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## **FOCUS GROUP REPORT**

**LOGO jugendmanagement  
Karmeliterplatz 2  
8010 Graz**

**Wear(e)able – Best dressed sustainably  
PROJECT NUMBER 2019-3-AT02-KA205-002603**



## **Focus group**

The focus group investigates the opinions, perception and awareness of adolescents regarding sustainable clothing and their preferences on the subject of fashion and clothing in general.

**Moderation:** Christina Hacker, LOGO jugendmanagement

**Duration:** 50 minutes

**Location:** LOGO jugendmanagement, Karmeliterplatz 2/EG, 8020 Graz

## **The participants:**

Three female and two male adolescents between the age of 15 and 19, who did not know each other, took part in the focus group. All participants live in Graz. They were recruited using WhatsApp and e-mail. Two live in their own apartment, three still live with their parents.

<b>Year of Birth</b>	<b>2001</b>	<b>2004</b>	<b>2005</b>
<b>Female</b>		2	1
<b>Male</b>	2		

## **COVID-19**

Since we decided to conduct the interview in person, we strictly stuck to the COVID-19 safety measures. A distance of at least 1.5 meters was kept, and disinfectant was provided.

## **Focus group phases:**

### **WARM UP SECTION**

In the first minutes all involved got to know each other by means of an introductory round. Then the project was introduced and the young people were told, why they were there that day. Furthermore, all participants signed a consent form for the usage of their anonymized data. The moderator explained the concept of a focus group, and how many questions are to answer.

## **QUESTIONS:**

1. What is your favourite clothing brand? Can you shortly describe the reasons behind it. Why it is your favourite brand? Who influenced you choosing exactly that clothing brand?
2. What do you think are the best things about fashion? Can you identify the bad things as well?



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## MAIN SECTION

The most questions were asked in the main part. The questions were asked openly and it was clarified, that there are no right or wrong answers. The moderator assisted the participants with further questions to clearly state their point of view.

### QUESTIONS:

3. Do you know from what fabrics your clothing items are made? Can you identify a few ones?
4. Have you ever heard about the concept of sustainable fashion? How do you understand the general concept of sustainable fashion? Can you describe it?
5. What do you think is important to know for young people that they would be more conscious about choosing & buying their clothes?
6. Can you identify / provide best practice examples known in your country or internationally, related to more sustainable fashion? (e.g ethical, sustainable clothing brands, initiatives etc).

## CLOSING SECTION

This phase contained a summary of the participants' statements by the moderator. In addition, there was an open discussion.

### QUESTIONS:

7. Which social media services do you use to obtain the information? Which influencers or bloggers in the field of fashion are relevant for you & why?
8. And the last, but not least. What do you think about second-hand clothing stores, clothing swap / "flea market"? Do you do participate in them?



# FOCUS GROUP RESULTS

## WARM UP SECTION

1. **What is your favourite clothing brand? Can you shortly describe the reasons behind it. Why it is your favourite brand? Who influenced you choosing exactly that clothing brand?**

Two participants said that they don't have a favourite brand. They are influenced by quality and functionality. One adolescent stated that he mostly buys sportswear, since he does a lot of sports. Moreover, he stated that he, just like his father, buys sustainable clothing, and is mindful of where clothing comes from and where it was produced. He is strongly influenced by the buying behavior of his father.

The other young people buy their clothes mainly from Adidas, Nike and the big clothing companies like H&M, Bershka, New Yorker etc.

The main reasons to buy these brands were:

- The notion of fashion or mainstream (3 participants)
- The sense of belonging to other adolescents (1 participant)
- Quality (all participants)
- Functionality (2 participants)
- Sport compatibility and sustainable production (1 participant)

2. **What do you think are the best things about fashion? Can you identify the bad things as well?**

The participants mainly stated that it is very important for them to make a statement, to emphasize their style and to stand out. The best thing regarding fashion for them is, that clothing is a good way to do this.

One participant said that he wants to be a role model, and that he is mindful of buying fairly produced clothes. In his opinion it is very important to take care of the environment, and the more people have this "green" attitude, the more likely it is that we can change something.

All participants answered Yes to the question, if they think that there are bad sides regarding fashion too. Three specified that they see mass production as questionable. Two believe that cheap prices are only possible due to the exploitation of workers, who produce the clothes.



## MAIN SECTION

### **3. Do you know from what fabrics your clothing items are made? Can you identify a few ones?**

Three said they know what material their clothes are made of. Two did not know what the clothes, they were currently wearing, were made of.

The most frequently named materials were:

- Cotton
- Polyester
- Hemp
- Linen
- Viscose

### **4. Have you ever heard about concept of sustainable fashion? How do you understand the general concept of sustainable fashion? Can you describe it?**

Three participants have heard about sustainable fashion, two did not or only had a slight idea what it is.

One could describe the concept of sustainable fashion from the natural resource (e.g. harvesting cotton) to the clothes we can buy in stores. He explained to the others how “cheap fashion” is produced and where many of the manufacturing facilities are located (China, India etc.).

This explanation started a discussion on the downsides of “cheap fashion“. The participants discussed the locations, in which clothing is usually produced, bad working conditions and environmental impact. At the end all the young people agreed that there are bad aspects to fashion.

### **5. What do you think is important to know for the young people that they would be more conscious about choosing & buying their clothes?**

The adolescents stated that they want to know more about where clothing comes from, where sustainable clothes can be bought and what the production chain of e.g. a T-shirt looks like. They also wanted to know why sustainable and fairly produced clothes are more expensive than clothing they can buy at e.g. H&M, New Yorker etc.

### **6. Can you identify / provide best practice examples known in your country or internationally, related to more sustainable fashion? (e.g ethical, sustainable clothing brands, initiatives etc).**

One participant could name some brands which produce sustainable clothing items.

He named the following:

- Waldviertler Schuhe
- Zerum
- Patagonia
- Black Diamond
- Arnedangels



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## CLOSING SECTION

### **7. Which social media channels do you use to obtain the information? Which influencers or bloggers in the field of fashion are relevant for you & why?**

#### Used social media channels:

- Instagram (all participants)
- Facebook (2 participants)
- Tik Tok (all participants)
- Snapchat (3 participants)

No participant follows an influencer or blogger.

### **8. And the last, but not least. What do you think about second-hand clothing stores, clothing swap / "flea market"? Do you do participate in them?**

One participant stated that he regularly attends flea markets and clothing swap meets. Two participants occasionally buy seconhand.