



BE PART OF THE FASHION REVOLUTION

**A GUIDE TO GETTING INVOLVED IN
FASHION REVOLUTION WEEK 2019**

**FASHION
REVOLUTION**

We are Fashion Revolution

We're here to tell a different story about the clothes we wear.

We believe that positive change can happen if we all think differently about fashion and demand better. We want a cleaner, safer, fairer, more transparent and more accountable fashion and textiles industry.

We want fashion to become a force for good. We believe in an industry that values people, the environment, creativity and profit in equal measure.

We are designers,
academics, writers,
business leaders,
policymakers, brands,
retailers, marketers,
producers, makers,
workers, trade unions
and fashion lovers.

We are the industry
and we are the public.

We are world citizens.

We are you.



Photograph: Munir Uz Zaman/AFP/Getty Images

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.

We believe that 1,138 is too many people to lose from the planet in one building, on one terrible day to not stand up and demand change.

Since then, people from all over the world have come together to use the power of fashion to change the world.

Fashion Revolution is now a global movement of people like you.



A woman with dark, wavy hair is looking directly at the camera. She is wearing a black top with vibrant, multi-colored floral embroidery in shades of red, orange, yellow, pink, and white. The background is a solid, light blue color.

FASHION REVOLUTION WEEK

22-28th April 2019

fashionrevolution.org

[@fash_rev](https://twitter.com/fash_rev)

Join the movement

If you are an influencer or public figure, there are many ways you can get involved, both during Fashion Revolution Week and throughout the year.

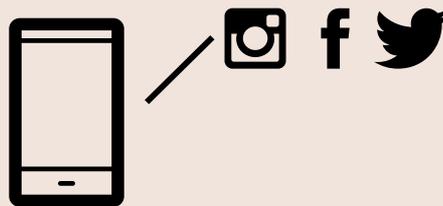
We invite you to use your platform for good and participate in one or more of the following ways.



SHOW YOUR LABEL



**ASK THE BRAND
#WHOMADEMYCLOTHES?**



Take part ask the brand



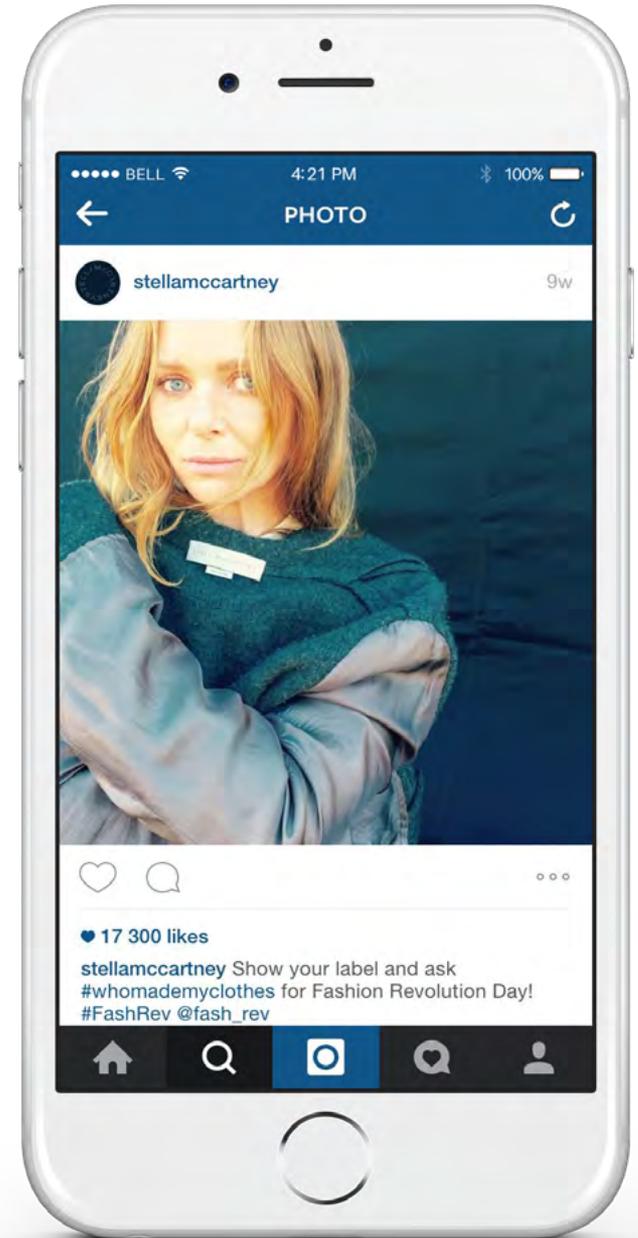
One of the easiest ways you can get involved is by taking a photo of your clothing label during **Fashion Revolution Week**, and asking the brand **#whomademyclothes?**

Make sure you **tag the brand** in the photo so they can see your question. Share your photo on Instagram during **Fashion Revolution Week** (22–28th April) and encourage your friends to do the same.

It's more effective if you post your photo on your feed rather than doing an Instagram Story, as their temporary nature lessens the effect on the brands. Posting to your feed also helps us find your posts and measure their impact.

