K - a model of couture resale fashion

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CHAPTER 1: INTRODUCTION

K – my take on the future of fashion

As I stare at my closet overflowing with a variety of beloved and colorful garments, I think about how big of an impact just one of those pieces made in the world before it ended up in my possession. A tiny spaghetti-strap tank top – bought from my local Goodwill for two-dollars, originally purchased at H&M for eight – reminds me that although this square foot of material might seem minute, it and the thousands of replicas manufactured along with it still add to the carbon footprint of the fashion industry. Plain and simple – fashion comes at a cost, whether fashionistas like to be privy to that truth or not. This truth launched an exploration of my own fashion sense and work to uncover ways to make a difference, birthing 'K'.

My intention stemmed from my love for clothes, a love rooted in some of my earliest memories of my mothers' fashion sense. I found it interesting that for her, and for myself, every occasion seemed to call for a certain type of dress; occasions like school, church, vacations, musicals, and nights out on the town to name a few. Not everyone abided by the rules of fashion that seemed to be so important to me at a young age - no white pants after Labor Day kinds of things – but, for me, these unspoken rules of dress carried true. Now, as an adult balancing school, work, and social activity, I like to observe how my peers, coworkers, and friends present their own sense of style.

After getting a job at a local resale store called Buffalo Exchange, the concept of fast fashion and the ensuing lack of sustainability fueling it became a concern of interest. Thinking about the styles of those around me, each completely unique to the wearer but similar in regard to the individual pieces, struck me that people today are uninformed about the consequences of their shopping habits. In reality, every consumer partakes in the fashion market in some sense, meaning that every person feeds into the growing issues associated with fast fashion and similar business, or join the conversation about sustainable fashion.

Taking my love for resale, a love birthed from ethical sourcing and the giddiness of finding a good treasure after a big hunt, and partnering my creative skillset for fashion design, I took on a big project to see for myself what people's perceptions about resale are and how I could be a part of the conversation. I began this line thinking about how my unique style always seems to amass compliments from people liking just how different my items are. I figured that taking my keen eye for aesthetics and using that to make resale items more desirable, I'd be able to tap into a market that hardly acknowledges its own existence.

CHAPTER 2: LITERATURE REVIEW

Recycled fashion – one man's trash is a corporation's treasure

In the wake of various infrastructural and environmental catastrophes, the fashion industry has come under intense scrutiny for failing to acknowledge and meet a higher level of production standards. Such standards call into question various labor enforcements, manufacturing methods, and material usage, as tragedies like the burning Tazreen Fashion Factory. The collapse of the Rana Plaza building brought public attention to what little is being done to keep the supply chain of the industry safe and sustainable. To ignite a much-needed conversation and regain market share, many luxury and fast fashion companies are scavenging the recycle bins for reusable textiles. Some of these brands are H&M, Patagonia, and Adidas (Wang & Shen, 2017).

Hennes & Mauritz, known globally as H&M, holds a longstanding record as one of the world's largest fashion retailers in the fast fashion sector (Biondi, 2019). Amid a changing and more public economic and social landscape, H&M is focusing on ways to decrease its environmental impact and join the race towards solely sustainable business practices. Reasons for the company's efforts extend beyond simply boosting public image; the fashion industry is seeing a decrease in the availability of raw materials like cotton, demanding a need to find ways of sourcing and using recycled materials for all products (H&M, 2015). H&M's share of the market makes it an easy target for scrutiny from environmentalists looking to place blame on the fashion industry, but it's size also allows it to reach and inform a broader audience about how sustainability is making an impact in the fashion industry.

For nearly fifteen years, Patagonia, an outdoor-wear brand, has promoted an initiative called Worn Wear. In one way or another, this initiative, and various subsidiary projects under its umbrella, encourages customers to send back old or unwanted garments so that they can be repaired, recycled and reused (Engel, 2018). A page on the company website provides

information on how to do so and notes that "recycling your old clothes is voluntary. If you choose to recycle, you'll gain the satisfaction of knowing that your old Patagonia clothing will not end up in a landfill or an incinerator" (How to Recycle Patagonia Garments).

Global athletic wear giant Adidas is another company in the recycling race. Partnering with Parley for the Oceans in 2015, the duo set out to make a shoe solely sewn out of yarn recycled from ocean waste and illegal deep-sea gill nets (Ismael, 2018). In summer of 2018, after selling over a million pairs of the Parley x Adidas Ultra Boost in 2017, the company released a statement committing itself to using solely recycled materials for all products by 2024. Adidas' doubled down on that statement with a promise to put an end to their use of "virgin plastic" in company affiliated offices, retail outlets, warehouses and distribution centers starting in 2018 – resulting in an estimated 40 tons of plastic savings per year (Kottasová, 2018). As an early entrant in the recycled fashion sector, Adidas proves that it's possible to initiate sustainable change in all areas of business.

Resale fashion - thrifting is trendy

Trends of the twenty-first century reflect the shift in purchase behaviors that are the driving force of the new economy. Affordability, uniqueness, and environmental impact are just a few of the factors that determine a customer's willingness to shop with a certain company (Consumer-Goods', 2015). With Millennials and Gen Z making up the largest portion of the consumer market, a number that is indeed still growing, brands and companies that promote a brand identity that mirrors the individual identities of this demographic are the ones seeing a boost in business. Arguably, in the fashion industry, the division between consumer wants and industry capabilities encourages the exploration of a business model that hasn't seen much recognition until now – resale.

Resale retailers have an unbeatable value proposition, incorporating ideas of treasure hunting for unique pieces, the affordability of gently used items, and environmental consciousness through recycling. The idea of wearing second-hand used to be stigmatized as something for poor people, but today, vintage and authentic are just a few traits that add to the desirability of an item (Kestenbaum, 2018). Resale is a great avenue for shoppers fond of off-price retailers, which provide new, name brand items at a fraction of the cost. Like off-price retailers, resale sites and stores require sifting through to find some diamonds in the rough, and that treasure hunt activation is what motivate the desire to shop. As for the idea of environmental friendliness, resale is synonymous with recycled in the fashion world. Providing a garment or accessory an extended lifespan due to the changing of possession from one person to another encourages shopping through what's already made rather than encouraging the mass manufacturing of an unnecessary amount of new items.

The second-hand business is booming, especially online, with companies like ThredUp, TheRealReal, and Poshmark being among the largest players. According to the 2018 Resale Report by ThredUp, 44 million women report having shopped resale in 2017 -- a 9 million person increase from 2016. Current data shows that those who shop resale only allocate a

quarter (24%) of their closet space to reused items, but that number is expected to increase to 44% by 2022. The report highlights the fore-mentioned idea of wear-it-once, saying that 18 - 24-year olds are the group most likely to discard an item after less than 5 wears, and also states that 49% of purchases made by this demographic are impulse buys. Ironically, millennials hate wastefulness and have turned to resale to fuel their impulsive shopping habits in good conscious, with 40% reporting to have shopped resale in 2017 (Resale Report, 2018). With the growth of resale projected to gain even greater traction in the coming years, companies within and looking to enter the fashion industry need to account for the shifting consumer trends in order to stay profitable.

Couture resale - sustainably sourced, uniquely made

In the way social media redefined what it is for something to be new, and a love for authentic vintage redefined what it is for something to be old – resale is redefining what it is for something to be unique. The fashion industry has only continued to thrive off of the constant creation of new styles and trends. Despite that, most trends that have walked the runway in the past few decades are replicas of popular styles from past seasons, with varied hints of modern-day influence woven through to illicit a sort of new, unique style. Now, as the once niche market of resale continues to grow, trends will continue to repeat those that gained popularity in decades past, but these resale items have no sense of uniqueness associated with newness because they're the original pieces from the era they first retailed.

