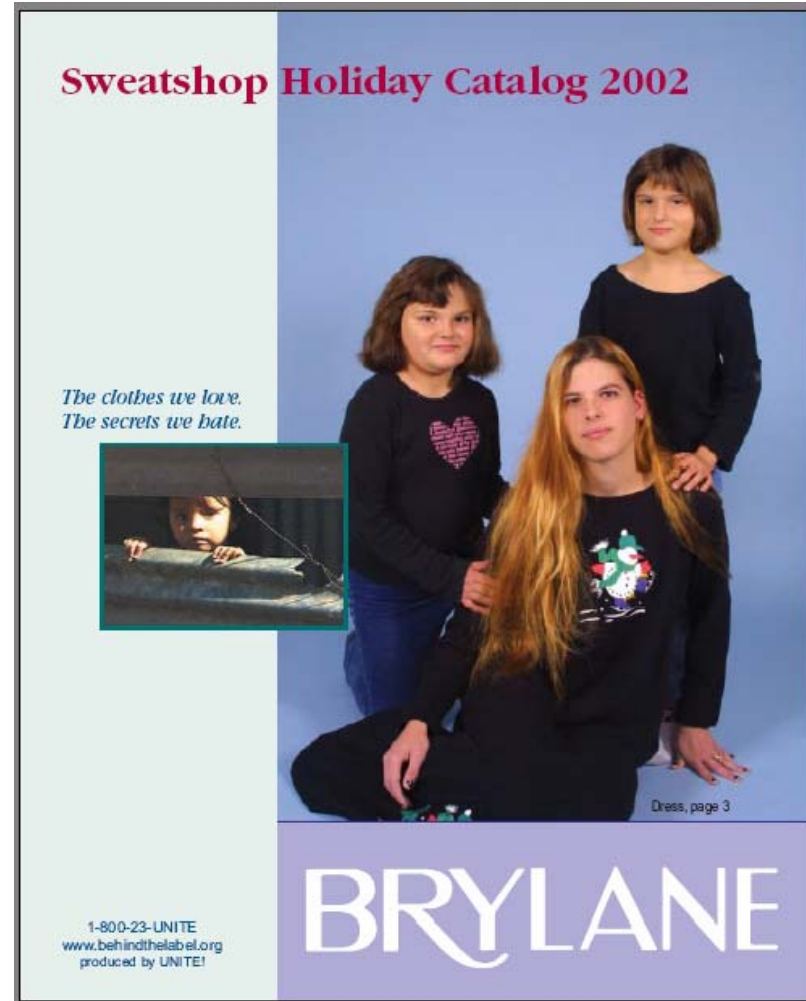


Example of a Corporate Campaign

- BRYLANE

- UNITE sought to pressure catalog retailer to enter into “neutrality agreement”
- Published mock catalog alleging sweatshop labor and unsafe working conditions

Summary provided by:
www.efcaupdates.com



Summary provided by:
www.efcaupdates.com

Example of
a Corporate
Campaign

- BRYLANE

B. "I work hard to help take care of my 5 grandchildren, and I get to hold them and love them almost every day. It's hard for me to think the clothes that I unload on our docks come from places like Thailand, where workers can't spend time with their kids," says Sandra.

BRYLANE

Dear Customer,

This holiday season everyone will be looking for good deals. The economy is slow, and our wallets thin.

Brylane catalogs—which include Lane Bryant, Lerner and Roaman's—might seem like a great place to find gifts for your family and friends.

But there's a problem. When you look at a Brylane catalog, you'll see clothes you like. You won't see the secrets behind them. Workers at the Brylane distribution center in Indianapolis work hard to get you your clothes on time. But more than 10% of the workers suffer from repetitive motion injuries. And Brylane clothes are made in sweatshops across the globe.

Brylane's parent company is one of the world's largest retailers. Pinault-Printemps-Redoute, PPR, operates in 65 countries, and also owns famous labels like Gucci and Yves Saint Laurent.

Our holiday catalog tells shoppers the story behind Brylane fashion. If you want more information, give us a call at 1-800-23-UNITE, or look us up on the web at www.behindthelabel.org.

Happy Holidays from the women & men at Brylane!

A. Sandra Stroup, 53, has worked at Brylane as a dock unloader for 10 years. Her Brylane sweater ~~was made~~ in Thailand where workers have to stay 20 to a room in company-owned housing. They pay rent to their bosses, yet are not allowed any visitors, not even their own children.

B. "I work hard to help take care of my 5 grandchildren, and I get to hold them and love them almost every day. It's hard for me to think the clothes that I unload on our docks come from places like Thailand, where workers can't spend time with their kids," says Sandra.

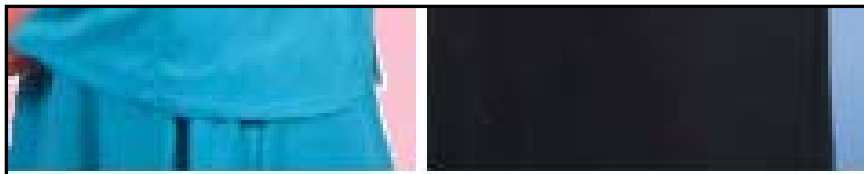
1-800-23-UNITE
www.behindthelabel.org

2



Example of a Corporate Campaign

- BRYLANE



D. The work puts tremendous strain on Karen's left shoulder, as she uses it to steer in a circular motion. "I am a young woman. Because of the strain of my work, I had to have surgery this year," says Karen.

