

FASHION
REVOLUTION

ZINE ISSUE 01

MONEY FASHION POWER

DESCRIPTION	\$
THIS	9.00
PRICE	17.00
AT WHAT	3.61
COST?	1.12
DO YOUR	12.19
PURCHASES	1.15
EMPOWER	0.27
OR	3.40
EXPLOIT?	0.18

ITEMS SOLD: 9 TOTAL \$47.92

FASHION STATEMENT

BE CURIOUS. FIND OUT. DO SOMETHING.

WWW.FASHIONREVOLUTION.ORG

@FASH_REV



#WHOMADEMYCLOTHES?

MONEY

FASHION

POWER

Have you ever wondered who made your clothes? How much they're paid, and what their lives are like?

Our clothes have gone on a long journey before they hit store shelves, passing through the hands of cotton farmers, spinners, weavers, dyers, and sewers. 75 million people work to make our clothes.¹ 80 percent of them are women² between the ages of 18 and 24.

However, the majority of the people who makes clothes for the global market live in poverty, unable to afford life's basic necessities. This needs to change.

As consumers, we have power.

We are the driver of trends, and every time we buy something, we're voting with our wallet. When we speak, brands listen.

As consumers, we need to know who makes our clothes and under what conditions. We need to be able to scrutinize what it is we're really paying for. We need to know that people who clothe us are being paid enough to live with dignity. Otherwise, we're effectively and unwittingly contributing to the exploitation of others.

Money. Fashion. Power.

This fanzine will explore how money and power come into play across the fashion supply chain. What happens to your money when you purchase clothing? Who is getting a bad deal, and what can you do about it?

We will also introduce you to the *GARMENT WORKER DIARIES*, a yearlong research project led by Microfinance Opportunities in collaboration with Fashion Revolution and supported by C&A Foundation. Together, we are learning about the lives of 540 female garment workers.

This fanzine features contributions from artists and creatives who support the Fashion Revolution. Through poetry, illustration and playful games, you will learn the story of your clothing and how to become an advocate for the people who make your clothes.

>>>>>>

THERE'S... LIKE...
LOTS OF DIFFERENT
PEOPLE INVOLVED IN
MAKING JUST THIS
ONE PAIR OF JEANS.

IT PROBABLY STARTS
WITH THE COTTON
BEING FARMED
BY A MACHINE, THEN
TREATED, AND THEN
SORT OF WEAVED
TOGETHER INTO SHEETS
OF COTTON?



WHAT SUPPLY

I DON'T REALLY CARE
WHERE IT COMES FROM,
I JUST LOOK FOR
COLOURS!



THE LABEL
DOESN'T TELL
YOU ANYTHING.
IT JUST SAYS
100% COTTON.
IT WOULDN'T HAVE
TOLD YOU WHO MADE
IT, OR ANYTHING
LIKE THAT.



THE LABEL SAYS WHAT'S
IN IT BUT IT DOESN'T
SAY HOW IT WAS MADE.
I DON'T KNOW ANYTHING
ABOUT THE PEOPLE
WHO MADE MY CLOTHES.

ERRRM.
A WHAT?



A SUPPLY
CHAIN? NO.
IS IT SOMETHING
THAT...
ERRRRRRR...
PICKS UP CLOTHING
OR TRANSPORTS
CLOTHING?

IS A
CHAIN?



OH! THE LABEL ACTUALLY
SAYS 'THIS T-SHIRT WAS
SEWN BY 9 PEOPLE IN A
SWEATSHOP- FREE
ENVIRONMENT IN
DOWNTOWN L.A. THEY
WERE PAID FAIR WAGES
AND HAVE ACCESS TO
HEALTHCARE AND BENEFITS.'

UMMMMM...

FARMER,
FACTORY FOR THE
POLYESTER, AND
THEN MAKE THE
FABRIC, PUT IT
ALL TOGETHER,
EXPORT IT, SELL
IT, THEN I BUY IT.



Auditing

is the process of reviewing a company's finances, working conditions, and environmental practices. It uncovers risks to workers' safety and opportunities to improve working conditions.



Binding regulations

require companies to act in ways that protect workers and the environment. Governments can and should hold companies legally accountable for how they behave, but they often don't.

A TO Z

A glossary of MONEY FASHION POWER lingo.

Collective bargaining

is a process where employers and unions negotiate to determine fair wages and working conditions.



Grievance mechanism

is a complaint process that can be used by workers, allowing them to voice concerns about working conditions without fear of punishment or retribution.

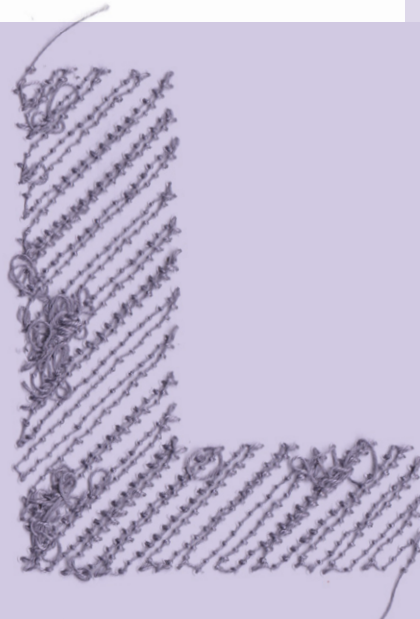


Living wage

is a wage a worker earns in a standard working week that is enough to provide for them and their family's basic needs - including food, housing, clothing, education and healthcare.

Kids at work

child labour is work that deprives kids of their childhood, their life potential and dignity. Estimates say there are 168 million child labourers³.



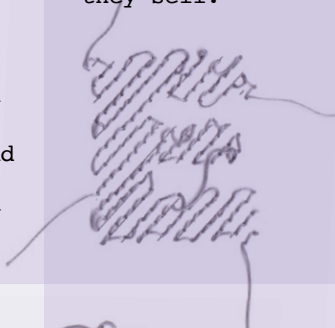


Due diligence

is a process through which companies assesses their impacts on human rights and the environment and then take actions to reduce any negative impacts.

Ethical trade

means that retailers, brands and their suppliers take responsibility for protecting the environment and improving the working conditions of the people who make the products they sell.

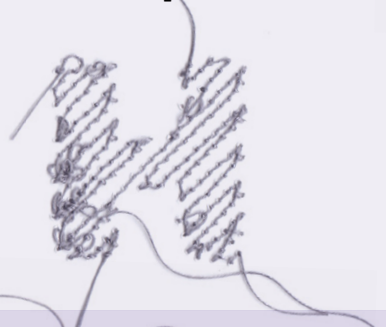


Forced labour

is when people are forced to work against their will or by threat of force or punishment. Estimates say 21 million people are forced to work⁴, many of which are in the cotton and garment industries.

Homeworker

is someone who's subcontracted, works at home and is commonly paid by each piece they produce rather than an hourly wage. Homeworkers are mostly female.

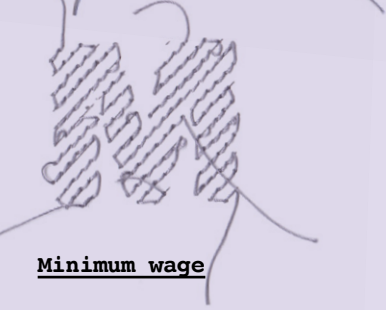


Industrial relations

refers to negotiations among workers, managers and governments on business performance and working conditions. Good industrial relations are key to a happy workforce.

Join a union

a union is an organisation made up of employees which looks after worker interests and protects their rights at work. Unions are key to solving the fashion industry's problems.



Minimum wage

is the lowest wage rate set by the government at which companies are legally required to pay workers. In developing countries this is often set at the UN poverty level⁵, which is US \$1.90/day.

Non-compliance

is the failure to act in accordance with the law, regulation or a company's code of conduct when it comes to social or environmental issues.



Occupational health & safety

refers to the safety, health and welfare of people at work. Many of the people who make our clothes work in dirty, dangerous and exhausting conditions.

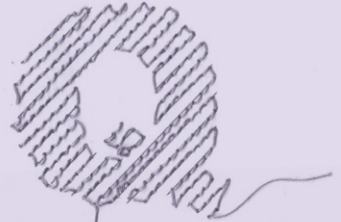


Purchasing practices

often involve short-term contracts, bad communications, pressure to deliver cheap prices and last-minute changes to orders. These enable bad conditions for workers.

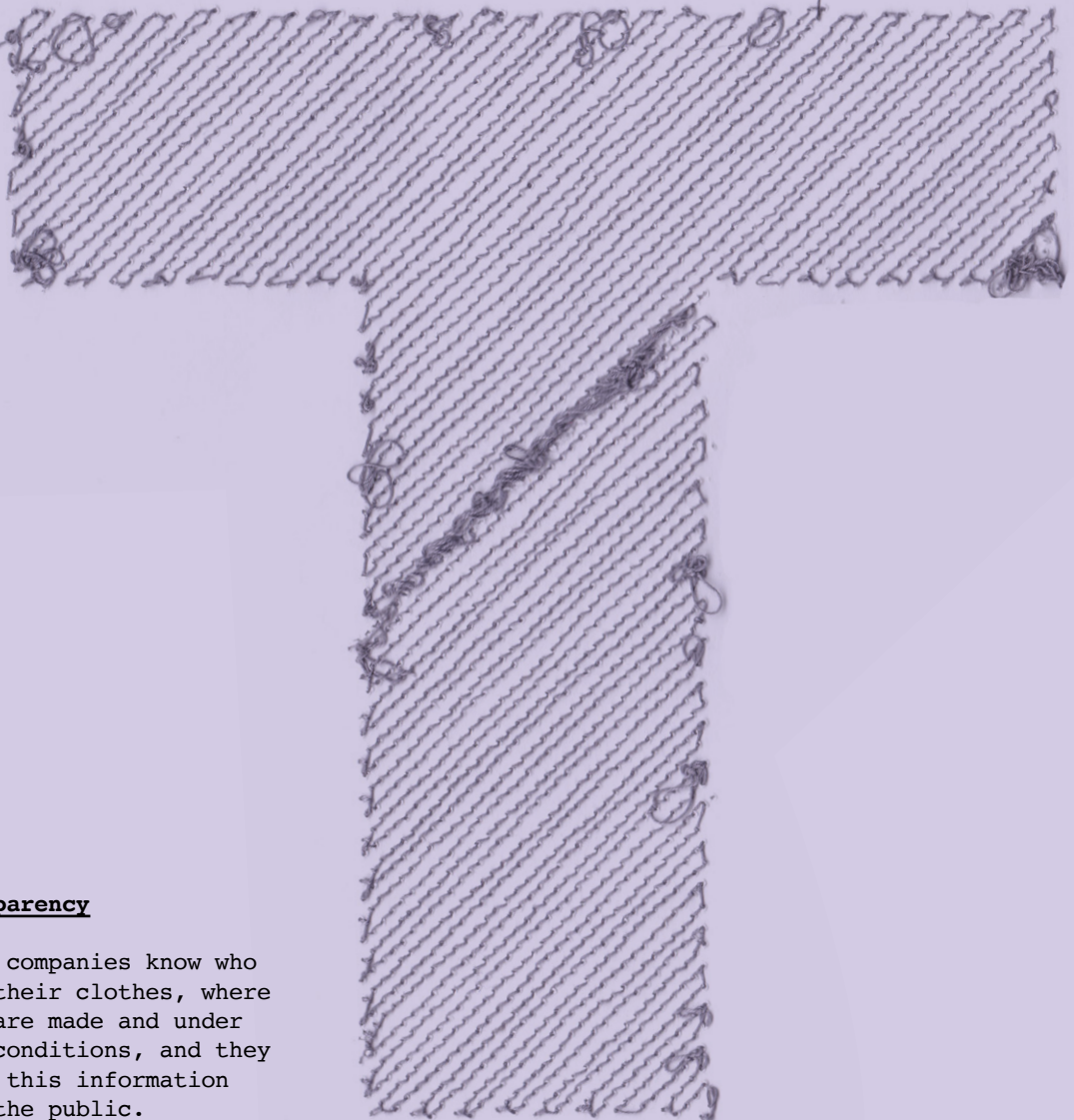
Quick lead times


refer to how long it takes to go from design to final product. A typical lead time has gone from 6 months to a couple weeks, which can increase risk of poor working conditions.