Vintage clothing, any piece of clothing from another era, is unique in the fact that it's scarce because of the effects time has had on the amount of replica pieces in existence. However, the uniqueness of that piece doesn't mean it's one of a kind, because at some point it was a part of a mass-produced inventory. Today, the consumer not only wants to shop clothing that is ethically sourced, as customization and uniqueness will also be driving forces for the brands chosen to dress the coming generations (Amed & Sherman, 2018). This truth highlights a market opportunity for couture resale, or the idea of customizing resale pieces so that they are completely unique. Couture resale is the ideal fusion of multiple fashion models' value propositions: the trendiness of fast fashion, the appealing label of luxurious couture, and the ethically sourced, unique, vintage pieces of resale.

There also exists in the couture resale business model the possibility to turn resale skeptics into active customers. Findings from a study in the Journal of Clean production, in which a group of researchers wanted to understand consumers perceptions on sustainable luxury, show that although a business model may seemingly fit what the market claims to want, consumers are truly a fickle bunch. This specific study noted that the market is still confused by the ideal of sustainable luxury, claiming that it's a contradiction, when in reality the way the

products are designed and promoted to consumers are the main source of confusion, not the

value proposition (Angelis, Adıgüzel, & Amatulli, 2017). Using the insights gathered from this

study to understand the market for couture resale shows the possibility that the business model

can redefine what resale is in the eyes of people who still view it with a negative stigma. Any

brand looking to be an early entrant to this market need understand that it appeals greatly to

those already interested in shopping resale, but profitability will come from gaining the loyalty

of the skeptics, which with hard work in the early beginnings of the business will reap benefits in

the end.

Fashion - a public statement of sorts

Fashion exists as a split entity – seen as both the garments designed, made, and worn by consumers as well as artistic creativity expressed through various mediums, with the common denominator of textile influence (Hwang, 2013). Origins of fashion date back thousands of years. Ancient civilizations adorned the likes of high-ranking members to the deceased with clothing made of animal skin and rugged, handcrafted jewelry items. As these societies evolved, so did their craft (Pendergast et al, 2013). Advances in weaving and stitching allowed for more sturdy clothing and introduction of malleable materials like wool changed what was previously thought possible with clothing design. Long-used methods of color-dying were applied to decorated woven textiles with intricate designs and patterns, commonly used to represent political or religious status (Pendergast et al, 2013). Improved methods of global trade impacted societies' ways of creating clothing, which began to reflect influences of various cultures ranging from the material composition to charm embellishments sourced from around the world (Pendergast et al, 2013). Such origins of fashion stress the need for practicality and symbolism through faith and government.

For centuries, clothing was used as a means of protection for the body, with specialty garments made for specific reasons, such as religious or political purposes. Physically evolving civilizations, catalyzed by changing climate conditions and population growth, became nomadic and spread out, causing a crossover of races, languages, practices, and norms. What resulted from the crossover is a phenomenon best explained as cultural evolution, wherein one culture is influenced by another culture (Creanza et al, 2017). Because culture heavily influences means of expression, especially the artistic type, fashion during these nomadic times was influenced greatly by various people's perspectives; perspectives taken from different customs, religions, and social rank (Pendergast et al, 2013).

Although globalization allowed for an expansion of access to various textiles and materials, fashion was not a free for all. Royal families dictated fashion trends because their

wealth allowed them access to the best dressmakers (Sterlacci & Arbuckle, 2009). Many upper-class landowners would mimic royal's dress in hope to gain social favor, which ironically birthed the first initial fashion trend: luxury. There was a pronounced distinction between the attire of wealthy aristocratic individuals and those in lower class rankings, which was made predominantly obvious by the differences in dress (Sterlacci & Arbuckle, 2009). Arguably, the clothes a person wore were the sole indicator whether or not he was of a certain social rank and that indication dictated his worth in society.

It wasn't until the twentieth-century and the onslaught of the industrial age that fashion disengaged itself from the longstanding association of being another tool used to classify and divide people from different social backgrounds. The ability to make multiple copies of the same piece of clothing quickly and affordably greatly disrupted the fashion norm that had previously abounded (Bellis, 2018). As a result, people had easy and affordable access to multiple types of garments and styles of clothing.

Fast fashion - the double-edged sword

The industrial revolution was revolutionary in the most unsuspecting way – it dynamically changed consumers previously held perspective on accessibility and possession. Standardized manufacturing methods boosted businesses product capacity, providing any company that jumped on the manufacturing trend the ability to provide a larger and more diverse product selection to accommodate a growing level of demand (Bellis, 2018). In the century following the end of the industrial revolution, the fashion industry reaped the benefits of improved manufacturing processes, thanks to inventions like the sewing machine and automatic washing and drying machines (Crane, 2009).

Ironically, the invention of the sewing machine in 1846 radically changed how women at home were able to make and repair clothing (Bellis, 2018). Although the industrial revolution proved renowned in optimization of textile machines and efficiency of mass production, textile restrictions put in place by the world wars and the ease of which clothing could be made and repaired by the sewing machine halted the need for the mass-produced clothing. However, in the 1960's, with the youngest age demographic booming, cultural norms shifted to account for what the youth wanted. They saw style as an opportunity to express themselves in ways the stiff and tailored clothing of their parent's generation didn't' allow for, making it so that the fashion industry had to adopt production methods suited for the constant design, creation, and distribution of new, trend-setting garments to keep up with the ever-changing styles and low-budget of the opportune market (Idacavage, 2016).

Little was known about the overwhelming impact standardized manufacturing would have on the fashion industry in the coming decades. Today, the mass production of clothing is referred to as *fast fashion*. Cachon and Swinney state that a fast fashion system contains at least two components: short production and distribution lead times and "trendy" product design (p. 778, 2011, 04). They argue that the short production and distribution lead times alone are what can be of the most crucial element to costs and profits, stating "quick response strategies have

been relatively well studied, and are known to yield significant value to firms by better matching

supply and demand" (Cachon & Swinney, p. 778, 2011). From the perspective of profitability,

fast fashion is a remarkable business model; from the perspective of sustainability, a rather poor

model. Hence, today's model of fast fashion is woefully out of touch with consumer preferences

in the current fashion industry. In this case, trends in luxury fashion, recycled fashion, resale

fashion and couture resale.

Luxury fashion – high end on the mend

Luxury items are appealing; from their aesthetically intriguing design to elegant craftsmanship, these unique pieces demand attention. However, it is rare to find high-end luxury items in every household, for luxury elegances are more tailored to those who can afford such expensive pieces (Joy et al., 2012). The existence of the stark division between those able to afford luxury and those who aren't proves that generations of flux in the fashion sector have not done away with the industry's desire to divide consumers on basis of social status.

However, the desire to own luxury items is not restricted to those able to afford it, for many see possession of such items as a distant aspiration, although they do recognize that such a cherished dream is not within their reach in their current state (Joy et al., 2012). It might be assumed that luxury's strong association with a hefty price tag would be reason enough to drive away those customers who can't afford it, but the price tag is symbolic of many attractive qualities of the luxury business model beyond aesthetics and elegance.

Researchers argue that because of an unwavering standard for quality and craft, luxury brands have the ability to effectively counteract issues prevalent in fast fashion and act as industry leaders on sustainability initiatives (Joy et al., 2012). Because Millennial and Gen Z consumers share a strong conviction for reflecting their personal beliefs in their consumption behaviors, and it is noted that this demographic believes sustainability should be at the forefront of all purchase intentions, luxury is a seemingly more attractive business model even if it means the dollar doesn't stretch as far (Consumer-Goods', 2015).