E. "I know it can be different," adds Karen. At Brylane's sister facility in Massachusetts, workers have a union, an active health and safety committee and rules about ergonomics. There, repetitive motion injuries are a small fraction of those at Brylane.

Summary provided by:
www.efcaupdates.com

One in 10 workers at Brylane suffers from a repetitive motion injury.



B. Brylane clothes are made in sweatshops

C. Karen Rico, 25, and her two daughters are pictured on the cover. Karen has worked at Brylane in the warehouse for 4 years. She drives a stand-up forklift, operates a crane that lifts boxes 60 feet into the air and stacks boxes by hand. During an average 8-hour shift, she throws 5,000 boxes into 100 storage cages.

D. The work puts tremendous strain on Karen's left shoulder, as she uses it to steer in a circular motion. "I am a young woman. Because of the strain of my work, I had to have surgery this year," says Karen.

E. "I know it can be different," adds Karen. At Brylane's sister facility in Massachusetts, workers have a union, an active health and safety committee and rules about ergonomics. There, repetitive motion injuries are a small fraction of those at Brylane.

Because of work, Karen Rico, 25, needed surgery on her shoulder.

3

Example of a Corporate Campaign

Summary provided by:
www.efcaupdates.com

- BRYLANE

- Campaign lasted 16 months
- Union refused efforts to have NLRB secret-ballot election
- Union picketed stores owned by the same company
- Union enlisted French unions to pressure corporate owner
- Also had “sweatshop fashion show”

Summary provided by:
www.efcaupdates.com

UNITE! Pressbox

FOR IMMEDIATE RELEASE
January 7, 2003
Contact: Mary Kay Devine, UNITE
212-266-7000 x529
Audrey Wathen, Brylane
212-902-9310

BRYLANE AND UNION REACH AGREEMENT

Brylane and UNITE agree on process to decide unionization at Indiana distribution centers

(Indianapolis, IN): Brylane and UNITE (the Union of Needletrades, Industrial and Textile Employees) paves the way for workers at Brylane's Indiana catalog distribution center to decide on union representation.

The process is a secret mail-in card/ballot procedure. It will be administered by Attorney Paul Deignan, a third party neutral. The campaign period will be from January 9 to January 23, 2003.

Bruce Raynor, President of UNITE, and Russell Stravitz, CEO of Brylane, jointly announced the agreement, noting that it will provide Brylane workers with the opportunity to freely express whether they desire union representation. The neutral third party will authenticate and count the employees' card/ballots as soon as possible after the campaign ends. If 50 percent plus one of the Brylane distribution center employees express the desire to be represented by UNITE, Brylane will recognize the union and begin negotiations on the first union contract for the Indiana facilities. If 50% or less of the employees support union representation, UNITE will discontinue its Brylane organizing activities in Indiana and elsewhere for at least one year.

January 7, 2003

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In a joint statement, Stravitz and Raynor commented, "It is time for Brylane and UNITE to put aside their differences and let the employees decide whether they wish to be represented by the union. If they choose union representation, we have pledged to establish a friendly and productive relationship, to negotiate a contract in good faith and to deal fairly with each other. If they do not, all organizing efforts targeting Brylane will cease. In either event, we will support the decision of the

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Wednesday, Mar 26, 2003

Business

Posted on Wed, Jan. 29, 2003

Catalog workers vote for union representation

Associated Press

INDIANAPOLIS - About 800 workers at catalog retailer Brylane's Indianapolis-area operations will gain union representation after a 15-month organizing campaign.

Results announced Wednesday came three weeks after a labor organization and Brylane agreed on terms for secret mail-in balloting overseen by an attorney acting as a third party.

Of 738 eligible employees, 383 workers, or 52 percent, submitted cards supporting representation by the Union of Needletrades, Industrial and Textile Employees, said Mary Kay Devine, a UNITE spokeswoman.

Another 127 cards in favor of representation were ruled invalid because of procedural errors, she said. Workers opposed to unionization did not submit cards, and some temporary employees were not eligible to take part.

The process involved employees at a Brylane finance-and-customer service office in Indianapolis and workers at a warehouse in suburban Plainfield.

Negotiations will begin toward the first union contract for the two operations, with the union seeking improvements in wages, benefits and workplace safety.

Shopping & Services

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- Find a Car
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- Find an Apartment
- Classifieds Ads
- Shop Nearby



Financial Markets

Dow Jones Industrial Avg. 8,300

DJIA	8,243.95	-36.28
NASDAQ	1,393.31	2.30
S&P 500	872.92	-1.82
CCL	24.82	-0.32
AN	13.15	-0.04
LEN	53.86	-0.84

1:06 PM ET disclaimer

Market Update: Regional Companies

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Summary provided by:
www.efcaupdates.com



CLEAN CLOTHES CAMPAIGN

*Improving working conditions
in the global garment industry*

Urgent appeals Campaigns News Companies Publications

Brylane workers have won their struggle to organize with UNITE!

Summary from AFL-CIO newsletter:

UNIT(E)ING AT BRYLANE--After a high-profile, hard-fought campaign, the 800 Indianapolis warehouse distribution workers at Brylane, a huge catalog retailer, won a voice on the job Jan. 29 with UNITE. In December, the company agreed to a neutrality card-check process so workers could decide for themselves whether to form a union without employer interference. "We hung in there and

For more information about the Brylane campaign, see:

<http://www.cleanclothes.org/urgent/03-01-29.htm>