



Who Made My Clothes?

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TAM 3200: Softgoods Quality Evaluation

A group of five women are standing in a row, each holding a white sign with black text. They are dressed in traditional Indian attire, including sarees and a kurta. The background is a plain, light-colored wall. The text on the signs is as follows:
- Sign 1 (leftmost): "I made your clothes!" and "#FASHREV"
- Sign 2: "FASHION REVOLUTION"
- Sign 3: "WHO MADE MY CLOTHES" and "24.04.15"
- Sign 4: "#FASHREV"
- Sign 5 (rightmost): No text is visible on this sign.

Based on the Fashion Revolution's "Who Made My Clothes Campaign"

Project Objective

To introduce and discover the concept of supply chain transparency by researching individual garments and their brands' supply chains. Researching supply chain transparency will introduce the learner to issues impacting the environment and workers within the supply chain. The research must first choose a garment from their closet to thoroughly understand the brand and its supply chain. Once the brand's supply chain, communication, and Corporate Social Responsibility plans are assessed, the student will develop a story of a Garment Worker and a Textile Worker who would potentially participate in the production process of their garment.



SHOW YOUR LABEL



ASK THE BRAND
#WHOMADEMYCLOTHES?





The Garment

Garment

Universal Thread Goods Co. by Target - High Rise Wide Leg Kick Boot Crop Jeans

Fiber Content

- 98% Cotton, 2% Lycra
- Pocketing Fiber and Lining: 65% Repreve Recycled Polyester, 35% Cotton
- Label - 100% Recycled Plastic

Main Fabric:

Denim

Country of Origin:

Pakistan

Trims and Findings

Tan thread used to contrast dark wash denim material to add visual outline detail, straight buttonhole, tack button engraved with Universal Thread Goods Co., and Vintage Aesthetic Distressed Finish.



The Target Brand

Brand Overview

Target is a Discount Store retailer that serves a variety of markets for apparel, home, grocery, electronics and technology, outdoor, entertainment, and personal care. Target encourages consumers to “Expect More. Pay Less.”

Mission Statement

To make Target our guests' preferred shopping destination by delivering outstanding value, continuous innovation, and an exceptional guest experience -- consistently fulfilling our Expect More. Pay Less. brand promise.

Vision Statement

To have the Future at Heart through empowering teams, serving guests, fostering communities, and designing tomorrow.

Target Formats

Target Stores, SuperTarget, CityTarget, TargetExpress

Customer Base

Median age of 40, median household income of approximately \$64,000, approximately 43% have children at home, about 57% have completed college



The Target Brand

Policy & Commitments

Target redefined their Corporate Responsibility Strategy to revolve around 4 Pillars: Empower Teams, Serve Guests, Foster Communities, Design Tomorrow.

- *Empower Teams*: Working toward investing in team members and manufacturing supply chain workers through competitive compensation, bias training for all members, and many partnerships.
- *Serve Guests*: Strive to focus on better products and purposeful brands by setting a goal of 100% visibility of chemicals in Target products.
- *Foster Communities*: Create welcoming places and creating opportunity by partnering with US Soccer and volunteering 1 million hours over the year.
- *Design Tomorrow*: Focus on responsible sourcing and to strive for transparency with consumers.

Governance

Target's board is creating a better tomorrow through the prospect of ending Forced Labor, becoming a Founding Member of Alliance of Bangladesh Worker's Safety and the Sustainable Apparel Coalition.

Traceability

Target publishes a Global Factory List which is broken down by country and is updated quarterly.

Know, Show, & Fix

Assess all suppliers using the Sustainable Apparel Coalition's Higg Index Model. Facilities are often audited and any product issue is recalled and blocked from being purchased.

Spotlight Issues

Working toward a more gender equal, diverse, inclusive environment for all. Target's total workforce is 47% diverse and 57% female after years of bias training and striving to retain diverse talent.

Contact the Brand

Twitter

Hello Elise - Thank you for reaching out to us! We appreciate your support of our Universal Thread Goods Denim Jeans. Unfortunately, we are unable to share proprietary information with our guests. We apologize for any inconvenience this may have caused you. Have a good day. - Brittany

Sep 21



AskTarget 
@AskTarget

Contacted Target by Email, Twitter, and Facebook.