Transparency

means companies know who make their clothes, where they are made and under what conditions, and they share this information with the public.





Responsible consumerism

is intentionally buying goods or services that have minimal to no harmful impacts on humans, animals, or on the environment. It's voting with your \$.

Social protection

includes access to health care and income security such as sick pay, injury pay, parental leave, pension, subsidised food or housing.



Upcycling

is the process of reusing materials in a way that increases a product's value and makes it desirable again, saving garments from going to landfill.

Value chain

refers to all the steps it takes to produce and sell a product, from farm to closet.



Women's empowerment

over 80% of garment workers are women who tend to be stuck in low skill, low pay jobs.² Education, training and unions are key to enabling women to negotiate better conditions.

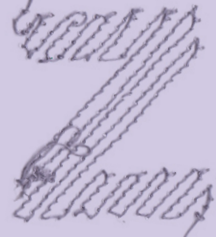


Exploitation

is not paying a living wage for someone's work. It may also involve practices such as physical intimidation, child labour, forced overtime, restricted movement and limiting unions.

Your voice

has the power to make a positive difference. Ask questions. Tell the brands you shop from and your local policymakers that you want cleaner, safer and fairer fashion.



Zero-hour contracts

are contracts in which employers are not obliged to provide a set number of working hours each week and consequently do not have to provide social protections.



***Why are wages
so low for
garment workers?***

The apparel industry has helped some people become extremely wealthy while virtually enslaving others.

On one hand, six of the world's twenty richest people run companies that sell huge volumes of clothing⁶. On the other hand, tens of millions of people are employed by the process of making clothes and do not earn enough to pay for life's basic necessities.

Factories around the world are being pushed to deliver ever-larger quantities of clothing faster and cheaper. As a result, factories routinely make employees work extra hours, often without overtime pay or other benefits in return. The pressure on factories to deliver is so intense that workers are often subjected to intimidation, harassment, coercion, pain and injury and are even restricted from taking short breaks to the toilet. The people who make our clothes cannot be paid fairly through this process. This is the grim reality that it takes to deliver our desire for 'choice' when we're out shopping.

Unfortunately, it is not so easy to just pay everyone more. There are systemic barriers that prevent workers' wages from being increased. Solutions require nuance and understanding of the forces of both global and local economics and politics.

Most companies manufacture clothing in the places where they can get the best deal, and this usually means in the countries where wages are the lowest. They do this in order to meet consumer demand for the latest trends and to boost their profits in a fickle market. Most companies opt to leave wages up to the "invisible hand" of the market or governments to fix, effectively absolving responsibility for workers' poverty-level pay. Some companies say they're willing to pay higher costs in order to increase workers' wages, but progress has been too slow.

Politicians say that raising wages will drive companies to produce clothes wherever it's cheaper. Economists call it a "race to the bottom" where companies rush toward countries where prices are lowest regardless of the impact. Politicians say higher wages will damage the domestic industry's ability to compete in the global market and workers could lose their jobs as a result.

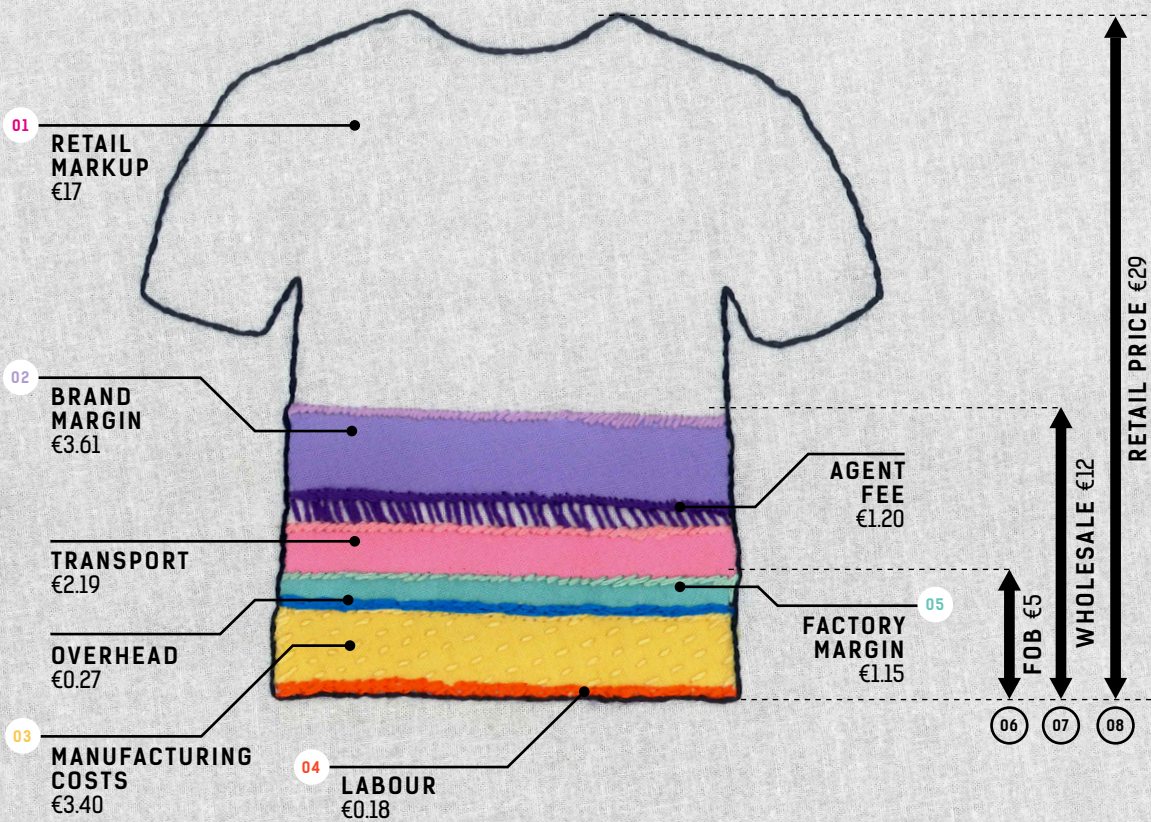
"We now have more clothes in our wardrobes than ever before while only wearing a fraction of them and disposing them at a faster pace than any other time in history"

It seems the only option for workers is to endure low pay under gruelling conditions or face unemployment. However, governments should be doing more to ensure that people have access to decent work and living conditions. Our governments should be enforcing companies to take responsibility for working conditions and living wages across their whole supply chain.

Through advertising and media, companies tell us that we 'need' to keep up with the latest trends and that our identity is defined by what we consume. But let's join together and be smarter than these false messages we're fed. It's time to break our addiction to the need for speed and volume. It's time to tell companies and governments we want workers to be paid more and treated with dignity, and as both citizens and consumers we're willing to do our part to make sure that happens.

PHOTO: Dharmishta Parmar, a garment worker at MSA Ethos. From the 'Garment Worker Project', a collaboration between behno founder Shivam Punjya, fashion photographer Dan Smith, and videographer Kent Mathews.

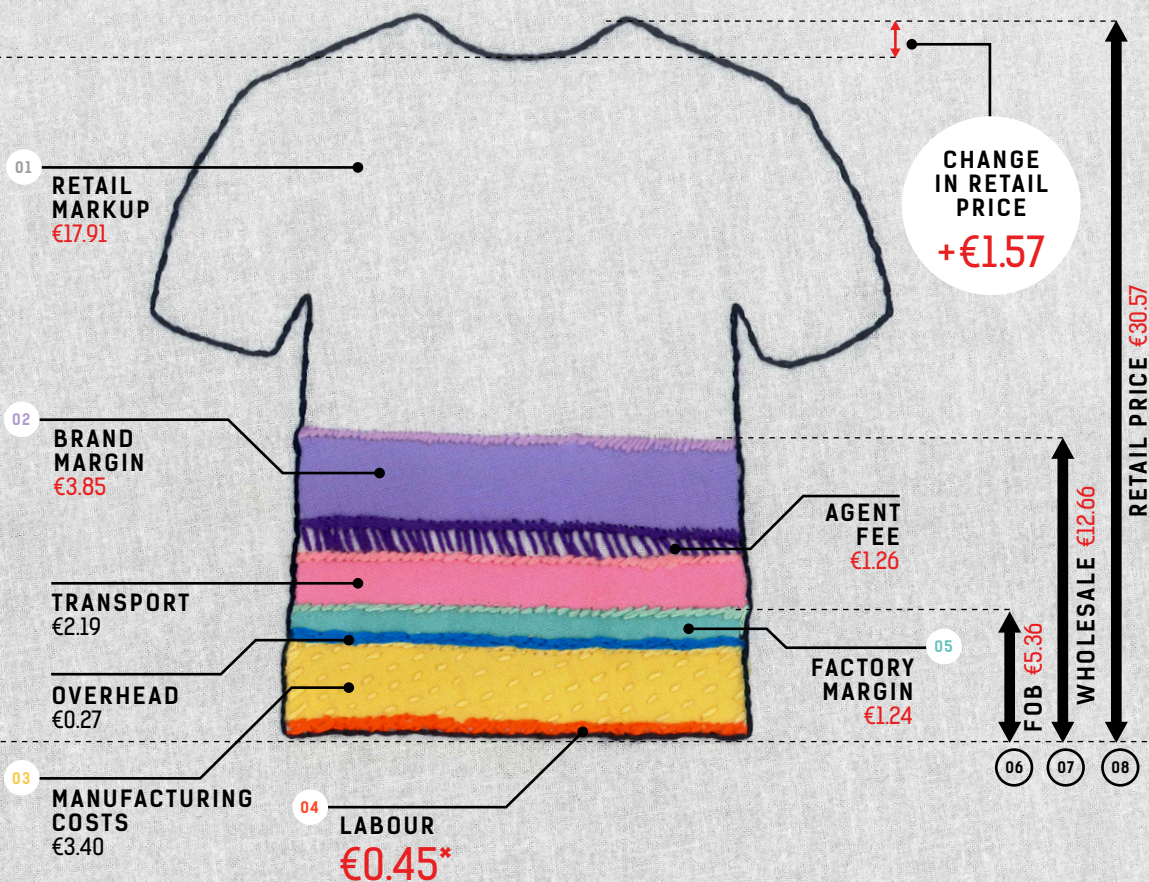
Cost breakdown of a sample €29 t-shirt



- 01 RETAIL COSTS**
retailer's own staff, rent, tax and so on.
- 02 BRAND MARGIN**
brands' staff, rent, mark-up and profit margin
- 03 MANUFACTURING COSTS**
materials cost, direct labour cost and manufacturing overhead
- 04 LABOUR**
what is paid to workers

If garment workers were paid a living wage, how much more would you pay for the same t-shirt?

! RED TEXT HIGHLIGHTS AN INCREASE IN COST



05 FACTORY MARGIN
other costs not directly part of the garment

06 FOB (FREIGHT ON BOARD)
the total paid to a factory for a t-shirt

07 WHOLESALE
the price a store pays for a t-shirt before they sell it on to customers

08 RETAIL PRICE
what consumers pay for the t-shirt

* Based on Asia Floor Wage benchmark
Data from Fair Wear Foundation (see reference 7 on p68)

What is a living wage?

