

**YOUR GUIDE TO THE STORY
BEHIND THE BARCODE**

Ethical Fashion Guide

April 2016



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

What is the Ethical Fashion Guide?

This guide is a companion to the 2016 Australian 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 2016 Australian Fashion Report at www.behindthebarcode.org.au

Company Ratings

This guide grades 87 companies and 308 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. This information is derived from research undertaken by Baptist World Aid Australia's project, Behind the Barcode.

How was the research conducted?

40 separate criteria were used to analyse each company's policies, knowledge of their supply chain, supplier relationships, monitoring practices and level of worker empowerment. Companies were graded based on the evidence and input they supplied in response to these criteria and pertinent publicly available information.

How to use it?

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

Does shopping 'ethically' make much of 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...

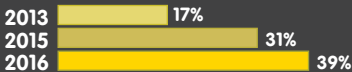
30% more companies are working to trace where their fabrics are coming from

Companies tracing inputs suppliers:



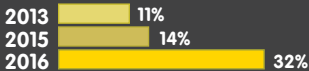
Over 20% more companies are working to trace where their raw materials are coming from

Companies tracing raw materials suppliers:



The number of companies investing in paying fairer wages to workers has increased significantly over the last three years

Number of companies paying wages significantly above minimum:



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

If you would like more information on the results listed in this guide or would like to donate to keep our research happening, please go to: www.behindthebarcode.org.au

Slavery & Labour Rights Grade

*Non Responsive Companies

& Other Stories	B+	Beare & Ley	C-
7 For All Mankind	B-	BeMe	C+
ABCD Indie	B-	Berlei	B+
Abercrombie & Fitch*	C-	Bershka	A
AbercrombieKids*	C-	Best & Less*	D-
Actil	B+	Billabong	C
Adidas	A-	Bisley*	D-
Agenda	B-	Blaq	C+
Aldi	C	Boden	C+
Ally*	F	Bonds	B+
Alta Linea	B-	Boohoo.com*	F
American Apparel	B-	Breakaway	C+
ARROW*	C	Brooks Brothers	D+
AS Colour	B-	Bulwark	B-
Ashphalt*	F	Burton Menswear	C+
ASOS	C+	C9 by Champion	B
Athleta*	C+	Calvin Klein*	C
Audrey Blue	A+	Capture	C
Autograph	C+	Champion	B
Avella	C	Charlie & Me	D
Bali	B	Cheap Monday	B+
Banana Republic*	C+	City Chic	C+
Bardot	C-	Claude Maus*	F
Bardot Junior	C-	Cobra Golf	B-
Barely There	B	Coco Beach*	F
Basque	C+	Coles	B-

Slavery & Labour Rights Grade

*Non Responsive Companies

Colorado	D+	Elka Collective*	F
Connor	C+	Ella Moss	B-
Converse*	C+	Elwood*	F
COS	B+	Emerge	C
Cotton On	B+	Emerson	C
Cotton On Body	B+	Esprit	B
Cotton On Kids	B+	Etiko	A+
Country Road	B+	European Collection	C
Crestell	B+	Evans	C+
Crossroads	C+	Evil Twin	D+
Cue	B-	Explorer	B+
Dangerfield*	F	EziBuy	C
Darn Tough	C	Factorie	B+
David Jones	B-	Fairydown	B+
David Lawrence	C	Final Days*	F
DC	C	Fine Lines	C
Diana Ferrari	D+	Forever 21*	D-
DIM	B	Forever New	B
Dockers*	C+	Fred Bare	C+
Dorothy Perkins	C+	Free Fusion	B-
Dotti	C+	Fruit of the Loom	B
Dunlopillo	B+	Gap*	C+
Dymples	C	Gazal*	D-
Eagle Creek	B-	Gear for Sports	B
Eastpak	B-	General Pants Co Basics*	F
Element	C	General Pants*	F

Slavery & Labour Rights Grade

*Non Responsive Companies

Glassons	C+	Jets	B
Grace Hill	C	Jockey	B+
Grosby*	F	Johnny Bigg	C+
Gum*	F	Julius Marlow*	F
Gumboots*	F	Jump*	F
Guy Leech	C	Just Jeans	C+
H&M	B+	Kachel*	F
Hanes	B	Karen Walker	C
Henri Bendel*	D+	Kathmandu	B-
Hestia	B+	Katies	C+
Holeproof	B+	Kayser	C
Hollister*	C-	Kipling	B-
Honolua Surf Company	C	Kmart	B
Horace Small	B-	Knights Apparel	B
Hurley*	C+	Kookai	C
Hush Puppies*	F	Kustom	C
Indie	B-	La Senza*	D+
Indie & Co	B-	Lacoste	C+
Industrie	B-	Lee	B-
Intermix*	C+	Lee Cooper	C
IZOD*	C	Lemonade*	F
Jacqui E	C+	Levis*	C+
JAG	B+	Lily Loves	B-
Jansport	B-	Liminal Apparel	A-
Jay Jays	C+	Lorna Jane*	D
Jeanswest	B	Lowes	C-

