

# BEHINDEVERY PIECE OF CLOTHING IS AN UNTOLD STORY

Too many brands in the fashion industry exploit our planet and millions of people to meet our never-ending demand for clothing.

A fashion industry that prioritises profit over people and the environment has to change now.

This Guide is a practical tool you can use to demand change by supporting brands that are investing in ethical and sustainable practices in their supply chains. It grades brands on their efforts to protect the people making their clothes and reduce their environmental impact.

It empowers you to buy clothes that align with your values and \*\* MAKE CHANGE FOR MAKERS



When you buy from brands with good grades, you're supporting fairer working conditions and environmentally conscious production.

This Guide is based on research by Tearfund NZ and Baptist World Aid Australia. While smaller companies may choose to participate in our research, the primary goal of this project is to hold large companies accountable for their supply chains. You can find the full 2021 Ethical Fashion Report and more information on the research methodology at tearfund.org. nz/ethicalfashion

#### How the Guide works

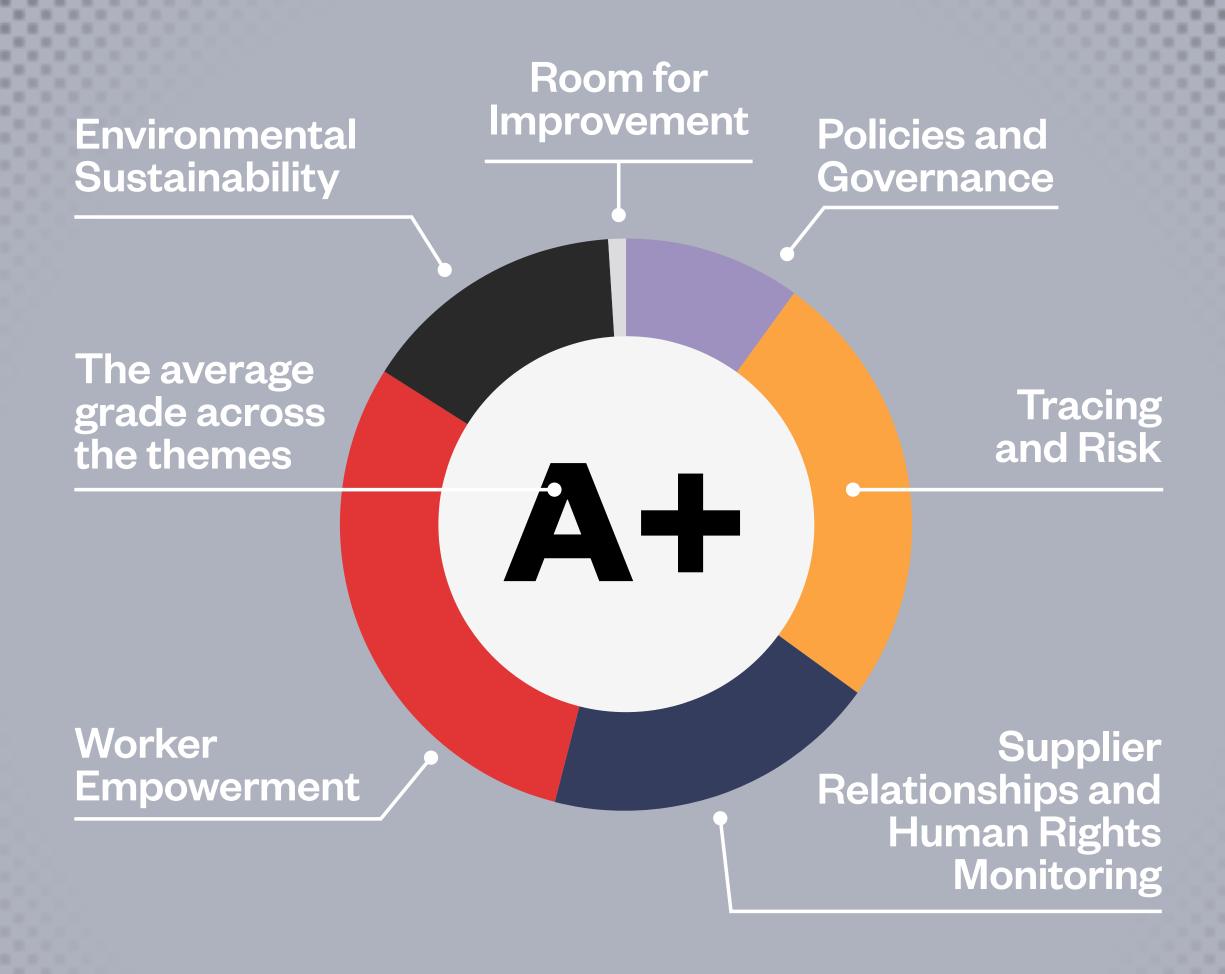
This research assessed 98 companies representing over 400 brands, and awarded grades A+ through F to companies based on their efforts to address worker exploitation and environmental impact in their supply chains. Each company was assessed on how it performed in five areas (seen in the circle device below) across three different stages of the company's supply chain:

- Raw materials: Farm-level, e.g. cotton farms
- Inputs production: The production of fabric, leather and other products
- Final stage production: Factories that sew clothes together for distribution

The final grading brackets below are created to reflect how companies are tracking in all areas in relation to the industry

verage score:	Grade	Raw Score out of 100
Industry Leader	A+	75%+
Good Practice	A	50-74%
Above Average	В	33.6-49%
Mean Sc	ore - 33.6	%
Below Average	C	20-33.59%
Well Below Average	D	5-19%
Barely Started	F	<5%

# I ne Grade



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## Policies and Governance (6% of grade)

We check for a supplier code of conduct and high-level accountability for labour rights and sustainability.

#### Tracing and Risk (15% of grade)

We look at how much of the supply chain is traced and whether action is taken to mitigate labour rights and environmental risks.

#### Supplier Relationships and Human Rights Monitoring (34% of grade)

We assess the supply chain auditing process, if responsible purchasing practices are used and whether gender inequality is addressed.

#### Worker Empowerment (25% of grade)

We check if a living wage is paid and what worker protections exist, including grievance mechanisms, training, unions and collective bargaining agreements.

## Environmental Sustainability (20% of grade)

We assess the systems in place to improve the management of water, chemicals and carbon emissions. We also check if sustainable fibres are used and whether overproduction is addressed.

#### Room for Improvement

No company is perfect! This grey space represents the room for improvement.