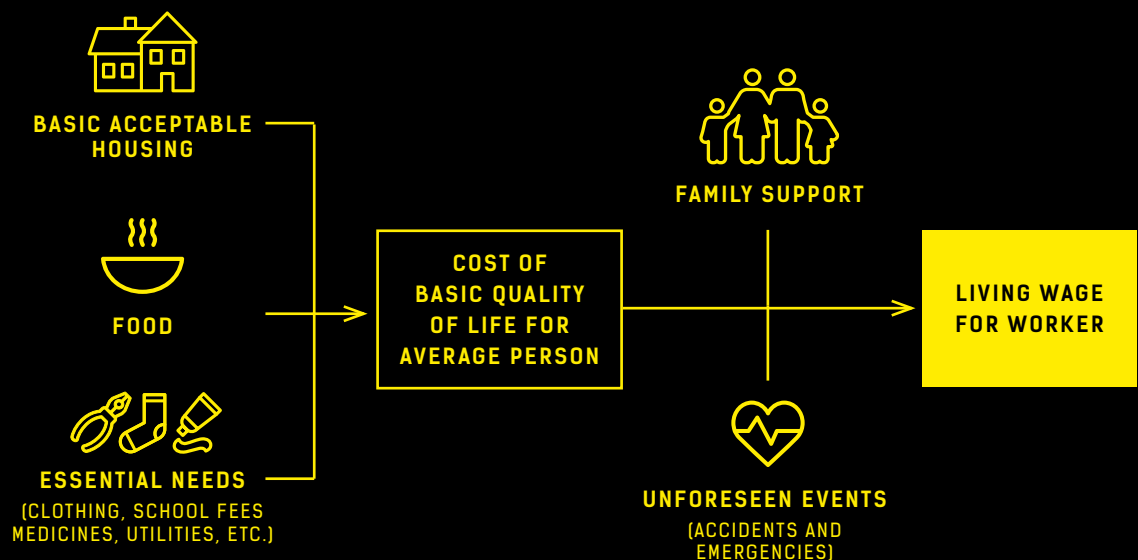
Talking about money is a complicated matter, but decent work with fair pay should be a fundamental human right. A **living wage** allows a worker to cover the essential needs of their family, with a little extra “just in case.”

The legal minimum wage in most countries often falls short, leaving workers around the world stuck in a cycle of poverty. However, experts Richard and Martha Anker have devised a way to calculate the living wage based on varying costs of rent and food depending on where somebody lives.⁸ In theory, this should help governments and companies figure out what workers ought to be paid. But ultimately, workers should be supported to speak up about what kind of money they need to earn to live with dignity.

"Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing, medical care, necessary social services, and the right to security..."

UNITED NATIONS UNIVERSAL DECLARATION OF HUMAN RIGHTS ARTICLE 25.1

A LIVING WAGE INCLUDES:



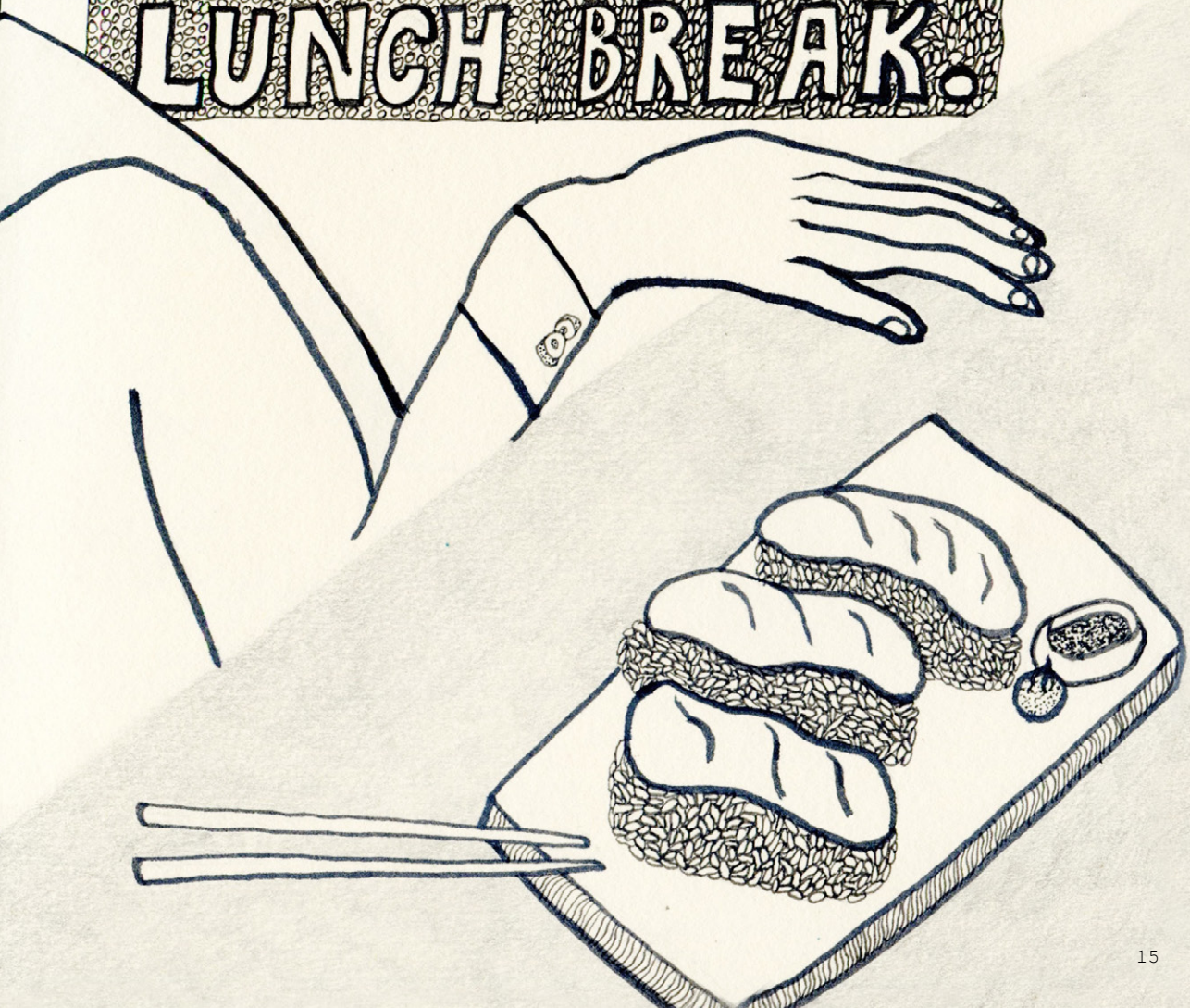


WHAT IF WE PAID MORE?

If paying workers a living wage would only increase the retail price by about 5%, would you pay more to ensure that the people who made your clothes worked in clean, safe conditions and could support a decent standard of living for themselves and their families?



IT TAKES A GARMENT
WORKER 18 MONTHS
TO EARN WHAT A
FASHION BRAND CEO
MAKES ON THEIR
LUNCH BREAK.



Who grew this cotton
Who sowed the seeds
Who spun these threads
Who wove this cloth

Whose silk is that
Who turned the worm
Who sheared the sheep
Who's getting fleeced

Who fixed the hem
Who broke the system
Who's on her feet
Who made my clothes

Who sewed the seams
Who stitched the tag
Whose fingers bled
Whose fault is this

Who grew the brand
Who hemmed and hawed
Who hired the helpless
Who dyed for you

Who sweats the details
Whose sweater is that
Who shot it first
Who gets a fair shot

Who's overdressed
Who's oppressed
Who's high on fashion
Who's high on fumes

Whose dress is to die for
Who shops to live
Who gets the bargain
Whose life's on sale

Who's always searching
Who's never satisfied
Who's got nothing to wear
Who cares

Who brags her bags
Who crows her clothes
Who swoons her shoes
Who posts the most

Who sets the price
Who pays the cost
Who's asking
Who needs to know

Who embroiders truth
Who's naked underneath
Who are you
Who are you wearing?



SUPPLY CHAIN GAME

FINISH

Look at the label.
Ask brands and retailers
#whomademyclothes?

Push for greater transparency
to help improve the lives of the
people who make your clothes.

www.fashionrevolution.org

The garment
is out of stock.
Brand asks
factories to
produce more,
but cheaper.

You
buy the
garment.

Garment is
unpacked
and placed
on the shop
floor display.

Garment workers
go on strike for
higher wages.
Miss a go

Garment is
finished with its
trims and details.

Factory upgrades
its fire escapes
and makes
structural repairs.
**Move ahead
2 spaces**

Garment is
washed and
checked for
quality control.

Garment
is sewn by
garment
workers and
machines.

150 billion garments
are produced¹⁰ and 60
billion meters of fabric
are wasted on the cutting
room floor every year.
Go back 4 spaces

Garment
is cut by
hands
and tools.

The garment
factory starts
paying a
living wage.

Fabric is considered
faulty for being the
wrong shade. Hundreds
of thousands of meters
are undeliverable.
Go back 5 spaces

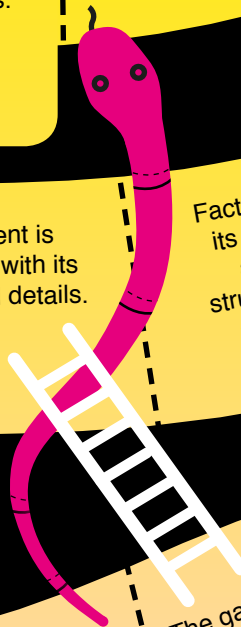
START

Farmer buys
cotton seeds.

Cotton
seeds are
planted.

Brand pays
you a
Fairtrade
premium.
Roll again

Droughts give
you a bad
cotton harvest.
**Go back to
the start**



Cut out the playing pieces (or just use coins) and place them on 'Start'. Roll the dice (or download a dice app) and race against the other players as you play the Supply Chain Game! Improve your business by climbing the ladders, but beware of the risks! If you land on a snake, you'll slide down and be left behind.



Brand completes an audit and makes improvements to its supply chain.
Roll again

Garment is sent to the shop by truck.

Gov't passes new law that requires companies to report on slavery in the supply chain.
Move ahead 4 spaces

Garment is sent to a distribution warehouse.

Garment is packaged and stored for shipment.

It takes 2720 litres of water to make a t-shirt.¹¹ That's how much we normally drink in 3 years.

Garment run is faulty.
Go back 5 spaces

Garment is cleaned and pressed.

Brand cancels order. Thousands of garments are discarded, or rather incinerated for brand protection.

Fabric is checked for quality, then sent to the garment factory.

A new technical innovation reduces the environmental footprint of the fabric by 40%.

Toxic chemicals make workers ill and pollute the water supply.

Price of chemicals skyrockets.
Go back 1 space

Fabric is sent to a finishing plant, where it is bleached, pre-shrunk, dyed, printed and treated.

Cotton is cleaned, ginned and checked for quality.

Cotton is sold and transported to a mill.

Cotton is carded and spun into yarn, then woven into fabric.

The Aral Sea has shrunk to 10% of its size due to cotton irrigation.¹²
Go back to the start

FACT or FIB?

1 Women in developing countries could be US\$9 billion better off if their pay and access to paid work were equal to that of men

2 In a 2014 survey of consumers, Censuswide found 52% of shoppers were willing to pay higher prices if staff were paid the Living Wage

3 The minimum wage in garment factories in Bangladesh and Sri Lanka is a fifth of the living wage

4 A study showed that doubling the salary of garment workers in Mexico would only increase the consumer cost of an item by 1.8%

5 4 CEOs of fashion brands are in the Top 100 of The Forbes World's Billionaires list 2016

Test your fashion knowledge

FACT-CHECK IT.
ANSWERS on p68



EMPOWERMENT

We love companies that treat producers with dignity, listen to them, and pay them enough to live on.



EXPLOITATION

Unsafe buildings, toxic chemicals, child labour, discrimination and harassment? No thanks.



CAN YOU FIND ALL THE WORDS?

LIVING WAGE
TRUE COST
EMPOWERMENT
OVERTIME PAY
TRANSPARENCY
UNION
SUPPLY CHAIN
FAST FASHION
BRAND RISK
GARMENT WORKERS
SUBCONTRACTING
AUDITING
PESTICIDES

E U P W D Y F Y N Z N B L Q
I M Q E Z S C N O O V R Z E
N S P E S H L O V X I A P H
O Z Z O T T Q I E Z P N E O
I R G C W X I Z R B V D U O
H V C A K E J C T R A R M C
S S S I I I R X I B T I N M
A T H D G D D M M D V S U X
F X N O B I W D E V E K P P
T K V O W K V Y P N C S Z J
S U B C O N T R A C T I N G
A S I N I A H C Y L P P U S
F L I V I N G W A G E Z E R
G N I T I D U A V N P M H Q

ANSWERS ON P.68

WOULD YOU RATHER...?

You are a cotton farmer. Do you...

