The True Cost

Released 2015

Director: Andrew Morgan



Overview

The True Cost is a documentary delving into the clothing industry and it's global impact relative to the economic, social, and human cost indirectly but widely distributed from one country, culture, and government onto that of another. Here, Andrew Morgan has sought out recognized individuals who through interviews, parlay their experiences, industrial outcomes, views of the human condition, and thence uses their corporate consensus as a means of expressing the responsibility and level of in-debitedness bestowed upon corporations using these garment manufacturers as outlets for their goods.

Today's retail chains are said to have emerged as dominate fashion houses that provide 'fast' production which has changed the system which historically revolved around the seasons. Such an adjustment to this industry enables greater sales potential and proven lower prices for the items sold to consumers. Using careful 'poppin' designs to attract buyers, while maintaining minimal pricing, meets the needs of most of our global economies and fulfills the social-pyscho dynamics of the public. Sustaining the associative measure in designer names and recognized brands is the direct route toward building our economies. It also builds in-house revenue and renders these bodies as financially solvent. A magnitude of progress, through industrial change, does not alleviate corporations from responsibility for having 'ignored' the social outcomes of their manufacturing strategies. Out-sourcing their globalized production to low wage poorer countries who provide items as a low par product purchase rate is at a cost to both these businesses and the employees as factory workers seeking a regular form of income.

Cheaper leather as with cheaper clothing pieces is not without the same unkind conditions for factory laborers. Something as simple as the exposure of hands and their bodily skin denotes chance as each day, using the necessary chemicals is at biological cost against maintaining total health. In this work, we clearly see the resistance to understanding the health risks associated with such labor, the lack of modernization in facility, equipment necessities, and the diligence put forth by workers who are willingly taking on such task despite all the barriers facing them each day. The strategy to fulfill product demands has no regard for humanity as we see the distance between fair wage, cost effective labor, low cost items, and all of this industries empowered persons.

Secondly, our film work discloses the realities for farmers in both Texas and India from having become farm agents of GMO Bt cotton and the inherent conditions which have since presented. The cost effective

mindset each held prior to becoming farmers of the genetically processed seeds has proven expensive in purchase ability and sustaining the crop as pesticides have become a necessary evil. Their intentions of reestablishing cotton as a industrial phenomena is defeated as they are faced with the financial realities of their decision.

There in the midst of manufacturing whoas and crop land mining matters are those committed to redefining the input and gesturing toward better more appropriate output. The 'cost' of garments in total has brought about a cooperative network of organizations world wide who are fixated on improving the people and women who are affected in total. These bodies such as 'Swallow' who are featured in this documentary, are treating the 'total' problem while generating a more responsive, responsible, employee out of the many 'sewers' who work in the factories through beginning with one village inside India. Others are distracted with seeking a greater financial reward from the 'patent' owned cotton seeds corporate distributors. A solution to the constant need for pesticides and it's direct burdens to their income must command the attention of the same research and developers who constructed to 'cotton' revolutionary seeds to combat a better means of it's full use as a farmed crop.

The True Cost carefully but clearly supports one's outlook that this is the 'War on Want'.

Interviews, Settings & Content Value

I thought the interviewed participants were all good capture as their feedback gave sound understanding, interpretation and advice to those fortunate enough to view this documentary. They are a most valued partner to the "The True Cost" project team.

There was a consistent use of visual realities in factories, home life, and specific places to conduct conversations. Some were snippets of fashion shows, filmed locations, and captured earthly visions. Each had it own intention and our adventurous natures must connect the cause and effect of each situation as it is relative to the environment within the confinement of cultural difference and landscaping. There is clear use as it is relates to the shared issues and dedication to the conditional betterment plans abroad.

Our project director and editor used his skill to combine these issues in a pleasing fashion within a short window of time to successfully expose, distribute information and reengaged others for change and becoming of change.

