

# AFRICA CONNECT



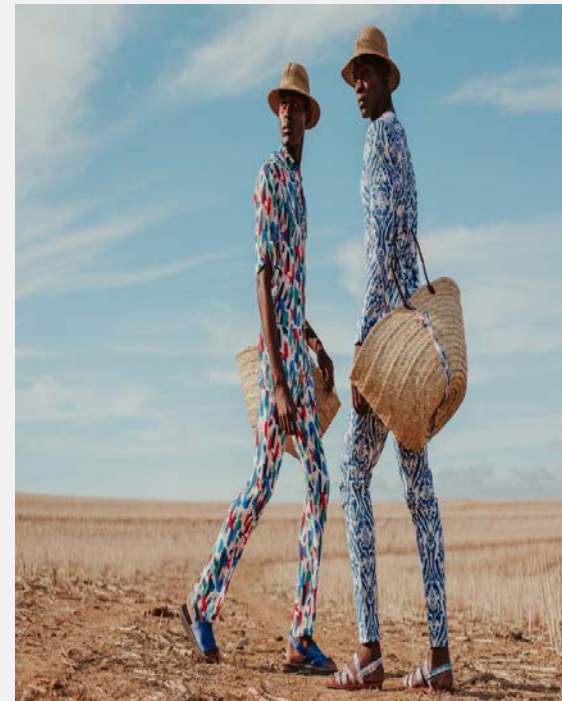
Thebe Magugu



Rich Mnisi



Sindiso  
Khumalo



Imprint ZA



Amanda Laird Cherry

WHAT IF THE WORLD WANTS WHATS  
ON THE AFRICAN CONTINENT?

FASHION CAN BE SUCH A POWERFUL  
VEHICLE FOR CHANGE

# **FASHION REVOLUTION**



# THE IMPACT OF FAST FASHION

Who  
made  
my  
clothes?

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#WHOMADEMYCLOTHES  
FASHIONREVOLUTION.ORG

THE IMPACT OF FAST FASHION ON  
THE PEOPLE WHO MAKE OUR  
CLOTHES

## ONE IN SIX PEOPLE WORK IN THE CLOTHING INDUSTRY

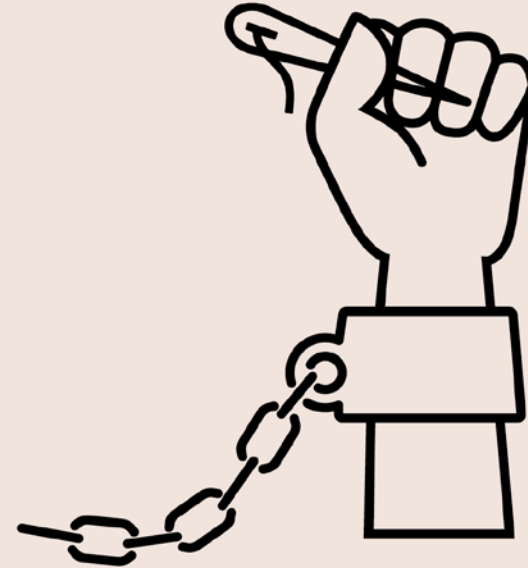
80% of them being women

98% of them not receiving a living wage

Meaning they are locked into a channel of poverty

In countries like Bangladesh, Sri Lanka and India, governments are legalizing minimum wage that is under R1000,00 per month. If you break this down that's around R33 a day thus holding people in a system of poverty.

#FASHIONREVOLUTION



**A study of 1452 home workers in India's garment industry found that 99.2% were subject to conditions of forced labour.**

**- TAINTED GARMENTS REPORT -**









# FASHION REVOLUTION WEEK

Fashion Revolution Week is our #whomademyclothes campaign in April, which falls on the anniversary of the Rana Plaza factory collapse, which killed 1138 people and injured many more on 24th April 2013. That is the day Fashion Revolution was born. During this week, brands and producers are encouraged to respond with the hashtag #imadeyourclothes and to demonstrate transparency in their supply chain.

# MANIFESTO

## FOR A FASHION REVOLUTION

We are Fashion Revolution. We are designers, producers, makers, workers and consumers. We are academics, writers, business leaders, brands, retailers, trade unions and policymakers. We are the industry and the public. We are world citizens. We are a movement and a community. We are you.

We love fashion. But we don't want our clothes to exploit people or destroy our planet. We demand radical, revolutionary change.

This is our dream...

#1

Fashion provides dignified work, from conception to creation to catwalk. It does not enslave, endanger, exploit, overwork, harass, abuse or discriminate against anyone. Fashion liberates worker and wearer and empowers everyone to stand up for their rights.

#2

Fashion provides fair and equal pay. It enriches the livelihood of everyone working across the industry, from farm to shop floor. Fashion lifts people out of poverty, creates thriving societies and fulfils aspiration.

#3

Fashion gives people a voice, making it possible to speak up without fear, join together in unity without repression and negotiate for better conditions at work and across communities.



SHOW YOUR LABEL

ASK THE BRAND  
#WHOMADEMYCLOTHES?





# GLOBAL NETWORK

Fashion Revolution exists because of the dedicated and passionate volunteers that operate worldwide. The global network is made up of diverse individuals who have voluntarily taken on the roles and responsibilities associated with this position. They come from all areas of the fashion industry, give Fashion Revolution it's strength and reach and provide people around the world with the opportunity to engage.



THANK YOU