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## Versace Bans Sandblasted Jeans, Double Win for Activists and Garment Workers

by Emma Grady, New York, NY 07.26.11



## Photo: ishane, Creative Commons

Thanks to pressure from activists, <u>Versace</u> is banning "killer" sandblasted jeans. This news comes after a two-month campaign by the <u>Clean Clothes Campaign</u> (CCC) on <u>Change.org</u> where more than 1,200 people from around the world signed a petition urging the Italian fashion house to ban the dangerous technique, which is used to give jeans a "worn" look.