



Vivienne Westwood

Japan Shopper

Impact Assessment

ITC Ethical Fashion Initiative: Artisan.Fashion EPZ Ltd

March, 2017



This order was monitored using the RISE framework – an innovative scheme developed by the International Trade Centre’s Ethical Fashion Initiative (EFI) allowing clear and objective monitoring through data analysis. Benefits of the order were recognised in terms of income and saving, education, health and nutrition, overall strengthening local enterprises and improving the standards of living for those involved and their families.

International Trade Centre’s Ethical Fashion Initiative Impact Assessment



Vivienne Westwood Japan special shopper order summary.

Vivienne Westwood produced 300 units of shopper bags in Kenya as part of their Japan special shopper collection.

A total of 28 artisans were involved in producing the order, all from the Artisan.Fashion EPZ limited. 57% of the artisans working on the order were women and 96% of the artisans were under the age of 40.

Different skills were required to produce the order were: cutting, hand screen printing, preparation binding, stitching, finishing, final quality control and packing. All the artisans supervising the order received in-house training on quality points.

64% of the artisans used income received to fund the education of their children and/or dependents.

Style	Photo	Quantity	Groups involved in production
Japan Special Shopper-Red		150	Artisan.Fashion EPZ Ltd.
Japan Special Shopper-Yellow		150	Artisan.Fashion EPZ Ltd.
Total		300	

Community groups participated in the order

Group	Main skills used in the order	# of the participants in the order	# of women	Trainings received
Artisan.Fashion EPZ-LTD	Cutting, hand screen printing, preparation Binding, stitching, and finishing Final quality control and packing	28	16	No
Total		28	16	

Map of communities involved / production location



Challenges

- ❖ Majority of artisans in Kenya began 2017 experiencing severe drought and water scarcity. The Vivienne Westwood Japan special shopper order was received during this period when drought contributed to the deaths of people and animals in arid and semi-arid parts of the country. The situation was also felt in slums, where a lack of water threatened the health of many inhabitants including many of the artisans who worked on the order.

Income, saving and investment



The workers received a fair and decent wage throughout the order. Many of the artisans were able to **save and invest their earnings into education, health, housing and various other commodities**, increasing their opportunities and contributing towards poverty alleviation.



- ❖ 100% of participants were permanent employees of the Artisan.Fashion company who enjoyed a regular salary sufficient to meet their basic needs and provide some discretionary income. They also had other fringe benefits such as social securities offered by the company.



- ❖ 68% were able to save while 44% invested their income. Investment was primarily in small businesses, education and training and housing;
- ❖ 64% of workers were able to pay all or most of the tuition fees for children.

Skill development



To complete the order, the artisans improved and expanded their **skillssets** and received trainings. This contributes to their **income-generating prospects**.



- ❖ 24% supervisors received training on quality control skills necessary to complete the Vivienne Westwood Japan special shopper order;
- ❖ 64% of the artisans who invested the income received said that they invested it in training and skill development.

Health and nutrition



Receiving a regular income enabled artisans to **maintain their health** due to a **regular meal and improved medical care access**, subsequently enhancing their **quality of life**.



- ❖ 100% of participants were able to provide a regular and healthy meal for their household. Even though drought was experienced in most parts of the country 100% of workers stated that they never or rarely skipped a meal in the period of the order.

Social well-being



For most artisans, working on the order provided them with a sense of **social well-being** and improved their **life satisfaction**. Not only did the artisans work together to complete the order, but they **worked as a community** to discuss their **daily needs** and **solve pressing social issues**. This **empowered women** and **improved development**, consistent with the aims of EFI.



- ❖ 100% of artisans said they felt more confident in their daily tasks and activities as a result of the order;
- ❖ 100% of artisans felt proud of the work they had produced;
- ❖ 100% of artisans were able to provide for their immediate families with the income from the order;
- ❖ The Vivienne Westwood Japan special shopper order had an overall satisfaction rate of 100%.

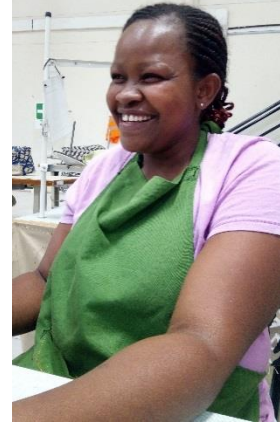
Meet the artisans

Iren Olweny, 29 years old



I am a mother of one. I participated on the Vivienne Westwood Japan special shopper order as a preparer and in the finishing section. Having my own income gave a sense of financial independence. I was able to make and execute decisions that would require money with minimal involvement of my spouse.

Asumpta Kanini, 32 years old



I am a single mother of two. I am a trained embroiderer, however during Vivienne Westwood Japan shopper order I worked as a tailor. The income from the order contributed towards completing school fees for my children, pay rent and other monthly bills such as electricity and water.

Eunice Nashipai, 32 years old



I am a single mother of one. The Vivienne Westwood Japan shopper order gave me hope to face the bleak future caused by unrelenting drought. Being a Maasai I saved some of the income from the order with which I will restock the goats lost during the drought.

Oliver Muliro, 25 years' old



I Working on the Vivienne Westwood Japan special shopper order as a preparer. I am single and therefore I saved much of my income which I intend to use in constructing a house. Although the quantity was small and the period short I gained a lot in terms of experience and income.



Mini / 'fun facts' about the order

The order was performed by artisans with experience in producing shoppers. There were no challenges noted during the order.

The order of 300 bags was completed in eight days by 28 artisans.

It took 150 minutes for five artisans (Processes included, cutting, hand screen printer, preparation Binding, stitching, quality control and finishing) to produce one complete tote bag.

Mini / 'fun facts' about the order

24% of artisans improved their skills through on the job training.

On average 37.5 bags were produced in a day by artisans working 8 hours a day with two health breaks.

The order used locally sourced materials such as cotton canvas and polycotton. The press-studs were provided by Vivienne Westwood.

Conclusion

Although Vivienne Westwood's Japan special shopper order was small in terms of quantity and period of work, it still was a good job opportunity enabling artisans to receive a fair wage, develop their skillset and work in a dignified work place. The income from the order leveraged artisans' efforts to improve their well-being and standards of living despite the harsh economic environment they experienced in the period of the order.

The Vivienne Westwood Japan special shopper order not only gave marginalized artisans an opportunity to work but also brought to fore the realization that they are capable of solving their own social problems and to unlock business opportunities around them. The order demonstrated that fairly paid work, done in fair working conditions creates significant economic benefits which lead to the creation of wealth and contribute to development.

More about the Ethical Fashion Initiative:

The Ethical Fashion Initiative (EFI) is a flagship programme of the International Trade Centre, a joint agency of the United Nations and the World Trade Organization. EFI reduces global poverty by linking micro-producers and artisans to the international supply chain of fashion, facilitating dignified work at a fair wage. By collaborating with social enterprises, the EFI supports local creativity, female employment and empowerment and gender equality. Ultimately, this aims to reduce extreme poverty and increase the export capacities of the region in which it operates.

About: ARTISAN.FASHION EPZ Ltd

ARTISAN.FASHION is a social enterprise that was established in 2005 to connect Africa's artisans to esteemed luxury brands all over the world. They are the first African production company to successfully combine artisan creativity and production capability with a careful consideration for traceable social impact. Acting both as a production hub and a disseminator of work, they employ Kenyan artisans in their hub and collaborate with 17 artisan communities across Kenya to produce hand crafted materials and artefacts made with traditional skills.