



Transparency in supply chains: raising awareness of citizens and mobilising them to change company practices



This project has been funded with the assistance of the European Union. The contents are the sole responsibility of Fashion Revolution and can in no way be taken to reflect the views of the European Union.



Fashion Revolution Foundation:
Registered Charity in England, Wales (No. 1173421);
Registered Company in England, Wales (No. 10494357)
Fashion Revolution Community Interest Corporation:
Registered Company (No. 00950512)
Registered Address: 70 Darby Street, Leek, Staffordshire ST13 5AJ, UK



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.

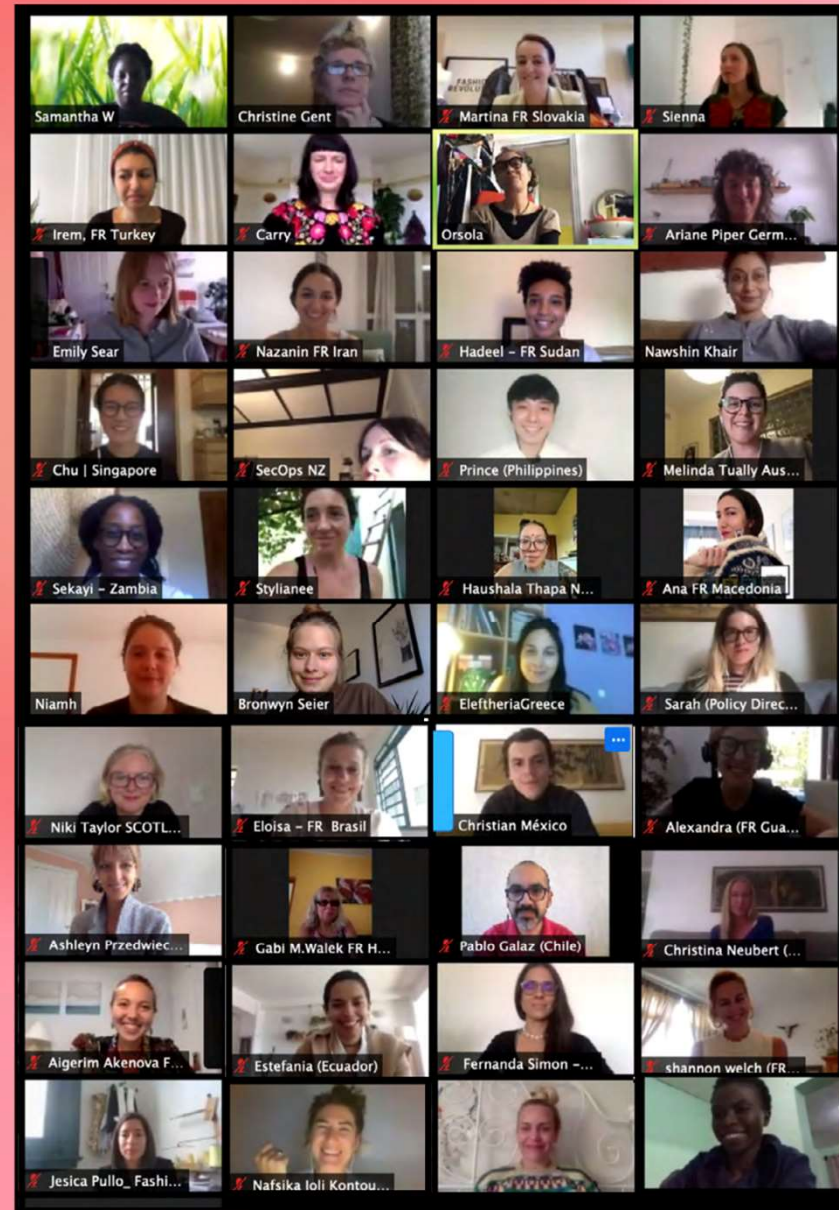
We are designers,
academics, writers,
business leaders,
policymakers, brands,
retailers, marketers,
producers, makers,
workers, trade unions
and fashion lovers.
We are the industry
and we are the public.
We are world citizens.
We are you.



