GATEWAY 2 FAIR TRADE FASHION

BRAND-PRODUCER COLLABORATION TOOLKIT

Sponsor:

AMANI foundation

Partners:

Home of Fair Trade Enterprises

Polish Fair Trade Association

EUROPE

Photo credit: Sabahar

GATEWAY TO FAIRTRADE FASHION

IS A COLLABORATIVE INTERNATIONAL INITIATIVE WORKING TO STRENGTHEN THE VISIBILITY, RESILIENCE, AND MARKET ACCESS OF FAIR TRADE FASHION PRODUCERS AND ARTISAN ENTERPRISES WITHIN THE GLOBAL FASHION ECOSYSTEM.

The project supports WFTO members, through practical tools, capacity building, brand matchmaking, and collaborative sourcing approaches that promote transparency, responsible production, craftsmanship, and long-term partnership building.

Sponsor:

Partners:

INTRO.

Photo credit: Sabahar

THE FUTURE OF FASHION MUST BE MORE HUMAN

Across the world, many artisan groups, cooperatives, women-led enterprises, and WFTO members already produce fashion and lifestyle products in ways that reflect the core values the industry is increasingly searching for: transparency, responsible production, circularity, craftsmanship, and social impact.

Yet despite this, many of these producers continue to face major barriers to market access, visibility, financing, sourcing opportunities, and long-term commercial partnerships.

At the same time, brands are increasingly looking for more ethical, transparent, and values-aligned supply chains, but often lack the practical tools, structures, and experience needed to collaborate successfully with artisan and Fair Trade producers.

This toolkit was developed to help bridge that gap.

Rather than approaching Fair Trade fashion only as a certification or marketing concept, the toolkit focuses on the practical realities of collaboration: communication, timelines, pricing, sampling, co-creation, quality expectations, ethical procurement, and long-term partnership building.

The goal is not simply to encourage “ethical sourcing,” but to support healthier and more balanced business relationships — relationships built on transparency, mutual respect, shared value creation, and sustainable growth.

Because artisan producers should not remain at the margins of the fashion industry’s future.

They should help shape it.

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Photo credit: Earth Heir

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01/ What This Toolkit Is & How to Use It

This toolkit is a hands-on guide for anyone building a partnership between a fashion brand and a Fair Trade or artisan-led producer group.

You'll find this toolkit useful if you want to source ethically and work with artisan producers, co-create a product line using craft techniques, prepare your brand or production unit for collaboration, implement best practices that support long-term partnerships, or work through a clear, step-by-step process with ready-made templates. This is not a theoretical manual. It's a practical guide to how collaboration actually works, from first contact through to production.

Photo credit: WEAVE

1.1 Why this toolkit exists

Most brands and small producers want to collaborate, but don't always know how to begin. Common barriers include not knowing where to start, misaligned expectations around timelines, costs, quality, and communication, unclear roles, cultural differences, and the absence of a structured process.
This toolkit addresses those barriers by giving both sides a clear roadmap, a shared language, ready-made templates, and practical tools to reduce confusion and build trust.

1.2 Who this toolkit is for

Brands & designers
You want to develop products with artisan groups. You're looking for more transparent, agile supply chains, and you want to incorporate circularity, heritage craft, or handmade techniques without miscommunication or delays.

Producers & WFTO members
You want to work with brands. You want to understand what brands look for, prepare your documentation, costs, and samples, and present your work professionally and confidently.

1.3 What's inside

This toolkit covers the full collaboration journey, from readiness and matchmaking through to co-creation, sampling, and procurement. You'll find step-by-step guidance, checklists, templates, and practical tools designed to save time, reduce mistakes, and set both sides up for success.

FOUNDATIONS: THE VALUES BEHIND FAIR TRADE FASHION

2.1 What is Fair Fashion?

Fair Fashion means people earn fair and living wages, work happens in safe and decent conditions, production supports women and marginalised communities, materials and processes support environmental goals, partnerships are long-term rather than transactional, and impact is measured and shared responsibly.
Many artisan groups already work this way. Brands that partner with them are choosing a better system, one that puts people at the centre, rather than treating fairness as a compliance exercise.

