Youth Impact Communication

Fashion Brands Among Chinese Adolescents: How Those Brands Will Affect Teenagers' Taste

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Summary

The development of fashion brands has been a popular topic on social media and fashion brands have been spreading among teenagers. This brings us to controversies: why does teenagers become so obsessed about fashion brands? Wondering about this question, we have handed out questionnaires to six high school students and results turned up to be quite astonishing. We have discovered that among high school students, international students have shown a stronger interest in fashion brands. Seeking for an explanation about this phenomenon, we held a debate about whether fashion brands are good or not. Debaters have given four perspectives about pros and cons about fashion brands: environmental problems, peer relationships, family relationships, and economy development. Both sides have given convincing reasons as well as researches. Stimulated by curiosity, we interviewed with two teachers: one old-fashioned and one trendy

Identify the Topic

| Topic Description

As Chinese live webcast went viral for recent years, a large amount of Internet celebrities started to drive the wave of dressing revolution. Teenagers, who are susceptible to the novel objects, also began chasing for part of the fashion brand outfits. And at present, it seems to be very common that teenagers prefer to wear American or Japanese street & punk style brands: Off-white, Stussy, Supreme… Among them, also emerged some collaboration brands, just as Nike and Off-white released their collaboration shoes, which won a high pursuit among high-school students. However, there's no certain rule to prove that the most prevalent stuff would be most good-looking. A small portion of teenagers prefer to wear the clothes that are far too distinct to give a sense of handsome or fashionable. For instance, some of the clothing hang numerous iron chains; or some of them was made up of pieces of cloth, like the one on the beggars. Still, these seemingly bizarre outfits win a high popularity among modern teenagers. So we have our question that whether those fashion brands are modifying the teenagers' value on taste. Our group will do interviews to students in our high school. Also we will hold a debate around whether wearing the grotesque fashion brands will be beneficial for modern-day students. And eventually we will design a unique logo for our department's coffee bar in order to observe how a brand become famous and warmly welcomed among students.

| Why it is important

Fashion brand originates from American street culture. As a representation of subculture, fashion brand is a symbol of young people's identity. It is characterized by originality, symbolization, frequent crossover, relatively single category, and obvious personal characteristics of the founder. In today's society, more and more senior high school students are pursuing fashion brand. But seriously, there are many people just blindly follow the trend, want to get the envy of others' eyes and praise, and do not understand what fashion brand is exactly, how it become popular. Therefore, it is very important and meaningful to study the rise of fashion brand and let the international division's senior high school students know fashion

brand again. Our research is aiming at helping teenagers properly understand the definition of fashion, foster right attitudes towards money, and cultivate judgement.

Project Objective

Through this research and dissemination of research results, we can let more high school students further understand fashion brand and its meaning behind itself, not let high school students blindly follow the public. For the purpose, we have decided to hold a debate and have several interviews with our target audiences and let them fill out some questionnaires to know more about how those famous and fashion brands affect teenagers' consumption level. Moreover, we decide to design a logo for the department's coffee to show that how a brand become famous and warmly welcomed among students.

Identify the Target Audience

Who Are They?

We send our questionnaires to all the students in the four international schools in WuXi.We find that 80 percent of the students who are interested in the popular brands are the students in the international departments.Hence, we choose the international department students as the respondents. We found the reason that most teenagers pursue fashion brands was that they have a strong psychology of comparison, especially with peers. The problem is that their standard of comparison is fashion brands, in other words, appearance. As a movie says some of us got deep in flat, some in satin, some in gloss, but we believe that inner beauty is more of a significant ingredient.

Why Are They?

Firstly, international students have a comparatively substantial and affluent family property. It is unnecessary for them to consider financial problems when they are pursuing "fashion brands". Secondly, our target students for the project are a close-knit group for researchers. Thereby, it is relatively much more convenient for researchers to investigate, observe, and interview them comparing to unfamiliar students, since we have a competitive edge to obtain the access to primary and direct information. Last but not least, studying the most conversant people around us can provide us with an opportunity to get to know them better. Comprehending and understanding their thoughts is a significant ingredient in making a connection between us. Helping them realize the problem of blind pursue of fashion brand and solving this problem is our original intention of setting out and researching this project. We are in the spirit of changing more people as possible, but first, we need to change the people around us who we concern and care about the most.

