Favorite Wardrobe
Result deck, Spring 2023
Background/method

Results Highlights
Findings from usage study
Findings from focus group discussions and workshops
Findings from survey
Recommendations
Method Garment Wear Study

• During the spring of 2022, 340 people registered their garment wear every day for a 100-day period.

• The users were recruited from the customer clubs of the three brands: Asket, Fillippa K and Houdini. The users were offered a gift check from the brand as a thank you for participating.

• After initially planning for QR codes printed on tags glued to the garment, the decision was finally made to develop a smart phone app for the registration. The reason was that glued QR tags would not stand several washing cycles, and the alternative to pin the tags with safety pins was deemed too messy and unreliable.

• The garments were registered based on garment category, brand, purchase price and if they had been purchased second hand or new.

• The garment categories logged, including description of categories, are visible to the right. No logging of underwear, socks, shoes or training gear was done.

• Users were asked to register all clothes worn during a day, so including change of clothes during the day.
Method Other

• Wardrobe Survey
  
  Before starting the registration period, the users were also asked to estimate their wardrobe per garment category in a Google sheet survey.
  
  After the first round of analysis, we found that many people had underestimated their wardrobes (i.e., they used more garments over the period than they had in their wardrobe). For that reason, we pursued a second wardrobe survey in the autumn of 2022. We then asked the respondents to count their full wardrobe per category. 69 people responded.

• Focus groups, interviews and workshops
  
  During the autumn of 2022, four focus group sessions were held with, in total, 11 of the users from the study. Qualitative questions about the users’ wardrobes, the purchase and daily wear decisions and what makes a garment a favorite or not, were discussed. The discussions were held on-line and lasted about 90 minutes. There were up to four participants in each discussion.

  Another 3 interviews and one short meeting with people working with garments and wardrobe coaching have been held on-line to further explore the qualitative part of the study.

  The full project group has held one workshop to analyze the dataset from the user study and one workshop to develop the results based on the findings from the focus group discussions. Further results have been developed by the researchers.
About the cleaning of data

- When analysing the full dataset, the project group decided on the following data cleaning measures, to minimize skewed data:
  - We removed 89 users with activity < 80% of days
  - We corrected garment prices for Asket and Houdini datasets, as specific garment models could be understood from the data.
  - We removed 543 unique garments with prices outside price ranges.
  - For x identified users with high utilization of one unique garment, we contacted them for clarification of the usage patterns. They had, in several cases, logged only one garment instead of the x number of identical garments that they owned, because they could not keep them apart. We corrected the number of garments and distributed the usage days over the correct number of garments. It is possible that the data includes more of these underestimations than we found, i.e. there could still be these types of errors in the dataset.
About the estimated wardrobe data in the data set

- We did not register new purchases and removals during the period, which affected the results of both the 1st and the 2nd inventory.
- The first inventory question was too vague (estimate not count).
- The word "Wardrobe" could have been interpreted as what is in the wardrobe now - not what is wrapped away in the attic (out of season) or in the laundry. Both in 1st and 2nd inventory.
- There might be erroneous data where many garments have been registered as one, in the dataset. (We found and corrected some of these).
- The data is self-reported.
- There might be social reliability issues (people don't want to admit to too many garment items).
- In the 1st inventory, at least 20% underestimated their wardrobe size, since they had at least 1 category with > 100% use.
- After the 2nd inventory (with proper count) some wardrobe size numbers were still "wrong" in terms of having used > 100% of the garments in wardrobe. Also, some users (24) lowered their total wardrobe number in the 2nd inventory and 45 raised it (as expected).
- The usage of wardrobe number was 63% (10% lower after the 2nd inventory than after the 1st)
About the users in the data set

- Predominantly male (156 of 251)
- Predominantly young (196 between 25 - 44)
- These are not "average users", since they belong to the brands' customer clubs. (Possibly people with more affordability, with more focus on quality and longevity than the average user.)
During June 2023 the project had the opportunity to launch a survey in collaboration with Rethink Borås. The survey was conducted via Google Sheets and could be opened via a QR code. The survey was mainly spread via Rethink Borås’ pop-up store in central Borås, where it was promoted with a poster about the project. It was also spread via LinkedIn.

In total 41 people responded to the survey. Out of these appr. 90% were women.

