

Lesson 3 – The Real Price of Fashion

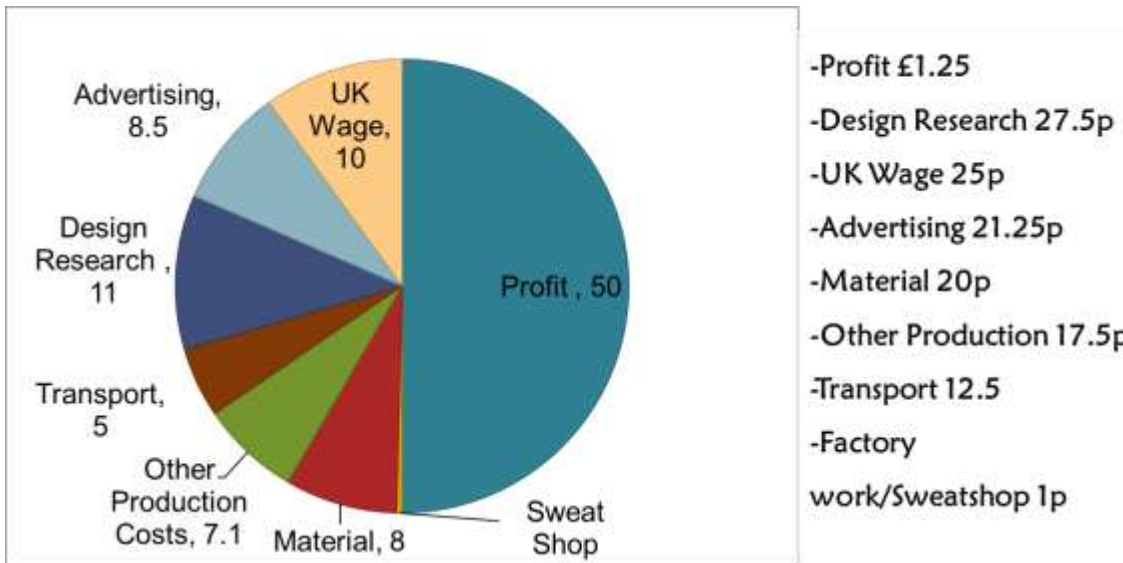
1. What does a retailer have to pay for to get a t-shirt made in another country, so it can be sold to the consumer in the UK? Make a list in your book with a heading. Example = advertisement. Use the images to help you.
Aim for 7 separate things!



Did you get any of these? If not add them to your list:

- Profit
 - Design Research
 - UK Wage
 - Advertising
 - Material
 - Other Production
 - Transport
 - Factory wage
2. Considering a Primark t-shirt sells at £2.50, divide this money up and write down what amount of that money is spent on the different points of your list. This is just a suggestion
Example = Transport 10p

When we look at the actual figures, we can see that the real cost of production are as follows:



- Profit £1.25
- Design Research 27.5p
- UK Wage 25p
- Advertising 21.25p
- Material 20p
- Other Production 17.5p
- Transport 12.5
- Factory work/Sweatshop 1p

3. Which section gets the highest share and which section gets the lowest?
4. Can you suggest why this might be?

Sweatshops are factories which are located mainly in NEEs (Newly Emerging Economies) for example China and India. They are characterised by long hours, low pay and poor working conditions, in order to manufacture goods at the lowest price possible.

As we already know from past lessons, most of the things we buy comes from another country and this includes our clothing.

This is because labour (people working) costs are much cheaper in other countries compared to the UK, therefore companies choose to make products in other countries so they can make more profit.

For example:

The hourly minimum wage in China can be around £1. In the UK it is around £8.



- Example of poor working conditions**
- Little food
 - Little/no safety equipment
 - Too hot/cold
 - Dirty
 - Building run down/ poorly built

- Key Word Alert**
- Write down a definition of sweatshops in your own words.
- Include an example of poor working conditions.



5. Write down the 3 heading below across the full length of your page:

Long Hours

Low Pay

Working Conditions

- Watch the 1st 11mins of the video and make notes under the 3 headings. Video link: <https://www.youtube.com/watch?v=yF8jUDzz5bE>
- Based on our definition, is the factory in the video a sweatshop?

Some points from the video:

- High exploitation of certain population groups such as women and children.
- In these countries there are more people than jobs available.
- Workers face long hours and low wages.
- This can go against the laws and regulations of the overseas company and country they work in.
- Unsafe working conditions.
- Industrial accidents are common.
- They have no rights in the work place.
- If they complain they lose their jobs.
- Some of the big companies do not always know what is happening in all its factories – is this good enough?

The proud father of a 15 year old girl working in a factory that exports clothing to the U.S. reports that she earns \$2/day for a 12 hour shift, 6 days a week. It's dangerous work and she has twice had needles go through her hands. The loving father isn't worried about her hands but about the pressure that might close the factories: "I hope she can keep that job, its considered a highly desirable job here. There's all this talk about factories closing now because people are not happy about the working conditions. I hope that doesn't happen. I don't know what she would do then."

6. Above is a statement provided from a father of a worker in a factory. Using what we have learnt about these factories, do you agree or disagree with his views? Why or why not?



Success Criteria
Include 2 reasons in favour of your argument
Include 1 reason that opposes your argument
Chains of reasoning
VIP words throughout