

**Can secondhand shops be perceived as potential successful
business opportunities while simultaneously reducing the
negative impact of the fashion industry in Geneva?**

**Bachelor Project submitted for the degree of
Bachelor of Science HES in International Business Management**

by

Olivia GUENIN

Bachelor Project Mentor:

Dr. Timothy CONNERTON

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Disclaimer

This report is submitted as part of the final examination requirements of the Haute école de gestion de Genève, for the Bachelor of Science HES-SO in International Business Management. The use of any conclusions or recommendations made in or based upon this report, with no prejudice to their value, engages the responsibility neither of the author, nor the author's mentor, nor the jury members nor the HEG or any of its employees.

Geneva, June 3rd, 2020

Olivia GUENIN

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Executive Summary

The fashion industry is one of the most polluting industries in the world (McFall-Johnsen, 2019). Simultaneously the industry is extremely lucrative; the business dedicated to the sale of clothing is worth around \$ 1.3 trillion globally in 2016 and is forecasted to reach \$1.6 trillion in value in 2020 (Sheng, 2017). The global demand for clothing is growing rapidly and therefore, there is a need to understand the environmental impact generated by the textile industry in order to identify alternative solutions to fast fashion.

At this very moment, the textile waste crisis is accelerating; consumers are buying more clothes than ever before but wearing them half as long (Thredup, 2019). As a consequence, most of these items are thrown away before their real usability ends, a *phenomenon termed as “throwaway culture”* (Birtwistle, 2007). The European Parliamentary of Research has identified the extension of longevity of clothes as an influential way to decrease the negative impacts of the fashion industry on the environment.

Mainly revived in the beginning of the 20th century due to the switch of consumers' perception and the rise of awareness on the environmental impact related to the fashion industry (Thredup, 2019). The popularity of second-hand shops has increased and become a socially acceptable and reliable alternative to regular retailers (Brace-Govan and Binay, 2010).

The aim of this thesis is to examine consumers' behavior and purchasing factors by studying the city of Amsterdam, where secondhand shopping is an integral part of the consumers purchase culture, in order to determine the market potential for a secondhand shop in Geneva. In the context of this thesis, the term successful is defined as a business opportunity that is able to be both financially profitable while being perceived by the general public as a desirable place to shop.

In Geneva, the desire to support sustainable and ecofriendly alternatives to fast fashion suggests that there is significant market potential in the city for this kind of business model, if attention to detail is given. Through research and the distribution of surveys, it was identified that affordability, quality materials and adherence to current fashion trends are the most important factors consumers' take into consideration while purchasing clothes. With these determinants in mind, there is notable room for industry initiatives that adhere to shoppers concerns while also minimizing environmental damage. The detrimental impact of the fashion industry on the environment is an issue that effects consumers all over the world. Secondhand shops have proven to be great alternatives to supporting fast fashion (Rendon, 2020). This thesis will examine the potential of a secondhand shop in Geneva that would support more ecofriendly enterprise's whilst still being attractive to consumers.

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1. Introduction

1.1 Context of the study

The fashion industry is persistently growing at the expense of the planet. This Bachelor Thesis is divided into two different parts. The first chapter focuses on examining the detrimental impact of fast fashion on the environment; identifying the waste emerging, not only discussing the negative impact due to the process of production in the fashion industry but also the impact on water pollution, land use, packaging and transportation. Then this thesis will explore the diverse initiatives taken in order to reduce the cost of fashion. The aim is to determine if a secondhand business model is fulfilling circular economy ambitions while simultaneously reducing the negative impact of the fashion industry.

Using the international success of thrift shops as a benchmark, the second part of this academic literature will examine if a similar business model would have a comparable outcome in the Geneva market. Second-hand shops help combat negative consequences by offering customers the opportunity to support sustainable shopping. This is highly influenced by personal consumer's behavior and purchases factors. In order to better understand these underlying influences, the tool of surveys has been utilized. The intention is to draw recommendations to a potential implementation of a secondhand shop in the city of Geneva.

The implementation of a secondhand shop that reaches a larger audience and does not carry with it the stigmas related to those already present in Geneva can be identified as a potential niche that is both profitable and morally correct. Utilizing the gap in the market and international trend towards more sustainable, environmentally friendly shopping, this project will explore the factors that make thrift shops within the city of Amsterdam successful. The Netherlands have positively integrated secondhand shops into their way of life by adopting the mentality that it is fashionable, affordable, and politically correct to buy secondhand as opposed to supporting the fast fashion industry. By comparing the two countries, this project will explore if there is a way to open a store in Geneva that will change the reputation around shopping secondhand.

1.2 The Story of Fashion

The term “fashion” can be defined as a popular aesthetic expression at a particular time. “Sociologists attempt to interpret the cultural values and social identities associated with a style” (Wang, 2019). Psychology studies has shown that clothing is directly impacting the perception and judgment of each other (Solomon, 2020). Furthermore, fashion began as a way to distinguish people based on a class system. Upper-class with excess wealth could afford expensive tailors and dressmakers while lower class citizens had to produce their own clothes at home. Fashion was viewed “as an integral component for the construction of class social structure” (Simmel, 1904)¹. For years these boundaries existed, isolating lower socioeconomic classes from the elite and using clothing as a way to distinguish the classism within society. It was not until the 1970's that clothing and fashion took on a new representation within society. The fashion industry, dedicated to the business of making and selling clothes, is recognized as a multibillion-dollar global enterprise worth \$1,470.2 billion dollars in 2018 and is predicted to increase to \$ 1,652.7 billion by 2020 (Marketline, 2017).

To fully understand the state of fashion and its current impact, it is important to start at the beginning. The industrial revolution was a turning point for the fashion industry. Technology and innovation brought significant change to the way clothes were produced and led to tremendous economic growth. In 1830, clothes that were previously created by hand could suddenly be mass produced, made possible by the invention of the first sewing machine (ThoughtCo, 2020). Technology allowed clothes manufacturers to considerably decrease production time whilst increasing production quantity.

By 1852, the first department store opened its doors in Paris (BBC, 2020). The customer experience changed as shopping became a leisure activity rather than an obligation. Clothing began to take on a life of its own, and the concept that you could have entire stores dedicated to just fashion goods introduced a business opportunity that had yet to be capitalized on. As to be expected, in order to meet growing demands, companies needed to create more efficient and advanced methods for producing the goods in which cost was kept to a minimum and pieces were produced quickly (BBC, 2020).

1 Changing Fashion : A Critical Introduction to Trend Analysis and Meaning

Thus the birth of what is considered a sweatshop. If the exact definition is unclear, the term sweatshop appears in the late 19th century and is described as “*exploitative urban workplace associated with the garment trade and still synonymous with the lowest and most degrading kind of employment*” (Hapke, 2004).

In the mid-nineteenth century, with the invention of the steamship, nomadic peoples of Europe and Asia started to cross the ocean in hope of a better life (Hapke, 2004). They tried to escape famine in their home countries and were drawn to big cities such as New York or London. They were met with a harsh reality. Families were living in laborious, crowded, uncomfortable conditions and quickly understood that any job was worth taking to ensure an income (Hapke, 2004). Working class were exploited, forced to spend their days in small warehouses, sometimes working twelve-hour days where they were suffocating due to the poor ventilation (Broyles, 2004). The doors were to remain closed and the employees were forbidden to leave during working hours. Employees were subject to physical and verbal abuse when the work was not perfectly executed. To maximize production, children were forced to work with their parents (History, 2020).

Due to this cheap labor and intensive production, the economy grew quickly and businesses continued to employ hundreds of immigrants in their sweatshops. The conditions for workers did not improve as labor unions were often corrupted in favor of the business owners (Broyles, 2003).

In 1911, the Triangle Shirtwaist Company factory burned in New York and this event remains as the most infamous incident in American industrial history (History, 2020). This three-floor sweat shop was one of the most notorious in the city. More than 500 women and teenagers were working under unacceptable conditions (History, 2020). The doors were locked, closed during the fire so workers had to decide between burning alive or throwing themselves through the windows with the hope of getting out. One hundred forty-five teenagers died during this tragedy (History, 2020).

On April 5th, a march was organized on Fifth Avenue in New York City in which 80,000 people came together to protest the unsafe and unethical working conditions experienced by blue collar individuals (History, 2020). After this event, labor reform unions were created to combat growing workplace misconduct in the United States. Those practices were transformed into safer workplaces with living income and stronger unions (The Guardian, 2012).

After the second world war, the purchasing power of people increased and made the industry of clothing more accessible to the average customer. Over time, clothing progressed into an affordable and dynamic form of self-expression for people (Harvard Business Review, 2003).

As the fashion industry began to streamline their products, making a wider range available to more audiences, techniques to maintain supply and demand balance had to adapt as well.

In 1941, two British chemists, John Rex Whinfield and James Tenant Dixon introduced the first man-made polyester fibers. Their invention took the industry by storm and nowadays 70% of the global textile industry of textile is using polyester in their production (We Dress Fair, 2020).

In 1970, globalization spread through economic, social and political spheres. As result of a new trade agreement, and in order to accommodate increasing demands, production began to be outsourced (Vanham, 2019). What used to maintain local economies with the cycle of small textile shops selling to local designers who would produce small quantities and sell communally was suddenly turned upside down.

Manufacturing got outsourced to countries with weaker economies that meant textiles were cheap and labor was offered at a fraction of the cost. The term outsourcing defines a management and corporate strategy for a company to transfer a part of its non-core activities to third parties in order to remain competitive (Custom Brand Apparel, 2020). *“By outsourcing their production, corporations have escaped the regulatory strictures won by unions and labor rights advocates after the Triangle fire and have turned back the clock on a century of workplace reform”* (The Guardian, 2012).

As demand increased and cost of production decreased, shops could sell virtually the exact same item at a store in Paris or Madrid. *“In the late 1990s, as shopping became a form of entertainment and demand for clothing increased. Enter fast fashion, the cheaper, trendier clothing that allowed consumers to feel as though they were wearing the same clothing that was on the runway at fashion shows”* (Hayes, 2020). Wardrobes were being expanded and second closets were being built to accommodate how quickly and affordably people were replenishing their closets.

In the beginning of the 20th century, ready-to-wear designers in other countries, inspired by Paris designers, initiated fashion shows for an audience that was now a hybrid, made up of private clients, buyers and journalists but broadcasted to all consumers via social media and print ads (Major and Steele, 2019).

As a trend toward making fashion more affordable to the average consumer was born, these marketing methods became outdated. Clothing companies no longer only appealed to the upper class but now had to develop strategies to attract the middle class consumers who were, thanks to the increase in production and decrease in price, able to update their wardrobe more frequently than previous generations had experienced (McKinsey & Company, 2010).

The shoppers experience used to be very linear, manufacturers marketed to businesses and fashion houses a few collections a year, the four seasons typically initiating the release of a new line. These patterns of shopping behavior were so concrete that fashion weeks were organized around the world, popping up each season to draw out large crowds of socialites and elitists (Farzana Alam Pijya, 2019).