2.2 WFTO's 10 Fair Trade Principles

WFTO's 10 Principles of Fair Trade

2.3 Gender-responsiveness made simple

Working with artisan groups often means working with women, home-based workers, mothers, refugee women, rural women, and cooperative members.

Supporting them well means building in practices that reflect their realities.

In practical terms, this looks like agreeing on realistic production timelines, respecting care duties, using clear and simple communication, paying on time and fairly, including women in decision-making, avoiding last-minute changes, and allowing flexibility where possible.

These practices build trust, and better products. Take time to understand requirements in the production process. Handwoven textiles, for example, offer creative freedom at accessible quantities, but take longer to produce. That time is worth respecting, for a better quality, fairer paid product.

Photo credit: Mifuko

2.4 Circularity basics for artisan–brand partnerships

Many artisan groups already work, and have done for many years, in circular ways without labelling it as such.

There are practices you can apply immediately: using leftover textiles, yarns, and trims; offering micro-batches instead of mass orders; prototyping with available materials; developing long-lasting styles; incorporating repairability; upcycling hotel linens, deadstock, or offcuts; and choosing natural or low-impact materials.

Circularity doesn't need to be high-tech. It can be craft-led, low-impact, and beautifully simple.

Photo credit: I was a Sari

2.5 Practical co-creation guidance

Co-creation means designing together, respecting each other's expertise, and sharing decisions about materials, techniques, feasibility, market fit, quality, and storytelling. Long-term partnerships are built on shared values and a shared vision. This is a genuinely transformative way of working, a move away from power imbalances in purchasing toward relationships built on equal footing.

What co-creation is not:

- Sending a vague inspiration moodboard and expecting a perfect sample
- Asking for complex items without testing feasibility
- Failing to understand the craft processes involved
- Rushing producers who work by hand
- Ignoring the cultural meaning behind techniques

The toolkit provides a co-creation brief, a sample feedback sheet, a process map for sampling, and a guidance table on what is and isn't realistic.

2.6 Why structure matters

Most failed brand x artisan collaborations come down to the same set of issues: expectations that weren't aligned, unrealistic timelines, misunderstood costs, unclear communication, rushed samples, no shared definition of acceptable quality, no named contact person on either side, and unfair payment terms.

Structure brings clarity, reduces friction, and builds the kind of trust that makes long-term collaboration possible. This toolkit exists to prevent those failures from the outset.

Photo credit: Tai Baan Crafts

03/ BRAND READINESS MODULE

GATEWAY 2 FAIR TRADE FASHION

Photo credit: Solid

3.1 Brand self-assessment checklist

This self-assessment helps you identify where you're well-prepared and where you might benefit from additional support before entering a collaboration.

Production knowledge

- Are you confident in standard production processes?
- Are you familiar with artisan production and how it can differ from factory settings?

Design

- Do you have a clear understanding of your design requirements?
- Have you explored suitable materials for your vision?
- Have you identified key requirements around scale, finish, and functionality?
- Are you able to communicate your design specifications clearly?

Sample development and production planning

- Have you discussed capacity with your production partners, and is this aligned with your needs?
- Have you considered seasonality, and cultural and holiday calendars?
- Have you assigned a budget for sampling and product development?
- Have you allowed sufficient time, based on artisan input, for multiple sample rounds as well as production?

Expectations

- Do you understand quality control processes and have you communicated your expectations?
- Have you established a preferred method of communication?
- Have roles and responsibilities been agreed on by both parties?
- Have all agreements been put in writing and signed off by both sides?
- Are you committed to building a long-term relationship with producers?
- Have you addressed IP ownership fairly?

