

Another Trend or a Fashion Revolution.

The impacts of fashion:

*understanding the business & consumer power of redefining
the fashion industry as a force for good.*



FASHION
REVOLUTION

HOW MANY OF
YOU GET
DRESSED IN THE
MORNING?

Environmental Impacts



<https://ukropnews24.com/nasa-showed-how-the-dried-up-aral-sea/>

Social Impacts

The Rana
Plaza,
Bangladesh

2014

1,138

killed

2,500

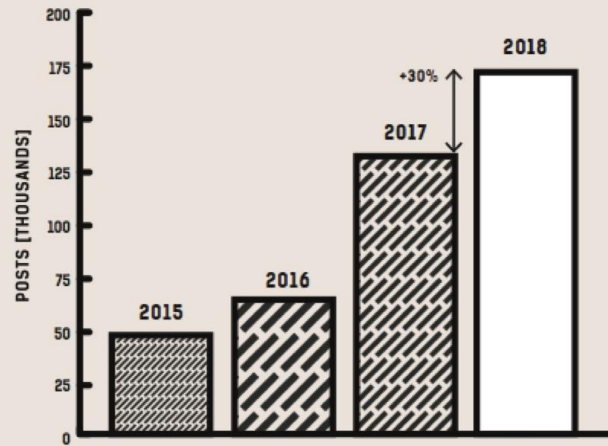
injured



We believe in fashion – an industry which values people, the environment, creativity and profits in equal measure, and it's everyone's responsibility to ensure that this happens.

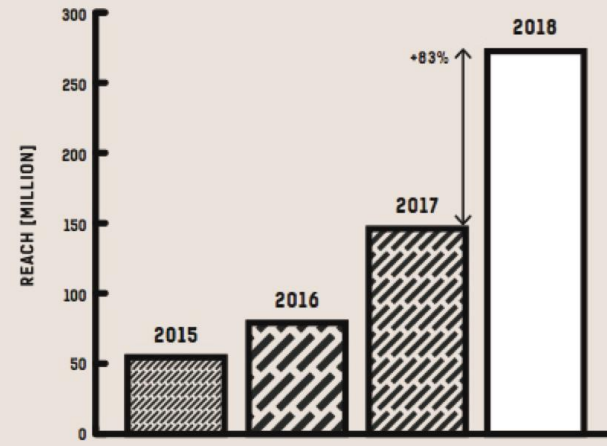


more people want to know #whomademyclothes



173k

posts using Fashion Revolution hashtags
on social media during April 2018



275m

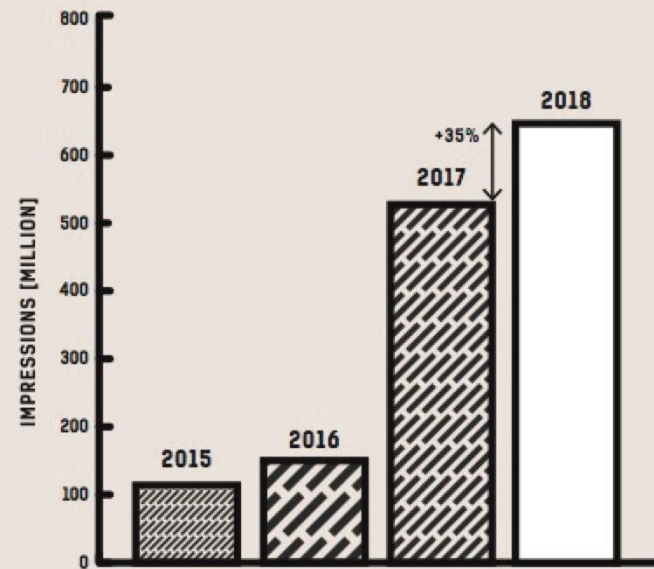
reach of Fashion Revolution
hashtags during April 2018



