

Consumer Studies

CLASS TEXT & STUDY GUIDE

Maralyn Burger, Elmarie Augustyn & Anneke du Plessis

GRADE

12

CAPS

3-in-1



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Grade 12 **Consumer Studies** 3-in-1 CAPS

CLASS TEXT & STUDY GUIDE

This Grade 12 Consumer Studies 3-in-1 study guide is a dependable, easy-to-follow study aid for every learner in this subject.

It contains thoroughly researched notes, clear illustrations, study tips, exercises and exam papers. The bulleted notes, relevant diagrams and logical layout aid understanding and accessibility of the curriculum content.

Key Features:

- Comprehensive notes and tips
- Questions and answers per topic
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This study guide provides the total package that a learner requires to excel in this subject.

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THIS CLASS TEXT & STUDY GUIDE INCLUDES

- 1 Notes per Topic
- 2 Questions per Topic
- 3 Detailed Answers

E-book
available 

Plus a sample Exam Paper and Memo



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2: CLOTHING

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UNIT 1 FASHION

THE CONCEPT OF FASHION

Fashion

- Fashion is a style of clothing that a specific group of people (e.g. an age group) accepts and wears in a specific place (country or region) at a specific time.
- We are exposed to fashion ideas through the media in advertising, music, videos and films showing what we should wear.

Fashion style

- Fashion styles are differences or additions whereby similar products are distinguished from one another.
- It is usually lines that serve to distinguish one form from the other, e.g. an A-line skirt, a pleated skirt and a pencil skirt all have different styles, although they are all skirts.



A-line dress



Neoclassical
style dress



Pleated skirt



Pencil skirt



Mandarin collar

Silhouette

- ▶ This is the outline of your body or of a garment, which you can see from a distance, even before you notice the detail of the style.
- ▶ There are three basic silhouettes in clothing: the cylinder, the triangle and the bell.

Fashion trend

- ▶ Fashions always follow trends.
- ▶ It is the general direction that a fashion style takes, e.g. length of the hemline or the shape of the neck- or waistline, or sleeve length.

Contemporary fashion/standard fashion

- ▶ These are styles that are currently accepted and worn by many people.
- ▶ They are mass-produced and then sold in chain stores at fair, affordable prices.
- ▶ These styles generally remain in fashion for two to three years.

Haute couture/high fashion

- ▶ These are new, unique and exclusive styles that are created by fashion designers.
- ▶ The creations are usually very expensive due to the limited number made and the outstanding quality of textiles and finishes.
- ▶ The high prices make these fashion items affordable only to the very rich and a few fashion leaders.
- ▶ *Haute couture* styles will only be successful if they are accepted by fashion leaders and the public.



Fashion fad

- ▶ It is a fashion that is rapidly accepted and worn by a relatively small group of consumers.
- ▶ These fashion items suddenly become popular, but disappear again just as quickly.
- ▶ Fashion fads usually last only for one season.
- ▶ Reasons for this short life span are: the product is usually of a poor design, too extravagant or just too extreme.
- ▶ Examples of fashion fads are: platform shoes, plastic shoes, artificial flowers in place of jewellery and wearing gloves.



Classic style/timeless fashion

- ▶ Classic styles are timeless and remain in fashion because of their simplicity.
- ▶ These styles are a good investment as they remain popular over a long period.
- ▶ The styles are always considered elegant and are usually of a good quality.
- ▶ Examples are: denim jeans, straight leg trousers, plain T-shirts, button-down shirts, tailored suits and cardigans.



INFLUENCES DETERMINING CONTEMPORARY FASHION

Before the 1800s, only rich people could dress fashionably, because clothes were just too expensive. After the Industrial Revolution, more people could dress fashionably, because clothes were mass-produced and were made available at affordable prices.

Today the main influences on the fashion industry are:

International fashion shows

- ▶ Designers introduce their fashion ideas to their clients through fashion shows twice a year (summer and winter).

