# Audio file

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# Transcript ARP RESEARCH INTERVIEW: 2nd year Fashion programme student. 21/11/23

Interviewer: Wande Awoniyi

Have you done anything like this before? No, really. Not for someone's research. Or anything like that.

Interviewee: 2nd year fashion programme student

No, but I appreciate it. I think, yeah, yeah.

Interviewer: Wande Awoniyi

I appreciate it, but I just felt like you might have an interesting perspective to offer because I think as academics, we can just sit around and make so many assumptions as to what our student experience is. So it is focused on depth it is. Trying to ascertain your aspirations in terms of not just for the diploma in place in placement year, but also for your career long term and how you think that the placement year has an effect on it and and what you want for yourself and and how you think you're going to go about getting there?

Speaker

Right.

Interviewer: Wande Awoniyi

And any barriers that you might face and how big you think, how globally you think, OK. It's interesting because.

Interviewee: 2nd year fashion programme student

OK, I'll start. I can start with that, yeah.

Interviewer: Wande Awoniyi

So I'm gonna ask your question. Though what would? Be your dream placement during the dip here and why.

Interviewee: 2nd year fashion programme student

OK. For me, something to keep it short, something that is very specific and more. Revolving around the world with an artisan, I would say I want something that I have no kind of pre-existing pre-existing knowledge of and then be able to take that and apply it to kind of my world. And what I'm kind of creating right now. I think that I want it to be almost something completely unrelated.

Speaker

OK.

Interviewee: 2nd year fashion programme student

Of what fashion or art is something that's kind of. UM. In its own kind of role, but at the same time. That's that's that's perceived in different ways from me. I I've been looking at like a bad company and they make specifically like 10. 12 designs and they do that, and that's what they do and. That's it. And they and they.

Interviewer: Wande Awoniyi

Give me testing anything, just it.

Interviewee: 2nd year fashion programme student

Just. No, no, no. It's that's there's no no seasons. They just make these designs that they've been kind of trial like testing and you know. Kind of putting it in the world and seeing if it works and then they just kind of evolve those designs and that's it. So I look, I'm interested in something similar similar to that, but as specific as like bag making or like like hat making you know something like specific to like. Yeah, it's a skill product. I think that.

Interviewer: Wande Awoniyi

Why is that?

Interviewee: 2nd year fashion programme student

For me, I've. Always been inspired by so many different things in the world and it's been hard for me to focus on one thing and that's why I almost feel like I came here too, because. I love pattern cutting and I love certain things, but it's impossible for me to choose one like I'm so kind of all over the place and I feel like that's fair. Now I. Feel like I'm in a position to be in that kind of mindset, but I know that soon enough I want to start kind of rain, like having more focus and like having more kind of a specific intention.

Interviewer: Wande Awoniyi

Right.

Interviewee: 2nd year fashion programme student

And so I know that. Learning something really well, perfecting it and practising it is going to help me get to that destination.

Interviewer: Wande Awoniyi

So because you haven't mentioned any brand or companies specifically. Where would you? If it's still quite open then ideally, where would you like to live and work during that year?

Interviewee: 2nd year fashion programme student

Well, the one specific. Man, I'm talking about is in Berlin. It's. Yeah, it's it's Berlin. Based and founded in Berlin last one guy and I was able to meet with him when I went to Germany for the like first time over the summer and I think that's Despite that kind of idea in my head. But I know that. Me. Kind of enjoying like the the like action of travelling and like meeting new people and connecting and kind of just like showing up to a place and being like hi, I'm a student and I. I'm like very interested and curious. Like what's what's possible like here? Like how can I get my foot in the door like I can. So I think that. That is something that I'm looking for, but of course. It's not just that there's. A lot of other moving parts to. It which I'm. Sure. Questions that that.

Interviewer: Wande Awoniyi

Well, I mean are. You so Berlin because there is a certain brand there. If there wasn't and it was really open, if you closed your your eyes. Where would you see yourself living and. Working and it's.

Interviewee: 2nd year fashion programme student

So yeah.

Interviewer: Wande Awoniyi

Not necessary. It could be for after you graduate, but also for that year. What are you thinking? I'm just gonna go where?

