



Who
made
my
clothes?





On 24 April 2013, 1,134 people were killed and over 2,500 were injured when the Rana Plaza complex collapsed in Dhaka, Bangladesh. We believe that's too many people to lose on one day.

That's when Fashion Revolution was born.



We are Fashion Revolution

We believe in fashion – an industry which values people, the environment, creativity and profits in equal measure, and it's everyone's responsibility to ensure that this happens.



BE CURIOUS



FIND OUT



DO SOMETHING

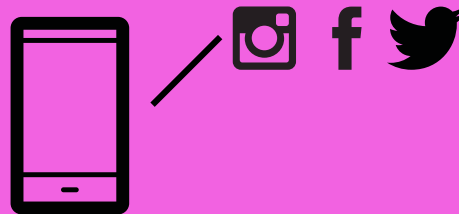




SHOW YOUR LABEL



ASK THE BRAND
#WHOMADEMYCLOTHES?







70k

people showed their clothing label and asked the brand **#whomademyclothes** on social media
(42k in 2015)



129
million

reach of
Fashion Revolution
hashtags during
April 2016
(63m in 2015)

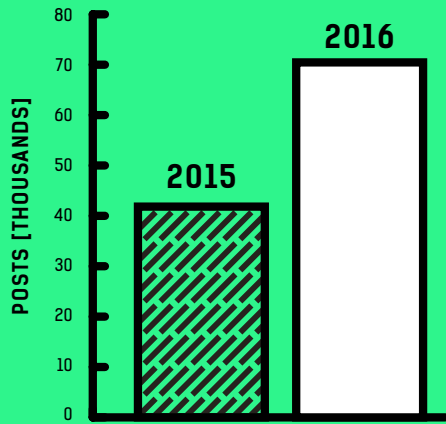


156
million

**impressions of
Fashion Revolution
hashtags during
April 2016**

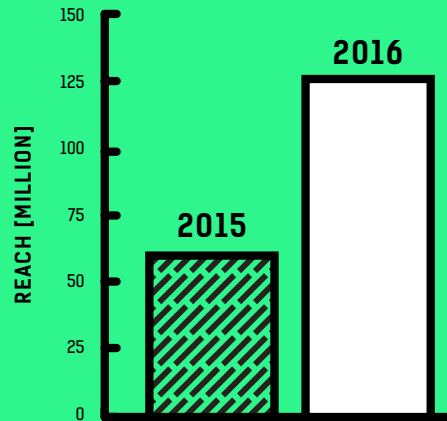
(124m in 2015)

more people want to know #whomademyclothes



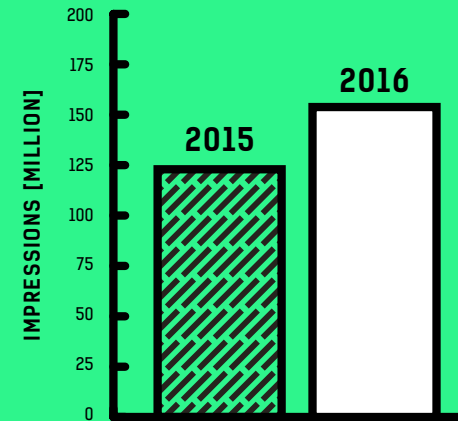
70k

posts using Fashion Revolution hashtags on social media during April 2016



129m

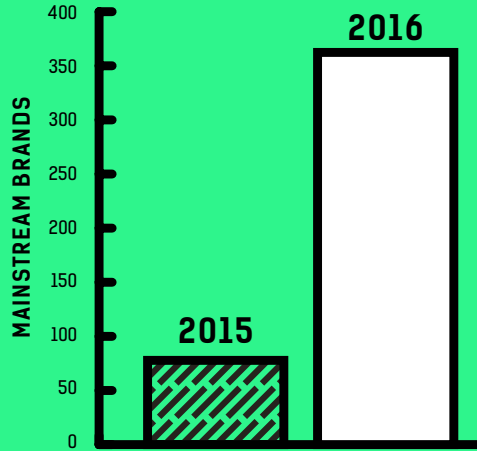
reach of Fashion Revolution hashtags during April 2016



156m

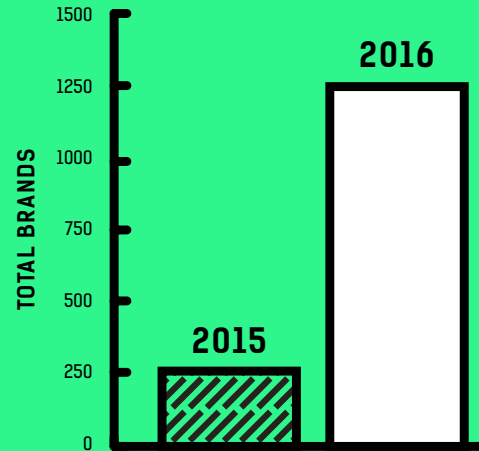
impressions of Fashion Revolution hashtags during April 2016