Celebrities/icons whose style is copied

- ▶ The dress style of actors, sport stars, singers, royalty and other famous people is closely followed and imitated.
- ▶ Reproductions of the dress styles are mass-produced so that ordinary people can also wear them.

Inspiration from fashions of previous eras

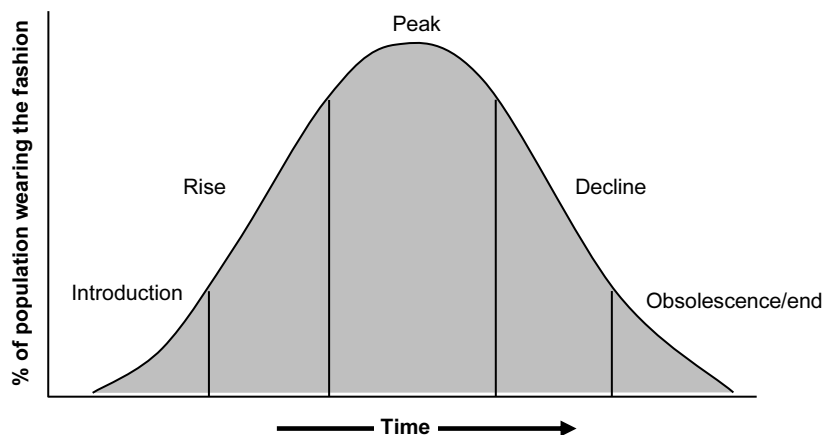
- ▶ Designers use clothing styles from previous eras for inspiration.

Fashion cycles

era = period/time



- ▶ A fashion cycle is the life cycle of a style or fashion trend, from the moment it is introduced through to the time it has become obsolete. Fashions come and go in waves and this can be represented by a graph.



There are **5 phases** in a fashion cycle:

1 Introduction

- ▶ Fashion designers and fashion houses introduce a new fashion to the market for the first time. It is shown on catwalks during international fashion shows.
- ▶ Famous personalities are photographed wearing the trend.
- ▶ The fashion is now accepted or rejected by fashion leaders.
- ▶ It is very expensive, because of the initially high production costs and risks run by designers if the product does not sell.
- ▶ It is not yet available in stores, only in exclusive boutiques and directly from the designer.

2 Rise

- ▶ More people accept the fashion and buy it.
- ▶ Its popularity increases.
- ▶ Fashion items are produced on a larger scale, resulting in lower prices.
- ▶ Clothing stores advertise the fashion in magazines, newspapers and in their window displays.

3 Peak

- ▶ The fashion reaches the height of its popularity and many people wear it.
- ▶ Mass production takes place and it is available in most stores at affordable prices.

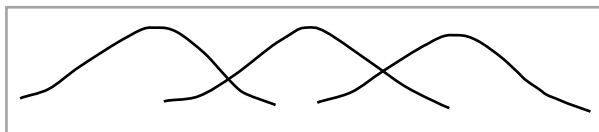
4 Decline

- ▶ People become bored with the fashion and are on the lookout for something new.
- ▶ Fewer people wear it and the fashion becomes less popular.
- ▶ In order to get rid of stocks, stores mark them down as sales items.
- ▶ A new fashion is now introduced.

5 Obsolescence/end

- ▶ The fashion cycle is now complete.
- ▶ Garments go out of fashion and few people are still wearing them.
- ▶ They are sold at very low prices on sales.
- ▶ The old fashion dies out and disappears.
- ▶ The new fashion has already been established.