# "CONSUMER DEMANDCAN REVOLUTIONISE THE FASHION WAY FASHIONS ASAN INDUSTRY.

If everyone started to question the way we consume, we would see a radically different fashion paradigm. 99

## CARRY SOMERS

Co-founder of Fashion Revolution

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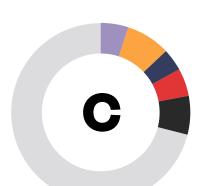
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#### & Other Stories



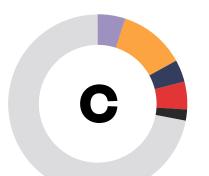
Abercrombie & Fitch\*



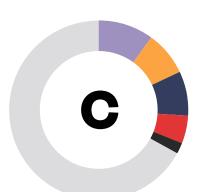
Abercrombie Kids\*



**Abrand Jeans** 



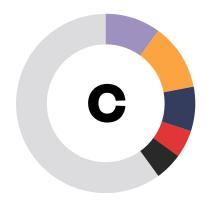
**Active Intent**\*



**Addition Elle** 



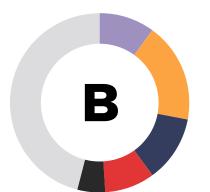
Adidas



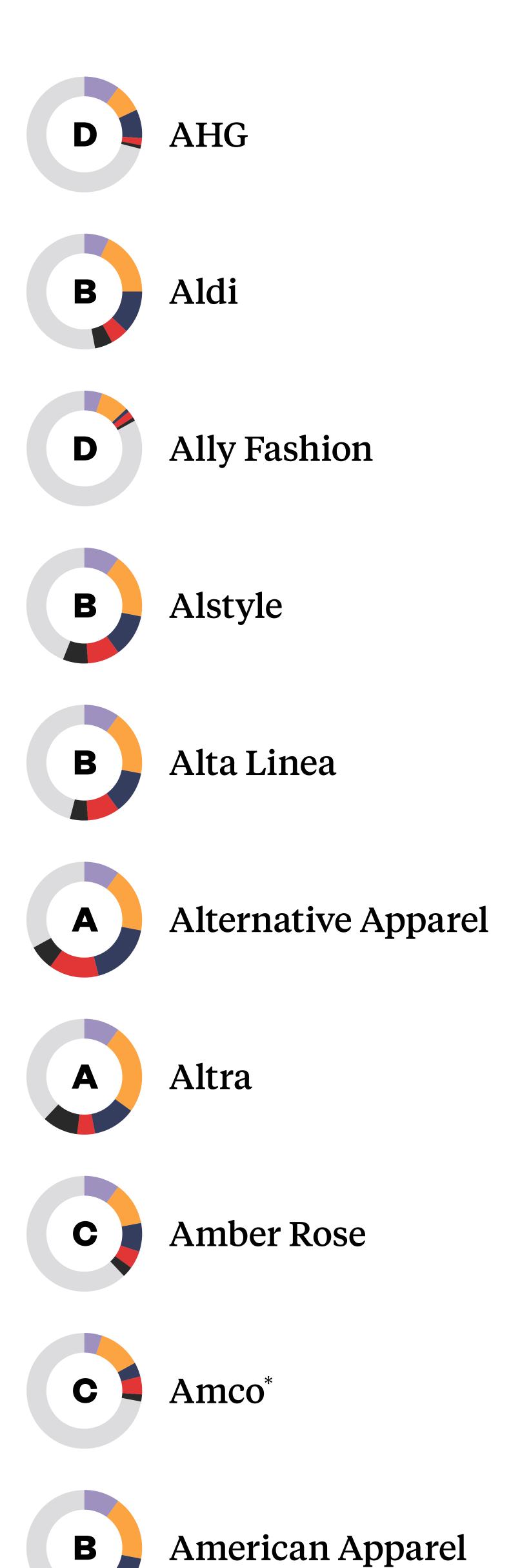
Aere\*



Afound



Agenda

























# B ASOS WHITE





















C Basics Maternity\*

