



5TH EDITION

Ethical  
Fashion  
Guide

APRIL 2018

YOUR GUIDE TO THE STORY  
BEHIND THE BARCODE



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



# What is the Ethical Fashion Guide?

This guide is a companion to the 2018 Ethical 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 2018 Ethical Fashion Report at [www.behindthebarcode.org.au](http://www.behindthebarcode.org.au)

## What do the grades mean?

This guide grades 407 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**. Grades are derived from research undertaken for the 2018 Ethical Fashion Report. You can download the report for more information on the grading system.

## How was the research conducted?

33 separate criteria were used to analyse each company's supply chain practices for four key areas:

1. Policies
2. Traceability & Transparency
3. Auditing & Supplier Relationships
4. Worker Empowerment

Companies were graded based on the evidence and input they supplied in response to these criteria and pertinent publicly available information.

*Brands marked with an asterisk (\*) are owned by companies that were 'non-responsive' in the 2018 Ethical Fashion Report. These companies chose not to disclose to us what efforts they were taking to protect workers in their supply chain, so were graded based on publicly available information. More information about company engagement in our research can be found in the full report.*

## Slavery & Labour Rights Grade

\*Non Responsive

ABCD Indie	B+	ASICS	C+
Abercrombie & Fitch*	D	ASICS Tiger	C+
Abercrombie Kids*	D	ASOS	B+
Actil	A-	Athleta	B-
Active Intent*	C	Atmos&Here*	D+
adidas	A-	Audrey Blue	A+
Agenda	B-	Autograph	C+
Airflex	D-	Autonomy	C+
Alannah Hill	C+	Avella	C
Aldi	C-	B Active	C
Alice in the Eve	C+	B Athletic	C
Ally*	F	B Collection	C
Alta Linea	B-	B.O.D	C
Amco*	C	Back Country*	C
American Apparel	B+	Bali	A-
A'nD*	C	Banana Republic	B-
AndCo*	F	Bardot	D
Anthea Crawford*	C	Bardot Junior	D
ARROW*	B-	Barely Basics	C-
Arvust	C+	Barely Essentials	C-
AS Colour	C+	Barely There	A-

## Slavery & Labour Rights Grade

\*Non Responsive

Barkers	C+	BNWR	C+
Basics Brand*	C	Boden	C
Basics Maternity*	C	Bonds	A-
Basque	C+	boohoo	D
Beach Works*	C	boohooMAN	D
Beare & Ley*	D-	BOSS	C+
beme	D+	BOSS GREEN	C+
Ben Sherman	C-	BOSS ORANGE	C+
Berlei	A-	Bras N Things*	F
Best & Less	C	Breakaway	C-
Betts	D-	Bulwark	B
Betts Kids	D-	Burton Menswear	C+
Big W	C	C9 by Champion	A-
Billabong	C	Calvin Klein*	B-
Bisley*	D-	Candidate	C+
Black Pepper	C-	Capture	D+
Blacksmith	C	Champion	A-
Blaq	C+	Cheap Monday	B+
Bloch*	F	Cinori	D
Blue Denim Co*	C	Circuit	C
Blue Illusion	D	City Chic	C+

## Slavery & Labour Rights Grade

\*Non Responsive

Clarks	C+	Darn Tough	D+
Club Monaco*	D+	David Jones	B-
Cobra Golf	B	David Jones Classic Collection	B-
Coco Beach*	F	David Jones Junior	B-
Colorado	D	David Lawrence	C+
Common Good	A+	Dazie*	D+
Connor	C+	Debut*	C
Converse	B-	Decjuba*	F
Cooper*	F	Denim 1964	C
Corelli	D	Diana Ferrari	D
COS	B+	DIM	A-
Cotton On	A	Django & Juliette	D
Cotton On Body	A	D-Luxe Basics by Decjuba*	F
Cotton On Kids	A	Dockers*	B-
Country Road	A-	Don't Ask Amanda	C+
Crane	C-	Dorothy Perkins	C+
Crane Performance	C-	Dotti	C+
Crane Snow Extreme	C-	Double Oak Mills*	D+
Crossroads	C+	Eagle Creek	B
Cue	C	Eastpak	B
Dangerfield	C+		

