



Vivienne Westwood
Autumn-Winter 2017/2018
Impact Assessment

ITC Ethical Fashion Initiative: Artisan Fashion EPZ Ltd
April-July, 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.

International Trade Centre’s Ethical Fashion Initiative Impact Assessment

Vivienne Westwood Autumn-Winter 2017/2018 order summary.

Vivienne Westwood produced 1746 units of bags in Kenya as part of their Autumn-Winter 2017/2018 collection.

A total of 67 artisans were involved in the production of the order. These artisans were a part of six different community groups; Ambassadors of Hope Women, Bega Kwa Bega, Bead Check Women, Rangau Designers Self-help Group, Uchanga Women Group and Artisan Fashion EPZ limited. 72% of the artisans who worked on the order were women and 88% of the artisans were under the age of 40.

Different skills required to produce the order were: brass casting, beading, cutting, embroidery, hand screen printing, preparation binding, stitching, finishing, final quality control and packing.

55% of the artisans used the income received to fund the education of their children, dependents or their own.

Style	Photo	Quantity	Groups involved in production
ARMY HOLDALL LUGGAGE		40	Artisan Fashion EPZ Ltd. Rangau Designs Self-Help group
ARMY RUCKSACK BACKPACK		83	Artisan Fashion EPZ Ltd. Rangau Designs Self-Help group
CROCODILE RUNNER HOLDALL TOTE BAG		100	Artisan Fashion EPZ Ltd.

<p>DUFFLE BAG BUCKET</p>		<p>114</p>	<p>Artisan Fashion EPZ Ltd.</p>
<p>GUMMY BEAR RUNNER HOLDALL TOTE BAG</p>		<p>189</p>	<p>Artisan Fashion EPZ Ltd.</p>
<p>LEATHER POUCH</p>		<p>192</p>	<p>Artisan Fashion EPZ Ltd.</p>
<p>PAINTED FOLDOVER SACK TOTE BAG</p>		<p>49</p>	<p>Artisan Fashion EPZ Ltd.</p>
<p>PROPAGANDA SKELETON LARGE CROSSBODY</p>		<p>153</p>	<p>Artisan Fashion EPZ Ltd.</p>

PUNKS CLUTCH		76	Artisan Fashion EPZ Ltd. Ambassadors of Hope Women Group, Beadcheck Women, Bega Kwa Bega Women and Uchanga Women group
SHOW SHOPPER MEDIUM HAND BAG		165	Artisan Fashion EPZ Ltd.
TOO FAST TO LIVE SHOPPER TOTE BAG		197	Artisan Fashion EPZ Ltd.
TOO FAST TO LIVE ZIP POUCH		388	Artisan.Fashion EPZ Ltd.
Total		1746	

Community groups participated in the order

Group	Main skills used in the order	# of the participants in the order	# of women	Trainings received
Artisan Fashion EPZ-LTD	Cutting, hand screen printing, preparation binding, stitching, final quality control and packing	28	16	None
Rangau Designs Self-Help Group	Brass Casting	10	1	Trained
Uchanga Women Self-Help Group	Beading	6	6	Trained
Beadcheck Women Group	Beading	4	4	Trained
Ambassador of Hope Women SHG	Beading	4	4	Trained
Bega Kwa Bega Self-Help Group	Beading	12	12	Trained
Total		67	48	

Map of communities involved / production locations



Challenges

- ❖ Vivienne Westwood Autumn-Winter 2017/2018 order was received during the immediate period after severe drought and water scarcity. The period was notable by an acute shortage of supplies such as maize, a staple food in Kenya. Lack of water also led to the outbreak of cholera which by July 2017 had claimed four lives. Due to the epidemic it was a major concern for many of the artisans working on the order, although no case of shortage of food or death was reported.
- ❖ In addition, Kenya was gearing up for the general elections which will be held in the second week of August 2017. Campaigns were rife at the time of completing the order. This heightened ethnic tension among artisans.

Income, saving and investment



The workers received a fair and decent wage throughout the order. Many of the artisans were able to **save and invest their earnings into education, health, housing and various other commodities**, increasing their opportunities and contributing towards poverty alleviation.



