

MADE-BY works with fashion brands to make sustainable fashion common practice



**Fashion with respect
for people and planet**

Driven by a commitment to sustainability, MADE-BY's overall mission is to make sustainable fashion common practice. MADE-BY, a European not-for-profit organisation, works with fashion brands who want to improve sustainability across their entire supply chain, from raw materials through to finished products. Partner brands are supported in implementing good environmental and social standards that can be developed and maintained within a commercial environment. MADE-BY then communicates their progress to the industry and the public in a transparent way.

“We believe that sharing best practice and encouraging progress is vital to success. This is why we support brands to embark on a journey towards improved standards”, states Allanna McAspurn, General Manager of MADE-BY UK. The MADE-BY team and their partners work across the world, undertaking social and environmental improvement projects. Together they seek to help address a wide range of global issues including child labour, unsafe working conditions, pesticides in cotton farming and water usage in dyeing houses. Within brands they also run workshops to help designers and buyers source and plan in a socially and environmentally conscious way.

Transparency

Improving entire production chains and building strong and reliable relationships between the brands and their suppliers takes time. It is therefore important that this process is made transparent and communicated clearly.

MADE-BY helps brands to measure their progress and publishes the results each year in the Annual Report. A brand's development of its sustainability journey is demonstrated through a set of unique scorecards which record step-by-step improvements. The scorecards are in turn based on benchmarks of existing international standards. MADE-BY's benchmarking methodology includes third-party consultation and is published on the MADE-BY website. MADE-BY believe that benchmarking existing standards rather than creating new ones builds harmonies, reduces the duplication of effort and frees brands to concentrate on creating real changes.

“By collating and analysing this data, we are able to work with brands to develop sustainability strategies which improve their social and environmental footprint.” explains Allanna McAspurn. Partner brands that are working with MADE-BY in making their supply chains more sustainable can communicate this effort to the public by incorporating the MADE-BY 'Blue Button' and swing tag across their collection. MADE-BY also offers the use of the 'Track and Trace' system - an online tool which allows fashion brands to show their consumers where and by whom a garment is made.

MADE-BY was launched in 2004 in direct response to rising consumer concern in Europe over social and environmental issues in the fashion industry. The organisation was founded by Solidaridad (www.solidaridad.nl), a leading Dutch International NGO that has been an innovator and driving force in fair trade and environmental issues.

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