



International  
Trade  
Centre

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## MIMCO celebrates its 20<sup>th</sup> anniversary launching a third collection in partnership with ITC Ethical Fashion Initiative

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In February 2016, MIMCO released a new accessory collection made by Ethical Fashion Artisans Ltd in partnership with ITC Ethical Fashion Initiative. For this collection Kenyan artisans handmade two original pouches featuring a double X symbolizing the 20 years of the Australian brand and a keyring.

The RISE impact assessment carried out on this MIMCO order demonstrates measurable and concrete change in the lives of those involved in the production. For this order, more than 3,000 items were produced by eight communities, involving 173 artisans and mobilising numerous skills such as beading, stitching, screen printing and embroidery.

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

- 78% of the participants in the order were women.
- 55 % of the artisans participated in training to improve their skills related to the order.
- 94% of participants stated their income was higher than what they would have earned otherwise on the domestic market.
- 41% of participants were able to save money from the income received through the order.
- 71% of participants contributed to all or part of the school fees during the order.
- 100% of the artisans declared being proud of their work.

### **MIMCO**

MIMCO is an Australian accessories brand with over 100 stores across Australia, New Zealand and South Africa. MIMCO and the Ethical Fashion Initiative have partnered for the first time in 2014 and since have produced three different accessory collections with Kenyan artisans part of Ethical Fashion Artisans Ltd. For each collection MIMCO has created designs which feature a rich variety of locally available skills including screen-printing, beading, leather and sewing skills. With each collection, MIMCO continues to provide fairly paid jobs to marginalized Kenyan communities, empower women and support capacity building.

### **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:**

#### **Ethical Fashion Initiative**

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