**D** Basque

C Beach Works\*

D Beare & Ley

C Beme

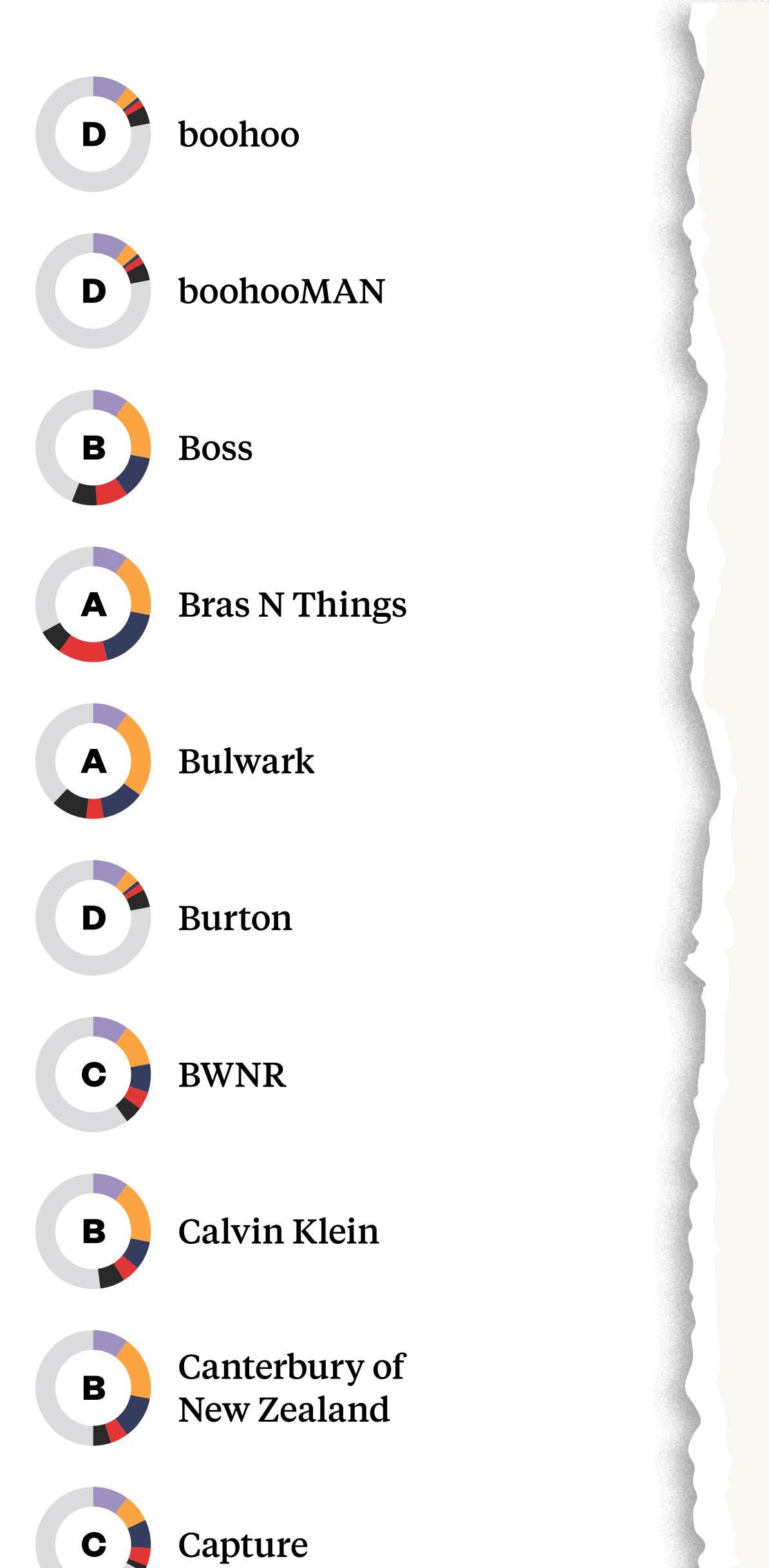
B Berghaus

A Berlei

A Bershka





























D Common Need

C Commonry

B Connor

A Converse

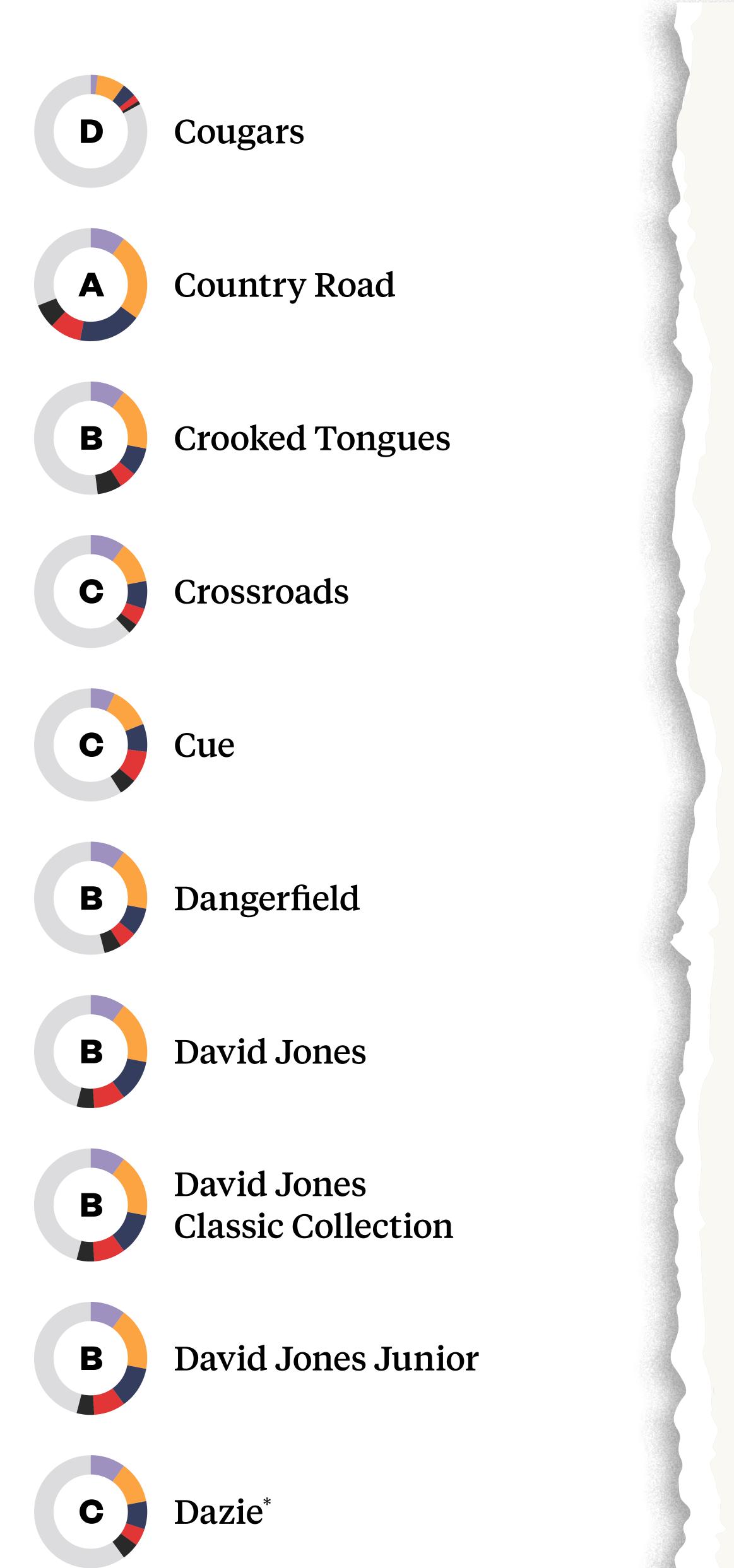
C Cooper St

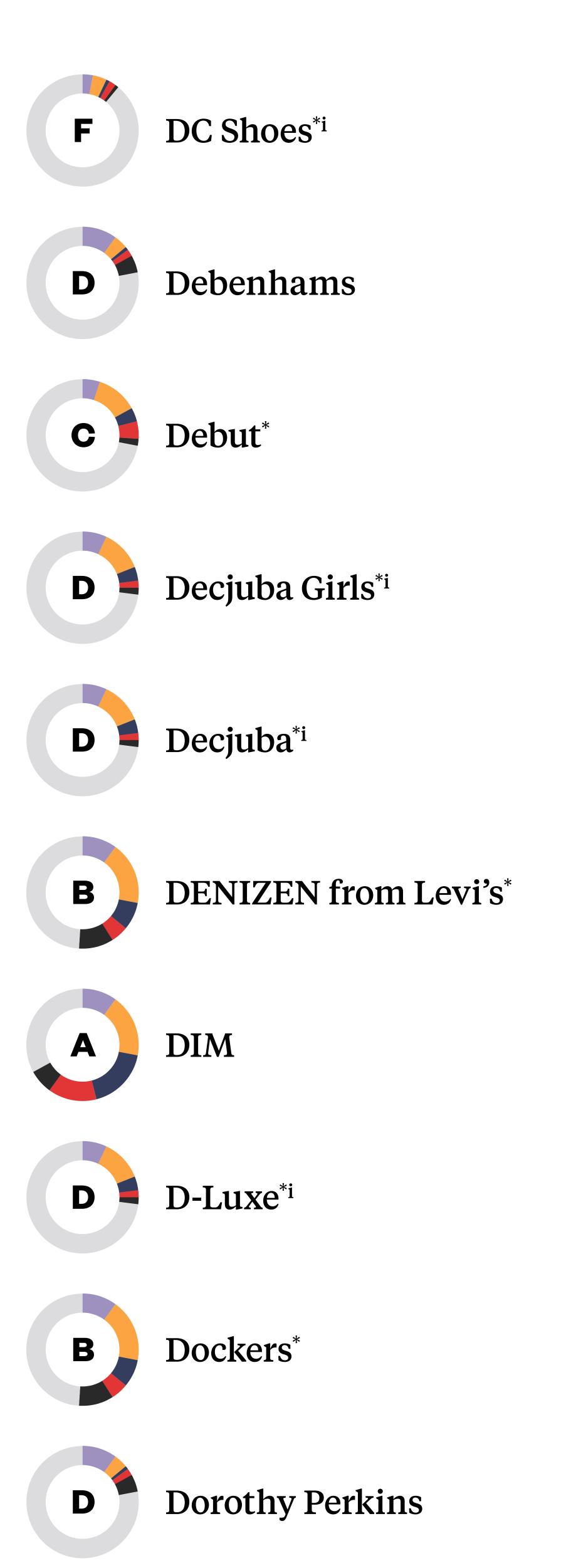
A COS

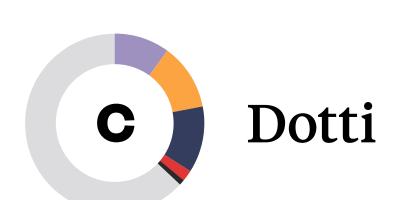
B Cotton On

B Cotton On Body

