

Cheap Fashion Employee Interview Transcription (Cheap Fashion is a 2nd hand clothing store in Rotterdam, Netherlands and we interviewed them so we could gain a better understanding of how the 2nd hand clothing world works. The following transcription was based off the notes that we took during the interview and the interview lasted around 10 minutes due to the limited amount of time that employees have during their shift to do anything besides their job):

Team Member from our Group Project: Hello how are you?

Cheap Fashion Employee: Hi, I'm good. So what would you like to ask me about?

Team Member from our Group Project: Well we came here because we are really interested in understanding how Cheap Fashion functions as a 2nd hand clothing store. Can you tell us anything about this?

Cheap Fashion Employee: I've been working at Cheap Fashion for around 1 year and I can tell you with certainty that even though Cheap Fashion sells 2nd hand clothing, the sell price for these items are not as cheap as you would like.

Team Member from our Group Project: Can you elaborate on this please?

Cheap Fashion Employee: Well basically, as the demand of clothes from Cheap Fashion increases so too does the price of the clothes we are selling here. So I mean to say that this 2nd hand store is becoming more and more expensive because more people are coming to buy our clothes. If we don't increase the price of these clothes then we will not be able to keep up with the demand for these clothes. So basically the idea of the 2nd hand store being cheaper is just an idea that is associated with the concept of a 2nd hand store. But in reality it's not that much cheaper than a lot of 1st hand clothing.

Team Member from our Group Project: Oh okay I see. And so do you think that this is happening in many other 2nd hand stores?

Cheap Fashion Employee: Yea for sure. Like I said, 2nd hand stores are becoming more demanded by people. So they are becoming more trendy and more people are wanting to buy 2nd hand clothing because of the style.

Team Member from our Group Project: Okay that's good to know. And do you know where these clothes are coming from?

Cheap Fashion Employee: Yes, they come from bigger companies that get all the clothes from all over the world. We buy these clothes from them and 10 kilos or more kilos for example. If a clothing item has holes or looks really bad then we actually send it back. So at Cheap Fashion we have standards and we don't want to give the customers something in poor condition. Otherwise we won't be so trendy (laughs)

Team Member from our Group Project: That's really interesting. And do you know from where in the world these clothing items come from or is that kept secret?

Cheap Fashion Employee: Yea its actually kept secret. We don't know any of that because if we know that then anyone can find that out as well and then anyone can do what we are doing at Cheap Fashion and we don't want that (laughs)

Team Member from our Group Project: So do you think that Cheap Fashion is a thrift shop?

Cheap Fashion Employee: No not at all. Its too expensive. At a thrift shop you can come in and give your old clothing and swap some items but at Cheap Fashion we are much more selective of our clothing items. We really think about what is fashionable and then we go out and find those items and buy them so that we can re-sell them at Cheap Fashion. So like fisherman hats and fanny packs were really in hype recently so we went and bought those items and are now selling them here.

Team Member from our Group Project: Oh so you guys are really all about trends and fashionable clothing.

Cheap Fashion Employee: Yea yea for sure.

Team Member from our Group Project: So why do you think we should buy vintage and 2nd hand clothing?

Cheap Fashion Employee: Well all the clothes in the world are already produced in a bad way so we thought that it would be at least better to promote 2nd hand clothing since it is basically just about re-using clothing that was previously owned by someone else. We think that is much more sustainable than producing more new clothing to sell. We feel guilty when we buy new clothing so we only really buy 2nd hand clothing. But we also feel that you shouldn't buy too much 2nd hand clothing because that is bad for the environment as well.

Team Member from our Group Project: Why do you think its bad to buy a lot of 2nd hand clothing?

Cheap Fashion Employee: Well because all of this clothing is shipped throughout the world and that also created pollution. The main problem is the distribution and transportation of the clothing. So we think it is better to shop at 2nd hand stores than big brands but you should also not buy really frequently from 2nd hand stores.

Team Member from our Group Project: So you think that the shipping process is not very environmentally friendly?

Cheap Fashion Employee: Yea we don't think it is.

Team Member from our Group Project: Okay thank you so much for the information you gave us. We hope you have a great day!

Cheap Fashion Employee: You are very welcome. See you!