

Design your own fashion brand



Materials and dyes

You are going to design a sustainable clothing brand. You will design 6 products for your new designer brand. Start by choosing your materials and dyes to colour them.

Polyester	Recycled Polyester	Cotton
A synthetic (man-made) petroleum based fibre.	This is recycled from plastic bottles made from PET plastic.	This is grown on plants and is a natural, renewable material.
Natural dyes can not be used.	Natural dyes can not be used.	Natural dyes can be used.
Cost per garment for materials:	Cost per garment for materials:	Cost per garment for materials:
Jumper - £5 Top - £1 Dress - £5	Jumper - £7 Top - £3 Dress - £7	Jumper - £12 Top - £5 Dress - £12

Synthetic Dyes

Synthetic dyes are made in a factory from industrial chemicals. They stick to clothes for a long time maintaining colour. However, if leaked into the local environment they can be harmful to people and the environment.

Cost per garment for materials:
Jumper - £4 materials
Top - £2
Dress - £4

Natural Dyes

Natural dyes are made from plants, insects, or minerals. They are safer if they leak into the local environment where the clothes are made.

Cost per garment for materials:
Jumper - £4 materials
Top - £2
Dress - £4

STUDENT SHEET 3b

Fill in the table

Once you have calculated your manufacture cost, and chosen your retail price, you can calculate your margin. This is the % you make on each product sold.

$$\text{Margins} = \frac{(\text{retail price} - \text{product manufacture cost})}{\text{Retail price}} \times 100$$

Product	Material	Dye (S/N)	Manufacture cost	Retail price	Margins
Jumper					
Jumper					
Dress					
Dress					
Top					
Top					

1. Which material and dyes have you chosen? Explain why.
2. How is your designer brand sustainable? For example, have you used any of the Rs? (recycled, reduced, reused, refused)
3. How did you decide on your retail prices for the garments?
4. Predict how your margins would be different if you had chosen different materials or dyes.
5. Why don't all clothing retailers use recycled polyester or cotton in all their products?
6. On a separate sheet, design your range. This should include two jumpers, two dresses and two tops.