



 **FAD**
Fashion Awareness Direct
Creating fashion futures

FAIRTRADE FASHION CLUB

London recently became the World's largest fair trade city with 20 boroughs awarded official fair trade status. Part of the city wide campaign is to encourage schools to be more actively involved in fair trade, incorporating it into the curriculum and everyday school life.

In support of this, creative charity FAD have developed Fairtrade Fashion Club (FFC) a fun, new project which educates young people about the importance of ethical fashion and fair trade.

"I have really enjoyed this project and I have learnt a lot about sewing and retailing

- Pupil at Royal Docks School



"This project has given me an insight into the Ghanaian culture. Now I have seen the work of fair-trade, I'm going to do everything in my power to contribute"

- Pupil at Cumberland School



"I have learnt that people in Ghana have many different ways of speaking through the symbols on their fabrics"

- Pupil at Cumberland School

"It's great to know the ladies in Ghana are having their great work talent recognised"

- Pupil at St. Anglas Ursuline School



Newham schools in creative exchange with Africa

From October 2008 to May 2009, four schools in the borough of Newham took part in FAD's Fairtrade Fashion Club. Thanks to funding from the London Thames Gateway Development Corporation (LTGDC), pupils from Cumberland School, St Angela's Ursuline, Royal Docks and Eastlea were the first to benefit from this unique, creative exchange.

Developed for 12 -15 year olds, the project works in partnership with 'The Flame Tree', a women's fair trade co-operative based in Tumu, Northern Ghana. FAD purchases hand woven fabrics and equipment directly from the co-operative to use in Fairtrade Fashion Club.

Each project runs over the course of five, after school workshops and starts with a talk by Lesley Somers, founder of the 'The Flame Tree'. She introduces students to the women of the Ghanaian co-operative - showing photographs of the community, explaining how they live and why ethical trade is so important to them.

The students learn about the meanings of the traditional 'Adinkra' symbols portrayed in Ghanaian textiles, before creating their own batik purses using wooden stamps carved by the cooperative. In the next stage they construct bags from traditional, hand woven cloth learning basic pattern cutting and sewing skills. Once the students have completed their fair trade creations, they take photos of their designs and write messages to send to the women in Ghana.

The last stage of the course is a visit to the Canary Wharf shopping centre, where pupils carry out market research and analyse how stores use visual merchandising. As explained by John Middleton of the LTGDC, the industry element of this project is important for the future of young people in Newham:

"Fashion and retail are increasingly important sectors in Stratford. By funding programmes like FAD we are supporting young people in our area to improve their knowledge of and progression into these sectors, while instilling confidence and motivation."

- John Middleton, Head of Economic Development, LTGDC

For more information about the FAD Fairtrade Fashion Club, please visit our website www.fad.org.uk



I was very impressed with the students, and their willingness to grasp the concept of how the fabric is produced, and the impact of Fair Trade on the women in the Co-Operative.

-Lesley Somers,
Founder of The Flame Tree



The Flame Tree

Set up by Lesley Somers in 2006, The Flame Tree is a fair trade company working with communities in the north of Ghana, and North London.

Based in Tumu in Northern Ghana, the co-operative set up by Flame Tree provides local women with a way to supplement their income and improve their skills. The company employs the expertise of batik artists to train the women in new printing and dyeing techniques, and also arranges micro-finance to enable the co-operative to buy electric sewing machines and other vital equipment.



FAD (Fashion Awareness Direct) is a registered charity (registered number 1112095). The views in this newsletter are those of the writers and sources cited, not to be taken as those of FAD. The greatest care has been taken to ensure accuracy but FAD does not accept responsibility for omissions or errors. Editor: Fran Hunt; Graphic Designer: Carmen Johnson

www.fad.org.uk

+44 (0) 20 7490 3946

info@fad.org.uk