

# In Vogue? Mapping the Spatial Evolution of the Second-Hand Clothing Market in the Montreal Area

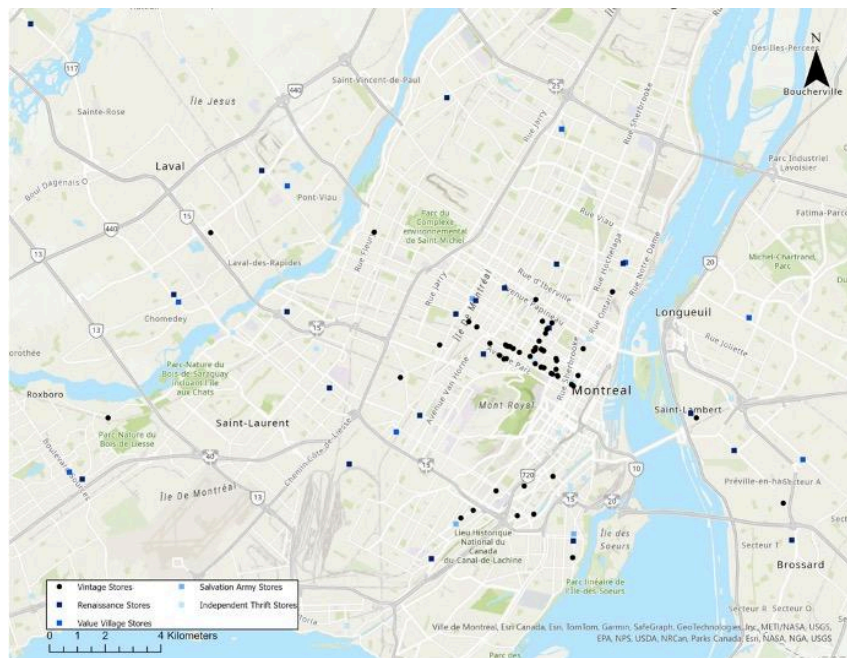
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So-called fast fashion companies that rapidly mass produce trendy and seasonal clothing have increasingly raised issues on ethical consumption and the social and environmental impacts of garment life cycles. In response, increased consumer awareness of the social and environmental impacts calls for a reform in production and consumption standards, shifting consumption standards towards second-hand clothing. This thesis seeks to map the expansion of thrift and vintage stores in the Montreal area to look at how the second-hand clothing market has evolved in Montreal and analyze if there is a locational pattern between this expansion and the income and socio-demographic profiles of the respective neighbourhoods in which they appear. To study this relationship, an inventory of thrift and vintage stores is collected and analyzed with Census data to investigate at the tract level the evolution of the industry through a buffer and spatial autocorrelation analysis.



*Snapshot of thrift and vintage store locations in the Montreal Area, 2023.*