

## **Gravity Supply Chain Solutions Helps Brands Meet the Fashion Revolution's Call for Traceability**

**HONG KONG – April 18, 2016** – Gravity Supply Chain, a developer of cloud-based apps to help companies modernize the management of their global supply chains, today joins the [Fashion Revolution](#), a campaign that demands safe working conditions for the people who make the world's clothes and accessories. All Gravity employees will add their voices to the hundreds of thousands of people in more than 80 countries who will create a global conversation using the Twitter hashtag #whomademyclothes.

The April 24, 2013 collapse of the Rana Plaza factory in Bangladesh that killed 1,134 and injured more than 2,500 people was the catalyst for the launch of the Fashion Revolution movement. Organizers encourage consumers to ask "who made my clothes?" and demand complete transparency across the entire fashion supply chain. It began as a one-day campaign in 2013, and has grown into a week-long series of events April 18-24. To learn how you can participate, please visit [www.fashionrevolution.org](http://www.fashionrevolution.org) and follow Fashion Revolution on Twitter: @Fash\_Rev.

Although brands, retailers and their suppliers realize customers want traceability, many struggle to meet those expectations. [Behind the Barcode](#) reports 48 percent of fashion companies cannot trace the origins of their products. Suppliers are scattered all over the world, and the fragmentation of the people, processes, platforms and standards makes it virtually impossible to overcome geographic, language, skill and access barriers.

"Supply chain actors worldwide need to take two big steps: commit to a global chain of custody standards; and collect and validate data," said Darren Palfrey, COO, Gravity Supply Chain Solutions. "That requires establishing a digital network that enables supply chain managers to collect, analyze and share information in real-time with their partners. That's why we are building the Gravity Community that will connect all parts of the supply chain so companies can meet both their sustainability policies and their customers' high expectations."

### **About Gravity Supply Chain Solutions**

Gravity Supply Chain Solutions connects your end-to-end supply chain, with apps that are both effective and intuitive. Our suite of cloud-based apps are developed by supply chain people for

supply chain people. We make it easy to manage sourcing, supply, transport and inventory activities anywhere in the world. We can also help customers optimize their finance and working capital, mitigate the risks and match supply with demand. Companies use Gravity to manage their supply chains end-to-end, not their spreadsheets.

To learn more about Gravity's suite of cloud-based apps and request a one-on-one demo, please visit <http://gravitysupplychain.com>.

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