



ReFashionized

Fashion Evolution towards Sustainability

Unit 2

Who Makes the Clothes We Wear

Project reference number: 2022-2-DE04-KA220-YOU-000101981



Co-funded by
the European Union



**Co-funded by
the European Union**

Key Action:

KA 220 – Cooperation partnerships in youth

Sub-action:

HORIZONTAL: Environment and fight against climate change

Main Priority:

HORIZONTAL: Common values, civic engagement and participation

Additional Priorities:

YOUTH: Promoting active citizenship, young people's sense of initiative and youth entrepreneurship including social entrepreneurship

Main Topics:

Creativity, arts and culture

Green skills

European identity, citizenship and values

P(1) Coordinator:

JUGEND- & KULTURPROJEKT E.V. (JKPeV) – Dresden
(Germany)

P(2) Partner:

KAINOTOMIA & SIA EE – Larissa (Greece)

P(3) Partner:

CATWALK PROJECT – Thessaloniki (Greece)

P(4) Partner:

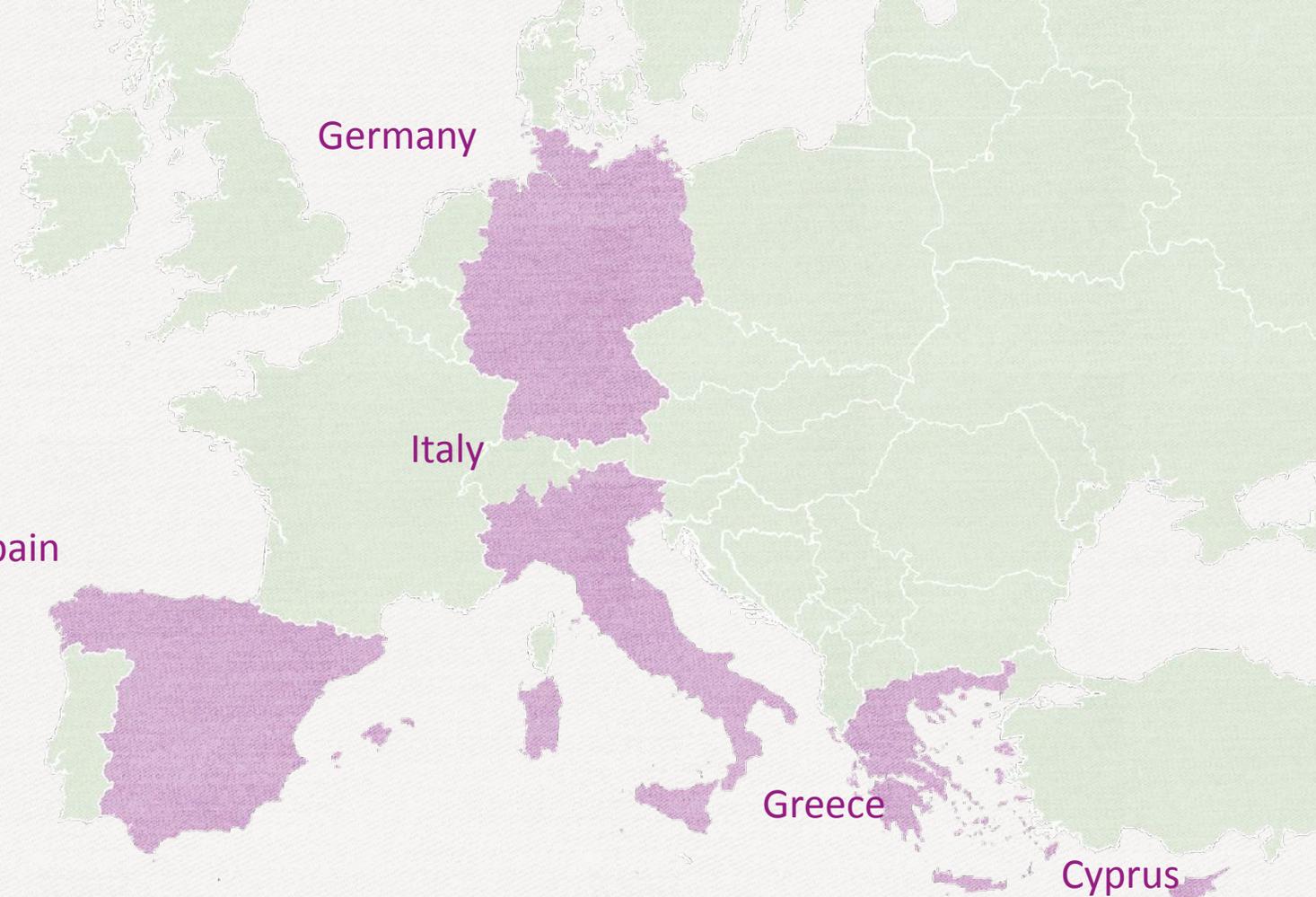
LOTTOZERO – Prato (Italy)

