

## RUN **it** <sup>ur</sup> WAY

### **FASHION REVOLUTION WEEK 2018**

#### **RUN IT UR WAY – FLASH MOB AT ALEXANDERPLATZ ON APRIL 28, 3 PM**

Dear Journalists, Colleagues and Fashion Revolutionaries,

This year's Fashion Revolution Week from 23-29th April 2018 marks the fifth anniversary of the Rana Plaza factory collapse in Bangladesh, which shook the fashion world to its core and ignited one of the world's biggest fashion activism movement for a fairer, safer, fashion industry. In the past five years, online and offline millions of people have become part of the Fashion Revolution movement and have used their voice and their power to tell brands that things must change. Together we achieved important successes:

1. In 2017, 2 million people worldwide participated in the Fashion Revolution campaign. Over 100.000 people used their social media to ask labels: **#whomademyclothes**
2. 2.416 brands answered or attempted to answer their customer's **#whomademyclothes** questions and disclosed their supply chain. More than 150 big fashion brands published the names of the factories where their clothes are made.
3. In April 2017, 3600 producers were celebrated and made visible with the hashtag **#imadeyourclothes**.

Despite all of these successes, the fashion industry is growing even faster. We buy more clothes than ever before and only wear them half as long as we used to. Many of the biggest fashion brands still don't disclose enough information about their impact on the lives of workers in their supply chain and on the environment. This is why Fashion Revolution has to become even bigger and louder.

From 23-29th April 2018, over 90 countries will take part in the Fashion Revolution Week. **Fashion Revolution Germany thought of something very special this year: On Saturday April 28th, we will have a "Run It Ur Way" flash mob at 3 p.m. at Berlin Alexanderplatz.** Between fast fashion retailers, we are performing a runway show with models and passengers to shed light on the industry's grievances and to celebrate all fair fashion brands. The flash mob is organized by the future fashion forward, which coordinates Fashion Revolution in Germany, and is supported by numerous volunteers.



# future fashion forward e.V.

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Join us when we disrupt the Saturday shopping spree for a brief moment and witness how a revolution will erupt in one of Berlin's most frequented shopping streets. We encourage you to write, film and/or photograph the flash mob.

If you wish to join our flash mob, please email us beforehand at [press@future.fashion](mailto:press@future.fashion).

Revolutionary Greetings,  
Fashion Revolution Deutschland

- You can download picture material of the global campaign [here](#)
- Statements of supporters in Germany [here](#).
- A detailed overview of all activities in Germany can be found [here](#).
- For more information and interview requests, please send us an email at [press@future.fashion](mailto:press@future.fashion)

[www.fashionrevolution.org](http://www.fashionrevolution.org)

Facebook: Fashion Revolution Day Germany

Twitter: @Fash\_RevDe

Instagram: @fash\_revgermany

#fashionrevolution #whomademyclothes

## About Fashion Revolution

Fashion Revolution Day commemorates the victims of the Rana Plaza factory collapse in Bangladesh on 24th April 2013, who made clothes for brands such as H&M, Primark, KIK, Hugo Boss under inhumane working conditions. The global Fashion Revolution campaign encourages consumers to ask brands #whomademyclothes in order to demonstrate transparency in their supply chain. Fashion Revolution aims to show that change is possible and encourage those who are on a journey to create a more ethical and sustainable future for fashion.