92
country
teams

A global network of fashion revolutionaries

Fashion Revolution is a truly people-powered movement working together in communities around the world to create positive and lasting change. Fashion Revolution is a registered non-profit organisation in the United Kingdom, with another 14 registered country offices and voluntary teams dedicating their time and skills in a further 78 countries.



Who
made
my
clothes?

#WHOMADEMYCLOTHES
FASHIONREVOLUTION.ORG

SOCIAL MEDIA

Fashion Revolution is a de-centralised, global movement. We use social media as a means to raise awareness and spread the message among a varied range of demographics and to those we would otherwise never reach. Public posts to brands can create a level of accountability that offline methods could never reach. A large part of the campaign runs through social media channels, including Instagram, Facebook, Youtube and email newsletters.



DEMOGRAPHICS

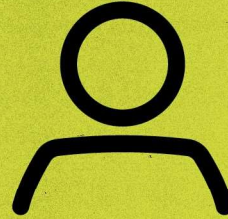
GENDER



94%

identify as female

AGE



70%

are under the age of 35

LOCATION



60%

live in Europe



purchase the majority of their clothes second hand

SHOPPING



have at one time stopped or reduced shopping at a certain brand as a form of protest

ACTIVISM



32%

work in the fashion industry

INDUSTRY

CAMPAIGNING



Fashion Revolution is a global movement that runs all year long.

We celebrate fashion as a positive influence while also scrutinising industry practices and raising awareness of the fashion industry's most pressing issues. We aim to show that change is possible and encourage those who are on a journey to create a more ethical and sustainable future for fashion.

Fashion Revolution strives to be action-oriented and solution focused. Rather than making people feel guilty, we help them recognise that they have the power to do something to make a positive change.

We often call ourselves "pro-fashion protesters" because we love fashion and want to see it become a force for good.

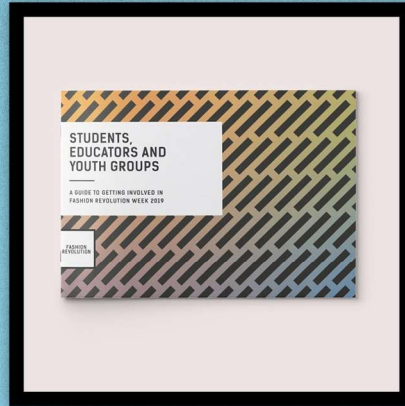
We try to always be bold, provocative, inquisitive, accessible and inclusive. We tend to avoid negative protesting, victimising and naming and shaming. We do not target specific individual companies because we believe that the industry's problems are bigger than any one company's actions. We do not advocate boycotting simply because we don't see it as an effective way to achieve systemic change.



CAMPAIGN ASSETS



INFOGRAPHICS



EDUCATIONAL RESOURCES



POSTCARD & EMAIL TEMPLATES



ACTION KITS



HOW-TO GUIDES



REPORTS



VIDEOS

FASHION REVOLUTION WEEK



Fashion Revolution Week is the time of year when all of our voices come together to make the most noise. During this week, we ask **#whomademyclothes** and encourage brands and producers to respond in support of greater industry transparency. We host events worldwide to encourage people to be curious, find out and do something. We write **postcards to our policymakers** and we ask people to evaluate their relationship with their clothes by **writing a love story to their favorite items**. Together, during this week especially, we are Fashion Revolution.

