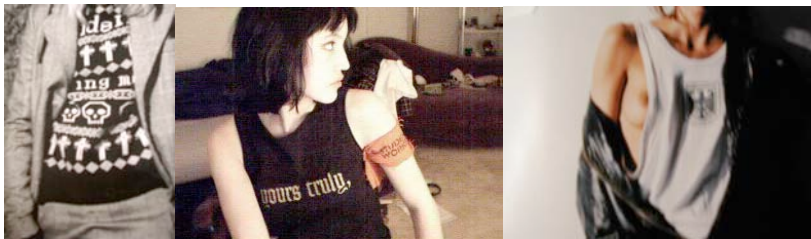


[peis] all over the world

These are some responds we got on our questionnaire about accessories and trends.

The form is available under <http://www.hyperwerk.ch/peis/fragebogen>

[peis]



ideologies decomposition of ideologies trend semiotic fashion politics interaction



Marisa Pichler & Christian Peter & Renato Soldenhoff

HyperWerk, April 2004

Familien Name

I

Vorname

adriano

Alter

26

Stadt

milano

Do you wear accessoires? If yes, what kind of?

uhr, lederhandschuhe, stoffgurt, handy

What's the latest fasion trend in your city?

neon high heels, formel I turnschuhe, nike shox gold,

What's the latest accessoires trend in your city?

sonnenbrillen

Please write me down three things that you carry daily around with you.

ledertasche, digitalcamera, handy,

Do you have a fashion idol?

lacoste t-shirts, vans sneakers, aquascutum, brioni.

Are brands important for you?

1/2

Datum: 16. Februar 2004 16:41:12 GMT+01:00

Familien Name

M

Vorname

Ayaka

Alter

27

Stadt

Kurayoshi (a small city in Japan)

Do you wear accessoires? If yes, what kind of?

earings

What's the latest fasion trend in your city?

a filmy or lacy skirt

What's the latest accessoires trend in your city?

hair pins

Please write me down three things that you carry daily around with you.

bags, mobile phone, and rose quartz

Do you have a fashion idol?

not really

Are brands important for you?

no not at all

Datum: 13. Februar 2004 16:09:59 GMT+01:00

Familien Name

d

Vorname

caroline

Alter

27

Stadt

zürich

Do you wear accessoires? If yes, what kind of?

nur eine alte casio uhr

What's the latest fasion trend in your city?

die farben türkis, hellblau/-rosa, gepunktete und gestreifte sachen,

What's the latest accessoires trend in your city?

frauen: retro-plastikschmuck (z.b. broschen mit pudelmotive in hellrosa/-blau/türkis, ohrringe)

Please write me down three things that you carry daily around with you.

schwarze umhängetasche von timbuk, schlüsselbund, 1 haargummi (naja.... was besseres ist mir nicht in den sinn gekommen)

Do you have a fashion idol?

adidas und puma bei den schuhen. liane, sessùn, aber auch zarà und h&m bei kleidern, diesel bei jeans

Are brands important for you?

nicht allzu sehr, aber schon auch. denn mit einem brand drückt man eine bestimmte einstellung/haltung aus. ich mag keine labels die man sofort (offensichtlich) erkennt (z.b brand auf dem shirt aufgedruckt). am liebsten kombiniere ich labels mit 'stangenware'. liebe grüsse an renato & bis bald mal wieder! caroline

Datum: 21. Februar 2004 17:50:03 GMT+01:00

Familien Name

p

Vorname

christian

Alter

25

Stadt

zug

Do you wear accessoires? If yes, what kind of?

ring, tattoo, three days beard

What's the latest fasion trend in your city?

mokasins

What's the latest accessoires trend in your city?

chicago bulls caps

Please write me down three things that you carry daily around with you.

laptop, etui, chappä

Do you have a fashion idol?

eddy the eagle

Are brands important for you?

yeah..especially for underpants

Datum: 12. Februar 2004 18:14:27 GMT+01:00

Familien Name

S

Vorname

dominique

Alter

21

Stadt

niederlenz

Do you wear accessoires? If yes, what kind of?

pins, earrings

What's the latest fasion trend in your city?

none, its a very little village with oldfashioned people and all kinds of fashion but not trends.

What's the latest accessoires trend in your city?

none

Please write me down three things that you carry daily around with you.

my handbag from little to big, my earrings and my handybag

Do you have a fashion idol?

yes i'm reading fashion magazines and look the poeplearound me, but not one person, i pick my things out from everywhere

Are brands important for you?

not at all

Datum: 15. Februar 2004 12:45:26 GMT+01:00

Familien Name

C

Vorname

Francesca

Alter

34

Stadt

Bali

Do you wear accessoires? If yes, what kind of?

bags, scarfs

What's the latest fasion trend in your city?

be as comfortable as you can. No rules.

