



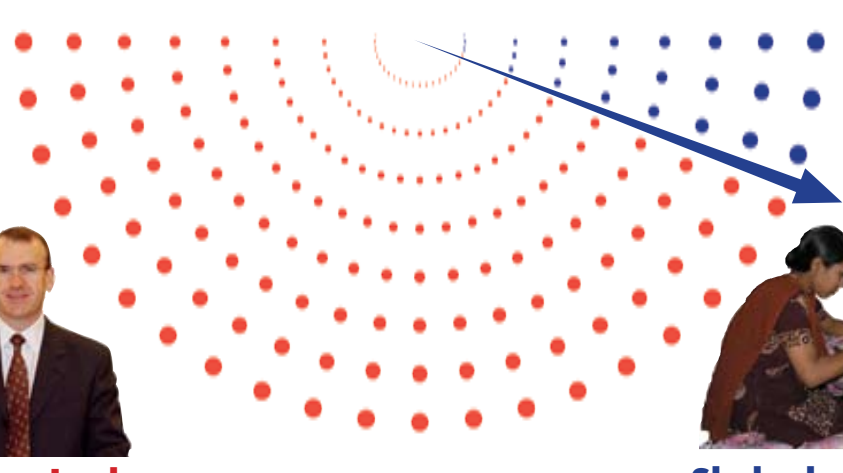
LET'S CLEAN UP FASHION

Take action for the people who make your clothes »



CCC, Carole Crabbe, Micha Peled and Flickr users: Yannic, Sacred Destination, KTprior, 7 ashrei

TESCO WAGECHECK



Sir Terry Leahy
Tesco Chief Executive
Earned £4,700,000 last year



Shaheda Begum
Sews Tesco clothes in Bangladesh
Earned just £145 in the same period

UPPA/Photoshot, Carole Crabbe



IT'S NOT MY
M&S

Micha Peled / Teddy Bear Films

M&S' Chief Executive, Stuart Rose, earned £2.3 million last year. Meanwhile most garment workers around the world, including those who sew the clothes on sale in M&S, earn only half of what they need to live. Sri Lankan workers sewing M&S clothes, for example, earn as little as £16 per month.

PRIMARK IS THE MOST PROFITABLE SUBSIDIARY OF ASSOCIATED BRITISH FOODS, WHICH MADE £500 MILLION PROFITS LAST YEAR

PRIMARK

LOOKS GOOD PAID LESS

WORKERS PRODUCING PRIMARK CLOTHES EARN AS LITTLE AS 4P PER HOUR



TOPSHOPS?
I DON'T THINK SO

Sir Philip Green, owner of Topshop, Bhs and many other high street brands, is worth over £5 billion. He paid Kate Moss a reported £3 million to put her name to a line of clothes. So why won't he pay women who make them, like Anoma, a living wage?

About Labour Behind the Label »

Labour Behind the Label is a campaign that supports garment workers' efforts worldwide to improve their working conditions. We educate consumers, lobby companies and government, raise awareness, and encourage international solidarity with workers. Our members include trade unions and their local branches, consumer organisations, campaign groups, and charities. We are the UK platform of the international Clean Clothes Campaign.

We send action updates like these to all our supporters every few months. If you picked this up somewhere else, like inside a publication, you can use the postcard below to sign up to receive it regularly, as well as to order materials from us.

If you like what you see and you want to help support our work financially, you can become a paying member. Use the form overleaf to set up a standing order, post us a cheque, or join online at www.labourbehindthelabel.org/donate. It costs just £20 per year (£10 unwaged), but if you can give more that's great. If you're feeling really generous, you could give £5 per month. Members receive a regular bulletin with in-depth articles about the struggle for workers' rights.

Labour Behind the Label
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info@labourbehindthelabel.org // www.labourbehindthelabel.org
Labour Behind the Label Ltd is a not-for-profit company registered in England, No 4173634.

Meet our friends »

Let's Clean Up Fashion is a coalition of campaigning organisations. If you'd like to receive information from any of them, just tick the box by their logo and we'll pass your details on!

- ethical consumer** An indispensable bimonthly read for the ethical and green shopper, finding out the truth behind the products we buy and the companies we buy them from.
- ng** The National Group on Homeworking provides support and employment rights advice to UK homeworkers and campaigns to improve their terms and conditions.
- NO SWEAT** No Sweat: fighting sweatshop bosses, all around the world
- ONE WORLD ACTION** Working to create the power and opportunity for the poorest citizens to transform their own lives, and to challenge the international policies that make and keep people poor.
- people & planet** UK students campaigning on world poverty, human rights and the environment.
- WAR ON WANT** War on Want fights poverty in developing countries in partnership and solidarity with people affected by globalisation.
- WWW** Women Working Worldwide is a UK based organisation which works with an international network of women workers.

Also supported by: hww tearfund Community WWF

No more excuses

Fashion executives and supermodels live in excess on seven-figure salaries, while garment workers remain – systematically, across the world – **mired in a poverty trap**.

Workers producing the clothes we wear can be earning as little as 22p per hour in Mauritius, £1.13 per day in India, £16 per month in Sri Lanka, £145 per year in Bangladesh.

