



Semaine.

HOW TO BE A FASHION REVOLUTIONARY

Sigrid hosts new film featuring Fashion Revolution, created by Semaine

How to be a Fashion Revolutionary is a new short film produced by cultural media platform [Semaine](#), released during Fashion Revolution Week. Part One launches for Earth Day (Friday 22nd April), Part Two to follow on Friday 29th April.

The film is hosted by [Sigrid](#), Norwegian singer and songwriter getting ready to launch her new album *How To Let Go*. Sigrid takes viewers on a sustainable fashion journey with the help of [Fashion Revolution](#), a global movement campaigning for a fashion industry that values people and the planet over profit.

Sigrid is the voice of a generation of positive changemakers, constantly curious about uncovering big problems and contributing to solutions in small but powerful ways. Featuring Fashion Revolution co-founders Orsola de Castro and Carry Somers alongside fashion revolutionaries from France, Germany, Guatemala, India and Sudan, *How to be a Fashion Revolutionary* exposes the social and environmental impacts of what we wear and inspires us all to take action.

'In our 9th year of Fashion Revolution, we recognise our commitment as a global community to collectively challenge and reimagine a fair fashion system for people and the planet. We acknowledge that every individual act has made difference, from asking brands #WhoMadeMyClothes to writing to policy makers and demanding living wages for garment makers. However there is still so much work to do. We are grateful to Semaine for their support, for creating this film and to Sigrid for hosting this conversation, exploring and amplifying our purpose and why we need a fashion revolution'- Roxanne Houshmand-Howell, Head of Communications at Fashion Revolution

"I still remember when the Rana Plaza disaster happened. I couldn't stop reading the articles about it, and was shocked at our disconnectedness to the realities of the industry that touches our lives everyday—every time we get dressed in the morning, we are making a choice on impacting others lives and our planet. We hope this film, created with the wonderful support of Sigrid, a passionate voice of positive change for the next generation, and the dedicated and inspiring team at Fashion Revolution, serves as a resource that we can come back to, time and again, to inspire us to take action no matter how great or small."
- Michelle Lu, Co-founder and CEO of Semaine

— ENDS —

NOTES TO EDITORS

Watch the film [here](#)

For further information, please contact press@fashionrevolution.org.

Film credits

Directed by: Being Human

DOP: Max Conran

Produced by: Being Human

Talent: Sigrid c/o Artists' Way Agency

Music: Sigrid c/o Universal Music

Contributors

PART ONE

Carry Somers - Co-Founder, Fashion Revolution

Orsola de Castro - Co-Founder, Fashion Revolution

Ruth MacGilp - Communications Manager, Fashion Revolution

PART TWO

Ciara Barry - Policy and Research Coordinator, Fashion Revolution

Delphine Williot - Policy and Research Coordinator, Fashion Revolution

Matthew Needham - Artist & Fashion Open Studio Advisory Board Member

Fashion Revolution France - Catherine Dauriac, Country Coordinator

Fashion Revolution Guatemala - Alexandra Cerezo, Country Coordinator

Fashion Revolution Germany - Ariane Piper, Country Coordinator

Fashion Revolution India - Suki Dusanj, Country Coordinator

Fashion Revolution Sudan - Hadeel Osman, Country Coordinator

About Semaine

Semaine launched in 2015 as an immersive shoppable media platform featuring a single Tastemaker every week and is dedicated to inspire, educate, entertain and incite positive change in its audience's everyday lives through its community of Tastemakers. Watch our films, learn with our digital workbooks, discover our content and shop our curated objects in a more thoughtful way.

About Fashion Revolution

Fashion Revolution campaigns for a clean, safe, fair, transparent and accountable fashion system through research, education and advocacy. Fashion Revolution is a global movement across 92 countries with a collective vision for a fashion industry that conserves and restores the environment and values people over growth and profit.