天主教輔仁大學英國語文學系學士班畢業成果
ENGLISH DEPARTMENT, FU JEN CATHOLIC UNIVERSITY
GRADUATION PROJECT 2023

指導教授：陳碧珠老師
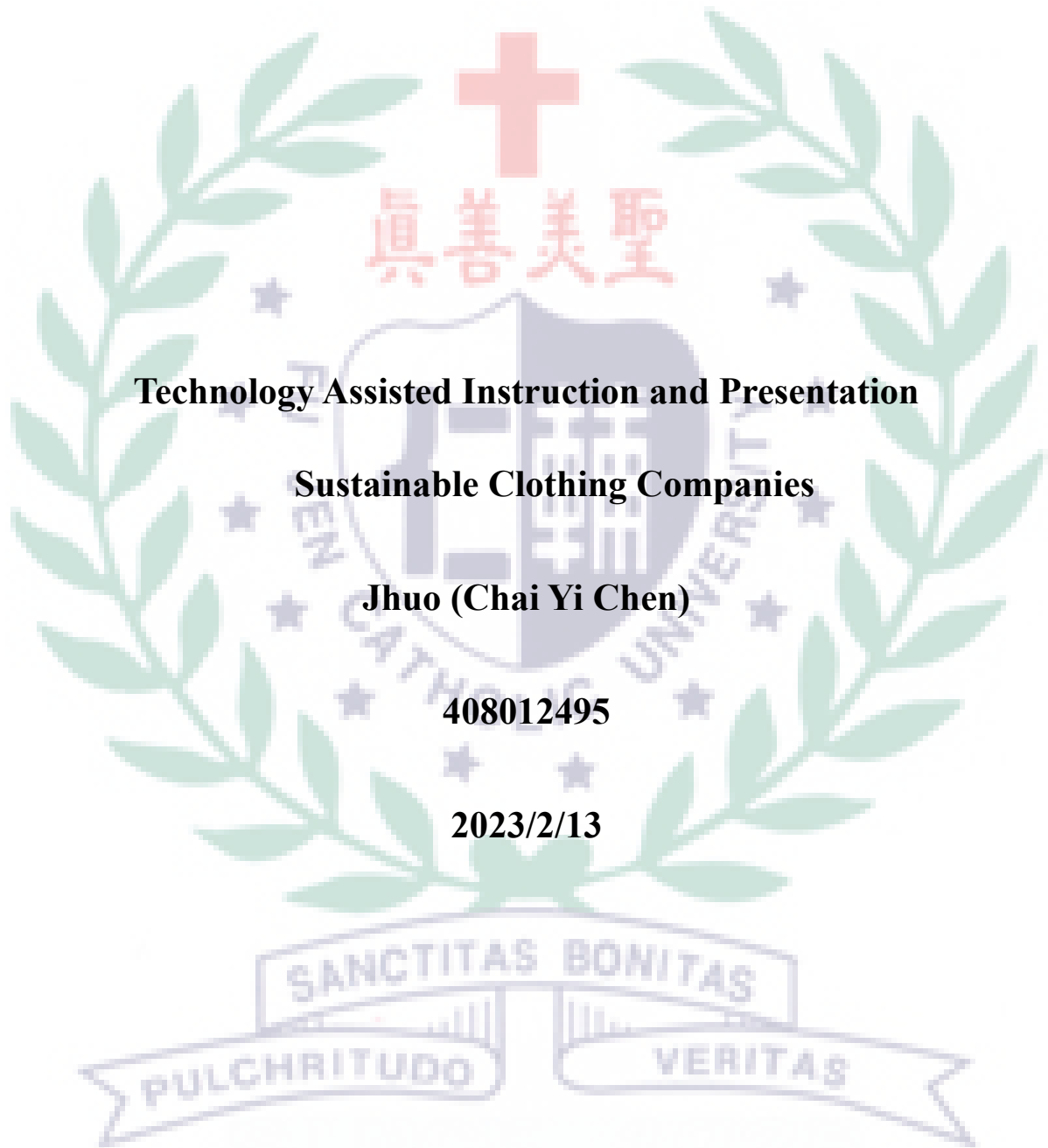Dr. Bichu Chen

Sustainable Clothing Companies

學 生 ： 柴 怡 辰 撰
Jhuo Yi-Chen Chai

Technology Assisted Instruction and Presentation

Sustainable Clothing Companies

Jhuo (Chai Yi Chen)

408012495

2023/2/13

February 13rd 2023

Google Site Links:

1. Group Site Homepage:

   - https://sites.google.com/view/fashion-sustainable-companies/homepage

2. My self-created subpage(s):

   - https://sites.google.com/view/fashion-sustainable-companies/plant-faced/ethical-manufacturing

   - https://sites.google.com/view/fashion-sustainable-companies/plant-faced/sustainability
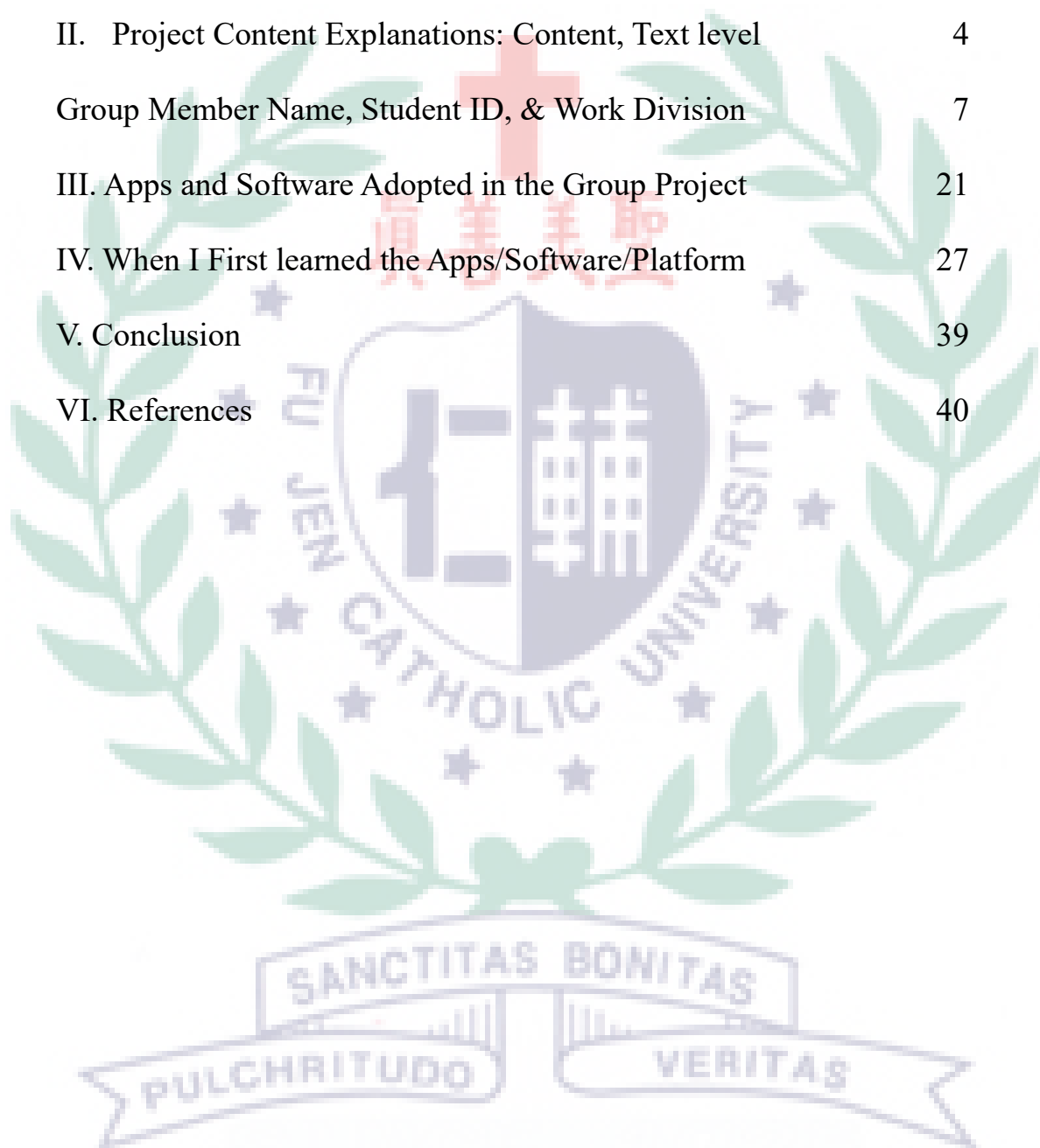
3. Self-Introduction Page:

   - https://sites.google.com/view/fashion-sustainable-companies/about-me/jhuo-chai

4. Project Oral Presentation Link:

   - https://youtu.be/Mipsfg2g-G0

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Sustainable Clothing Companies

I.   **Introduction of the Group Project**

We must be aware that the fashion industry is not the only one that uses the phrase "sustainable." The "Brundtland Report," published in the late 1980s, suggested avoiding the consuming mode of murdering chickens and eggs in order to sustain macroeconomic development. The three pillars of sustainability are social, economic, and environmental. Fairtrade, working conditions, and social responsibility are all included in "sustainable development," which is also highly significant because they are all environmental issues that ordinary people are really concerned about. Along with the product itself, other elements like the manufacturing processes and corporate philosophy must be taken into account. In brief, clothing is not just about how fashion it is, but people need to consider deeper and make sure people's or animals' right are respected. Thus, the primary purpose for our project is to look into how these four companies we choose achieve sustainability; secondly, we will present and evaluate what exactly "sustainability" stands for.

II.   **Project Content Explanations: Content, Text level**

A.   Minor Focus:

Our group decide to investigate whether Taiwanese and global clothing companies meet the criteria for being "sustainable." We voted to take "FYNE" and "Story Wear" as the representatives of Taiwan clothing companies. In addition, we chose "Plant Faced" and "Uniqlo" as global clothing company models. To conclude, these four companies all

take an effort to fulfill these requirements and reach the standards of sustainability, especially for Plant Faced which the company I am responsible for. Plant Faced not only ensures that any employee or employee are paid a fair wage, working in a safe environment, but also prioritizing human rights, animal rights which all fabrics and products are 100% cruelty-free & vegan. In short, Plant Faced is a company that promotes the ethical and plant-based fashion movement in order to protect the environment, and it aims to spread a new consciousness that opposes animal exploitation and harm.

Fig. 1-1 Group Main Page Screenshot
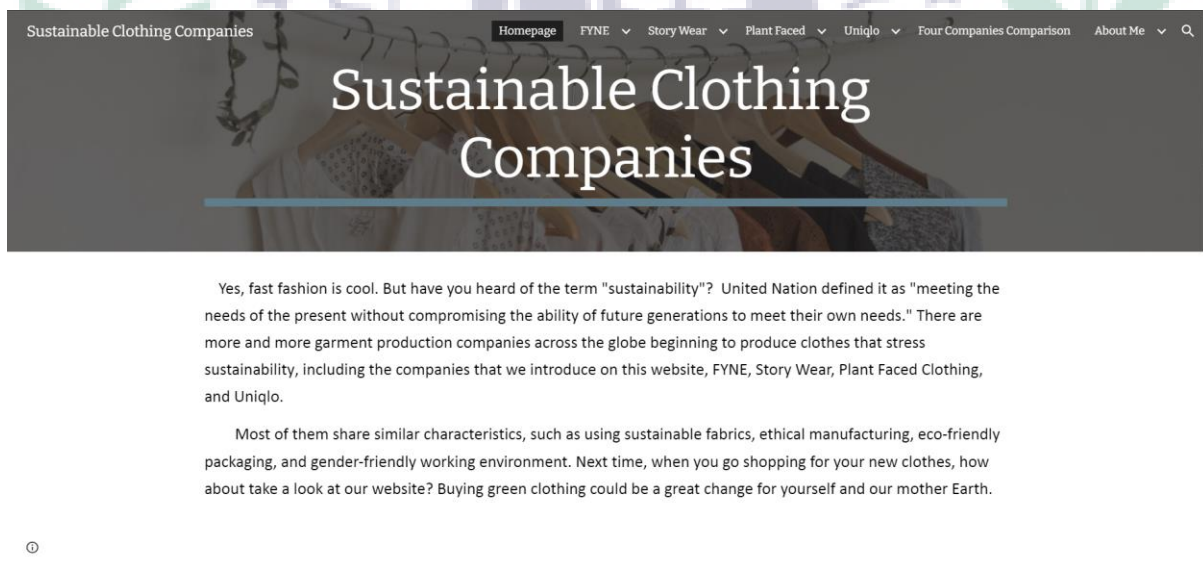
→ This is the top of the homepage for our website which is made by my group member Jeremy, we also provide a brief summary to explain our ideas and theme.

Fig. 1-2
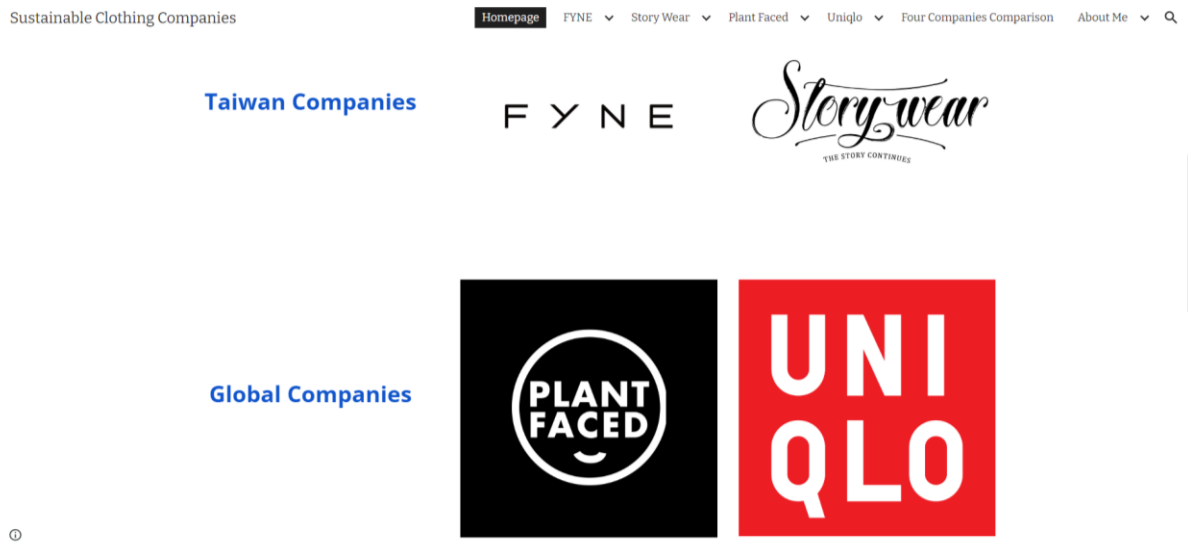
→ This is the bottom of our homepage, we list the four companies we choose from Taiwan and Abroad, and we are going to find out whether the clothes they made are sustainable.