The survey was elaborated by the project group and asked questions about size of wardrobe, difficulty of clearing wardrobe and preferred business models for higher wardrobe utilization, with the purpose of broadening the types of respondents in the dataset.
Background/method

Results Highlights

Findings from usage study

Findings from focus group discussions and workshops

Findings from survey

Recommendations
Results Highlights – Wardrobe Size

• It is difficult to keep track of wardrobe size, and in general people seem to underestimate the size of their wardrobe.
  • A high number of respondents logged more garments over the 100-day period, than what they had registered in their wardrobe. This persisted after the second inventory.
  • Many people want to have a smaller wardrobe.
    • Focus group results showed that no one wants a bigger wardrobe and many wish to have a smaller wardrobe. The main reason is the unnecessary hassle of many garments.
    • The additional survey confirmed the results, with a somewhat higher tendency to be satisfied with the current wardrobe size.
    • The reason for actually having a bigger wardrobe than wished for is both emotional bonds, a perceived practical difficulty to clear out the wardrobe and get rid of clothes, an unwillingness to clear out things that will become useful in the future, and not accepting weight changes.
  • Men have smaller wardrobes than women.
  • Wardrobe size seems to increase with age.

"Den mentala inställningen att göra sig av med det man redan har behöver ändras. Men också att acceptera att man gått upp 10 kg sedan man fick barn - måste acceptera det."

"Har svårt att göra mig av med det, för det kan komma till nytta. Det kan komma sämre tider."

"Kanske kan det fylla ett syfte någon gång?"

"Det är skönt att ha lite grejer."

"Jag skulle vilja kunna bli av med plagg enklare."

"Jag vill gärna minska min garderob. Skulle vilja ha den mer minimalistisk. Bättre nyttjande och mindre stökigt. Men det är onödigt att göra sig av med de jag redan har."

"Anledning: Mindre stökigt, lite miljösamvete. Nånting i att inte belasta hjärnan med onödiga beslut varje dag. Enkelt."

"Jag har min stil och behöver inte 100 plagg för att göra den stilen."
• Many garments are used very seldom.
  • There are 2953 garments that were only used 1 time during the period. These are 23% of the total number of garments used. (And 14% of the total wardrobe.)
  • Jeans and jackets are the categories with the highest usage rates. These usage patterns could be replicated to other categories.
  • Men have higher usage rates (7.7) per unique garments than women (5.5).
    • Men used 40+ unique garments and women 60+ unique garments over the period.
    • The ten most used garments in the study were all logged by men.
    • This is in line with men having smaller wardrobes than women.
  • There is a tendency towards lower usage rates with age, which is in line with growing wardrobe size.
  • The usage rate increases with garment price.
  • The usage rates for the three brands are higher than for the “other” brand (in falling order: Houdini, Asket, Filippa K).
  • The users in our study used more expensive garments (with higher purchase price) more often than less expensive garments (with lower purchase price).

Male: "Jag har 33 plagg i min garderob. Det är lagom."
Results Highlights – Cost per wear

• The cost per wear is less related to purchase price and more to number of wears.
  • Over the 100-day period (only) CPW is similar for jeans and t-shirts - with 3 times difference in purchase price.
  • Over the 100-day period (only) CPW varies considerably less than purchase price between categories.

• The cost per wear is considerably lower (up to 5 times for blazers) for second-hand garments than new garments.

• There is an opportunity for higher garment utilization and less new garment purchases if cost per wear (for ex choosing the word investment) is actively used in communication.

"Köper jag nytt tänker jag att jag ska ha den i 10 år, blir lite stressad över att göra ett bra val."

"Investera i stället för att shoppa. Om man kan kombinera med tre andra plagg är det en bra investering."

"Har mer och mer frångått pris, för att hitta något som håller länge."

"Pris inte så viktigt, eftersom jag väljer så få plagg."

"Jag investerar hellre mer pengar i rätt plagg."
Results Highlights – Favorite garment features

• For our user group quality, fit, comfort and materials were the most important features of garments when shopping. Price had become less important.

• Features of favorite clothes in wardrobe include: Comfortable, high functionality, easy to match (often one colour), quality, current style or trend and garments that raise self-esteem.

• Clothing at its best includes features such as adjustable, flexible, many functions, nice/pretty (fin), builds self-esteem, social code/belonging.

• Clothing at its worst is when stuff are not durable, when they are torn after washing, details without function, uncomfortable.

"Mest bekvämlighet som är viktigt."