B Cotton On Kids



































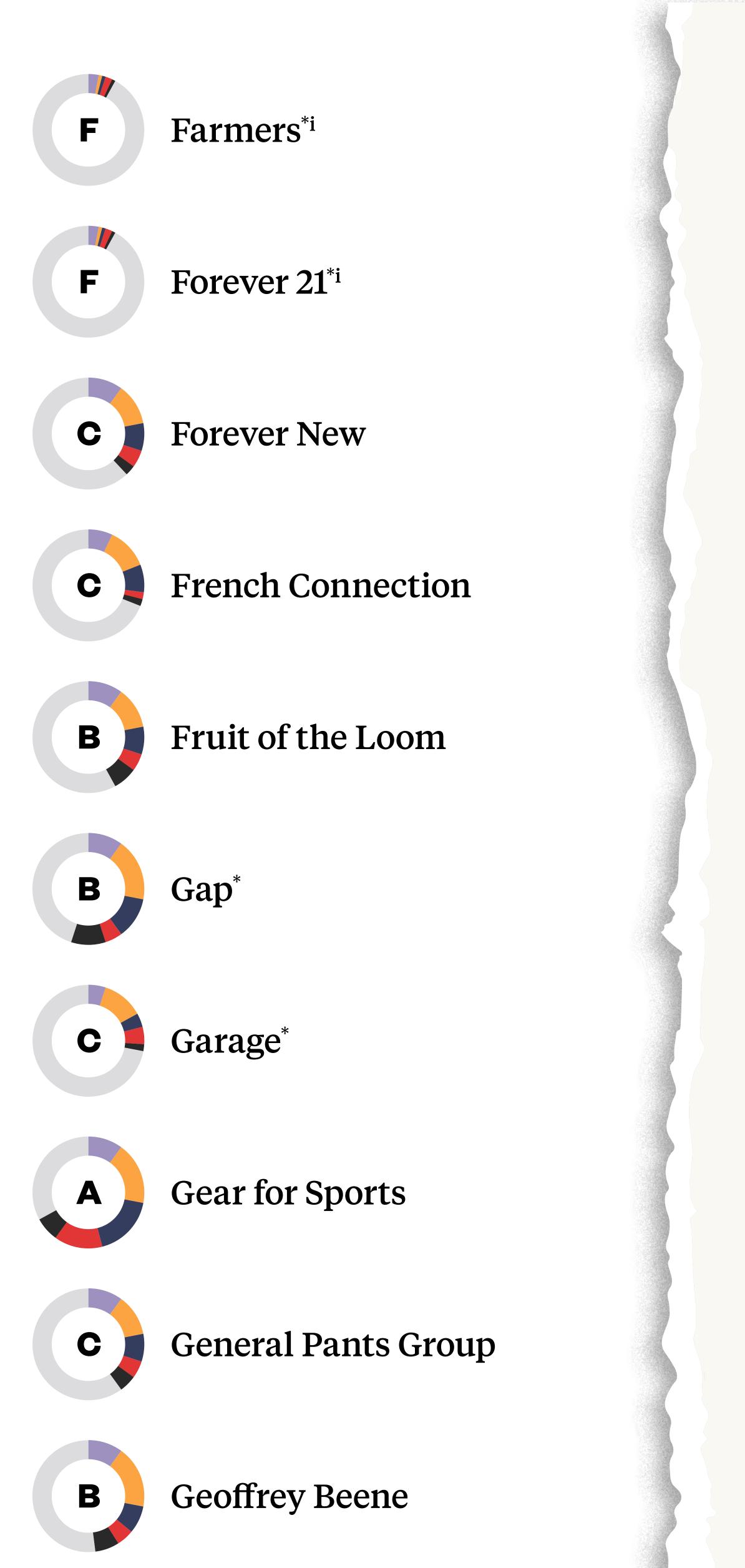






















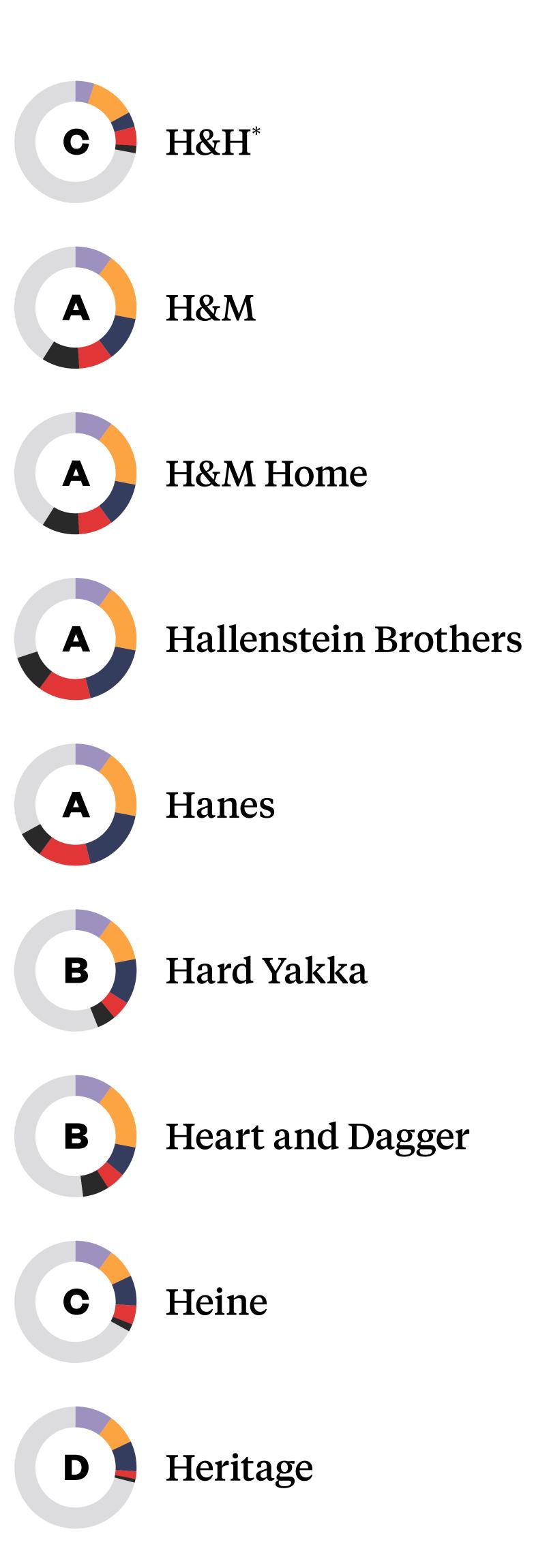




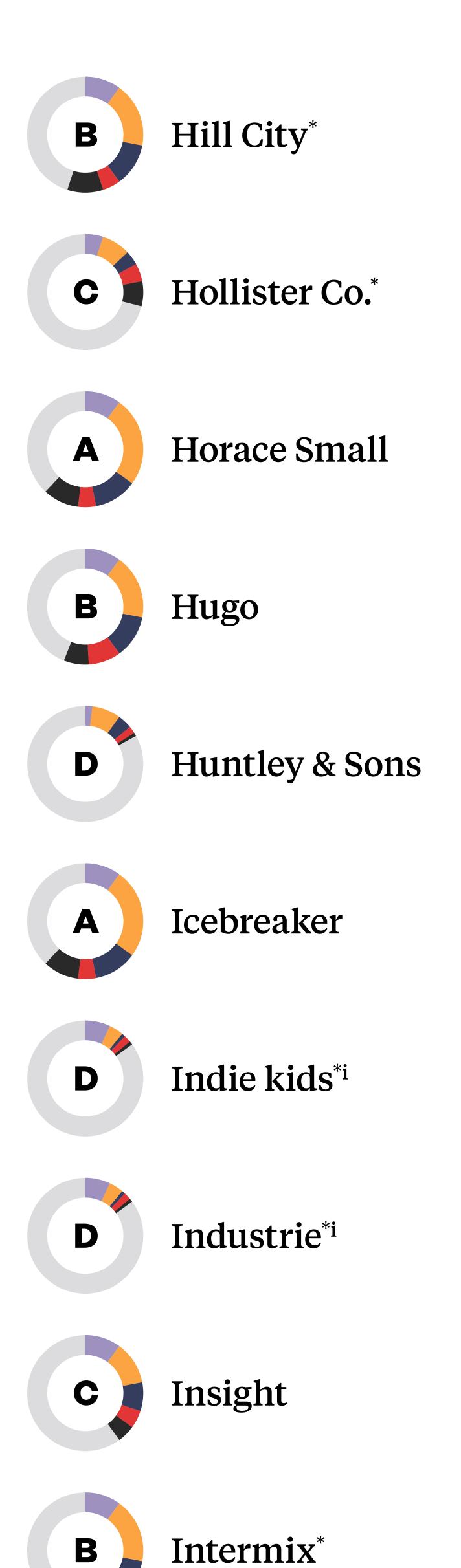






























































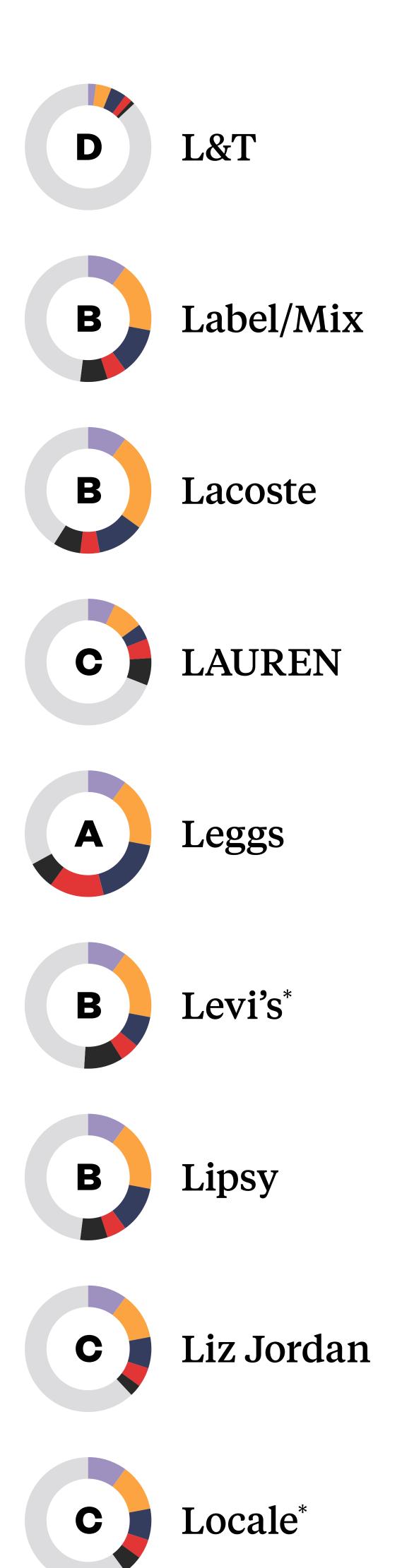


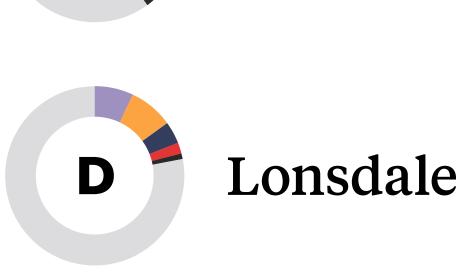
















D Luck & Trouble

A Lululemon Athletica

B L'URV

A Macpac

B Made In.