2020 overview

in numbers

25,800
registered learners
of our free online course

education

159
policy makers engaged
between July 2019 and April 2020



489
global partnerships
in 53 countries
since May 2019

collaboration



2.9 bil
global press reach
of Fashion Revolution
during April 2020

49,000
new followers across
social media channels
since May 2019

advocacy

12,578
letters sent to brands
advocating for garment
worker rights
since March 2020

research



259,710
reads of Fashion
Revolution's free
published resources
between May 2019 and May 2020

184,000
uses of Fashion
Revolution hashtags to
demand change
during April 2020



mobilisation

A quick overview of
Fashion Revolution Week 2020

in numbers

63k

reads of Fashion Revolution's free published resources

2.9b

global press reach

184k

uses of Fashion Revolution hashtags

12.6k

letters sent to brands advocating for garment worker rights

3.9m

total reach of Fashion Revolution social media channels

49k

new followers across social media channels equal to 8.7% increase

391m

total reach of posts made using Fashion Revolution hashtags (across Instagram and Twitter)

235k

attendees of digital & physical events

10k

views of live-streamed Fashion Question Time

All numbers measured during April 2020



EVENTS



Thousands of events are held throughout the year, the majority during Fashion Revolution Week.

Events not only help to spread the message of change, they also seek to teach new skills, broaden minds and connect and support local communities. Panels and Q&As allow us to discuss ideas and collaborate, providing to engage with those with different experiences and ways of thinking.

Read more about our global events [here](#)

1800
events

in over

60
countries

STUDENT AMBASSA- DORS

Students and young people have an incredibly important role to play now and in the future, as consumers and as members of the workforce. They have the ability to create the world that they want to live in.

The fashion industry covers so many different disciplines from geography to design to economics. Fashion Revolution student ambassadors set up diverse teams to create truly innovative initiatives to enlighten and inform their peers.

Would you like to be a Fashion Revolution student ambassador?
Email education@fashionrevolution.org

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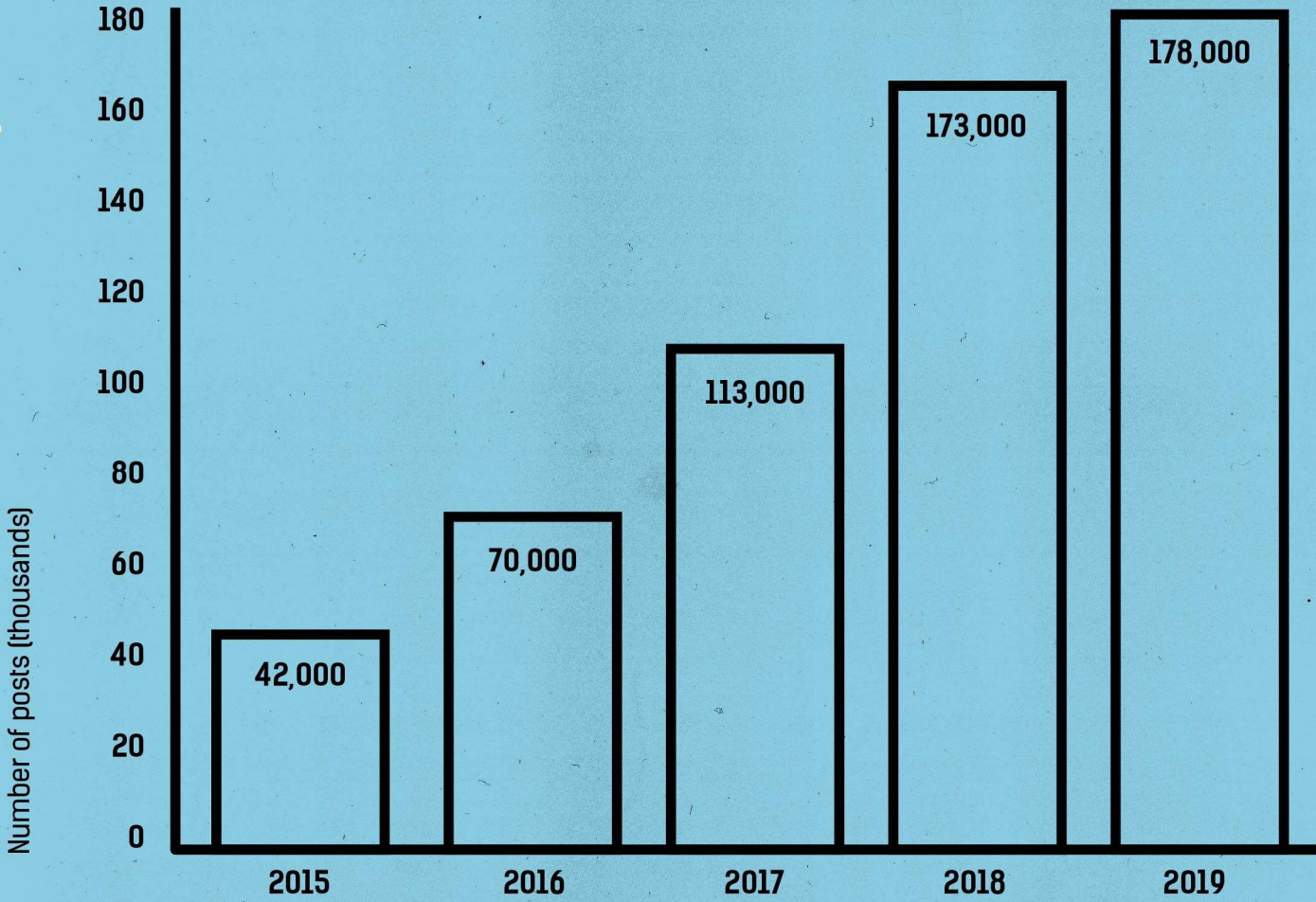
Student Ambassadors