Fig. 2. Website Roadmap Screenshot
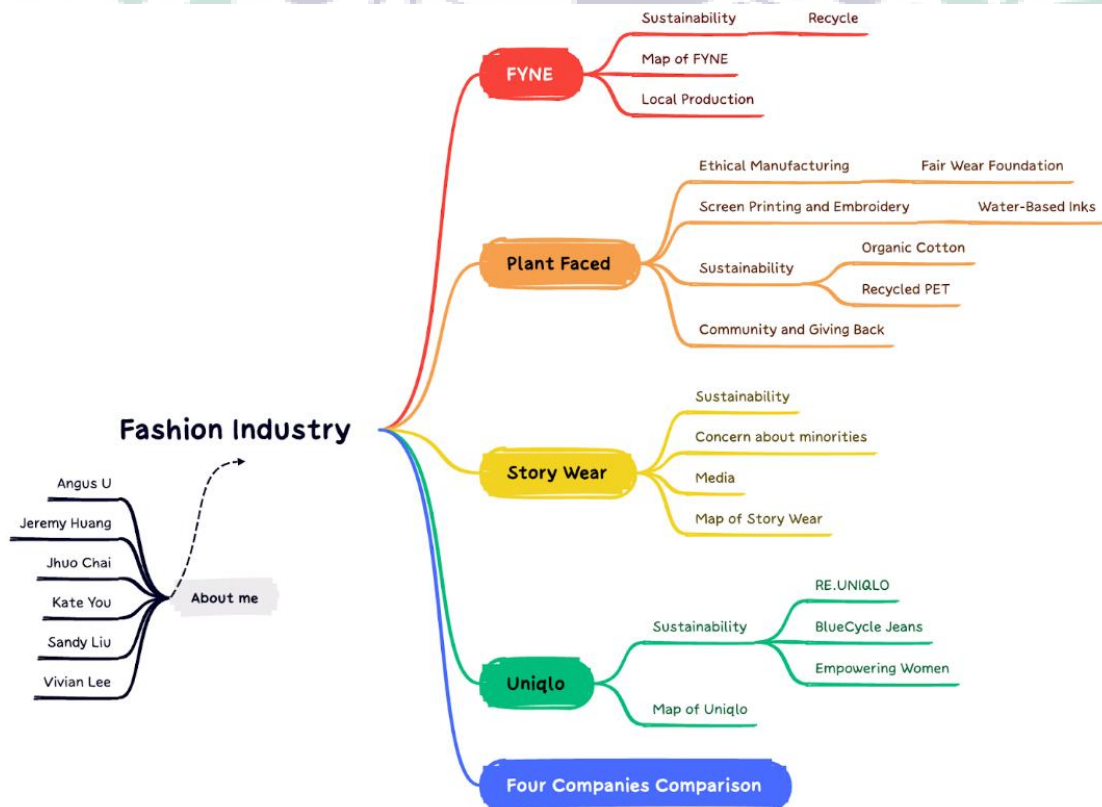
→ We provide the road map for our website made by the program "Xmind," not only we list

the main pages but also we show all the subpages as branches.

Group Member Name, Student ID, & Work Division

The four businesses that our organization is interested in are FYNE, Story Wear, Plant Faced Clothing, and Uniqlo. Since there are six of us, Jeremy and I are in charge of the "Plant Faced" company, Sandy and Kate are responsible for the company "Story Wear", Vivian takes care of FYNE; lastly, Angus manages the details of Uniqlo.
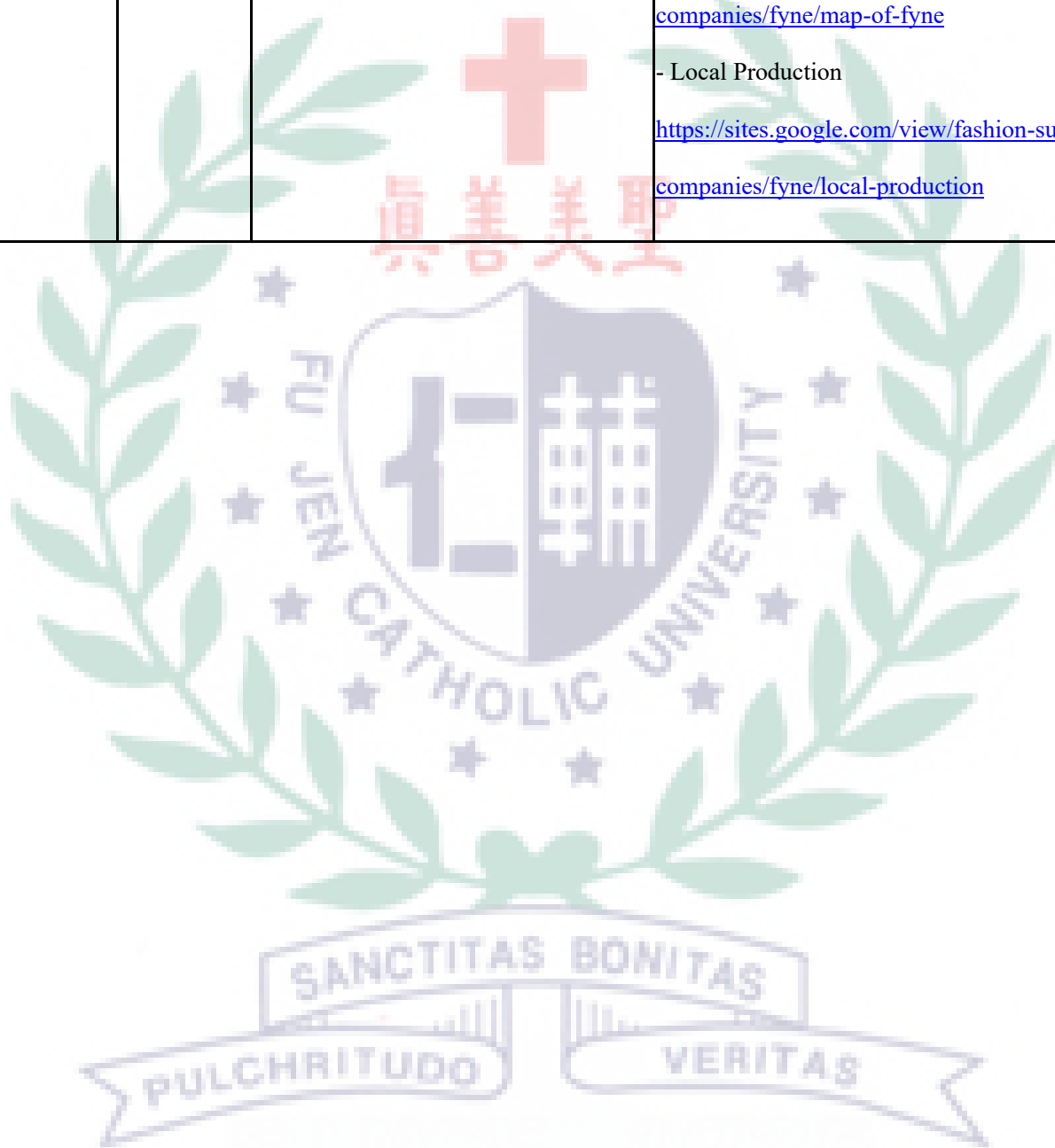
Table 1. Group Work Division

Name	Stu. No.	Duty	Individual website main sub-page link
Jhuo Chai	**408012495**	1. Plant Faced's Page - Ethical Manufacturing - Sustainability 2. Plant Faced's Subpage - Fair Wear Foundation - Organic Cotton - Recycled PET 3. Plant Faced's Google Earth project data	**Fig. 3** Ethical Manufacturing https://sites.google.com/view/fashion-sustainable-companies/plant-faced/ethical-manufacturing **Fig. 4** Fair Wear Foundation https://sites.google.com/view/fashion-sustainable-companies/plant-faced/ethical-manufacturing/fair-wear-foundation **Fig. 5** Sustainability https://sites.google.com/view/fashion-sustainable-companies/plant-faced/sustainability **Fig. 6** Organic Cotton https://sites.google.com/view/fashion-sustainable-companies/plant-faced/sustainability/organic-cotton **Fig. 7** Recycled PET

			https://sites.google.com/view/fashion-sustainable-companies/plant-faced/sustainability/recycled-pet

Angus U	**408110041**	1. Uniqlo's Homepage
		2. Uniqlo's Page
		  - Sustainability
		  - Map of Uniqlo
		3. Uniqlo's Subpage
		  - RE. UNIQLO
		  - Blue Cycle Jeans
		  - Empowering Women
			- Uniqlo
			https://sites.google.com/view/fashion-sustainable-companies/uniqlo
			- Sustainability
			https://sites.google.com/view/fashion-sustainable-companies/uniqlo/sustainability
			- RE. Uniqlo
			https://sites.google.com/view/fashion-sustainable-companies/uniqlo/sustainability/re-uniqlo
			- Blue Cycle Jeans
			https://sites.google.com/view/fashion-sustainable-companies/uniqlo/sustainability/blue-cycle-jeans
			- Empowering Women
			https://sites.google.com/view/fashion-sustainable-companies/uniqlo/sustainability/empowering-women
			- Map of Uniqlo
			https://sites.google.com/view/fashion-sustainable-companies/uniqlo/map-of-uniqlo

Jeremy Huang	**409110256**	1. Our Website's Homepage 2. Plant Faced' s Homepage 3. Plant Faced' s Page - Fabric, Screen Printing and Embroidery 4. Plant Faced' s Subpage	- Our Website's Homepage https://sites.google.com/view/fashion-sustainable-companies/homepage - Plant Faced' s Homepage https://sites.google.com/view/fashion-sustainable-companies/plant-faced

		- Water Based Inks 5. Plant Faced's Google Earth project data	- Fabric, Screen Printing and Embroidery https://sites.google.com/view/fashion-sustainable-companies/plant-faced/fabric-screen-printing-and-embroidery - Water Based Inks https://sites.google.com/view/fashion-sustainable-companies/plant-faced/fabric-screen-printing-and-embroidery/water-based-inks
Kate You	**409110608**	1. Story Wear's Subpage 2. Sustainability - Map of Story Wear	- Sustainability of Story Wear https://sites.google.com/view/fashion-sustainable-companies/story-wear/sustainability - Map of Story Wear https://sites.google.com/view/fashion-sustainable-companies/story-wear/map-of-story-wear
Sandy Liu	**409110335**	1. Story Wear's Homepage 2. Story Wear's Subpage - Contribution to Society	- Story Wear https://sites.google.com/view/fashion-sustainable-companies/story-wear - Contribution to society https://sites.google.com/view/fashion-sustainable-companies/story-wear/contribution-to-society

Vivian Lee	**409110593**	1. Basic information about FYNE
		2. FYNE's concept of sustainability
		   - Zero waste
		   - Re-FYNE and Project Fool: Cross Industries Alliance
			- FYNE
			
			https://sites.google.com/view/fashion-sustainable-companies/fyne
			
			- Sustainability
			
			https://sites.google.com/view/fashion-sustainable-companies/fyne/sustainability
			
			- Recycle

|		3. FYNE's location and family marts near FYNE or FJU 4. The advantage of FYNE's local production	https://sites.google.com/view/fashion-sustainable-companies/fyne/sustainability/recycle - Map of FYNE https://sites.google.com/view/fashion-sustainable-companies/fyne/map-of-fyne - Local Production https://sites.google.com/view/fashion-sustainable-companies/fyne/local-production

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B. Main Focus: You own/collaborative sub-page theme(s) (include more

screenshots)

Table 2. List of Links to My Google Site Production of the Apps/Software Adopted

Apps/Software	Link to My Google Site Production of the Apps/Software
Google Site - Fig. 8	https://sites.google.com/view/fashion-sustainable-companies/plant-faced/ethical-manufacturing
Xmind - Fig. 9	https://sites.google.com/view/fashion-sustainable-companies/plant-faced/sustainability
Powtoon - Fig. 10	https://www.powtoon.com/s/fBeSJuJtP8F/1/m/s
Infogram - Fig. 11	https://infogram.com/untitled-infographic-1hmr6g7rkn70z6n?live
PhotoScape - Fig. 12	https://sites.google.com/view/fashion-sustainable-companies/plant-faced/sustainability/organic-cotton
Google Earth - Fig. 13	https://earth.google.com/earth/d/1WxbN-R-1FYG07_maJp2zBsNykyLfFxUW?usp=sharing

Fig. 3-1: Ethical Manufacturing
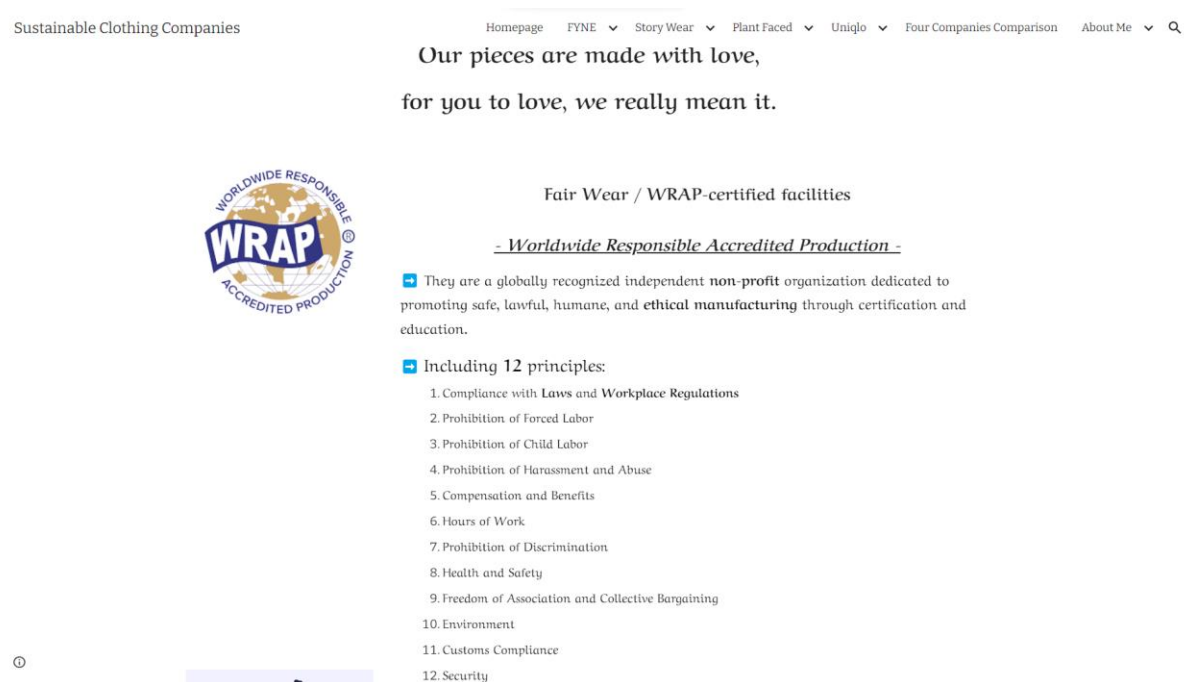
→ Starting with a remark that wonderfully captures the essence of the business "Plant Faced," this is the first section of the page for ethical manufacturing. To further help the audience understand what Plant Faced has accomplished in terms of ethical manufacturing, I briefly describe the 12 principles of this association after mentioning that Plant Faced has been certified by Fair Wear, or so-called WRAP-certified facilities.

