



Vivienne Westwood

Vivienne Westwood and the Ethical Fashion Initiative- 10th season anniversary.

For Autumn-Winter 2015, Vivienne Westwood and the International Trade Centre's Ethical Fashion Initiative (EFI) celebrate their 10th season in collaboration. The Vivienne Westwood EFI bags are handmade in Kenya by a social enterprise set up by EFI. Over the past 5 years the work has supported thousands of micro-producers from marginalised communities, developing their artisan skills and improving their financial prospects, promoting growth of sustainable business in place of aid dependency.

'Sustainability is about having projects and products that last. Vivienne Westwood has provided sustainability to the work of the Ethical Fashion Initiative by engaging for ten consecutive seasons with a significant number of African artisans, mostly women, who have struggled their way out of poverty through this work. The products are beautiful and last: the exact opposite of fast fashion. This is responsible fashion. This is working for a better world'

-Simone Cipriani, Founder and Head of the EFI

The impact assessments regularly carried out on all Vivienne Westwood orders with the Ethical Fashion Initiative in Kenya demonstrates measurable and concrete change in the lives of those involved in production:

- So far 1558 artisans have worked on these orders, from 21 different communities. 76% of which are women.
- 86% of the artisans involved received training during the production, offering them international-standard skills.
- 72% of artisans were able to save from the income received from the order, enabling them to plan for their future.
- More than 950 children were enabled to go to school as a result of Vivienne Westwood orders.

'What a wonderful experience it's been. I really want to thank the International Trade Centre and the team in Africa. It's been, and still is, such a gratifying experience to know the opportunities we are able to give to people. And the bags we make in Africa are still my favourite!'

-Vivienne Westwood

Over the past ten seasons the Vivienne Westwood EFI Africa bags have been presented in the Westwood mainline Gold, Red Label and MAN runway shows and Anglomania advertising campaigns, demonstrating their growing significance to complete the Westwood look. The Africa bag collection evolves each season, introducing new styles and in turn skill development of the artisans in Africa. The collections are brought to life through the use of distinctive Westwood archive prints, shapes and finally stamped with Vivienne's latest political or environmental Climate Revolution message.

For Autumn- Winter 2015/16 the Vivienne Westwood EFI collection takes on the brands iconic *Squiggle*, *Scribble Tartan* and *Argyle* prints and introduces the new *Snakes and Ladders*, and the *Democracy Fracking* prints. The new season prints echo Vivienne's environmental and political message -in particular her anti-fracking and anti-capitalism campaigns. A new style for the season is the *Snake Board Game Shopper*, complete with a hand painted *Snakes and Ladders* board print with accompanying limited edition dice and game counters, which have been cast in brass using recycled car parts and taps by the artisans in Nairobi – transforming the playful bag into a board game.

www.climaterevolution.co.uk

For more information please contact the Vivienne Westwood press office pressoffice@viviennewestwood.com or Chloe Mukai at the International Trade Centre, mukai@intracen.org

Note to editors

The Vivienne Westwood Ethical Fashion Initiative Bags are produced in collaboration with the Ethical Fashion Initiative (EFI) of the International Trade Centre – a joint body of the United Nations (UN) and the World Trade Organisation (WTO).

Throughout the year Vivienne Westwood and the EFI will also be hosting various events to celebrate the collection in its tenth season.

-Tokyo, May 2015- launching limited edition product with department store Isetan.

-London, June 2015- limited edition bags available on www.viviennewestwood.co.uk

-New York, Fall 2015- United Nations and Vivienne Westwood host in store event.