The overwhelming power of social media to create and drive international trends has taken the world by storm and this transition, of making fashion more affordable and more attainable, drastically changed the way clothing is marketed to consumers. Today, the fashion shows are extensively covered by the media and reflect the direction of fashion changes and trends. *“Videos and photographs from the shows are instantaneously spread to mass-market producers who will produce inexpensive clothes copied or inspired by the runway designs”* (Major and Steele, 2019).

To reach a high level of production at the lowest cost, it became a common practice for a company to transfer the supply-chain of their production abroad. Outsourcing is usually driven by three factors; the low cost of production in others words, minimum wage for the employees, the lack of a union and the disregard towards workers' safety (The Guardian, 2012).

“Bangladesh has become the second largest apparel producer after China. What was once poor and irrelevant to the global economy, is now an export powerhouse, as factories churn out clothing for brands like Tommy Hilfiger, Gap, Calvin Klein and H&M” (Yardley, 2012).

This new way of production where workers are earning around \$50 a month, less than the final price of the selling goods in Europe, has become now common practice for companies (McKinsey & Company, 2016).

In the beginning, the decision for a company to outsource was perceived as a way to create a win-win situation for both countries (Coskun Samli, 2002). The underdeveloped countries would flourish from the intense creation of jobs. For developed countries, the competitive advantage was to create clothes at lower cost (Coskun Samli, 2002). However, reality is slightly different. Companies are taking advantage of the low regulations to employ poor working conditions and focus only on performance. As a devastating result, on the 24th of April 2013, a building that occupied several clothing workshops, Rana plaza collapsed and caused the death of 1127 workers in Dacca, Bangladesh (Hendriks, 2018).

In response, fashion activists launched the first “Fashion-Revolution Day” which encourages consumers to take pictures of the label of their clothes and ask brands where the clothes are produced (Fashion Revolution, 2020). The impact of such an event helped bring together corporations and unions to try to improve conditions and create awareness. Companies such as H&M or GAP are taking a step back and have publicly pledged to improve workers’ conditions and safety. *“But for factories to move forward, businesses and human rights organizations will have to confront the negligence found within the system and recognize that fashion is not worth such a costly price”* (Laucharoen, 2018).

2. Literature Review

2.1 *The cost of fashion*

The business dedicated to the sale of clothing was valued around \$1300 billion globally in 2016 and is forecasted to reach \$1600 billion in 2020, an increase of 31.8% since 2015. Womenswear dominates the market with more than half (53%) of global retail spending. It represents roughly \$689 billion. The men's clothing's is moderate in comparison, nearly 31.2 % or \$ 403 billion and finally the children's wear contributes 16% or \$208 billion (Lu, 2017). The dominating nation in the global apparel retail sector is China, counting \$380 billion followed by the United States with nearly \$370 billion (Common Objective, 2018).

The implications of this trade on the environment are overwhelmingly detrimental. The fashion industry consumes an enormous amount of energy; 72'000 million cubic meters of water, 1 715 million tons of CO₂ emissions and 92 million tons of waste and is estimated around 5 % of the European's environmental footprint caused by the production of textiles according to the Global Fashion Agenda (2018).

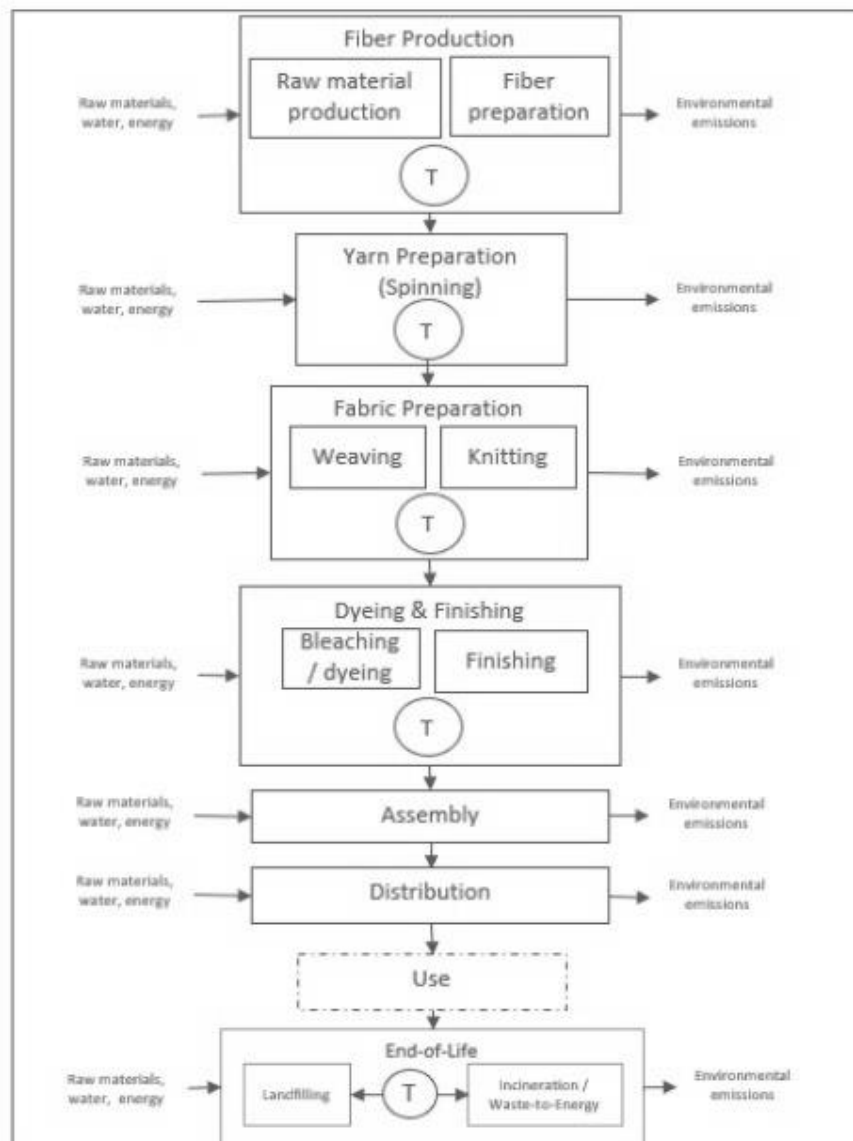
It generates thousands of tons of pollution and waste yearly, despite some modest progress companies have taken to look forward and make more responsible decisions. According to the report *State of Fashion 2020*, sustainability is becoming the biggest challenge for companies.

In the past decade, scientists have tried to raise awareness concerning the climate emergency. It is now, more than ever, vital that people start to be more aware of the situation. More than 11'000 scientists are warning the world that in order to ensure a sustainable future, the global society need to put considerable effort on the way we are living (Carrington, 2019).

Awareness has grown this past year and research for sustainable fashion brands has tripled since 2016 (Edie, 2019). Even if the absolute number remains low, in the last two years' companies have begun making crucial efforts in order to use sustainable materials in the production of goods (BOF, 2020).

It is essential to differentiate each stage of the lifecycle of a garment from the production of raw materials to the end of a product's life to evaluate its impact on the environment. The figure studied is based on Quantis, a consulting group known for metrics-based approach on sustainability.

Figure 1: The life cycle of the global apparel system



Source: Quantis (2018)

Raw materials

In order to counteract the consequences of mass fashion, companies need to make more effort to create products of high quality with a long product life cycle. The current process of producing clothes at low cost requires focusing less on quality and more on cheap materials (Mukherjee, 2015). As a consequence of a short lifecycle and high over consumption, waste is increasing and the pollution footprint generates devastating environmental impacts.

Natural and Synthetic fibers are used as an input in the creation of clothes. This stage covers the extraction and the processing to fibers. Natural fiber, such as cotton, is the most common fiber employed during production, making up 43% of all fibers used for clothes on the EU market, according to the European Clothing Action Plan (2019).

The cotton plant grows in sub-Saharan places feeding on lots of sun and water. In other countries, that do not have the same weather conditions, *“cotton is heavily associated with freshwater resource depletion. The majority is grown on irrigated farmland and the water footprint for just one kilogram can be 10,000 liters of water to more than 20,000 in parts of countries such as India”* (Carbon Trust, 2018). It takes 2’700 liters of water to make one cotton t-shirt, in others words, it is enough water for one person to drink for two and half year (WEF, 2019).

It has been reported that more than 35 million acres of cotton are currently under cultivation (ThoughtCo, 2019). Whilst it represents only 2 to 3 percent of the cultivated land, its consumption of chemical products such as pesticides represents 24% of world consumption (ICAC,2020). In order to have optimal production growth, cotton producers are relying heavily on fertilizers and pesticides; both factors resulting in the pollution of land and groundwater (ThoughtCo, 2019).

According to Pulse of Fashion, it is the natural fibers that have the most impact. However, even though synthetic fibers have lower impact during the production process, it is along the lifecycle of the product that the negative sides of these fibers will be identified. *“Synthetic textiles can either be made from plastics, such as polyester, polyamide and acrylic or from plan materials that are chemically dissolved and then spun into fibers, such as rayon, viscos, lyocell, modal and cupro”* (Fixing Fashion, 2019).

Synthetic fibers create pollution and are hard to recycle. Despite this, the demand for synthetic fibers such as polyester has nearly doubled in the last 15 years due to the cotton price volatility (Mukherjee, 2015) and are *“expected to overtake cotton in the apparel fiber market, the degradation in ecosystems quality (111% in 2020 and 136% in 2030) and freshwater withdrawal (112% in 2020 and 139% in 2030) is likely to be more moderate”* (Quantis, 2018). Nowadays, polyester, which is made from fossil fuels and non-biodegradable components, is used for almost 20% of clothing productions according to the European Clothing Action Plan (2019).

The detrimental effects of producing these materials is not the end of the battle. When clothes made of these materials are washed at high temperatures, as the typical washing machine operates, they emit micro plastic fibers that are alarmingly damaging to humans and the environment. It has been reported that approximately half a million tons of plastic microfibers end up in the ocean due to the washing of clothes (Sajn, 2019). The microfibers release a range of chemicals toxins that harm the growth and development of marine organisms and eventually end up in the human food-chain (Sajn, 2019).

Production

The production of clothing is a complex process, including stages such as cutting, sewing, dying, and tailoring, all of which require large amounts of water and chemicals. The production of textile and clothes is supposed to be more harmful for the environment in terms of carbon dioxide emission than the aviation and shipping industry combined (Fleischmann, 2019). According to the Pulse of Fashion, there are more than 1900 chemicals used during production processes, of which more than 160 are reported to be hazardous to our health and environment (Sajn, 2019). *“A lot of these chemicals used in producing garments are carcinogenic and can disrupt hormonal levels in both humans and animals”* (Blabel, 2019).

The process of dyeing is made through a water and chemical-intensive process. It is often performed in developing countries such as China, Bangladesh or Vietnam where law regulations tolerate those kinds of practices (Green, 2016). Moreover, *“dyeing processes in particular have high energy demand because of the wet processes used, resulting in heating high amounts of water”* (Quantis, 2018). It has been estimated that one kilogram of fabric can require up to 150 liters of water during its dyeing process (Forbes, 2012).

The dirty water created during the process is then ejected into waterways, polluting nearby lands, rivers, and lakes and causing long term damage to the ecosystems of surrounding environments.

