



Behind the Label: Investigating Fashion Brands

A CRITICAL LOOK AT HOW FASHION AFFECTS
PEOPLE AND THE PLANET



What's Behind the Label?

- ▶ Fashion is more than trends – it has real-world effects.
- ▶ How are clothes made? Who makes them? At what cost?



1. Labor Practices and Exploitation

- ▶ Workers in poor conditions, low wages, long hours.
- ▶ Child labor and forced labor still exist.
- ▶ Lack of supply chain transparency.



2. Environmental Impact

- ▶ Water pollution and overuse (especially cotton and dyes).
- ▶ Massive clothing waste due to fast fashion.
- ▶ High carbon emissions from production and transport.



3. Greenwashing

- ▶ Brands may pretend to be 'eco-friendly' without real action.
- ▶ Buzzwords like 'sustainable' can be misleading.
- ▶ Check for proof and third-party certifications.



4. Cultural and Social Issues

- ▶ Racism, cultural appropriation, and lack of diversity.
- ▶ Public backlash can push brands to change.
- ▶ Worker rights movements are growing.



5. Transparency and Certifications

- ▶ Ethical brands share factory locations and practices.
- ▶ Look for certifications like Fair Trade and GOTS.
- ▶ Fashion Transparency Index ranks how open brands are.



6. What Can Consumers Do?

- ▶ Buy less, choose better quality.
- ▶ Support ethical and sustainable brands.
- ▶ Watch documentaries like 'The True Cost'.
- ▶ Follow groups like Fashion Revolution.



7. Case Study

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 1947 Sweden	 1854 LVMH Group	patagonia 1973 USA
LABOR PRACTICES Supplier factories linked to poverty wages, unsafe working conditions	LABOR PRACTICES Limited disclosure in parent company's supply chain	LABOR PRACTICES Fair Trade Certified factories, audits disclosed
ENVIRONMENTAL IMPACT Conscious Coll- flection a small fraction of overall output	ENVIRONMENTAL IMPACT High pollution from leather tanning. dyeing, use of exotic skins	ENVIRONMENTAL IMPACT 100% organic cotton, recycled materials
TRANSPARENCY Ranked top tier for transparency	TRANSPARENCY Low on Fashion Transparency Index	TRANSPARENCY Detailed factory list, supply chain information published
LABOR PRACTICES Supplier factories linked to small fraction of overall	TRANSPARENTAC 100% organic cotton, recycled materials	TRANSPARENCY Detailed factory list, supply chain information published



Discussion Questions

- ▶ What makes a fashion brand ethical or unethical?
- ▶ Have you checked where your clothes are made?
- ▶ What would you change about your shopping habits?
- ▶ The true cost of fast fashion