Fig. 3-2:
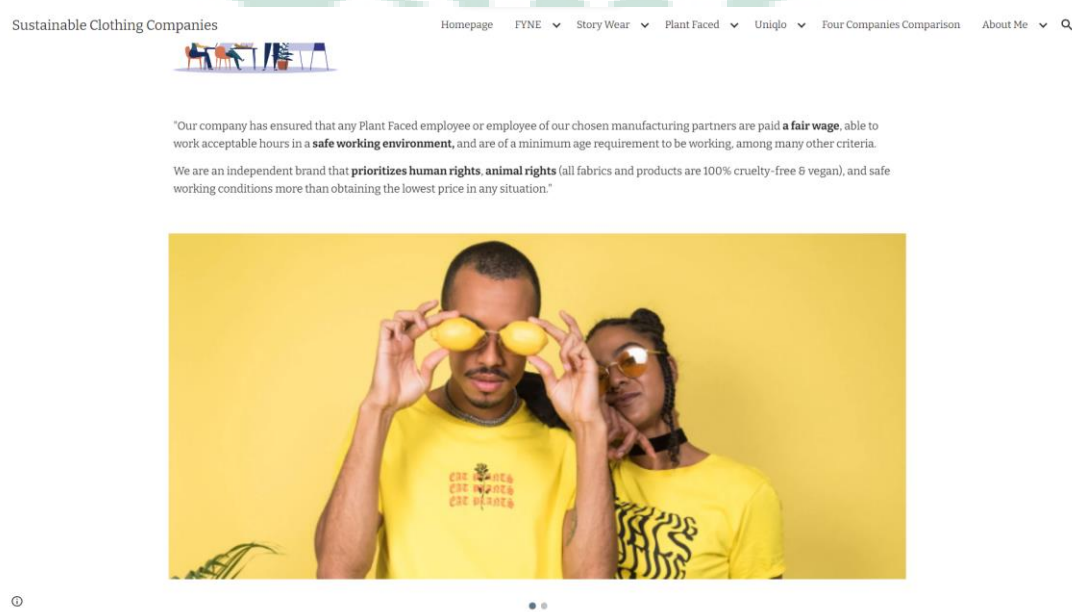
→ In the second section of this page, sentences that were also taken from the business website are used to inform readers that this is a stand-alone company that places a high priority on animal and human rights, making it distinct from other clothing retailers while also emphasizing once more that it adheres to ethical manufacturing.

Fig. 3-3:
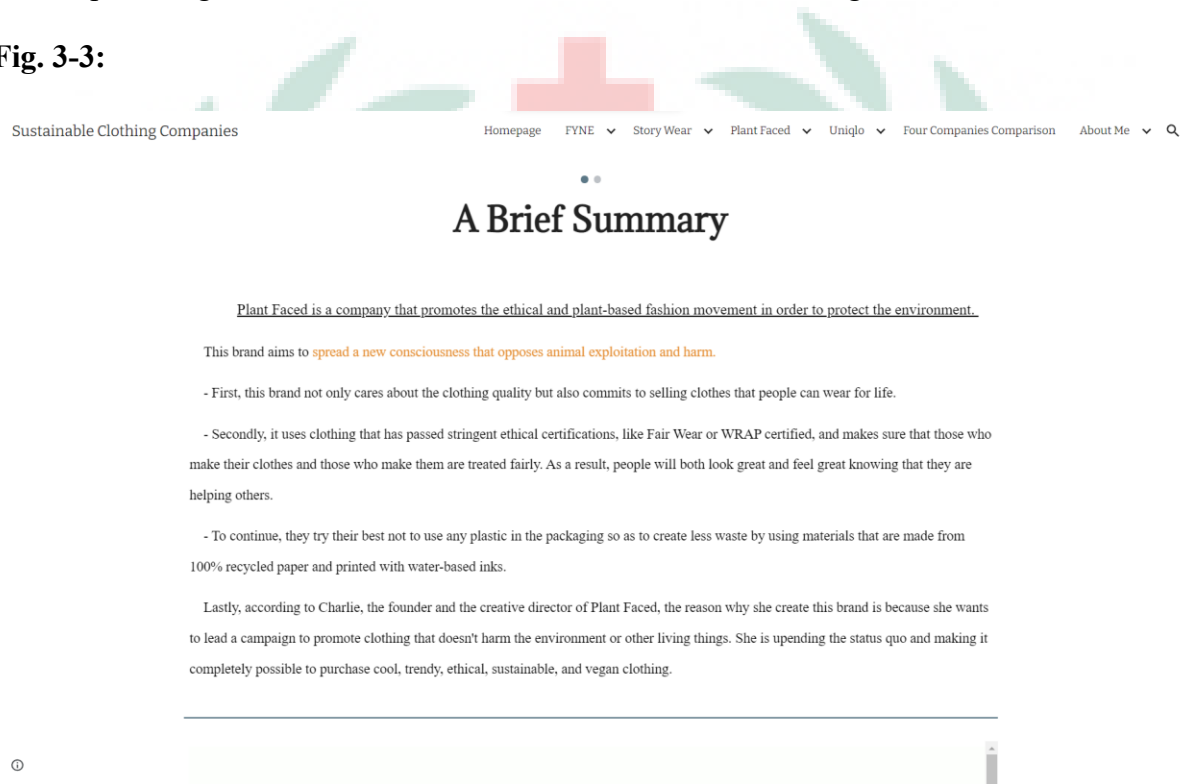
→ Before I wrap up, I give a quick overview of Plant Faced's themes, which I gleaned from the business' website, and then I order those concepts one by one. In order to help readers remember the most important theme of Plant Faced, I've placed the statement in the middle and underlined it, followed by a list of three primary themes and more clarifications. After that, there is a conclusion to draw the period for this summary.

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Fig. 3-4:

Sustainable Clothing Companies   Homepage   FYNE ⌄   Story Wear ⌄   Plant Faced ⌄   Uniqlo ⌄   Four Companies Comparison   About Me ⌄   🔍

Welcome to PLANTFACED
A company that promotes ethical and plant-based fashion.

Reference:
- *https://wrapcompliance.org/en/*
- *This website provides the meaning of "WRAP", not only it explain what this organization stands for, but it also elaborates on the 12 principles.*

  (本網站提供"WRAP"的含義，不僅解釋了該組織的含義，還闡述了12條原則。)
- *https://plantfacedclothing.com/*
- *This is the official website of "PlantFaced," we quote their motto and organize their information respectively as brief summary and spirit.*

  (這是"PlantFaced"的官方網站，我們引用他們的座右銘，將他們的信息分別整理為摘要和精神。)

→ Regarding the last section of this page, I created the PowerPoint slides in preparation and turned it into this video that I created using Powtoon in case readers lose interest and decide to skip all the texts. Without a doubt, if I don't cite all the sources from which I get my knowledge and create my work, I'll be infringing on someone else's intellectual property. I provide both an English and a Chinese version of the two-sentence synopsis so that folks from other cultures can understand how I use these sources.
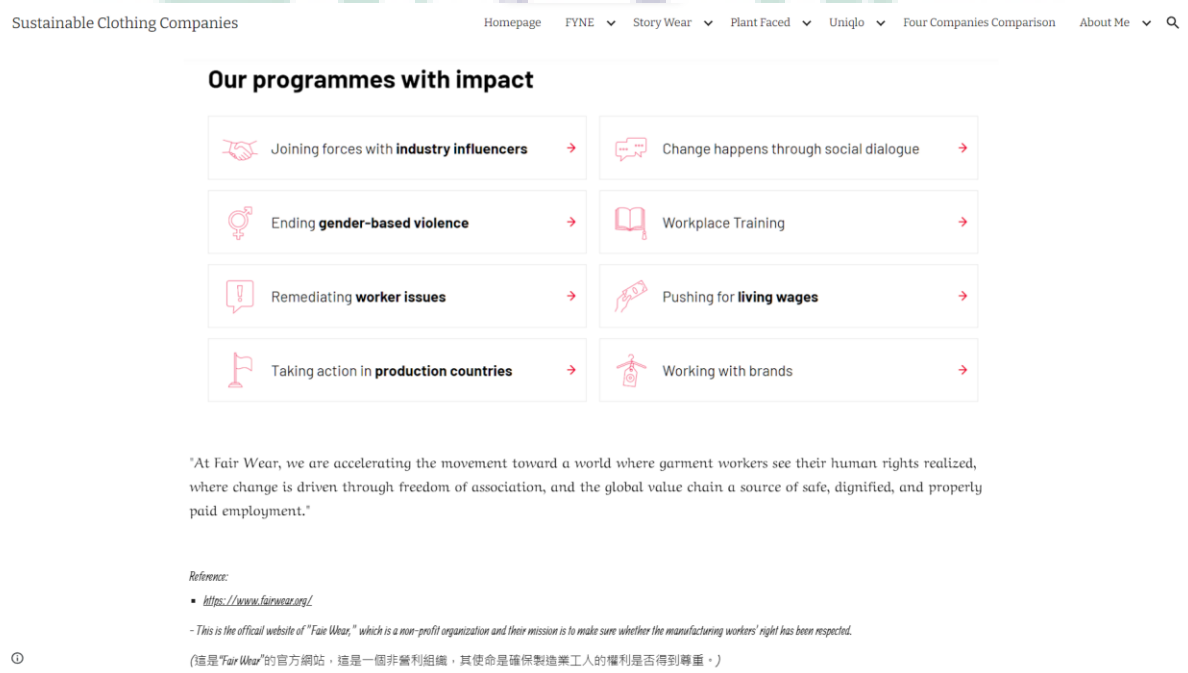
Fig. 4-1: Fair Wear Foundation

→ I choose to talk about the association I previously mentioned on this particular page inside the section on ethical manufacturing. Once more, the goal of this accreditation is to enhance working conditions in the apparel sector. Since the image is colored in red, I purposefully positioned this tiny image on the left to draw people's attention.

Fig. 4-2:

→ This image, which represents the fair wear foundation's second component, illustrates how the organization's objectives have been met as well as what it still hopes to accomplish. There are a few succinct lines to explain the picture in case somebody becomes perplexed. A reference list is then provided in order to safeguard the intellectual property of others.

Fig. 5: Sustainability
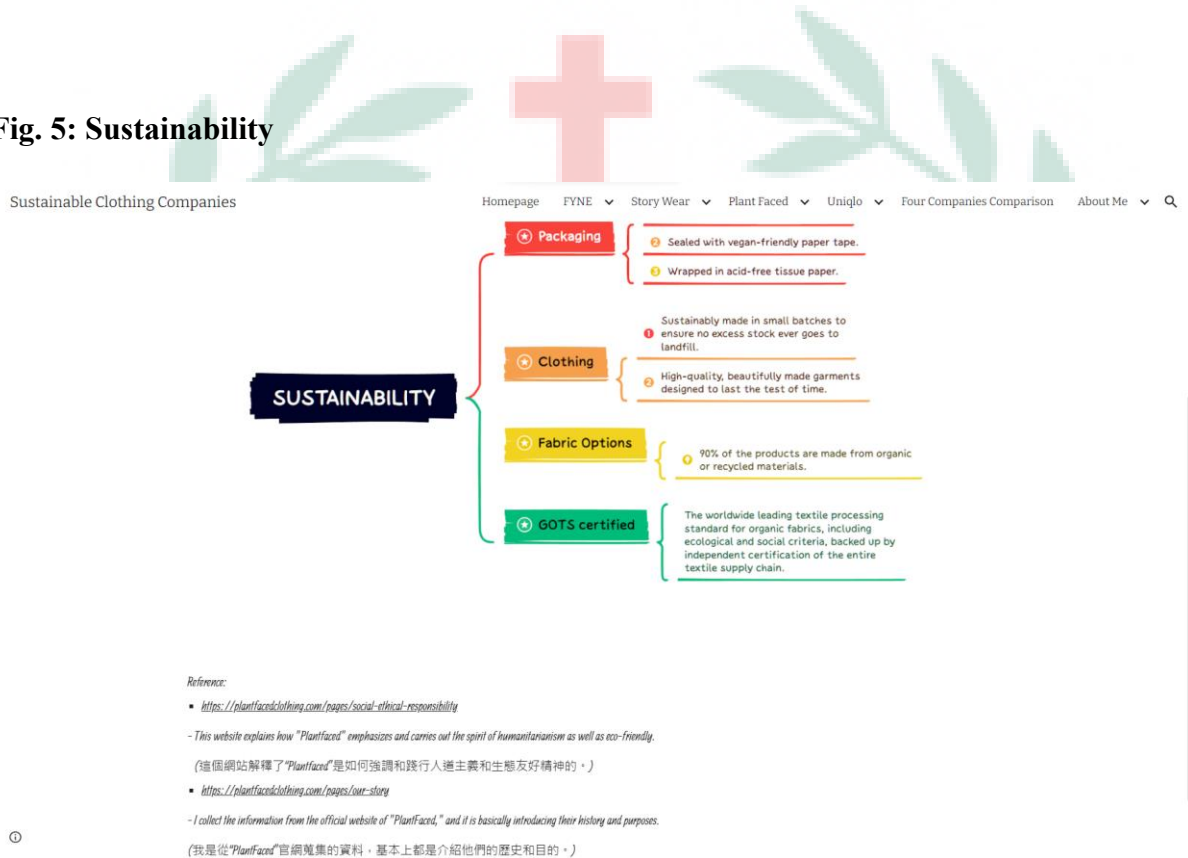
→ I create a mind map to list the main terms of the contents one at a time as sustainability is another crucial aspect of Plant Faced. I also organized these terms in different colors, each of which has a few sentences defining it, to make the audience easier to read. Lastly, the protection of other people's intellectual property is therefore ensured by the provision of a reference list.