The production of clothing has necessitated over 5 trillion liters of water and the textile treatment and dyeing has engendered 20% of the freshwater pollution according to the Global Leadership Award in Sustainable Apparel (2015).

The excess clothing fragments produced during assembly, in particular when brands are using unique patterns, is creating a considerable amount of waste. To illustrate the case, the designer Phoebe, from London, has explained during an interview the waste of textile generated during the production process;

“For those of you who are not familiar with the production process of a garment, you have your flat fabric laid out on the table, you have your pattern pieces—your sleeve piece, your front piece and your back piece—you lay them on the fabric, you cut around your pattern piece, you get your garment pieces and you put them together, but you are left with waste fabric. If you imagine every shop on Oxford Street and every garment that is hanging on a hanger in those shops, then imagine that the space around that garment, every single garment, is waste” (Phoebe English, 2019).

It has been reported that cut-offs are responsible for 20% of the industry's fabric waste (EPRS, 2019).

Distribution

The journey from production to the retailer is estimated at 14,000 kilometers on average before reaching the final hand of customers (Green, 2016). According to the European Commission the main exporters in 2015 were China, Bangladesh, India, Vietnam, Cambodia and Turkey. Transportation and distribution are assumed to be made by air freight and shipping freight. It has been reported that in 2016, ninety-two percent of the distribution of garments were done so with the use of shipping freights (Quantis, 2018).

According to the Pulse of Fashion (2018), this stage of the production is responsible for 2% of the climate change impact on the environment. Additionally, *“when considering the environmental impact of transportation, not only are the emissions associated with trucking or shipping considered, but also the impacts of additional processes and inputs corresponding to fuel production” (Quantis, 2018).*

It is important to illuminate the fact that only 88% of company stock will eventually be sold. According to Christina Dean, there is potentially 10 million items of clothing that are considered deadstock instantly each year. To preserve the brand image, retailers do not hesitate to burn unsold stock (Fixing Fashion, 2019). To illustrate this example, the British luxury brand Burberry revealed in its Annual Report for 2017/2018 that: *“The cost of finished goods physically destroyed in 2018 was £28.6m” (2017: £26.9m).*

Consumers clothing behavior

Acquisition

The consumer behavior toward clothing can be understood in multiple stages. Starting with the acquisition of clothes, the consumer will determine their final choice involving “a range of psychological equations guided by one’s values, beliefs, assumptions, financial condition, education, family history, and culture” (Hvass, 2019). Nowadays, products are designed for specific features gender types. Research has shown that the acquisition of clothes is a more exciting activity for women than man as they consider shopping as “a social need whereas male consumers pay importance to the main function of a product instead of secondary function” (Bakshi, 2005). According to the Professor Swarna Baskhi, the purchase decision for men is based on instant needs and how the product will satisfy it in the moment as well as into the immediate future. However, for women, this trend is almost reversed. “The long-term consideration, and whether the purchase can be used again and again over time, may even be a stronger factor in the women’s purchasing decision than instant satisfaction” (Bakshi, 2005).

Furthermore, the knowledge and awareness on sustainability is an important factor for influencing the final purchase decision of consumers. A consumer with enough familiarity and commitment toward sustainability is more willing to choose a product generating less impact on the environment in comparison to consumers who are focusing on other criteria more important for them than the impact on the planet. However, it is relevant to emphasize the difficulty for shoppers to identify brands with real sustainable ambitions. “The final choice for consumer is mostly made by perception and reputation of the brands” (Goworek, 2012). Nowadays, the sustainability of apparel can be complex and difficult to understand from a consumer point of view.

Figure 2: Consumer clothing behavior



Source: Patwary (2019)

Maintenance

Clothing maintenance “is mainly influenced by everyday habit, custom, social norm and culture” (Patwary, 2019). The individual maintenance of clothing is a significant factor on the environmental impact that most of people are not aware of. Care can be influenced by social norms and culture, nothing to do with awareness on sustainability. For example, in most of the developing countries, like India and Bangladesh the maintenance of clothes are mainly made by hand washing, and line drying due to the lack of infrastructure (Patwary, 2019).

As a result, the impact from the clothing maintenance is less important in such a country. On the other hand, in developed countries such as the United States, the use of washing and drying machines is the social norm and as a result the environmental impact of consumer clothing maintenance is much more damaging (Goworek, 2012).

Figure 3: Average-washing methods used by country

Washing Methods	China	Germany	Italy	Japan	United Kingdom	United States
Machine wash at home	69%	97%	88%	95%	97%	89%
Hand wash	25%	1%	9%	3%	1%	1%
Machine wash in a laundromat or shared facility	2%	2%	1%	0%	2%	8%
Send to the dry cleaner	3%	1%	2%	3%	1%	3%

Source: Daystar (2019)

It is true that washing, drying and ironing clothes also have considerable implications on the environment. It has been reported that “in the case of a cotton t-shirt, 60% of its life cycle energy consumption comes from use phase” (University of Cambridge Institute for Manufacturing, 2006). On average, 400 loads of laundry are done by a single household. That can be translated to about 51,000 liters of water per year (Wayzata Laundry, 2018). The outcome of an increase in consumer awareness could lead to a significant environmental benefit. According to a report of the University of Cambridge Institute for Manufacturing (2006), the “elimination of tumble drying and ironing along with washing in low temperature setting, might lead to 50% reduction of global climate change impact of clothing product”.

It is important to also keep in mind that laundry, when done at high temperatures, also emits significant amounts of carbon dioxide into the atmosphere. For example, if a household is doing a laundry of 5 kg every two day the impact measured is nearly 440 kg of carbon dioxide emissions in a year (The Guardian, 2010).

Disposal

According to Jacoby, Berning, and Dietvorst (1977), *“a consumer has three general choices when contemplating disposition: keep the product, get rid of it permanently, or dispose of it only temporarily”*². The life cycle of a piece of clothing is reported to be on average 3.3 years in Europe for a clothing acquisition being new. However, the longevity for an item purchasing second hand is more than 5 years (WRAP, 2012).

New trends and affordable prices give shoppers incentives to expand their wardrobe regularly. In addition, women are less conscious than men in their purchasing habits. On average consumers bought 60% more clothing in 2014 than in 2000 (WEF, 2019). Leading to tremendous amounts of waste generated from the fashion industry. It has been suggested that *“fast fashion is produced in shorter lead time period, typically made with low quality materials, inexpensive, and built in planned obsolescence”* (Daystar, 2019).

As a consequence, most of these items are thrown away before their real usability ends, a phenomenon termed as *“throwaway culture”* (Birtwistle, 2007). At the moment, the average consumer is throwing out an average of 30 kg of clothes per year (The Guardian, 2017).

² Proceedings of the 1987 Academy of Marketing Science (AMS) Annual Conference

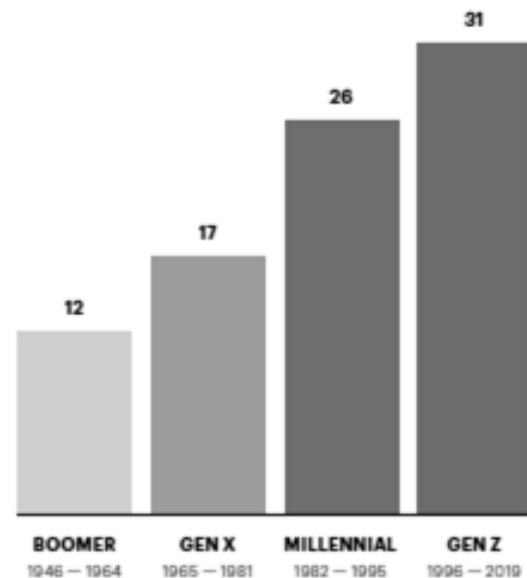
Reuse & Recycle

Reuse and Recycling is a hot topic, the interest on this subject is growing. The Generation Z are the mostly likely to think along these lines as the young adolescents have grown up with the more awareness about the impact of the fashion industry on the environment. Due to this, they are more likely to be more sensitive in their fashion consumption habits (Thredup, 2019).

Figure 4: New age of the consumer

This graph shows the percentage of people with the willingness to pay more to have a product with less negative impact on the environment in 2019

Source: *The State of Fashion*, McKinsey (2019)



The Ellen Mac Arthur Foundation was the first to see the urgency generated by our waste and the potential solution with the circular economy (Ellen Mac Arthur Foundation, 2017). It has been proven that the prolongation of the life cycle of garments could diminish the negative impact on the environment.

According to the WRAP, an “extra nine months of active use would reduce the carbon, water, and waste footprints by around 20-30% each and cut the cost in resources used to supply, launder and dispose of clothing by 20%”. From a monetary point of view, it has been reported that less than 1% of the textiles and fabrics produced for clothing’s are reused or recycled into new clothes. It represents a loss of 100 billion worth of materials each year (Mc Arthur Foundation, 2020). Only 15% of clothes are reused or resold at a secondhand shop, the greater majority being incinerated or placed in a landfill.

Donation

Another way to end the lifecycle of an item is to donate it. The first motivation for donation, from a consumer behavior point of view, is to make space for new items (Brookshire, 2009). Additionally, donation is often perceived as a form of socially responsible conduct (Goodwill Industries International, 2006).

“The subjective evaluation of quality of the garment and sentimental value attached with it play a significant role in deciding what to donate and what not. If sentimental value is higher, consumers tend to not donate the item regardless physical condition, for example, an item that reminds a past memory or incident as consumers feel guilty about how much clothing they own and their limited use of them” (Brookshire, 2009).

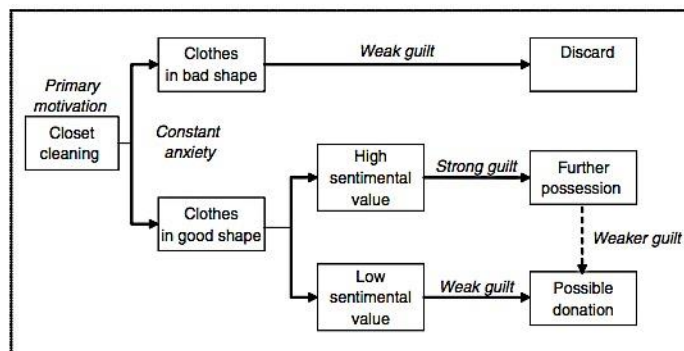
Donation to family members and friends or charity organizations are both common methods for clothing disposable.

Those motives are important in the life cycle of a product as it extends life expectancy of garments. However, generally only 30% of the volume collected by charity organization is reused and resold within the country of origin. It has been suggested that twenty-four percent is exported abroad, mostly in Africa or Eastern Europe (McCarthy, 2018). The United States is the biggest exporter for clothing, accounting on average for 15% of all used clothing. Following by the United Kingdom and Germany with approximately 10% of the export (Fixing Fashion, 2019).

From a financial point of view, it has been reported by the Ellen MacArthur Foundation (2017), the industry “losses \$500 billion USD economic opportunity by truly transforming the way clothes are designed, sold, and used”. Furthermore, the abundance of clothes given to charity organizations are imposing a negative effect in developing nation. The oversupply sent to countries such Africa are impacting the local economy, leading to the bankruptcy of local textile industries within the country.

