

RESEARCH DOCUMENT TEMPLATE

Where do teens get inspired for their style of clothing?

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Lost Media | Fast Fashion

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Research Question

The research question that is going to be explored in this document is “Where do teens get inspired for their style of clothing?” You’ll read about the methodology used and the findings of the research.

Methodology

The methods that are going to be used to answer the question are 3. The first one is a *Literature study (Library research)*¹. This methodology consists of reading through multiple articles and gathering insights in a summary.

The second method will be primary research, more specifically, *interviews (Field research)*². I will find Dutch students who are going to be asked questions regarding where do they get inspired for their fashion sense.

Summary

Teenagers get inspiration for fashion in multiple ways. They include:

- **From their peers** – teens always want to fit in with their friends and feel like a part of a community so it’s not a surprise that friends influence their fashion sense. *“According to a survey conducted by Ignite India Education in major cities, a staggering 87% of Gen Z respondents admitted that their friends significantly influence their clothing choices.”*³ Peer pressure is strong during the formative years when identity is still being discovered.
- **From celebrities** – they often inspire teenagers since celebrities usually signify ideal beauty. That reason makes youngsters look up to them, thus shaping not only their identity but their fashion style. *“Most widespread clothing trends are first seen when celebrities wear them. Some examples are florals, crop tops, and graphic tees.”*⁴
- **From social media** – social media becoming a part of teens' lives has become a way to influence their culture. Popular platforms such as TikTok and Instagram help teenagers look for inspiration for outfits and many more. Also, influencers becoming more popular have changed the way of advertising. Usually, youngsters

¹ <https://cmdmethods.nl/cards/library/literature-study>

² <https://cmdmethods.nl/cards/field/interview>

³ <https://www.linkedin.com/pulse/navigating-influence-unraveling-powerful-role-peer-gen-singh>

⁴ <https://www.uloop.com/news/view.php/112012/How-Celebrities-Inspire-Fashion-Of-The-Youth->

are able to spot more obvious ads which they usually ignore but if a familiar face that they relate to promotes a certain product the chance of them buying it becomes higher.

- **From parents** – six in 10 Americans report stealing and wearing their parents' clothes at least once. Vintage trends are always circling around and making a comeback. This applies to the fashion trends that parents had when they were young. Teens find their parents' style from their age cool.

Validation

The answer has been validated through multiple articles and the opinion of the Dutch teenagers themselves. Getting multiple insights will help to look at and pinpoint similar patterns to their answers making them more accurate.

Conclusion

In conclusion, teenagers find fashion inspiration from various sources. Peers influence them through social pressure, while celebrities set trends that many follow. Social media platforms like TikTok and Instagram play a major role, with influencers shaping teens' style choices. Even parents' vintage fashion offers inspiration, showing how past trends make a comeback. Together, these sources shape teens' unique fashion sense and identity.

The end result of the findings will benefit our team to come up with an end product for the client. By researching, we can come up with a good idea to influence teens to stop buying fast fashion that will also be effective since we now know how to do marketing amongst the youngsters of the Netherlands.

Sources

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