



5 WAYS TO GET INVOLVED FOR 2021

Fashion Revolution Week, the annual global campaign calling for a fashion industry that values people and the planet over growth and profit, will run from Monday 19th – Sunday 25th April 2021.

This year, Fashion Revolution is calling on the fashion industry and governments to recognise the interconnection between human rights and the rights of nature. The campaign group believes we need a radical shift in our relationships—with each other, with our clothes, within fashion supply chains and with the natural world—so that the rights of people and the rights of nature hold more of the power wherever decisions are being made. Fashion Revolution argues that the human exploitation and ecosystem degradation we see all around us today are the product of centuries of colonialism and globalised exploitation, stemming from a western-focused worldview in which human and environmental prosperity are seen as isolated and disconnected from each other.

They believe we need this revolution for our own prosperity and wellbeing, and for the health of our earth and our oceans. This Fashion Revolution Week, they will be bringing people together from across multiple communities, amplifying unheard and marginalised voices, and working together to explore interconnected solutions.

HOW TO GET INVOLVED FOR 2021?

1) TAKE TO SOCIAL MEDIA AND ASK BRANDS:

a. #WhoMadeMyFabric?

In order to enable a new level of transparency throughout the fashion industry, Fashion Revolution, in partnership with The Freedom Fund, is launching a public campaign calling for greater transparency beyond tier 1 of the supply chain to support the goals of the Tamil Nadu Declaration.

Aiming to put pressure on brands to disclose 100% of the textile production sites (spinning, knitting, weaving - excluding leather and components) in their supply chain, we need your support to contact 60+ of the world's leading brands to ask them #whomademymyfabric? and encourage them to meet the deadline set to commit to supporting the request by Summer 2021.

b. #WhoMadeMyClothes?

Challenge brands to protect the people in their supply chains and take responsibility for the human rights and wellbeing of everyone involved in the manufacturing process from farm to factory to finished garment.

c. #WhatsInMyClothes?

Hold brands accountable for their impact on the environment, the natural resources used in their materials and their waste footprint.

We will be encouraging all global citizens to post a selfie holding one of our posters on Instagram, Twitter, TikTok, Facebook or whatever platform you use. Tag the brand you're wearing and ask them #WhatsInMyFabric? #WhoMadeMyClothes? and #WhatsInMyClothes?

For further information and full contact details for brands email addresses, check out our Citizens Get Involved Guide at: https://issuu.com/fashionrevolution/docs/fr_2021_getinvolved_citizens

We know from our research that brands are paying close attention to the demands of their customers - and that these simple pleas for transparency can effect major changes in even the biggest fashion brands.

Some brands won't answer at all. Some might tell you where your clothes were made but not who made them. Some will direct you to their corporate social responsibility policy. Only a few pioneers will show that they are working in a way that empowers workers and respects nature. Let us know how they respond by tagging us at @fash_rev.

If a brand doesn't respond, keep asking. **Our power is in persistence.**

2) FOLLOW UP!

If a brand responds to your post or email, get specific. The more information you ask for, the more brands are pushed to improve their social and environmental policies and processes, and act transparently. We've drafted some questions you can ask as featured in our Citizens Get Involved Guide.

3) INVITE A FRIEND

New for 2021, we are welcoming our community to invite a friend (or a few) to join in with Fashion Revolution Week. Simply by using our email sharing template, you are giving them access to our Get Involved Guides, along with our virtual events programming and an introduction to Fashion Revolution. This enables our voice to become louder and our impact greater.

Check out the website and our newsletter for further information.

4) USE YOUR WINDOWS

We want to see people everywhere using their windows (and creativity) to ignite a Fashion Revolution, and spread the word. In 2020, people went into lockdowns around the world and used the windows of their homes to share messages of inspiration and support, politics and protest with their neighbourhoods. We think it's the perfect stage and want to see how you'll use yours to share the message of a Fashion Revolution.

Download a poster on our website or get creative and make your own. If you're making your own poster, add the Fashion Revolution logo. Download the logo [here](#).

Show us your posters. Tag us at @fash_rev so we can share with our community of revolutionaries

5) ATTEND AN EVENT

Fashion Revolution Week 2021 is packed full of events you won't want to miss including our lead partnership events, Fashion Question Time and a global portfolio of designers taking part and providing exclusive studio access and discussion within Fashion Open Studio programme.

Join us for a series of live conversations, global summits and virtual workshops to explore fashion's issues and collaborative solutions in a global context.

We'll be broadcasting virtual events every day (April 19-25th) on our social media channels including YouTube & Instagram.

Fancy hosting an event? We have a guide for that too:

https://issuu.com/fashionrevolution/docs/fr_2021_getinvolved_events

To learn more about the history of Fashion Revolution Week and the issues we're campaigning on in 2021, head to our website at: <https://www.fashionrevolution.org>

In summary, by choosing to get involved and support Fashion Revolution Week 2021, you will be helping us to:

- Amplify unheard voices: Those of supply chain producers, workers and communities affected by the fashion industry, giving them more visibility and providing a platform for their stories.
- Widen community participation: Mobilising people and their communities around the world to speak up, come together and take action to create the systemic change that is urgently needed across the fashion industry.

If we work together, we believe we will see a future global fashion industry that conserves and restores the environment and values people over growth and profit.

Now is the time for a fashion revolution.

– ENDS –

NOTES TO EDITORS

The full schedule of global events will be announced shortly at www.FashionRevolution.org

About Fashion Revolution

Fashion Revolution is the world's largest fashion activism movement, formed after the Rana Plaza factory collapse in Bangladesh in 2013 which killed over 1,100 people. Fashion Revolution campaigns for a clean, safe, fair, transparent and accountable fashion industry through research, education, collaboration, mobilisation and advocating for policy change. Fashion Revolution is a global movement with country offices and voluntary teams in 90 countries.

Fashion Revolution believes in a global fashion industry that conserves and restores the environment and values people over growth and profit. In order to achieve this goal, the organisation conducts research that shines a light on the fashion industry's practices and impacts, highlights where brands and retailers are moving too slowly and incentivises and promotes transparency and accountability across the supply chain.

About Fashion Open Studio

Now in its fifth year, Fashion Open Studio is a Fashion Revolution initiative. As a showcasing platform, the purpose is to shine a spotlight on best practice and innovation being led by fashion and textile designers, biotech start-ups and retail disruptors. As well as radical new start-ups, FOS has attracted some of the industry's biggest names to collaborate, including Vivienne Westwood, Bethany Williams and Christopher Raeburn. The designers are selected for their commitment to a clearly defined criteria of responsible design and systemic innovation. During Fashion Revolution Week, 19-25 April 2021, designers share best practice in a transparent and open manner, in a way that offers access and stimulates discussion and questions.

Contact Details: For further information please contact: Jenny Houghton, Global Communications Director, Fashion Revolution: Jenny@fashionrevolution.org +447766336216

Images: Download images and campaign materials for press [here](#) and credit where appropriate.

Social Media: @fash_rev #WhoMadeMyClothes #WhoMadeMyFabric #WhatsInMyClothes #IMadeYourClothes
#FashionRevolution #LovedClothes Last