

**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 10

**Speaker: RON**

The shirt, build the, and here we are gonna investigate the role of afor and textile in the circular garment configuration. And if it contributes to attachment and connection. To answer this question, we invited you to build a shirt. We have this shirt here, and it's made out of several parts, which are connected through these poppers over here. And then on the videos, it's a little bit all over the place. You can see how it can be attached and detached from this prototype here. And in this wall, you have all the models that we have of the elements that you can change. The idea is that you keep changing the design until you are satisfied with it. And make it your own. And while you do that, I will shoot some questions and start the conversations about this whole thing.

**Speaker: Participant 10**

Excellent.

**Speaker: RON**

Yeah. Shall we start?

**Speaker: Participant 10**

Yes, please.

**Speaker: RON**

Okay. Another thing, you can work on the mannequin, or if you want, you can put it here on the table. It's up to you.

**Speaker: Participant 10**

Cool. Cool. I'll look at the mannequin first, I think.

**Speaker: RON**

Yeah. Yeah. I think it's a good strategy cuz there's already like a structure. Yeah.

**Speaker: Participant 10**

Cool.

**Speaker: RON**

Okay. Okay. So how do we start? I will put everything here to be close to you. So this is the collar?

**Speaker: Participant 10**

Yep.

**Speaker: RON**

Another option is the cuff.

**Speaker: Participant 10**

Okay.

**Speaker: RON**

You can also put pockets in three different places. Here, here and here.

**Speaker: Participant 10**

Yep.

**Speaker: RON**

You can change the hem, which is this part of the clothes.

**Speaker: Participant 10**

So you can make it longer.

**Speaker: RON**

Yeah. Yeah. That one is longer. This one is shorter. Yeah. The back, this one is the long version and here is like the short version. Yeah. Yep. And this side, you have these two options. This one with this little belt and it's more wide. And this one is, you know, like more straight, flat.

**Speaker: Participant 10**

Good. Alright. Yeah. Nice one.

**Speaker: RON**

So how do we begin?

**Speaker: Participant 10**

I think my instinct just to go from the top to the bottom. Gonna have a look at the collar.

**Speaker: RON**

Okay. It's like reading, no, like a,

**Speaker: Participant 10**

Yeah. From the beginning to the end.

**Speaker: RON**

So I have these two options of collars.

**Speaker: Participant 10**

That might it be my accent. But I've got a different accent.

**Speaker: RON**

Okay. I trust your pronunciation better than mine.

**Speaker: Participant 10**

Okay. I already like it with the collar. It's got its little popper there, so it's gonna see what looks like.

**Speaker: RON**

Ah, okay. And then you...

**Speaker: Participant 10**

Yeah, I like it.

**Speaker: RON**

You like it? There's one extra button here in the back. Maybe should.

**Speaker: Participant 10**

Oh right. Okay. I see a little popper. Oh, does that go inside?

**Speaker: RON**

Yes. They go inside. There we go. And then you set up like a know, like wrap it.

**Speaker: Participant 10**

Yes. Okay.

**Speaker: RON**

Okay. Here we go. Do you like it?

**Speaker: Participant 10**

I do. I already like it with the collar.

**Speaker: RON**

Do you think there are these options that we have here? They are enough? Or would you like to see something different?

**Speaker: Participant 10**

What I do like, I dunno if you've seen from some of the clothes I wear, I love a good cuff. So I would maybe, if I was going to add something, I think it's really comprehensive. But if I were going to add something, I'd love like an option for a cuff. I love like the flowy cuffs and stuff. Maybe it's cause I'm a woman, maybe something here. So I think if I was going to, if there was anything that I was going to say that I wanted extra, it would be something I could attach on to the end of here to give it a bit of theatricality. That's just my style. So that'd be, that would be something.

**Speaker: RON**

Okay. And about the collar, would you like to have other options?

**Speaker: Participant 10**

maybe. Yeah. Cause I really like to pick a pairing collar. Yeah. Yeah. That would be, it'd be nice to have different options for a collar actually. Yeah. I think that's really nice collar. But yeah, I think different shapes.

**Speaker: RON**

Different shapes like round

**Speaker: Participant 10**

Maybe. Depending on how you feel as well.

**Speaker: RON**

Well, what do you mean?

**Speaker: Participant 10**

Oh, like, you know how men's shirts used to come collarless? So you'd buy collars to put onto them. It could even be, ...if you're looking at retail, say I'm buying like a woman's jacket and I can buy like a series of collars with it. So like, depending on what I want that day, I can like change the collar. I like the idea of that.

**Speaker: RON**

Yeah, yeah, yeah.

**Speaker: Participant 10**

You can add a bit of variation to a garment.

**Speaker: RON**

Yeah. So like the styles, different styles.