C Maggie T

A Maidenform

D Marco Polo



























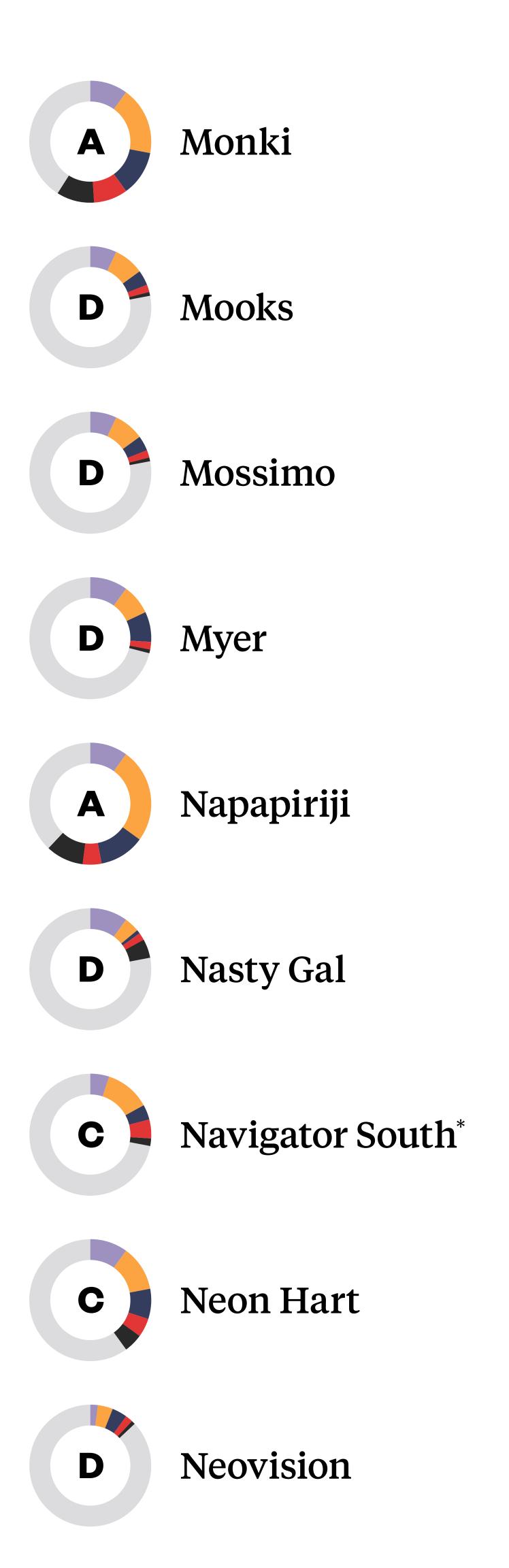
























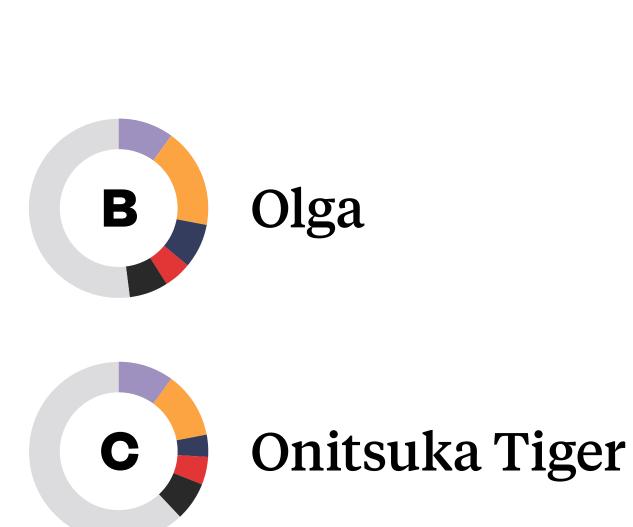


















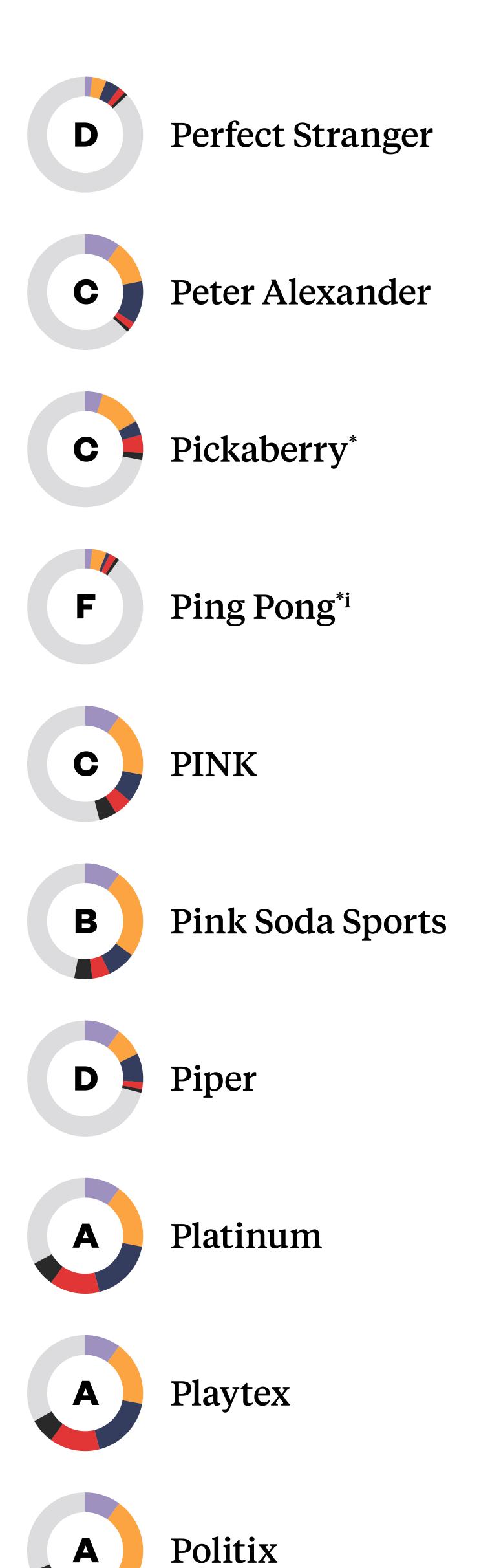






































C Rebecca Vallance

B Reclaimed Vintage

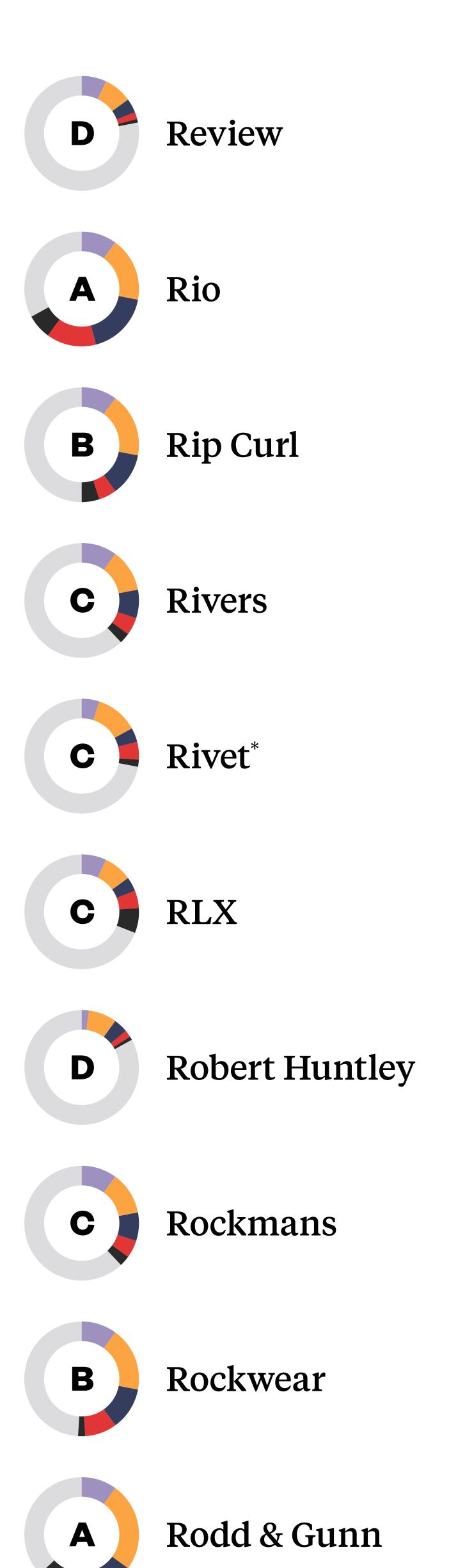


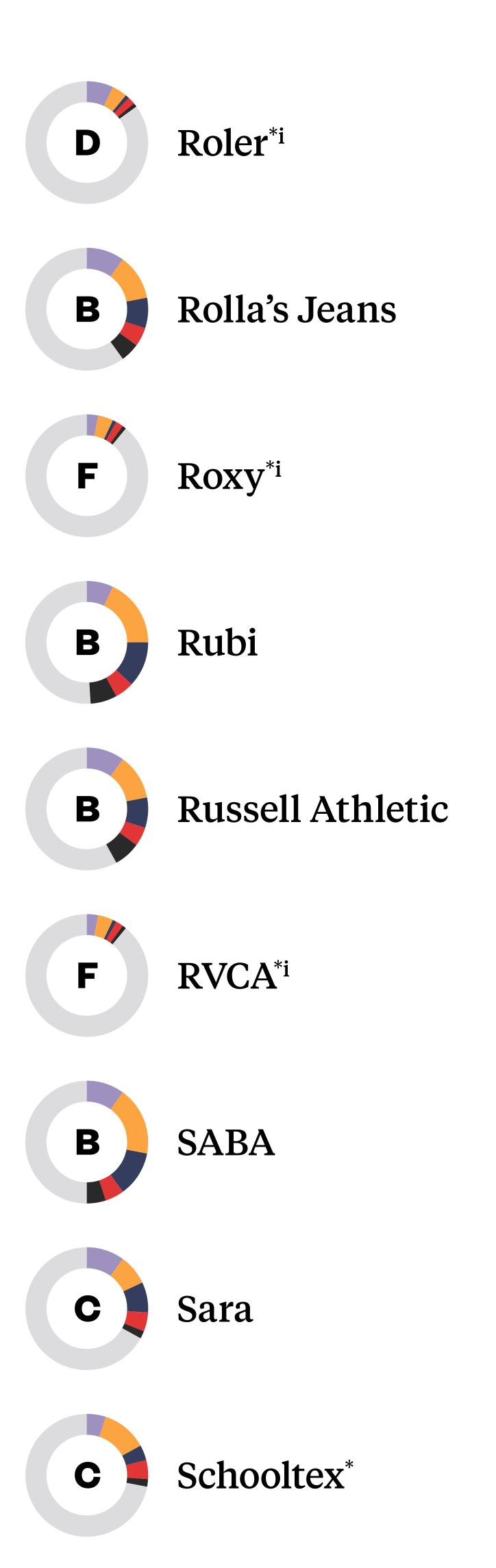
B Red or Dead

A Reebok

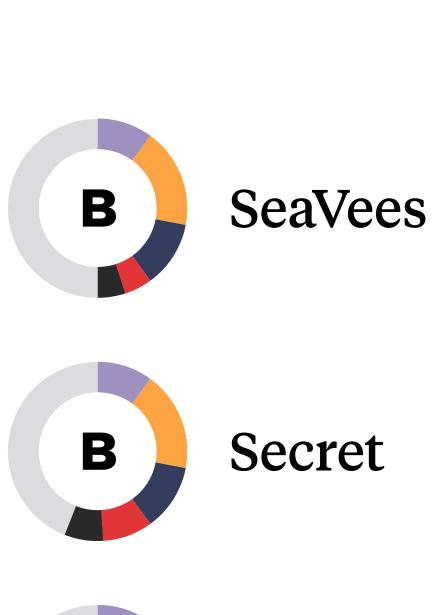
D Regatta

D Reserve

































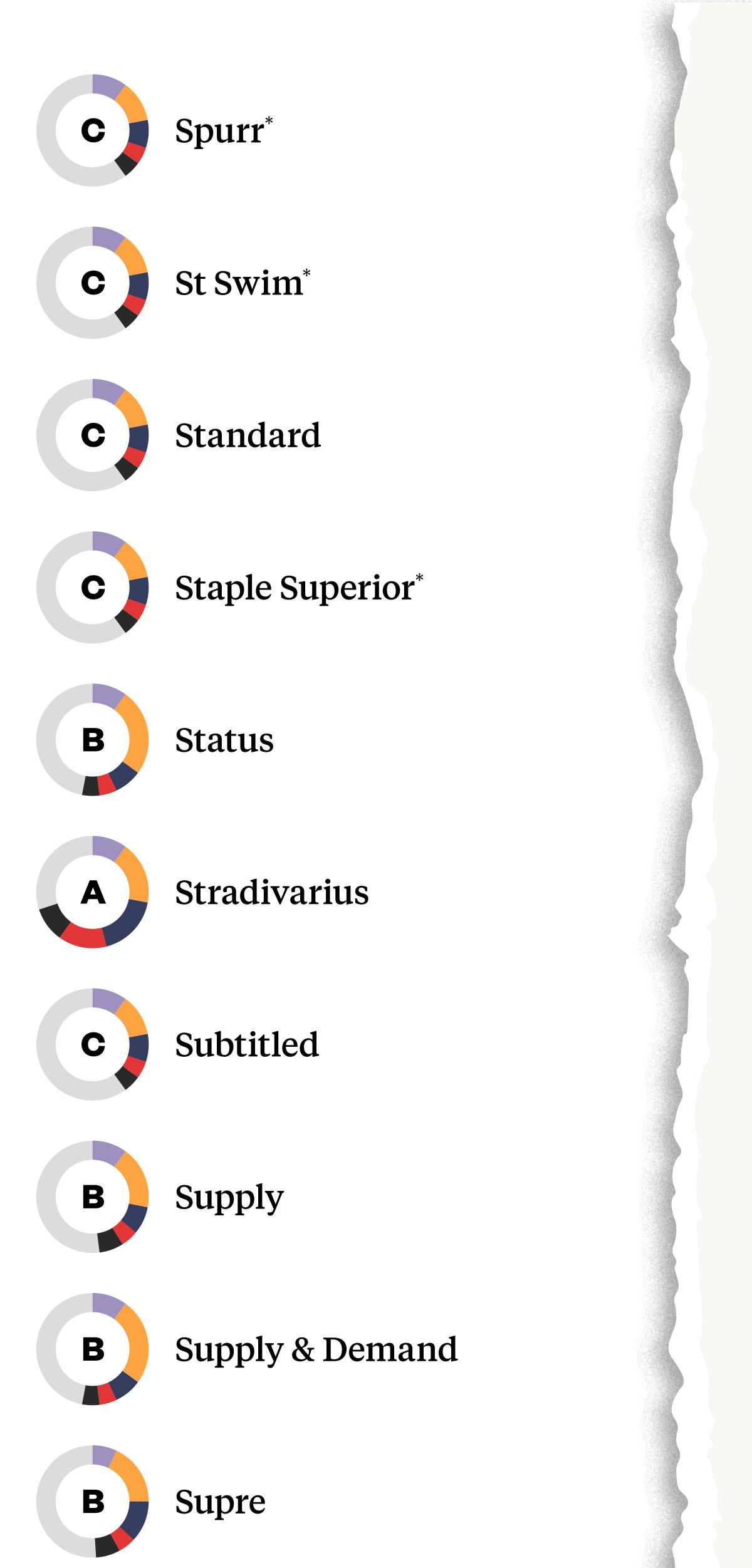


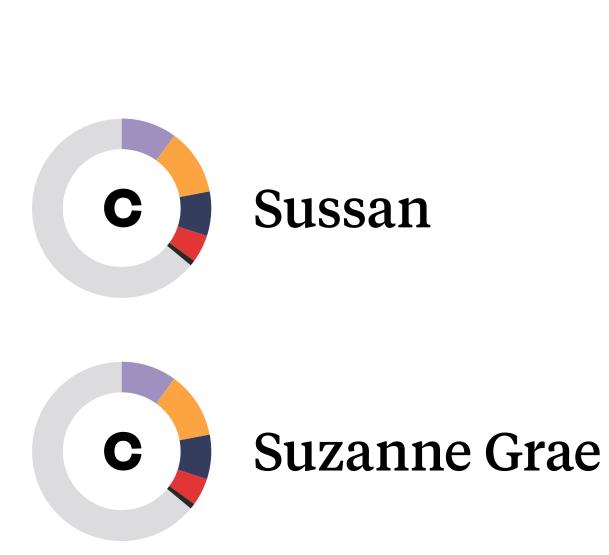


















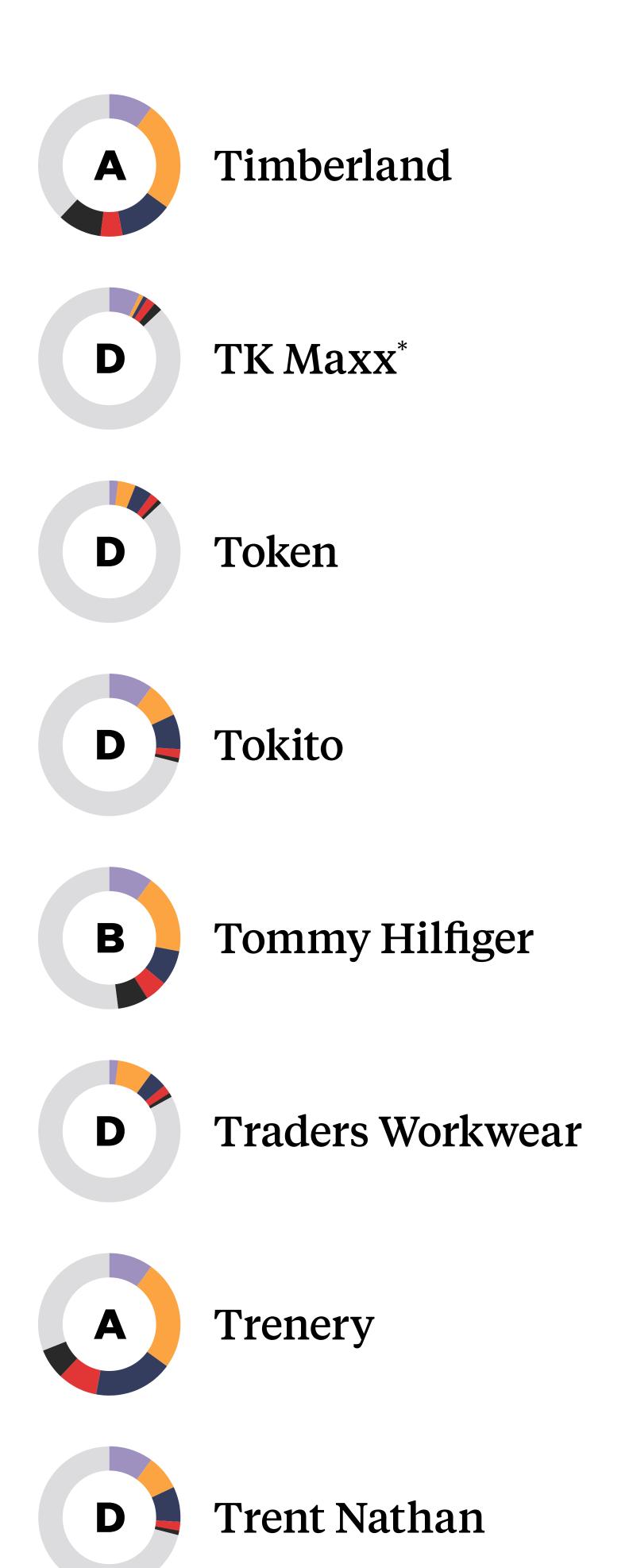








































F Von Zipper\*i



D Vue



D Wallis



D Warehouse

B Warner's





















# Methodology at a Glance

Companies made different choices about how to engage with our research and, as such, fall into three categories:

## **Participating Companies**

Many companies actively participated in our research process. This means our research team assessed publicly available materials, as well as additional responses and evidence shared with us directly.

# Public Information Only (\*)

Some companies chose not to participate. In these cases, we used publicly available information to provide a fair assessment of the company's supply chain practices. We acknowledge that some of these companies may be doing more to improve their ethical sourcing than we have been able to assess.