Fig. 6-1: Organic Cotton
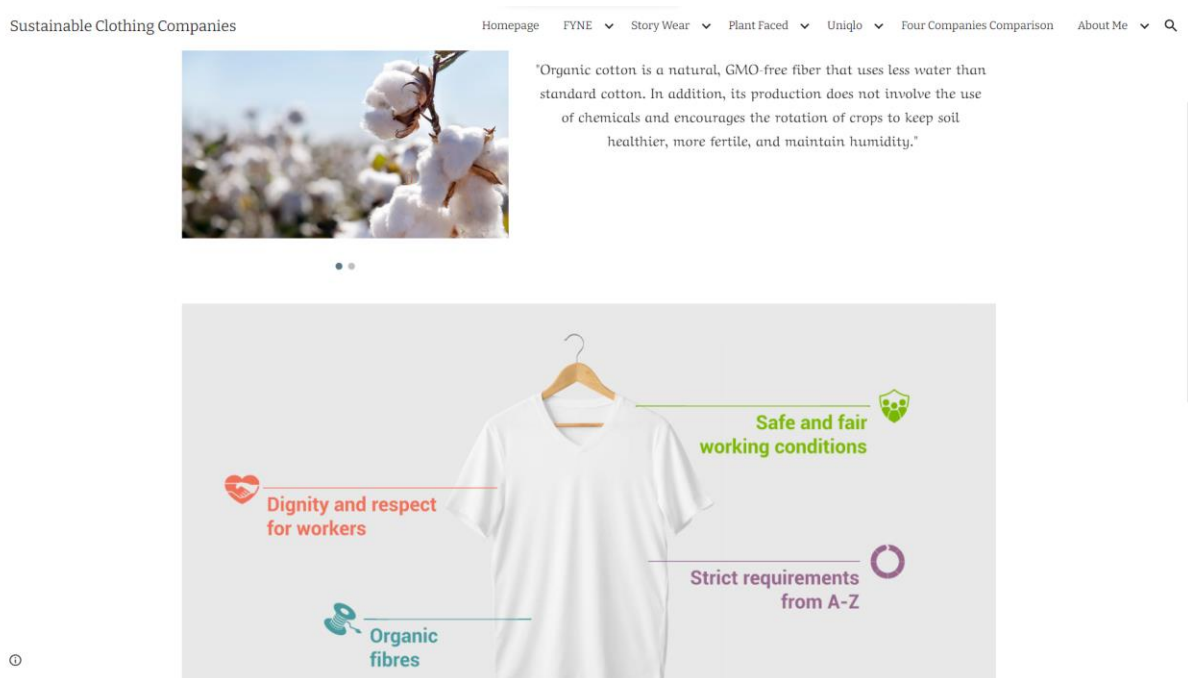
→As we discussed sustainability, Plant Faced only uses organic or recycled materials to produce their clothing, which includes organic cotton. Compared to regular cotton, this variety of cotton requires less water. Additionally, its production promotes crop rotation to maintain better, more productive soil. This image shows the meaning of the global organization "GOTS", not only it explains what it stands for, but also elaborates on how they work.
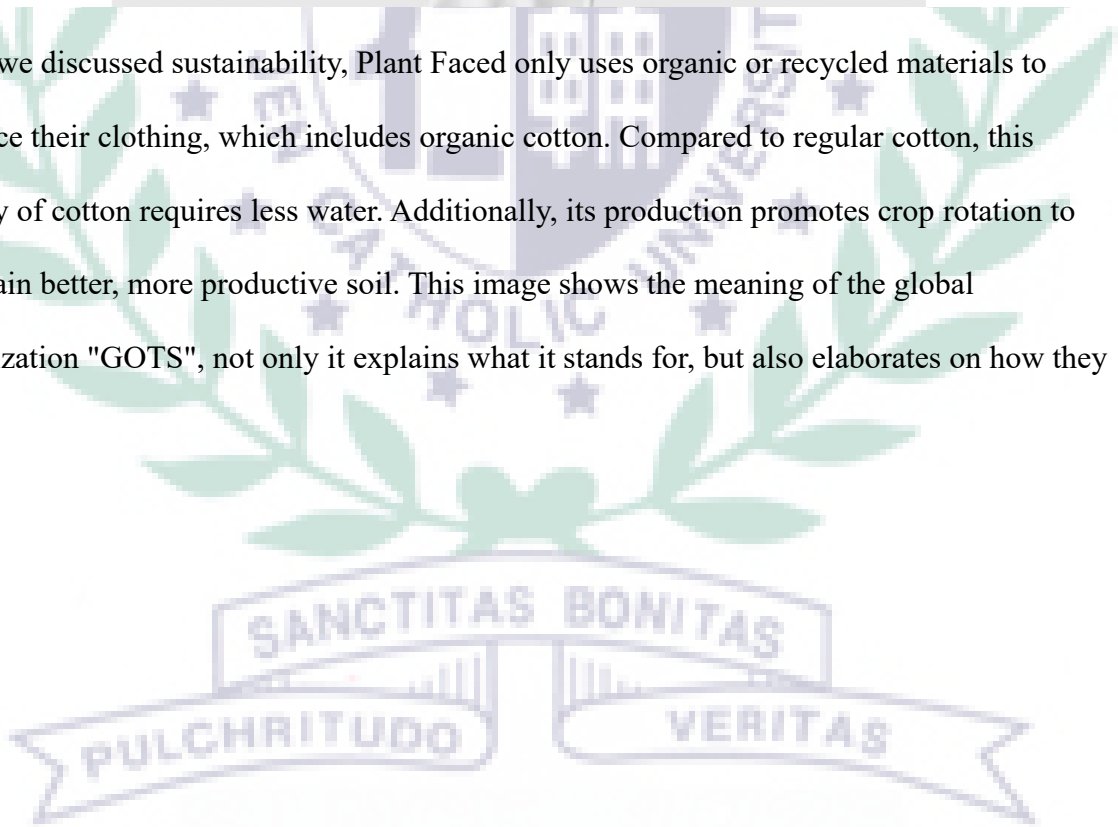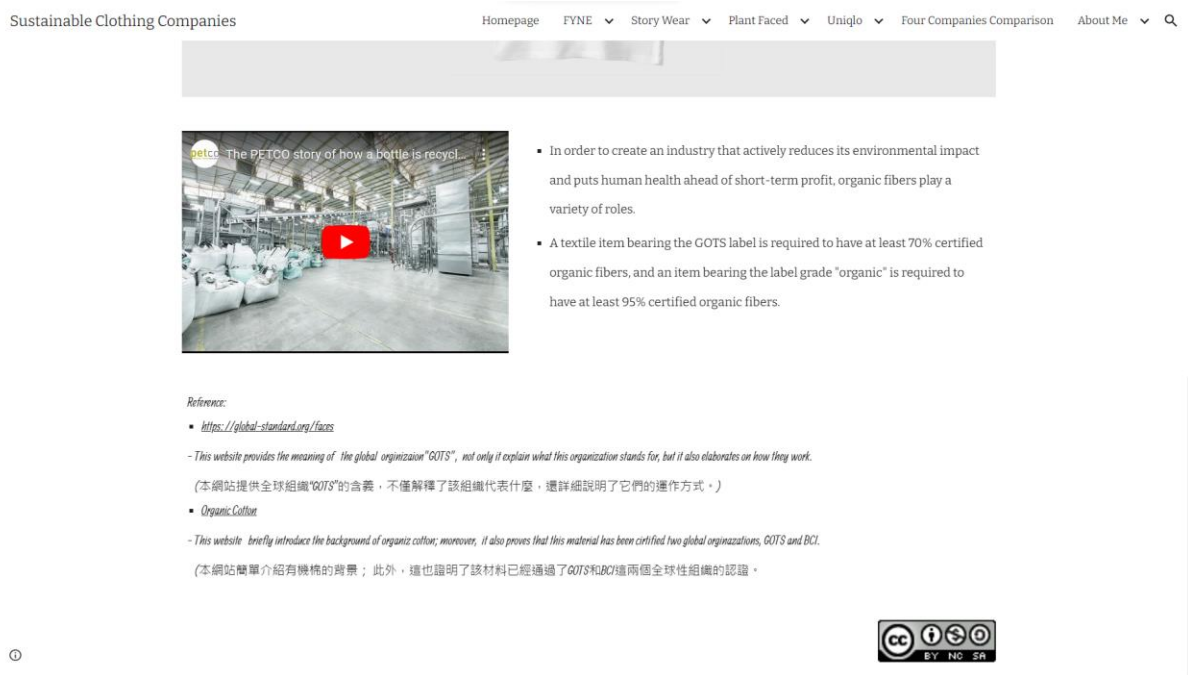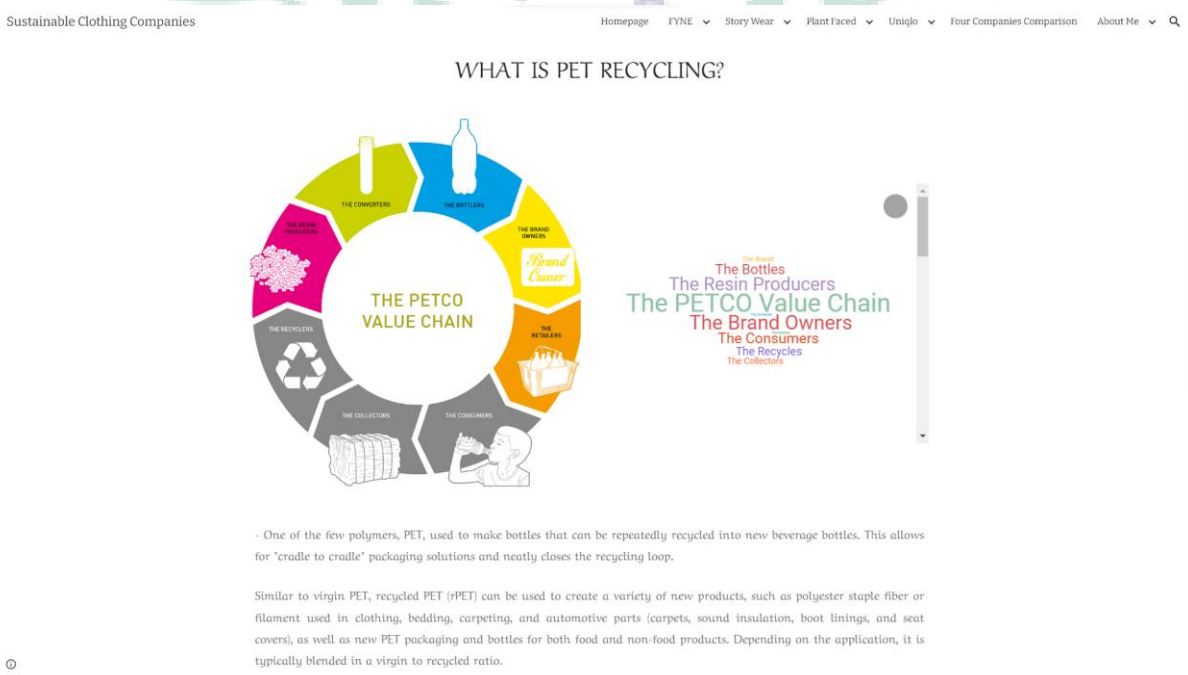
Fig. 6-2:

→The second material that Plant Faced also employs to manufacture clothing is PET, and I have provided a YouTube video link at the bottom of this page for users to see how a bottle is recycled. Then a reference list is provided to safeguard the intellectual property of others.

Fig. 7-1: Recycled PET

→ This page brings about the introduction of the material, PET. It is similar to virgin PET, which can be used to create a variety of new products, such as polyester staple fiber or filament used in different aspects, as well as new PET packaging and bottles for both food and non-food products.

Fig. 7-2:

→ This image of a pair of blue jeans serves as the greatest illustration of how PET can be used because it is the first PET clothing line to be offered by a prominent store in South Africa. A reference list is then given to protect other people's intellectual property.

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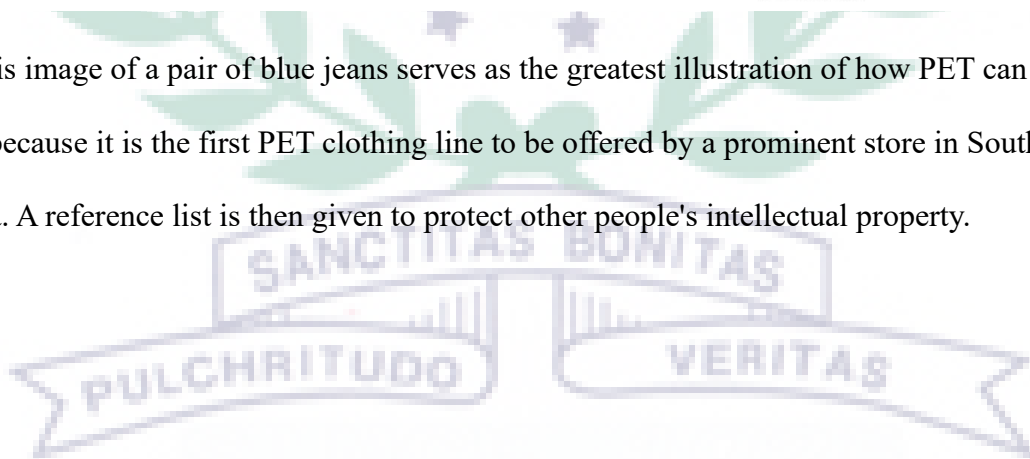
C. Self-Evaluation of the Group Project

As people can see earlier in the form, Jeremy and I are responsible for the part of the company "Plant Faced" in our group website project; to be specific, I take care of the ethical manufacturing and sustainability aspects. In regard of that, I also add one and two subpages under these topics respectively, which Fair Wear Foundation is under ethical manufacturing while Organic Cotton and Recycled PET belongs to sustainability. When our group were having discussion about how we should divide the work, everyone volunteered one by one. To be honest, I was the first one to pick my part, and Jeremy became my partner later; but luckily, since we were teammate long time ago, we worked really well together as we are always in sync and we all know what we need to do. Since Jeremy and I were teammates long ago, we were fortunate to work effectively together since we are constantly in sync and understand what needs to be done. To be honest, I was the first to choose my part, and Jeremy joined me later. Concerning the challenges, we occasionally ran into problems scheduling discussion periods because this semester was so long and hectic. As long as each of us completes our own tasks, though, everything will be OK. Thanks to Jeremy, who is covertly defaulted to by both the TA for this course and our group's leader. He always steps in to save us when we are struggling with that week's assignment or are unsure of how to use the application. To sum up, I believe I gave this project my best effort, and I had a great time working with my colleagues.

