

HOW ACADEMICS CAN GET INVOLVED



We invite academics and universities across the world to get involved in Fashion Revolution Week. Academics and students can strengthen our call for greater transparency to help improve the lives of the millions of people working in the fashion supply chain.

WHY WE NEED A FASHION REVOLUTION

On 24 April 2013, the Rana Plaza building in Bangladesh collapsed. 1,138 people died and another 2,500 were injured, making it the fourth largest industrial disaster in history. That's when Fashion Revolution was born.

There were five garment factories in Rana Plaza all manufacturing clothing for the western market. The victims were mostly young women. The accident was both predictable and preventable.

Despite some steps forward since Rana Plaza, not enough has changed. About 75 million people work directly in the fashion and textiles industry, and about 80% of them are women. Many are subject to exploitation; verbal and physical abuse, working in unsafe conditions and being paid very little. Fashion Revolution says enough is enough.

During Fashion Revolution Week, people around the world ask brands [#whomademyclothes](#) to push for greater transparency and help improve the lives of the millions of people working in the fashion supply chain.

THE CHALLENGE: BRING THE REVOLUTION TO YOUR UNIVERSITY

We are inviting academics from around the world, and across all disciplines, to help us strengthen the Fashion Revolution movement by addressing these issues with their students. We invite university academics and their students to organise an event or activity that encourages people to think about [#whomademyclothes](#). Through research, events and actions, students can better understand the issues within the fashion industry and what they can do to push for positive change.

We have brought together some of the best ideas so far on our ['Do something'](#) Pinterest board and in our resources sheets for university students.

Let us know what you're doing, share it with Fashion Revolutionaries around the world by using the hashtag [#FashionRevolution](#) in your social media posts. We look forward to seeing what you come up with.