"Bekvämlighet och att jag ska känna mig bekväm i kläderna."

"Pris spelar mindre roll nu än tidigare"

"När jag köper nya kläder är det en fråga om självförtroende"

"När de får en att känna sig som en bättre version av sig själv. De bygger självförtroende."

"Det är relativt dyra plagg av god kvalitet. Tidlösa, klassiska, bra material. Lättmatchat med andra kläder."

"Har mer och mer frångått pris, för att hitta något som håller länge."

"Men jag tycker också om kläder för att de kan vara fina. Lite som konst."

"God kvalitet, vilket mycket beror på materialet. Många är enfärgade - de blir jag inte trött på."

"Högre kvalitet och bättre passform."
Results Highlights – Potential for second-hand

• There is an opportunity for brand-specific second-hand (in store) sales. It would simplify the second-hand shopping experience and add quality assurance.
  – The additional survey showed that curated second-hand in brand stores was the second-most preferred business model with 56% of the respondents being positive.

• More expensive and high-quality garments are better suited for second-hand.

• For on-line second-hand sales it is important to offer free returns and good search functions.

"Jag köper begagnade kläder om det är dyrare kläder (typ skaljackor och jeans). Men annars köper jag nytt och på webben.”

"Returnera är viktigt om man ska köpa det on-line.”

"Finns för få bra vintage-butiker i Sverige. I vanliga second hand-butiker är det mesta för dålig kvalitet för att säljas alls.”

"Det är låg träffprocent för mig att gå i second hand-butiker (p g a passform).”

"Om märkeskedjorna sålde sina egna grejer second hand, så skulle det kunna vara mer attraktivt.”

"Väljer bort second-hand p g a att det inte är tidseffektivt. Oförutsägbart utbud är ett problem.”

"Skulle gärna se ett begränsat utbud, alternativt mycket bra sökfilter.”

"Håller med om att varumärkesgaranti för andra hand är bra!”

"Dyrare friluftskläder, eftersom de tål tidens tand. Även tweed-kavajer som håller bra.”

"Det är svårt för mig att köpa andrahånd. Det luktar konstigt och jag hittar aldrig något som passar mig bra.”
Results Highlights – Potential for tailoring, repair, warranty and advisory services

• There is an opportunity for tailoring and repair services to be added to enhance the value of the product. Possibly in combination with long-term - even lifetime - warranty.
  - The additional survey showed that repair and tailoring services is the most preferred business model with 71% being positive to the service if in the vicinity of the user and 51% being positive if offered in store.

• Advisory services and possibility to test garments before purchasing could decrease purchases of garments that are not worn.
  - The additional survey showed that advisory services for support in buying “favorites” were preferred by 29% of the respondents.

"Livstidsgaranti är en bra idé. Då är jag villig att betala ett högre pris. Att känna tillit till ett företag och lita på vad de säger."

"Garanti eller lagningstjänst är bra."


"Livstidsgaranti är en bra idé. Då är jag villig att betala ett högre pris. Att känna tillit till ett företag och lita på vad de säger."

"Jag tycker att det är bättre om det (reparation) finns i butiken."

"Rådgivning. Att man får hjälp när man ska rensa sin garderob och kanske löpande."


"Att kunder kan skapa en profil utifrån tidigare köp och preferenser."
The potential for rental are deemed highest for “seldom-use-wear”, like party wear, outdoor wear, children’s clothing and garments that are not worn close to body.

- The additional survey confirmed that short-term rental is more preferred (46%) than subscription services, which was the least preferred business model (12%).

- It could be difficult to find your own “style” when renting or subscribing.

- Subscription could enable more variety in the wardrobe.

- It is not clear whether rental and subscription is really better from an environmental perspective.

"Funktionskläder är mer intressant. Och allt som man inte har för nära kroppen."

"Hyra är inte min grej riktigt, kan hyra fest och uteplagg. Hyrgarderob kan ju trigga konsumtion, men kan ju i vissa fall vara bättre, för vissa kategorier av plagg."

"Har inte hyrt, men skulle gärna göra det, speciellt festkläder och de kläder jag använder mer sällan."

"För vardagskläder är det svårt att hitta min stil i hyresmodellen."

"Vardagsplagg är nog lättare att äga än att hyra, för att vi har en relation till dem på något sätt."

"Är det en lyxprodukt att hyra, eller är det billig?"

