The story of a T-shirt

Wouldn’t it be useful to know the story of a T-shirt before you buy it? Where and how was it made? What is it made of? Some companies are happy to tell us the story of their products. Follow the journey of an organic cotton T-shirt from fields in India to a shop in England. Click on the small images to find out how it was made.

Rapanui traceability map
Click the map to launch Rapanui’s traceability tool:

Source: Rapanui Clothing

Cotton farm, Ahmedabad, India
**Organic cotton farm**
Organic cotton is hand picked from fields. Growing cotton with fewer chemicals is safer and fairer for workers. It is also better for the environment as it helps biodiversity.

**Trucked from Ahmedabad to Coimbatore**

![Trucked from Ahmedabad to Coimbatore](image)

**Road freight**
Bailed cotton is taken by road from Ahmedabad to the factory in Coimbatore in the south of India.

**Factory, Coimbatore**

![Factory, Coimbatore](image)

**Cutting and sewing**
The factory runs on wind power. Cotton fibres are spun into fabric, which is then dyed, cut and sewn into T-shirts. An organisation called the Fair Wear Foundation visits the factory regularly, helping workers to get a fair deal.
Shipping

Shipping route
The T-shirts are transported by lorry to the port of Tuticorin in India and then shipped to Felixstowe, England. Using ships rather than aeroplanes means lower carbon emissions.

UK factory

Factory
The T-shirts are sent to a factory in Plymouth where trims, tags, prints and embroidery are added.

Shop

Company headquarters
The T-shirts are designed, stocked and distributed in the seaside town of Sandown, on the Isle of Wight.