## Slavery & Labour Rights Grade

\*Non Responsive

edc	B+	Gamins	D
Element	C	GAP	B-
Elka Collective	C	Garage*	C
Elwood	C	Gazal*	D-
Emerge	D+	Gear for Sports	A-
Emerson	C	Gildan	B+
Equus	C-	Gilly Hicks*	D
Esprit	B+	Glassons	B+
Etiko	A+	Gorman	C+
Evans	C+	GP Co Basics	C+
Evil Twin*	F	GP Tees	C+
Explorer	A-	Grace Hill	D+
Extra Pepper	C-	Grosby	C+
EziBuy	D+	GTM	A-
Factorie	A	H&H*	C
Farmers*	D-	H&M	B+
Fine Lines	D+	HAGLOFS	C+
Forever 21	D	Hallenstein Brothers	B+
Forever New	B-	Hanes	A-
Freeset	A+	Henri Bendel*	D+
Fruit of the Loom*	D+	Hestia	A-

## Slavery & Labour Rights Grade

\*Non Responsive

Higgledee	C-	IZOD*	B-
Higgledee Baby	C-	Jack London	C+
Hinterland	C	Jacqui E	C+
Hollister Co.*	D	JAG	A-
Honolua Surf Co.	C	Jansport	B
Horace Small	B	Jay Jays	C+
HUGO	C+	Jeanswest	B+
Hurley International	B-	Jets	C
Hush Puppies	C+	Jockey	A-
H-Wood*	D+	Joe & Co	C
I Love Billy	D	Johnny Bigg	C+
Icebreaker	A+	Jordan	B-
Indie	B+	Julius Marlow	C+
Indie & Co	B+	Jump*	F
Industrie	B+	Just Jeans	C+
INOC	C-	K&K*	F
Insight	C+	Kachel*	F
Intermix	B-	Karen Walker*	C
Intrepid*	C	Kate Madison*	C
Isabelle Rossi	D	Kathmandu	A
Ivy Park	C+	Katies	C+



## Slavery & Labour Rights Grade

\*Non Responsive

Kayser (hosiery)	A-	Liz Jordan	D+
Kayser (underwear)	D+	Lorna Jane	C
Kipling	B	Lowes*	D-
Kmart	B+	Lululemon Athletica	A-
Knights Apparel	A-	Lu'rv	C+
Kookai	B-	Lyla & Co	C
Kowtow	A	Lynx	D
Ksubi	C+	Macpac	B
Kustom	C	Maidenform	A-
L&D	C-	Majestic	B
La Senza*	D+	Marco Polo	C-
Label/Mix	B-	Marc's	C+
Lacoste	D+	Marks & Spencer	B
Lauren Ralph	D+	Match*	C
Lauren*	D+	Max*	D+
Lee	B	Maya*	C
Lemonade*	F	Michelle Bridges	C
Levi's*	B-	Midas	D
liam	D+	Mighty Good	A+
Lily & Dan	C-	Undies	B-
Liminal Apparel	A+	Milana	B-
Lipsy London	B-	Milkshake	C+

## Slavery & Labour Rights Grade

\*Non Responsive

Millers	C+	Old Navy	B-
MIMCO	A-	Olga*	B-
MINKPINK*	F	Onitsuka Tiger	C+
Mirrou	D	Organic Baby by David Jones	B-
Miss Selfridge	C+	Outfit	C+
Miss Shop	C+	Outfit Kids	C+
Mix	C	Outland Denim	A+
Mollini	D	Oxford	D
Mooks	C	Palmers	C
Mossimo	C	Patagonia	A
Myer	C+	Pavement*	F
Napapijri	B	Petals*	F
Nasty Gal	D	Peter Alexander	C+
Nautica	B	Pickaberry*	C
Navigator South*	C	Ping Pong*	F
Neon Hart	C+	PINK*	D+
New Balance	B	Piper	C+
Next	B-	Platinum	A-
Nike	B-	Playtex	A-
Noni B	D+	Polo Ralph Lauren*	D+
Nudie Jeans	A-	Pom Pom*	F

