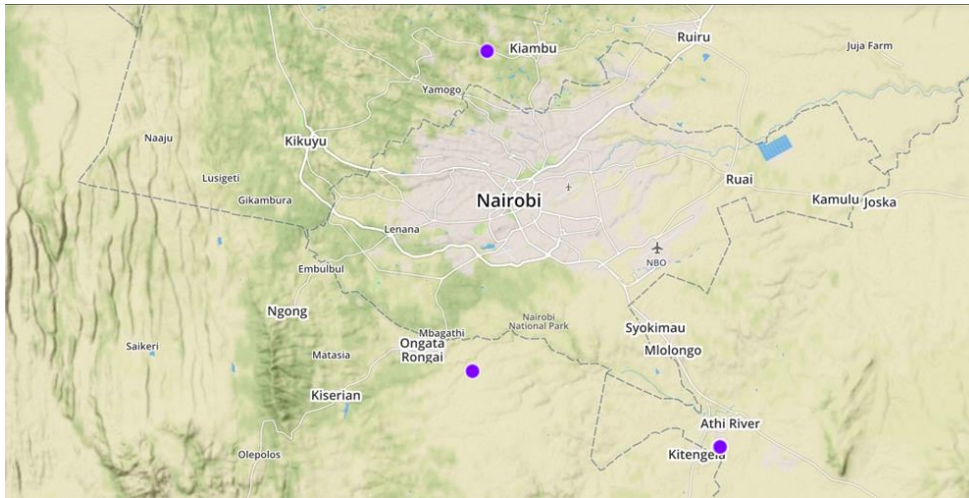


## ITC Ethical Fashion Initiative Impact Assessment

Vivienne Westwood Autumn-Winter 2016/17 Order, Kenya: March – July 2016

### Vivienne Westwood order summary

For the Vivienne Westwood Autumn-Winter 2016/17 collection, 1639 bag units were created in 10 styles by Kenyan artisans from Artisan.Fashion, an enterprise fostering a positive social impact through income generation and market access. 33 artisans were involved with the order, assisting with supervision, preparation and use of traditional textile techniques.



Location of artisan communities involved with the Vivienne Westwood order









The Vivienne Westwood order was examined using the RISE framework – an innovative tool by the International Trade Centre’s (ITC) Ethical Fashion Initiative (EFI) allowing clear and objective monitoring through data analysis. Income and saving, education, health and nutrition benefits were noted for the artisans involved and their families, who received a fair and decent wage throughout the order. Participants developed their community skills, while many also sent their children to school and had access to healthcare following the order. Accordingly, social enterprises were strengthened and living standards rose for both the artisans and their families.

### Order characteristics


The Vivienne Westwood Autumn-Winter 2016/17 collection consisted of two bag styles, totaling 1639 units with 3278 components of brass logo and zip pullers produced by 33 artisans from Kenya.

- 52% of the participants in the order were women.
- 87.88% of the artisans were under 40 years old.
- 6% of participants had no dependents, 64% had one to three dependents and 30% of artisans had four or more dependents.



VIVIENNE WESTWOOD AUTUMN-WINTER 2016/17 ORDER		
	Harlequin runner holdall	179 units
	Harlequin steamer rucksack	111 units
	Harlequin zip pouch	324 units
	Manhole duffle rucksack	130 units
	Manhole large propaganda bag	80 units
	Manhole small propaganda bag	55 units
	Manhole folded clutch	173 units
	Manhole tech case	135 units
	Manhole teddy shopper	124 units



	<p>Manhole teddy zip pouch</p>	<p>328 units</p>
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### Skills and materials

- **Horn carving:** To work horn, the material is first softened and made malleable through heating and then molded into various shapes, such as spoons, scoops, combs etc. Zip pullers were made using horn for the Vivienne Westwood Autumn-Winter 2016/17 collection.
- **Brass casting:** Brass is a metal alloy made of copper and zinc; the proportions of zinc and copper can be varied to create a range of brasses with varying properties. Artisan.Fashion work with artisans that use scrap metal from locks, gears, bearings, doorknobs, valves and plumbing items to create recycled brass Vivienne Westwood logos.
- **Stitching, embroidery and manual screen printing:** These skills have been mastered by Artisan.Fashion who have now produced over 10 collections for Vivienne Westwood.

### Production

Of the 33 artisans involved with the order, the following numbers were involved with each skillful stage:

- **Preparation:** 24%
- **Stitching:** 24%
- **Embroidery:** 16%
- **Supervision:** 15%
- **Brass casting:** 9%
- **Screen printing:** 6%
- **Horn crafting:** 6%



### Communities

The skills used during the Vivienne Westwood Autumn-Winter 2016/17 order were acquired either through training or apprenticeship. The order engaged two community groups who produced components of recycled brass and cow-horn from Uganda. The brass community used the proceeds from the order to buy new gas cylinders which enhanced their productivity.

