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 9

Speaker: RON

In this activity, we are looking at the role of effort in a circular garment configuration. Yeah. And if it can contribute to attachment and connection. And to export this question, we invite you to work on this prototype. This prototype is made out of several parts, which are connected to this, these poppers here. You can see in the video, how you can attach and detach those parts. Here are all the parts that we have available right now. So you can, yes, you can change the sides. You get to, this is like a sort of like a

Speaker: BP

Straighter, narrower.

Speaker: RON

and there's this other option that comes this little belt.

Speaker: Participant 9

Oh, right, okay.

Speaker: RON

You can change it for longer or shorter ones. You can also change the collars in this style, or this style you choose. These are the front part of the shirt. Yeah. Like this part here,

Speaker: BP

This is a bit longer.

Speaker: Participant 9

It's a two piece.

Speaker: BP

Yes. Yeah. So this is longer. That one is the shorter part. It'll be something like straight here.

Speaker: Participant 9

I would definitely go for shorter.

Speaker: RON

Okay.

Speaker: Participant 9

And I would definitely go with the next busyness here. Okay. I would probably be, I'm a very, very plain Okay.

Speaker: RON

Like a clean, minimal type of, yeah. Yeah. Other options that you also have are the curve. Yeah. Like you can have like this style or that one, and you can put pockets, two different styles of pockets here, here and here. The go of this is that you, you, you change this as you wish according to your likes. And then you can work on the mannequin, or you can put it here on the table, you can wear yourself. Right. And yeah. Try to make this design your own.

Speaker: Participant 9

Okay.

Speaker: BP

So while we play with this, we're gonna be throwing some questions just to reflect with you on Yeah. How different design strategies that involve more the user might change the relationship, like Ricardo said to promote more attachment and connection.

Speaker: Participant 9

Right. So how do you, how are you aiming for this to help the sort of the circular Economy?

Speaker: BP

So for us, the idea is, for example, allowing people in, in first instance, to choose the different parts and take a bit more ownership of the shape and thinking about fit and making it more bespoke, let's say. So with the hope that they'll keep this for longer. Right. And then the other thing is to start to create some strategies for repair on the pain points. So for example, if people would have a problem with the collar, they don't need to throw away the whole shirt, they can replace the collar. Or we also designed this with the under sleeve, together with the side. So if there are like stains or holes people can...

Speaker: Participant 9

replace it

Speaker: BP

Exactly. Just replace this whole panel. So, these are some of the questions that we'll be bringing up as you start to play with the shirt. Right. To see how, yeah. How do you feel this might work or not? What might be your fear? Yeah, whatever. You think your impressions, right?

Speaker: Participant 9

Yes. So I just stopped, right?

Speaker: BP

Yeah. You can just play

Speaker: Participant 9

Yeah. Well, I'm going to keep that back. Oh, that's a shorter one.

Speaker: RON

This is short. That's the short,

Speaker: Participant 9

The shorter is mine. Yes. I'm very tiny.

Speaker: RON

Okay. Yeah. True.

Speaker: Participant 9

Maybe we should put it here first or

Speaker: RON

No, no, you can do it

Speaker: BP

However. Yeah, if you want.

Speaker: RON

Do you prefer to put that?

Speaker: Participant 9

No, no. Yeah. Right. Let's just, let's just, let's just do it. I don't want the mandarin collar.

Speaker: BP

Oh, okay. That's the first time I heard Mandarin collar.

Speaker: RON

Normally, it's Granddad.

Speaker: Participant 9

It probably is more a granddad color than a mandarin color.

Speaker: RON

Sounds more like the mandarin collar

Speaker: Participant 9

But it's probably a granddad collar.

Speaker: RON

Okay. So we've changed the length to fit your size. So this, this goes all the way to the front.

Speaker: BP

Yeah. But you don't need to, I think to take all that

Speaker: Participant 9

No, I don't need to.... just add the collar.

Speaker: BP

Yes, exactly. Yeah.

Speaker: RON

I'll get the collar to you. Actually, what I'm gonna do, I'm gonna put all the options behind.

Speaker: BP

Ah, yes. Just lay it.

Speaker: Participant 9

A mandarin collar is round, isn't it? That is definitely. Cause they used to have, they used to take their collar off, didn't they?

