

【Interviewed students of Bunka Fashion College!】

The real voices of “Fashionable Generation Z” Group Interview Report 2025

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FUTABA TSUSHINSHA Co, Ltd.

The survey was launched in 2021 as a collaboration between Fashion Promotion Course of Fashion Marketing Distribution Department at Bunka Fashion College and FUTABA TSUSHINSHA Co, Ltd. , this is the 5th time the survey has been conducted.

In addition, in July 2025, our company conducted a web survey answered by 1,031 current students of Bunka Fashion College.

This group interview brought together the unique and individualistic students characteristic of Bunka Fashion College, capturing motivations and honest opinions behind behaviors that cannot be seen in surveys alone.

We hope this report will serve as a valuable resource for understanding the fashionable Generation Z.

Summary

Strictly Following Their Own Standards
- Focusing on “What They Like” and “What Feels Right”

- They prioritize “what they like,” “what makes sense,” and choices that fit their current self.
- They notice trends through social media and friends, adopting some, but often say “It’s popular, but not for me,” showing trends are becoming fragmented and individualized.
- Frequent remarks like “I don’t want to follow the crowd” or “I don’t want to imitate the mainstream” reflect a desire to stay true to their momentary preferences and maintain a sense of independence.

Narratives That Carry Value

- Accessories, bag charms, revival characters, and tumblers are cherished not just for being “cute” or “liked,” but because they carry meaning or a personal story that only the owner understands.
- The narrative — being able to explain why they like something or tell its story — becomes the source of value for these items or actions.

Appears Goal-Driven, But Open to Serendipity

(Encounters with unexpected things and experiences)

- Their use of shopping and social media is goal-oriented, often efficient, but not purely about maximizing time or money. Within limited resources, they make choices that feel satisfying and comfortable.
- While routine shopping is usually purpose-driven, they will spend spontaneously when experiencing love at first sight or opportunities available only in the moment, and they have the means to do so.

On/Off Mode

- Under pressure from school assignments or part-time jobs, they view “doing nothing” as the ultimate luxury and seek refreshment in nature.
- At the same time, they actively attend festivals, live shows, and events, enjoying them to the fullest.
- Their home entertainment and friend-group discussions often revolve around Netflix dramas.
- “Old” anime and dramas from the 1990s–2000s are also popular, sometimes watched together with parents. They pay attention to uplifting storylines and fashion.

Focused on Health, Clean Living, and Relaxation

- They aim to keep their mind and body clean and focus on doing things that are good for their health, emphasizing the internal changes they feel through eating, dieting, and exercise.
- They also unconsciously follow food trends. Emerging topics like hot pot, high-protein yogurt, trendy cafes and bakeries, or La Tiao have already been tried, often influenced by TikTok or popular influencers.
- They are not drawn to novelty for its own sake; instead, they respond to the value of time and experience — what kind of time they can spend and how they can grow or change through it.

Background viewing and listening on YouTube, podcasts, music, and TV has become routine.

- Background viewing and listening—YouTube, podcasts, and TV—has become part of their morning routine while getting ready. They rely on audio content that doesn’t require eyes or hands, and podcasts also inform them about movies and social trends.
- They “switch on” for the day by playing music, reading manga apps during makeup or breakfast, or using morning TikTok to quickly plan their outfits.
- Only a small number still watch TV regularly, but surprisingly, many trending topics, popular dramas, and general trivia still originate from TV.

Using Social Media with Clear Intent (1) — How Instagram Differs from TikTok

- Instagram: “Consistency + Depth”: A coherent aesthetic is essential, and accounts grow through *taste* that others want to emulate. Users are also interested in the creator’s profile and background.
- TikTok: “Instant Consumption”: No aesthetic world-building is required. Content grows through clear “demand” — attractive faces, trendy looks, or videos created to go viral. Users rarely check profiles; they simply consume each video in the moment.
- Instagram is *not* used to seek approval. When they want to go viral or be widely seen, they post on TikTok instead.

Using Social Media with Clear Intent (2) — Instagram’s Aesthetic World

- For them, “aesthetic world-building” refers mainly to a coherent visual world on Instagram—a space customized with the things they like.
- Maintaining a consistent aesthetic in their Instagram posts is very important; they want their worldview to be clearly conveyed.
- Creating this aesthetic is enjoyable, but especially on their main account, it also functions as a public-facing portfolio, which can make maintaining consistency stressful at times.
- Instagram is a place where they collect and record the things they love and the states that make them feel good, creating a space that feels comforting whenever they look at it.

Fan-related behavior is split into two groups

- Only a small number are deeply engaged in intense fandom activities; while they understand the enthusiasm around them, most keep a bit of distance.
- Those with high enthusiasm tend to invest heavily in 2D characters, idols, or artists, spending on pop-up events, live performances, and merchandise.

They are motivated by people who feel like an extension of their own aesthetic world

- Stylists, models, and Japanese brand directors are figures they admire and follow.
- “Micro-celebrities” such as hair stylists or nail artists—those just below influencer status—often become realistic role models.
- Out of a sense of rebellion, they show little interest in mainstream influencers or YouTubers.
- They clearly distinguish between people they want to emulate for their taste and those they watch purely for entertainment. The YouTubers they enjoy as entertainment are those who make them feel happy and relaxed.

