

IN VOGUE? MAPPING THE SPATIAL EVOLUTION OF THE SECOND-HAND CLOTHING MARKET IN THE MONTREAL AREA

By: *Lara Martin, BA Honours Urban Studies*
 Supervisor: Prof. Sébastien Breau. Reader: Dr. Tim Elrick
 Department of Geography, McGill University

CONTEXT

- Fast fashion companies that rapidly **mass produce** trendy and seasonal clothing have raised concerns on **ethical consumption and the environmental and social impacts** of garment life cycles
- An increase in consumers' ethical and environmental values has **shifted consumption standards** towards second-hand clothing and changed consumer motivations in favour of sustainable options
- A distinction can be made between **thrift and vintage stores** based on **consumers motivations** that thrift stores aim to provide **bargains** and vintage stores for clothing with an **assumed value**

RESEARCH AIM AND QUESTIONS

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 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. My thesis seeks to answer two main questions:

- How has the second-hand clothing market **evolved** over the last 15 years in the Montreal Area?
- Is there a **pattern** in the location of second-hand stores and the income and socio-demographic profile of Montrealers?

I hypothesize the expansion of thrift and vintage stores is representative of a **change in the consumer market** towards second-hand clothing and presents a **spatial relationship** between store location and neighbourhood income and demographic profiles.

METHODOLOGY

- I will rely on company websites and annual reports to **create an inventory** of thrift and vintage stores in the city;
- Store addresses will be geocoded using **ArcMap** to create a series of maps tracking their evolution over time;
- Census data** will be used at the tract level to investigate how the location of thrift and vintage stores **correlates** with neighbourhood **incomes and other socio-demographic variables**.

RESULTS

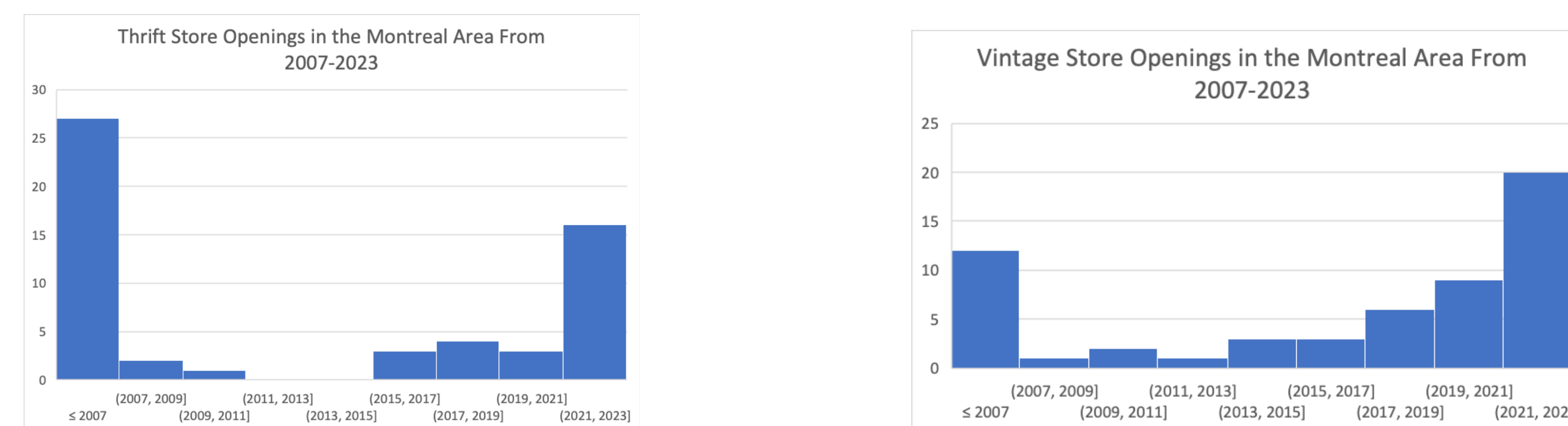


Figure 1. Montreal thrift and vintage store locations mapped by median total income based on 2006 (left) and 2021 (right) Census data.