Figure 5: Consumers’ used clothing classification process prior to donation

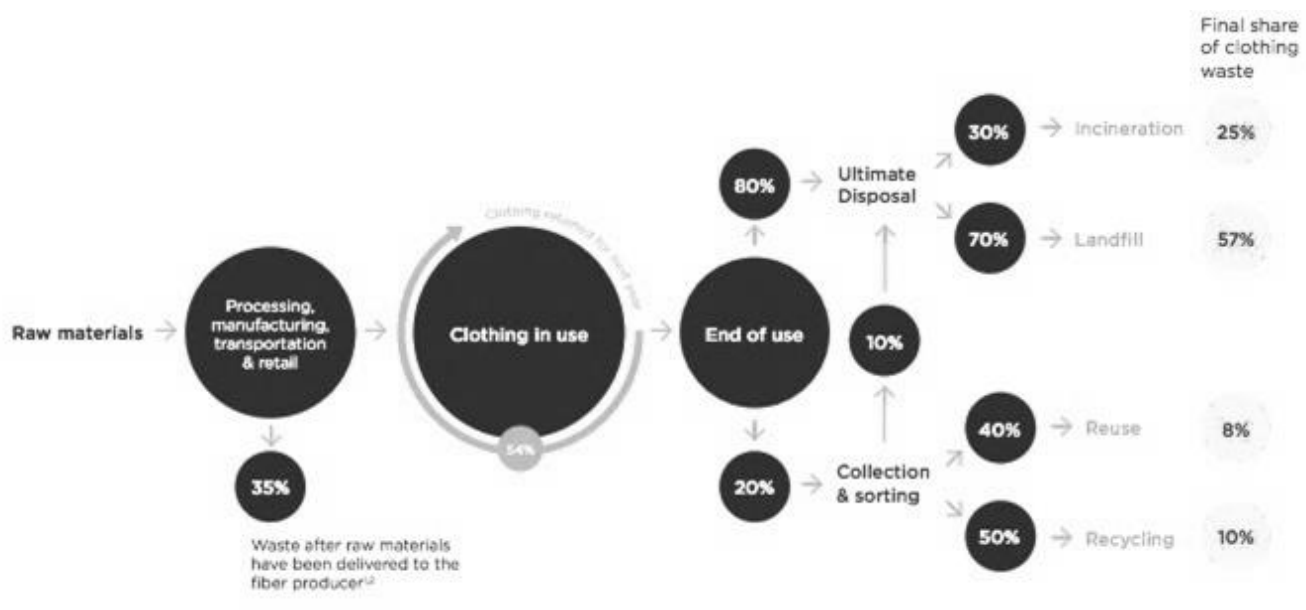
Source: Jung E, (2009)



Landfill & Incineration

Landfills and incineration account for 85% of how all textiles are discarded. That is representing globally 92 million tons each year. This is not the end of the destruction, clothes that are burned will release greenhouse gasses, toxins and dyes into soil and water (Mc Arthur Foundation, 2017). In a landfill, clothes made of natural fibers such as cotton will break up after 6 months and the ones made of synthetic fibers are not biodegradable, meaning that they can take up to 200 years to decompose (Sustain Your Style, 2020).

**Figure 6: Most Clothing Waste Ends Up
in Landfill or Being Incinerated**



Source: BCG analysis, Wrap (2012)

2.2 Industry Report

The Paris Agreement focused on the environmental crisis and has set global standards. *“The Paris Agreement’s central aim is to strengthen the global response to the threat of climate change by keeping a global temperature rise this century well below 2 degrees Celsius above pre-industrial levels and to pursue efforts to limit the temperature increase even further to 1.5 degrees Celsius” (United Nations, 2020).* If the awareness has grown since 1970, today more than ever, it is important to act. *“All living things depend on the planet’s resources to survive and, if humans continue to pollute and over-use these resources, they may be completely destroyed or depleted in a matter of years” (Tsui, 2020).* The fashion industry is participating to this in numerous ways. Land contamination, soil erosion and degradation, land use and biodiversity loss are all negative impacts made by the fashion industry.

The Global Fashion Agenda and The Sustainable Apparel Coalition, in partnership with The Boston Consulting Group, have created a scoring system to evaluate efforts made by companies to be more sustainable (Forbes, 2019). The progress of the industry is determined by data acquired by The Sustainable Apparel Coalition related to their environmental and social impact. In complementation of the data’s analyzed by the Global Fashion Agenda and The Boston Consulting Group a survey of industry executives is run furthermore to interview with stakeholders across the value chain (Pulse of Fashion, 2018). The report, called The Pulse of the Fashion Industry, focuses on sustainable efforts created by the industry as a whole. In the last report, after two years of encouraging results, the fashion industry is making great strides in being more sustainable.

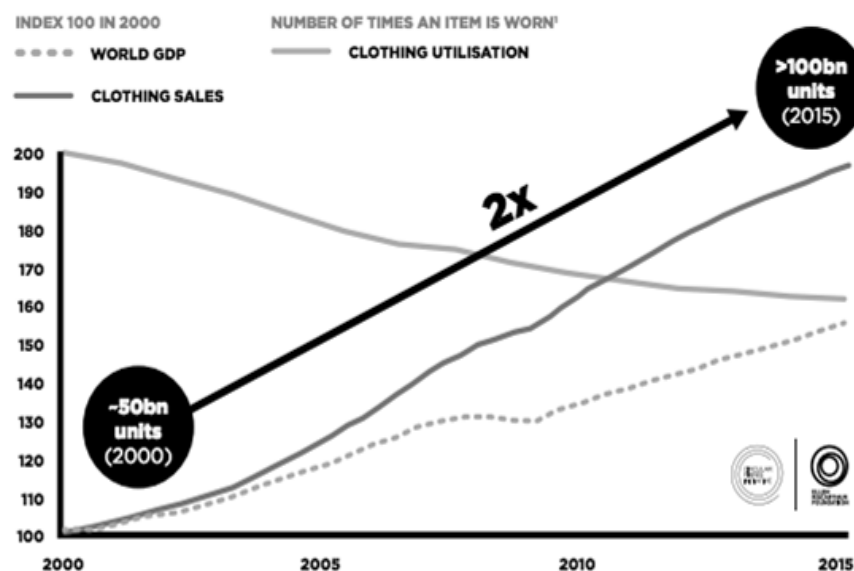
The 2019 Pulse Score demonstrate that *“fashion companies are not implementing sustainable solutions fast enough to counterbalance the negative environmental and social impacts of the rapidly growing fashion industry”*. Another study called the “Filthy Fashion Climate Scorecard” released by StandEarth has shown that only two (Levi Strauss & Co and American Eagle Outfitters) out of the top 43 clothing companies have met climate commitments to reach a standard of 1,5°C called by the Paris Agreement (StandEarth, 2019). *“Of those 43 companies, seventeen made little to no climate efforts, which would put the world on a path to climate catastrophe” (McDowell, 2019).* Top companies are graded in regard to criteria such as direct emissions, renewable energy and long term supply chain emission reductions (StandEarth, 2019).

Alternatives have to be found and implemented to be more sustainable in the long-run. The European Parliamentary of Research and Service has identified three ways to decrease the impact of the fashion industry. Throughout the extension of longevity of clothes, the improvement of collection and recycling and by targeting consumers are susceptible to decrease negatives consequences.

Fashion & Duration

In Europe, it has been estimated that 5% of the households' expenses are used to buy new clothes (Šajin, 2019). As a result, 6 million new clothing items are purchased each year in Europe, around 13 kg per person (Environmental Audit Committee, 2019). Most pieces will not be worn more than eight times (McKinsey & Co, 2016). The textile waste crisis is accelerating; consumers are buying more clothes than ever before but wearing them half as long (Thredup Report, 2019).

Figure 7: Growth of Clothing Sales and Decline in Clothing Utilization since 2000



Source: Ellen Macarthur Foundation (2017)

“The most important reason for the reduced utilization in the clothing material is mainly because of the fast-changing trend. This increased consumption and reduced utilization percentage per human are the negative outputs of the linear system” (Rathinamoorthy, 2019)³.

Fast fashion started in 2000 with the aim to create a quick response to the accelerated demand of clothes. *“As a business model, fast fashion implies a high throughput of garments within a linear economy. Many such garments are relatively cheap, being aimed at consumers who want to change their wardrobe content on a regular, trend driven, basis”* (Cooper, 2018). Affordability and ease has made the act of buying a new article of clothing almost second nature, requiring very little justification.

The fast fashion industry allows people of all backgrounds and generations to be able to follow current fashion trends, regardless of their budgets. A consumer can buy the expensive haute-couture version of the latest trend or purchase a cheap dupe from a number of retailers. However, if historically, new campaigns were launched two times a year, it is not the case anymore. Companies who have bet on a fast fashion model are increasing the number of collections released each year. As many as twenty for one of the top fast fashion companies (Nguyen, 2020). Its more than 10'000 new items coming up each year that push consumers to buy more (Forbes, 2012).

Social medias are driving fast fashion to new levels of overconsumption and waste. Manufacturers and retailers are not creating a relationship between consumers and influencers (McArthur Foundation, 2017). The ambition is for the celebrities to increase the brand awareness of the brand by nicely presenting the new collection every two weeks in order to give the incentives for people to buy it. It has been suggested in a study from the Hubbub Foundation (2017) that 17% of young people will not wear an outfit if they already have been seen on it in Instagram.

3 Sustainability in the Textile and Apparel Industries

The principle of longevity opposes fast fashion. For the Professor Tim Cooper, *“it is essential to recognize that while there is a need for garments to be designed and manufactured for longevity, a more difficult problem to resolve is how to reduce consumer demand for cheap, short-lived garments”*.

Slow Fashion

In order to counter the movement of overconsumption in the fashion industry, “slow fashion” emerged in the 2000s. In the book “Sustainability in Fashion” (2017), the model is described as a way to *“identify sustainable fashion solutions, based on the repositioning of strategies of design, production, consumption, use, and reuse, which are emerging alongside the global fashion system, and are posing a potential challenge to it.”*

To find alternatives to fast fashion, brands need to explore new ways of production, focusing on sustainable materials. Technologies have to emerge with new fibers to be used at scale. The importance needs to shift from producing large quantities to focusing on quality. According to a Thredup Report (2019), conscious consumers who prefer to buy from environmentally friendly brands have grown from 57% in 2013 to 72% in 2018. A more ethical way of producing clothes is promoting encouraging movements toward more environmentally conscious efforts. The intention is to design clothes where consumers feel emotionally connect and keep it longer than one season (University of Borås, 2017).