...take on big loans with high interest fees in order to buy expensive, genetically modified cotton seeds for your crop?

... or go organic, but endure three years of lower yields until your cotton can be certified as organic and get a higher price?

You are a garment worker. Do you...

...go to work knowing that the building is unsafe and you could risk injury (which can result in you being unable to work)?

... or join a union that will address everyone's health and safety concerns with factory managers and risk being fired for doing so?

You are a factory owner. Do you...

...keep your factory running all night knowing that you're not able to pay your garment workers for their overtime (and might put their health at risk) to deliver to the brand's short deadlines?

...or subcontract to another factory that hasn't been audited, without the brand's authorisation, knowing that the factory could be employing child labour and be structurally unsafe?

You are a brand. Do you...

...invest in better understanding your supply chain, even if it uncovers issues such as forced labour, locked fire exits, verbal abuse and exploitation, knowing you're able to take steps to address these problems?

...or leave the responsibility up to your factories and to governments in places where your products are made to pay workers a living wage and ensure working conditions are safe, even if it risks your brand's reputation?

You are a consumer. Do you...

...buy something cheap and low quality (that will fall apart quickly) because it's a bargain and easy, even if it could have been made by very low paid workers or even child labour using harmful chemicals?

...or pay a bit more to be guaranteed that the people who made your clothes are paid a living wage and work in good conditions, even if it means buying less stuff or saving up to invest in better products that will last longer?



Who
made
my
clothes?

*Money makes the fashion world go round.
But do we have the power to change things for the better?*

The price we pay for cheap clothing

Tamsin Blanchard,
Fashion features director, Tank

No matter how good our intentions, we all know how easy it is to get a little carried away on a Saturday afternoon shopping with friends.

We are in a mall, we see the discount signs, the rails of clothes which are so cheap we know it's too good to be true. But we can't resist. We buy two for the price of one.

Shopping gives us a buzz, a quick thrill that lasts until we get home and we realise there is no more room in the wardrobe for anything else. And we haven't even worn last week's bargain buy yet. It's like over indulging at lunchtime or gorging ourselves on cakes. After the initial pleasure, we feel a little queasy.

Clothes we see on the high street and in artfully directed images online are so seductive. We want the look. We love the fact you can buy that jumper in so many different colours (one for every day of the week!). We've seen it on our favourite girl crush. We want to be that girl. We are exposed to so much - the non-stop stream of Instagram loves, Snapchat sales, our trusted Youtuber's hauls and cool recommendations.

But nobody can pretend not to know the reality behind the speed at which we all shop now, the true cost of the instant fashion we pop into those shopping baskets, and the prices which might be affordable to you and me but which are actually a horrible lie.

It doesn't add up. Just think about it - the cost of the cotton, the farmer's time sowing the seed and harvesting it (not to mention the cost of the chemicals to stop the weevils destroying it and the gallons of water used to nurture it), the time spent to weave the cotton, the cost of the cloth, the time spent cutting, sewing and finishing it to make a garment. And then add to your calculations the shipping, and of course, the designer's time, the branding, the packaging, the marketing, the advertising. All of those steps condensed into a price tag on a dress that costs less than the price of a cinema ticket...how is that possible? The answer of course, is that it's not. That's just basic common sense.

If you've ever made a piece of clothing yourself, you will quickly understand the time and care it takes to make a piece of clothing. Unlike cars which are pretty much made by robots, our clothes are still made by human hands. Everything you wear, no matter how simple, has been sewn by a skilled worker - usually a woman following in the footsteps of her mother before her - who makes so many garments an hour that she might sometimes actually feel like a robot. We have dehumanised the people who make our clothes because we have made it ok for their labour to be just a few cents more than worthless. Every time we buy something that costs less than we think it should, we are implicit in that transaction. Money - our money - is what makes the fashion world go round. By disrupting the status quo, we have the power to change things.

The high street fashion model is - like the supermarkets - built on excess consumption. Have you ever looked at the bulging rails of your favourite clothes store and wondered how on earth they are going to sell all of that product? And then you go in a week later and find it's all been reduced to half price. And the rail is still full. This glut of clothes is feeding a frenzy that is seriously unhealthy - and the bottom of the food chain is being starved in the process.

So how each and every one of us spends our money is really important. There is a ripple effect, and by spending more mindfully, we have the power to make waves - and ultimately to slow down the fashion system.

How each and every one of us spends our money is really important. By disrupting the status quo, we have the power to change things.

Already, some high street stores are taking notice. They know it's no longer cool to promote the idea of throwaway fashion. Instead, I am starting to hear brands talking about clothes that are designed to hang in our wardrobes for longer than a season. They talk about us buying less, buying better. Perhaps they know the game is up. The idea of making more to sell more is running out of steam. It certainly isn't making good business sense to be constantly on sale.

So my recommendation to you is to stop, think, shop around. Do some research online. Look for retailers and designers who promote fair trade. Shop locally from independent designers at market stalls who you can talk to - and who should be happy to tell you all about their supply chain. Attend your local Fashion Revolution events. Ask questions. Demand answers. *Who Made My Clothes?* The more we know about who made our clothes, the less places there are for the industry to hide unethical practices. And how we choose to spend our money is the surest way to make our voices heard. Ker-ching!



GARMENT WORKER DIARIES

THE LIVES AND WAGES OF

GARMENT WORKERS

An intimate look into the daily lives of women from the Garment Worker Diaries project in Cambodia and India.

Several women have given permission to share photos of their home life as part of this yearlong research study. We hope this helps the world to better understand what it's like to be a garment worker and inspires you to become an advocate for the people who make your clothes.





3

BANGALORE, INDIA

[1] It's 1:15pm in Bangalore, one garment worker sits with her cousins, styling each other's hair.

[2] One garment worker's home in Ramangara, Bangalore. [3] A garment worker does all the household chores on her one day off each week.

[4] A garment worker's kids are cleaning fish for a meal in Bidadi, Bangalore. [5] In the evening, a garment worker and her sister write down their expenses in her Financial Diary, as part of the project.

4



BANGALORE, INDIA

5





7

PHNOM PENH, CAMBODIA



9



8

PHNOM PENH, CAMBODIA

[7] This woman, one of the workers in the Diaries project, lives in Kampong Speu Province, just outside Phnom Penh.

[8] On her one day off each week, she cooks a big lunch, such as fish soup with rice and fruit relish. [9] She also does all the household chores. [10] On Sunday another garment worker chills at home and watches TV with her kids, just like everybody else!

[11] Another worker stands in her kitchen area where she's making a big feast. [12 & 13] This woman prepares a large pot of meat and vegetables at her home.



10



11



12



13

GARMENT WORKER DIARIES

THE LIVES AND WAGES OF

GARMENT WORKERS

Have you ever looked down at your shirt and wondered who made it?

Today most clothing is cut and sewn by women who live in the developing world, yet most consumers have virtually no concept of what life is like for the people who make our clothes.

The **GARMENT WORKER DIARIES** is a yearlong research project led by Microfinance Opportunities that is gathering firsthand accounts of life as a garment worker from 540 women in Bangladesh, Cambodia and India. Researchers are collecting data on what these women earn and spend each week as well as how they use cash transfers,

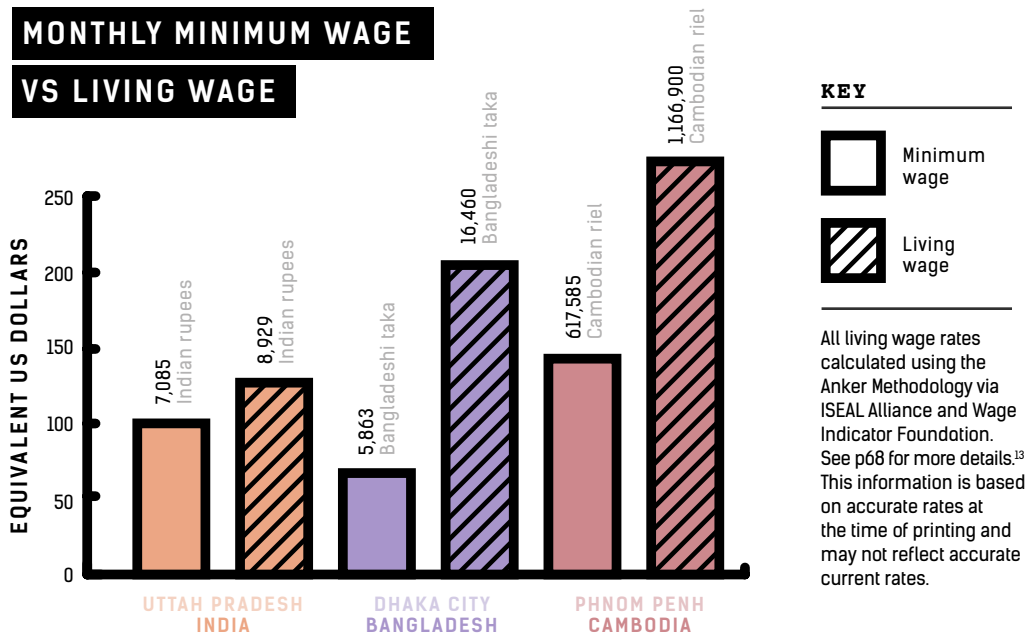
loans, and savings to manage their meagre wages. They are also learning about the conditions in which these women work such the length of their shifts, the brands they work for, and the injuries they suffer.

Data from the project will provide us with a better understanding of how these garment workers survive on low pay and deal with problems such as chronic pain, harassment or illness. In the next pages, you will meet three of the women participating in the study. We have changed their names for confidentiality.

As you read about what the garment workers earn and spend, keep in mind the following information about the minimum and living wages in each country.

MONTHLY MINIMUM WAGE

VS LIVING WAGE



CASE STUDY 202.1

BANGLADESH

NAME:	Rohima	AGE:	39
LIVES:	in a house in the Mirpur sub-district of Dhaka. It has no separate bathroom, kitchen or storage areas.		
FAMILY:	She lives with her 10 year old son		
SALARY:	BDT 8,100 (monthly)		

TYPICAL DAILY ROUTINE

07:00	Wake up, get dressed
07:45	Walk to work
08:00	Work for 10 hours with a 1hr break
18:00	Travel home
18.15	Cook dinner of rice and veggies with a small portion of local fish cooked in a spice-sauce
19:30	Cleaning, laundry and looking after her son
21:00	Personal care
21:30	Relax and watch tv
00:00	Muslim religious practice
01:00	Sleep

SHOPPING LIST
FROM WEEK 2

PEAS
RICE
CORIANDER LEAVES
SWEET BITTER GOURD
SALT
NOODLES
VEGETABLES
SUGAR
PUFFED RICE
DEXTROSE
EGG
GREEN PEPPER
FISH

FINANCIAL DIARY

WEEK 1

Rohima received her salary of 8,100 taka and immediately deposited a small amount into her savings account and paid her insurance premium. She also paid rent which was almost 1/3 of her total salary. She used some of her leftover money to buy food and medicine for her son who was sick with a stress-related illness.

WEEK 2

Rohima used some of her leftover salary to purchase food and other household items. Her son was still sick this week and she took him to the hospital for treatment. She ended up paying for a bus to transport them, medicine and a pathology test. She also gave him a little bit of spending money.