12 RESPONSIBLE CONSUMPTION

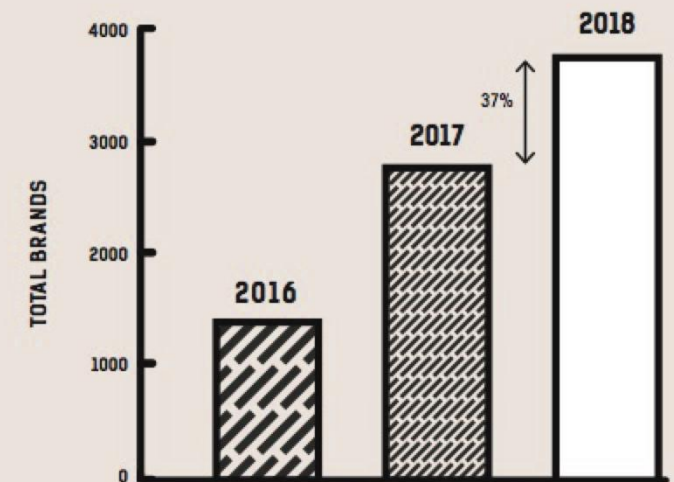


more brands are responding



720m

impressions of Fashion Revolution
hashtags during April 2018



3838

total number of brands who responded
to #whomademyclothes?

