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Fixing Fashion: Rethinking The Way We Make, Market And Buy Our Clothes



Synopsis

With sales of more than five hundred billion US dollars a year, the fashion industry is one of the most important sectors of the global economy, employing millions of men, women, and often children in the developing world. And yet its record is far from pretty. The collapse of Bangladesh's Rana Plaza with some thirty-five hundred desperately underpaid garment workers inside was a shocking example of what can go wrong when manufacturers ruthlessly cut costs while turning a blind eye to labor rights and workplace safety. Written by an apparel industry insider, *Fixing Fashion* argues that the true legacy of Rana Plaza is increased awareness of how cheap, disposable clothing has led time and time again to serious community, environmental, and labor rights abuses. Ethical supply chain professional Michael Lavergne explores: The birth of the global apparel trade, from colonialism and slavery to today's neoliberal trade agenda How the infamous race to the bottom has led to some of the worst social and environmental excesses in the global apparel industry The rise of a new breed of entrepreneurs and stakeholders driving change and transparency across international supply chains By taking a hard look at the very real impacts of our consumer culture's addiction to disposable fashion, *Fixing Fashion* challenges each of us to take full responsibility for understanding the hidden cost of our clothes. Michael Lavergne is an ethical supply chain professional committed to sustainable fashion industry and the protection of labor, environmental and human rights in the developing world.

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