P(5) Partner:

CELLOCK LTD – Nicosia (Cyprus)

P(6) Partner:

POLITECNICA DE VALENCIA (UPV) – Valencia (Spain)



Jugend- & Kulturprojekt e.V.

KAINOTOMIA
κέντρο διά βίου μάθησης



Catwalk
Δημοκρατία Τέχνη Πολιτισμός

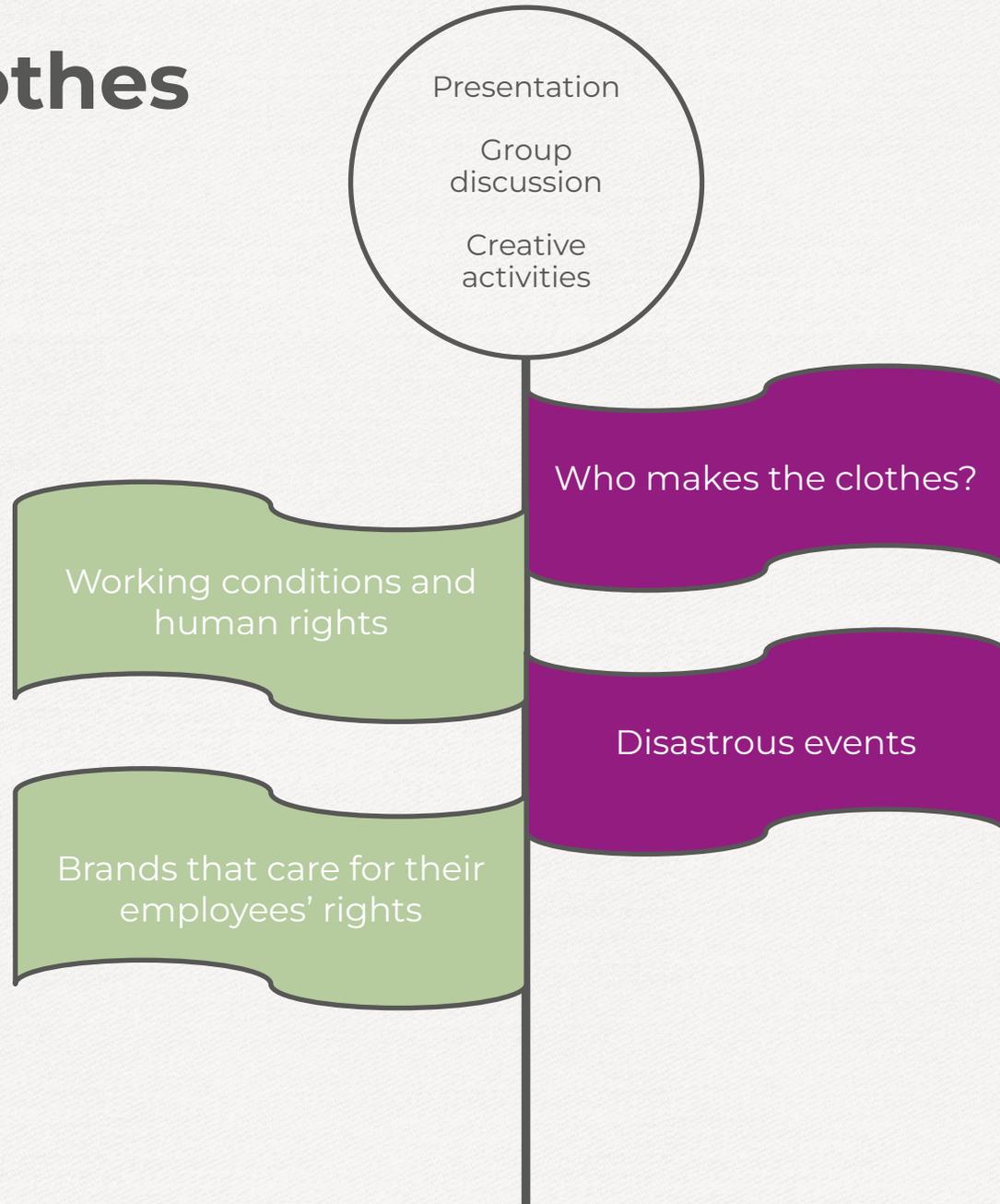
LOTTOZERO

CELLOCK®
POWER OF INNOVATION AND TECHNOLOGY

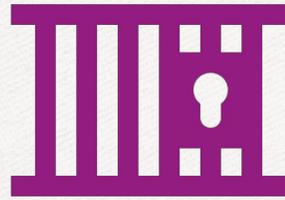


UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA

Who Makes the Clothes We Wear



Discover and Uncover



