

GET INVOLVED GUIDE: **BRANDS, RETAILERS, WHOLESALEERS & DISTRIBUTORS**

*Your guide to getting involved in
Fashion Revolution Week 2021*



I made
your
clothes

—
#IMADEYOURCLOTHES
FASHIONREVOLUTION.ORG

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We are Fashion Revolution.

**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.**



Rights, Relationships And Revolution

Human rights and the rights of nature are interconnected and interdependent, yet the fashion industry takes too much from nature, and exploits its people.

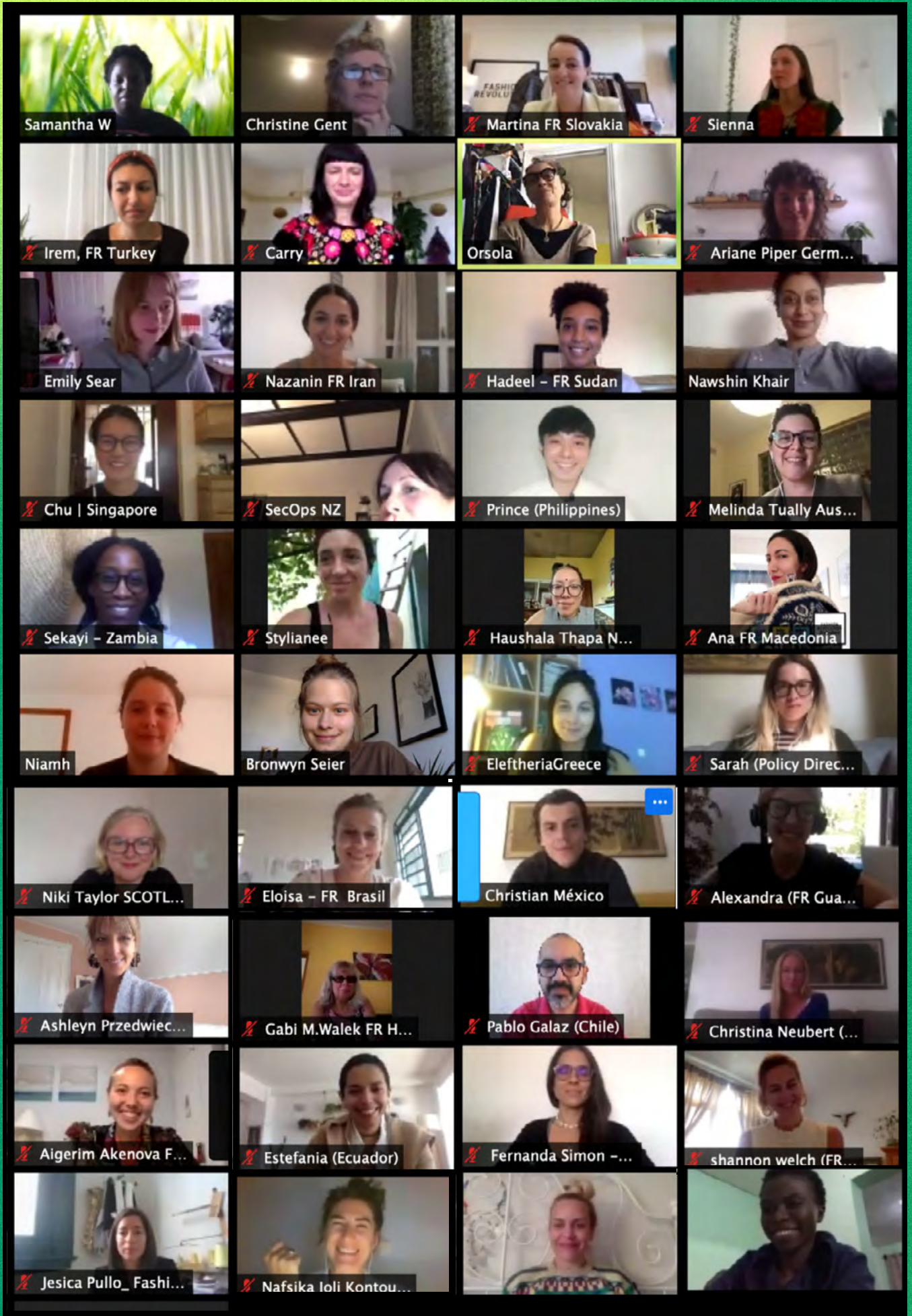
We cannot continue to extract dwindling resources from an already stressed natural world, pollute our land and our oceans, fall far short of climate change targets and dump our waste on the shoulders of countries we have culturally depleted. Nor can we continue to allow big business to profit whilst supply chain workers struggle to live in dignity.