What's the latest accessoires trend in your city?

cool helmets

Please write me down three things that you carry daily around with you.

bags, scarfs, flipp flopps

Do you have a fashion idol?

no

Are brands important for you?

not at all

Datum: 13. Februar 2004 13:14:34 GMT+01:00

Familien Name

r

Vorname

hans

Alter

33

Stadt

zrh

Do you wear accessoires? If yes, what kind of?

scarf

What's the latest fasion trend in your city?

bleached/patchworked jeans

What's the latest accessoires trend in your city?

dont know

Please write me down three things that you carry daily around with you.

bag, scarf and "hauberl" (winter)

Do you have a fashion idol?

willi spiess

Are brands important for you?

nope

Datum: 13. Februar 2004 09:41:11 GMT+01:00

Familien Name

m

Vorname

Johanna

Alter

24

Stadt

Freiburg

Do you wear accessoires? If yes, what kind of?

necklaces, ambrace, anklets, toe ring, tongue ring

What's the latest fasion trend in your city?

short cotton skirts which one can wear as skirts, as Nierenwärmer, as top or as scarf

What's the latest accessoires trend in your city?

see above, I think the cotton skirt is also, if used as a scarf, an accessoire. Pudelmützen mit Ohrklappen (I guess you know what I mean)

Please write me down three things that you carry daily around with you.

a backpack or some other kind of bag, and in wintertime a hat (a Pudelmütze mit Ohrklappen), a scarf, gloves

Do you have a fashion idol?

H&M but apart from that I like Esprit and Street One

Are brands important for you?

No, I usually can't afford them...which means H&M for me!

Datum: 16. Februar 2004 09:46:14 GMT+01:00

Familien Name

f

Vorname

Judy

Alter

25

Stadt

Glasgow

Do you wear accessoires? If yes, what kind of?

Funky belts, watches, lots of silver jewellery.

What's the latest fasion trend in your city?

For the neds (expl. non-educated delinquents), its kappa tracksuits, very white trainers and baseball caps. For the rest of the population rolled up jeans and ugg boots seems to be becoming worryingly popular. Personally I wear what I feel like.

What's the latest accessoires trend in your city?

Worrying increase in large bling bling jewellery amongst the neds - huge gold chains round necks with their names on.

Please write me down three things that you carry daily around with you.

Bag, money, lots of old receipts and useless bits of paper.

Do you have a fashion idol?

Kate Moss always looks good - casual and funky.

Are brands important for you?

Nope. Can't afford them. I think there's a lot to be said for trawling flea markets and second hand shops for getting bargains and looking fabulous on the cheap. However do love Bench clothes for their funkiness, Orla Keeley handbags for sassiness and Ted Baker for simple yet chic.

Datum: 13. Februar 2004 23:22:17 GMT+01:00

Familien Name

g

Vorname

karin

Alter

25

Stadt

zurich

Do you wear accessoires? If yes, what kind of?

taschen, schmuck, stulpen,

What's the latest fasion trend in your city?

spitze schuhe, 80er Mode

What's the latest accessoires trend in your city?

grosse Ohrringe

Please write me down three things that you carry daily around with you.

tasche mit allem drin

Do you have a fashion idol?

company's shop

Are brands important for you?

nein, wenn ich die tollsten kleider in der ABM finde, gehe ich sie gerne dort kaufen, ist billiger...

Datum: 13. Februar 2004 11:08:41 GMT+01:00

Familien Name

p

Vorname

Marisa

Alter

22

Stadt

Zürich, Basel, Aarau

Do you wear accessoires? If yes, what kind of?

Bags, shoes, caps, wristbands, scarfs...

What's the latest fasion trend in your city?

80's, 50's, neon colours, coloured accessoires, military look, second hand, old skool, wristbands...

What's the latest accessoires trend in your city?

" "

Please write me down three things that you carry daily around with you.

Big Bag, earrings, rings

Do you have a fashion idol?

ivana helsinki, H&M clothes, Audrey Hepburn, many more

Are brands important for you?

no

Datum: 13. Februar 2004 10:06:06 GMT+01:00

Familien Name

h

Vorname

maroesja

Alter

28

Stadt

amsterdam

Do you wear accessoires? If yes, what kind of?

bags, very important in amsterdam

What's the latest fasion trend in your city?