in

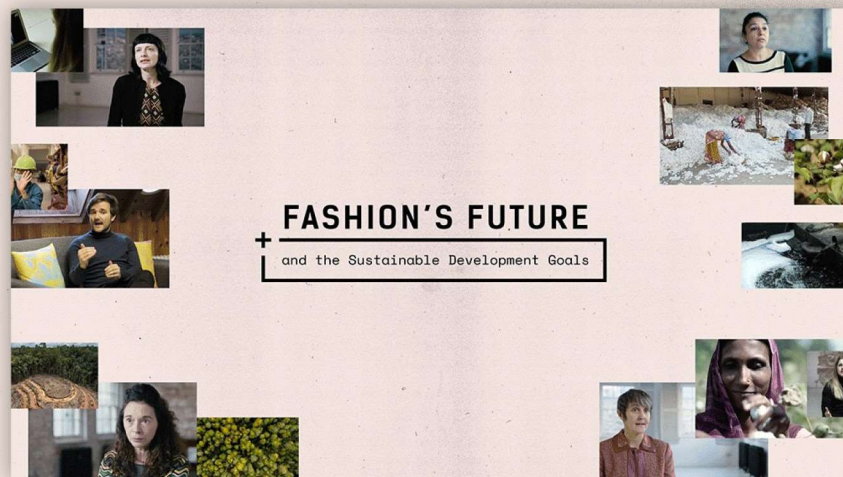
22

countries

Use of Fashion Revolution hashtags during April from 2015 to 2019



FREE ONLINE COURSE



Watch the trailer [here](#)

This year's online open course titled 'Fashion's Future and the Sustainable Development Goals', was hosted by FutureLearn and available to take online for free.

In the course, we heard from experts across a number of fields and explored how our clothes are made, how fashion supply chains work and what impacts our clothes have on the environment and people working across the industry. Learners were introduced to the United Nations' Sustainable Development Goals (SDGs) and how they link to the global fashion industry, the clothes we wear and our role as consumers and citizens.



**“Fashion Revolution
gave me, and continues
to give me, the resources
I need to cause change”**

Survey Respondent

**“[Fashion Revolution] is
informative and truthful
without being overwhelming or
judgemental. You have inspired
me to make real life changes”**

Survey Respondent



“I was already aware of many issues but Fashion Revolution has helped cement ideas & enabled me to express myself to others with more confidence.”

Survey Respondent



“I’ve worked in the fashion retail industry for over 10 years. I was disillusioned with the practices that were getting worse and all about profit. Fashion Revolution gave me hope that change is possible.”

Survey Respondent





CONSUMER SURVEY REPORT

Fashion Revolution commissioned a survey of 5,000 people aged 16-75 in the five largest European markets, including Germany, United Kingdom, France, Italy and Spain, to find out how supply chain transparency and sustainability impacts consumers' purchasing decisions when shopping for clothing.