Speaker: BP

Yes. Also, if at any point you want to put on the table, it's totally fine.

Speaker: RON

Yeah. Or even wearing,

Speaker: BP

Yes,

Speaker: Participant 9

What's your first impression?

Speaker: Participant 9

It's big to me. I'm, I'm, I'm a very, my first impression is I would definitely prefer that collar. And now that that collar's on, I prefer this front. Cause I think it falls more, ...

Speaker: RON

It fits.

Speaker: Participant 9

There's a, a greater softness. And with that fabric you need some softness rather than Heaviness. I think, and again, are these, did you say they were shorter panels here? Squarer?

Speaker: RON

Yes. This, this one's here, these are shorter from these options that we have here. Do you think there are enough or wish there were like some other options as well?

Speaker: Participant 9

I might say there should be other options, but then I wouldn't know what they would be.

Speaker: RON

No, it's okay if at any time you,

Speaker: Participant 9

When I look to them, there's not much to choose from there. But I, I think once you start, maybe it, it becomes, ...

Speaker: RON

So the first impression that was not, so

Speaker: Participant 9

There's not a lot, but then maybe you don't need a lot to make a shirt. It'd be interesting to see how many things Paul Smith has in his workshop and how he mixes and matches them.

Speaker: BP

That's true.

The rain again.

Speaker: RON

Oh, I think, no,

Speaker: Participant 9

No. Is it just the wind, it's no. It's just in here. The pipe. It's a pipe.

Speaker: RON

It's the pipes. Yeah.

Speaker: Participant 9

So where are you both from in,

Speaker: BP

We're actually both from Brazil.

Speaker: Participant 9

both from Brazil! Ricardo and Bruna. Where in Brazil are you from? I can't speak Portuguese. Spanish. Some Italian....

Speaker: RON

So you might be able to speak a little bit of Portuguese

Speaker: BP

Actually. Yes. It is very similar. We're both from Sao Paulo, which is basically full of Italian immigrants. So that's why our names....

Speaker: RON

So yeah. Here is that one part missing

Speaker: Participant 9

I'm Wondering, ...

Speaker: RON

ah, do you want to leave it open?

Speaker: Participant 9

No, no. I definitely don't want to leave it open. I was wondering...

Speaker: BP

If she wants the straight or...

Speaker: RON

Ah, okay. Of course, of course.

Speaker: Participant 9

You see... where is it straight?

Speaker: BP

Up on the, on here? Yeah. This part. So there's more.

Speaker: RON

Here it is open up a little bit. Yeah,

Speaker: Participant 9

I'm trying to think of the shirts that I have. And I probably don't wear many shirts.

Speaker: BP

Okay.

Speaker: Participant 9

I made a very beautiful blouse on my special birthday. Years ago, or so.

Speaker: RON

So, do you have any experience with clothing?

Speaker: Participant 9

Oh yes. No, I sew. Ah. Yeah, I sew. But I was very surprised at how many different feelings you got or ways there were to assess a fabric. Yeah. And that they were all cellulose based as Well. It was quite interesting. I prefer it like this to how it was before. This has made it square up. And what else do we have?

Speaker: RON

We have pockets

Speaker: Participant 9

I think with that sort of fabric it might be nice just to fold away at the arm like this does.

Speaker: RON

Do you wanna try it now?

Speaker: Participant 9

I can try

Speaker: RON

Yeah. Just to see how it feels.

Speaker: BP

It makes it more, how do you say, fit to the body?

Speaker: Participant 9

Sometimes good for someone small

Speaker: BP

Exactly

Speaker: Participant 9

You with a little bit of definition.

Speaker: BP

This is really more going for the oversized look. Yes. Rather than fit. Yeah.

Speaker: Participant 9

I mean oversized is good, but it's, yeah.

Speaker: RON

I see. Do you shop a lot?

Speaker: Participant 9

No. I don't. I make some of my own clothes, but I get bored shopping. And I, like you were saying, Bruna, I spend so much time looking at sustainability that in the end I pack it so tired that I don't buy it. Cause I think I'll, I can't be bothered and I don't think it's right.

Speaker: RON

Yeah. you help a lot by not buying. ... So I have a question. Like if, if this, this system is available in a store, and you could buy like different parts, different modules, yes. Would you buy lots of them or would you buy just the ones you need?

