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Intro to Fashion
Professor Sutton
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Interview Assignment

The first person I chose to interview was my grandmother through the phone since she lives in Pakistan. Questions were asked in Urdu since she does not understand or speak English fluently. Some of the questions that I asked her were as follows:

- 1. When you were younger, where did you live ?**
 - I lived in Sargodha, Pakistan (12th largest city in Pakistan.)
- 2. Did you come from a wealthy family ?**
 - Yes. I came from a well off family of landowners.
- 3. Was everyone you knew from the same socioeconomic background as you? Other family members, friends, etc.**
 - Family and friends yes but we had people working in our houses.
- 4. How did they get their clothing ?**
 - Since they did not have as much money and were typically from really poor families, they basically just wore the clothes that we ended up giving them.
- 5. Did you make your own clothes or did you go to the store to buy readily made outfits?**
 - At the time and coming from my financial background, making your own clothes was not the trend. Readily made outfits came much later. Around the time your mother was growing up. Much more as the years progressed. During my time, the trend was to get clothes personally tailor fitted. I would sometimes add embroideries to my clothing if I wanted to
- 6. What style clothing did you wear? What type of colors/ patterns.**
 - As you already know, Shalwar kameez (traditional Pakistani clothing) was what I wore and still wear. My favorite pattern when I was younger was floral. That style is still really appealing to me.
- 7. When you were younger, what mattered most to you? Education, having a job, starting a business or family?**
 - During my time, women were not as career orientated as they are now, there were some but very rarely. Girls were taught from a young age to take care of their families and to make them their priority.

Conclusion: Since my grandmother's family was financially strong, she was able to get her clothes tailor fitted. Which is the norm for the upper classes in Pakistan. Whereas, in the United States, one would have to be really well off in order to afford such services. She did not clearly remember what style was trending at the time but she did recall what she preferred. The conclusion that can be drawn from that is, maybe floral was the trend at the time and she was following a horizontal fashion cycle.

The second person I chose to interview is my mother. Some of the questions I asked her include:

- 1. What year were you born in?**
 - I was born in 1968. In Lahore, Pakistan.
- 2. How many siblings do you have?**
 - I have three siblings. Two brothers and a sister. I am the eldest.
- 3. What was the highest level of education you have completed?**
 - I have a bachelors in home economics.
- 4. Did you ever work?**
 - Yes, I worked as a first grade teacher for a few.
- 5. If yes, did you plan on moving up in your professional line?**
 - No, this was a part time job I did for fun. I had plenty of free time after I got my bachelors and I always wanted to be a teacher. So, I took a test, passed and taught for about a year.
- 6. What fabric, prints, styles were trending when you were younger?**
 - Cotton was really popular and is still frequently used in shalwar kameez. Due to the light and breathable fabrics. Aside from that, people just went to the fabric store and just picked out whatever print and color they liked. The only thing that was "in fashion" would be the length of kurtas (the shirt half of the shalwar kameez duo)
- 7. Did you come from a wealthy family?**
 - Yes, my family were landowners.
- 8. Where did you buy your clothes from?**
 - My family and I got our clothes made from a tailor and we purchased ready made clothes from boutiques.

Conclusion:

Just like with my grandmothers family, my mother's family was able to get tailor fitted clothing even though she was not an only child due to financial standing. Between the time period my grandma was growing up and when my mom was also signifies the shift in how people bought their clothes. During both these times there might have been trends in fashion at the time and they just do not recall. Or, it could just be that, since they were considering upper class back home, they were the ones who were dictating the trends such as the downward fashion cycle.