



- The fashion industry's ongoing exploitation of individuals in third-world countries, putting their health and safety in jeopardy as the world is saturated with dirt-cheap items. Ethikal connects customers with companies that value the health and safety of their workers in developing countries. Ethikal educates consumers about the countless lives that are impacted every day as a result of the outfits they design for businesses.

By: Bintou Jabbi



# The Issue.

- Almost all fashion firms, from haute couture houses to quick fashion heavyweights to internet shopping powerhouses, engage in unethical production techniques. The health and safety of their workers is one of the most important ethical problems in fashion, particularly in the textile manufacturing industry. Apparel makers in third-world nations are frequently handled harshly and uncaringly by major apparel labels.
- Employees generally labor in dangerous structures with little ventilation, breathing in toxic substances and inhaling fiber dust or blasting sand in unsafe buildings. On textile manufacturing facilities, accidents, fires, injuries, and illness are all too often.



# How Does Ethikal Work?

- Ethikal is a consumer-facing app that links customers with companies who emphasize the health and safety of their employees or have taken the required steps to ensure that their employees are well-cared for and not working in hazardous situations.
- Ethikal provides clients with background information about clothing brands, including ratings of manufacturing conditions and whether worker health and safety are a priority and in good standing.



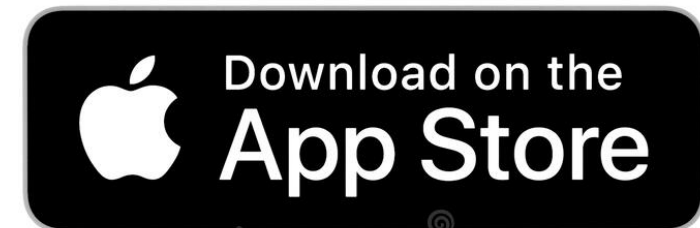


# Why would customers want to become a member?

- We live in a time where customers are more conscious shoppers, seeking for businesses with strong corporate principles. People want to know that the garments they wear are made by people who have labor rights and whose health and safety are prioritized in the brand's principles.
- People are also tired of fast fashion and the impact it has on foreign-born labor. Companies put their employees in dangerous situations and overwork them in order to manufacture fast fashion.
- Ethikal's major objective is to raise awareness about brands who prioritize their employees' health and safety while shedding light on brands that do not care about their employees' safety.

# Ethikal App

- With the Ethikal app, consumers will be able to choose and voice whether they want to support a business that has no guilt for their overseas employees or a brand that cares about their employees' safety and health.



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