**Introduction**

In the article presented by The Guardian (2019), an article regarding the Australian fashion brands is presented. According to the article, while many of the brands have made improvement on their ethical ratings, others are doing badly especially when it comes to welfare and human rights. a significant number of companies in this industry are exploiting the employees. The fashion companies were also graded in regards to the environmental impacts in the survey. The denim brand is positively presented in the review as one that has provided social and environmental care in its operations. In this study, the arguments in the article are dissed and ethical issues analyzed. The best ethical approach to the issues discussed in the study is also presented. It is evident that the sustainability of firms in the fashion industry will be highly enhanced through ethical operations.

**Issues discussed**

The article indicates that a significant number of players in the fashion industry have failed to operate ethically. They are also failing to contribute towards social and environmental sustainability with the industry contributing towards 8% of the total global emissions. Historically, the fashion industry has not been put into limelight when it comes to its social and environmental sustainability impacts. In contemporary world, the industry has been put to the limelight. There are non-governmental organizations that are now concerned with the environmental and social impacts of the fashion industry in Australia including firms such as Fashion Revolution. In the fashion industry, the median grade on human rights assessments is D indicating that many employees in the industry are working in bad conditions. The industry is rated C+ when it comes to its water consumption, the release of chemicals and pollutants and the manner in which it deals with used and discarded products and containers.

There are legal and sanctions implications that are applicable to the above issues in Australia. The Fair Work Act Australia prohibits the exploitation of employees. The employees should be provided with reasonable working conditions and firms that fail to adhere to this requirement are liable to fines and employee compensation. The Environmental Offences and Penalties Act 1989 indicates that companies will be liable for an offense if the release chemicals to the environment which are likely to harm such an environment. For corporations a maximum penalty of $1 million is applicable and $250,000 or seven years for individual persons (AIC.Gov. n.d). Sanctions are also instituted for individuals and companies that fail to honor the requirements of the permits provided to them in regards to social and environmental protection.

**3. Key ethical issues/concerns**

In the article, the key ethical issues presented are unethical behavior of the organizations to the employees. Poor corporate social responsibility is also discussed as the fashion industry contributes 8% to the global warming menace with employees being provided with poor working conditions . Poor product transparency has also led to customers complaining. It is an indication of the firm’s poor social responsibility.

AIC.Gov. n.d. Australian pollution laws, offences, penalties and regulatory agencies. retrieved from <https://aic.gov.au/sites/default/files/publications/proceedings/downloads/26-norberry.pdf>

The Guardian (2019). Australian fashion brands must improve on workers rights, reports bsays. Retrieved from <https://www.theguardian.com/australia-news/2019/apr/11/australian-fashion-brands-must-improve-on-workers-rights-report-says>