## Slavery & Labour Rights Grade

\*Non Responsive

Portmans	C+	Rivet*	C
Postie+	C	Rock & Republic	B
PrettyLittleThing	D	Rockmans	D+
Princess Highway	C+	Rockwear	C+
Puma	B	Rodd & Gunn	B
R.M. Williams	B	Roger David	D-
Ralph Lauren*	D+	RREPP	A
Razzamatazz	A-	Rubi	A
Red Kap	B	Ruby	D+
Red Robin	A-	Russell Athletic*	D+
Reebok	A-	Rustler	B
Reef	B	RVCA	C
Regatta	C+	SABA	A-
Republic	C	Sara	D+
Reserve	C+	Sass & Bide	C+
Review	C-	Schooltex*	C
Revival	C+	Scram*	F
Riders by Lee	B	Seafolly	B-
Rio	A-	Seed Heritage	C-
Rip Curl	B+	Serra	C-
Rivers	C+	Sheer Relief	A-

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Sheridan	A-	Suzanne Grae	C+
Silent D by Django & Juliette	D	T&T*	F
Simon de Winter	D+	Table Eight	D+
Sista	C	Target	B
Smartwool	B	Tarocash	C+
Somedays Lovin'*	F	TEMT	D
Spalding*	D+	The North Face	B
Speedo*	B-	The Warehouse*	C
Sportscraft	A-	Tigerlily*	D
Sportsgirl	C+	Timberland	B
Sprout	C+	Tommy Hilfiger*	B-
Spurr*	D+	Top End	D
St James	B-	Topman	C+
Standard	C+	Topshop	C+
Staple Superior*	D+	Torque	C-
Staple the Label*	F	Tree of Life	C
Subtitled	C+	Trelise Cooper Kids*	F
Supersoft by Diana Ferrari	D	Trelise Cooper*	F
Supré	A	Trenery	A-
Sussan	C+	UNIQLO*	D+
		Urban	D+

## Slavery & Labour Rights Grade

\*Non Responsive

Urban Equip*	C	Weddington Way	B-
Valleygirl	D	West Bay	C-
Van Heusen*	B-	Wish*	F
Vanity Fair*	D+	Witchery	A-
Vans	B	Wonderbra	A-
Veronika Maine	C	Workzone	C-
Victoria's Secret*	D+	Wrangler	B
Volley	C+	Xcel	C
VonZipper	C	Yarra Trail	C-
Voodoo	A-	yd.	C+
W. Lane	D+	Young Original*	C
Wallis	C+	Zara	A-
Wanted	D	Zara Home	A-
Warner's*	B-	Zimmermann	C+
Wave Zone	C	Zom-B Denim Co.*	F
Wax Bros.*	F		

The following companies, whose associated brands were included in last year's Ethical Fashion Guide, asked to not be included in this year's edition. A request we accepted in each case for the following reasons:

- Quicksilver was bought out by Boardriders
- Orotan Group was in administration
- Corporate Apparel Group sold their garment brands

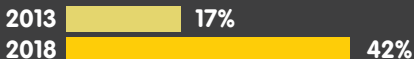
# Does shopping 'ethically' really make a difference?

You would be amazed at the difference your purchasing decisions can make! The collective impact of all of our decisions has been heard by companies, which has in turn been a driver for change. Since the first edition of the Ethical Fashion Guide in 2013...

We've seen an increase in the percentage of companies working to trace where their fabrics come from:



We've seen an increase in the percentage of companies working to trace where their raw materials come from:



Of the companies that we assess, the number that can demonstrate that their final-stage production workers are receiving a living wage has almost tripled, rising from 3 in 2013 to 8 in 2018.



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

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

# 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 25 countries and 5 geographical areas (Pacific, Middle East, Southeast Asia, South Asia and Africa) 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 9 years and began research into the fashion and electronics industries in 2010.

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



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