Slavery & Labour Rights Grade

*Non Responsive Companies

Lucy	B-	Napapijri	B-
Lululemon	C	Nautica	B-
L'urv*	F	New Balance	C+
Macpac	D+	Nike*	C+
Maidenform	B	Nudie Jeans	B+
Majestic	B-	Old Navy*	C+
Marco Polo	C+	Olga*	C
Marc's	C	Oroton	D+
Massimo Dutti	A	Oysho	A
Mathers	D+	Paint It Red	D+
Metalicus	C+	Patagonia	A-
Michelle Bridges	C	Pavement*	F
Mighty Good Undies	A+	Petals*	F
Milana	B-	Peter Alexander	C+
Milkshake	C+	Peter Morrissey	C
Millers	C+	Ping Pong*	F
Mimco	B+	Pink*	D+
Mink Pink	D+	Piper	C+
MIRROU	D+	Platinum	B+
Miss Selfridge	C+	Playtex	B
Miss Shop	C+	Pom Pom*	F
Mix Apparel	B-	Portmans	C+
Moda	B-	Princess Highway*	F
Molli & Mimi	B-	Pull&Bear	A
Monki	B+	Puma	B-
Mooks	C+	Pumpkin Patch	D

Slavery & Labour Rights Grade

*Non Responsive Companies

Quiksilver	C	Saba	B+
Quirky Circus	D+	Sachi*	F
R.M. Williams	C+	Sara	C
Razzamatazz	B+	Sass & Bide	C+
Red Kap	B-	Scram*	F
Red Robin	B+	Seed Heritage*	F
Reebok	A-	Sheer Relief	B+
Reef	B-	Sheridan	B+
Regatta	C+	Shoe Warehouse*	F
Republic	C+	Shoes & Sox*	F
Reserve	C+	Simon de Winter	C
Review	C+	Smartwool	B-
Revival*	F	Somedays Lovin	D+
Riders by Lee	B-	Spalding	B
Rio	B+	Speedo*	C
Rivers	C+	Splendid	B-
Rock & Republic	B-	Sportscraft	B+
Rockmans	C+	Sportsgirl	B
Rockwear	C+	Sprout	C+
Roger David*	F	St James	B-
Roxy	C	Staple the Label	D+
rrepp	A-	Stradivarius	A
Rubi	B+	Supre	B+
Russell Brands	B	Susan	B
Rustler	B-	Suzanne Grae	B
RVCA	C	T30	B-

Slavery & Labour Rights Grade

*Non Responsive Companies

Table Eight	C+	Volley*	F
Target	B-	Voodoo	B+
Tarocash	C+	W. Lane	C+
TaylorMade	A-	Wallis	C+
T-Bar	B+	Warner's*	C
Temt	D+	Wax Bros*	F
The Foundry	B-	Weekday	B+
The Lost Girls	D+	Williams	D+
The North Face	B-	Willow	B+
Tigerlily	C	Witchery	B+
Timberland	B-	Wonderbra	B
Tommy Hilfiger*	C	World Industries	C+
Tontine	B+	Wrangler	B-
Topman	C+	Xcel	C
Topshop	C+	Yarra Trail	C+
Tree of Life	C-	yd	C+
Trenerly	B+	Zara	A
UNIQLO	B	Zara Home	A
Urban Angel	D	Zom-B*	F
Uterque	A		
Valley Girl	D+		
Van Heusen*	C		
Vanity Fair	B		
Vans	B-		
Veronika Maine	B-		
Victoria's Secret*	D+		

A living wage is recognised as a human right, yet the reality for the vast majority of garment sector workers is that wages are set so low that the workers and their families remain trapped in a cycle of poverty.

A living wage is a wage that is sufficient for workers to be able to afford the basics (food, water, shelter, clothing, power, healthcare and education) for themselves and their dependants, while having a little left over for emergency savings or discretionary spending.

The following brands were able to demonstrate that they were paying improved wages to workers in a portion of their supply chain:

& Other Stories	Dunlopillo	Kmart	Saba
ABCD Indoe	Etiko	Kookai	Sheer Relief
Actil	Explorer	Liminal Apparel	Sheridan
Agenda	Factorie	Massimo Dutti	Simon de Winter
Alta Linea	Fairydown	Mighty Good	Sportscraft
American Apparel	Fine Lines	Undies	Sportsgirl
Audrey Blue	Forever New	Milana	St James
Autograph	Glassons	Millers	Stradivarius
Berlei	H&M	Mimco	Supre
Bershka	Hestia	Monki	Susan
Bonds	Holeproof	Nudie Jeans	Suzanne Grae
Cheap Monday	Indie	Oysho	T-Bar
City Chic	Indie & Co	Patagonia	The Foundry
COS	Industrie	Peter Alexander	Tontine
Cotton On	Jacqui E	Platinum	Trenerly
Cotton On Body	JAG	Portmans	Uterque
Cotton On Kids	Jay Jays	Pull&Bear	Veronika Maine
Country Road	Jeanswest	R.M. Williams	Voodoo
Crestell	Jets	Razza Matazz	Weekday
Crossroads	Jockey	Red Robin	Willow
Cue	Just Jeans	Rio	Witchery
Darn Tough	Karen Walker	Rivers	Zara
David Jones	Katies	Rrepp	Zara Home
Dotti	Kayser	Rubi	

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 8 years and began research into the Fashion and Electronics industries in 2010.

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

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To make a tax deductible donation towards the Baptist World Aid Australia Advocacy program, please call 1300 789 991.

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Baptist World Aid Australia Ltd is a member of the Transform Aid International Group.