Luxury fashion is also gaining mass recognition thanks to the growth of digital media. Celebrities and influencers fill their social media feeds with pictures of themselves dressed in high-end apparel and accessories, typically tagging the brands and designers responsible for the stylish pieces (Nouri, 2018). To the brands' advantage, it doesn't cost money for average people to follow celebrities. Therefore, consumers who once had little knowledge of the luxury brands

that exist now have names like Balenciaga, Off-White, and Gucci thrust into their consideration sets because of a simple endorsement from a public figure they follow and regard so highly.

Still, the prevalence of designers vying for celebrity promotion provides these figures with ceaseless access to new, high-end, designer pieces, and they're rarely, if ever, pictured wearing the same thing more than once. The popularity of image sharing amplified in the social media age has redefined what it is for something to be new. In fashion, social media's influence birthed the wear-it-once mindset ("Life Event Debrief", 2018). The term explained means that once an individual has been photographed wearing something and that picture is shared with her social media following, she can no longer wear it again because, once posted online, it's lost all newness. The idea that after one wear a piece of clothing could lose relevance encourages the fast-fashion idea of doing away with garment after garment in search of the next best thing. Although luxury items are typically sourced and produced with a more environmental consciousness, this niche industry still feeds into the plaguing lack of sustainability in the fashion industry as a whole.

CHAPTER 3: METHODOLOGY

Personal observations and a fair amount of research on the changing fashion landscape provoked a personal belief that couture resale has a rightful place in the minds of consumers. Assuming that couture resale offers a value proposition that reflects the characteristics of a business model consumers like - specifically the Millennial and Gen Z demographic - then clothing from such a business model should be regarded superior to other clothes and models. In this study, I sought to uncover consumer perceptions on three different fashion business models - fast fashion, resale fashion, and couture resale fashion - using a mock shopping experience followed by a short survey. From this data, critical insights were pulled to better understand what motivates the consumer to shop the different models and make inferences for the future of couture resale.

Design

The study was consistent among all participants except for one manipulated variable, in which the research assistant introduced the clothing line seen in the mock store as either a couture resale fashion line, a resale fashion line, or a fast fashion line. Once participants browsed the clothing, they were instructed to complete a survey about the clothing and their shopping experience. The survey contained primarily quantitative questions to gauge respondents' opinions on various aspects of clothing and the fashion business models that were measured. By using quantitative questions, the answers provided have identifiable means which makes the comparison of opinions between the various models more insightful.

Participants

There were 116 participants (63 male; 53 female) in this study, all of whom were students of Arizona State University voluntarily participating in various research studies through the Robert B. Cialdini Behavioral Research Lab in the Marketing Department of the W. P. Carey School of Business - participants are offered extra credit in respective courses for their

participation in studies conducted in the Behavioral Research Lab. All participants were above

the age of 18, most being between the ages of 19 and 23; outliers included one participant aged

27, three aged 28, one aged 29, and two female participants reported being above the age of 40.

For consistency of research regarding the Millennial and Gen Z demographic, only those

answers provided by participants aged 19 to 29 were included in analysis, in sum 114

participants (63 male; 51 female).

Setting

I conducted the study in the Behavioral Research Lab located in the Marketing

department of the W. P. Carey School of Business at Arizona State University. Although

participation is voluntary, most research participants are students in the business school looking

to get extra credit for a marketing or management course. Arizona State University is located in

Tempe, Arizona and is the largest public university in the nation, meaning students are from

various home locations and walks of life. Although the Phoenix area has a growing art and

fashion scene, eclectic senses of style are not on par to the typical dress, and most students

follow in suit with the fashion norms.

Instruments

To begin the experiment, the research assistant led the participants into the pull-out

room and read the script. The script indicated to participants that they were either looking

through a couture resale clothing line that was hand designed by the line creator, a resale

clothing line that was curated by the line creator, or a fast fashion clothing line (Appendix B).

The script changed every hour, starting with participants being read the couture resale script on

the first hour of the first day and ending with resale script on the last hour of the last day. After

looking through the clothing, participants completed the adjoining survey on the computer.

The survey contained a variety questions asking for participants to rate aspects of the

clothing (based on a 5-point Likert scale), including how much they liked the clothing, how

desirable, stylish, trendy, wearable, well-constructed, and unique the items were. They were

then asked their knowledge on fast fashion and asked to provide a definition of it in their own words as well as rate it on desirability, style, trendiness, construction, wearability, uniqueness, convenience, sustainability, affordability, and expensiveness. The same assessment of knowledge and opinions on resale was made as well. Following these were questions about shopping habits, including top stores of purchase and frequency of purchase. I also wanted to get an understanding of how consumers think to discard of their clothing, so I included a question asking such. The final set of questions were demographic based.

Procedures

The Behavioral Marketing Lab is a cluster of rooms divided for different purposes. This study was considered a "pull out" study, in which participants were chosen at random from the main survey room and taken to an adjoining room which contained the clothing and computer to complete the survey. Participants were taken in one at a time; when one participant finished, the research assistant stationed in the pull out room instructed him back to the main room, and the research participant stationed in the main room would then send the next available participant into the pull out room to complete the study. Screening for those eligible to take the survey is done prior to participants signing up for the research studies as that screens for any minors or conflicting persons.

Once sent to the pull-out room, the research participant stationed in the room would close the door and read the proper script for the condition of the hour. As to keep a timely flow of participants, they were instructed to not spend too much time looking at the clothing but were free to take the clothing off of the rack to get a better view of the garments. After taking time to look at the clothing, the research assistant instructed the participant to sit at a table with a computer that had the survey, which the participant could complete at his own pace. When the participant indicated that he finished the survey, the research participant instructed him to go back to the main survey room, in which another participant pulled at random would be sent in to complete the same scenario.

Analysis

Through this study, I intended to gather consumer perceptions on a lesser known fashion business model. Because consumer behavior exists within the psychological side of marketing, a psychological lens will be utilized when analyzing the data. In this way, the insights gleaned will speak to the motivations behind purchase behaviors and changes needed in those purchase behaviors to reach and motivate consumer's psyche. General analysis will look at overall opinions to see what differences come about. Given the hypothesis is whether the conditional statement variations cause a difference in opinion of the clothing, an ANOVA test using a general linear model with a multivariate analysis will determine if the data is statistically significant.

Summary

Running a study that involved a mock shopping experience followed by a survey geared towards getting first hand, authentic opinions proved an advantageous way to gather data relevant to the research question. Simple procedures and straightforward directions allowed it so that participants endured little confusion when playing their role in the study. Conjoining the tangible element of the clothing with the quantitative portion of the survey allowed for the understanding of consumer perceptions, a typically qualitative kind of data, to be more number driven so that results could be measured and compared easier.

CHAPTER 4: DATA ANALYSIS

Couture resale is a niche fashion market capable of revolutionizing the fashion market. The study aimed to gather data useful for understanding where the current consumer perceptions fall in relation to fashion, specifically the unique element of couture resale. By asking questions about current shopping habits, opinions on various fashion business models, and intentions to shop a collection that looks different than most, the findings provide great insight on the matter. Though in its early stages, understanding how to best mass market this niche industry ensures a firm foundation and future growth for the couture resale business.

Data Presentation

Out of the participants in the study, 114 responses were analyzed. The study contained three conditions: in condition 1, participants were told that the clothing was from a couture resale line (couture); in condition 2, participants were told that the clothing was from a resale line (resale); in condition 3, participants were told that the clothing was from a fast fashion line (fast fashion). Total participants in each: couture: 37 participants (16 male, 21 female); resale: 38 participants (23 male, 15 female); fast fashion: 39 participants (24 male, 15 female). To see a full comprehensive report of the survey results, please see section B in the appendix.