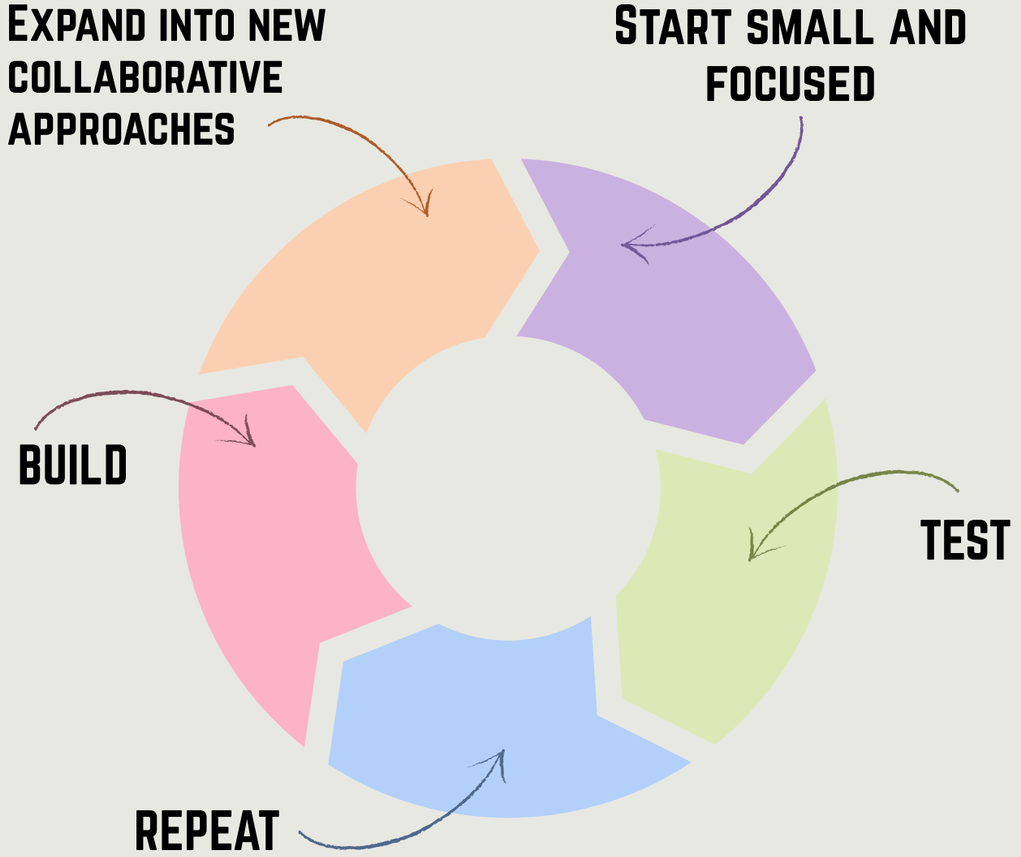
3.2 Brand values & sourcing priorities

Building trusted production partnerships takes time. It's a process but once those relationships are established, they can be genuinely transformative for a business.

Your production partners are an extension of what you do, and when these partnerships reflect your values and feel aligned, the results speak for themselves.

It's worth taking time to consider your approach before entering a new partnership. Jumping in quickly with high volumes, new designs, and tight lead times can create strain before the relationship has had a chance to develop.

The approach we recommend is building mindfully, with longevity in mind:



3.3 Product brief template

A clear product brief is one of the most useful things you can offer a production partner. It sets expectations, reduces back-and-forth, and creates a shared reference point throughout the process.
An effective brief includes a reference image, a reference description and code, the date and version, clear annotated sections, size specifications, material specifications, finish details, and colour references.

Trim details
e.g brand disc attachment
with brand letter
1.5cm circumference

Have you communicated the specification for inside the product? Lining? Finishes?

Yarn details
Weave
Durability

Scale and measurement details are crucial

The more detail you can add, the better.
Avoid vague language, add clear instructions

3.4 Collaboration types explained

Collaboration can take different forms. Here's a breakdown of the main approaches:

Co-creation

Working in partnership to jointly develop an idea or product, from concept through to creation.

Co-production

Multiple parties working together, each responsible for defined elements.
For example, one partner produces hand-embroidered fabrics while another handles construction, with clearly defined roles throughout.

Custom product

Taking an existing product and adapting it to specific requirements, tailoring design details to create a customised version.

Circular/upcycled partnerships

Collaborations focused on reusing waste, surplus materials, or by-products, with the goal of reducing environmental impact.

Micro-batch testing

Collaborating on small-scale production runs to test ideas and products before committing to larger orders.

3.5 Pricing guidance for brands

Understanding fair payment in production is essential. When buyers understand how design choices affect production time, and therefore cost, they are better placed to make informed decisions and support genuinely fair payment practices.