Definitely only buy the ones I need. First of all, I bought, I wanted to see whether I actually liked it made up. Because you don't know whether it's gonna be what you want. I'm liking the cuff.

Speaker: BP

You're liking it.

Speaker: RON

You, ah, you see? it's important to try ...

Speaker: Participant 9

I like the cuff very much.

Speaker: RON

Yeah. What, what made you think that?

Speaker: Participant 9

Just the structure and, and how it narrows the things. And also it is guite a generous cuff, so it gives some body to that. And then that heavier, whatever material it is, I think would take that structure. And then this would, this would flowers over. If this was healthier, then that would be flowers over. A little bit.

Speaker: BP

Yes. Yes.

Speaker: Participant 9

So yeah. So should we put one on the other side?

Speaker: BP

Yes. Let's get the other one.

Speaker: Participant 9

So, no, I went to Australia to visit my brother and my niece at the end of 2019. September and October, 2019. And then I came back and was discussing with other girlfriends in my book group. And Jen was a compulsive buyer and she had so many clothes that she decided that she wasn't going to buy. She's now done a degree in sustainability, a master's in sustainability. And, and then I took a year out of buying clothes.

Speaker: BP

So you did this kind of,...

Speaker: Participant 9

Yeah. So did that challenge, just see what you've got. And then I started to see what was missing in my wardrobe. But the thing is, I can't make them as quick as I need. Some things don't go right.

Speaker: RON

Oh, That's interesting. Well, what was the most challenging thing during this year?

Speaker: Participant 9

Most challenge... jeans. Which was this pattern, but not these jeans. Yeah. So getting the crotch depth and the crotch length and fits like a whole new thing. A whole new thing. I see. So, so that was my most challenging, challenging one.

Speaker: RON

Oh, interesting. Yeah. Maybe we all should do this challenge.

Speaker: Participant 9

Oh, it'd be lovely to have more on, on fit and, and things like, like that, how you go from that pattern. You, you take your measurements, you look at the finished garment measurements, you make it up and it's completely, completely Different. What do I do now? I mean, you know, I have some idea of what to do and I, you know, if it's something new, I always make a a, a muslin first.

Speaker: BP

So, you do this... prototype.

Speaker: Participant 9

Yes. then you can get very tired spending all the time doing the musslin. And then when you do the right thing, it goes wrong.

Speaker: RON

So do you think this strategy... would be a way to, you know,....

Speaker: Participant 9

like I think many people would, would like it. Yes. Yes. I dunno. No, definitely.

Speaker: RON

Do you think, as a designer, do you think...

I'm not a designer.

Speaker: BP

No, you don't design, you just make for yourself.

Speaker: Participant 9

No. I'm, I'm, I'm a teacher. I was a primary school teacher.

Speaker: RON

Okay. So you work from the, the technical side of

Speaker: Participant 9

I'm definitely not a designer. I wish.

Speaker: RON

And doing this activity. Do you feel like you are designing?

Speaker: Participant 9

I feel very nice. Yes. No, I do. I feel it's nice to see I have things in pieces to put them together. And as with the fabrics, you surprise yourself of what adding the collar does or what adding the cuff does the shake. It changes the whole weight as well as the balance of an item.

Speaker: RON

Yeah. You mentioned you teach.

Speaker: Participant 9

I did. I was a teacher. I'm retired now. I was a primary school teacher, so I taught from five to 11. Yeah. Not now.

Speaker: RON

Okay. Okay. What else?

Speaker: Participant 9

What else? I like the collar, I like that.

Speaker: BP

Okay. So what about the sides?

Yeah, sides. I think I'm going to try a plain side

Speaker: BP

Okay. Let's see.

Speaker: Participant 9

The trouble is I always go for my comfort zone rather than something different.

Speaker: RON

Well, it's okay. Right.

Speaker: Participant 9

So do you make U2?

Speaker: BP

We do. We're good.

Speaker: RON

Yeah. I mean, I'm not really good. I tried, I did a course, like a sewing course.

Speaker: BP

I, but I think at the moment we do much more research. Yeah. So, you don't get to spend too much time making. But well, it makesit like in this instance ,like creating the prototype to spend time with people,

Speaker: RON

I think, yeah. You might need to open this.