"Skulle vilja se mer bevis på att det blir bättre hållbarhetsmässigt. (med hyra)"

"...fel passform, färg och modeller hon ej valt vilka inte passade ihop med hennes garderob, använde kanske 1 av 4 plagg."

"Prenumerera för att kunna växla mellan olika varianter av samma plagg, t ex en jacka. Måste vara fräscht/hyfsat nytt."
Results Highlights – Potential to enable garment tracking and recirculation

• The logging of garments in the study clarified the number of garments used and not used for the participants.

• Disposing of garments is difficult both because of a perceived practical difficulty to clear out the wardrobe and get rid of clothes and an unwillingness to clear out things that will become useful in the future.

• Hence, there is an opportunity to support users in both tracking garment use and finding the right recirculation option.
  – The additional survey showed that advisory services for clearing out the wardrobe was preferred by 22% of the respondents and an app solution to keep track of wardrobe was preferred by 34%.

"Rådgivning. Att man får hjälp när man ska rensa sin garderob och kanske löpande."

"Jag kände redan innan att jag använder lite av min garderob och var sugen på att rensa ut. Blev då mer medveten om vad jag använder och inte."

"Jag skulle vilja kunna bli av med plagg enklare. Det tar tid att kontrollera och sortera plagg för olika återanvändningssyften."

"Man ser hur man använder samma grupp av kläder igen och igen. Man hade så mycket mer kläder än vad man tänkt."

"Har svårt att göra mig av med det, för det kan komma till nytta. Det kan komma sämre tider."

"Känsla av att jag borde ha bättre koll på min garderob och vad jag använder. Hade tänkt börja logga själv. Blev mer medveten om vilka kläder man använde."

"Jag märkte att jag använde vissa kläder mycket."
Background/method

Results Highlights

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Recommendations
Unique garments used

- T-shirts & tops is the most commonly used garment category over the period, skirts the least common.
- 848 out of 12677 (6.7%) garments used are second-hand garments.

<table>
<thead>
<tr>
<th>Category</th>
<th>Num of unique garments</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-shirt &amp; Tops</td>
<td>3383</td>
</tr>
<tr>
<td>Trousers</td>
<td>1902</td>
</tr>
<tr>
<td>Blouse &amp; Shirts</td>
<td>1837</td>
</tr>
<tr>
<td>Cardigans</td>
<td>1535</td>
</tr>
<tr>
<td>Jacket</td>
<td>1430</td>
</tr>
<tr>
<td>Sweatshirts</td>
<td>1089</td>
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<tr>
<td>Jeans</td>
<td>815</td>
</tr>
<tr>
<td>Blazers</td>
<td>324</td>
</tr>
<tr>
<td>Dresses</td>
<td>235</td>
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<tr>
<td>Skirts</td>
<td>127</td>
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<table>
<thead>
<tr>
<th>Gender</th>
<th>Num of unique garments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>5918</td>
</tr>
<tr>
<td>Male</td>
<td>6759</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Num of unique garments</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>490</td>
</tr>
<tr>
<td>25-34</td>
<td>4986</td>
</tr>
<tr>
<td>35-44</td>
<td>4383</td>
</tr>
<tr>
<td>45-54</td>
<td>1992</td>
</tr>
<tr>
<td>55-64</td>
<td>752</td>
</tr>
<tr>
<td>65+</td>
<td>74</td>
</tr>
</tbody>
</table>
No of unique garments per user (used during the period)

- T-shirts is the category with the highest number (13.5) of unique garments used during the period. Skirts and blazers are the categories with the lowest number (around 3) of unique garments used during the period.

- Females used more unique garments on average during the period than males (60+ vs 40+).

- The older user groups (>55 years) used more unique garments on average than younger user groups. The number of unique garments used seems to increase with age. This is in line with total wardrobe size, which also increases with age.

- The group used new garments to a much larger extent than second-hand garment over the period (50+ vs 10- unique garments on average).