Interviewee: 2nd year fashion programme student

Of course. That too, I definitely will. It takes me. I know that I want to make myself very uncomfortable. I want to be in a place where even like I would, I would want to like. And I mean Germany, like most people, know to speak English, but like I would 100% be willing to, like, go to someplace they just don't know. It's like I need to just, like kind of learn it before like I. Feel like that's how. A lot like there are a lot of growth can come from that I feel. So I want to make myself uncomfortable and I feel like I took a baby step in coming from like LA to live in during night. I had the opportunity and kind of, you know, I'm blessed to be able to do that. But I think that like, if I can keep kind of pushing that, I want to.

Interviewer: Wande Awoniyi

That's good. OK, So what would the successful placement really look like to you so? How you would feel with on it and then what you would feel when you finished coming back?

Interviewee: 2nd year fashion programme student

I think that. Most people would want to like, see some career opportunity coming from the placement, which obviously is ideal for me. I think just like a connection and building relationship is really important so. I think for me I want. To be able to. Have kind of a routine with whatever I'm doing be actively learning. Be actively kind of, you know. Using my brain and I think. Find that I would really appreciate some career opportunities, but at the same time I think relationship is most important because if I'm ever back in the area, if I'm ever kind of there again, if it's inconvenient to just fully move there, then I know that I kind of can like. Have someone to go to and have some like network a bit so I feel like that's important. Yeah, so.

Interviewer: Wande Awoniyi

That's that's going back. I mean, you cannot answer the other question, which is in what way do you think the present will? Yeah, will help your future career aspirations for to graduate you've. Just said to make connections. Really what was probably about the job in the future or like making connections for being able to school a job or. Yeah, it's a bit more open than that, like.

Interviewee: 2nd year fashion programme student

Thank you.

Interviewer: Wande Awoniyi

For mentorship or for like collaboration and.

Interviewee: 2nd year fashion programme student

Yeah, mentorship is huge, and yeah, mentorship is really big for me, I think. For me in London, that's what I've been seeking so far. I've I've had an internship that worked freelance. I would say that. I feel like I can get. A lot more out. Of mentorship, I feel like I can get. A lot more out of. Like relationship, even if I'm not. You know, getting. Too much from it or getting paid or whatever kind of the the deal is I think that like for me. I interned with a smaller company and. In order to really make a difference with that, you need to dedicate a lot of time and you need to be fully invested. And I was not able to do that and. It's definitely not where I wanted to, where I saw myself. I wanted to end up, you know, and then I was at a bigger company doing freelance and that was very challenging and good to kind of. Be in a place where you're kind of always problem solving. Same thing with the smaller company too. But in this case I'm getting paid and this that. Right. And still I felt there was just a lack of there's just a lack of connection. I mean, because of it being such a big company. And so mentorship is really huge to me. Relationship connections. I think that's what like value is because that that's I feel like that's where like pure inspiration comes from to an idea and. Kind of like drive to.

Interviewer: Wande Awoniyi

Kind of answering my questions before I get to them, which is really good because I said my next question is what do you perceive are the differences between working for small independent brand versus a big global brand and which would you like to work for?

Interviewee: 2nd year fashion programme student

It's really tough because you're like, I want something in the middle, I guess, like kind of something that can support me in a way. But at the same time isn't going to take up my time just doing. You know, kind of. Tedious tasks and like you know that a small company would have you doing you. You have to do a lot more range of things to kind of compensate for how small it is. And then when I'm at a bigger company that like you're doing this one thing, get it done and then you're good to go kind of sort of. Thing so I.

Interviewer: Wande Awoniyi

We are not far off. What did you get that idea from? Or that awareness? Where? Where's that perception come from? Has that come from your?

Interviewee: 2nd year fashion programme student

Previous experience. Yeah, it comes from my previous experience I would say, and it also. Comes from I guess. Just like people I look up to and kind of knowing what I want in a way like knowing about certain designers or artists in the world and kind of how they live their lifestyle. And how they? Create and produce and. What their routine looks like, and that has been very kind of life changing for me, I would say.

Interviewer: Wande Awoniyi

So you would like something in the middle.