WEEK 3

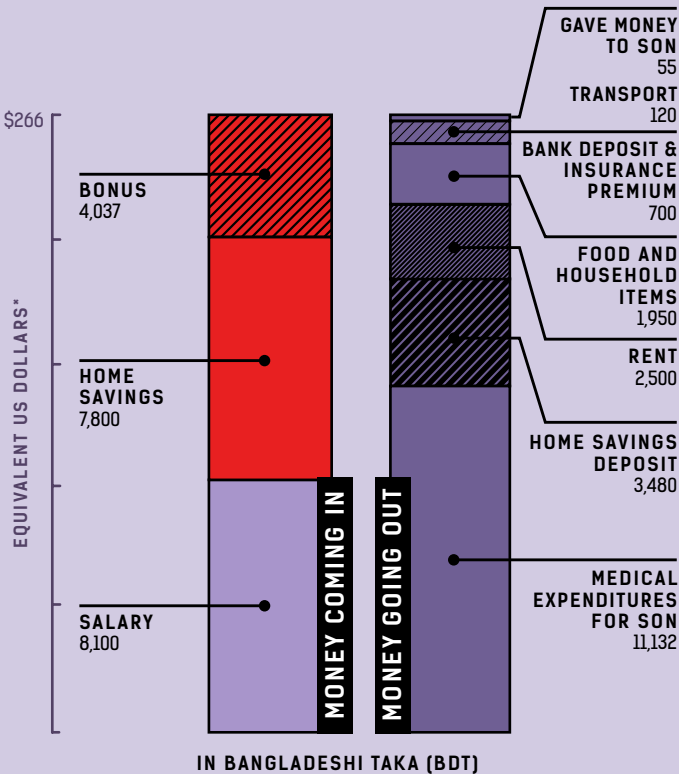
Her son's illness had developed into typhoid, requiring her to make a large withdrawal from her home savings. Rohima took her son to the hospital for treatment and was not able to work in the factory in order to care for her son.

WEEK 4

Rohima went back to work this week and received a 4,037 taka bonus. She used this to purchase food and household items, and she gave a small amount to her son. She deposited the rest into her home savings.

FACTORY CONDITIONS

Fire Safety drill during Weeks 1 and 4.



* Red areas on the graphs show where she had to dip into her savings or find extra money just to cover her basic essentials

** 1 US Dollar is equal to roughly 78 taka. The prices of goods in Bangladesh are lower than in the US, and 1 US Dollar allows you to buy \$2.75 worth of goods in Bangladesh.

CAMBODIA

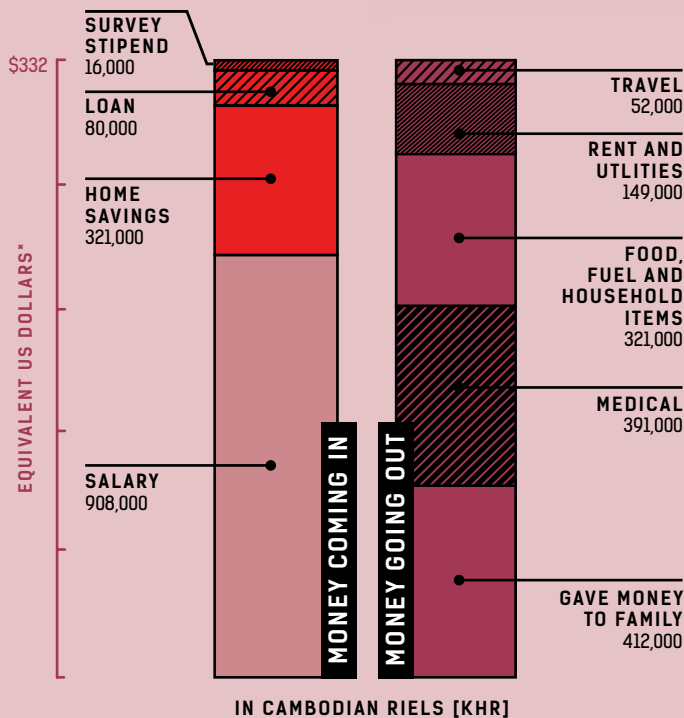
NAME:	Soeun	AGE:	30
LIVES:	in a rented room with a shared bathroom in the Por Sen Chey district of Phnom Penh		
FAMILY:	She lives with her husband, a car driver, and their young son who is currently in primary school		
SALARY:	908,000 KHR (monthly)		

TYPICAL DAILY ROUTINE

06:30	Wake up
06:45	Buddhist meditation
07:15	Walk to work
07:30	Work for 9 hours with a 1hr break for lunch
12:00	Buy a small bag of lunch, sold outside the factory containing rice and soup with fish and some mango relish
16:30	Travel home
16:45	Cook a dinner of fish, rice, vegetables and spices
17:30	Cleaning, laundry and looking after her son
20:30	Relax and watch tv
23:30	Sleep

SHOPPING LIST
FROM WEEK 2

BREAKFAST
COOKED MEAT
DESSERT
EGGS
FISH
GASOLINE
GROUNDNUTS
ICE
LUNCH
MAIZE
ORANGE
VEGETABLES
BOTTLED WATER
WATERMELON



FINANCIAL DIARY

WEEK 1

Soeun received her 908,000 riel salary and made a withdrawal from her home savings. She used the money to purchase food and fuel and to pay her rent and utility bills. She also had to pay a large hospital bill this week. She gave money to her sister-in-law and her husband too, but she kept some to herself for upcoming expenses.

WEEK 2

Soeun relied on the money she had leftover from the previous week. She purchased some food throughout the week and she also went to the hospital twice, requiring her to pay more hospital bills as well as for transportation there and back. As in Week 1, she gave money to her husband and sister-in-law.

WEEK 3

Since her medical expenses cost her so much, Soeun needed to take out a 80,000 riel loan this week. She also withdrew money from her home savings. She gave more money to her husband and sister-in-law, and she used the rest to purchase food, fuel and household items.

WEEK 4

Soeun received the last installment of her monthly stipend for participation in the study; in total, she received 16,000 riel for her participation this month. She used this money, along with another home savings withdrawal, to give money to her husband and daughter. She also purchased more food, fuel and household items for her home.

FACTORY CONDITIONS

In Week 2, her supervisor yelled "If you keep repeating the mistake like this, you rather take leave and stay at home"

* 1 US Dollar is equal to roughly 4,000 riel. The prices of goods in Cambodia are lower than in the US, and 1 US Dollar allows you to buy \$3.01 worth of goods in Cambodia.

CASE STUDY 406.2

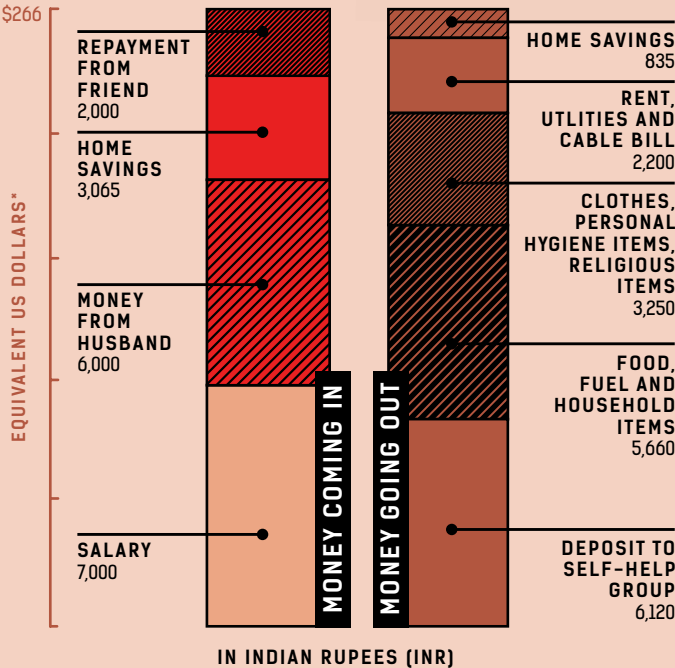
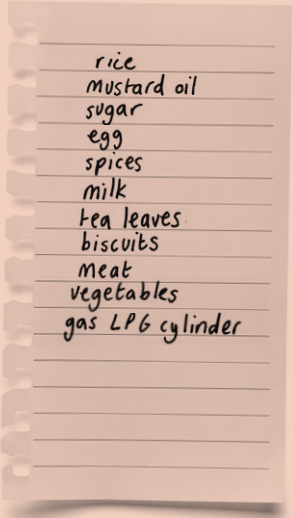
INDIA

NAME:	Anusha	AGE:	43
LIVES:	a village near Bangalore, a home her family rents, which is made of stone with a concrete roof		
FAMILY:	She lives with her husband, a labourer and their three school-going children		
SALARY:	7,000 INR (monthly)		

TYPICAL DAILY ROUTINE

06:30	Wake up
06:45	Hindu meditation
07:00	Take a factory-provided bus
08:00	Work for 8 hours with a 30 minute break
16:00	Travel home
17:00	Cook dinner of rice and veggies, with a small portion of chicken cooked in a spice-sauce
18:00	Cleaning, laundry and looking after her children
20:45	Hindu prayer
21:00	Relax and watch tv
23:30	Sleep

SHOPPING LIST FROM WEEK 2



FINANCIAL DIARY

WEEK 1

Anusha received her 7,000 rupee salary and used it to pay rent and her cable bill. She also purchased food, clothing, and some religious items for her Hindu religious practices. She also made a deposit into her self-help savings group. She celebrated the Gouri and Ganesh Pooja festival this week. Unfortunately, she suffered from back pain as well.

WEEK 2

Anusha made a small withdrawal from her home savings this week and used the money to purchase food and to make a deposit into her self-help group. She continued to experience back pain this week.

WEEK 3

Anusha received money from her husband this week and made another withdrawal from her home savings. She used the money to purchase food, religious items and some personal hygiene products. She then made another deposit into her self-help group. Her back pain subsided this week, but she had headaches instead.

WEEK 4

Anusha received a 2,000 rupee loan repayment from a friend in addition to money she received from her husband. She purchased clothes, food and gas for the household. She also paid her utility bills and made her final deposit into her self-help group for the month. She then deposited the rest of her money into her home savings. She celebrated the Mahalaya Amavasya festival, but she continued to suffer from a headache during the festivities.

FACTORY CONDITIONS

In Week 2, her supervisor forced her to do something outside her job description four times. In Week 3 she saw something happen to a co-worker that made her feel uncomfortable

* 1 US Dollar is equal to roughly 68 rupees. The prices of goods in India are lower than in the US, and 1 US Dollar allows you to buy \$3.82 worth of goods in India.



@anchalproject

Shakuntela is a 39-year old artisan, mother-of-three, and Project Assistant at the Anchal Center in Kerala, India. She's been there for 6 years, works 6 days per week and is proud of recently receiving a raise. She's become the expert at selecting saris because of her unique eye for colour combinations and attention to detail.



@wearezrcl

Ms Reena is 23 years old and works on Demo farm as contract worker. She picks cotton on a bioRe® LTD cotton field in Madhya Pradesh, India. This cotton is used to make clothes for the fair trade, carbon-neutral brand ZRCL.





3

[1] **@winterwaterfactory**

Elizabeth Martinez, sewing machine operator at the Jomat factory in Brooklyn, USA, a manufacturer for Winter Water Factory. She does binding, overlock, coverstitch (hemming) and has worked here for 4 years.

[2] **@pink_city_prints**

Sanjay has been working at Pink City Prints in Jaipur, India, for 13 years. He prints, embroiders and finishes garments.

[3] **@tonleedesign**

[From left to right]: Seyma, Hy, Tola, Srey Pov, Leak, Pich, Ming Srey, Srey Roath, Phary and Navy work for Tonlé in Cambodia.

[4] **@Denimsmith_EastBrunswick**

Vinh Le Humble is a cutter, 'Jean-maker', Factory Owner and Director of Denimsmith, Australia. Factory owner for 20yrs, launched Denimsmith in 2015.



4





Kanchana and Kalaivani
are garment workers at
JACOBS WELL, a fair
trade fashion production
house in Bangalore, India.

Chandra Singh is a tailor who works for Creative Handicrafts in India, a manufacturer for fair trade fashion brand People Tree.

Can you tell us about your typical daily routine?

I get up at 5:30am and cook both breakfast and lunch for my family. My husband goes to work and takes the children to their classes. I leave for work at 8:30am to start at 9:30am. I stitch around eight to ten easy pieces or two to three difficult ones a day. I have my lunch break at 1pm and I go home at 6pm. My children prepare tea for me and after a bit of relaxation I prepare dinner for my family. I go to sleep by 11pm.



"I think it is important to be working in a safe environment where you are happy to go every day to and where you keep learning. I appreciate working with women who are supportive and cooperative – we are able to talk, learn and get support from each other."



