MINISTRY OF EDUCATION
HOME ECONOMICS TEACHERS ASSOCIATION, GHANA

Clothing and Textiles

for Senior High Schools

Year 3

Rahimatu Yakubu
Rev. Sr. Jusinta Kwakyewaa
Millicent Duah

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Ghana Education Service (GES)

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FOREWORD

Ghana's new Senior High School Curriculum aims to ensure that all learners achieve their potential by equipping them with 21st Century skills, knowledge, character qualities and shared Ghanaian values. This will prepare learners to live a responsible adult life, progress to further studies and enter the world of work. This is the first time that Ghana has developed a Senior High School Curriculum which focuses on national values, attempting to educate a generation of Ghanaian youth who are proud of our country and can contribute effectively to its development.

The Ministry of Education is proud to have overseen the production of these Learner Materials which can be used in class and for self-study and revision. These materials have been developed through a partnership between the Ghana Education Service, teacher unions (Ghana National Association of Teachers-GNAT, National Association of Graduate Teacher -NAGRAT and the Pre-Tertiary Teachers Association of Ghana- PRETAG) and National Subject Associations. These materials are informative and of high quality because they have been written by teachers for teachers with the expert backing of each subject association.

I believe that, if used appropriately, these materials will go a long way to transforming our Senior High Schools and developing Ghana so that we become a proud, prosperous and values-driven nation where our people are our greatest national asset.

Haruna Iddrisu MP
Minister for Education

SECTION

1

EXPLORING CAREER OPPORTUNITIES IN THE CLOTHING AND TEXTILES INDUSTRY

PSYCHOSOCIAL ASPECT OF CLOTHING

UNDERSTANDING CLOTHING CONCEPTS AND PRINCIPLES OF CLOTHING

INTRODUCTION

In this section, we will look at various career opportunities available in the Clothing and Textiles industry. We will highlight how individuals can earn income through sewing, designing, weaving, selling, and more. In Ghana, these careers are found in both rural and urban areas, from tailoring in village kiosks to textile engineering in large factories. You will explore how to enter these professions through apprenticeships, vocational schools, or university education. The section also outlines the academic and practical requirements needed to succeed and grow in the field. With dedication, skills and creativity, you can build fulfilling careers and even create jobs for others.

KEY IDEAS

- Clothing and Textiles provide many ways to earn income from tailoring and weaving to fabric sales; the industry offers various career paths in Ghana.
- Creativity and drawing skills are important in design careers, such as fashion illustration or garment designing, which require artistic abilities and imagination.
- Success also depends on values, confidence, and communication. A good attitude, hands-on practice, and strong communication skills improve performance and employability.
- Technical and scientific careers need strong academic backgrounds. Fields like textile engineering and chemistry demand knowledge in science and higher education.
- The industry offers jobs in diverse settings, and careers are available in schools, fashion houses, open markets, and textile factories.
- You can start a career through an apprenticeship or school. Both informal training (like learning from a master) and formal education (like TVET or university) can lead to good opportunities.

CAREER OPPORTUNITIES IN CLOTHING AND TEXTILES

Careers in Clothing and Textiles

A career is a job or occupation one does to earn a regular income, often built over time through experience and training. In Clothing and Textiles, there are many career paths ranging from fabric production and garment design to selling finished products like school uniforms, bags, robes, hats, and suits. In Ghana, tailors, seamstresses, weavers, and fabric sellers can be found everywhere from busy city centres to small villages. These professionals work in homes, markets, roadside shops, or large factories. People interested in this field can begin through apprenticeship, vocational schools, or technical training after JHS or SHS.

Those who pursue higher education in Clothing and Textiles, Fashion, or related areas at polytechnics or universities gain deeper knowledge and skills that prepare them for roles with more responsibility, such as teaching, managing fashion businesses, or working in industrial garment production. While people with lower levels of education can also build successful careers in this field, they may need more hands-on experience to advance. Starting a business is also possible, but it becomes easier with proper training and business knowledge. With commitment and creativity, learners in Ghana can build a successful future in Clothing and Textiles and even create job opportunities for others.

Some notable careers in clothing and textiles

1. **Curriculum developer**

   This involves planning what students should learn in Clothing and Textiles at different levels. Curriculum developers choose what topics to teach based on industry needs , how to teach them, and how to link them with real-life industry needs. To do this job well, one needs a degree or a master's in Clothing and Textiles Education or Curriculum Studies, along with experience in teaching or planning school programmes.

Figure 1.1: Curriculum Developers

2. Clothing and Textiles teacher

Clothing and Textiles teachers help students understand both the theory and practical skills of sewing, designing clothes, and fabric care. They work in basic schools, senior high schools, vocational and technical institutions, or teacher training colleges. A diploma or degree in Clothing and Textiles, Fashion Design, or Home Economics is required, together with professional teacher training.

Figure 1.2: Clothing and Textiles teacher

3. Milliner (hat making)

A milliner designs and makes hats and fashionable headwear like fascinators and decorative combs using materials like feathers, lace, beads, and flowers. Training can be through apprenticeship, vocational school, or polytechnic. Hat makers are needed for weddings, traditional functions, church services, and fashion shows. Creativity and neat handwork are very important in this career.

Figure 1.3: Milliner

4. Pattern Maker

A pattern maker turns clothing ideas into accurate templates of the various parts of an article used to cut fabric. They develop production patterns for accepted designs of clothing articles. This ensures that each part of the garment is the correct size and shape. Training in pattern drafting is available at SHS, polytechnics, or universities. Strong mathematics skills and attention to detail are important. Pattern makers may work with fashion designers or in clothing factories.

Figure 1.4: Pattern Maker

5. Haberdashery Dealer/Haberdasher

This involves selling sewing items such as zippers, buttons, needles, threads, lace, and hooks and eyes. A haberdashery dealer must understand the tools of the sewing trade and how to talk to different customers. This business can be done in shops, markets, or online. A basic education and good customer service are needed, and the job suits people with strong selling and business skills.

Figure 1.5: Haberdashery Dealer

6. Fashion Illustrator

Fashion illustrators draw clothing designs to show the designer's ideas. These drawings are used in portfolios, magazines, or presentations. The illustrator must know how to draw well, understand fabric types, and show how clothes would fit on the human figure. Training in Fashion Design or Fine Art is helpful. Many illustrators work with designers or media companies.

Figure 1.6: Fashion Illustrator

7. Fashion Journalist / Writer

This career is about writing or reporting on fashion trends, shows, and designers in newspapers, magazines, blogs, radio, or TV. Fashion journalists help people know what is happening in the fashion world. A good background in Clothing and Textiles, strong writing skills, and possibly training in media or journalism are useful.

Figure 1.7: Fashion Journalist / Writer

8. Fashion Designer

A fashion designer uses the elements and principles of design to creates styles to suit various figure types. Fashion designers sketch their ideas, select materials, and supervise the making of clothes. They need creativity, fashion sense, and skills gained through SHS, vocational school, or university. Many fashion designers work for themselves, start fashion labels, or design uniforms for schools, choirs, and churches.

Figure 1.8: Fashion Designer

9. Fashion Coordinator

Fashion coordinators plan and organise fashion shows and set up displays in clothing shops to attract customers. They must know how to combine colours, styles, and fabrics to make attractive displays. A diploma or degree in Fashion, Home Economics, or Art is usually required. This career also needs creativity, planning skills, and teamwork.

Figure 1.9: Fashion Coordinator

10. Weaver

A weaver creates fabrics by interlacing yarns by using handloom or machine. Weaving involves making traditional cloths like kente and smock fabric using local looms. Weavers are often trained through an apprenticeship. This career requires patience, skill, and dedication. Weaving is an important part of Ghanaian culture, especially in towns like Bonwire, Ho, and Tamale. Woven cloths are sold locally and internationally for special events and everyday use.

Figure 1.10: Weaver

11. Textile Merchandising

This is the marketing or targeting of textile products to particular customers or specific consumer groups. Textile merchandisers link fabric producers or suppliers to buyers. A diploma or degree from a polytechnic or university is an advantage, but one can still succeed with less formal education if they understand fabrics, customer preferences, and how to promote products.

Figure 1.11: Textile Merchandising

Activity 1.1 Exploring Career Opportunities

1. Write down at least **3 jobs** in clothing and textiles you have seen (e.g., tailor, dressmaker, tie-dye maker)
2. Briefly describe what each person does.
3. Think of **2 modern jobs** (e.g., online clothing seller, digital designer) and explain why they are important today.

Activity 1.2 Comparing Careers

1. Organise yourselves into a group of 4-6 people.
2. In your group, research or recall **3 careers** (e.g., dressmaker, embroidery maker, fashion entrepreneur).
3. Study at least **3 job adverts or examples** and list the skills, qualifications, experiences required for each career.
4. Draw a **comparison chart** in your notebook and compare each career.

   For example

Career	Skills required	Qualifications required	Experience required

5. Individually reflect on the activity and write a short note on '**which career you would like to do and why**' in your notebook.

Activity 1.3 Discovering Careers Around You

1. Organise yourselves into a group of 5-6 people.
2. Walk around your school/community and identify places where people work in textiles (e.g., tailoring shop, laundry, tie-dye workshop).
3. Record your findings as notes, sketches, or oral recordings.
4. Draw a **career map** in your notebook showing the careers you identified.
5. Answer the following questions:
   a. Which careers are common?
   b. Which careers are rare but important?
   c. How do these careers improve people's lives?

Career Opportunities in the Textiles Industry

1. **Designer** This involves designing and making items like hats, fascinators, hair clips, jewellery, handbags, shoes, and other accessories that match or enhance outfits. Designers in this area need creativity and good knowledge of colours and trends. Training can be gained through apprenticeship, short courses, or formal education in vocational and technical institutions.

2. **Clothing Technologist**

   Clothing technologists work closely with designers to make sure clothes can be produced efficiently. They help choose materials, adjust designs for sewing factories, test fabric quality, and deal with customer complaints. A Higher National Diploma or degree in Clothing and Textiles from a technical university is usually required.

Figure 1.12: Clothing Technologist

3. **Computer-Aided Design (CAD) Programmer**

   CAD programmers use special computer software to create clothing and fashion designs. They must be creative, know how to use design programs, and understand fashion styles. A degree in Fashion Illustration, Art, or related fields is often needed.

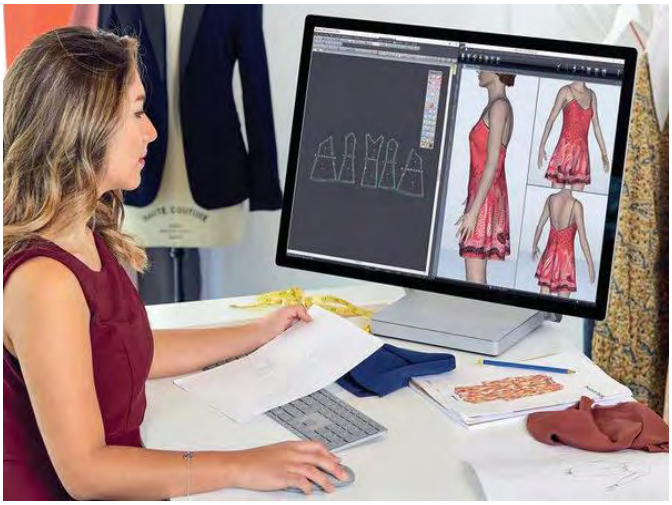

Figure 1.13: Computer-Aided Design (CAD) Programmer

4. Cutter

A cutter prepares fabrics by cutting them into shapes and sizes before sewing begins. This work requires steady hands, accuracy, and knowledge of different cutting tools like scissors, rotary cutters, or electric knives. Training is usually gained through an apprenticeship or on-the-job learning in sewing shops and garment factories.

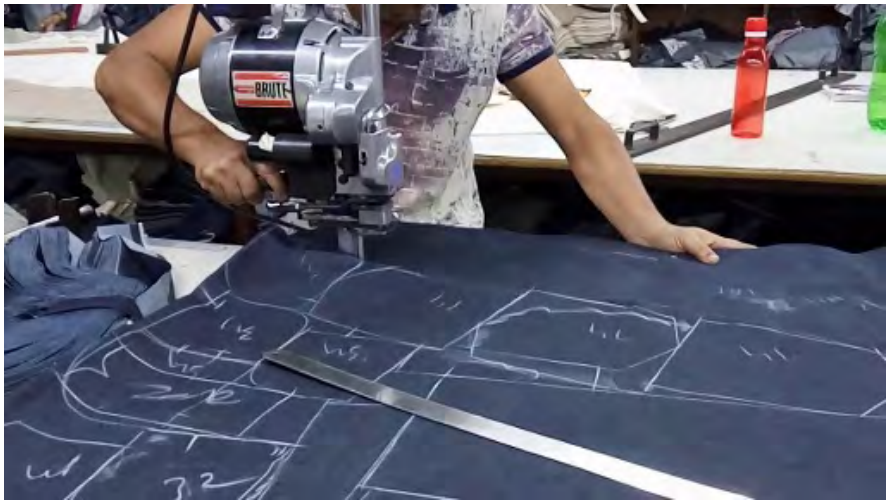

Figure 1.14: Cutter

5. Textile Chemist

Textile chemists develop new fabrics and treatments like water resistance, fireproofing, or wrinkle resistance. They work in laboratories and help improve the performance of materials used in clothing. This career requires a postgraduate degree (Master's or PhD) in Textile Chemistry or Textile Science.

Figure 1.15: Textile Chemist

6. Textile Engineer

Textile engineers find ways to make the production of fabrics faster, more cost-effective, and environmentally friendly. They improve machines and processes used in textile factories and research centres. A Master's or Doctorate in Textile Engineering or a related field is usually required.

Figure 1.16: Textile Engineer

Activity 1.4 Exploring Career Opportunities

1. Organise yourselves into a group of 3-5 people.
2. In your group, read about careers in clothing/textiles or think of people in your community in this field.
3. List **five careers** and write one sentence about each.

Example: "A milliner makes hats for weddings."

Clue: Think about who designs clothes, checks quality, makes hats, or uses computers.

Activity 1.5 Analysing Role Requirements

1. Find **two job adverts** (posters, newspapers, WhatsApp, teachers' samples).
2. Write the required skills, qualifications, and experiences for the identified jobs.
3. Compare
   a. Which needs more training?
   b. Which uses more creativity/technology?
   c. Which is easier for a beginner?
4. End with a short paragraph about the role you would prefer and why?

Preparation for Careers in the Clothing and Textiles Industry

Basic requirements for Clothing and Textiles careers

The clothing and textiles industry is vibrant and full of opportunities. It includes garment design, textiles production, and clothing care. To succeed in this field, individuals need a good combination of knowledge, academic qualifications, practical skills, work experience, values and attitudes. While the requirements may differ depending on the career, the following are generally important:

1. **Knowledge:** Understanding your job helps you work better and avoid costly mistakes. For example, a laundry worker who understands fibre types will wash wool differently from cotton, preventing shrinkage or damage. A wardrobe engineer with proper knowledge will select suitable clothing for occasions, weather, and comfort, rather than just following fashion blindly.
2. **Academic Qualifications:** Each role requires a different level of education. A basic tailor or dressmaker may only need training in sewing, while a fashion designer might require a degree. Below are the common academic levels for clothing and textiles careers in Ghana.

    a. **Proficiency Certificate**: For skilled individuals who can pass a practical test; ideal for tailors or dressmakers with little formal education.
    b. **NVTI Grade II**: Earned by vocational students or apprentices after 3–4 years of training.
    c. **NVTI Grade I**: A higher certificate awarded after NVTI Grade II.
    d. **Intermediate Certificate**: A one-year technical course after NVTI Grade I.
    e. **Advanced Diploma**: A three-year course for SHS leavers or Intermediate Certificate holders.
    f. **Higher National Diploma (HND)**: A 3-year technical university programme, more advanced than the diploma.
    g. **First Degree** :BA, B.Ed., BSc, or B. Tech. in Clothing or Fashion and Textiles. Requires good SHS grades.
    h. **Second Degree**: Postgraduate (MPhil, MSc, M.Ed., M.A., M.Tech.) for those who want to specialise further.
    i. **Third Degree**: PhD (Doctor of Philosophy). Provides access to high-level positions and research roles.

3. **Skills:** These are hands-on abilities needed to carry out tasks. Students gain these through apprenticeships, vocational schools, or technical institutions.

    Examples of Skills

    a. **Cutting**: Using tools to accurately cut fabric and reduce waste.
    b. **Joining**: Sewing pieces together using machines or by hand.
    c. **Dyeing**: Adding colour to fabrics with an understanding of fibre reactions.
    d. **Embroidery Making**: Decorating garments with needlework.
    e. **Laundering**: Proper washing and care of different fabric types.

f. **Designing**: Creating attractive and practical clothing ideas.

g. **Interior Decoration**: Using fabrics for household items like curtains and cushions.

h. **Pattern Making**: Creating templates for cutting garments.

i. **Fabric Knowledge**: Understanding materials and how they behave.

j. **Technical Skills**: Operating sewing machines and using fashion software (e.g., CAD).

4. **Work Experience:** The more experience you gain, the better you perform. Experience helps improve speed, confidence and creativity. An experienced tailor or designer is more likely to attract customers and do complex tasks with ease. Training on the job or consistent practice is key to improving in this field.

   a. **Skills**

      i. *Cutting:* Ability to accurately cut fabrics using various techniques and tools to minimise waste and ensure precision.

      ii. *Joining:* Proficiency in sewing techniques to assemble pieces of fabric, including machine sewing and hand stitching.

      iii. *Dyeing:* Knowledge of dyeing techniques to add colour to fabrics, understanding of colour theory and the impact of different dyes on various materials.

      iv. *Embroidery Making:* Skills in hand and machine embroidery to add decorative elements to clothing, requiring attention to detail and creativity.

      v. *Laundering:* Understanding of fabric care and laundering processes to maintain and enhance the longevity of textiles.

      vi. *Designing:* Creativity and artistic ability to create original clothing designs, requiring knowledge of current fashion trends, materials and body types.

      vii. *Interior Decoration:* Skills in selecting and coordinating textiles for home decor, including curtains, upholstery and accessories, while understanding spatial design.

      viii. *Pattern Making:* Ability to create patterns that serve as templates for cutting fabric, involving both manual and computer-aided design (CAD) techniques.

      ix. *Fabric Knowledge:* Understanding different types of fabrics and their properties, which influences design, production and marketing strategies.

      x. *Technical Skills:* Proficiency in using sewing machines, sergers and other textile tools, along with basic computer skills for design software.

   a. **Values:** Strong values help individuals produce quality work and build good reputations.

      i. **Sustainability***:* Using eco-friendly methods and materials.

      ii. **Quality**: Ensuring well-made, durable clothing.

      iii. **Innovation***:* Embracing new ideas and trends.

      iv. **Inclusivity***:* Designing for all body types and cultures.

      v. **Collaboration***:* Working well with others in production and sales.

b. **Attitudes:** Good attitudes make a big difference in this industry.