Pricing phrases to understand:

craft time

The total time required to produce a piece, including preparation and finishing.

Living wage vs piece rate

A living wage is the hourly rate calculated to meet basic needs: food, housing, utilities, family needs, travel, and some discretionary income. A piece rate pays per item produced, and must always be calculated against the time taken so that makers earn a fair and sustainable income. This cannot fall below the legal minimum wage.

Fair costing

Agreeing a price that accurately reflects labour, materials, and overheads, with room for a reasonable margin for the maker. This means following responsible purchasing practices and avoiding unreasonable price negotiation.

Hidden costs to be aware of

Production partners carry costs that are easy to overlook: sampling costs if not separately invoiced, administrative time, accreditation and certification fees, overheads, and the financial risk of production issues. These are real costs and deserve to be part of the conversation.

3.6 Timeline realities

Good partnerships are built on open communication and timeline conversations are no exception. Approaching these proactively benefits everyone. It allows both sides to plan ahead and avoids putting unfair pressure on producers.

STEP 1 - SAMPLING TIMELINES

Time is often allocated for sampling, but shipping, feedback, and amendments are frequently overlooked. It's rare for a sample to be right the first time, so planning for that reality saves unnecessary stress and pressure.
Allow sufficient time for sampling, discussing and agreeing a realistic timeframe together.

CONSIDER THE DETAILS:

- ☑ **Shipping time**
- ☑ **Time to review the sample**
- ☑ **Collate feedback and amendments**
- ☑ **Space to resample and address the feedback**

Photo credit: Fundación Artesanias de Chile

Step 2 - Craft and skill production timelines

Photo credit: Sabahar

STRONG PARTNERSHIPS START WITH REALISTIC TIMELINES

Purchase yarn and dye fibres

1-2 WEEKS

Handloom cotton

4 WEEKS

Sewing construction

2 WEEKS

Hand embroidery detail

2-3 WEEKS

Finishing

1-2 WEEKS

Quality control

1 WEEK

Packing

1 WEEK

ESTIMATED TIMELINE TOTAL = 12-15 WEEKS

You can use this information to build out a detailed critical path or tracker to understand when each stage of the production will be completed.

Step 3 - Build in a buffer

Even with careful planning, delays can happen.

Consider:

- Cultural holidays that may affect production time
- Potential delays with third-party suppliers or shipping
- The possibility that items may need to be corrected after quality checks

Adding a 2–3 week buffer to your production timeline allows for those unforeseen moments while maintaining a smooth, supportive working environment for everyone involved.

Photo credit: WEAVE

Photo credit: Selyn Exporters

3.7 Ethical procurement essentials

Payment practices

Agree payment terms before production begins. They should be mutually agreed and in writing, with reduced payment periods and minimal penalty clauses. We suggest an advance payment of 30–50%, with final payment made on dispatch or within 30 days of arrival.

Clear design instructions

Providing clear production specifications supports both parties and enables positive relationships. When suppliers are expected to interpret vague instructions, an unfair burden is placed on them to guess your expectations.

Ongoing supply relationships

Build supplier relationships with longevity in mind. Consistency and open communication create stability for a supplier in a way that short-term, transactional purchasing patterns cannot.

Price negotiating

Avoid high-pressure tactics that force suppliers to reduce pricing just to secure an order. This directly impacts their ability to pay a fair living wage.

Photo credit: Himalayan Freedom

Fair and reasonable order planning

Giving suppliers the ability to forecast ahead for materials, cash flow, and labour benefits both parties.

Avoiding last-minute changes

Last-minute changes create high-pressure environments for producers and can lead to waste.

Environmental considerations

Reflect on materials used, chemical management, water usage, and full product lifecycle as part of your purchasing decisions.

Training

Ensure all internal team members understand ethical purchasing practices.
Good documentation underpins all of this, clear supplier and buyer agreements, codes of conduct, and effective due diligence processes ensure everyone is working from the same page.

Photo credit: Sabahar

04/ PRODUCER READINESS MODULE

GATEWAY 2 FAIR TRADE FASHION

4.1 Producer capability checklist

Creating a one-page overview of who you are and what you offer can make a strong first impression with potential brand partners.

