

FASHIONING THE SELF: AN EXPLORATION OF APPEARANCE MANAGEMENT
PRACTICES AMONG FRENCH AND AMERICAN WOMEN

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FASHIONING THE SELF: AN EXPLORATION OF APPEARANCE MANAGEMENT
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ABSTRACT

While there have been many non-fiction best-sellers about French women, there are not any scholarly articles that examine how French and American women compare in their appearance management practices. Therefore, the purpose of this research was to interview French and American women about where, when, how, why and with who they shop, how they think of style and fashion, how and where they are influenced and how their lifestyle affects their style and to then compare their answers. Findings revealed a diverse array of appearance management practices among women from both the U.S. and France with similarities and differences existing between the two cultures. Fashion and style were defined similarly across both cultures and their shopping patterns seemed to be more personality based rather than culturally dependent. The key differences between the American and French were in the ways in which the women derived their sources of information and validation of their appearances with American women seeking validation from others around them and French women relying less on the approval of others in constructing their appearances.

CHAPTER ONE: INTRODUCTION

French women have long been a subject of obsession for women the world over. This is seen in an endless number of books dedicated to French women: *Entre Nous: A woman's guide to finding her inner French girl* by Debra Olivier, *French Women Don't Get Fat* by Mireille Guiliano, *French Women Don't Sleep Alone* by Jamie Cat Callan, *Parisian Chic* by Ines de la Fressange; the list goes on and on. In *Entre Nous*, Olivier (2003) describes the French woman as “with or without makeup, she is always put together and utterly self-confident, imbued with natural elegance and an elusive distance...the French girl understands that sexy is a state of mind” (p. 24). These books have highlighted French women and everything about them. While these books have celebrated and emphasized French women, this study will do a side-by-side comparison of French and American women. Are they truly different in terms of style, shopping and dress?

Both France and America are Western, industrialized societies, however they have many differences. If one looks at the governments of both countries you will see that though they are both democracies with presidents; the similarities stop there. While Americans fear an overly controlling government, the French look to their government as a caretaker, a big brother. The French want their government to be involved and they in turn are involved in government. In America, 55% of Americans vote, even in presidential elections (American-in-France.com, 2011). In France, not only do they constantly have strikes, petitions and protests if they disagree with something the

government has done, but 85% of them vote in every election (American-in-France.com, 2011). The French stand up for what they believe in; they act if something is wrong with their government.

In addition to the differences in government, the people act differently as well. The French are very private, personal people. There is a difference between their personal self and their public self. The French keep their shutters closed and their curtains drawn. Their office doors are closed at all times. In America, people like to open their windows and most offices have “open-door” policies. Americans also speak much more freely about their lives. Americans will tell their life stories in ten minutes of knowing someone. Americans are a more personal, open country. The French can be skeptical and suspicious. They don’t form deep, personal connections right away. Two women can be friends for years before truly knowing each other (American-in-France.com, 2011).

The governments and people are not the only differences: their grocery shopping is different as well. While Americans grocery shop at large one-stop shops like Safeway, Costco, and Wal-Mart, most French citizens shop at small specialty shops like the bakery, the butcher, and the dairy and get their fruits and vegetables from the market (American-in-France.com, 2011).

Though these are not all the differences between the U.S. and France, they are some examples that give a good look at what kind of people the French are. They depend on their government and act quickly and strongly if something is wrong, their skepticism and suspiciousness mean their personal lives are just that: personal and they prefer to buy from specialty grocers. These qualities will relate to their fashion as well. Their take-

action spirit shows that they will dress stylishly and be fashionable no matter how much action it takes. Their suspicious and skeptical nature will allow them to question whether the trend is just a fad or something worthwhile. Their appreciation for specialty grocers proves that French prefer to purchase items that are high quality and made by experts in that one particular field instead of one “expert” who makes many different items that are not as high quality. The French women are so different from American women that one can only assume that the way they shop and dress will be different as well, and worthy of exploration.

