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Interview on fashion in Austria with Bülent (Turkish background), Rocco (from Slovenia) und Sergej (German-Russian background) on their experiences with fashion in Vienna/Austria

Their task: “Travel to Vienna, stay at the youth hostel in Hütteldorf, get in touch with young Europeans who stay there, find out their attitude to fashion and what is important for them. Get a close look at Viennese young adults and their way of acting with fashion. Make pictures for illustration. Cooperate in writing a blog article about your experiences and draw some conclusions.”

Karin Drda-Kühn (KDK): How was it in the youth hostel, was it easy for you to get in touch with other young people from Europe?

Bülent: The youth hostel was the wrong place because there were no people like we there. So we moved to my cousins in the 17th district, they let us sleep in their flat.

Sergej: We asked Bülent’s cousins where they buy their clothes and they said at Mariahilferstraße, so one of the cousins drove us there. We went up and down this long shopping street and watched people in our age, which was really funny because some of them were irritated, especially some girls. I told one of them that it is for “professional” reason, but she did not believe me.

KDK: Was there anything different or special in fashion in Vienna? Did you see different or the same clothes as in Germany?

Bülent: Pretty the same, there were not many differences. It is the same as in Germany, you can clearly see at the clothes what the people are, as in Germany.

KDK: May be the differences are not in the clothes but with fashionable things like shoes, jewellery, scarves, hats?

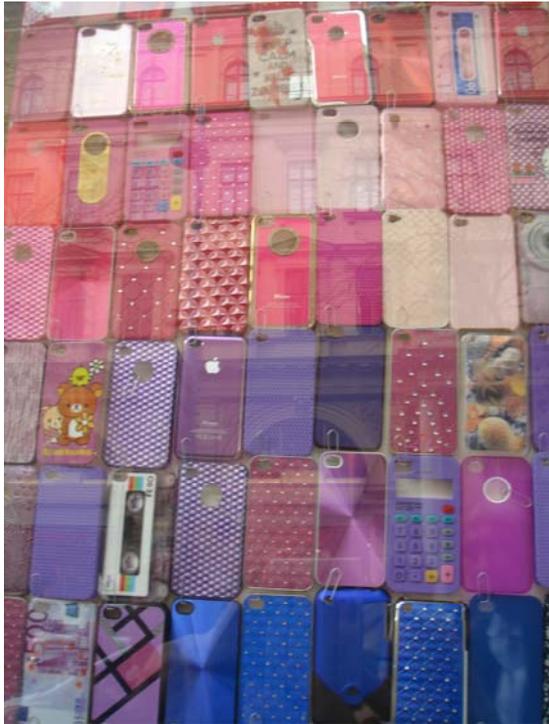
Sergej: No, not really, all stuff which we know from Germany. May be some of the shops have other names but the stuff is the same. Especially from chains. We were at H&M and it is really the same which is somehow strange because this is another country.

KDK: So there was absolutely nothing new for you in fashion items?

Rocco: I could not see differences in the clothes, but there was this shop with the iPhone cases, this was really different, a shop full of cases in all colours and many different patterns, we made a picture from the shop window:



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Sergej: I wonder what they are good for because they make the iPhone bigger in the pocket, but there were so many young people in the shop so we went in to have a closer look. Yes, they look good, Bülent bought one.

Bülent: Yes, I bought one, not so expensive, it makes the iPhone in a way special, I like it.

KDK: Was anything else exiting for you which had to do with fashion or fashion items?

Rocco: There was this advertisement at the metro station, which was really funny when I found out, first I did not understand it. It looked like Superman in cinema, but it meant something else...



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Sergej: It has something to do with cleaning the roads, it is written that those who sweep the streets are heroes, and this is how some guys explained it to us. It was so funny because first I thought this is an advertisement of a special group of people and that they can be identified by orange T-Shirts under their clothes.

Bülent: It's really funny, a kind of garbage fashion, but you have to understand it.

Rocco: There was something else which we did not understand, this was this street lamp with a knitted wrapping:



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Sergej: It was at a staircase to Mariahilferstraße. Maybe this is also a fashion item, but not for people but for street lamps. Who knows, at least a lot of people were watching it.

KDK: So in the end you found some examples of fashion which are different to what you know?

Bülent: Yes, in a way, but there was another thing, there were street musicians, not my style of music, but their outfit was cool, they wore blue boiler suits and helmets, very strange for musicians.

Sergej: This was cool, we wondered what it was good for and some Viennese guys who were listening said it's just for getting visible and extraordinary. Good way to raise attraction, no doubt.



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KDK: But getting better visible is something which has a lot to do with fashion, don't you think so?

Rocco: Yes, of course, but may be not with boiler suits and helmets, but the guys were really cool with the music and the costumes, really.



(The interview was done and translated into English by Karin Drda-Kühn)