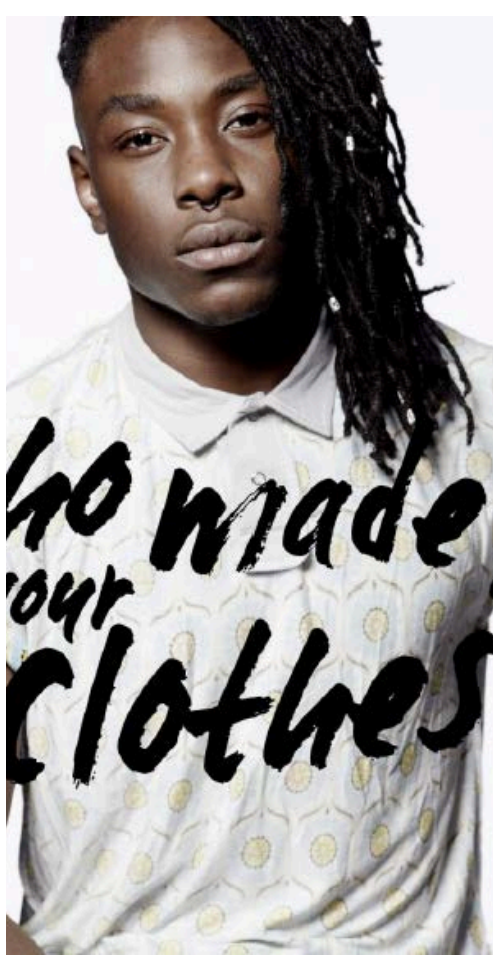


## FASHION REVOLUTION DAY: THE CHINESE PATH TO ENLIGHTENMENT



**“We believe in a fashion industry which values people, the environment, creativity and profits in equal measure, and it’s everyone’s responsibility to ensure that this happens.”**  
– Fashion Revolution Day

On April 24th 2013, 1,133 people were killed and over 2,500 injured when the Rana Plaza factory complex in Bangladesh collapsed. Fashion Revolution Day has been initiated by a global board of industry leaders, campaigners, press and academics from within the sector and beyond. They see the tragedy at Rana Plaza as a metaphorical call to arms to stop such catastrophes ever reoccurring. This annual appointment on the anniversary of the disaster aims to raise awareness of the price fashion sometimes costs, yet also show change is possible, and celebrate those involved in the fashion community and supply chain who are creating a sustainable fashion future.



Have you ever questioned who made your clothes, the threads that hold them together, the machinists who put the pieces together, or the cotton farmers who enable the garment to be made? It is not just brands who make clothes. The theme of the first FRD is ‘Who Made Your Clothes?’ The campaign asks us, the consumer, to make the simple but bold gesture of wearing our clothes inside out for the day. FRD also asks that supporters head to social media platforms to lobby brands to be to be transparent about the production of their clothes by tweeting, facebooking and instagraming photos to them asking ‘Who Made Your Clothes?’

By using the hashtag #insideout and making the statement ‘Today I’m wearing my (shirt/dress/Tshirt etc.) insideout because I want to ask @ (brand/retailer) Who Made Your Clothes?’ FRD thinks we can all begin to unpick the ethical grey areas of fashion manufacturing. Some campaigns attempt to publicly embarrass big corporations into submission but FRD hopes retailers, brands and designers around the world will participate in the campaign to demonstrate commitment to building a sustainable future for fashion. FRD recommends brands host events, use shop windows to reconnect customers with the people who made their clothes and show support in other creative ways.



‘Made in China’ is a common statement found on garment labels. In the fashion stores I have worked in, I was regularly asked by customers where products were made. On discovering that China was the origin, many customers thought twice about purchasing the item or even walked away, Chinese customers included! Soon after opening its economic doors, China gained the reputation domestically and internationally of being the world’s factory of cheap, and at times poor quality, goods. There is no smoke without fire, but nowadays China is producing products which equally rival those found in countries renowned for their artisans. There are a number of brands and creatives working in China who could teach many brands about sustainable production practices. Madame Pure (<http://www.madame-pure.com/>) is the union between European design and China’s most emblematic and eco-friendly plant: bamboo. The company was founded by Russian- Canadian designer Elena Loesch who shows that the excellence of garments “Created in China” can equal those anywhere and how new generation fabrics are able to stand the rigours of a contemporary lifestyle. Whether you are in search of a slinky evening dress, easy-to-wear work pieces or practical sportswear, Madame Pure has the answer in bamboo.



Co-founders of EK Reversible, Emily Keller and Manuel Garcia, are aiming high, they want to “revolutionise the fashion industry” in a number of ways. EK sources yarn locally from reputable mills near Shanghai, in Zhejiang Province, whilst also watching the brand’s carbon footprint by preferring to do things locally. What is more, every single garment is reversible, so for every one garment, you get two looks. In an interview for AnyWearStyle.com, Keller further emphasised “Every piece is more useful and meaningful and therefore encouraging people to keep their clothing longer. Second, we are using fewer natural resources less energy to create “more”, and effectively reducing our material usage by 50% per garment, consequently creating less waste.”

Fashion with a conscience also comes via FINCH. The label is dedicated to using the highest quality organic and sustainable fabrics, and producing collections with manufacturing partners that share a concern for the environment, fair labour practices, and exceptional workmanship. 2013 was a roaring success for FINCH, having launched Asia’s first environmentally conscious swimwear line the label was extremely honoured and thrilled to be the swimwear sponsor to the 2013 Miss Earth China pageant. “For a sustainable apparel company to be given the opportunity to showcase our eco-friendly product is enormously exciting – and better still, the woman selected to be the next Miss Earth China will be devoting her year to inspiring and creating positive social and environmental change” FINCH co-founder Itee Soni stated at a press conference last year. FINCH also announced the launch of its first USA-based shopping platform (<https://finchdesigns.myshopify.com/>). Ms Kaye, FINCH’s other co-founder, explained how proud the team was “...to showcase the innovation and excellent workmanship that can come out of China with the right partnerships.”



One might argue that the above brands are producing collections on a far smaller scale than the likes of H&M, Chanel and other famous fashion brands but FRD asks consumers to think whether fashion should come at the price of people’s quality of life and even life itself: FRD says no.

### ABOUT THE AUTHOR

Tamara McCombe  
(<http://en.anywearstyle.com/author/tamaramccombe/>)  
Fashion is my job, hobby and passion. I have been writing for AnyWearStyle since the beginning and love that I can share my experiences and knowledge of fashion with the AnyWearStyle community. I consider London as home and my soul but I am a wanderer at heart. You can find me climbing mountains, swimming in seas and foraging in shops the world over, please say 'hello' if you spot me!

