



Welcome to our special news edition on ethical fashion, business and finance!

Ethical. It's an adjective that can be applied to just about any facet of life or industry, especially to companies looking to boost their business cred. We think it's pretty important, and seeing as it's received a lot of air time lately, we thought it was about time to add our two bobs' worth.

So welcome to your May news from First Degree PR, where we'll be showcasing our (totally insightful and profound) opinions about ethics, and what we think needs to be done to change the world. We know, we know - beauty pageant world peace speech much?



[Ethics: you can't touch this](#)

If you're living in denial that the term 'sweatshop' left our lingo in the early 90s along with bad (but catchy) MC Hammer song lyrics - you might want to sit down for this one. We're talking fashion and ethics, and why the two should be put higher on the priority list than our addiction to cheap, fast fashion. Let's get real, yo.



[How fast-fashion can solve its image problem](#)

Our superstar MD Caroline was the featured PR expert providing advice for fashion companies about ethics in a recent article published by Marketing Mag. When it comes to ethical fashion, just what should fashion labels be doing to help with their rather hideous, trending image problem?



[What exactly is business ethics?](#)

You've 10 seconds to answer the question....and go! We all talk about being ethical, and most of us claim we're good at it, but how many people really know what ethics in business really involves? Our marketing guru gives us her intel into business ethics sense and why we should be paying more attention to what we're claiming we do.



[Empty...I mean 'ethical' promises](#)

As a mother, Casey knows all too well about the unbreakable promises you make to your kids. And how they know if you're lying. They ALWAYS know. So why don't we expect the same from our pollies? Or have we just come to complacently associate the word politician with the term green-mean-unethical-lying-machine?

And in other news...

[The Banking and Finance Oath](#)

Speaking of ethics, did you know some of the biggest head honchos in banking and finance have set up an initiative to keep the banking and finance industry ethical? If not, check out the [BFO](#) - they're making changes to the way the banking and finance industry operates - and they're aiming for big results.



[We support Kiva](#)

Thu is 41 years old and married with two children. She lives and works in Thanh Hoa city, where she owns a fashion retail business. With the help of [our donation](#), Thu plans to invest in her business to help support her family. Find out more about Kiva [here](#).

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