more brands are responding



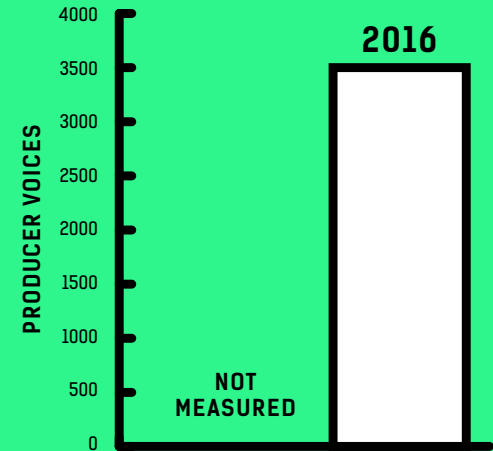
372

mainstream brands responded to #whomademyclothes



1274

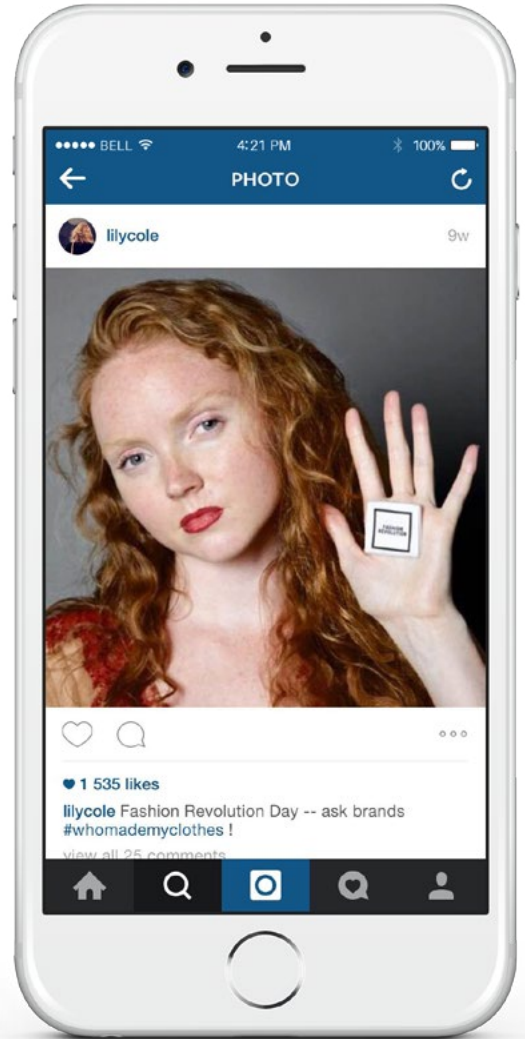
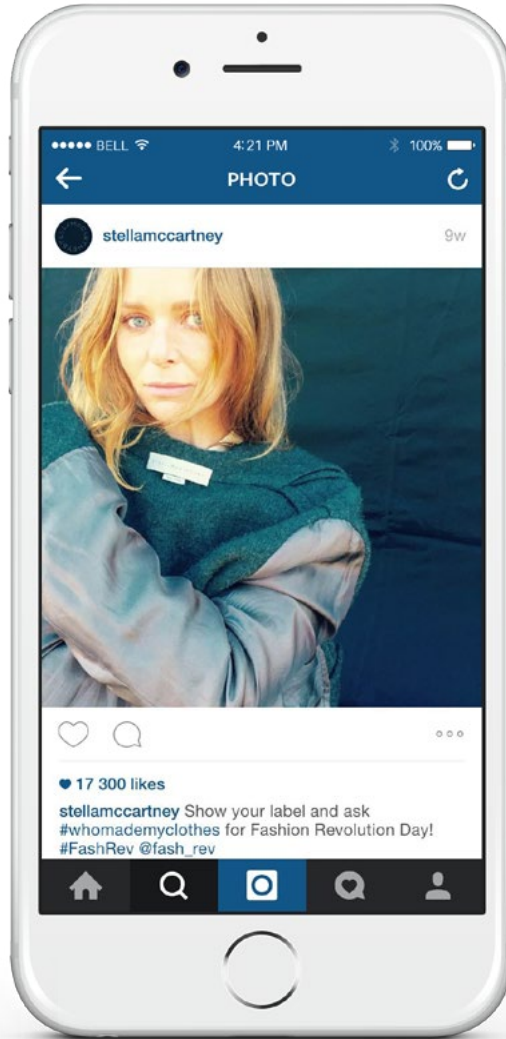
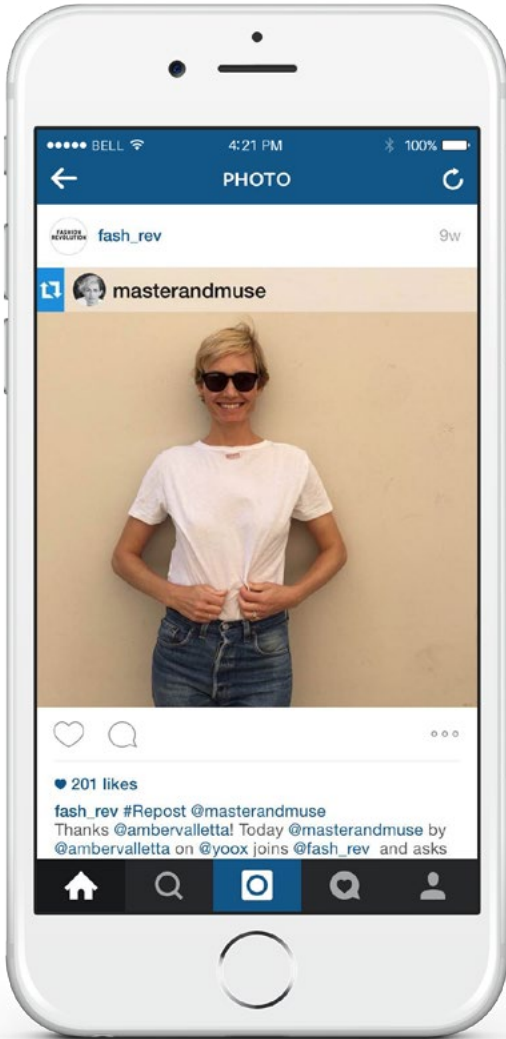
total number of brands who responded to #whomademyclothes?



3500

producer voices heard with our new #imadeyourclothes hashtag

**so we need to keep asking
#whomademyclothes
to push for greater transparency
and help improve the lives of the
millions of people working
in the fashion supply chain.**



ELIO FIORUCCI

Italian fashion designer



BERNADO BERTOLUCCI

Italian director



DOMIZIANA GIORDANO

Italian actress



SATURNINO

Italian bassist, composer and record producer.



GRETA MENCHI

Italian Youtuber and blogger
1.2m instagram followers



49.4k likes

gretamenchi Thank you @herno_spa for making me part of #FashionRevolution #WhoMadeMyClothes

ROSARIO DAWSON

American actress, singer, writer, and activist
419k instagram followers



3,915 likes

rosariodawson CHI HA FATTO I MIEI VESTITI?
#FASHREV #WhoMadeMyClothes?

AMBER VALETTA

Italian Youtuber
204k instagram followers



18.5k views

ambervalletta In honor of Fashion Revolution week I am showing my tags. #whomademyclothes question who makes your clothes and where. I ❤️ my vintage organic cotton Stella tiger T made in Portugal @stellamccartney

KELLY SLATER / OUTERKNOWN

Pro surfer

1.6m instagram followers



3,743 likes

outerknown John & Kelly turned their clothes inside out for Fashion Revolution ! The idea is to raise awareness for the fashion industry's most pressing issues, showing change is possible in our industry and to celebrate those who are on a journey to create a more ethical and sustainable future for fashion.
[#whomademyclothes](#) [#fashrev](#)

CAMERON RUSSELL

American fashion model

54.1k instagram followers



1,153 likes

cameronrussell Today I'm taking part in [#FashionRevolution](#) week and asking [@acnestudios](#) [#WhoMadeMyClothes?](#) I enjoy wearing this shirt often and I'd love to know who made it.
I also encourage you to join me in asking the brands you wear who made your clothes!

CAROLINE ISSA

CEO, Tank Magazine

135k instagram followers



464 likes

carolineissa This week, [@fash_rev](#) is asking us to question [#whomakesmyclothes](#), and to value the long lasting, quality pieces we own. Like this 8 year old [@miumiu](#) jacket I treasure and still wear today...

CUTIEPIE MARZIA

Youtube, blogger

4.2m instagram followers



146k likes

itsmarziapie New episode of Marzia's Style just went up. This time it's only focused on fashion, because I took the chance, being Fashion Revolution Week, to talk about some important topics as well as putting together a lookbook with thrifted and DIY items! 🧵🌱📺

SUSIE BUBBLE

Fashion blogger

285k instagram followers



1,614 likes

susiebubble Deconstructed t-shirt amazingness created by @nokiofficial and students at the @fash_rev Upcycling Workshop @buildingbloqs organised by @orsoladecastro #WhoMadeMyClothes