Speaker: BP

Yeah. it would be easier. Yeah. And I always find it easier to kind of go down one side because you can get a bit confused.

Speaker: RON

Nice. I will shoot another question.

Speaker: Participant 9

As many as you like. Thank you.

Speaker: RON

If you have this shirt, which parts do you think you would exchange more often?

Speaker: Participant 9

I'm going down. I was trying to go up, I was going down. So my leg. Yeah, go clear. Which part would I change? As in sleeve or collar?

Speaker: RON

Yeah. Yeah. These ones that we are working here.

Speaker: Participant 9

Maybe, maybe a sleeve because you could have a loose sleeve. A shorter sleeve.

Speaker: BP

Okay.

Speaker: Participant 9

I mean there isn't any crossover in this model. Is there? So there's no crossover, no option.

Speaker: RON

What do you mean? Like one model serving two functions, like in two places,

Speaker: Participant 9

But, but maybe, no, no, I'm thinking out aloud. Crossover at the front or anything like that. Ah.

Speaker: BP

See, I mea,n so what did you think about this kind of size in relation to the other?

Speaker: Participant 9

The Trouble is with me is that I always make within my comfort zone and I find it very difficult to do things that are different. Okay. So experiment in that way. So I suppose the model that you're presenting would allow that experimentation. But I wouldn't want to buy lots of shirts Because You have to get the wear from one shirt. You know, so I actually think, I think with that it makes it just more of a utilitarian shirt with this one. It makes it more of a special shirt, which that fabric would probably work with better. Okay. So to have the tie there would be sort of like, I think would give a bit More, a bit more.

Speaker: BP

Makes sense.

Speaker: Participant 9

Whereas this one is going more towards the utilitarian.

Speaker: RON

Very functional.

Speaker: Participant 9

Very Functional. So we're going to change that back.

Speaker: RON

And in terms of taking care of his clothes, you buy it and take it home. I would do,

Speaker: Participant 9

Do you want to know how big my darling piles are? This is mostly my husband's clothing and not mine, but I do have a silk, cotton over the head shirt that is wearing here. And I haven't yet. And I love it, but I haven't yet decided how to mend it.

Speaker: BP

Yeah.

Speaker: Participant 9

So I'm not averse to mending, but I sometimes don't know the best strategies to use.

Speaker: RON

But for example, a workshop. Yeah. If you want to learn,

Speaker: BP

There was one yesterday. But do you think, for example, even to wash, do you think you would be like different than the regular shirts?

Speaker: Participant 9

Well, I think we could possibly wash our clothes too much. So we need to pair more and hang more. And what was your question? Do I, would I wash it?

Speaker: BP

Yeah.

Speaker: Participant 9

How would I wash it depends on the the fabric. I always do colors together. There are some items that I had washed, ...

Speaker: BP

But let's say for example, if you only had the, I don't know, like perfume stain on the collar,

Speaker: Participant 9

I would, I would spot wash it. You would spot wash it? Yeah, I would. I would spot wash it. But they say you shouldn't spot wash. Is that wrong? That side?

Speaker: BP

I think it is

Speaker: Participant 9

you're my very glamorous assistant. So, so things like silk, you're not supposed to spot wash cause stains don't it? Yeah. So, so yes, I did like this collar needs washing cuz the silver jewelry. Ah, yeah, it does mark it. That's, yeah, but the jumper isn't dirty, but the collar is justly marked.

Speaker: BP

So, and then in that case you

Speaker: Participant 9

Just, I just do that. Yeah.

Speaker: BP

Okay. So you already do it.

Speaker: Participant 9

I'm already doing that. Yeah. Yeah, yeah.

Speaker: RON

Yeah. Interesting. And to a store, would you store like the parts assembled, disassemble?

Speaker: Participant 9

Oh wow. What is it? Very interesting. Cause I've never thought of having a shirt that comes in pieces, Ricardo. And but also, yeah, the, the element of it being sort of quite open in parts, isn't it? Because it is studied together rather than sewn as a whole. A whole thing.

Speaker: BP

How do you feel about pockets?