Background & Purpose

The intent of this research was to compare the way French women shop, dress, and understand style with the way American women do. While there have been many non-fiction best-sellers about French women, there has been little to no scholarly research that examines this topic. American women and French women have not been compared before so closely. There has been research done as to how women in America shop and how they dress but there hasn't been any research done as to how French women do the same. The purpose of this research was to interview French and American women about where, when, how, why and with who they shop, how they think of style and fashion, how and where they are influenced and how their lifestyle affects their style and to then compare their answers. This study aimed to explore how American and French women are different in terms of their style and approaches to appearance management practices.

CHAPTER TWO: REVIEW OF LITERATURE

This review of literature is divided into three sections. The first section will explain how dress is used as a way to express one's identity. The second section of the review will focus on describing how French women are perceived in popular, non-fiction guidebooks. The third section will review a previous study done by the researchers comparing American and French magazines, and will conclude with a summary.

Dress & Identity

Identity and dress are inter-connected. Dress, which is defined as "an assemblage of modifications of the body and/or supplements to the body...includes coiffed hair, colored skin, pierced ear, scented breath as well as an equally long list of garments, jewelry, accessories and other categories of items added to the body as supplements" becomes a way to express identity through appearance management (Roach-Higgins and Eicher, 1992, p.1). According to Kaiser (1997), identity is "the organized set of characteristics an individual perceives as representing or defining the self in a given social situation" (p. 186). The choices people make in terms of dress, affect the way others view them. Dress can change their identity just as identity can change dress. Dress is a form of non-verbal communication and "because it may be seen in social encounters before conversation can be initiated, [dress] has a certain priority over discourse in the establishing of identity" (Roach-Higgins and Eicher, 1992, p. 5). Others will judge a person just by seeing them and seeing what they are wearing before even talking to them. Everyone does this--whether it is right to judge people based on their appearance or not;

everyone does it. Therefore, people will dress a certain way in order to communicate a specific identity they want others to see. Just as Kaiser (1997) states "our clothing selections and styles of groom are influenced by how we would like others to see us" (p. 186).

Roach-Higgins and Eicher (1992) highlight that dress may make a statement about age, gender, social class, school affiliation, or religion. The statement will change depending on the dress and the situation. Every person has multiple identities that make up the 'self' or the "composite of an individual's identities communicated by dress... and discourse" (Roach-Higgins and Eicher, 1992, p.5). For example, a 28 year-old medical student will dress very differently when they are doing a residency than when they are out on a date. At their residency, they will wear scrubs and a lab coat, which communicates to the public that they have knowledge and authority in that situation. On a date, they might wear a nice dress and heels, suggesting that they are feminine and want to be perceived as attractive or romantic thereby communicates something completely different from their residency dress. Because of situational and cultural context, identities are different for each person and dress will communicate different things to different people. A suit for one person might say professional while it says boring, stuffed shirt to another person. Since identities are unique to each person it creates this personal--public dichotomy which Roach-Higgins and Eicher (1992) elaborate on saying "identities are uniquely personal...[but] at the same time completely social because they are socially acquired 'selections' from socially constructed ways of attributing identities on the basis of social positions individuals fill" (p. 5) Dress very clearly affects identity but how does it affect the identities of French women?

The French Woman

"She is mythic and mysterious, she is compelling and contradictory; she's part of a legendary history that includes visionary guerrilla milk maidens and ruthless queens. She is, in short, a star in the pantheon of feminine beauty and strength" (Olivier, 2003). The French woman has captivated the interests of American women for years, without even trying. What is it about her that is truly interesting? These guidebooks for how to act like a French woman highlight many different aspects of a French woman's life; from cooking, to grooming, to thinking, to vacationing, these books examine it all. This review of literature will focus on the grooming routines, the mind, and style of the French woman.

