



WEAR beyond TEAR
Sustainable garment consumption

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LUND UNIVERSITY

Wear Beyond Tear
Sustainable Garment Consumption
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Printed 2021
ISRN: LUT-DVIDE/ EX--21/50517-SE

ABSTRACT

The topic of environmental issues, in relation to clothing consumption, was researched with the intention of contributing to the lessening of its negative effects. The conclusion was that an extended amount of use would result in less need for new production, where most of the emissions come from, thus making the system more efficient resource-wise.

To achieve this the product designed is the outline of a business concept focusing on extending the use of discarded clothes by making them more desirable. This project tests and motivates the types of practises that could make such a business ethical and successful. This is done by making small scale experiments and looking into the need, system and marketing.



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MOTIVATION

I have always had a fascination with garments, but the consequences of the current production and consumption rate is unsustainably damaging. This project strives to find a way to fulfill the need for, and keep the joy of, clothes alive while making a clear stance for a more sustainable system.

To fundamentally change the system is too large a task, but showing a different way is the first step. By researching more sustainable models and applying small scale testing, a business model with prolonged use as the main focus is formulated.





INITIAL RESEARCH

HISTORY
CONSUMPTION RATE
VALUE VS COST
CONSEQUENCES
THE GLOBAL GOALS
COMMON MODELS OF ACQUIRING CLOTHES
INFLUENCERS
CARE
RECYCLING FABRIC

HISTORY

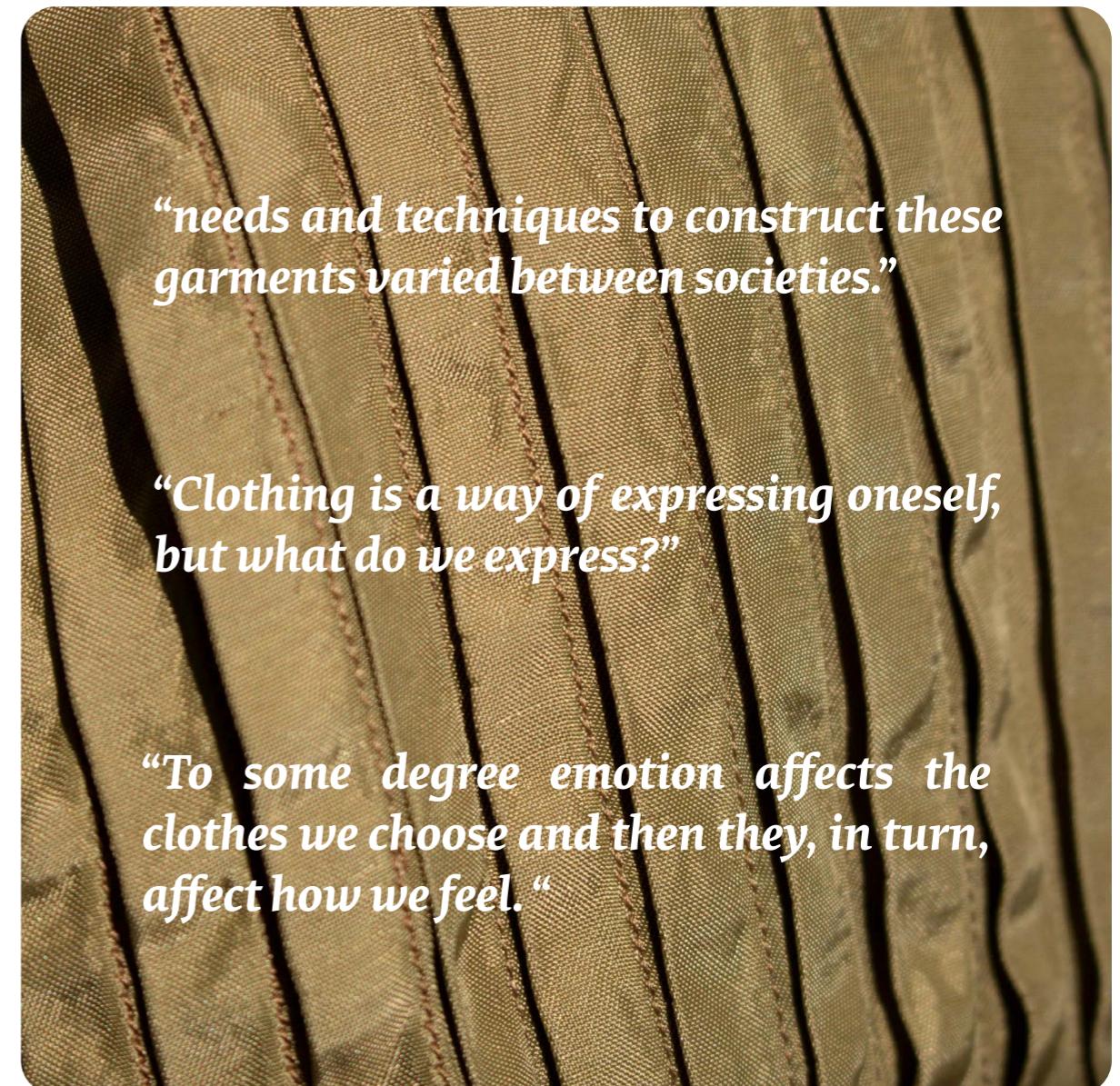
What is the purpose of clothes and why do we desire them? The fundamental purpose of clothes is to protect us. Shelter from the cold and the sun, from scratches and dirt. Garments have different purposes and are of different quality, this could be a way to read one another.

Hunters and farmers had different needs and techniques to construct these garments varied between societies. As a result it also became a way of showing status and affiliation. The ruling class often wanted to distinguish themselves from commoners by wearing things so extremely expensive that no one else could afford it. This is a deeply ingrained part of our culture and lives on today with fashion and expensive brand clothes.

Expression

Clothing is a way of expressing oneself, but what do we express? I would say the same as before, belonging and status are given, but also an artistic expression. While we like fitting in, we also want to stand out. There is an idea that style could change a person, perpetuated by the media. Has Instagramability become the selling point for both seller and consumer?

According to the article *What Your Clothes Are Telling You* (1) which refers to Professor Karen Pines book called *Mind What You Wear: The Psychology of Fashion*, Clothes are proven to impact how the wearer feels and how others perceive them. To some degree emotion affects the clothes we choose and then they, in turn, affect how we feel.



1. (10-01-21) <https://www.psychologytoday.com/us/blog/do-something-different/201405/what-your-clothes-are-telling-you>

CONSUMPTION RATE

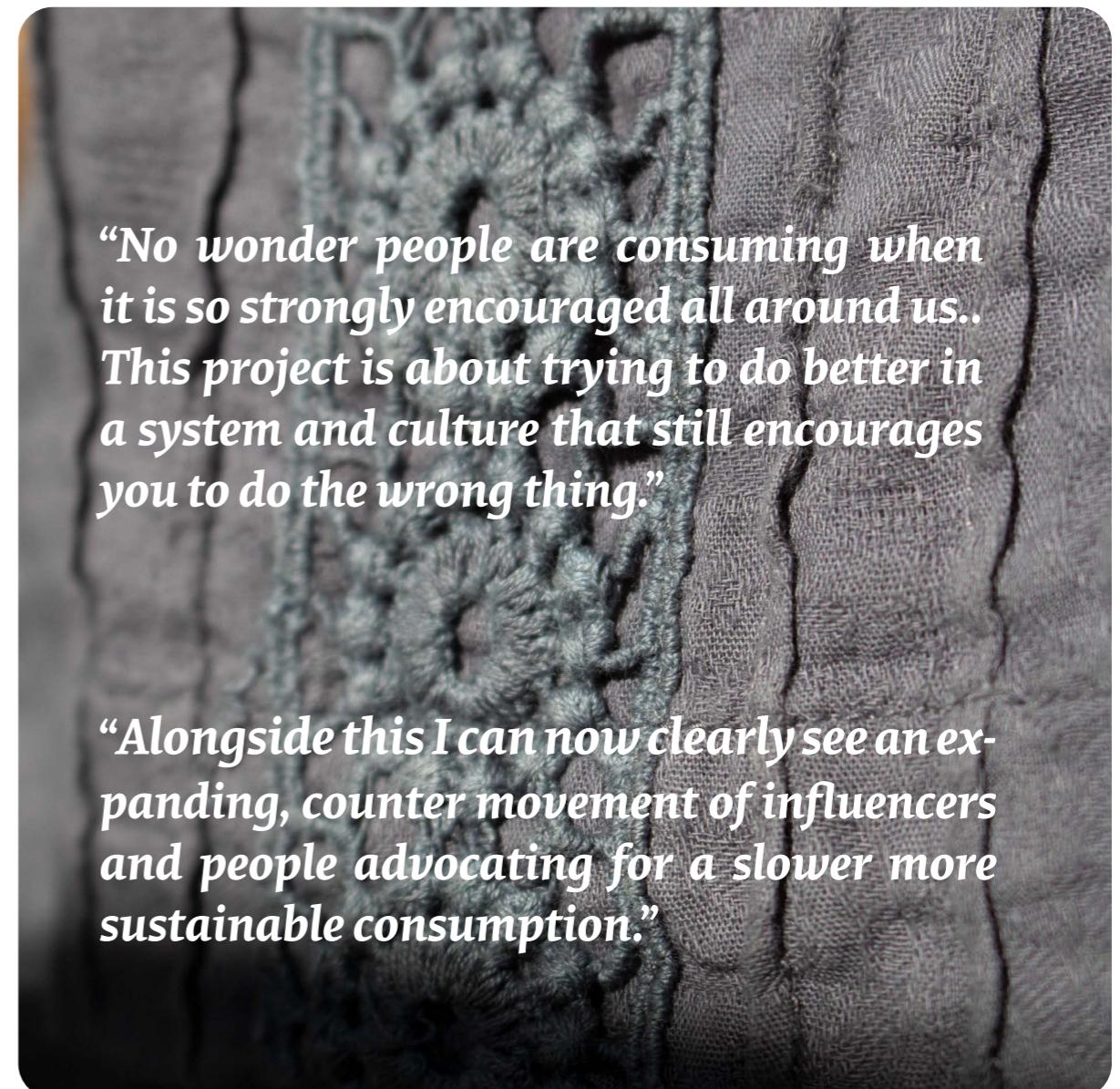
"As a whole, the world's citizens acquire some 80 billion apparel items annually. And on average—average—each piece will be worn seven times before getting tossed, according to a 2015 study by the British charity Barnado's." (2)

The swedish environmental protection agency reports the average use of a T-shirt, in Sweden, as 30 times.

It is clear that when possible, most people in developed countries over consume and underuse clothes. Storefronts and ads, promoting clothes, are common in public areas and online. Clothing producers often do not prioritize sustainability and just want you to buy more, without really caring about how long they last. No wonder people are consuming when it is so strongly encouraged all around us.

This project is about trying to do better in a system and culture that still encourages you to do the wrong thing. When this ever renewed wardrobe is a normal consumption rate, everywhere we see, it becomes easy to not consider the consequences. The constant exposure to beauty and personal style could contribute to forming a kind of addiction to the thrill of developing the self through evolution of style.

