

Fair Trade



Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices (which must never fall lower than the market price), Fairtrade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers. It enables them to improve their position and have more control over their lives.



The UK market is doubling in value every 2 years, and in 2007 reached an estimated retail value of £493 million. The UK is one of the world's leading Fairtrade markets, with more products and more awareness of Fairtrade than anywhere else. Around 20% of roast and ground coffee, and 20% of bananas sold in the UK are now Fairtrade.

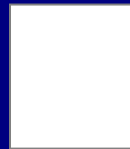
Fair Trade & Child Labour



China Blue: Teddy Bear Films 2005

China blue is a documentary that shows how companies exploit children.

This girl is 16 and feels duty bound by her family to work hard and send the money home, as she is a disappointment to her parents. Children do not work for a fixed rate wage or for a set amount of hours, The hours she works depends on the supervisor and if they have completed an order. Child labour workers receive very little sleep and are badly exploited. Workers are forced to share with 12 others per room and food is not free, it's deducted from their pay. **THEIR ONLY PERSONAL SPACE IS THEIR BED.**



'if you don't work hard today you'll look hard for work tomorrow'

(this statement is shown on the walls of the china blue walls)

Government Subsidies & the Cotton Industry



The three largest cotton growers in the world are the: United States, China, and India. Government subsidies are meant to help farmers to survive; well it is helping farmers in the U.S to survive even if they have had a poor crop. Farmers from Georgia to California planted millions of acres of cotton last spring knowing their crop will probably sell at a loss this fall. But they planted anyway, confident that American taxpayers would bail them out with billions of dollars in subsidies. Just as they did last year, and the years before that. This then has major effects on farmers in India or China as they are then also pressured to sell their crop at the same price which means a loss, but they have no government to bail them out in subsidies.



Organic cotton sales have increased world wide by 152% during the 2007 – 2008 crop year. 67,000 bales have been grown in 22 countries but only 1% of the cotton traders only grow organic.

Eco fashion – Save precious textile resources



Junky Styling are edgy London designers who create clothing collections at the forefront of modern design – The twist is that they source second hand garments, mainly traditional suiting from jumble sales and charity shops and these are the materials that they then use to create their designs. They deconstruct the garments and then re-design and fashion them into tailored garments. This cuts down on waste and makes full use of the good quality raw material from the garments. It also allows people to keep and re-use garments which they would have otherwise discarded. The fact that the new garments are made from re-used cloth cuts out all the production processes involving chemicals and all the associated damage that they do to the environment and the world's natural ecological systems. Today Junky also offer a wardrobe surgery where customers are invited to bring in treasured items of their own clothing for re-invention. They can be involved in the re-designing and recycling process. All products that are stocked in the Junky store are recycled, fair-trade, or made from organic materials and ethically produced. Junky also aim to promote the value of timeless original designs in their collections. 'Junky Styling' is beginning to pervade and impact the textile recycling industries and the charity sector to increase the value of waste by design and upcycling' (Eco-Chic The fashion paradox, Sandy Black, Black dog publishing, London, 2008, p202).



Why not hold a clothes swapping party and exchange unwanted garments with friends – a whole new selection of clothing for you at no extra cost to the earth.

'Do what you can to make a difference. We believe that if everyone does something, no matter how little, a change will be made' (Junkystyling.com)

Eco fashion – Slowing fashion down



It is important that we think about the value of textiles. We quite simply cannot continue to produce clothing at the rate at which we currently are. Our natural Ecological systems are at risk due to mass production and all the environmental impact that this implies. It is also creating major problems due to the generation of unmanageable amounts of textile waste ending up in landfill sites. The poor quality of the clothing being churned out by manufacturing giants is degrading the value of the second hand clothing industry meaning less money for the charities that rely on it. In taking a throwaway attitude to clothing and making cheap high fashion purchases which get thrown away after a couple of wears we are supporting the wasteful mentality that has become part of our culture. We need to return to the values of the past where textiles were a precious commodity. It is important that we begin right now to make better choices about our clothing purchases and we can do this by being more selective, opting for good quality pieces which will withstand lots of wear, and considering the company ethics of the brands that we choose to wear. If it is difficult to locate information regarding a brands Ethical policy or the information is unclear there may be a reason for this, and if a brand is not proud of its own production methods why should you support them as they continue to operate an irresponsible practice and actively contribute to unnecessary



Select Eco friendly fabrics, go for 'Organic' cotton or choose fabrics made from sustainable natural fibres where ever possible.

Clothing fabrics made from 100% natural fibres are able to be recycled into yarns suitable for upholstery or fillings when they are no longer able to be worn.