The grooming routine of the French woman is almost a ritual. When discussing getting a facial once a month, a French woman interviewed by Olivier (2003) said "You have to go to the dentist on a regular basis...you have to tune up your car. So why wouldn't you do the same for your skin and body? It's not about luxury, it's about maintenance" (p.36). French women take care of their skin and their bodies. They are taught to from an early age and it never stops. "She maintains an unabashed commitment to her femininity that sets her apart from other modern women: it informs her innate style choices, and puts her on a lifelong path of self-care that begins, at a very young age, with religious care for her skin" (Olivier, 2003, p. 35). As Callan (2009) explained "there is nothing shameful about loving and taking care of your own body" (p.119). The French woman will take her time in the bathroom, primping and prepping; loving herself. She

prefers to wear her hair naturally and spends more time tending to her skin. Because she put so much time and effort into her body, "the French girl flaunts her form and is the same person whether fully dressed or buck naked" (Olivier, 2003, p. 32). Her body is her own and she loves it. She celebrates her body's line and curves: all of them. She is confident and she is comfortable being naked because "she's free in her mind and thus...obviously...free in her body" (Olivier, 2003, p. 30). The French woman keeps her makeup natural. Because she is so comfortable in her own skin, she doesn't need to paint a new face in order to go outside into the world. Why is the French woman so confident in herself? How does she think differently in order to make her so comfortable?

The French woman thinks in a logical, straightforward manner and she is entirely, unequivocally self-contained. She wants to live her life to the fullest. She knows who she is and she doesn't try to change it. The French woman simply accepts; she accepts her body type, she accepts who she is fully and "because she is sure of who she is on the inside, she...appears sure of herself on the outside" (Olivier, 2003, p. 4). The French woman enjoys life. She loves sensuality and pleasure. She indulges in delicious foods and exciting experiences; she does so in moderation though. The French woman wants pleasure in everything; if that means indulging in chocolate cake, then she will. She will have a small piece, not three large pieces. The French woman thinks logically about everything from her body, her food, her style. She understands that if she first helps herself then she will be more able to help others. So, how does this comfort and care with her body and logical, pleasuring, in-moderation style of thought affect her style of clothes?

The French woman's style is simple and she has one opinion of fashion, "it should be fun" (De la Fressange, 2010, p. 11). French women keep style classic but always look trendy. They aren't slaves to trends and they don't only wear little black dresses and high heels. According to De la Fressange (2010) "the secret of great style is to feel good in what you wear. The Parisian knows her shape, what suits her, and what matches her lifestyle" (p. 14). She doesn't obsess over what celebrities are wearing and she would never buy something just to be trending. The French woman sees clothes as "a language, a personal vernacular. She doesn't dress to the trend, she dress to her strengths and bend the trend (if it interests her) only to complement those strengths" (Olivier, 2003, p. 43). The French woman has a style that is "rooted in a defiant sense of individuality and a true sense of self" (Olivier, 2003, p. 43). The French woman takes care of her body and knows who she is. It only makes sense that her style follows. She wears what she knows looks good on her and she doesn't sacrifice her individuality just to be on-trend.

French and American Online Magazine Content

During an independent study, *Fashion, Femininity, and Fetishism: A Comparison of French and American Online Fashion Magazine Content*, which founded the basis for the present study, the researcher explored how online magazine content of major fashion publications differed between the U.S. and France. The study revealed many differences in the way that fashion was presented to each country that it seemed likely there would thus be differences between how each population of women dressed themselves.

Having compared the U.S. versions of *Vogue*, *Elle*, *Glamour*, *Marie Claire* and *Cosmopolitan* to their French counterparts, the study presented several differences in how

the same fashions were presented to each population. Americans were focused on what fashions men found sexy, focused on category of trends and then gave 10-20 different trends in that category, they were product driven and they only reported trends and rarely analyzed them in-depth. French magazines analyzed each singular trend in-depth, gave natural alternatives to products, gave many different links to articles about worldwide news, politics, government, etc., and gave advice on how to incorporate trends but keep your wardrobe classic.

Though every magazine had the same material, the same fashion to report, the presentations in each magazine were so different. This study led to wonder how the women were different in each country. The current study is being conducted in order to understand how the women are different.

Summary

As previously discussed, dress and identity play an important role in defining the self. People dress a certain way in order to be identified a certain way. Their identity changes with their dress and vice-versa. Though the reviewed studies took place in America with American subjects, through the research of the French woman guidebooks similarities were found. French women use clothing as a form of communication. They wear what they want to wear and feel good about themselves but they understand that outward appearance is an introduction of oneself. Through the previous study, *Fashion, Femininity, and Fetishism*, differences in online magazine content were discovered and analyses of said content led to this current study.