Examples of Attitudes

i. **Attention to Detail***:* Focusing on neatness, finishing and accuracy.
ii. **Adaptability***:* Being open to new trends and technology.
iii. **Passion for Fashion**: Loving what you do to stay motivated.
iv. **Customer-Centric Approach***:* Putting the customer first in your designs.
v. **Lifelong Learning***:* Always upgrading your skills and knowledge.

Case Study: Kwame the Young Tailor

Kwame is a 19-year-old boy from Kumasi. He helps his uncle in a small tailoring shop at Kejetia market. Kwame can sew simple school uniforms and repair torn clothes. He dreams of becoming a big fashion designer one day. To achieve this, he must improve his sewing skills, be creative, respect his customers and always deliver clothes on time.

Let this case study guide you in performing **Activities 1.6 – 1.10**. Complete **Activities 1.6-1.9** in the same group. **Activity 1.10** should be completed individually.

Before starting, organise yourselves into a group of 4-6 people.

Activity 1.6 Learning from Kwame

1. Write the skills Kwame already has.

Clue: sewing, repairing clothes, etc.

2. Write the values/attitudes Kwame needs.

Clue: honesty, neatness, etc.

3. Copy and complete the table

Skill	Value/Attitude
Sewing school uniforms	Neatness
…	…

4. Discuss in your group and write one sentence: *"Kwame inspires me because _____."*

Activity 1.7 Seeing Skills in Action – Kwame's Workshop

1. Imagine Kwame's shop. List the tools he uses.

Clue: sewing machine, scissors, etc.

2. Visit or observe a tailoring shop, kente weaving shed, or laundry.
3. In your notebook, write:
   a. 3 skills you saw
   b. 2 values/attitudes you noticed
   c. 1 tool or machine (draw or name it).

Activity 1.8 Kwame's Success

1. Think about Kwame's dream. How will skills, values, and attitudes help him?

Clue: meeting deadlines, learning new designs, and treating customers well.

2. Complete the sentences.
   a. "Skills are important because _____."
   b. "Values/attitudes are important because _____."
3. In your group, present a short role play to demonstrate how the skills, values and attitudes will help Kwame fulfil his dream.
4. Watch other groups' role-play presentations, ask questions and provide feedback on their role plays.

Activity 1.9 Planning for my Future – Inspired by Kwame

1. Pretend you are Kwame. Choose one of the following
   a. Sewing and delivering uniforms on time.
   b. Listening to a customer's request.
   c. Neatly ironing uniforms.
2. In your group, discuss how skills, attitudes and values are important to each of the activities in a.
3. Reflect on these questions and write your responses in your notebook
   a. What skills are needed for the activity?
   b. What values/attitudes are required?
4. In your group, discuss the following questions.
   a. What helps an employee's ability to perform their job effectively?
   b. How can an employee learn new skills and keep up with industry demands?
   c. How can an employee make morally good choices in challenging situations?
   d. How can a positive attitude lead to greater creativity and productivity?

Activity 1.10 My Career Path Project – Following Kwame's Example

Complete this activity by yourself.

1. Kwame must choose between **Fashion Designer** and **Laundry Service**. Copy and complete the table below.

Career	Skills Needed	Values/Attitudes Needed
Fashion Designer	Creativity, Pattern making	Honesty, Punctuality
Laundry Service	Ironing neatly, Laundering	Respect, Patience

2. Think about your dream career. Write 3 attitudes you must have.

Clue: *punctuality, creativity, respect, honesty.*

3. Draw and complete this table:

Skills I Need	How I Will Learn Them	Values/Attitudes I Will Practice

Example

- *Skills I need: Cutting patterns*
- *How I will learn them: Practice with old fabric weekly*
- *Value/Attitudes I need: Patience*
- *How will I practice: Work in my uncle's tailoring shop.*

EXTENDED READING

Forster, P. (2014). *Clothing and Textiles*. Winmat Publishers Limited: Accra

REVIEW QUESTIONS

1. Which of the following is NOT a career in the clothing and textiles industry?

   A. Fashion designer
   B. Pattern maker
   C. Civil engineer
   D. Milliner

2. A haberdasher sells finished clothing items like dresses and shirts. ***True*** or ***False***
3. What qualification is typically required to become a curriculum developer in clothing and textiles?

   E. Secondary school certificate only
   F. Higher degree in Clothing and Textiles Education
   G. Basic sewing skills
   H. Marketing experience

4. Explain with two examples how technology has created new career opportunities in the clothing and textiles industry.
5. A young person in your community wants to become a fashion designer but has only completed Junior High School. What educational pathway would you recommend and why?
6. List three careers in the textiles industry that require advanced university education.
7. Name two skills that are important for a Computer-Aided Design (CAD) programmer.
8. What is the main role of a clothing technologist in garment production?

   I. To sell finished clothing items
   J. To oversee all aspects of garment production
   K. To design fashion accessories only
   L. To cut fabric pieces for sewing

9. **True** or **False**: A cutter can learn their skills only through formal university education.
10. Explain how technology has created new career opportunities in the textiles industry. Give two specific examples.
11. Describe the difference between the educational requirements for becoming a textile engineer versus becoming a cutter.
12. Compare the roles of a textile chemist and a clothing technologist. Discuss how their work contributes differently to the textile industry.
13. List three basic requirements for careers in the clothing and textiles industry.
14. Name two academic qualifications that are below university level in clothing and textiles.

15. Explain why knowledge is important for a laundry worker when handling different types of fabrics.
16. Describe the difference between NVTI Grade II and a First Degree in terms of the career opportunities they provide.
17. Explain why attitudes such as attention to detail and adaptability are crucial for success in the clothing and textiles industry.
18. Compare the skills, values, and attitudes required for a fashion designer versus a fabric technologist. Which requirements are similar and which are different?

SECTION

2

FASHION PROMOTION, MODELLING AND EVENT PLANNING

PSYCHOSOCIAL ASPECT OF CLOTHING

WARDROBE PLANNING AND APPEARANCE MANAGEMENT PRACTICES

INTRODUCTION

In Years One and Two, you learned about wardrobe planning, grooming, and how accessories, hairstyles, and appropriate dressing help improve your personal appearance and identity. You also explored how organised clothing choices reflect personality, promote hygiene, and build self-confidence.

In this section, you will expand on those skills by exploring fashion modelling and fashion show promotion. You will discover how garments are presented through modelling and how fashion shows help promote and sell clothing items. Modelling is more than wearing clothes. It involves posture, confidence, creativity, and expression.

You will learn how to plan and organise a simple fashion show and model your own sewn garments. You will also see how fashion can be used to express cultural values and current trends. Through hands-on activities and group planning, you will build the confidence, creativity, and communication skills needed to take part in school or community fashion events.

KEY IDEAS

- Confidence, good posture, and presentation skills are important qualities for every successful model.
- Fashion promotion helps to market clothing designs and make them known to the public.
- Fashion shows can be used to express culture, share social messages, and promote Ghanaian heritage through clothing.
- Modelling and fashion promotion help in building careers, from modelling and event planning to sewing and design.
- Modelling is a creative way of displaying fashion designs to make them attractive and understandable to viewers.
- Planning a fashion show involves teamwork, creativity, and attention to detail.

FASHION PROMOTION AND MODELLING

Modelling

Modelling is the exciting art of bringing fashion designs to life! It involves wearing and presenting clothing in a way that showcases its style, fit, and how it can be paired with accessories like shoes, jewellery, and bags. Models walk gracefully, allowing potential buyers to see the outfit from all angles and imagine themselves wearing it.

In Ghana, modelling plays a big role in fashion events, from local market promotions to high-profile runway shows in Accra and Kumasi. Whether it is traditional kente designs or modern African prints, modelling helps designers connect with their audience.

Figure 2.1: Modelling

Purpose of Modelling

1. **Enhance the designer's reputation:** When models wear a designer's clothes beautifully, it makes the designer famous. People remember the brand and seek out their designs. Ghanaian designers like Christie Brown and Duaba Serwa gain recognition through fashion shows.
2. **Attracts customers**: Fashion shows are thrilling events that people love attending to see new trends. The more attractive the modelling presentation, the more customers become interested in making purchases.
3. **Encourages multiple sales**: Models do not only display clothes. They demonstrate how to style them with matching accessories. This presentation often leads customers to buy shoes, bags, or jewellery to complete their look.
4. **To attract specific customers**: Products are created for specific groups of people who are interested in fashion shows. For example, if the target group is children, the clothes made will be for kids, and the models will also be children. Parents with kids of that age will be the main audience for the fashion show, along with the children themselves.

Basic Requirements for Modelling

Requirements of a model

1. **Self-confidence:** A model must be bold, calm, and professional, even in front of a big crowd. Practice speaking and walking in front of friends or family to build confidence.
2. **Good posture:** Posture is how you hold your body when you stand, sit, or walk. Good posture helps distribute your body weight evenly. When someone has good posture, they look balanced and proportionate. Walking gracefully becomes easier with good posture. We develop our posture early in life, but it's something we can improve over time. Better posture can make you look better and help your clothes fit nicely.
3. **Basic modelling skills:** Modelling is all about showing off your clothes by wearing them in different places, like home, school, on the street, church, or at a party. Your basic modelling skills come from how you stand and walk, which you learn as a child. You can get better at these skills by practising walking tall and confidently. Try walking in front of a full-length mirror and make corrections until you feel perfect.
4. **A positive and engaging attitude:** Smile naturally, make eye contact, and move gracefully. Listen carefully to the event coordinator for cues on when to pause and turn.

Activity 2.1 Understanding Modelling and Fashion Shows

1. Organise yourselves into a group of 3-5 people.
2. Observe the modelling and fashion show picture above and discuss: Who are they? What are they doing? Why is the designer showing these clothes?
3. In your groups, suggest a meaning for "model" and agree as a class:
   a. **Modelling =**
   b. **Fashion show =**
4. In your notebook, list **3 purposes** of fashion shows (e.g., to advertise new clothes).

Activity 2.2 Basic Requirements for Modelling

In your group, look at the picture of modelling above and discuss

1. What makes the models look confident?
2. Note down three or more qualities of a good model (e.g., Self-confidence).

Clue: Think of how you feel in your best clothes during special occasions.

Activity 2.3 Roles and Responsibilities of Models

1. In your group, look at the picture of the models above and discuss:
   a. What roles are the models playing?
   b. How do they make clothes attractive?
2. Role-play a mini fashion show: Designers, models, audience/customers.

Fashion Promotion

Fashion Show

A fashion show is an organised event where clothing and accessories are displayed to an audience. It is usually done with models walking on a stage or runway wearing outfits to show their style, design, and how they can be worn. In Ghana and around the world, fashion shows are held by designers, dressmakers, or fashion houses to present their new creations.

Key purposes of fashion shows

Table 2.1: Key purposes of fashion shows

1. **Launching new collections:** Fashion shows give designers the chance to show off their new styles or seasonal clothing. It helps them present their ideas and creativity to the public and fashion buyers. The designs on display often give clues about the upcoming trends in fashion.
2. **Creating brand awareness:** A fashion show helps make a designer or brand more popular. When people see the clothes and how they are presented, they get to know the designer's unique style and identity. This helps the public remember the designer and builds their reputation.
3. **Influencing fashion trends:** Fashion shows help decide which styles, colours and fabrics will become popular in the next season. The clothes shown on the runway often inspire what people will wear later in shops, schools, churches and events.
4. **Providing networking opportunities:** These shows bring together many people in the fashion industry, such as buyers, media, tailors, students, and shop owners. This helps designers and other professionals connect, get more customers and grow their businesses.
5. **Artistic expression:** Fashion shows are not only about selling clothes, they also show fashion as a form of art. The designs, music, lights, and model movements are all used to tell a story or share a creative message.
6. **Reflecting culture and society:** Designers sometimes use fashion shows to express ideas about society, culture, or important events. In Ghana, some shows may highlight local traditions, fabrics like kente, or even social messages. This helps make fashion more meaningful.

Types of fashion shows

1. **Formal Fashion Shows:** These follow strict planning and are held in special venues like hotels, conference centres or theatres. They are often attended by designers, fashion buyers and the media.
2. **Department Fashion Shows:** These happen inside big shops or malls. They are used to advertise clothes available in those shops and encourage customers to buy them.
3. **Informal Fashion Shows:** These are simple and may happen in community centres, schools, churches, or outdoor spaces. They are less expensive and can still promote fashion effectively.
4. **Designer Fashion Shows:** These focus on the clothing made by one designer or fashion brand. They are often special events used to launch new collections or introduce a designer to the public.

Activity 2.4 Choosing a venue and budgeting for a fashion show

1. Organise yourselves into a group of 4-6 people.
2. Research different types of fashion shows and share with your classmates.
3. Identify a place in your community that will be best for each type of fashion show identified.

Examples: town hall, school auditorium, concert house, conference centre.

4. What makes a venue good or bad (e.g., space)?
5. Write at least 3 factors to consider when selecting a venue.
6. List the important things to include in your budget when planning a fashion show (e.g., venue, clothes).
7. Complete this table

Item Needed	Estimated Cost (GHS)
Venue	_____
Decorations	_____
Clothes	_____
Music/MC	_____
Publicity	_____

Activity 2.5 Selecting a Theme

1. In your group, surf the internet for the meaning of 'a theme' or look this up in a dictionary. Write your definition in your notebook.
2. Discuss how a theme affects:
   a. Clothes used.
   b. Advertisements.
   c. Decorations and music.
3. Who do you think a fashion show is meant for?
4. Say how a show can be planned to suit different audiences:
   a. Students → trendy, affordable clothes.
   b. Elders → Kente, smocks.
   c. Workers → suits, corporate wear.
5. Write: *"A fashion show appeals to the audience when _____."*
6. Share your ideas is a whole class discussion.

Practical Fashion Show Organisation and Modelling

A fashion show is a fun and creative way to present the garments you have made using your sewing and design skills. In Clothing and Textiles, organising and participating in a fashion show can help you to confidence, improve communication skills, and showcase your talents to others. It also teaches important lessons in teamwork, planning, and presentation. This topic will guide you through how to plan a fashion show, create garments for the event, and model them effectively.

1. **Steps in organising a fashion show featuring self-made garments**

   Planning a fashion show in school or your community is an exciting way to show off your sewn garments. To organise it successfully, follow these easy steps

   a. **Choose a theme and purpose:** Start by selecting a theme that matches your outfits. Your theme could be based on culture, seasons, occasions (like Independence Day), or style (Example, casual wear). Know why you are doing the show, it could be to entertain, show your talent, raise funds, or create awareness.

   b. **Plan the event:** Decide on the date, time, and venue. The place should fit your theme and be safe and easy to decorate. Make a programme that includes the order of models, who does what, and when things will happen backstage.

   c. **Prepare the garments:** Make sure all clothes are finished well, cleaned, ironed, and labelled. Try them on your models ahead of time so they fit nicely and look good on stage.

   d. **Select and train models:** Pick models who are confident and comfortable walking in front of people. Teach them how to walk, pose, and handle the garments with care and professionalism.

   e. **Organise rehearsals:** Practice makes perfect. Organise rehearsals where models walk the runway with music, learn timing, and practice how to enter and exit the stage. This helps avoid mistakes.

   f. **Design stage and setup:** Decorate the stage or runway to match your theme. Arrange the lights, sound system, music, and chairs so that the place looks nice and works well for everyone.

   g. **Assign roles and responsibilities:** Everyone should know what they're supposed to do. Assign roles like ushers, announcers, changing room assistants, and photographers. Teamwork helps the event go well.

   h. **Promote the show:** Get people excited about your event by sharing invitations, posters, or fun promotional videos. Use different ways to reach your audience, like social media, email newsletters, and community bulletin boards. This will help you attract more people to your event.

   i. **Execute the Event:** On the day, be alert and supervise the activities to make sure everything runs smoothly. Encourage everyone and keep a positive atmosphere.

2. **Processes followed in designing and creating garments for the fashion show**

   Creating clothes for a fashion show is a step-by-step process that mixes creativity and skill. Here's how to go about it

a. **Gathering inspiration:** Look for ideas in books, local traditions, events around you, or fashion trends. You can even be inspired by nature or Ghanaian culture (like Kente, smock styles, etc.)

b. **Sketching designs:** Draw what you imagine. Make front and back views and show details like fabric choice, colours, and decorations.

c. **Choosing fabrics and materials:** Pick fabric that fits your design and will look good on the runway. Think about comfort, texture, and how the fabric moves.

d. **Taking measurements and drafting patterns:** Measure your model carefully. Use the measurements to draw patterns so the garment will fit well.

e. **Cutting and sewing:** Cut the fabric pieces using your pattern and sew them carefully. Use proper sewing techniques so your clothes look neat and strong.

f. **Fittings and adjustments:** Let the model try the outfit and make changes if it doesn't fit well. This helps the clothes look just right.

g. **Finishing touches:** Iron the garment, sew on buttons or zips, and do any last touches like hemming or decorating. This gives your work a neat and professional look.

3. **Essential skills and techniques for modelling self-made garments on the runway**

To model a clothing item confidently during a fashion show, you need certain skills. Here's what to work on:

a. **Good posture and body control:** Walk upright with confidence. Keep your arms relaxed. Your posture helps show off the garment well.

b. **Confidence and stage presence:** Look calm and walk with confidence. Make eye contact with the audience if needed and show pride in your walk.

c. **Garment presentation:** Move in a way that highlights the garment's features, like sleeves, necklines, or patterns. Let the outfit shine.

d. **Timing and movement:** Walk at a steady pace. Pause at points to let people admire the outfit. Stick to your route so the show moves smoothly.

e. **Facial expression and poise:** Your face should match the mood of your outfit, serious, cheerful, or stylish. Show pride in what you're wearing.