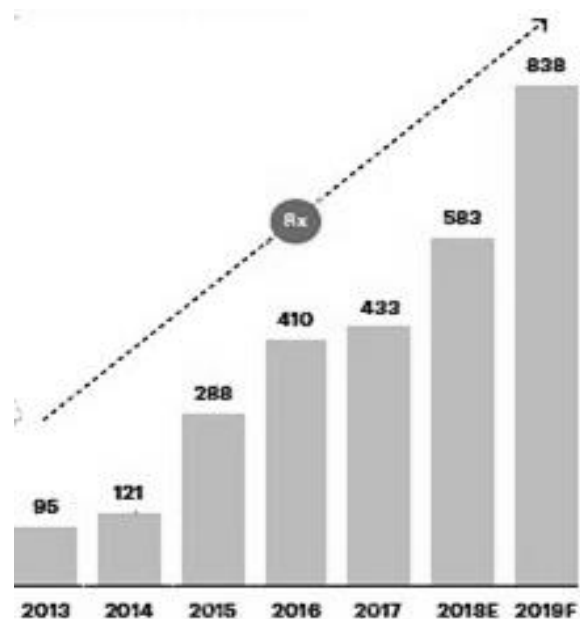
Sustainable alternatives

The Better Cotton Initiative began in 2005 by the WWF and is today the largest cotton sustainability program in the world. The company *“involves more than 50 retailers and brands and nearly 700 suppliers in setting standards for environmental, social, and economic responsibility in cotton production”* (McKinsey, 2016). By bringing knowledge to the producer regarding production this initiative has led to a significant drop in the use of pesticides. In addition, chemical products such as pesticides correspond to 60% of the production cost for farmers, linearly reducing the manufacturing cost and increasing their profit (The Guardian, 2011). This initiative has already experienced great success in Pakistan where the use of water decreased by 40% (The Guardian, 2011).

House of Sunny is a designer house based in London that creates two collections a year in order to stand up against fast fashion. The company aims to design sustainable and conscious clothing with low environmental impact. House of Sunny has recognized the importance of minimizing the negative impact on the climate from the supply chain production to the transportation. To illustrate the case, House of Sunny has used innovation in order to decrease fabric waste in its last summer collection. “By using repeat prints each garment is unique as the placement is always different. We are very conscious of our fabric consumption and will avoid wastage wherever possible” (House of Sunny, 2020).

**Figure 8: Annual patent filing in textile innovation
global filings per year**

Regarding the impact of the inputs used during the production of clothes, engineers have made crucial efforts to come up with materials that are impact free for the environment. Companies are using Research & Development to find solutions to adapt for the future. The number of patents concerning bio-textile and smart textiles filings is eight times more numerous than in 2013 according McKinsey study based on patent data. Over the past few years, many innovations have been made using food waste for example in the production of new fibers.



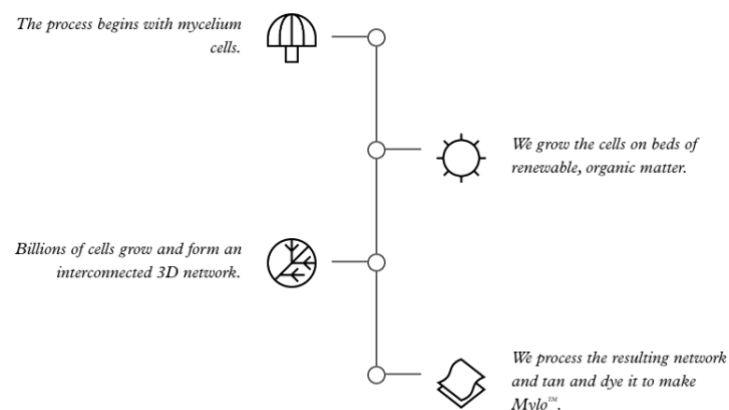
Source: The State of Fashion, McKinsey (2019)

Apple Skin by Frumat, based in the North of Italy, is a company which has ingeniously produced a bio-based leather derived from the apple skin and core waste recovered from food waste (The Fashion World, 2019). In 2019, Frumat won the Technology and Innovation Award at the Green Carpet Fashion Awards in Milan for their revolutionary discovery.

Bolt Technology, based in New York, is providing sustainable alternatives to leather material. Created by Eben Bayer and Gavin McIntyre, they use a method of growing mushrooms called mycelium. *“Bolt Threads has developed the patented leather by creating optimal growing conditions for mycelium cells to self-assemble into an animal leather-like material, meaning it can be produced in days rather than years”* (Bezamat, 2018).

The company, initially known for their technologic invention for packaging, has advanced into the fashion industry. In April 2018 they debuted a collaboration with Stella McCartney to create the iconic Falabella bag. Although it is not on sale yet, the designer handbag is on display at the Victoria & Albert Museum’s in London. For the magazine Forbes, Stella McCartney states *“Once you take that technology and innovation and you marry it with luxury fashion and design and creativity, there’s no end to what magical madness you can create,”*

Figure 9: Mylo TM from mycelium cells process



Source: Bolt Technology (2020)

Pangaia is a material science company with the aim to save the environment. They are working with a global collective of scientists, technologists and designers to create innovative products without impacting the planet (Pangaia, 2020). They are focusing on sustainable processes during the production of their garments. During the dying stage, the company is using environmentally friendly methods consisting of substituting toxic products by food waste and natural resources. *“The method aims to use less water, is non-toxic and biodegradable”* (Pangaia, 2020). The hybrid brand is also using plants grown without toxic pesticides. Their highly successful hoodies, for example, are made from organic raw cotton and have been awarded a certificate from the Control Union. (Pangaia, 2020)

Bottega Veneta, the Italian Maison founded in 1966 has recently presented their new Fall/Winter campaign 2020. The creative director has made a point of honor to present pieces produced with respect for the environment. This year the models took to the catwalk in 100% biodegradable rain boots. In addition, Daniel Lee has chosen to present unisex pieces in order to satisfy everyone. The boots are made of natural molecules derived from sugarcane and coffee.

Figure 10: Bottega Veneta “100 per cent biodegradable” boot



Source: Eva Al Desnudo (2020)

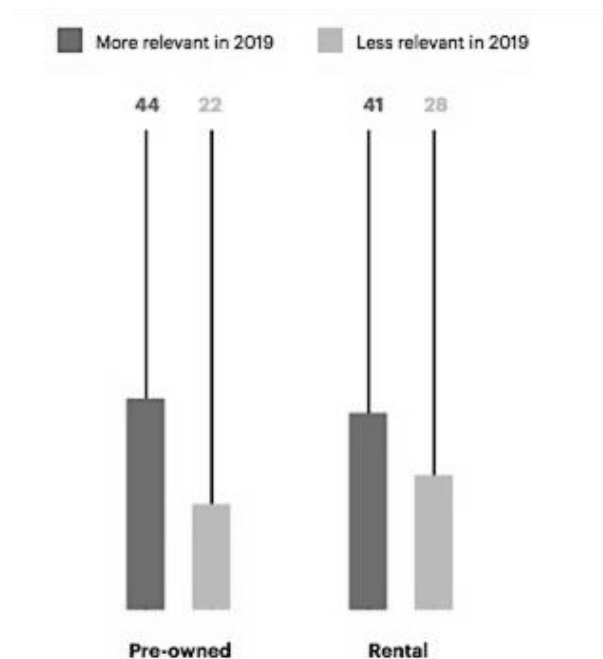
Fashion as a service

Nowadays, where clothes are considered old after being worn once or twice, fashion as a service is an increasing business model. Rental clothing has already existed for several years and is well established in the market. Initially this model focused on offering items to consumers that were seeking the perfect outfits for a special occasion such as a wedding or black tie event (The Guardian, 2019). With the rise in consumers' consciousness on sustainability, the rental clothes business model is seen as a possible solution (The Guardian, 2019).

This new model, proposing fashion as a service, is often operated with the use of a subscription plan where consumers can borrow a number of garments in exchange of a monthly fee. The advantage for consumers is to be able to change their wardrobe as frequently as they desire. In addition, from a sustainable point of view, by using the principles of sharing economy the life expectancy of garments is increasing (EPRS, 2019).

The senior analyst Owen Oliver Chen has confessed to Vogue Business that he estimated *“the rental and subscriptions being a 5-billion-dollar market globally and growing at a compound annual rate of up to 15 per cent”*.

**Figure 11: Expectations on consumer appetite
for new ownership models**



Source: *The State of Fashion*, McKinsey (2019)

In the United-States, this approach is already well established. In 2009, Rent The Runway was founded. This fashion rental company offers to its consumers' unlimited designer clothing choices for a monthly subscription of \$159. On average, consumers are renting up to four pieces a month (Vogue Business, 2019).

While the business model was originally known for renting expensive clothing, it is expanding its horizons as companies begin proposing affordable items with a similar subscription plan. For example, the trendy chain Urban Outfitters is making moves by setting up its new business called Nuuly that will operate its rental program (Forbes, 2019). For monthly \$88 subscription fee, they will offer the possibility for shoppers to choose six items across the company's brand. In addition, the price of return as well as the clothing care is included in the consumers' memberships.

For men, the Dutch company Scotch & Soda has recently launched its rental platform. The consumers' choice is unrestricted; they can choose three items across all items available for a monthly fee of \$99 (Scotch & Soda, 2019).

Recycling & Upcycling

Whilst sharing similarities, the term recycling and upcycling are two different concepts which differences are not often discussed, leading to increased confusion. Recycling is the process of reusing already produced materials or fabrics in order to create new products. Many companies have started to rethink the creation of their products and look for creative ways to incorporate recycled fabrics or materials into their design. To illustrate this case, the Silicon Valley startup, Allbirds has become enthusiastically popular due to its astonishing value proposition. The company is offering to consumers "the world's most comfortable shoes, made naturally and designed practically" (Allbirds). With the use of sustainable material, such as tree fiber, sugar, bean oil and even recycled plastic bottles, the startup is able to cut its carbon footprint in half. In recent news, the company has announced a new partnership with Adidas in order to design the sneaker with the lowest carbon footprint ever produced (Huber, 2020).

Alternatively, the concept of upcycling is different from recycling because it is not founded on the act of physically changing the items properties. While a company such as Allbirds is changing the chemical makeup of plastic bottles in order to produce their shoe laces, upcycling is far simpler. The premise of upcycling rests on creatively transforming the use or design of a product that has already been created in order to give it new purpose. An old plastic water bottle can, for example, can be utilized as a quick flower vase rather than ending up in a landfill; an old dress can be cut down and tailored into a top. The use of upcycling relies on the consumer`s ability to rethink the conventional uses of everyday items and encourages the redesign of products that would otherwise be disposed of. The end result being an abstract new product that have a design entirely different from that with which it was bought in the first place. The designer Orsola de Castro has expended this principal in his visionary and innovative clothing label `From Somewhere`, using old seasons items to recreate new ones (Forbes, 2020). The brand prides itself on its ability to elevate old products in order to give them a second life.

Secondhand Shop

In the eighteenth and nineteenth century, secondhand shops emerged and expanded with the purpose of selling used clothes to consumers (Weinstein, 2014). At that time, secondhand stores were highly stigmatized. Buying clothes already worn reflected the image of a household that did not have enough money to afforded new items to enrich their wardrobe. Therefore, the segmentation of this type of shops was perceived to target low- or medium-income households (Lemire, 1988).

“At this point in history, it can be seen that the consumption of second-hand shops began to become something undesirable and a stigmatized practice, even for the lower classes such as the working class, which was influenced by the media and the mass production to perceive "new items" as valuable and desirable” (Cozer, 2018).

