

# LABOR AND ITS EFFECTS ON CONSUMPTION

*A short term ethnographic research of the Shanghai Notions Market and the South Bund Fabric Market*



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# NOTIONS MARKET

The notions market is situated at 388 Renmin Lu, near Yu Gardens. The clientele is mostly locals and artists who come buy any sort of materials such as sequins, feathers, buttons, zippers, etc.



In the photo above, we can see the owner of a store selling jewelry, chains, brooches, etc.

The picture on the right displays the owner of a patches store. A lot of them are written in English and some are copies of brands such as Fila, Supreme, etc.



We interviewed the owner of this tassels and yarn store. He informed us customers usually come in weekdays, Wednesdays and Thursdays being the busiest days. He does not supply outward.



The owner of this feathers and boas store let us know they outsource their products to parties organizers. She did not want to comment further.

This market is not so known among foreigners, so most shop owners cannot speak English. In this market, the shop keepers were not insisting on customers to buy their products, so customers feel more free to look around. Both Business-to-Business and Business-to-customers models are put in practice at this market.

Erica Balenciaga at the market.



Patches of all sorts are sold in this market, their price is around 5 to 15 RMB.



Besides accessories, this market also has a few shops selling different types of fabrics such as (shown in the picture on the right) and sequins (shown in the picture below)



1 yard of this sequins fabric is sold at 50 RMB

# SOUTH BUND FABRIC MARKET

The South Bund Fabrics Market is located at 399 Lujiabang Rd in the Huangpu District. This market is more oriented to foreigners and locals looking for a tailor-made suit or attire



Many foreigners, like the couple in the above picture, come to this market to get attires tailored by the shops owners in different types of fabrics, such as cashmere, linen, cotton jersey etc. Some of them come to this market as part of their itinerary in the city, and some have heard of this market after living here for some time or through websites such as Tripadvisor. In the case of this couple from Ukraine, they came to this market after the guy's boss recommended it as the "best place in town to get a suit tailored". They paid around \$1000 RMB for a suit, which will be ready in two weeks.



Most of the shop owners speak English, like the lady on this picture who agrees fabrics are imported and some produced locally.



d to be photographed, as a lot of foreigners come to the market. Some of the



From left to right: leather, cotton, tweed, sequins, silk, lace

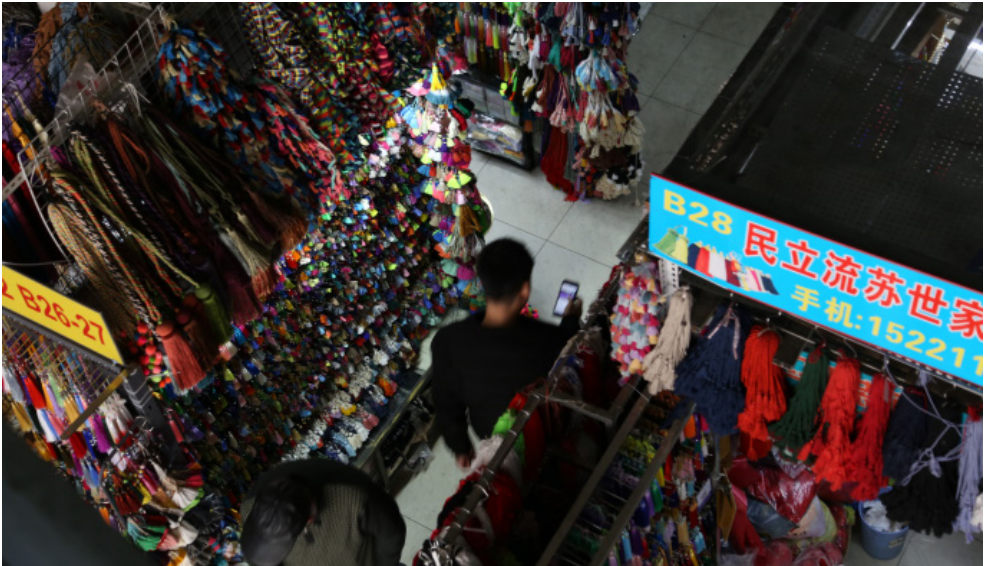
People can find different kinds of fabrics at this market such as those shown in the previous photos and many others. We interviewed the owner of the leather shop, who told us most of his clients are foreigners and the price of a jacket starts at 1000 RMB. His stock is mostly sheep leather.





This market has a big focus on expats and foreign tourists, so English is widely spoken. As shown in the pictures on this page, even the signs are in English. The business model adopted in more of these shops is the Business-to-consumers model, where customers buy and order products for personal use.





Notions market seen from above.