III. Apps and Software Adopted in the Group Project (include screenshots)

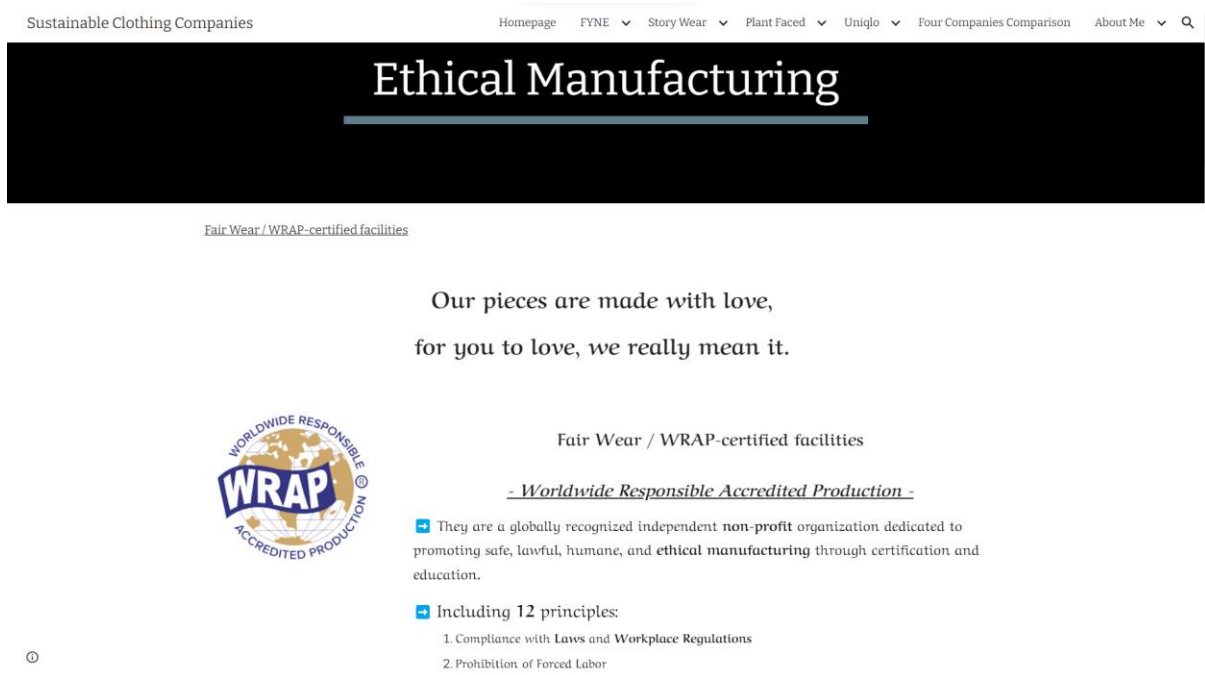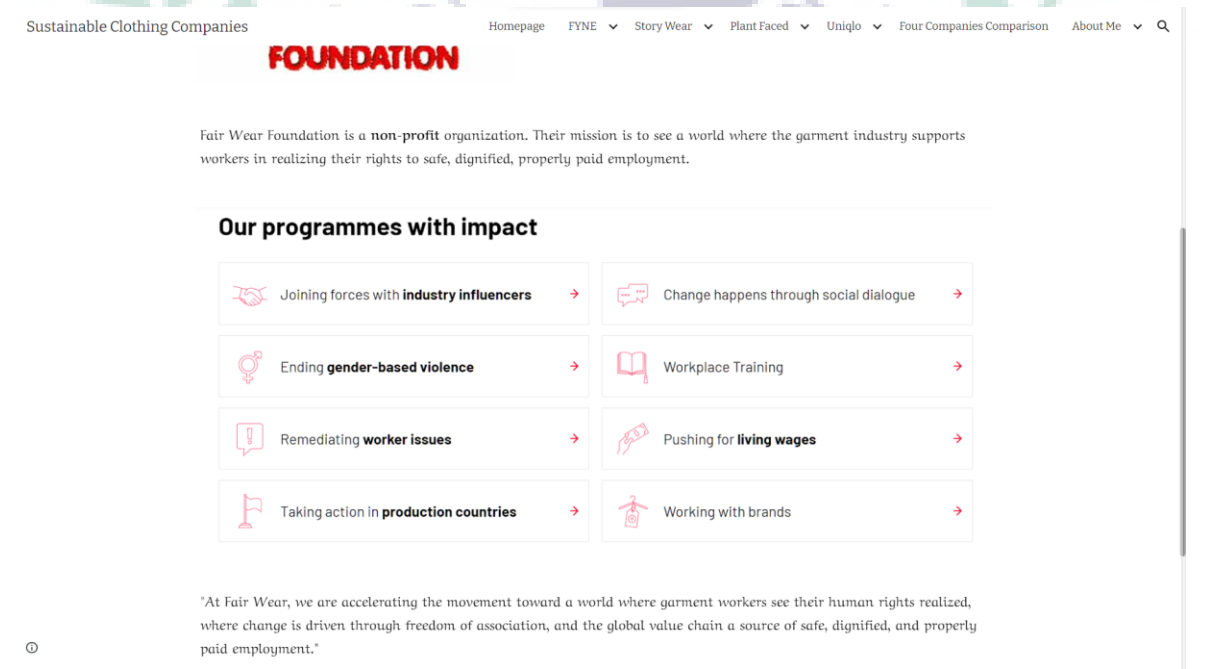## Fig. 8-1: Google Site (https://workspace.google.com/intl/zh-TW/products/sites/)
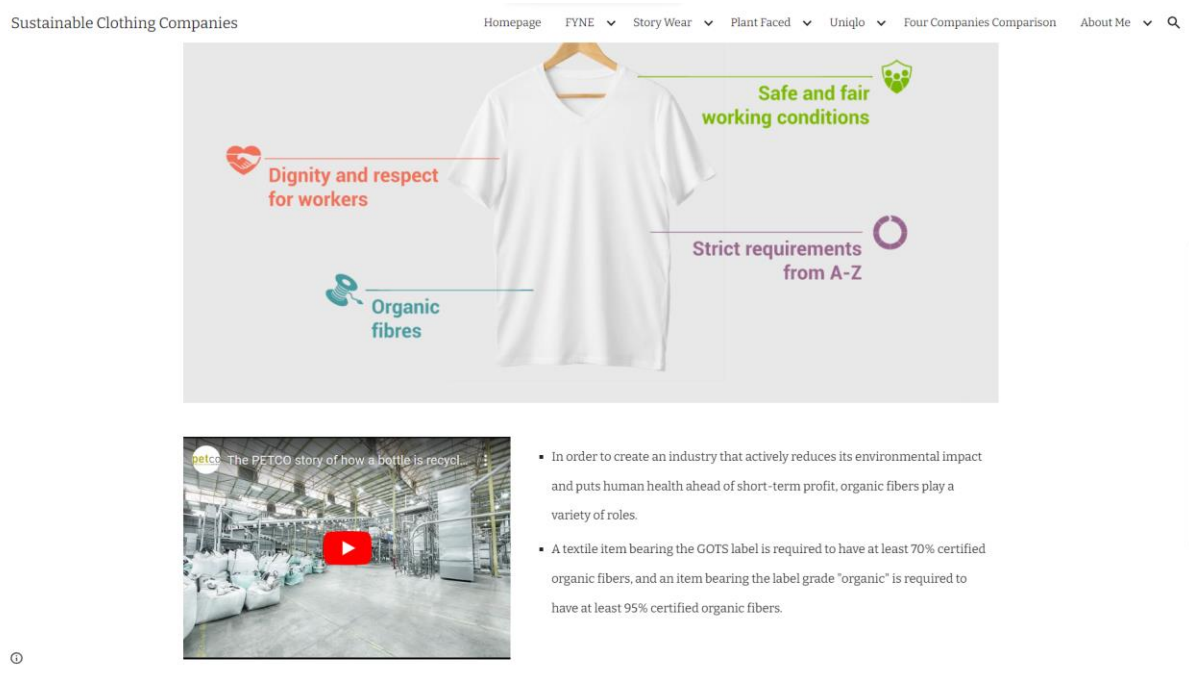

Fig. 8-2:

Fig. 8-3

→ Our website project, which includes a main page for each company and subpages for the specifics, is built using Google Site. Text and photographs are featured on the majority of my pages. To emphasize the keywords and titles in the texts (**Fig. 8-1**), I chose to use the font "Aref Rquaa" rather than the traditional "Times New Roman" font and to use the bold, italics, and bottom-line features. "A picture speaks a thousand words," they say. As a result, this project includes a range of images to not only help readers grasp the content but also to adorn my pages (**Fig. 8-2**). Finally, I also include a link to a YouTube video to further assess the context for the subject (**Fig. 8-3**).

Fig. 9: Xmind (https://xmind.app/)


An Xmind Map for You to Get the Idea
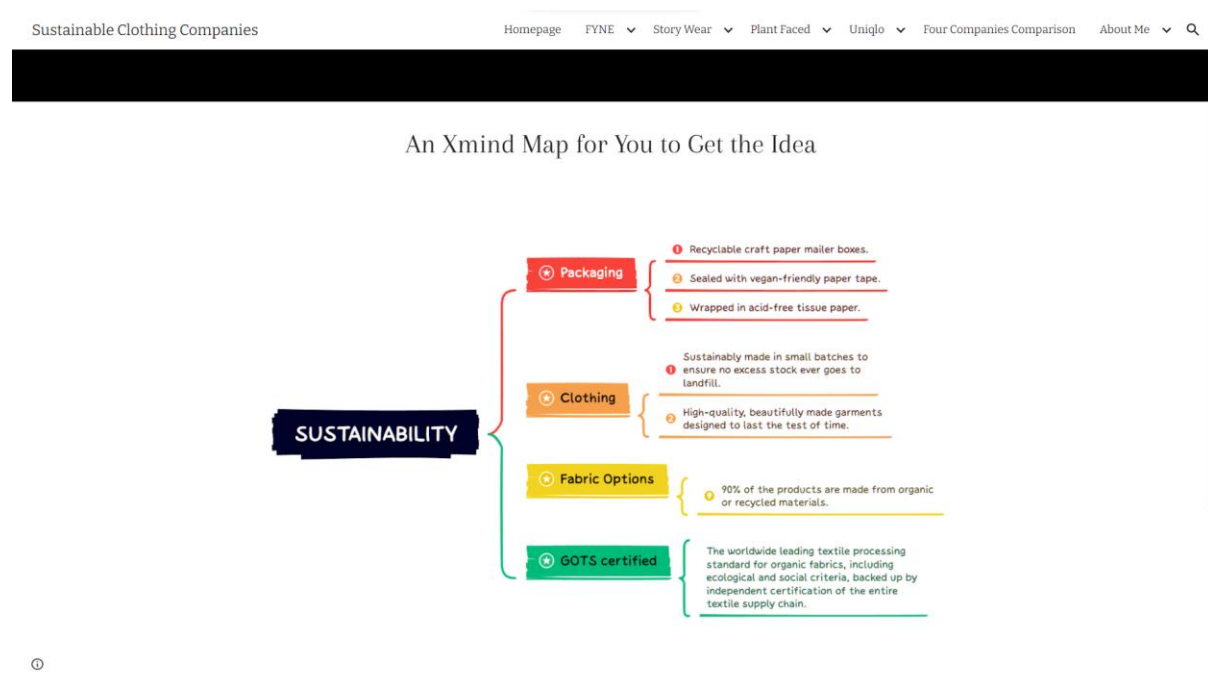
→ As I indicated earlier, Xmind is an excellent tool to utilize when one has to create a mind map because it can assist the user with delineating distinct sections and listing the points. The four sustainability columns, which include packaging, clothing, fabric choices, and GOTS certification, are easily integrated into this page thanks to Xmind. I also depict the specifics for each of these four topics in a distinct color; for example, the red part is for packaging, the orange part is for clothing, the yellow part is about fabric options and lastly, GOTS certified is colored in green.

Fig. 10: Powtoon (https://www.powtoon.com/)
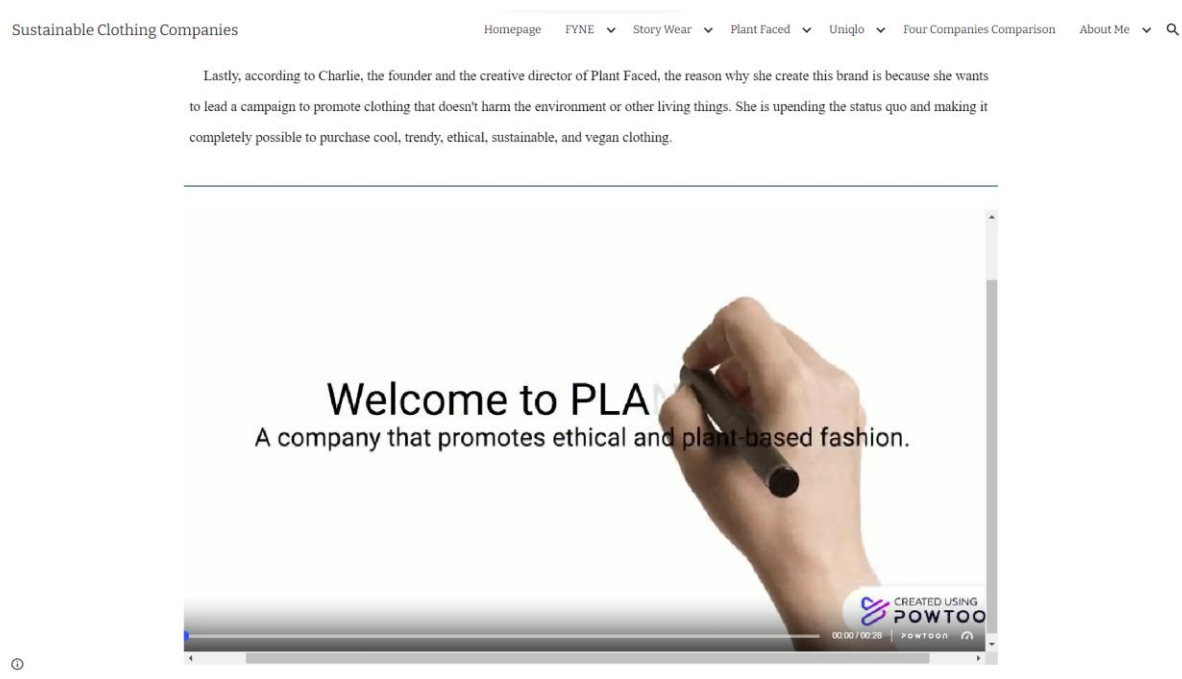
→ To put it simply, Powtoon can assist you in converting the PowerPoint slides into an animation if you are sick of the dull original presentations. As you can see from this screenshot, I added a hand to my Powtoon project as an example. This function will make my slides' words appear as though they were being written specifically for the audience, making them much more appealing and livelier. Additionally, Powtoon's animation is easier for consumers to use than PowerPoint's and offers a wider variety of animation options.

Fig. 11: Infogram (https://infogram.com/)
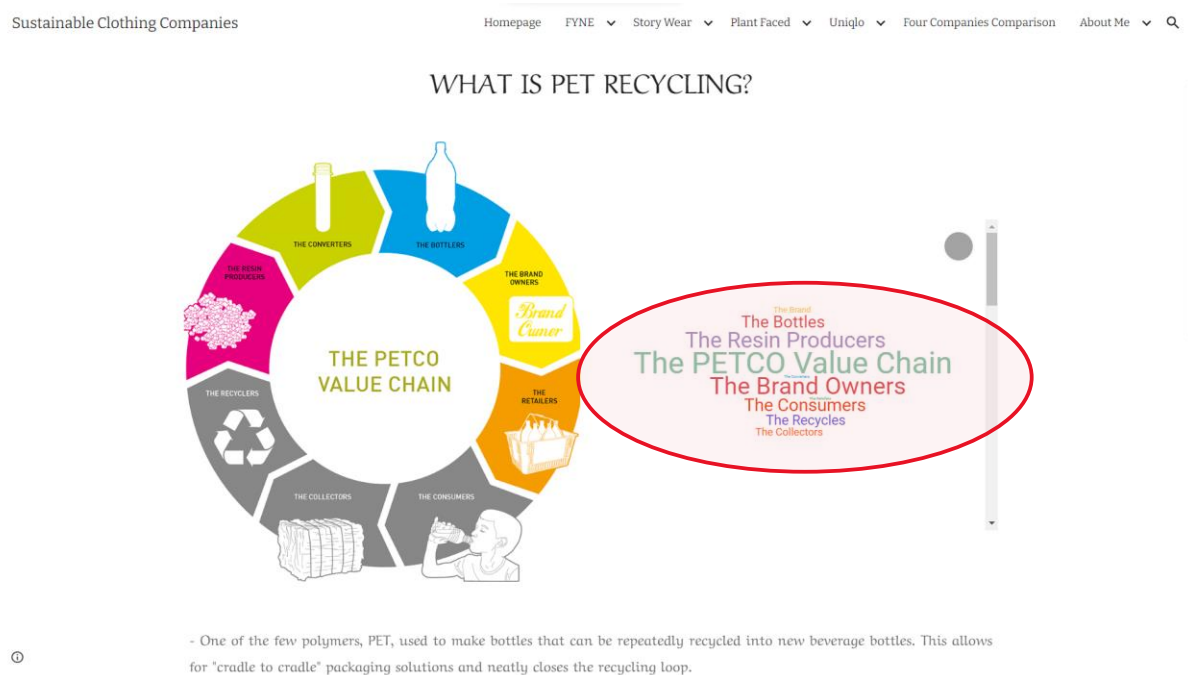
→ The lettering inside the image are far too small for viewers to read when I insert the image on the left to explain what PET recycling is. Additionally, I choose to accentuate the terms by using the Infogram "Word Cloud" functionality. In essence, Infogram is an application that allows users to create a variety of charts, including lines, bars, columns, and others. It also has some unique features, such as the Word Cloud I'm using right now, the Timer, and others. It is not only useful but also easy for users to design a unique chart on their own.

