

Concept: Promoting sustainable clothing by creating a special label, which is 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?
2. How is Eco-Score formed?
3. What is the meaning of every letter in an Eco-Score?
4. Who determines the Eco-Score?
5. Do color coded price tags, which indicate environmental friendliness exist on clothes?
6. What is the percentage of thrifted clothes vs fast fashion amongst teenagers?
7. How long do clothing trends last?
8. How often do people look at the tag on their clothes?

Questions for Fast Fashion Stores:

1. How old are you?
2. How often do you buy clothes from fast fashion stores?
3. Why do you shop at fast fashion stores?
4. Do you prefer trendy clothes or timeless clothes?
5. What clothing articles do you usually buy from fast fashion stores?
6. What clothing articles would you not buy from fast fashion stores?
7. What problems do you come across while shopping for fast fashion?
8. In which situation do you prefer fast fashion over thrifting? Why?
9. What would you say is the worst aspect about thrifting?
10. What change should thrift stores make to encourage you to buy more secondhand clothes?
11. Could you recommend some secondhand stores?
12. Do you know about the bad aspects of fast fashion?
13. What aspect would you say is the most harmful in your opinion?

Questions for Thrift 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. Do you know about the bad aspects of fast fashion?
10. What aspect would you say is the most harmful in your opinion?
11. Could you recommend some other second hand stores?