### Income and saving


The artisans received different income depending on the skills and tasks performed and the number of days worked. The participating artisans from Artisan.Fashion were salary based while those from the community groups were paid on a day rate.



 <b>INCOME</b>	<ul style="list-style-type: none"> <li>- 21% of participants stated their income was higher than what they would have otherwise earned from the domestic market.</li> <li>- 79% of participants did not experience income difference since they had regular employment through Artisan.Fashion.</li> </ul>
 <b>SAVING</b>	<ul style="list-style-type: none"> <li>- 45% of participants were able to save money from the income received through the order.</li> <li>- 15% of participants were able to invest their earnings in education, housing and small business.</li> </ul>



Access to education

The high number of female artisans involved with the order meant income was primarily invested into education for children, fitting with one of the aims of the Ethical Fashion Initiative: to promote female empowerment and income-generating opportunities.

 <b>EDUCATION</b>	<ul style="list-style-type: none"> <li>- 82% of participants used their salary to contribute towards paying school fees during the order.</li> </ul>
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Health and nutrition

Following focus group discussions, receiving a regular income enabled artisans to maintain a healthy status due to a regular meal and improved medical care access.

 <b>HEALTH</b>	<ul style="list-style-type: none"> <li>- 27% of participants experienced sickness in their household. 3% of them were able to receive treatment in private medical facilities and another 21% in public facilities. The other 3% preferred to use traditional herbs for treatment.</li> <li>- 18% of artisans said that they would not have sought the same treatment without the income from the order, while 9% would still visit the same facilities attributed to distance or the care offered.</li> </ul>
 <b>NUTRITION</b>	<ul style="list-style-type: none"> <li>- 18% of participants stated that with the money they earned from the order they never skipped a meal.</li> <li>- 82% stated that they rarely skipped a meal in the period of the order.</li> </ul>



## Testimonials

### **Nickson Akhwale, 21**

“I take care of my mother with whom I live. I worked on the order as a preparer and in the finishing section. I used the income for the Vivienne Westwood Autumn-Winter 2016/17 order to pay rent and also increase my savings which I intend to use to pay for my college tuition fees.”



### **Martha Mwangeli, 31**

“I am a single mother with one child. I stitched bags for the Vivienne Westwood Autumn/Winter 2016-17 order. The work was interesting and gave me an opportunity to train and improve my skills. During this period, we also received training on how to balance family and work life and counselling on HIV and AIDS. This was very helpful for me as a single mother that intends to get married in the future. I used the income to meet most of my needs like rent, meals and clothing.”



### **Peter Njagi, 32**

“I am a married father of three. I worked on the Vivienne Westwood Autumn/Winter 2016/17 order crafting zip pullers from cow horn. Without the Vivienne Westwood order this year would have been really bad year for us since we have not been working. I was so happy to receive the Vivienne Westwood order. Even though it was small, I received good money which I used to pay school fees and provide other needs such as food and clothes for my family.”

### **Richard Ochien'g, 23**

“I am married and a father of two. The Vivienne Westwood Autumn/Winter 2016-17 order provided good income which helped me meet my needs. I also learnt many new work skills. I felt I was on a path of professional development. I saved a good amount of the income to buy materials I needed to start my own brass casting workshop.”



## Conclusion

The Vivienne Westwood Autumn-Winter 2016/17 order provided an opportunity in which artisans could combine their creativity and business sense. This was evident in the findings of the RISE framework, whereby some artisans gathered their efforts to learn new skills and improve their abilities. For example, a good percentage of the artisans that saved money aimed at starting their own businesses. The artisans also hoped to strengthen their entrepreneurial skills by using their groups as business entities, further simulating their bargaining power for better business engagements.

Despite the increased fuel levy posing household budgetary constraint, the participants of the Vivienne Westwood Autumn-Winter 2016/17 order exuded confidence and ability to succeed in all their plans.

## More about the 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 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 Ethical Fashion Initiative 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.

## RISE Framework

RISE is an innovative scheme devised by the Ethical Fashion Initiative to enable sustainable trade, social and environmental responsibility, traceability and impact. Through clear monitoring and systematic data gathering, RISE measures compliance to ensure the activities lead to a socially and ethically responsible supply chain. This allows information about the product, its manufacture, stories of the artisans and the impact of the work on their lives to be shared.

## About Artisan.Fashion

Artisan.Fashion is a Kenyan-based social enterprise connecting Africa's artisans to recognised brands in the global fashion chain, including Vivienne Westwood, Stella McCartney and Karen Walker. Combining their creativity and production capabilities, these artisans produce high-quality products in exchange for a fair wage, fostering a positive social impact for themselves and their families. In its ninth year, Artisan.Fashion has engaged over 1,000 artisans who aim to produce over 100,000 bags and accessories per year.