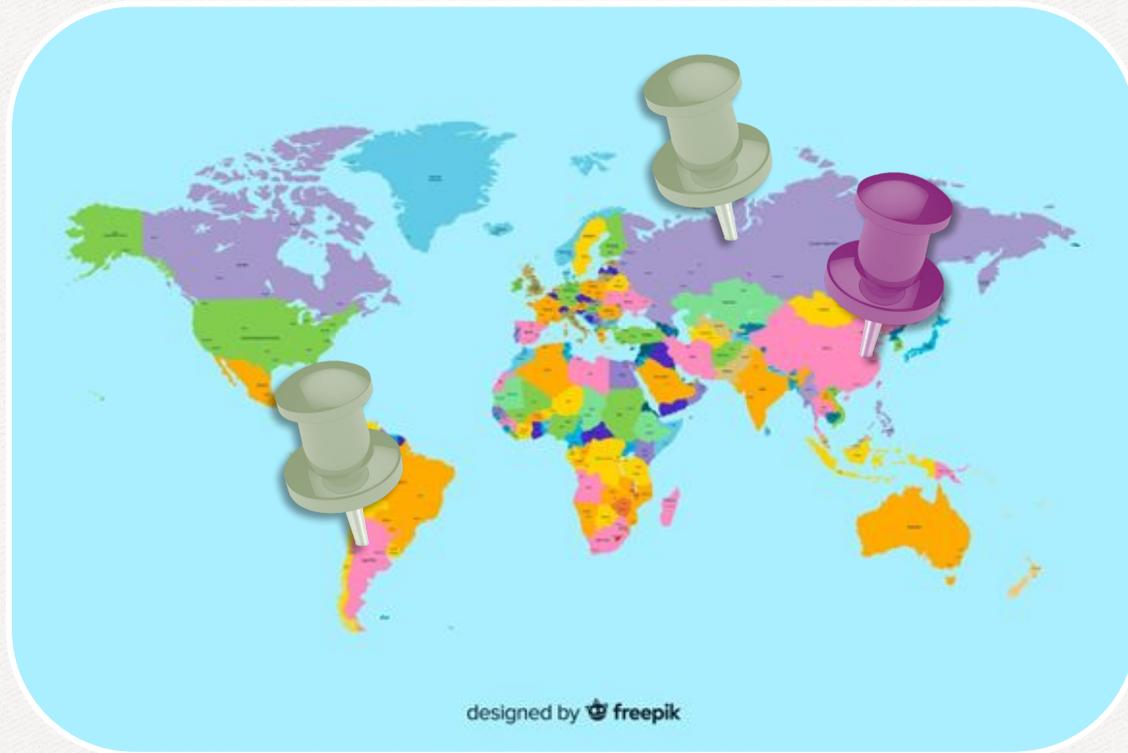
gain a comprehensive understanding of the status of the fashion industry

analyse the importance of human and labour rights for workers in the textile sector



identify current initiatives and practices to reflect on sustainability, traceability and transparency of the fashion industry

In which country were our clothes made?



In which country are there the most pins?

Source: [Freepik](#)

Who makes the clothes?