MADDU

Youtuber

1.4m youtube followers



DIY :: 4 Dicas pra Transformar Roupas #Halternative



473,407 views

+ Add to Share ... More

👍 47,755 🗨️ 299





3.5k

producer voices
heard with our new
#imadeyourclothes
hashtag



I made
your
clothes



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**FASHION
REVOLUTION**

JUKI







I made
your
clothes

I made
your
clothes

yo
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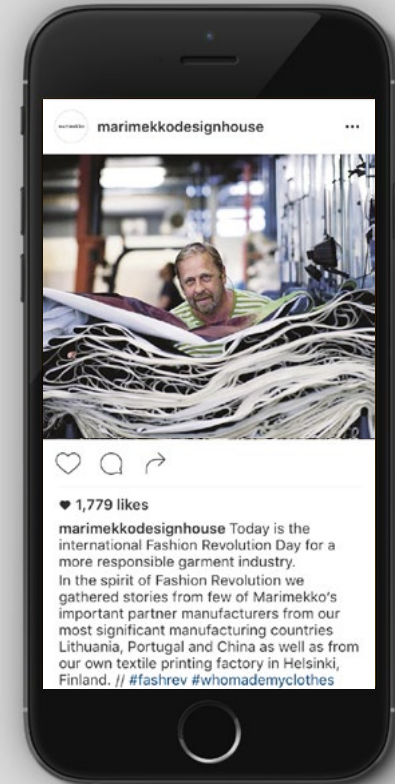
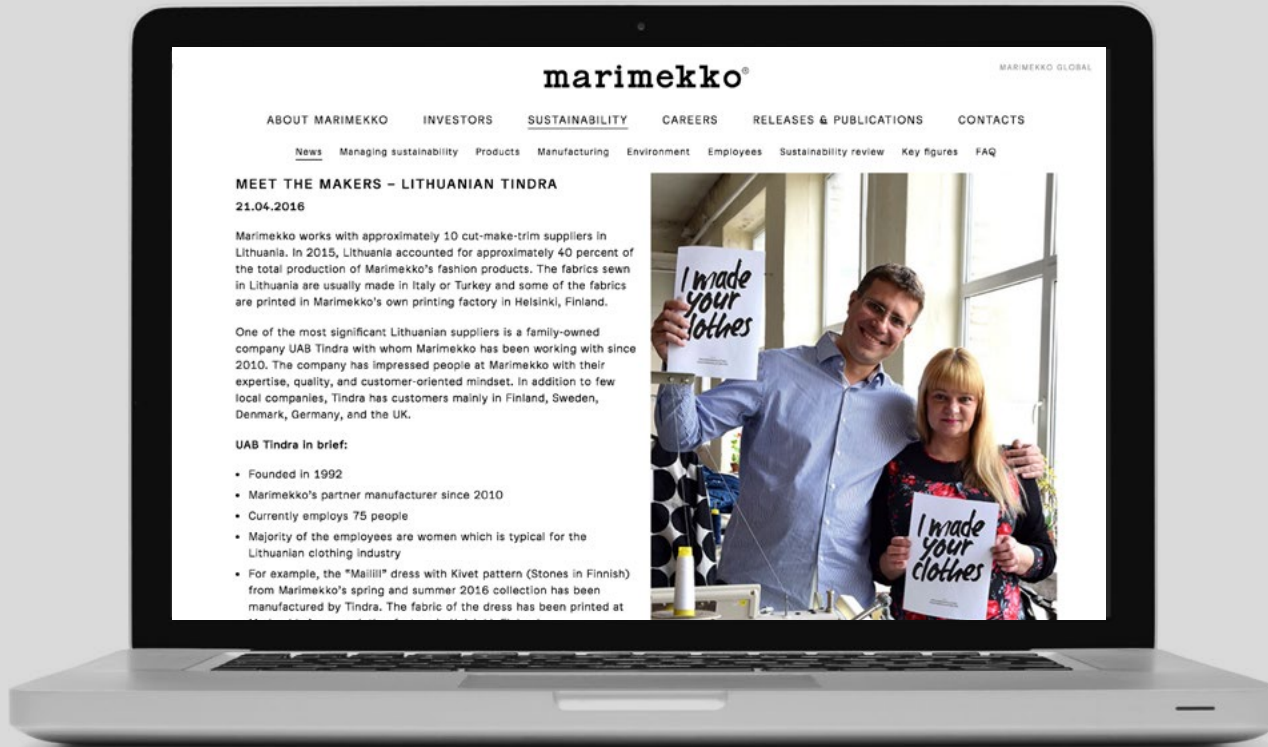
yo
nice
tu
ropa



1274

**brands responded,
including 372 global
fashion brands**

marimekko®





G-Star RAW @GStarRAW

Yes, we care who made our clothes.
bit.ly/1pgBiM5 @Flash_Rev
#WhoMadeMyClothes

WORLDWIDE		
6	28	32145
COUNTRIES	FACTORIES	WORKERS

RETWEETS 14 LIKES 37

Child Labor Free

gstarraw

3,159 likes

gstarraw Don't be shy. Show your label and ask #WhoMadeMyClothes #FlashRev @flash_rev

Heather Knight @heatherknight08 · Apr 22
Hi @GStarRAW can you tell me #whomademyclothes?

1 2

R. M. WILLIAMS

EST. 1932, AUSTRALIA

R.M.Williams added 20 new photos.
1 hr · 🌐

Techniques ahead of their time are still used by R.M.Williams today – our craftsmen and women continue on the legacy at our Adelaide workshop, making one piece leather boots that stand the test of time #fashrev #whomademyclothes #whomademybelt



R.M.Williams added 12 new photos.
7 hrs · 🌐

Walk with us, see inside our Adelaide workshop, get to know our craftsmen and women – celebrate #fashionrevolutionday with us. #imadeyourclothes #fashrev #whomademybelt



R.M.Williams added 3 new photos.
4 hrs · 🌐

Maria has been working at R.M.Williams Adelaide workshop for over 28 years. She is a master at hand plaiting our unique kangaroo leather belts – her work takes incredible skill and precision #fashrev #whomademybelt



American Apparel™




 americanappareldo [Follow](#)

431 likes 12w

americanappareldo American Apparel is sweatshop free - which means we produce in USA only. We have our manufacturing under the same roof as design, marketing, accounting, retail and distribution gives us the ability to quickly mobilize all departments. We want a better and more consistent quality of work, stronger employee morale, and ultimately, retention rates of skilled operators. In order to do so, we provide our garment workers the highest rate of pay for the manufacturing of apparel basics from \$12-14 an hour. Our sewers work in highly efficient teams. We promote exercise, stretching and offer complimentary massages to workers to avoid on and off the job injuries. American Apparel supports freedom, expression and equality! [#IMadeYourClothes](#) [#AmericanApparel](#) [#MadeInUSA](#)

 Add a comment... ...

americanappareluk



4,644 likes


americanappareluk American Apparel is the biggest garment manufacturer in North America and we produce 100% Sweatshop free. [#AmericanApparel](#) [#MadeInUSA](#) [#IMadeYourClothes](#)

Made in the USA - Sweatshop Free Free Shipping Over \$50 & Free Returns

Wholesale US - English Subscribe Sign In

American Apparel® Women / Men / Basics / Kids / Sale

Search



[#whomademyclothes](#)
Join the Fashion Revolution

WAREHOUSE



 warestyle Following

849 likes 12w

warestyle At Warehouse, we value the individuals that work behind the scenes to make our clothes. We work with our suppliers to promote an ethical work environment and make improvements when needed. That's why we're proud to support #FashionRevolutionWeek and the journey towards a more ethical and sustainable future for fashion. Meet Yu JvHua, who works for our main knitwear supplier. She is 47 years old, and has worked in jintu for 9 years.

#Warestyle #WhoMadeYourClothes #IMadeYourClothes

laureneheil Great initiative ! 👍

mynameiszebra Absolutely amazing live feedback to us..

atasteof_ebb @entertainmentforbreakfast

ap_murdoch This is a brilliant initiative @Warestyle! I hope many other retailers will do the same!