Ms. Chandra Singh

Tailor at Creative Handicrafts, India

activist

- 1 In this poem, *ACTIVIST* means *Kalpona Akter*, not militant, tree hugger; synonyms on *Thesaurus.com*.
- 2 *ACTIVIST* means *Kalpona*, Bangladesh schoolgirl turned to family breadwinner by age twelve.
- 3 *ACTIVIST* means *Kalpona*, *GARMENT WORKER*, awake, on her feet in a tiny, narrow clothing factory twenty-three days straight, cutting cloth into trouser belt loops, showering in the shared bathroom, drinking tap water laced with toxins, tamarind cheeks burning from supervisors' slaps. *Kalpona*, afraid to say: No.
No to six dollars a month, four hundred fifty hours of work.
No to the one building exit barred by stacks of pants—locked. No to colleagues kicked, necks pressed hard by supervisors. No to private overtime shifts under managers thrusting like needles into female employees' fabric. No voice until "strike" from the mouths of her co-workers pushed *Kalpona* to the front line, to defeat's shadow, to the flint of a union class, spark for her first luminous NO and YES to talk between supervisors and colleagues. Her voice so bright she was fired and blacklisted from the industry.
- 4 *ACTIVIST* means *Kalpona*, *VOICE*, who flies from Bangladesh to the New Jersey office tower of Children's Place—international retail brand of onesies, kids' jeans, boys' shirts—to bring the C.E.O a message:
please give more than one hundred forty dollars to families of garment workers, who, while sewing Children's Place clothing in Bangladesh's Rana Plaza office tower, were maimed or killed when the building collapsed. Know that Children's Place's demand for the cheapest clothes on the quickest deadlines created Rana Plaza.
- 5 *ACTIVIST* does not mean garment industry destroyer, description of *Kalpona* by Bangladesh garment factory owners—many of whom are members of Bangladesh's Parliament. The Ministry of Commerce tells the New York Times the garment industry fixed itself after Rana Plaza. *Kalpona* says: *WE STILL LAG BEHIND*, points to unions controlled by factory owners, worker's unions forbidden to speak to workers.
- 6 In this poem, *ACTIVIST* means *Kalpona Akter*, but *I AM A WOMAN*, *HUMAN*, is what *Kalpona* says.
Her bicycle leans against the wall by her office desk. Her wide smile embraces.

'The Power of the Union' by Alke Schmidt (based on photo by Fernando Molerés)





**Who
made
my
clothes?**

THIS PAGE

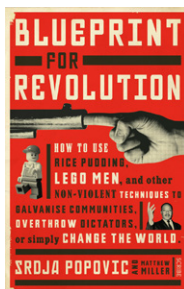
*Site of the Rana Plaza factory,
which collapsed on 24th April 2013
killing 1,138 garment workers.
Photography by Sarah Jay.*

OPPOSITE PAGE

*'Aftermath' artwork by
Alke Schmidt (detail).*



Read
this!



BOOK

11 steps to creating a revolution. We totally agree with #7.

How to bring about change through Lego, rice pudding, laughter, music and other non-violent techniques. Drawing together examples from around the world (and including his own experience of toppling Serbian president, Slobodan Milosovic) this book demonstrates how clever, creative, peaceful protests can change power structures better than violence.

Blueprint for Revolution by Srdja Popovic.
Scribe Publications 2015

BOOK

Industry insider reveals hidden cost of our addiction to fashion.

Having worked for major brands around the world, Michael Laverne unravels the broken industry behind the clothes we wear. Taking us on a journey through the history of exploitation in the fashion industry, from colonialism to free trade, and highlighting the best practice examples in the industry, Laverne calls for change and transparency.

Fixing Fashion: Rethinking the Way We Make, Market and Buy Our Clothes by Michael Laverne.
New Society Publishers 2016

WOW

BOOK

Factory fire exposes the truth about fashion supply chains. You won't believe what happens next.

After a garment factory in Bangladesh burns to the ground, killing hundreds of workers, the stage is set for a courtroom and media battle to expose one of the largest US fashion retailers. Can journalist Joshua Griswold provoke a revolution of conscience which could forever change the global fashion industry?

A Harvest of Thorns by Corban Addison.
Quercus (UK) Thomas Nelson (US) 2017 Novel.
To be released 24 January 2017.

REPORT

wtf

The power struggle is real for these forgotten farmers.

How often do we think about the people who 'grow' our clothes? 10 million cotton farmers face an unfair trading system. How can the textile supply chains empower farmers and improve their livelihoods instead?

POWER TO WEST AFRICAN COTTON FARMERS

Fair Trade Advocacy Office
<http://tinyurl.com/hqwc9p2>

REPORT

19 steps every company needs to do. #5 will change everything.

What's getting in the way of paying everyone a living wage? What can companies do to act now? Oxfam also highlights the jobs that just won't allow anyone to move out of poverty.

STEPS TOWARDS A LIVING WAGE IN GLOBAL SUPPLY CHAINS

Oxfam Issue Briefing
[www.tinyurl.com/h5k7n6d](http://tinyurl.com/h5k7n6d)

REPORT

OMG!

What every woman needs to know

80% of garment workers are women. Action Aid calculates that women in developing countries could be US\$9 trillion better off if their pay and access to paid work were equal to that of men. But when will that happen?

CLOSE THE GAP! THE COST OF INEQUALITY IN WOMEN'S WORK

Action Aid
<http://tinyurl.com/j8dclrn>

PLAYLIST

Money Fashion Power

Discover the ultimate soundtrack to change the world in style.
Download the full playlist:

<http://spoti.fi/2jum87X>

	SONG	ARTIST
+	The Power	SNAP!
+	Price Tag	Sleater-Kinney
+	Merchandise	Fugazi
+	Change	Christina Aguilera
+	Man in the Mirror	Michael Jackson
+	Fashion	David Bowie
+	Money For Nothing	Dire Straits
+	Everyday People	Sly & The Family Stone
+	Yes I'm Changing	Tame Impala
+	Freedom	George Michael
+	Money, Money, Money	Abba
+	For What It's Worth	Buffalo Springfield
+	Robbin Hood Theory	Gang Starr
+	Rebel Girl	Bikini Kill
+	Hungry For The Power	Azari & Ill
+	Suffer For Fashion	Of Montreal
+	Fight The Power	Public Enemy
+	Dollar	Emmanuel Jal
+	Paradigm Shift	Krankbrother
+	Real Situation	Bob Marley & The Wailers
+	Solidarity Forever	Pete Seeger

Q&A

WITH A DESIGNER

TARA IS A FASHION DESIGNER
WHO WORKS FOR A WELL-KNOWN
INTERNATIONAL FASHION BRAND.

What's the biggest challenge
in your role as a designer for
a big high-street brand?

Price resistance, hands down.
Consumers need more of an
understanding of why something
costs as much as it does.

THE CURRENT SYSTEM IS BROKEN

What impact do you think
your job has on others in
the supply chain?

Time pressure! If something
is selling we need more of it
cheaper and faster, and on the
flip side if something isn't
selling the shipment has to
be postponed.

Why do you think it's so hard
for the industry to improve
the way that producers on the
other end of the supply chain
are treated?

I don't believe fast fashion
will change as long as there
is a desire for an excess of
garments in everyone's wardrobe.
The current system is broken.
It's a vicious cycle of consumer
needs and retailer response
and suppliers are at risk of
endangering the livelihood
of their employees through
capitalist greed.

What's the one big thing you
would like to change about
the fashion industry?

The speed and the need. Why
can't everyone watch a catwalk
show like they visit an art
gallery. Why does everyone feel
the need to own a piece of what
they see. And now, not only
that, they can't wait. They want
to own it that day. It's crazy!
The industry is so far removed
from where it started. We don't
want garment workers to be out
of work but the system could be
slowed to compensate for this.

Miss Sophia Bag
by Sonya Kashmiri
www.sonyakashmiri.com



SOFT OR STRUCTURED?

Forget fluidity, start looking for structure instead. Like, is the factory your jacket was sewn in structured to be a safe working environment?



Top and Trousers
by Maxjenny
maxjenny.com



MAKE IT TRANSPARENT

Need we say more? Transparent, visible, not hidden. Obscurity is soooooo last century!!

Shirt by Laila Soares
www.lailasoares.com

this season's *must-haves*

Lady Boss Crush Tailoring,
Jacket and Skirt, by KitzX
www.kitx.com.au

PUMP UP THE VOLUME

More more more!!!
With 150 billion pieces of clothing manufactured every year,¹⁰ do you really need more volume in your wardrobe?



Trench Coat by Gama Carmen
carmengama.com



THE RETURN OF POWER DRESSING

This season it's all about power, YOUR power! And it's not the 80s anymore, it's the globalised 21st century. So who's really being empowered by your purchases?



BARE THREADS

we are talking visible threads. Make them fluorescent. The threads that unite you with the people who make your clothes.....make sure you can see them.

Top by Jodie Ruffle www.jodieruffle.com

Turning a Triangle Round: How Your Purchases Either Empower or Exploit

by Holly Rose

When we think about fashion, we don't often think about the hoarding structure of hierarchy behind it, one which trickles down less than 4% of its profits to those working the hardest to keep it on its wide angled feet. Thus, exploitation remains rife, from the farmers in fields inhaling toxic chemicals and tainting their fresh water to grow fibres for the industry - to the people in factories working under cruel conditions for wages which don't come close to covering base physiological or safety needs.

Then there's us, the consumers, who respond to the industry's purchase propaganda which tells us we'll be loved and feel belonging if we buy more things; and we accept this logic to fill holes in our self-esteem, unknowingly but directly feeding the perpetual and menacing machine. We then swiftly feel disenchanted by the weight more stuff brings, so we rid ourselves of it promptly, unintentionally contributing to the 12.8 million tons of clothing per year the U.S landfill alone receives.

Unsurprisingly, the sharp angles of the world's second most polluting industry is not what the planet or its people need. It searches instead for a slight edit in the system, one mimicking the Earth's shape and the natural order of things. Fibres grown without chemicals, production which puts people over profit, and items made from materials which can biodegrade. A system which can only be powered by an army of consumers learning to purchase more consciously, who buy less, buy things of quality and buy things which can be passed down through generations.

What we forget is that we as consumers hold the power to reshape this story and that without us, those at both ends of fashion's triangle have none. With each purchase we make, we are voting for or against humanity, for or against equality, and for or against our planet, and the only way to promote positive change is to vote with your dollar against the destructively dimensional and for the righteously round.



What's your fashion superpower?

The problems in the fashion industry can sometimes leave us feeling a bit overwhelmed or powerless to make a difference.

But no matter who you are or where you're from, never doubt that there are things you can do to change the story for the people who make your clothes.

Here's a quiz to help you find your fashion superpower.



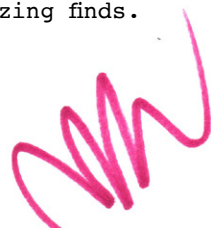
What are you most likely to share on social media?

- ☐ A group selfie with the latest Snapchat filter #squadgoals
- ☐ My pet dressed as Simba from The Lion King.
- ☐ The latest #whomademyclothes/ #HeforShe/ #everydaysexism/ #StandWithStandingRock



What do you do when you walk into a second-hand shop?

- ☐ Try and find the best bargain.
- ☐ Faint in excitement – there are so many amazing finds.
- ☐ Leave. Immediately. It stinks in there.



2016



It's Saturday, and you're...

- ▲ Catching up with your best friend at your favourite local haunt.
- Totally slaying at that new pop-up restaurant.
- Putting the world to rights over a beverage.



How would your friends describe your shopping style?

- ▲ The savvy bargain hunter. The sales, ebay and depop are my home.
- The considered investor. I'll buy less but spend on things I'll really treasure.
- A spontaneous splurger. If I see something I love, why wait?

Whose shoes would you prefer to step into for a day?

- Beyoncé. Get in #formation.
- ▲ Kristen Stewart. Gives zero f*cks.
- Emma Watson. UN Women Goodwill Ambassador, nbd.



2016 was...

- Something I'd rather forget.
- ▲ Well, I had fun.
- The biggest creative brief ever.

Your favourite jumper has a hole in it. You...

- Own the 'well-worn' look.
- ▲ Give it to your mother (or granny) to fix.
- Bin it and buy a new one.



What's the worst thing a troll could say to you?

