



# Vivienne Westwood

Spring-Summer 2017

Impact Assessment

ITC Ethical Fashion Initiative: Artisan.Fashion EPZ Ltd

September – November, 2016



This order was monitored using the RISE framework – an innovative scheme developed by the ITC’s Ethical Fashion Initiative (EFI) allowing clear and objective monitoring through data analysis. Benefits of the order were recognised in terms of income and saving, education, health and nutrition, overall strengthening local enterprises and improving the standards of living for those involved and their families.

**ITC Ethical Fashion Initiative Impact Assessment**



**Vivienne Westwood, Spring-Summer 2017 order summary**

Vivienne Westwood produced 1731 bags in Kenya as part of their Spring-Summer 2017 collection.

A total of 86 artisans were involved in producing the order, part of three different community groups: Cow horn Craft Self-Help group, Rangau Designers and The O's Self- Help Group. 66% of the artisans working on the order were women and 85% of the artisans were under the age of 40.


Different skills required to produce the order were: Preparation, horn crafting, brass moulding, aluminium moulding, leather crafting, horn crafting, hand screen printing, stitching, supervision and quality control. Nearly all artisans received some form of training to help with the production of the order.

78% of the artisans used income received to fund the education of their children, dependents or their own.

| Style                     | Photo   | Quantity | Groups involved in production   |
|---------------------------|---|----------|---|
| Dhow Sail Shopper         |   | 237      | Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG. |
| Dhow Sail Duffle Rucksack |  | 175      | Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG. |

|  |   |            |  |
|--|---|------------|--|
| <p>Repopulate Venice Political Bag</p> |    | <p>104</p> | <p>Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG.</p> |
| <p>Siva Yoga Shopper</p>               |    | <p>190</p> | <p>Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG.</p> |
| <p>Siva Zip Pouch</p>                  |   | <p>259</p> | <p>Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG.</p> |
| <p>Sell Cheap Leather Shopper</p>      |  | <p>176</p> | <p>Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG.</p> |
| <p>Geometric Circle Crossbody</p>      |  | <p>84</p>  | <p>Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG.</p> |

|  |   |           |  |
|--|---|-----------|--|
| <p>Geometric Circle<br/>LEATHER Clutch</p> |    | <p>56</p> | <p>Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG.</p> |
| <p>Leather folded<br/>Plate clutch</p>     |    | <p>9</p>  | <p>Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG.</p> |
| <p>Africa Blanket<br/>Shopper</p>          |    | <p>59</p> | <p>Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG.</p> |
| <p>Africa Blanket<br/>Buckle Clutch</p>    |  | <p>48</p> | <p>Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG.</p> |
| <p>Africa Blanket<br/>Buckle Tech Case</p> |  | <p>65</p> | <p>Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG.</p> |
| <p>Squiggle Backpack<br/>Shopper</p>       |  | <p>90</p> | <p>Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG.</p> |

