Impact Assessment Report
Resort Collection 2019

Spring-Summer 2019

Key Statistics

- 200 units produced
- 65% of artisans were women
- 45% of artisans saved part of their income from the order
- 59 artisans and their dependants positively impacted by the order
- 21 artisans involved in production
- 27% of artisans were under 35 (youth)
- 1 Artisan Social Enterprise
- 67% of artisans were returnees or IDPs

Fact File
Zarif was part of a unique experience in the collaboration with Zazi-Vintage. Through it, Zarif:

- Gained exposure to an international brand targeted to a different market: "Millennials."
- Learned how to apply technical skills to new designs such as Wrap tops, Kaftans and picnic dresses.
- Learned to work with a new material (fine Ikat silk) and resolved challenges related to that particular fabric with technical advisory support from the Zazi team.
- Improved practical business communication.
- Was able to produce to the proposed timeline.
- Honed packaging and admin skills to ensure delivery on time.

Skills used

- Measuring
- Ironing
- Cutting
- Stitching
- Final quality control

Materials used

- Silk
- Ikat (a specific type of silk)
- Imported hardware

Social Impact

- 45% of artisans saved their earnings, and 55% felt the order offered better employment.
- A steady income enabled artisans to maintain their health, thanks to regular meals and improved healthcare access. 100% reported no illness in their families.
- 64% of participants received training that contributed to their income-generating prospects.
- 100% of the artisans were content with their working conditions, income and environment.
Nasima, 62 years old
“I am learning so much in my role here at Zarif Design. For this order I learned more about quality control and finishing of the order before packing. I enjoy my job here; it satisfies my daily needs and gives me a sense of purpose.”

Mohammad Mohsin, 57 years old
“I’ve been working with Zarif Design for a long time, about ten years. I have 2 children, and the extra work through Zarif means my children can have a better education and we have enough food as a family. I also get to learn new skills and that is very useful.”

Abdul Rasul, 36 years old
“I am working with Zarif on the Zazi order. I am enjoying earning some money for my family. I don’t have children, but this income supports my whole family, as well as giving me more financial independence.”

Samia Jan, 40 years old
“I enjoy working to support my 4 children and family. I am the only one in the family who is able to work and earn income through Zarif Design. With the new order, I cover all of our costs and I can set some money aside for the future too.”
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, 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.

This order was monitored using EFI’s social and environmental compliance, impact assessment and traceability scheme. This is an innovative system from ITC’s Ethical Fashion Initiative to guarantee decent working conditions, respect for the environment, transparency and traceability in value chains, while measuring the direct and indirect impact of the work provided to the artisan communities in EFI’s network.

Zarif Design is a fashion enterprise based in Kabul, owned and managed by Afghan women. Its aim is to preserve and revive traditional crafts by providing avenues to modern aesthetics, creating a distinctive, sustainable product. At Zarif, traditional high-quality craftsmanship is a source of economic opportunity and cultural pride. At its core, Zarif seeks to extend the rich cultural heritage of Afghanistan and its people to the rest of the world.
Table 1: Order Summary

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<thead>
<tr>
<th>Style</th>
<th>Photo</th>
<th>Quantity</th>
<th>Social Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wrap dress</td>
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<td>Zarif Design</td>
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<tr>
<td>Wrap Top</td>
<td><img src="image2.png" alt="Image" /></td>
<td>16</td>
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</tr>
<tr>
<td>Kaftan</td>
<td><img src="image3.png" alt="Image" /></td>
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</tr>
<tr>
<td>Long skirt</td>
<td><img src="image4.png" alt="Image" /></td>
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<tr>
<td>Top</td>
<td><img src="image5.png" alt="Image" /></td>
<td>30</td>
<td>Zarif Design</td>
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<tr>
<td>Group</td>
<td>Main skills used in the order</td>
<td>Total participants in the order</td>
<td>Women participants</td>
</tr>
<tr>
<td>---------</td>
<td>-------------------------------------------------------------------</td>
<td>--------------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>Zarif Design</td>
<td>Cutting, preparation, stitching, final quality control and packing</td>
<td>21</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>20</td>
<td>13</td>
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</table>

Table 2: Community Groups and Skills