



FOCUS GROUP REPORT

Wear(e)able - best dressed sustainably

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OUTPUT 1

BY NGO "Active YOUTH"

This focus group study was created to find out young people's opinion about: fast fashion, the concept of environmentally-sustainable fashion. State of young people's awareness about it, general preferences related to fashion: daily habits & their conscious choice of clothing products. Also, to find out if they really do understand what kind of damage the fast fashion industry does.

This study was conducted remotely using the ZOOM platform. (Due to the COVID-19 pandemic in Lithuania, it was impossible to gather the group & conduct discussions under usual conditions).

FOCUS GROUP

The focus group consisted of 6 people who expressed their willingness to participate in it. Age of participants 14 to 23.

The group consisted of 5 girls and 1 boy. Most of the participants are coming from big cities of Lithuania.

QUESTIONS

The first step was to prepare a discussion and to create questions. The discussion was divided into three sections: preparatory, main & closing section.

The preparatory section was aimed at preparing & encouraging the group and introducing the main topic. At the beginning, moderators of the focus group introduced the rules of the discussion, then the participants introduced themselves (simply by telling their names). In the preparatory section, participants were asked two introductory, subject-related questions:

1. What is your favourite clothing brand? Why is it your favourite brand? Was there anyone who recommended this brand to you?
2. What do you think are the best things about fashion? Can you also tell its flaws?

During the whole activity, the moderator was ready to ask the main questions and if necessary, support participants with leading questions to help them clarify the statement. According to the instructions, the questions were formulated indirectly in order to get to know the participants' opinions on the discussed topic. The main questions were as follows:

1. What are your clothes made up of? Can you name some of the materials used to produce your clothes?
2. Have you ever heard of a sustainable fashion concept? How do you understand the general concept of sustainable fashion? Could you describe it?
3. In your opinion, what do you think young people should know in order to be more conscious during the process of choosing and buying clothes?
4. Can you indicate the best ways to deal with sustainable fashion in your country or abroad? (E.g ethical, eco-friendly, certain initiatives, etc.).

During the closing section, each participant summed up their statements. The focus group has also spent a few minutes on the participants' free discussion. In the closing session two questions were asked:

1. What social media do you use to obtain information? Which influencers or bloggers in the field of fashion you are following and why?
2. What do you think of second-hand clothing stores, flea markets? Have you ever tried these kinds of things by yourself?

THE REPORT OF THE STUDY

1. A PREPARATORY SECTION

What is your favourite clothing brand? Why is it your favourite brand?

Was there anyone who recommended this brand to you or influenced its choice?

Most of the participants answered that they don't have a favorite brand. However they identified / named places where they are buying their clothes. It was second-hand stores / markets / vinted. The main reason why young people decide to choose those places it's because of the low price.

Some young people have mentioned that if they would have more money they would shop at different kinds of stores.

Most young people believe that influence comes from somewhere: friends, family, school, social media & somehow it helps to inform their style, taste or where & what they buy.

What do you think are the best things in fashion? Are you able to point out bad things too?

Youngsters were struggling to answer this question. They said that the best thing about fashion is that they can use fashion as a tool to express themselves. Also, they have mentioned if they dress nicely, it can bring up their self-confidence.

Talking about bad things, they've mentioned bad quality of clothes, temporary & mass production.

2. THE MAIN SECTION

Do you know what materials your clothes are made of? Can you indicate some of them?

Unfortunately young people didn't have that much knowledge from what kind of fabrics their clothes are made but they could indicate a lot of fibers (names of them).

As it resulted from the preparatory part of the discussion for young people, it matters

The most frequently mentioned materials were:

- Cotton, polyester, linen & wool.

The participants pointed out that clothes most often consist of several materials, e.g. cotton and polyester.

Have you ever heard of a fashion concept that is sustainable? How do you understand the general concept of this fashion? Could you describe it?

First thing which participants said was "Vinted" (Vinted is Lithuanian start – up).

All of the participants were familiar with the concept of sustainable fashion, however just two participants were trying actually to implement it.

What do you think young people need to know to be more aware during the process of choosing and buying clothes?

Focus group results identified that young people don't know that much actually where they clothes and by who they are made. From here comes the conclusion that we need to educate young people as there is not enough information about lack, about the fast fashion industry, how it actually works and that there are alternatives for fast fashion.

Can you identify the best ways of dealing with environmentally sustainable fashion in your country or abroad? (for example: ethical, eco-sustainable brands, initiatives, etc.).

All of the participants have mentioned the same thing: they have mentioned "Vinted", flea market & second-hand stores.

3. CLOSING SECTION

What social media channels do you use to obtain information? Which of the influencers or fashion bloggers are important to you and why?

The most popular social media among the focus group are:

- Instagram;
- Facebook;
- YouTube;
- TikTok.

Half of the respondents say that they are following many fashion bloggers (10 or more) on Instagram. They also admitted that this affects their choices or they are trying to copy their pictures however they identified that as an inspiration source. Also, girls have mentioned Lithuanian Youtuber: Chanelette that they admire her & watch her makeup, hair, lifestyle Youtube videos.

3. What do you think of second-hand clothing stores, clothes exchange/flea markets/swap meets? Have you ever had the chance to make use of such opportunities?

All of the respondents were positive about that. Some even identified that this even becoming "cool" in Lithuania due to one of the biggest second-hand chains Instagram account: @humanalithuania (they are giving advice on how to style second-hand clothes or sharing some educational content on their social media accounts).

CONCLUSION:

- Youngsters who were participating in this focus group have low knowledge awareness of ecological / ethical fashion;
- Young people choose sustainable fashion unconsciously due to lack of money;
- Influence about their daily fashion choices is coming from social media, family & friends;
- We need to educate young people about the fast fashion industry as there is a lack of education about this kind of subject even though it's getting trendy & for that we need to choose social media channels.