

Woven Hope Focus Group  
April 9, 2020

5 participants  
Female  
Freshman- Junior at Adrian College

**Introduction**

Madeline: "I am a sophomore, I am a marketing major, and I would say my style is very minimalist. I tend to go for a lot of solid colors, and I don't know, that's pretty much it."

Katherine: "I'm Katy, I'm a junior marketing major, I would also say that I tend to stick with a lot of basics. Most of my closet consists of grey, black, those kinds of colors. I think my influence comes from social media influencers and of course my friends."

Jayme: "I'm Jayme, I'm a freshman fashion merch major, and I would say my style of influence is basics, casual loungewear, and definitely social media influencers."

Brei'El: "Hi, I'm Brei'El, I'm majoring in event and facility management, and basically I like to wear whatever I think looks good. I like to wear solid clothing and sometimes I like to go all out if I like the outfit."

Gabby: "Hi, I'm Gabby, currently I'm undecided about my major, I'm thinking of going into fashion merchandising, but I can decide between that and business yet. My style is either athletic or loungewear normally."

**Question 1: When you shop for clothes do you shop mostly online or in stores?**

Madeline: "Typically I shop online because usually when I'm at school I don't want to drive forty-five minutes to the mall. Typically in Adrian there's not very many choices so when I'm at most of my shopping is online. When I'm at home I live in more of a busy area I tend to shop in stores."

Katherine: "I prefer shopping in stores because I like to see and feel what I'm about to purchase. I like to try the clothing on to make sure it fits me the way I want, it can be difficult sometimes as I sometimes like things online better because it is trendier than what is in stores but then I don't get that try-on experience online."

Jayme: "I would say that I do a little bit of both, I prefer to shop in store so then I can try it on, then you don't have to go through the return process as often. But, online is definitely more convenient."

Brei'El: "I was going to say that I rather shop instores as well other than online because I've had a lot of bad experiences online. To where my clothing didnt fit right so I'd much rather just go in in person and purchase the item."

Gabby: "For me I like to shop in store because I like to try it on, because normally when I order it online it sometimes doesn't look the way I pictured it, but because of right and with the virus and everything I've been doing a lot of online shopping."

**Question 2: How much time do you spend online daily? What social media platforms do you use?**

"I usually spend a lot of time online daily. Even on a normal basis. A lot of it is on social media. I use Instagram to post pictures. I use Facebook to reach out to family because a lot of my family members are on Facebook and sometimes I just scroll through Pinterest just to get some general ideas mostly.. I go on there to look at different outfits for different events and a lot of crafts and stuff"

"I would also say that I typically spend a lot of time online and most of that is on social media. I use Instagram, Twitter, and Facebook the most I would say and then also I've been using TikTok a lot lately. Instagram for seeing other people's photos, Facebook for family members."

"I definitely use social media the most online. It happens a lot throughout the day. Instagram I use for looking at other people's posts, like seeing what they're up to and also photo editing is really cool so I look into that on Instagram and then Pinterest for inspiration. I look at clothes on there, crafts, workouts, a bunch of different things. I think that that's a really good platform to get stuff from."

"I use Instagram and Snapchat a lot just to you know talk to my friends and post pictures and everything but I do use YouTube a lot to try find different reviews on things that I want to buy like clothes and anything basically it doesn't have to be clothes."

**Question 3: Do you have certain brands you regularly buy for clothing?**

Madeline: "A lot of my clothes are from American Eagle just because the style they portray in advertising is a lot of my style, like the minimalist, solids and colors, and jeans. So I usually gravitate towards American Eagle. Another one that I really like is Free People, I really like the flowy, free spirit kind of style. So I typically have those two brands."

Katherine: "I really like shopping at Aerie a lot, which is another store from American Eagle, just because they have a lot of basics, and the clothes that I have from them seem to last a while. I also like Lululemon for athletic wear and when I want to spend a little bit more money."

Jayne: "I catch myself shopping at a lot of thrift stores just because you can get good deals with better brands that you would normally see in stores. So when I'm there I look for Champion, Free People, Lululemon, you can find those at them, but I also shop

those brands in regular stores just because everything I buy from there is good quality and I get a lot of use out of it.”

Gabby: “I shop at mainly Lululemon, I love leggings, like I live in leggings. But I also do American Eagle for if I want to dress a little nicer for a day. I have a few shirts from there that I like, but mainly leggings is my main way.”

Brei’El: “I like to shop at Charlotte Russe and Marshalls. I typically gravitate towards stores that are clean, because I hate going into Forever 21 where everything is messy. They’re affordable.”

**Question 4: Rank from 1-3. 1 being the most important to 3 being the least important the following statements:**

“ I would give a one for all of them. Giving back to the community and giving back to homeless shelters I don't look for that when I'm purchasing something but if they do I would obviously like that. It also makes me feel like my money is going to something other than corporate fashion companies. Then for locally owned businesses I come from a really small town so supporting local businesses is really important here and I would much rather support someone that is making a business on their own rather than a corporate company.”

