

**Favourite garment stories as a catalyst for care**

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**Abstract**

**Purpose:** The purpose of this paper is to demonstrate the impact of sharing personal garment stories, a common component of increasingly popular wardrobe research methods, on participants' wardrobes.

**Design/methodology/approach:** This qualitative study involved participants in sharing stories of favourite garments, and utilised semi-structured interviews to gain insight into their methods, experiences, and impacts from the process. Interview data was analysed using a thematic approach.

**Findings:** Sharing stories of favourite garments impacted participants' clothing relationships through deepening understandings and strengthening attachments; motivated greater thoughtfulness in participants' everyday clothing practices of acquisition, disposal, care and dressing; and enhanced participants' experiences of dressing.

**Research limitations/implications:** Due to the intimate and in-depth nature of this research, the sample size was limited to 16 and therefore results may not be generalised. This research was also limited in its ability to follow up on and validate impacts on participants' clothing practices and experiences, which could be developed in future studies.

**Practical implications:** Garment storytelling appears a valuable alternative and complement to existing emotional durability strategies, and may be developed in this context.

**Originality/value:** This research sheds light on the participant experience of wardrobe research methods, which had previously been unexamined, and identifies how garment storytelling may be valuably developed beyond the context of wardrobe research. Practically, this research validates and extends approaches to emotional durability.

**Keywords:** Sustainable fashion, wardrobe research, garment stories, emotional durability, clothing relationships, clothing practices, care

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