People want to buy clothes made without harming the environment, animals, workers or consumers.



Consumers are calling on fashion brands and governments to ensure transparency and respect for human rights and the environment along supply chains.



In the last 12 months, more consumers have tried to purchase clothes at a reduced price in the sale than those that have tried to purchase clothing made in an environmentally or socially responsible way.



The majority of people wear their clothes for at least a few years and pass on unwanted clothes to others to use, but fewer say they avoid buying new clothes and repair their damaged clothes.

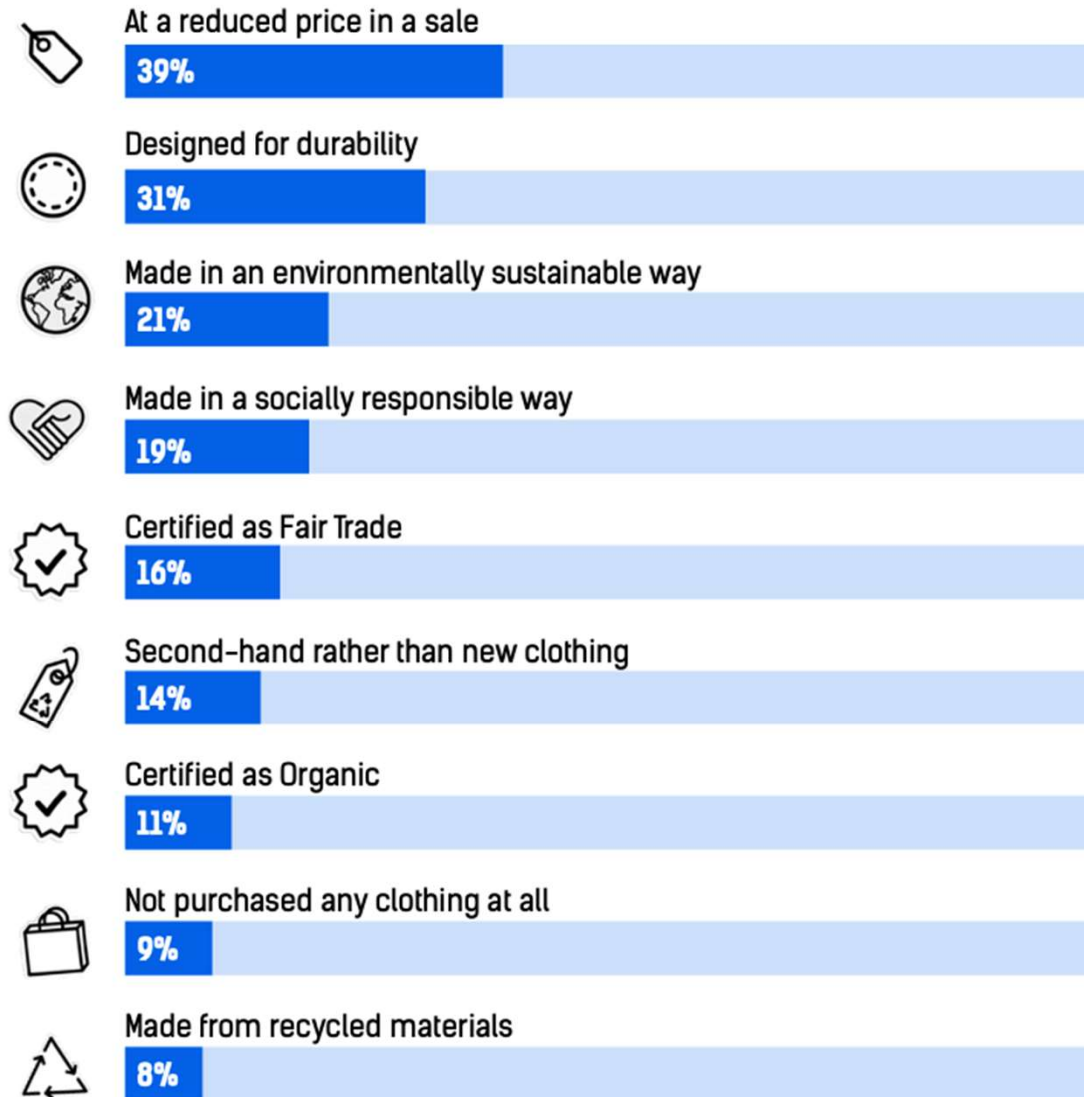
How many people said it is important that the clothing (incl. shoes and accessories) they buy is made...