Problem ✕	Description
Producer name	
Specialisms	
Scale	
MOQ	
Average prototype lead time	
Average production lead time	
Short bio, include your skills and mission	
Values, aligned with Fair Trade and SDG principles	

Photo credit: Association for Craft Producers Nepal

4.4 Sample & prototype guidelines

Sampling is one of the most important stages of the collaboration process. A well-executed sample gives a buyer the confidence to move forward into placing an order. Here are the key things to focus on.

What makes a good sample

A clear interpretation of the agreed design, quality finishing that gives the buyer confidence in production standards, and, where relevant, additional swatches showing material options. Offering these early helps the buyer understand the possibilities and proceed more clearly.

Consistency

Production should meet the same quality standard as the agreed sample.

Clarity

To avoid confusion, communicate the timeframes and expectations openly and in advance:

- Lead times for samples and specific design elements (for example, handwoven versus mill-made cotton)
- Costs, including who is responsible for sampling and shipping fees, plus any additional costs for sample revisions.

4.5 Costing template (Fair Trade friendly)

A Fair Trade-aligned costing approach includes:

- Labour time
- Fair wage multiplier
- Material costs
- Overheads
- Margin

4.6 Producer red flags & how to avoid them

Buyers are naturally risk-averse. They want to work with suppliers they can trust, and that trust needs to go both ways. Some common mistakes in production can read as warning signs to a buyer, and may lead them to step back from a supplier relationship.

Red flags to avoid

- Going quiet or becoming hard to reach
- Avoiding difficult questions or conversations
- Attempting to address issues without communicating them
- A lack of transparency around production processes or outsourced elements
- Overpromising and underdelivering
- Sending poor quality samples or items
- Saying yes to everything regardless of capacity

How to limit these risks

Know when to say no, and don't overcommit beyond your genuine capabilities.

Maintain regular communication with the buyer.

If there are issues or delays, be transparent early and show a clear commitment to finding solutions together.

05/ CO-CREATION TOOLKIT

GATEWAY
2 FAIR TRADE
FASHION

5.1 What is co-creation?

Co-creation is a collaborative way of working where brands and artisans design products together as partners, not as client and supplier.

Rather than designing for artisans, co-creation means designing with them, recognising artisans as experts in their craft, culture, materials, and local realities.

In a co-creation process, both sides contribute knowledge and ideas, decisions are made together, and cultural context and lived experience shape the final product.

This approach helps to balance power, reduce misunderstandings, and create products that are culturally appropriate, market-relevant, ethically produced, and more likely to lead to long-term partnerships.

BENEFITS

Better products

Designs are more relevant, functional, and authentic because they're grounded in real expertise and context.

Stronger trust

Working as partners builds mutual respect and transparency, which reduces conflict and strengthens collaboration over time.

Social and cultural value

Co-creation recognises artisans as creators, not just producers, and helps protect cultural knowledge while allowing it to evolve responsibly.

PRODUCTS ROOTED IN TRUST, CULTURE, AND SHARED EXPERTISE

Common pitfalls to avoid

Unclear decision power

Asking for input without being honest about who makes the final call.

