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In the Fashion Revolution campaign video *Good Clothes, Fair Pay*, the argument extends far beyond a simple call for higher wages for garment workers. The animated video addresses the widespread issue of labor exploitation in the global fashion industry and encourages viewers to support policy changes aimed at securing fair compensation for workers. From the beginning, the video establishes a striking contrast between bold, stylized images of fashionable individuals posed against vividly colored, coordinated backgrounds, and darker scenes depicting sewing rooms, collapsed homes, and raised fists of protest. While the opening images celebrate the visual allure and consumer appeal of fashion, the video gradually exposes the hidden labor systems that sustain this aesthetic. The transition from glamor to labor exploitation exposes the structural inequities of the fashion industry and compels viewers to confront the realities behind the clothing they consume. An ideological analysis shows the artifact centers the ideograph “fair pay” as a way to redefine fashion as a space of ethical, political, and legal struggle. By invoking “fair pay,” the video mobilizes a historically contingent abstraction that legitimizes legal reform and collective activism while foreclosing on alternative interpretations of labor as a commodity, thereby reinforcing the authority of institutional governance over corporate autonomy within the global fashion economy.

This ideological framework becomes clear through the language that consistently surrounds the phrase “fair pay. Throughout the video, the ideograph is paired with phrases such as “fundamental human right,” “law,” “protect,” “power,” and “change.” Each phrase carries ethical and political weight, constructing a network of moral imperatives that frame fair

compensation as nonnegotiable. The phrase “not a luxury” positions fair wages as essential rather than optional, alluding to the fact that compensation is not a privilege but a basic requirement of justice. In this way, “fair pay” is defined as an ethical principle that appeals to a universal sense of fairness. The artifact never details specific wage amount, labor standards, or policy frameworks. Instead, it relies on the emotional and moral resonance of the phrase to communicate its message. Supporting fair pay is synonymous with supporting justice, and questioning it risks appearing indifferent to human rights. Through this framing, the video elevates the concept of fair wages from an economic standpoint into a broader ethical and human rights imperative.

The visual elements of the video further strengthen the ideological framing by linking survival and everyday life circumstances. In one scene, colorful fruits and foods transform into medical instruments inside a child’s lunchbox, visually asserting that income directly affects access to basic necessities such as nutrition and healthcare. A house pounded by a heavy rain storm collapses, symbolizing economic instability and vulnerability which reinforces the argument that inadequate wages threaten workers basic security. In the following scene, a woman sewing in a dimly lit room appears to be exhausted and emotionally drained, but as she opens the blinds and sunlight creeps in, her expression shifts toward hope, which suggests the idea that increased wages could transform her circumstances. Dead flowers beside her sewing machine further symbolize the emotional and physical exhaustion she is experiencing as a garment worker in exploitative conditions. Together, these images expand the meaning of fair pay beyond a simple paycheck. Instead, the ideograph connects to how equitable compensation directly effects health, family, stability, and quality of life. By showing viewers how fair wages directly affect

whether people can live safely and securely, the video frames structural reform as a human rights necessity rather than a simple economic fix.

Legal authority and institutional oversight are also central to the ideological message of the campaign. Towards the end of the campaign, raised fists sweep across the screen, symbolizing collective action and global solidarity among workers and supporters. One fist grabs a gavel and strikes it downward, explicitly linking activism with judicial authority and signaling that fair wages require legal enforcement. Shortly after, a coin stamped with scales of justice appears on the screen, visually merging the economic impacts to the legal requirements. This imagery reinforces the idea that labor is not a commodity to be bought and sold, it is an issue that carries significant ethical and legal implications. The coin then transforms into the Earth, surrounded by sewing tools, further broadening the argument to highlight the global issue at hand, positioning wage injustice as an international problem rather than an isolated workplace issue. Through the use of these visual elements, the campaign presents international institutions and legal frameworks as the appropriate mechanism for ensuring economic justice.

The strength of the ideograph “fair pay” is further reinforced through its pairing with powerful phrases throughout the campaign. Words such as “fundamental human right,” “law,” and “protect,” repeatedly appear next to the ideograph, which creates a ideology that connects wage justice to institutional authority, ethical responsibility, and collective action. At the same time, oppositional language such as “struggle” and “labor” combined with images of invisibility and exhaustion highlight the exploitation that workers face within the current system. By consistently pairing the ideograph with legal and action oriented language the video leaves little room for interpreting labor as a neutral economic resource. Arguments that low wages are

necessary for market efficiency or global competition are pushed aside. Instead, fair pay is elevated into a universal standard grounded in ethics and legal authority rather than profit.

Additionally, the ideological framework also reinforces clear distributions of power. Garment workers are depicted as vulnerable, marginalized, and economically unstable, highlighting the inequalities that shape their working conditions. At the same time, authority is emphasized through imagery of collective activism and institutional enforcement. The raised fists in protest symbolize solidarity and resistance, while the gavel signals the law and institutional power. Through this strategy, the video shifts the moral and political authority away from corporations and toward governing institutions that are capable of regulating them. Fashion is no longer portrayed as a private, profit-driven industry. Instead, it is seen as a global system that demands oversight, accountability, and structural reform.

Overall, the ways the video repeatedly articulates “fair pay” alongside human rights language, legal symbolism, and global imagery reveal an ideology that positions wage justice as inseparable from systemic reform. Exploitation is an issue of a broader system of imbalance and power inequity. While garment workers are the immediate focus, the ideological framework situates these struggles in a broader global context, emphasizing the idea that fashion is more than aesthetics. By using the ideograph “fair pay” the video frames a particular wage demand campaign into a broader moral standard that frames legal accountability and collective activism as a justified response. Every visual, textual, and symbolic element reinforces this argument, making it clear that fair wages are not simply preferred, they are ethically and morally required and subject to global enforcement under law.