



# CONSUMER STUDIES: SUMMARISED NOTES

## GRADE 12 – TERM 3

### CONSUMER ISSUES: CLOTHING & TEXTILES

#### ECO-FASHIONS

**“Green fashion”:** Takes the following into account:

- ☒ Environment.
- ☒ Working conditions of all people in the fashion industry.
- ☒ Consumer health.

**Eco-fashions entail:**

- ☒ Use of organic raw materials.
- ☒ No harmful chemical dyes.
- ☒ The use of recycled / reused textiles.
- ☒ Durable clothing items which can be used for longer.
- ☒ Fair trade practices / ethical clothing practices during manufacturing.



#### Fair trade practices

- ☒ Working conditions: Good & safe.
- ☒ Workers: Receive fair wages / salaries.
- ☒ No: Child labour
- ☒ Comply with: Labour and safety laws.
- ☒ Emblem: Fairtrade



# SUSTAINABLE TEXTILES

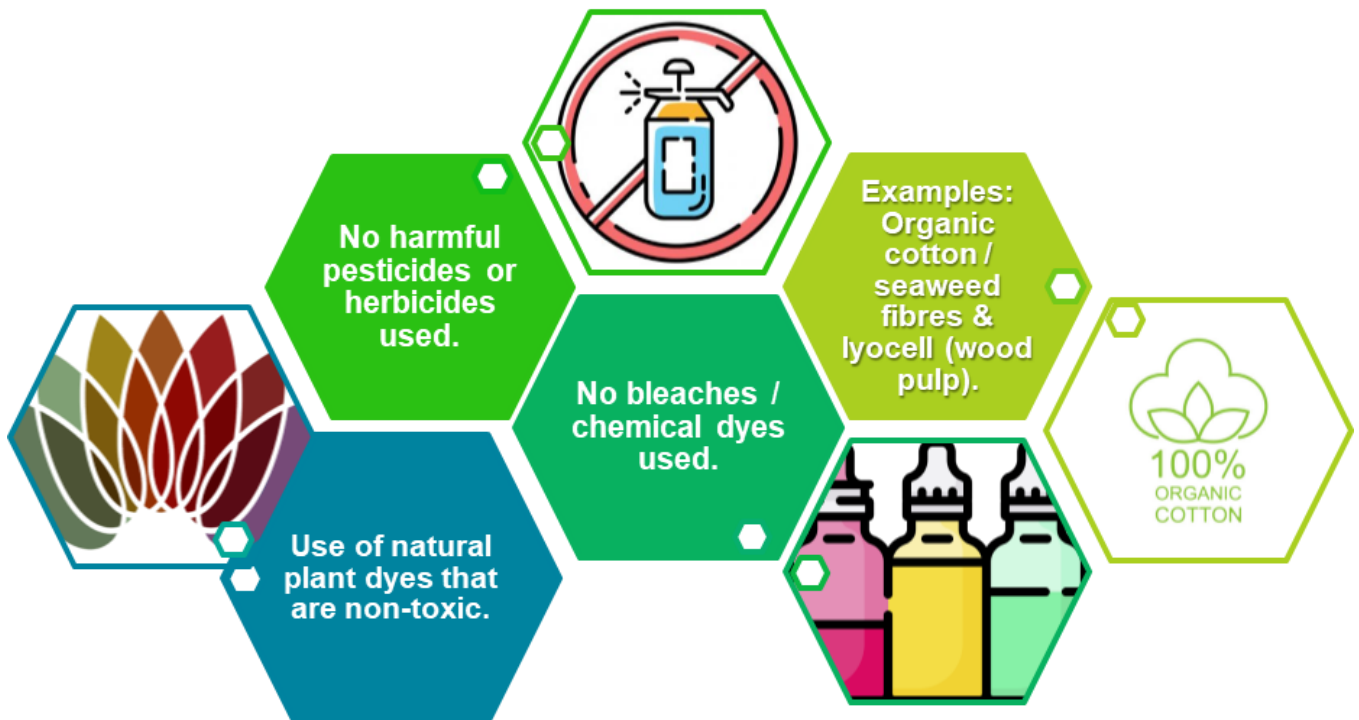
Cultivated & manufactured in eco-friendly / environmentally friendly ways.

Help protect the environment for future generations.



