

CJ' s Training Camp: Sustainability

Lesson 4

From the Factory to You



Kahoot!



Top 10 Clothing Retailers

Company	Country	2019 Sales Revenue (In Billions of USD)
Inditex (Zara)	Spain	28.89
Fast Retailing (Uniqlo)	Japan	21.51
Hennes & Mauritz (H&M)	Sweden	21.5
Gap	USA	16.58
Limited Brands	USA	13.24
PVH (Calvin Klein, Tommy Hilfger)	USA	9.66
Ralph Lauren	USA	6.31
NEXT	UK	5.08
American Eagle Outfitters	USA	4.04
Abercrombie & Fitch	USA	3.59

*they account for about 8% of global apparel sales or \$105 billion per year



In 2020, more than 1 in 5 fashion purchases were made online and that number is growing

Around **56%** of all clothing and footwear purchased online were returned

36% of which were because consumers "didn't like the item"



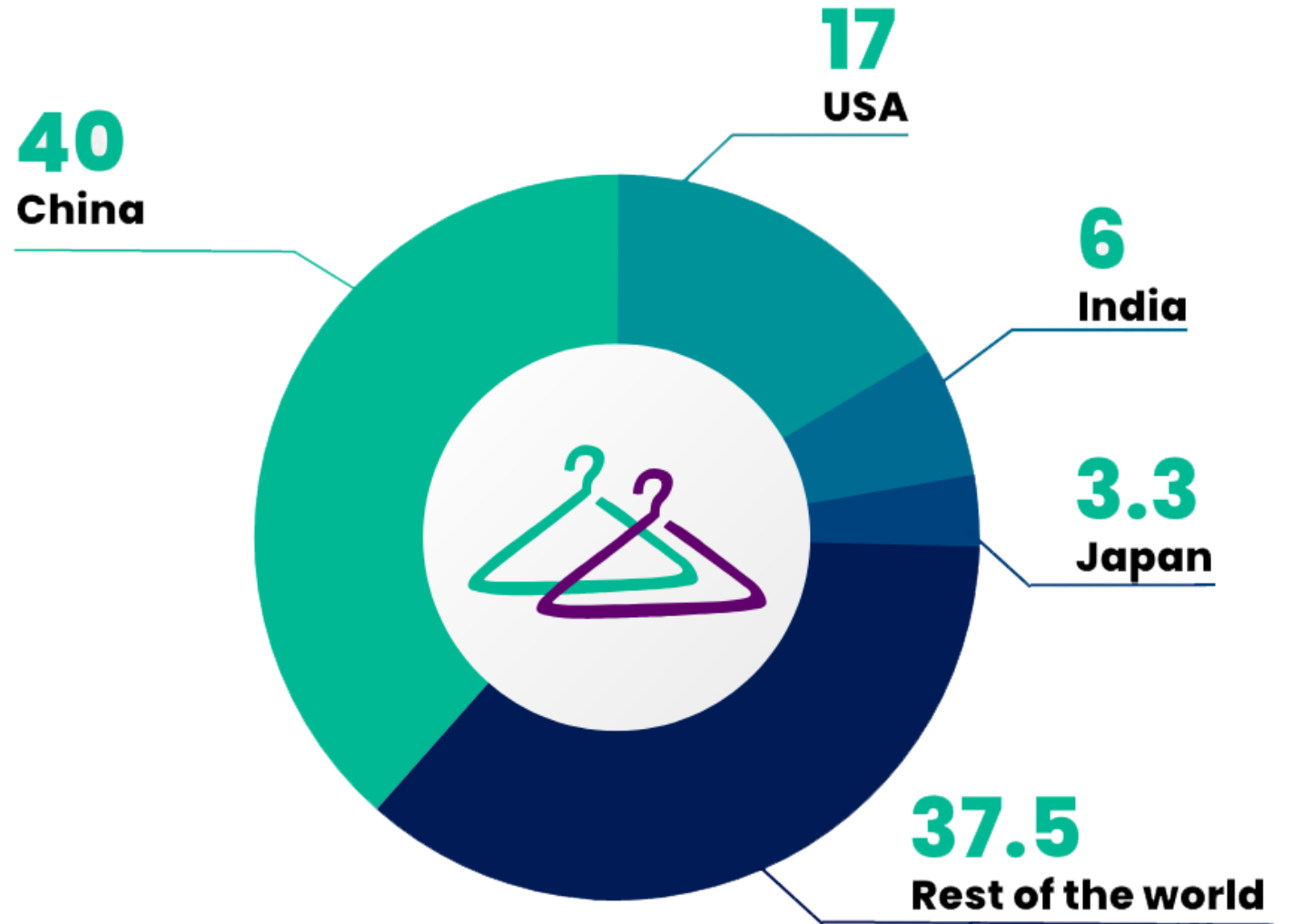


Our consumption of clothing has risen by **400% in the last two decades!**

The average American purchases over **59 garments a year, but does not wear over **50%** of the clothes in their closet**

How about you?

Global Apparel Sales



*in billions of US dollars



Think about the following

Before you buy

Does it spark joy?

Think before buying, not 5 years later

Does it fit me well?

In order to spark joy, your clothes must fit

Does it feel good?

Say no to clothes that are not comfortable

When & where will I wear it?

It is formal or casual? Is it seasonal? Is it a trend?

Who am I supporting?

What values does the company represent? Where and how are the products made?

Average Monthly Wages

In the United States

Retail Associate	\$2277
Delivery Driver	\$2764
Distribution Centre Supervisor	\$4380
Retail Store Manager	\$4583
Truck Driver	\$4730
Web Designer	\$5593



Vocabulary

Your Definitions

Economic Impacts

Living Wage

Social Impacts

Wealth

Activity:

Gallery Poster



The Carpet Merchant (Gérôme)

end.