- The categories with most second-hand garments in relation to new are skirts, dresses and jeans. The category with least second-hand garments in relation to new are t-shirts.
No of usages/wear per unique garment (1)

- The users in our study used each garment around 7 (6.69) times, on average, during the 100-day period.
- Jeans and jackets have the highest no of usages per unique garment. Dresses, shirts & blouses and skirts the lowest.
- Males have higher usage per unique garment (7,7) than females (5,5). This is valid for all categories.
- In general, younger age groups have higher usage rates per garment than older age groups, but the picture is ambiguous.
- There is no big difference in usage per unique garment between new and second-hand garments.
The usage rate increases with garment price.
The usage rates of the three brands in the study are all higher than the usage rate for the category “other”, which includes all other brands:

- Houdini: 10.6
- Asket: 9.7
- Filippa K: 6.3
- Other: 6.1
No of usages/wears per user (1)

- In total the usages (or wears) per user was 339 garments over the period. This is 3.4 garments per day.
- The total number of wears per user are similar for male and females. Also for age groups, there is not much variation.
- In terms of categories, jackets, t-shirts and trousers are the most used types of clothes. Dresses, skirts and blazers are the least used categories.
- The no of usages per user are considerably higher for new than for second hand, which is in line with the higher number of new unique garments.
The users in our study used more expensive garments (with higher purchase price) more often than less expensive garments (with lower purchase price).

- Garments in the category “others” were used more often than the garments from the three brands in the study.
  - Other: ~260
  - Asket: ~80
  - Houdini: ~60
  - Filippa K: ~40
Wardrobe size

• **Slide 6 presents some important reflections on the wardrobe size numbers of the study.**

• The most common garment category in the wardrobe are T-shirts and tops followed by Shirts & blouses. The least common garment category is skirts. This follows the pattern of the unique garments used in the usage study.

• Men's wardrobes are half the size of women's wardrobes (63 vs 112 garments on average).

• The average number of garments in the wardrobe increases with age (from 67-68 for the youngest to over 100 for the oldest).

• The wardrobe size of Asket users are smaller on average than those of Filippa K and Houdini users (62 vs 108 and 104).
Usage – share of wardrobe

- The share of wardrobe used during the period for the full dataset is 63%. (→ see slide 6 for reflection) Another 14% of the garments were used only once during the period.
- Sweatshirts & trousers are the categories with the highest usage of wardrobe rates. Skirts & dresses have the lowest.
- The usage share of wardrobe is similar between male and female.
- There is little difference between age groups. (The peak number for jackets/65+ shows the remaining +100% issue for an age group with very few (2) people.)
Pricing

- Blazers and jackets are the most expensive categories. T-shirts is least expensive category.
- The average price for new garments is 960 SEK and about three times higher than the price for second-hand garments, 314 SEK.
Cost per wear over the period

- The cost per wear for all users over the period was 348 SEK.
- Blazers have the highest cost per wear (1000 SEK). T-shirts and jeans the lowest (below 200 SEK).
- The difference between men and women is small. Except for blazers, where the cost per wear is higher for men.
- There is a slightly increasing cost trend with age, although the picture is a bit ambiguous.
- The cost per wear is considerably lower for second-hand garments than for new garments, for all categories. For blazers the difference is 5 times.
The cost per wear during the period is similar for jeans and t-shirts, although they differ a lot in purchase price (300 SEK vs 1000 SEK).

Blazers is the category with the highest price and the highest cost per wear.

Jackets is the category with the biggest difference between price (2000 SEK) and cost per wear (500 SEK).

In general, the cost per wear shows smaller differences between categories than the price, i.e. more usages can compensate for higher purchase price.
Usage of second-hand vs new garments

• Women use more second-hand garments than men (598 vs 250)

• Age group 25 - 34 use more second-hand garments than other groups.

• Most respondents have used second-hand clothes less than 10% as often as new clothes.

• Only the age group 18 - 24 use second-hand garments up to 40% as often as new clothes.
The most and least used garments

- Out of the 10 most used garments in the study 4 are trousers, 2 sweatshirts, 2 jeans, 1 jacket and 1 t-shirt.
- All users of the most used garments are male.
- 1 of the 10 most used garments is a second-hand garment.
- There are 2953 garments that were only used 1 time during the period. These are 23% of the total number of garments used. And 14% of the total wardrobe.
Background/method

Results Highlights

Findings from usage study

Findings from focus group discussions and workshops

Findings from survey

Recommendations
From focus group Excel 1

• The majority of the participants became more aware of choice of garments during the test period. There could be an opportunity for more registration/testing/apps to make a difference.

• Our study lacks registration of how old the garments in the wardrobe are.

• All respondents buy new garments < 1 time/month.

• Purchases may be in chunks.

• Everyone recognizes second-hand as an alternative. Only four tried. All but two are sceptical.