Scenario: Organising and Modelling a Fashion Show

Your school is hosting a mini fashion show at the end of term. You must present a garment you designed and sewed yourself. The show includes modelling, accessories, and promotions. Afterwards, the head teacher wants to know what you learned, the skills you used, and how you can improve.

Draw knowledge from the scenario to perform **Activities 2.6** and **2.7**. Complete these activities in a group. Before starting organise yourselves into a group of 3-4 people.

Activity 2.6 Preparing for the Fashion Show

1. In your group
   a. List the steps for organising a successful fashion show (venue, timing, models, order, decorations).
   b. Describe how you designed and created your garment, noting one design decision.
   c. Practice a runway walk or describe confident poses.
   d. Sketch or list items needed (stage, lighting, music).

Activity 2.7 Running the Fashion Show

1. Suggest three ways to promote the your fashion show (e.g., posters, announcements, social media).
2. Create a poster or write a short announcement.
3. Discuss ways to gather feedback on your fashion show. (e.g., comments, questionnaire, teacher review).
4. Create a simple feedback table like this

Item shown	What I liked	What can be improved

5. Get your garments, accessories, and cosmetics ready.
6. Practise modelling your garments in a safe space. Think about key runway skills such as posture, timing and balance.
7. Present your fashion show to your classmates.
8. When watching your classmates present their fashion shows, make notes using your feedback table.
9. Following your show, reflect on one challenge faced and how you solved it. Make a note of this in your notebook.

EXTENDED READING

Forster, P. (2014). *Clothing and Textiles*. Winmat Publishers Limited: Accra

REVIEW QUESTIONS

1. List three basic requirements for modelling.
2. Name any two purposes of fashion shows in the clothing and textiles industry.
3. Explain how good posture affects a model's ability to showcase clothing effectively during a fashion show.
4. Describe how fashion shows can be used to encourage multiple sales of clothing and accessories.
5. Analyse the four purposes that fashion shows serve in the Ghanaian context (commercial, cultural, educational, and artistic). Create a ranked list from most to least important for Ghana's development and justify your ranking with specific examples of how each purpose contributes to the country's cultural and economic goals.
6. List three types of fashion shows.
7. Name any two factors that must be considered when planning a fashion show.
8. Explain how the selection of a venue affects the overall success of a fashion show.
9. Describe how budget constraints impact the choices made when planning a fashion show event.
10. Analyse two venues in your community that could host a fashion show. Compare how each venue's physical characteristics (space, lighting, capacity, backstage areas) would impact the runway layout, audience experience and overall event success. Create a recommendation for which venue would be better for different types of fashion shows and justify your choice.
11. List three essential steps in organising a fashion show featuring self-made garments.
12. Name any two essential skills needed for modelling garments effectively on the runway.
13. Explain how proper rehearsals contribute to the success of a fashion show featuring self-made garments.
14. Describe how the garment creation process from inspiration to finishing touches ensures quality presentation in a fashion show.
15. Create a comprehensive plan for organising a fashion show in your school featuring self-made garments by students. Include theme selection, model training, venue preparation and promotion strategies. Justify your choices by explaining how each element contributes to showcasing student creativity while ensuring an inclusive and successful event that celebrates local talent and culture.

SECTION

3

TEXTILE SCIENCE AND FABRIC FINISHES - RELEVANCE, TYPES AND APPLICATIONS IN CLOTHING CONSTRUCTION

TEXTILES IN CLOTHING

CHARACTERISTICS OF FIBRES AND FABRICS FUNCTIONALITY

INTRODUCTION

In Years One and Two, you explored textile fibres and fabrics. You learned how to classify and test fibres like cotton and polyester for qualities such as absorbency, durability, and elasticity. You also studied fibre and fabric combinations, including the characteristics of blended or mixed fabrics and how they affect fabric use and care.

In this learning, you will build on that knowledge by exploring fabric finishes, that is the treatments applied to fabrics to improve their appearance, feel, and performance. These finishes are grouped into basic, aesthetic, and functional types, and they play an important role in how fabrics are used for specific garments like school uniforms, raincoats, and traditional clothing in Ghana.

You will learn about the benefits, characteristics, and effects of different fabric finishes, and research how they impact construction, care, people, and the environment. This will help you understand how finishes add value to clothing and support sustainable textile use.

KEY IDEAS

- Aesthetic finishes make fabrics more beautiful by adding texture, shine, or patterns - for example, embossing and pleating.
- Basic or routine finishes like singeing and sizing prepare fabrics for better dyeing, printing, or handling.
- Fabric finishes improve how fabrics look, feel, and perform, making them suitable for Ghana's climate and daily use.
- Functional finishes help fabrics resist water, stains, fire, and wrinkles - useful in uniforms, rainwear, and hospital garments.
- The type of finish affects how fabric is used, cut, sewn, and cared for - some finishes require special stitching or washing.
- Not all fabric finishes last for the same period of time - some are permanent, others fade with time or need reapplication after washing.

TEXTILE SCIENCE AND FABRIC FINISHES

Fabric Finishes

Fabrics are made from fibres like cotton, wool, or polyester. These fibres give the fabric certain natural qualities, such as softness, shine, or strength. However, after making the fabric, it may need extra treatment to improve how it looks, feels, or performs. These treatments are called **fabric finishes**.

This section explains the types of fabric finishes, their purpose, and how long they last.

Why Fabrics Are Finished

Fabric finishes are treatments added to fibres, yarns or fabric, before or after the fabric is made to improve the appearance, hand(feel) and performance. The main reasons for finishing fabrics are:

1. To improve how the fabric looks (appearance)
2. To improve how the fabric feels (texture)
3. To improve how the fabric performs (function)
4. Finishes help make fabrics more attractive, easier to use, and more comfortable for different purposes.

Different Types of Fabric Finishes and Why They are Important

Basic or routine finishes: These are simple treatments needed at the processing stage of textiles. They are applied to almost all fabrics at their processing stage to clean or remove impurities, give shape, improve hand(feel) and give a special surface appearance.

Examples

a. *Singeing*: Burning off loose fibres on the surface of the fabric to make it smooth.
   Used for fabrics like cotton lawn, cambric, or polyester.
b. *Mercerisation:* Treating cotton with a chemical to make it stronger, shinier, and better at absorbing dye.
   Applied to cotton fabrics such as poplin and calico.
c. *Calendaring:* Pressing the fabric through rollers to make it smooth and flat.
   Common with fabrics like satin, polyester blends, or voile.
d. *Carbonising:* Removing unwanted substances from wool fabrics.
   Used on woollen fabrics like tweed or Melton.
e. *Sizing:* Adding starch or other substances to yarns to make weaving easier.
   Used in making fabrics like organza or stiff cottons.

Aesthetic finishes: These finishes improve how the fabric looks and make it more attractive.

Examples

a. *Embossing: Using engraved rollers to create 3D, raised or textured patterns on fabrics*

b. *Plissé:* Applying sodium hydroxide to fabrics such as those made from cotton fibres to cause localised shrinkage which creates crinkled or puckered effect .

Used in light cotton fabrics for shirts, dresses and children's wear.

c. *Glazing:* Using starch or resin to create a high sheen and smooth surface that stays even after washing.

Used on fabrics like chiffon, polyester georgette, or acetate.

Functional finishes: These finishes improve how the fabric works or performs in daily use.

Examples

a. *Flame resistant finish*: Helps prevent the fabric from catching fire easily.

Used in children's sleepwear, uniforms, and curtains made from cotton or polyester.

b. *Wrinkle-resistant:* Stops the fabric from creasing or wrinkling.

Common in school uniforms made from polyester-cotton blends.

c. *Soil release:* Makes it easier to remove stains from the fabric.

Used in workwear fabrics such as twill and polycotton.

d. *Waterproof:* Prevents water from soaking into the fabric.

Used for raincoats and umbrellas made from nylon or PVC-coated fabrics.

e. *Shrinkage control:* Stops the fabric from shrinking after washing.

Applied to cotton and wool fabrics like jersey or flannel.

How Long Finishes Last

Not all finishes stay on the fabric forever. The length of time a finish lasts depends on the type used. There are four main types of finishes based on how long they last.

Table 3.1: Types of finishes based on how long they last

1. **Permanent finishes:** Stay on the fabric for its entire lifetime. An example of this is mercerisation, which strengthens cotton and gives it a shiny appearance.
2. **Durable finishes:** Can last through many washes, but they may fade or wear off over time. An example is wrinkle resistance, which helps fabric stay smooth for a long time.
3. **Temporary finishes:** Do not last long and may come off after one or two washes or dry cleaning. An example is calendaring, which makes fabric smooth but wears off quickly.
4. **Renewable finishes**: Need to be applied again after each wash or dry clean. An example is starching linen or ramie fabrics to make them stiff again.

NOTE: *Fabrics that have not been treated with any finishes are called grey goods or greige fabrics. These are raw fabrics in their natural state, straight from the loom or knitting machine.*

Activity 3.1 Making Sense of Fabric Finishes

1. Organise yourselves into a group of 4-6 people.
2. Recall what you learned in Year 1 and Year 2 about fabric finishes and discuss this with your group. Think about what you remember about **absorbency, durability** or **elasticity** of fabrics.
3. Now, read this simple explanation:
   a. **Fabric finishes** are extra steps done to fabrics after they are made to **make them better**.
   b. For example, some fabrics can be made to **resist water** or **look shiny** or **feel soft**.
   c. Fabric finishes can be **basic, aesthetic or functional.**
   d. Finishes can also be **permanent, durable or temporary.**
4. Find **3 fabric finishes** - Write what each does, how it changes the fabric, and give a local example.

Example Table

Finish	What it Does	Finish purpose	Finish durability	Example
Water-resistant	Keeps fabric dry	Functional	Permanent	Raincoat

Activity 3.2 Why Finishes Matter

Join a friend to form a pair. With your partner:

1. Research and explain **five** fabric finishes: Explain how they help fabrics and **who benefits** (children, nurses, farmers, etc.).
2. Include how these finishes differ from the initial purpose of the fabric. (e.g., wet shirt vs. dry raincoat).
3. Reflect: Circle the finish most useful fabric finish you researched for daily life and give one reason.

Activity 3.3 Finishes for Garments

1. Organise yourselves into a group of 3-5 people.
2. Pick one garment (uniform, baby's clothes, sportswear, nurse's uniform, raincoat).
3. Write:
   a. Main job of the garment.
   b. Three finishes that help it do its job.
4. Draw the garment and label finishes.

Activity 3.4 The Environmental Impact of Fabric Finishes

1. Organise yourself into a group of 3-5 people.
2. Pick one fabric finish.
3. In your group, discuss: How can this fabric finish influence the environmental impact of clothing?
4. Research and discuss any potential eco-friendly alternatives to your selected fabric finish.
5. Present your findings to your class for discussion.

TYPES OF FABRIC FINISHES AND THEIR CHARACTERISTICS

Fabric finishes are special treatments given to textiles to improve their appearance, feel, and performance. This section explains

Types of Fabric Finishes

1. Beetling

This is a mechanical process mostly used on cotton and linen. It flattens the threads and gives the fabric a shiny, smooth surface. It is commonly used for traditional Ghanaian linen cloth and some cotton textiles.

Figure 3.1: Beetling

2. **Calendaring:** This process is like ironing. The fabric is passed through heavy rollers to smooth and flatten it. Different machines can give different effects, like shiny, soft, or embossed finishes.

Figure 3.2: Calendaring

3. **Mercerisation**: This is a chemical treatment mostly used on cotton, linen, ramie, or rayon. The fabric is soaked in a strong solution like caustic soda. This process helps the fabric to:

   a. Become stronger
   b. Look shinier
   c. Absorb dye better
   d. Resist shrinking

Figure 3.3: Mercerisation

Further explanation of fabric finishes

1. **Singeing:** Fabrics are passed quickly over a flame or hot surface to burn off fuzzy fibres sticking out. This gives the fabric a cleaner and smoother surface before dyeing or printing. Woven cotton fabrics for school uniforms often go through this process.
2. **Sizing:** In this finish, substances like starch or resin are applied to yarns or fabrics to make them stiff and reduce damage during weaving. This makes the fabric easier to handle during production.
3. **Bleaching:** Bleaching uses chemicals to remove natural colours and impurities from yarns or fabrics, making them white. This is usually done before dying, especially for bright-coloured traditional prints.
4. **Carbonising**: Used mostly for wool. The wool fabric is treated with acid to remove plant materials like leaves and seeds. This helps clean the wool for spinning and dyeing.

Functional finishes help fabrics perform better

Table 3.2: Functional finishes of fabrics

1. **Abrasion-resistant finish:** Makes the fabric stronger against wear and tear. Common in pocket areas, collars, and sleeves.

Figure 3.4: Abrasion-resistant finished fabric

2. **Absorbent Finish:** Helps fabrics take in moisture (sweat or water), making them more comfortable in hot climates like Ghana.

Figure 3.6: Absorbent fabric

3. **Antiseptic Finish:** Kills or prevents bacterial growth. Useful for hospital bedsheets, nurses' uniforms, and medical fabrics.

4. **Shape Retention Finish:** Helps fabrics keep their shape and reduces wrinkling. Good for school and office wear.

5. **Shrinkage Control:** Reduces the chances of fabric shrinking after washing. Common in cotton and rayon fabrics.

6. **Shrinkage Resistance:** Completely prevents the fabric from shrinking. Useful for ready-to-wear clothes and school uniforms.

7. **Soil-Release Finish:** Helps remove stains easily during washing. Important for uniforms and children's clothes.

Figure 3.7: Soil-Release Finished fabric

8. **Weighting:** Mostly used on silk. Adds weight using special chemicals to make silk feel richer and absorb dyes better.

9. **Surface Coating:** Adds a layer to the fabric (plastic or metallic) to make it stronger or shinier. Often used for decoration or protection.

10. **Napping:** The surface of the fabric is brushed to make it soft and fuzzy, seen in winter blankets or soft pyjamas.

Figure 3.8: Napped fabric

11. **Mildew Control:** Prevents mould from growing on fabrics made from plant fibres like cotton. Helps in humid areas.

12. **Flame-Resistant Finish:** Helps fabrics resist catching fire. Very important for firefighter uniforms, children's nightwear, and curtain materials.

Aesthetic finishes (Improve how fabrics look)

Table 3.3: Aesthetic finishes

1. **Embossing:** Patterns are pressed into fabric using heated rollers. This makes raised designs. Ghanaian examples include some "Ahenfie" prints by Printex.

Figure 3.9: Embossed fabric

2. **Durable Press:** Keeps the fabric smooth without ironing. Good for busy people or students who want neat clothes every day.

3. **Antistatic Finish:** Prevents static electricity from building up. This stops clothes from clinging to the body or making crackling sounds.

Activity 3.5 Exploring Types of Fabric Finishes

1. Organise yourselves into a group of 3-5 people.
2. Recall finishes you know (e.g., embossing, glazing, shrink-resist, shining).
3. Group them: **Mechanical, Chemical, Thermal.**
4. Describe how each group is applied.
5. In your group, complete the following table and copy this into your notebook:

Finish	Group	Description	Example Fabric

Activity 3.6 Fabric Finishes and Sustainability

Case Study

A youth team is creating eco-friendly activewear for Ghana. The clothes must be water-repellent, breathable, durable, stylish and eco-friendly. They need to know which fabric finishes will help them.

1. In your group, highlight environmental concerns that are raised in the case study.
2. Observe real items (uniforms, sportswear, bags).
3. In your group:
   a. Identify two finishes.
   b. Discuss their **use, environmental harm/benefit and eco-friendly alternatives**.
4. Imagine shopping for eco-friendly fabrics.
5. Discuss with your group:
   a. What clues show a fabric has a finish?
   b. What questions would you ask the seller?
   c. Why is this important?
6. Write a short **dialogue** between buyer and seller with three smart questions (e.g., “Is this fabric water-repellent? Was a natural finish used?”).

IMPLICATIONS OF FABRIC FINISHES

Fabric finishes are treatments added to fabrics to improve how they look, feel, and perform. These finishes affect how fabrics are used, cut, sewn, and cared for. Below are the ways fabric finishes can influence these aspects:

Use

Implications

1. **Aesthetic appeal:** Fabric finishes can make fabrics look shiny, smooth, or soft. This changes how the fabric is used. For example, a silky finish is good for fancy clothes like evening wear, while a soft, brushed finish is great for casual or warm clothing.
2. **Performance characteristics:** Some finishes give fabrics special abilities like being waterproof, fire-resistant, or stain-resistant. This means they are better for certain uses. For example, waterproof fabrics are good for raincoats, while breathable ones are ideal for sportswear.
3. **Comfort and functionality:** Finishes can also make fabrics more comfortable. Some make the fabric softer or help absorb sweat, which is useful for clothes like underwear or active wear.

Cutting

Implications

1. **Fabric stability:** Some finishes can make fabric stiff or hard to bend, which can affect how it is cut. These fabrics may need careful handling so they don't get distorted.
2. **Fraying and edge treatment:** Finishes like heat-sealing help prevent fabric edges from fraying when cut. If the fabric doesn't have this finish, it may need extra care when cutting to keep the edges neat.
3. **Pattern compatibility:** Finishes can change how heavy or drapey a fabric feels. This can affect how patterns are laid on the fabric. A heavy fabric may need a different pattern size or style to fit well.

Sewing

Implications

1. **Needle selection:** The type of finish can affect what kind of sewing needle to use. Thick or stiff fabrics may need strong needles, while soft or delicate finishes like silk need fine needles to avoid damage.
2. **Thread compatibility:** Some finishes affect the type of thread that should be used. For example, moisture-wicking finishes may need special threads to keep the garment strong and functional.

3. **Seam types and techniques:** The way fabric is sewn also depends on its finish. Fabrics that fray easily may need stronger seam types like French seams, while stable ones can use regular seams. Some finishes may require changes in sewing tension and stitch length.