 Add a comment... ⋮

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atasteof_ebb @entertainmentforbreakfast

ap_murdoch This is a brilliant initiative @Warestyle! I hope many other retailers will do the same!

bananinazanin 😊

joliefluer I value her as well!!! Pls do tel her thanks as i know she appreciates fine clothing as do us!! Pritty sure if she has a function to attend for her child she wud want herself n child to look their best n so the cycle conts...grt job @warestyle

net54321aoriginal Thank you and God bless those hands

shapesinthesandswim 🙌

silverbellsandcockleshells 🙌

natalyelbaz Thank you so much for sharing with us 🙌❤️

blackneondigital Thank you, this really does make a difference. It makes business sense, and sense for humanity! @warestyle 🙌

a.a.nargiza | <3 U

“Fashion Revolution
promises to be one
of the very few truly
global campaigns to
emerge this century”

BARONESS LOLA YOUNG OF HORNSEY






Making your #haulternative video 6 easy steps

- 1. Briefly introduce Fashion Revolution in the beginning of your video** (see p7)
- 2. Include some one or two facts about how fashion affects people and the planet** (see p8)
- 3. Explain what a #haulternative is and why you are doing one.** (see p3)
- 4. Show your haulternative. Have fun!**
- 5. Upload your video to YouTube during Fashion Revolution Week, 18-24th April.**
Make sure you include #haulternative in the title. Include the Fashion Revolution website in the description box: www.fashionrevolution.org
- 6. Let your audience know that they can join the movement and become part of the solution. Ask them to try their own #haulternative. Use all your social media channels, (e.g. Instagram, facebook, twitter) to tell people about the #haulternative movement, and make the hashtag more powerful.**

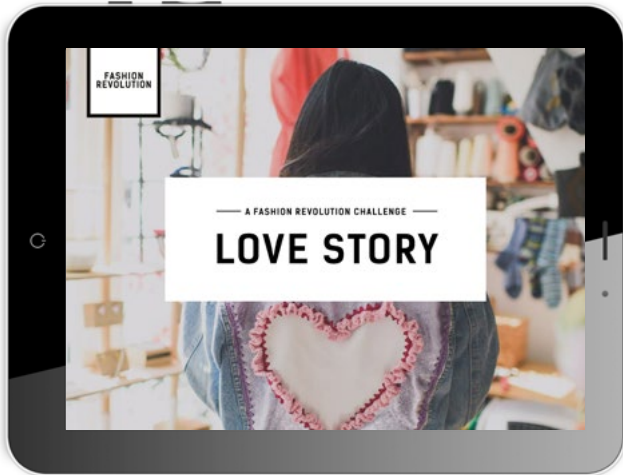
#haulternative broken & beautiful



WHAT IS IT?
Just like you never stopped loving your teddy when he lost an eye or arm, there are certain items of clothing which we continue to love, maybe even more, when they are no longer perfect: a pair of jeans that are almost worn through but are so soft and fit so perfectly still, a favourite jumper that's fraying at the sleeves.

Share the story about an item of clothing that you've worn in to the point that others may see it as damaged or broken, but that you love and will cherish forever.

WHERE DO I FIND IT?
In your wardrobe.



80 billion items of clothing are discarded out of factories worldwide

£30 billion worth of discarded clothing is thrown away each year in the UK alone

£285 worth of clothing is thrown away each year in the UK alone

95% of discarded clothing can be recycled or upcycled

1.5 tonnes of clothing is thrown away each year in the UK alone

x285 times more water is used to produce a pair of jeans than a shower

x6000 times more water is used to produce a pair of jeans than a shower

Make your love story

Share your love story on social media during Fashion Revolution Week 18-24th April.

Encourage your audience to make their own love story, and be part of the Fashion Revolution movement.

Photograph it

Share a photo of the item of clothing you love. Tell us it's your favourite, why you love it, how you wear it, or how you care for it. You could even share the love stories of an entire outfit!

Share it on Instagram or Facebook with the hashtag #haulternative during Fashion Revolution Week 18-24th April. We'll repost our favourites on the #haulternative Instagram feed.

Film it

Make a video introducing us to your item of clothing. You could be wearing it, or just it out from your wardrobe. You could even share the love stories of an entire outfit!

Upload it to YouTube, and include the Fashion Revolution website in the description box: www.fashionrevolution.org

Encourage your audience to make their own love story, and be part of the Fashion Revolution movement.

We'll share our favourite love story videos on our YouTube page. Make sure we see it by including #haulternative in the title.

Write about it

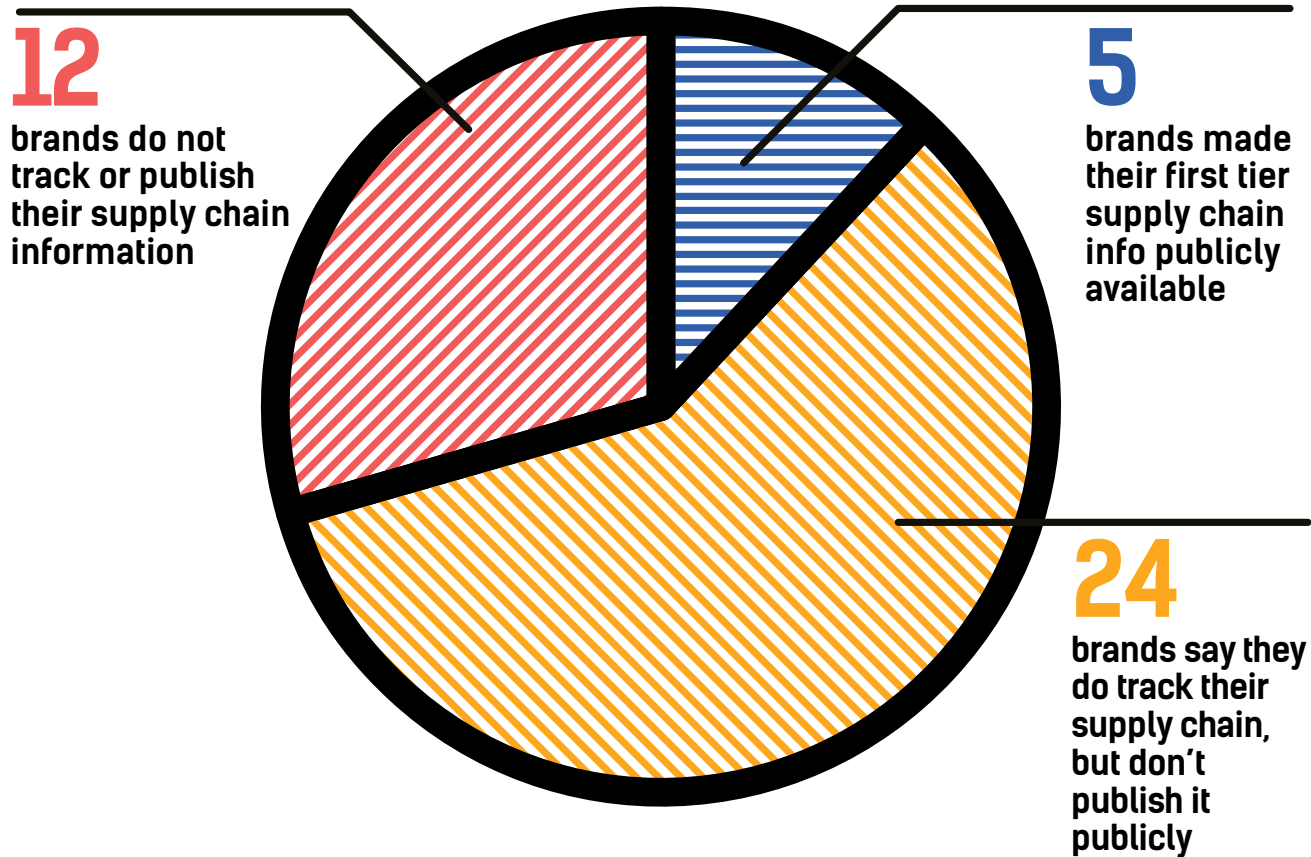
Write a love poem or letter to your item of clothing. It could be an item you love, or just an item you care for. You could even share the love stories of an entire outfit!

