

Circular Shirt Builder: an apparel configurator tool to involve users in the Textiles Circular Economy that promotes healthier consumption boundaries.

Transcription of the semi-structured interviews.

Speakers:

RON (Dr Ricardo O’Nascimento - researcher), BP (Dr Bruna Petreca - researcher), Participant 5

Speaker: RON

This part of the experience is the shirt builder. So we are looking into the role of effort in circular garment configuration and if it can contribute to attachment and connection. To explore this question, we invite you to go through a shirt building activity. This is the shirt. Yes. The shirt is made out of different parts that are modular. They’re like snaps that you can take it out and attach and detach. You can see some examples in those videos. So you have different options. You have options of colors, options for the hem, which is this part of the shirt. They have long and short. You also have different pockets that you can attach or detach from the shirt. You have different cuffs, different sides, like larger, like more wide. Less wider. Yes. And different types of, two different types of back along and a short one. So the idea is that you alter this shirt as you wish, and we are done. When you feel satisfied, say, okay, this is my design, I like it. Yes. Okay. So let’s start.

Speaker: BP

You’re Welcome to work on the mannequin or take it to the table. Yeah, you can dress it. Everything is allowed here. And also any questions that you have, we can help you through the process.

Speaker: RON

Okay. And I’ll be asking questions as well.

Speaker: RON

So how do you want to start?

Speaker: Participant 5

So basically I say firstly put the collar

Speaker: RON

Color. Okay, I can go there, grab a collar. Yes. Like that. Do you get, yeah. Is it easy to understand how to attach?

Speaker: Participant 5

Yeah, it is.

Speaker: RON

Do you have experience with clothes?

Speaker: Participant 5

Yes, but I mean I wouldn't say that I make them, but I don't have any nice other clothes. Not them. Once I, yeah, I do have some,

Speaker: RON

Some knowledge. Yeah, I see.

Speaker: Participant 5

I work in the shop clothes.

Speaker: RON

Okay, so you work now in a...

Speaker: Participant 5

[anonimised cloth store name]. I worked for like two years

Speaker: RON

Where Liberty, you work there. Yeah, I see. And

Speaker: RON

Yeah. I can bring everything

Speaker: Participant 5

The oversized Now is very fashionable

Speaker: RON

is it?

Speaker: RON

I forgot your name. Sorry.

Speaker: Participant 5

[anonymised name] But you can call me [anonymised name]. It's easier.

Speaker: RON

Thank you. It's way easier one.

Speaker: BP

And then, yeah, this one, this side is altogether with the under the sleeve. For example, if you have stains or holes, it is easier to replace.

Speaker: Participant 5

Yeah, yeah, yeah.

Speaker: BP

And but also, yeah, you can have a bit more finalised side or that one is much straighter, you?

Speaker: RON

Are there any parts that... I mean it's all we have. Is there any parts that you wish we had?

Speaker: Participant 5

Not really. I mean, I like the shape and it's quite interesting. I put a pocket.

Speaker: RON

Here. Yeah, yeah. There's an option.

Speaker: BP

There's also down here...

Speaker: RON

Okay. So if we have suggestions for us in terms of the parts,

Speaker: Participant 5

I mean this, that is quite good with the Okay. The separated things. And then I think it would be really successful. I didn't see it yet, ...

Speaker: BP

Yeah. Yeah. So you have, there's also on the other side, if you wanna your pockets, you can try everything and then take it off.

Speaker: RON

Nice.

Speaker: Participant 5

I'll just have, I'll just put two ball here.

Speaker: RON

Oh yeah. That's cute. It is a nice detail.

Speaker: BP

Nice detail. Yeah,

Speaker: RON

Yeah. So do you feel you are, you are designing at this, this shirt,

Speaker: Participant 5

The designing? Yeah. Yeah, for sure it's very good for designing, it is very easy as well because the cut is big and it's easy as well. I mean, it's not complicated. I mean in terms of stitching probably, but like, ...

Speaker: BP

Like we made it easier for you.

Speaker: Participant 5

Yeah. We, you made it easier for me. But if you will be like for multiple, for example, to go out and also for a casual, like you can just remove them and then you'll have multiple, so it'll be very easy to just have a stylish shirt rather than have a couple of them. And then you can just put like, maybe add some broche and remove the this one and just make it

Speaker: RON

Some like a, like I did here some, some little ...

Speaker: Participant 5

Or just some scarf.

Speaker: BP

And do you think, like if there were options, for example, to have different pockets or different kind of colors, there would be something that you would like to have more options.

Speaker: Participant 5

I guess they would work like maybe some other block color and

Speaker: RON

Yeah. That's nice. You, you said you work at Liberty, right? Yeah. Yeah. Do you see your clients that you used to work with, using this type of service?

Speaker: Participant 5

The thing is that the one I was working for was a designer vintage. Ah yeah. It wasn't like something modern. And I think this combines, I mean, and actually this is more modern than, and it's also sustainable. So so's like,

Speaker: RON

But yeah. But, but do you see this type of experience in that context?

Speaker: Participant 5

In that context? Maybe not because he was like using extra Amazon and like very used leader, but in like any other type of, you know, shop, I would say this one definitely like all these brand new shops and new designers as well. I feel like they're gonna definitely use it. Something like that.

Speaker: BP

Do you think if you would see this in a shop, you would interact?

Speaker: Participant 5

Yeah, I feel like it would be like in my point because maybe I'm a bit more less, not difficult, but like I'm very careful when I'm buying something. Like I need to have a, a like statement piece. Okay. Just to, to use it more in a different way. Yeah. Yeah. So I feel like this is a very good one. Okay. And that's the same.