Research Questions

Based upon the previous study completed, the review of literature completed here and the previous study of France and French culture, the following research questions were developed to help gain an understanding of the differences between French and American women in terms of appearance management and fashion acquisition.

RQ1: How do French women shop? Is this different from American women?

RQ2: What do French and American women think of their own style and style in general?

RQ3: How and by whom are French and American women influenced?

CHAPTER THREE: METHOD

This qualitative study seeks to understand the differences between American and French women in terms of appearance management and fashion acquisition and the sample therefore consisted of two different groups: American women and French women. An interview schedule was developed consisting of open-ended questions and a demographic survey. Through open-ended questions, participants could explore the topics in their own terms and allowed the researcher to let the results emerge from the data.

Sample and Data Collection

The sample was a snowball sample through key informants and included two groups of 10-15 women, American and French with a range of ages, careers, and backgrounds. The French women hailed from various cities in France, Austin, TX, London and New York. The American women were from Delaware, Washington D.C., San Antonio, TX, Maryland and New York. Different professions and areas of study were identified from hair stylist, professor, newspaper editor, English major, sociology major, to marketing and law students/police officers.

The researcher conducted a majority of the interviews over email and Facebook. The researcher was able to interview two of the French women in person. All interviews conducted through email or Facebook presented the participant with the questions and they responded in their own words. All interviews conducted in-person were transcribed and detailed notes were taken. The interviews by the French women were completed in

French so as they would be comfortable and wouldn't have to try to translate a thought or emotion.

The interview schedule consisted of 30 qualitative questions and a demographic survey. The qualitative questions explored aspects of how women shopped, their clothing and grooming practices, their consumption patterns, and how they obtained information related to their appearance management practices. The questions were open-ended and the demographic survey asked basic questions such as age, ethnicity, income, profession and hometown. The complete interview schedule can be found both in English and French in Appendix A.

Data Analysis

After all interviews were completed, the researcher analyzed both sets of data and noted similarities and differences between the Americans and the French. Using qualitative methods of data analysis, the researcher open-coded all of the interview responses to explore the data (Strauss & Corbin, 1998). The researcher then proceeded with axial and selective coding procedures whereby the data was collapsed into larger categories to explore the similarities and differences between American and French women (Strauss & Corbin, 1998). Throughout the process, the researcher met with the supervising faculty to ensure reliability of the coding procedures. Because the present study was largely exploratory in nature, the major themes of similarities and differences were examined. Additionally, frequencies of demographics and interview responses were reported.

CHAPTER FOUR: RESULTS

The results of this study have been very interesting. While there are many differences, there are a few similarities that are unexpected. The American sample included 28% age 35 and over, 14% age 25-35, and 57% age 21-24. In terms of ethnicity, 71% of the sample was Caucasian, 14% was African-American, and 14% was Hispanic. The French sample included 42% age 40-50, and 58% age 19-25. The majority, 83% to be exact, of French respondents were European white, with 8% Asian, and 9% Hispanic.

Differences

When it came to shopping preferences there were many differences between the French and American women that were surprising. While 71% of American women went shopping once a month or less, 66% of French women go at least once a week. When one looks at how often they buy something, 71% of Americans said they don't buy something every time. French women were split down the middle. Half of the women said they buy something every time or they feel like they've wasted time. The other half said that they don't buy something every time because they only want items they won't end up regretting.

When asked if they prefer to have an item in mind or to just let something catch their eye, 100% of American women said that they prefer to have an idea but they are open to something that catches their eye. French women seem much more open to not

having any idea; 58% of them didn't like to go in having an idea because it limited their viewpoints. One French woman explained:

I look around myself for whatever is trending in this moment. I rarely have a precise article in my head. (Jacqueline)

In terms of time, 71% of Americans liked to do their shopping fast while a resounding 83% of French women like to take their time. The differences between shopping preferences in American and French women are apparent, but does this affect their opinions of style?