Check out our #haulternative love stories for inspiration.

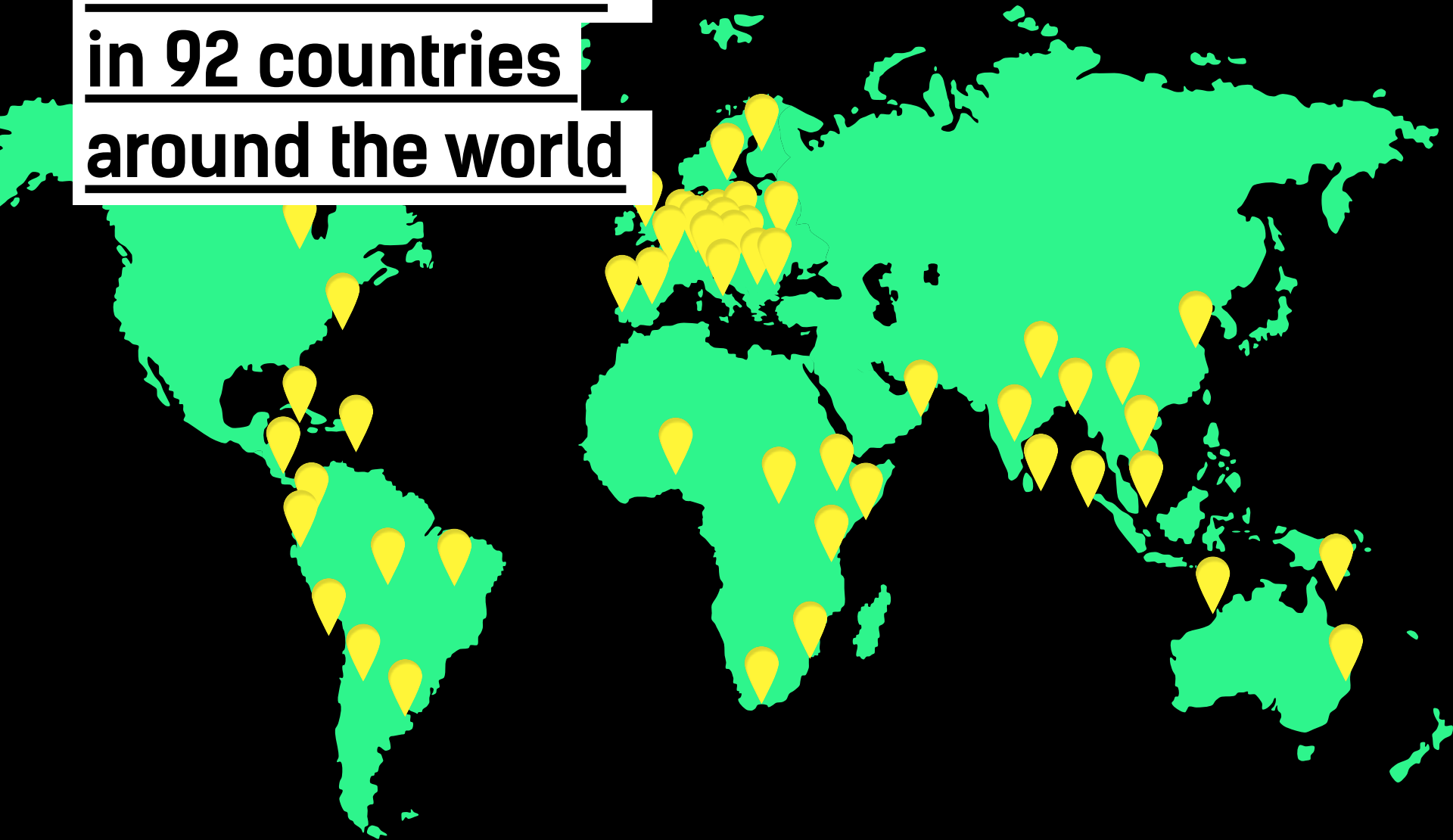
We will select our favourites for the Fashion Revolution #haulternative.

TRACKING & TRACEABILITY

Which brands supply information about their first-tier supply chain?



Over 800 events
in 92 countries
around the world



Daily Mail

BBC

Le Monde

16.5
BILLION

THE INDEPENDENT

METRO

LA STAMPA

THE HUFFINGTON POST

GRAZIA

ELLE

VICE · i-D

Mail
IN SUNDAY

The Observer

YAHOO!
STYLE

iHOLA!

2015
ONLINE
MEDIA
REACH

London
Evening
Standard

FORTUNE

CNN Money

Mirror

theguardian

DAZED

madame
FIGARO

The Telegraph

THE DIPLOMAT

Daily Mail

BBC

Le Monde

22

BILLION

THE INDEPENDENT

METRO

LA STAMPA

THE HUFFINGTON POST

GRAZIA

ELLE

VICE · the Mail ON SUNDAY

The Observer

YAHOO! STYLE

iHOLA!

2016 ONLINE MEDIA REACH

London Evening Standard

FORTUNE

CNN Money

Mirror

DAZED

the guardian

madame FIGARO

The Telegraph

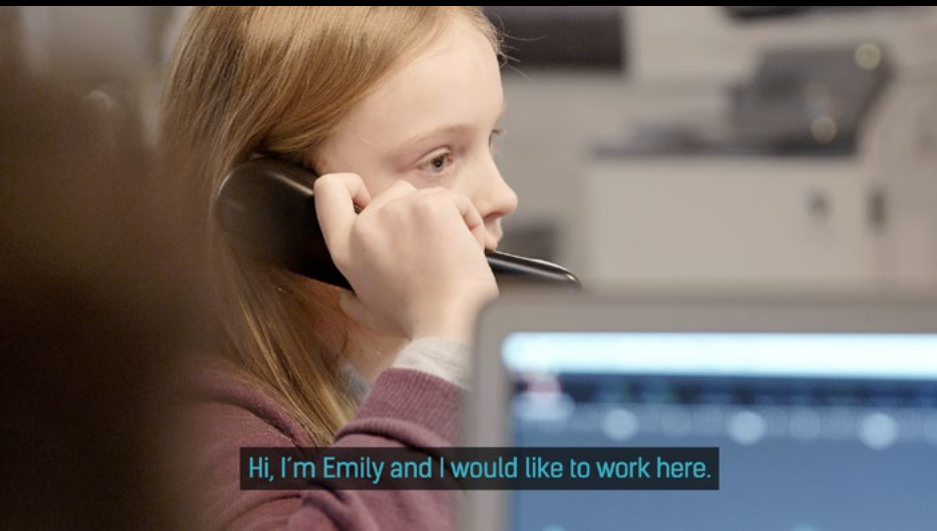
THE DIPLOMAT

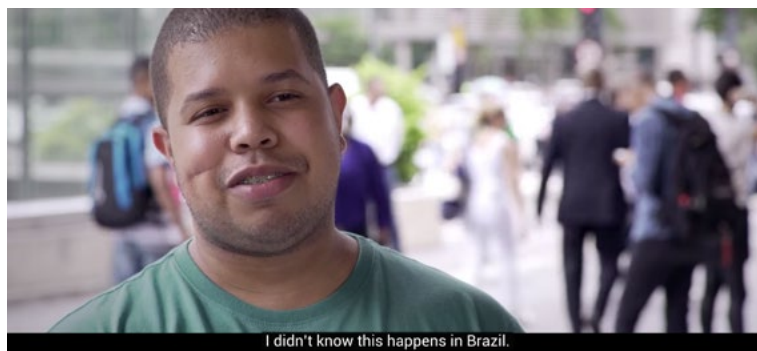
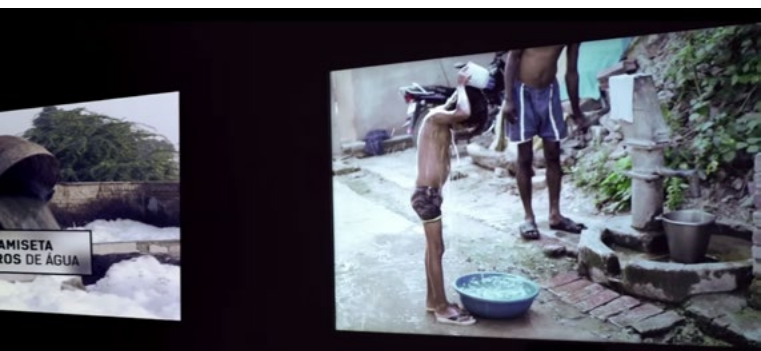




