

Mapping the Big Idea

Today, clothing production is a complex global system of manufacturing and retailing.

Using this world map, follow the international journey of an order of pants. Mark the journey in different colors indicating trains, boats, trucks, and planes.*

Step 1: Texas cotton is transported by train to Charleston, South Carolina. In Charleston, the cotton fibers are spun into yarn and then packed into a container. The container is trucked to the Port of Charleston.

Step 2: At the Port of Charleston, the container is lifted from the truck and placed on a containership, joining thousands of other containers. Traveling through the Panama Canal, it will journey for 24 days to Shanghai, China.

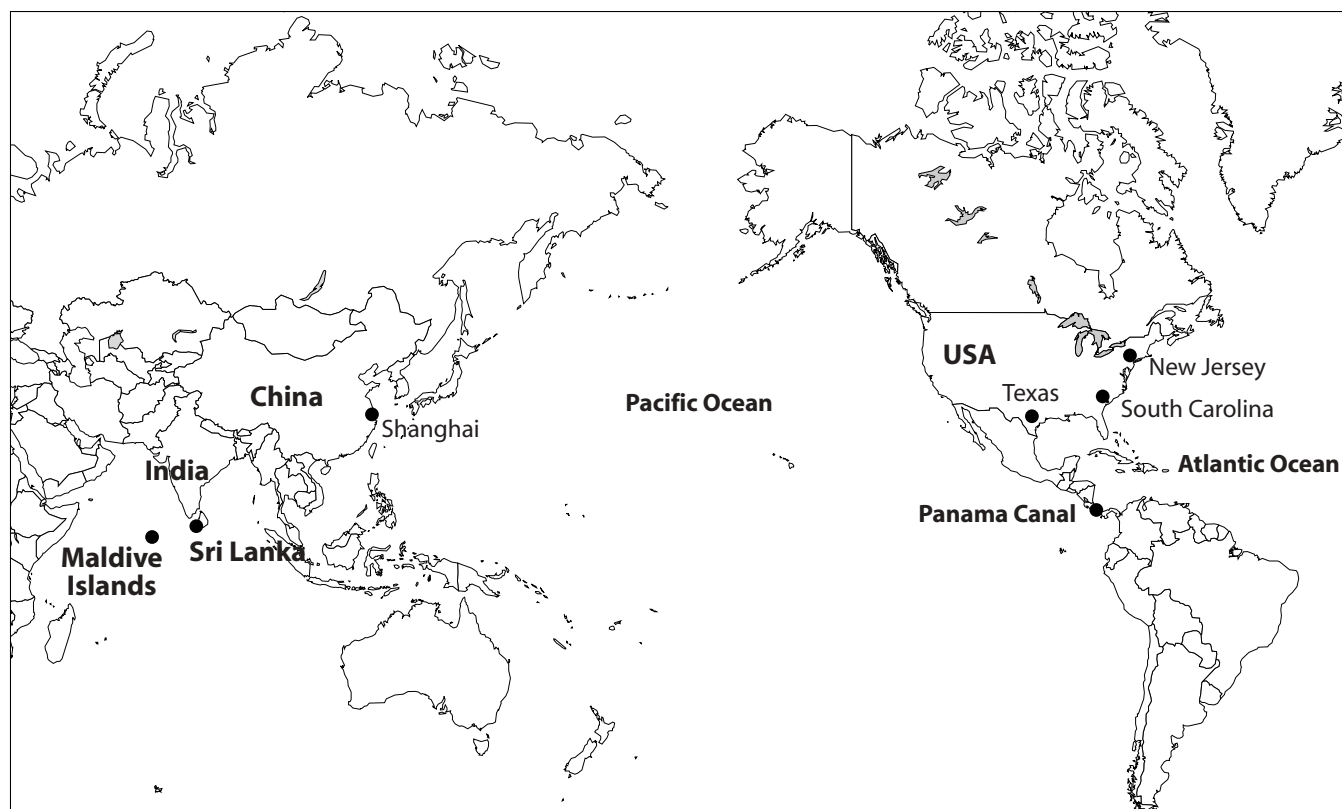
Step 3: In Shanghai, the container is trucked to a mill. The yarn is woven into fabric, dyed, and repacked in containers to be shipped by sea to the Maldive Islands, west of southern India.

Step 4: After a 12-day sea journey, the fabric travels by truck to a factory in the Maldives to be cut into pieces.

The completed pieces are brought to the airport and placed on a special cargo plane to Colombo, Sri Lanka. The flight to Sri Lanka (east of southern India) takes about 90 minutes.

Step 5: In Sri Lanka, the pieces are sewn into pants by factory workers. The finished pants are put into containers and loaded onto a containership. They journey to Newark, New Jersey, taking 30 days. (Remember, this is a sea journey.)

Step 6: In Newark, trucks deliver them to destinations throughout the country, including stores near you.



* Travel route provided by Liz Claiborne, Inc.