**“ so for those of you who said giving back and supporting local shelters would be ones, if the company promoted that like for say their social media would you then seek out that company if you had seen they were nearby and they were giving back?”**

“ I would reach out just because they are promoting it so it makes me think they’re more serious about it. Sob if I see it online and they are promoting a specific charity or are giving back to their community I would definitely reach out.”

“ I would as well. I feel like if i was shopping even in stores and they had a promotion going on where they were giving a certain amount of profits back that would make me more inclined to spend more money there.”

“ I definitely would support them if the company had something I was interested in. I wouldn't go buy something that I wouldn't get use out of but if it was something that I was interested in and they were giving back and promoting it then I would definitely support them.”

“ I would definitely support them because I know its hard with locally owned businesses to get your name out there so if I knew about it I would definitely support it.”

- **Give back a portion of sales to the local community**
- “ I would give that one being the highest because I'm a big advocate for giving back and I do a lot of mission work so it's a lot of who I am so I don't typically look for that stuff but if the business has that aspect it's definitely a plus for me.”

- "I would kind of say the same thing as Maddy. The first one I would give that a one because that's just a socially conscious thing to do I guess."
- **Is locally owned**
- "I would give it a two kind of in between just because I don't typically gravitate towards locally owned businesses but I of course like to support them."
- "I would give that a two because it's not something I typically look for and I find that a lot of locally owned businesses don't really have a lot of the things that I am looking to purchase."
- **Supports local homeless shelters with their earnings**
- "I would give that a one as well just because that's the aspect of giving back to the community."
- "I would also give a one. It kind of goes with giving back"

**Question 5: How do you develop your personal sense of style? Do you follow any influencers?**

"I spend a lot of time on social media, I don't follow specific influencers but when I see something that looks nice, I definitely like to look into where they may shop. I use Pinterest a lot as well to kind of get ideas and try to see what they have to offer as well."

"I do follow some influencers, but I do get a lot of my style though from my friends because if they have something on that I think is nice I can just ask them where they found something and look at that website or store to find something for myself."

"With everything that has been going on, I definitely look at influencers because they are getting paid to advertise merchandise and they aren't going to advertise a product that they don't think is actually good, so I do get a lot of ideas from them."

"When I see something on social media that I like, just like most people I will go and see where that merchandise may have come from to see if there is more stuff I may like."

"I like to find clothes from my friend as well or from Instagram that I like then from there I would try and see if I can find it in stores."

**Question 6: Have you ever purchased an item because of an ad on social media (such as Instagram, Facebook or Pinterest?)**

"A lot of my online shopping comes from social media, I find a lot of my stuff from

pinterest. I found a pair of jeans I liked that others had also liked and was able to just click and be able to get to the website.”

“I may see something on an ad that I may like but a lot of times I don't actually buy stuff from the ads. I am more inclined to look at ads that are about clothes and beauty more than anything else.”

“I would say I look at all of the stuff on social media but it tends to be very expensive, so I tend to only buy it if it's something I'm really into or is something that my peers have said they have also already liked.”

“I would also as well look at sites but normally not get anything because of how expensive it is.”

It would just depend on the products and the brands, that's how I will dictate how much I am willing to spend on a product.

I feel the same way it just depends on the brands and what I may need something for, I have spent up to \$70 on jeans just because I knew I was getting a quality product.”

“I would definitely spend the money where its worth is, lululemon sells leggings for \$100 and if you have them and you like them then it was worth it. But I wouldn't buy a shirt from Rue 21 for \$30.”

“Just depends on the quality that i will spend on it”

“I don't have an expensive style so I look for more stuff that is simple and cheap rather than trying to find clothing that is expensive.”

**Question 7: How often do you visit a website or a store because you saw a promotion for an item or sale announcement on social media? ( weekly, monthly, yearly)**

“For me it would be monthly, just because I don't want to spend too much money weekly. So if I see something I like I will look at it and then decide around that monthly time if I want to go back and get it.”

“I also agree monthly, with being in college it's too hard to buy stuff often because of

the money, but a lot of the places I shop at have weekly promotions to look at.”

“I also do monthly, but it just depends if I need something for an outfit. I will just go ahead and purchase it right then, I don't do big purchases monthly though, I just kind of find stuff and if I like it I will get it.”

“I agree with monthly, because I don't have much money but I do like shopping.”

“I would say monthly or yearly, but mainly yearly because I don't buy clothes often but when I do it more in bulk towards the end of the year.”