The Child Labour Experiment

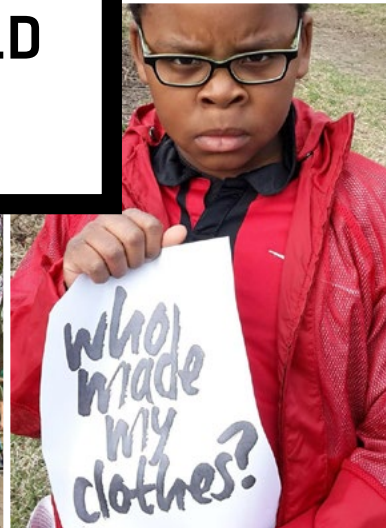
A WORKFORCE AGAINST FORCED WORK







**IN SCHOOLS
AROUND
THE WORLD**





Who made my clothes?

Who made my clothes?

Who made my clothes?

Who made my clothes?

Who made my clothes?

Who made my clothes?

Who made my clothes?

Who made my clothes?



Who made my clothes?

Who made my clothes?

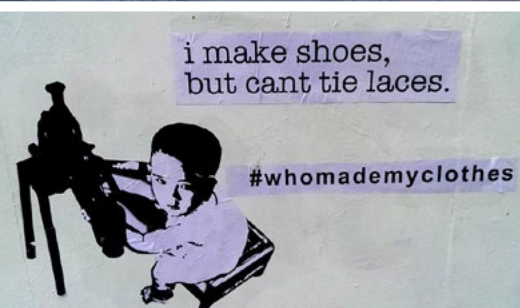
Who made my clothes?

Who made my clothes?



who
made

my
clothes





FASHION
REVOLUTION

THE #HAULTERNATIVE

A GUIDE FOR FASHION LOVERS

So, what's the #haulalternative?



You don't need to buy new clothes to enjoy a haul.

Instead of the traditional fashion haul, where you go shopping and post a video of what you've bought, try a **#haulalternative**; a way of refreshing your wardrobe without buying new clothes.

Join YouTube vloggers, including Noodlerella, Grav3yardgirl, CutiePieMarzia and Bip Ling, and share a better way to haul that's fun and fabulous, from upcycling to swaps to finding gems in charity shops. Check out their haulalternative on [Youtube](#) and film your own.

Be part of the Fashion Revolution

We have 8 different haulalternatives to choose from. Pick the one that most inspires you and create a haulalternative video for **Fashion Revolution Week** (18-24th April).

We hope that making this video will inspire you and your audience with other ways of buying and experiencing clothes. **Your voice can help us to change the world, one outfit at a time.**

#haulalternative love story

WHAT IS IT?

No one can replace the beautiful jacket that your grandmother wore and gave to you. Or that perfect little dress you found while travelling somewhere special. Rather than buying new, fall back in love with the things you already own.

Share a story, or write a love letter about an item of clothing that means a lot to you. Check out [Collectively's love letters](#) to their favourite clothes for inspiration.

WHERE DO I FIND IT?

In your wardrobe.

WHO'S DOING IT?

Kim Kardashian, Kate Middleton and Michelle Obama wear their favourite outfits time and time again. Join Livia Firth in committing to wearing clothes for at least [#30wears](#) and love them for longer, taking a stand against disposable fashion.



Photography by Jo Christian, Omnia



#haulalternative broken & beautiful

WHAT IS IT?

Just like you never stopped loving your teddy when he lost an eye or arm, there are certain items of clothing which we continue to love, maybe even more, when they are no longer perfect; a pair of jeans that are almost worn through but are so soft and fit so perfectly still, a favourite jumper that's fraying at the sleeves.

Share the story about an item of clothing that you've worn in to the point that others may see it as damaged or broken, but that you love and will cherish forever.

WHERE DO I FIND IT?

In your wardrobe.



#haulternative fashion fix

WHAT IS IT?

When we wear clothes we adore again and again, they can start to show signs of wear and tear. A rip, a missing button or a stain should never stand in the way of you and a good outfit. Don't throw them out, give them a fashion fix. Make your clothes last longer by repairing them when they need it. Get creative; make your broken seams, holes and tears into a fashion statement.

WHERE DO I FIND IT?

There are loads of workshops and online tutorials that can teach you amazing ways to mend and revitalise your clothes. Check out the Japanese art of [Sashiko Mending](#) or find a quirky [patch](#) to cover a hole.



#haulalternative 2hand

WHAT IS IT?

Recreate your favourite looks for a fraction of the price by buying from your local charity shops.

WHO'S DOING IT?

Lily Allen, Pixi Geldof, Lily Cole and Erin O'Connor

WHERE DO I FIND IT?

Everywhere

www.oxfam.org.uk/get-involved

www.traid.org.uk

www.thefaraworkshop.org



#haulalternative swap

WHAT IS IT?

Swapping, swishing, sharing. The simplest way to extending the life of your clothes is by giving them a new owner.

WHO'S DOING IT?

Gwen Stefani, Sarah Jessica Parker, Joanna Lumley and even the Middleton sisters are all up for a bit of swapping.

WHERE DO I FIND IT?

Do a clothes swap with a friend or fellow vlogger. Go to a swishing party, or even host your own.

www.swishing.com

www.mrsbears.co.uk

www.swapinthecityuk.co.uk



#haulternative DIY

WHAT IS IT?

If you've fallen out of love with a piece of clothing, don't throw it out, change it up. You can tailor clothes to a different shape, add new embellishments, or dye it a different colour. You could turn it into something completely new, like a scarf or an accessory.

WHO'S DOING IT?

Gwen Stefani and Lily Cole

WHERE DO I FIND IT?