It was only at the beginning of the 2000s century that secondhand shops were revived (Ferraro, Sands, and Brace-Govan, 2016). This is mainly attributed to the switch of consumers` perception and the rise of awareness on the environmental impact related to the fashion industry. Overall, the popularity of secondhand shops has escalated and has been identified as a socially acceptable alternative to regular outlets (Brace-Govan and Binay, 2010).

In the State of Fashion 2020, it is explained “that consumers are shifting to a new kind of ownership driven by young generation’s hunger for newness, while embracing sustainability”. By selling garments that have already lived once, consumers are automatically expanding the garments life expectancy and preventing the build-up of landfills (Wbauck, 2013). Today the relative number in terms of consumers purchasing second hand remains low, on average accounting for 8% of consumers closets (EPRS, 2020). However, it is suggested that the resale market could grow to be bigger than fast fashion within ten years (State of Fashion, 2020).

Figure 12: Secondhand will be larger than Fast Fashion
Within 10 years



Source: Thredup Report (2019)

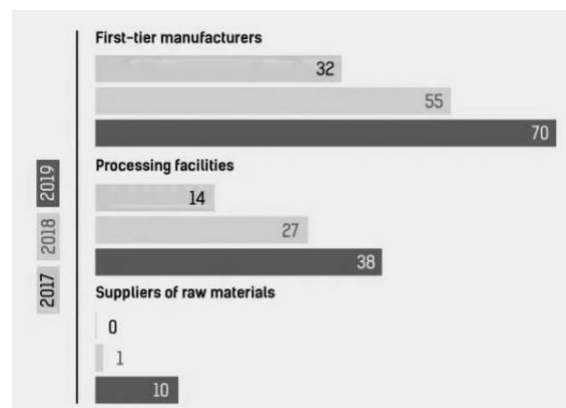
Targeting consumers

Companies focusing on profit and performance are large contributors to the negative impact related to the environment. It has been proven that by shedding light on the negative effects of the textile industry, it is likely to make consumers more sensitive to this problem. A survey made by the charitable organization Oxfam has claim that *“more than half of a sample of 1,000 adults in Britain aren’t aware of the environmental effects of fast fashion”* (Wightman-Stone, 2019).

Efforts to educate people about practicing more responsible consumption rely on making the industry more transparent so that the consumer can know exactly where the items they buy come from and at what price. In addition, according to the Fashion Transparency Index, it has been suggested that companies often only publish the first third of their production, hiding a large part of their supply chain.

Figure 13: Number of brands publishing suppliers’ lists

Source: Fashion Transparency Index (2019)



An increase in transparency and environmental labelling could positively affect shopping trends. Consumers will, in theory, have all the cards on hand in order to choose an item that has been produced sustainably. Many consumers are becoming aware of the problem but can be confused by companies who are using ‘greenwashing’ in their marketing strategy. According to Will Kenton, *“Greenwashing is the process of conveying a false impression or providing misleading information about how a company’s products are more environmentally sound”* (Kenton, 2020).

In addition, the life expectancy of a product can vary on function of the consumer use (WRAP, 2014). For this reason, it is important for consumers to improve the care instruction of clothing. It could be beneficial to take the appropriate choice for consumer in terms of the washing or drying instructions for example. The durability of the product is the result of appropriate care during its life cycles as well as at the end of life (EPRS, 2019).

2.3 Conclusion of readings

The literature review revealed the persistent growth of the industry at the expense of the planet. This research looked first at the key events that have shaped the industry. It has determined that sustainability of the fashion industry remains complex as the environmental impact of clothes exists across the entire supply chain, from the cultivation of fibers to the final disposable. In terms of sustainability, the fashion industry has had to rethink their entire supply chain in order to move toward more conscious, environmentally friendly production processes.

Currently, fast fashion retailers are producing low quality materials at inexpensive prices which negatively impact the environment. 92 million tons of textile waste is created globally each year whilst requiring enormous amount of energy, million tons of CO₂ emissions and million tons of excess. This ends up in landfills, oceans or must be burned, releasing harmful carbon emissions into the atmosphere (Rendon, 2020). The awareness regarding sustainability in the fashion industry is growing. The research for sustainable fashion brands has tripled since 2016, opening doors to new business models entering the market (Thredup, 2019).

The “Slow Fashion” trend, emerging in the 2000s, has aimed to counter the movement of overconsumption within the fashion industry by focusing on *quality* rather than *quantity*. Furthermore, the industry is shifting to a new kind of ownership, driven by younger generation’s desire to consume while embracing their desire to shop sustainability. The popularity for secondhand shops has escalated and has been progressively considered a socially acceptable alternative to fast fashion retailers. This literature review has positively proved that secondhand shops directly reduce the impact of fashion industry. By selling garments that have already lived once, consumers are expanding the garments life expectancy and minimize contributions into landfills. Research conducted supported the hypothesis that consumers can actively reduce their individual contributions to environmental damage by reducing their shopping habits, purchasing thrifted items, avoiding shopping at fast fashion retailers, and supporting sustainable clothing brands.

However, it is important to point out that the research did not directly suggest that such a business would be successful within the Swiss market. The success factors for the implementation of such business models in the city of Geneva have not been explored and academic support for this was not found. Therefore, it is vital to conduct deeper analysis into the Geneva market, its consumers, and the business potential of a secondhand shop. Additional interviews, research, and experiments must be conducted before a confident conclusion can be drawn.

3. Methodology & Data

3.1 Research methodology

The aim of the study is to answer the following question; Can secondhand shops be perceived as potential successful business opportunities while simultaneously reducing the negative impact of the fashion industry in Geneva?

Surveys

The main point is to discover if a business model such as secondhand shops that counteract the negative impact of the pollution and waste created by the fashion industry can be perceived as a financially feasible prospective business opportunity in Geneva.

The quantitative research consisted of two surveys. The first survey ran in the city of Amsterdam, located in the Netherlands, which has no fewer than thirty-two secondhand shops and where the perception of shopping secondhand has been observed as common.

The second survey was run in Geneva, Switzerland. At this time, the city of Geneva does not utilize the trend towards shopping secondhand. Currently, they operate with two extremes; on one hand there are subsidized stores, such as the Red Cross, which offer used items at discounted prices targeted to lower socioeconomic individuals and families. On the other hand, there exists secondhand shops which sell vintage luxury goods at discounted prices.

Through comparison, the ambition is to determine what are the deciding factors that make these stores successful in the Amsterdam and what is missing from a customer's point of view to welcome such companies in the city of Geneva.

These surveys have been done in an anonymous manner in order to ensure an honest perception of the consumers' behaviors. In addition, surveys have inherent strengths compared to other methods. According to Professor Bill Pelz (2020), "surveys are an excellent vehicle for measuring a wide variety of unobservable data, such as people's preferences".

Both surveys included the same twenty questions and was run in the English language. The population analyzed was between 18 and 54-years-old. The surveys were run online via a direct link to fifty people who received no hints of the subject matter being studied.

Interviews

The second methodology used was interviews. Interviews are more personalized than surveys and allow deeper understanding of consumers' behavior. In this case, it was appropriate to include a more personalized, opinion-based response to the research by doing two interviews of people living in both cities. Through these interviews, the goal is to have additional insight regarding what led to consumers purchases habits and success factors for a secondhand.

Standardized and opened-ended interview was the method used to collected the primary data. This method includes the same open-ended questions to the interviewees. According to the Institute of Action Research, this approach facilitates faster interviews that can be more easily analyzed and compared (SCIAR, 2020).

3.2 Description of data collected

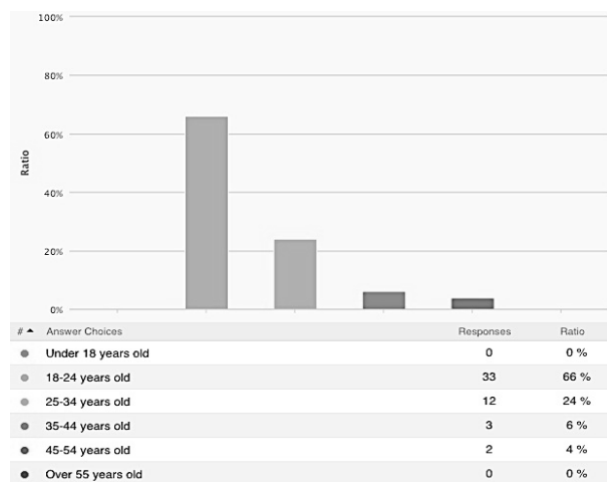
Population description

The response population for this survey included 38% male and 62% female for the city of Amsterdam. In Geneva, men represented 36% of the survey population and female's 64% percent.

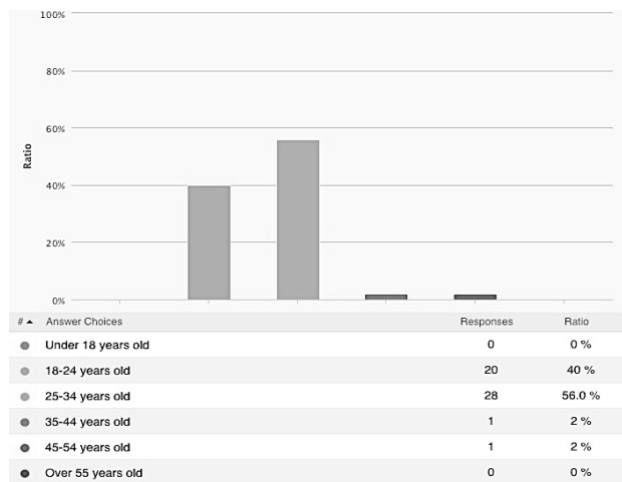
Regarding the age of the population in Amsterdam, the majority of the participants were between 18-24 years old. Twenty-four percent of the survey were between 25-36 following of 6% for the population between 35-44 years old. Finally, people between ages 45-54 were the less numerous, with a percentage of 4%.

The responses obtained from the city of Geneva included forty percent of the population between 18 and 24 years old. The majority of the people were between 25-34 years old with a percentage of 56% of the surveyed population. People between 35-44 years old and 45-54 years old both equally representing 2% of the total.

**Figure 14: Population age
for the city of Amsterdam**



**Figure 15: Population age
for the city of Geneva**



Purchase habits

In the city of Amsterdam, it has been observed that only 4% of the participants were buying clothes once a week. The majority of people were shopping several time per year with a percentage of 40% of the total score. However, a large part of the population, 34%, responded « once a month » to the question “how often do you buy clothes?”. Finally, only twenty-two percent of people are buying clothes several times per month.

The majority of the participants, 34%, in the city of Geneva responded «several times per year» for the question “how often do you buy clothes?”. In addition, there is thirty percent of the people that claim buying clothes « once a month ». Ten percent of the population responded « once week » and twenty-four percent with « several time per month ».