In terms of personal style, there were many differences. For American women, 71% used the word "classic" and "unique" or "interesting." The majority of French women gave such different, unique responses that they were not easily categorized, as evidenced in the following quotes:

Colorful minimalism with a bit of flair. (Mathilde)

For every day, I dress practically, but with style! I am more modern with colors but also a little bit classic. (Colette)

However, 33% of French women did say that they have multiple styles that change with their mood:

I don't have one style, but many according to my mood, what I'm doing, where I'm going. (Eve)

My style is to be all styles. (Hélène)

I have two sides to my way of dressing. I have my pastel side that is very feminine and innocent. ON the other hand, I have a gothic side that I wear when I don't have important meetings or dates, that consists of wearing white, black and Bordeaux. These two styles are very different. (Chantal)

Clothing is a language and according to what one wears, it communicates with others. (Eve)

When asked to describe their favorite outfit, 85% of American women described an outfit consisting of some type of jeans, comfortable shoes, and some sort of top: either a nice t-shirt or a blouse. This is interesting because 33% of French women said the least favorite item in their wardrobe were jeans. In terms of a favorite outfit, 83% of French women highlighted either a favorite dress or a skirt:

A blue dress with a black cardigan and ballet flats. (Jacqueline)

Juliette's favorite outfit consists of "A black dress with black tights, a belt at the waist and boots. (Juliette)

When asked about grooming routines, 75% of French women mentioned a body lotion, face and body scrub, night crème, day crème, and moisturizer. Only 42% of American women mentioned a night crème, day crème and body lotion. No one mentioned a body scrub. Their personal styles and grooming routines are clearly different, but how are they influenced?

This section of results is probably the most eye-opening. There are some very obvious differences between French and American women in terms of who influences them. Of American women, 71% said they dress to impress others for either romantic means or professional reasons:

Yes, I like to wear something that I know gives the impression that I want to make. Of course, if I wear something for a date, I think about how the other person will perceive it; I want the best impression I can get. If I wear something for work, I want my clothing to portray how I want those people to think of me. (Bailey)

In contrast, an incredible 91% of French women said they don't dress to impress.

Multiple French women said the exact same thing: "Je m'habille pour moi," which means, I dress for me. The American women that didn't dress to impress others said they

didn't because they already had boyfriends/husbands/fiancés. When asked whether their career influences their clothing choices, 85% of American women said they are influenced by their passions/careers. French women were split.

Not at all. I want to be an ecologist, and that means that I should wear clothing that is more natural and sober like most of the professionals or, more stereotypically like a "hippie," but for me, my passions and my appearance are two very different things. (Chantal)

When asked whether the people in their careers or fields of study influenced them, 71% of American women were influenced by others. As expected, 91% of French women were not influenced by others in their career:

Nobody influences what I wear. I like to have my own style. (Geneviève)

In addition, when asked about what they thought other people thought of their style, 33% of French women said "I don't know. I don't think about what others think." Not a single American woman said anything like that.

Similarities

Right now, French and American women seem so different that they might as well be different species. However, there were some similarities in regards to shopping preferences, exercise and definitions of style. Both French and American women were split in terms of shopping with friends or shopping alone. Some women, from both countries, were adamant about shopping alone, such as the following American women:

I definitely prefer to go shopping by myself, because I usually know what I want and don't want anyone else's opinion. I like to shop fast and go to specific places. (Madison)

I like to go with friends or family. I like another person's opinion as sometimes I am not the best judge of what looks good on me. (Chelsea)

And the following French women:

I prefer shopping with my mother and sister, because they have very different tastes than mine; this allows me to have an exterior opinion of clothing that might be too eccentric than I would want to buy. (Chantal)

Alone, so I can take my time and make my choices correctly. (Juliette)

They didn't want to have to worry about anyone's opinions but their own. Others viewed shopping as a social occasion and like going with friends and family. This suggests that some aspects of personal style and appearance may be personality trait based rather than cultural.

Both groups of women also preferred higher quality items for more money than buying lower quality items for less money. Seventy-one percent and 75% of American and French women, respectively, chose to buy fewer high quality items. The same

percentages of women from both groups exercised regularly, however, they did so for very different reasons. French women exercised but strictly for appearance's sake:

It's for me, to be more comfortable. I practice sport 4 times per week. Not for health but for my physical appearance. (Amelie)

American women exercised for health purposes:

Yes, I'm a vegetarian and a firm believer in a healthy daily diet. I run outside or go to the gym about 5 times a week. Primary purpose is for my health. I enjoy being fit. (Hayley)

American women also dieted, while French women said they don't diet, they just don't overeat.

