

IMPACT ASSESSMENT REPORT

Vivienne Westwood SS22 collection



KEY STATISTICS

3,129 units produced

5 artisanal groups

3 in Kenya (including a Rwandan refugee group) and 2 in Uganda

66 artisans



28,292 hours of work



60% of artisans were women



429 dependants



84% of artisans saved from their order, and used the savings to pay for school fees

100% of artisans felt the order offered better employment and would like to receive more orders

+6% increase of income during the order compared to the artisans other occupation, mostly farming



Materials used

- Local leather
- Cotton canvas
- Uganda palm
- Horn
- Alluminium
- Inner tube

Skills used

- Leather work
- Beading
- Embroidery
- Horn crafting
- Brass casting
- Weaving



Who made your clothes?



Oliver Mbundu, 36 years old

"I am 36 years old, and I have been a wood carver for the past 17 years. I was born in Rwanda, but I fled the country during the war to found peace in Kenya. Wood is my passion, and my life-support as allowed my 6 children to attend school and eat regularly. I am very thankful for this order, and I pray for more to improve the quality and quantity of our work."



Elvis Otieno, 19 years old

"I am a member of the Rangau community group, and I am specialised in recycled brass and aluminum work. I really love my job because it helped me to change my life for the best! I would love to receive more orders so that the other members of the community and I could receive a regular income."



Fredrick Sibomana, 49 years old

"I am a proud father of 3 children: the first attending university, the second college, and the little one high school. I was born in Rwanda, where I learned wood carving at school before being displaced in Kenya during the war. I have been a carver for 28 years, and it changed my life for good! I wish for more orders for growing the business, and training more young people."



Edwin Ochieng, 26 years old

"I am a blessed father of 4 children, and I have been part of the Rangau community for almost 3 years. This job changed my life, and the life of my family. I thank Artisan Fashion so much for providing us work and I am looking forward to receive more orders to expand our community and create employment for more people."

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#NotCharityJustWork
#TradeNotAid*



Ethical Fashion Initiative

The Ethical Fashion Initiative

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. For the Ethical Fashion Initiative, lifestyle choices impact livelihoods. EFI creates and strengthens social enterprises in emerging economies to connect discerning international brands in fashion, interiors and fine foods with talented local designers, artisans and micro-producers. Savvy investors, pro-poor champions and mindful consumers find value in a virtuous circle that creates not just premium products, but also stable, dignified work, and creative and resilient women, men and communities.

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.



ARTISAN FASHION
from ethical fashion artisans

Artisan Fashion

Artisan Fashion was born in 2009, when the EFI setup a social project in Nairobi to coordinate production with marginalised communities throughout the region. As a true success story, the project has greatly expanded and in 2015, we became an independent social enterprise. Today, we work with some of the most recognisable fashion brands in the world specialising in the production of: jewellery, bags, homeware and accessories. We combine artisan creativity with a first-class production hub, and we offer our clients the opportunity to improve, trace and report on the fortunes of those involved in their production.