Figure 16: Purchase habits

In Amsterdam

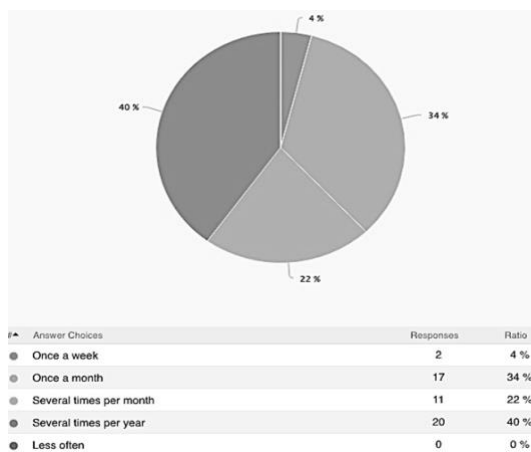
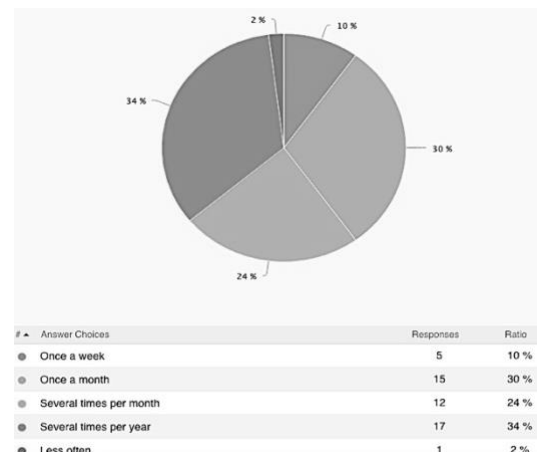


Figure 17: Purchase habits

In Geneva

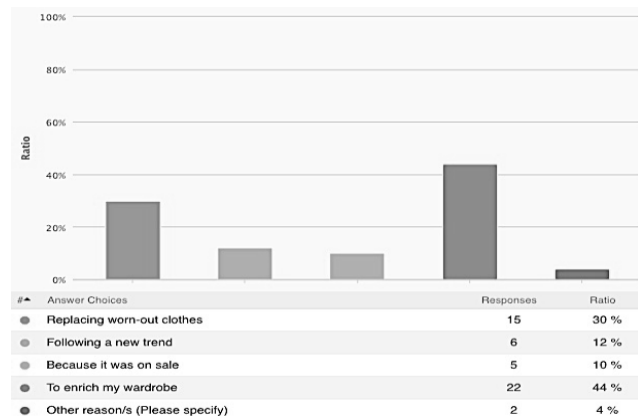


The budget dedicated for shopping in Amsterdam was found to be 50-100 EUR a month according to 40% of the population. Thirty-six percent of people claimed to spend between zero to fifty EUR a month. Finally, eighteen percent of the people surveyed spend between 100-200 EUR and only six percent spend between 250-500 EUR.

While people in Amsterdam shop more conservatively the same was not seem in Geneva. The purchase habits for the population living in Switzerland mirrored the Netherlands, with the majority, also 40%, spending between 50-100 EUR. However, the next majority, thirty-six percent of the surveyed population, answered that they are spending between 100 and 250 EUR. According to this survey, twenty-two percent of the people are spending between zero and fifty EUR a month and only two percent between 250 and 500 EUR.

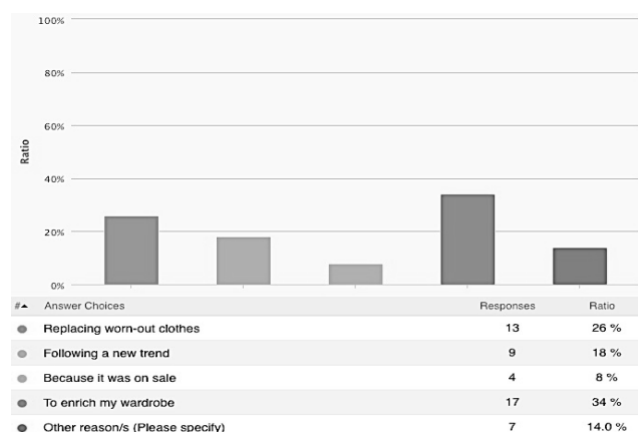
According to the survey results, the main reason to buy clothes for people living in Amsterdam is to enrich their wardrobe, with forty-four percent of the population observed. The second reason that came up the most often was to replace worn-out clothes, with a score of thirty percent. People in Amsterdam seemed less interested in following trends as a reason to shop with only 12% of the people responding in favor of this. Moreover, the reduction and promotions is also less appealing to consumers in Amsterdam, as only 10% of people claimed to be shopping due to sales.

Figure 18: The reason to buy clothes in Amsterdam



In the city of Geneva, the main reason selected to shop was to « enrich the wardrobe » with 34% of the population vote. Followed by « to replace worn-out clothes » with a score of twenty-six percent. The mention of following trends appeared to be appealing in Switzerland as eighteen percent of the population claimed that the main reason for them to buy clothes is to follow a new trend. Moreover, the price does not prove as influential to consumers purchases with only eight percent of the people are buying new clothes because it was on sale. An interesting factor to highlight, fourteen percent of the people mentioned that there are « other reasons » to buy clothes than the ones listed. The most common reasons were to feel good, because of a passion for clothing, and due to the fact that some are working in the field.

Figure 19: The reason to buy clothes in Geneva



To the question “do you follow current fashion trends?”, the population surveyed in the city of Amsterdam appeared divided. Sixty-six percent of the people voted to follow a new trend only when they see something they really like. Twenty-four percent is not following new fashion trends. However, only ten percent of the population observed seems to follow current trend.

For the city of Geneva, fifty-four percent of the population is following new trends only when they are seeing something that they really like. Twenty-six percent of people observed did not seem attracted by new trends.

Figure 20: Trends attractiveness in Amsterdam

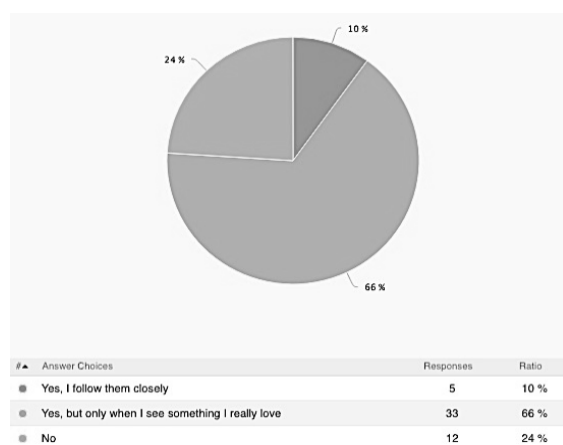
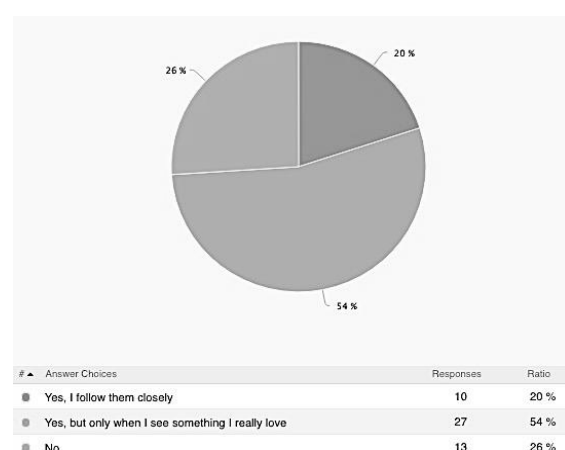


Figure 21: Trends attractiveness in Geneva



According to the survey, the most popular pieces of clothing bought in Amsterdam are t-shirts, sweaters and sweatshirts, controlling 74% of the answers. The second most popular type of clothing often bought is the footwear with 10%. Finally, jackets and coats received a score of 8%.

Similarly, in Geneva, the majority of people answered that the type of clothing that they are most often purchasing are t-shirts, sweaters and sweatshirts. The following most popular purchase bought is footwear, with twenty-two percent of the total responses. Trousers, shorts and skirts are purchased less often, with a score of twelve percent and jackets and coats with 10% of the observation.

In question nine, the participant had to mention their favorite brand. In the city of Amsterdam, a lot of brands were listed. The most frequent answers were Zara, mentioned five times, Nike, mentioned three times, Levi' Strauss, mentioned four times and H&M, mentioned twice.

In the city of Geneva, the fast-fashion brand Zara was mentioned seventeen times, followed by Topshop, mentioned five times. Nike, Mango and H&M were equally mentioned four times. Finally, Levi Strauss was mentioned three time.

Consumer consciousness

In the city of Amsterdam, the majority of people, forty-six percent, responded «not all of them» to the question “do you know where your clothes are made”. Additionally, thirty-four percent of the population knew where most of their clothes were made. Sixteen percent of people do not know where their clothes are made while only four are aware of the production origin of their garments.

According to the population observed in the city of Geneva, only ten percent of the people claimed to know where their clothes are made. Twenty-four of them respond that they know where most of their clothes are made. The majority of people, forty-six percent, responded «most of them». Finally, twenty percent answered that they do not know where their clothes are made.

Figure 22: Consumer consciousness in Amsterdam

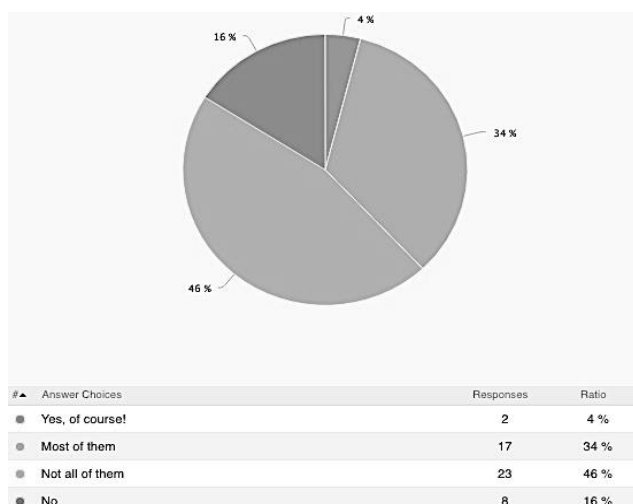
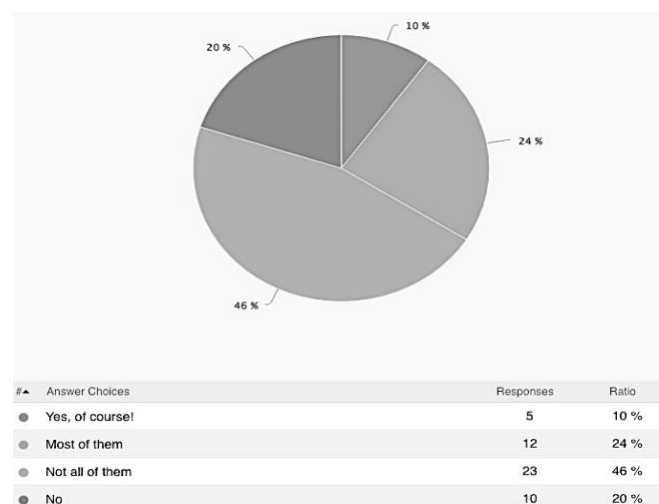
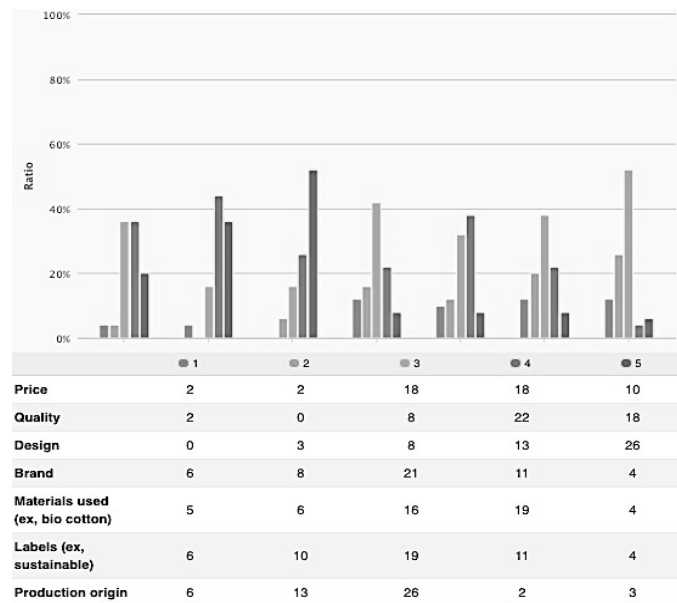