• Few have tried rental apart from skiing gear and party clothes and children’s clothes. **The potential for rental are deemed highest for “seldom-use-wear”,** like party, outdoor, children, tweed jacket, jeans and “not close to body”.

• Use of tailoring services is not common (should be included in sales – local or in shop). **Use of repair services are more common.** It’s worth it for more expensive garments. Should be included in warranty. Smaller and simpler stuff are self-repaired

• Main reasons for shopping new:
  – Function/real need
  – Gap in wardrobe
  – Feel unmodern, need for self-confidence
  – Wear & tear, things break

• **Decisive factors when purchasing:**
  – Quality/durability
  – Fit (passform)/comfortable
  – Material (natural)
  – Sustainability (often not the most important)
  – Price (decreasing importance)
  – Brand (often linked to quality and sustainability)
  – Other: Only on-line, one colour only, wardrobe scope (should be broad), local store
From focus group Excel 2

- What decides the daily choice of garments: Activity/function, weather, who I will meet, mood, way of transport (e.g. bike), rotation, whatever is clean.

- Disposal of garments is mostly done via giving to family and friends, giving to charity/second hand or disposing in collection containers. One tried Sellpy. There is awareness about what can be reused or recycled.

- Most respondents want to have a smaller wardrobe for reasons that it is simpler, less hassle, less time for useless decisions. Some say “more like a uniform”, “more favorites”.

- Cleaning after 2 or more usages is the most common. Airing is not common as an alternative.

- Clothing at its best include features such as adjustable, flexible, many functions, nice/pretty (fin), builds self-esteem, social code/belonging. When you don’t think about them.

- Clothing at its worst is when stuff are not durable, when they are torn after washing, details without function, uncomfortable. When you picked the wrong garments for the occasion.

- What do the clothes I wear often (the favorites) have in common?
  - Comfortable
  - High functionality
  - Easy to match (often one colour)
  - Quality
  - Current style or trend
  - Garments that have given me confirmation (complements)

- What do the clothes I wear seldom have in common?
  - Seasonality
  - Change of habits
  - Got tired of
  - Wrong style/purchase
  - Lost fit (in wash or because of weight change)
  - Classic seldom-usage garments (party dress, Christmas sweater etc.)
  - Might be useful again.
Vi har ett storlekssystem som är hopplöst trubbigt. Det påverkar återanvändbarhet och att våga köpa dyra plagg.

Varumärken behöver höja Awareness om dessa frågor.

Fast fashion är dåligt.

Med tiden används mindre av äldre plagg.

Jag tror att det är ett kulturellt skifte som behövs.

Gillar inte att stötta storkapitalismen, så jag väljer bort vissa märken.

Högre kvalitet och bättre passform. All konfektion är gjord efter en idealmodell, men det finns inte två kroppar som är lika. Här kan ny teknik spela stor roll.

Lägger sakerna i en ICA-kasse, där de blir liggande i 6 - 12 månader.

Aldrig samma kläder som dagen innan.

Citations

När man kan manifestera sitt inre utåt. Det som känns som en kram.
Enablers to increase utilization and reduce purchases of new garments

<table>
<thead>
<tr>
<th>Kvalitet - att saker håller</th>
<th>More customized clothes (ex. TiNi business model)</th>
<th>Multi-funktionalitet</th>
<th>Fler favoritett (med med viss möjlighet till variation)</th>
<th>Garanti, lagningsstjänst</th>
<th>Möjlighet till mer test innan man köper</th>
<th>Enklare med färre beslut</th>
<th>Enklare med mindre att hålla reda på</th>
</tr>
</thead>
<tbody>
<tr>
<td>Begränsat utbud i butikerna</td>
<td>Att allt kan kombineras med allt. &quot;Som en uniform&quot;</td>
<td>Rådgivning</td>
<td>Att samma modell finns över lång tid (så att man inte behöver köpe på sig flera)</td>
<td>Bytestjänst</td>
<td>Immun mot reklam och påverkan (eller mindre reklam)</td>
<td>Normförskjutning mot att inte behöve ha nytt hele tiden.</td>
<td>Normförskjutning mot att det är ok att ha samma kläder vid flera tillfällen (typ Hoodie)</td>
</tr>
<tr>
<td>Att pris på plagg avspeglar &quot;verklig kostnads&quot; LCA</td>
<td>Kvalitetskvar på kläder som säljs</td>
<td>&quot;Pris är den viktigaste signalen&quot;</td>
<td>Livstidsgaranti</td>
<td>LCA information</td>
<td>Favoritett: through ease of use (comfortable, high quality mtr (not), timeless, easy to care, monocolour)</td>
<td>Good fit (passform)</td>
<td></td>
</tr>
</tbody>
</table>
What are the problems and opportunities with second hand, rental etc.?

