

Textiles and Design

Section II

25 marks

Attempt Questions 11–13

Allow about 45 minutes for this section

Answer the questions in the spaces provided.

Marks

Question 11 — Australian Textiles, Clothing, Footwear and Allied Industries (5 marks)

- (a) List TWO current issues that are affecting the restructuring of the Australian Textiles, Clothing, Footwear and Allied Industries. 2

Different methods of dyeing have to be considered as the fumes omitted during the process can be toxic and harmful to the environment. Also, water usage in the production of cotton must be altered to reduce the amounts currently used to a satisfactory level.

- (b) Select ONE target market youth 3

Outline the place and distribution channels, price structure and promotion strategies for the target market selected.

Places like markets, shopping malls and department stores appeal to the younger generation, and often vary in price range, suiting different people. These stores promote through radio advertisements, television commercials, and billboards for example. These locations often display "sales" which attract young buyers.