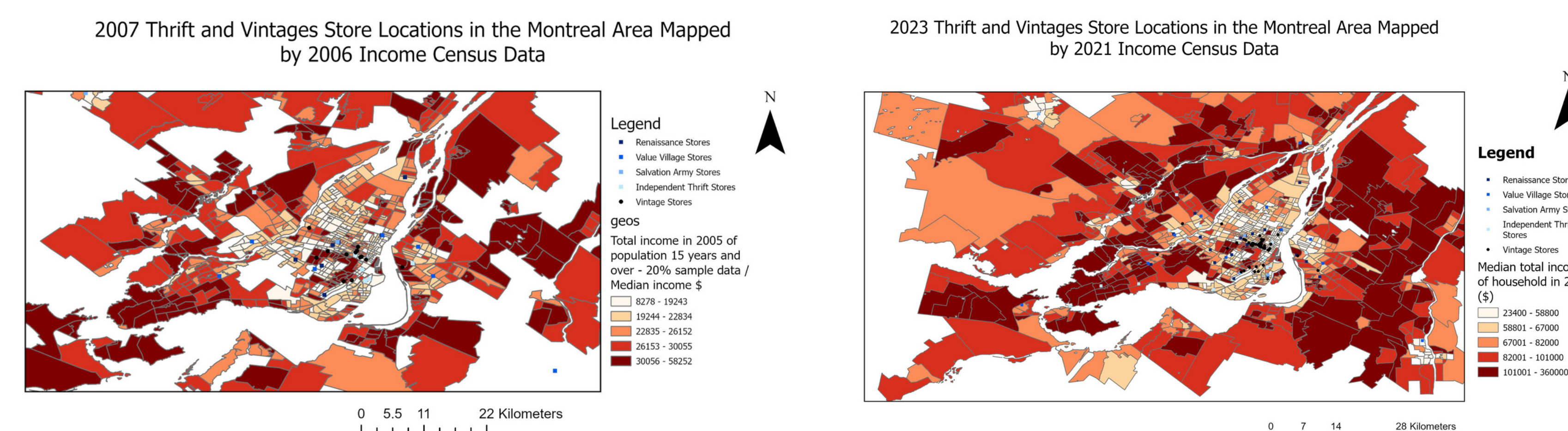
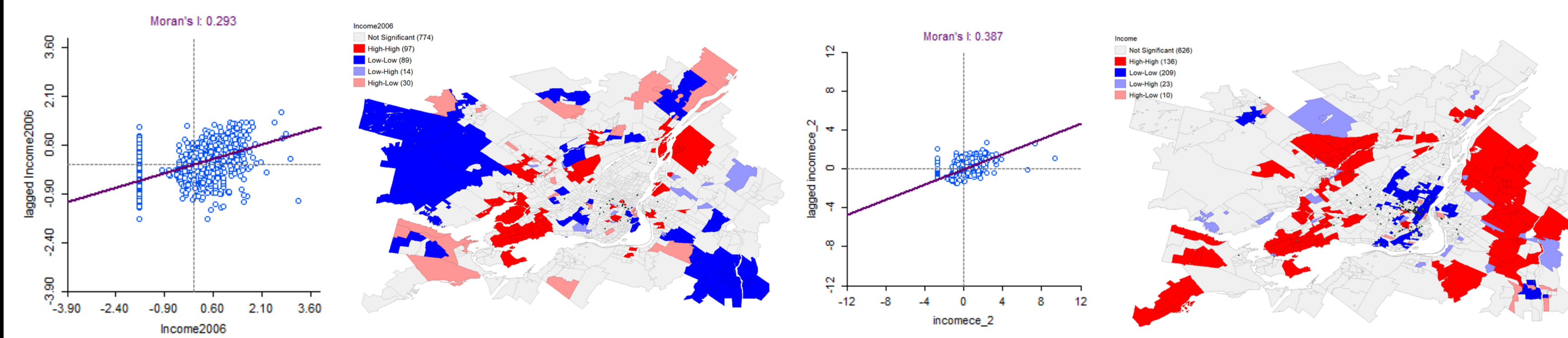


Figure 2. Moran's I and Local Indicators of Spatial Association (LISA) maps of median total income 2006 (left) and 2021 (right).



FINDINGS

Table 1. CTs within 1000m around thrift and vintage stores

	Buffer		Non-buffered (n=544)
	Thrift (n= 11,625)	Vintage (n= 23,166667)	
Income	p=0.0138	p=0.0016	87939.84962
Education (Bachelor +)	p=0.0816	p= 0.0008	918.4022556
Age (15-29)	p=0.7987	p=0.3565	794.7838346
Age (65+)	p= 0.0976	p=0.0001	850.1691729
Visible Minority	p= 0.0001	p= 0.0001	4659.614662
Immigration	p=0.5004	p=0.1083	948.768797
One-parent family	p= 0.0001	p= 0.0148	195.056391

- The results of the t-test show the variables of **income, indigenous and visible minority, and one-parent family were statistically significant** and indicate a strong assumption that the presence of both thrift and vintage stores has a spatial relationship to the neighbourhoods in which they appear
- In the last two years, 16 new thrift store** locations opened in the Montreal area, compared to **only 10 stores in the 10 years prior**
- From 2015 to 2021 there was steady growth with an increase of three additional vintage stores every two years and the period of **2021 to 2023** saw the most significant growth with an **additional 20 vintage stores locations**
- Second-hand stores demonstrate **trends of segmentation**, for example, vintage stores in the Plateau
- By examining **Moran's I scatterplots** of median total income in 2006 and 2021, both values present **statistically significant findings**. These results indicate there is a **positive spatial autocorrelation**.
- The 2021 income local cluster maps and 2023 thrift and vintage store locations show a **geographic concentration in low-low clusters**.