



Fashion Talk

Attract Participation and Increase Learning Motivation of Young Adults

Press release I, June 24th, 2011

“FASHION TALK” – European Project reveals differences in fashion approach

Fashion Talk is a so called „Learning Partnership“ in the European GRUNDTVIG programme, which focuses on further education initiatives. The aim of Fashion Talk is to identify and create networks and activities in order to use fashion as a kind of vehicle in the educational sector. The partnership of institutions from Austria, Italy, Portugal and Germany is an educational activity that combines young adults’ passion for fashion with important information about issues which help them to become socially conscious, economically and environmentally responsible European citizens. **First results of the project show: Between Germany and Italy, there are differences in the way how young adults approach fashion.**

Interviews, which were done in Italy by young people from Berlin / Germany with the age group of 14 to 30 reveal that fashion in Italy is an important aspect at every social level. Fashion is a way of life to show the personality, creativity and fancy and for some students it has an economic dimension in their social behaviour. Young people generally gave a positive vision of the fashion world and all of them own and appreciate gadgets considered trendy. These are: clothes, cars and tools like mobile phones or technical devices. The appreciation for those tools often lasts for no longer than a season, maximum one year. These items are status symbols and are disseminated at all social and age levels.



Education and Culture DG

Lifelong Learning Programme

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Attract Participation
and Increase Learning Motivation
of Young Adults

- 2 -

Interviews, which were done in Berlin by young Italians with people of the same age group showed different results: The answers revealed that, differently from the Italian behaviour, it is not that important what one person wears, but how she/he wears an item, how the same person expresses her/himself and how he/she combines the items. In a disco, for example, branded items do not really play a role, but people try to wear unique clothes that reveal their personality.

Beyond these first results of the project the partners created so called country analysis reports which show the state of the art in the formal as well as non-formal education: in school, at university and in further education for fashion in the respective countries. Overall, the reports show that there is a great potential for young adults to develop their learning motivation, their competences and capabilities via fashion. One of the conclusions is: The fashion topic is rather underestimated in the significance to reach young people and to act as a vehicle for learning processes.

The reports are available in the Fashion Talk Blog and readers are invited for blog comments: <http://fashiontalk-eu.blogspot.com>

For further information please contact:

Association Culture & Work
Goethestraße 10
9790 Bad Mergentheim
Tel.07931-56 36 374
info@kultur-und-arbeit.de , <http://www.kultur-und-arbeit.de>