

Design brief: LGBTQI+ Garment Worker Zine



About Labour Behind the Label

Labour Behind the Label (LBL) is an anti-sweatshop campaign. We have been working to improve conditions and empower workers in the global garment industry since 2001. The global garment industry is built on the exploitation of labour of people of colour (POC), predominantly women in the global South, so that those at the top of supply chains can reap the rewards of this hugely profitable industry. At LBL we work to disrupt this narrative. Much of our work is responsive, to get the best deal for workers, wherever they are. We also exist to shine a light on issues, to educate, raise awareness, and build a movement of committed, active and engaged citizens who want to see a garment industry which is fair for both people and planet. We are a small NGO with five part-time workers, and receive no corporate funding which allows us to remain independent. Most of our funding comes from individuals' donations.

The brief

In recent years, fashion brands have tapped into the pink pound, releasing Pride collections and capitalising on LGBTQI+ (Lesbian, Gay, Bisexual, Trans, Queer and Intersex) rights to sell fast-fashion. However, the workers in their supply chain, including LGBTQI+ workers, are paid poverty wages and have poor labour rights protections.

Traditional reports and research about the garment industry can present workers as a largely homogenous group, erasing diversity, difference and identity. In order to disrupt this narrative, we have been working with LGBTQI+ groups in Cambodia and Indonesia to collect stories and testimonies of LGBTQI+ garment workers.

We are looking for a designer to produce a zine, which contains up to 15 LGBTQI+ worker stories, each accompanied by an image which can be presented as a photograph or an illustration based on a photograph. We will share the zine on social media as well as doing a limited print run. The zine will also provide meaningful actions for people to take to hold fashion brands to account for the conditions in their supply chains for all workers including LGBTQI+ workers.

LBL can provide imagery and we would expect the designer we work with to provide additional illustrations and graphics as needed, in traditional zine DIY styles, such as magazine cut-outs, cut out letters etc... We will work with the designer to provide any necessary content and would like the process to be collaborative.

Each story in the zine contains up to 1000 words, so it is likely to be more text than images, but we would want some aspects of traditional DIY zine styles (like below) to be incorporated:

- [Stonewall](#)
- [Shotgun Seamstress](#)

About you

We particularly encourage expressions of interest from designers who are PoC and/ or LGBTQI+ for this project, who ideally have experience of working on issues of labour, racial or LGBTQI+ justice.



How to apply

The budget for this project is £1,000. We would like to receive all submissions by Tuesday 28th November 2022. The zine should be completed by the end of January 2023, as we plan on releasing the zine as part of LGBT History Month in February 2023.

To apply, please email info@labourbehindthelabel.org with the subject line LGBTQ Zine.

Please include a brief supporting statement (no more than a page) explaining why you are a good fit for this project, two examples of your previous work and how you will approach the project within the budget.

If you would like an informal discussion, or to view a sample story, please email meg@labourbehindthelabel.org.