



Notes:

Spring Fashion

Interview Questions:

- Who makes most of your clothing purchases? Who is your favorite designer?
- What is your favorite aspect about dressing for spring weather. Describe your favorite standby that you wear during all four seasons including spring. What websites, if any, do you search for spring apparel?
- When do you most often change your wardrobe? Does it depend on the calendar or the weather? When do you start shopping for spring wear?
- Where do you store your out of season clothes? Where do you look for trends in spring fashion? Where do you shop for spring clothes and shoes that you don't consider during the other seasons?
- Why do you like spring clothes better than other seasons? Tell me why you think that spring does/doesn't offer more options for individuality in fashion than other seasons.
- How much of your old stuff do you wear again from previous springs? How much do you spend at the beginning of the season for new clothing? For shoes?

Poll/Survey Question:

- Which is the biggest change for you in your spring wear?
 - Shirt
 - Pants
 - Shoes
 - Accessories
 - Other (list):

Photo Possibilities:

- Storing away winter clothes to make room for spring wardrobe
- Reorganizing closet for seasonal clothes
- A before and after series of photos contrasting winter and spring
- Photos of spring favorites
- Shopping in winter clothes for spring wardrobe

Module Ideas:

- News feature story
- Chart of spring favorites with colors, trends, costs, quotes
- Contrast module of guys versus girls spring clothes
- List of favorite stores for spring clothes with shopper quotes
- Infograph of biggest change of spring wear poll/survey
- Photo series of diverse spring wear with pull outs