When it came to defining fashion and style, the two groups of women had very similar definitions. Fashion was seen as an art, or what is currently popular such as the trends for the season. American women commented:

I see fashion as an art, an art world, where the medium is fabric and the canvas the body. Pieces range from every day to museum worthy. (Bailey)

Fashion is clothes that are on trend. (Lindsay)

A French woman defined fashion in the same way:

Fashion is more about seasons and trends in the stores, by the designers and in the fashion magazines. (Geneviève)

When it came to defining style, every woman said it was something personal that you do and have. American woman McKenzie explained:

Style is what an individual wears as an expression of who they are, it may not be in fashion.

French women said:

Style, that's knowing how to wear clothes, give them life, draw the eye to you, know how to wear a couture item. (Colette)

Style is a personal element, each person chooses according to their own personality, it is important to have your own style in order to stand out and to be at ease in life every day. ^a Geneviève)

When it came to describing the differences between French and American women, they all had similar answers to this as well. French women were seen by the Americans as cooler, more fashionable, as if they didn't have to try so hard:

I think they are more in tune or aware of what is currently going on in the fashion world. They're more daring and willing to step outside of the box. (Bailey)

When it came to American women, most French women said they seemed to not try as hard and to not care as much about their appearance. Two French women, Geneviève and Lorraine said exactly the same thing:

Americans don't pay as much attention to their style as French women do. The women that do pay a lot of attention to their style try too hard. They go for perfection, which isn't possible. French women take care of their look with what they've got; we're not all young and perfect but we put thought into our style no matter our age.

CHAPTER FIVE: CONCLUSION

The purpose of this study was to understand the differences between American and French women in terms of appearance management and shopping preferences. Through interviews with American and French women, this was achieved. Each research question was answered thoroughly and the differences and similarities can now be understood.

RQ1: How do French women shop? Is this different from American women?

In analyzing the results one can see that French women prefer to take their time. American women like to get shopping done quickly. French women also go shopping much more often. They also prefer to buy something every time they shop, as long as they love the style and have enough money. American women seem to need more time to decide whether or not to buy something, often leaving shopping trips empty-handed in order to think over the possible purchase in a more in-depth way. The French women seemed to go with the flow more as well, looking for inspiration instead of having a solid idea about what they were looking for.

RQ2: What do French and American women think of their own style and style in general?

Both French and American women defined fashion and style in a similar manner. Fashion is what is currently popular on the runways, or trends, or magazines. Style is something personal about yourself that is always there. French women did however think

that style could change. One always had style, but that style could change, or you could have multiple styles at once. In terms of personal style, Americans seemed to want to be classic but unique and interesting. French women seemed to be much more open with their style saying they had many different styles of they like to be fashionable. In terms of actual clothing, however, American women flocked towards jeans and some type of nice shirt. French women loved dresses, skirts, boots and cardigans.

When it came to discussing French vs. American women, both groups believed that French women were more stylish and American women had to try harder. French women were seen as stylish, daring, bold, but like it came naturally to them. American women were seen as if they didn't try or they tried too hard. This perhaps is connected with confidence. The French women seem more confident in their answers, more confident in their bodies, their minds and the literature supports this. Perhaps if American women were as unconditionally confident as French women are, then Americans would be saying they are more stylish than the French.

RQ3: How and by whom are French and American women influenced?

This was perhaps the most important questions and it was answered. Americans look outside of themselves for approval and influence. They dressed to impress others; they looked at what others around them wore for ideas. They knew what others thought of them and they knew what they wanted others to think of them.

French women were exactly the opposite. They dressed to feel good about themselves, not to impress anyone. Some of them had never thought about what others thought about their style and preferred it that way, saying “I don’t know” to the question

about how others perceived them. French women were not influenced by people around them, and they weren't influenced by celebrities or magazines.