**Question 8: What is more important to you - clothing that is on trend for the season and inexpensive or clothing that is higher quality and can be worn for several seasons?**

Madeline: “I tend to gravitate toward the clothing that are higher quality and can be worn for several seasons just cause my style is very minimalist. I like to wear jeans and maybe a T-shirt or a jacket because that doesn't seem to go out of trend very often. So I think I would rather have higher quality items than spend money to wear something that's only gonna last about 5 wears.”

Katherine: “I definitely look at what is trendy for that season, but I typically buy the best quality that fits into my budget.”

Jayne: “For basic pieces that are going to last me a while I would spend more money just because I want them to hold up and be strong just because I am going to wear them more often, but if I do really like a trend I would want to spend a little less because it probably will go out of style and I won't have it forever.”

Gabby: “I definitely like clothes that last, so I'll normally look into something that will last me longer even if it is a little more expensive.”

Brei'El: “I try to find the best quality for the cheapest amount.”

**Question 9: In an average month, how much do you estimate you spend on clothing and accessories?**

Madeline: “I would say about between \$100-\$150, it also tends to go up at the months where the season is changing. So right now people are typically shopping for summer stuff cause it's starting to get warm, so this month I might spend closer to \$200 cause

I'm looking for summer clothes."

Katherine: "I would say about \$75-\$100, it also depends on if I know I have an event coming up that I need to dress up for or anything like that, then I would spent more money."

Jayme: "I would also say \$75-\$100, however, in the summer months since I'm working more and not going to class I'm definitely making a bigger income so I'm spending a bit more just because I have that option. Or if there's an event or things like that more things for me happen in the fall so I'm more likely to spend more on fall clothing than spring and summer."

Gabby: "I would say \$150-\$200 when I shop, cause I shop in bulk normally."

Brei'El: "Monthly I would say \$50-\$75 if it's something I have to get specific, but I shop in bulk also, so I would spend about \$100-\$250 when I just shop yearly."

Question 10: Responses to clothing images

Outfit One:



Madeline: "I really like the top, I like the cut of the sleeve and the neckline, I think that the buttons are really popular now. I'm not a huge fan of the skirt, just cause of the multiple hems, but that's just a personal preference, I know that's a really big style with denim right now, multiple hems along the front and the back."

Katherine: "I would agree with that, I know that denim has a lot of different trends going on right now so I definitely would say it's on trend. I don't know if I would wear it. I really like the shirt, I like the neckline, I like the color, and I like the buttons."

Jayme: "I really like both of the pieces, I don't know that I would wear them together just because the exact outfit isn't my style, but I would definitely style both of the pieces in a different way."

Gabby: "I agree with that, I like both pieces but I don't know if I would wear them together."

### Outfit Two:



Madeline: "So I know that the overalls have kind of stayed in trend for awhile now, um, I know that they were big in the 90s. They're starting to come back a little bit, I personally am not a fan of the short overalls. I have a pair of the long ones that I wear for lounge wear. I like the shirt, the neckline is super cute. I know that yellow is super popular, especially in the summertime. I wouldn't personally wear those style of glasses, but I know that they are popular right now."

Madeline: "I like the aviator sunglasses and the circular ones."

Katherine: "For me, I know that the overalls are like, more trendy right now, but I

personally wouldn't wear them because it is not my style. I do like the shirt. I like how it's ribbed and I like the color of it. I like the sunglasses but I don't think I would wear them just because I don't like the color reflection and that makes it harder to style with different outfits.

Jayne: "I would definitely wear this outfit. I would feel good about the purchase because I could see myself wearing them with different things too. It's not just something you can only wear this way. The sunglasses I don't think I would wear just because I like something a little more simple like a brown tinted aviator. Just like a basic sunglasses pair, other than that I would really wear it."

Gabby: "I like this outfit. I am not a huge overalls person but I could picture other people wearing it. I really like the shirt, but I am not a huge fan of the sunglasses. I like more basic sunglasses."

Madeline: "I would say pieces of clothing that are modeled on people I typically gravitate towards, just because you get more of an idea of how it would hang on a person. I know a lot of online stores are doing short videos of people modeling the clothes. I think that's super helpful just to see the movement of the clothing and how it will fit a person.

Katherine: "I would definitely say modeled on a person because it gives you a lot better of an idea of how it would fit.

Jayne: "I would say model on a person, but also I know that on social media, Instagram, you can post two pictures and I think it would be really helpful to see it on a person as well as a photo like this. So that you can kind of see both aspects and zoom in a little more to see the different details as when it's not on a person. I think you can see more of the actual piece when it's not on a person. But, you can see the way it fits when it's on a person.

Gabby: "I would normally click on an ad if a person was wearing the outfit because I could picture how it looks, how it would look on me. Not as much just on a mannequin.