**Speaker: Participant 10**

Yeah. Yeah. Yeah. That would be really cool.

**Speaker: RON**

Okay. Nice.

**Speaker: Participant 10**

Just Looking, I really like these little type things there.

**Speaker: RON**

Okay. So, easy you might keep.

**Speaker: Participant 10**

I'm Gonna keep that.

**Speaker: Participant 10**

Okay.

**Speaker: Participant 10**

I'm curious about maybe having a longer handline.

**Speaker: RON**

Okay. So shall we try?

**Speaker: Participant 10**

I'll try, but I, I dunno, but I wanna experiment.

**Speaker: RON**

Yeah. Yeah. No, now's the time to experiment. Sometimes we imagine something when we try it is different, ...So let's see. Just pay attention to which side is this?

**Speaker: Participant 10**

When I try on, I won't change my mind.

**Speaker: RON**

So yeah, this happens. You can try on any time

**Speaker: Participant 10**

I must try it on in a minute actually just see what happens.

**Speaker: RON**

Cause after try I have other set of questions for you.

**Speaker: Participant 10**

Okay. I'll try it and I'll see ...

**Speaker: RON**

Do you feel like you are designing the cloth or ...

**Speaker: Participant 10**

Yeah, I do. Yeah. It feels, because it's so hands on, cuz it's not like I'm telling someone what to do. I'm doing it myself so I can kind of experiment. So it really does feel like I'm designing it.

**Speaker: RON**

I see.

**Speaker: Participant 10**

Rather than, I guess, what's the word? Customising or something. It feels like it's, it feels like I'm making it myself.

**Speaker: RON**

I see. I see. Would you like to have like more control of the design? Less control? Or you think this is fine?

**Speaker: Participant 10**

I think this is fine because I think I need your guidance. Oh, so this is my jumper, a bit chunky. Yeah. Would've been better if I wore a smaller jumper.

**Speaker: RON**

Yeah.

**Speaker: Participant 10**

Do I like these long hands? I'm just gonna do this to fill, actually I do. You do? I prefer Them. Because I'd wear, maybe wear this with, ...

**Speaker: RON**

So I mean now that you're wearing it, I would like to ask you if you have any concerns regarding this, the modularity in the garment. Something that I don't know makes you uncomfortable or worries you?

**Speaker: Participant 10**

Not so much worries. I would say in terms of having more options, it would be quite nice to have like another option here. I'm just thinking of bust for women to have like more of an option to have more or less space on the bust area. Oh. Because it does feel slightly, not small, but it feels like as you go throughout life and your body changes, it would be quite good to have an option to change if that makes sense.

**Speaker: RON**

Okay. more this part

**Speaker: Participant 10**

Buster area.

**Speaker: RON**

Yeah. Okay.

**Speaker: Participant 10**

But I, I dunno, let me, these bits need to be tied.

**Speaker: RON**

So like your consensus related to the shape, do they design it themselves? Yes. Yeah. Yeah.

**Speaker: Participant 10**

Okay. Yeah. So, more what I can kind of do with the design. If I were going to have a garment for Life

**Speaker: RON**

and the way it fits? or,

**Speaker: Participant 10**

But again, I appreciate I'm wearing a big jumper. Yeah. But yeah. But no, I like it. I think do I want, want a longer, I think at the back, maybe

**Speaker: RON**

This is, yeah, it's shorter on the back,

**Speaker: Participant 10**

Right? It's short in the back. Yeah. I'm gonna put the knee back on.

**Speaker: RON**

I think that we need to go back to the mannequin, I'm afraid.

**Speaker: Participant 10**

Yes. That's okay.

**Speaker: RON**

Interesting. So let me give you the, the back.... And imagine now that you go to the store, and they offer you this shirt. You made the design, you changed it, and then you bought it. How would you imagine taking care of it?

**Speaker: Participant 10**

I think seen as it's so far removed from a kind of fast, faraway fashion and it would be very much an investment piece.

**Speaker: RON**

Oh, so it would pay more for this? Yes,

**Speaker: Participant 10**

Definitely.

**Speaker: RON**

Okay.

**Speaker: Participant 10**

I think because I've put so much effort into designing it in the store, I'd really see it as an investment piece. So I think a lot about it before I bought it. But then once I bought it, I'd be taking a lot of care of it. So I think I hand wash it.

**Speaker: RON**

Hand wash it?

**Speaker: Participant 10**

Yeah.



**Speaker: RON**

Altogether or separated?

**Speaker: Participant 10**

All good, Question.

**Speaker: RON**

I learned one term is spot wash,

**Speaker: Participant 10**

Spot wash. I do that quite a lot. Cause I buy quite a lot of like silk, I spot wash that. Yeah. Cause you can't handle the washing machine.

**Speaker: RON**

And would you do that with this?