Future work on this topic could explore in more depth the similarities and differences of American and French women's approach to fashion, style, and appearance management as this research suggests interesting opportunities. More research could examine in more depth the motivations for looking attractive as related to presenting oneself for romantic encounters or relationships. Further, the impact of the media and celebrity culture, or lack thereof in France, could be researched for interesting cultural critiques of how each culture consumes and is impacted by the media. Finally, the present study could delve into more theoretical depth of the dynamic process of managing appearances and the role others play in influencing perceptions of the self through the symbolic interaction process.

Overall, the present study explores a topic that has had little to no attention from researchers, thereby filling a void in the literature. Findings reveal that there is fruitful opportunity to further explore the unique differences in women's approaches to appearance by two leading, Western, industrialized cultures, France and the United States.

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APPENDIX A

Please take the time to answer the following questions in your own words. Any information you provide will be beneficial and if for any reason, you do not wish to answer a question, please just skip it. Your time and effort is appreciated!

Shopping Preferences

1. Where is your favorite place to shop? Why?
2. How often do you go shopping? Is there a time and day you prefer?
3. Do you purchase something every time you go shopping? Why or why not?
4. Do you prefer to go shopping with friends/family or by yourself? Why?
5. When you go shopping, do you usually have an item in mind you are looking for or do you prefer to look around for something that sparks your interest?
6. Do you prefer to take your time when shopping, or do you like to shop quickly and get it done?
7. Do you prefer to spend more money on fewer, higher quality items or to spend less for more, less quality items?
8. When you shop for clothes, what are the most important criteria for choosing purchases (such as price, style, color, etc.)? Why?

Personal Style

9. What is your definition of fashion? Style?
10. How would you describe your personal style?
11. What types of colors do you tend to wear more often? Why?
12. Do you prefer certain brands of clothing and accessories? Which ones and why?
13. Describe your favorite outfit.
14. What is your favorite item in your wardrobe?
15. What is your least favorite item in your wardrobe?
16. Do you diet and exercise regularly? If so, is the primary purpose for health or appearance reasons? Explain.
17. What types of grooming products and makeup do you use?

18. On an average work/school day, what do you do to get ready? Be sure to include anything such as showering, hair care, makeup, grooming, dressing, etc. How much time does this usually take?
19. What do you think your clothing and appearance say about you (i.e., what does your appearance communicate to others)?
20. How do you think others perceive your appearance and fashion style? Do you think this is accurate?
21. Do you think you dress to impress others (such as peer or to be attractive for romantic encounters)? Explain.
22. How would you compare French women's style and appearance to women in the U.S.?

Influences

23. Do you think your career/passion influences what you wear? If yes, how? If no, why not?
24. Do other people in your profession/school influence what you wear? If so, in what ways?
25. Is your personal life attire and professional life attire different? Describe.
26. Are you generally the first of your friends to adopt a new fashion or style? Do you think your friends look to you for fashion advice?
27. What sources do you seek for fashion information or influence? If blogs or magazines, which ones specifically?

Lifestyle

28. What do you like to do in your free time?
29. Are you a member of any organizations? If yes, which ones?
30. How do you deal with stress?

Demographic Information

What is your age? _____yrs.

How would you categorize your annual income?

_____ less than \$25,000

_____ between \$25,000 and \$49,999

_____ between \$50,000 and \$74,999

_____ between \$75,000 and \$100,000

_____ over \$100,000

How would you describe your racial/ethnic heritage?

_____ Caucasian _____ Black

_____ Hispanic/Latino(a) _____ Asian

_____ Other (please specify: _____)

Please indicate your major area of study (if in school) or your profession/career area:

In what city do you reside? _____

Thank you for your time and consideration in completing this survey.

APPENDIX B

Prenez s'il vous plaît le temps de répondre aux questions suivantes AVEC vos propres mots. N'importe quelles informations que vous fournirez seront appréciées et si pour une raison quelconque, vous ne voulez pas répondre à une question, sauté la s'il vous plaît. Premièrement, il y a des questions SUR la mode, puis il y a PLUSIEURS questions sur/ concernant l'information démographique. Je peux partager les résultats de l'étude avec vous, si vous le souhaitez. Votre temps et vos efforts sont appréciés! Merci beaucoup!