Care of Clothing

Implications

1. **Washing and Drying Methods:** Different finishes need different ways of washing and drying. For example, water-repellent fabrics may need heat to stay effective, while delicate fabrics like lace may need to be hand-washed or dry-cleaned.
2. **Durability and Longevity:** Some finishes protect the fabric from stains, shrinking, or fading. This helps the clothes last longer. Clothes without these finishes may wear out faster or need special care.
3. **Environmental Impact:** The way we care for finished fabrics can also affect the environment. Some finishes require more water, energy, or chemicals to clean, which can lead to pollution or waste.

Case Study: Fabric Care and Maintenance

A school noticed that many students' uniforms started fading and looking old too soon. Some learners had itchy skin or a sweat rash after wearing their clothes. The head teacher was worried because the uniforms were bought only a few months ago. When the issue was reported to the tailor, they said the fabric had no special treatment before sewing.

Use the case study to complete ***Activities 3.7-3.9***. Complete these activities in a group. Before starting, organise yourselves into a group of **3-5** people.

Activity 3.7 Mystery of the Faded Uniform

In your group, do the following tasks

1. Read and think about the case study.
2. Discuss and write down:
   a. What went wrong with the uniforms?
   b. What fibre properties (absorbency, elasticity, durability) could explain the problem?
   c. Which finishes (e.g., colour-fast, crease-resistant, softening) might have prevented it?
   d. Why are fabric finishes important for school uniforms?

Activity 3.8 Finishes Detective Game

1. Study these finishes: water-repellent, flame-retardant, crease-resistant, shrink-resistant, colour-fast, stain-resistant, moth-proof.
2. Guess and write what each one does.
3. Create a simple table:

Fabric Finish	What it does	Example garment

4. In your group, discuss the implications each of your fabric finishes can have on the following:
   - The use of the fabric
   - Cutting of the fabric
   - Sewing of the fabric
   - Care and longevity of the clothing made from the fabric
   - Consumer perceptions of the fabric
5. Present your key points to your classmates in a whole-class discussion.

Activity 3.9 Fabric Finish Solutions Poster

1. Make a poster titled: **"Smart Fabric Finishes for Everyday Clothes."**
2. Include:
   a. At least three fabric problems from the case study (e.g., fading, wrinkling, shrinking).
   b. Finishes that solve each problem.
   c. A short slogan (e.g., "Finishes keep uniforms strong and smart!").
3. Add colour, drawings, or simple designs.

Activity 3.10 Cultural Practices or Fashion Trends

1. Join with another group.
2. One group should discuss and present their ideas on how the use of fabric finishes can influence cultural practices. The other group should discuss and present their ideas on how fabric finishes can influence fashion trends.
3. After the other group has presented to you, ask questions and provide them with feedback.

FABRIC FINISHES AND THEIR IMPACT

Impacts of Fabric Treatments on Fabrics, Individuals, and the Environment

Fabric finishes or treatments are special processes added to fabrics to improve their look, feel, or performance. These finishes can affect how fabrics behave, how people use them, and how they impact the environment. Knowing these effects helps us make better choices when using, buying, or caring for clothes.

Impact on fabric

Positive impacts

a. **Colour retention**

Some finishes help fabrics keep their original colour for a longer time. For example, finishes like dye fixation and UV resistance stop colours from fading quickly after washing or when exposed to sunlight.

b. **Stain resistance**

Finishes that make fabrics resist stains help protect clothes from spills. This helps clothes look newer for longer and reduces the need for strong cleaning chemicals.

c. **Easy-care properties**

Some treatments make fabrics easier to wash and dry. This saves time, water, and energy when caring for clothes at home.

Negative impacts

a. **Environmental release**

When treated clothes are washed, some chemicals from the finishes may enter the water system. This can harm fish and other water life, and even affect the water we drink.

b. **Allergic reactions**

Some fabric treatments may cause skin irritation or allergies over time, especially for people with sensitive skin.

Impact on individuals

Positive impacts

a. **Thermal regulation**

Some finishes help control body temperature by keeping you warm when it is cold and cool when it is hot. This is useful for sportswear or outdoor clothing.

b. **Better performance at work**

Workers who wear uniforms with special treatments (like moisture-wicking or breathable fabrics) stay more comfortable and safe, especially in hot or demanding environments like construction sites or hospitals.

Negative impacts

a. **Uncomfortable in extreme weather**

Some treated fabrics may become uncomfortable when it's too hot or too cold. This is because the treatments can change how the fabric reacts to the weather.

b. **Hard to repair**

Some finishes make fabrics difficult to sew or mend. If the fabric tears, it may be hard to fix, which could lead to more waste.

Impact on the environment

Positive impacts

a. **Innovative technologies**

New methods like nanotechnology allow fabrics to be treated in safer and more efficient ways, using fewer harmful chemicals.

b. **Closed-loop systems:**

Some factories now reuse the water and chemicals used during fabric treatments. This helps reduce pollution and saves resources.

Negative impacts

a. **Greenwashing concerns.**

Some clothing companies claim their fabric treatments are eco-friendly, even when they are not. This can mislead consumers and harm the reputation of truly sustainable products.

b. **Landfill contributions**

Fabrics treated with long-lasting chemicals may not break down easily in landfills. This adds to waste problems in the environment.

c. **Harm to nature**

Growing natural fibres like cotton for fabric treatments can lead to cutting down trees or clearing land. This destroys animal homes and reduces plant and animal life (biodiversity)

Activity 3.11 Discovering Fabric Finishes from Clothes

1. Organise yourselves into a group of 3-5 people.
2. Observe **five everyday fabrics** (e.g., uniform, raincoat, bedsheet, curtain, bag).
3. Note how each looks/feels (smooth, rough, shiny, stiff, etc.).

4. Record findings in a table:

Item	Look/ Feel	Possible Finish	How does the finish affect the properties of the fabric?	Why is the finish useful?

Note: *Add a drawing or picture of at least one item.*

5. For each finish, identify one additional use for the finish. Think about how it can be used in garment making or home furnishings.
6. Write one **new thing you discovered** after sharing your findings with someone at home.

Activity 3.12 How Fabric Finishes Have Changed Over Time

1. Ask an elder, tailor or seamstress about fabrics **used in the past vs. today** and how people protected or improved them.
2. Find out if methods were **good or bad for the environment**.
3. Record in a table

Fabric Type	Old/New	Good/Bad for the Environment	Reason

4. Write briefly on these points.
   a. How fabric finishes have changed over time.
   b. One way modern makers can reduce environmental harm.

Activity 3.13 Testing Everyday Fabrics at Home

1. Organise yourselves into a group of 3-5 people.
2. Choose **two fabric items** (e.g., a school shirt and a nylon bag).
3. Do simple tests:
   a. **Water Test** - soak or roll off?
   b. **Wrinkle Test** - crease or smooth?
   c. **Stain Test** - wipe off or remain?
4. Record results in a table

Test	Fabric A	Fabric B

5. Write a short conclusion based on the following questions
   a. Which fabric performed better?
   b. What finish do you think it has?.

REVIEW QUESTIONS

1. List three main purposes for applying finishes to fabrics.
2. Name any two types of fabric finishes based on their durability classification.
3. Explain how functional finishes enhance the performance characteristics of clothing in different usage situations.
4. Describe how the choice of fabric finishes can influence the environmental impact of clothing production and disposal.
5. Select a garment commonly worn in Ghana and create a comprehensive fabric finish analysis plan. Include identification of appropriate basic, aesthetic and functional finishes for the garment, justify your choices based on the Ghanaian climate and culture, evaluate the environmental impact of each finish and recommend eco-friendly alternatives. Explain how the durability of each finish affects the garment's cost, maintenance and lifespan.
6. List three types of fabric finishes based on their main purpose.
7. Name any two mechanical fabric finishing processes mentioned in the content.
8. Explain how mercerisation changes the characteristics of cotton fabric and why these changes are beneficial for clothing in tropical climates.
9. Describe how functional finishes like soil-release and flame-resistant treatments enhance the performance of fabrics for different clothing applications.
10. Create a comprehensive fabric finish recommendation plan for a new line of school uniforms in Ghana. Include selection of appropriate basic, aesthetic and functional finishes, justify your choices based on local climate conditions and student needs, analyse the environmental impact of your selected finishes, and propose sustainable alternatives where possible. Explain how your finish choices will affect the cost, maintenance and durability of the uniforms.
11. List three areas where fabric finishes have significant implications during garment production and use.
12. Name any two ways that fabric finishes can affect the sewing processes.
13. Explain how waterproof and stain-resistant finishes affect the performance characteristics and consumer experience of outdoor clothing.
14. Describe how different fabric finishes influence the care instructions and environmental impact throughout a garment's lifecycle.
15. Create a comprehensive analysis of fabric finish implications for a specific garment commonly worn in Ghana. Include how finishes affect fabric use, cutting processes, sewing techniques and care requirements. Evaluate the environmental impact of your selected finishes and provide practical recommendations for choosing finishes that balance performance, sustainability and cultural appropriateness in the Ghanaian context.
16. List three positive impacts that fabric treatments can have on fabric properties.

17. Name any two negative impacts that fabric finishes can have on individuals or the environment.
18. Explain how fabric treatments like stain resistance and thermal regulation enhance the performance of clothing in professional and everyday settings.
19. Create a comprehensive sustainability plan for improving fabric finishing practices in Ghana's textile industry. Include analysis of current environmental challenges, specific eco-friendly alternatives that could replace harmful processes, an implementation strategy for introducing sustainable methods and evaluation of how these changes would benefit Ghana's economy, environment and cultural textile traditions. Justify your recommendations with evidence from research and practical considerations for local manufacturers.

SECTION

4

PROFESSIONALISM, WORK ETHICS AND EXHIBITION PRACTICES IN THE CLOTHING AND TEXTILES INDUSTRY

CLOTHING AND TEXTILES PRODUCTION TECHNOLOGY

CLOTHING PRODUCTION PROCESSES

INTRODUCTION

In this learning, you will focus on the essential behaviours and practices required in the clothing and textiles industry, with a focus on work ethics, exhibition planning and product display. You will explore what it means to run a successful fashion-related business, including understanding work ethics, customer satisfaction, and efficient management.

You will also learn how to plan and organise fashion exhibitions, including display techniques and the practical skills required to plan and mount your own fashion exhibitions.

KEY IDEAS

- Good work ethics, such as honesty, punctuality and respect, build trust and attract more clients in the clothing and textiles industry.
- Effective time management, planning timetables, meeting deadlines and following schedules to improve productivity and customer satisfaction.
- Clear and polite communication with clients prevents misunderstandings and strengthens business relationships.
- Organising a fashion exhibition promotes creativity, showcases talent and helps designers and students gain new customers.
- Proper planning of an exhibition, selecting a venue, budgeting, inviting guests and arranging displays to ensure a successful event.
- Attractive presentation through neat displays, good lighting, decorations, and background music draws visitors and encourages sales.

WORK ETHICS IN CLOTHING AND TEXTILES

In the clothing and textiles industry, people who sew or produce garments often work for clients. These clients expect their orders to be done well and on time. Work ethics simply means the good behaviours and attitudes that workers must show to do their job well.

Some of these include being honest, meeting deadlines, treating customers respectfully, and following a work plan. Even if the workplace has no written rules, every tailor, seamstress, or dressmaker must know how to work properly. Poor work habits, like delaying jobs or sewing poorly, can make customers unhappy. They may not come back again or may even report the worker.

To succeed in clothing and textiles work, a producer must exhibit the good habits below

1. Be honest about when a job will be ready.
2. Give reasonable delivery dates and do not lie.
3. Plan time wisely by creating a timetable.
4. Write down client appointments and dates.

Example: For example, if a bride asks a dressmaker to make her wedding dress and it isn't ready by the wedding day, it will not be useful anymore. The bride might even take legal action against the dressmaker. To do well in this job, you need to love making clothes and be ready to work hard. The fashion industry is very competitive, and you often have to meet tight deadlines.

Other bad habits that must be avoided

1. **Dishonesty**: Some producers cheat by taking extra fabric or overcharging.
2. **Poor communication:** Some argue with clients and do not accept their mistakes.
3. **Low-quality work**: Some accept jobs without having the skills and may spoil expensive fabrics.

To avoid failure, every worker must avoid

1. Poor time management
2. Negative attitudes
3. Weak communication
4. Dishonesty

Benefits of Good Work Ethics

Practising good work ethics brings many rewards. Here are some key benefits

Table 4.1: Benefits of good work ethics

Higher productivity: Good habits make clients happy. Happy clients return and also recommend your services to others. This brings more money and more work. Also, because fashion changes quickly, work must be done fast and well.
Better work efficiency: Planning your work and keeping your work area neat helps you focus. It also improves teamwork among workers, suppliers, and customers.
Self-satisfaction: When your clients are pleased with your work, you feel proud and motivated to do more.

Increased income: More satisfied clients mean more orders, and more orders mean more money.
Strong relationships: Good ethics help build trust and improve communication between workers and clients. When there is understanding and cooperation, work becomes easier and better.

Tips for good work ethics in clothing and textiles

To succeed in this field, every worker must build a strong work ethic. Below are some important work ethics.

a. **Be punctual and regular:** Come to work on time every day. It shows you are serious and dependable.
b. **Follow the work schedule:** Stick to break and meal times. If you need more time, explain and find a way to adjust.
c. **Build trust:** Finish jobs on time and use materials wisely. Do your work properly so people can trust you.
d. **Follow instructions:** Listen carefully and follow what your boss or client says. If you have better ideas, share them politely.
e. **Be honest:** Do not take what is not yours or overcharge customers. If you make a mistake, admit it and fix it.
f. **Accept feedback:** Don't get angry when someone corrects you. Use it to improve your work and learn more.
g. **Stay positive:** Be cheerful and ready to face challenges. This will help you do better work and stay focused.
h. **Be friendly and cooperative:** Respect others and be ready to help. A peaceful and friendly workplace brings good results.
i. **Look presentable:** Dress neatly and stay clean. In fashion and textiles, your appearance also speaks about your work.

Case Study: *Weaving Culture, Ethics and Global Business*

Ghana Textiles Printing (GTP) *is one of Ghana's most iconic clothing and textiles industries. Founded in 1966, GTP is known for producing high-quality African prints with rich cultural symbolism. GTP is located in* **Tema** *and employs hundreds of skilled workers, including designers, textile engineers, factory operators and marketers.*

GTP operates under the parent company **Vlisco Group**, *which exports to markets in Europe, the US, and other parts of Africa. To remain competitive, GTP emphasises* **strong work ethics** *in every part of the production process, from design to delivery.*

Efua, a recent graduate from a vocational school in Cape Coast, joined GTP's internship programme. On her first day, she noticed some key practices:

- *All workers arrived on time and wore protective clothing.*
- *Quality checks were strict no damaged prints went unnoticed.*

- *Team leaders listened to staff concerns and respected break times.*
- *All staff followed clear safety and health rules in the factory.*

Efua also learned that GTP has strict **labour policies,** *no child labour, equal pay for equal work, health insurance, and paid leave for staff. Management explained to her:*

"We want to create a fair workplace because it builds trust and good ethics. That is why we're recognised worldwide."

Activity 4.1 Work Ethics in the Clothing and Textiles Industry

Organise yourselves into a group and answer the following questions based on the case study.

1. What is the name of the textile company in the case study?
2. Where is it located, and what is it known for?
3. List 3 work behaviours or practices observed at GTP that show good ethics.
4. Why do you think GTP insists on these ethical behaviours?
5. How do strong work ethics help textile companies meet customer expectations?
6. What problems can arise when workers or managers ignore work ethics?
7. What fair labour practices does GTP follow?
8. How do these practices help promote good work ethics in the company?
9. In your opinion, how does fair treatment of workers affect productivity?
10. GTP uses eco-friendly dyes and recycles fabric waste. Why is this important for sustainability?
11. How is respecting the environment part of ethical behaviour in the clothing and textiles industry?
12. GTP works with companies in Europe, where some cultures value punctuality and strict deadlines.
    a. How can different views of work ethics (e.g., time, teamwork, hierarchy) cause misunderstandings in international business?
    b. What can a company like GTP do to manage cultural differences in global partnerships?

Reflection: Would you like to work for a company like GTP? Why or why not? Write your thoughts in your notebook.

FASHION EXHIBITION

A fashion exhibition is a planned event where clothing, fabrics, accessories, and sewing tools are displayed for people to see. It gives designers, tailors, weavers and students a

chance to showcase their creativity, attract potential customers, and build their confidence. Fashion exhibitions also allow the public to learn about new trends and give feedback. These events are often exciting and educational, and they help promote local talents and businesses.

Types of Exhibitions

1. **General exhibition:** This type features many different products, not only clothing or textiles. For example, at a school fair or bazaar, you might see clothes, beads, food, artworks, and tools all displayed in one place. It is open to a wide range of exhibitors.
2. **Specialised exhibition:** This focuses only on a particular group of items, such as fashion, fabrics, or sewing tools. A specialised exhibition helps people appreciate the skills involved in clothing and textiles. These can be organised in schools, communities, or even at the regional or national level to promote fashion and design.

General exhibition

Specialised exhibition

Figure 4.1: Types of exhibition

How to plan a clothing and textiles exhibition

1. **Find sponsors:** Look for individuals or organisations that can help with funds or materials for the event.
2. **Choose a suitable venue:** Select a place that is safe, accessible and comfortable for both exhibitors and visitors.
3. **Send invitations:** Inform guests, parents, teachers, and community members by writing and sending formal invitations.
4. **Set up the exhibition space:** Arrange tables, stands, and decorations neatly to make the place look attractive.
5. **Arrange sound or music:** Good background music or announcements help keep the event lively and organised.

Important things to consider

When planning your exhibition, think carefully about the following

Table 4.2: Important things to consider when planning an exhibition

1.	**Type of exhibition** – Decide whether it will be a general or specialised exhibition. Know who your visitors will be and plan to meet their interests.
2.	**What to exhibit** – Select clothing and textile items that match the exhibition's theme and will impress or educate your visitors.
3.	**Where to exhibit** – Choose a clean and well-ventilated place with enough space, lighting, toilets, and clean water for both exhibitors and guests.
4.	**Costs** – Make a simple budget. Consider all possible expenses like decoration, renting the venue, electricity, refreshments, and publicity materials.
5.	**Publicity** – Advertise the exhibition through school announcements, posters, flyers, radio, or social media to attract more visitors.
6.	**Number of visitors** – Estimate how many people will attend so you can prepare enough seats and supplies.
7.	**Duration** – Plan how many days the exhibition will last and the time it will open and close each day.
8.	**Layout and space** – Arrange items in a way that allows people to move around comfortably and view everything clearly.
9.	**Display arrangement** – Do not overcrowd the displays. Keep the area neat, colourful and well-organised to make a good impression.
10.	**Security** – Protect the items on display. Ask for help from teachers, student volunteers, or local security personnel to prevent theft or damage.
11.	**Theme of the exhibition** – Select a strong theme such as "Sewing for the future" or "Celebrating Ghanaian Textiles" to guide what items to show and how to organise everything.