#### Insufficient information (i)

A small number of companies were unresponsive or chose not to participate, and had very little information available publicly. In these cases, we were unable to assess the company on more than 20% of the survey questions. Some of these companies may have additional measures in place within their supply chain but the grade remains an accurate reflection of their transparency.



# A note on TRANSPARENCY

We choose to assess all companies regardless of their engagement choice because the lack of transparency within fashion supply chains is what allows labour rights and environmental abuses to take place. If companies do not disclose their efforts to prevent the exploitation of workers and the planet, it is almost impossible for consumers to know if they are sufficiently mitigating these risks.

The fashion industry has made leaps towards greater transparency over the past few years.

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Transparency is the new standard. We understand that transparency is a process, which is why we invite companies to confidentially share information with our research team that they may not be ready to share in the public arena.

# Use the Ethical Fashion Guide and \* MAKE CHANGE FOR MAKERS

Fashion is an immensely lucrative industry, but the profits rarely reach workers in the supply chain. The garment industry's low wages trap workers and their families in a cycle of poverty.

An estimated 98% of garment workers are unable to meet their basic needs.

Paying a living wage is the most important factor in changing the lives of millions of workers, yet it is consistently the lowest scoring area in our research. This year, only one company in New Zealand ensures a living wage is paid in at least half of its supply chain.

