

The Good Clothes Fair Pay campaign is in its final push

17th July 2023

The [Good Clothes, Fair Pay](#) campaign is in its final days of a fight for living wage legislation at EU level for garment workers worldwide. After almost a year of campaigning, hundreds of thousands of EU citizens have signed their name in solidarity with garment workers globally, with over 230,000 signatures already collected. While we are still far from our target, the campaign has received widespread support from trade unions, NGOs, policymakers and experts on living wages.

We asked ChatGPT to write fake ads to raise awareness on the working conditions of garment workers however it refused because these working conditions were too exploitative. But these are the **real** working conditions of garment workers in fashion supply chains.

Fashion is one of the most unequal industries on the planet. Some of the richest people in the world have amassed their billionaire fortunes in fashion retail, spanning fast fashion to luxury. And yet, millions of people who make those clothes – mainly young women of colour – are not paid enough to meet their basic needs.

Good Clothes, Fair Pay has surpassed the signature thresholds in three countries - Sweden, the Netherlands and Slovakia, and held a [Fair Fashion Day of Action](#), with a [stunt](#) outside the European parliament in Brussels during Fashion Revolution Week 2023. But time is running out to reach the goal of one million EU signatures before the campaign ends on **19th July 2023**.

If you have an EU passport, no matter where you live, sign today at [goodclothesfairpay.eu](#). If you are not an EU citizen, help us [spread the word](#)

The European Union is preparing a [swathe of legislation](#) to regulate the fashion industry, but all fall short of delivering workers justice. The Good Clothes, Fair Pay legal proposal ensures that the people who make our clothes earn fair living wages. Given soaring inflation and cost of living globally, this fight is more urgent than ever.

Anyone, anywhere should be able to find out how, where, by whom, and under what conditions their clothes are made. We can make this a reality, and lift >70 million women out of poverty, but only if EU citizens stand together. Sign and share today at: [www.goodclothesfairpay.eu](#).

Campaign co-lead Ciara Barry says:

Millions of women globally make our clothes. The vast majority earn so little they are trapped in poverty. Factories are pressured to produce more clothes with less money and less time, ultimately leading to overproduction and the inability to pay garment workers a living wage. Paying living wages is one of the most effective mechanisms we have to slow down the fashion industry, and reduce not only garment worker poverty but also mass overproduction.

Clearly, voluntary measures are half-hearted and unacceptably slow. In fact, [a study of 25 Australian brands](#) estimates that at its current pace, it will take 75 years for them to pay a living wage. Binding legislation is critical to level the playing field amongst all fashion brands, not just those that are reputation-sensitive or values-driven.

Ciara Barry, campaign co-lead at [Good Clothes Fair Pay](#)

ENDS.

Notes to editors

For more information and to sign the ECI, please visit www.goodclothesfairpay.eu.

Images

[This link](#) contains 3 images of garment workers you can use. Please credit these images to Fair Wear Foundation - <https://www.fairwear.org/>.

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About Good Clothes, Fair Pay

Good Clothes Fair Pay is a European Citizens' Initiative to call on the European Commission to introduce legislation requiring that brands and retailers in the garment sector conduct specific due diligence in their supply chain to ensure workers are paid living wages.