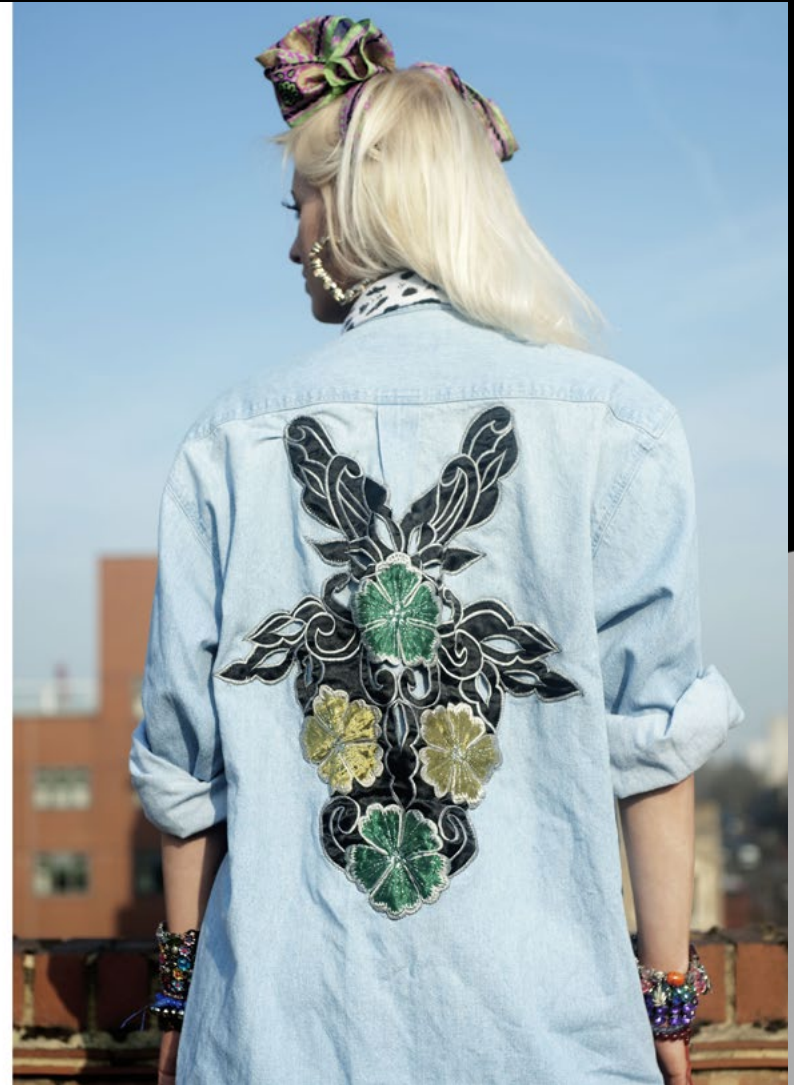
Visit your local habadashery for a sewing kit or order it online. There are loads of great sewing blogs and tutorials online, which can teach you amazing ways to customise, mend, transform and revitalise your clothes.

www.abeautifulmess.com

www.apairandasparediy.com

www.tillyandthebuttons.com/p/

www.learn-to-sew.html



#haulalternative vintage

WHAT IS IT?

Hunt for your own unique piece to own a piece of history and channel that Audrey Hepburn, Lauren Bacall or Marilyn Monroe look. Vintage gives you personal style and means you'll be reusing, repurposing and extending the life of beautiful clothes.

WHO'S DOING IT?

Vintage addicts include Lily Allen, Kate Moss, Sienna Miller, Chloe Sevigny, Alexa Chung, Daisy Lowe and many many more.

WHERE DO I FIND IT?

Most towns have a vintage shop or a good second hand charity shop, otherwise look online.

www.williamvintage.com

www.lovemissdaisy.com

www.etsy.com/uk

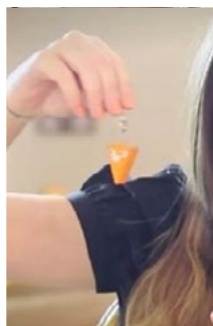
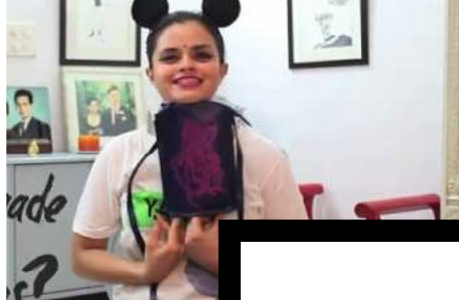
[ADD VESTIAiRE](#)





#HAULTERNA



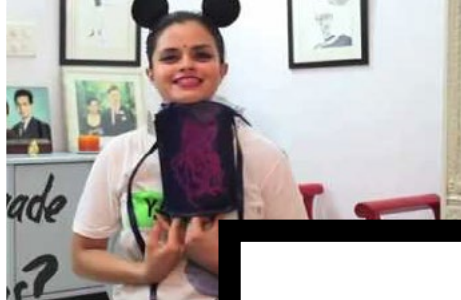


63

NEW
HAULTERNA
TIVES
ON YOUTUBE
IN APRIL 2016



FASHION
REVOLUTION



1.5
MILLION VIEWS

HAULTERNATIVES
ON YOUTUBE





HAULTERNATIVE | Marzia's Style



CutiePieMarzia ✓

Subscribe 6,518,665

688,029 views

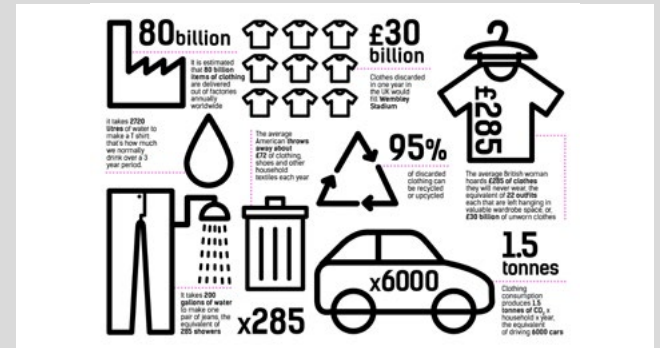
+ Add to ↪ Share ⋮ More

👍 50,043 🗨️ 386

Published on 21 Apr 2016

Hello marzipans!

It's Fashion Revolution Week, which means it's the perfect time for me to focus on some topics I really care about. If you would like to learn more, check out this website: <http://fashionrevolution.org>





DIY :: 4 Dicas pra Transformar Roupas #Haulternative



Maddu Magalhães

 **Subscribe** 1,480,741

487,816 views

 Add to  Share  More

 48,486  307



**Thank
you!**

**#WHOMADEMYCLOTHES
FASHIONREVOLUTION.ORG**

**Elegance
is refusal**



COCO CHANEL

fast fashion
isn't free.

Someone,
somewhere
is paying.

LUCY SIEGLE

Never doubt
that a small group of
thoughtful, committed
citizens can
change the world.

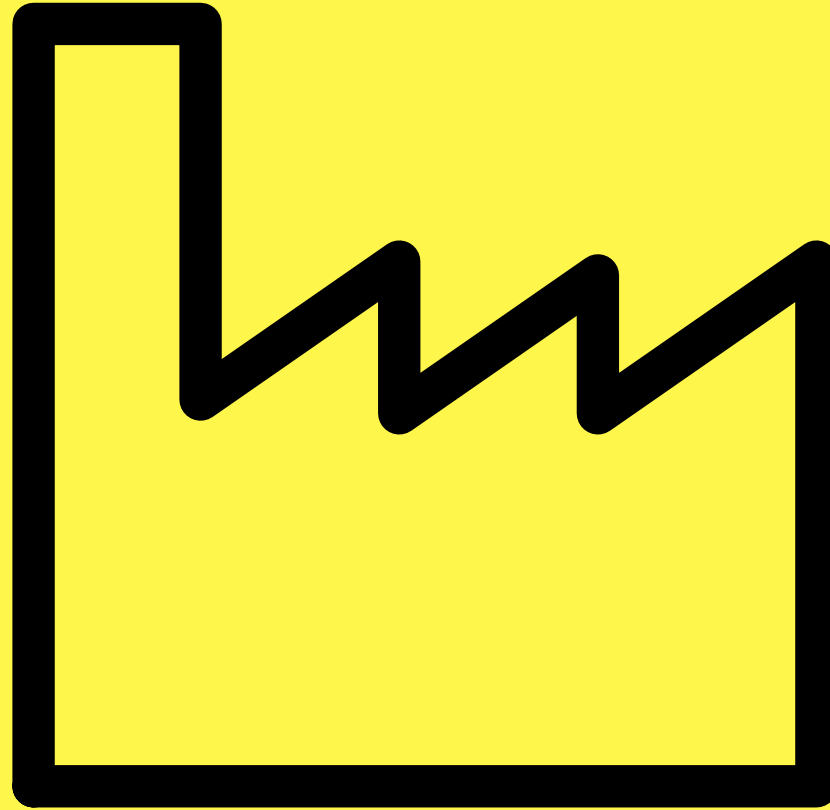
indeed, it's the only thing
that ever has.

