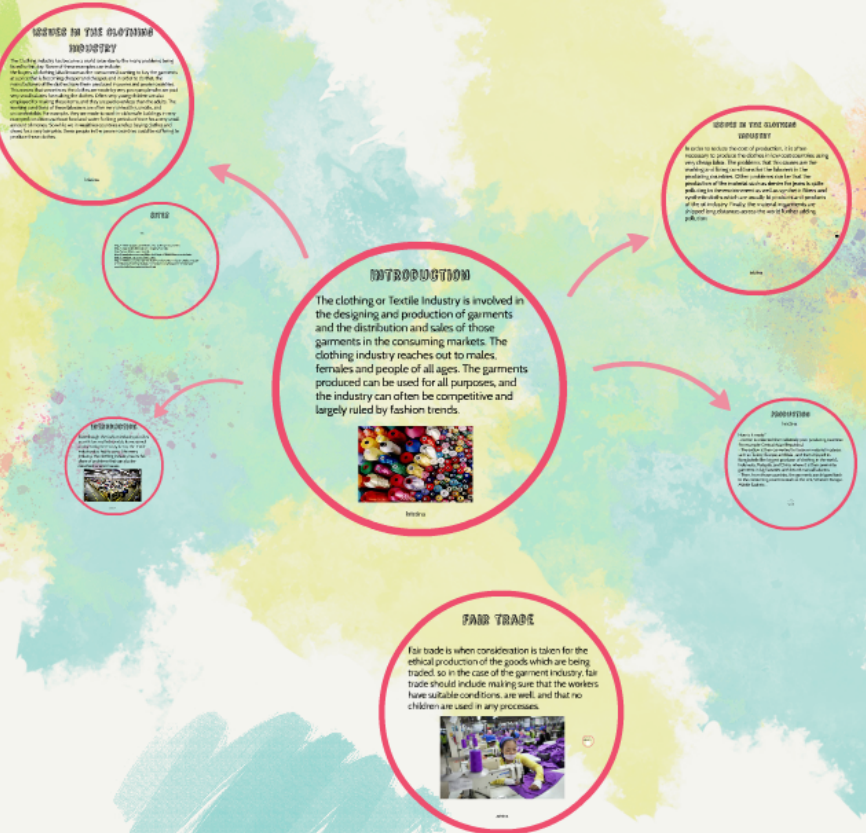
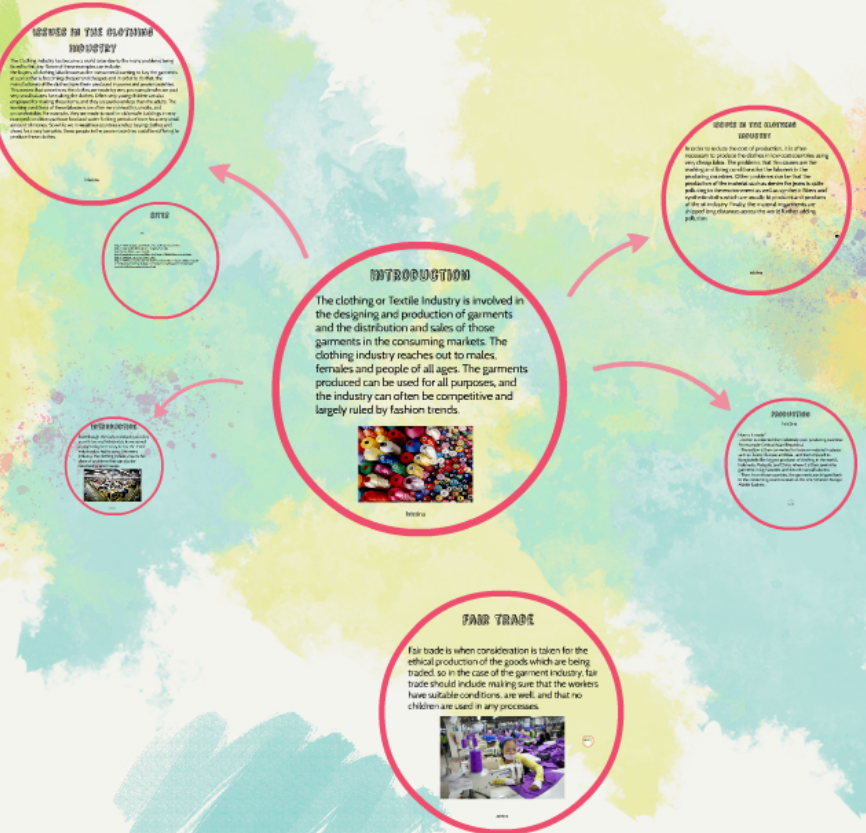


Clothing Industry Harvard Case Solution & Analysis



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INTRODUCTION

The clothing or Textile Industry is involved in the designing and production of garments and the distribution and sales of those garments in the consuming markets. The clothing industry reaches out to males, females and people of all ages. The garments produced can be used for all purposes, and the industry can often be competitive and largely ruled by fashion trends.



kristina

INTRODUCTION

Even though the fashion industry provides us with fun and fashionable items as well as day to day necessary items, the textile industry also has its cons. Like every industry, the clothing industry has its fair share of problems that can also be classified as world issues.



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ISSUES IN THE CLOTHING INDUSTRY

In order to reduce the cost of production, it is often necessary to produce the clothes in low cost countries using very cheap labor. The problems that this causes are the working and living conditions for the laborers in the producing countries. Other problems can be that the production of the material such as denim for jeans is quite polluting to the environment as well as synthetic fibers and synthetic cloths which are usually bi products and products of the oil industry. Finally, the material in garments are shipped long distances across the world further adding pollution.

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PRODUCTION

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The responsibility for the environment and its pollution should also be considered as part of the ethical behavior of the producer. Of course some garments and some items can be considered to be produced ethically, the problem is that one can not be sure that all items are produced ethically

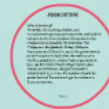


PRODUCTION

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How is it made?

- Cotton is collected from relatively poor producing countries (for example: Central Asian Republics.)
- The cotton is then converted to tissue or material in places such as Turkey, Europe, and Asia , and then shipped to Bangladesh (the biggest producer of clothing in the world), Indonesia, Malaysia, and China, where it is then sewn into garments in big factories with lots of manual laborers.
- Then, from those countries, the garments are shipped back to the consuming countries such as the U.S, Western Europe, Middle East etc...



FAIR TRADE

Fair trade is when consideration is taken for the ethical production of the goods which are being traded, so in the case of the garment industry, fair trade should include making sure that the workers have suitable conditions, are well, and that no children are used in any processes.



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