Interviewee: 2nd year fashion programme student

Yeah, in the in the middle, I would. Personally, personally speaking, I'm not sure if it. Would help too much to say, but I'm not very interested in a very like commercial kind of. World. I'm very. I'm like, slowly getting more and more detachment in a way, because I my whole love came from like the fashion industry in the world. And like seeing like birds, all blue and just like learning about this whole world and then like coming into it and then sort of learning more about the industry. Learning more about the fashion world. Just learning. More about like. Yeah, just the the commerce of it. And I've just like kind of lost a lot of interest in it because I realised that just like the cultural quality of everything goes down and. The the quality of the art and kind of what it is goes down and. I've been trying to find that middle ground of. Really support yourself but also. A way to kind of fully represent myself. As a human being and like share with others like kind of that creative like community. So I'm yeah, this kind of.

Interviewer: Wande Awoniyi

A really good answer because so you're saying that you've already made that when you're kind of young and rich, boring fashion our influences and we're not in school studying fashion and.

Interviewee: 2nd year fashion programme student

Yeah, yeah.

Interviewer: Wande Awoniyi

Our influences are very. Mainstream and commercial because those are the brands that are. Able to infiltrate?

Speaker

Right.

Interviewer: Wande Awoniyi

Our consciousness, through advertising and whatever. So you're saying that you're no longer that mainstream. You don't necessarily have commercial aspirations because you?

Interviewee: 2nd year fashion programme student

Yeah, I think, I mean, it's easy to fall into like the world of like, Oh my God. Like I could. Sell my collection to don't. Or I could, you know, put this up on the on the, on the pedestal and then like, kind of see it grow, maybe. And then, Oh my God. Like A$AP Rocky wearing my, you know, or whatever it is like. I think. Of course, like you're gonna, like, romanticise that idea always. But I just kind of like, I'm trying to learn at like what cost these certain things kind of. So I'm it's it's something I'm still figuring out. I would say. I mean, we never kind of officially like.

Interviewer: Wande Awoniyi

I told you I've got a couple of students. Yeah, but Dickey's vergil's not there anymore at the helm. But would you go to?

Interviewee: 2nd year fashion programme student

Yeah, yeah, yeah.

Interviewer: Wande Awoniyi

A brand like.

Interviewee: 2nd year fashion programme student

I would go to learn at this stage I know it. I know it's not. Like my my end game, which is kind of. I don't know if that's like kind of. And you're to say, I don't know if that's like how that can be perceived, but I feel like I would definitely go to learn more about it. Like I was. I was at Burberry. So like, I kind of felt. Like I felt like. Probably the biggest like like almost like UL. But or bigger, but it's it being its own private, you know, kind of business. It was like, really interesting to see, like how something like that operated. And of course again romanticised like I'm getting paid like I'm like. It's great, but I'm like this is not what I want, like I don't. Respect or? Enjoy doing anything that I'm doing. I'm just I'm learning how to problem solve which is great cause I know for me that's great for whatever I'm doing in the future. I know problem solving is key to whatever to success.

Interviewer: Wande Awoniyi

Yeah, yeah.

Interviewee: 2nd year fashion programme student

I know that like, you know, like I mean it's it's it's difficult but.

Interviewer: Wande Awoniyi

I was once offered a job at Burberry. I did a trial there and. Because I was like because it was so big, the area that they wanted me to look after was so small and specific, it was boring. I actually went back to more High Street fashion because I could get more, all that variety of products, whereas in everything we would look after something like scarves and gloves. I said I believe that that's the still bags because their bags were crazy only because they were using so much and upon the, you know, crocodile and I thought that was rare. And I thought that would be fascinating. But I was a little bit like.

Interviewee: 2nd year fashion programme student

Very, very specific. Now for. Crazy sort of furs and stuff there.

Interviewer: Wande Awoniyi

So it's funny, I thought it was my dream place, but it wasn't in the end in reality.

Interviewee: 2nd year fashion programme student

This makes me kind of sick. Like I'm just like there's this. Like, there's this whole world and people are just like buying and giving in to and just like. Seasonally, just it it makes it doesn't feel it doesn't sit right with me. And like I know that I can. It's just it's just the way I was raised. It's just the way, like how everything kind of how everything was brought to me. I know that that's like for me that's not just like morally where I can never like for me the.

Interviewer: Wande Awoniyi

It's funny, yeah.

Interviewee: 2nd year fashion programme student

The person who I think she's like, the highest in the room right now is like. This Japanese is on their kakegamic. He lives in his studio in Holloway. Well, in Holloway, near Arsenal. In London, in London and all this stuff is everywhere. The room is super dusty. But he's yeah, yeah, this is this is one of one of the mentors I'm talking about and he's like he's.