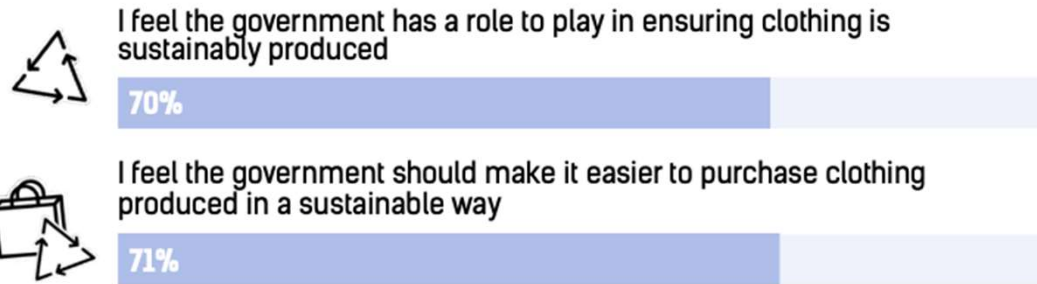
When choosing a clothing brand to buy from, how many consumers agreed that it is important for brands to...



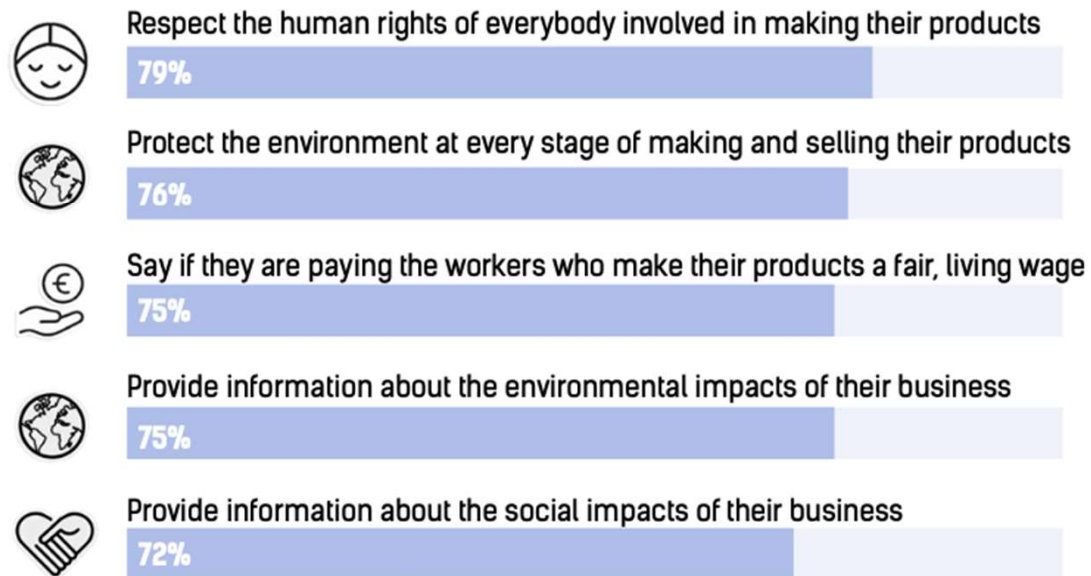
In the last 12 months, how many people have tried to purchase clothes in the following ways...



How consumers view the role of the government...



How many people agreed that fashion brands should be required by law to...



HOW TRANSPARENT ARE THE 250 BIGGEST FASHION BRANDS?