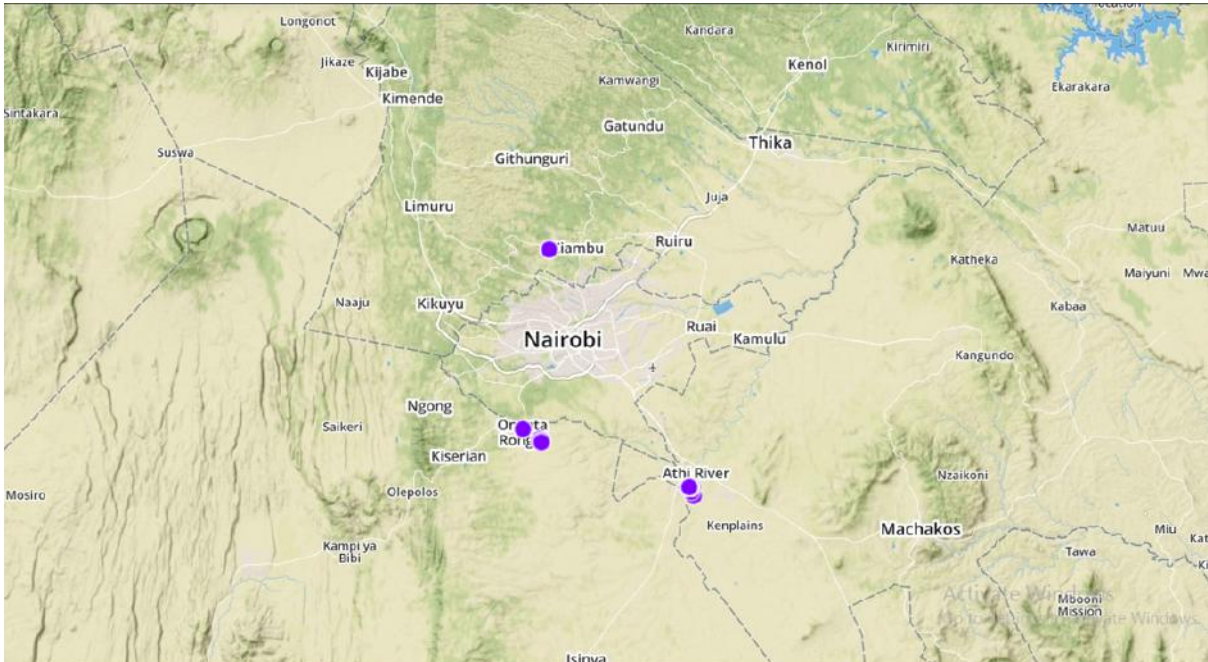
|                    |   |             |   |
|--------------------|---|-------------|---|
| Squiggle Bum bag   |  | 104         | Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG. |
| Squiggle Zip Pouch |  | 75          | Artisan.Fashion EPZ Ltd, Rangau Designers, Cow horn Crafts SHG and the O's SHG. |
| <b>Total</b>       |   | <b>1731</b> |   |

**Community groups participated in the order**

| <b>Group</b>                     | <b>Main skills used in the order</b>   | <b># of the participants in the order</b> | <b># of Women</b> | <b>Trainings received</b> |
|----------------------------------|--|---|-------------------|---------------------------|
| Artisan.Fashion EPZ-LTD          | Beadwork, preparation, stitching, screen printing, finishing, final quality control, packing | 68  | 56                |                           |
| Cow Horn Crafts Self Help Group  | Horn Crafting  | 5   | 0                 |                           |
| Rangau Designers Self-Help Group | Brass casting  | 9   | 1                 |                           |
| The Os Self-Help Group           | Brass casting  | 4   | 0                 |                           |
| <b>Total</b>                     |  | <b>86</b>                                 | <b>57</b>         |                           |



**Map of communities involved / production location**



**Challenges**

- ❖ The Vivienne Westwood Spring-Summer 2017 order was performed at a time when artisans were experiencing shortages of some materials. including animal bone and horn. The shortage was a result of middlemen who gathered horns from abattoirs and stashed them in containers for shipment to Asian markets where the demand is high. Some other materials such as dhow sail were difficult to source since the fishermen who use them have never considered the material being of value after they are worn out. As a result, the dhow sails are usually disposed of which made it difficult to collect.
- ❖ The Vivienne Westwood Spring-Summer 2017 order was performed during the month of October which is usually the month of harvest in Kenya. This year Kenya had been experiencing a drought since mid-August, a situation that resulted in an increased cost of living and a decrease in employment levels. Livestock were dying, there were growing food shortages which according to the National Drought Management Authority (NDMA) 1.3 million Kenyans in five counties were starving. This challenge affected the majority of the artisans, with their relatives and their communities depending on them for supplies.
- ❖ These challenges affected the time of performance of the order as some artisans travelled to source materials in the neighbouring country of Uganda. The drought also affected the emotional and psychological status of the artisans whose relatives were adversely affected by it.

### Income, saving and investment



The workers received a fair and decent wage throughout the order. Many of the artisans were able to **save and invest their earnings into education, health, housing and various other commodities**, increasing their opportunities and contributing towards poverty alleviation.



- ❖ As a result of the order, artisan income increased by 6%;
- ❖ 85% of participants stated their income was higher than what they would have otherwise earned from the domestic market;
- ❖ 22% women were able to save and invest their income. These earnings were primarily invested (3%) in small businesses, education and skill training, farming and housing;
- ❖ 78% of workers were able to pay all or most of the tuition fees for their children.