At Fashion Revolution, we believe we need a radical shift in our relationships – with each other, with our clothes, within fashion supply chains and with the natural world. **We need this revolution for our own prosperity and wellbeing, and for the health of our earth and our oceans. Now is the time for a fashion revolution.** This Fashion Revolution Week, we are bringing people together from across our community, amplifying unheard and marginalised voices, and working together to explore interconnected solutions.

To learn more about the history of Fashion Revolution Week and the issues we're campaigning on in 2021, click [here](#).

Liste

en up



The first step in creating a fashion industry that respects people and nature is to understand the issues. Fashion Revolution works to make fashion's flaws understood to people around the world every day, through our social media channels, our free online course and our research on fashion transparency.

Action: 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 YouTube Channel.

[Browse events](#)



Fancy hosting an event? Head to [page 30](#).

Transpare

ency is key

TRANSPARENCY



ACCOUNTABILITY



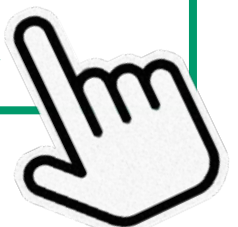
CHANGE

We believe transparency is the first step to transform the industry.

We need a shift in the relationships between brands and suppliers, so that the rights of people and the rights of nature hold more of the power wherever decisions are being made. We can bring about this change by first demanding transparency from brands and retailers, encouraging fashion businesses to disclose information about their purchasing practices and offer the public a view into their social and environmental impacts.

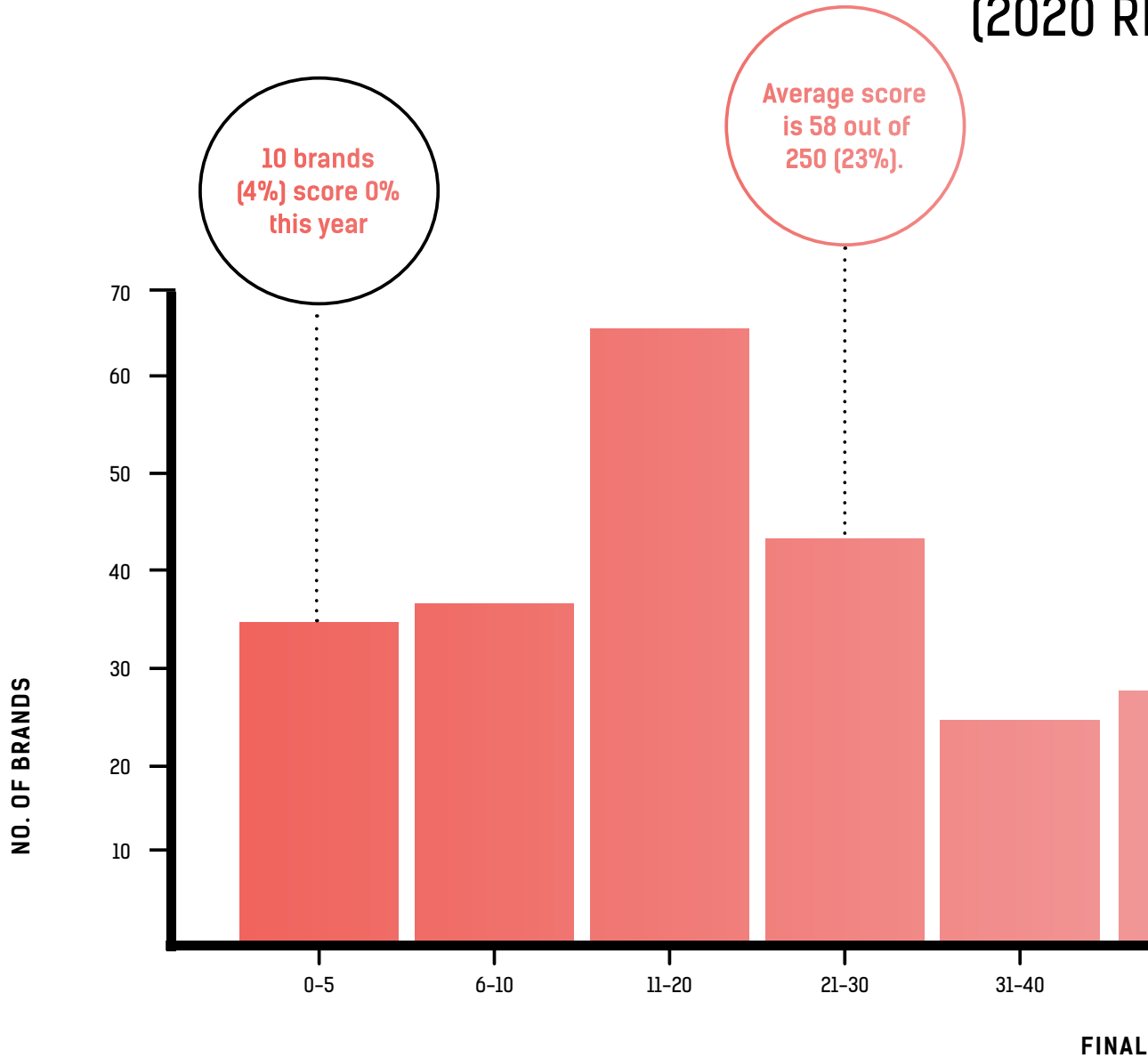
In our annual Fashion Transparency Index, we review and rank the biggest global fashion and apparel brands and retailers according to how much information they disclose about their suppliers, supply chain policies and practices, and social and environmental impact. We publish the results so brands can be held accountable, which we believe will lead to real change.

