



5 EMERGING FASHION BRANDS EMPOWERING THEIR SUPPLY CHAIN

The fashion industry has come under fire in recent generations for its lax approach to ethical supply chain management by some of its biggest clothing producers. A price to pay for fast fashion at rock-bottom prices is often the use of sweatshops, utilising cheap labour from countries with loose labour laws and regulations, unsafe working conditions and in some cases, modern slavery.

However, for some in the garment production industry, the above picture couldn't be further from the truth. The tide is slowly turning towards ethical fashion and some important emerging brands are blazing the trail for others. These brands are often so small that they verify the ethical conditions of their supply chain partners and garment workers in person, working on the ground hand-in-hand with their partners to ensure fair working conditions and fair pay. And for these brands, an empowered supply chain is baked into their mission to provide truly ethical fashion; going further than simply paying a living wage they carefully consider how they can partner with their supply chain to have a positive impact on the world. It's about as far from a tick-box exercise for a stakeholder report as you can get...

So, who are these brands and how can we support them?
Read on to find out.





5 EMERGING FASHION BRANDS EMPOWERING THEIR SUPPLY CHAIN

Pat Guzik

Pat Guzik is a fashion designer based in Poland who takes inspiration from Asian and Slavic cultures combined with high fashion to create unique streetwear. All of Guzik's garments are designed and produced in Poland using locally sourced textiles produced in collaboration with local producers.

Guzik works with retired local seamstress, Mrs Lucynka, to make the collection, bringing care and expertise to the production.

Using leftover fabrics and second-hand clothing is a key theme throughout her collection. And to help encourage everyone to join forces to make fashion less harmful, buyers can send their unwanted garments back, which will then become future collections.

All of her garments are vegan and certified fur-free. She raises awareness and funds for the Polish NGO organisation Otwarte Klatki to fight for animal rights and against fur farms.





5 EMERGING FASHION BRANDS EMPOWERING THEIR SUPPLY CHAIN

Maiami

Maiami was founded by Maike Dietrich in 2004 to produce luxury handmade wool, cashmere and mohair knits designed in Berlin and produced by a team of knitters throughout Europe. Maiami's knitters come from rural European communities, who are often older, retired women and mothers knitting at home around their schedule.

They also work with family-owned suppliers. It's important to Maiami to use their brand to ensure their knitters are empowered and the craft of hand knitting is preserved.





5 EMERGING FASHION BRANDS EMPOWERING THEIR SUPPLY CHAIN

Moons & Junes

Copenhagen based intimates brand, Moons & Junes, design and produce intimate products that adapt to a woman's body, accentuating curves. For Moons and June's female empowerment is baked into their mission.

Their collections are designed in Copenhagen and produced in a female-owned factory in Turkey, EU certified for its good working conditions. Moons & Junes have a close-knit relationship with the all-women factory, and they further work to promote women's empowerment by celebrating diversity and real women's bodies in their campaigns.





5 EMERGING FASHION BRANDS EMPOWERING THEIR SUPPLY CHAIN

Harem London

Harem London is a contemporary clothing brand founded by Dee and Begum Ozturk, sisters from Istanbul. All of their garments are designed and made in their East London studio using fabrics carefully sourced from small, family-owned fabric suppliers in Turkey.

It's important for Harem London to express a diverse identity by blending influences, techniques and fabrics from the cultures of London and Istanbul.

Many of the fabrics they source are made using traditional techniques from artisans in Turkey and where possible, they choose certified organic fabrics.





5 EMERGING FASHION BRANDS EMPOWERING THEIR SUPPLY CHAIN

MAKE

MAKE creates 100% of its clothing from surplus fabrics bound for landfill. They work in close partnership with factories to re-use residual fabrics - creating a fabric first method for fashion production that eliminates waste and helps factories solve problems caused when a big corporate brand cancels an order.

MAKE was a particular help to garment factories during the pandemic. As big brands cancelled orders to save their own skin without consideration for their suppliers, MAKE worked tirelessly to help factories find a new destination for the fabrics, in their own collections and through other brands.





5 EMERGING FASHION BRANDS EMPOWERING THEIR SUPPLY CHAIN

Their ethos for fabric first production is to search hard for the best fabrics available, use smaller quantities and when a fabric has run out, move on to another excess fabric earmarked for waste.

Key Takeaway

Supporting fashion brands that empower their supply chain partners and garment workers is one of the best things we can do as consumers to encourage sustainable, ethical working practices in fashion production and demand better industry standards.

About the author:

PARO STORE helps people discover emerging designers driving the fashion industry towards sustainability. The clothing industry is one of the most damaging for the planet, and PARO STORE doesn't want to stand by, they want to take action. They stock independent brands that design and produce clothing that's better for people and the planet. With an ethos of good design that's good for the world.



Adopting more environmentally and socially responsible methods in the fashion industry is becoming a must, and COP26 provides a chance to emphasize this point.

WFTO-Europe is also using this opportunity to promote the work of Parostore and, more broadly, to reiterate its position, encourage sustainable and ethical working practices in fashion production, and advocate for higher industry standards.

As Parostore's article also suggests, there are already companies that prioritize people and the environment in their operations, but did you know that? Have you ever heard of the term of social business?

If you liked the article and are interested in finding out more, also check out our most recent event **“Fair Trade Brands: Showing alternatives for climate-friendly fashion?”** where Selyna Peiris, Matteo Wrad, Delphine Williot, Jo Salter and Mimi Sewalski talk about all of this.

You may watch it on YouTube if you missed it!

#2fast2Unfair is a no-no. **YES to #ClimateFriendlyFashion**
#LetsDoltFair



