

Interview Transcripts

Fast Fashion Stores | Teenagers (15-17 y.o.)

Interviewee 1

Interviewer: How old are you?

Interviewee 1: I'm 17.

Interviewer: And what are your favourite stores to shop at?

Interviewee 1: I think I'd say the Zara, the Stradivarius and I don't know, the Bershka, something like that.

Interviewer: Okay. How often do you buy clothes from those stores?

Interviewee 1: It's not like I go very often, it's just when I go, I shop a lot, so I take a lot and that's it.

Interviewer: Okay. Why do you shop at those stores?

Interviewee 1: I don't know, I like the clothes they have and I like the style.

Interviewer: Okay. Do you prefer trendy clothes or timeless clothes?

Interviewee 1: I don't mind.

Interviewer: Okay. What clothing articles do you usually buy from those stores? Like, do you buy sweaters, do you buy t-shirts, what do you usually buy?

Interviewee 1: All of it. Like jeans, shirts, whatever.

Interviewer: Is there something specific that you wouldn't buy from those stores?

Interviewee 1: Shoes.

Interviewer: Shoes, okay. And what problems do you come across while shopping at those stores?

Interviewee 1: They can seem very messy, like the clothes are all over the place and you cannot find your needing products, something like that.

Interviewer: Okay. Now for the other part of the interview, we're going to ask you to close your eyes. We're not going to do anything funny; we're going to make you touch two pieces of clothing and we want you to tell us which one you think is better and why. Is that okay with you?

Interviewee 1: Yeah, sure.

Interviewer: Okay. So, this is the first thing that you can touch. (clothing from second hand store)

Interviewer: Okay. This is the second one. (clothing from fast fashion store)

Interviewee 1: This feels expensive, more expensive.

Interviewer: Okay. So which fabric did you like the most?

Interviewee 1: That one. (clothing from second hand store)

Interviewer: That one, okay. Why did you choose this one?

Interviewee 1: It's more soft, more comfy.

Interviewer: Okay. Well, what if I told you that I got this for a third of the price than this is? And this is from Zara. I wanted to ask you if you have ever shopped at Vinted or any vintage shops.

Interviewee 1: No, not really.

Interviewer: Not really? What do you think vintage shops should change to encourage you to visit?

Interviewee 1: I don't know. I'm just happy where I'm able to shop around, so I'm not looking for anything other than that, I think.

Interviewer: Okay. And my last question is, assuming that you know how all of these clothes in fast fashion stores are made, what would you personally say is the most triggering aspect of fast fashion?

Interviewee 1: What do you mean by that?

Interviewer: Well, you know how all of the shops in fast fashion, how they mostly use bad chemicals or child labour and stuff. What do you think is the most triggering aspect of fast fashion to you? What would you like to see fast fashion to stop doing?

Interviewee 1: I don't know. I don't really know how it goes behind the concept of these shops, so I don't think I'm a person to say something about it.

Interviewer: Okay. That's it. Thank you so much.

Interviewee 1: You're welcome.

Interviewee 2

Interviewer: Okay, so how old are you?

Interviewee 2: I'm 17.

Interviewer: And what are your favourite stores to shop at?

Interviewee 2: Mainly like Zara, Pull&Bear, Bershka, stores like that. You know, cheap, not too expensive. And also, sometimes like Vinted or something.

Interviewer: Okay. How often do you buy clothes from those stores?

Interviewee 2: Probably like once a month, I think. Yeah, probably. Not too much.

Interviewer: Why do you shop at those stores?

Interviewee 2: It's not too expensive and they have like trendy stuff.

Interviewer: Okay. So, do you prefer trendy clothes or timeless clothes?

Interviewee 2: I like both, but more timeless. Because I'm starting to realize that I don't like the clothes from a year ago because they were trendy back then and not right now. And timeless pieces, I can just always piece together an outfit that looks fine.

Interviewer: Okay. So, what clothing articles do you usually buy from those stores?

Interviewee 2: Mainly like basics. So, jeans or just a classic pair of pants or just some nice t-shirts, some jackets, just basic stuff.

Interviewer: Okay. And what clothing articles would you not buy from those stores?

Interviewee 2: Really trendy, really, really fast fashion-ish trendy stuff. For example, with the bows, when the little pink bows were trendy, you had all the clothes with all the bows on it. And I was like, no, this is going to go out way too fast. I'm not going to buy that.

Interviewer: Okay. And what problems do you come across while shopping in those stores?

Interviewee 2: Clothes not fitting properly. That's mainly the issue. So, yeah, basically that.

Interviewer: Okay. For the next part of the interview, we're going to ask you to close your eyes. We're going to hand you two clothing pieces, and you have to tell us which one you like best.

Interviewee 2: Okay.