Speaker: Participant 9

I love pockets, but I don't know if they would be too much, too much for the fabric. Yeah. But I think, I don't think they, I don't think so. If this was plain, maybe you could have a really big patch pocket on it. Yeah. Yeah. And I've never made a well pocket yet. That's my, I've never made a well pocket or indeed a flat pocket. I've never done either of those. Yeah. So I think that this,

Speaker: BP

You would rather

Speaker: Participant 9

If it, if that was back plain Yeah. Then maybe a big pocket. So if the front was all plain, you could play with pockets. I think the pockets might be too much for me. I go under there. That's lock. So are you, so is there, do you think there's going to be, have you, you have you managed to sort of measure the demand for sort of having a shirt in pieces like this or?

Speaker: BP

I think with this study, because as a theoretical proposition, people are suggesting that component or modular design should help with sustainability, and it does in other product types

Speaker: Participant 9

Because I suppose you can have several parts and then you've got more than one shirt. I'm understanding where you are coming from.

Speaker: BP

But the question is, people have already started to do a bit of it. Yeah. Some, some,

Speaker: RON

Yeah. Some brands,

Speaker: Participant 9

This one company that you, you buy, it basically cuts out with as little waste as possible. I can't remember what the name is.

Speaker: BP

But even like I saw last weekend that Barbour. They made a partnership with the designer, and they have a jacket that you can takethe sleeves off. But the question is, brands are doing this, but they're not necessarily doing this part of talking to people and yeah, just getting a bit of their impressions and what the expectation is. So that's why we're doing this conversation with people to, to be able to contribute our insights.

Speaker: RON

What do you think?

Speaker: Participant 9

I'm not sure.

Speaker: BP

Would you like to maybe wear it to see,

Speaker: Participant 9

Okay, I have a T-shirt on.

Speaker: BP

Oh, you don't, I think

Speaker: Participant 9

Could go over

Speaker: BP

this is big. It's a 14 so

Speaker: Participant 9

It should, yeah, that

Speaker: BP

I think you might even be good that you keep it too. Oh, there's a part of the back that's undone. And then, yeah. Okay. Maybe we can quickly, do you mind if I...

Speaker: Participant 9

No, no, that's fine.

Speaker: BP

I will quickly hear Tailor? Modular tailor Experience.

Speaker: RON

Yeah. Would you do this in a store if it is available?

Speaker: Participant 9

Yeah, I would. I think, yeah. No, I think that sort of shopping is worth it. To me it feels more like a jacket than a shirt. It does, but then I, then it's because it's big I suppose,

Speaker: RON

yeah, it looks good.

Speaker: Participant 9

No, it looks lovely as a jacket,

Speaker: RON

Right? Yeah.

Speaker: BP

It goes really nice with your orange

Speaker: RON

So what do you think? are you happy?

Speaker: Participant 9

I'm happy. I dunno whether the fabric that I chose would work well with the pocket. I dunno.

Speaker: BP

Probably no.

Speaker: RON

It's a bit saggy. Yes.

Speaker: Participant 9

Yes. I don't like that.

Speaker: BP

But do you think that the Cuffs would be..

Speaker: Participant 9

Yes, I prefer the cuff the for the reason that you said. Cause they will give it the fits the fit there. And I think this will just give a little bit of more femininity.

Speaker: BP

Exactly.

Speaker: Participant 9

A bit more playfulness?

Speaker: BP

Yeah. You can put that one

Speaker: Participant 9

Just have to reduce it, right? Two or three sizes.

Speaker: RON

Yes, yes. But that would be possible, right?

Speaker: Participant 9

Oh no, that's possible. I mean, it's also a very nice design in this Calico as a prototype.

Speaker: BP

As a prototype, yeah. Wearable.

Speaker: RON

Very nice. And now that you have tried it, do you have any concern about the modularity? Fitting? I don't know.

Speaker: Participant 9

Well, the problem is, isn't it, that we, whether you are, you know, if we are both weights, our weights are both quite different. You know, one has a full bust, one has a flat bust, one has slightly, this one has slightly that, so you know, we, we, I suppose you've got to make more loose of fitting clothes to accommodate for that different module, for that modularity. So that's true. So I think as a generic idea, it's got several very, very nice components. You know, I'd need to lose quite a lot from the short sleeve.

