

Name _____

From Production to Retail: The Journey of Clothing

Open Response Questions

1. Discuss the significance of precision in the cutting stage of clothing production. What could go wrong if fabric pieces are not cut accurately?
2. Imagine you are a fashion retailer. Explain how you would use advertising and marketing to attract customers to your store or website. Provide specific strategies and examples.
3. Consider the impact of online shopping on the clothing supply chain. How has the rise of e-commerce changed the way clothing reaches consumers, and what are the advantages and challenges?
4. Reflect on the environmental aspects of clothing production and retail. How can the fashion industry become more sustainable in terms of both production and consumption?

