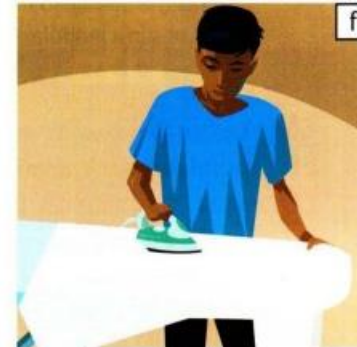
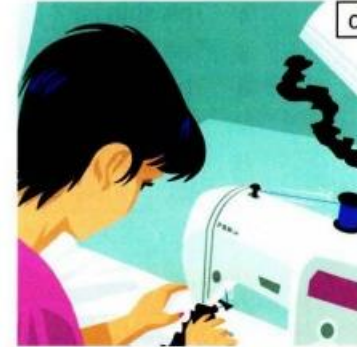


TEST : READING

STARTER

Match the stages in the factory production of garments (1–9) with the pictures (a–i).

10 MINS



- 1 putting on hangtags _____
- 2 laundering _____
- 3 pressing _____

- 4 bundling _____
- 5 sewing or stitching _____
- 6 folding _____

- 7 packaging _____
- 8 putting on trim _____
- 9 label collars _____

1 There were problems at each stage of the production of the white shirt in Starter. Complete the error comments for each stage using the words from the box. **15 MINS**

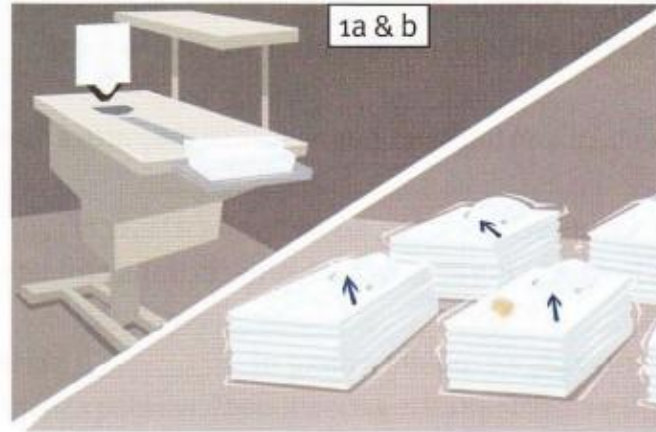
bundling • folded • hangtag • labelled • laundering • packaging
• pressing • stitches • trim

- 1 There's a problem with the _____. There are only right sleeves. Where are the left ones?
- 2 There are skipped _____ on the collar resulting in two large gaps in the seam.
- 3 The black embroidered _____ doesn't follow the cuff line.
- 4 This shirt isn't _____ with the brand name on the inside collar.
- 5 The garment is not clean. It needs _____.
- 6 There are wrinkles on the shirt. It needs _____ so it looks ready to wear.
- 7 The _____ is wrong on this shirt; the size does not match the size on the inside label.
- 8 The shirt is _____ incorrectly. The right sleeve needs to show the cuff detail.
- 9 The _____ is missing for ten of the shirts. They were packed without plastic garment bags.

DID YOU KNOW?

There are several methods for assembling garments. In a single hand system, one person sews the entire garment. In a bundle system, a sewing operator does one or more tasks per garment and then sends the bundle to the next operator. Operators can also be cross-trained to work several machines and jobs in a modular system.

Label the pictures with the methods of packing. 10 MINS

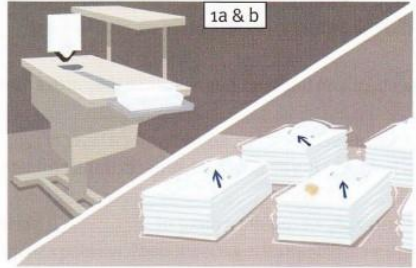


in plastic garment bags
hand-folded
in rayon garment bags

machine-folded
on standard hangers
on fabric hangers

in cardboard boxes
in floor-length plastic
garment bags

Label the pictures with the methods of packing.



in plastic garment bags
hand-folded
in rayon garment bags

machine-folded
on standard hangers
on fabric hangers

in cardboard boxes
in floor-length plastic
garment bags

Match the comments about extra packing options to the pictures in exercise 5. 10 MINS

