

Impact Assessment Report Lovers Knot Collection 2019

Lovers Knot 2019 Key Statistics

3840 units were produced

78% of the artisans employed were women

82% of artisans saved their income and used it to pay **school fees** and other needs

99% of artisans improved their skills through on-the-job training

148 artisans worked on the order

70% of artisans were under 40

7 artisan groups

100% Worker satisfaction

Fact File

Nearly all the artisans received some form of training to help with the production of the order.

Six different community groups were involved in the production of the order.

Women who are the cultural custodians of the skills required to produce the order, were the ones to mainly work on the crafted elements of the order.

Skills used

- Preparation
- Beading
- Cutting
- Stitching
- Rope knot work
- Final quality control

Materials used

- Cotton Canvas
- Leather
- Cotton Kikoy
- Imported hardware
- Cotton Waxed Cord
- Glass Beads

Social Impact



82% of the artisans saved from their earnings, and 100% felt the order offered better employment.



A regular income enabled artisans to maintain good health, thanks to regular meals and improved healthcare access. 24% reported illness in their families and sought treatment from health facilities near them.



99% of the participants received training which contributed to their income-generating prospects.



100% of the artisans were content with their working conditions, income and environment.



Who made
your
clothes?



Jackline Mugaduka, 36 years old

"I would really like to thank Artisan Fashion for their long-time support for the group. I can easily acquire new skills through regular trainings while working on new and different orders. Artisans Fashion has provided me with employment that helps me solve my basic monetary problems. I can also use the employment as security to secure a loan and do other things without too much stress!"

Josephat Chege, 30 years old

"I am the assistant technician at Artisan Fashion. During this Mimco order I assisted in the cutting department, and learnt new skills in leather cutting and preparation. I am grateful for the orders from Mimco as I get to learn new things and develop my production skills each order. I was able to send my child to school, thanks to the money I earn working for Artisan Fashion."



Asumpta Musau, 35 years old

"I am a machinist at Artisan Fashion. I worked on the Mimco JAS19 order, completing the decoration stitches on the beaded panels, as well as assisting with the bag construction. I enjoy working for Artisan Fashion, I learn new things each order, I am able to pay school fees for my two children, and we have enough money for food, as well as healthcare if we need it!"



Rebecca Njoki, 60 years old

"I am grateful to Artisan Fashion for this opportunity. I have learnt new skills from doing this work and I enjoy doing it. I use the income to pay school fees for my children as well as secure wealth in terms of livestock. I have also been able to build a modern house using the money I earn."

Join the
Conversation...

#WhoMadeMyClothes
#NotCharityJustWork
#TradeNotAid



The **Ethical Fashion Initiative (EFI)** is a flagship programme of the International Trade Centre (ITC), 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.

EFI’s social and environmental compliance, impact assessment and traceability scheme

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



To access a map and see exactly where our communities are working, follow this link: www.sourcemap.com



ARTISAN FASHION is a social enterprise that was established in 2007 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 28 artisan communities across Kenya to produce hand crafted bags and accessories made with traditional skills.

Fig 1: Order Summary Bags



Style	Photo	Qty	Group involved in Production
Lovers Knot Weekender		350	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Sanata Women's group Gibbuni Self-help Group Ambassadors of Hope Self-help Group Olonana Women's group Dynasty Self-help Group
Lovers Knot Backpack		450	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Sanata Women's group Gibbuni Self-help Group Ambassadors of Hope Self-help Group Olonana Women's group Dynasty Self-help Group
Lovers Knot Hip Bag		600	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Sanata Women's group Gibbuni Self-help Group Ambassadors of Hope Self-help Group Olonana Women's group Dynasty Self-help Group
Lovers Knot Pouch Pink		550	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Sanata Women's group Gibbuni Self-help Group Ambassadors of Hope Self-help Group Olonana Women's group Dynasty Self-help Group
Lovers Knot Pouch Blue		550	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Sanata Women's group Gibbuni Self-help Group Ambassadors of Hope Self-help Group Olonana Women's group Dynasty Self-help Group
Total Bags		2500	

Fig 2: Order Summary Jewellery





Style	Photo	Qty	Group involved in Production
Full Flight Earring		420	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Gibbuni Self-help Group Ambassadors of Hope Self-help Group Olonana Women's group Dynasty Self-help Group
Lovers Knot Earring Black		420	Artisan Fashion EPZ Ltd. Sanata Women's group Ambassadors of Hope Self-help Group
Lovers Knot Earring Porcelain		250	Artisan Fashion EPZ Ltd. Sanata Women's group Ambassadors of Hope Self-help Group
Bound Hoop Earring		250	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Olonana Women's group Dynasty Self-help Group
Total Jewellery		1340	

Fig 3: Community Groups and Skills

Group	Main skills used in the order	# of participants in the order	# of women	Training received?
Artisan Fashion EPZ Ltd.	Cutting, manual screen printing, preparation, binding, stitching, final quality control and packing	76	45	Yes
Bega Kwa Bega Self-help Group	Beading	7	7	Yes
Sanata Women's group	Beading	22	21	Yes
Gibbuni Self-help Group	Beading	4	4	Yes
Ambassadors of Hope Self-help Group	Macrame knotting and tassel making	13	13	Yes
Olonana Women's group	Beading	20	20	Yes
Dynasty Self-help Group	Beading	6	6	Yes
Total		148	116	