Alongside this I can now clearly see an expanding, counter movement of influencers and people advocating for a slower more sustainable consumption. It is not uncommon that this comes from individuals who previously over consumed. Personally I think that could be a good thing, and relatable. I believe it is important to show that you can change in a dignified way, realise the flaw in your ways and feel good about changing the habits.



"No wonder people are consuming when it is so strongly encouraged all around us.. This project is about trying to do better in a system and culture that still encourages you to do the wrong thing."

"Alongside this I can now clearly see an expanding, counter movement of influencers and people advocating for a slower more sustainable consumption."

2. (10-04-21) <https://www.wsj.com/articles/the-high-price-of-fast-fashion-11567096637>

VALUE VS COST

Something I believe strongly correlates to the increased consumption is today's prices. We can monetarily afford to be more wasteful since clothes have become significantly cheaper. This also decreases the perceived value associated with the garment. But the price for not charging more money, is paid in the currency of poor environmental choices and bad working conditions. (5) I will not dive into the huge question of worker condition and wages, but it is fair to say that if the clothes are too cheap, they could not possibly have gotten fair pay. (6)

100 years ago, in the 1920s USA, ordinary clothes like a suit, shirt or dress were in the price range of \$3-10. When inflation (multiply by 31) is accounted for this would equal roughly \$90-300 today. (7,8)

Today an ordinary, non brand, nor scam, shirt or dress could be bought at amazon for roughly \$15-60 (9) and a suit for \$80-200 (10). But today there are also cheaper options as low as \$4 for a shirt or dress, 16-20 dollars for a suit on websites like Wish.

Then clothes were often more expensive but also used for a longer time. This suggests that people would indeed be willing to pay more for clothes, if they had to, it is only lately that we have been spoiled with unrealistically low prices. Too many people seem to also have a poor understanding of what constitutes quality.

**1920
Normal/cheap
(\$4)**



**\$120
(now)**

**2020
Normal/cheap**



\$30

**2020
Extremely cheap
(Wish)**



\$7

- 5. (10-04-21) <https://www.planetaid.org/blog/shifting-the-cost-why-our-clothes-are-so-cheap>
- 6. (10-04-21) <https://www.vox.com/2018/2/27/17016704/living-wage-clothing-factories>
- 7. (3-2-2021) <http://www.thepeoplehistory.com/1920fashions.html>
- 8. (3-2-2021) <https://www.in2013dollars.com/us/inflation/1900?amount=1>
- 9. (10-04-21) <https://www.amazon.com/Mens-Casual-Button-Down-Shirts/b?ie=UTF8&node=1045630>
- 10. (10-04-21) <https://www.amazon.com/Suits/b?ie=UTF8&node=1045686>

(21-04-23)
top: <http://www.thepeoplehistory.com/1920fashions.html>
middle: https://www2.hm.com/sv_se/productpage.0948922007.html
bottom: <https://www.wish.com/search/shirts/product/5f61765a1e71e2004c3bc398?source=search&position=97>

CONSEQUENCES

The fashion industry is huge and significantly contributes to negative environmental effects. It is no secret that the consumption is often wasteful. An article on the World Economic Forum outlines the facts:

"As consumers worldwide buy more clothes, the growing market for cheap items and new styles is taking a toll on the environment. On average, people bought 60% more garments in 2014 than they did in 2000. Fashion production makes up 10% of humanity's carbon emissions, dries up water source, and pollutes rivers and streams."(3)

The textile industry uses vast amounts of water, pesticides and chemicals and also releases microplastics into the ocean. (4)

THE GLOBAL GOALS

This project relates to the United Nations Development Programmes global goal 12, sustainable production and consumption, specifically:

12.2 Sustainable management and use of natural resources

12.4 Responsible handling of chemicals and waste

12.5 Significantly reduce waste

12.6 Encourage businesses to apply sustainable methods and accounting

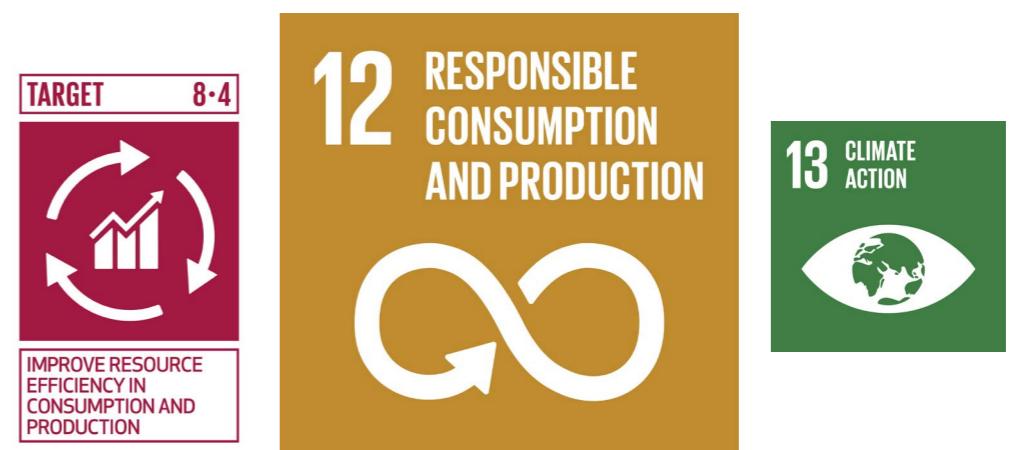
12.8 Increase public knowledge about sustainable lifestyles

12.C Eliminate practices that encourage wastefull consumption patterns

As well as:

8.4 Improve resource efficiency in consumption and production

13 Climate action



3. (10-4-21) <https://www.weforum.org/agenda/2020/01/fashion-industry-carbon-unsustainable-environment-pollution/>

4. The Textile Issue - London Textile Forum 2018: What, Why, How and When? - Lsx

(8.4) <https://www.globalgoals.org/8-decent-work-and-economic-growth>
(12) <https://www.globalgoals.org/12-responsible-consumption-and-production>
(13) <https://www.globalgoals.org/13-climate-action>

COMMON MODELS OF ACQUIRING CLOTHES

Comparing common models of buying clothes to understand the appeal and consequences of each, and also make a rough estimate of their environmental impact.

New produce

Creating new clothes from newly produced raw materials. This is the first thing the resources are being made into. The appeal is how available it currently is to the consumer, the many possibilities and the feeling of fresh, clean fabric. The clothes usually correspond to current styles and trends, and can be found in most sizes.

The down side of this model is that new production produces most emissions. This is mostly due to the huge amount of resources needed to make the raw material and also the transportation.

Online sellers can use a single photo to sell a lot. Sadly the picture could be misleading and the product of poor quality, especially if it is cheap. This often results in displeasure, and little use.

Second hand

These are used clothes that already exist, being resold. This functions like a normal shop or online. For the consumer these clothes are often cheap to buy, and similar to a treasure hunt in experience, trying to find a unique garment or a good deal.

This model is dependent on the donations they receive which easily results in an uneven supply of garments. The consumer might not find what they need or their size. If the unique attractive garments run out the store could lose its appeal.

The real gain here is when second hand purchases replace the purchase of a new product. The idea is that this negates the material, energy and transport the new product would need (11). SSNC claims that reusing clothes saves 97 percent of the energy it would take to produce new (12).

Possible negative consequences include that the treasure hunt aspect might easily result in impulsive purchases because “there is only this one chance”. It could also encourage a view that as long as I donate or sell my clothes to second hand after I use them, everything is well.

Renting services

There are several models of this, both for specific needs and for simply experiencing variety. One could rent festive wear for a celebration or a life vest for a boat trip, or use the service for experiencing a broader wardrobe without owning all garments.

This model is good for maximising use of the clothes but how much it affects the environment depends a lot on where those clothes come from and how the business is conducted. When they no longer meet the standards a garment can be resold as second hand.

The gain with this model is that the consumer can wear a garment once for a lower price than buying and the seller can sell the same product many times but also makes sure the condition is good. Downsides include sizing and responsibility if something breaks.

Tailors

Tailoring is a craftsmanship where garments are uniquely made on request, to perfectly fit the customer. This produces no excess of product, but environmentally it depends on what materials are used. Everything is, assumably made with quality and will get used. However a lot of time and money goes into each garment.

Discussion

To some degree there needs to be new clothes. Second hand is almost always the most environmentally friendly if done well. If clothes are bought second hand and can be resold as second hand, this can be done with quite a clear conscience.

11. (1-2-2021) <https://framtidssstigen.se/overvagande/att-kopa-second-hand/>

12. (1-2-2021) <https://www.naturskyddsforeningen.se/nyheter/second-hand-klader-marks-med-bra-miljoval>

INFLUENCERS

One of the strongest motivations for purchase is style, and what we perceive as desirable is influenced by what we have seen others wear. This is why influencers are relevant to the success of a product. If someone who is admired endorses, or simply looks good in context with, a product people are significantly more likely to get a positive view of the product.

Movement

For sustainability it could be beneficial to use influencers to show that a product with less environmental impact is a priority, to encourage not just the purchase of a specific product, but rather the whole lifestyle.

Most people are somewhat aware of global warming and emissions but to see relatable people on social media actively making conscious decisions to do something about it is most likely more impactful than reading about it in school or hearing it on the news. Because these are the individuals people choose to listen to in their free time.

Examples

An influencer is often related to a subject and platform, for example fitness on youtube. They often have a primary platform, but a presence on several. In this case the subject is sustainability and clothes, but the specific platform is less important. Examples of relevant influencers are:

Sara Olsson @hallbarasara

A smaller swedish influencer focused on second hand fashion. Wants to make sustainable consumption more appealing by inspiring others to focus on consuming second hand pieces instead of new garments.

Greta Thunberg @gretathunberg

A young internationally recognised climate- and environmental activist. Wants everyone to prioritize the environment, especially people with actual power to make a difference.

Kathleen Elie @consciousnchic

An American influencer that promotes ethical fashion and lifestyle. She believes every step in the right direction counts, and helps people find the way.

CARE

To sustain your clothes in good condition, it's important to prioritise when to use each garment, and to properly care for them. The Swedish Society for Nature Conservation (13) recommends to not wash them too often but try to air them out and When washing, follow the specific instructions to not cause unnecessary wear on the fabric, then preferably air dry.

If stored poorly clothes can deteriorate fast from mould or vermin. They should be clean and dry when not in use. **A lot of minor breakages can be mended and patched to prolong the lifetime.** If you do not have the skills or tools this service can often be bought. If the garment is flawed, complain to the company, to make them aware and keep them accountable.

RECYCLING FABRIC

Swedes buy 13 kilos of clothes on average a year and roughly, 7,6 kilos, are thrown away as trash when the owner no longer wants them. Often about 4 kilos of the thrown away clothes could have been reused, according to sopor.nu (14). If the clothes do come to the right place, the functional clothes can be sold or donated to second hand. Otherwise it needs some more processing.

