
PRESS RELEASE

Embargoed Until 17 April 2018

Etiko – The small brand that continues to lead the ethical fashion movement

Etiko has further secured its reputation as Australia’s most ethical clothing company, being awarded an A+ in the Australian Ethical Fashion Report for the fifth year in a row. This makes Etiko the only company to receive an A+ each year the report has been carried out.

The award investigates what more than 114 individual companies, which totals more than 300 brands, in the fashion industry are doing to address human rights abuses. Companies are graded from A+ to F, based on the measures they have in place to keep forced labour, child labour and exploitation out of their supply chains. Etiko’s founder and director, Nick Savaidis, was pleased with the result.

“We’re honoured to receive our fifth A+ in a row,” he said.

“We’re a small family run business, yet our clothes and shoes which retail for the same price as a lot of major brands. It’s great to show other companies and consumers that organic certified and Fairtrade certified products don’t just have to be middle class luxuries.”

Even amongst the top performers, Etiko stands out as the only company to demonstrate that everyone in the supply chain is paid a local living wage. In many countries where garments are manufactured the **minimum wage is well below a living wage**, or what is needed to live comfortably (pay rent, buy food, save money, cover unexpected costs). This is why Etiko pays the Fairtrade premium to ensure workers *are* paid a living wage. Nick sees Etiko as more than just a fashion brand - he sees it as a way of actively improving the lives of workers throughout Etiko’s supply chain.

Unfortunately, transparency in the fashion industry is not commonplace, which makes it hard to know whether human rights abuses have taken place in the supply chain. Etiko has been producing clothing, shoes and sports balls using global best practice around human rights and the environment since its inception in 2005. As the first non-food brand to be Fairtrade certified in Australia and New Zealand, Etiko products give Australian consumers the opportunity to shop their values, whether they are passionate about social justice, sustainability or animal rights.

Baptist World Aid has done an excellent job creating a report that highlights the fact that human rights violations occur regularly in the fashion industry. However, at Etiko we hope that one day soon companies will be willing to participate in a more thorough study that also assesses the industry’s impact the environment as well as the exploitation and abuse of animals in fashion supply chains.