The Story of Clothes
Do you love clothes?

We do… Here at London College of Fashion we love clothes because they make us feel good, and they help us express who we are.
Would you like to find out where your clothes come from and what happens to them throughout their lives?
Follow the colour coded steps to learn how to discover the Story of your Clothes.

Step 1

Step 2

Step 3
Step 1… Check out The Story of Clothes slides below to discover where your clothes come from. Then try the fun quiz at the end.

Step 2 … Become a ‘Clothes Detective’ to discover what has happened to your clothes throughout their lives.

Step 3 … Tell the Story of YOUR Clothes. Learn how to make a Clothes Story Storyboard.
Complete each of the steps in order. Starting with Step 1, then Step 2, and finally Step 3.

Read through each step before you begin so that you understand what you are going to do.

Prepare the items you will need to complete each step.

Allow plenty of time to complete each step. You may want to do each step on a different day.
Step 1

These slides tell the story of our clothes. You will see where clothes come from and what may happen to them throughout their lives.

Then..... see how much you can remember by trying the fun quiz at the end.
The Story of Clothes!
Have you ever wondered where your clothes come from? Who makes them and how they get to shops and stores near you?
Designers imagine our clothes and bring them to life.

It's their job to create trends, select fabrics (that means deciding what the clothes are made of), and make sketches.
They create **TECHNICAL DRAWINGS** and send them to factories all around the world.
These are some examples of countries where our clothes are made. There are many more all over the world!
This is what the people who make our clothes look like.
The finished clothes are transported (by , , and ), to shops everywhere
Lots of Designers
+ Lots of Factories
+ Lots of Shops
= LOADS OF CLOTHES!
We ❤️ our clothes. They make us feel good. They help us fit in. They remind us of good times 😊
But, what happens to our clothes when we don’t want them any more?
We could…

Throw them in the bin!
If we throw our clothes in the bin, they can end up in Landfill.

I don’t want my story to end here. WHAT A WASTE!
Instead of throwing our **clothes** in the bin we can ...

**Share** them

**With friends or family**
Car boot sale

Sell them

Online depop ebay

Cash for clothes
Donate them

Charity shops

Community jumble sales
But, what do we do if our clothes are not in good enough condition to SHARE, SELL or DONATE?
We can ... 

**Repair them**

- Sew on missing buttons
- Mend holes
Recycle them

Local recycling banks

Household waste recycling centres
OK! So instead of throwing our clothes away we should ...

To continue the Story of Clothes
Now see what you can remember!

Write down your answers on a piece of paper to the following 8 questions, then check to see how you did.
The Story of Clothes… Quiz

1. Who makes our clothes?
   a) A designer
   b) People who work in factories
   c) Robots
   ✔ One

2. What should we NOT do with our clothes when we don’t want them anymore?
   a) Throw them in the bin
   b) Give them to a charity shop
   c) Take them to the clothing recycling bank
   ✗ One
3. When we take our clothes to the charity shop, what are we doing?

- a) Mending them
- b) Selling them
- c) Donating them

One

4. Why do we love our clothes?

- a) They make us feel good
- b) They remind us of good times
- c) They help us fit in

All the ones you think
5. Where might our clothes end up if we throw them in the bin?

- In our wardrobe
- Landfill
- On a boat

One

6. How do our clothes get from factories to shops and stores near us?

- Planes
- Boats
- Trucks

All the ones you think
7. What is a designer’s job?
   a) To make sketches
   b) To decide what the clothes are made of
   c) To sew the clothes
   ✓ All the ones you think

8. Where are our clothes made?
   a) In factories all round the world
   b) In shops
   c) In Landfill
   ✓ One
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Who makes our clothes?</td>
<td>✔ b) People who work in factories.</td>
</tr>
<tr>
<td>2. What should we NOT do with our clothes when we don’t want them anymore?</td>
<td>✔ a) Throw them in the bin.</td>
</tr>
<tr>
<td>3. When we take our clothes to the charity shop, what are we doing?</td>
<td>✔ c) Donating them.</td>
</tr>
<tr>
<td>4. Why do we love our clothes?</td>
<td>✔ a), b) and c) We love our clothes for all sorts of reasons.</td>
</tr>
<tr>
<td>5. Where might our clothes end up if we throw them in the bin?</td>
<td>✔ b) In Landfill.</td>
</tr>
<tr>
<td>6. How do our clothes get from factories to shops and stores near us?</td>
<td>✔ a), b) and c) Planes, boats and trucks.</td>
</tr>
<tr>
<td>7. What is a designer’s job?</td>
<td>✔ a) and b) To make sketches and to chose what the clothes are made of.</td>
</tr>
<tr>
<td>8. Where are our clothes made?</td>
<td>✔ a) In factories all round the world.</td>
</tr>
</tbody>
</table>
Step 2

Did you know you can find out a lot about your clothes just by looking at them?