What is your scope?

We choose the students in international departments or international schools as our target audiences, who have the tendency to buy and wear those bizarre clothes in

strange design and color than peers.

How to reach them?

It is relatively more available for the international students to use internet and technique devices. They prefer to glance the Apps like QQ, Wechat, Instagram and so on. In another word, they have more chances to contact with fashion brands, since in most cases, students attatch fashion brands from the idols and advertisements online. Besides, since the international student have a relatively good fianacial background, they have the tendency to care more about and buy more fanshion clothes or items than other students. So,we use the internet to spread our influence focus on this group of students.

Identify the Key Message

| The Key Message

We aim at guiding teenagers to form right conceptions of popular brands and spend their money rationally on the sense of proper taste. "Follow your heart to pursue fashion. Reasonable consumption will make you fully enjoy."
For example, we will put ourselves in the shoes of other students and consider their mentality when buying popular logo. Get to know them more practically through questionnaires. Our members will promote a positive, right psychology and values to the students through debates and videos. We want to help them become more confident and believe in their own vision.

| The Tactics Behind

We appeal to theory as well as to practice. Firstly, although there is no absolute standard of beauty, aesthetic problems need the support of basic concepts. Secondly, practice is the only truth. Right now, the most persuasive way for teenagers is to show them the facts. When they stop following blindly and develop their own unique aesthetic appreciation spontaneously, they actually make more true friends instead of following suit to resonate.
For example, we will choose some students with relatively good economic conditions but have strange taste. Among them, there are some students with special taste on fashion. In order to get accurate data, we want to make the research close to students' daily life. By interviewing them mainly in the form of chatting, they will be asked to pick out the students who may be dressed differently at school from their personal point of view. Also, in order to consider their mood, we will first interview them from their daily clothes. By asking them what they think is the right fashion look, for instance, who they model their clothes on, and using factual examples of those models, to let students realize what is the real aesthetic value in society and let them have some psychological integration and changes.

Choose the Platform

The Platform Chosen

As an increasing number of people start to imitate the dressing of celebrities on the internet, teenagers also follow the trend of purchasing fashion brands, and their taste may be influenced gradually. Considering this, we will initiate our research with the help of media to expand our influence, and our group prefers to use questionnaire through the platform such as WeChat, QQ, and Microblog to spread our survey and randomly collect ideas and feelings about fashion brands. Moreover, focusing on Grade 10 and Grade 11 students in our school, we can initiate face-to-face interviews and ask related questions in detail flexibly. After collecting and analyzing the data, we can popularize our idea by releasing the articles with an explanation of the phenomenon. In addition, we can design a unique logo for our department's coffee bar not only to observe how a brand becomes welcomed among students but also to appeal to others to form a proper aesthetics.

The Alternative Platforms

The alternative platform we would utilize is recording a video, which is to present the idea intuitively and tangibly to the public. For instance, we choose to organize and record a debating competition to show whether wearing fashion brands will be beneficial for modern-day students. After watching the debate, the audience may understand the consequence brought by fashion brands. Besides, we may require the support of our school to play our video and attract more attention to our efforts.

The Criteria to Evaluate

Popularity—We randomly choose 90 students among Grade 10, 11 and 12.And we investigate the number of students who are impacted by the fashion-wear brand they use by sending questionnaires .
Preparation time—We use at least half of a month to estimate the students who are impacted by

the fashion-wear brand by reading the questionnaires we send and detect the students' attitudes to the fashion-wear brand.