Fig. 12: PhotoScape (https://www.pkstep.com/archives/7195)
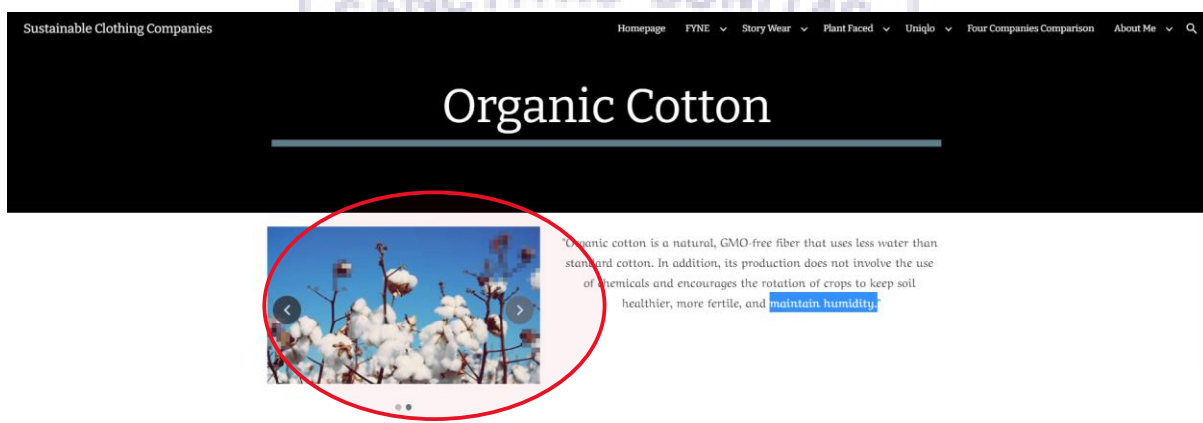
→ I advise using the "PhotoScape" tool if one needs to alter the picture. I try to emphasize the cotton itself instead of the fruit and seeds in this photograph of organic cotton by mosaic the extraneous portions of the image. Along with the ability to blur an image, this tool also allows users to enhance and balance an image's color, edit many photos at simultaneously, and other things.

Fig. 13: Google Earth(https://www.google.com/intl/zh-TW/earth/)
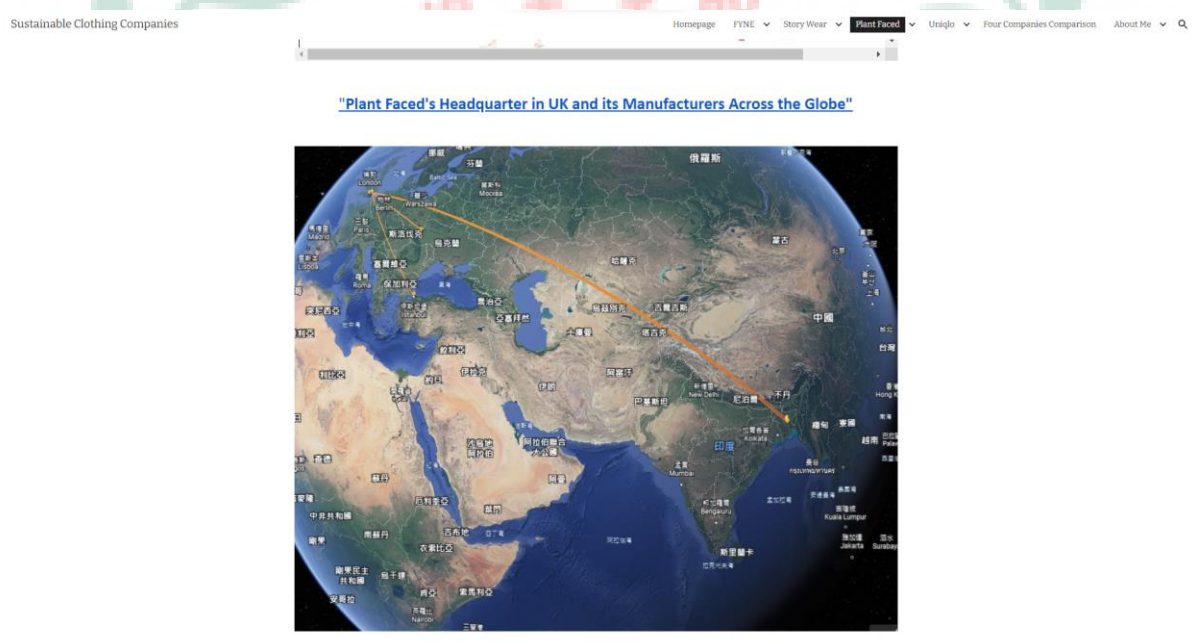
→ Google Earth is the most difficult program in my mind when I am doing this project, but mainly is because it sometimes crashed due to the huge data processing, the other features are fine. I made this Google Earth project with Jeremy, which we search and mark all the locations that are related to Plant Faced; for example, its company site, the garment manufacturers and the factories. We also connect these spots to draw an area of Plant Faced.
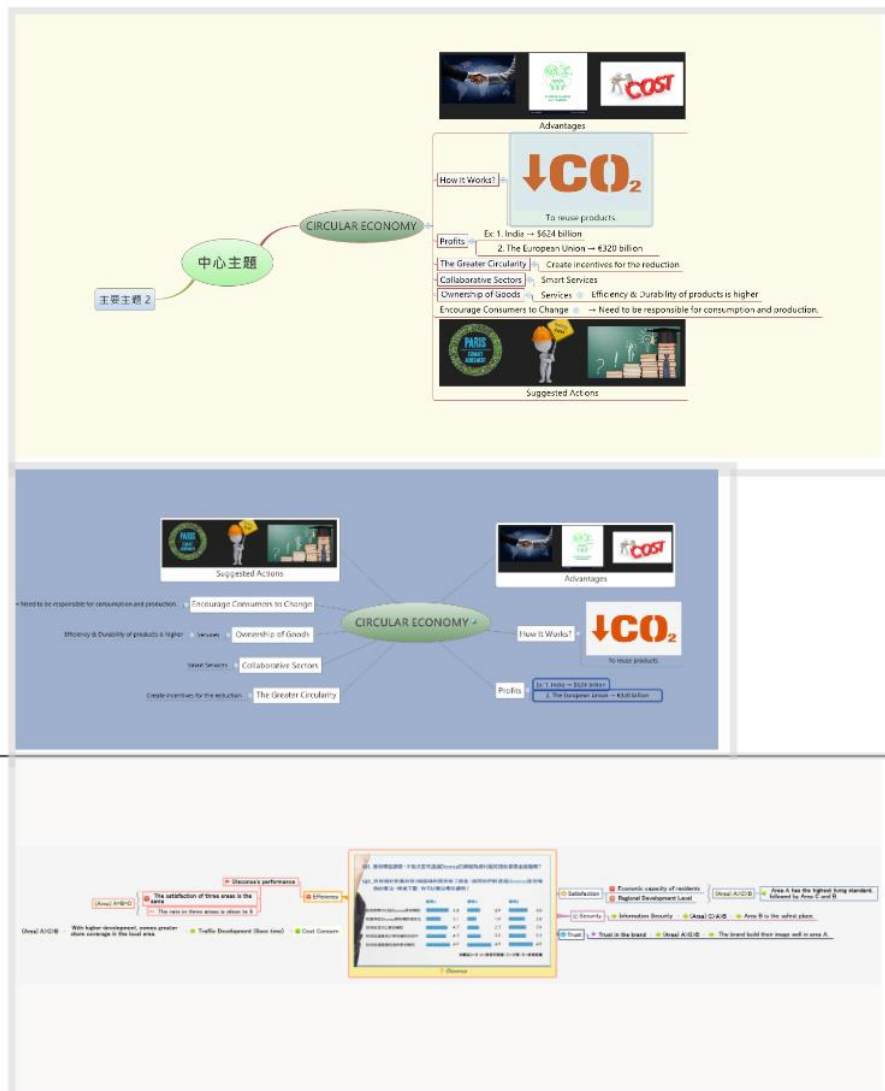
IV. **When I First learned the Apps/Software/Platform**

Fig. 14-1: Google Site
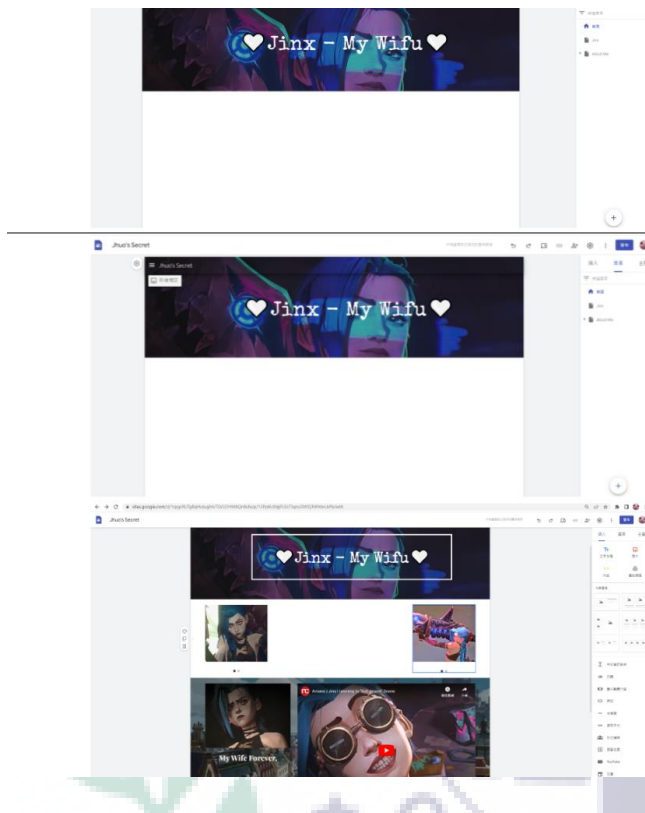
→ The first to the third photo in this image are the screenshots of my google site.
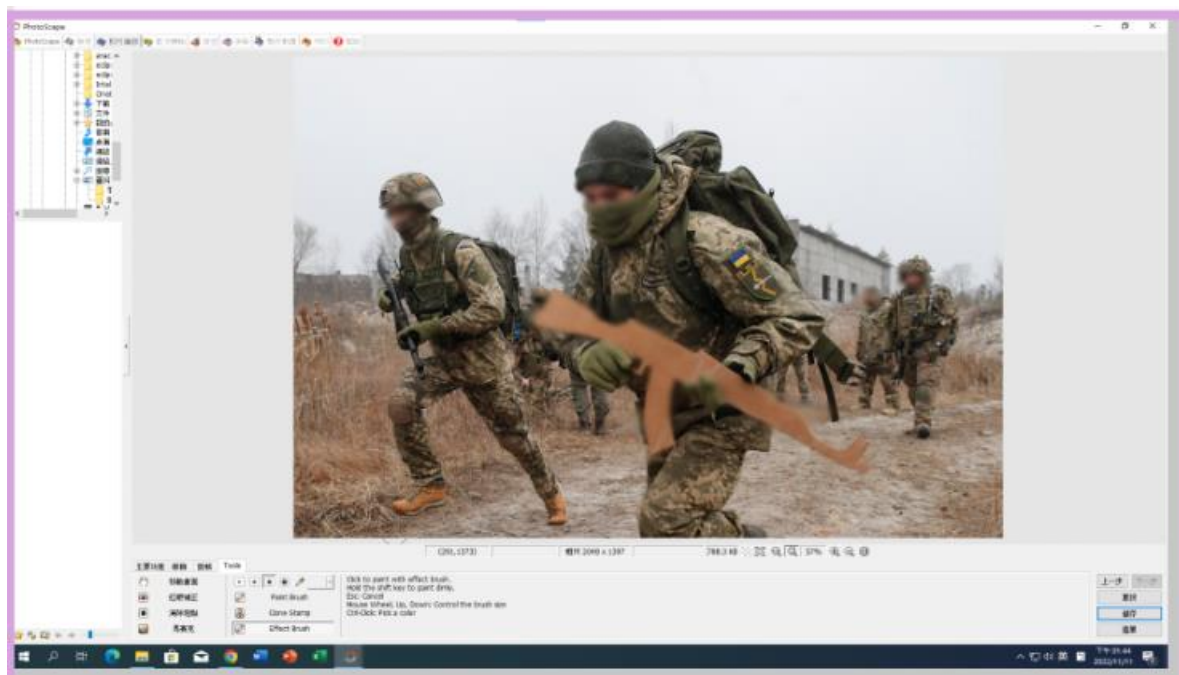
* 封面圖 / 圖片 1 / 圖片 2 / 圖片 3 / 影片 連結

