



UK: Message campaign targets “Killer Jeans”

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Campaigners will be hiding messages in the back pockets of jeans

Ethical campaigners are targeting apparel brands including Dolce & Gabbana and Armani with a “secret message” campaign designed to highlight the health risks of sandblasted jeans.

Volunteers from pressure group Labour Behind the Label will be hiding thousands of messages in the back pockets of jeans in shops around the UK this week, directing consumers to find out more about the “Killer Jeans” campaign.

The initiative calls for the banning of sandblasting – a technique which involves using high-pressure blast guns to fire sand at denim fabric, creating faded and worn patches.

Campaigners say the process causes silicosis, a potentially fatal lung disease which they claim has already killed more than 50 Turkish denim workers, with doctors predicting thousands more around the world have also contracted the condition.

The UK campaign will target towns around the country, with special events planned for cities including Brighton, Bristol and London.

So far, 17 fashion and retail brands have publicly issued statements banning sandblasting, including Levis, [H&M](#), [Matalan](#) and [Burberry](#).

But campaigners are particularly targeting companies which are yet to issue a public ban, such as D&G and Armani Jeans.

Spokespeople for D&G and Armani were not available to comment on the reports.

“Even though they know the risks facing sandblasting workers, these luxury brands continue to drag their heels,” said Samantha Maher, a policy co-ordinator for Labour Behind the Label.

“It’s time for us to take this message directly to consumers right under the brands’ noses. We don’t believe any production technique should put workers’ lives at risk. Fashion to die for shouldn’t cost lives.”