Perceptions of Fast Fashion and Resale

To gain an understanding of consumers' perceptions of fast fashion and resale, participants were asked their level of knowledge and views on the two business models. Analysis of the distinguishes opinions between genders. More than half of all respondents (54.39%), including more than half of the male respondents (52.38%) and female respondents (56.86%), indicated they were "not familiar at all" with the term fast fashion. An even larger portion of participants (65.8%) stated they felt "neither positive nor negative" about fast fashion, showing again a similar pattern for male respondence (63.49%) and female respondence (68.63%) for

that specific category. The stark response rate for these individual categories shows that a general unawareness of fast fashion results in a completely indifferent attitude towards it.

Participants had a much greater knowledge and opinion of the resale business model. Over two-thirds of respondents (69.3%) indicated they were either "very familiar" or "extremely familiar" with the term resale, and a majority of male respondents (68.25%) and female respondents (68.63%) felt either "somewhat positive" or "extremely positive" about resale. Because participants have a better understanding of resale, they are prone to have more polarizing opinions. The data shows that consumer opinions sway above the mean, consistent with the theory that younger generations have a higher regard for businesses and industries that encourage reuse and recycling.

Both business models were analyzed on comminuted aspects, these being: desirability, style, trendiness, construction, wearability, uniqueness, convenience, sustainability, affordability, and expensiveness. Because the majority of participants had an indifferent feeling toward fast fashion, it can be assumed that the individual ratings of these aspects average around the median of 4 (out of a 7-point scale) -- the data is somewhat consistent with this idea. Three aspects received an average rating below the median, being construction (x = 3.61), sustainability (x = 3.63), and expensiveness (x = 3.54); two aspects received a noticeably higher than average rating, trendiness (x = 4.94) and uniqueness (x = 4.9); overall rating of desirability fell around the median (x = 4.04). These findings suggest that the term "fast fashion" alludes to a sort of cheap, mass-produced, poor quality product and overall business model, consistent with the idea that such descriptors are viewed poorly in the eyes of the consumer. Findings also suggest that trendiness and uniqueness are aspects determinant enough to improve overall opinion of fast fashion.

Resale received an overall higher opinion from participants, with no average rating falling below the median aside from expensiveness (x = 2.95), which is to be expected given the average rating of affordability (x = 5.36). The average ratings of convenience (x = 4.96) and

sustainability (x = 4.85) were noticeably great than the median; desirability also swayed above the media (x = 4.58). These findings support the idea that various elements make resale an attractive business model to Millennial and Gen-Z shoppers, especially it's affordability and sustainability.

Research suggests that resale is desirable, lending the assumption that consumers are already purchasing from such a business model. To check this assumption, participants were asked how often they consider shopping resale for clothing. Nearly three-quarters (73.68%) of participants stated they "never consider shopping resale" or "sometimes consider shopping resale" when shopping for everyday clothing. Research and data gathered suggest an assumed finding that differs greatly from what the data actually proves, indicating that although participants are knowledgeable and think highly of resale, they are not yet motivated to switch their purchasing habits towards resale and away from fast fashion.

Perceptions of Couture Fashion

Collecting data on the opinions of the clothing line participants saw in the study aimed to provide key information on where couture resale lies in the mind of the consumer. Overall, the clothing received mixed opinions, with the response average being a 3.00 out of 5. More respondents chose "liked somewhat" (39%) than "disliked somewhat" (29%), however more also chose "dislike a great deal" (11%) than "like a great deal" (5%). Prodding further into opinions of the garments, participants were also asked to rate different aspects of the clothing, these being style, trendiness, construction, wearability, and uniqueness. Total average ratings for each are: style (x = 2.87); trendiness (x = 3.03); construction (x = 2.67); wearability (x = 3.01); uniqueness (x = 3.96). The clothing received an overall average rating but scored remarkably high on uniqueness, suggesting the idea that the more unique clothing is, the less liked it is by the general population.

Data Analysis

The hypothesis surmised that garments would receive a higher opinion in the condition that stated the clothing was from a couture resale clothing line and a lower opinion in the condition that stated the clothing was from a fast fashion line. Running the information through a general linear model using a multivariate as analysis with the "liking" and "interest to see more" responses used as the dependent variable and condition used as the fixed factor proves the findings are not statistically significant (For liking: $F(2,113) = 0.51$, $p = .6$; for interest: $F(2,113) = 0.2$, $p = 0.82$). For the findings to prove significant, the data would need to show a p-value less than 0.5. Because the p-value is greater, it is concluded that the minor changes in the script read to participants did not affect their liking of the clothing or consideration to purchase.

Interpretations

Data gathered from the study leads to a handful of interesting findings. Firstly, consumers lack knowledge of fast fashion and are therefore indifferent in their views of it but do note it as being poorly constructed and unsustainable. Secondly, consumers have a knowledgeable understanding of resale and view it highly. However, their positive opinions of resale to not translate into purchasing behaviors, as they do not currently shop it or consider shopping it.

Disparity in knowledge and opinion of fast fashion and resale as well as intention to purchase within the resale model poses both a road block and an opportunity for the promotion of couture resale. With an understanding that the younger generation is creating a push towards companies promoting and practicing sustainable habits, it's interesting to ponder that if the perils of the fast fashion industry were boasted to this audience, the same audience that fuels it, there might come about a sort of revolt against fast fashion. This would open up the market for new entrants that match the ideals of this consumer demographic, which resale does - a claim supported by the data pointing to an overall high regard for the business model - and couture resale definitely does, as it's a trendier form of resale and the target demographic has high trend consideration. In order to improve opinions of couture resale, the normal resale model needs to

garner greater consideration from consumers. Once consumer loyalty is established with the resale model, then couture resale will have higher grounds to promote its trendy-and-sustainable value proposition. However, the uniqueness of the couture resale clothing line shown in the mock store led to an overwhelmingly poor opinion on the garments, a finding that suggests uniqueness and trendiness are not synonymous and consumers greatly prefer the latter.

Summary

Consumers in this study had fluctuating knowledge and opinion of the three business models presented. A shocking amount of participants lacked any familiarity about fast fashion whereas a reasonable number of participants had a general knowledge of resale. This specific line of couture resale was too unique to accrue any desirability among consumers, but trendiness with an element of uniqueness is an element of clothing that's greatly considered when judging overall desirability of a garment. With a strong foundation provided by these findings, future research on the subject should account for the wavering knowledge of fast fashion, inconsistent relationship between opinion of resale and consideration to shop it, and preference for trendiness over uniqueness.

CHAPTER 5: THESIS RECOMMENDATIONS

My venture in this project began with a passion for fashion and a developing interest in sustainability, or lack thereof, in the fashion industry. My personal experience with resale clothing is deeper than most; as a Solo Buyer for Buffalo Exchange, my eye was trained to distinguish between high- and low-end items, to be keenly aware of traces of wear and tear, and to identify gently used garments that would fit the trends of the coming season. This experience changed me as a consumer; my wardrobe consists mainly of resale items and I began looking for ways to upcycle my gently used clothing. Realizing that my sustainably conscious consumption behaviors mirrored a universal belief among my age demographic, although rather characteristic to myself given most people don't typically think fashion when they think sustainability, I began to wonder what factors make consumers consider sustainable fashion.

Research on this subject matter confirmed my suspicions - fast fashion contributes to environmental waste, second-hand clothing is stigmatized as unworthy, and, purchasing through a sustainable lens is a top priority for younger generations. I wanted to see if making resale clothing more unique would be of interest to the consumer, as the pieces would touch on both the idea of upcycling as well as individualism. By making my own clothing line, sourced solely through resale outlets and altered by hand, I was able to gather insight on the target market's perceptions of the unique items. By asking questions about shopping behaviors, I also collected strong data referring to current opinions of fast fashion and resale. A large portion of the data is consistent with what I assumed, but there were some surprising insights gained through analysis. The surprising findings make for an intriguing study, however there are factors I noticed during data analysis that might have impacted the results in unforeseen ways - findings and interpretations for such are detailed in the following sections.

