



PRESS RELEASE
23rd February 2021

Fashion Revolution

At Fashion Revolution, we believe in the power of our voices to shake structures, to hold companies to account and to transform the system. We also recognise that visibility is an essential first step in giving the people who make our clothes the respect and remuneration they deserve. When we hear the stories and see the faces of everyone involved in the fashion supply chain, we are better equipped to take action.

Fashion Revolution exists to amplify the experiences of producers across the value chain and we have been celebrating producers through our [#IMadeYourClothes](#) hashtag since the early days of our campaign. This Fashion Revolution Week, we will be showcasing the diversity of the people involved in creating the garments we buy, by encouraging brands and producers around the world to participate in our 'I Made Your Clothes' campaign by holding up posters written in their local languages and dialects.

For too long, the countries of the world have been looted for corporate benefit. Commercial ventures have been developed through biopiracy, natural materials appropriated without benefit sharing, indigenous land despoiled, and traditional textiles appropriated without consent, credit or compensation. Structural racism still underpins how the fashion industry works. Companies may be starting to recognise the importance of diversity in their hiring practices and communication strategies, but most are failing to address the deep structural transformation required. We cannot allow the rights of the people who make our clothes around the world to continue being eroded. Now is the time for action.

Partnering with the World Fair Trade Organisation (WFTO), our conversations, webinars, stories and worker profiles will come together to introduce a new dominant cultural narrative where transparency, respecting human rights and conserving the environment becomes a driving force within the fashion industry. Our partnership with WFTO allows us to share stories from a global network of producers who follow fair trade practices and to showcase how the fashion industry can empower people and sustain natural resources through small-scale and artisan production models.

From Monday 19th – Sunday 25th April 2021, Fashion Revolution will bring people together from around the world to amplify unheard and marginalised voices and work together to explore interconnected solutions. Fashion Revolution will be sharing the stories of those affected by change, with those who are asking for change, to pressure those who need to change.

In summary Fashion Revolution 2021 will:

- 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.

Contact Details: For further information and interview requests, 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