The Rating Sheet

WeChat: We use the official account set by the news club and send some videos and illustration from time to time.But some students may not have enough time to watch it and about 30 students can watch it.
Uploading short videos:It is so convenient that students can watch the videos by their computers;It will not take students a lot time to watch; It will be more authorized than the illustration and posters;It can enlarge their views about the fashion-wear brand.About 60 students can see it.
Posters: almost every student will see the posters sticked in their classrooms; posters can catch students' attention easily; we do not need to find a suitable place to give a speech.

Set the Agenda

| Set the Agenda

1.Questionnaire:
Start from: 3.20
Location: online questionnaire conducted by Rui Ye, Ziyi Tao & Jiaqi Ding

2. Interview
Date: 4.7
Collect ideas and feelings about fashion brands
Location: Tianyi AP center
planned and conducted by Yikai Ma
30-40 interviewees

3. Debating competition
Hold a debating competition about whether wearing fashion brands will be beneficial for modern-day students
Date: 4.15
Location: Tianyi AP center
conducted by Yikai Ma & Ziyi Tao

4. Report on the questionnaire
Date: 4.20
Accurately analyze data and draw the conclusion
conducted by Zhiyi Zhang

5. Publish articles about the debating competition and interviews
Date:4.21
published on WeChat platform
conducted by Yikai Ma

Design the Packages

Create and Track the Impact

The Execution Plan

1.recording videos of interviewing the students in our international department to know their familiarity of our topic at school (February, 2020)
2.distribute a questionnaire about the preference on the fashion brands among teenagers and their parents such as QQ, WeChat, blogs.(February, 2020)
3.publish the article about the understanding of popular and fashion brands on both of the AP Department and our clubs' WeChat Platform started in March, 2020, to all the followers of the WeChat Platform
4.design an unique logo for our school's cafe and make posters of it in order to view the process of the spreading of a 'modern logo' idea(April, 2020)
5.holding a debate competition around the topic of the fashion brands and the adolescent tastes (April, 2020)
6.distribute handouts and make some online investigations among students in our school to collect feedback about our online research.(April, 2020)

Impact Statistics

The articles we published on wechat account of the school get about 935 readers. The logo of the cafe, including the posters and the tissues, is noticed by around 200 to 250 in AP Department.
The questionnaire we put on QQ and WeChat received 375 pieces of answers.

Collect Feedback

Some interviewers began to consider about the logic behind the Pursuing for fashion brands of the teenagers nowadays. One of our interviews of the questioners said that he used to feel confused about people around him crazily following the fashion brands, after our description, he understood their essential cause of it. Most of our interviews claimed that they will start to reconsider about fashion brand issues more objectively and logically, with the consideration from different aspects .

They also said that they will be more rational about buying such clothes or accessories.

Review and Reflections

Overall Self Check

This part is absent or not available temporarily.

What Are Successful

Our team use the form of questionnaire to do research and it has many advantages. Firstly , our team members can have relevant more flexible time and higher efficiency than other investigation methods. Questionnaires can be sent to the respondents on the spot, or they can be sent by mail or the Internet to survey a variety of respondents at a distance, which can not only obtain a lot of information, but also save time and money. Also, the questionnaire we designed automatically generated a rating of the students after they completed it, which allowed us to intuitively count two different types of people (popular logo people and plain people).
Secondly, our team can take samples without restriction. Compared with observation, interview and other methods, the sample size of questionnaire method is not limited. It can completely determine the sample size according to the scientific requirements and actual conditions of sampling. Large samples or typical samples can be selected so that our questionnaire gradually becomes complete and comprehensive.
We have a variety of presentations, including questionnaires, debates, and promotional videos that simulate the popularity of popular logo. These are all presented by students, which can be closer to our research object.

What to Improve

There are many limitations of our researches, basically about the time management. Firstly, about the questionnaires part, since did the questionnaires online, the group of people who take the survey were unknown to us, which means that we can not guarantee the quality of the data and the scope might be limited.
Secondly, the content of the questionnaires needs more deliberation. We should

have more discussion before making them, and thus reach higher quality and greater efficiency.

