

HANGTAGS & LABELS

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Fashion Merchandising

Labels & Hangtags

MATERIALS NEEDED

PowerPoint Presentation/teacher notes

File Folders (to create the hangtag)

Scissors

Markers

Yarn

Hole puncher

PROCEDURES

1. Ask students if they can tell me a common item that each of them is wearing that is required by law.
 - a. Clue – it cannot be seen but is attached to your garments.
2. After generating the answer “Label” begin presentation on Labels and Hangtags
3. Discuss Labels
 - a. What they are and what they are made of.
4. Explain Hangtags
 - a. The difference between hangtags and labels, and what their purpose is.
5. As a class, brainstorm the different information you will find on either a hangtag or label.
6. Go over the legal requirements of labels and who makes these laws.
7. Discuss the reasons for hangtags and labels.
8. Go over activity: Your Job!
 - a. Create a hangtag that would advertise or identify you. Be creative using a unique shape for your hangtag (ballet slipper, lacrosse stick)
 - b. Include all the required information of a label:
 - c. Brand name (You)
 - d. Point of origin (birth place)
 - e. Manufacturer (parents)
 - f. Fiber content (what are you made of)
 - g. Care instructions (how do you like to be cared for)
 - h. When complete punch a hole at the top and use yarn to hang in the classroom.
9. Pair students up with a partner by birthday order to share materials and ideas.

10. Ask the oldest students to see me for yarn and paper, the younger to collect the markers and scissors. The same student will be required to turn in project or put away materials.
11. The students will have to create a hangtag identifying them including all the required information included on labels.
12. Regroup students the last 5 minutes and ask them:
 - a. What is the difference between a label and a hangtag?
 - b. What organization requires labels to be on all garments?
 - c. What is one reason for a label?
 - d. What is one reason for a hangtag?
13. Collect projects and assess.