When a garment is no longer satisfactory as it is there are several ways to salvage the material, through correct sorting and developed recycling methods.

Upcycle

The first choice for recycling clothes is to make something new of the existing fabric. Most often, this is done on a small scale. This could be to resew into other products or used as stuffing for cars or insulation for walls. (14)

Retwine fibers

If the garment is of a pure singular material, like cotton, polyester or wool, it can be deconstructed and retwined into thread to make new fabrics. Applying this method to mixed material fabric is currently an area of research. **This is a good argument for designing products with pure materials.**

Energy

The burning of clothes should be the last resort after every other stage of use. But when this stage is reached, the burning of them could at least be converted to energy.

13. (10-04-21) https://www.naturskyddsforeningen.se/hallbar_garderob

14. (10-04-21) <https://www.sopor.nu/fakta-om-sopor/vad-haender-med-din-sopa/textil/>



ANALYSIS

**PATHS TO CHANGE
LIFELINE GRAPH
CONCEPT GENERATION ONE
BRIEF**

PATHS TO CHANGE

Basically there are three ways the industry could improve. They are unlikely to happen this easily but it is still important to highlight.

Global consumer initiative

A global initiative from consumers to not buy poorly produced items would soon force businesses to make better choices or go bankrupt.

"The answer isn't necessarily in shutting down the fashion industry: it's in inciting consumers to desire a higher standard of production and transparency, and making it "weird" to accept anything less." Writes Ashley Lauren (15)

Globally stricter business choices

If companies decided to just do things as ethically and environmentally friendly as possible or do nothing at all, that would also significantly lessen the negative consequences.

"Many fast-fashion companies produce their goods with one goal in mind: maximum profit – which almost always entails manufacturing in under-developed countries without the means, or even the desire, to regulate environmental impact." (15)

Laws

Why Regulations aren't Solving the Fashion Industry's Environmental Problem also discusses why laws often fail in the big picture. Their argument is that this is because laws are often local, so the company simply moves the production to a place with slacker laws, allowing the problematic aspects like emissions of chemicals, or worker conditions to stay the same but affect another place in the world. Ecological and sustainable laws need to be equally enforced globally to work.

As a milder version of laws, there are many certifications, like eco-labels which help the consumer make an informed choice, but there are no direct negative consequences for not living up to their standards.

Conclusion

The sources I could find all agree on one thing. Significant changes need to be done to the system. Humans as a whole, need to buy fewer new unnecessary clothes and instead make full use of the existing clothes and textiles to make the most of the resources that exist before creating more. Production should only happen when needed and done well.

While it's a good step in the right direction, It is not enough that a few try really hard. If others still buy at this rate. The goal is to reduce the motivation for continuing the harmful overproduction. If the companies can't make money, they will have to stop. No one can do everything but making an effort and showing another way is not wasted.

I want to make a contribution, with this project, to searching for improvements to the system.

15. (10-04-21) <https://medium.com/age-of-awareness/why-regulations-arent-solving-the-fashion-industry-s-environmental-problem-9a50be4c2843>

LIFELINE GRAPH

This graph can visualise a simplified conceptual model of a garment's life as a resource. The journey is described by a line of stacked uses. It goes from completed garment to burning what is left.

Before it starts, quality, comfort, style, care and context are all factors that strongly influence how much use a garment gets. Quality and care set up conditions for durability. Comfort, style and context often determine if someone will want to use it, but the circumstances of creation are not included, nor the timespan of the use.

To keep the use going, reselling, mending, upgrading and recycling are interventions that can create a new stage of use by changing the conditions. These can increase the likeliness of prolonged use. Remaking is best applied when it uses useless garments to make something useful. When this is done the lines split or converge.

The goal should be for the line, and use, to last longer.

Lifeline

A graphic model to simplifying the usefulness of a garment

- Quality
- Material
- Context



E. Witt 2021

CONCEPT GENERATION ONE

To define a design brief with the goal of elongating the lifelines, ideas were brainstormed, then evaluated in stages. To decide one I have to efficiently evaluate the concept ideas to ensure a good and defendable choice. I wanted to really add something. Most concepts were soon discarded without much discussion others got more consideration:

Considered Concepts and directions

Keep & Care: Products that encourage reuse:

- **Storage** - Wardrobe/ Dresser
- **Laundry** - Gentle care
- **Broach** - Hairspinner

User matching: Product for Selling/ Redistribution:

- **Display** - hanger or interior for store
- **Just trying on** - Satisfy the desire to outfit
- **Tailoring** - Desired & fitting

Upgrading: A product for the up cycling:

- **Garment** - Repurpose discarded material
- **Pattern** - Make smart pattern
- **Sewing kit** - Aiding the construction
- **Recycling** - Aiding the recycling

Storage

Positive is that this is a useful, clear product, which would likely be fun to design and build. However open wardrobes already exist and this does not directly hinder people from having more clothes but might highlight what they do have. The product would have to be more interesting or something which does nothing for the environment.



Laundry and care

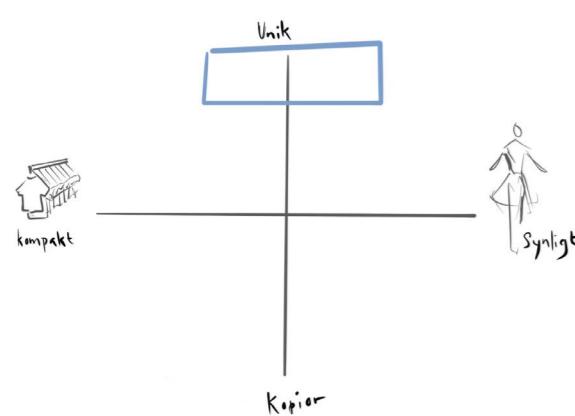
A product for airing out or hand washing. This could be ceremonial, to get more emotionally invested in the garment. It might enable the use of difficult clothes and would be easy to test. Maybe it could be done with repurposed parts. A step forward for the environment, maybe, but several steps backwards in terms of time and efficiency. Similar to the trend of baking bread by hand.

Top (13-05-21) <https://www.vivadecora.com.br/revista/closet-aberto/amp/>
Bottom (13-05-21) <http://thecountryfarmhome.blogspot.com/2013/02/my-blue-haven-simplifying-bath.html>

Store display

A new way of displaying clothes in store, adapted for second hand. I imagine it like a forest, an experience, where you see a bit more of the garments than a strip of the shoulder. Focusing on the distribution, space efficiency, display and production. The goal would be to make second hand shopping more attractive by better displaying the garments.

The strengths are that this brief offers a clear, workable, testable product that could involve several parts of a store or brand image. The idea is that a more appealing second hand store could help it compete on the market, but I could easily see this get exploited by normal clothes or simply contribute to more consumption rather than better. The gain could be very small.



Upcycle

A business concept focused on upcycling, like a mix of second hand and tailoring, resulting in full use of the existing resources. Using what people don't want, and making something they do want. Patterns for scraps or ways of upgrading.

Positively, this would decrease the need for new resources by using existing ones. It would also be something different for my portfolio, showing I can work with systems, research and clothing. A really fun but challenging project. The risk is that it could become too undefined or crafty.

I compared this to store display using a SWAT diagram and upcycle was clearly the best choice. **This is the direction that could most likely make a significant and measurable improvement for sustainability.**



This is the concept chosen for further development.

BRIEF

Explore the possibilities of upcycling as a business model for a more sustainable garment consumption

Demarcations

Something I find important in this project is to not compromise the creative pleasure and strengthening effects of garments.

I will focus on Sweden for the sake of convenience in testing and understanding, but will have in mind that the concept is intended to be applicable anywhere in the world.



FURTHER RESEARCH

ON THE MARKET
ATTITUDE SURVEY
TRENDS
CURRENT TREND ANALYSIS
BUSINESS MODEL CANVAS

ON THE MARKET

Highlighting some businesses, with similar intentions, I found inspiring or interesting, maybe as potential partners.

Moving towards more sustainable business practices is a world wide phenomenon. Finding a wide variety of examples, the challenge was to choose which ones to focus on. Worth mentioning are **Mud jeans** (mudjeans.eu) that offer a subscription on jeans, **Återbruket** (aterbruketmobilia.se) in Malmö that locally upcycles a variety of things, and lastly **Myrorna** (myrorna.se) that with a social and sustainable mission resell donations of clothes and things cheaply to help those in need. To show an assortment, some stood out as extra approachable or creative:

Hack your closet

Is a business in Sweden that offers everyday clothes for rent. The user creates a profile where they define their preferences and get sent a package with a few corresponding garments. They are working towards the same goal as I. To increase the use of garments with the goal that this lessens the need to buy new clothes. With the aligning approach they could be a great partner. They already have established customers, an in line of garments and most likely worn out garments. They don't produce their own clothes, which is why it could be an excellent match.



Nudie jeans

Nudie Jeans has made choices for both environmental and social steps forward. But one of their best offers, I would say, is the service of free repairs of their garments when they break. This prolongs the life of functional clothes and reduces the need for new production. They also collect old jeans to resell or use as patches.

RE;CODE

This Korean brand, connected to Nike, salvages discarded material and reimagines new clothing products. This is done with a both socially and sustainably sound approach.

Top: (28-04-21) <https://www.hackyourcloset.se>
Middle: (28-04-21) <https://images.ctfassets.net/7er3lxjqbzqz/3U4fo5wz2GibyeKgN37hWd/4a963440ee703b-6086338fb0423da9d1/Gallerimage-2.jpg?w=800>
Bottom: (29-04-21) https://assets.website-files.com/5f2cbf8955f0c7fd8c85680a8/5f2cbf8959db781fc3e44b37_2.jpg

ATTITUDE SURVEY

To learn more about the behavior and attitude of people on the subject of garment lifecycle and second hand, a survey was sent out focusing on important points in the life of a garment. (Details in appendix.) The participants are generally living in Sweden and economically stable. With this in mind I tried to formulate some questions to be universal, while others are personal. Those questions simply have different intentions.

24 people answered, where half were in their early twenties but otherwise all age categories were included.

Purchases are slightly **more common in store than online**.

Shirts and tops are **bought most often**,

Pants and socks that are usually **worn until they break**.