MARGARET MEAD

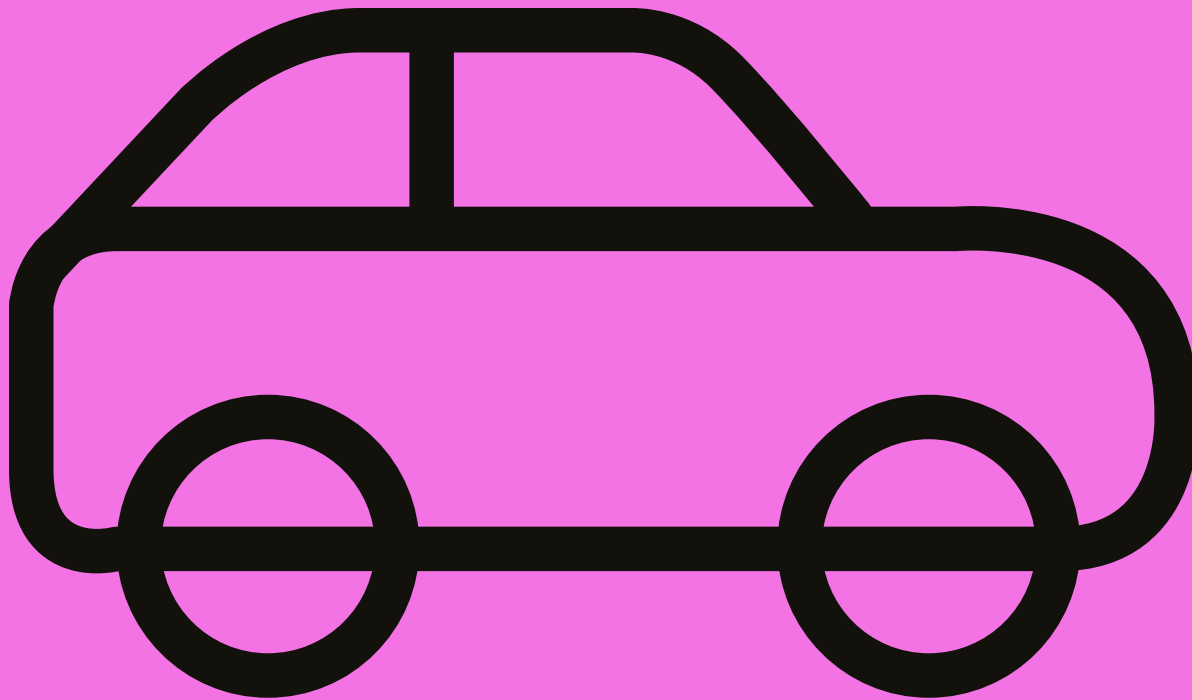


It takes
2720
litres of water
to make a t-shirt.

That's how much
we normally drink
over a 3 year
period.



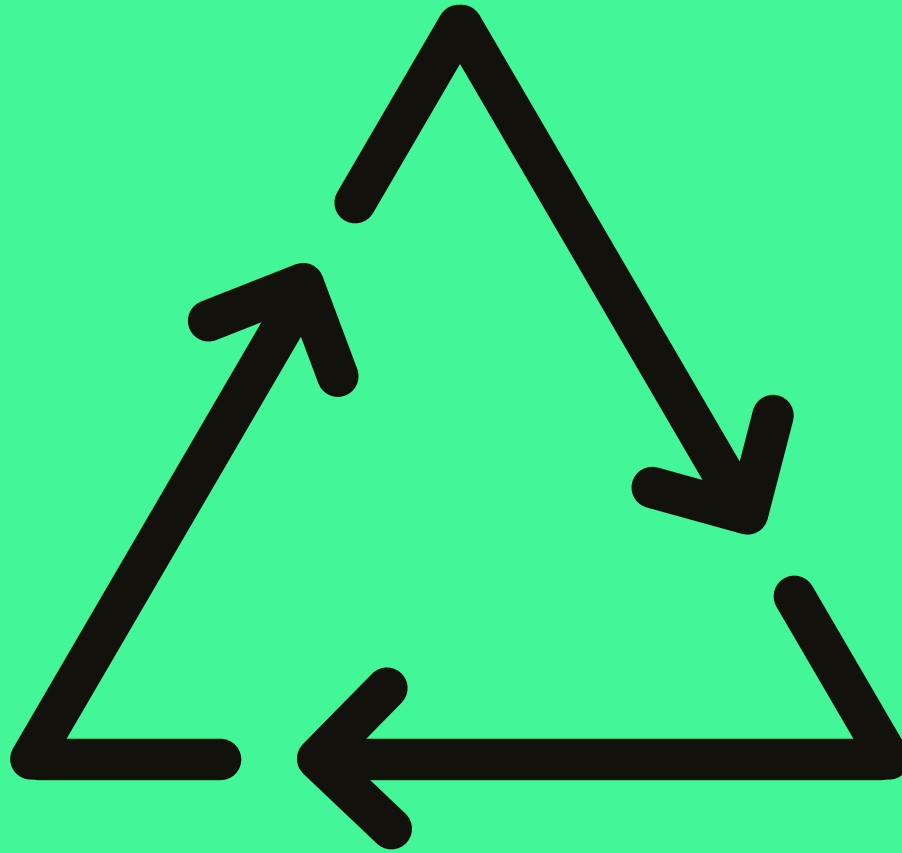
It is estimated that 80 billion items of clothing are delivered out of factories annually worldwide



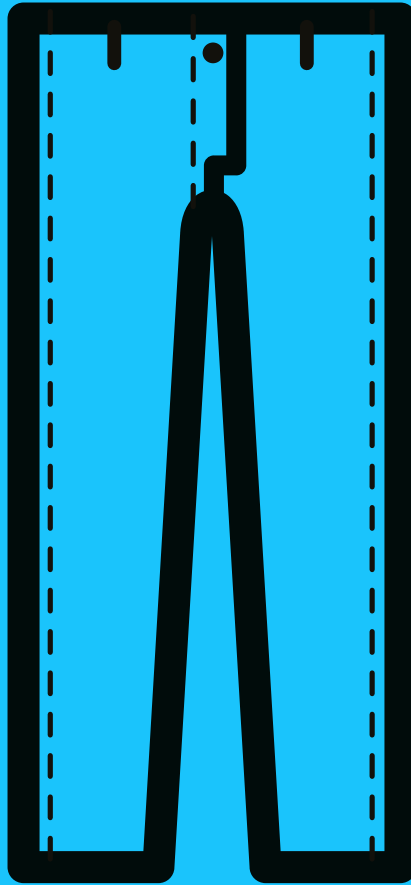
**Clothing consumption produces
1.5 tonnes of CO₂ x household x year.
The equivalent of driving 6000 cars.**



**The average American throws away
about £72 of clothing, shoes and
other household textiles each year**



**95% of discarded clothing
can be recycled or upcycled**



**A typical pair of blue jeans
consumes 919 gallons of
water during its life cycle**