While a living wage is a complex issue that will require collective action, this cannot be an excuse. It's time for systemic change. The New Zealand fashion industry can and must do better.

TEMANT that brands pay a living wage. Tag and comment the change you want to see.

A fashion industry that prioritises profit over people and the environment has to change

Behind every piece of clothing is an untold story. TRANSPARENCY is the new standard.

\* MAKECHANGEFORMAKERS

# THERE IS NO BEAUTY INTHE FINEST CLOTH IF IT MAKES HUNGER AND UNHAPPINESS"

GANDHI



## Who is Tearfund?

We are an international aid and development organisation passionate about seeing individuals and communities transformed by hope, opportunity and dignity.

In our work of seeking justice and helping to end poverty and exploitation, Tearfund combats trafficking, forced labour and sexual exploitation through our Modern Slavery cause. We use a 'Five-Ps' approach to our work: Prevention, Prosecution, Protection, Policy and Partnerships.

Alongside our Ethical Fashion Guide research, we are also advocating for Modern Slavery legislation in New Zealand because we believe Kiwis have a right to products that are free of forced labour. We also partner with non-profits overseas to work with communities vulnerable to labour and sexual exploitation—both helping to reduce their risk and providing post-trauma care and vocational training.

To support our Ethical Fashion research or our other work to end Modern Slavery, please visit our website.

Download the complete report with full rankings from tearfund.org.nz/ethicalfashion



TOGETHER
we can create a
fashion industry that
empowers and doesn't
exploit; that preserves
and doesn't destroy.

WAL CHANGE
FOR MAKERS



tearfund