**Speaker: Participant 10**

I would, yeah. So obviously at bits, I'd been washing this more than I would the back or ... This doesn't make sense to heat, to wash the collar and everything.

**Speaker: RON**

This would be my next question actually, that you just answered. Okay. And which parts do you think you would wash or maybe exchange the most?

**Speaker: Participant 10**

Oh yeah, if I were going to, it would definitely be the arms.

**Speaker: RON**

Arms, right? For the underarms? Yeah. Like Swiss part. Yeah, the armpits and,

**Speaker: Participant 10**

Okay. I think armpits. I think,

**Speaker: RON**

Oh, there's one part missing here.

**Speaker: Participant 10**

Oh, is there?

**Speaker: RON**

Okay. Can I quickly put together?

**Speaker: Participant 10**

Of course. Of course. No problem. Just realised my sleeves are getting all bunched up inside.

**Speaker: RON**

Okay. the sleeves. And if you go to a store, and then you bought this one, they have several options. They have....

**Speaker: Participant 10**

Can you do that up for me, sir?

**Speaker: RON**

Okay. They have different cuffs, different collars, as you said. Would you buy all of them? Would you buy some of them?

**Speaker: Participant 10**

Definitely, because I see such an investment, I would wanna have, if there were all these variations where I could have it different quite a lot, I would definitely want to do that like straight away. So that would be part of the experience for me. Definitely. Having the different options. Because it's quite like the dress is quite an emotional thing, so you may feel differently on any given day. So if I'm already in the mindset where I'm like, yeah, I'm gonna buy this modular shirt, yeah. I would definitely be like, oh, I can get these collar options. Yeah. I think I'd definitely do these puff options.

**Speaker: RON**

Okay. Yeah. And do you see this, would you rather do this at home or in a shop?

**Speaker: Participant 10**

Or this experience?

**Speaker: RON**

Yeah.

**Speaker: Participant 10**

Yeah, I think in a shop, because I'd want someone's opinion. I'd want a bit of guidance.

**Speaker: RON**

Okay. Like you mean professional guidance or could be a friend?

**Speaker: Participant 10**

Both I think. Or either. I think professional guidance is really good because you can be directed in a certain way. Yeah. Yeah. Professional guidance. I think professionals like a stylist.

**Speaker: RON**

Yeah. And with a friend or without a Friend.

**Speaker: Participant 10**

I hate shopping with people,

**Speaker: RON**

So. Okay, so you want to take your time. okay.

**Speaker: Participant 10**

Oh yeah.

**Speaker: RON**

Okay. What next

**Speaker: Participant 10**

Do I want? I don't actually like pockets.

**Speaker: RON**

No. Okay.

**Speaker: Participant 10**

So no Pockets.

**Speaker: RON**

So burn them. Good for you. So then one of the options left the cuffs.

**Speaker: Participant 10**

Yes. Yes.

**Speaker: RON**

Yeah.

**Speaker: Participant 10**

I have to take it off again.

**Speaker: RON**

Yeah. It's a bit difficult to Yes. To do it on your own body. So like cuffs, cuffs, cuffs. Cuffs. Let me see if I have any more questions. Okay. You wore the shirt, right? And you are putting together, so eventually we're gonna finish. How do you feel? Sorry. It's like, yeah, .... So my question is, how do you feel if you, in relation to regular clothes, like by regular clothes? I mean the non modular...

**Speaker: Participant 10**

Conflict, not conflict, what's the word? It can be a bit of a conflicting relationship. Sometimes I don't, so I've got, once I got more into sustainable fashion, I started seeing like slow fashion, I guess. I started seeing more clothes, like maybe for like, I feel like I like nicer material, looked better, and they're made to like my size as well. Whereas, like, yeah, like fast fashion. Not that I buy it anymore, but it feels like it's very identical.

**Speaker: RON**

Yeah.

**Speaker: Participant 10**

So, so tight. And then sometimes, when you're on a budget, it can be a bit like, oh yeah. However, I appreciate that. Like some things are made very well, and that's better, but I really appreciate having your own input to design.

**Speaker: RON**

Okay.

**Speaker: Participant 10**

So sometimes it can feel a bit prescriptive, I suppose. So a bit like, oh this is what you are going to wear. If you like it, then good. If you don't like it, then tough. And then that's everywhere, you know what I mean? So in every clothes shop it's the same style and it's a bit ... Trends and you can be a bit like, and it's so difficult to like find something of good quality. So I appreciate the element of being able to design something yourself.

**Speaker: RON**

Yeah.

**Speaker: Participant 10**

Lots of me and my friends always say that there's something that we would like to buy, but it doesn't exist. So the fact that you could kind of make that happen by doing the modular element is like really nice. It's really interesting. Oh and it's not trends either, isn't it? It's a timeless.