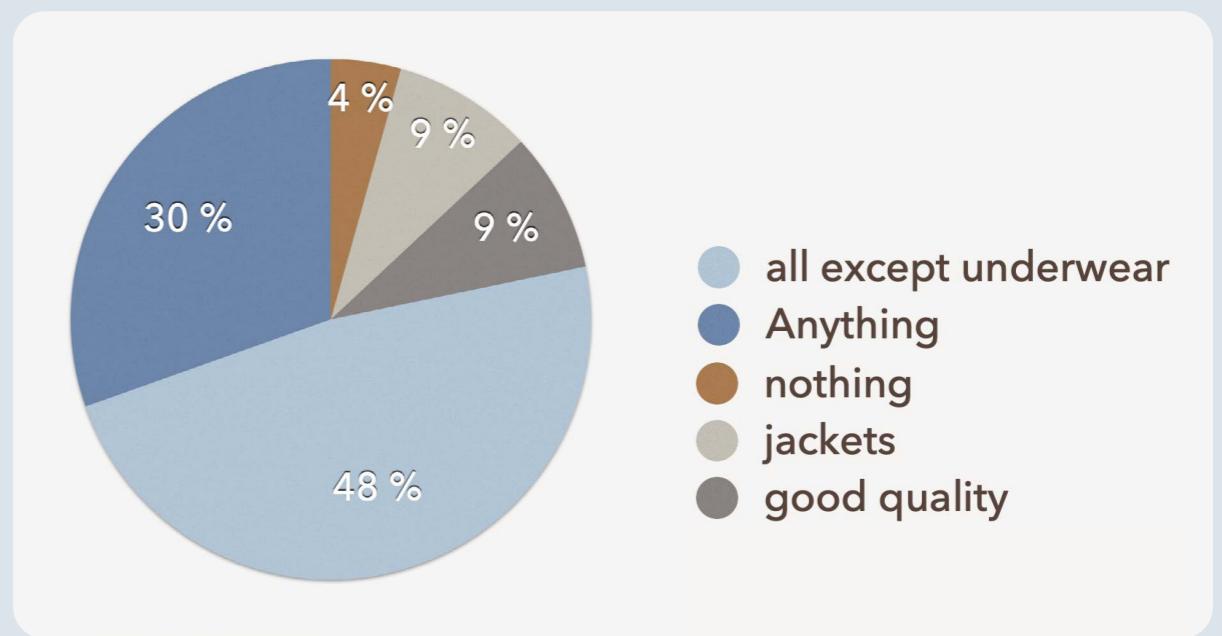
Almost **half would try to mend broken clothes**.

Then when they fully break more than half would give the garments to **charity or recycle**. The rest went in the trash bin..

When discarding unwanted clothes, most answered that they try to not throw in trash but rather **give away to friends or charity**.

40% of participants buy clothes second hand, an equal amount (40%) of people do not and 20% only when looking for something specific.

Types of garments respondents would buy second hand:

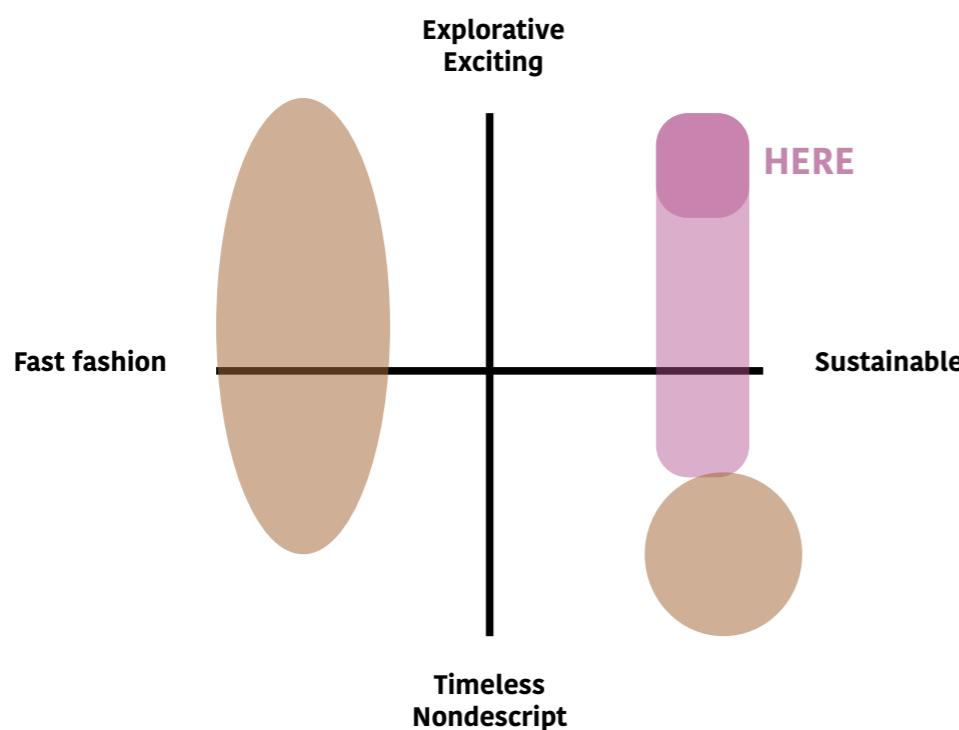


TRENDS

My design should preferably be attractive even in the future. But to fit contemporary desires I look into trends in styling and cuts on social media. My goal is to identify the overall most common current silhouettes and style choices. This will likely mostly show the young generations trends, which I think is fine since their attitude will have the most impact on the future.

The pattern I found is that more sustainable brands with new production often make the blandest of clothes, while fast fashion tries to catch your eye with daring designs. Explorative and sustainable clothes are often very niche and small scale. I want this to feel approachable for anyone. I saw upcycling as a possibility to create interesting and sustainable garment designs.

The trend research should be continuously updated to stay relevant. If things made go out of style that lessens the chance of further use, but with this model, the consequences of this risk is significantly reduced.

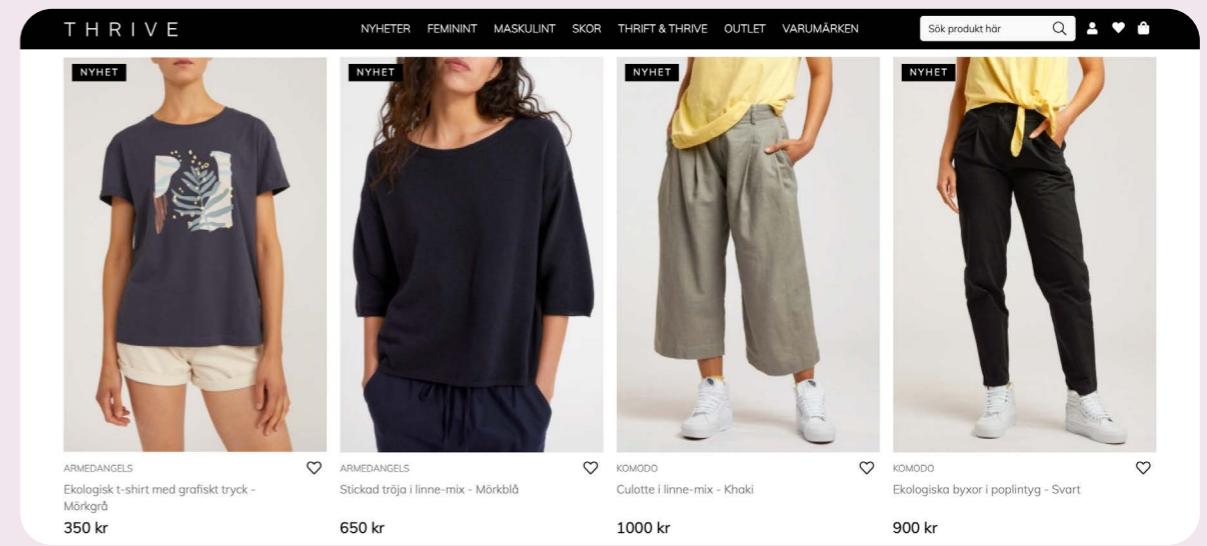


For example Shein.se offers a lot of styles and cuts very cheap, while thrivestore.se offers a sustainable choice but the pieces are extremely non-descript and comes with a heavy price tag.

Identified as currently trendy styles on social media, 2020-21.



Thrive, representative for the direction of most sustainable brands



Top Left (21-04-21) <https://pin.it/63vDyF6>

Top Middle (13-05-2021) <https://www.amazon.com/s?k=mean+girls+outfits+ideas+pink>

Top Right (21-04-21) <https://vhstudios.shop/>

Middle left (13-05-2021) <https://www.stylesofman.com/soft-boy-aesthetic/>

Middle right (13-05-2021) <https://maibee.com/collections/all?page=2>

Bottom (13-05-2021) https://www.thrivestore.se/shop?funk=steg_tva&extra=nyheter&Visn=Std

CURRENT TREND ANALYSIS

This will only highlight the most prominent styles. But the purpose is to get an overview of what gets to the top of the feed, as an indicator of what people are drawn to, and likely wish to emulate. To identify current fashion trends on social media each platform was approached from the most neutral view I could simulate. For Instagram I used a shared account unrelated to fashion. For Tik tok and Pinterest I used a newly made account.

Tik tok

Both shirts and pants often have a very tight or loose fit, often in contrast. I can see influences of second hand/ old looking clothes, but often it is clear that they are actually newly produced. Quite a wide range of colours but often neutral. Tops often offer only sparse coverage and show the midriff. Stereotypical gender norms related to clothing are frequently challenged.

Pinterest

Jeans are common. The fit of both tops and bottoms are often oversized or very tight and short. Frequent influences from the late 1900s. Several visible layers are common. Neutral toned down colors. Few patterns, mostly checkered or big bold patterns. The silhouette is often cinched at the smallest of the waist or completely straight.

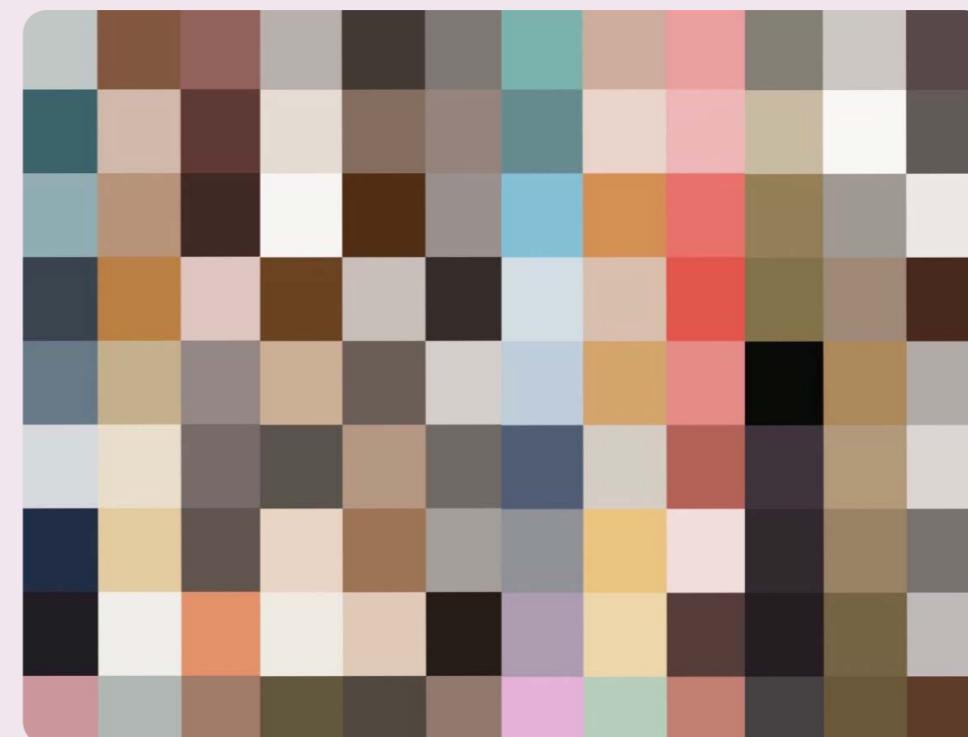
Instagram

Had the widest variety of styles and cuts. Worth noting is that the majority of posts in the feed with the hashtag "clothes" is marked with "shop tab" signaling that it is a promotion and offering links to where to buy the garments. Generally neutral pants, long & straight simple coats, with no concern for rain or chill. Neutral earthy toned down colours. Small tight tops with exposed midriffs or big knitted sweaters and shirts. Stretchy two piece matching sets of sportswear were common.

