

R.I.S.E.

VIVIENNE WESTWOOD

SPECIAL PARIS-NEW YORK-HAWAII ORDER

ARTISAN FASHION EPZ LTD KENYA

SEPTEMBER, 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.

Impact Assessment summary page

Client	Vivienne Westwood special Paris-New York-Hawaii Collection
Country of production	Kenya
Producing entity (Social enterprise)	Artisans. Fashion EPZ Ltd
Date of Production	September 2017
Number of styles produced	10
Number of items produced	640
Number of people involved in production	33 artisans
Skills involved	Cutting, Screen Printing, Preparation, Stitching, Cleaning
Materials	Canvas, Ink, Binding, Thread

EXECUTIVE SUMMARY

The Ethical Fashion Initiative is a flagship programme of the International Trade Centre, a joint agency of the United Nations and the World Trade Organization. The Ethical Fashion Initiative reduces global poverty by linking micro-producers and artisans to the international supply chain of fashion. The Ethical Fashion Initiative facilitates dignified work at a fair wage. This is achieved by connecting some of the world's most marginalised artisans in Africa and Haiti with the fashion industry's top talents, for mutual benefit. The Ethical Fashion Initiative also works with emerging African designers to promote creativity and encourage local manufacturing on the continent.

Since 2010, the Ethical Fashion Initiative has been a member of the Fair Labor Association (FLA). All production processes follow a rigorous code of conduct.

The Ethical Fashion Initiative develops local creativity, fosters predominantly female employment and empowerment, promotes gender equality to reduce extreme poverty and increase the export capacities of the regions in which it operates.

ABOUT ARTISAN FASHION EPZ Ltd

In collaboration with the Ethical Fashion Initiative (EFI), Vivienne Westwood partnered with Artisan Fashion for their Special Paris, New York and Hawaii collection. 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.



Hand screen-printing of Hawaii bags

Artisan Fashion has a strong social agenda that aims at improving the livelihoods of the artisans. Part of this agenda is a commitment towards fair labour conditions and the empowerment of workers. The Social Enterprise is based on an inclusive business model that offers job and income opportunities to informal producers from marginalised communities. An inclusive business is a sustainable business that benefits low-income communities. It is a business initiative that contributes to poverty reduction through the inclusion of low-income artisans in its value chain.



Hawaii



New York



Paris

ORDER CHARACTERISTICS

The Vivienne Westwood special order contributed to the creation of **33 jobs** of which 21 were women. The order was completed at the Artisan Fashion hub located in the Export Processing Zone (EPZ). Various skills were used in performing the order including cutting, hand screen printing, preparation, stitching, finishing, final quality control and packing. The order allowed Artisan Fashion to use some stock materials leftover from previous Vivienne Westwood orders.

The order was produced using locally sourced materials such as canvas, ink, binding and thread. The order was performed using various skills including; cutting, screen printing, preparation, stitching and cleaning.



Final Quality Control and Cleaning bags ready for packing



Preparation of the bags

Enhanced job and training opportunities

The Vivienne Westwood order provided new opportunities and training for skill development to artisans. Key elements included the following;

- ❖ **Free training** to artisan with lower level skillsets, for example during the order some artisans who worked as preparers were offered training on stitching;
- ❖ **First Aiders and Fire Marshalls**, trained in groups of fours. In the case of this order eight artisans received training in the mentioned areas.

PRODUCT CHARACTERISTICS

Style: Paris, Quantity: 120 units

Navy with Red



Loomstate



Navy with Green



Style: New York, Quantity: 120 units

Navy with Red



Loomstate



Navy with Green



Style: Hawaii, Quantity : 400 units

Loomstate



Navy



Red



Stonewash Pink



MEET THE ARTISANS



Susan Nduku, 39 years old

I worked on the Vivienne Westwood special order as a stitcher. I had worked on similar orders before so it did not pose any challenges to me. I used the income from the order to pay school fees for my two children. One child goes to a primary school and the other - does religious studies. The order also assisted me to pay rent, buy food and save some money which I plan to invest in poultry keeping.



Bravin Nyabera, 30 years old

The Vivienne Westwood special order gave me the opportunity to be trained as a stitcher. Stitching is one of the highest skill levels which attracts better income. I have been working as a preparer (a low skill level) however, with the training I got during the order I am optimistic about improving my income level in the future.

ORDER CHALLENGES

The Vivienne Westwood special Paris – New York – Hawaii order did not have any challenges related to production. However the order was received at a politically unstable period in Kenya – right after presidential elections. Tension was rife in Kenya resulting from the presidential petition and alleged police use of excessive force against unarmed civilians. The turn of events was a major concern for many of the artisans working on the special Vivienne Westwood order even though no case was reported by the artisans or their relatives. The tension among artisans was diffused by allowing artisans to break from work for one week and return when political temperatures had subsided.

CONCLUSION

By utilising leftover stock, the Vivienne Westwood special order contributed towards reduction of waste thereby supporting the socio-economic and environmental agenda. The Paris, New York and Hawaii order therefore demonstrated that sustainable development is about meeting current society's needs whilst living within the planet's ecological limits and without jeopardising the ability of the future generation meeting their own needs.

The Vivienne Westwood order in addition to addressing the immediate economic needs of the artisans, also offered an opportunity for social cohesion. Kenya as a nation had been deeply divided along political and ethnic lines following the nullification of the presidential election by the supreme court of Kenya. Work became a major uniting factor, initiating dialogue among artisans.

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.

For more information contact:

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