Clothes to Die For

with Julietta Schoenmann
GISIG Joint Co-ordinator, UK
In this presentation...

• How I became involved in this issue
• What is behind the simple supply chain model
• How much do your clothes really cost
• The garment industry – image and reality
• Three practical classroom activities to engage learners in this topic
How I became involved
The supply chain

Traditional functions:

Textile Industry:
- Raw material development, production and supply

Apparel Industry:
- Garment design to wholesale distribution

Retail Industry:
- Distribution to the end consumer
How much does your T-shirt really cost?

BREAKDOWN OF COSTS OF A T-SHIRT

1. Retail*: €17.00
2. Profit to the brand: €3.61
3. Material cost: €3.40
4. Transport costs: €2.19
5. Intermediary: €1.20
6. Profit factory in Bangladesh: €1.15
7. Overhead costs: €0.27
8. Pay to worker: €0.18

* Includes all costs at a retail level including staff, rent, store profit, VAT etc.
What do garment factories look like?

Like this?
What do garment factories look like?

Or like this?
The image and the reality

H&M promotional video

BBC Panorama programme about the garment industry
Planning an activity

How would you use these two video clips in class?

Suggest ways of:

• Interesting students in the topic
• Engaging with the video content
• Following up the video in a subsequent lesson
Classroom activities

RANA PLAZA AND TRADE UNIONS - for Intermediate learners: quiz/infographic/reading/grammar/writing - 1.5-2 hrs

Try this Ready Lesson with your learners - 2 versions to choose from: powerpoint (which you can adapt to your group) and pdf:
RANA PLAZA AND TRADE UNIONS - Intermediate - 1.5-2 hrs (from September Issue 495) - quiz, infographic, speaking, reading, grammar (3rd conditional) and writing.

Media: Trade Unions and Rana Plaza.ppt
Media: Trade Unions and Rana Plaza.pdf
Classroom activities

Trading Trainers game

A Simulation game about working hard for a living and staying poor
Useful websites

• http://labourbehindthelabel.org/
• https://cleanclothes.org/
• http://www.ethicalconsumer.org/shoppingethically/ethicalfashion/clothingcampaigns.aspx
• http://fashionrevolution.org/
• http://www.tjm.org.uk/
• http://www.ethicalconsumer.org/
Books

*The Song of the Shirt* by Jeremy Seabrook (Hurst, 2015)

*To Die For: is fashion wearing out the world?* by Lucy Siegle (Harper Collins, 2011)

*Overdressed: the shockingly high cost of cheap fashion* by Elizabeth L Cline (Portfolio/Penguin, 2013)

*Fashion and Sustainability: design for change* by Kate Fletcher and Lynda Grose (Laurence King, 2012)