

# FASHION REVOLUTION WEEK

18-24th April 2022

## MONEY FASHION POWER

### Fashion Revolution Week 2022

Fashion Revolution Week (FRW) is the annual campaign bringing together the world's largest fashion activism movement for seven days of action surrounding the anniversary of the Rana Plaza factory collapse. This year, the campaign will run from Monday 18th-Sunday 24th April, with the aim to collectively reimagine a just and equitable fashion system for people and the planet.

The theme for Fashion Revolution Week 2022 is MONEY FASHION POWER. Inspired by the archival [fanzine](#) of the same name, this theme builds on the knowledge that the mainstream fashion industry relies upon the exploitation of labour and natural resources. Wealth and power are concentrated in the hands of a few, and growth and profit are rewarded above all else. Big brands and retailers produce too much too fast, and manipulate us into a toxic cycle of overconsumption. Meanwhile, the majority of people that make our clothes are not paid enough to meet their basic needs, and already feel the impacts of the climate crisis - which the fashion industry fuels.

**“As we enter our 9th year, we will go back to our core, exposing the profound inequities and social and environmental abuses in the fashion supply chains. From the uneven distribution of profits, to overproduced, easily discarded fashion, to the imbalances of power that negate inclusion. On the other hand, inspiring new designers, thinkers and professionals all over the world are challenging the system with solutions and alternative models. Fashion Revolution Week is all of this, scrutinising *and* celebrating fashion, globally and locally, wherever you are.”**

- Orsola de Castro, Co-founder and Global Creative Director, Fashion Revolution

This year, Fashion Revolution is calling on global citizens to rise up together for a regenerative, restorative and revolutionary new fashion system. Throughout Fashion Revolution Week, the groundwork will be laid down for new laws on living wages for the people that make our clothes, brands will be encouraged to shift their focus away from endless growth, and consumers will be inspired to scrutinise the real value of what we buy.

To get involved, Fashion Revolution will provide the tools for people to write to their local policy maker about these issues, demand greater transparency in the fashion supply chain, support trailblazing small businesses and create their own fashion love stories to reconnect with the clothes they wear every day.

## 3 QUESTIONS TO ASK DURING FASHION REVOLUTION WEEK

1. **#WhoMadeMyClothes**

Does the person who made your clothes deserve a living wage?

2. **#LovedClothesLast**

How much did you pay for \*insert favourite clothing item here\*? And how much is it worth to you?

3. **#WhatsInMyClothes**

What would the world look like if brands restored systems instead of depleting them?

## HOW TO GET INVOLVED IN FASHION REVOLUTION WEEK

Whether you're a student, designer, producer, retailer, educator, union member or citizen, [download a free digital Get Involved Guide](#) to take action during Fashion Revolution Week.

## NOTES TO EDITORS

The full schedule of global events and activations will be announced shortly at [fashionrevolution.org](https://fashionrevolution.org) and [fashionopenstudio.com](https://fashionopenstudio.com). Download images and campaign materials for press [here](#) and credit where appropriate. For further information and interview requests, please contact [press@fashionrevolution.org](mailto:press@fashionrevolution.org).

### About Fashion Revolution

[Fashion Revolution](#) campaigns for a clean, safe, fair, transparent and accountable fashion system through research, education and advocacy. Fashion Revolution is a global movement across 92 countries with a collective vision for a fashion industry that conserves and restores the environment and values people over growth and profit.

### About Fashion Open Studio

[Fashion Open Studio](#) is a showcasing platform designed to shine a spotlight on best practice and innovation led by international fashion and textile designers, biotech start-ups and retail disruptors. The designers are selected for their commitment to a clearly defined criteria of responsibility, sustainability and circularity. During Fashion Revolution Week, designers share their products and processes in a radically transparent and accessible way.

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### Social media hashtags

#FashionRevolution

#FashionRevolutionWeek