

Name _____

From Production to Retail: The Journey of Clothing

Open-Ended Response Answer Key

1. Precision in the cutting stage ensures that fabric pieces fit together perfectly during sewing. Inaccurate cuts can result in misaligned seams, ill-fitting garments, and overall poor quality.
2. Advertising and marketing strategies may include social media advertising, email marketing, influencer collaborations, and in-store promotions. For example, running Instagram ads showcasing new arrivals and offering discounts for newsletter subscribers can attract customers.
3. The rise of e-commerce has made it easier for consumers to access a wide range of clothing from anywhere. It has also increased competition among retailers and necessitated efficient online inventory management and shipping solutions. However, it has raised concerns about product returns and the environmental impact of packaging and shipping.
4. The fashion industry can become more sustainable by using eco-friendly materials, reducing waste in production, and promoting recycling. Consumers can also contribute by making conscious choices and supporting brands with sustainable practices.

