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MEDIA RELEASE

Fashion Revolution Day highlights Australian Made labels

The Australian Made Campaign is working with Fashion Revolution Day Australia to celebrate local clothing and accessory manufacturers.

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

"The Australian Made Campaign is proud to support the Fashion Revolution Day initiative, and the platform it provides Australia's clothing and accessory manufacturers," Australian Made Campaign Chief Executive, Ian Harrison, said.

"Australian clothing and accessories are made to some of the highest manufacturing standards in the world, under ethical working conditions, supporting local jobs and local industry. When shoppers buy Australian Made not only are they getting a great product, they are also making a statement about Australian values," Mr Harrison said.

Warwick Rolfe, the owner of New South Wales clothing brand Woolerina, said initiatives like Fashion Revolution Day had a positive impact on local manufacturers, and advocated for consumers to get involved.

"Woolerina works with Australian Merino producers to ensure all of its Merino clothing and accessories are sustainably produced, and certified with the Australian Made Campaign and Ethical Clothing Australia," Mr Rolfe said.

"We think Australian fashion, made ethically and locally, from Australian Merino fibre is something to get excited about, and we hope consumers will get onboard and help support local businesses."

Anyone can show their support for the Fashion Revolution Day initiative and the local fashion industry 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 and #AustralianMadeCampaign. For more information on the campaign and local events head to Facebook.com/fashionrevolutionday or fashionrevolution.org.

Fashion Revolution Day is held annually on the 24th of April.

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IMAGES

[Click to download](#)

(Featured: Delia Lennane, Head of Design and In-house Production, Woolerina)





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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.

The AMAG logo supports growers, processors and manufacturers in Australia 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; it has been doing this since its introduction by the federal Government in 1986.

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 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

www.australianmade.com.au