- 1 Retailers often ask our packing and dispatch division for cardboard, tissue paper and straight pins. This is so the garments don't wrinkle while in transit.
Picture _____
- 2 We commonly use full-length garment bags, which then go on an overhead conveyor that leads directly into a conveyor on the delivery truck. Sometimes the garments need extra protection so we put them on special cloth hangers.
Pictures _____ and _____
- 3 Sometimes retailers ask us to include hangtags so the garments are FRM, or floor-ready merchandise. Very often we package garments to lay flat in boxes.
Picture _____

Complete the retailers' descriptions of packing preferences with the words from the box. 15 MINS

cardboard • folded • garment bags • hangers • hand • hangtags • hangers
• overhead conveyor • rayon • straight pins • tissue paper

- 1 We are a high street department store and prefer that our evening dresses arrive clean. That means they must be packed in long _____ made of _____ instead of plastic. Then they must be put on an _____ which places them directly onto the truck.
- 2 As a menswear retailer we sell a lot of shirts. It's important that they are _____, either by machine or by _____. To keep the collars and sleeves in place we also request _____.
- 3 We save a lot of time putting our garments out on the sales floor because they arrive already on their _____.
- 4 The silk shirts that our brand is famous for are very delicate, so we ask for a layer of _____ between the garments to protect them from rubbing against each other in transit from the factory to the store.
- 5 When our shirts go through the folding process, we require a piece of _____ between the fold to keep their shape. Since they go directly into plastic garment bags, we also ask that the _____ are already in place. Customers can clearly see the size and price when they're in FRM form.

Company Profile:

UNIQLO and its Takumi Team

UNIQLO is Japan's biggest and most popular clothing retailer. They also have an international network which extends across Asia, the United States and Europe through nearly 170 stores. They work with over 100 factories to dispatch their casual mix-and-match garments to their stores worldwide.



The strength of the UNIQLO brand lies in its particular quality assurance system. One reason why the Japanese retailer has been successful is because it demands high standards of garment production, thanks to the collaboration of their 'Takumi team'.

Artisans in a modern clothing company

Would you hire someone in their 50s or 60s to work for you? UNIQLO did and it has helped them stand out in the crowded ready-to-wear market. The 16 Takumi masters each have a minimum of 20 years' experience and expertise in sewing, dyeing or textiles. The Takumi team is both modern and traditional, reflecting the import Japanese custom of honouring tradition. Profiles of the Takumi masters feature in editions of the UNIQLO magazine, also known as *UNIQLO Paper*, distributed to customers in the stores. In this way, the company gets the message out to its customers about the high quality work that goes into the garments, and customers can see who is behind the scenes.

Educating new staff

The Takumi are responsible for passing on their knowledge to UNIQLO's production facilities in China. Each week they are present at review meetings to offer suggestions on improving sewing, or other aspects of production. For example, when design details prove unexpectedly challenging, the Takumi team will identify the problem and work with factories to identify strategies to overcome it.

A winning formula?

Can UNIQLO beat other large-scale retailers based on the Takumi alone? With so many different customers, the answer may be 'no'. But the customer is at the centre of UNIQLO's business approach, not just garment production. People entering the store are greeted immediately and made to feel like they are taken care of. More importantly, the company message is that customers decide how to style their own looks. The value UNIQLO places on communicating this message to its global customers may be the key to its success. From the Takumi masters making sure a shirt is sewn exactly as designed, to the in-store customer care, this unique clothing company has a lot to offer its customers.

OVER TO YOU

20 MINS

- How important are artisans in the clothing industry in your country?
- What benefits are there for clothing companies to gain in hiring older experts?
- Do you know of other clothing companies that follow traditional ways of making garments or accessories? Which ones? What do they do?

Match the expressions with *brand* to the definitions below. Do you know the brands in the pictures? 10 MINS

- 1 brand awareness —
- 2 brand identity —
- 3 brand loyalty —
- 4 brand logo —
- 5 brand name —
- 6 brand recognition —
- 7 own brand —



- a How much people know about or have heard of a label, or know which fashion house it is from.
- b The word(s) used to refer to a product or range of products, like Onitsuka Tiger, Jil Sander or Diesel.
- c When customers prefer to buy products from one brand.
- d When someone can link the brand name, logo, stores, adverts, etc. with its products.
- e When a retailer puts their name on the label of products, like Saks or Harrods.
- f When a company gives a family of products the same brand name, logo, colour scheme, slogan, etc.
- g A graphic design of a symbol representing a company name, often with a particular colour scheme.

BRITISH ENGLISH	AMERICAN ENGLISH
catwalk show	runway show
advertisement (also ad / advert)	TV commercial
homeware	housewares
lingerie	intimates
nightwear	sleepwear