



The Australian Made Campaign

17 APRIL 2018

MEDIA RELEASE

Spinning a good yarn for Fashion Revolution Week

Australian clothing and accessory manufacturers will be showcasing the people and production processes behind their brands this month, as Fashion Revolution Week encourages consumers to learn more about where their fashion clothing and accessories come from.

The 'revolution' uses social media to spread the very important message about supporting locally made, ethical fashion, by encouraging consumers to ask the question 'who made my clothes?'.

The Australian Made Campaign is encouraging all clothing, accessory, yarn and fibre manufacturers to get involved and promote the stories behind their locally made goods during this highly relevant period.

Australian Made Campaign Chief Executive, Ian Harrison, said the initiative helped raise awareness amongst consumers of the high standards of production in Australia, and the many local brands that have a sustainable story to tell.

"The Australian Made Campaign is proud to partner with Fashion Revolution Week to help educate consumers about the fashion supply chain, so they can be better informed when making their purchase decisions," Mr Harrison said.

"While it can cost more to produce products in Australia, the quality and value available from local products is fantastic, and the positive flow-on effects for the community and the environment are extensive."

Anna-Louise Howard, Founder of Australian-made brand Farm to Hanger, manufactures cotton clothing in New South Wales, and says she hopes participating in Fashion Revolution Week will help consumers understand the value that is built in to clothing made locally, ethically.

"Our small business is on a mission to create wearable change, one garment at a time – all of our cotton is Australian-grown and rain-fed, our clothing is 100 per cent Australian-made, our offcuts are recycled, and we are striving to become Australia's most sustainable brand," Ms Howard said.

"During Fashion Revolution Week we will be showcasing the sustainable production practices in our zero-waste, closed- loop system and the environmental ethos that is behind everything we do."

Anyone can get involved in Fashion Revolution Week by posting a 'selfie' on social media, either showcasing an Australian-made brand with the caption 'I know who made my clothes' or calling out to brands with the question 'who made my clothes?' using the hashtags #whomademyclothes, #FashionRevolution and #AustralianMadeCampaign.

Fashion Revolution Week runs from 23-29 April 2018. For more information visit www.fashionrevolution.org.

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NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ian Harrison, Farm to Hanger Founder, Anna-Louise Howard, and Fashion Revolution Week Australia New Zealand Coordinator, Melinda Tually, are available for interview and vision opportunities.

The Australian Made Campaign can also assist with setting up photo opportunities with clothing and accessory manufacturers in your region.

Please contact us if you would like to schedule a time.

[IMAGE AVAILABLE TO DOWNLOAD HERE](#)



Caption: Anna-Louise Howard, Founder, Farm to Hanger

MEDIA CONTACTS

Australian Made Campaign Ltd

Simon Bracken, Marketing & Communications Manager

P: +61 3 9686 1500 / +61 411 234 018

E: simon@australianmade.com.au

Farm to Hanger

Anna-Louise Howard, Founder

P: +61 412 209 287

E: hello@farmtohanger.com.au

Fashion Revolution Week

Melinda Tually, Australia New Zealand Coordinator

P: +61 412 009 493

E: australia_nz@fashionrevolution.org

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.



It has been helping Australian consumers, farmers, processors and manufacturers for more than thirty years. It does this by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2700 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.
Free ph: 1800 350 520

www.australianmade.com.au