The "hero brand" mindset

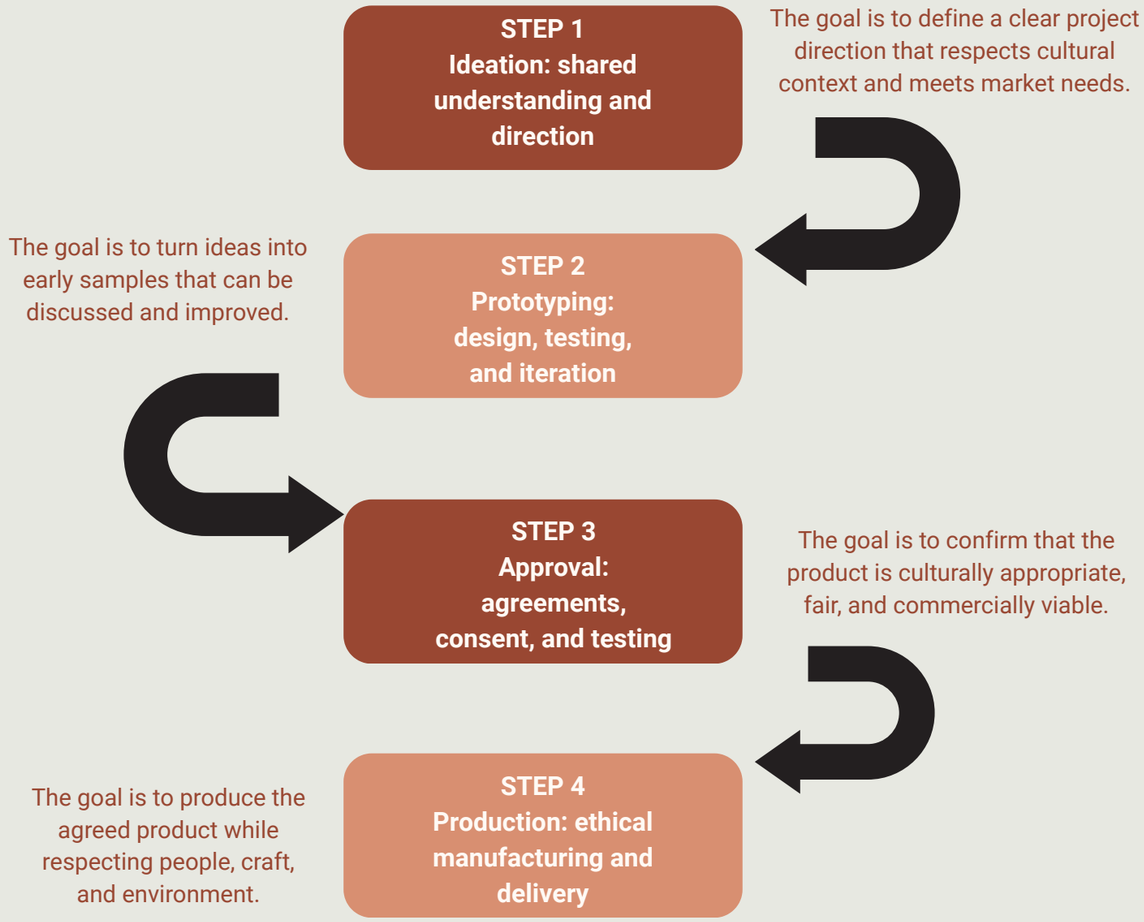
Presenting the brand as the leader rather than recognising artisan agency and expertise.

Rushing the relationship

Skipping trust-building and cultural understanding to move quickly to production. Co-creation takes time. Speed should never come at the expense of **respect.**

5.2 Co-creation workflow

This workflow is designed for fashion and lifestyle products created through collaboration between brands and artisan groups. Each step sets out what the brand is responsible for, what the artisan group contributes, and what outputs should be produced.



STEP 1

Brands bring: a clearly explained design challenge, honest sharing of market requirements and constraints, and a genuine willingness to understand the cultural meaning behind techniques, patterns, or symbols.

Artisan groups bring: knowledge of craft, materials, and traditions; honest input on what is possible, appropriate, or sensitive; and active involvement in shaping **the direction.**

Outputs: a clear project goal, agreement on what can and cannot be used, and a shared understanding of opportunities and limits.

STEP 2

Brands bring: facilitation of design sessions where artisans actively contribute, openness to experimentation, and a focus on strengths rather than deficits.

Artisan groups bring: sample pieces and technique development, suggestions for adaptations that respect tradition while meeting market needs, and honest assessment of what's feasible with available tools and materials.

Outputs: early prototypes or samples, notes on what works and what needs adjustment, and shared design principles for the next steps.

STEP 3

Brands bring: agreed pricing and payment terms before production, written agreements that are clear and understood by all, and informed consent for use of designs, stories, and images.

Artisan groups bring: confirmation that the design is culturally acceptable, functional testing where relevant, and review and sign-off on agreements.

Outputs: a signed written agreement, an approved prototype, and clear consent for production and communication.

STEP 4

Brands bring: pre-financing where agreed, on-time payment, and appropriate credit for artisans in communication and labelling.

Artisan groups bring: production to agreed quality standards, safe working conditions, and early communication of any challenges.