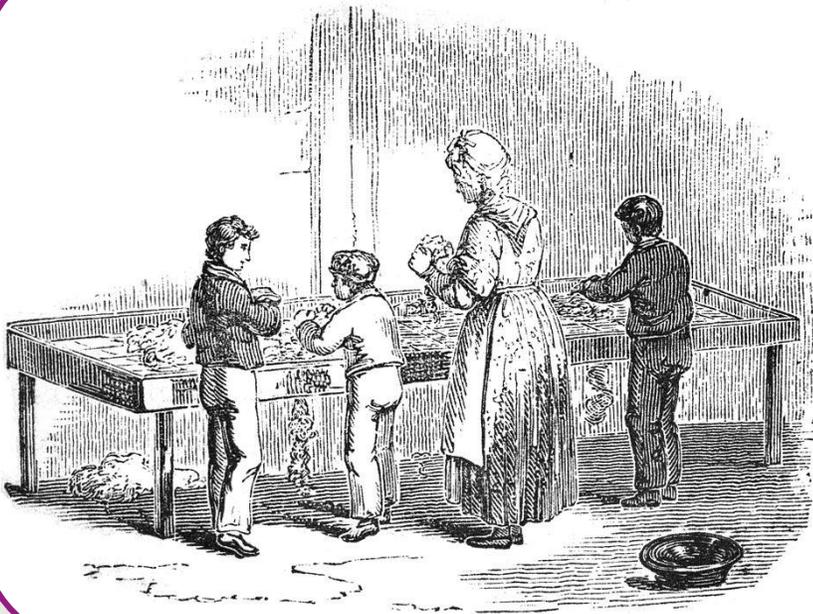
The textile industry represents one of the most labour-intensive sectors. **Major corporations have opted to relocate their production facilities to countries characterized by low-cost labour.**

- Garment production in these countries relies predominantly on **female labour**, which subjects women to arduous manual labour and a relentless pace.
- While in theory the **garment industry could empower women** by offering them avenues to independence and self-sufficiency, **the reality is quite the opposite.**
- Women are **poorly paid, denied maternity leave, sexually harassed** in the workplace and **publicly humiliated.**
- Hard working conditions contribute to serious health problems among women, such as **anxiety** and **depression.**

Source: [Pexels](#)



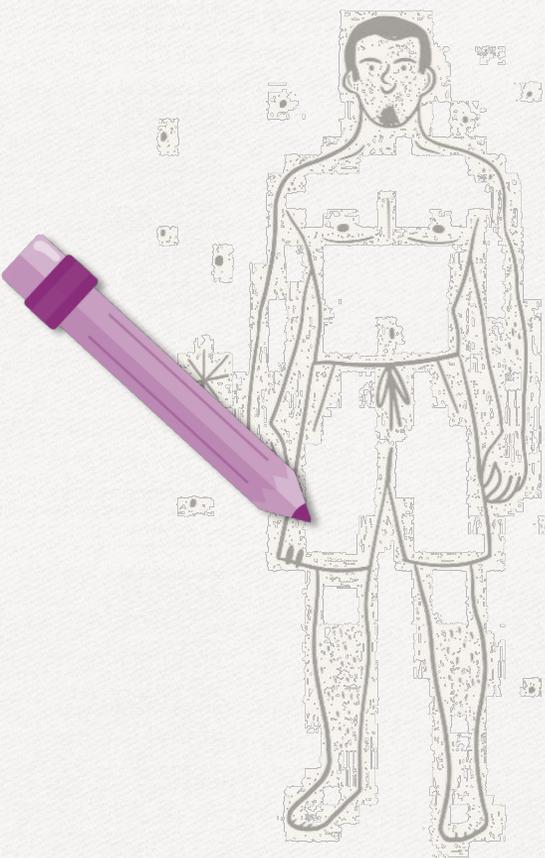
Child labour



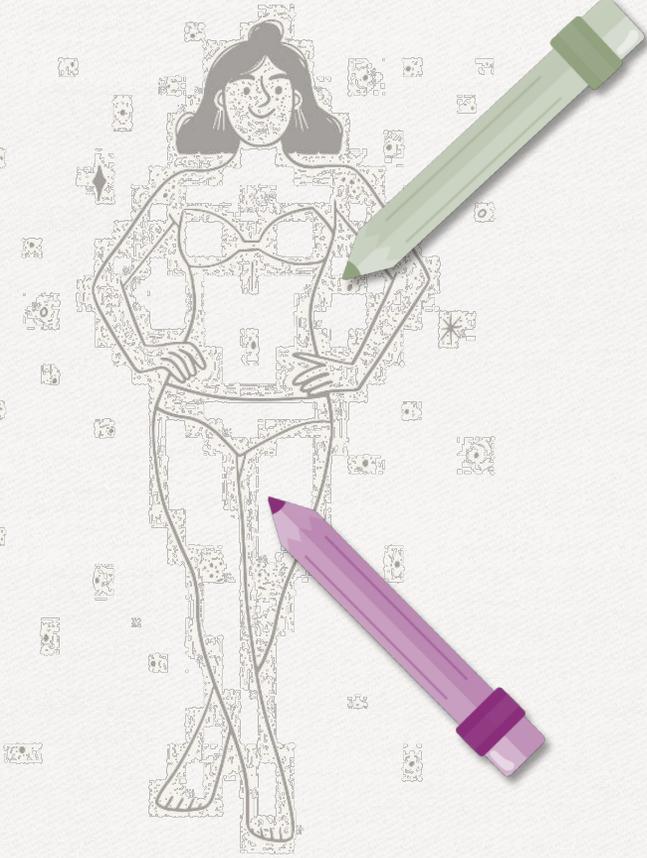
Source: [Wikimedia Commons](#)