- You're so 2016.
- ▲ Pfft. What would your mother think?!
- I bet you don't even know what's Goal 13 of the Sustainable Development Goals.



Which of these statements do you agree with most?

- ▲ The best clothes are the ones you can keep forever.
- Fashion is a statement about who I am and the values I live by.
- Clothes should make me look and feel the best version of myself.



find your power...



Here's your superpower and what you can do with it to help fix the fashion industry.

Want to do more? Head to our checklist on p64



Mostly circles MAKING IT COOL

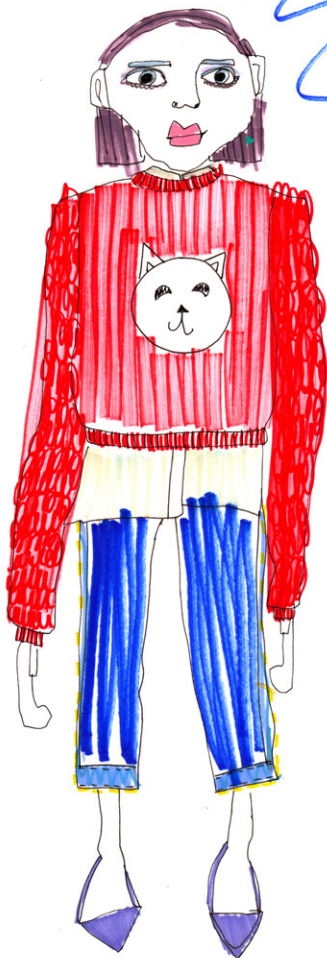
You've got your finger on the trend pulse. For you, fashion is all about self-expression and is there to be enjoyed. Other people tend to follow what you do, so your superpower is setting the trend for better fashion.

BUY: If you're buying new, look for an ethically and sustainably made designer or independent brand instead of the usual big-name company. Use tools like [Project Just](#) and our [Fashion Transparency Index](#) to help you out.

DO: Organise a clothes swap with your friends, or try a [#haulternative](#) for a fashion fix without the negative impact. www.fashionrevolution.org/haulternative

SHARE: Show brands that you care about the people who make your clothes by taking a selfie, showing your clothing label and tagging the brand on social media with [#whomademyclothes](#).





Mostly triangles STAYING TRUE

You're not easily influenced when it comes to your fashion choices. You know what you like and have a defined style that's perfect for you. You know how to make the things you love last, so your superpower is being resourceful.

BUY: Snag a bargain at your local vintage or second-hand store.

DO: Learn how to make and mend so that you can love your favourite pieces for longer. Teach your thrifty skills to your friends and family. You could even set up an evening sewing class in your local community.

SHARE: Share your clothing 'love story'. Write a love letter about an item of clothing that means a lot to you. Go to www.fashionrevolution.org/lovestory to find out how.



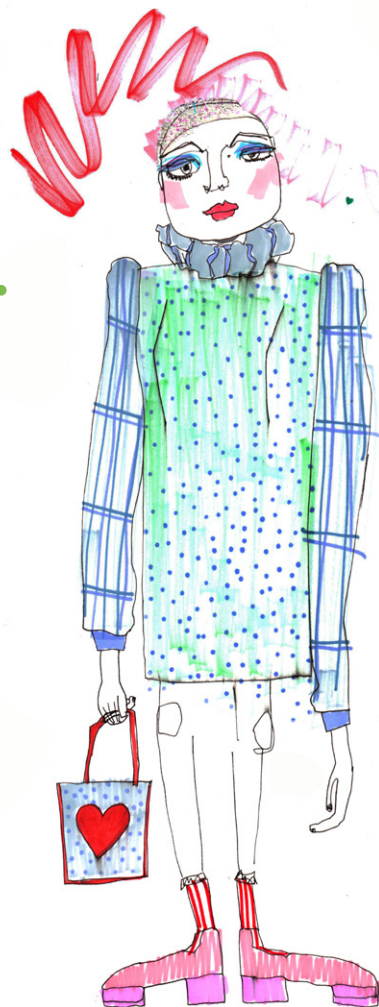
Mostly squares SETTING THE BAR

You're all about style with soul. You love clothes but would never sacrifice your values to look good. You're not afraid to speak up or be the first person to take action, so your superpower is paving the way to a sustainable fashion industry.

BUY: Download an app like [Good Guide](#), [Ethical Barcode](#), [Good On You](#), or [Not My Style](#) to make ethical shopping that bit easier.

DO: Get creative and go guerilla. Make some Craftivist mini-scrolls and pop them in the pockets of clothes in stores. Go to www.craftivist-collective.com/Mini-Fashion-Statements. You can also download Fashion Revolution [posters](#) and put them up in your local area.

SHARE: Write to your local policymaker and ask what they're doing to address human rights in the fashion supply chain. See page 62 for details on how to do it.



DIY POWER POEM

Make your own MONEY FASHION POWER themed poem! Show us by tagging [@fash_rev](#) on instagram or emailing photo@fashionrevolution.org

power	power	power	power	power	money	money	money	money	money							
fashion	fashion	fashion	fashion	fashion	fashion	fashion	cost	cost	cost	cost	cost					
fabric	seams	threads	invisible	hands	hands	hands	mine	my	my	my	her	her				
his	him	us	ours	theirs	your	your	your	nobody	everybody	somebody	together					
now	today	tomorrow	forever	yesterday	past	future	again	problem	solution	system						
revolution	revolution	revolutionary	revolutionaries	change	truth	truth	transparency									
transparent	see	know	do	be curious	find out	do something	who made my clothes									
how	what	when	who	why	wear	wear	wearing	where	aware	there	know	see				
hear	feel	meet	fashion	fashion	industry	dress	t-shirt	sock	shoe	trousers	jeans					
fabric	cloth	textiles	material	supply chain	supply chain	dyed	stitched	hemmed								
grew	sew	sewed	sewn	seams	threaded	buttons	label	label	zip	garment worker						
makers	farmer	factory owner	brand	CEO	citizen	citizens	people	woman	women							
girls	girl	man	men	factory	world	slave	easy	trends	runway	catwalk	bargain					
buy	bought	price	purchase	sum	pounds	dollar	dollars	money	wage	cents						
pennies	profit	loss	gain	lose	risk	risking	pay	paid	sale	sold	resold	shopping				
shop	sell	less	fewer	more	more	more	faster	faster	fast	slower	slow					
stop	store	cotton	journey	life	lives	live	living	value	valued	worth	worth					
harrassment	exploitation	exploit	overtime	labour	vote	voting	choice									
choose	decide	it	it	be	be	and	and	and	and	and	and	and				
to	to	to	to	the	the	the	the	the	in	in	in	in	so	so	so	so
a	a	a	a	a	the	the	the	the	be	be	be	be	better	begin	start	inside
beyond	cares	care	fair	safe	create	add	union	unions	call	calling	demand					



my

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truth

solution

revolution

Send a letter to a brand



Write to your favourite brand and ask **#whomademyclothes?**
Fill in their name, sign yours and share on social media,
tagging the brand and **@fash_rev**.

Dear _____

I am your customer, and I love your style. But I want to know more. I want to know **#whomademyclothes**. I want to feel as good about the story behind my clothes as they make me feel when I wear them.

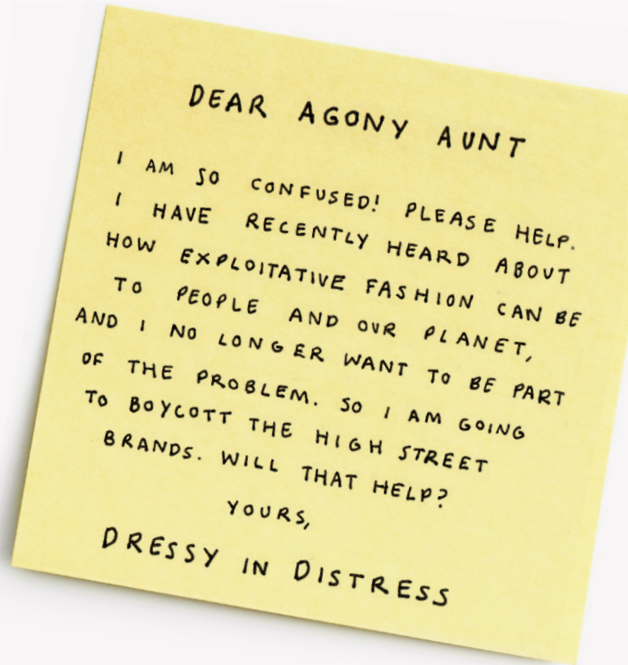
I care deeply about the people who have worked so hard to make the things I buy from you. I want to know that they're being treated fairly, have the freedom to speak out, and are paid enough to live with dignity, opportunity, comfort and hope. **So tell me, what are you doing to ensure that the people who make your clothes are being paid a living wage?**

Sincerely,



Should I boycott?

AGONY AUNT answers....



Dear Dressy in Distress,

Unfortunately, boycotting is not always the answer. Although let me congratulate you for deciding to take a stand – not many people get that far!

Boycotting (although not completely discouraged by some campaigning organisations) will only work in big numbers. If you and your whole community were to boycott a single brand over a bad practice (for example: low pay, unpaid overtime, disregard for garment workers health and safety) that brand would likely notice. It might even take action!

However, many garment workers in places like Bangladesh and Cambodia have asked consumers not to boycott for fear that they would lose their jobs if their factories lost business. While one might think a boycott is to stand in solidarity with their plight, it risks increasing their hardships in practice. What we need is long term solutions leading to better jobs, not short term actions leading to factory closures.

So, deciding that you are going to give the high street a miss, unfortunately, won't change all that much for the garment workers. But the great news is that you want to do something and there are plenty of other ways you can make a difference. Instead try asking the high street brands to do more to improve the lives of its producers. Ask [#whomademyclothes](#). Don't give up. And remember, you are a part of the solution.

Yours,

Agony Aunt



EASY FOR ME

TO TAKE
MY BROWN GAP
CORDUROY, CHEAP,
MADE IN BANGLADESH,
KNEES FADED,
TO GOODWILL WHERE
SOMEONE WILL THROW
THEM INTO A BIN
TO SELL TO A TEXTILE
RECYCLING CENTER

WHERE, DEEMED
BETTER THAN
A RAG OR STUFF
FOR A LANDFILL,
MY CORDUROY
WILL TOP OFF A TON
OF RALPH LAUREN,
OLD NAVY AND
COUNTLESS OTHER
AMERICAN BRAND
FRAYED SHIRTS,
OVERSTRETCHED
PULLOVERS,
WORN-THIN DRESSES,
WILL SAIL TO CAMEROON

TO BECOME PART
OF A ONE HUNDRED POUND
BALE BOUGHT
FOR THE PRICE OF A MONTH
OF MEALS FOR FIVE
BY SOMEONE IN CAMEROON.
MY CORDUROY WILL BE RESOLD
TO A CUSTOMER IN THE CAPITAL
FOR MUCH LESS
THAN A FREE FLOWING
INDIGO BATIKED
COTTON KABBA
OR ANY OTHER
ARTICLE OF CLOTHING
MADE IN CAMEROON,
WILL KEEP THIS AFRICAN
COUNTRY'S OWN
GARMENT MAKERS
UNEMPLOYED.
EASY.

3 6 5 2 4 9 7 2

€ASY\$¥



REPAIR OUR
CLOTHING IS A
REVOLUTIONARY
ACT



WE DON'T WANT
DISPOSABLE
CLOTHING

BECAUSE WE VALUE THE
PEOPLE WHO MAKE IT



Write a postcard to a policy maker

Governments can have a real impact on the lives of the people who make our clothes. Legislators decide minimum wages, mandate working conditions and create laws that protect people and the environment. Public officials expect to be contacted by their constituents (that's you) and should be doing their best to address the issues that are important to you.

Your voice has power, so use it! Here's how to write a postcard to your public officials and help make a real positive change.