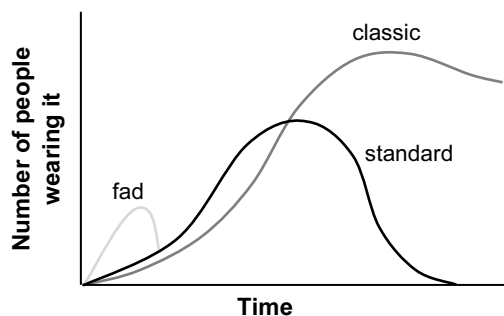
- ▶ The rise of one fashion wave overlaps the decline of the previous fashion wave. As one fashion wave starts to disappear, the next one has already begun.
- ▶ Different fashion cycles overlap as follows:



Overlapping waves of fashion cycles

Fashion fads, classic styles and standard fashions

- ▶ The duration (time from beginning to end) of the different cycles will vary, e.g.:
 - ▶ **Fashion fad:** has a very short cycle, usually only one year (one season); a sudden rise in popularity and disappears just as quickly
 - ▶ **Classic style/timeless fashion:** remains in fashion for very long; often regarded as timeless; suitable for most people
 - ▶ **Standard fashion:** generally remains in fashion for 2 to 3 years



Fashion revival: retrospective/retro/classic fashions

- ▶ Revivals take place when designers look at clothing from previous periods for inspiration.
- ▶ **Retrospective fashions** refer to clothes that imitate **styles** of previous eras.
- ▶ These garments are not antiques or old-fashioned, but just a relatively accurate version of an older garment given a new look.

- ▶ It is a reinterpretation of a previous fashion, with a modern slant.
- ▶ The repetitions are never exactly the same as the previous fashions.
- ▶ Sometimes it is only the silhouette/shape of a sleeve/collar that is repeated, or decorative elements such as embroidery/beading.
- ▶ Styles are always adapted to suit the needs and lifestyle of the current period.
- ▶ There is also a revival in wearing antique or vintage garments.
- ▶ Some people buy clothes at vintage boutiques, because they feel it is part of an environmentally friendly lifestyle.

A vintage style is a style from the past that is used unchanged.



Reusing or recycling clothing is a way of protecting our natural resources and helps to save money. You will learn more about this on p. 32.



Why fashions change

- ▶ The main reason for change in fashions is that consumers quickly become bored with fashions and want something new.

New fashions keep the fashion industry going, it creates employment opportunities which are good for the economy.



Fashions are mainly influenced by the following:

Economic factors

- ▶ Factors such as economic recessions and depressions, inflation, wealth and poverty can all accelerate or slow down changes in fashion.
- ▶ Fashion flourishes in communities where consumers have plenty of money to spend on clothes.
- ▶ When consumers' income is high or when consumer credit facilities (credit cards) increase, people tend to buy more and fashions change more rapidly.
- ▶ In poorer communities there are practically no changes in fashion.

Social factors

- ▶ Famous personalities or influential people have an effect on fashion, because consumers like to imitate their clothing.
- ▶ Some market segments insist on different fashions, e.g. clothing for the youth or the aged, clothing that is suitable for men or women living with disabilities, or clothing for specific ethnic or religious groups.
- ▶ Geographical living patterns are an important social factor. People living in cities are exposed to fashion and will buy new fashions while people from rural areas buy new clothes less often.
- ▶ Demographics has an influence on the availability of fashions. People in cities are far more exposed to fashion than those in rural areas.
- ▶ Higher education levels influence fashion changes positively, as educated people usually have better access to resources informing people of new fashions.
- ▶ Cross-cultural contact and subcultural groups introduce new fashions to one another.
- ▶ Cultural festivals can expose visitors to new fashions at these events.



People's **increased mobility** opened up the market for comfortable leisure wear. People travel more and are exposed to more cultures and trends and then develop a need for different clothing items.

Technological factors

- ▶ The development of **synthetic fibres**, new finishing processes, the improvement of fabric properties and new production methods result in ongoing change in the fashion industry.



Examples of advancement in textile technology include the development of stretch fabrics (e.g. spandex) as well as wrinkle-free and drip-dry fabrics.

- ▶ The clothing manufacturing industry is mostly **mechanised** (machines do most of the work) and to a certain degree computerised (e.g. computer pattern design).
- ▶ There are also **improved industrial sewing and knitting machines**.
 - ▶ These improved clothing manufacturing methods ensure the production of more clothes and the cost of fashion items may decrease.