Activity 4.2 Real-Life Reflection on Exhibitions

1. Organise yourselves into a group of 3-5 people.
2. Recall **two events** in your school/community where items were displayed (e.g., school open day, harvest, Independence Day).
3. Write a short **definition of "exhibition."**
4. Give **three reasons** why people in Ghana exhibit clothing/textiles (e.g., to sell, to celebrate culture, to educate).
5. Add a sketch in your notebook of one exhibition you have seen.

Activity 4.3 Types of Exhibitions in Ghana

1. In your group, look at pictures/posters of exhibitions.
2. Classify them as:
   a. **General exhibitions** (e.g., Trade Fair, Agricultural Show).
   b. **Specialised exhibitions** (e.g., Fashion Show, Bead Fair).
3. Draw a **two-column table** like the one below

General Exhibitions	Specialised Exhibitions
Example 1	Example 1
Example 2	Example 2

4. Draw your own example of a **specialised school exhibition** (e.g., tie-dye display, beadwork).

Activity 4.4 Planning a School Exhibition

1. In your group, imagine your class is planning a mini exhibition for **Open Day**.
2. Record in your notebook:
   a. Type of exhibition
   b. Location
   c. What will be exhibited
   d. How to invite people
3. Think of **eco-friendly ways** to reduce waste at exhibitions: Reuse fabrics, cartons, bottles, raffia, and cloth banners.
4. In your notebook:
   a. Write **three eco-friendly ideas**.
   b. Draw or describe **one sustainable idea** (e.g., basket from raffia, reused banner).

FASHION EVENT MANAGEMENT AND PRODUCT DISPLAY

Points to consider when mounting an exhibition

1. **Colour palette:** Arrange the items in a way that the colours look nice together. When using colours that are very different, make sure they are placed well so the display still looks attractive. The goal is to catch people's attention without making the area look too busy or confusing.
2. **Adequate lighting and ventilation:** Good lighting helps people see the items clearly. Use enough lights so every part of the exhibition is visible. You can also add decorative lights to make the place more beautiful. Try to combine natural sunlight and electric lights. At the same time, make sure the air flows well in the space. This can be done by opening windows or using fans and air conditioners to keep visitors comfortable.
3. **Dimensions and placement of exhibits:** There's no fixed rule about how big or tall your displayed items should be, but they must be well-fixed and safe. Don't place items too high; visitors should be able to see and enjoy the items easily. Also, make sure the space is arranged so that people can move around without difficulty.
4. **Decoration:** Use decorations like flowers, ribbons, balloons or fabrics to make the place lively and welcoming. However, don't over-decorate. The decorations should support the exhibition, not take attention away from the main items on display.
5. **Centre of attraction/entertainment:** Have a special activity that draws people's attention and encourages them to stay longer. This can be a cultural performance, fashion show, live music, a puppet show, a children's play area, or even a guest speaker. It makes the event more enjoyable and memorable.
6. **Background music:** Play soft music in the background to create a relaxed and lively atmosphere. Music helps set the mood and keeps the audience engaged as they explore the exhibition.
7. **Creating a dedicated display area for your products:** Aside from big events, it's also good to have a special area in your shop, classroom or workspace where your products or items can always be seen. This way, people can easily learn about your work and what you offer, even when there's no major exhibition happening.

Figure 4.2: Clothing and Textiles Exhibits

Case study: Clothing and Textiles Exhibition

You are asked by your Headmistress to mount a small clothing and textiles exhibition during a PTA meeting. The aim is to showcase what you have learned in class, including garment construction, fabric design and creativity with local textiles. You must plan how to organise the exhibition, prepare display items and arrange the exhibition space in a way that will impress parents and teachers.

Use this case study to perform **Activities 4.5 – 4.7**. Complete these activities in a group. Before you start, organise yourselves into a group of 3-5 people.

Activity 4.5 My Mini-Exhibition

1. Write the main challenge in planning the exhibition.
2. Explain why good planning matters (2-3 sentences).
3. State **one exhibition goal** and identify **your target audience**.
4. List at least **three planning points** (arrangement, decorations, lighting/visitor movement).
5. Select **2-3 items** you have made (e.g., apron, shirt, bag).
6. Prepare a **display card** for each item, showing:

   Name of item

   Materials used

   Design features

   Inspiration behind the design
7. Set up your **mini-exhibition**:

a. Arrange items neatly

b. Attach display labels

c. Check overall attractiveness

7. Walk around looking at your classmates' exhibitions. Remember to ask questions and give feedback as you walk around.

Activity 4.6 Exploring Real-World Fashion Displays

1. Write about a fashion/clothing display you have seen (e.g., wedding, fair, shop, market) or imagine one in your community.
2. List three features that made (or could make) the display attractive.
3. Suggest two improvements.
4. Reflection: *What makes a fashion exhibition successful and inclusive?*

REVIEW QUESTIONS

1. List three benefits of practising good work ethics in the clothing and textiles industry.
2. Name any two tips for maintaining good work ethics as mentioned in the content.
3. Explain why work ethics are particularly important in the clothing and textiles industry and how poor work ethics can damage a business.
4. Describe how good work ethics contribute to building strong relationships between workers, clients and managers in the clothing and textiles industry.
5. Create a comprehensive work ethics improvement plan for a struggling clothing business in Ghana. Include identification of common ethical problems in the industry, analysis of how these problems affect business success and customer relationships, specific strategies for implementing better work practices and evaluation of how improved ethics would benefit the business, employees and customers. Justify your recommendations with practical examples relevant to Ghana's clothing and textiles industry.
6. List three important factors that should be considered when planning a clothing and textiles exhibition.
7. Name any two types of exhibitions mentioned in the content.
8. Explain how the choice of venue affects the success of a clothing and textiles exhibition and what makes a venue suitable.
9. Describe how sustainability considerations and cultural identity can be effectively incorporated into a clothing and textiles exhibition.
10. Create a comprehensive plan for organising a specialised clothing and textiles exhibition in your school that showcases Ghana's textile heritage. Include selection of appropriate theme, venue requirements, budget considerations, display arrangements for production processes, methods for communicating cultural identity and strategies for visitor engagement. Justify your choices by explaining how each element contributes to educational value and cultural preservation.
11. List three important points to consider when mounting a clothing and textiles exhibition.
12. Name any two elements that can be used to create a centre of attraction in a fashion exhibition.
13. Explain how proper lighting and colour coordination affect the success of a clothing and textiles exhibition display.
14. Describe how the dimensions and placement of exhibits influence visitor experience and engagement in a fashion exhibition.
15. Create a comprehensive plan for mounting a clothing and textiles exhibition in your rural Ghanaian community that showcases local textile heritage. Include selection of appropriate venue using available local spaces, arrangement of displays using traditional materials and methods, visitor engagement strategies that involve community members and evaluation of how your exhibition design promotes cultural preservation whilst ensuring accessibility for all community members. Justify your choices by explaining how each element supports both educational goals and community pride.

SECTION

5

ENTREPRENEURSHIP, MARKETING AND FINANCIAL MANAGEMENT IN SUSTAINABLE CLOTHING PRODUCTION

CLOTHING AND TEXTILES PRODUCTION AND TECHNOLOGY

FASHION DESIGN AND GARMENT CONSTRUCTION

INTRODUCTION

In this learning, you will focus on **entrepreneurship in sustainable clothing and textiles**. You will explore how to start and manage a clothing business, considering factors such as quality, creativity, customer appeal, and sustainability. By applying the practical skills gained in earlier years, you will understand how to create fashion products that meet market needs and reflect Ghanaian culture. This section will help you transform your clothing skills into entrepreneurial opportunities and prepare you to participate meaningfully in the fashion and textiles industry.

KEY IDEAS

- Entrepreneurship in clothing production involves individuals starting and managing businesses like tailoring, weaving, dyeing, or fashion sales, contributing to Ghana's economy through job creation and innovation.
- The benefits and challenges of entrepreneurship include independence, creativity, and time control, but there are also risks like responsibility for losses and the pressure of decision-making.
- Successful entrepreneurs need traits such as hard work, confidence, risk-taking, and problem-solving, along with skills in sewing, design, and business management.
- Planning and goal setting guide efficient use of resources, support decision-making, prepare for risks, and ensure long-term business sustainability.
- Record keeping provides accurate tracking of sales, expenses, inventory, and taxes, helping businesses make informed decisions, maintain compliance, and access loans or support.

ENTREPRENEURSHIP IN SUSTAINABLE CLOTHING PRODUCTION

Understanding the Entrepreneur, Entrepreneurship and Enterprise

Who is an entrepreneur?

An entrepreneur is someone who starts and manages their own business. In Ghana, people who sew clothes, weave fabrics, dye textiles, or sell fashion items are all entrepreneurs.

What is entrepreneurship?

Entrepreneurship is the process of starting and running a business using one's own ideas and resources. It includes taking risks, using resources like land, labour, money, and knowledge to create products or services that solve problems or meet people's needs.

What is an enterprise?

An enterprise is a private business in a specific area of work. Tailoring shops, batik makers, weaving centres, and laundry services in Ghana are all examples of enterprises. Most of these businesses are owned by individuals or families, and they help build Ghana's economy by creating jobs and income.

Pros and Cons of Being an Entrepreneur

Advantages (Benefits) of Being an Entrepreneur

1. **You are in charge of the business:** As the boss, you make all the key decisions and manage the business the way you want. You also enjoy all the profits without sharing.
2. **You make your own rules and policies:** You decide how your business runs and what rules to follow. You can also ask your trusted workers to help in decision-making.
3. **You are free to be creative:** You can bring out your own style and try new ideas in fashion. Your creativity helps your business attract customers and grow.
4. **You have control over your time:** You can decide when to start or close work depending on your workload. This gives you more freedom compared to a regular job.

Disadvantages (Challenges) of Being an Entrepreneur

1. **You take on all the risk and responsibilities:** You face all the challenges alone. If there are losses or problems, you must find ways to solve them.
2. **You are responsible for any wrong decisions:** If something goes wrong due to your choices, you are the one to blame. Every business decision you make has consequences.

Characteristics of a Good Entrepreneur

Table 5.1: Characteristics of a good entrepreneur

1.	**Hardworking:** To succeed in business, you must be ready to work hard. You need to maintain good quality, follow trends, and keep your customers satisfied.
2.	**Looks for opportunities:** A smart entrepreneur watches for good chances to grow the business. For example, a T-shirt maker will earn more by supplying to big events rather than small ones.
3.	**Willing to take risks:** Running a business comes with risks. You can gain or lose, but careful planning helps reduce failure.
4.	**Searches for information:** Before starting or growing a business, gather useful ideas. Talk to experienced people or do research. This helps you avoid mistakes.
5.	**Independent thinker:** As a business owner, you should be able to think for yourself and make decisions confidently without always waiting for others.
6.	**Confident in themselves:** Believe in their ability. Confidence helps you take bold steps to improve your business, even when things get tough.

What You Need to Start a Clothing and Textiles Business

1. **Knowledge and skills**

   You need to understand how to sew, design, dye, or decorate clothes. Training and practice are important.

2. **Business and management skills**

   Be ready to take risks. You also need to know how to plan, organise, lead and control your business activities.

3. **Premises and equipment**

   Start small with a workspace like your home, a shed, or a kiosk. You'll need sewing machines, scissors, threads, and fabrics. Grow the business as you earn more.

4. **Business registration**

   Register your business with official bodies like the Registrar General's Department, GRA and SSNIT. This helps you operate legally, build trust and benefit from government support.

Activity 5.1 Running Your Own Fashion-Based Business

1. Organise yourselves into a group of 3-5 people.
2. In your group, come up with a definition for the following

a. Entrepreneur

b. Entrepreneurship

c. Enterprise

3. Share your definitions with one other group.
4. In a class discussion, agree on a class description of each and write these definitions in your notebook.

Activity 5.2 The Pros and Cons

1. Organise yourself into a group of 8 people.
2. Four people in your group want to be entrepreneurs and should share the benefits (pros) of being an entrepreneur.
3. The other four people in your group do not want to be entrepreneurs and should argue against this by introducing the cons of being an entrepreneur.
4. Following the discussion, individually reflect on the following:
5. Do I want to be an entrepreneur? Why or why not? Write your ideas in your notebook.

Activity 5.3 What Does Success Look Like?

1. In your group, choose a well-known sustainable clothing brand.
2. Answer the following questions.

   a. What is their business model?

   b. What do they do that makes them sustainable?

c. What entrepreneurial strategies do they use?

3. Present your findings to your class for discussion.

Activity 5.4 Solving a Problem

Your group is tasked to design a sustainable clothing product that solves an environmental or social problem. To do this, your group will need to:

1. **Research and Identify a Problem**
   - Investigate current environmental or social issues related to the fashion industry (e.g., textile waste, labour exploitation, water pollution).
   - Choose a specific problem your product will address.
2. **Brainstorm Product Ideas**
   - Generate creative solutions that are sustainable and practical.

- Consider materials, production methods, and product features.

3. **Design the Clothing Item**
   - Create sketches or prototypes of your product.
   - Choose eco-friendly, recycled, or biodegradable fabrics.
   - Ensure the design aligns with your sustainability goals.
4. **Prepare the Business Pitch**
   - Summarise the problem, your solution, product design and sustainability benefits.
   - Make your pitch clear, engaging, and persuasive.
5. **Present your pitch to your class**
   - Use slides, visuals, mock-ups, or videos to support your pitch.

FACTORS THAT SUPPORT THE CLOTHING AND TEXTILES ENTERPRISE

Factors That Help A Clothing And Textiles Business Succeed

To run a good clothing and textiles business in Ghana, there are some important things you must have or do. These are:

1. **Hard work and commitment**

   A business owner (entrepreneur) must be serious and ready to work hard. They must meet deadlines, serve customers well, and keep their promises. This makes customers happy and brings more business.

2. **Start-up capital (money to start the business)**

   You need some money to begin the business. This can come from your savings, family, loans, or help from others. You can start small with what you have and grow the business over time.

3. **Tools, equipment and workspace**

   To sew clothes well, you need good sewing machines, scissors, needles, ironing equipment and a clean, well-lit place to work. Your workplace must also be safe and well-arranged.

4. **Costing and pricing**

   You must know how much it costs to make each garment. This includes materials, your time, rent, and light bills. Then you add a fair profit when selling. This helps your business not to lose money.

5. **Marketing and promotion**

   You must let people know what you are selling. You can do this by using posters, radio, TV, social media, or joining local fairs. Packaging your products nicely also attracts customers.

6. **Good work habits**

   Start work on time, be respectful, and always try your best. A good attitude brings back customers and helps your workers respect you.

7. **Quality products**

   Sew clothes that are strong, neat, and attractive. When customers like your work, they will tell others about it.

8. **Honesty and trust**

   Be truthful with your customers. Finish their work on time and do not change prices anyhow. Customers will trust and continue to buy from you.

Local And Modern Ways Of Running A Clothing And Textiles Business

Local (traditional) methods

1. **Home-based production (cottage industry)**

   Some people start sewing clothes from home using simple machines. It is cheaper and allows them to be more involved in the business.

2. **Apprenticeship system**

   Many Ghanaians learn sewing by working under a master tailor or dressmaker. Over time, they also become skilled and can open their own shops.

3. **Selling at markets or open spaces**

   Some people sell their clothes at roadside stalls, in markets or lorry parks. They get many customers, especially in busy towns.

4. **Using local fabrics**

   Fabrics like kente, batik, tie-dye and handwoven materials are often used. They show our culture and support local weavers.

5. **Manual record keeping**

   Local businesses often write down their sales and expenses in notebooks. This helps them track how their business is doing.

Modern (emerging) methods

1. **Online selling**

   Many tailors and designers now sell clothes on Instagram, WhatsApp, Facebook or their own websites. It helps them reach more people without having a shop.

2. **Computer-aided design (CAD)**
   With CAD, designers can create patterns and check how clothes will look before sewing. This saves time and cloth.
3. **Eco-friendly practices**
   Some designers now use recycled cloth or natural dyes to protect the environment. They also try not to waste materials.
4. **Mobile money and digital record keeping**
   Business owners use MTN Mobile Money or apps to collect payments and keep track of sales. It is safe and easy.
5. **Business registration and branding**
   To be taken seriously, it's good to register your business and have a brand name, logo and label. It helps when applying for loans or joining business groups.

Traditional and Digital Marketing Strategies in Clothing and Textiles Enterprises

Marketing helps businesses tell people about their products, attract customers, and sell more

In the clothing and textiles industry, businesses use both *traditional* and *digital* marketing to reach different types of customers. Below are ten simple points to explain these two types of marketing, how they work, and why they are important.

Table 5.2: Traditional and digital marketing strategies in clothing and textiles enterprises

Face-to-face promotion vs. online engagement	
Traditional marketing focuses on face-to-face interactions, like talking to customers at markets, giving out samples, or handing out flyers. This helps build trust and get quick feedback.	Digital marketing uses online tools like social media and email to connect with customers. This lets businesses reach a larger audience quickly, even outside their local area.
Print advertising vs. social media advertising	
Traditional methods include putting ads in newspapers, fashion magazines, or printing posters and banners. These ads can be seen by people in the local area	Digital marketing, however, uses platforms like Facebook, Instagram, and Google adverts to create ads that are shown to specific groups of people based on their age, location, or interests. This makes digital marketing more targeted and often cheaper.
Word of mouth vs. online reviews and influencers	
In traditional marketing, businesses grow mainly through word of mouth, where customers share their good experiences with others.	In digital marketing, reviews, customer ratings, and endorsements from influencers do the same thing, but they can reach thousands of potential buyers online.

Market stalls and exhibitions vs. e-commerce platforms	
Selling products at local markets, trade shows, or exhibitions is a traditional way to get attention.	In digital marketing, businesses use e-commerce platforms like Jumia, Etsy, or their own websites. This allows customers to browse and buy products online anytime they want.
Handwritten posters vs. graphic design tools	
Traditional marketers usually use hand-drawn or printed posters to promote clothing sales.	In digital marketing, people use design software like Canva or Photoshop to create eye-catching banners and graphics that can be shared online right away.
Radio and TV advertising vs. YouTube and TikTok marketing	
Traditional marketing uses radio jingles and TV commercials are common traditional ways to promote fashion lines or special events.	Digital marketing uses promotional videos and fashion reels on YouTube and TikTok. These videos can go viral and reach a worldwide audience.
Business cards and flyers vs. email marketing and newsletters	
Traditional marketers hand out flyers or business cards at events or in shops.	In digital marketing, businesses create email lists and send newsletters to keep customers updated on new arrivals, discounts, or events.
Limited reach vs. global reach	
Traditional methods usually reach a local or regional audience based on where the business is located.	Digital marketing can reach national and even international markets, allowing small businesses to compete globally.
Delayed feedback vs. real-time feedback	
With traditional methods, it can take days or weeks to see how customers react to get sales results.	Digital platforms provide real-time data such as, likes, shares, comments, and sales statistics, helping businesses make quick decisions.
Higher cost vs. cost-effectiveness	
Traditional marketing, like print and TV adverts, can be expensive and hard to change once they are made.	Digital marketing is usually more affordable and flexible. For example, social media adverts can be changed or stopped anytime based on how well they are doing.

Importance of managing financial practices to enhance sustainability in a clothing business

Managing money properly is one of the keys to running a successful clothing and textiles business. When you take control of your finances, your business is more likely to grow, make a profit, and last a long time. Below are the reasons why financial management is so important.

1. **Ensures proper budgeting and resource allocation:** Creating a budget helps you know exactly how much money you have and what you need to spend it on. This prevents unnecessary expenses and helps you focus on the most important needs of the business, such as buying materials, paying workers, and repairing machines.
2. **Encourages long-term planning:** Proper financial planning allows you to save money for the future. This means you can plan to buy more modern sewing machines, expand your shop, open a new branch, or even invest in training for yourself or your workers.
3. **Tracks money in and out:** Keeping records of your daily sales and expenses helps you know how much money is coming in and how much is going out. This helps you to avoid losses and detect if any money is missing or being wasted.
4. **Makes it easy to get loans:** Banks and financial institutions require proper financial records before they can give you a loan. If you manage your money well and keep accurate records, it will be easier to get support to expand your business when needed.
5. **Helps you set good prices:** When you understand how much it costs to produce each garment (fabric, thread, labour, utilities, etc.), you can set a fair price that will cover your expenses and still make a profit. This prevents you from selling at a loss or overcharging customers.
6. **Prevents debt and financial stress:** Good money management helps you avoid unnecessary borrowing. When you plan your spending well and live within your means, you will not owe people or run into financial trouble.
7. **Enables investment in sustainable materials and processes:** With proper financial planning, you can invest in better-quality equipment or sustainable materials, such as organic cotton or recycled fabrics. These are good for the environment and can also attract customers who care about eco-friendly fashion.
8. **Helps you make better business decisions:** When you understand your financial position clearly, you can make smart decisions like when to introduce a new clothing line, reduce prices, hire more workers, or move to a better location.
9. **Builds trust with stakeholders:** Customers, suppliers, and financial partners are more likely to trust you if they see that you handle money responsibly. Trust leads to long-term relationships and more business opportunities.
10. **Increases profitability and business growth:** The ultimate goal of managing your money well is to make a steady profit. When your business is profitable, you can reinvest the money to buy more supplies, increase production, or even brand your products for wider markets.

Requirements for starting a clothing and textiles business

Before you start a clothing and textiles business, there are some important things you need to put in place. These will help ensure your business starts well and runs smoothly.

1. **Knowledge and skills:** You must know how to cut, sew, design, and finish clothes properly. You also need to understand how to select quality fabrics and make garments that fit well. These skills can be gained through formal training in school, vocational centres, or through apprenticeship with experienced dressmakers or tailors.
2. **Business and leadership skills:** Running a business is more than just sewing. You must be confident, able to lead others, and make good decisions. You should know how to talk to customers politely, manage workers, and solve problems that come up in the business. Leadership skills also help you to stay motivated and focused on your goals.
3. **Physical resources:** You will need a workspace and some basic tools to get started. These include sewing machines, ironing boards, scissors, tape measures, threads, and fabric. You can start small, even from home, and expand gradually as the business grows.
4. **Business registration:** It is important to register your business with the right government agencies. These include:
    a. **Registrar General's Department** – for business name and registration.
    b. **Ghana Revenue Authority (GRA)** – to get a Tax Identification Number (TIN) and pay taxes.
    c. **Social Security and National Insurance Trust (SSNIT)** – if you have workers, you must register them for Social Security.

Registering your business gives it a legal identity and opens doors to support from banks, NGOs and government programmes.

Activity 5.5 Establishing and Promoting Your Business

1. Join with 3 of your friends to form a group of 4 people.
2. Search the internet for ways of setting up and managing a clothing and textiles business.
3. Decide on a name for your own clothing and textiles business.
4. Discuss and create a poster to show what you need to do to set up and promote the success of your business.
    a. Think about what your business sells.
    b. Who is the target audience?
    c. Where will your business be located?
    d. How will you market your business, etc

5. Present your poster to your class.

Reflection: After receiving feedback from your classmates, is there anything you would change? Make a note of these on your poster.

FINANCIAL AND RESOURCE MANAGEMENT IN CLOTHING ENTERPRISES

Financial Management in Clothing Enterprises

Financial management is very important in clothing and textiles businesses. It helps the owner to plan how money is used, control spending, and make smart decisions. When financial resources are managed well, the business can grow and stay successful.

The Importance of financial management in a clothing and textiles enterprise

1. **Helps in planning and budgeting**
   a. It makes it easier to plan ahead, prepare budgets, and ensure there is enough money for materials, salaries, and other business expenses.
   b. This helps avoid waste and makes good use of available money.
2. **Guides decision-making**
   a. Keeping proper financial records helps the business owner make wise decisions.
   b. For example, it helps to know how much to sell a dress or which clothing types are selling well.
3. **Tracks income and expenses**
   a. The business can keep track of money coming in from sales and going out for items like fabrics, rent, and wages.
   b. This shows whether the business is gaining profit or making losses.
4. **Encourages profitability**
   a. It helps reduce waste, control unnecessary spending, and price goods well.
   b. This improves how much money the business can keep as profit.
5. **Supports growth and expansion**: When finances are well managed, the business can save and use profits to grow—for example, buying new machines or opening a second shop.
6. **Improves access to funding:** Well-kept financial records make it easier to get loans or support from banks, NGOs, or government schemes.

7. **Enhances inventory management:** Keeping financial records helps monitor how materials are used and avoid running out or buying too much.
8. **Promotes accountability:** Every cedi spent or received is recorded. This prevents misuse of money and builds trust, especially in businesses with many workers.
9. **Prepares for emergencies and risks**: Money saved can be used during tough times, like low sales seasons or machine breakdowns.
10. **Builds business credibility and trust**: People trust businesses that handle money well. It can lead to loyal customers, good supplier relationships, and future opportunities.

Sources of capital or business funding

Clothing businesses have various options to raise funds. These can be seen in ***Figure 5.1*** below.

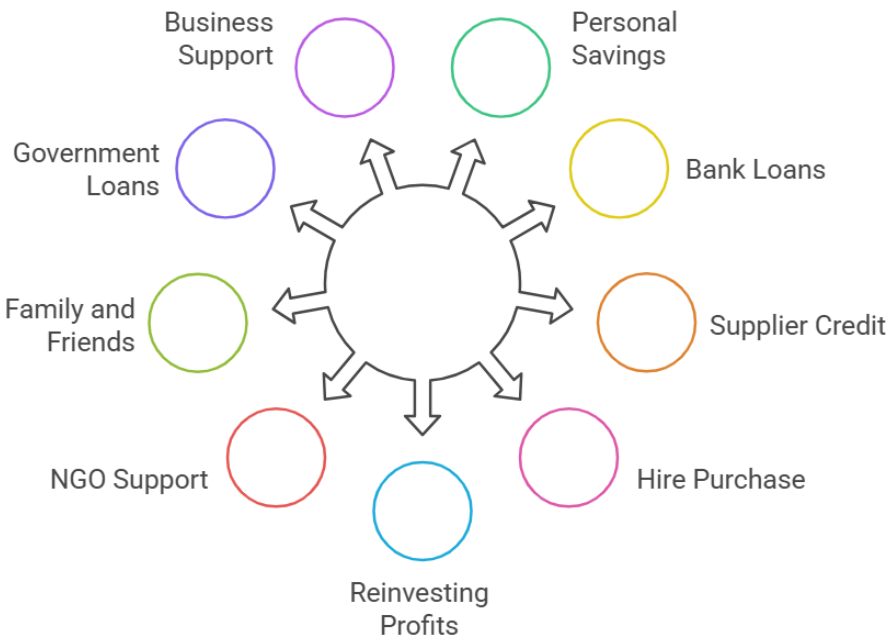

Figure 5.1: Sources of capital or business funding

Resource Management

Resource management means using materials, time, tools, space, workers, and money wisely in clothing production. It helps the business reduce waste, maintain quality and increase profits.

Importance of resource management in clothing and textiles

1. **Ensures efficient use of materials**: It reduces waste by using fabric wisely during measuring and cutting.
2. **Reduces production costs:** Wise use of electricity, fabric, and labour cuts down costs, allowing competitive pricing.

3. **Improves product quality**: Right materials and tools lead to neat, strong, and well-made garments.
4. **Increases productivity**: A well-organised workspace helps workers to finish more work in less time.
5. **Supports meeting deadlines**: With proper planning, orders are delivered on time, keeping customers happy.
6. **Minimises waste and environmental impact**: Reusing and recycling materials helps the environment and reduces costs.
7. **Promotes sustainability**: Responsible use of materials ensures the business lasts long and respects the environment.
8. **Enhances financial control**: When resources are well tracked, it helps reduce overspending and improve budgeting.
9. **Improves customer satisfaction**: Timely and quality deliveries lead to happy and returning customers.
10. **Facilitates business growth and expansion**: Savings from resource management can be used to expand or improve the business.

The importance of time management

1. **Increased productivity:** Help you to finish more work in less time by focusing on important tasks.
2. **Reduces stress:** Avoids last-minute pressure and allows time to complete tasks properly.
3. **Better decision-making:** Enough time allows better thinking before making important choices.
4. **Improved work-life balance:** Proper scheduling gives time for both work and relaxation.
5. **Goal achievement:** Time management helps in setting and meeting both short-term and long-term goals.
6. **Focus and discipline:** Encourages staying on track and avoiding distractions.
7. **Opportunities for promotion:** People who manage time well are trusted with more responsibilities.
8. **Personal growth:** Build self-control and confidence.
9. **Better use of other resources:** Saves money, energy and materials through smart planning.
10. **Preparation for the future:** Build habits that help with future challenges and business growth.

Setting Goals In Resource Management

Setting **clear goals** helps the clothing business use materials, money, time, and labour wisely to achieve success.

The importance of goal setting in resource management

1. **Provides direction and focus:** Goals help the business know what to aim for—for example, reducing fabric waste or increasing profits.
2. **Helps in prioritising resource use:** When goals are clear, it's easier to decide where to use more labour, time or materials.
3. **Improves efficiency:** Everyone knows what to do, and tasks are done faster and better.
4. **Enables monitoring and evaluation:** Goals make it easier to track success and identify areas to improve.
5. **Supports accountability:** Workers can be held responsible for achieving their assigned tasks.
6. **Enhances decision-making:** Knowing the goal helps make better decisions on how to use resources.
7. **Encourages teamwork:** Clear goals bring workers together to achieve results.
8. **Boosts motivation and productivity:** Workers feel proud and motivated when their efforts help achieve a goal.
9. **Supports long-term planning:** Goals like buying new machines or using eco-friendly materials help plan for future growth.
10. **Leads to customer satisfaction:** Goals around quality and timely delivery result in happy and loyal customers.

NOTE*: Goals should be* **SMART**

S – **S**pecific

M – **M**easurable

A – **A**chievable

R – **R**elevant

T – **T**ime-bound

Planning

Planning means setting goals and deciding how to use money and resources wisely to run and grow your clothing business. It helps you avoid waste and ensures that every cedi is used properly.

Why planning is important in financial resource management

Table 5.3: Why planning is important in financial resource management

1.	**Helps in budgeting and cost control.** Planning helps you prepare a budget, showing how much money, you expect to get and how much you will spend. It helps avoid wasting money and ensures you spend on the right things, like fabrics, wages, and machines.
2.	**Guides business decisions.** With a good plan, you can make better choices. For example, you can decide whether you can afford a new sewing machine or hire another tailor.
3.	**Prevents Shortages and Cash Flow Problems.** Planning makes sure you have money when you need it. This prevents delays in production or unpaid salaries.
4.	**Supports business growth and expansion.** When you plan well, you can save profit to grow your business. This may include opening another shop or buying better tools.
5.	**Improves financial discipline and accountability**. A plan helps you stick to your budget. It makes it easier to track your spending and stay focused.
6.	**Prepares for risks and emergencies.** You can save money for unexpected problems like machine breakdowns or low sales. This keeps your business running during hard times.
7.	**Builds confidence with investors and lenders.** When banks and other organisations see that you plan well, they trust you more. It becomes easier to get loans or support.
8.	**Measures business performance.** Planning helps you compare what you planned to what really happened. You'll know whether your business is doing well or needs improvement.
9.	**Encourages goal setting and focus.** Planning helps set short- and long-term goals like making more sales or reducing waste. These goals keep you and your workers focused.
10.	**Ensures long-term sustainability.** Good planning balances daily work with future needs. It helps your business survive and grow over time.

Suggested Methods of Planning

- Use daily or weekly planners to list what you want to achieve.
- Try time blocking – set aside specific times for different tasks.
- Delegate tasks that others can help with, so you focus on what matters most.
- Limit distractions – reduce phone use or noise when working.
- Use technology like Google Calendar to keep track of work.
- Reflect regularly – review your progress weekly and make improvements.
- Be aware of how you spend time and make changes where needed.
- Keep a good work-life balance to avoid stress and burnout.

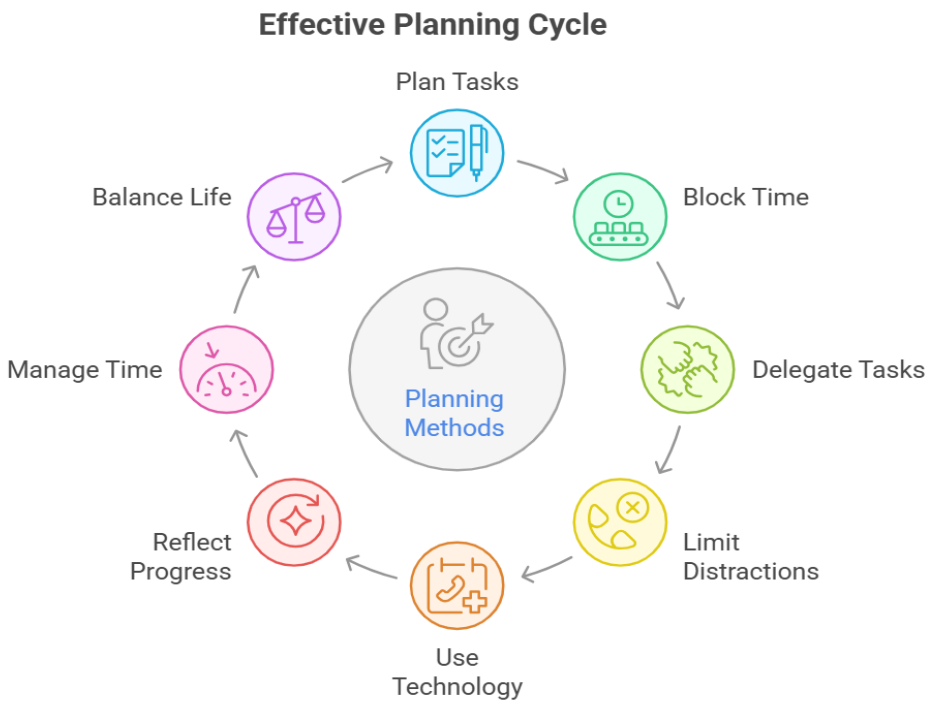

Figure 5.2: Effective planning cycle

Record Keeping

Meaning of record keeping

Record keeping means writing down or keeping records of everything that happens in your business. This includes sales, money received or spent, materials used, customer orders and more. It helps you to know how your business is doing at all times.

Types of records in a clothing and textiles business

1. Inventory Records – Track how many materials or finished clothes you have.
2. Transaction Records – Write down all business activities involving money.
3. Tax Records – Keep receipts and payment records for tax purposes.
4. Accounting Records – A full summary of your income, spending, debts, and profits.

5. Cash/Credit Sales Records – Note which sales were paid for instantly and which are to be paid later.

Importance of record keeping in a clothing and textiles business

Table 5. 4: Importance of record keeping in a clothing and textiles business

1. Tracks financial transactions accurately: Helps you know exactly how much money you earn and spend.
2. Monitors Inventory and Supplies: Ensures you don't run out of fabric or buy too much.
3. Supports informed decision-making: Helps you know which items sell well and which does not.
4. Assists in budget preparation and control: Makes it easier to prepare budgets and control spending.
5. Improves customer service: Records of customer orders help you serve them better next time.
6. Simplifies tax reporting and compliance: Helps you report and pay the right taxes to avoid fines.
7. Prepares the business for audits and inspections: Good records show that you are running the business properly.
8. Evaluates business performance and growth: You can compare records over time to see if you are improving.
9. Supports applications for loans and grants: Banks and support agencies ask for records before helping.
10. Helps prevent theft and loss: You can quickly notice when things are missing and take action.

Scenario: Financial Management

A group of young people in a rural Ghanaian community want to start a small clothing enterprise that includes sewing uniforms and repairing clothes for school children and farmers. They need to plan how to raise funds, manage their time and resources, keep good records and develop a business plan that suits their community's needs.

Use this case study to perform the activity below.

Activity 5.7 Exploring Funding Sources and Time Management Techniques

Organise yourselves into a group of 5-6 people. In your group;

1. Write at least four ways the clothing business could raise money.
2. Explain briefly why each source is suitable for a rural community.

3. Write down how the business can manage time to complete sewing orders on schedule and avoid stress.
4. Write a short paragraph on which funding method or time management technique seems most practical for your community context.
5. List three reasons why keeping records is important in small businesses.
6. Identify three types of records a clothing business must maintain (e.g., inventory, sales, expenses).

Clue: Create a **poster or chart** *with simple drawings/symbols for each record type*

   a. Bag - Inventory
   b. Book - Sales
   c. Receipt - Expenses

7. Write one new idea you could apply to your own clothing project to improve record-keeping.
8. Name and state the goal of your clothing business.
9. Outline fundraising strategies.
10. Describe how you will manage time and keep records.
11. Explain how you will promote your services within the community.
12. **Reflection on these questions**
    a. Write **one strength** of your plan.
    b. Write **one improvement** you can make next time.

Activity 5.8 The Business Plan

In your group, develop a business plan for a clothing and textiles business.

1. Your plan should outline your vision, mission, business structure, start-up capital requirements and location considerations.

You can choose how you would like to present your plan. This could be slides, a document, a poster, role play or a short video.

2. Present your plan for feedback.
3. Update your plan following feedback from your classmates.

REVIEW QUESTIONS

1. List four possible sources of funding that young entrepreneurs in a clothing business can explore.
2. Name any three types of records that a small clothing enterprise should keep.
3. Explain two ways in which effective time management can help a clothing enterprise meet deadlines and reduce stress.
4. Design a simple business plan for a small rural clothing enterprise that includes goals, funding sources, time and record management and promotion strategies. Justify your choices based on the needs of a rural community.

ANSWERS TO REVIEW QUESTIONS

SECTION 1

2. **C.** Civil engineer

   Reason: Civil engineering is unrelated to clothing and textiles; it involves construction and infrastructure development, not garment creation or textile science.

3. **False**

   Explanation: A haberdasher sells sewing-related items such as buttons, threads, needles, trims, and zippers, but not finished garments like dresses and shirts.

4. **B.** Higher degree in Clothing and Textiles Education

   Additional Points

   - A curriculum developer needs strong subject knowledge and instructional design skills.
   - Advanced qualifications help them create relevant, standards-based content for schools and training institutions.

5. Technology has led to many new careers in the clothing and textiles industry. Two examples include;

   - **CAD (Computer-Aided Design) Specialist** uses software to design fashion items, patterns, and technical drawings for garments.
   - **E-commerce Fashion Marketer** sells and promotes fashion products through online platforms, using social media and digital tools.

   These careers did not exist in the traditional fashion industry but have emerged due to technological advancements.

6. Recommended Pathway

   - Enrol in a Technical/Vocational School or an Apprenticeship program to gain basic skills in sewing, drawing and garment construction.
   - Progress to Senior High School with a focus on Clothing and Textiles or Visual Arts.
   - Pursue tertiary education in Fashion Design or a related field (e.g. university or fashion institute).

   Reason: This pathway allows the learner to gradually build practical and theoretical knowledge, even with a JHS background. It provides both skill training and academic qualifications needed for a successful fashion design career.

7.
   - Textile Engineer
   - Fashion Designer (with a specialisation)
   - Textile Chemist
   - Clothing Technologist

- Fabric Research Scientist

8.
   - Strong computer and software skills (especially in design software like AutoCAD or Adobe Illustrator)
   - Creativity and artistic ability
   - Attention to detail
   - Ability to understand garment construction and measurements

9. **B.** To oversee all aspects of garment production
10. False

11.
   - Technology has introduced careers that did not exist before, such as fashion technologists and CAD designers, who use digital tools to create designs and patterns.
   - Use of 3D printing in fashion has opened up jobs for technicians and designers who work with this technology.
   - Social media platforms and e-commerce have created roles like fashion content creators and online retail managers.

12.
   - A **textile engineer** usually requires a **university degree** in textile or materials engineering, which includes scientific and technical training.
   - A **cutter** typically learns through **apprenticeship**, vocational training, or on-the-job experience and may not need a university education.
   - The cutter focuses on **practical, hands-on skills**, while the textile engineer applies **scientific principles and research**.

13.
   - A **textile chemist** focuses on the chemical properties and treatment of fabrics. They develop dyes, finishes, and stain-resistant technologies.
   - A **clothing technologist** ensures that garments are made to the right specifications, using the correct fabric, stitching methods, and quality controls.
   - While both roles support the textile industry, the **textile chemist** works more in **research and development**, whereas the **clothing technologist** is involved in the **production and quality assurance** stages.

14.
   - Basic sewing skills or technical ability
   - Academic qualification (e.g., JHS/SHS certificate)
   - Positive work attitude (e.g., responsibility, punctuality, willingness to learn)
   - Basic knowledge of fabrics and garment construction
   - Good communication and teamwork skills

15.
   - NVTI (National Vocational Training Institute) Certificate
   - Intermediate Dressmaking Certificate (COTVET/NVTI)
   - Technical and Vocational Education and Training (TVET) qualifications
   - Senior High School (SHS) certificate with Clothing and Textiles option.

16.
   - Different fabrics require specific washing and drying techniques to maintain quality.

- A laundry worker must understand which fabrics shrink (e.g., cotton), which wrinkle easily (e.g., linen), and which need dry cleaning (e.g., wool or silk).
- Using the wrong detergent or washing temperature can damage expensive garments or cause colour bleeding.
- Knowledge helps reduce fabric damage, improves customer satisfaction, and enhances professionalism.

17. - **NVTI Grade II** provides practical skills for entry-level jobs like dressmaking, tailoring, or alterations assistant.
    - **First Degree** (e.g., B.A. in Fashion Design or Textile Technology) qualifies one for advanced roles like fashion lecturer, design consultant, or product developer.
    - NVTI prepares learners for skilled trades and entrepreneurship; a First Degree opens doors to management, teaching, or research careers.

18. - **Attention to detail** ensures precision in measurements, cutting, stitching, and finishing is important for garment quality and customer satisfaction.
    - **Adaptability** helps workers respond to new fashion trends, technologies, customer preferences, and market changes.
    - These attitudes promote continuous learning, improve innovation, and help workers remain competitive in the evolving industry.
    - Employers value employees who can adjust quickly and maintain high standards.

19. - **Similarities**
        - Both require creativity, problem-solving skills, and attention to detail.
        - Both must understand fabrics and their uses.
        - Both need good communication and collaboration skills.
    - **Differences**
        - *Fashion Designer* focuses on garment aesthetics and trends; needs artistic talent, illustration, and customer awareness.
        - *Fabric Technologist* focuses on fabric performance; needs scientific knowledge, testing, and lab analysis skills.
        - Values like innovation are key for designers, while precision and technical accuracy are critical for technologists.
    - Overall, while they share some core skills and values, their technical focus and required knowledge areas differ.

SECTION 2

1.
   - Good physical appearance (height, posture, and grooming)
   - Confidence and stage presence
   - Ability to wear and display clothing professionally
   - Basic runway walking skills
   - Discipline and ability to follow instructions

2.
   - To market and promote new clothing designs or brands
   - To educate the public on fashion trends and textile use
   - To entertain and attract interest in the fashion industry
   - To create networking opportunities for designers and customers.

3.
   - Good posture helps the model carry and present the garment neatly and attractively.
   - It allows the audience and buyers to clearly see the garment's structure, fit and flow.
   - A model with upright posture walks confidently, making the clothes appear more appealing.
   - Poor posture may distort the garment's intended design, leading to negative impressions.

4.
   - Fashion shows display clothing with coordinated accessories (e.g., bags, shoes, jewellery), which can encourage customers to buy the full outfit.
   - By creating excitement and desire through visual appeal and styling, the show increases demand for both garments and accessories.
   - Viewers may be influenced by trends and want to imitate complete looks seen on the runway.
   - Shows often include promotional offers or catalogues that allow audiences to order multiple items at once.

5. **Ranked list (from most to least important)**

   1. *Commercial*
   2. *Cultural*
   3. *Educational*
   4. *Artistic*

   Justification

   - Commercial: Fashion shows generate income for designers, models, makeup artists, and accessory makers. They help promote made-in-Ghana products, boosting the local economy and encouraging entrepreneurship.
   - Cultural: Shows often celebrate Ghanaian heritage by showcasing traditional textiles (e.g., kente, batakari). They promote cultural pride and preserve indigenous fashion styles.

- Educational: Learners and young designers gain exposure to industry practices and trends. Shows can be learning platforms for fashion students and apprentices.
- Artistic: Fashion shows allow for creative expression in styling, set design, and performance, but this may not directly contribute to development as much as the others.

Each of these purposes plays a role in Ghana's development, but commercial and cultural goals currently have the most measurable economic and social impact.

6.
- Formal fashion show
- Informal fashion show
- Trade/Industry fashion show
- Virtual fashion show
- Promotional or brand launch fashion show

7.
- Availability and suitability of the venue
- Budget and financial resources
- Type of audience expected
- Lighting and sound system
- Number of models and clothing collections to be displayed
- Security and crowd control

8.
- The venue must be spacious enough to accommodate the audience and provide a proper runway for models.
- Poor venue selection may lead to overcrowding, discomfort, or technical issues (e.g., bad lighting or acoustics).
- A good venue with suitable facilities improves the audience experience, comfort, and safety.
- Accessibility of the venue affects attendance if it's hard to find or reach, fewer people may attend.

9.
- Budget limitations may restrict venue options, forcing planners to use less suitable locations.
- Designers may have to reduce the number of outfits displayed or limit the use of professional models.
- Decoration, sound systems, lighting, refreshments, and promotional materials may all be scaled down or removed.
- Quality of the event may suffer if cost-saving measures reduce the visual or emotional impact of the show.

10. **Venue 1: Community Centre Hall**

- **Space**: Medium-sized; may limit runway length
- **Lighting**: Basic lighting, may need upgrades
- **Capacity**: Accommodates about 200 guests
- **Backstage**: Limited space for changing outfits

- **Impact**: Suitable for small, informal or community-based shows; the audience will be close to the models for better interaction

Venue 2: Town Auditorium

- **Space**: Large hall with elevated stage
- **Lighting**: Built-in stage lights and sound system
- **Capacity**: Up to 500 guests
- **Backstage**: Spacious with dressing rooms and restrooms
- **Impact**: Ideal for formal or commercial shows, more professional layout, better visual and sound experience for the audience

Recommendation

- **Use the Community Centre Hall** for *informal or educational shows* with small audiences.
- **Use the Town Auditorium** for *formal, commercial, or high-profile shows* where professional presentation and larger audiences are expected.

Justification: The auditorium offers better technical support and facilities for impactful events, while the community centre is more accessible and cost-effective for small-scale or local shows.

11.
- Plan the theme and concept of the fashion show
- Select and train models for the runway
- Prepare and finish self-made garments for presentation
- Organise venue, seating, lighting, and music
- Schedule rehearsals and assign roles to team members

12.
- Good posture and confident walking style
- Ability to hold and change poses to highlight garment features
- Facial expression and stage presence
- Time management and coordination with music and lighting cues

13.
- Rehearsals help models understand timing and positioning on the runway
- They ensure smooth transitions between segments of the show
- Help identify and solve problems with walking, changing, or garment fit
- Boost confidence of participants and reduce errors on the actual day
- Allow coordination between models, music, lighting, and announcers

14.
- **Inspiration Stage**: Designers begin with a theme or idea influenced by culture, environment, or trends
- **Sketching and Design**: Translating ideas into garment drawings for planning
- **Fabric Selection**: Choosing appropriate fabric that suits the design, comfort, and purpose
- **Construction and Fitting**: Sewing the garment carefully, adjusting for body measurements and functionality

- **Finishing Touches**: Pressing, adding accessories or trims, and checking for quality to ensure garments look professional and polished on stage

This step-by-step process ensures that garments are both attractive and wearable, ready for high-quality display during the show

15. **Comprehensive Plan for a School Fashion Show**

- **Theme Selection**: "Proudly Made in Ghana"

  Justification: Promotes Ghanaian heritage, encourages use of local fabrics and styles, and highlights student creativity rooted in their environment.
- **Model Training**

  a. Select students of different body types and backgrounds for inclusiveness
  b. Train them on posture, walking, timing, and garment presentation

  Justification: Inclusive representation builds confidence among all learners and helps display how garments suit different individuals.
- **Venue Preparation**

  a. Use the school assembly hall for accessibility
  b. Arrange a clear runway with decorations that reflect the theme
  c. Ensure lighting, sound, and seating are well-planned

  Justification: A familiar, low-cost venue with proper setup ensures smooth logistics and a welcoming environment for guests.
- **Promotion Strategies**

  a. Create posters and flyers using recycled paper
  b. Use school noticeboards, social media, and community announcements
  c. Invite parents, local designers, and community leaders

  Justification: Promotes the event widely, builds community pride, and creates networking opportunities for students.
- **Inclusivity and Success Factors**

  a. Involve students in all roles: planning, sewing, modelling, ushering, and emceeing
  b. Use local fabrics (e.g., Kente, tie-and-dye) and recycled materials to highlight sustainable fashion

  Justification: Encourages teamwork, recognises all talents, and supports national identity while reducing costs.

SECTION 3

1.
   - To improve the appearance of the fabric
   - To enhance the durability or strength of the fabric
   - To provide specific functional properties such as waterproofing, flame resistance, or shrink resistance

2.
   - Durable finishes
   - Semi-durable finishes
   - Temporary finishes
3.
   - **Water-repellent finishes** help garments like raincoats or school uniforms stay dry during the rainy season in Ghana
   - **Flame-retardant finishes** enhance the safety of clothing used in environments like kitchens or factories
   - **Wrinkle-resistant finishes** keep formal wear looking neat without frequent ironing
   - Functional finishes therefore make garments more suited to the purpose for which they are worn, increasing comfort and usability
4.
   - **Chemical finishes** may release pollutants into the air or water during application and washing, affecting human and environmental health
   - **Non-biodegradable finishes** increase the time it takes for fabrics to decompose after disposal
   - **Eco-friendly finishes** such as plant-based repellents or natural softeners reduce environmental impact and make clothing more sustainable
   - The choice of environmentally responsible finishes supports Ghana's effort in promoting sustainable development and waste reduction
5. **Garment Selected**: *Men's Traditional Smock (Batakari)*
   - **Basic Finish**
     - **Scouring and bleaching** to clean and whiten the cotton yarns

       Justification: Removes impurities from locally grown cotton, especially for yarn-dyed or woven designs common in northern Ghana
   - **Aesthetic Finish**
     - **Calendaring or starching** to give the fabric a shiny, stiff appearance

       Justification: Enhances visual appeal during cultural festivals and special occasions; aligns with Ghanaian pride in clean, well-dressed appearances
   - **Functional Finish**
     - **Moth-proofing and mildew resistance** to protect stored smocks from insect and moisture damage

       Justification: Ghana's humid climate can encourage mold growth or insect damage during storage, especially in northern regions
   - **Environmental Impact**
     - **Calendaring** has low environmental impact
     - **Moth-proofing** may contain chemicals harmful to aquatic life if not eco-friendly
     - **Bleaching** can release chlorine-based pollutants

Recommendation: Use **plant-based anti-insect finishes**, **oxygen-based bleaching agents**, and **natural stiffeners like cornstarch** to reduce environmental harm

- **Durability and Garment Impact**
  - **Durable finishes** (e.g., mildew resistance) reduce the need for frequent replacement, lowering long-term cost
  - **Temporary aesthetic finishes** (e.g., starch) may need frequent reapplication, increasing maintenance but preserving cultural standards
  - A good balance of durable and renewable finishes ensures the smock lasts long, is easy to maintain, and retains its cultural significance

6.
   - **Basic finishes** (e.g., bleaching, scouring)
   - **Aesthetic finishes** (e.g., calendaring, embossing)
   - **Functional finishes** (e.g., water-repellent, flame-retardant)

7.
   - Calendaring
   - Brushing
   - Embossing
   - Shearing

8.
   - **Mercerisation** is a chemical process where cotton fabric is treated with caustic soda to increase its strength, lustre, and dye absorption.
   - The fabric becomes **smoother, stronger, and more absorbent**, which is beneficial in **tropical climates like Ghana**, as it allows for **better breathability** and **sweat absorption**, keeping the wearer cooler and more comfortable.

9.
   - **Soil-release finishes** allow dirt and stains to be washed off more easily, making clothing easier to clean and it is ideal for workwear, school uniforms, and children's clothes.
   - **Flame-resistant finishes** reduce the flammability of fabrics, making them safer for clothing used in high-risk areas like kitchens, factories, or fire-prone environments.
   - These finishes increase the **practical use and safety** of garments in different situations, especially where durability and protection are needed.

10. **Fabric Finish Recommendation Plan for School Uniforms in Ghana**
    - **Basic Finish**
      - **Scouring and bleaching** to clean and whiten fabric before dyeing

        Justification: Ensures hygiene and bright, uniform colour of the fabric
    - **Aesthetic Finish**
      - **Calendaring** to create a smooth and polished appearance

        Justification: Gives uniforms a crisp, neat look suitable for school environments

- **Functional Finishes**
  - o **Wrinkle resistance** to reduce the need for frequent ironing
  - o **Soil-release** to make uniforms easier to wash after daily use
  - o **Antimicrobial finish** to prevent odour and bacteria build-up

    Justification: These finishes are essential in Ghana's warm climate, where students sweat frequently and need durable, easy-care uniforms
- **Environmental Impact Analysis**:
  - o Some chemical finishes may contain **formaldehyde or non-biodegradable compounds**
  - o **Water pollution risk** if finishes are not applied responsibly
  - o *Sustainable Alternatives*
    - Use **plant-based soil-release agents**
    - Use **enzyme treatments** for wrinkle resistance instead of chemical resins
- **Effect on Cost, Maintenance, and Durability**:
  - o Slight **increase in production cost** due to added functional finishes
  - o **Lower maintenance costs** for families (less ironing, easier cleaning)
  - o **Greater durability** means uniforms last longer, reducing replacement costs for schools and parents

11.
    - **Sewing process** (e.g., needle selection, stitch quality)
    - **Fabric care and maintenance** (e.g., washing, ironing instructions)
    - **Consumer experience and comfort** (e.g., breathability, feel, safety)
    - **Environmental impact** (e.g., disposal, biodegradability)
12.
    - Fabric finishes can **make fabric slippery**, making it harder to handle or sew evenly.
    - Finishes may **cause fabric to fray less or more**, requiring adjustments in seam allowances.
    - Some finishes may **make fabrics stiff or thick**, requiring stronger needles or special sewing techniques.
13.
    - **Waterproof finishes** prevent moisture from penetrating the fabric, keeping the wearer dry during rain or outdoor activities.
    - **Stain-resistant finishes** repel liquids and dirt, keeping garments cleaner for longer periods and reducing the frequency of washing.
    - These finishes enhance **user comfort and garment durability**, especially for schoolchildren, farmers, or traders who work outside.
    - Consumers benefit from **longer-lasting clothing** and **reduced maintenance costs**, although care instructions may require **gentle cleaning methods** to preserve the finish.

14. - **Functional finishes** like flame resistance or wrinkle resistance may require **gentle washing, no bleaching, and low heat ironing**, adding complexity to garment care.
    - **Stain-resistant or water-repellent finishes** reduce the need for frequent washing, thus conserving water and energy.
    - However, some finishes contain **chemicals that are not biodegradable**, leading to pollution during production, use, or disposal.
    - Garments with durable chemical finishes may **release microplastics or toxins** into water systems during washing.
    - Eco-friendly or **biodegradable finishes** reduce these environmental impacts and are more sustainable over the garment's life cycle.

15. **Comprehensive Fabric Finish Implication Analysis for Kente Blouse (commonly worn in Ghana)**
    - **Fabric Use**
        - Applying a **wrinkle-resistant finish** allows the blouse to maintain a neat appearance during traditional events.
        - A **softening finish** improves comfort, as kente can be stiff.
    - **Cutting Process**
        - Finished fabrics may be slightly **thicker or stiffer**, so **sharp cutting tools** are necessary.
        - The finish may make fabric less slippery, aiding **accurate pattern placement**.
    - **Sewing Techniques**
        - **Stiff finishes** may require **larger needles** and **longer stitch lengths**.
        - Some finishes may cause **needle gumming** or thread breakage, so **machine maintenance** is essential.
    - **Care Requirements**
        - **Delicate washing**, no harsh detergents
        - **Iron on reverse side** to preserve the finish
        - **Air drying** to reduce energy use and preserve finish integrity
    - **Environmental Impact**
        - Chemical finishes used on commercial kente may contribute to **water pollution** during washing
        - Some finishes are **not biodegradable**, affecting the garment's sustainability
    - **Recommendations**
        - Choose **eco-friendly finishes** like **enzyme-based softeners**
        - Educate consumers on **proper care** to extend garment life

- o Promote **locally sourced, sustainably finished fabrics** to reduce transport emissions

- **Balance of Performance and Culture**
  - o Functional finishes ensure comfort and easy care
  - o Aesthetic finishes preserve **cultural integrity and pride**
  - o Environmentally conscious choices align with Ghana's move towards **sustainable fashion**

16.
- Improves **wrinkle resistance**, keeping garments neat with less ironing
- Enhances **durability**, making fabrics stronger and longer-lasting
- Add **water or stain repellence**, protecting clothes from spills and moisture
- Improves **colourfastness**, preventing colours from fading quickly
- Increases **softness or comfort**, especially for rough fabrics

17.
- Some chemical finishes may **cause skin irritation or allergic reactions** in sensitive individuals
- Toxic chemicals in finishes can **pollute water bodies** when washed out, affecting aquatic life
- Non-biodegradable finishes may **contribute to landfill waste** after disposal
- Certain finishes **release VOCs (Volatile Organic Compounds)** during application, which can harm human health and air quality

18.
- **Stain resistance** helps maintain a neat appearance in professional settings like offices, schools, or healthcare facilities by **repelling dirt and spills**, reducing the need for frequent washing.
- **Thermal regulation** finishes help keep the body cool in hot environments and warm in cooler ones, enhancing **comfort for workers** such as construction workers, farmers, or even students during long school hours.
- These finishes improve **functionality, reduce maintenance costs**, and increase **wearer satisfaction** in daily use.
- For example, stain-resistant school uniforms look cleaner for longer, and thermally regulated fabrics keep traders comfortable in open markets.

20. **Sustainability Plan for Improving Fabric Finishing Practices in Ghana's Textile Industry**

- ***Current Environmental Challenges***
  - o Use of **toxic chemicals** in some local textile processing (e.g., formaldehyde increases resistance)
  - o **Water pollution** due to untreated chemical discharge from finishing plants
  - o High energy consumption and **lack of waste treatment systems** in small-scale production
  - o Over-reliance on **imported finishes**, increasing carbon footprints

- ***Eco-friendly Alternatives***
  - **Enzyme-based finishes** for softening and bio-polishing instead of chemical softeners
  - **Natural mordants and dyes** for aesthetic finishes (e.g., from shea nut shells, tamarind, or bark)
  - **Silicone-based water repellents**, which are less harmful than fluorocarbons
  - Adoption of **low-water finishing techniques** (e.g., foam finishing or plasma treatments)
- ***Implementation Strategy***
  - **Training workshops** for local finishers and textile SMEs on sustainable techniques
  - **Government incentives** for eco-certification and green textile production
  - **Collaboration with research institutions** like KNUST and GRATIS for innovation and testing
  - **Pilot projects** with selected local dyeing and finishing companies to model best practices
  - **Community engagement and awareness** on the benefits of eco-friendly textiles
- ***Expected Benefits***
  - **Environmental**: Cleaner water bodies, reduced chemical waste, and improved air quality
  - **Economic**: Access to eco-conscious international markets, growth of green jobs, and cost savings from energy and water-efficient practices
  - **Cultural**: Preservation of **Ghanaian textile traditions** like batik, tie-dye, and kente using sustainable methods
  - **Health**: Safer work environments and **non-toxic clothing for consumers**
- ***Justification***
  - Studies from UNEP and World Bank show that **green textile innovation** improves export potential and reduces long-term environmental damage.
  - Local evidence shows rising interest in **eco-fashion** among Ghanaian youth and artisans.
  - **Practical for Ghana** because many eco-finishing inputs (like plant-based mordants) are **locally available and affordable**.

SECTION 4

1.
   - Builds customer trust and loyalty.
   - Promotes teamwork and cooperation.
   - Improves the quality of garments and services.
   - Enhances business image and reputation.
   - Encourages responsibility and discipline among workers.

2.
   - Always be punctual and meet deadlines.
   - Maintain respectful communication with others.
   - Avoid stealing or misusing materials.
   - Dress appropriately and keep a neat appearance.
   - Focus on completing tasks with honesty and care.
3. Work ethics ensure that workers act responsibly, complete jobs on time and treat customers well. This builds trust and encourages repeat business. Poor work ethics such as lateness, dishonesty or careless sewing can lead to unhappy clients, low-quality work and loss of income. For instance, if a tailor delays a customer's wedding dress or does a poor job, it could ruin the client's big day and damage the business's reputation.
4. Good work ethics like honesty, cooperation and reliability help workers support each other, communicate better with clients and gain the trust of managers. When clients are treated respectfully, and their orders are completed well and on time, they are more likely to return and recommend the business. Managers also trust ethical workers with greater responsibilities, leading to stronger teamwork and a more productive business.
5. Work Ethics Improvement Plan for a Ghanaian Clothing Business

   Common Ethical Problems

   - Workers reporting late or skipping work.
   - Poor finishing of garments.
   - Arguments or gossip in the workplace.
   - Misuse of client materials or tools.

   How These Problems Affect the Business

   - Customers stop returning due to poor service.
   - Team spirit goes down, causing delays.
   - Business reputation suffers, affecting income.
   - Clients may spread negative feedback to others.

   Strategies for Improvement

   - Organise ethics and professionalism workshops.
   - Introduce attendance tracking and reward punctuality.
   - Use customer feedback forms to improve service.
   - Set clear rules on respectful behaviour and honesty.
   - Assign team leaders to check work quality daily.

   Benefits of Improved Work Ethics

   - Better customer satisfaction and loyalty.
   - Increased teamwork and smoother workflow.
   - Higher income due to more orders and referrals.
   - Positive workplace environment and reduced stress.

Practical Example: In Kyiniso, a dressmaker lost many clients due to constant delays and staff arguments. She introduced weekly meetings and set up a reward system for punctual workers. Within three months, customer satisfaction improved, referrals increased, and income doubled.

6.
- The theme or purpose of the exhibition
- The target audience (students, parents, community members)
- Availability and suitability of the venue (space, lighting, security)
- Budget for materials, displays, and promotion
- Time and date of the event (school calendar, public holidays)

7.
- Solo exhibitions (organised by one person or group)
- Group exhibitions (several people or groups showcase their work)
- Commercial exhibitions (for selling products)
- Educational exhibitions (for teaching or awareness)

8. A good venue attracts more visitors and allows for smooth movement and viewing of displays. If the venue is too small or hard to access, it can cause discomfort and low attendance. A suitable venue should be spacious, well-lit, secure, easy to locate and have facilities like chairs, tables or stands. For example, using the school's assembly hall may be better than a small classroom.

9. Sustainability can be shown by using eco-friendly fabrics, upcycled clothes or natural dyes in the displays. Posters can explain how traditional methods reduce waste. Cultural identity can be highlighted by showcasing Ghanaian textiles like kente or batakari and explaining their meanings through labels or presentations. Wearing traditional clothes during the exhibition also shows pride in one's culture.

10. **Exhibition Plan to Showcase Ghana's Textile Heritage**

Theme: *"Our Fabric, Our Identity: Celebrating Ghana's Textiles"* – This theme connects students to their roots and highlights the cultural value of textiles.

Venue Requirements: The school's assembly hall will be ideal due to its large space, access to electricity for lighting and space for movement. Tables and boards will be arranged for displaying fabrics and sewn items.

Budget Considerations: Funds will cover printing of labels, flyers, refreshments and decoration. Materials like old clothes, mannequins or borrowed sewing tools can be used to save costs.

Display Arrangements: Different sections will show

- Traditional fabrics (with names and meanings)
- Live demonstrations of weaving or batik printing
- Step-by-step photo displays of how clothes are made

Communicating Cultural Identity: Posters and audio recordings will explain the history of textiles like kente, smock and wax prints. Cultural music and student performances in traditional attire will also be included.

Visitor Engagement Strategies: Guided tours led by students, question-and-answer sessions, interactive stations where guests try hand-printing or simple weaving and a feedback corner for suggestions

Justification: Each part of the plan is designed to teach, entertain and preserve culture. Visitors leave with a deeper respect for Ghanaian textiles, and students gain skills in organising and storytelling.

11.
- The purpose or theme of the exhibition
- The available space and how best to use it
- The materials and resources needed for mounting displays
- Safety and accessibility for all visitors
- Audience type and their interests
- Lighting and arrangement for visual appeal

12.
- Use of mannequins dressed in unique or colourful outfits
- Strategic lighting focused on main pieces
- Elevated platforms or stages to display key designs
- Backdrops made from local fabrics or symbols
- Creative use of traditional accessories or props like baskets, drums, or stools

13. Proper lighting draws attention to the exhibits and enhances the appearance of colours and textures. It helps make the display more attractive and highlights important features. Colour coordination creates harmony in the space, making the exhibition look organised and professional. If colours clash or the lighting is poor, the display may look messy or dull, reducing interest from visitors.

14. The size and height of exhibits should match the viewing level of the audience. Items placed too high or too low may be hard to see. Good spacing allows free movement and reduces crowding. Well-placed exhibits create a natural flow and keep visitors engaged. If arranged properly, visitors can interact with the displays, ask questions and appreciate the work more fully.

15. Plan for a Clothing and Textiles Exhibition in a Rural Ghanaian Community.

- **Venue Selection:** Use the community centre or open space under a large tree. These are familiar, accessible and cost-free. They allow many people to gather comfortably.
- **Display Arrangements:** Use benches, tables and woven mats to display textiles and garments. Hang fabrics on clotheslines or bamboo stands. Decorate the space with calabashes, clay pots and other cultural items to reflect local identity.
- **Visitor Engagement Strategies:** Invite local artisans and elders to demonstrate weaving, dyeing or storytelling about textiles. Allow children to try simple activities like fabric stamping. Play traditional music and serve light local snacks to attract and keep visitors.
- **Cultural Preservation and Accessibility:** Displays will include explanations in the local language and English. Paths will be wide enough for elders and persons with disabilities. Community members will help guide visitors and answer questions, building pride and ownership.

Justification: The plan promotes cultural knowledge, allows hands-on learning and includes everyone in the community. It celebrates local talent, educates the youth and boosts respect for Ghana's textile heritage.

SECTION 5

1.
- Personal savings
- Contributions from family or friends
- Loans from local banks or microfinance institutions
- Community support groups or co-operatives
- Fundraising activities like bake sales or fashion shows
- Government or NGO start-up grants

2.
- Sales records
- Inventory or stock records
- Cash flow or income and expenditure records
- Customer order records
- Employee attendance or work schedule records

3.
- Helps the business meet customer deadlines without rushing or producing poor-quality work
- Reduces stress and burnout among workers by planning tasks effectively
- Ensures better customer satisfaction through timely delivery
- Allows for proper use of sewing machines and tools by avoiding overlap
- Improves productivity by allocating time to key activities like cutting, stitching, and finishing

4. **Sample Business Plan**

- *Name of Business:* Rural Stitchers Enterprise
- *Goal:* To provide affordable school uniforms and clothing repairs for the community
- *Funding Source:* Group savings, local fundraising event and applying for a community grant
- *Time & Record Management:* Weekly work schedule showing sewing time, rest and order deadlines; records of income, materials and orders
- *Promotion:* Using word-of-mouth, posters at market centres and churches and showcasing uniforms at community events

Justification

- Using savings and local fundraising reduces borrowing risk
- Weekly schedules help them avoid delays and stress
- Keeping records helps track money and manage fabric supplies
- Promoting within the community increases trust and support from locals

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GLOSSARY

- **Accessories**: Items like shoes, bags, belts, and jewellery that complete an outfit.
- **Accountability**: Being honest and showing clearly how you used money or resources.
- **Aesthetic Finish**: A treatment that improves how a fabric looks or feels.
- **Apprenticeship**: Learning by working under a skilled person
- **Brand**: A unique name or style that makes a designer's work easy to identify.
- **Budgeting**: Making a money plan to show what you will get and what you will spend.
- **CAD**: Computer-Aided Design, used to create fashion on a computer
- **Calendaring**: A process of pressing fabric through rollers to make it smooth or shiny.
- **Capital:** The money or things you need to start or run a business.
- **Carbonising**: A treatment used on wool to remove impurities like plant materials.
- **Career**: A long-term job or profession
- **Cash Flow:** The way money moves in and out of your business.
- **Centre of Attraction**: A special feature such as a performance or fashion show that captures visitors' attention during an event.
- **Confidence**: Believing in yourself and showing boldness in front of others.
- **Designer**: A person who creates new styles of clothing.
- **Display Arrangement**: The organised setup of items so visitors can view them clearly and safely.
- **Durable Finish**: A finish that lasts through several washes but may fade over time.
- **Fabric Finish**: A treatment applied to fabrics to improve appearance, texture, or function.
- **Fashion Design**: Creating new styles of clothing
- **Fashion Exhibition**: A planned event where clothing, fabrics, and accessories are displayed to the public.
- **Fashion Promotion**: Activities done to advertise or introduce clothing to the public.
- **Fashion Show**: An event where models wear clothes to present them to an audience.
- **Financial Management**: Taking care of how money is earned, spent, and saved in a business.
- **Functional Finish**: A finish that improves how a fabric performs, e.g., making it waterproof or flame-resistant.
- **Garment**: A piece of clothing such as a dress, shirt, or trousers.
- **General Exhibition**: An event displaying a variety of products, not limited to fashion or textiles.
- **Goal Setting**: Deciding what you want to achieve and working towards it.

- **Greige Fabric**: Fabric that has not been finished; raw fabric straight from the loom.
- **Haberdashery**: Sewing tools and accessories
- **Mercerisation**: A chemical treatment that strengthens cotton and adds shine.
- **Merchandising**: Promoting and selling products
- **Millinery**: Designing and making hats
- **Modelling**: The act of showcasing a designer's clothing item to an audience by walking or posing on a stage or runway to showcase its style, fit, and design.
- **Pattern Making**: Creating paper templates for cutting fabric
- **Permanent Finish**: A finish that stays on the fabric for its entire life.
- **Planning**: Thinking ahead about how to use your money and resources.
- **Posture**: The way a person holds their body while sitting, standing or walking.
- **Productivity**: The amount of useful work done within a specific period, often leading to higher earnings.
- **Profitability**: When a business makes more money than it spends.
- **Publicity**: Activities like posters, announcements, or social media are used to inform people about an event.
- **Punctuality**: The habit of arriving and completing tasks on time.
- **Record Keeping**: Writing down all the important things that happen in your business, like sales and expenses.
- **Rehearsal**: A practice session before the main fashion show.
- **Renewable Finish**: A finish that must be reapplied after every wash or dry cleaning.
- **Resource Management**: Using materials, tools, time, and money wisely without waste.
- **Routine Finish**: A basic treatment that prepares fabric for further use or finishing.
- **Runway**: A stage or path that models walk on during a fashion show.
- **Specialised Exhibition**: An exhibition focused on a specific product group, such as clothing or textiles.
- **Technologist**: A professional who improves products and systems
- **Temporary Finish**: A finish that wears off after a few washes.
- **Textile Chemist**: A scientist who improves fabric quality
- **Textiles**: Fabrics used for clothing or household items
- **Theme**: The main idea or concept around which a fashion show is planned. **OR** The guiding idea or main message of an exhibition, which influences the choice of designs, decorations, and activities.
- **Time Management**: Planning how to use your time well so you finish tasks on time.
- **Vocational Training**: Practical training for a trade or craft
- **Work Ethics**: Good behaviours and attitudes, such as honesty, punctuality, and responsibility, are required to perform a job well.

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