Jeans:



Madeline: "I definitely agree that people selling different garments should show different size models in the clothing. Just because typically, you see thinner models and so seeing the different sizes of models definitely helps with them selling to all different types of body types. I tend to gravitate towards darker washes. And I like the holes in the legs, not too many though. I know right now the raw hem at the bottom is super popular.

Katherine: "I really like that they're showing models of different sizes because a lot more people would be gravitated to shop there if they see that their size is shown. Right now I like lighter wash jeans, I like some distressing and I like the raw hem at the bottom. I don't normally wear the medium to dark wash. I typically stick to light wash and then black jeans.

Jayne: "I think it's really important for companies to show different sizes just because even though I don't need that, it makes me want to support them because they're supporting other sizes and I think it's really important that they're doing that. I like the raw hem at the bottom of the jeans. I think that adds a little something to them. I also really like boyfriend jeans, like a little baggier. I still wear skinny jeans with a little bit of distressing. I like light wash, but dark wash for a fancier occasion I guess. I think it's definitely really important to have different washes on the jeans like a few of these pairs, like on the thighs of the one with the green background. It has a little bit lighter of a wash and I think that gives the pair a little detail that is pretty nice.

Gabby: "I definitely think it's great when companies show the different sizes because it makes it more appealing to more people. Because, if you just see a skinny girl wearing jeans, that doesn't fit everyone in the world so the different sizes is great. For me personally, I like light wash jeans with a little bit of holes in the legs, not too much. But mainly light wash, I do have some dark wash but I don't wear them as much.

#### Discussion of Woven Hope Instagram Account:

Madeline: "I have not."

Madeline: "I think it is very visually appealing, I think the color pallet and the dresses definitely match which brings it to my attention more. I think that the styles of the dresses are very relevant right now and I think that they are typically selling for more summer clothing right now and I think that really promotes it.

Katherine: "I agree that the colors of the dresses make it more visually appealing. I think I would have liked to see the dresses on the model more though.

Jayme: "Right now, in the aspect of social media advertising, aesthetics is really important and looking at this video it matches what Woven Hope wants their social media to look like. So I think that's really important, it makes me want to look at their page more often because everything matches. I think that the dresses will definitely sell for them just because they are in stock, they're cute, they look comfy. But, it would be smart to put people in these and then take a video.

Gabby: "I also agree that seeing them with a person wearing them would be great, but I do love the colors of these dresses. They're perfect for the season right now. I love the length, so I think this is good except the fact that it would be better if they were modeled by someone.

Madeline: "So I definitely think that their page as a whole is visually pleasing because it has kind of a similar color pallet, so that kind of brings me in more. But, I like the fact that they had specific outfits that they laid out. I think them taking pictures of the rack is good, but you can only see the front of the first item so it's kind of hard to tell. So I think I would like to see more outfits that they put together and single pieces of clothing that you can easily see, rather than a rack.

Katherine: "I like that they're being consistent with the color pallet and fonts and that kind of thing. I think I would like to see more people wearing their clothes or more

lifestyle shots of people wearing their clothes and doing something in them. I think that it would be cool to see them tag the products. I know there is a feature on Instagram where you can tag other accounts and there is also a feature where you can tag products. The link will take it right to the website for people to purchase, so that might be something for them to utilize

Jayne: "I think that their page looks really good all together. I would definitely like to see more people whether its modeling the clothes or its the people that work there, that way you get more of a personal taste of the company, rather than just what they are selling. They are more of a 'this is what we are doing in the store'. You know, more of a customer and employee interaction, I think is really important to show. And then also, I think it would be important to tag the website or link each product so that if people do see it, and they do want it, they can just go to the website and purchase it.

Gabby: "I definitely agree with all of that, the colors are great, it looks good, it's aesthetically pleasing to look at the website but more people, modeling the clothes would make it a lot better, in my opinion."

Madeline: "I think, due to their location, I didn't know where they were located until I happened to be in town one day and I drove by it. I have heard of it but I haven't seen it because their location is kind of off the beaten path. I think that their social media needs to be very present or else people aren't going to know that they exist. I think they have done a great job because they are a newer business with their Instagram page and I think you said they had a Facebook page too, I think that that online presence is really important for them.

Katherine: "I would definitely agree with that. I didn't know about this company until I was in fashion merchandising, so I think they could step up with their social media to get more people in Adrian and college students to get more aware of their business. They could also work with the different colleges in Adrian so that that target market would be more aware of their company.

Jayne: "I think it would maybe be smart to reach out to fashion merchandising or marketing students at Adrian and Sienna to maybe see if they could set up a deal so that someone would be posting about them, you know wearing their clothes, talking about them, to kind of get their name out there. I think that's really important. Not only do they need to make their accounts present, but other people need to post about them and then more people, it's like a chain reaction. So I think that would be really cool to do, to set up a relationship with college students. And then I just think that branding, and

always finding ways to talk about their company would be really important.

\*Focus Group Concludes\*