Target was prompt at responding by Twitter and Facebook Social Media channels, I never received an Email back from Target's Ethics Department.

Per Target's Policies, they could not give me any information that was not already stated on their website.

The responses were slightly personal, but had the same general message that they don't participate in Student Projects or release any information regarding production, beside their Global Factory List.

Facebook

Target >

Typically replies within an hour



Hi Elise - We're glad to hear you're interested in learning more about Target! Whether you're working on a student paper, or simply want to know more about us, [Target.com](https://www.target.com) will help you with your research online. At Target we don't offer informationals, student packets, or participate in marketing research. Thanks for your inquiry and we wish you the best with your project. - Claudia

Conclusion of Brand Findings

- Target's Corporate Social Responsibility Report was readily available on their website and supplied information for all five aspects of the Fashion Revolution's Transparency Index.
 - The Report detailed the 4 Pillars of *Future At Heart*, the purpose of each pillar, and the means the Company will be using to reach their goals.
- Provided multitude of information on Policy & Commitments, Know, Show, Fix procedures, Spotlight Issues, and Future Goals.
- The Company needs to improve on their Traceability.
 - Their CSR Report emphasizes their goals to become transparent with their consumers
 - By contacting Target, the conversations contradicted their transparency message because they would not answer any questions.
 - **Target is only publishing information they want consumers to know, that is not Transparency.**



Instagram

Students used their Instagrams to exhibit their research of their brand, The Fashion Revolution Campaign, and workers in developing countries associated with the Textile and Apparel Industry



Garment Worker Stories

Once the student researched their brand thoroughly, they were tasked with creating a story of two different workers that could have participated in the production of their garment. By researching countries' cultures, garment worker demographics, and the garment industry as a whole, students wrote practical life stories of their garment workers.

I made
your
clothes

Aleena | Entry Level Sewing Operator | Pakistan

Demographics of Aleena

- 27 Year old
- Married with 3 Children -- Ages 6, 4, and 3
- Located in Lahore, Pakistan
- Makes a wage of 13,000 Rupee = \$97.14
- Received 8 years of Schooling

Work Life

- Entry Level Sewing Operator
- Cannot receive a promotion due to strict hierarchy of the factory that enforces physical threats for those wishing to be rewarded
- Works 5 days a week, 8-10 hours a day

Home Life

- Lives in a multigenerational Pukka, cement and brick home, with her family and her parents
- Spends time at night taking care of children, preparing dinner, and doing house chores
- Weekends are spent leisurely with the family flying kites and listening to the radio



Aleena | Entry Level Sewing Operator | Pakistan

Expenses of Aleena

- Aleena and her husband only bring in 28,000 Rupee per month
- Spend 21,000 - 24,000 Rupee a month on necessary Expenses
- Save 4000 - 7000 Rupee per month
- Aleena saves money by:
 - Walking the older children to school every day
 - Walking to work most days
 - The grandparents care for the younger child which eliminates child care cost

<i>Expense</i>	<i>Amount Spent Each Month</i>
Housing/Rent/Utilities	13,000 - 14,500 Rupee
Education for Children School Books/Supplies	3000 Rupee (1500 per child) 200 - 250 Rupee
Food and Clean Water Medication (Grandparents)	2500 - 3500 Rupee 100 - 200 Rupee
Clothing/Necessities	900 - 1000 Rupee
Basic Household Items	450 - 550 Rupee
Transportation (Fuel/Bus Passes)	600 - 700 Rupee
Special Events (Islam Holidays, Celebrations)	250 - 300 Rupee
<i>Total Earned Each Month</i>	28,000 Rupee
<i>Total Spent Each Month</i>	21,000 - 24,000 Rupee

Padma | Entry Level Cotton Spinner | Bangladesh

Demographics of Padma

- 30 Year old
- Married with 2 Children - 5 year old Girl and 7 year old Boy
- Located in Dhaka, Bangladesh
- Makes a wage of 8000 Taka = \$95.44
- Received 8 years of Schooling

Work Life

- Entry Level Cotton Spinner
- Works with the fellow neighbors in her Urban Slum
- Works 5 days a week, 10 hours a day, 50 hours a week
- Forced into excessive overtime when brands demand higher quotas

Home Life

- Lives in a 1 bedroom home in Urban Slum with her family
- Lacks access to safe drinking water and share sanitary facilities with neighbors
- Weekends are spent leisurely with the family attending Cinema Houses, Flying Kites, and playing Soccer with neighborhood kids.