**Read the latest
Fashion Transparency Index**



HOW TRANSPA WORLD'S BIGGEST

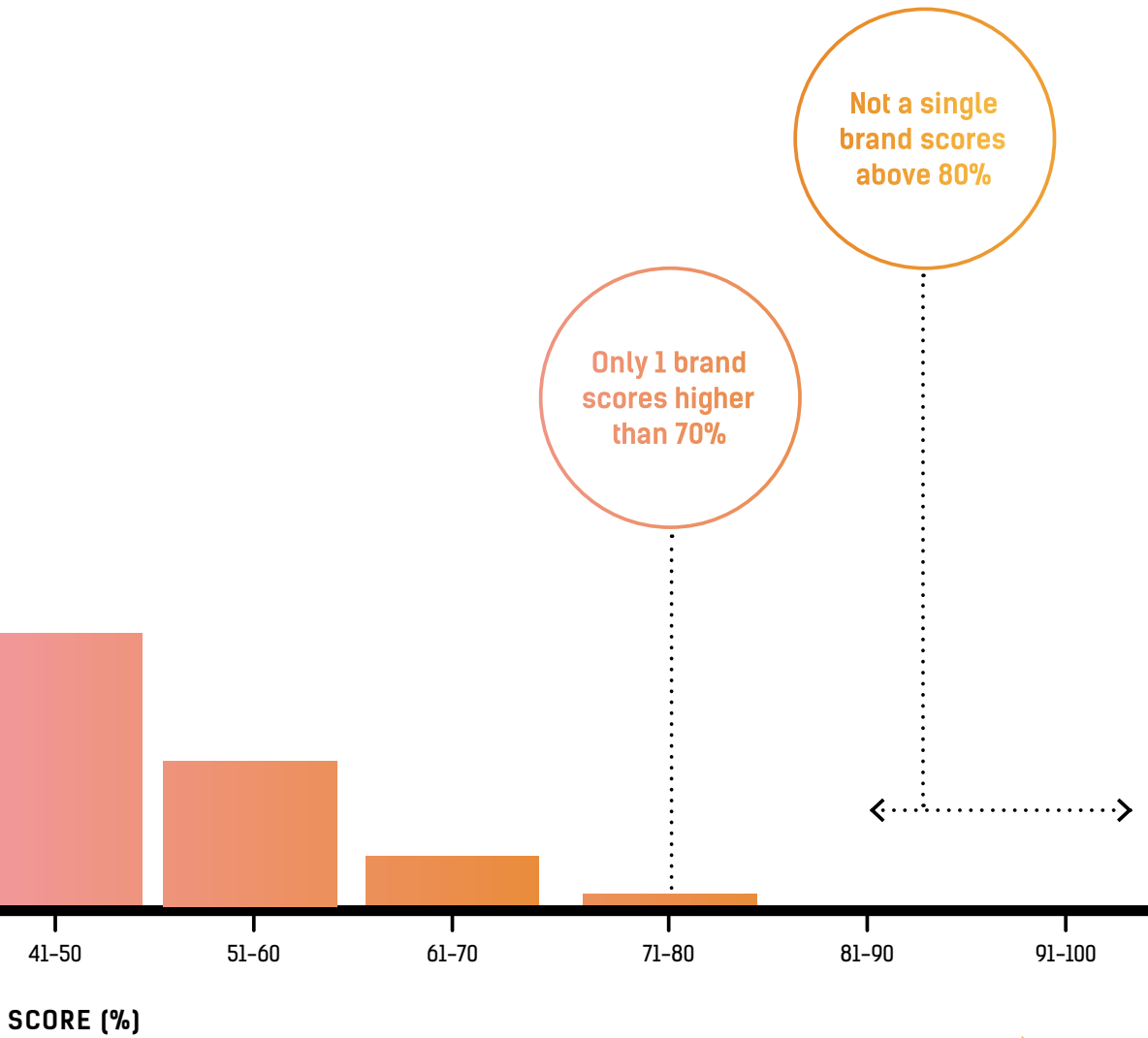
(2020 R



FINAL

WHAT ARE THE RESULTS?)

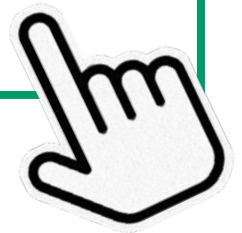
WHAT ARE THE RESULTS?)



Transparency is more than just the people who assembled the garments we wear. It's knowing the people involved in fashion production all along the supply chain, and understanding every substance and material in any given fashion product, from its impact on human rights to its carbon footprint and destination at the end of life.

In 2020, with the *Out of Sight: A call for transparency from field to fabric report*, Fashion Revolution conducted research into 62 major brands and retailers to examine their transparency efforts beyond tier 1 suppliers.

[Read the report](#)



46/62

are disclosing first tier manufacturers
(where finished goods are made and shipped from)

23/62

are disclosing at least a partial list of processing facilities
(printing, dyeing, laundering, embroidery)

18/62

are disclosing a partial list of textile production sites
(spinning, knitting, weaving and fabric production)



This means that only 31% of the brands and retailers reviewed are disclosing at least some of their textile production sites.

1/62

Just one brand* is disclosing a list of *all* its textile production sites.



*Find out which brand within the full report.