Conclusion

Most of the trends were semi-consistent across the platforms. For example the late 1900s throwbacks, the tight & big contrast and the muted colour scheme. I do see trends of vintage styles and customization.

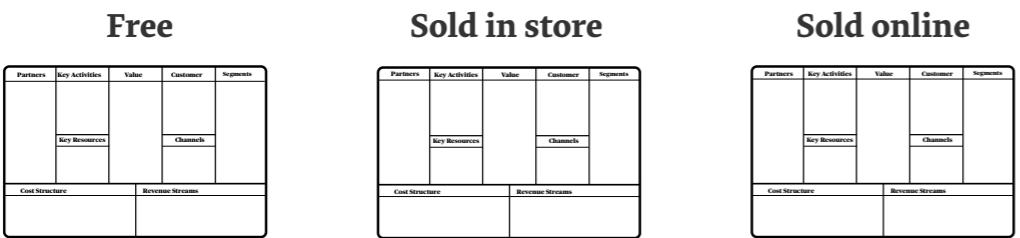
On Pinterest the garments are almost exclusively shown on very slim women, while on Instagram they were instead very curvy. To see more than a few men I had to add "men" to the search. Then the men were also slim and muscular. Only a few men had the same cut as the women. Mostly jeans, t-shirt and simple jacket in neutral colours. TikTok, however, had an almost equal gender representation and expression in comparison.



BUSINESS MODEL CANVAS

A commonly used way of visualising a business concept is to make a Business Model Canvas. This was recommended by a classmate, and after a few youtube videos some iterations were made.

As an exercise rough canvases were made where the product was either free, sold in store or sold online.



They were evaluated, improved and combined into the BMC shown below:

Key Partners	Key Activities	Value Proposition	Customer relations	Customer Segments
Hack your closet Clothing collection	Source Sew Customer communications Website	Unique garments Premade "Standards" Mending Alterations/ Requests Consulting Patterns	Space for, but not limited to, close and personal community Channels In store as connection point Online for comfort & minimized transport	Everybody Locals Fashion interested In need of alterations
Cost Structure		Revenue Streams		
Salaries Rent Equipment Material	Partner Payment	Selling items Key Partners Services Courses		

Clarifying the content of the BMC:

Value propositions

Unique garments

Good for marketing and establishing the brand. They are expressive, interesting and offer room for creativity.

Remade standards

A set of patterns or incisions that are often applied. Both ready to buy and customizable.

Mending

Mending should be offered as a service, and free only for garments bought from the business.

Requests

Enhancing customers' old garments to make them loved longer.

Consulting

Helping others with remaking clothes or making sustainable choices.

Patterns

Paper patterns to encourage learning and interest, by making the investment personal. frequently updated to reflect current silhouettes.

Dyeing

Colouring clothes to make them more attractive or cohesive.

Revenue streams

The value proposition will be sold as products or services, thus bringing in money.

Cost structure

The goal is for this business to be self sufficient and offer decent salaries but not make a huge profit.

Key partners

Partners would be great to have in the collection of source material, to combine that with sorting that already happens. Distribution and selling is also a great opportunity for collaborations to increase reach. Influencers could also help with reach.

Key activities

The primary tasks would be to create garments and connect them with customers.

Key Resources

The discarded garments, equipment and knowledge is absolutely needed.

Channels & Customer relations

To be approachable, contact should be possible both online and in store, with possibility for close and personal relations.

Customer segments

The target group is everyone, but this model will likely speak to those who prioritise reducing environmental issues, in particular. Adaptability will make this business more approachable than most others for people with uncommon measurements or cuts, who could have a difficult time finding something that fits them.

MATERIAL

**SELECTION OF SOURCE MATERIAL
SOURCE MATERIAL FOR PROTOTYPES
SORTING EXPERIMENT**

SELECTION OF SOURCE MATERIAL

The basis of this product is all about the material source used. It is important to set guidelines for the collection and selection. With the goal to prolong life of use, the decisions about which garments to remake are essential. If applied wrong we would just waste a lot of resources with no real gain, just making it more expensive.

Looking at the lifeline, the remake is preferably strategically applied when the garment has a low prospect of getting further use in its current state. For example I suggest avoiding bringing in clothes with a good prospect of being sold as second hand.

In the trend research I saw several examples of remaking brand new clothes. While I can see occurrences when this is motivated, like using fan merch to make a two piece set instead of a big shirt, I think this should be an exception rather than a rule. **The real gain is using parts of an otherwise useless garment to make something useful.** Using fabric from brands that don't want to be seen or shown.

This includes two categories. First, the most rewarding object for remake, is a garment that is broken beyond reasonable mending: pants with disintegrated crotch area, socks with no material left on the underside or a shirt with local discoloration or tears.

Secondly, the unloved clothes that do work, but few likes them, or fabric from brands that don't want to be seen or shown. Maybe they are not even sent to the second hand store. Then they might benefit from a remake.

SELECTION GUIDE

Should it go to second hand?

Would someone buy this?

- Condition
- Style
- Comfort

If not second hand:

Does it have potential?

Would an investment mean it could be used many more times?

- Quality
- Material
- Condition
- Attractive potential
- Investment difficulty

It could be okay to take clothes that could be sold as second hand if it is for a specific motivated purpose, and arguably made into something better.

SOURCE MATERIAL FOR PROTOTYPES

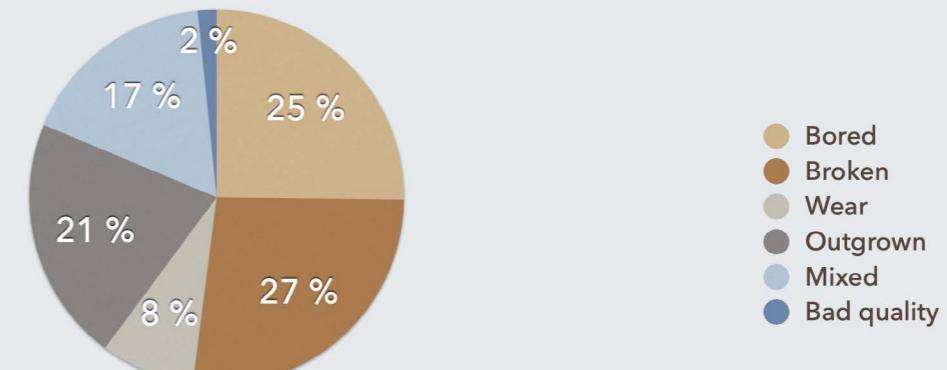
To explore, learn and understand I will go through a similar process as a foundational part of this project.

I have asked some friends to collect unwanted clothes. I went through the process of sorting these materials in order to find and learn of the choices that need to be made, issues that arise. Also what the source material for reconstruction is likely to be.

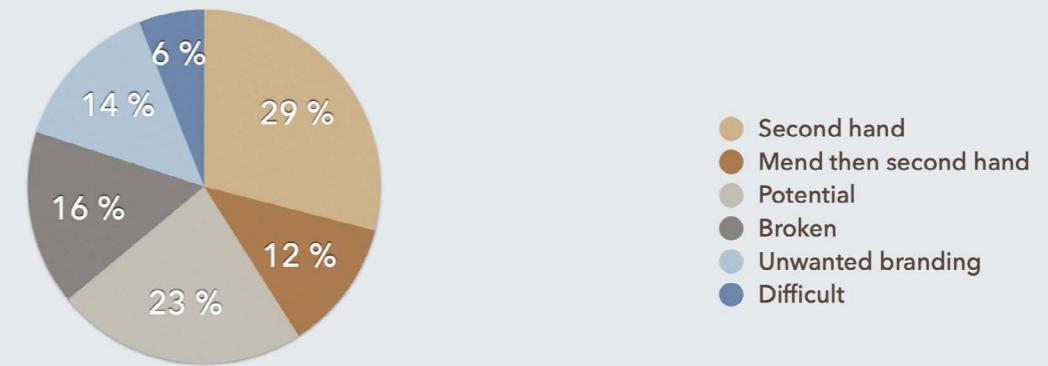


The first batch to examine consisted of 50 garments. The collected clothes were first sorted by type of garment. This showed that shirts, blouses tops were overrepresented. I also analysed that most of the fabric was cotton, then synthetic, and also mixed.

The reason for discarding the collected clothes were estimated as mostly broken or mentally grown out of (considered boring).



This is the percentage of **how they got sorted**.



SORTING EXPERIMENT

Then the collection was sorted by where to send them next. I applied the guidelines of the *selection guide*. This is obviously a subjective process but a foundational part of the ethics and goals of the business I'm visualising. Which is why the list of criteria questions is made to aid in the choice of this sorting. It will rarely be 100% clear.

It's good if more than one person does the sorting, they should have knowledge of the following process and what the business needs. Their similar stores might sort somewhat differently. This is me testing to do it like the business, but naturally also with this being a school project in mind.



Ready for second hand

Will not be taken in. These garments are deemed to have a good chance to be bought at a second hand store. They are in decent condition, functional and deemed generically attractive enough to get sold and used as they are.

There is little reason to put resources into improving the garments, either because they are nice as is or because they have little prospect of improvement.



Ready for second hand after mending

These garments are also deemed to have a good chance to be bought at a second hand store. They are however in need of some type of mending before reaching decent condition.



Unwanted

These garments are deemed to have a lower chance to get bought at a second hand store. They may be in decent condition theoretically, but are deemed less attractive. Poor fit, weird cut, or generally dubious design choices could be the cause.



Broken

These clothes have been used until the point of breaking and can not simply be mended with a satisfactory result. For example the fabric, on most of these, the crotch area has disintegrated.



Unwanted branding

These clothes might have been fine if they were not undesirably branded. The risk is that companies simply throw these away.