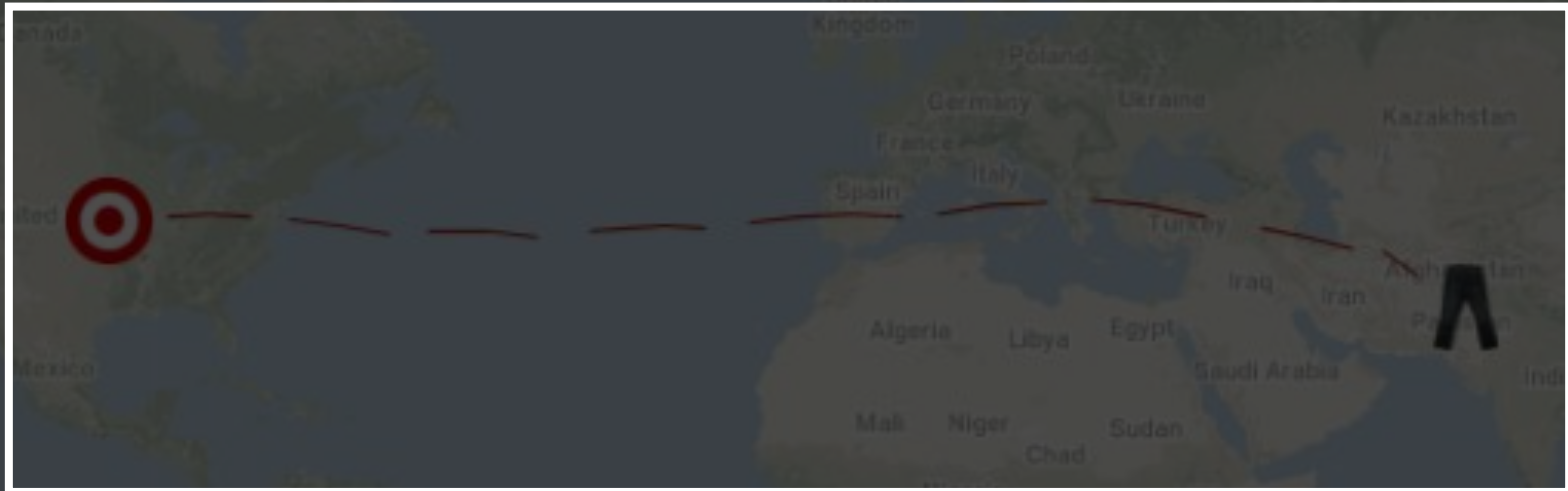
Series 1

Padma | Entry Level Cotton Spinner | Bangladesh

Expenses of Padma

- Padma and her husband only bring in 17,000 Taka per month
- Spend 13,000 - 14,000 Taka a month on necessary Expenses
- Save 3000 - 4000 Taka per month
- Padma saves money by:
 - Walking children to school alongside other Garment Workers from the Slum
 - Walking to work with fellow workers although roads are not well kept
 - Children play with neighbors' children for social activity, rather than club costs

<i>Expense</i>	<i>Amount Spent Each Month</i>
Housing/Rent/Utilities	7500 - 8000 Taka
Education for Children School Books/Supplies	1000 Taka (500 Per Child) 300 - 350 Taka
Food bought in Bulk Clean Water	2000 - 2250 Taka 300 - 350 Taka
Money Sent to Parents in rural village	500 Taka
Basic Medical Care	150 Taka
Basic Household Items	350 Taka
Transportation (Fuel/Bus Passes)	500 Taka (For both Padma and husband)
Special Events (National Holidays, Birthdays, Clothing, Toys)	400 - 550 Taka
<i>Total Earned Each Month</i>	17,000 Taka
<i>Total Spent Each Month</i>	13,000 - 14,000 Taka



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