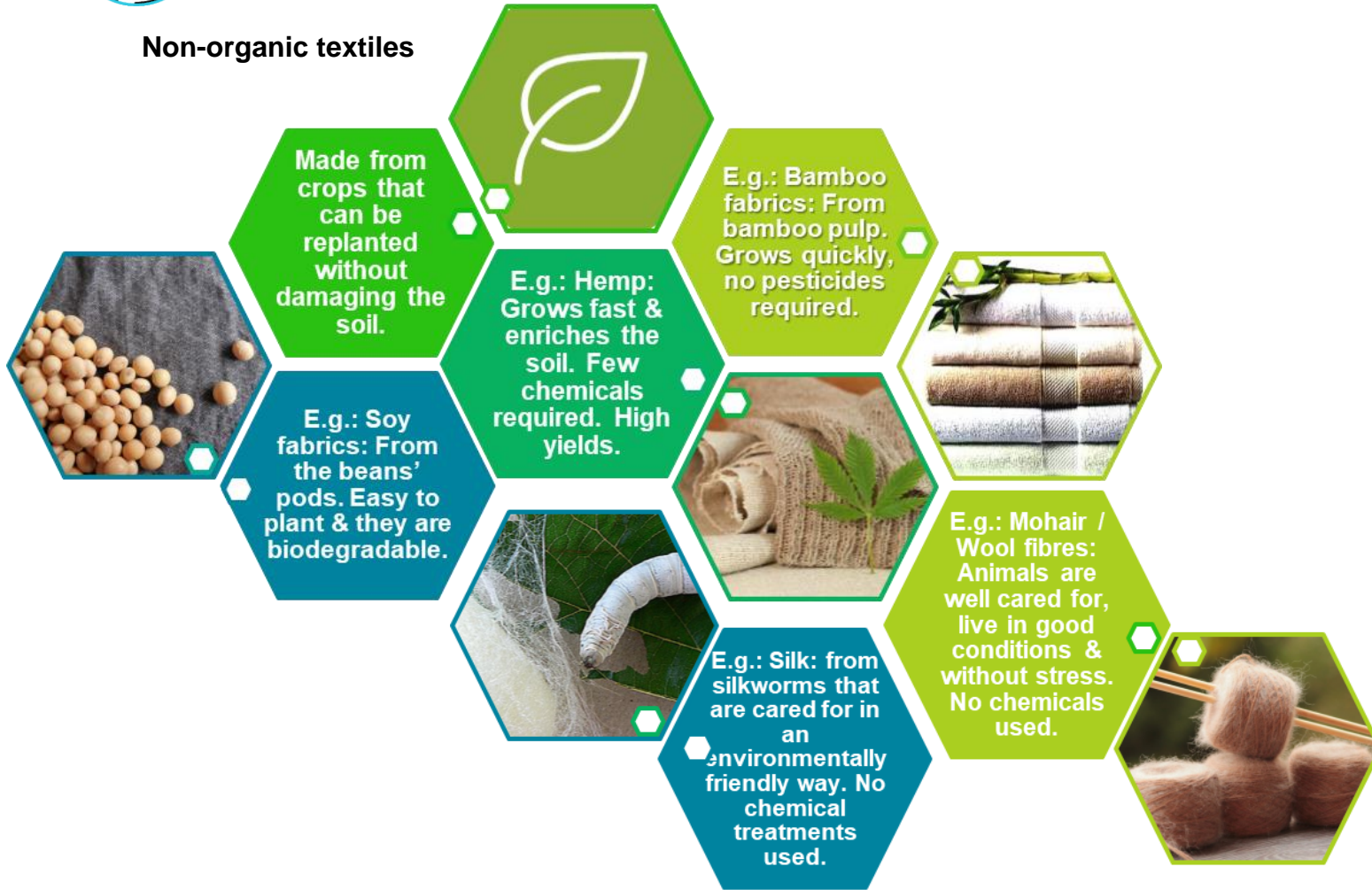
- ▣ Renewable resources are used during the production of these type of textiles:  
Plants that require little water but can still produce good yields.
- ▣ Limited use of chemicals:
  - During the cultivation of the plants.
  - Production of textiles..

## Organic textiles:



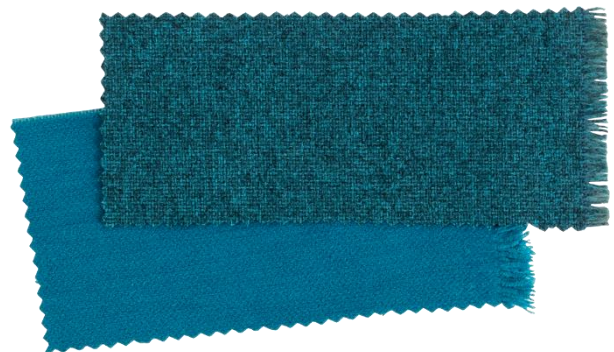


## Non-organic textiles



## Non-sustainable practices

- ☒ Use wood pulp to make rayon.
- ☒ Use oil (non-renewable) to make polyester (non-biodegradable).
- ☒ Use of toxic dyes (contaminate soil and water) to dye cotton.





