

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

Ethical Fashion Guide

April 2015



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



What is the 'Ethical Fashion Guide'?

This guide 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.

Company Ratings

This guide grades 59 companies and 219 brands operating in Australia and provides two key pieces of information. First, **an overall grade** of the company's labour rights management systems. Higher grades correspond to systems which, when implemented, should **reduce the risk of modern slavery**, child labour and other labour rights violations. Second, an indicator of whether companies are **paying their staff a living wage** (that is, a wage sufficient to meet their basic needs). This information is derived from research undertaken by Baptist World Aid Australia's project, Behind the Barcode.

How was the research conducted?

61 separate criteria were used to analyse each company's policies, knowledge of their supply chain, monitoring practices and worker rights practices. Companies were graded based on their responses to these criteria and pertinent publicly available information.

How to use it?

We hope that you take this little guide with you to the shops, to empower you to make everyday ethical purchasing decisions. For more information on how this research was conducted go to www.behindthebarcode.org.au

Slavery/Labour Rights Grade

Living Wage Guarantee

Living Wage Key: ✓ = YES X = NO

Ⓟ = Only for ECA accredited items

* = non responsive companies

| | | |
|----------------------|----|---|
| 3 Fish | A- | X |
| 7 For All Mankind | B | X |
| A League | D- | X |
| Abercrombie & Fitch* | C | X |
| Abercrombie Kids* | C | X |
| Adidas | B+ | X |
| AFL | D- | X |
| Agenda | C- | X |
| Ally* | F | X |
| Alta Linea | C- | X |
| Anthea Crawford* | F | X |
| Aquasport | D- | X |
| Ashworth | B+ | X |
| Athleta | B | X |
| Audrey Blue | A+ | ✓ |
| Autograph | C | X |
| Avella | B- | X |
| Bali Bras | A | X |
| Banana Republic | B | X |
| Barely There | A | X |
| Basque | C- | X |
| Beare & Ley* | F | X |

| | | |
|------------------|----|---|
| Beme* | D | X |
| Berlei | B | X |
| Best & Less* | D- | X |
| Big W | B- | X |
| Billabong | C | X |
| Bisley* | D- | X |
| Blackpepper* | F | X |
| Blaq | C- | X |
| Blueprint | D- | X |
| Bonds | B | X |
| Boomdoggers | D- | X |
| Breakaway* | F | X |
| Brooks | A | X |
| Brooks Brothers | C | X |
| Champion | A | X |
| Charlie Brown | C- | X |
| Circuit | B- | X |
| City Chic | C | X |
| Cobra Golf | B | X |
| Coles | B- | X |
| Colorado | D+ | X |
| Colts & Fillies* | D- | Ⓟ |
| Connor | C- | X |

| | | |
|-----------------|----|---|
| Converse | B | X |
| Cotton On | A- | X |
| Cotton On Body | A- | X |
| Country Road | B+ | Ⓟ |
| Crossroads | C | X |
| Cue | B+ | Ⓟ |
| Darn Tough | B- | X |
| David Jones | C- | X |
| David Lawrence* | D- | X |
| DC | D+ | X |
| Diana Ferrari | D+ | X |
| Dockers | B+ | X |
| Dotti* | D | X |
| Dunlopillo | B | X |
| Eagle Creek | B | X |
| Element | C | X |
| Ella Moss | B | X |
| Emerson | B- | X |
| Equus* | F | X |
| Etiko | A+ | ✓ |
| Factorie | A- | X |
| Forever New | C+ | X |

| | | |
|--------------------------|----|---|
| Free Fusion | B- | X |
| French Kitty | D- | X |
| Fruit of the Loom | A | X |
| Gap | B | X |
| Gazal* | D- | X |
| Gilly Hicks* | C | X |
| Glassons* | D- | X |
| Globalocal | D- | X |
| H&M | A- | Ⓟ |
| Hanes | A | X |
| Hi There by Karen Walker | D- | X |
| Holeproof Explorer | B | X |
| Hollister* | C | X |
| Hurley | B | X |
| Indie Kids by Industrie* | F | X |
| Industrie* | F | X |
| Intermix | B | X |
| Itsu | D- | X |
| Jacqui E* | D | X |
| JAG | D- | X |
| Jansport | B | X |