Speaker: RON

Do you see this more like a statement piece? Yeah. Instead of like an everyday wearing

Speaker: Participant 5

I think the statement piece is when you just have it and you wear it many times. No. Oh, okay. Oh, okay. It's like maybe, maybe, I don't know, maybe...

Speaker: RON

It's a good definition.

Speaker: BP

So like, it can be like Something that is like, you are, what's it called? Like icon jewelry and in terms of looking after it, like if you would imagine, okay, you bought this, you take it home, how do you think you'll be able to take care of and even store this? Would you store it all together or want to separate?

Speaker: Participant 5

No, all together. Definitely. And I will just always use the hanger and store it with the favorite ones. But I, I normally take care of all the clothes. Yeah. Usually I try to put them in a nice, like my wardrobe is very organised.

Speaker: RON

I see. Yeah. And how would you organise the parts that you're not wearing at that moment? If I have like an extra pocket...

Speaker: Participant 5

Or, yeah, probably I'll just put it in a, like a wardrobe drawer. Like with all other small pieces. Like I'll have like a, like socks and stuff. I'll have a little box. Okay. Just put it in a box.

Speaker: RON

Yeah. That's nice.

Speaker: Participant 5

If it will come with a box, you know. Yeah.

Speaker: RON

So let's go back to here. So what, what do you think? Do you want any other changes? Are you happy with length?

Speaker: Participant 5

Yeah. I'm happy with the length because you can also cut this part and make soft one. Yeah, yeah. And the side.

Speaker: BP

Yeah. And would you like to try it on?

Speaker: Participant 5

Yeah. Although my jumper doesn't really go with it. Or should I ... Yes, it, yes. Ah, yeah. It looks like a jacket now. Yeah.

Speaker: RON

Yeah. It looks like a jacket. That's true.

Speaker: Participant 5

Oh yeah. It's really nice. I love it.

Speaker: RON

It looks good on you. Yeah.

Speaker: Participant 5

Yeah, that's true. It's very chic. Oh, I forgot about that.

Speaker: BP

Okay, let's, let's put the other side...

Speaker: BP

Would you like help?

Speaker: Participant 5

Yeah. Yeah.

Speaker: RON

How did you know about this study?

Speaker: Participant 5

I was searching about some events I think, and I can't, I think it was, was from the email from the council, I think.

Speaker: BP

Oh, oh, amazing. Oh that's great. Cause I was like, that's good to know

Speaker: Participant 5

Yeah. I think that's why I saw that one they recommended. They were the ones we recommended. Fantastic. That's nice. Do you want to maybe just get this,

Speaker: Participant 5

Can I take a picture?

Speaker: BP

Of course.

Speaker: RON

So it's this, this is the other thing. Come Here. This is the last thing. We have this Polaroid wall. You can have one, you can have, I can also take with a picture if you want, but you can have one of these Polaroids. And if you allow us to put in the Polaroid wall.

Speaker: Participant 5

Yeah, of course.

Speaker: BP

You can decide if you want to be in the picture or you prefer to take on, it looks actually really good.

Speaker: Participant 5

I can take this a picture with this.

Speaker: BP

We can do that. But also, yeah, we could, we can take with the, our camera. We have printed it for you.

Speaker: RON

Yeah. So wait, so that's it. That's the design. Yeah. You are happy with, yeah. Okay. That's great. I really like the lace. Now that you've worn it, do you have any concern about the modular garment? Something that maybe worries you?

Speaker: Participant 5

It just, this is, maybe it will show too much. Maybe.

Speaker: RON

What do you mean? Okay. This opening ...

Speaker: Participant 5

Yeah. But I'm not sure. I mean it's cool like that with the card, but I, I just don't know if I'll maybe yeah, but the about if I'll be bothered about, yeah. Like on a regular,

Speaker: BP

So maybe another button there. Or also it might be a size thing. Huh? I think this is probably, this could be a just a little bit smaller.

Speaker: Participant 5

Yeah. Yeah. I mean I wear like that because it's nice with this oversized style. Yeah. It's really interesting. But yeah, I also like that this doesn't sit straight. Like it can go outside because it gives like freedom.

Speaker: BP

That's nice.

Speaker: Participant 5

A bit. And this one actually, cuz this one is very straight. Yeah. Like it should stay straight and it is staying

Speaker: BP

Great. Nice.

Speaker: RON

Where do you want, where do you wanna stay? Do you wanna take it on yourself or on the mannequin?

Speaker: Participant 5

On myself. With the Polaroid. Oh, you're gonna gimme one as

Speaker: BP

Of course.

Speaker: Participant 5

Thank you so much.

Speaker: BP

Allow me some time to, hopefully soon we can have the shirt for you, but since we don't have it, we give you the picture.

Speaker: Participant 5

Are you working on something similar, like the kind of concept?

Speaker: BP

We are researchers and we are trying to understand how we can help the industry to become more sustainable. Yeah, yeah. Yeah. So we are doing this to get a bit more insight from the population so that we can talk to industry and show them that there are some ways to help people. Yeah, yeah. Yeah. Be more sure. Yeah. So do you think like this process, this a bit more like slow of shopping, do you see this is something that people could enjoy?

Speaker: Participant 5

Probably. But I don't feel like people nowadays, some of them, not all of them, because like I feel like it's now very divided, that's in the sustainability. And then they don't just care, and then they buy like a lot of fast fashion.

Speaker: BP

That's true.

Speaker: Participant 5

And I don't know, I just, I guess if you, if they will see probably more of this, they'll probably like it Yeah. At some point. And maybe they won't have many other options.

Speaker: BP

Yeah, that's true.