- ▶ **Mass media** such as television, radio, newspapers, magazines and the Internet spread fashion news very rapidly to a wide variety of people resulting in an increased demand for fashion.
- ▶ The purpose of **marketing** (advertising) is to influence consumers to accept the importance of fashion and fashion changes so that manufacturers can increase their turnover. This also ensures that consumers stay informed about the latest fashion information.
- ▶ **Verbal communication** about the latest trends within peer groups also encourages fashion changes.

Political and legal factors

- ▶ Factors such as legislation or trade relations between countries can restrict or promote change.
 - ▶ In some countries there is strict legislation with regard to clothing, e.g. some Middle Eastern countries, women may wear only certain clothing in public, resulting in restricting fashion changes.
 - ▶ Countries that have good trade relations with other countries are exposed to more fashion influences which promotes fashion changes.

Contemporary fashion trends for young adults

- ▶ Contemporary fashion trends give young adults the chance to give expression to their personal style.
- ▶ Group acceptance and social status are important to most teenagers and this is why they want to look like their friends and wear the same type of clothes.
- ▶ Wearing the latest fashion trends, brands and labels imply popularity, a big circle of friends and acceptance by their peer group.
- ▶ Young adults like to buy brand name items to establish financial status and to fit in with a certain group image. Those who cannot afford it, may be tempted to buy imitations of brand name items.
- ▶ The buying power of young adults is directly influenced by the media and advertising, resulting in quickly changing fashion trends.
- ▶ Clothing for young adults differs from that of other adults in that it is more daring and adventurous and it exposes more of the body.
- ▶ This group seldom wears classic, durable clothing and prefers to buy more fashionable and cheaper clothing.

UNIT 2

APPEARANCE IN THE WORLD OF WORK

THE ROLE OF APPEARANCE IN THE WORKPLACE

- ▶ The type of clothes you wear, how your clothes fit you, and your body language send a non-verbal message about you to other people.
- ▶ In order to send the correct message, you need to know who you are, what emotions you are experiencing and how you want your employers and colleagues to view you.
- ▶ It is important that your work clothes create an image of you as neat, professional and competent.
- ▶ This will give the impression that you are confident and ready to deliver good work.

How to create a professional appearance in the workplace

- ▶ Keep your clothes clean, neat and wrinkle-free.
- ▶ Wear clothes that fit well, that are neither too loose nor too tight.
- ▶ Wear neat, polished and comfortable shoes.
- ▶ Limit your jewelry.
- ▶ Keep your hair and nails neatly trimmed and well groomed.
- ▶ Do not wear clothes that may seem provocative, e.g. plunging necklines, short skirts or transparent clothing.
- ▶ Do not wear clothes that may offend others.



- ▶ Be aware that certain colours may create a certain impression in the world of work - e.g. black is seen as smart, grey as conservative, blue suggests dependability and red indicates assertiveness.
- ▶ Some companies have a **dress code** to which employees must conform. This is a policy or a set of rules specifying what type of clothes must be worn by employees. The purpose of a dress code is to ensure that all employees fit in and feel part of the company.

Guidelines when choosing and purchasing clothes and accessories for work

- ▶ The clothes and accessories you choose, must be appropriate for your work and the image the company wants to portray. They must also project positive messages about you.
- ▶ It may be expected of you to attend social events, training sessions, office parties or year-end functions. When planning your working wardrobe, you must take these types of function into consideration.
- ▶ It is very important to comply with the company's **dress code**, even if it does not suit your personality.
- ▶ A company can expect of you to wear **corporate clothing** or a **uniform**.
- ▶ **Corporate wear** is clothing associated with people who work in a big company. It is mainly worn as a kind of identification and usually includes a corporate logo. Many companies supply shirts in a specific colour with their company name or logo on them to company staff. The style trousers or skirt to be worn with the shirts then depends on the employees. They can wear any style that suits their figure as long as it is in the prescribed colour.