Speaker: RON

Okay. You know, so yes. So you need more flexibility,

Speaker: Participant 9

More flexibility in that, to make it look more like a shirt rather than a jacket. I think like this, obviously it's in Calico, but it looks, looks more like a jacket. A jacket in a very nice jacket.

Speaker: RON

Yeah. Yeah. No, I got it. Yeah. Makes sense.

Speaker: BP

And if, for example, in terms of taking more parts of the design, do you think, like, this was like Ricardo said this was enough of a feel for a designer. Would you rather have a bit more

opportunities to maybe engage even with the designer and go, actually for me, I would like to leave it this, ...

Speaker: Participant 9

More, a bit, a little more. But I suppose in the first instant, you want to get it out there is the first thing. And then you, we fine can't, so, you know, I think to go out with too, too complex a model, you are complicating it for yourselves and for the purchaser. Whereas if you go out with the simple model and say, this is what we're doing now, we need your input, and then you can sort of take it to the next phase. To the next level of doing, doing those things.

Speaker: BP

Oh, interesting.

Speaker: Participant 9

So, yeah. And also I, I'm just very boring, but I, tend to do straight rather than curved

Speaker: RON

Well, so then yeah, this would be like these more options.

Speaker: BP

Yeah. But do you think it's helpful to have this kind of physical prototype?

Speaker: Participant 9

Oh yes.

Speaker: BP

To be able to look and show. Okay.

Speaker: Participant 9

Here. Yes. I mean it's like those things you think you don't like, you put it together. I think, oh, maybe put it on your body and, and everything changes again. But by putting it on my body, I can see that this needs to change as well. And I can see how I respond to this curve and how I respond to this at the side because that was a thing. Oh, I dunno if I can deal with all that fussiness. Yeah. I quite like, I quite like it. You know? So sometimes you have to have it presented to you to see. Yeah. And seeing the pockets on there. They're at such a definite No, no. Cause they just don't work in that. Yeah. For me, they don't work in that fabric. Yes. At all. In fact, I've done it with a dress. It's a jersey even I've got to put a Button, A button or something. Yeah. Because I can't stand the gaping.

Speaker: BP

Okay. So, are you happy with this?

I'm happy with that.

Speaker: BP

Do you think this is the

Speaker: Participant 9

Yes. Yes. I think this is the one for me. Yeah.

Speaker: RON

Fantastic. So can you please Yeah. This is here if you follow me. Yeah. But here we have like our Polaroid wall, right. That people flaunt their creations. So if you allow us, and if you want, of course, to have your picture wearing the jacket. Yeah. Oh, see he went off,

Speaker: Participant 9

Yeah. I'm going to take the, I'm going to take the, no, I'll leave it on. I'll leave the,

Speaker: RON

Yeah, yeah. I'll leave. Would you like to be in the picture?

Speaker: Participant 9

Yes. Yes.

Speaker: RON

fantastic. Yeah. Okay. So, we are asking people to stay here in front of our Exhibition name 1, 2, 3. Regenerative fashion hub Thank you so much.

Speaker: Participant 9

No, it's been fascinating. Really interesting.

Speaker: BP

Okay. One moment. Yeah.

Speaker: RON

Yeah. It's, it's interesting to reflect on those things, right? Yes. Because normally we don't have an opportunity.

Speaker: Participant 9

No, We don't. No. And it's interesting that you've got a sort of a high street and a high end, but then some lovely Borough. Yeah. So neat.

Speaker: BP

And here, did you see how beautiful this one is, as though she did the embroidery on top to

Speaker: Participant 9

Oh my God. Yeah.

Speaker: BP

Imitate the pattern. Wow. Mimic, sorry

Speaker: Participant 9

That yeah. Well no, imitate is fine. Yeah. Yeah. Imitate is fine. In fact, I didn't realise there was so much mending on here. There is loads of mending.

Speaker: RON

On here. There are loads of mending. Yeah. We measure what the state was before

Speaker: Participant 9

Yes. But you know, I mean, you, you probably pay x pound for this and x for this. Exactly. Yeah. But the love is still there in that as well, isn't it? Yeah.

Speaker: BP

Oh yeah. Would you like a copy of the photo to take with you?

Speaker: Participant 9

Yes. Yes. Thank you. Thank you.