Outputs: finished products ready for delivery, ongoing feedback, and a foundation for repeat orders or scaling.

5.3 Co-creation brief template

1. Project goal

What are we trying to create together? Describe the purpose of the product and the collaboration in simple terms.

2. Target customer

Who is this product for? A brief description of the end customer and how authenticity and craft matter to them.

3. Materials & constraints

What can and cannot be used? Preferred materials (natural, recycled, local), materials or techniques that should not be used, and any cultural or environmental restrictions.

4. Timeline

Key steps and deadlines covering ideation, prototyping, approval, production, and delivery.

5. Pricing & benefits

How will value be shared? Agreed pricing approach, payment schedule, and any additional non-financial benefits such as training or equipment.

6. Sustainability & ethics commitments

No child or forced labour, safe working conditions, informed consent for designs and stories, respectful representation.

7. Decision-making & approval

Who approves prototypes, how changes are agreed, and how conflicts are addressed.

8. Key contacts

Brand lead, artisan group representative, and technical or craft expert where relevant.

A GOOD CO-CREATION BRIEF IS NOT A CONTRACT, IT'S A SHARED REFERENCE POINT THAT BUILDS CLARITY, TRUST, AND ACCOUNTABILITY.

5.4 CO-CREATION WORKSHOP GUIDE

A practical 3-hour session for brands and artisan groups

This workshop framework is designed to help brands and artisan producers move from shared understanding to early product concepts in a collaborative, respectful, and hands-on way.

The goal is not perfection.

The goal is learning together.

The workshop encourages open dialogue, mutual respect, and practical experimentation while recognising the importance of cultural knowledge, craft expertise, and ethical collaboration.

WORKSHOP OVERVIEW

Goal
To co-design product ideas that balance market needs with cultural integrity, craftsmanship, and feasibility.

Participants
10–15 participants in mixed groups of brands, designers, artisans, and producers.

Duration
3 hours (180 minutes)

Materials
Post-its, markers, paper, fabric scraps, yarns, scissors, tape, simple prototyping materials, and consent forms if photography or recordings are used.

Workshop mindset
Progress over perfection.
Collaboration over hierarchy.
Respect over speed.

PHASE 1 — WELCOME & GROUND RULES - 30 MIN

Create a safe and respectful environment where everyone feels like an equal contributor.
Activities:

- Introductions
- Icebreaker exercise
- Shared expectations
- Respect & consent principles
- Discussion around culture, craft, and collaboration

PHASE 2 — UNDERSTANDING EACH OTHER - 45 MINUTES

Build empathy and shared understanding before beginning design discussions.
Activities:

- Mixed pair conversations
- Sharing production realities and market needs
- Discussing skills, processes, and constraints
- Identifying opportunities for collaboration

PHASE 3 — DESIGN & PROTOTYPING - 75 MINUTES

Turn ideas into early concepts and tangible prototypes.
Activities:

- Define a shared design challenge
- Generate ideas collaboratively
- Group and prioritise concepts
- Build rough prototypes using simple materials

The prototype is not the final product.
It is a tool for conversation and learning.

PHASE 4 — TESTING & REFLECTION - 30 MINUTES

Share prototypes, gather feedback, and reflect on the process.
Discussion prompts:

- What worked well?
- What could improve?
- What did we learn together?
- What should happen next?

Documenting ideas and following up after the workshop helps build trust and momentum for future collaboration.

5.6 ETHICAL STORYTELLING & RESPECTFUL COMMUNICATION

Stories should be shared with consent, accuracy, and respect.

Ethical storytelling is not simply a communication exercise. It is part of building fair and balanced partnerships between brands, producers, and communities.

Good storytelling highlights skill, creativity, collaboration, and lived expertise — not pity, stereotypes, or “saviour” narratives.

The goal is not to create perfect marketing stories.
The goal is to communicate honestly and responsibly.

You can see WFT’s Communications Guide here:
https://wfto.com/toolkits/communicationsguide/

NOTHING ABOUT ARTISANS WITHOUT ARTISANS.

PRINCIPLES FOR RESPONSIBLE STORYTELLING

CONSENT COMES FIRST
Explain clearly how stories, images, or videos will be used and allow people the freedom to say no or withdraw consent later.