- In countries such as Uzbekistan, India, Bangladesh, Tajikistan, Kyrgyzstan and China, there is a multitude of **child labour** in the production chain.
- Children are forced to **work long hours in the cotton fields**, earning minimal salaries.
- Children's work obligations prevent them from attending school, which means that they do not receive a proper education, do not progress academically and thus **perpetuate poverty**.
- Reports indicate that as much as **60% of the workforce in textile factories** in India consists of **individuals under the age of 18**.

Clothes are very versatile!



Source: [Freepik](#)



Source: [Freepik](#)

Working conditions and human rights

Only **2%** of garment workers worldwide **earn a living wage**

A **living wage** is a **human right**, for all people, all over the world.

In addition to wage exploitation, workers in the fashion industry often work in **endure strenuous working conditions**.

During peak production seasons, **workers may work until 2 or 3 a.m.** to meet **industry deadlines**.



Source: [Pexels](#)



The average working day in most garment manufacturing countries is 14 to 16 hours a day



Working 7 days a week is the normal schedule for many garment workers



The normal working week for many garment workers is 96 hours/week

Effects on workers' health



Pressurized sand jets are used to create wear effects on the jeans, and workers can breathe in this sand if they do not wear appropriate protective equipment. It can cause serious **respiratory problems**.

Ironing with **steam irons** in **rooms without ventilation** and windows has caused many workers to faint due to high temperatures and hot steam.



Workers are physically and verbally abused on a daily basis for failing to meet their daily production targets. Many workers organise themselves into trade unions and organise **strikes** and **protests** where they demand compensation for damages for non-payment and unfair dismissal.



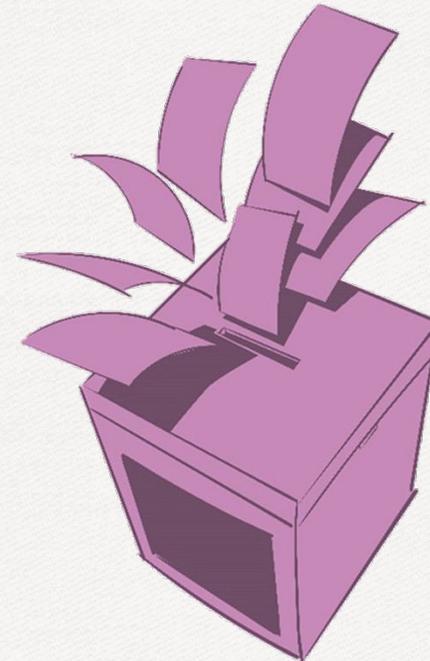
Source: [Pexels](#)

Are my clothes the right ones?

Right 
purchase



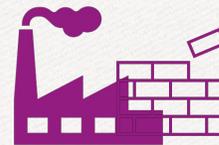
Wrong 
purchase



Disastrous events

Many humanitarian disasters have occurred due to unfavourable conditions and lack of safety measures in the textile industry.

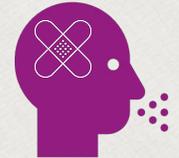
Many employers are aware of the poor conditions in their facilities where people work, yet they prefer to focus on money rather than on the safety of their employees.