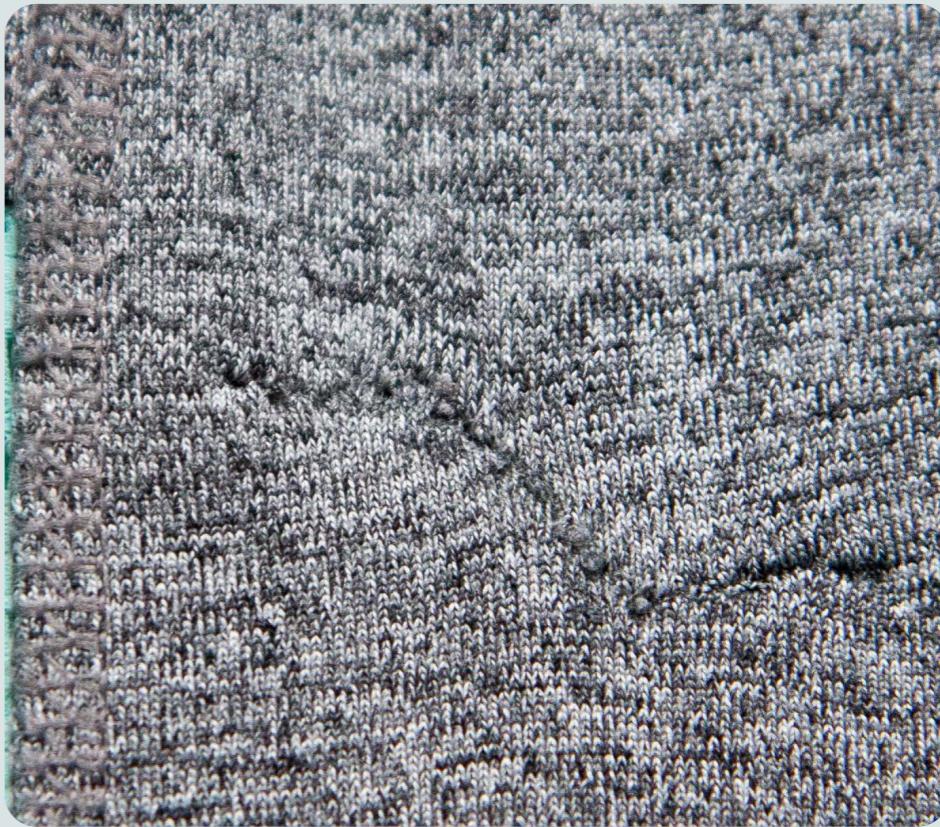
VALUE PROPOSITIONS: EXPERIMENTS



MENDING
COLOUR PALETTE
DYEING EXPERIMENT
SEWING
SEWING EXPERIMENT
STANDARD PATTERN
REPEATABLE REMAKE

MENDING

One of the smallest and easiest ways to revive a garment. A hole can be the reason for someone throwing a garment away, despite how easy it often is to mend. Well it's significantly easier than creating a whole new garment. So if mending is all it needs- let it get that effort!



Sportswear tights with tear at the knee. Mending almost invisible when worn.

COLOUR PALETTE

One easy way to change the look of clothes is to dye them in another colour. This can be as impactful as resewing, by just enhancing the colour a garment can be reborn. This method has several limitations but what I learnt when doing a small scale testing of this is that the benefits when successful is outstanding.

I applied this method to garments which had subjectively disagreeable patterns or colors. But basically ones in disagreement with the colour palette identified during the trend research. More than just countering undesirable colours this primarily creates cohesive fabrics. Even with the variety in color.

Chemicals?

Fabric dye is generally not very environmentally friendly. While one could argue that it's a lesser impact than producing a whole new garment, to just colour, it is still a choice to consider.

The best alternative I could find was from the small Swedish business Färgkraft. They offer Pigments that are GOTS (Global Organic Textile Standard) -certified as a good environmental choice. This works on natural fibers such as cotton and wool.

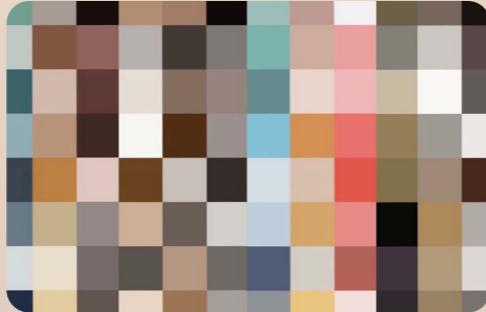
I calculated an estimate of the price, this suggests that it would cost roughly SEK200 to dye 1kg of clothes. This accounts for resources, but excludes the cost of the labour.

SEK 200 / 1kg of fabric



DYEING EXPERIMENT

For my experiment I used Dylon bleach, black and olive from Panduro. These colours were chosen based on the colour palette from the trend research. The most important is not necessarily that the colour is trendy, but that it is fresh. Old garments were really revived with a more even and strong colour.



BONUS

When doing the batch with black, the intention was to just tint the fabric darker for a more muted hue. My attempt to achieve this was, in addition to a colder temperature, done by adding more fabric than recommended, thus theoretically making the pigment wear thin and saturate less.

The extra fabric was some brightly coloured towels and the result for them was above any expectations I had. Now this is a cohesive set of matching towels in calm dark tones. They have truly gone from the pile of rags, to now be my favourites.

The black dye turned out more blue, which I don't see as a problem since the improvement was equally, if not more, satisfactory.



SEWING

The character of a garment is all about how it is sewn, the cut, proportions and execution. Skilled incisions can do wonders for the appearance of clothes.

One of the main purposes of changing how it is sewn is to make the design align better with the desires of customers which is why the trend research is incorporated in this stage.

Craft + Trend = Value

The combination of sewing and material knowledge with research of the characteristics of desired/trendy products will add value.

Sewing takes time, and time is expensive, which is why the changes should be minimal but efficient. A significant change does not have to be difficult, it just has to be the right thing.

Needed for this is several tools, and the skills to use them, that most people do not have. It also takes fabric, the only difference here is the use of fabric that has already been made into something before. This is an obstacle, but can also be an opportunity.

Buttons can often be reused, but thread and zippers might decay. This is why new thread and material will be used, from a reliable supplier that reflect the ethics and environmental priorities of the business.

To easier care for the product and make future recycling easier each garment should preferably use one pure material.



SEWING EXPERIMENT



Black skirt

With an awkward length and mid-seam, the incision was simply to shorten it. Leaving useful fabric. This took only 20 minutes.



Like a puzzle

Scraps can be used to make new features like this pocket, or it can be puzzled together again to fill holes left by damage or branding. It is important to consider the orientation of the grain, to keep the stretch distributed well.

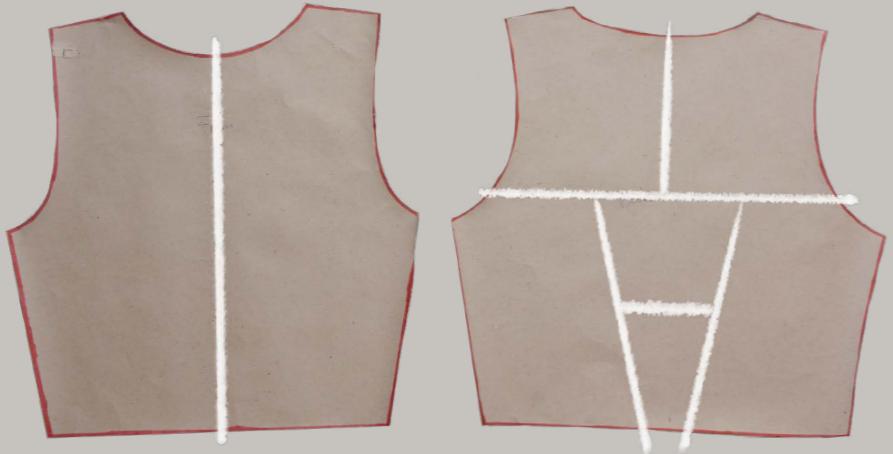


Plaid skirt

This dress was creatively remade into a plaid skirt. Features, like the straps with buttons, were used to close the skirt instead.

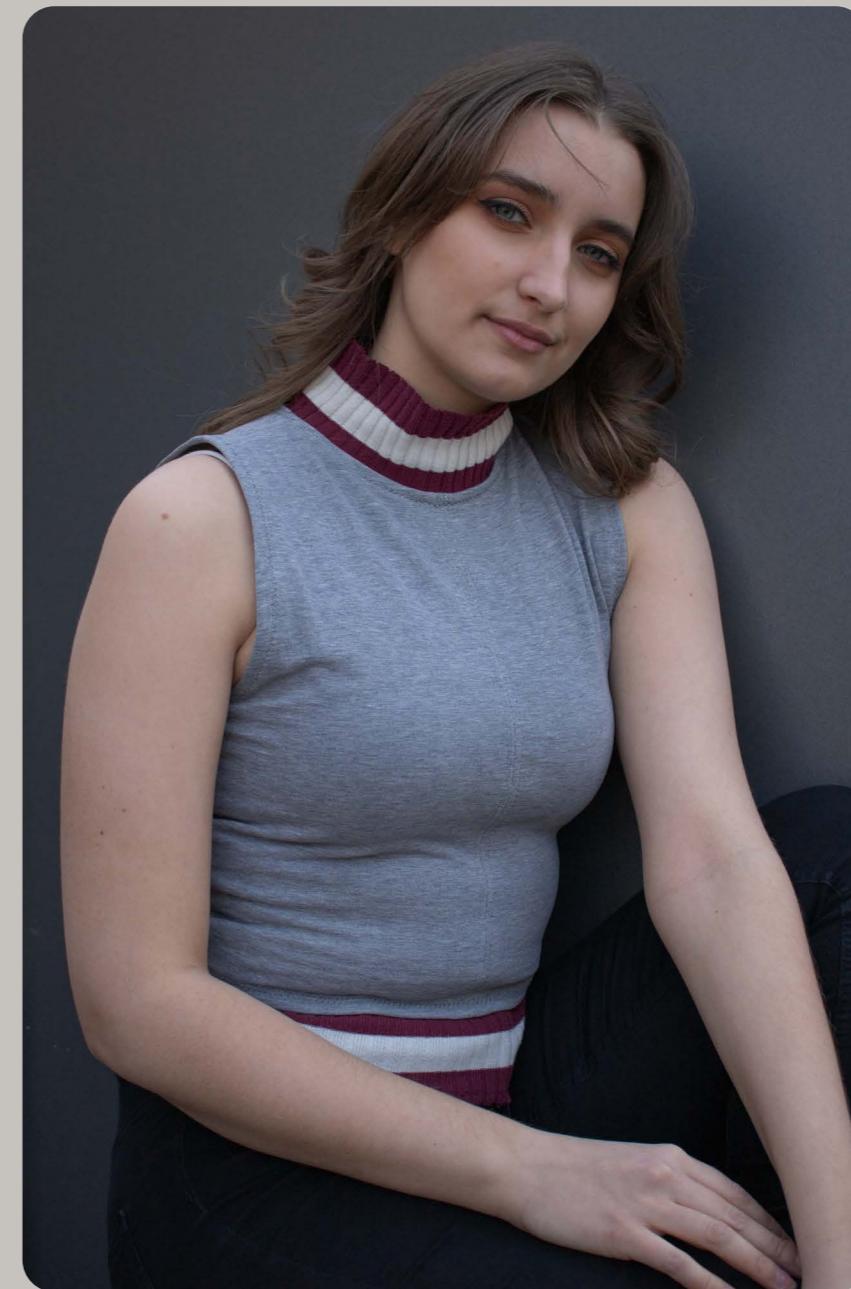
STANDARD PATTERN

An outline of a pattern that could easily be filled in with smaller pieces.



