
- c) H&M's deceptive claims of 'progress' which had rendered useless CCC's good-faith efforts to engage in dialogue about the company's original 2013 living wage 'roadmap'
- d) H&M's efforts to cover up its failure to deliver on its living wage commitment, as promised, 'by 2018'
- e) all of the above

Source: <https://cleanclothes.org/news/2018/12/10/why-we-are-staying-away-from-h-m2019s-living-wage-summit-in-cambodia>

4. On December 11th 2018, an independent 'Review of H&M group's Roadmap to Fair Living Wage' was presented at H&M's 'Fair living wage summit' in Phnom Penh by the Ethical Trade Initiative (ETI). In addition to praising the company for its bold, unprecedented, sector-leading strategy, which two of the following observations did the ETI make?

-
- a) H&M had not given sufficient consideration to the scale of the challenge involved in implementing living wages across its supply chains
- b) slight wage increases had occurred in the majority of supplier factories in one study but these were entirely due to minimum wage increases in the countries where they were based
- c) H&M clearly explained when elements of its strategy were not as successful as anticipated and this gave the impression to some stakeholders that it was 'watering down' its original strategy
- d) the intent expressed by H&M should not be assessed against the actual payment of living wages to 850,000 workers by 2018 because it should be seen a 'vision for change' in an industry where systematic advances will inevitably be complex and slow to achieve

Source: https://www.ethicaltrade.org/sites/default/files/shared_resources/ETI-HM%20FLWR%20Review_0.pdf

5. Frumat leather won the Green Carpet Challenge awards in Milan in September 2018. This material is made from apple what?

-
- a) peel
- b) pips
- c) bark
- d) pie

Source: <https://www.theguardian.com/fashion/2018/dec/31/fashion-watershed-year-moves-from-waste-woke-sustainable>

6. Hong Kong-based costume merchandiser Jesse Lee won the Redress Design Award 2018 Second Prize for a collection inspired by his Mum's love of wearing his Dad's old jackets. What materials did he make this collection from?

-
- a) his dad's old jackets
- b) the curtains, sofa fabric, umbrellas, bed sheets and socks of his family home
- c) water

Source: <https://www.redressdesignaward.com/2018/jesse-lee/>

7. The Colombian ethical fashion brand Manifesta wants to show its customers the faces and stories of the ex-Farc combatants who make each garment. What personal stories have these garment workers added to the clothes they have made?

- a) the weapons they had carried since childhood embroidered on ex-combat clothing with colourful symbols and slogans from the peace process
- b) the names of rivers and places they remembered when first seeing the clothes' Lindosa, Macarena and Pasiflora -patterned fabrics
- c) newspaper headlines from the Cuban newspapers celebrating the first public meeting between a sitting President of Columbia and and the commander of FARC

Source: <http://cartelurbano.com/Manifiesta-moda-sostenible-para-la-reincorporación-de-excombatientes>

8. In 2018, the *New York Times* profiled designer and dealer Amah Ayivi who imports discarded Chinese, European, Israeli and American clothes that he finds in Lomé's second hand markets to upsell in Paris as vintage fashion under his label *Marché Noir*. What is the significance of the funky silk dresses, skirts, military clothing, workwear and boxy denim clothes that he sells?

- a) they are modern, stylish and cheap in Togo but can be sold as dated, out of fashion and expensive in France
- b) they embody his commentary on consumerism because they create style with what's already been made
- c) 50% of his best selling items were originally made by French fashion brands who dumped them as unsold stock in Africa's second hand markets
- d) all of the above

Source: <https://www.nytimes.com/2018/09/01/style/amah-ayivi-marche-noir.html>

9. In August 2018, what did Helsinki Fashion Week ban from future shows?

- a) animal based leather
- b) genetically modified cotton
- c) sweatshop made clothing
- d) fashion houses employing unpaid interns

Source: <https://www.theguardian.com/fashion/2018/aug/17/helsinki-fashion-week-to-ban-leather-from-2019-as-vegan-fabrics-catch-on>

10. At the 2018 COP24 climate conference in Katowice, Poland, what did Adidas, Burberry, Gap, Target and 38 other brands commit to do together?

- a) reduce their aggregate greenhouse gas emissions by 30% by 2030
- b) donate 1% of their profits to NGOs campaigning to stop climate change
- c) nothing

Source: <https://unfccc.int/news/milestone-fashion-industry-charter-for-climate-action-launched>