

# THE TRUE COST TAKE ACTION



take action

**FASHION  
REVOLUTION  
.ORG**



"It's time to use your voice and your power to transform the fashion industry into a force for good." Check out their annual events and their "show your label" and "ask the brand #whomademyclothes" campaigns.

events

**BEYOND  
THE LABEL**



Beyond the Label is a series of Pre TEDxLA Events / Social Experiments dedicated to elevating the consciousness of Angelenos in sustainable fashion. Video footage, interviews and testimonials from their Series of Events / Social Experiments will be curated into a 5-minute short film to be shown at the TEDxLA Conference in December 2016 at the Dolby Theatre in Los Angeles. Their goal is to educate the residents of Los Angeles through interactive T-shirt Exchanges and at the Fashion Show Awards Ceremony in Fall of 2016.

## THE TRUE COST BRANDS THEY LOVE

Zady	Sword and Plough
People Tree	Red Earth
Eileen Fisher	Popinjay
Moxie Jean	Reformation
Patagonia	Maiyet
Nisolo	Pamela Love (jewelry)
Stella McCartney	Cuyana
Everlane	Clare V (bags / accessories)
Oiliberte	Raven + Lily
Apolis	Master and Muse
Modavanti	Indigenous
Krochet Kids	Shop Ethica
Sseko	Fashion Project

## THE TRUE COST by Andrew Morgan

The price of clothing has been decreasing for decades, while the human and environmental costs have grown dramatically. Spotlighting stories from the brightest runways to the darkest slums, **THE TRUE COST** is an unprecedented project that invites us on an eye-opening journey into the lives of the many people and places behind our clothes.

articles + resources



**'A Conversation with Livia Firth'**  
**'A Conversation with Maxine Bédard'**  
**'The True Cost, Human Rights'**  
**'Environmental Impact'**  
**"Two Years after Rana Plaza, Have Conditions Improved in Bangladesh's Factories?"**

## 5 TIPS FOR SHOPPING SMARTER

By Lucy Siegle  
published on [thetruecostmovie.com](http://thetruecostmovie.com)

### #1 WILL YOU WEAR IT 30 TIMES?

The rapid turnover of trends characterising fast fashion means clothes are disposable. Along with the deflation of clothing prices, this has put the supply chain under unprecedented pressure, leading directly to outrages like Rana Plaza and Tazreen (the 2012 Dhaka fashion factory fire that killed over 100). Just asking yourself if you will wear a prospective item 30 times is a great place to start shopping smarter and more intentional.

### #2 BREAK THE CYCLE:

The traditional spring/summer autumn/winter of international fashion weeks is just for show. Zara, the Spanish fast fashion behemoth, broke the mold, introducing mini seasons every week. 50-100 new micro seasons a year is the new normal. So slow down your fashion cycle.

### #3 SPREAD YOUR FASHION \$:

The global fashion industry is worth \$2.5 trillion. Shouldn't this be shared? Look for producer-centric brands like People Tree run to rigorous fair trade standards with longstanding producer groups who get a fair share of the profits.

### #4 DETOX YOUR WARDROBE:

Fashion is the world's second most polluting industry after oil. Notably, Azodyes are still the most used synthetic dyes despite being toxic. 10% of the world's biggest fashion brands have committed to phasing out toxic substances through Greenpeace's Detox programme. Check the list here.

### #5 JOIN THE FASHION REVOLUTION:

Be the change you want to see in your wardrobe (to paraphrase Gandhi). Fashion Revolution ([fashionrevolution.org](http://fashionrevolution.org)) represents millions of consumers who want change and also commemorates Rana Plaza by putting pressure on the brands to increase transparency and empowers consumers to be inquisitive about #whomadetheirclothes.

### SIMA 2016 Lens To Action Jury Prize Winner

Additional resources, interviews and events available at:

**THETRUECOSTMOVIE.COM**

**NEXT SCREENING IN THIS SERIES | JUNE 28 7:30 PM**  
**OMO CHILD: THE RIVER AND THE BUSH by John Rowe**

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