

# Interviews

Each of the participants brought 2 or 3 pairs of heels to the group so they could share their positive and negative feelings/experiences with the group.



Since fashion and trends are directly connected to the high heel industry and purchase decision, I created trend boards for a few group activities.

Individually the girls looked at the trend board and thought about what appealed to them. Then as a group they discussed some of the images they chose and why.

