

Concept: Promoting sustainable clothing by creating a special label, an “Eco-Score” for clothes, which is determined by sustainability and how it’s made.

Questions for Secondary Research:

1. What is an Eco-Score, and how does it differ from other scoring systems like the Nutri-Score?
2. How is the Eco-Score calculated, and what factors contribute to its final grade?
3. What does each part of the Eco-Score represent in terms of sustainability and ethical standards?
4. Why is the Eco-Score important for promoting sustainability within the fashion industry?
5. What is the percentage of thrifted clothes vs fast fashion in a teenager's wardrobe?
6. How long do clothing trends last?
7. How often do people look at the tag on their clothes?

Questions for Fast Fashion Stores:

1. How old are you?
2. What are your favorite stores to shop at?
3. How often do you buy clothes from those stores?
4. Why do you shop at those stores?
5. Do you prefer trendy clothes or timeless clothes?
6. What clothing articles do you usually buy from those stores?
7. What clothing articles would you not buy from those stores?
8. What problems do you come across while shopping in those stores?

For this part of the interview, we would ask them to close their eyes and touch two pieces of clothing-one from Zara and one from a second hand store.

9. Which fabric do you like the most?
10. Why did you choose it?

Then we tell them which store we got the clothing piece they chose for half the price (if they chose second hand).

11. Have you ever tried shopping on Vinted or any other vintage shops?
 - a. If yes, could you recommend us some secondhand stores that we can visit?
 - b. If not, what change should vintage shops make to encourage you to visit?

Assuming you know how fast fashion clothes are made, what would you say personally is the most triggering aspect of it?

Questions for Second Hand Stores:

1. How old are you?
2. How often do you buy from thrift stores?
3. Why do you shop at thrift stores?
4. Do you prefer trendy clothes or timeless clothes?
5. What clothing articles do you usually buy from thrift stores?
6. What clothing articles would you not buy from thrift stores?
7. What problems do you come across while thrifting?
8. In which situation do you prefer thrifting over fast fashion? Why?
9. Assuming you know how fast fashion clothes are made, what would you say personally is the most triggering aspect of it?
10. Could you recommend some other second hand stores?