Finding Summary and Interpretations

Millennial and Gen-Z consumers care a great deal about individual and corporate impact on the environment. More often now, these consumers are cutting ties with loyal brands to support ventures that promote sustainability, even if it means spending more (Nielsen, 2015). In the specific case of fashion, consumers have few only a handful of business models to shop from: fast fashion, luxury, resale, and couture resale. Fast fashion is the most convenient option for ready-to-wear, trendy clothing, but the business model is wrought with ethical and environmental dilemmas. Luxury fashion is similarly trendy, and materials are typically sourced more responsibly, but the high price of designer brands results in only a small portion of the target demographics' wallet share as they don't have the income availability to become loyal to such expensive brands. Resale fashion embodies sustainability and affordability because the second-hand products is a recycled item, but resale fashion is comprised of pieces from decades of changing styles, resulting in an overall less trendy assortment. Couture resale fuses the sustainability of resale with the trendiness of fast fashion because it's made up of pieces sourced second-hand and redesigned with influences of modern fashion trends. Comparing each business models value proposition, it can be assumed that couture resale would align most with the shopping preferences and purchase behaviors of Millennials and Gen-Z.

Based on the findings of the study, consumers are surprisingly unaware of the value propositions of the faceted models in the fashion industry, posing a rather interesting take on the future of couture resale. Most respondents indicated an inept knowledge of fast fashion with a lukewarm opinion on the model as a whole. Respondents were familiar with resale and regarded the model highly, but there was a universal inconsideration to shop the model - a surprising finding in light of the assumption that something well-regarded would also be consistently considered. Couture resale received mixed reviews - respondents felt a varying level of indifference toward the clothing, but the uniqueness of the pieces shown resulted in a noticeably low opinion on the clothing line as a whole.

Lessons Learned and Implications

The Creative Process

The entrepreneurial spirit is a difficult one to quench but a rather easy one to squash. I believe this is because entrepreneurs hone a sort of creativity that not everyone has, one which abounds constantly. However, being an entrepreneur comes with trying and trashing and retrying hundreds of ideas until the right one sticks, and creativity isn't something that does well when tasked. Thinking back to when I first decided to pursue designing garments, I was a tad overzealous in my capabilities on multiple fronts. I soon found out that design ideas beyond five garments were frankly bland, I had a drastically underdeveloped sewing ability for the project I was taking on and deciding on a brand identity for my collection in the midst of everything else was overwhelming. I give endless kudos to the small business starters who make the most of the difficulties in starting a business. I hope to turn this collection into a business of sorts, but my motivation for completing all that I needed done persevered mainly because I couldn't show an uncompleted line in a study in which I wanted to gather real data. For future implications, I would suggest to anyone who is thinking about starting a business that she not take too much on at once, or the flame of the entrepreneurial spirit is sure to burn bright and burn fast.

The Drafting of the Survey

Formal research is not all cut-and-copy, there are many factors involved and any which way of drafting a survey can change the meaning of the results. Had I known how tasking the creation of the survey would have been, I certainly would have planned better to allot for more time dedicated to drafting and editing it to near perfection. Given this project was my first experience conducting formal research on my own, I was fortunate to have leading researchers as mentors through the drafting process, and I was happy with how the survey ultimately came out. However, as I analyzed the data, I noticed multiple points where the questions used were either unnecessary or asked in a way that might have confused the participant, such as asking two questions regarding how much the respondent liked the garments practically back to back. I

also wish I would have asked more questions regarding the sustainable intentions of participants' consumption behaviors beyond fashion, such as asking if they try to be conscientious of the waste they create while consuming food, groceries, driving, etc. Had the unnecessary questions been axed and the full survey been made up of solid and specific quantitative questions, I think participants would have been more engaged in the study and the data gathered would have made stronger implications towards the research question.

Presentation of the Study

In theme with the difficulties of the creative process, not having a set brand identity for the collection I showcased made for a bit of a harsher reaction to the clothes than I predicted. There was a sense of confusion about the best method for displaying the clothing - individual pieces hanging on a rack or mannequins styled in different outfits - and the branding elements to coincide with the clothes - tags, photographs with models wearing the clothes, and other elements. The clothes ended up being hung individually on a 2-foot by 4-foot clothing rack, men's and women's pieces intermingled, with circular wood slabs with a painted 'K' strung on as a tag. If I had the chance to enhance the mock shopping experience, I would have kept all of the clothing on the same rack, but created dividers to indicate women, men, and unisex clothing. I also would have wanted to do a photoshoot with models in my clothing and congregate those pictures, along with information about each garment and the mission statement of the couture resale line, into a look book. Lastly, I would have thought harder about a more official looking clothing tag, as this paired with the lookbook would have made the brand seem more legitimate and seemingly would have led participants to like the items better.

Using the Behavioral Research Lab and specifically the pull-out method to run participants through my study had its own effects, too. Prior experience working in the lab was helpful for knowing how to best set up the pull-out room so that the study ran as smooth as possible, but there are things I noticed after the fact that may have impacted the results. Having the research assistant in the room with the participant was helpful for making sure the clothes

weren't fussed with and the study was completed in an appropriate time-frame, but the presence

of another figure when doing anything that focuses on personal perceptions can affect the data.

Although I don't think this was a huge impact, I noticed that some of the lab issues related to my

study were in regard to the interaction between participant and research assistant (Appendix A.

Lab Issues). This was a learning experience of the importance of accounting for the

uncontrollable variables and their impact on data.

Limitations of Research

Place

The Robert B Cialdini Behavioral Research Lab is a prestigious hub for consumer

behavior research. However, long-running studies with multiple ideations and varying data sets

are the studies that result in renowned findings, not one study ran for the better half of a week.

The information gathered was important for preliminary findings, but it to base any major

conclusions off of it disregards the fact that running such an isolated study greatly affected the

amount of data I received, which inevitably impacts the findings.

People

Without stereotyping my peers' consumption behaviors, let me precursor with the

statement that many business students are intelligent and high achieving people, especially

those who participate in research studies through the lab. With that said, the cultural

demographic of W. P. Carey is noticeably homogeneous in the sense that most people come from

similar backgrounds, like similar things, and are not keen to explore more eccentric avenues in

fashion but rather "fit in". The average 20-something year old middle class kid doesn't think

about couture items, or the treasure hunt of resale shopping, or that the clothing stores and

brands they shop from are negatively impacting the environment, even though these same

individuals refuse to use plastic straws at any eating establishment given that's their

interpretation of environmentally conscious consumption behaviors.

Product

My clothes suit my style, and I know the compliments I'm paid when wearing them are genuine. But I do understand that these garments are somewhat overwhelming to the average onlooker, so gathering opinions from such a consumer group resulted in data that showed the clothing was considerably disliked. The piece with the highest would-purchased percentage was the Sun Devil t-shirt. Was that because of school pride or because it was one of the most basic items shown, hard to say for sure. But the exuberant patch jacket and patterned gaucho pants had very low ratings, going to show that unique pieces are fragile territory for a market mainly familiar with LuluLemon leggings and Ralph Lauren Polo t-shirts.

Phrasing

The main hypothesis tested was whether opinions on the clothing line shown changed due to the statements in the condition script that described the line as being a couture resale line, a resale line, or a fast fashion line. After comparing means between the three groups, I found that the data was not statistically significant, meaning that the condition statements did not have any effect on participant's opinions. This, although unfortunate in the fact that it means the data isn't that binding, is also not surprising. The subtle difference in phrasing are not enough to make someone think about the nuances of the specific terminology. Frankly, after looking at other points in the data, participants were so unfamiliar with the term fast fashion and most likely had no idea what couture resale was that both of those terms failed to resonate in the minds of the participants who heard them.