Become a ‘Clothes Detective’ to discover the stories behind your friends and families favourite clothes.
Below are 2 exercises to help you find out the Story of your Clothes

Exercise 1… Clothes Stories

Exercise 2… Clothes Ecology

Read on to find out more!
Exercise 1... Clothes Stories

First... Ask the people you live with (parents, brothers and sisters, or other people in your house), to tell you about 2 or 3 of their favourite items of clothing.

Ask them questions about their clothes and write down their answers (you will find an example of how to do this on the page below).
**My Clothes Story**

Name of owner: Beth

Where did you get your item of clothing?
I bought it in a vintage store. I was in Year 11 at the time.

Where do you wear your item of clothing?
I wear it everywhere and everyday. I mostly wear it to Uni.

Do you have an interesting story about this item of clothing?
I have had many adventures in this jacket. I even wore it to my prom!

When you no longer want your item of clothing, what do you imagine you will do with it?
I think I will keep my jacket for ever, but I might customise it with badges and patches.
Collect as many stories as you want, 3 or 4 is a good number.

Don’t forget to add 1 or 2 of your own!
Exercise 2…Clothes Ecology

What does Ecology mean?

It means to take a close look at something.

So, a Clothes Ecology means to take a close look at clothes!

Take a look on the next page to find out how!
First … Choose 2 or 3 of your favourite items of clothing.

Then… Find the labels. There may be several on your item. Check the back neck and the side seams. See if you can find the brand name, write it down.

Next … Look for the ‘made in’ label. Write down the name of the country. Then find out what your item is ‘made of’ and write this down.

Finally … Look closely at your item. Can you see any signs of ‘wear and tear’ (such as missing buttons, holes or stains)? Write down what you find.

Use the example on the page below to help you.
Clothes Ecology
Describe your item
A denim jacket.

Name of Brand
Gap

Where is it made?
Made in Hong Kong

What is it made of?
100% Cotton

Are there any signs of wear & tear?
It has a hole at the collar and in the sleeve.
It also has ink stains on the cuff.
Step 3

Well done... on completing Steps 1 and 2

Now... it’s time to tell your own Clothes Story
But first … Watch

The Incredible Story of Joey Jeans Jacket

Follow Joey, a denim jacket, from his origins in a factory in Hong Kong, through his many adventures, to find out how his story ends.
Now read on to find out how *The Incredible Story of Joey Jeans Jacket* was made.

Joey… was inspired by an item of clothing discovered at a Clothes Story session, just like the one you conducted in the previous exercise.
Then... a Clothes Ecology was conducted on this jacket.
Finally ... The story was discovered, a little imagination added, and *The Incredible Story of Joey Jeans Jacket* came to life!
Now… it’s time to make your own Storyboard, just like the one created for *The Incredible Story of Joey Jeans Jacket.*
To prepare your Clothes Story Storyboard you will need …

| An item of clothing with an interesting story. You could use an item discovered in the Clothes Story exercise. |
| 7 pieces of paper (any size will do). They can be loose or you may want to use a sketchbook. |
| Art materials such as pens, pencils, or paint. |
| Scissors and glue (remember to ask a grown up for help). |
Then ... when you have everything ready, conduct a Clothes Ecology on your item of clothing, or use one you did earlier.
Now you are ready.....

Start...

Use the Storyboard template on the next page as a guide and work out how to layout your clothes story, use a sketch pad to sort your ideas first
Storyboard templates

Title
I was made...
My First owner
Then what happened?
What happened next?
And then what happened?
What might happen next?
Then… when your story is ready

Next … Start drawing out your storyboard

Don’t forget to add speech bubbles and action signs

You can find templates for these on the pages below.
Speech bubble template
Use these action signs or design your own!
Finally …
Share your Storyboards!
We’d love to see them! We will feedback and send on a certificate of achievement!

Send it to your teacher, or email us with your Name, School and Year group to internationalfashion@arts.ac.uk
Do you want to know more about where your clothes come from?

If so follow these links…

What is Fast Fashion?

My Cotton T-shirt: From Field to Wardrobe

A 12-year old reporter asks Consumers: Who made my Clothes
University of the Arts London,
London College of Fashion

London College of Fashion is one of the most famous places in the world to learn about fashion.

People who want to be fashion designers, fashion journalists, make fashion videos or start their own business when they grow up come here to learn how. Fashion is not just about making clothes.

Soon we will be moving to the Olympic Park, where we will have a lot more space to do fun and interesting things and we want to share that with you and everyone that lives and works in east London.
With thanks to Marie Jones
Associate Lecturer and colleagues
in London College of Fashion.

arts.ac.uk/fashion