

## **Fashion Talk blog**

29.10.2011

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### **Our task:**

- to find interesting fashion items
- to interview Portuguese people, especially younger ones about fashion
- to identify possible differences
- to take pictures
- to create material for the Fashion Talk blog.



## Implementation steps

### **First impression:**

There are a lot of small shops in the streets of Lisbon. The small shops do not tend to have so much decoration and are rather full and show a lot of things. The bigger shops like for example Zara and H&M are the other way round.



### **Getting into details:**

Portuguese people are very polite and gave us some idea about their sense of fashion. We were talking to a shop-owner and he told us that for them fashion is an important part of their lives and they like to dress individually instead of “mainstream”. Unfortunately, we did not meet many young people who had time to talk with us.



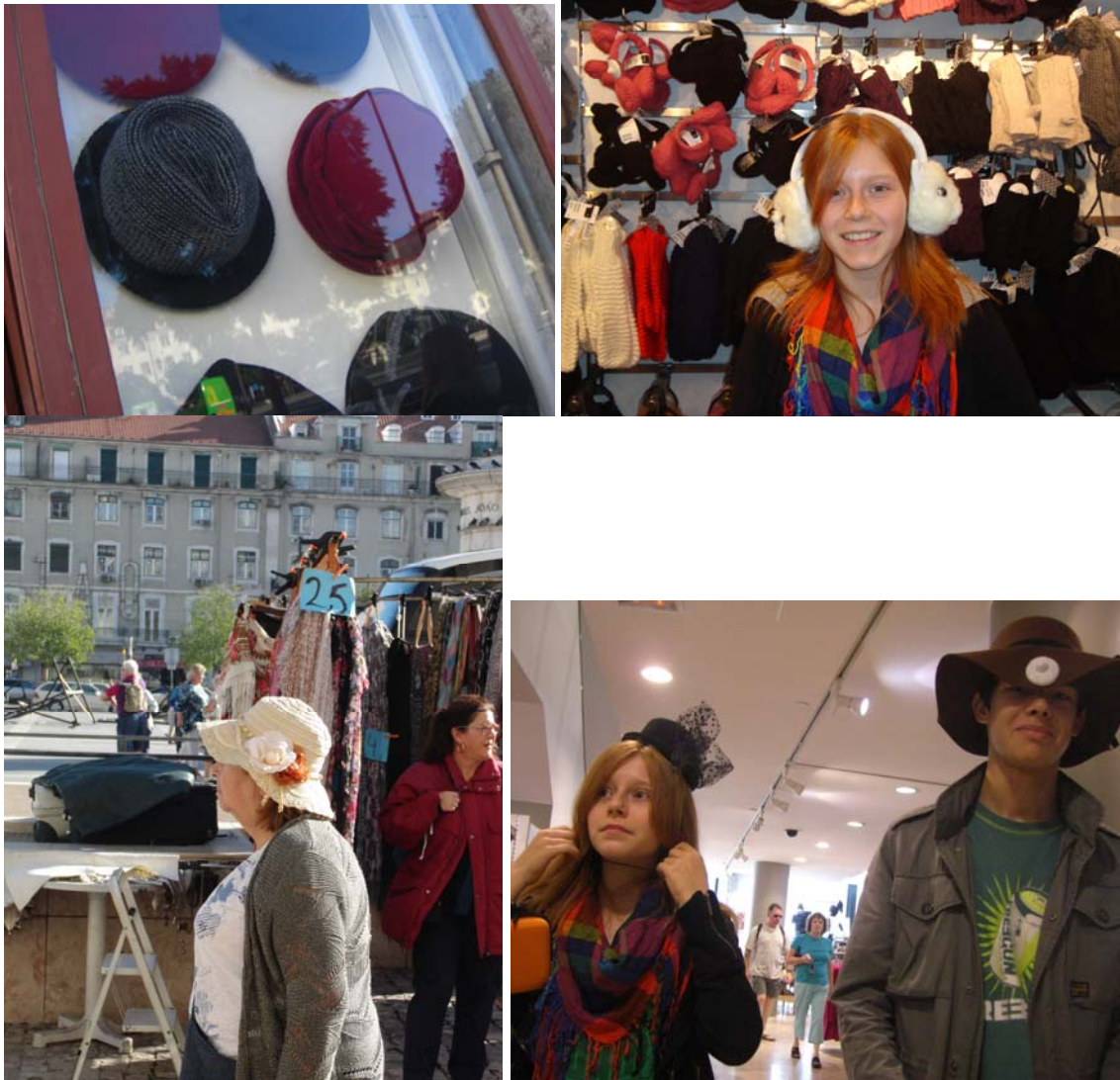
We discovered that sweaters and vests made out of wool are very common. Right now the colours are on the one hand autumn-like and on the other very glittery and in “neon”-colour.



Sweaters are rather oversized whereas trousers are extremely tight.



Hats are quite popular and can be seen worn by young men as well as by old women. We also saw a lot of other fashionable items for the head like funny earmuffs and party hats and a variety of hats for different professions.



### Conclusions:

We did not find out so many differences between German, Austrian and Portuguese fashion. The fashion chains like H&M offer nearly the same clothes everywhere which are rather boring. But there seem to be many small shops which try to offer individual clothes.