Future Research Directions

The preliminary research conducted in this study provides a strong foundation for future research. There are two things Millennials and Gen Z consumers value highly: individuality and sustainability. The future of couture resale has a foothold in the marriage of these values but breaking stigmas and promoting the benefits of the industry are pertinent in bringing awareness to and building loyalty to the growing industry.

Future research on the subject matter should prioritize gaining a deeper understanding on how promotional efforts affect consumers perceptions. This could be done by providing the participant a briefing on the benefits of couture resale, like uniqueness and upcycling, or perils of fast fashion, like textile waste and economic distress, prior to viewing the clothing and taking the survey. Then data could be compared against these primary findings to see if informing the participant noticeably changed his opinion on the clothing.

Adding pieces to the collection that better align with the multiple styles seen in places where fast fashion prevails might also garner higher ratings from participants. However, this takes away from the primary element of uniqueness from this specific clothing line, but such research and findings may speak to the desire for couture resale in favor of the resale and less of the couture.

Conclusion

A large portion of the research and findings identify the market opportunity for couture resale, but also indicate that consumer perceptions do not currently favor the idea. Fast fashion is awarded much of the market's wallet due to the ease of accessibility and universality of styles available. Findings indicate that although fast fashion is a profitable business model, many people are unaware of the negative implications it has on the environment and economy. Resale and luxury are noted for being more environmentally conscious fashion business models, however the consumer base of both is niche; the luxury shopper being an individual with a higher income and the resale shopper being an individual turning against the negative stigma associated with used items. The idea of couture resale was born out of the intent to merge the positive aspects and minimize the negative aspects of luxury and resale.

The couture resale clothing line created for this project was very unique; such a fact was supported through the data gathered from the research. Although original in appearance, the uniqueness of the items was a controversial factor in overall liking of the clothing. Participants rated the garments high across various elements relating to liking the clothing in the areas of

style, trendiness, wearability - but the overall rating of desirability for the clothing was low. Because the clothing was so unique and the participant sample was relatively small, the opinions on the actual items are helpful in understanding the marketability of this particular clothing line, but it's hard to lay claim that couture resale is not a prospective industry. Additional research is needed to devise greater rationale on how to promote couture resale lines and the varying reasons for consumers' perceptions on such.

The future of fashion is sustainable. Currently, research is mainly what supports this claim, while actual consumer shopping behaviors are struggling to adopt such a belief. The evidence supporting the future of sustainable fashion is rooted in the shifting ideals and varying brand loyalty of the Millennial and Gen Z demographic. Clearly, younger generations are prioritizing environmental impact when deciding between brands, indicating that all companies need to shift processes towards a more sustainable future. As these generations age and younger, more sustainably conscious shoppers flood to market, companies that don't align with such ideals will face their demise while those that do will thrive. Couture resale is an industry opportunity likely to thrive in the future landscape of sustainable fashion.

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APPENDIX

A. Lab Issues

Lab ID	Date	Time	Study	Issue
45301	2/5	11	fashion	did not let me know she was finished with survey and instead started playing on phone
40915	2/5	2	fashion	wanted to buy an item, may have misunderstood he was just taking a look
55897	2/5	3	fashion	took a bag of jelly beans and scarfed them down while looking at the clothes
17176	2/5	4	fashion	I knew the person
21484	2/6	10	Fashion	asked where Karsten got the clothes from I said i didn't know
19954	2/6	10	Fashion	had to set up the computer when he was reading the consent form, so he saw me go to the computer
55381	2/6	11	fashion	read the consent form really intently (a lot more than other participants); I also kept sneezing and he said bless you after each one
55759	2/6	11	fashion	asked if he could just look at the items (i guess as opposed to taking them off the rack; I said he can browse them
55753	2/6	12	fashion	Said she knows Karsten
55354	2/6	12	fashion	looked through the items in less than a minute, didn't look at the bottom row much
55699	2/6	1	Fashion	Read the intructions very intently, but finished survey very quikly
55432	2/6	1	Fashion	seemed very confused as to what I meant by browse the items, looked at the rack once and immediately started the survey
56212	2/6	2	Fashion	did the survey very quickly, faster than anybody else
55429	2/6	3	Fashion	seemed confused with the language as well as sped through survey
57262	2/6	4	Fashion	googled fast fashion, I wonder if a lot of people do not know what this is becasue I have no clue
56821	2/7	11	Fashion	My stomach growled loudly a couple times and the participant might have heard
all	2/7	12	Fashion	could hear phone call from other pull out room in fashion room (not loud though)
43648	2/7	12	Fashion	had an AirPod in his ear, may have listened to music
52591	2/7	12	Fashion	confirmed that they were second hand, then asked if I thrifted them and I said 'the researchers' did (may have realized it's not a real clothing line)
46996	2/7	1	Fashion	Did not want to pick any clothing option but this was not an option, had her pick the top left one and move on, also googled fast fashion for her
21085	2/8	10	fashion	I know participant
57163	2/8	10	fashion	asked if she could touch clothing, I said yes
56479	2/8	10	fashion	I know him and asked if he could try them on, I just said to browse
55717	2/8	11	fashion	mentioned how bad the jelly bean was
55654	2/8	11	fashion	I don't think he understood the directions, tried to take a jacket with him
46276	2/8	11	fashion	I know her
48757	2/8	12	fashion	asked if he had to look at female's clothing. I said some of the items were unisex
56572	2/8	2	fashion	you can hear a baby crying in the room
57295	2/8	2	fashion	said she was a pro-shopper and that it wouldn't take her long to look at the clothes
57091	2/8	3	fashion	joked, "what are you gonna do to me" when I handed him consent form and then asked if he could buy the clothes and asked about the brand tag on the clothes. Then asked if everyone had to do the pullout study
52945	2/8	3	fashion	didn't really look at the clothes and seems to be answering the survey really quickly
57307	2/8	3	fashion	thought she was supposed to pick out the clothes she liked
56194	2/8	3	fashion	thought he was supposed to pick out the clothes he liked
44527	2/8	4	fashion	didn't even look at the clothes
48952	2/8	4	fashion	thought she was supposed to pick out the clothes she liked

B. Research Assistant Script

Condition 1 – Curated Resale

Welcome! Today you'll be browsing items from an up-and-coming **couture resale** line. The items in this shop are **unique** in that they have been **specifically chosen** from **second-hand** shops, **curated and redesigned** by the line designer, and are being shown here today. Please take your time browsing the items. When you're done, you can come over here and complete the survey.

Condition 2 – Resale

Welcome! Today you'll be browsing various items from an up-and-coming clothing line that sells **solely second-hand** clothing. Please take your time browsing the items. When you're done, you can come over here and complete the survey.

Condition 3 – Fast Fashion

Welcome! Today you'll be browsing various items from an up-and-coming **fast fashion** line. Please take your time browsing the items. When you're done, you can come over here and complete the survey.

C. Survey Results

Recording of total (114) responses

Condition:

Did you like the clothes you saw in the store?

Would you be interested in seeing more items from this collection?

If this collection could be found as a Pop-Up Shop on campus, how likely would you be to shop through it?

If this collection was found on a website, how likely would you be to order from it?

How much did you like the items?

How desirable are the items?

How stylish are the items?

How trendy are the items?

How well constructed are the items?

How wearable are the items?

How unique are the items?

How much did you like the branding elements?

Which of the garments you saw would you be interested in adding to your wardrobe? Choose all that apply.