Advantages of corporate wear

- ▶ staff members are easily identified
- ▶ there is less stress about what to wear to work
- ▶ it may be cheaper than buying work clothes
- ▶ a basic standard for appearance is created
- ▶ it projects the image or identity of the company

- ▶ **Uniforms** are usually worn for identification purposes, but also to set a basic standard with regard to dress and appearance. In some cases uniforms are used for hygienic purposes or for the protection of workers. Examples include: the police service, school pupils, nursing staff and defence force members.



Further guidelines

- ▶ Choose outfits in basic colours such as grey, black, white and beige. Black is versatile, because it is suitable to be worn as day- and eveningwear.
- ▶ Choose clothes that fit well and feel comfortable.
- ▶ Choose clothing that complements your figure type.
- ▶ Your wardrobe should reflect quality rather than quantity (number).
- ▶ Choose classic styles that will not go out of fashion quickly. Limit fashion items to accessories and smaller items.
- ▶ Choose clothes that you can mix and match. You should be able to match each item with at least three others.
- ▶ Choose colours, textures and accessories that are easy to mix and match.
- ▶ Buy more tops than bottom pieces. For every skirt or pair of trousers you should have three to five tops.
- ▶ 70 to 80% of the clothes should be plain in colour.
- ▶ 20 to 30% of the clothes can be patterned.
- ▶ Choose classic good quality shoes that can match all your outfits.
- ▶ Choose easy-care fabrics and make sure they can be washed.
- ▶ Do not buy impulsively; buy a sales item only if it matches at least three other pieces of clothing.

A garment that is striped or in a printed fabric can be mixed easily with neutral colours.



Accessories such as handbags, scarves, jewellery, belts and ties can be used to give clothes a sense of style and to make them interesting and fashionable. Fashion accessories can complete a classic outfit.

Choose accessories according to your figure type. If you are petite, avoid big designs, big bags and broad belts.

Planning a basic wardrobe for the workplace

- ▶ For a well-planned wardrobe you have to analyse your existing wardrobe, organise and group clothes that match together so that you can wear them to various occasions.
- ▶ Mixing and matching is very important.
- ▶ If styles and textures go together and suit your needs, you should be able to wear them to any activity or place at any time of the day or night.

A basic wardrobe must take the following **factors** into account:

Seasons

- ▶ In summer, lightweight fabrics like linen and cotton are used for clothes, because they are cool. Cotton is also very absorbent.
- ▶ Pale or cool colours, such as white, cream and blue, are particularly suitable for summer clothes.
- ▶ In winter, heavyweight fabrics like wool are used. Warm jackets, coats and scarves are worn in warmer colours.
- ▶ Darker colours such as black, grey and dark blue are also worn more often in winter.

Different work functions (male and female)

- ▶ When you have to go to a work function after work, choose daywear you can dress up. For example, put on a different top or change your accessories and hair style.
- ▶ Avoid outfits that appear provocative or too revealing.

Type of work/activities

- ▶ The type of work you do will determine what you wear.
- ▶ If you deal with the public, your clothes must be neat and not offensive to anyone. If you do not work with the public, you can wear more informal clothes. If you are very active, you will have to wear comfortable clothes and shoes.

Budget

- ▶ Buy the best quality you can afford.
- ▶ Your wardrobe should reflect quality rather than quantity.
- ▶ Buy classic clothes that can be combined with accessories and other items as your budget allows.
- ▶ If you have a mix-and-match wardrobe, you will be able to put together more outfits with fewer pieces.

Figure types

- ▶ Choose clothing that compliments your figure type.
- ▶ Emphasise your assets and conceal problem areas using dark colours.
- ▶ Classic straight leg trousers suit most figure types.
- ▶ Triangular/pear-shaped figure types should wear trousers and skirts that flare out at the bottom.
- ▶ Oval/apple-shaped figure types should avoid skirts and trousers with pleats at the waist.