Additionally, the depth of our research is not enough. Since the time is limited due to the unexpected COVID-19, we don't have enough time to come together and discuss together for the research process. Thus, our final conclusion is just based on the data we collected, and the result of questionnaire. If we have enough time, we can analyze the cause of teenager pursuing fashion brands in more ways, such as psychology, social motivations, and so on.

Summarize Learnings

The development of fashion brands has been a popular topic on social media and fashion brands have been spreading among students, especially high school students. This brings us to controversies: why do teenagers become so obsessed about fashion brands? Wondering about this question, we have handed out questionnaires to four high school students and results turned up to be quite astonishing. We have discovered that among high school students, international students have shown a stronger interest in fashion brands. Seeking for an explanation about this phenomenon, we held a debate about whether fashion brands are good or not. Debaters have given four perspectives about pros and cons about fashion brands: environmental problems, peer relationships, family relationships, and economy development. Both sides have given convincing reasons as well as researches. Stimulated by curiosity, we interviewed with two teachers: one old-fashioned and one trendy. Based on their responses to our questions, we figured out that the proper pursuing for fashion brands was encouraged, since it can be considered as a natural process of teenage growing. In contrast, if the goal of pursuing fashion brands is simply financial comparison between peers, it will have a negative effect on teenagers' future development as well as family relationships.

Team Credits

Zhiyu Shao: video processing work, help with the final project guide
Ziyi Tao: student interview in school, design the questionnaire forms
Gaoyi Hua: write articles on Fashion Brands on WeChat for publication
Zhiyi Zhang : help finish project guide
Yikai Ma: help finish project guide, perform as the judge in the debate about Fashion Brands.
Jiaqi Ding: help organize the debate and participate in it
Rui Ye: help organize the debate and participate in it

Judge Comments

" You have a unique topic, to be sure. Fashion plays a role in individual identity, so there are societal impacts at play. I do wonder, though, if there's a psychological angle that would've proved more fruitful and enriching. Your idea here could probe more deeply. Be careful about how you describe the appearance of clothes and people. You use terms like "beggars" and "grotesque" and "bizarre clothes" and "strange design." Keep in mind that fashion is subjective, and people should feel comfortable in the clothes they wear. We should do our best to remain judgment free. And terms like that give the impression that you already have your mind made up, before even beginning to investigate the topic. I'm not sure I agree with how you decided to target international students as your audience. There must be value in the respondents who aren't interested in popular brands. Their opinions and insights matter, too. And the financial status of individual students is important, as well. I'd caution you against eliminating the less affluent from your pool. You have a succinct message. It makes sense, and people will understand it at first glance. Good work there. Be careful about centering part of your message on guiding teenagers to "spend their money rationally." The focus here shouldn't be to dictate, whether explicitly or implicitly, how people spend their money on clothes. Good work combining online and offline materials. Your choices seem logical. Maybe consider a gallery of fashion trends and choices that could be on display both online and in schools or other public places. Your timeline to complete the project seems far too condensed. From what you wrote, you gave yourself a month to produce a questionnaire, seek responses, analyzes responses, complete interviews, set up a debate competition and publish articles. The debate video is an interesting idea and lays out the differences in opinion. Remember to make sure microphones are near your subjects when they're talking, though. Some graphic cut-ins would've been useful, as well. A stronger use of visuals may've helped illustrate the point you were trying to make, as you investigated the topic. And interviews with students who have differing tastes in fashion would've helped show your audience why people make fashion decisions. Put a human face on the topic. The interviews with teachers aren't as helpful. They have value, but they shouldn't be a primary focus. That video is also probably too long. You want to offer quick hits, as viewers may not sit through seven minutes of two talking heads. You had a great response rate to your questionnaire, and it seems like you reached your audience pretty well via other platforms. Great reflections about your questionnaire and its possible limitations. That analysis demonstrates great self-awareness. You're building toward something with your project. Refocusing it a bit would've strengthened the idea. "