

4TH EDITION

Ethical Fashion Guide

APRIL 2017

YOUR GUIDE TO THE STORY
BEHIND THE BARCODE



**BAPTIST
WORLD AID
AUSTRALIA**
Be Love. End poverty.

What is the Ethical Fashion Guide?

This guide is a companion to the 2017 Ethical Fashion Report and seeks to empower you to purchase from companies that treat their workers ethically. By doing so, you encourage more companies and decision makers to take action to ensure workers are not exploited, they are paid adequately and they work free from the tyranny of modern slavery. You can view the full 2017 Ethical Fashion Report at www.behindthebarcode.org.au

What do the grades mean?

This guide grades 330 brands and provides an **overall grade** of each brand's labour rights management systems. Higher grades correspond to systems which, when implemented well, should **reduce the risk of modern slavery**, child labour and exploitation. Grades are derived from research undertaken for the 2017 Ethical Fashion Report. You can download the report for more information on the grading system.

How was the research conducted?

40 separate criteria were used to analyse each company's supply chain practices in four key areas:

1. Policies
2. Knowing Suppliers
3. Auditing & Supplier Relationships
4. Worker Voice

Companies were graded based on the evidence and input they supplied in response to these criteria and pertinent publicly available information.

**Companies marked as 'non-responsive' are those that chose not to disclose to us the efforts they are taking to protect workers in their supply chain, so were graded using publicly available information. More information can be found in the full report.*

Slavery & Labour Rights Grade

*Non Responsive Companies

& Other Stories	B+	Banana Republic	B-
7 For All Mankind	B-	Bardot	C-
ABCD Indie	B+	Bardot Junior	C-
Abercrombie & Fitch*	D+	Barely There	B+
abercrombie kids*	D+	Basque	C+
Actil	A-	Beare & Ley	D+
Active	B-	Belle Curve	B-
adidas	A-	beme	C
Agenda	B+	Ben Sherman	C-
Airflex*	F	Berlei	A-
Alannah Hill	C	Bershka	A
Aldi	C+	Best & Less	C
Ally*	F	Betts Kids*	F
Alta Linea	B+	Betts*	F
American Apparel	B	Billabong	C+
Anthea Crawford*	C+	Bisley*	D-
ARROW	C+	Black Pepper	C+
AS Colour	B-	Blaq	C+
ASOS	B-	Bloch*	F
Asphalt*	D-	Blue Illusion	C-
Athleta	B-	Boden	B-
Audrey Blue	A+	Bonds	A-
Autograph	B	Breakaway	C+
Avella	C+	Bulwark	B-
Bali	B+	Burton Menswear	C+

Slavery & Labour Rights Grade

*Non Responsive Companies

C9 by Champion	B+	David Lawrence	C-
Calvin Klein	C+	DC	C
Capture	C+	Decjuba*	F
Champion	B+	Diana Ferrari	C-
Cheap Monday	B+	DIM	B+
City Chic	B	Dockers	B+
Clarks	C+	Dorothy Perkins	C+
Cobra Golf	B-	Dotti	C+
Coco Beach*	D-	Dunlop	B-
Coles	C+	Dunlopillo	A-
Colorado	C-	Dymples	C+
Connor	C+	Eagle Creek	B-
Converse*	C+	Eastpak	B-
COS	B+	Element	C+
Cotton On	A-	Elka Collective	C
Cotton On Body	A-	Ella Moss	B-
Cotton On Kids	A-	Elwood	C
Country Road	B+	Emerge	C+
Crestell	A-	Emerson	C+
Crossroads	B	Equus	C+
Cue	B-	Esprit	B+
Dangerfield	C	Etiko	A+
Dannii Minogue	B-	Evans	C+
Darn Tough	C+	Everlast	B-
David Jones	B+	Evil Twin	C-

Slavery & Labour Rights Grade

*Non Responsive Companies

Explorer	A-	Hanes	B+
Extra Pepper	C+	Henri Bendel*	D+
EziBuy	C+	Hestia	A-
factorie	A-	Holeproof	A-
Fairydown	A-	Hollister*	D+
Farmers*	F	Honolua Surf Co.	C+
Fine Lines	C+	Horace Small	B-
Forever 21	D+	Hurley*	C+
Forever New	B	Hush Puppies	C+
Freeset	A-	Icebreaker*	D-
Fruit of the Loom	B-	Indie	B+
Future You	B-	Indie & Co	B+
Gap	B-	Industrie	B+
Gazal*	D-	INTERMIX	B-
Gear for Sports	B+	IZOD	C+
General Pants	C	Jack London	C
General Pants Co Basics	C	Jacob & Co	B-
Get Formal*	F	Jacqui E	C+
Glassons	B-	JAG	A-
Gorman	C+	Jansport	B-
Grace Hill	C+	Jay Jays	C+
Grosby	C	Jeanswest	B+
Gum*	D-	Jets	B
Guy Leech	C+	Jockey	A-
H&M	B+	Johnny Bigg	C+