- 1 Find out who your local policymakers are**
Look for the members of government who represent your neighbourhood. Research online or ask your family/neighbours to find out.
- 2 Find out their contact details**
Jot down their email, postal address or Twitter/Instagram handle if they're on social media.
- 3 Write your letter**
Use the template below. Fill in their name and sign yours at the bottom. If you want to send to more than one person, use pencil so you can erase and re-write.
- 4 Send your letter**
Take a photo of your letter and send it to them by email, or by posting it on social media and tagging them. You can also cut out the postcard and send it to them by post. Even better, call them on the phone and read out the message below.
- 5 Share their response**
When they respond, take a photo of it. Post your photo of their response on social media and tag @fash_rev so everyone can see what they say. If they don't respond, try again.

Dear _____

The fashion industry is exploitative and dirty. Research by the International Trade Union Organisation shows that respect for workers' rights in supply chains is declining. Yet everybody wears clothes, so it's up to everyone to solve its problems – including me and you. I want the money I spend on what I wear to make a positive difference, not contribute to exploitation and environmental degradation.

I want the people who make the clothes I wear to have decent jobs, to be able to access their fundamental human rights and to make a living wage, no matter where in the world they live. The government should implement regulation to ensure all companies are responsible for the impact they have on the lives of the people working in their supply chains, at home and abroad. What are you doing to address this?

Sincerely, _____



14 workers rights organisations to check out right NOW

Anti-Slavery International

world's oldest human rights group, working to eliminate all forms of slavery around the world

www.antislavery.org

Bangladesh Accord on Fire & Safety

enabling a working environment in which no worker needs to fear fires, building collapses, or other accidents

www.bangladeshaccord.org

Cambodian Center for Human Rights

promoting and protecting respect for human rights in Cambodia

www.cchrcambodia.org

CARE

working to make value chains more inclusive by empowering producers and workers

www.careinternational.org.uk

Clean Clothes Campaign

improving working conditions in the global garment industry

www.cleanclothes.org

Fair Wear Foundation

verifying and working to improve workplace conditions where clothing is made

www.fairwear.org

Human Rights Watch

defending human rights, spotlighting abuses and bringing perpetrators to justice

www.hrw.org

IndustriALL

representing 50 million workers worldwide and fighting for trade union rights

www.industrialunion.org

International Labour Organisation

part of the United Nations, sets labour standards and promotes decent work for all

www.ilo.org

International Labour Rights Forum

dedicated to achieving dignity and justice for workers worldwide

www.laborrights.org

Labour Behind the Label

supporting garment worker's efforts worldwide to defend their rights and improve wages

www.labourbehindthelabel.org

Solidarity Center

standing with workers as they defend their right to freedom of association

www.solidaritycenter.org

Solidaridad Network

promoting equitable working conditions, sustainable environmental practices, and gender equality

www.solidaridadnetwork.org

Worker Rights Consortium

conducting investigations of working conditions in garment factories around the globe

www.workersrights.org

Checklist

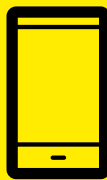
- ☐ Take a selfie showing your clothing label, tag the brand on social media and ask them **#whomademyclothes**
- ☐ Write to a company to ask them to be more transparent and to commit to paying **living wages** (see page 58)
- ☐ **Write to your local politicians** and tell them you want better conditions for workers and environmental impacts in the fashion industry everywhere in the world (see page 62)
- ☐ Try a **#Haulalternative**: mend, reuse, recycle, customise or swap your clothing with a friend www.fashionrevolution.org/haulalternative
- ☐ **Buy something better**: choose something from a brand with a positive social or environmental impact, or buy something from a charity or vintage shop
- ☐ Check out the **Fashion Transparency Index**, which will cover 100 brands from April 2017 www.fashionrevolution.org/transparency
- ☐ Play the **Fashion Revolution Trump Card game** with your friends.
Download from www.fashionrevolution.org/get-involved/education
- ☐ Write a **love story** about an item of clothing that means a lot to you.
Go to www.fashionrevolution.org/lovestory to find out how.
- ☐ Educate yourself, **read more** about wages and supply chain issues in fashion (see page 46)
- ☐ **Watch a film**: visit our Pinterest board to choose from a selection of great videos or watch The True Cost on Netflix uk.pinterest.com/fashrevglobal/film-library/
- ☐ Check out other **campaigns** trying to make fashion better (see page 63)
- ☐ Organise a Fashion Revolution **event** in your community www.fashionrevolution.org/events
- ☐ Take a photo of this checklist when you're done, post on social media and tag us at **@fash_rev!**



SHOW YOUR LABEL



**ASK THE BRAND
#WHOMADEMYCLOTHES?**



Power the Fashion Revolution

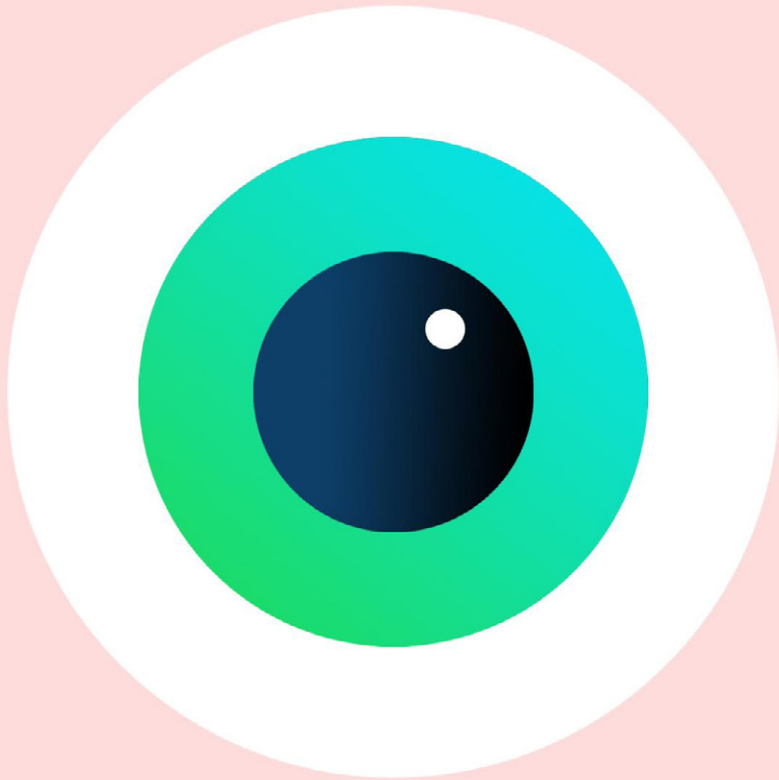
Fashion Revolution is a global movement calling for greater transparency in the fashion industry. We want to see a radical change in the way that clothing is produced, sourced and consumed so that fashion is much cleaner, safer and fairer for everybody and the environment too.

You can help make this change happen in lots of ways. Together we can push for greater transparency through social media outreach, investigative research, innovative events and inspiring, informative content like this fanzine. But we need your support. We need your money, your skills and your voice.

Join the Fashion Revolution.

Visit www.fashionrevolution.org/about/support-us to make a contribution

BE CURIOUS



**FIND OUT
DO SOMETHING**

ANSWERS

FACT OR FIB? (page 20)

1. **FALSE** If women in developing countries were paid as much as men and had the same access to jobs as men, they could be US\$9 trillion better off. 80% of garment workers are women, but earn on average between 10% to 30% less than men for work of equal value.

Close the gap! The cost of inequality in women's work
Action Aid, January 2015

2. **TRUE** Censuswide also found that 40% would consider shopping elsewhere if their preferred store does not pay the Living Wage.

Living Wage Employers: evidence of UK Business Cases
By Andrea B. Coulson and James Bonner on behalf of the University of Strathclyde, in partnership with the Living Wage Foundation

3. **TRUE** Estimated by Asia Floor Wage Alliance based on purchasing power parity. A living wage should provide for a family's basic needs, including housing, education and healthcare, with some income left for emergencies, based on a standard working week.

<http://archive.dhakatribune.com/bangladesh/2016/may/28/garment-workers-paid-fifth-living-wage-bd>

5. **TRUE** The study also concluded that consumers would be willing to pay 15% on a \$100 and 28% more on a \$10 item to know that they were made in good working conditions.

Global apparel production and sweatshop labour: can raising retail prices finance living wages?
By Robert Pollin, Justine Burns, and James Heintz

4. **FALSE** 8 fashion billionaires are in the Top 100: 2. Amancio Ortega, founder of Zara; 14. Bernard Arnault, CEO of LVMH; 24. Phil Knight, founder of Nike; 32. Stefan Persson, co-owner and chairman of H&M; 37. Leonardo Del Vecchio, founder of Luxottica (world's largest retailer of sunglasses); 57. Tadashi Yanai, founder of Fast Retailing (owns Uniqlo); 84. Francois Henri Pinault, CEO of Kering (owns Gucci, Saint Laurent, and others); 90. Alain Wertheimer & Gerard Wertheimer, owners of Chanel

www.gq.com/story/10-richest-men-in-fashion-billionaires-list

WORDSEARCH (page 20)

You didn't find all the words? Yeah sorry, we did that on purpose. You can't find **GARMENT WORKERS** because it's really difficult to find out who makes your clothes. There is a lack of **TRANSPARENCY** across fashion's supply chains, which means we don't really know the **TRUE COST** of what we wear.

REFERENCES

1 p1 — 75 million people work in the fashion industry
www.fashionunited.com/global-fashionindustry-statistics-international-apparel

2 p1, p7 — over 80% of garment workers are women
www.cleanclothes.org/issues/gender

3 p4 — 168 million child labourers
www.ilo.org/global/topics/child-labour/lang-en/index.htm

4 p5 — 21 million people work in forced labour
www.ilo.org/global/topics/forced-labour/lang-en/index.htm

5 p5 — UN poverty level
www.worldbank.org/en/topic/poverty/brief/global-poverty-line-faq

6 p9 — The world's billionaires
www.forbes.com/billionaires/list

7 p10-11 — Cost breakdown
Climbing the Ladder Report, Fair Wear Foundation

8 p12 — Living Wage methodology by Anker
www.isealalliance.org/sites/default/files/Global_Living_Wage_Coalition_Anker_Methodology.pdf

9 p14 — It takes a garment worker 18 months to earn what a CEO makes on their lunchbreak.
www.labourbehindthelabel.org/get-involved/take-action/adidas-must-go-all-in-for-a-living-wage/

10 p18, p49 — 150 billion pieces of clothing are manufactured every year
msl.mit.edu/publications/SustainableApparelMaterials.pdf

11 p19 — It takes 2720 litres of water to make a t-shirt
www.bettercotton.org/about-bci/cottons-water-footprint-how-one-t-shirt-makes-a-huge-impact-on-the-environment/

12 p19 — The Aral Sea has shrunk to 10% of its size
<http://bbc.in/1Ar8MKC>

13 p30 — Monthly minimum wage vs living wage

CAMBODIA

(Phnom Penh and Mondul Kiri):
www.wageindicator.org/documents/publicationslist/publications-2016/guzi-m-kabina-k-tijdens-k-g-2016-living-wages-in-cambodia-amsterdam-wageindicator-foundation/view
Family consisting of 2 adults + 2 children. Living Wage: 1,166,900 riel (see point 2.8 in the link above) (\$290/month). Minimum wage: 617,585 riel (\$153/month)

BANGLADESH (Dhaka City):

www.isealalliance.org/online-community/resources/global-living-wage-benchmark-reports-for-dhaka
Typical family is 2 adults, 2 children. Living Wage: 16,460 (\$177/month). Minimum wage: 5,863.5 (\$74/month). (*This is an average based on four pay grades).

INDIA (Uttar Pradesh):

www.isealalliance.org/online-community/blogs/new-report-finds-prevailing-wages-in-uttar-pradesh-india-45-percent-below-a-living-wage
Typical family is 2 adults, 3 children. Living wage: 8,929 (\$133/month). Minimum Wage: 7,085 (*For semi-skilled work) (\$104/month).

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www.microfinanceopportunities.org
www.candafoundation.org

C&A Foundation



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This fanzine is dedicated to all the **COUNTRY COORDINATORS** who power the Fashion Revolution in brilliant, effective and creative ways around the world.

www.fashionrevolution.org

#whomademyclothes
#fashionrevolution
#workerdiaries

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THIS PRICE

AT WHAT COST?