

## QUESTIONS

- 1 What kind of colors do you like to wear? Please give examples:
- 2 What kind of fabrics do you like to wear? Please give examples:
- 3 What kind of shapes of clothing do you like to wear? Please give examples:
- 4 Where do you like to go shopping, and why? Please give examples:
- 5 What kind of clothes do you prefer to buy? Please give examples:
- 6 Do you prefer buying branded clothing, or you don't care about brands? If you do care, why is that?
- 7 Do you believe that branded clothing provide a better fit than other (non-branded) retail clothing?
- 8 Please give examples of your favourite brands or your favourite clothing stores:
- 9 What do you think of retail shops, in general?
- 10 What do you think of retail clothing, in general?
- 11 Are you happy about the way you look when wearing them? If not, how would you change them?
- 12 Do you think that your scoliosis affects the way you look, and how?
- 13 Do people make any comments on your scoliosis?
- 14 Do you care about what other people think of your scoliosis?
- 15 Have you ever needed to alter a retail garment due to your scoliosis? In what way? Did you find it difficult to make such alterations, if any?

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| 16 | Have you ever worn any clothes made especially for you? How did you feel?   |
| 17 | How important is fashion to you?  |
| 18 | How do you keep updated on the latest fashion trends? Please give examples (i.e. magazines, TV shows, catalogues, internet, etc):   |
| 19 | Is there any particular magazine that you buy regularly?  |
| 20 | Is there any particular website that you visit regularly?   |
| 21 | Do you find that your scoliosis prevents you from following fashion trends as you wish? If yes, in what way?  |
| 22 | Have you ever worn any asymmetric designs, such as a top, skirt or a dress (i.e. with uneven hem, one-shoulder off, etc)?   |
| 23 | Do you think that other people like wearing asymmetric designs?   |
| 24 | Would you wear clothes designed conforming to your scoliosis, or would you rather wear (customized) retail clothing?  |
| 25 | Do you think that there is a need for pattern design for clothing or fashion products to comply with non-standard body sizes due to distinctive spinal features, as your scoliosis? |

## **ANSWERS**

BLUE, WHITE, GREEN AND BLACK.

COTTON, WOOL AND NATURAL FIBRES.

ELEGANT CLOTHES, JEANS, POLO T-SHIRTS, COCKTAIL DRESSES.

SMALL SHOPS IN THE CENTRE OF THE CITY.

JEANS, SHIRTS, COCKTAIL DRESSES.

I HAVE BRANDED CLOTHING BUT THIS IS NOT THE RULE, I BUY WHATEVER FITS ME GOOD AND SUITS ON MY BODY.

MAYBE.

NIKE, ADIDAS, LEVI'S, MANGO, BENNETON.

THEY ARE NOT ALL NICE, THERE ARE SOME THAT SUIT MY PERSONALITY.

THEY ARE NOT ALL NICE, THERE ARE SOME THAT I PREFER MOST.

YES, I DON'T HAVE ANY PROBLEM.

NO.

NO.

NO.

NO.

**S49L-C1RRTSSTL** (17/06/2011)

YES, BUT THERE WEREN'T ANY DIFFERENCES COMPARED TO WHEN I WAS WEARING CONVENTIONAL RETAIL CLOTHING.

NOT REALLY IMPORTANT. FROM MY POINT OF VIEW, FASHION IS VERY SUBJECTIVE TO EACH ONE OF US. I CONSIDER FASHION AS WHATEVER SUITS ME AND GIVES ME A PERSONAL STYLE TOUCH. I DON'T BELIEVE, FOR EXAMPLE, THAT THEY ARE CERTAIN COLOURS 'IN FASHION' EVERY SEASON: IF A CERTAIN COLOUR DOESN'T SUIT MY SKIN COMPLEXION, I NEVER WEAR IT!

MAGAZINES, OR SHOP-WINDOWS.

MADAME FIGARO AND VOGUE.

I SURF THE NET A LOT, BUT I DON'T HAVE ANY PARTICULAR PREFERENCES.

NO.

I THINK YES, BUT I DON'T LIKE THEM.

I THINK YES BECAUSE I SEE PEOPLE WEARING THEM.

I PREFER TO WEAR (CUSTOMIZED) RETAIL CLOTHING.

YES, DEFINITELY.