

Video Zone: Who made your clothes? – transcript

Transcript for **Who made your clothes?**

Lisa and Tida I think it's time, isn't it? Well, long overdue, for a fashion revolution.

Finch:

Susie Lau: I'm very interested in, you know, kind of provenance of clothing, just caring about, you know, where your clothes are made is important and that's really the message behind fashion revolution.

Katie Jones: It's become very normal with food to care about where it's from and what we're eating and I think this should definitely translate to also what you're wearing.

Lisa and Tida We trust that brands and high-street retailers are making clothes and fashion ethically
Finch: and they're not always. There are things going on that shouldn't be.

Susie Lau: We want to encourage change and maybe vote with our feet a little bit, and sort of say we wanna know where our clothes come from and if you're not going to fix your supply chains or if you're not going to ensure that your clothes are made under ethical standards, then, you know, we're not going to buy them.

Abi Chisman: We're here inviting people to come in and experience what ethical fashion really means and try to rebrand that concept as something that is fashionable, fun and easy to get involved with.

Susie Lau: I'm kinda joining in by encouraging people to do the inside-out thing which has been a huge success. I believe it's already trending on Twitter and then I'm down here at Designer Jumble, kind of doing what I do best which is sort of playing around with clothes and they've got such an amazing selection of stuff here.

Hesta King: I think it's great to have another choice, especially in this environment of everything being new. This is so great to have things that are old and individual.

Zoe I just really want people to look after their clothes and think about them and care for
Robinson: them.

Hesta King: I think what you could do is get rid of your old clothes so somebody else could love them and they have a new life and be recycled.

Katie Jones: You can love a jumper or a top or a jacket and you can love it for, like, five, ten years, the rest of your life. It's not kind of so trend-driven.

Hesta King: Don't just buy something and see it as disposable but just think about the work that went into it.

Katie Jones: It doesn't need to be so much kind of really, really, really quick pace which I think leads to the fact there are these awful conditions because the turn around and everything has just got to be pumped out. It's not about kind of suddenly stop buying anything new, I think it's about looking at fashion slightly differently.

Lisa and Tida I hope that people will just shop more consciously and kind of think before they buy
Finch: something.

Katie Jones: If you see something and do you want that, do you need that in your life? Like are you going to wear it?

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- Lisa and Tida Finch:** Is it worth it? Why is this so cheap? How did our clothes get so cheap? And start to question what's really going on. People tend to complain that clothes are too expensive and they want it as cheap as they can get it but that comes at a price.
- Abi Chisman:** The Rana Plaza factory disaster that happened a year ago needs to stay in our memories.
- Lisa and Tida Finch:** We need to start realising what that price is.
- Abi Chisman:** The only way to do that really is by harnessing the vocal power of people who are shopping.
- Susie Lau:** If you're an existing customer of a high-street chain, you should start asking them questions, through Twitter, through Instagram, through Facebook or even in stores.
- Abi Chisman:** What we are saying is start sending that question to the retailers that they shop from now, 'Who made my clothes?'
- Susie Lau:** Saying where is this made? Can you ensure that this was made under good working conditions?
- Abi Chisman:** Just ask that question, the more they ask the question, the more the retailers will understand that they need to have answers to that question.
- Susie Lau:** I think the consumer is, erm, is the powerful one here.
- Abi Chisman:** It's in their power to do something to change the way that fashion is not only perceived but how fashion polices itself.
- Katie Jones:** I think a lot of small steps could make a really, really huge change.
- Lisa and Tida Finch:** I feel like our trust has been exploited and we need a day like today to tell them that we realise what's going on and that we're not happy about it.
- Susie Lau:** Those stores will listen to customers. It's bad business for them to ignore their consumer.
- Lisa and Tida Finch:** I think they take for granted that we don't care, but we do.