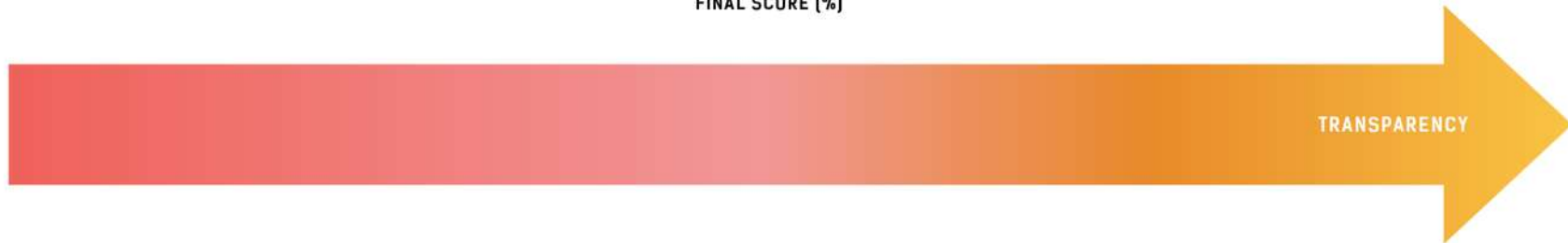
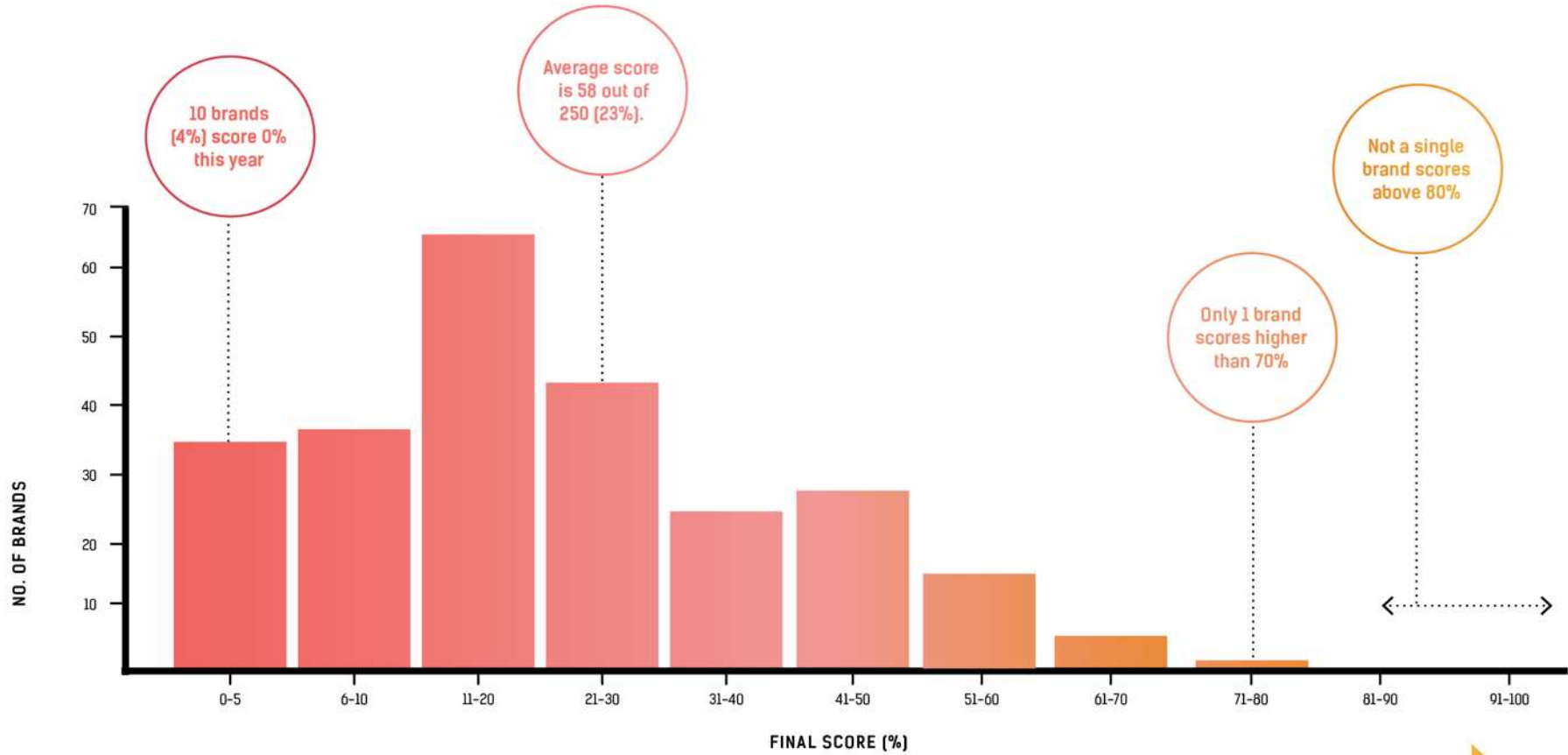