In summer 2007, we asked the major high street retailers what they were doing to ensure that the workers making their clothes earn a living wage. That is, **a wage that meets the basic needs** of a person and of their family.

Our research shows that **no retailer** has seriously got to grips with this problem, and most don't seem nearly concerned enough. Yet all of our biggest clothing retailers say that they are committed to the living wage: it seems **they are all talk and no action**.

We also asked workers and their representatives in key garment producing countries what most garment workers earn, and how these compared to living wages.

We have included here postcards to each of the UK's top four clothing retailers. By sending them off you can take a simple action to help improve the lives of the people who made the clothes you are wearing, and of their families.

Even adjusting for the lower cost of living in developing countries, **most earn just a half of what they need to get by**.

www.cleanupfashion.co.uk

It's time for a living wage »

Let's Clean Up Fashion »

Dear Sir Terry Leahy,

Date:

I am writing as a concerned consumer to you, the CEO of one of the biggest clothing brands on the high street.

Research for Let's Clean Up Fashion shows that systematically, worldwide, workers making clothes on sale on the UK high street - including in Tesco - earn little more than a half of a living wage.

I am pleased that Tesco has said that it wants to pay a living wage to workers throughout its supply chain, but now I want to see action. I understand that raising wages for workers is a complicated task, but it is by no means impossible. Please tell me what you are doing about it.

Yours sincerely,

Name:
Email:
Address:

Sir Terry Leahy
Chief Executive
Tesco
New Tesco House
Delamare Road
Cheshunt
Hertfordshire
EN8 9SL

✂ Labour Behind the Label

Let's Clean Up Fashion »

Dear Mr Rose,

Date:

I am writing as a concerned consumer to you, the CEO of one of the biggest clothing brands on the high street.

Research for Let's Clean Up Fashion shows that systematically, worldwide, workers making clothes on sale on the UK high street - including in M&S - earn little more than a half of a living wage.

I am pleased that M&S has said that it wants to pay a living wage to workers throughout its supply chain, but now I want to see action. I understand that raising wages for workers is a complicated task, but it is by no means impossible. Please tell me what you are doing about it.

Yours sincerely,

Name:
Email:
Address:

Stuart Rose
Chief Executive
Marks and Spencer plc
Waterside House,
35 North Wharf Road,
London
W2 1NW

✂ Labour Behind the Label

Let's Clean Up Fashion »

Dear Mr Weston,

Date:

I am writing as a concerned consumer to you as CEO of ABF, which owns Primark, one of the biggest clothing brands on the high street.

Research for Let's Clean Up Fashion shows that systematically, worldwide, workers making clothes on sale on the UK high street - including in Primark - earn little more than a half of a living wage.

I am pleased that Primark has said that it wants to pay a living wage to workers throughout its supply chain, but now I want to see action. I understand that raising wages for workers is a complicated task, but it is by no means impossible. Please tell me what you are doing about it.

Yours sincerely,

Name:
Email:
Address:

George Weston
Chief Executive
ABF plc
Weston Centre
10 Grosvenor Street
London
W1K 4QY

✂ Labour Behind the Label

Let's Clean Up Fashion »

Dear Sir Philip Green,

Date:

I am writing as a concerned consumer to you, the owner of many of the biggest clothing brands on the high street.

Research for Let's Clean Up Fashion shows that systematically, worldwide, workers making clothes on sale on the UK high street - including in your stores - earn little more than a half of a living wage.

I am pleased that you have said that you want to pay a living wage to workers throughout your supply chain, but now I want to see action. I understand that raising wages for workers is a complicated task, but it is by no means impossible. Please tell me what you are doing about it.

Yours sincerely,

Name:
Email:
Address:

Sir Philip Green
Arcadia Group Ltd
Colegrave House
70 Berners Street
London
W1T 3NL

✂ Labour Behind the Label

STANDING ORDER FORM

To (your bank)	
Your bank's postal address:	
Your name:	
Your Sort Code:	
Your Account No:	

Please pay The Co-operative Bank plc, PO Box 250, Skelmersdale, WN8 6WT. For the Account of Labour Behind the Label Ltd, Sort code 08-92-99, Account No 65071595.

The sum of	£	(in numbers)
In words:		
Starting on:	(Please leave at least 1 month before the start date to ensure your form is processed in time)	
And monthly / annually thereafter (del as appropriate)		
Your postal address		
Signed:	Date:	

This order cancels any previous order to the same payee. Please send this form back to LBL, not to your bank. BI

One last postcard »

Return this postcard to let us know that you took action and to get involved in our campaigns.

- Please send me more of these
- Please send me LBL action packs
- I enclose a cheque/standing order form to become a paying member

Name:

Address:

Postcode:

Email:

Labour Behind the Label
10-12 Picton Street
Bristol
BS6 5QA

We'd like to store your details in our database, to keep you updated on the campaign. We won't pass them on to anyone, unless you have asked us to by ticking any of the boxes overleaf. Tick this box if you'd rather **not** hear from us again. BI

Please tell us where you got this postcard from, and give us some comments on it: