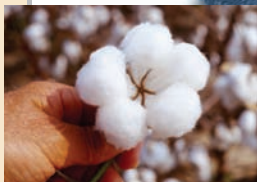


THE TRUE COST OF FASHION

'I looked great and, hey, I felt great,' says Andy Sachs, when she becomes a real *Runway* girl. Wearing new clothes can feel fantastic! And most of us don't like to pay too much for them. There's nothing wrong with that – or is there?

How did they grow the cotton?

Some cotton growers use a lot of chemicals when they grow cotton. These are bad for the workers and bad for the planet. You can grow cotton without chemicals. But it costs more so the jeans cost more.



How did they make the denim?

Cotton is hard and white. Denim is

soft and blue. They often use strong chemicals to turn cotton into denim. These are bad for the people who make the denim. They're bad for the planet and they can be bad for you!

The story of your jeans

When you buy a pair of jeans, you probably ask, 'How much are they?' and 'Do they look good?' But there are more questions you need to ask ...



Who made your jeans?

People in poor countries in Africa, Asia or South America often make our jeans. Big fashion businesses in rich countries give jobs to the people there. Sometimes they don't pay enough money to the workers. And sometimes they use workers who are too young.



How far did they travel?

The jeans have to travel from to shops all over the world. All this travel by ship or by plane is bad for the planet.

What's their true price?

Very cheap prices seem great. But a very cheap price in the shops means very little money for the cotton growers, the jeans-makers and all the other workers.



Where do our old jeans go?

When we're tired of our jeans, we often just throw them away. So they end their life on a rubbish tip. And they'll still be there in a hundred years. This is very bad for our planet.

Can I recycle them?

Lots of designers these days are using old clothes to make new clothes. So when your jeans are really old, don't throw them away. Recycle them or give them to someone else.



'I love fashion and I love cheap clothes. If I can buy three tops for the price of one, then I'm happy.'



'I care about the workers in poor countries *and* the planet. We must pay more for our clothes and not buy so many.'

Look out for these signs:



This means we pay our workers more money.



This means we don't use chemicals in our cotton.



This means we recycle old clothes.

Who do you agree with? Or do you have other ideas?

What do these words mean? You can use a dictionary.

cotton chemicals planet denim recycle rubbish tip