Personality

- ▶ Choose styles and colours that suit your personality, but stay within the parameters of the company's dress code.

Values

- ▶ Choose clothes that reflect your value system.
- ▶ Do not wear clothes that may offend others, e.g. avoid T-shirts with slogans or clothes that are too revealing.

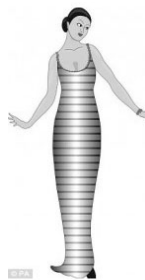


Design elements and principles can be used to make the best of your body.

Design elements

Lines

- ▶ Lines can be used to create optic illusions.
- ▶ Vertical lines can make a person look taller and slimmer.
- ▶ A short, plump person can make use of these lines to look slimmer.
- ▶ Horizontal lines make a person look wider and shorter.
- ▶ Tall, slim people can use these lines to appear fuller and shorter.
- ▶ V-necks can also make a person look taller and slimmer.
- ▶ Curved lines emphasise the body's outline. They complement thinner people, but the fuller figure should be careful when wearing them.



Colour

- ▶ Your colour scheme should be based on colours that complement your features and skin tone.
- ▶ Lighter colours can make a figure appear larger.
- ▶ Thinner people can look fuller when wearing bright/pale colours.
- ▶ Black/darker colours have a slimming effect as they make the covered area look smaller.
- ▶ Overweight people can wear darker/duller colours to minimise particular areas.
- ▶ Bright colours draw attention and can be used to emphasise your best features and divert attention from problem areas.
- ▶ Short people can appear taller by wearing one colour from head to toe.

Textures

- ▶ Consider fabric with a sheen (shiny/satiny finish) to create a more formal look for special occasions.
- ▶ High sheen fabrics, however, can make your figure look larger.
- ▶ Knitted fabrics are comfortable and allow ease of movement, but they can snag and pull easily.

Design principles

- ▶ **Emphasis** can be used to draw attention to your good features and to disguise problem areas. Colourful accessories can brighten up a work outfit.
- ▶ **Proportion** has to do with the comparison of sizes, shape and subdivision of space. The length of the garment must be in proportion with your height. You also have to consider if the size of a handbag, hat, belt, the pockets and buttons on a garment is in proportion to your size and height.
- ▶ If an outfit is well balanced, it creates a sense of **harmony**. Clothing should have equal visual weight on both sides of a vertical middle line. The top and bottom part of the outfit should also be balanced.
- ▶ A sense of **rhythm** can be created in a garment through the repetition of designs, colours, forms and textures.



There is harmony in a garment if all the design elements and principles have been applied correctly. Clothing, accessories, hair styles and make-up should be combined to create a sense of unity.

Steps in planning a basic wardrobe

- ▶ Significant life changes often present a good opportunity to plan a wardrobe, like starting to work for the first time, or changing jobs.
- ▶ Starting to work for the first time means you have very little to spend on clothing and you will need to apply good wardrobe planning techniques.

You can plan your wardrobe by taking the following **steps**:

1 Determine your needs

- ▶ Your clothing needs are determined by your lifestyle.
- ▶ Everything you do - your social activities, career, sport, travels, and any other facet of your life - requires a certain type of clothing.
- ▶ If you plan your wardrobe according to your lifestyle, you will have a well designed wardrobe with clothes that complement each other and something to wear for every occasion.



2 Evaluate your existing wardrobe

- ▶ Determine what you have in your wardrobe and what you wear frequently.
- ▶ To determine what you want to keep, take your career plans, personality and lifestyle into account.
- ▶ Get rid of all clothing items that you no longer wear.

3 Examine your available resources

- ▶ Clothes are expensive and fashions change every season.
- ▶ Your budget will determine what clothes you can buy.

4 Compile a list of items that would complement your current wardrobe

- ▶ Compare your work clothes to the example of a basic working wardrobe.
- ▶ Make a list of the clothing items you need to complete the basic working wardrobe. This can help to avoid unnecessary purchases.