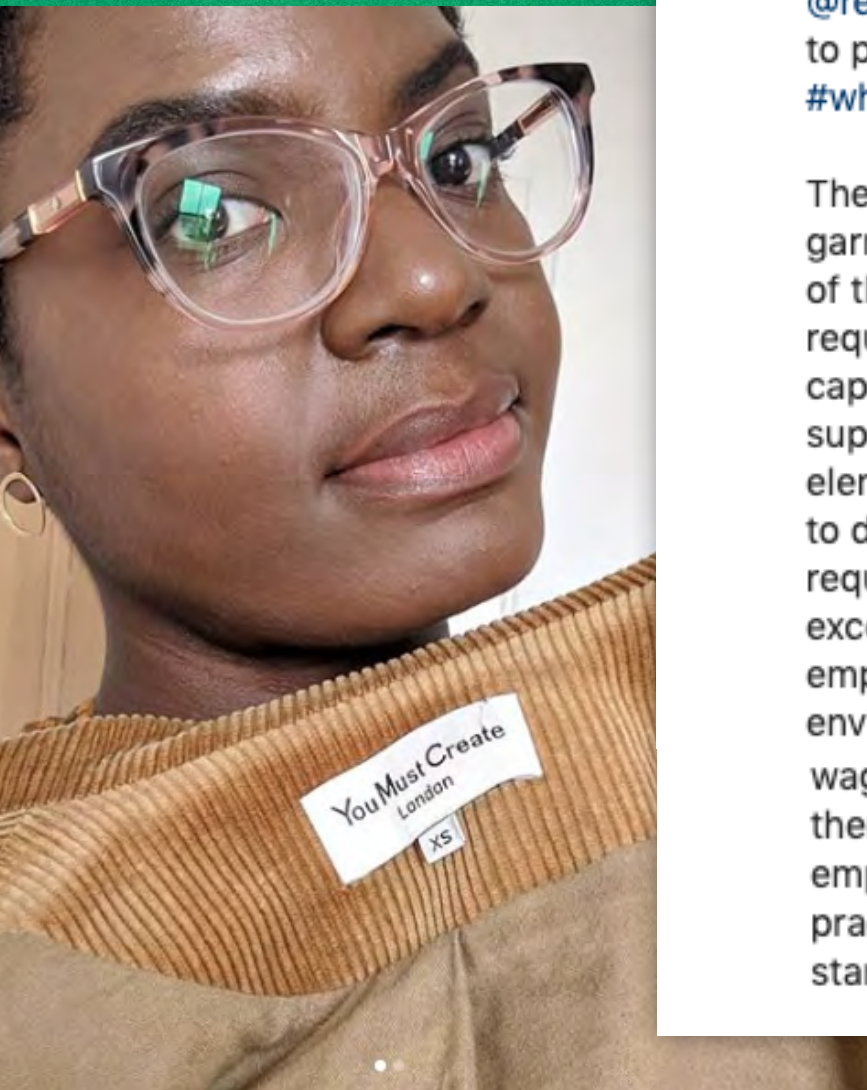
How to ge

et involved



renieddolodge  [#whomademyclothes?](#) This is my favourite jackets. I bought myself as a birthday treat and post book success. This is an ethical fashion campaign. [@fash_rev](#) are asking us all to call on our favourite fashion brands and ask: 'who made my clothes?' I did check out [@ymclondon](#)'s website for the answer, but I couldn't find any information about their labour practices (although their collaboration with Katherine Hamnett a few years ago is a good sign). I'm hoping they will reply to this post!

EDIT: [@ymclondon](#) have responded to this post with excellent transparency about their sourcing and labour practices in the comments. 🏠 Clothing for me, until



ymclondon We're so happy you love your YMC jacket  [@renieddolodge](#) and are happy to participate in [#whomademyclothes](#).

The supply chain for each YMC garment depends on the origin of the raw materials, expertise required and production capacities. The integrity of the supplier is, however, an essential element in our choices. In order to do business with us, we require all our suppliers, without exception, to guarantee employees a safe and healthy environment and pay them a fair wage. And we regularly inspect them to ensure that their employment and environmental practises meet our required standards.

Action:

Respond to [#WhoMadeMyClothes?](#)
[/ #WhatsInMyClothes /](#)
[#WhoMadeMyFabric?](#)

One of the simplest ways your brand can get involved is by using social media to answer your customers' questions during Fashion Revolution Week.

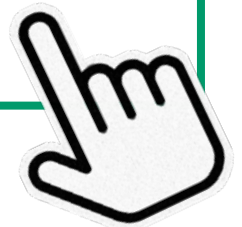
Only a few pioneers are able to answer these important questions by demonstrating that they are doing fashion in a way that empowers workers and respects nature. Let us know how you respond by tagging us at [@fash_rev](#) and use the hashtags [#IMadeYourClothes](#) and [#IMadeYourFabric](#).

Action: Share photographs of the people who make your clothes with your customers around the world.

Take a photo of your producers (makers, sewers, farmers, weavers, pattern cutters, artisans, etc) and share it on social media (Facebook, Twitter, Instagram, etc).

You can download and print an 'I Made Your Clothes' or 'I Made Your Fabric' poster to hold for your Fashion Revolution photo. You'll also find posters saying 'I made your bag/belt/hat/jewellery/ scarf/ shoes'.

Get posters



When you post your images on social media, tell the world who the maker is, and what they do, include the hashtag [#IMadeYourClothes](#) [#IMadeYourFabric](#) and tag [@fash_rev](#).