### Skill development



To complete the order, the artisans improved and expanded their **skillsets** and received trainings. This contributes to their **income-generating prospects**.

- ❖ 98% of artisans received training and learnt new skills to complete Vivienne Westwood Spring-Summer 2017 order;
- ❖ [%] said they felt they had developed professionally as a result of the order, including [%] of women;

### Health and nutrition



Receiving a regular income enabled artisans to **maintain their health** due to a **regular meal** and **improved medical care access**, subsequently enhancing their **quality of life**.

- ❖ 100% of participants were able to provide a regular / healthy meal for their household, and 98% of workers stated that they never / rarely skipped a meal;
- ❖ 31% of artisans were able to access public / private health care while working on the order.
- ❖ 22% of artisans said they would not have sought the same medical without the income received from the order;

### Social well-being



For most artisans, working on the order provided them with a sense of **social well-being** and improved their **life satisfaction**. Not only did the artisans work together to complete the order, but they **worked as a community** to discuss their **daily needs** and **solve pressing social issues**. This **empowered women** and **improved development**, consistent with the aims of EFI.

- ❖ 100% of artisans said they felt more confident in their daily tasks and activities as a result of the order;
- ❖ 100% of artisans felt proud of the work they had produced;
- ❖ The Vivienne Westwood Spring-Summer 2017 order had an overall satisfaction rate of 100%;

### Meet the artisans

**Benta Awuor, 38 years old**



*I am a mother of seven and have four other orphan whom I take care of. I decided to join my husband in performing this order so as to supplement family income. I worked mostly in the furnace. I was very happy to work on Vivienne Westwood order as it gave my family the money we need to settle legal fees for our son who is in his final year of secondary school and was involved in a serious indiscipline case. I pray that VW continues to send us orders since all that we own now was largely procured through VW orders.*

**Grace Imenje, 35 years old**



*I am a mother of two. I worked on Vivienne Westwood SS-17 order as preparation supervisor. This work was very instrumental in terms of helping me take care of my family*



**George Otieno, 24 years old**



*I have two dependent. I am an apprentice in our workshop. Vivienne Westwood SS-17 order gave me the opportunity to continue with my training of becoming a Brass caster. I care less about how much I earn because my aim is to have the skill which from my interaction with the skilled artisans reveal that is well paying job. I am grateful that this order fostered my skill.*

**Peter Sejero, 31 years old**



*I am the screen printing supervisor at Artisans. Fashion. The Vivienne Westwood SS-17 helped me to develop in terms of skills and other needs. I appeal for more work so that the improvement I have hitherto experienced continue in my life.*

**Mini / 'fun facts' about the order**

90 minutes to construct a bag by 3 people

98% of bags completed used recycled/reused materials.

Order was completed entirely using recycled materials such as beverage cans and scrap metals which reduced landfills.

**Mini / 'fun facts' about the order**

98% improved skills through on the job training

The order initiated processes which helped artisans to own the development

Through the order artisans learnt that they could create luxury items using waste materials



## Conclusion

The collaborative partnership between Ethical Fashion Initiative, Vivienne Westwood and the Artisans through the Spring-Summer 2017 order was not only a strategy to champion development among poor artisans but also a cooperation that produces results. The order provided an opportunity in which artisans who were primary beneficiaries took control of their destiny. The order initiated processes which helped artisans build ownership of their own development agenda by empowering them to take corrective actions especially towards environment.

Although it was by coincidence that the order was performed at a time when majority of the artisans were experiencing drought, its impact went beyond mere income which cushioned artisans from the harsh economic times. Vivienne Westwood Spring-Summer 2017 order was completed almost entirely using recycled materials such as cans and scrap metals which would otherwise end up in creating mountains of landfills and sea debris thus contributing to erratic weather pattern as a result of mother nature fighting to redeem itself from human interference.

The educational and employment opportunities for the **artisan's children** were also enhanced as a result of Vivienne Westwood Spring-Summer 2017 order due to an **increase of income** and **greater education access**.

## More about the Ethical Fashion Initiative:

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, the 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.

## About: ARTISAN.FASHION EPZ Ltd

**ARTISAN.FASHION** is a social enterprise that was established in 2005 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 22 artisan communities across Kenya to produce hand crafted materials and artefacts made with traditional skills.