Example of a basic working wardrobe



Essential items for a woman's working wardrobe		Essential items for a man's working wardrobe	
Bottoms (skirts/trousers)	2 in basic colours such as grey and black	Trousers	2 in basic colours such as grey and charcoal
Tops	4: 1 white/beige 1 plain 1 print (floral/striped) 1 smart for special occasions	Shirts	4: 1 white 1 plain 1 print (floral/striped) 1 smart for special occasions
Jackets	1 to match all the bottoms	Jackets	1 to match both pairs of trousers
Shoes	1 neat pair to wear with trousers and skirts	Shoes	1 black pair
Accessories: belts, scarves	Buy a couple of fashion items	Pullovers	1 sleeveless 1 with sleeves
Handbags	1 of good quality matching your clothes	Suit	1 in charcoal - suitable for all seasons

Items for a woman's working wardrobe for different work functions		Items for a man's working wardrobe for different work functions
Top	Blouse/shirt for special occasions	1 neat white shirt
Black dress		Neat pair of black leather shoes
Shoes suitable for evening wear		Tie (depending on occasion)
Consider high sheen fabrics for a more formal look		Formal coat - black or navy blue

UNIT 3

CONSUMER ISSUES REGARDING CLOTHING AND TEXTILES



The next unit deals with consumer issues regarding clothing and textiles that have an impact on the natural and economic environments.

ECO-FASHIONS AND THE SUSTAINABLE USE OF TEXTILES AND CLOTHING

- ▶ An **eco-fashion** is a 'green fashion' and it takes the environment and working conditions of the people in the fashion industry as well as the health of consumers into account.
- ▶ Eco-fashions:
 - ▶ use organic raw materials and no harmful chemical colourants.
 - ▶ are often made from recycled or reused textiles.
 - ▶ are durable for longer use.
 - ▶ make use of fair trade practices or ethical clothing practices during the production process.

Fair trade practices mean that people work under good, safe conditions and are paid fairly. There is no child labour and labour and safety laws are adhered to.



The Fairtrade emblem on goods shows that fair trade practices have been used.

There are strict laws in South Africa protecting textile workers against unfair trade practices and exploitation.

Sustainable textiles

- ▶ Sustainable textiles were cultivated and manufactured in eco-friendly or environmentally friendly ways.
- ▶ Renewable resources such as plants that require little water, but produce good yields, are used to manufacture these textiles.
- ▶ Little or no chemicals are used in the cultivation of the plants and the production of the textiles.



By using sustainable products, we can help protect the environment to keep it safe and healthy for the next generations.

- ▶ Sustainable textiles can be **organic** or **non-organic**.

Organic textiles

- ▶ No harmful pesticides or weed-killers are used when cultivating organic textiles.
- ▶ No bleaching agents or chemical colourants are used during the manufacturing process.
- ▶ Natural plant dyes are used to colour textiles so that workers are not exposed to harmful toxic substances.
- ▶ Examples include:
 - ▶ organic cotton
 - ▶ fibre made from seaweed combined with eco-friendly lyocell

Lyocell is manufactured from wood pulp.



Non-organic textiles

- ▶ Non-organic textiles are manufactured from crops that can be planted and replanted without damage to the soil.
- ▶ Few chemicals are used during cultivation in order to limit damage to the soil.
- ▶ Examples include:
 - ▶ **Soya/soy fabrics** - they are made from the pods of the soya beans. Soya beans are easy to cultivate and are biodegradable.
 - ▶ **Bamboo fabrics** - made from bamboo pulp. The bamboo plant grows quickly and does not need pesticides. Bamboo plants can be planted every year. Very few chemicals are used in the manufacturing process.
 - ▶ **Hemp** - the hemp plant grows extremely quickly and enriches the soil in which it grows. Few agricultural chemicals are used and the yield is very high.
 - ▶ **Silk** - silkworms are cared for in an environmentally friendly way and no chemical colourants or bleaching agents are used to treat the silk during the manufacturing process.
 - ▶ **Fibres** (e.g. mohair and wool) - animals are treated with care, live in good conditions and the hair/wool is not sheared under stressful conditions. No bleaching agents or chemical colourants are used during the manufacture of the textile.