Fig. 14-2 (10/7): Xmind

→ The yellow image is the Xmind map of the first article, the blue one is the revised version of the last photo, which i added more pictures and the last one is my Xmind photo of Diconsa.
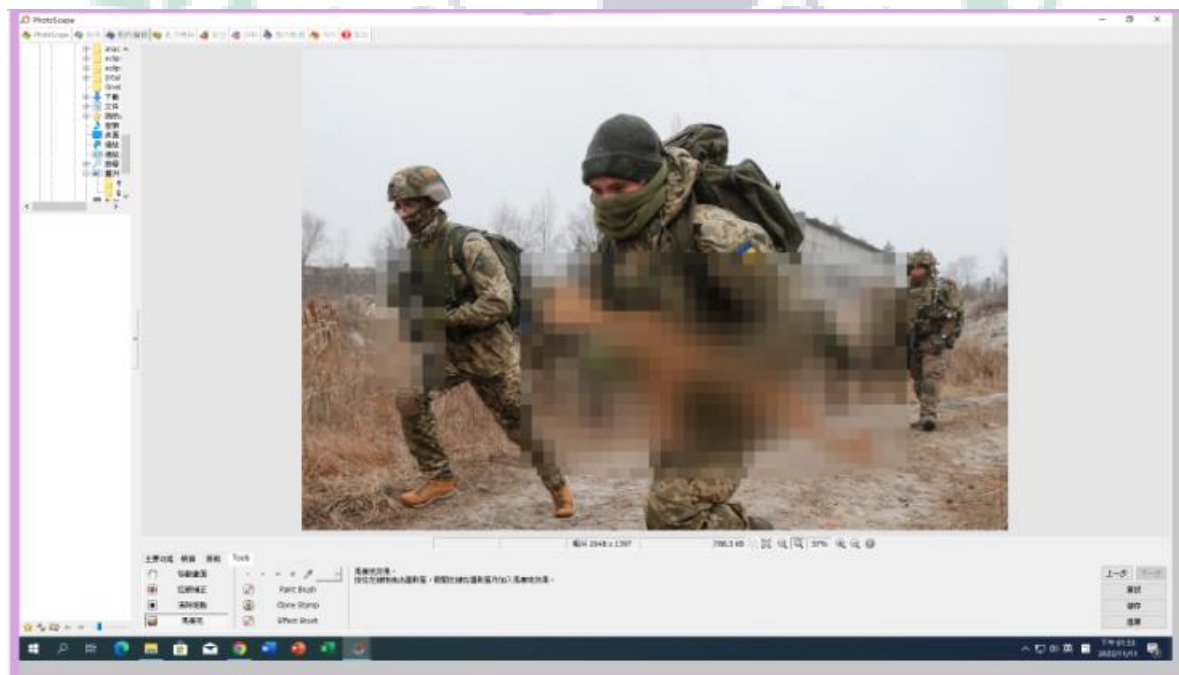
* CE V1.xmind CE V2.xmind Diconsa.png Diconsa1.xmind
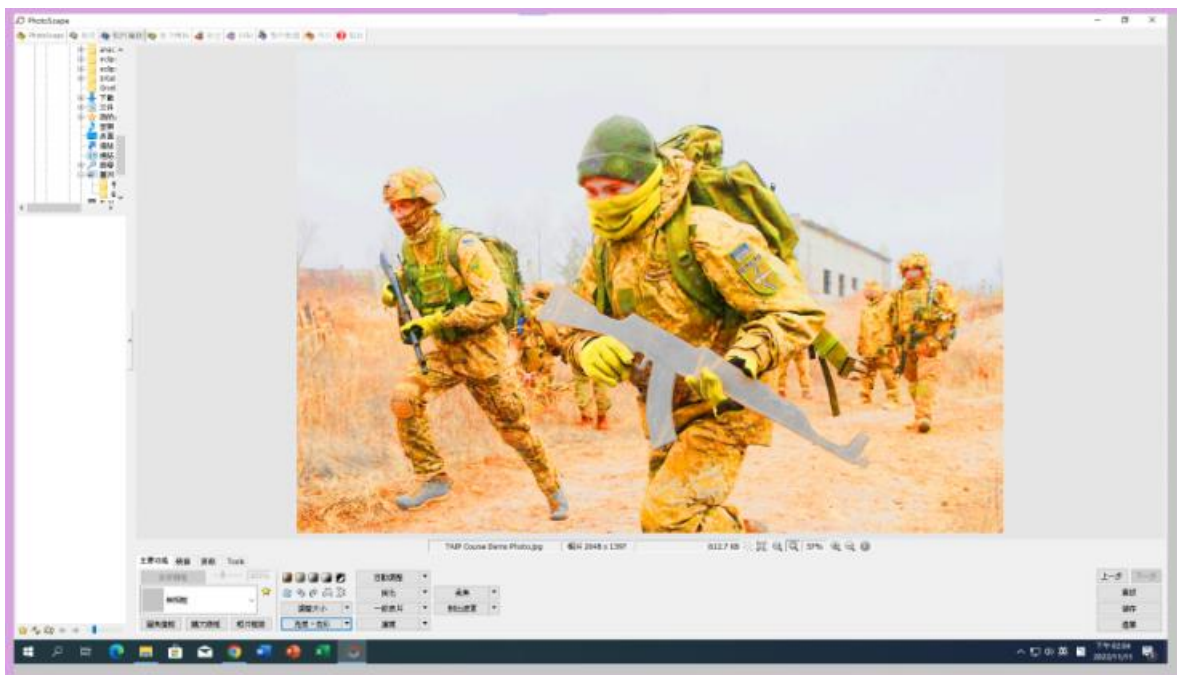
Fig. 15-1 (11/11): PhotoScape

→ This is the blur function of the program.

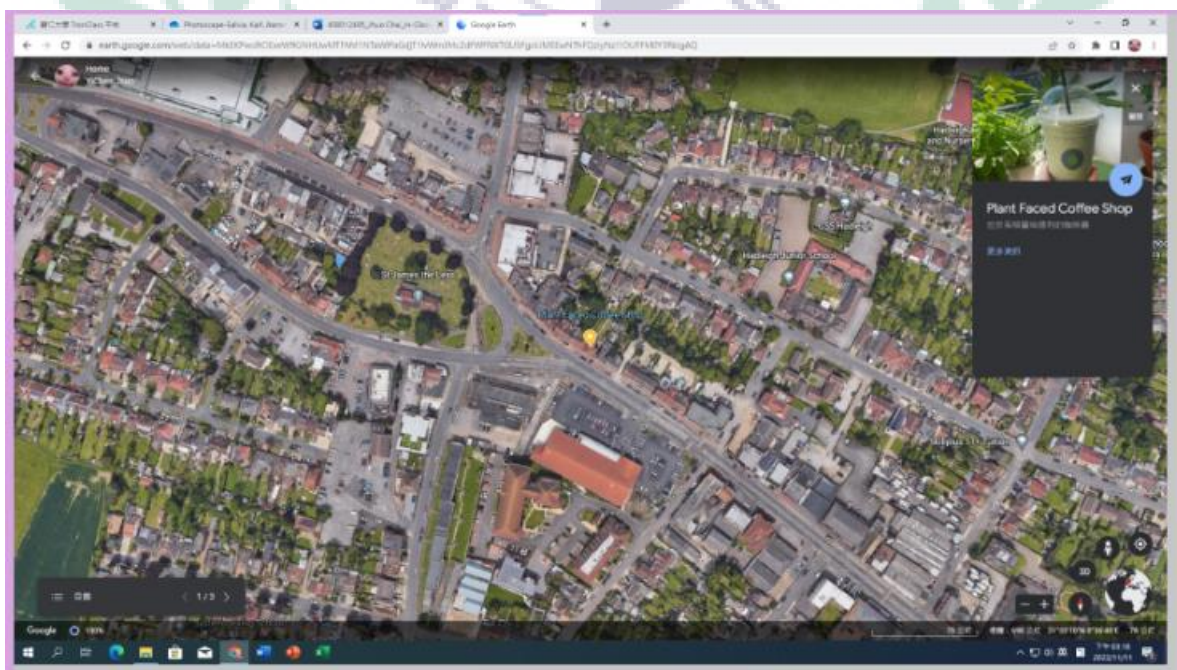**Fig. 15-2 (11/11): PhotoScape**

→ This is the mosaic function.
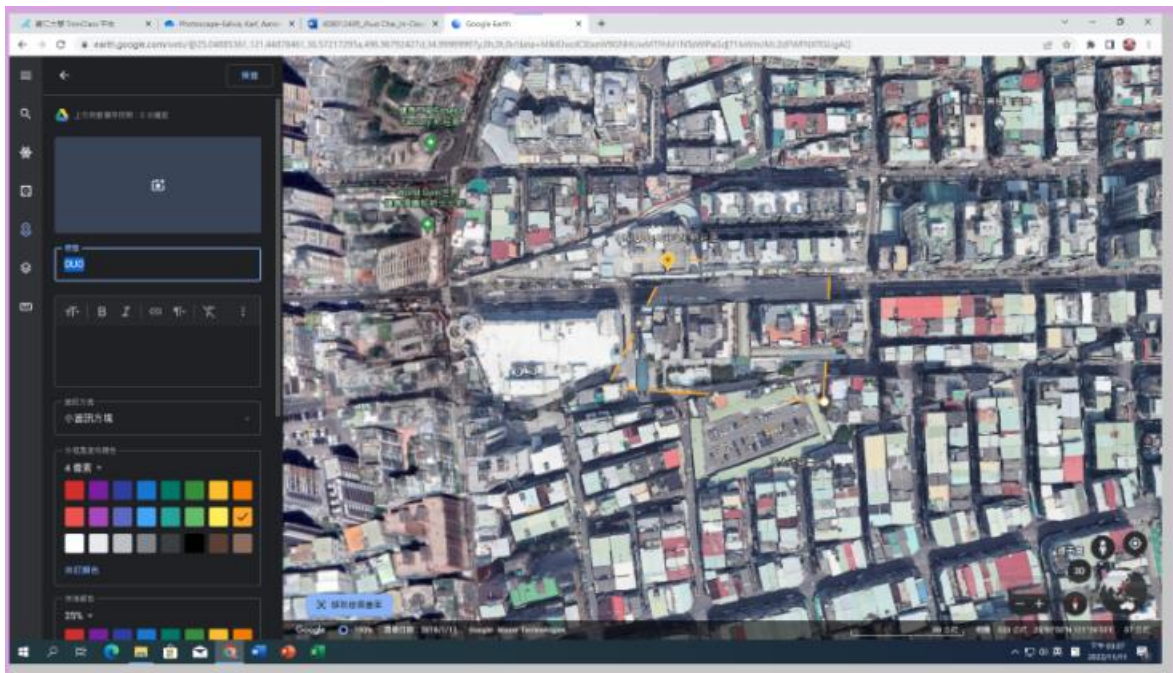
Fig. 15-3 (11/11): PhotoScape

→ This is how we adjust the saturation of the photo.
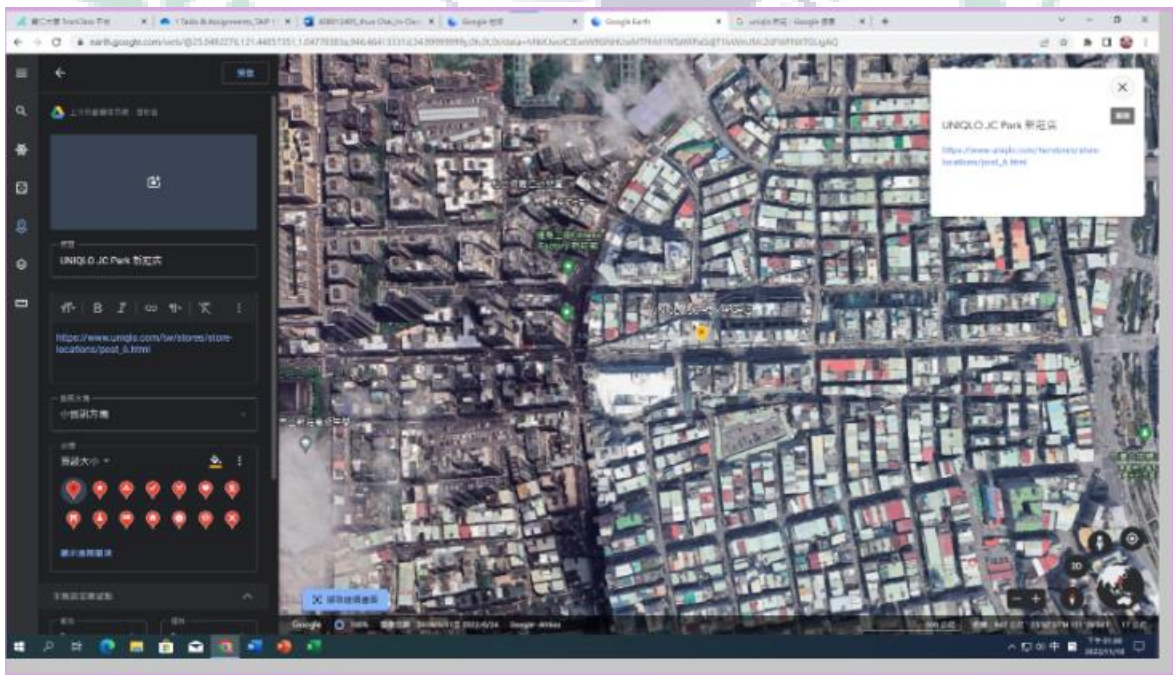
Fig. 16-1 (11/11): Google Earth

→ This is how we preview the location in the project.

Fig. 16-2 (11/11): Google Earth

→ This is how I practice Google Earth location function in the project.

Fig. 16-3 (11/18): Google Earth

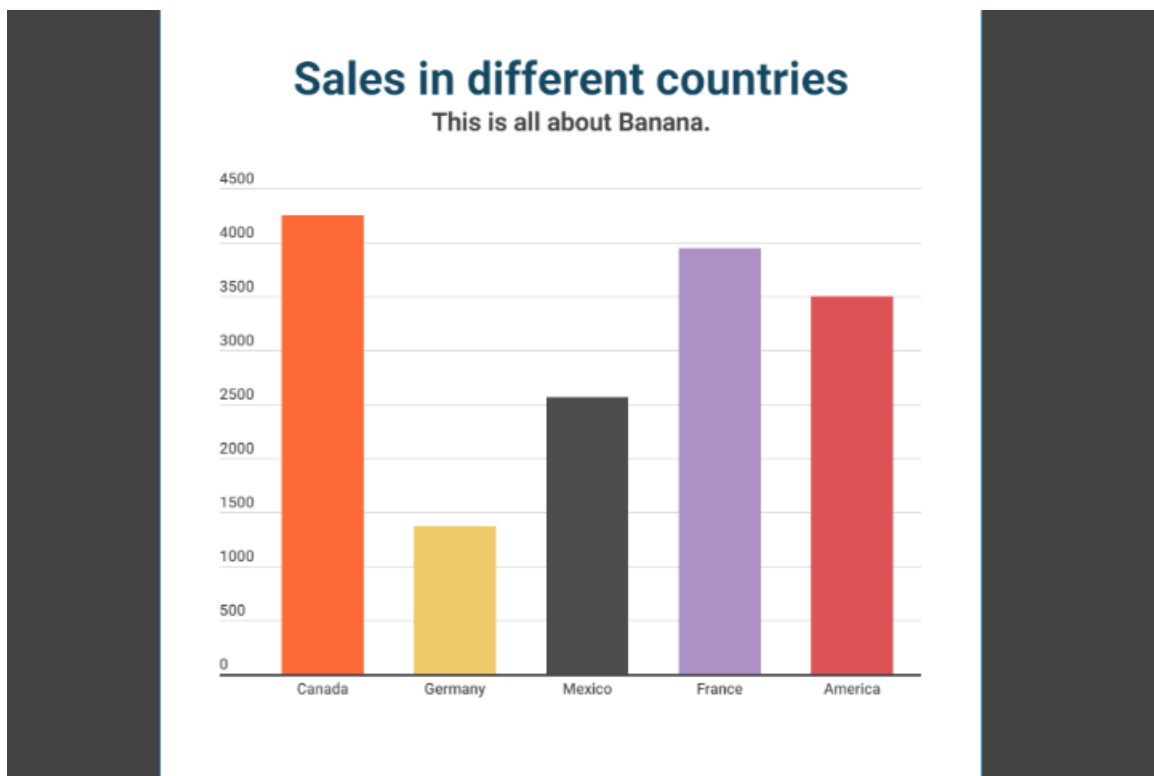→ Eason shows how to add a website for the location.

Fig. 17-1 (11/18): Infogram

→ How we add title, subtitle and change the color of the column.