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| | | | | | | | | | | | |
|-----------------|----|---|--------------|----|---|--------------------------------|----|---|------------------|----|---|
| Jay Jays* | D | X | Lululemon | B+ | X | Nine&Mine | B- | X | Reserve | C- | X |
| Jeanswest | B | X | Maidenform | A | X | NRL | D- | X | Review* | F | X |
| Jigsaw* | D- | X | Majestic | B | X | Old Navy | B | X | Riders by Lee | B | X |
| Jimmie Jams | D- | X | Mambo | B- | X | ONE Active by Michelle Bridges | B- | X | Rivers | C | X |
| Jinta | A+ | ✓ | Marco Polo* | F | X | Oroton | C | X | Rockmans* | D | X |
| Jockey | B | X | Marcus* | D- | X | Palmers Surf | C | X | Rockport | B+ | X |
| Johnny Bigg | C- | X | Mathers | D+ | X | Pants to Poverty | A+ | ✓ | Roxy | D+ | X |
| Jump* | F | X | Metalicus* | F | X | Paperdolls | D- | X | Rrepp | A | X |
| Just Jeans* | D | X | Midford* | D- | X | Patagonia | A- | X | Rubi Shoes | A- | X |
| Kachel* | F | X | Milana | C- | X | Peter Alexander* | D | X | Russell Athletic | A | X |
| Kathmandu | B | X | Milkshake | C- | X | Peter Morrissey | B- | X | Rustler | B | X |
| Katies | C | X | Millers | C | X | Piper | C- | X | RVCA | C | X |
| Kmart | B | X | Milly | D- | X | Playcorp Apparel | D- | X | Saba | D- | X |
| Kustom | C | X | Mimco | B+ | Ⓜ | Playtex | A | X | Saint James | C- | X |
| Lacoste | B | X | Mirrou* | F | X | Portmans* | D | X | Sass & Bide | C- | X |
| Ladybird | D- | X | Miss Shop | C- | X | Puma | B | X | Sheridan | B | X |
| Lee | B | X | Mix Apparel | B- | X | Purr | D- | X | Simon de Winter | B- | X |
| L'eggs | A | X | Moda | B- | X | Quiksilver | D+ | X | Skechers* | D- | X |
| Levi's | B+ | X | Molli & Mimi | B- | X | R.M. Williams* | D- | Ⓜ | Smiggle* | D | X |
| Lily Loves | B- | X | Myer | C- | X | Razzmatazz | B | X | Spalding | A | X |
| Liminal Apparel | A | X | Nautica | B | X | Reebok | B+ | X | Sportscraft | D- | X |
| Longhorn* | D- | Ⓜ | New Balance | B- | X | Regatta | C- | X | Sportsgirl | B | Ⓜ |
| Lowes* | F | X | Nike | B | X | | | | Stockyard* | D- | Ⓜ |

Slavery/Labour Rights Grade

Living Wage Guarantee

| | | | | | |
|--------------------|----|----------|----------------|----|----------|
| Supre | A- | X | Vans | B | X |
| Sussan | B | <i>P</i> | Veronika Maine | B+ | <i>P</i> |
| Suzanne Grae | B | <i>P</i> | VonZipper | C | X |
| T30 | B- | X | Voodoo | B | X |
| Table Eight* | D | X | W. Lane* | D | X |
| Target | B- | X | Wave Zone | B- | X |
| Tarocash | C- | X | Wayne Cooper | D- | X |
| Taylor Made | B+ | X | Wiggles | D- | X |
| T-bar by Cotton On | A- | X | Williams | D+ | X |
| Temt* | F | X | Willow | D- | X |
| The North Face | B | X | Witchery | B+ | <i>P</i> |
| Thurley* | F | X | Wonderbra | A | X |
| Tigerlily | C | X | Wrangler | B | X |
| Timberland | B+ | X | Xcel | C | X |
| Tokito | C- | X | Yarra Trail* | F | X |
| Tontine | B | X | Yd | C- | X |
| Treney | B+ | <i>P</i> | Yvonne Black* | F | X |
| Tretorn | B | X | Zara | A- | <i>P</i> |
| Triplite | C- | X | | | |
| Typo | A- | X | | | |
| Uniqlo | B | X | | | |
| Valleygirl* | F | X | | | |

Does shopping 'ethically' make much of a difference?

You would be amazed at the difference your purchasing decisions can make! Since the last edition of the Fashion Guide, two thirds of the companies we had engaged with in the 2013 Fashion Guide improved their labour management system.

These companies care about what you think of them, and of course they care about where you shop and why you're shopping there. By using this guide and choosing to shop ethically, every dollar you spend sends a signal to companies about how you want them to act.

Since the last guide, 44 companies have engaged with us about what they're doing to ensure that workers aren't being exploited. The pressure arising from consumers and investors, and the increased awareness since the fatal Rana Plaza disaster in Bangladesh, which saw over 1,100 workers lose their lives, has seen the industry take big strides forward. That means better jobs, and better protection for workers!

So yes, your advocacy and choice to purchase ethically is making a real and life-transforming difference for workers overseas!

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



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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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