Even if a textile is non-organic it can still be sustainable.



Biodegradable means it can be broken down relatively quickly and easily by living organisms, e.g. bacteria.

Examples of **non-sustainable practices** in the manufacturing of textiles are:

- ▶ the use of wood pulp to manufacture rayon.
- ▶ the use of oil (non-renewable) to manufacture polyester, which is not biodegradable.
- ▶ the use of toxic colourants for cotton which pollutes the soil and water resources.

How can we contribute towards sustainability and leave a smaller carbon footprint?

- ▶ Buy clothes that are made from sustainable textiles such as organic cotton and silk.
- ▶ Buy locally manufactured clothing. A lot of fuel is used to import goods and this can increase the carbon footprint as carbon dioxide is emitted into the atmosphere during combustion.
- ▶ Buy clothes made from textiles that have been manufactured locally. This promotes our country's economy.
- ▶ Recycle and reuse clothes and textiles.
 - ▶ **Recycle**
 - Recycled polyester is made from melting plastic bottles and spinning textile fibres for use in clothing, carpets, buttons and zip fasteners.
 - Non-woven textiles are reused as filling material for upholstered furniture.
 - ▶ **Reuse**
 - Do not throw unused clothes away. Sell them to second-hand clothes shops or donate them to a children's home, hospice (home for the terminally ill) or a welfare organisation.
 - Convert old clothes or fabric into new clothes or cut them up to make rags/cleaning cloths.



Upcycling is when an old piece of clothing is taken apart to make a new item.



The positive impact of recycling and reusing old clothes on the environment

- ▶ **Waste is reduced**, because clothes are not thrown away and less space is needed for dump sites.
- ▶ Less waste products are generated because fewer textiles are produced. This means less pollution and a smaller carbon footprint.
- ▶ **Less water** is used to manufacture textiles/clothes - thus saving water.
- ▶ **Less electricity/energy** is used to manufacture textiles/clothes - thus saving electricity and coal.

The influence of piracy (illegal use) on legally protected brand names (trademarks)

- ▶ A brand name (trademark) is a symbol, word or name that is used to identify a product and to distinguish it from similar products.
- ▶ It is registered and may only be used by the manufacturer or retailer.
- ▶ It often has three elements, i.e. the name, a logo and a slogan.
- ▶ Coco Cola is the brand name of a specific cool drink while Nike and Adidas are brand names for sportswear.
- ▶ These brand names are recognised worldwide.
- ▶ **Piracy of brand names** is the illegal use of registered brand names or trademarks and logos, as well as the imitation of labels, packaging or the presentation of the product.
 - ▶ Counterfeit goods are often badly designed and this can result in consumers losing their trust in the brand.



- ▶ Companies lose millions of rands every year as a result of these illegal practices.
- ▶ Imitation goods are usually imported from countries like China and they are sold in the informal sector at stalls, markets, street vendors and are even for sale on the Internet.
- ▶ It is difficult to stop/prevent trade in illegal trademark goods, mostly because the suppliers smuggle them into the country in devious ways without the knowledge of customs.



Imitation goods often make use of emblems that are similar to the original brand's emblem. This can be confusing and misleading to the consumer.

The consequences of trademark piracy

- ▶ It leads to losses of millions of rands for the manufacturers of registered trademark goods.
- ▶ It has a negative effect on the reputation and image of the trademark.
- ▶ It harms retailers selling the legal products, because consumers buy the cheaper counterfeit goods.
- ▶ It leads to a loss in employment opportunities.
- ▶ Countries do not receive income tax on products entering the country and this is detrimental to the economy.