Interviewer: So, this is the first one. (clothing from second hand store)

Interviewer: And this is the second one. (clothing from fast fashion store)

Interviewer: So, which fabric did you like the most?

Interviewee 2: The last one. (clothing from fast fashion store)

Interviewer: The last one?

Interviewee 2: Yes.

Interviewer: Okay. Why did you choose that one?

Interviewee 2: It feels less cheap, less plastic-ish.

Interviewer: Okay. So, you already said that you tried shopping at Vinted. Do you go to any other vintage shops?

Interviewee 2: Not really, because where I live, there's no vintage shops. So, I don't really have access to it. That's why I use Vinted, that kind of stuff.

Interviewer: Okay. So, can you recommend us maybe some stores if you know one in Eindhoven, that are second hand?

Interviewee 2: I know Leverage. It's in the Heuvel. They have a lot of nice clothes there. They also still look really good. And, yeah, they're so nice.

Interviewer: Okay. So, the last question is, assuming that you know how fast fashion clothes are made, what would you say, personally, is the most triggering aspect of it? For you, personally.

Interviewee 2: Like, for me, as in what it does for me, or what I just don't like about it?

Interviewer: What you don't like about it.

Interviewee 2: Yeah, I don't like how they treat the people. It's not necessary to treat people the way they do. Also, I do fashion school. I had a presentation about this a few weeks ago.

Interviewer: Okay. Yeah. That was it.

Interviewee 2: Okay.

Interviewer: Thank you so much.

Interviewee 2: Thank you.

Interviewee 3 and 4

Interviewer: How old are you?

Interviewee 3: 17.

Interviewee 4: 17.

Interviewer: Okay, and what are your favourite stores to shop at?

Interviewee 3: Zara and H&M.

Interviewee 4: Zara.

Interviewer: Okay. How often do you buy clothes from those stores?

Interviewee 3: Every three weeks.

Interviewee 4: Once a month.

Interviewer: Why do you shop at those stores specifically?

Interviewee 3: I like the clothing, I don't know. It's just my style.

Interviewee 4: Yeah, same for me.

Interviewer: Okay. Do you prefer trendy clothes or timeless clothes?

Interviewee 3: Both, I think.

Interviewee 4: For me, trendy.

Interviewer: Okay. What clothing articles do you usually buy from those stores? So, like a t-shirt...

Interviewee 3: Everything.

Interviewee 4: Only tops.

Interviewer: Okay. And what clothing articles would you not buy from those stores?

Interviewee 3: Like shoes, maybe... I don't know. I really don't know. Everything.

Interviewee 4: For me, the pants. The bottoms.

Interviewer: Okay. What problems do you come across while shopping at those stores?

Interviewee 3: For me, none, actually.

Interviewee 4: For me, the length of the bottoms. I'm tall, so they're always too short for me.

Interviewer: Okay. Now, for this part of the interview, we would like you to close your eyes and touch two pieces of clothing. And tell us which one you like better.

Interviewee 3: Okay.

Interviewer: So, you can go ahead and touch.

Interviewee 3: This is the first one?

Interviewer: Yeah, that's the first one. (clothing from second hand store)

Interviewer: This is the second one. (clothing from fast fashion store)

Interviewer: Do you want to do this too?

Interviewee 4: Yeah.

Interviewer: Okay. This is the first one. (clothing from second hand store)

Interviewer: And this is the second one. (clothing from fast fashion store)

Interviewer: So, which one did you like better?

Interviewee 3: I think the second? I don't know, actually. (clothing from fast fashion store)

Interviewee 4: The first. (clothing from second hand store)

Interviewer: Okay. Why did you choose that one?

Interviewee 4: It's softer.

Interviewee 3: I don't know. It feels like better material.

Interviewer: Okay. So, for you (interviewee 4), I want to tell you that this is a third of the price than we got this one. So, have you girls ever tried shopping at Vinted or any vintage shops whatsoever?

Interviewee 3: Yeah.

Interviewee 4: Yeah.

Interviewer: Could you recommend us some second hand stores that maybe we can visit?

Interviewee 4: Yeah. It's not from here, but in Schijndel, it's Vincentje.

Interviewer: Okay. And assuming that you girls know how fast fashion clothes are made, what would you personally say is the most triggering aspect of it?

Interviewee 3: Yeah, it's a hard question. Do you want to go first?

Interviewee 4: Yeah, I know that some clothes are made that way, but I don't know which stores are that I'm not deep enough in that stuff.

Interviewee 3: I personally don't think people know enough about it. Sometimes I feel bad to shop there because I know maybe workers don't get paid enough or child workers. I don't know. It's not that big of a thing in my mind when I buy it. If I later think of it, yeah.

Interviewer: Okay. That was all the questions. Thank you, girls, for participating.