Sweatpants

Good quality pants that were broken in a lot of places could be cut up and most of the fabric salvaged and usable in this sporty top. The pieces were joined like shown in the picture above. Even the trim was reusable after some touch up with a fabric shaver.



REPEATABLE REMAKE

An investment specifically designed to be applicable to a common source material. It uses most of the fabric and takes advantage of existing seams.



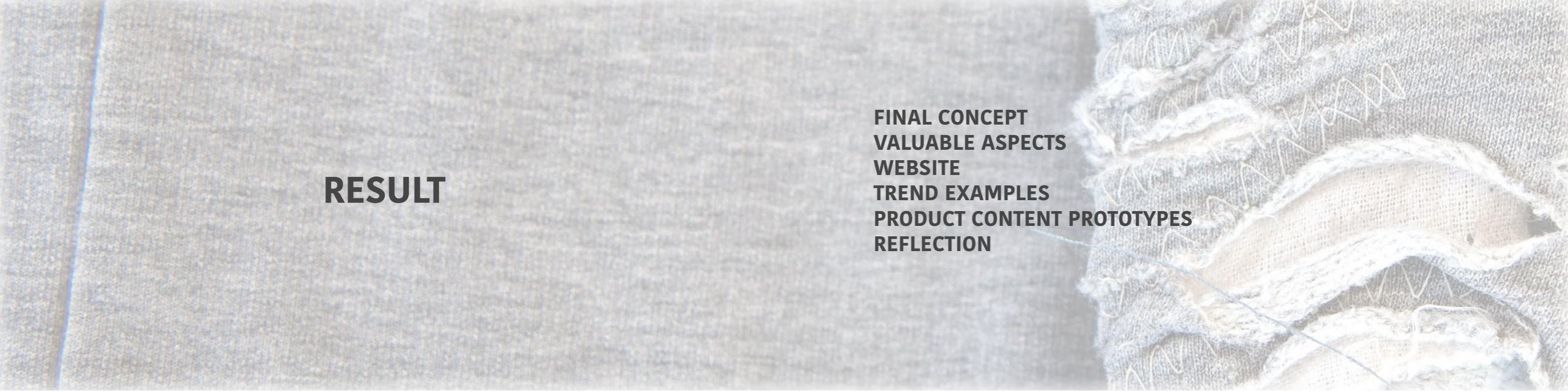
Jeans

Jeans is a garment that will undoubtedly appear frequently in the source material. My survey showed that this is a garment that people wear until they break. No, they can not always be made into shorts. But by applying a series of cuts specialised for jeans, the vast majority of useful fabric could be translated into a whole new piece.



The result is reminiscent of the original garment without looking like pants that were forced to be a shirt. The stretchy fabric in these jeans makes the garment fit nicely while allowing movement. It is good that this is a plus here, because stretchy fabrics are difficult to recycle.

RESULT



**FINAL CONCEPT
VALUABLE ASPECTS
WEBSITE
TREND EXAMPLES
PRODUCT CONTENT PROTOTYPES
REFLECTION**

FINAL CONCEPT

The result of this project is a concept of a business model. This business is focused on providing the investments needed to make use of the existing clothes for a significantly longer time. It will add value by applying time, knowledge, skill and minimal resources to enhance or remake unwanted clothes. An understanding of the fabric and research of what people currently want, will guide the creation of attractive garments that people want to use.

Simplification



Since this is not a project that can be presented by renderings it will instead be described in words and visualised in examples of what the physical products of the business could be.

Who is the customer at Wear beyond Tear?

Simon is very concerned about environmental issues, but also loves to express himself through clothes. Here Simon can get the kind of garment he wants, with a clean conscience.

Gunnar wants to breathe some new life into his precious jacket and gets it repaired, so that he can wear it for a few more years, without looking too ragged.

Rosa has too much time and too little money. She uses patterns from the webb page, and the forum, as a guide to remake some inherited clothes by herself.

VALUABLE ASPECTS

In a business a lot is about the marketing and brand image. In this business I believe the environmental aspects and creative process are just as big selling points. The specific garments shown should of course look both eye catching and approachable, but since they will not be exactly the same I think the image should show how malleable and unique the products are.

BUSINESS MODEL CANVAS

Key Partners	Key Activities	Value Proposition	Customer relations	Customer Segments
Hack your closet Clothing collection	Source Sew Customer communications Webbsite	Unique garments Premade "Standards" Mending Alterations/ Requests	Space for, but not limited to, close and personal community Consulting Patterns	Everybody Locals Fashion interested In need of alterations
	Key Resources Useless garments Studio/ Equipment		Channels In store as connection point Online for comfort & minimized transport	
Cost Structure		Revenue Streams		
Salaries Rent Equipment Material	Partner Payment	Selling items Key Partners Services Courses		

Possibilities

The business could go in many directions, here are some possibilities I suggest:

- Offer a stable and fun workplace for creative people, as well as internships or easy work for individuals entering the workforce.
- Collaborations with organisations or individuals striving for a more sustainable future.
- Creative collaborations with a variety of artists. They could for example have their own pattern or print.
- Mend or collect clothes sold in the businesses stores for free to encourage investment and longevity.

Challenges

Have the possibility to shop online without encouraging long shipping. Preferably the business would exist in many places, then long shipping would not be needed.

Pricing will have to reflect the investment without becoming unreasonably expensive. Naturally this will not be the cheapest clothes, but keeping the prices reasonable should still be encouraged by adding maximal value with minimal effort.

Easy

The model focuses on utilizing the resource that these discarded garments are by making them both useful and attractive. This business offers the option to make more sustainable choices while still getting what you desire. Making sustainable clothes attractive and easy to find is important to enable a significant change, since few people will make a deep investigation even if they do care about sustainable choices.

Impact

Choosing where to acquire clothes is an important choice and the responsibility of everyone, because then it could truly make a difference. If everyone wore their garments for twice as long before buying new, that would force the production to decrease. This would, theoretically, halve the carbon emissions from fashion meaning we lessen the world's carbon emissions by 5%. Which is huge. Invest in lessening waste, spreading knowledge and counter overproduction of new resources by choosing your clothing store with care.

A VISUALIZATION OF HOW A WEBSITE COULD LOOK:

WEBSITE

Having an active website is important for reach and availability. This should be a place for inspiration and showing the possibilities. It should include a forum where people can ask questions and get help with their projects. A place to highlight current collaborations and partners.

Getting consulting or ordering products online might save the trip for the customer. Adding the measurements to a profile will usually be enough to customize the standard patterns. With this system the extra effort to cater to unusual proportions, such as extra short or tall or whatever the customer needs, is much easier, than at most other places.

Like the menu shows the products and services are all about elongating the life of garments or spreading knowledge. To complement the clothes there is also opportunity to have courses or offer internships. Under sustainability it should be mentioned that we choose our suppliers with care to ensure their ethics and quality. And describe how our process is built around adding value while prioritising the environment.

The visualization shows a website interface for 'Wear beyond tear'. At the top, there's a navigation bar with links for Products, Sustainability, Inspiration, News, About us, Contact, and a LOG IN button. A search bar is also present. Below the navigation, a large image of a man sitting on stone steps is displayed with the text 'STYLE AGAIN' overlaid. To the left of the main content area, a circular logo with the text 'WEAR beyond TEAR' is shown. A dropdown menu from the 'Products' link lists: Unique garments, Premade standards, Mending, Alterations, Requests, Consulting, and Patterns. The background of the page features a subtle texture of stone steps.



OUR PROCESS

The fundamental purpose is helping



MAKE IT YOUR OWN

If you want a specific size or style



COLLABORATIONS

Learn more about our current new



TREND

Thanks to the upcycling approach, the process is fast and individual, which makes it easy to update often. This makes it possible to keep up with almost any trend, which is a huge opportunity and makes the business more competitive.

Examples of clothes currently trending on social media (pinterest):



EXAMPLES

To appeal to customers I believe it is important to keep up with current silhouettes. The pictures are altered garments that were previously unwanted, branded or broken. Now, at least I would say they look easy to incorporate in a wardrobe, and even fashionable, as shown in the style examples.

Examples of interpretations of trends the business can make:



PRODUCT CONTENT PROTOTYPES

To learn, motivate and visualise examples of what the products of the business could produce, ten sewing investments were made.

This was an important part of the project, all the way from collecting material, as it highlights the difficulties and possibilities. This enables a more in depth evaluation of the concept during the process.

Now it acts as motivation by visualising how good the outcome could look, and that it is possible to achieve. That said, the products of the business could take many forms and are not at all limited to these specific clothes, they are simply meant to show some potential samples.

Following are the examples of upcycled clothes and how they might be presented online either by the business or by customers.



Colour alterations

Dyeing to change or enhance colour.



Medium alterations

A shirt that got a pocket to cover a brand, matched with a, now sleeveless, button-up shirt and a pair of cargo pants that have been slimed and now have aesthetic suspenders.

Repeatable remake

Jeans don't have much variety which is why investments can be tailored to jeans pants as a source material. An example of that is this fitted top.



Small alterations

Shirt with added collar in different material and a shortened plain skirt.



Repeatable remake

A bright red sweater with large branding became a neutral piece after dyeing and puzzling the pieces together in a different way.



Standard pattern

Sporty top made from joined scraps from a pair of good quality sweatpants.



Unique garments

A waist length hoodie made from a big branded button-up shirt. The tank top is dyed darker. This works well with the dark plaid skirt made from a dress.

REFLECTION

This becomes a long-term solution by being adaptable to the demand, which means that a sustainable alternative to almost any style of garment can be offered here. The goal is that purchases here replace purchases at fast fashion brands.

For the sake of resource efficiency it is also important to establish and develop systems to utilise this asset. Remaking clothes is not a new concept but fairly new as a large scale endeavor. The system will, of course, need to be tested and refined, but that is an important step in making progress. It is valuable just to be seen trying and to let others learn from the process.

My intention is that this should offer an engaging variety of work assignments for the employees. The customer can come and be involved in the process, allowing them to be part of shaping the perfect garment specifically for them. The production should be primarily local and small scale. When the company grows I imagine more locations, not necessarily larger, or more industrialised production.

It will have a physical location and a web page online. The brand image should focus on the environmental benefit but also show that the clothes can definitely be attractive. This could be highlighted by collaborations such as creating looks for the red carpet, or photoshoots to be worn by someone with a large reach, who preferably reflect sustainable values. An active presence on social media, showing the process and results could also sustain the hype. I believe that the garments' inevitable uniqueness will only add to their appeal.

Worth it?

The already existing clothes could probably clothe the world for years to come if the use was optimised, negating the need to waste resources on new production. But money and novelty is the driving factor here. If it can be proven that this concept is eligible as a business model it shows a different way. It brings light to having to use what exists first. It offers a less damaging way of consuming clothes, work, and the possibility for novel expression.

The concept of remaking clothes is not new, nor could mending or remaking clothes be seen as the new concept. The creative use of fabric often comes from a need, but that need still exists, here and now, we just don't see it when instead of our wallets paying the price it is other people and the environment.



