



Karen Walker launches a new “Made in Kenya” collection with ITC Ethical Fashion Initiative, January 2016

In January 2016, Karen Walker released a new accessory collection made by Ethical Fashion Artisans Ltd in partnership with ITC Ethical Fashion Initiative. For this collection artisans handmade two stunning beach totes and a clutch purse featuring Karen Walker’s signature love of colour and whimsical iconography. The bags are handcrafted in Kenya and embellished with traditional beadwork by women of the Samburu and Maasai tribes.

The RISE impact assessment carried out on this Karen Walker order demonstrates measurable and concrete change in the lives of those involved in the production. For this order, 700 items were produced by eleven communities, involving 216 artisans and mobilising numerous skills such as beading, brass casting, screen printing and embroidery.

The RISE impact assessment carried on this order had very positive outcomes:

- 65 % of the artisans participated in trainings to improve their skills
- 100 % of the artisans were able to learn additional business and social skills such as public speaking, organisation, leadership, teamwork, fair labour and environmental awareness
- the order allowed allocation of school fees to 193 children
- 100% of the artisans declared being proud of their work.

Karen Walker and the Ethical Fashion Initiative have partnered since 2012. This new collection represents their third collaboration.

KAREN WALKER

Karen Walker is a New Zealand lifestyle brand which in addition to the main women’s-wear collections also creates Karen Walker Jewellery, Karen Walker Eyewear, Karen Walker Home Ware, Karen Walker Paints and collaborations on handbags and footwear. Each season, Karen Walker shows as part of New York Fashion Week. Karen Walker lives in the sweet spot where chic meets eccentric. Karen Walker product is available in over 38 countries, 200 cities and 1020 stores. The collections can be found in specialty shops, department stores and leading online boutiques. There are also five Karen Walker stores in New Zealand.

ITC ETHICAL FASHION INITIATIVE

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 enables artisans living in urban and rural poverty to connect with the global fashion chain. The Ethical Fashion Initiative also works with the rising generation of fashion talent from Africa, encouraging the forging of fulfilling creative collaborations with artisans on the continent. Under its slogan, “NOT CHARITY, JUST WORK.” the Ethical Fashion Initiative advocates a fairer global fashion industry.

For more information:

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