# CONTRIBUTION TO SUSTAINABILITY AND THE REDUCTION OF OUR CARBON FOOTPRINT:

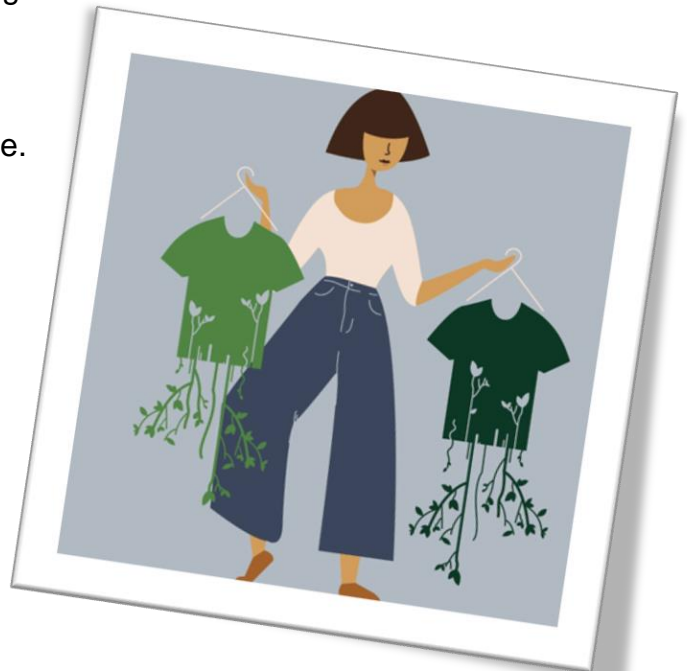
## Buy clothes that...

- ▣ ... are made of sustainable textile fabrics. E.g.: Organic Cotton.
- ▣ ... are locally produced. Imports increase fuel consumption & CO2 emissions.
- ▣ ... are made from locally produced textiles. In this way we will be able to promote our country's economy.



## ▣ Recycle & Reuse clothing and textiles ...

- **Recycling:** Recycled polyester = melting plastic bottles and spinning it into textile fibres. Use it to make garments, rugs, buttons & zippers.
- **Reuse:** Clothes that you no longer want to wear can be:
  - Used / sold to second hand clothing stores.
  - Donated to an orphanage.
  - Donated to a home for the sick / welfare organizations.
  - Transformed into new garments.
  - Cut up for floor cleaning cloths / rags







### Positive impact of recycling & reusing of clothing items



### INFLUENCE OF THE ILLEGAL USE (PIRACY) OF LEGALLY PROTECTED TRADEMARKS / BRAND NAMES

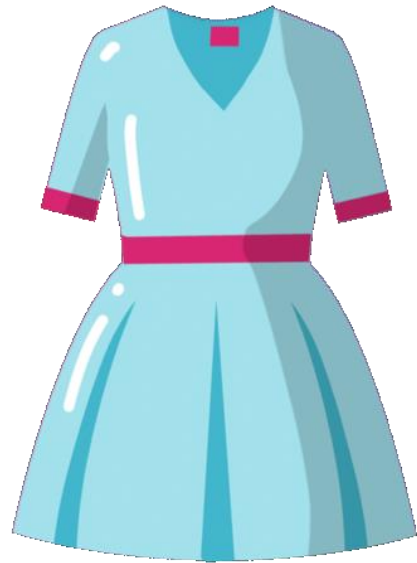




## TRADEMARK PIRACY

### ▣ Illegal use of a registered trademark / brand names by imitating labels / the logo, packaging or presentation of a product.

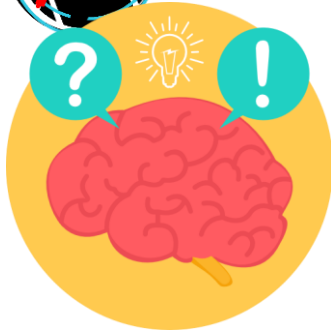
- Often poorly designed: consumers can lose confidence in the existing brand.
- Loss of revenue: Companies lose a lot of money due to illegal practices related to brand robbery.
- Imported goods: Mostly imported from China to be sold in the informal sector (markets / street vendors / online sales).
- Prevention / Control of Illegal trademark products: Very difficult as suppliers use devious ways to smuggle them into a country..



### ▣ Consequences of trademark piracy

- Registered manufacturers lose a lot of money.
- Negative effect on the reputation and image of the original brand.
- Consumers would rather buy cheaper counterfeit products - this then harms the retailers who legally sell the products.
- Loss of jobs.
- Countries do not receive income tax on these products - harming the economy.





**CLASS ACTIVITY** : Look at the following pictures and suggest one term/ phrase that will best describe it.

