

STUFF

COMPANIES SAY

...AND HOW TO RESPOND

WHEN FASHION COMPANIES TELL YOU ABOUT WHERE THEIR CLOTHES ARE MADE AND WHAT THEY PAY GARMENT WORKERS... THERE'S SOMETHING MISSING



STUFF COMPANIES SAY...

"We are already committed to paying a living wage."

AND HOW TO RESPOND...

That's missing a lot. A credible commitment requires a timeline with milestones showing how and when a company will achieve living wages in its supply chain. It's great to know a company cares about ethical sourcing, but promises are empty without real timelines and plans in place against which a company can be held accountable.

STUFF COMPANIES SAY...

"We take ethical sourcing seriously and conduct regular audits. We require payment of the legal minimum wage or industry benchmark, or collective bargaining agreement (whichever is higher). In any event, wages should always be enough to meet basic needs and to provide some discretionary income."

AND HOW TO RESPOND...

That's missing a lot. It is reassuring to know that you take ethical sourcing seriously. But minimum wages are almost three times below the living wage level in some Asian countries (i.e. Bangladesh, Vietnam, China), and nowhere near a living wage in any major sourcing country for Canadian retailers. Canadian Fashion brands need to make a commitment to living wages, not minimum wages.

STUFF COMPANIES SAY...

"We support paying living wages and expect our suppliers to pay living wages."

AND HOW TO RESPOND...

That's missing a lot. A credible commitment means action from companies, not just expecting action from your suppliers. For example, Canadian fashion brands can be proactive by:

- Conducting a wage gap analysis in their supply chain
- Adopting clear and measurable purchasing standards to reverse the downward pressure on wages
- Adopting proactive measures to enable freedom of association and collective bargaining in supplier factories and contribute to open wage negotiations
- Implementing "ring fencing" and transparent wage management systems that facilitate price and wage negotiations

STUFF COMPANIES SAY...

"We cannot commit to anything publicly. This needs to be quiet."

AND HOW TO RESPOND...

That's missing a lot. A commitment towards ensuring payment of living wages in your supply chain can only be credible if it is public and time bound. Consumers want to know which companies are making progress towards living wages for the women who make our clothes. And your suppliers are more likely to get on board with living wage plans if your company is publicly stating your commitment.

WHAT SHE MAKES

STUFF

COMPANIES

SAY...

AND HOW  
TO RESPOND

### STUFF COMPANIES SAY...

"We recognize the difference between a living wage and a minimum wage, and we are committed in closing the gap." or  
"We take social responsibility very seriously and are working on a roadmap to pay living wages."

### AND HOW TO RESPOND...

That's missing a lot. But why don't you solidify that plan by making a clear, public commitment right now that outlines your time frame?

### STUFF COMPANIES SAY...

"We only work with suppliers that respect their workforce, which includes paying living wages."

### AND HOW TO RESPOND...

That's missing a lot. Right now, minimum wages across the key countries that supply clothing to Canada are well below living wages. Achieving living wages means going beyond minimum legal compliance. Ensuring living wages are paid needs action, including worker consultation and representation.

### STUFF COMPANIES SAY...

"There is no universally agreed methodology for calculating living wages, so we benchmark against the legal minimum wage. We are working with stakeholders to adopt a living wage benchmark."

### AND HOW TO RESPOND...

That's missing a lot. I know well established living wage calculation methodologies are already in place – you can find them on the Global Living Wage Coalition and Asia Floor Wage Alliance website. This is no excuse for continuing the practice of allowing poverty wages.

### STUFF COMPANIES SAY...

"We have not published the factory list but we have full traceability of those factories and work with them closely to improve working conditions."

### AND HOW TO RESPOND...

That's missing a lot. It's great that you know who your suppliers are, but you need to publish your factory list now. Many major brands around the globe have done this, including Lululemon – and you are lagging behind. Not publishing the factory list can put workers in danger and means you are not taking public responsibility for the conditions in the factories you use to make a profit. It's high time to publish the list now to allow workers and others to alert you of any abuses in these factories.

## WHAT YOU CAN DO...

[Join us](#) and have your say by telling @Roots @Aritzia @Lululemon @Herschel and @JoeFresh to pay a living wage to the women that make our clothes. [Sign the pledge](#) and demand that Canadian brands make a credible, public, time-bound commitment to paying a living wage.

Together, we can hold Canadian brands accountable for #WhatSheMakes.