Interviewer: Wande Awoniyi

Have you been there?

Interviewee: 2nd year fashion programme student

I do like he. Can support himself somewhat, but. It's very interesting hearing his perspective on the whole industry because he was actively doing runways in. Exactly. Yeah. And doing this world, but at the same time, he's been so far removed, has never posted any of his garments online for sale, anything like that. He's never crossed that threshold, which. People like McQueen, which Kaka got me into the CSM, and he graduated the same year as we played people like we're playing dead and then kind of like went off into their whole entire. You know, world and industry and. Then things like almost as big as like any. You know, so. It's it's really fascinating to see like kind of the differences, but like almost where my hands. Like kind of.

Interviewer: Wande Awoniyi

What do you think? Yeah.

Interviewee: 2nd year fashion programme student

I mean, it's hard. To say right now, I know. I just know for sure that it's it can't be in a in a commercial. It can't be in a. In a consumer industry that that's at such a high level. I think that I, like I said, I just look for quality and things and I want something that's very like intimate. And I think that I have to sacrifice some things.

Speaker

OK.

Interviewee: 2nd year fashion programme student

Your life for that, but overall I know that I think I'll be a happier kind of just individual. It's kind of it's kind of deep, but.

Interviewer: Wande Awoniyi

It needs to be. You don't wanna have an existential crisis like I did. I am standing in the Q. Once I was travelling to India and I'm standing in talking to a woman and I told her about. My career and. We were talking about other stuff sometimes. I mean too, like in German and, you know, India was more or less of it. And she asked me what I did. And I said I worked for this branch was. Like I said. She turned her back on me before that. We're having a really nice conversation, but as soon as she knew that I worked for this for some brand. Wow. She was so. Like you know. You do it. You go to that country to just join the resources and then. I mean, yeah, when I was travelling I started to feel not very good about what my contribution was to this industry and and that's one of the things that led me. To leave and. Go into teaching and I just didn't wanna participate in that anymore. So but tend to be. Right. We don't have the have the explosive sustainability and ethics as you have it now. We did land grabs, we chasing them around the globe, we're looking for cheaper, cheaper, faster, faster, cheaper. So and now we're a bit more educated about the impact that has. So it's really fascinating to hear what you're starting.

Interviewee: 2nd year fashion programme student

Right. Right. 1st, 1st.

Interviewer: Wande Awoniyi

It's a lot more ethical and a lot more conscious than ours was.

Interviewee: 2nd year fashion programme student

Hmm, interesting. Yeah.

Interviewer: Wande Awoniyi

And it's really shaping your decisions.

Interviewee: 2nd year fashion programme student

It is.

Interviewer: Wande Awoniyi

Not necessarily. Everybody thinks. Or cares like you know so.

Interviewee: 2nd year fashion programme student

No, no, not definitely. Not definitely not.

Interviewer: Wande Awoniyi

How would you feel about doing a placement that is outside of Europe or America and that we're thinking globally we're thinking? Yeah. East, where E South Asia, Africa.

Interviewee: 2nd year fashion programme student

Super open to. Very, very open to it. Yeah, absolutely. Like I said, make myself kind of uncomfortable, like something I'm. Need to really stick my neck out and learn about it and. Like, really? Like, put an effort towards it, I think. I think it's that sounds for me just super exciting.

Interviewer: Wande Awoniyi

Absolutely. I have a couple of students. In Mexico, in Mexico City. But they're really the 1st that have really gone. You're gonna. I mean, out out of Europe and America, they're having a great time. They didn't go with Spanish. They're learning as they go. But I'm like, you're like my test case, please.

Interviewee: 2nd year fashion programme student

Oh my God. It's musty. Yeah. Yeah, yeah, yeah. Yes, yes.

Interviewer: Wande Awoniyi

These so that when we do that final year tour, I would love them to be part of the panel to start boarding students minds will go and you know somewhere else.

Interviewee: 2nd year fashion programme student

I would love that too. I would love to know them. I have family in Mexico and like I am and I honestly like see myself there in the next 5 something.

Interviewer: Wande Awoniyi

Ohh do you? Years just experience something, whatever that is, yeah.