Les préférences du shopping

1. Où est votre endroit préféré pour faire du shopping ? Pourquoi ?
2. Combien de fois faites-vous du shopping? Il y a un temps et un jour que vous préférez ?
3. Achetez-vous quelque chose chaque fois que vous faites du shopping ? Pourquoi ou pourquoi pas ?
4. Préférez-vous faire du shopping avec des amis/famille ou seul ? Pourquoi ?
5. Quand vous faites du shopping, avez-vous d'habitude un article l'esprit vous cherchez ou préférez-vous regarder autour de soi pour quelque chose qui suscite l'intérêt ?
6. Préférez-vous prendre votre temps faire du shopping, ou aimez-vous faire du shopping rapidement et le faire faire ?
7. Préférez-vous dépenser plus d'argent sur moins, des articles de qualité plus hauts ou dépenser moins pour plus, des articles de qualité inférieurs ?
8. Quand vous faites du shopping pour des vêtements, quels sont les critères les plus importants pour choisir des achats (comme le prix, le style, la couleur, etc.) ? Pourquoi ?

Le Style Personnel

9. Quelle est votre propre définition d'être à la mode ? Et de Style ?
10. Comment décririez-vous votre style personnel ?
11. Quels types de couleurs avez-vous la tendance à porter plus souvent ? Pourquoi ?
12. Préférez-vous les certaines marques de vêtements et des accessoires ? Lesquels et pourquoi ?
13. Décrire votre tenue préférée.

14. Quel est votre article préféré dans votre garde-robe ?
15. Quel article aimez-vous le moins dans votre garde-robe ?
16. Suivez-vous un régime et exercez régulièrement ? S'il en est ainsi est-ce que le but principal est pour la santé ou des raisons d'apparence ? Expliquez.
17. Quels types de produits de toilette et le maquillage utilisez-vous ?
18. En moyenne le travail/jour d'école, que faites-vous pour vous préparer ? Assurez-vous d'inclure quoi que ce soit comme prendre une douche, le soin capillaire, le maquillage, le toilettage ou l'habillage, l'habillement, etc. Combien de temps ceci prend-il d'habitude ?
19. Que pensez-vous vos vêtements et apparence disent de vous (c'est-à-dire, que votre apparence communique-t-elle à d'autres) ?
20. Comment pensez-vous que d'autres perçoivent votre apparence et votre style personnel ? Pensez-vous que ceci est précis ?
21. Pensez-vous que vous vous habillez pour impressionner d'autres (comme le pair ou être séduisants (attractifs) aux rencontres romantiques ? Expliquez.
22. Comment compareriez-vous le style personnel de femmes françaises et l'apparence des femmes aux Etats-Unis ?

Les Influences

23. Pensez-vous que votre carrière ou votre passion influence ce que vous portez ? Si oui, comment ? Si pas, pourquoi pas ?
24. Les autres personnes dans votre profession/école influencent-elles ce que vous portez ? S'il en est ainsi comment ?
25. Est-ce que votre vêtement de vie privée et le vêtement de vie professionnel différent ? Décrivez.
26. Etes-vous généralement la première de vos amis pour adopter une nouvelle mode ou un style ? Pensez-vous que vos amis comptent sur vous pour le conseil de mode ?
27. Quelles sources cherchez-vous pour des informations de la mode ou l'influence ? Si blogs ou magazines, lesquels spécifiquement ?

Le Mode de vie

28. Qu'aimez-vous faire dans votre temps libre ?
29. Est-ce que vous êtes un membre d'organisations ? Si oui, lesquels ?

30. Comment traitez-vous avec le stress?

L'information démographique

Quel âge avez-vous ? _____ ans

Comment catégoriseriez-vous votre salaire annuel, ou les revenus de la famille ?

_____ Moins de 899€

_____ entre 900€ et 1299€

_____ entre 1300€ et 1699€

_____ entre 1700 € et 2199€

_____ plus de 2200€

Comment décririez-vous votre héritage racial/ethnique ?

_____ Caucasien _____ Noir

_____ Hispanique/Latino (a) _____ Asiatique

_____ D' Autre (spécifiez s'il vous plaît : _____)

Indiquez s'il vous plaît votre spécialité d'étude (si à l'école) ou votre profession/carrière :

Dans ce que la ville habitez-vous ? _____

Merci de votre coopération.