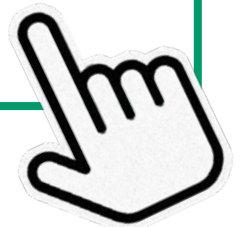
Suggested message:

My name is _____ and #IMadeYourClothes
in _____ [country] at _____ [farm /
factory / cooperative / etc]. I made your [clothes /
shoes / bags / etc] for _____ [brand(s)].

Action: Disclose the textile production sites in your supply chain and share stories of the people who make the fabrics and yarns used in your products.

You can do this by creating content for social media and use the hashtag #IMadeYourFabric.

Find out more about our
#WhoMadeMyFabric campaign



Download an
'I Made Your Fabric' poster



When you post your images on social media, tell the world who the maker is, and what they do, include the hashtag #WhoMadeMyFabric and tag @fash_rev.



We invite you to translate #IMadeYourClothes messages your national and/or indigenous languages and local dialects, because we want to hear them in their own words and discover the diversity of people who make our clothes.

Action: Work with your producers to translate “I Made Your Clothes”.

You can write, paint, sew or embroider a poster, or use the downloadable font on the website [here](#), and then post a photograph of your producers holding it on social media.

Use the hashtag #IMadeYourClothes so we can find your posts, and create the hashtag in your own language.

[Download poster template](#)















“The fashion industry is seen as a champion of creativity. Fashion should foster and celebrate skills and craftsmanship and, at its best, it does. But rarely is the profit shared adequately and equally with those whose hands and skills make the product and without credit for the cultures that serve as inspiration. It is crucial that the fashion industry diversifies in order to tackle such problems. ... Diversity is needed not just in the clothes we wear but in the people making them, reporting on them and as the decision makers leading fashion organisations. To tackle what is both cultural appropriation and structural racism in the industry the roots need to be shaken and greater diversity instilled at all levels”.



Yasmin Khatun Dewan, journalist

Action: Review your brand's policies and commitments

If a customer ask you these questions, prepare to get specific.

Who made my clothes?	 Gender Equality	"What policies do you have in place to make sure harassment?"
	 Safe working conditions	"Do you conduct independent audits on every factory people who make your clothes? Do you have any
	 Fair pay	"Do you know how many workers in your supply chain are you working to ensure that all of the workers i
	 Modern Slavery	"Do you publish your 2nd tier (processing facilities) organisations perform due diligence around forced
What's in my clothes?	 Water Contamination	"Do you published a 'Restricted Substances List'? commitment?"
	 Waste + Landfill	"Do you incinerate your unsold stock? Do you send consumer and post-consumer waste? What do you
	 Carbon Emissions	"Do you publish your annual carbon footprint, for your carbon footprint? What is your target carbon
	 Animal welfare	"Do you publish an animal welfare policy? Do you sourcing transparency initiatives, including the Leather Responsible Wool Standard?"
	 Ocean Plastic	"Do you have a strategy in place to eliminate plastic your supply chain? Do you disclose what you are
	 Deforestation	"Do you source viscose and man-made cellulose? Is your leather supply chain traceable to the raw material



Make it virtual!

As Covid-19 continues to spread globally, we encourage all citizens around the world to follow the advice of their local government health guidelines and comply with any restrictions to public events and venues. We encourage people to opt for digital formats and take the highest safety precautions. Any physical events take place should undergo risk assessments.

OK

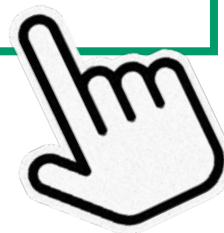
Image top: Sanchos,
Image bottom: 50M

Action: Host an event

Hosting an event is a great way to engage with your customers in a unique and personal way, whether online or in-person.

You can use the opportunity to showcase practices you are proud of and that show your commitment to bettering the system, while also taking in feedback. Read our [How To: Host an Event](#) guide for some in-depth info on hosting physical and virtual events or see a list of ideas below.

Read 'How To: Host an Event'



Some event ideas:

- Host a Film Screening
- Host a Roundtable conversation or panel discussion
- Host an exhibition
- Hold a creative workshop such as a repair session or an upcycling activity
- Host a clothes swap
- Host a 'meet the maker' event where customers can be introduced to the people that make their clothes.