PROSPECTS

Varieties of this concept do exist and I wish them to be prosperous and growing. I strongly believe that this is a necessary system to develop in order to tackle the climate crisis.

Special thanks

Special thanks to my mother, uncle, and classmate for encouraging feedback, and to my dear friends for being models for a day!

Thank you for your interest!

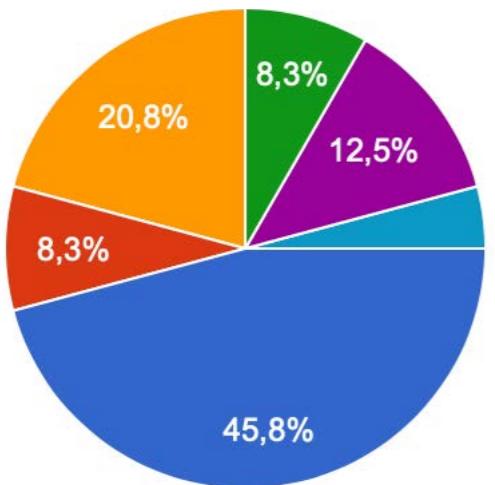
APPENDIX

APPENDIX

Attitude Survey

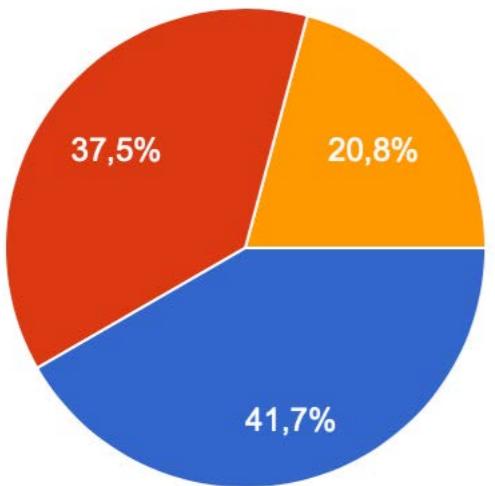
24 answers

Ålder?



- 15-25
- 26-35
- 36-45
- 46-55
- 56-65
- 65+

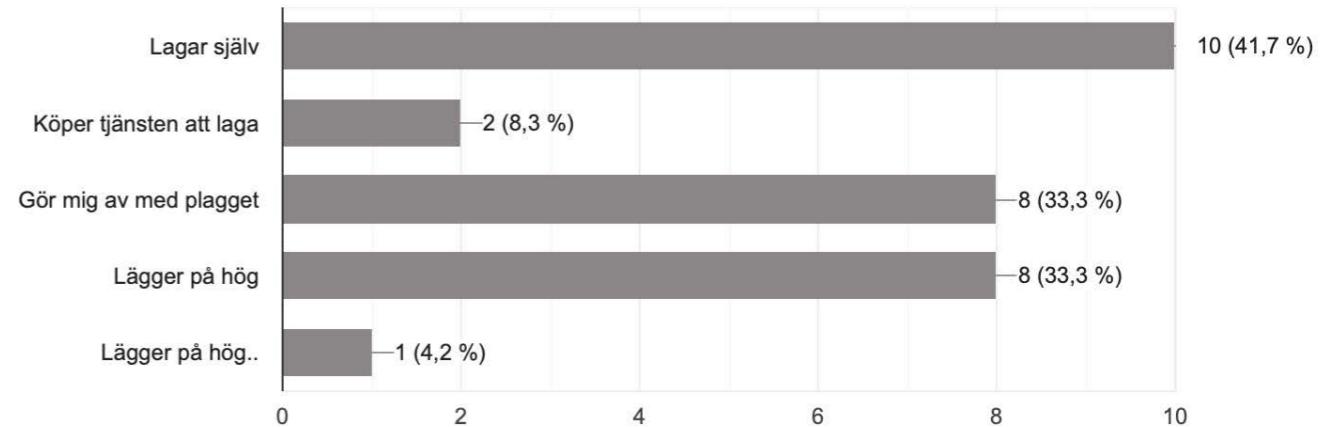
Köper du kläder på second hand?



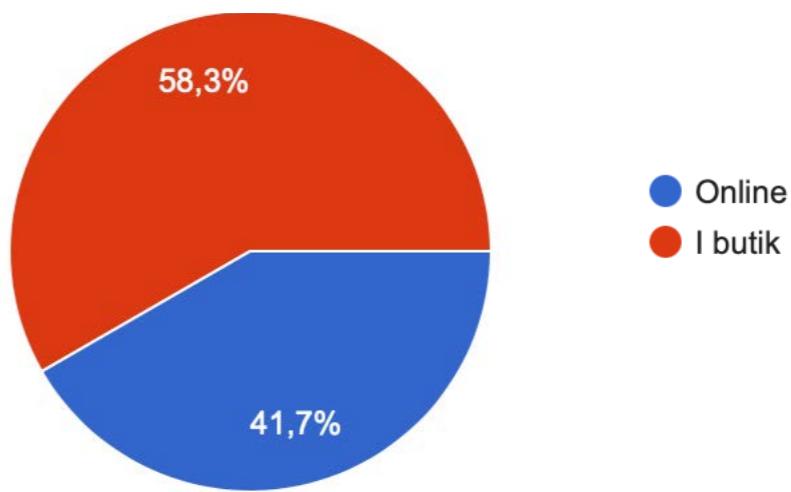
- Ja
- Nej
- Bara om det är något särskilt jag letar efter som inte produceras längre.

Ett plagg går sönder. Lagar du det, och fortsätter använda det?

24 svar



Var någonstans handlar du oftast kläder?



- Online
- I butik

Ålder?	Vilka sorters plagg sliter du oftast ut?	Ett plagg går sönder. Lagar du det, och
56-65	mjukbyxor och tröjor	Lagar själv;Köper tjänsten att laga
65	T-shirts	Köper tjänsten att laga;Lägger på hög..
15-25	Underkläder	Gör mig av med plagget
15-25	Strumpor	Lagar själv
15-25	Byxor	Lägger på hög
56-65	Jeans	Lägger på hög
15-25	Jeans, trosor	Lagar själv
15-25	Jeans	Lagar själv
56-65	Jeans	Gör mig av med plagget
15-25	Underkläder	Lagar själv
15-25	Underkläder, strumpor och jeans	Lagar själv
15-25	Strumpor, därefter byxor	Lägger på hög
36-45	Toppar/t-shirts	Lägger på hög
15-25	Tjocktröjer, underkläder	Lagar själv
15-25	Strumpor, byxor	Gör mig av med plagget
36-45	Sockor	Lagar själv;Gör mig av med plagget
36-45	Sockor	Lagar själv;Gör mig av med plagget
36-45	byxor	Lagar själv
46-55	underkläder och strumpor	Gör mig av med plagget
36-45	Jeans	Lägger på hög
26-35	Byxor	Lägger på hög
15-25	Jeans och tröjor.	Gör mig av med plagget
26-35	Hoodies/tjocktröjer	Gör mig av med plagget;Lägger på hög
46-55	strumpor	Lägger på hög

Om du gör dig av med utslitna/ trasiga kläder? Hur gör du det?
skänker till välgörande ändamål eller syr om
ger till min fru
Slänger/skänker till klädinsamling
Tar dem till stadsmissionen
Ger bort dem till statsmissionen
Slänger i soppåsen
Slänger endast om de är väldigt trasiga, isåfall återvinning
Kläfåtervinning på soptipp eller klipper och syr om till något nytt
Soporna, brännbart
Slänger i tygåtervinningen på återvinningscentralen
Är det mjukare gör jag trasor av dem och använder för städning och rengöring!
Slänger/ lämnar till t.ex. H&M eller andra butiker som tar emot
Lämnar till återvinning ex. emmaus, om det är riktigt utslitna så slänger jag den.
Slänger i återvinning
Kastar
Kastar
Lägger i återvinningen för Emmaus Björkå
Iagar det som går att lagas men slänger underkläder och strumpor samt plagg i stretchmaterial som tex lycrabyxor
slänger
Textilinsamling
Slänger i soporna.
Trasiga kläder slänger jag, de som är trasiga men som går att laga lägger jag i en hög som jag tänker att jag ska ta t
soporna

Vilka sorters plagg köper du oftast?

polojumprar, hoodies
skor, skjortor, sportkläder
Skjortor
Klännningar
Tröjor
T-shirts
T-shirts
Antagligen strumpor
Toppar o blusar
Tjocktröjor och skjortor
Förutom underkläder/strumpor: troligtvis tröjor men köper sällan kläder
Skjortor tror jag, eller t-shirts
Vardagskläder eller outfits till jobb

Skjortor/tröjor
Tjocktröjor
Sockor
Sockor
kläder som är coola
underkläder
tröjor
Byxor
Tröjer.
Tröjer.
skor

Vilka kläder kan du tänka dig att köpa second hand?

kjol, skjorta, byxa, ytterkläder
jacka
Vilka som helst. Så länge det går snabbt att hitta.
Vad som helst, har köpt mest klännningar och tröjor
Allt möjligt, har bara inte haft tillfälle än
Inga
I princip allt, förutom underkläder, badkläder och strumpor
Allt utom underkläder eller liknande. Handlar ofta secondhand online om jag köper något märkeskläder
Allt förutom underkläder, strumpor och skor
Alla utom underkläder och badkläder
Det mest utom underkläder tror jag, jag är bara lat och orkar aldrig gå dit
Märkeskläder
Kläder av hög kvalitet i hållbara och naturliga material.

I princip allt kanske utom underkläder
Allt
Det mesta utom underkläder och t-shirts
Det mesta utom underkläder och t-shirts
hela kläder utan fläckar
jag köper ofta jackor till mig själv samt utekläder till barnen men även ylleplagg och blusar
allt egentligen, köpte mycket mer där tidigare
Allt utom underkläder & träningskläder
Allt.
Nästan allt utom underkläder och sportkläder. Men oftast är det så organiserat i dessa secondhand hand butiker så jag blir för snurrig
alla utom trosor och strumpor

Vad gör du av plagg du tröttnat på?

ger bort till någon jag känner eller skänker till välgörande ändamål

ger till min fru

Lägger på hög

Ger bort dem

Ger bort till vänner eller stadsmissionen

Ger bort eller lämnar in till återvinning

Skänker till second hand eller säljer online

Skänker bort till insamlingar eller vänner

Ger till Röda Korset

Lägger på hög till de börjar ta för mycket plats, vid vilken tid jag slänger dem i en second hand-binge vid återvinningscentralen (typ Myrorna

Skänker bort

Lägger på hög :))

Ger bort

Säljer

Lägger på hög

Ger vidare till anhörig/kompis eller lämnar till återvinning.

Skänker bort

Återvinning, Myrorna mm

Återvinning, Myrorna mm

Låter vara kvar i mitt skåp

lägger på hög. tar fram efter ett par år och kan tycka om dem igen. annars ger jag dem till Emmaus som ligger i närheten

lägger på landstället

Skänker bort

Ger dem till välgörenhet.

Lämnar in på secondhand hand eller till familjemedlem eller kompis.

typ emmaus