Slavery & Labour Rights Grade

*Non Responsive Companies

Julius Marlow	C+	Lowes	D+
Jump*	F	Lucy	B-
Just Jeans	C+	lululemon	B+
Kachel*	F	L'urv	C
Karen Walker	B+	Macpac	B-
Kathmandu	B+	Maidenform	B+
Katies	B	Majestic	B-
Kayser	C+	Marco Polo	C+
Kipling	B-	Marc's	C-
Kmart	B	Massimo Dutti	A
Knights Apparel	B+	Mathers	C-
Kookai	B-	Max	C
Kowtow	A	MAXX	B-
Kustom	C+	Michelle Bridges	C+
La Senza*	D+	Mighty Good Undies	A+
Lacoste	C+	Milana	B+
LEE	B-	Milkshake	C+
Lee Cooper	C+	Millers	B
Lemonade*	D-	Mimco	B+
Levi's	B+	MINKPINK	C-
Lily Loves	B-	MIRROU	D+
Liminal Apparel	A	Miss Selfridge	C+
Lipsy	C+	Miss Shop	C+
Liz Jordan	C	Mix Apparel	C+
Lorna Jane	C+	Monki	B+

Slavery & Labour Rights Grade

*Non Responsive Companies

Mooks	B-	Portmans	C+
Mossimo	C	Princess Highway	C
Mr Big	B-	Pull&Bear	A
Napapijri	B-	Puma	B-
Nautica	B-	Quiksilver	C
New Balance	B-	R.M. Williams	B+
Next	C+	Razzamatazz	A-
Nike*	C+	Red Kap	B-
Noni B	C	Red Robin	A-
Nudie Jeans	A-	Reebok	A-
Old Navy	B-	Reef	B-
Olga	C+	Regatta	C+
Oroton	B-	Republic	B-
Oxford*	F	Reserve	C+
Oysho	A	Review	C+
Patagonia	A	Revival	C
Pavement*	D-	Riders by LEE	B-
Peter Alexander	C+	Rio	A-
Peter Morrissey	C+	Rip Curl	C+
Ping Pong*	F	Rivers	B
Pink*	D+	Rock & Republic	B-
Piper	C+	Rockmans	C
Platinum	A-	Rockwear	C+
Playtex	B+	Roger David*	F
Pom Pom*	D-	Ron Bennett*	F

Slavery & Labour Rights Grade

*Non Responsive Companies

Roxy	C	Sprout	C+
RREPP	A+	St James	B+
Rubi	A-	Staple the Label	C-
Russell Brands	B-	Stradivarius	A
Rustler	B-	Superflex DNM	B-
RVCA	C+	Supré	A-
SABA	A-	Sussan	B
Sara	C+	Suzanne Grae	B
Sass & Bide	C+	Table Eight	C
Scram*	D-	Target	B-
Seafolly	B-	Tarocash	C+
Seed Heritage	C-	TaylorMade	A-
SEW253*	F	TEMT	D+
Sheer Relief	A-	The Foundry	B+
Sheridan	A-	The North Face	B-
Simon de Winter	C+	The Warehouse*	C
Sista	B-	Tigerlily	C+
Slazenger	B-	Timberland	B-
Smartwool	B-	Tommy Hilfiger	C+
Somedays Lovin'	C-	Tontine	A-
Spalding	B-	Topman	C+
Speedo	C+	Topshop	C+
Splendid	B-	Tree of Life	C+
Sportscraft	A-	Trenery	B+
Sportsgirl	B	Tutu's & Tambourines	B-

Slavery & Labour Rights Grade

*Non Responsive Companies

UNIQLO	B	Yvonne Black	C+
Urban	C+	Zara	A
Uterqüe	A	Zara Home	A
Valleygirl	D+	Zimmermann	C+
Van Heusen	C+	Zom-B*	D-
Vanity Fair	B-		
Vans	B-		
Veronika Maine	B-		
Victoria's Secret*	D+		
Volley	C		
Voodoo	A-		
W. Lane	C		
Wallis	C+		
Warner's	C+		
Wax Bros*	D-		
Weekday	B+		
Williams	C-		
Wish*	F		
Witchery	B+		
Wonder Comfort	B-		
Wonderbra	B+		
Wrangler	B-		
Xcel	C+		
Yarra Trail	C+		
yd.	C+		

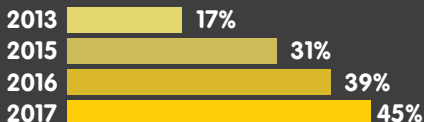
Does shopping 'ethically' really make a difference?

You would be amazed at the difference your purchasing decisions can make! Since the first edition of the Ethical Fashion Guide in 2013...

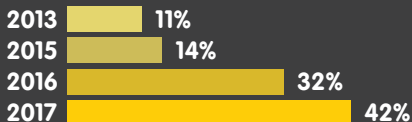
An additional 32% of companies are working to trace where their fabrics are coming from:



An additional 28% of companies are working to trace where their raw materials are coming from:



An additional 31% of companies are investing in paying fairer wages to workers:



So yes, your advocacy and choice to purchase ethically is making a real difference.

We hope that you take this little guide with you whenever you shop, to empower you to make every day ethical purchasing decisions.

Who We Are

Baptist World Aid Australia is an international aid and development organisation, with a vision to see a world where poverty has ended, where all people enjoy the fullness of life God intends.

Established in 1959, the organisation works in 18 countries in Asia, Africa and the Pacific across four key areas; child-centred community development, community development, disaster management and advocacy. Baptist World Aid has been involved in campaigning various industries to end worker exploitation for over 9 years and began research into the Fashion and Electronics industries in 2010.

**Thank you for choosing to
shop ethically!**

Stay in touch



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Date: 19 April 2017 Lead Researchers – Gershon Nimbalker, Jasmin Mawson, Hsu-Ann Lee and Claire Cremen. Behind the Barcode is a project of Baptist World Aid Australia. Photo credit: CIFOR



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www.baptistworldaid.org.au/advocacy-research/

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