

Occhiena: ethical fashion for the working inclusion of women in Sevillian Polígono Sur

LOCATION: Seville

DURATION: 1'49"

SUMMARY: Occhiena produces clothing for Spanish businesses involved in ethical fashion, which means paying respectable wages and fair working conditions, away from labour exploitation which is usually common in this sector. In the studio, women train and work, the majority from Polígono Sur, in Seville, who have had difficulties entering the labour market. The initiative, promoted by the Don Bosco Foundation Project, is now going beyond the Spanish borders and Occhiena is starting to take deliveries for international designers.

VTR:

There's no time to lose in this studio. They cut. They sew. They're looking over the clothes from new collections... These women are learning a profession and are working with respectable wages. This is Occhiena, an ethical fashion studio.

LOLA GALEANO
Studio Manager

"There are women here that, for example, started last year, who had never touched a sewing machine. And for the time being they are working in every aspect of production."

These are women from Polígono Sur, Seville, who have struggled finding work. Women such as Nadia. She used to work in chain production in Morocco.

NADIA EDDAOUI
Dressmaker

"I found little work, very little. And here I am learning a lot."

She's referring to a three-year-old social enterprise, a Don Bosco Foundation Project initiative.

ANTONIO MEGUAL
Don Bosco Foundation Project
Manager

"It's a tool that the Don Bosco Foundation Project creates for being able to employ women who are training with us."

NADIA EDDAOUI
Dressmaker

"I'm learning to cut, make patterns, put clothes together fully. I'd never done it before."

The women learn a trade, the wage gives them independence. And with all this...

María Ángeles
Dressmaker

"I feel more secure of myself. Before I was insecure."

They work for firms throughout Spain. Lola is the studio manager and is an experienced designer.

LOLA GALEANO
Studio manager

"With OnlyOliv, which is a Madrid firm, that has brought all the production over here in Seville. We even have a girl from Cambridge who is releasing a lingerie collection made from organic material."

And so among all the orders and hurried deliveries, passes life in the studio. Here no one is exploited. The future is a series of patterns and looks like a colourful flounce dress.