- uggs, that are very ugly boots. theu look like snowboots but you can wear them under skirts etc.
- short very old fashion skirts
- leg warmers
- high puma sneakers

What's the latest accessoires trend in your city?

Please write me down three things that you carry daily around with you.

Do you have a fashion idol?

Are brands important for you?

Datum: 15. Februar 2004 20:13:01 GMT+01:00

Familien Name

b

Vorname

Nicole

Alter

33,99999

Stadt

Zürich

Do you wear accessoires? If yes, what kind of?

Uhren, Schmuck, Haarspangen, Gürtel

What's the latest fasion trend in your city?

Keine Ahnung - ich trag seit Jahren Blazer zu allem...

What's the latest accessoires trend in your city?

böööh? ich realisiere, dass ich ziemlich untrendy bin...

Please write me down three things that you carry daily around with you.

Handtasche, Handy, Schlüssel (Zigaretten)

Do you have a fashion idol?

H&M :-) Levi's, Todd's, Prada, Max Mara,

Are brands important for you?

nicht besonders, finde es aber super, wenn ich Markenkleider zu Schnäppchenpreisen finde

Datum: 12. Februar 2004 19:17:32 GMT+01:00

Familien Name

k

Vorname

peter

Alter

66

Stadt

zurich

Do you wear accessoires? If yes, what kind of?

no

What's the latest fasion trend in your city?

no idea

What's the latest accessoires trend in your city?

no idea

Please write me down three things that you carry daily around with you.

purse, car keys and a smile

Do you have a fashion idol?

absolutely none

Are brands important for you?

not at all

Datum: 16. Februar 2004 12:27:44 GMT+01:00

Familien Name

S

Vorname

Renato

Alter

24

Stadt

Zürich (Basel)

Do you wear accessoires? If yes, what kind of?

Keyholder, Freitag-Bag, Belts, Glasses, Cell phone

What's the latest fasion trend in your city?

bike (old, new made), (have and) talk about projects, drink sprint beer, urban punk

What's the latest accessoires trend in your city?

hmmpf... sorry, keine ahnung:-)

Please write me down three things that you carry daily around with you.

bag, cap, key

Do you have a fashion idol?

not really, if yes, people on the street.

Are brands important for you?

no, but there are some good brands, which produce good stuff...

Datum: 16. Februar 2004 10:04:25 GMT+01:00

Familien Name

S

Vorname

romy

Alter

25

Stadt

berlin

Do you wear accessoires? If yes, what kind of?

ne uhr und ohrringe

What's the latest fasion trend in your city?

öko-punk

What's the latest accessoires trend in your city?

keine ahnung

Please write me down three things that you carry daily around with you.

meinen rucksack, mein handy und was noch?

Do you have a fashion idol?

hab ich nicht

Are brands important for you?

eigentlich schon-ja-

Datum: 13. Februar 2004 12:43:05 GMT+01:00

Familien Name

r

Vorname

Sammy

Alter

24

Stadt

Adelaide, Australia

Do you wear accessoires? If yes, what kind of?

Tibetan rosary beads on my wrist, old chinese good luck coin on a necklace.

What's the latest fasion trend in your city?

mini skirts

What's the latest accessoires trend in your city?

necklaces for men

Please write me down three things that you carry daily around with you.

shoulder bag, headphones and walkman, water bottle

Do you have a fashion idol?

i think my grandfather is very cool, he gives me his old shirts sometimes.

Are brands important for you?

i like target brand (real cheap generic clothing for poor people) because it is cheap.

Datum: 13. Februar 2004 02:25:14 GMT+01:00

Familien Name

k

Vorname

Junko

Alter

25

Stadt

Narita/Tokyo, Japan

Message

hi reni. here, it's answer of your question. thesedays, pet's cloths are sold everywhere. especially dog's cloths. these are almost same as human's. (very cute, cool, complicated and expensive) other thing, we have tokyo disney land and we love it. usually, we like charactors such as mickey, minny, and so on. however, recently, princess are becoming famouse, such as little mermaid, white snow, aladin and so on. about jewelry, long ear pierces are trendy now, very long one. and about shoes, everybody puts on the pumps nowadays. and mobile, it shows on mobile tv! wow, we can watch tv by mobile! japanese technology:-)

fasion, girls like to wear leg warmer. and high neck stuff (high neck coat). also, girls put cap.(like baseball player) can you imagime?...i'm sorry, it's difficult to explain. i hope you could understand...could you?



18.02.04