REPRESENT PEOPLE WITH DIGNITY
Focus on craftsmanship, creativity, knowledge, and collaboration rather than hardship-based narratives.

USE IMAGES RESPONSIBLY
Avoid staged or stereotypical imagery. Show people actively creating, working, and making decisions.

CREDIT MATTERS
Where possible, credit artisans, groups, and communities appropriately and involve them in reviewing stories or quotes.

LANGUAGE MATTERS

Avoid
“Poor”
“Victim”
“Beneficiary”
“Empowered by us”

Prefer
“Artisan”
“Partner”
“Collaborator”
“Working with”

People create change for themselves.
Brands can support the conditions that make it possible.

FAIRNESS & RECIPROCITY
Storytelling takes time and labour. Respect people’s time, compensate fairly where appropriate, and share outcomes transparently.

PROTECTING CULTURE, CRAFT, & CREATIVITY

5.7 IP & DESIGN RIGHTS BASICS

Intellectual Property (IP) helps protect creative work, cultural knowledge, designs, techniques, and authenticity.

In artisan collaborations, IP should support fairness, consent, transparency, and respectful collaboration — not extraction or appropriation.

Many artisan techniques and motifs are deeply connected to cultural identity and community knowledge. They should never be treated as “free inspiration” without dialogue, permission, and benefit-sharing.

THREE AREAS TO PROTECT

1

REPUTATION
Protecting authenticity, identity, and origin through tools such as trademarks, certification marks, or geographical indications

APPEARANCE
Protecting patterns, decorative elements, shapes, and newly co-created product designs.

2

3

KNOW-HOW
Protecting specialised techniques, craft processes, dyeing methods, and traditional production knowled

BEFORE STARTING A COLLABORATION

Ask:

Have we identified the appropriate cultural custodians or representatives?

Have we discussed consent clearly and transparently?

Have we agreed on fair payment and benefit-sharing?

Have we clarified ownership and usage rights?

Have we agreed how artisans or communities will be credited?

If the answer to any of these questions is no, pause the process before moving forward.

BUILDING BETTER PARTNERSHIPS TOGETHER

Fair Trade fashion collaborations succeed when relationships are built on transparency, respect, realistic expectations, and shared value creation.

Strong partnerships take time.

They require communication, flexibility, trust, and a willingness to learn from one another.

But when built carefully, these collaborations can create products with deeper meaning, stronger stories, more resilient supply chains, and greater long-term value for everyone involved.

The future of fashion will not be shaped only by scale or speed.

It will also be shaped by the producers, artisans, cooperatives, brands, and organisations choosing to work differently, with people, culture, and responsibility at the centre of the process.

ABOUT THE AUTHORS

Name Izabela Ersahin
Position Ethical Production Consultant

Izabela is a social entrepreneur and Fair Trade practitioner with over 15 years of experience across ethical fashion, artisan production, and women's economic empowerment, following an early career in luxury fashion in Paris. Her work focuses on building practical bridges between global markets and community-based production systems, with an emphasis on responsible sourcing, circular economy models, and long-term partnerships. As founder of SERA (Sustainable Economies & Resilient Access) and Vice Chair of WFTO Africa, Middle East & Türkiye, she supports initiatives that strengthen market access, producer resilience, and more equitable value chains, while advocating for artisans and producer groups to be recognised as valued partners within the future of fashion.

Name Sara Collins
Position Ethical Production Consultant

Sara has over 12 years of experience in artisan product development and manufacturing, now supporting independent brands to build confidence in their sustainable and ethical practices. Holding a Masters in Sustainable Development, she brings a mindful, people-first approach to production, with quality, equality, and integrity at the core. Her work centres on building meaningful, long-term partnerships, with a particular passion for collaborating with social enterprises. Sara is a strong believer in rebalancing power in global supply chains, ensuring women and makers have an equal voice and are fairly paid for their work.

If you would like to connect directly with WFTO members, you can visit the **WFTO Verified Member & Associate Search** page. **Explore members**

For more information on the Gateway to Fair Trade Fashion Project: **Visit our website.**
Our contact us at: G2FTF EMAIL ADDRESS

#WearYourValues

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Polish Fair Trade Association

World Fair Trade Organization Europe