Secondary

The Story of Clothes

UAL: London College of Fashion
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 and Video.
Things to know before you begin…

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 thought about 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, 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.

China

India

Turkey
The finished clothes are transported, by planes, boats & trucks to shops everywhere.
LOADS OF CLOTHES!

Lots of Shops

Lots of Factories

Lots of Designers
That’s a lot of clothes! What is the impact of all those clothes on our environment?
Fashion and the production of our clothes has had an enormous impact on our environment.

The global average water footprint for 1 kilogram of cotton - equivalent to the weight of one man’s shirt and a pair of jeans - is 10,000 - 20,000 litres depending where it is grown.

Fashion uses excessive amounts of the world’s resources. Such as Water and Energy.
Fashion is one of the world’s most polluting industries.

Citarum River

River pollution in Indonesia

Sanghani (2018)
By 2030 global apparel consumption is projected to rise by 63%, from 62 million tons today to 102 million tons - equivalent to more than 500 billion additional T-shirts. It is the amount of new clothes we buy (known as **Consumption**) that causes many of the problems related to Fashion and the Fashion Industry.

House of Commons Environmental Audit Group (2019) Fixing fashion: clothing consumption and sustainability
Clothing and textiles are responsible for much of the \textbf{WASTE} that goes to Landfill.

It is estimated that one third of all new purchases end up in Landfill within one year. In many cases barely worn.

\textbf{I don’t want my story to end here. WHAT a WASTE!}
So, what can we do with our clothes when we don’t want them any more?
Share them
With friends or family
Sell them

Through online sites: depop & ebay

or at car boot sales
Donate them
To local Charity Shops or 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 

By sewing on missing buttons or mending holes
Recycle them at Household Waste Recycling Centres or Local Recycling Banks.
Upcycle them

By making something new out of something old, or customise them by adding badges and patches to create your personal style!
OK, GOT IT! To continue the story of our clothes we need to find ways to extend their lives.

Garments that last longer reduce waste and production and processing impacts.
NOT THE END
Now see what you can remember!

Write down on a piece of paper your answers to the following 8 questions, then check to see how you did.
1. Who makes our clothes?
   a) A designer
   b) People who work in factories
   c) Robots

   ✔ One

2. Name 3 things we can do with our clothes when we don’t want them any more.
   a) ______________________
   b) ______________________
   c) ______________________

   ✔ Write down what you think
3. Global consumption is projected to rise by 63% by 2030. How many additional T-shirts is this equivalent to?

   a) 300
   b) 100 million
   c) 500 billion

   ✔ One

4. Why do we love our clothes?

   ___________________________
   ___________________________
   ___________________________
   ___________________________

   ✔ Write down what you think
5. What is the name of one of the world’s most polluted rivers?

   a) Thames
   b) Citarum
   c) The Nile

   ✓ One

6. Fill in the missing words in the sentence opposite.

   Fashion uses __________ amounts of the world’s __________. In particular __________ and __________

   ✓ Fill in the missing words
7. How can you upcycle your clothes?

- ______________________
- ______________________
- ______________________
- ______________________

Write down your ideas

8. Where are our clothes made?

a) In factories all round the world
b) In shops
c) In Landfill

One
1. Who makes our clothes?  
   - b) People who work in factories.

2. Name 3 things we can do with our clothes when we don’t want them anymore?  
   - ✔ Share them, Sell them and Donate them.
   - ✔ c) 500 billion.

3. Global consumption is set to rise by 63% by 2030. How many additional T-shirts is this equivalent to?  
   - ✔ c) 500 billion.

4. Why do we love our clothes?  
   - ✔ There are many correct answers here as we love our clothes for all sorts of reasons.

5. What is the name of one of the world’s most polluted rivers?  
   - ✔ b) Citarum.

6. Fill in the missing words in the sentence opposite.  
   - ✔ Excessive, Resources, Water and Energy.

7. How can you upcycle your clothes?  
   - ✔ Adding badges and patches is one way to upcycle clothes but there are many others.

8. Where are our clothes made?  
   - ✔ a) In factories all round the world.
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: Beth

Describe your item of clothing.

A denim jacket. It’s my favourite.

Where did you get your item of clothing?

I bought it in a vintage store. I was in Year 11 at the time.

What do you like best about your item of clothing?

I like it because it’s really comfortable and I can wear it with anything.

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!

Have you ever altered or repaired your item of clothing?

It had some holes when I bought it. These holes have got bigger but I like that. I haven’t repaired them.

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.
Example

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
You can tell your Clothes Story through a Storyboard or a Video.

Or... you could combine them both together!

Read on to find out how!
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 or Video, just like the one created for *The Incredible Story of Joey Jeans Jacket.*
To prepare your Clothes Story Storyboard or Video you will need…

1. An item of clothing with an interesting story. You could use an item discovered in the Clothes Story exercise.

2. 7 pieces of paper (any size will do). They can be loose or you may want to use a sketch book.

3. Art materials such as pens, pencils, or paint. You may also need scissors and glue.

4. To make a video you will also need a Mobile Phone.
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 to start making your Clothes Story.

Start by writing out your story and ideas using the Storyboard template on the next page as a guide.
Then... when your story is ready, work it up into the final Storyboard.

you can illustrate your storyboard or film it.....

Don’t forget to add speech bubbles and action signs.

You can find templates for these on the pages below.
Speech bubble template
Actions templates

Use these action signs or design your own.
To make your Video you could use...

Or... on a mobile phone.

Remember: to check your privacy settings and ask permission first.
You can make your Video any way you like... Here are a couple of ideas

<table>
<thead>
<tr>
<th>Simply take a video of your Storyboard.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask a friend or family member to take part. They could hold up your Storyboard while you film.</td>
</tr>
<tr>
<td>Film your item of clothing in different positions. Maybe draw speech bubbles and position them next to your item.</td>
</tr>
</tbody>
</table>

Be as imaginative as you can  🌈 😊 👍

And don’t forget to add emoji’s and GIF’s to enhance your video!
Finally ........

Share your Storyboards!
We’d love to see them and will give feedback and 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…

Fashion Revolution

Traid

Redress Design Award

Yellow Jacket Exploration by Poly
University of the Arts London, London College of Fashion

London College of Fashion leads the world in all things fashion. We believe in open education for everyone. We encourage all students to shine, to develop inventive, assertive ideas that challenge the society we live in.

You can develop your creative thinking and analytical skills to prepare you for a life in design, business or media.

We are moving to the Olympic Park in 2022/23 and are excited to be part of the east London community. Our new campus will spark collaboration, experimentation and inspiration all under one roof.

Click here for more information about courses at University of the Arts London
Click here for more information about working in the creative industries.
For further research into careers in the creative industries click here.
With thanks to Marie Jones
Associate Lecturer and
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of Fashion.

arts.ac.uk/fashion

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