Interviewee: 2nd year fashion programme student

Sure, sure. Just the culture. Of of that as well.

Interviewer: Wande Awoniyi

So with that in mind, we've come into us with last questions. What do you know about small and big brands and businesses that sit outside Europe?

Interviewee: 2nd year fashion programme student

What do I know about them? I think I know very little about it. I've was great growing up in LA. And so I've kind of like known just kind of about major big cities and kind of what's happening there and. For me, LA is a very young city, so I guess I could argue that like. There's more of like some. Underground, things that have made me kind of like, understand and maybe adapt more to kind of what could be you know. Outside of what I know and in different. Parts of the world. So I think that I I don't. I definitely don't have. A lot of. Knowledge towards it, but I'm super super open to. It I think it's.

Interviewer: Wande Awoniyi

Do you think it's something? That you'll have you have response before or. Do you think? That building your global knowledge of the industry and not just. You know, referring to or having references of those in Europe and America. Do you feel like the responsibility of you think that's some of the academic team like, that's something that we could also? You know, teaching.

Interviewee: 2nd year fashion programme student

I think so, I mean.

Interviewer: Wande Awoniyi

Culturally, like cultural studies.

Interviewee: 2nd year fashion programme student

Yeah. I mean, I think it's definitely. A big part of our responsibility to be curious and to. Want to? Kind of get out there and learn. About what else is? Out there but. I think that also with like who you kind of brought up in the connections of people you know, I think that that could also be a huge take advantage your help as well too to to our kind of learning process.

Interviewer: Wande Awoniyi

Yeah. Yeah. OK. I think that's it. I wanna ask you something. Why did you not go to somewhere like Parsons?

Interviewee: 2nd year fashion programme student

Well, I mean just the. Expenses Parsons. I couldn't afford Parsons.

Interviewer: Wande Awoniyi

It's time for you to come to. The UK and to go to parcels.

Interviewee: 2nd year fashion programme student

Yeah, yeah, yeah, yeah. It is. Parsons is like something like 80,000 a year or more. Without living in New York, too, like living in London is arguably. It's a bit cheaper than living in New York, too, so it's just kind, which is ridiculous, but I live in Tottenham, so it's like a bit like stadium.

Interviewer: Wande Awoniyi

Tottenham, Tottenham. I mean, I'm pretty impressed. You've got some. You've got some guts, man. You're teaching it real. Listen.

Interviewee: 2nd year fashion programme student

No, it's great. I love it. No, I love it. It's great. It's.

Interviewer: Wande Awoniyi

It was deep in Tottenham. Using my, she says she's inside like, like I like that quite a lot of studios as well in Tottenham.

Interviewee: 2nd year fashion programme student

There are. That's one of my studios.

Interviewer: Wande Awoniyi

Yeah. What's it? Why? Why Tottenham higher Seven Sisters? Yeah, there's there's loads there. So I know everywhere there. But yeah, good for you.

Interviewee: 2nd year fashion programme student

Business Centre million new business and yeah, you know it, you know. It yeah. Yeah, yeah. Yeah, yeah, yeah. I spent a lot of time in the marshes, honestly, like, that's why I love the marshes.

Interviewer: Wande Awoniyi

I love the technology. Looking for more? Yeah, so I live very close to there as well. Well, I'm down 70%.

Interviewee: 2nd year fashion programme student

OK. OK, cool. Cool. Yeah, scared to.

Interviewer: Wande Awoniyi

Oh, oh, you're having a proper experience. The full experience I used to in my house. I live with another student. I had a lodger in the lodger, but he was from Palestine. He's from Jerusalem. He was living with me. He was doing a masters here and when he would go back to his union.

Interviewee: 2nd year fashion programme student

Absolutely, absolutely. OK, OK.

Interviewer: Wande Awoniyi

How expensive? That's all hype is like fine, nothing ever happened to me. I love it. He's very comfortable in a mixed demographic.

Speaker

I'm so.

Interviewee: 2nd year fashion programme student

Exactly, exactly. I feel the same. Exactly. This is like the same.

Interviewer: Wande Awoniyi

It's like you know, so I'm glad. I'm glad you're getting this London experience. Thank you so much. I want to stop it there now. I don't you know.

Interviewee: 2nd year fashion programme student

Way, yeah. Yeah, yeah.