Second-hand:

- Inte tidseffektivt
- Luktar illa
- Svårt att hitta och välja
- Oförutsägbar utbud
- Det mesta har för dålig kvalitet
- Hygien (åtminstone för plagg nära kroppen)

Rental:

- Bra returpolicy och bra sökmotor (för e-handel)
- Mer attraktivt och pålitligt
- Brand specific second hand (warranty and shopping experience)
- Second hand enkla för yttreplagg, outdoor, arbetskläder (?), barnkläder, bra kvalitet som inte slits (t ex tweed-kavajer)

- Svårt att hitta sin egen stil i hyresmodellen
- Hyra/ prenumeration kan ge omväxling
- Är hyra en lyprodukt eller ska det vara billigt?
- Bevis på att det är bättre hållbarhetsmässigt
- Hyra enklare för festkläder, skidor, fritid (som man använder själv)
What are the problems and incentives for getting rid of clothes no longer used?
Business model ideas that can enable higher utilization?

• (Life-time) warranty in combination with repair and tailoring services.
• Repair service in shops.
• Brand-specific (or otherwise niched) second-hand shops for a more qualitative experience.
• Collection and recycling/swapping services.
• Consultation/advisory service.
• Short-term rental for pin-pointed garment categories.
• Subscription with curated packages.
• Less supply (focus on best-sellers) and "think twice" nudging in shop. Combine with clear communication about why.
• Branded (but not necessarily brand-specific) second-hand on-line sales platform.
• App solution for wardrobe overview.
• Design for longevity and high quality. Cost/wear from study as argument for higher price.
Background/method

Results Highlights

Findings from usage study

Findings from focus group discussions and workshops

Findings from survey

Recommendations
Survey results
Wardrobe size

- More than half of the respondents estimate that they use more than half of their wardrobe during a year.
  - 56.1% - more than half
  - 43.9% - less than half

- When asked about the number of t-shirts in their wardrobes, the responses vary between 7 and 100.
  - 29 out of 36 respondents estimate that they have up to 30 t-shirts in their wardrobe.
Survey results

Would you like to have a larger or a smaller wardrobe or is it good as it is? Why?

3 Skulle du vilja ha en större eller mindre garderob? Eller är den bra som den är? Varför?
41 svar

• The absolute majority of respondents either want a smaller wardrobe or are happy with the current size of the wardrobe. Less than 20% want a larger wardrobe.

Reasons for wanting a larger wardrobe:
- Saknar saker
- Alltid kul med större garderob

Reasons for wanting a smaller wardrobe:
- Mer luft mellan de hängande kläderna
- Jag har mycket jag inte använder
- Vet knappt vad jag har i nuläget
- Enklare att välja med färre val.
- Kroppen förändras och plaggen sitter annorlunda. Merparten av mina kläder är gamla.
- Får inte plats med de kläder jag har på ett bra sätt
- Har för mycket kläder av dålig kvalitet, fel strl, fel modell
- Borde göra mig av med de kläder som jag inte använder.

Reasons for having a well-sized wardrobe:
- När det utrymme jag har det måste jag förhålla mig till.
- Storleken bra men behöver byta ut en del plagg
- För jag kan variera mycket utan att köpa nytt
- Jag tycker antal plagg är ok, men vill hitta sätt att omsätta dem snabbare.
- Jag tycker att den är lagom stor. Använder det mesta förutom rena festplagg som kanske inte används så ofta.
Survey results
Do you think it is easy or hard to clear out garments you don’t use?

4 Tycker du att det är enkelt eller svårt att göra dig av med de plagg du inte använder? Varför?

41 svar

- Enkelt 58.5%
- Svårt 39%

• There seems to be two rather distinct user/consumer groups: Those who are more emotionally attached to garments and prefer to save them “for a rainy day” and those who have a more functional view and like to clear out.