**Speaker: RON**

So is this something that would wear with more pride?

**Speaker: Participant 10**

Oh definitely. Yeah, definitely. And people would be like for exactly. People would be like, where's that from? And you'd be like, well I put it together. Yes. My brain. Yeah. I'm a genius. Exactly.

**Speaker: RON**

I see. No, nice. Very, very Interesting.

**Speaker: Participant 10**

It is, yeah. I feel like I do feel like the plumbing industry's got a bit better with that, but yeah. Yeah. Sometimes it just sort of sizes as well, like within sizing is terrible. Like everything's a different size, it can be stressful.

**Speaker: RON**

Do you think these would help or sizing?

**Speaker: Participant 10**

I think so, yeah. Yeah, because I think part of it is that not, not every, you don't, not everyone just fits into like a certain size where you can control it yourself, can't you? Like I was saying with the bus. Yeah. However, the arms fit fine. Yeah. Or like, I think I get a lot with jeans when the waist span's too big.

**Speaker: RON**

It's just, oh yeah. My partner has this problem with trousers cause the waist is fine, but it's always short. It has really been a long leg.

**Speaker: Participant 10**

Yeah, yeah, yeah, yeah. Or with women, I think it's, the waist is really big, but it fits the hips. Yeah. If you have wide hips, yeah. That's all waste and it's just like,

**Speaker: RON**

Yeah. So, so it could change maybe only this part.

**Speaker: Participant 10**

Yeah, exactly. I'm gonna pick these cuffs off by the Way.

**Speaker: RON**

You don't like the cuffs. Interesting. I thought you would like the guy.

**Speaker: RON**

What's going on? About the cuffs?

**Speaker: Participant 10**

Yeah. You said so much about the cuff. I dunno if I feel like it makes it too long for me. I dunno.

**Speaker: RON**

I have to confess that I also love those like, you know, like, like Mozart of cuffs. I find them so chic. It's so dramatic, isn't it? It's so dramatic. Yeah.

**Speaker: Participant 10**

I've got a few of them.

**Speaker: RON**

You do? But it's only the cuff or?

**Speaker: Participant 10**

It's only the cuff. Yeah.

**Speaker: RON**

So it's modular.

**Speaker: Participant 10**

Then it's a bit, yeah, it's really, it is modular. Yeah. You don't, yeah, I don't really think about it.

**Speaker: RON**

Do you? Yeah, I dunno. I do quite a lot. Especially after working here.

**Speaker: RON**

I will be, I will be thinking about it.

**Speaker: RON**

Interesting.

**Speaker: Participant 10**

Yes. Yes. I like it.

**Speaker: Participant 10**

Yeah. Okay. So does the show give you too many design options or not enough? I think we already answered that. Do they care about the design? How much? Well, I guess my questions are done. How? How do you feel? Good?

**Speaker: Participant 10**

Yes.

**Speaker: RON**

Do you want, do you want to do some, any other alteration or are you happy with it?

**Speaker: Participant 10**

Yeah, yeah.

**Speaker: RON**

Okay. That's great. I'm also happy. The next part of it is if you could come, come here. The next part is the Polaroid Wall where we can flaunt your creation. Would you like to take part? Yes,

**Speaker: Participant 10**

Absolutely.

**Speaker: RON**

Oh, fantastic. So yeah. So

**Speaker: 3**

Picture In here. 1, 2, 3. <unk> Yes. I'll show. Yeah. Yeah. Cool. So now we, and that's it. Any, anything, any other remarks that we'd like to say?

**Speaker: Participant 10**

Oh that's really good. Did you like it? Yeah, I really liked it. It's just, I just love clothes so it's actually, it's really nice just to talk about clothes.

**Speaker: RON**

Yeah. And at a deeper level, right?

**Speaker: Participant 10**

Yeah, exactly. Exactly. Which you don't normally get to do. Well I don't,

**Speaker: RON**

Did you learn something?

**Speaker: Participant 10**

Yeah, definitely. And it's, it's such a good idea. Every time I've mentioned, people ask me about my job, obviously, cause it's new, people and I sort of say about the shack think and everyone's really, you sort of see if they like clothes, they sort of see their eyes light up. So yeah, it's really interesting.

**Speaker: RON**

Cool.

**Speaker: Participant 10**

Yeah. Do you think this will be like, this is like the future?

**Speaker: RON**

I'm not sure

**Speaker: Participant 10**

Of retail should be.

**Speaker: RON**

I mean, the thing is that I think there will be like, there's not one single strategy that takes care of everything. Like it has to be like different, small things, this is definitely one possible strategy. Yeah,

**Speaker: Participant 10**

Yeah. It's really interesting. Keen to like, yeah, learn more about it through, for, it would be part of a very slow fashion environment.