- ❖ Majority of the participants were permanent employees of Artisan Fashion who enjoy a regular salary sufficient to meet their basic needs and which provides some discretionary income. They also had other fringe benefits such as social securities offered by the company.



- ❖ 48% were able to save while 22% invested their income. Investment was primarily in small businesses, education, training and housing.
- ❖ 55% of workers were able to pay all or most of the tuition fees for children.

Skill development



To complete the order, the artisans improved and expanded their **skillsets** and received training. This contributed to their **income-generating prospects**.

- ❖ 69% of the participants received training which contributed to improving their skills.
- ❖ 12% of the artisans who invested their income said that they invested in training and skill development with the proceeds from the order while 15% (mainly from brass casting group) used part of their income to invest in refurbishing their workshop in order to improve working conditions.

Health and nutrition



Receiving a regular income enabled artisans to **maintain their health** due to a **regular meal** and **improved medical care access**, subsequently enhancing their **quality of life**.

- ❖ 70% of participants were able to provide a regular and healthy meal for their household. Even though drought was experienced in most parts of the country only 3% of workers stated that they deliberately skipped meals in order to save for the future.

Social well-being



For most artisans, working on the order provided them with a sense of **social well-being** and improved their **life satisfaction**. Not only did the artisans work together to complete the order, but they **worked as a community** to discuss their **daily needs** and **solve pressing social issues**. This **empowered women** and **improved development**, consistent with the aims of EFI.

- ❖ 100% of the artisans said they felt more confident in their daily tasks and activities as a result of the order.
- ❖ 100% of the artisans felt proud of the work they had produced.
- ❖ 100% of the artisans were able to provide for their immediate families with the income from the order.
- ❖ The Vivienne Westwood Autumn-Winter 2017/2018 order had an overall satisfaction rate of 100%.

Meet the artisans

Benta Awuor, 39 years old



I am a mother of nine children. I participated on the Vivienne Westwood AW 17/18 order as a brass caster working at the furnace. Brass casting is a tough work for a woman, however I enjoy doing it as it pays very well. I used the income from the order to pay school fees and to feed my family.

Lenny Achieng, 27 years old



I am a mother of one. I worked on Vivienne Westwood's AW 17/18 order as a beader. Beading the clutch panel was really difficult at the beginning but after training my beading skills improved thus enabling me to increase my income. I used the income to buy new household utensils.

Eunice Nashipai, 32 years old



I am a single mother of one. The Vivienne Westwood AW 17/18 order gave me enough income which allowed me to buy food for my family.

Nickson Akhwale, 22 years old



I worked on the Vivienne Westwood AW 17/18 order as a preparer. Besides providing me with income the order also provided a training opportunity. I used the income to pay my rent and to support my mother.



Mini / 'fun facts' about the order

The order provided work to 67 artisans from marginalised slum areas.

The order of 1746 bags was completed by six community groups of artisans.

It took 150 minutes for nine artisans (processes include, cutting, hand screen printing, preparation, embroidery, beading, attaching accessories, tagging, cleaning stitching, quality control and finishing) to produce one complete bag.

Mini / 'fun facts' about the order

69% of artisans improved their skills through on the job training.

The order used locally sourced materials such as cotton canvas and polycotton.

33% of Vivienne Westwood autumn-winter 2017/2018 order was produced using recycled materials such as brass metals extracted from broken taps and padlocks and dhow sail materials collected from the Kenyan coast.

Conclusion

The income from the Vivienne Westwood Autumn-Winter 2017/2018 order was very crucial in terms of increasing the artisans' social resilience. Despite the many challenges emanating from the lack of supplies, political instability and ethnic tensions, the artisans who worked on the order managed to experience positive impact and cohesion as a result of work.

The report reveals that the income from the order was mainly used to meet household needs the majority of the income went to purchasing food. The fact that no artisan suffered infection due to the outbreak of cholera and the low incidences of ailment reported was an indicator that the order leveraged the efforts of the artisans to maintain a healthy status.

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.

About: ARTISAN FASHION EPZ Ltd

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.