5 GENDER EQUALITY



#FASHIONREVOLUTION

GARMENT WORKER DIARIES

THE LIVES AND WAGES OF

GARMENT WORKERS



MONTHLY MINIMUM WAGE VS LIVING WAGE

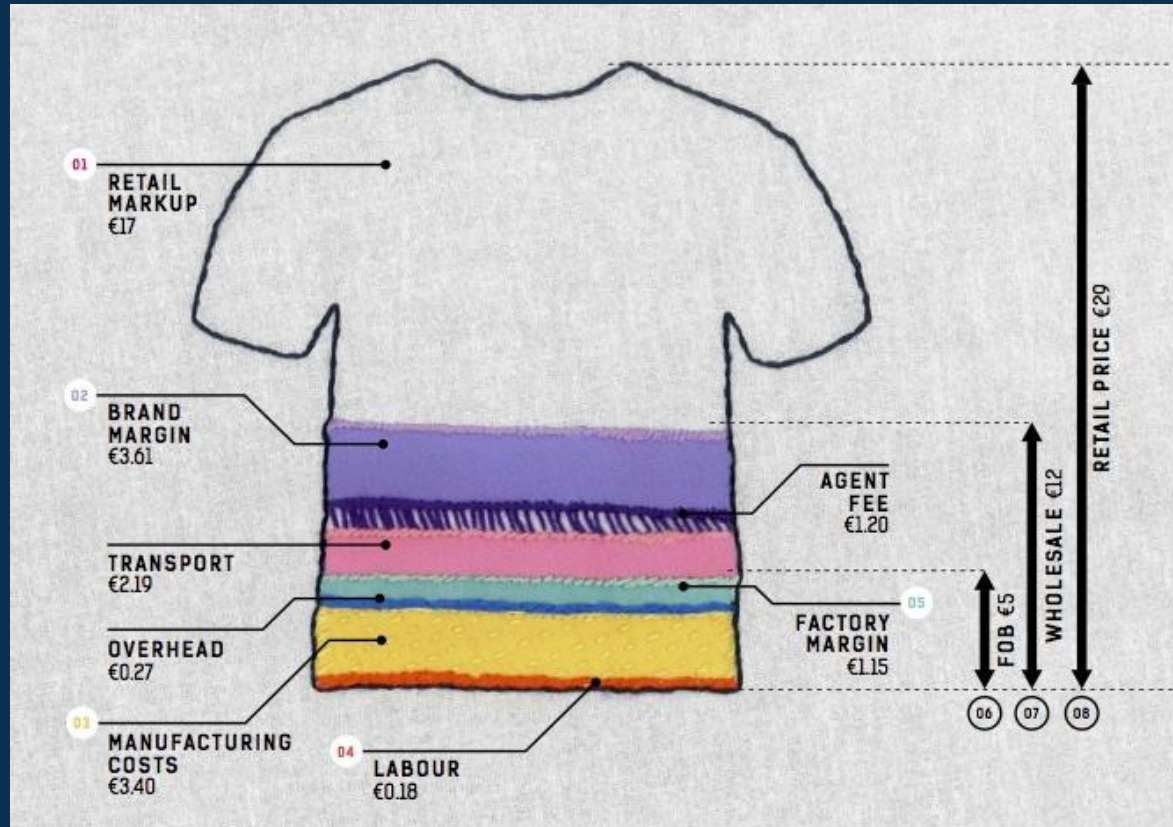


KEY

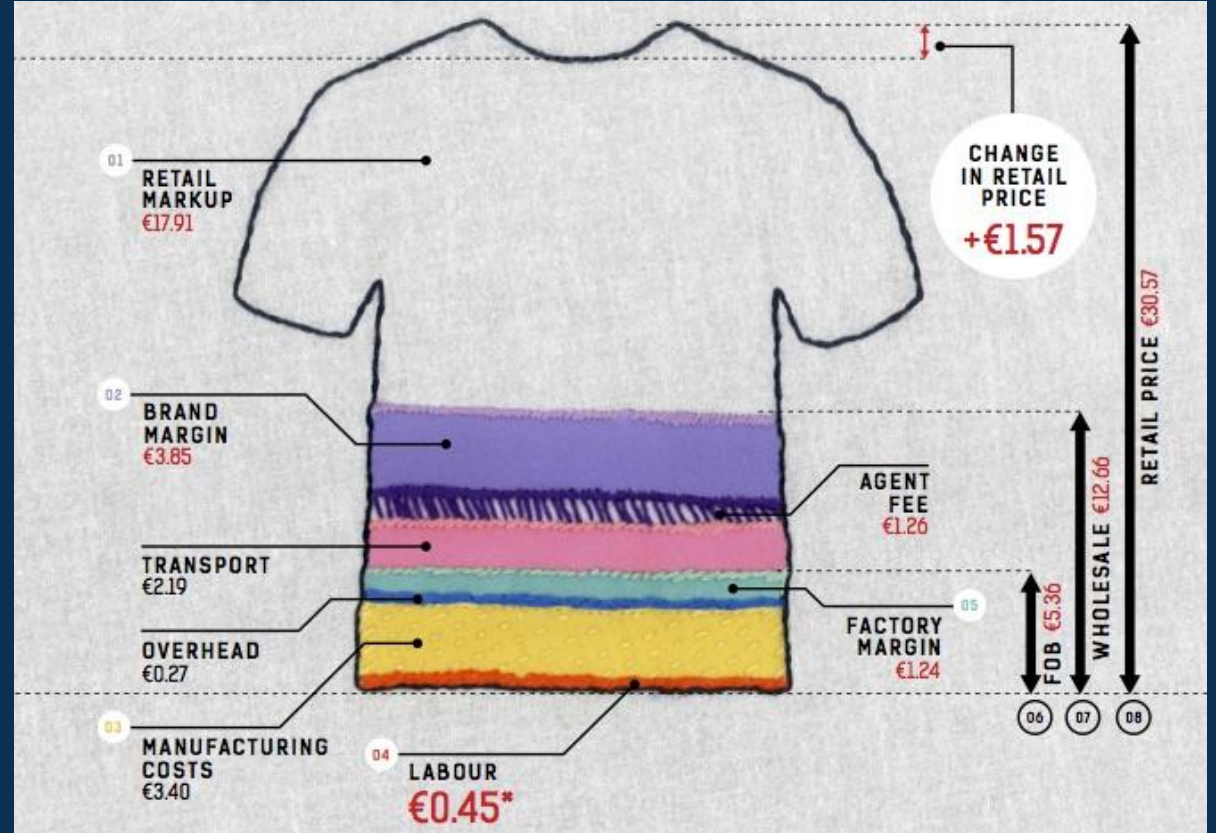


All living wage rates calculated using the Anker Methodology via ISEAL Alliance and Wage Indicator Foundation. See p68 for more details.¹³ This information is based on accurate rates at the time of printing and may not reflect accurate current rates.

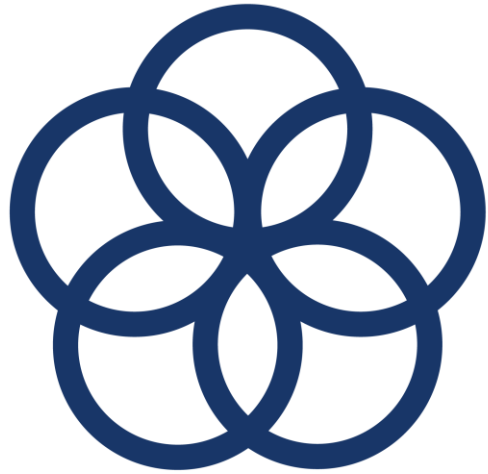
cost breakdown of a €29 t-shirt



living wage cost breakdown



17 PARTNERSHIPS FOR THE GOALS



Thank You for Listening.

#whomademyclothes



@fashrev_mlt