

#WhoMadeMyClothes  
#ShowYourLabel  
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24<sup>th</sup> April 2015

## **Fashion Revolution Day: Fashion lovers to demand that global fashion industry cleans up its act**

*Fairtrade India asks for fairer prices for cotton farmers*

On 24 April 2015, [Fashion Revolution Day](#), people in 68 countries around the world will challenge global fashion brands to demonstrate commitment to transparency across the length of the value chain, from farmers to factory workers, brands to buyers and consumers. This Fashion Revolution Day marks the second anniversary of the Rana Plaza disaster in Dhaka, Bangladesh, which killed 1,133, and injured over 2,500 people.

One in six people work in the global fashion supply chain. It is the most labour dependent industry on the planet, yet the people who make our clothes are hidden from us, often at their own expense, a symptom of the broken links across the fashion industry. Led by some of the biggest names in fashion across the world, Fashion Revolution Day will show that change is possible and celebrate those who are on a journey to create a more ethical and sustainable future for fashion.

### **In India, Fairtrade India is asking fashion lovers to join the fashion revolution with four simple steps:**

1. Take a selfie showing your label. You could turn your clothes inside out to make more of a statement.
2. Upload your photo on social media with this message asking your favorite brand, "Who grew your clothes?"
3. Use our Hashtag #ShowYourLabel and #FashRev.
4. Help make our message louder. Nominate 3 friends to do the same.



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Despite supplying the raw commodity that the multi-billion dollar global clothing and textile industries depend on, growing cotton is failing to provide millions of poor rural households in developing countries with a sustainable and profitable livelihood. An estimated 100 million rural households are involved in the production of cotton in 70 countries around the world, two-thirds in the developing world.

There have been about 296,000 recorded farmer suicides in India in the past 19 years, and about 70% of these have occurred in cotton growing regions of India. With volatile prices, small cotton producers, particularly in areas with erratic rainfall and poor soil, are amongst the most vulnerable in India, with high rates of suicide and poverty.

“Our fashion statement is not only about how we look but also what we stand for,” said Abhishek Jani, CEO of Fairtrade India. “This Fashion Revolution Day let’s tell the brands that we love that we stand for fair fashion and don’t support any exploitation. Show Your Label and ask the brands – Who grew my clothes? Who made my clothes? And were they treated fairly?”



There are 30,000 Fairtrade certified cotton farmers in India. They earn a better price for what they grow, and benefit from a Fairtrade Premium, that they can invest in their communities and their farms. Fairtrade Standards also emphasises on having longer term trading relations and assisting with pre-finance where possible.

Our research shows that in some cases, farmers use up to 50% of the Fairtrade Premium to help them to invest in cultivation, such as financing their input costs, like seeds and fertilisers. But Fairtrade farmers are still only selling a small portion of what they grow on Fairtrade terms.

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Fashion Revolution will also demonstrate that change is possible by showcasing examples of those who are already creating a better future for fashion.

This is just the start of many years of positive transformation and industry-wide collaboration through Fashion Revolution Day.

Find out more at [www.fairtradeindia.org](http://www.fairtradeindia.org) and <http://www.fashionrevolution.org>  
For details, visit the Facebook Event page: [www.facebook.com/events/404339053060074/](http://www.facebook.com/events/404339053060074/)

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