In areas where they have less experience, such as beauty, they rely heavily on trust

- Recommendations from mothers, friends, and in-store staff have strong influence.
- Purchasing decisions are driven by influencers, YouTubers, and beauty accounts that appear genuinely trustworthy, rather than those doing sponsored content.

Parents Are Their Most Influential Figures

- They naturally inherit and share the fashion, culture, and content enjoyed by their parents—likely late-40s to 50s, “The Second Baby-Boom Generation”.
- Examples include 1980s–2000s fashion styles, music, dramas, magazines, and even horoscope habits.
- Through daily conversations, they become interested in the brands their parents liked or the content they watch together, and often grow to like them as well.
- Parent–child shopping is common. Parents sometimes buy expensive shoes or accessories together as birthday gifts, chosen by the child.

Shopping appears largely goal-oriented

- To avoid spending too much time, they often buy only what they came for and rely on pre-purchase research.
- They visit physical stores only when they are nearby or along their usual route.

Even what looks like an “impulse purchase” is usually not truly impulsive

- Most “love at first sight” buys are for items they had already noticed before, though they weren’t planning to buy them at the time. Having something on their mental interest list is extremely important.
- The initial trigger often comes from influencers or brand directors. Seeing the item in person later—at a store or pop-up—reminds them of it and activates the purchase switch.

Physical stores, vintage shops, and pop-ups are places for serendipitous finds

- They know hidden recycle shops and flea markets, using their eye to spot items that are cost-effective, trendy, and unique. They also pay attention to unmanned vintage stores.
- YouTuber and influencer guests at events are a strong motivator to visit.

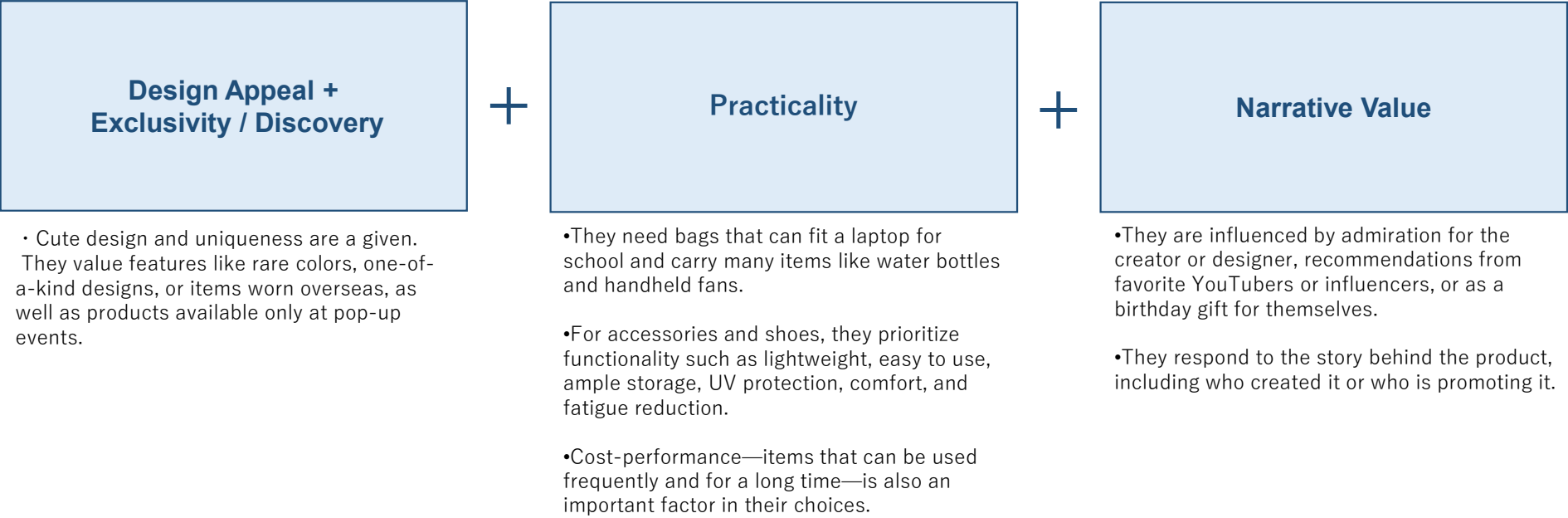
Understanding that “high prices have reasons”

- If quality, fit, or durability is clear, they will buy expensive items, including department-store cosmetics, without hesitation.
- They distinguish between items to be particular about and everyday items.
- Korean fashion from platforms like Musinsa falls into the former.
- They spend on travel, shoes, glasses, nails, and accessories, with high-priced bags or jewelry often bought at milestones or as birthday gifts.

“Design, Creator, or Promoter” as the Entry Point for “Liking”

- They are drawn to fashion items through design. Liking the design or aesthetic often leads them to like the brand itself.
- Who made or recommended the item—such as a director or influencer—also serves as an entry point for their interest.
- They take pride in wearing items simply because they like them.

[Triggers for Purchasing Fashion Items]



*Most of their recent favorite items were purchased at physical stores or official brand online shops, likely because this makes it easier to develop a personal attachment.