



Notes:

Winter Fashion Accessories

Interview Questions:

With whom do you shop for your winter accessories? Who shares your passion for winter weather and fashion?
What is your longtime favorite winter accessory? What accessory do you usually buy new every year? What brand do you favor? What kind of boots do you wear?
When do you shop for your winter wardrobe? When do you start wearing winter accessories?
Where is your favorite winter shopping wonderland? Describe where you vacation in the winter that requires winter wear?
Tell me why you prefer winter wear over other seasons. Why do you find winter to be the most difficult for which to dress? If you live in a warmer climate, why do you buy winter wear/accessories?
Describe how “fashion” versus comfort impacts your decision in choosing cold weather wear. How cold does it have to be for you to wear gloves, hat and a scarf with your winter coat? How many winter hats, scarves and pairs of gloves do you own?

Poll/Survey Question:

Which do you wear everyday during cold winter weather? Mark all that apply.

- Coat
- Hat
- Scarf
- Boots
- None
- All of the above

Photo Possibilities:

Choosing winter wear before leaving the house
Styles of coats, hats, scarves and boots
Shopping for winter clothing
COB photos of guy and girl looks

Module Ideas:

News feature story
Matching of accessories with owners and quotes
COB photos with call outs of accessories and costs
Questions and answers about winter wear