Item	%	Count
Black Patch Jacket	5.36%	20
Grey Short-Sleeved Hoodie	8.31%	31
Blue Tie-Dye Shirt	9.65%	36
Cropped Knit Button Up	5.36%	20
Sun Devils™ Shirt	10.99%	41
Black Cropped Tank	6.97%	26
Distressed Denim Jacket with Panel	5.90%	22
Grey T-Shirt with Yellow Zipper	3.22%	12
Colorful Collared T-Shirt with Fruit Buttons	8.31%	31
Burgundy Pants	6.97%	26
Blue Patch Jeans	6.17%	23
Athletic Pant with Side Stripe	4.83%	18
White Jean with Embroidered Pocket	6.70%	25
Simple Cuffed Blue Jean	9.12%	34
Patterned Gaucho Pant	2.14%	8
Total	100%	373

Of the items you selected above, what would you be willing to pay for all of them together? No more than:

How familiar are you with the term "fast fashion"?

What is your definition of "fast fashion"? (one sentence)

Cloth that you are looking at very quick when you are shopping.

fashion that comes and goes

desire to buy to orkeep update with fashion

Fashion that is trendy and cheap, although often poorly constructed and sometimes unethical.

Fashion that goes through trends in rapid waves.

Clothes that become popular over a very quick period of time and remain popular for only a small amount of time.

It is a quick look through of random clothes

Something fashionable that is easy to wear and put on

Fashion that comes and goes

I would say like a thrift shop is "fast fashion". Easy, convenient.

Term of "fast fashion" could mean that you wear something that is trendy right now before it goes out of style.

fashion that is created in poor conditions to replicated higher end fashion brands

Fashion that is moving fast.

Quickly made clothing.

fashion trends that come and go

Some thrift shop outfit.

I think fast fashion maybe means it only be fashion in a short time, after the times gone, people may don't like it anymore.

Fast fashion could mean clothes get added to the collection very quickly

fashion that is always changing due to individuals interests

type of style that is that doesn't take much effort but is still fashionable in society

one hit wonder fashion items

a style that gets trendy really fast

brands that are always releasing new items and quickly restocking popular ones.

Items made in a small amount of time and sold to the public based on trend qualities.

New Fashion?

An outfit you throw together quick

fashion that only for one season with poor quality.

Fashion that is in for a little period of time than is changed out very quickly.

making clothing fast

Fashion that is in style for a small period of time.

Companies that produce new clothing lines in less than 14 Days

When a fashion trend becomes popular without warning.

A quick process to acquiring fashionable clothes

when fashion comes and goes pretty fast

Fast fashion is the concept of retail stores trying to recreate the latest trends as fast as possible. This is done by making low quality clothes as quickly as possible in order to have consumers buy them while they are still in style. The thinking is by the time the low quality clothes rip or become damaged, they will already be out of style.

Consignment.

No idea

Fashion that will be trendy for a couple months.

fashion that comes into style very quick

Fast fashion is a way of saying that they're in and out of style very quickly

I have no idea what that means.

Fast fashion is being able to design and get those designs out to the stores within a matter of weeks. This also adds a cheap aspect and an unsustainable aspect as well.

Fashion that is easy and simple, you dont think much about it in the morning and it works to fit in.

no

A fashion environment where things change fast to meet current trends and styles, always evolving

a quick way to stay up to date on fashion trends.

HAVE FASHION ELEMENT BUT NOT CLASSICAL

Fashion that fits everyone

easy to put together

Probably simple, older clothing that can be re purposed into clothes that people of the current generation might enjoy.

Everyone can accept it and like it, but everyone do not think it needs cost too much.

Making something normal trendy

Something that doesn't take long to piece with other items.

current fashion

It must be fashion but also can dress in the single day.

Either fast changing taste in clothes or really fast fashion shows.

There are over 100 seasons in one calendar year and with each new season new clothes are brought into the store and the old clothes are discarded, very bad for the environment.

garbage.

the clothes looks simple look good and simple.

Reused items

Comes and goes

I have no idea but I would guess it is clothes that are produced quickly to align with trends

if i had to guess, I would say fashion that looks like pieces of clothing were "thrown together" quickly, supposed to look hurried but fashionable

Fast Fashion would be a small store with really unique boutique items

Fast fashion is the mass production of on-trend clothing pieces.

what most people dress in the most recent time

I have none

fat fashion is the redesign of vintage clothing

Quickly reviewing clothing items

A quick way to shop

I think the good definition is the fast fashion is weird design

fads that come and go quickly

I assume fast fashion means a trend that switches up consistently

Reviving old trends in fashion to update for modern use

Fast fashion are designs and styles that are here today and gone tomorrow-only popular for a short time.

not familiar w fast fashion

trends in fashion that are always changing

It's like H & M, or ZARA. Those brand clothes always similar like fashion brand, such Gucci, LV, Givenchy.

Something that is fashionable for only a moment and then isnt any more

trendy fashion that goes out of style fast

fashion that goes in and out of style quickly

Fashion that travels in and out relatively quick

A new fashion trend that pops up and then they take surveys to see how many people would be interested in that fashion trend.

fast fashion is what keeps changing with trend.

retail store like H&M, ZARA. change clothing style once a week.

I'm not sure what fast fashion is at all.

Fashion that has come up trendy fast

Brands who create a lot of clothes really quickly following the latest trends and make them pretty affordable but of lower quality

It increasingly became a fashion of a time but out-of-date soon as well.

The term for the quick turnover to design to market, where companies mass produce designs very frequently, probably every 1-3 weeks, and ship them out to sell to the consumer.

Trendy fashion that comes and goes

Fashion has doesn't last long.

Quick and cheap fashion

When fashion trends are changing quickly and clothing designs change frequently

brands like HBA, environmental fashion, it went fire then people forgot about it and it is lack of brand foundation.

idk

fashion items that is made very quickly and cheap. most big clothing companies are fast fashion

I don't know what it means

I'm not sure but I'm assuming that it is about ordering things online or shopping as fast as you can - maybe not trying things on.

Sneakers and street fashion wear

Trendy fashion... or in other terms, "fast" fashion. Meaning they go in and out of style quickly and change/alter to pop culture and current trends.

not sure

I do not know the term

I have not heard of that phrase before

clothes you get quickly

trendy but cheap

Adhering to current fashion trends to make sure you're putting out the most trendy items as fast as possible

I do not know what fast fashion is at all, pop up stores?

something that goes into trend in a fast term and go off pretty fast too

fast fashion is just like a sneak preview of the next clothing line?

It's like Zara. It just follow other brands' fashion elements.

Changing your wardrobe frequently and buying new items on a regular basis.

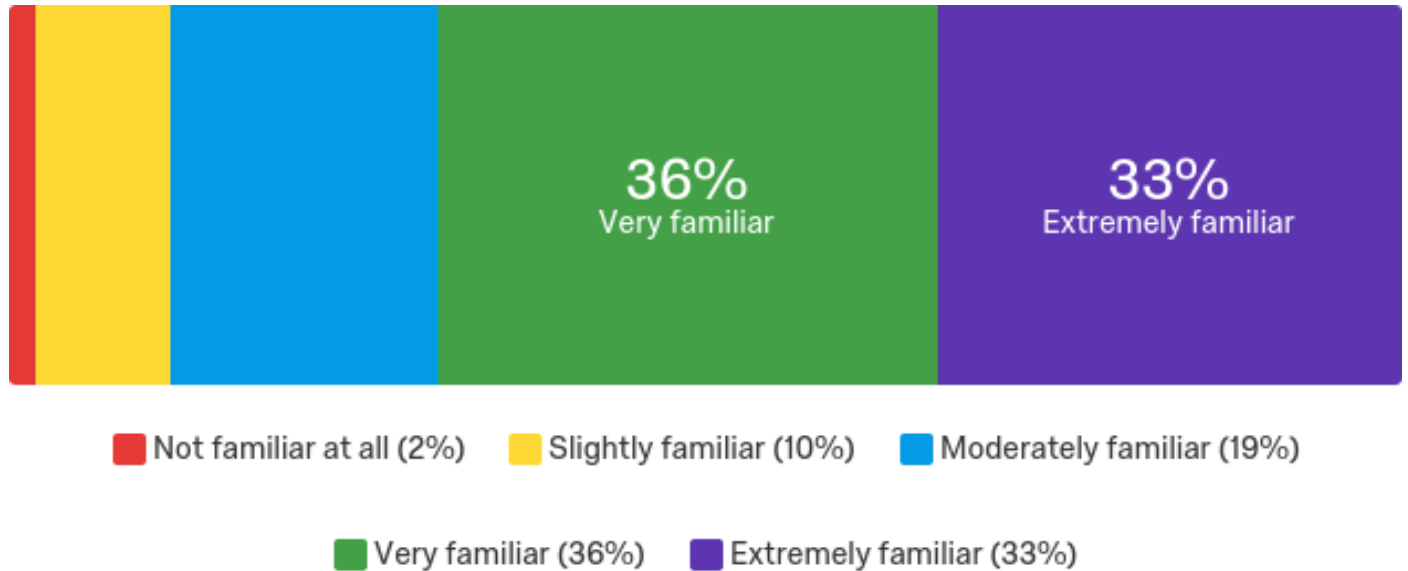Fast fashion is the style of gathering clothing as if you did not have to think to dress.