• Reasons for thinking it is easy to clear out non-used garments:
  - Saker ska komma till användning.
  - Om jag växer ur plaggen så skänker jag. Jag kan dock sakna en ren textilåtervinning, tex för toppar som blir missfärgade i ärmhålen eller skjortor som blir missfärgade på kragen.
  - Är inte sentimental.
  - Bara att lämna i någon lämplig välgörenhetslåda.
  - Gillar att rensa.

• Reasons for thinking it is hard to clear out non-used garments:
  - Bra att ha...och korkat men sant = nostalgi.
  - De är fina och betyder något.
  - Emotionella band.
  - För stort affektionsvärde och tror jag kommer att sakna dem.
  - Jag tycker jag inte har så mycket kläder jag trivs i och är rädd för att få ännu mindre.
  - Vill inte göra mig med hela kläder bara för att modet/smaken tillfälligt är annorlunda.
  - Tänker att de kan komma till användning och är rädd att ångra mig.
  - Svårt att göra sig av med plagg utan större andrahandsvärde.
  - För att de är för små och jag inbillar mig att jag någon gång kommer gå ned i vikt.
Survey results
Which of the following business models/services would you prefer to use?

• Repair and tailoring services are the most preferred services. Offering these services “in the vicinity of the user” is more preferred (71%) than doing it in store (51%).

• Curated second-hand sales in brand stores is the second most preferred business model/service (56%)

• Short-time rental of garments for special occasions is a more preferred business model (46%) than subscription services with continuous wardrobe updates, which is the least preferred business model (12%).

• Different types of advisory services (to clear out wardrobe, to buy favorites and an app to keep track of wardrobe) are preferred by 22 – 34% of the respondents.

• Customization of garments is preferred by 24% of the respondents.
Survey results
What other ideas do you have to increase utilization of existing garments?

• In addition to already discussed solutions (see last slide), the ideas suggested can be roughly categorized into four types:
  – Swapping of clothes between friends and at work
  – Increased DIY knowledge for maintenance, repair and sewing
  – Changed regulation and norms
  – Business models focusing on remake

• Att byta m varann, alltså att ha klädbytardagar!
• En tjänst för att kunna byta begagnade kläder med varandra
• Mer lättillgängliga klädesbytedagar (på jobbet, föreningar, skolor etc)

• Mer och tydligare information om hur man tar hand om sina plagg (från att vädra, ingen sköljmedel och hur man bäst tvättar till hur man lagar och gör om)
• Bättre information och praktik (typ 'hemkunskap') på skolor när det gäller sömnad/ändring av plagg
• Öka medvetenheten om att sy om och laga kläder

• Ändra syn och värderingar kring kläder, kvalitet och mode.
• Regelverk som gör att nyproducerade plagg tillverkas på ett rimligt sätt och prissätts korrekt.

• Affärsidéer som fokuserar på remake, typ göra jeans till en kjol
Background/method

Results Highlights

Findings from usage study

Findings from focus group discussions and workshops

Findings from survey

Recommendations
Recommendations
brands/retailers

• Reduce number of garments and models in shops.
• Introduce environmental/LCA info on garments. Even better: Price in sustainability effects.
• Offer repair, rental (selected garment categories) and brand-specific second-hand.
• Offer life-time (or long) warranty.
• Avoid “more for less” type of offers.
• Support your customers in buying the garments they need and will love, through for example advisory services and possibility to test before buying.
• Support your customers in circulating their low-usage garments by enabling and promoting wardrobe clearing and recirculation, through for example advisory services, app support etc.
• Create a community and inclusion to build trustworthiness.
Recommendations for consumers

- Count your wardrobe to get a starting point.
- Keep track of your clothes and your wardrobe size.
- Understand your needs and wants. Buy only potential favorites.
- Activate your wardrobe through circulating your low-usage garments to other users.
- Consider cost per wear and not only purchase price, when shopping. Look at the purchase as an investment.
- Consider what types of garments would be more beneficial to rent (cost-wise, hassle-wise) than to own.
- Demand warranty, repair, tailoring services and second-hand sales from retailers and brands.
Recommendations other actors / policy

• Regulations requiring environmental/LCA info on garments.
• Regulations requiring product longevity or quality labelling of garments.
• Producer responsibility and warranty requirements for garments.
• Taxing environmental harm.
• Actively talk about and implement changed norms and behaviours in relation to clothes and fashion.
• Develop the knowledge about sewing and repair in society and in the school curriculum.
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