



**#WHOMADEMYFABRIC CAMPAIGN:  
CALLING FOR TRANSPARENCY FROM FIELD TO FABRIC  
Press Release 2021**

During Fashion Revolution Week 2021 (19<sup>th</sup>-25<sup>th</sup> April), Fashion Revolution is launching a public campaign calling for greater transparency beyond the first tier of the supply chain where millions of people around the world are working in often poor conditions to make the fabrics we wear.

**Ask major brands #WhoMadeMyFabric?**

Fashion Revolution will be encouraging consumers to call upon more than 60 major brands and retailers to publicly disclose the processing facilities and textile mills in their global supply chains. Consumers can get involved in the campaign in the following ways:

- Email brands directly using our online template asking for greater transparency beyond the first tier of their supply chains.
- Tag brands across all social media channels to ask #WhoMadeMyFabric and call for deeper supply chain transparency.
- Leave a review on the brand's product pages. Brands are sensitive to customer reviews, so this can be a powerful way to get their attention.

**Why transparency beyond the first tier of the supply chain matters**

A lack of visibility of supply chains can allow exploitative, unsafe working conditions and environmental damage to thrive while obscuring who has the responsibility and power to redress these issues.

For many years there have been numerous reports of labour and human rights abuses in textile mills, informal workshops, tanneries, dyehouses, plantations and farms around the world that supply materials to the global fashion industry. One recent example includes investigations into the forced labour of Uighur people to produce cotton and textiles in the Xinjiang Uygur Autonomous Region (XUAR) in China. In another example, adolescent girls and young women working within some textile mills in Tamil Nadu, located in southern India, have been known to face excessive and involuntary overtime hours, physical and sexual violence, restriction of movement and extremely low wages.

Public supply chain disclosure is useful because it enables workers' rights advocates to identify, report and redress suspected abuses and to do so potentially in collaboration with the brands and retailers sourcing in those facilities. This visibility deeper into the supply chain is useful for brands and retailers too as it helps them to better track and manage social and environmental risks that may affect their business. For consumers, these lists help answer the question #WhoMadeMyFabric?

**A lack of transparency beyond the first tier of the supply chain persists**

In support of Goal 1 of the Tamil Nadu Declaration ([www.tamilnadudeclaration.org](http://www.tamilnadudeclaration.org)), Fashion Revolution conducted research to understand the scope of supply chain transparency among 62 major brands and retailers. We found that only one brand disclosed a list of all their textile production units while 18

brands disclosed a partial list covering only a small selection of the textile facilities in their global supply chain, where fabrics and yarns are made.

Fashion Revolution plans to publish updated research on fashion brands' supply chain transparency efforts later in the year, but in the meantime, we will be calling upon major brands to publish a full list of *all* the processing facilities and textile mills in their supply chain. We acknowledge that brands may not be able to disclose their list of suppliers straight away and that it may take some time to map their supply chains beyond the first tier of manufacturing. However, we will be regularly reviewing brands' efforts to disclose more information about their supply chains beyond the first tier of manufacturing.

## NOTES TO EDITORS

**About the 'Out of Sight' report:** <https://www.fashionrevolution.org/transparency-beyond-tier-one/>

In support of Goal 1 of the Tamil Nadu Declaration ([www.tamilnadudeclaration.org](http://www.tamilnadudeclaration.org)), #FashionRevolution authored the 'Out of Sight: A Call for Transparency from Field to Fabric', report in October 2020, which explores why greater transparency beyond the first tier of the supply chain is necessary and reviews the current supply chain transparency efforts of 62 major brands and retailers that have links to textile manufacturers in the region.

Brands performance against Goal 1 of the Tamil Nadu Declaration and Framework of Action will be reviewed and benchmarked against the baseline Brand Scorecard (published in October 2020) and an updated Brand Scorecard will be published later in 2021.

The Tamil Nadu Alliance ([www.tamilnadualliance.org](http://www.tamilnadualliance.org)) is a coalition of civil society networks, representing over 100 grassroots organisations, working to improve the conditions of workers in the textile supply chain in Tamil Nadu. The global fashion industry is a vital source of jobs across southern India, employing approximately 280,000 workers, particularly young women. Last year the Tamil Nadu Alliance launched the Tamil Nadu Declaration and Framework of Action, which calls upon international brands and retailers to commit to five goals to support a sustainable textile industry and tackle exploitative practices in their supply chains.

**About Fashion Revolution:** [www.fashionrevolution.org](http://www.fashionrevolution.org)

Fashion Revolution is the world's largest fashion activism movement, formed after the Rana Plaza factory collapse in Bangladesh in 2013 which killed over 1,100 people. Fashion Revolution believes in a global fashion industry that conserves and restores the environment and values people above growth and profit. In order to achieve this goal, Fashion Revolution conducts research that shines a light on the fashion industry's practices and impacts, highlights where brands and retailers are moving too slowly and incentivises and promotes transparency and accountability across the supply chain.

The theme for Fashion Revolution Week 2021 is 'Rights, Relationships and Revolution'. Human rights and the rights of nature are interconnected and interdependent; we need a revolution in our relationships with each other, within fashion supply chains, and with the natural world, for our own prosperity and wellbeing, and the health of our earth and our oceans.

For further information about the campaign, to request interview with spokespeople from Fashion Revolution or supporting imagery, please contact:

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