

## Fashion Revolution Week at Babipur 18th-24th April 2022

Based in the foothills of Snowdonia, Babipur is a small independent retailer with a passion for people and the planet. Bringing GOTS organic cotton clothing for children to the mainstream has been a core principle at Babipur since it was founded in 2007, and annually supports the Fashion Revolution campaign to highlight the injustices in the fashion industry. They are committed to supporting ethical and sustainable clothing brands using GOTS certified organic cotton which ensures fair trade standards throughout the supply chain from the cotton field to the finished garment.

Fashion Revolution Week is a global movement calling for greater transparency, sustainability and ethics in the fashion industry. This week of action surrounds the anniversary of Rana Plaza factory disaster. On the 24th of April 2013 the Rana Plaza clothing factory complex in the Dhaka District of Bangladesh collapsed in less than 90 seconds, leaving 1138 factory workers dead and over 2500 injured. (1)

This industrial disaster – and other's before and since - opened the world's eyes to the incredibly unsafe working conditions that many clothing workers face around the world. Here in the West, we have conveniently turned a blind eye to the social injustices, environmental degradation and corruption (2) that blights the mainstream fashion industry. The true cost to cheap clothing is sadly paid by the people who manufacture it and the finite resources of our planet.



The collapse was a catalyst for brands, suppliers, producer groups and consumers all over the world to come together, take a stand and make a positive change in the industry.

However, over the last two years the Covid pandemic has caused major disruption within supply chains across the industry. Joint founder of Babipur, Peter Barton says "The clothing industry is being hit by an absolute catastrophe and the big fast fashion brands are pushing the economic hardship back down the chain to the poorest and most vulnerable people in the industry. At this time it's more important than ever to support the brands that have ethical supply chains."

## MONEY FASHION POWER

It's been 9 years since the Rana Plaza disaster. There is still much to be done. This year's Fashion Revolution week focus is Money, Fashion, Power – Wealth and power are concentrated in the hands of a few, and growth and profit are rewarded above all else. Big brands and retailers produce too much too fast, and manipulate us into a toxic cycle of overconsumption. (3)

A report by Oxfam in 2018 found "It takes just four days for a CEO from one of the top five fashion brands to earn what a Bangladeshi garment worker will earn in her lifetime" (4). The majority of people who make our clothes are not paid enough to meet their basic needs. A redistribution of wealth with new laws that require businesses to conduct due diligence on living wages will transform the lives and livelihoods of the people within the fashion industry.

We desperately need a revolution in the fashion industry. This Fashion Revolution week at Babipur, they will be exploring how we can reimagine a world where equality and social justice is at the forefront of the fashion industry.

There has never been more urgency to protect our environment, with climate change, driven in part by fast fashion, being the greatest threat to humanity of our time.

At Babipur, Fashion Revolution Week is a chance to shine a light on sustainable clothing brands, highlighting the ground breaking work of clothing brands including Patagonia, Little Green Radicals, Maxomorra, Frugi and Piccalilly. They will be asking "Who Made Our Clothes" as well as tips on looking after clothes so they can be worn and loved for years to come. Having beautiful, soft, colourful and fun clothing shouldn't come at the expense of the planet or the people who made it.



Editors Notes:  
Not embargoed

For high resolution photography or additional information please contact:

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Press Release

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### Sources:

1. The Guardian <https://www.theguardian.com/global-development/2018/apr/24/bangladeshi-police-target-garment-workers-union-rana-plaza-five-years-on>
2. Transparency International <https://www.transparency.org/en/press/clothing-companies-to-tackle-corruption>
3. Fashion Revolution <https://www.fashionrevolution.org/>
4. Oxfam [https://www-cdn.oxfam.org/s3fs-public/file\\_attachments/bp-reward-work-not-wealth-220118-summ-en.pdf](https://www-cdn.oxfam.org/s3fs-public/file_attachments/bp-reward-work-not-wealth-220118-summ-en.pdf)