You can also ask the brand **#whomademyclothes** on twitter or email using the form on our **homepage**.

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 know something about the people who make their clothes. 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.



Take part love story

30
mins

Create a Fashion Revolution 'love story'.

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, we want people to fall back in love with their clothes, care for them for longer, and take a stand against fast fashion that ends up in landfill.

Share a story, or write a love letter about a piece of clothing that means a lot to you. This could be a photo on Instagram, video for Youtube or a piece of writing for our/your blog.

Download our [how-to guide](#) here. Share your Love Story with the hashtag **#lovedclotheslast**



Take part interview series



Sparked by the buzz around HRH Megan Markle choosing to shop amongst sustainable brands (yay), we found ourselves interested in learning more about the conscious and subconscious effect of social influencers and how that can shape our buying habits.

Throughout 2019, we will be sharing our 'Power of Influence' series, talking to people within the fashion and social media realms about how they are using their platform for positive action.

As an influencer or public figure, we would love if you could answer a few written questions about your own fashion journey.

Upon release, we ask you to post about the interview on your social media platforms and encourage your followers to read and respond with their thoughts.



Take part haulternative

1-3
hours

Create a Fashion Revolution 'haulternative' and inspire your audience with other ways of buying and experiencing clothes.

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

Join YouTube vloggers, including [CutiePieMarzia](#), [Grav3yardgirl](#), [Maddu](#), [Noodlerella](#) and [Shameless Maya](#), and share a better way to shop that's creative and meaningful, from upcycling to swaps to finding gems in charity shops. Check out their haulternative on [Youtube](#) and film your own.

Download our [guide](#) for simple steps to making your haulternative video.

We have 9 different haulternatives to choose from. Pick the one that most inspires you and create a haulternative video for **Fashion Revolution Week (22-28th April)**.



MARZIA CUTIEPIE

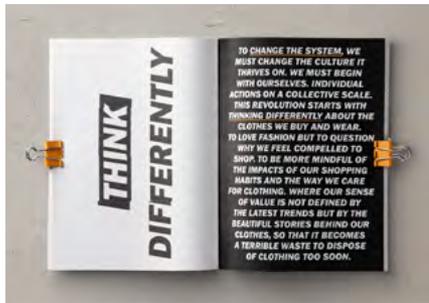


MADDU



SHAMELESS MAYA

Take part Read up



Loved Clothes Last

Read our second edition [fanzine](#) which explores the issue of waste and overconsumption in the fashion industry, and hopes to inspire you to buy less, care more, and know how to make the clothes you love last for longer.



Fashion Environment Change

Read the third edition of our [fanzine](#) which explores the hidden stories behind your clothing, what the price you pay for fashion means, and how your purchasing power can make a positive difference.



Be a Fashion Revolutionary

Download our ['How to be a Fashion Revolutionary'](#) booklet. It's full of inspiration and ideas about how you can use your voice and your power to transform the fashion industry as we know it.



Fashion Transparency Index

Ranking the levels of transparency of the biggest global fashion companies. Our 2018 [Fashion Transparency Index](#), ranking 150 companies is out now, with a new edition launching during Fashion Revolution Week 2019.

Take part

Spread the word



Share our Fashion Revolution 2019 [key campaign assets](#) and messages and encourage your friends and family to join the Fashion Revolution.



Download and print Fashion Revolution Week [posters](#) to use with your social media selfie.



Use your Facebook/Twitter [cover images](#) to support the movement. Follow us at @fash_rev on [twitter](#) and [instagram](#) and on facebook at www.fb.com/fashionrevolution.org



Raise awareness with these [fashion facts & quotes](#).

Take part

Donate

Support us

Fashion Revolution is working to secure radical change in the way that our clothing is produced, sourced and consumed. To continue to grow our global movement for change, we need your support.

Become a Fashion Revolutionary – Use your money and your voice to transform fashion into a force for good.

- **Pledge your support all year round** – **become a regular donor** by making a monthly gift to Fashion Revolution.
- **On the 6th anniversary of Fashion Revolution**, **make a donation** of £6, £60 or even £600 to help power our revolution.
- **Take on a challenge** – set-up an online fundraising page using platforms like **JustGiving**, **Facebook Fundraisers** or **GoFundMe** and get your family, friends and colleagues to sponsor your run, bake, swap, mend or stunt. You could also ask your company to match your donation.
- **Host an event** – organise a ticketed film screening, talk or workshop and donate any money raised. Add your event details **here**.

Even the smallest donation will help us to continue delivering the resources we need to power our revolution. Please donate, be a part of this movement and help us keep going from strength to strength.

To make a contribution, visit:

www.fashionrevolution.org/donate

**there's nothing
interesting about
looking perfect –
you lose the point.**

**You want what
you're wearing to say
something about you,
about who you are.**

– EMMA WATSON –

**never put
anything past
the determination
of people to
affect change.**

- ZANDRA RHODES -

**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 –

Who
made
my
clothes?

FASHION
REVOLUTION