1,134 garment workers died in the collapse of a textile factory in Dhaka, Bangladesh, in 2013



114 people died in a fire at the Tazreen Fashions factory in 2013 in Bangladesh

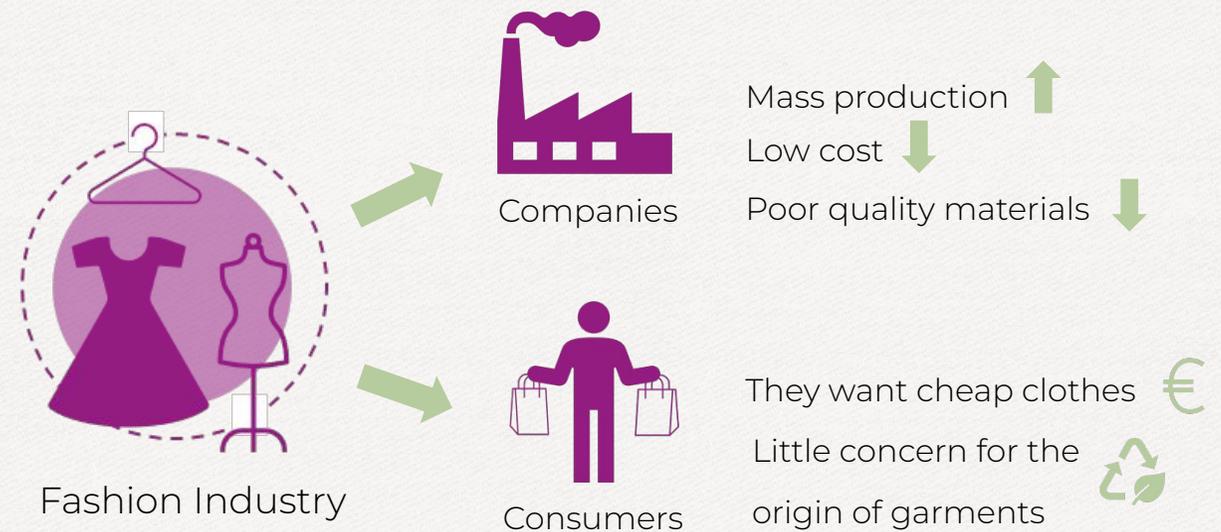


131 workers died and 279 were injured in 2021 in garment and textile factories in the world

Brands that care for their employees' rights

The current situation in the fashion industry is due to two factors:

- Companies have sought to mass-produce at very low cost to make higher profits.
- Consumers want trendy clothes at very low prices, regardless of the low quality of the materials used and what the company has done to achieve that price.



Good practices of fashion brands

Many fashion brands, concerned about the socio-economic aspect of their workers, have partnered with **Fair Wear**. This foundation tries to improve the working conditions of workers, helping them to organise in trade unions, avoid discrimination, get a living wage and reasonable working hours, among other things.

PATAGONIA

Patagonia is a pioneer in the field of sustainable clothing. Patagonia prevents customers from buying new garments by offering them the option of repairing products that are in perfect working order or require minor repairs.

MARKS & SPENCER

The Marks & Spencer brand has published its corporate policies, with which all its suppliers must comply, covering workers' rights and working conditions, including pay, overtime and safety.

SKFK

The Spanish brand SKFK designs its next collection for a whole year. They design Zero Waste garments, they use the entire width of the fabric to create a garment, which generates one-size-fits-all and exclusive garments. It uses certified organic cotton.

Good practices in the fashion industry!



Source: [Freepik](#)

Conclusion

Are we consumers really aware of the plight of the people who make our clothes?

The reality of the industry reflects a complex interplay between companies' pursuit of economic profit and consumers' demand for low prices, often without considering the social situation and working conditions of workers.

The situation of many textile workers is inhuman and should be combated.

Some **consumers are concerned about the textile sector** and are calling for changes in the sector, starting with **traceability** and **transparency** to know where and in what situation clothes have been made.

Some clothing brands, both large multinationals and small start-ups, **are shifting towards more sustainable and environmentally friendly production**, both for the environment and for their own employees.

Do you support the shift towards sustainability?



Workshop Awards



Source: [Freepik](#)



“There is no beauty in the finest cloth if it makes hunger and unhappiness”.

– Mahatma Gandhi

The background consists of several overlapping, semi-transparent shapes in various shades of purple and green. The shapes are layered, creating a sense of depth and movement. The colors range from light, airy purples and greens to deeper, more saturated tones. The overall effect is a modern, abstract composition.

Thank you!



ReFashionized

Fashion Evolution towards Sustainability

www.instagram.com/refashionizedproject/
www.facebook.com/Refashionized

The project is co-financed by the European Commission through the Erasmus+ Programme



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project Number: 2022-2-DE04-KA220-YOU-000101981



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).



Jugend- & Kulturprojekt e.V.

KAINOTOMIA
κέντρο διά βίου μάθησης



Catwalk
Δημιουργία Τέχνη Πολιτισμός

LOTTOZERO

CELLOCK®
POWER OF INNOVATION AND TECHNOLOGY



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA