

GET INVOLVED GUIDE

Your guide to getting
involved with Fashion
Revolution Week 2024

**Fashion
Revolution
Week**

**JOIN THE
REVOLUTION**

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ABOUT FASHION REVOLUTION WEEK

Fashion Revolution is a global movement with a collective vision for a fashion industry that conserves and restores the environment and values people over growth and profit.

Fashion Revolution Week is our 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 on 24th April 2013. Fashion Revolution Week 2024 will mark ten years of Fashion Revolution with ten days of action and events around the globe.

HOW TO BE A FASHION REVOLUTIONARY

This year's theme invites our global community to share a decade of learnings on what it means to be a part of the revolution. We will hear from the community builders, creative thinkers and organisers to guide the next generation of Fashion Revolutionaries, and explore fashion's role in driving social and environmental justice. Everyone has a part to play in building a fashion industry that puts people and planet first, but getting started can seem

daunting. Join us as we celebrate ten years of Fashion Revolution and redefine what fashion activism looks like for the future.

We're inviting everyone to get involved with this year's campaign as global citizens. So whether you're a student, brand, producer or someone interested in transforming the fashion industry, here's everything you need to get involved with Fashion Revolution Week 2024, wherever you are in the world.

BE CURIOUS

HEAR FROM THE REVOLUTIONARIES

Listen to the untold stories of Fashion Revolutionaries and share your own using [#WeAreFashionRevolution](#).

The story of Fashion Revolution is one of community. For the last ten years, Fashion Revolutionaries like you have tirelessly demanded a better fashion industry - and we want to hear all about it! [#WeAreFashionRevolution](#) invites you to share what being a Fashion Revolutionary means to you. Using our social media templates and story prompts, reflect on your journey in fashion activism, list your hopes for the future or share advice for new Fashion Revolutionaries. This campaign is ultimately a celebration of you, the community builders, creative thinkers and conversation starters, who make up our global movement. Be a part of our story and show the world that [#WeAreFashionRevolution](#).



Share your story using [#WeAreFashionRevolution](#)

Use our [social media templates](#) and story prompts to share what it means to be a Fashion Revolutionary.



Amplify community voices

Browse [#WeAreFashionRevolution](#) for community stories of hope, resilience and action. Don't forget to leave a like and comment or share it to your stories!



Spread the word

Tag or nominate the people who inspire you and invite them to get involved.



Take the quiz

Discover what kind of Fashion Revolutionary you are in our [quiz](#).

I am a speaker



Search for 'Fashion Revolution week' gifs on Instagram to add your personalised sticker

I AM AN ARTIST

Disclaimer

While we encourage sustainable and ethical SMEs and designers to share their stories, we do not endorse exploitative fashion brands co-opting this campaign and <#> as a greenwashing tool.

JS



Fashion Revolution Brasil



Fashion Revolution India

Citizens

You are Fashion Revolution. Share your message for the next generation of Fashion Revolutionaries!

STORY PROMPTS

Your origin story

What inspired you to join Fashion Revolution and why do you think others should get involved too?

Your achievements

What key moments and achievements defined your journey as a Fashion Revolutionary?

Lessons learned

What lessons have you learned during your time as a Fashion Revolutionary and how have they shaped your perspective on fashion activism?

Your hopes for the future

What changes would you like to see take place in the fashion industry over the next decade?

Your passion

What specific areas are you passionate about e.g. living wages, gender equality, climate action, racial justice, overproduction?

Your message for Fashion Revolutionaries

What message would you like to share with Fashion Revolutionaries, new or old? What insights, advice or inspiration would you offer them?

FIND OUT

LEARN NEW SKILLS

Join Fashion Revolutionary-led workshops and develop new skills, from communicating to community building.

There's a Fashion Revolutionary in everyone; discover what kind you are. We have turned a decade of learnings, successes and campaigns into a free global workshop series, designed and led by fellow Fashion Revolutionaries. This series will equip you with everything you need to take action, including valuable communication, community building, advocacy and education skills. This is the perfect opportunity to connect with your local community and get inspired for your own events, projects and campaigns. Whether you're looking to sign up for just one or all of them, find a workshop near you or register for a virtual session.



Sign up to a workshop

Check out our [event calendar](#) to find a workshop near you or register for a virtual session.



Spread the word

Invite your family and friends to come along, learn new skills and become a Fashion Revolutionary.



Students & educators

Learn new skills, exchange knowledge and ideas and get inspired!

Fashion Revolution Brasil



Fashion Revolution India



Fashion Revolution Brasil



DO SOMETHING

TAKE COLLECTIVE ACTION

Connect with your Fashion Revolution country team and take part in our first Mend in Public Day.

On Saturday 20th April, join us on the streets for our first global Mend In Public Day. Amidst busy Saturday shoppers, we will repair our torn pockets and holey socks and spark conversations on making Loved Clothes Last. Mend in Public Day stands as a beacon of change in a

world inundated with fashion waste. By participating, you'll be part of a global collective action resisting the cycle of excess through repair and reuse.

Find a Mend In Public Day event near you, bring your repair pile (or other fibre crafts!), and join us for a day of collective resistance against disposable fashion. All skill levels and Fashion Revolutionaries welcome!

Designers, producers & brands

Share your mending resources and knowledge at your local Mend in Public Day event or organise your own!

Fashion Revolution India



HING



Fashion Revolution Uruguay

Fashion Revolution Vietnam



Attend a local event

Check out our [event calendar](#) to find a Mend in Public Day event near you. This is a great opportunity to connect with your country team, get involved in a creative action and mend your clothes in the process!



Mend at home

Can't make it in person? Join our global call for change by mending at home and sharing your creations online using [#MendInPublicDay](#). [Click here](#) for some mending guides, tutorials and inspiration to get you started.



Host your own

If you can't find an event near you, why not organise your own? Simply find a public space, gather a group of like-minded individuals and get mending! Make sure to submit your event to [our global calendar](#) and refer to our [hosting guidelines](#) for tips and promotional materials.



Spread the word

Whether you're joining an event, hosting your own or taking part from the comfort of your own home, encourage your friends and family to join you! Download free posters and social media templates [here](#), and share content on the day using [#MendInPublicDay](#).

MORE WAYS TO GET INVOLVED



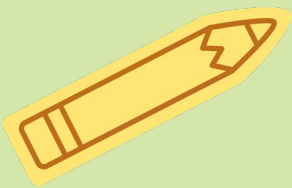
Find your country

[Connect with our community](#) of Fashion Revolutionaries across 75 countries for local events and actions.



Stay in the know

[Sign up to our newsletter](#) or follow us on [Instagram](#), [TikTok](#) and [LinkedIn](#) for regular campaign updates.



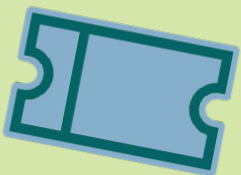
Download campaign assets

[Download social media assets](#) and campaign posters to help us spread the word.



Donate to us

[Your donation](#) will fund our global movement for a fair, safe, clean, transparent and accountable fashion industry.



Host an event

From film screenings to clothes swaps, engage your customers and community with a local Fashion Revolution Week event, using this [how-to guide](#).



Invite your friends

Share this guide with your family, friends and colleagues and invite them to get involved with Fashion Revolution Week.



Fashion Revolution Uruguay

Fashion Revolution Singapore



Fashion Revolution Vietnam

DONATE

Help us keep our resources open source and free for all, so we can create a fashion industry that values people and planet over profit.

DONATE



If you found this resource useful, please consider making a small donation of £5/\$5/€5 to help us change the system.