Fig. 17-2 (11/18): Infogram
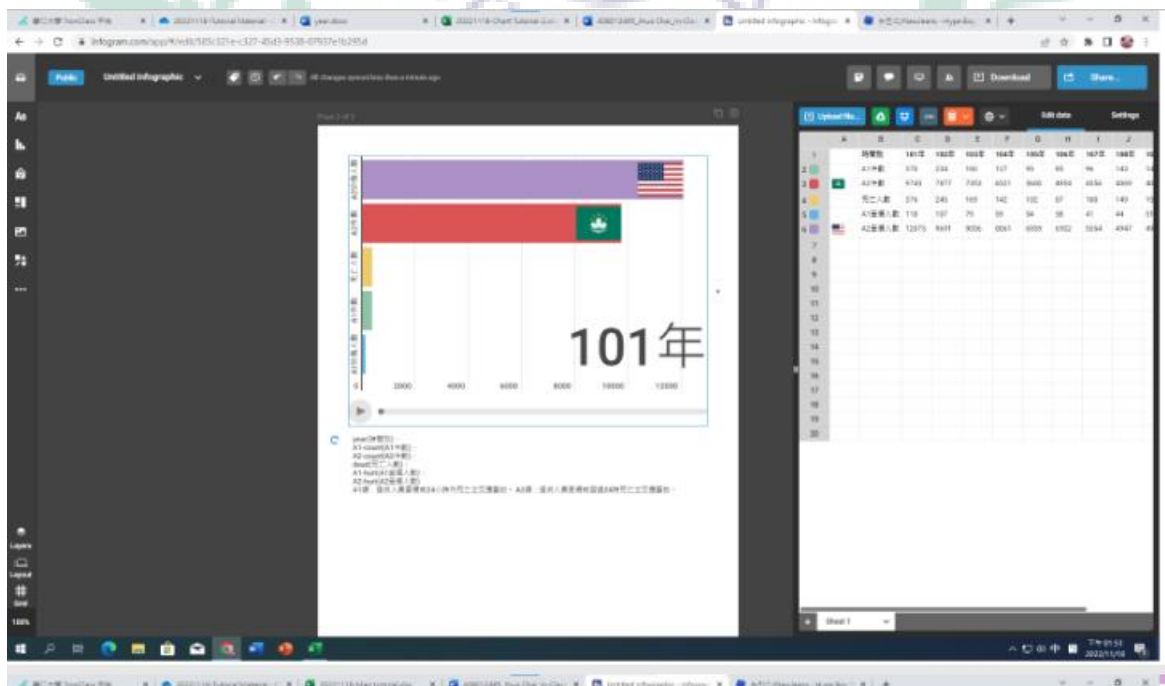
→ We make a bar race and add some flag on those rectangles.

Fig. 17-3 (11/18): Infogram
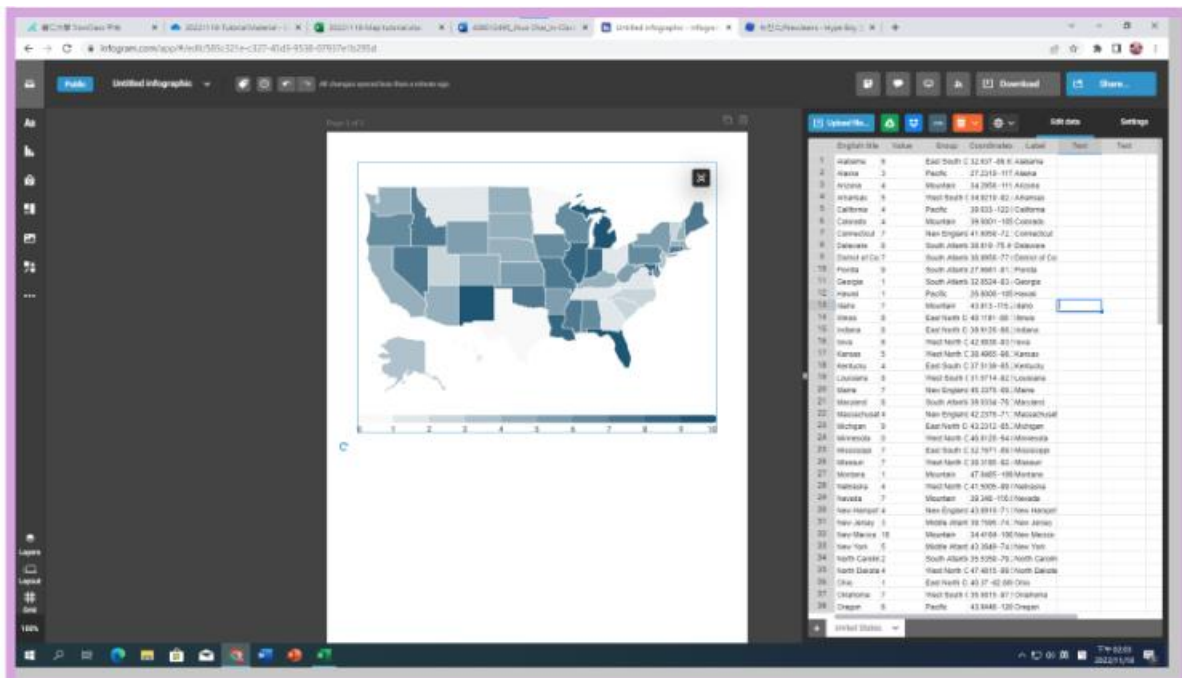
→ I add a map and a data for it.

Fig. 18-1 (12/2): Powtoon

→ This is about how the hand can exist longer.

Fig. 18-2 (12/2): Powtoon

→ I add a effect on this charter which will make her enter the slide specially.

Fig. 18-3 (12/2): Powtoon

→ This is how we add a music in our Powtoon.

V. Conclusion

Together with my teammates, this is the first time I've built a website, and it's also the first time I've utilized Google Site and othe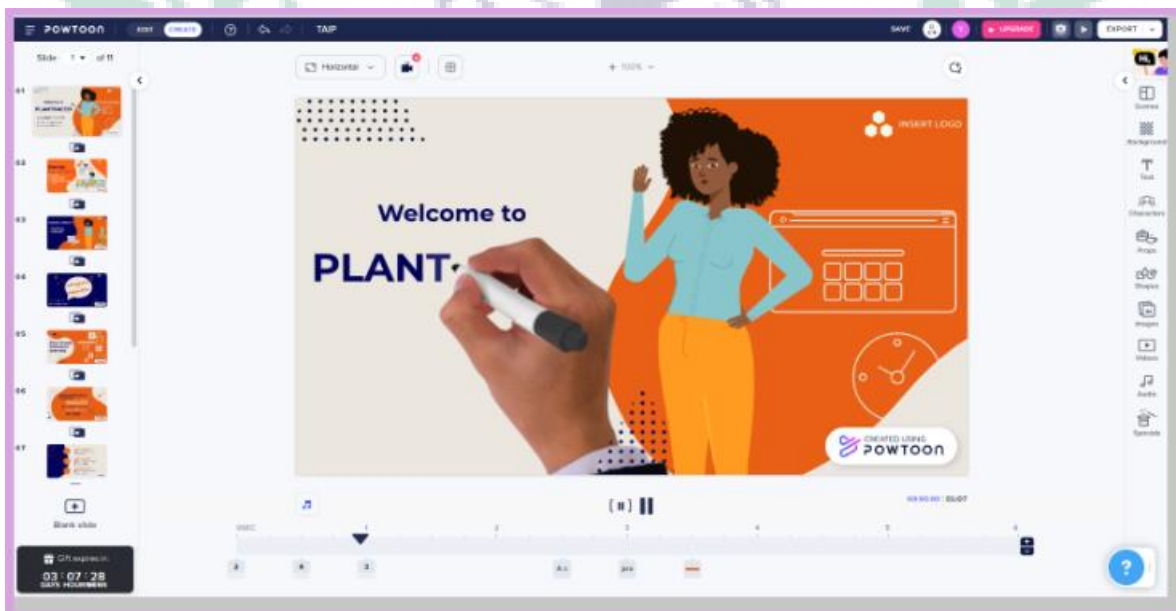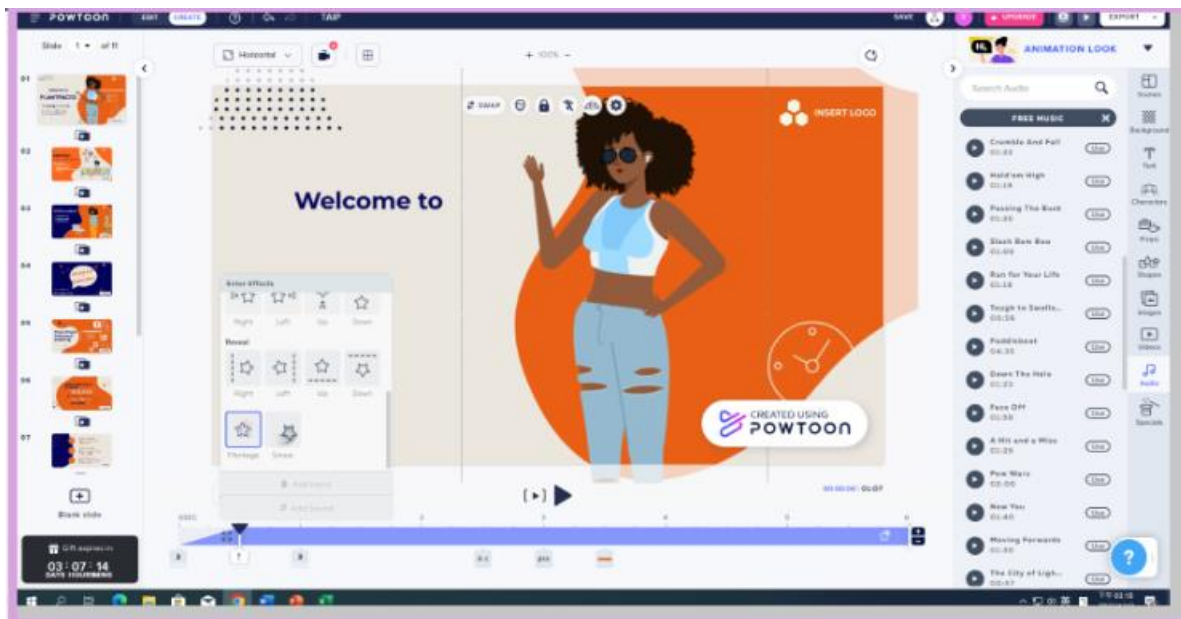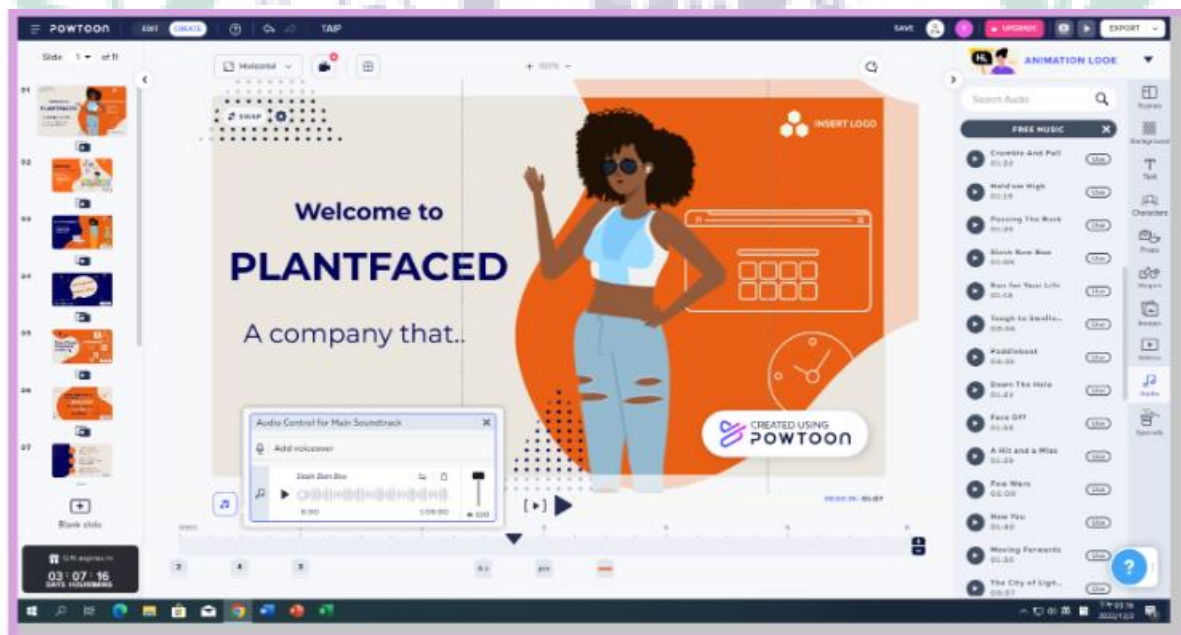r wonderful tools. To be completely honest, I wasn't really sure of the objectives of this assignment or how our class professor wanted us to go about achieving them since she left us space for creativity and our own thoughts. We were fortunate that our professor eventually acknowledged and praised our efforts after we continually asked about it and revised it. Regarding the software, our project makes use of six different types, including Google Site, Xmind, Powtoon, Infogram, PhotoScape, and Google Earth. Google Earth is, in my opinion, the most challenging application to use out of all the ones I've used. I had to process a lot of data, which is why it frequently crashes and I got stuck on the home page, but it still irritates me to have to wait while it happens. When it comes to my favorite programs, Xmind and Infogram have to be at the top of the list because they are both helpful and simple to use—not just when I was working on this project, but also when I handle other assignments. Xmind helps me organize my thoughts and make a list of all the important details one by one; Infogram is wonderful and has a wide selection of charts and is easy to add data into. From my perspective, Powtoon is a fascinating program because it can transform my regular PowerPoint slides into an engaging animation. However, it can be a bit challenging to use this in daily projects because timing adjustments take a long time and a large price to use most of its features. Last but not least, if I need to develop a website in the future, I'll probably pick Google Site because I think it will make working with my future coworkers simple and offers a ton of useful features, like the text box and image carousel. We can also integrate several sorts of programs, for example, I've included Infogram and Powtoon in our project. Overall, I truly pick up a lot of new knowledge and skills that I will undoubtedly apply in the future from making this project.

VI. **References (Works Cited - Divide your references into categories)**

    A. Text sources

       a. Ethical Manufacturing

          - https://wrapcompliance.org/en/

          - https://plantfacedclothing.com/

       b. Fair Wear Foundation

          - https://www.fairwear.org/

       c. Sustainability

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          - https://global-standard.org/faces

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       e. Recycled PET

          - https://petco.co.za/how-is-pet-recycled/

          - https://www.woolworths.co.za/content/look/w-today/re-denim-with-a-difference/_/A-cmp210280

    B. Photo/picture sources

       a. Ethical Manufacturing

          - https://wrapcompliance.org/en/

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          - https://www.facebook.com/1893select/photos/%E4%BD%A0%E6%98%AF%E5%90%A6%E8%81%BD%E9%81%8E-fwf-fair-wear-

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d. Recycled PET

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