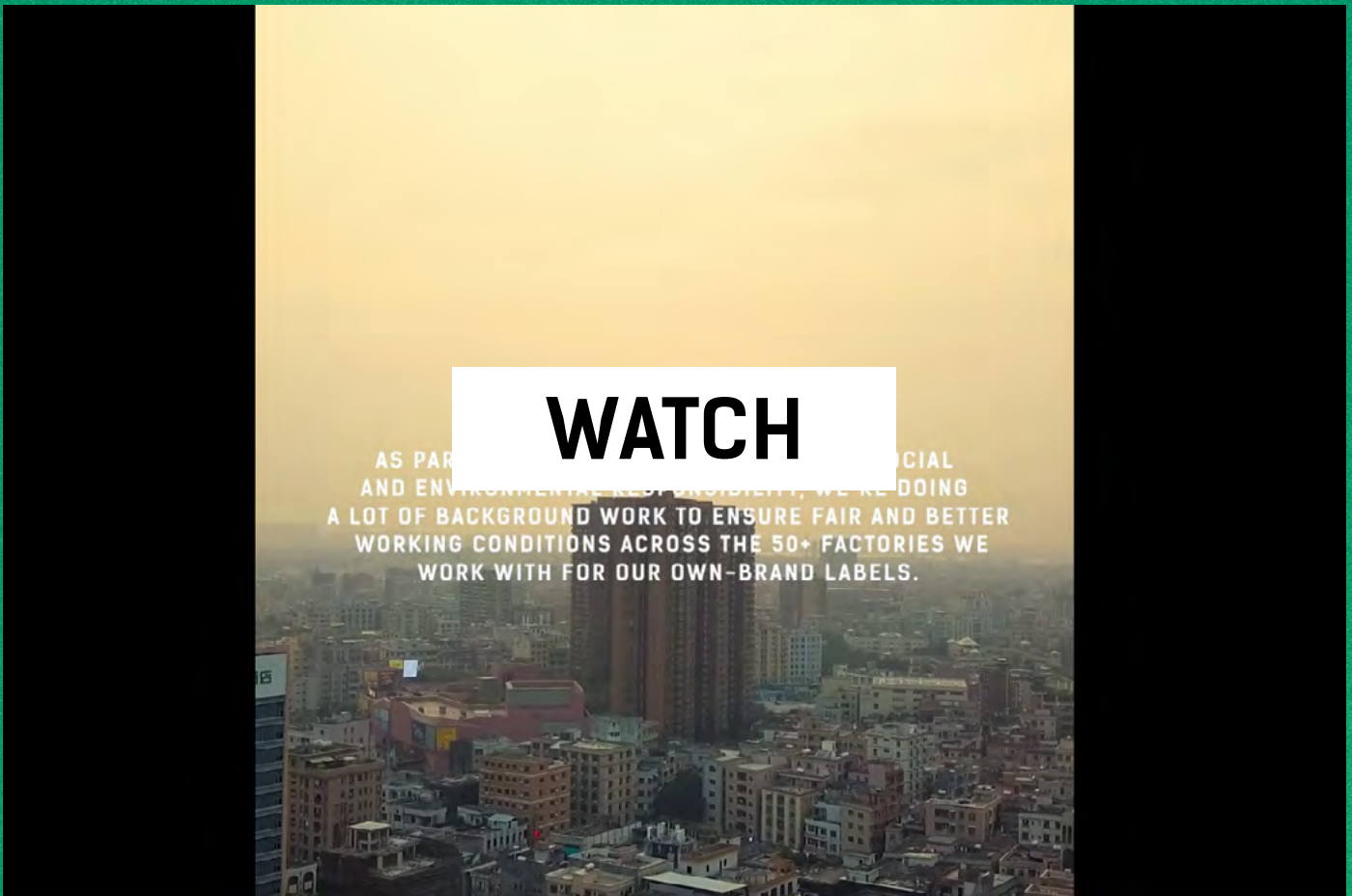
If you do decide to host an event. Advertise it by uploading it to the [event page](#) on the [Fashion Revolution website](#).

You can download and print our [free resources](#) to display during your event and our [posters](#) and [logos](#) to brand and advertise your event. Make sure you tag us [@fash_rev](#) so we can see what you got up to.