FASHION TRANSPARENCY INDEX 2020
www.fashionrevolution.org/transparency

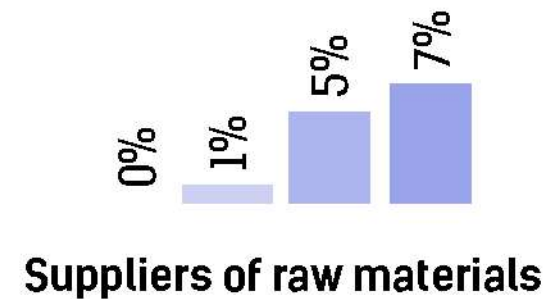
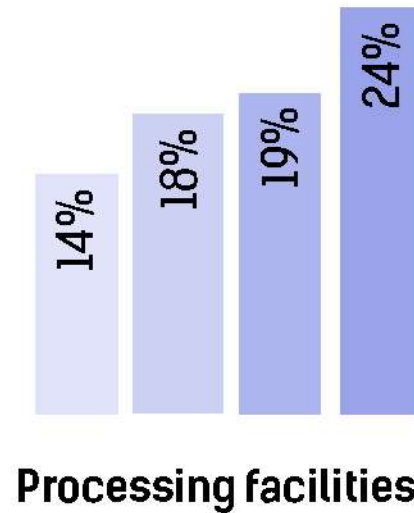
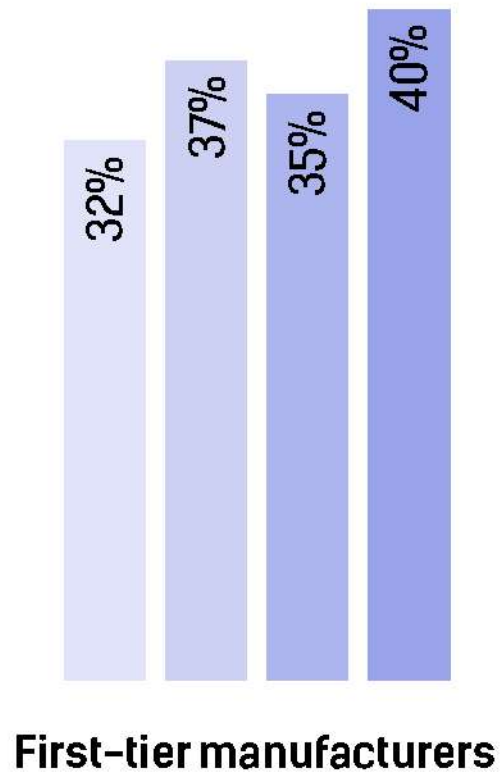
TRANSPARENCY



QUICK FINDINGS



PERCENTAGE OF BRANDS *PUBLISHING* *SUPPLIER LISTS*



**I would like to know better
how to help to raise
awareness. I believe changes
have to be made through
government policies and I
would like to know how to
contribute in them.**

Survey Respondent



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