How the documentary captures reality

Each scene offers us a candid look into the manufacturing aspect of the clothing and fashion industry through vocal consideration and visual on-look. This captivates and commands are attention to detail as we intently learn respectfully and carefully how global partnering brought about this sense of dis-connectivity between clothing vendors and factory business owners. The trust that should have encompassed 'human rights' in worker relations has never presented itself instead it has shown it's greedy head as disgruntle villagers and farmers expose their truth. It echoes the intense contractual relations are best suited for employees regardless of their fellow countryman's charm and commitment to providing quality goods for the market place. For farmers, it suggest a continuous need to create, change, and modify processes, the products, and product pricing so as to hold financial gains and not the reported losses.

Is this a new issue or old revisited ? and is **H & M a scapegoat for years of abusive practices?**

Although our film identifies H & M as participants in the garment factory abuse practices, it is unfair to blindly do so without understanding the historical bases upon which such complaints have become a burden to those unwilling to micro-manage the international partners they've contracted with. Over the past years there have been numerous major brands which have come under- fire for ignoring the constant problems plaguing the poor people of these countries as they import corporate ideas and globally distribute cheap goods for market.

Quite notably, back in 2001 the Nike Corporations was publicly chastises for it's functioning as an enabler within Indonesia and the then existing 9 factories which manufactured it's products. It is alleged that appropriate measure were taken to amend the abusive conditions and regain the confidence of it's many consumers that it sought 'good business practices' both within the U.S. and abroad. This matter spilled from within even our University communities as students and visitors are sold apparel manufactured in contract with corporations such as Nike. Although it may have seemed a new issue in 'manufacturing outsourced work' woes for some of us, this is a practice that has been publicly demised for some time. There has been a habitual lack of regard globally for 'child labor laws', abuses against women, and wage disparity well before the 2000's set in some twenty years ago. Children have been reportedly trafficked within the continent of Africa to work in farms and other industry's as cheap labor citing the economic status of it's people. Though each country is different there are few barriers to children seeking income to aide their family condition and unbeknownst to them, produce goods for major worldwide recognized companies. These realities are problems that prevail and are now being intentionally dismantled from on country and onto the next. As our movie depicts, there is thence the work in redefining the intention of industry and outlining programs of manufacturing agency that 'care' for the worker and not just the line item price. The doubts of trust and the reality of greed are the unsettling constants which deem it necessary for organizations to address those suspected of violating the rights of others for monetary gain.

In-house governments

Each governmental system has seemingly abandoned their responsibility to their citizenry as protectors of their human rights, labor rights, and opposing 'bad' in-house business practices. As these 'sweatshops' evolved and gain momentum within the borders of each country's, the responsibility of officials is to inspect facilities, monitor wage controls in assumed taxation practices, compile data for business owners to adhere to 'standards' of practice as they relate to environmental, health, and hazardous matters among other aspects of laws I suggest present in global lands. This assures both vendors and workers that their needs are valued and provides an overshadowing in governmental respect for it's populace.

Conclusive thoughts could only bore you back into the previous paragraphs as I've clearly shared varied aspects of this documentary's real and impactful content. I know that for each piece of clothing I look at during the long and undecided days within this COVID-19 epidemic, I do rethink it's value only after it's tucked within my shopping bag or laying before me for view within my home space. The suggestion of 'blood clothing' echoes frequently urging a consideration of shame for just understanding the circumstances by which the item may have arrived into my country and onto the rack within each store I visited. I too know how far outside of that power loop I fall.

At the same time, I see the empty stores, dusty and vacant where some of the familiar brands were sold before the decline and decisions to leave retail just as financial ruin set in. This too is understandably the in road toward jobless conditions and poverty in places that have never gained enough ground to be well outside it's reigns. And, knowing that one matter, sales and manufacturing, does not affect the other and that the current market place in it's undecided state has need for more garments we are left to rationalize 'The True Cost' in manufacturing such goods.