WATCH

I Made
Your Clothes



WATCH

AS PART OF OUR COMMITMENT TO SOCIAL AND ENVIRONMENTAL RESPONSIBILITY, WE'RE DOING A LOT OF BACKGROUND WORK TO ENSURE FAIR AND BETTER WORKING CONDITIONS ACROSS THE 50+ FACTORIES WE WORK WITH FOR OUR OWN-BRAND LABELS.

Action: Make a film

A great way to show that you're proud and passionate about transparency in your supply chain is to create a film showing us exactly that – your supply chain.

You could follow the journey of one item, from raw material to finished product. Or make a factory, farm or mill visit and interview some of the people who make clothes for your brand. See some great examples of films created for past Fashion Revolution Weeks [here](#) and [here](#).

Spread

the word



Show us your displays. Tag us at [@fash_rev](https://www.instagram.com/fash_rev) so we can share with our community of revolutionaries



Action: We want to see people everywhere using their retail 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 from our website or get creative and make your own.

Download a poster



Get inspired

If you're making your own poster, add the Fashion Revolution logo. Download the logo [here](#).

Don

nate

DONATE



Your donations help us change
the fashion industry by:



Supporting important research into the practices of large brands and retailers, and pushing them to improve their social and environmental impacts.



Educating the public on the impact of the fashion industry.



Mobilising global citizens, students and activists to push for change through our advocacy tools and campaigns.

Action: Donate

Fashion Revolution is a registered charity in England & Wales (No. 1173421). Donations are vital to our work – even the smallest contribution can help keep our movement going from strength to strength.

Some ways to help support our cause:

- Encourage your staff and customers to support Fashion Revolution by linking to our [donation page](#) on your website and social media platforms.
- Make a company gift or donate a percentage of your online sales during Fashion Revolution Week to Fashion Revolution. As we are a registered charity (No. 1173421), a corporate gift from a UK company could qualify for tax relief. Please note though that Fashion Revolution does not endorse any Fashion Revolution branded products for resale or wholesale distribution so please do not use our logo or name on any merchandise.
- Donate a portion of ticket sales if you are planning to host an event during Fashion Revolution Week. We have a handy donation envelope template available [here](#). You can pay in donations on our [donation page](#).
- Allow your customers to make a donation to Fashion Revolution at your checkout using platforms like [Paypal Giving Fund](#).

PLEASE NOTE: Any donation over £5000 must adhere to our [Ethical Funding Policy](#).

If you make a donation, you can use our supporter logo to showcase your support!

Other ways to get involved



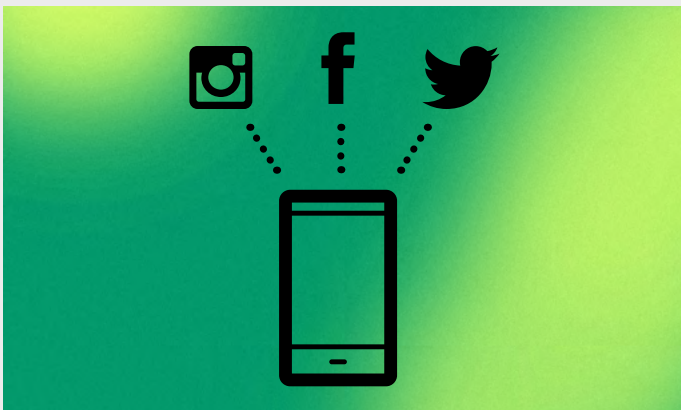
Read up

Educate yourself on the issues and get inspired by new ways to help create change [here](#).



Find your country

Join your local Fashion Revolution team or group [here](#) and support your local Fashion Revolution Week campaign.



Spread the word

Invite others to join you in taking part in Fashion Revolution Week. Find our social media assets, posters and campaign materials [here](#).



Producer get involved guide

Share [this guide](#) with farmers, producers & factories within your supply chain and encourage them to take part this Fashion Revolution Week.



Help us keep our resources open source and free for all, so we can create a fashion industry that values people and planet over profit.

DONATE



If you found this resource useful, please consider making a small donation of £5/\$5/€5 to help us change the system.