Style follows trends very closely and quickly.

How do you view fast fashion?

Please rate "fast fashion" on the various elements below, with 1 being "Not at all" and 7 being "Very much".

How familiar are you with the term "resale"?

36%
Very familiar

33%
Extremely familiar

Not familiar at all (2%)   Slightly familiar (10%)   Moderately familiar (19%)

Very familiar (36%)   Extremely familiar (33%)

Q24 - What is your definition of "resale"? (one sentence)

when you sell something that was already purchased
when you sell clothes you purchased in a retail store
when you buy an item and sell it again
when an object or item has been used by an owner, and that owner attempts to sale that item or object to a new seperate owner
when an item that has was bought by one party is then sold by them to another party, usually at a different price
when a product has been returned or bought back and a store or person re sells that product for either the original price or a discount
to take an item that was already sold and sell it again
to sale something again or after the initial purchase
the sale of previously owned items
the T-SHIRT that have weared that sell to other person.
taking a used item of clothing and selling it for the second time at a lower cot, mostly found at second hand shops such as goodwill or buffalo exchange
tailored and resold, or simply resold if item is rare
something you got at retail value and sell it for more or less value
something cheaper than fashion
sold it piece by piece
selling your clothes to other people through different outlets
selling the older clothes that i don't need or selling the limited editions for earning money.
selling something previously purchased.
selling something after you bought it from someone else.
selling products again
selling clothes you have purchased
sell an use or unsale item
second hand selling of an item
second buyer
sale again the old staff
resale is when item are resold to another buyer
resale in my term means buying the product and resell it.

re sell a finished product that you bought previously

products did not sale very much and are up for resale, kind of like an outlet

product thats already been bought before

make more money

it was bought and either worn or just owned and sold again at a later dates

i don't know

goodwill or stores similar

finesse

consignment.

clothes which are bought for a second or third time since the original buyer

clothes that were previously bought and are being sold again

clothes sold again at a lower price

buying clothes then reselling them.

buy something and then resell it for a profit

an item price that has been reduced or any item that has been returned and is now sold at a different price

When you sell something on after wearing it.

When you sell it so somebody else for a higher price

When you sale an item you previously purchased to someone else.

Used goods

Used clothing being sold again for a reduced price.

Used before and then choose to resell the item on a different market. Or can be bought for the idea to sell later at a higher price, "SUPREME " etc.

To take pre-owned items and resell them.

To sell something second market

To buy an item at new or used and sell it again for a higher price.

Thrift store clothing, used but being sold to new customers.

The selling of an item that has already been sold before, to a new customer.

The selling of a product or item where the seller is not the original manufacturer, distributer, retailer, etc., but someone who has purchased or received the item, to either another person, retailer, or manufacturer.

The sale of goods after previous ownership.

The definition of resale is selling a product over again, and using it for the purpose of reusing the product.

The clothes are re purposed from recycled materials of other clothes and fabrics

The ability to resell an item.

Something that has already been bought and is being sold again, or secondhand shopping

Someone before has already used the product or the product has already been placed out somewhere but can be resold again.

Selling your used goods to someone else

Selling something again and possibly changing things to fit consumer needs

Selling something after it was originally purchased.

Selling of items after their purchase for initial consumption

Selling of an item that has been previously sold.

Selling items that were previously worn by another.

Selling clothes you no longer wear to others

Selling an item that is secondhand.

Selling an item that has been bought from the original seller, most likely the brand of the clothing piece.

Selling a good you have purchased

Second hand clothing? Or perhaps clothing that has not been sold on the shelves of a store and is send to a discount store.

Sale the used goods.

Sale something which used by others.

Sale something again at a lower price after using it for sometime or even no use.

Reselling goods that are no longer needed for use.

Reselling a product

Resaling personally bought item

Resale means sale the things that already be owned or used before

Resale is when you take old/used clothes and re sell them.

Resale is when you are reselling them item; it has been someone elses before yours.

Resale is when clothes are bought from someone who has already purchased and worn them.

Resale is when a company or store or person resells clothing items they have purchased.

Resale is the buy and selling process of slightly used clothing.

Resale is the act of selling an item that has been already bought from somewhere else.

Repurchasing clothes that have been previously owned via social media, store front or marketplace.

Re-selling clothes to people have they have already been worn/ used.

Products that are resold that are not from the original producer

Process of selling an item another time than the first attempt

People bring clothes in, store purchases them and resells them.

One definition is to take an item already bought sew things to them and resell the item to the public with a different price.

Meaning someone bought it originally and then sold it to a secondhand store or someone else.

Like the High fashion or sneaker game, Limited items got to resale at a higher price.

Items that were previously owned and again put up for sale.

Items that were once bought and are now available for purchase again to other customers.

Item that has been previously, and selling because of no more interest in it .

It's like someone sell something to another, like offer up and etc.

It means that you are selling the item again

It is popular or it is good to wear.

Clothes that someone previously owned and sold to a second hand store to resell them, example is Goodwill.

Clothes that have been bought then are being resold somewhere else

Clothes that have already been purchased once and are later sold again to make a profit

Buying to sell for a later profit.

Buying surplus items and reselling them at a discount

Buying something that has already been purchased by someone.

Buying something from a store and selling it on a secondary market

Buying something and then selling it again

Buying an item of clothing and selling it through a store or online.

Buy it and sell for higher price

Buy and item and then sell it to someone else

An item that has been used before and will be sold again.

ALREADY SALE ONECE

A resale item is an item that is bought, either re-branded or resold by a buyer of the original item

A company or store sells an item that has already been sold before, so it is a second hand shop essentially.

Once you have possession of an item for retail you can use it for resale which could either be more or less than you originally purchased.

How do you view "resale"?

Please rate "resale" on the various elements below, with 1 being "Not at all" and 7 being "Very much".

What are the top 5 stores / brands you typically shop from?

How often do you purchase new clothes?

How often do you purge your closet? That is, how often do you go through your clothes to choose things to get rid of?

What ways do you discard of your clothing?

When searching to purchase electronics (computer, TV, etc.) or functional items (furniture, book, etc.) how often do you consider shopping resale?

When shopping for clothing for everyday wear, how often do you consider shopping resale?

Q35 - What 3 – 5 stores or online sites do you shop at when choosing to shop used/second-hand for clothing?

Rate these reasons on why you choose to shop resale, with 1 being not a reason at all and 7 being a definite reason.

Age

Gender

K - A MODEL OF COUTURE RESALE FASHION

Ethnicity

Household Income

Q44 - Money spent on clothing monthly