Figure 23: Consumer consciousness in Geneva



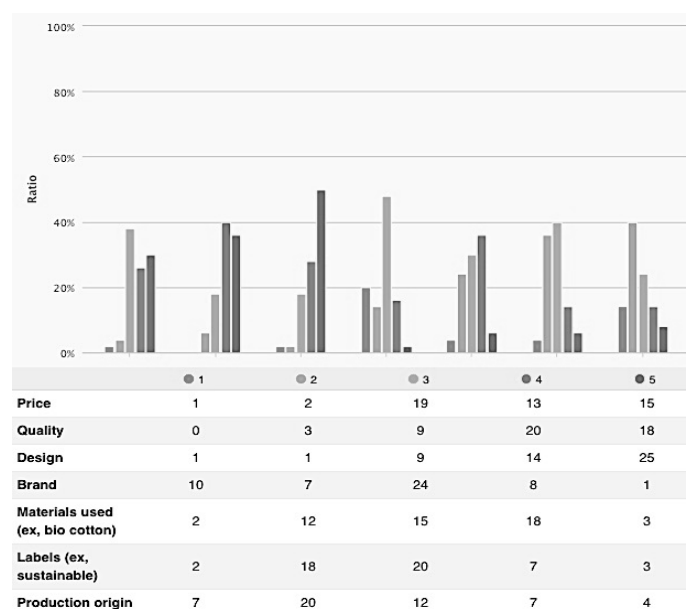
In the capital of the Netherlands, the main factor that affects a purchase is the design of the product, in which people attribute a high degree of importance. The quality came second with the price of the products and the materials. Finally, people seem to pay less attention to labels, product origin and the product brand.

Figure 24: Purchase factors in Amsterdam, by the author



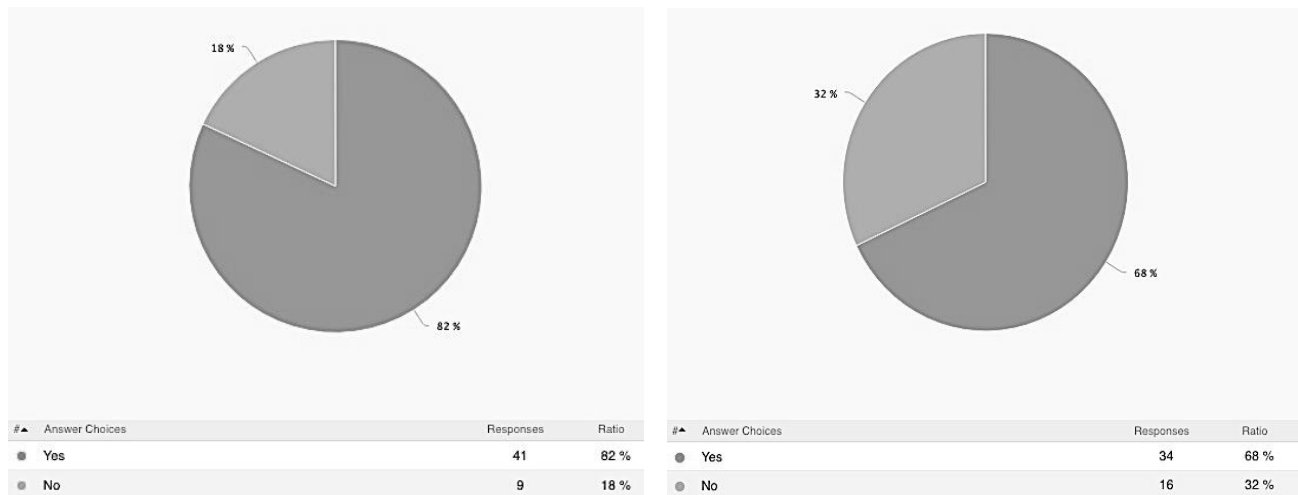
The population observed in Geneva appears to assign great importance to the design. Then the quality and materials attached to the product is also a relevant factor in the final purchasing decision of shoppers. However, the price as well as the brand and label of the product do not seem as appealing from the point of view of consumers in Geneva. In addition, according to the survey, the origin of the product is the least important factor.

Figure 25: Purchase factors in Geneva, by the author



To have a deeper knowledge of the sustainable consciousness of the population, we ask in question twelve if the participant is aware that the fashion industry is one of the most polluting industries in the world. In the city of Amsterdam eighty-two percent of the people responded positively. The population in the city of Geneva has responded positively at sixty-eight percent.

Figure 26: Sustainable consciousness for the city of Amsterdam **Figure 27: Sustainable consciousness for the city of Geneva**



The following question is related to the term ‘sustainable’ and if the population is aware of the meaning of this word. In the city of Amsterdam, ninety-six percent of the survey participants responded positively. On the other hand, in the city of Geneva, eighty-six percent of the population answered “yes”.

The willingness of participants in Amsterdam to “probably invest in clothing made sustainably” reached the majority with a score of fifty-two percent. Additionally, fifty percent claimed, without doubts, to be willing to invest in a clothing made more sustainably. Only two percent of the surveyed people are not ready to invest in clothing made sustainably.

In the city of Geneva, the majority of people said they are “probably willing to invest in clothes made sustainably” with a score of sixty-four percent. In addition, thirty percent of people are willing to invest in sustainable cloth without a doubt. Finally, eight percent of the population is not willing to purchase sustainable clothing.

Fashion perspectives & alternatives

The next question is related to the anticipated purchases of consumers within the three next years. In Amsterdam, the largest part of the population anticipates that 33% of all future purchases will be in second-hand shops. Following was purchases within luxury fashion houses, with twenty-seven percent. However, support of fast-fashion businesses was not far away with a score that reached twenty-six percent of the anticipated purchases. The money spent on rental seems to be the less appealing for the population, with a score of thirteen percent.

The population in Geneva anticipated the majority of money spent will be on fast fashion with fifty percent of the participants voting in favor of this. Following with purchases made on Luxury Fashion House with twenty-one percent. The purchases anticipated at second-hand shops is determined as nineteen percent. Additionally, the money spend on rental seems to be the least likely for the population, with a score of nine percent.

Figure 28: Anticipated purchases for the city of Amsterdam

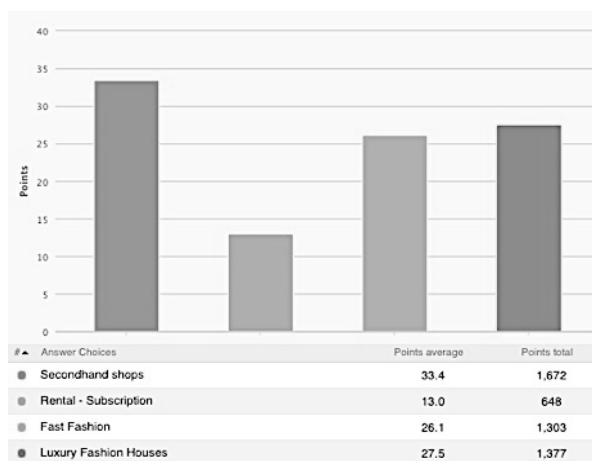
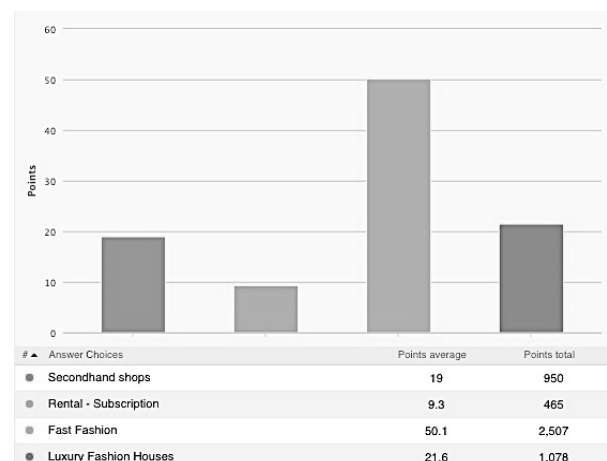


Figure 29: Anticipated purchases for the city of Geneva



In the city of Amsterdam, it has been determined that twenty-four percent of the population observed « never look for a product first in a secondhand shop » before going to fast fashion retailer. However, optimistically, forty-two percent replied « sometimes ». Twenty-four percent are looking in a secondhand shop first and only ten percent are directly going to a secondhand before going to fast-fashion retailers.

Secondhand perception

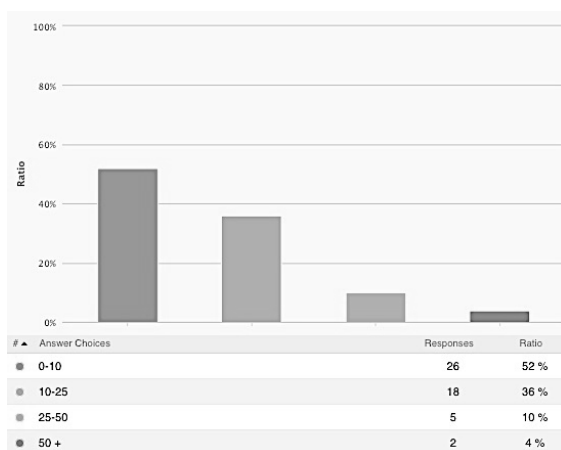
The population observed in Geneva has exposed that sixty-six percent of the people never look for a product first in a secondhand shop before going to a fast-fashion retailer. Twenty-six percent of the people are responded « sometimes ». On the other hand, six percent responded to look fifty percent of the time first in a secondhand shop and only two percent every time.

In Amsterdam, forty-two percent of the people are « sometimes » looking first in a secondhand shop while ten percent are going « every time ». However, twenty-four percent of the population are never or half the time, going on a secondhand shop before going to a fast fashion retailer.

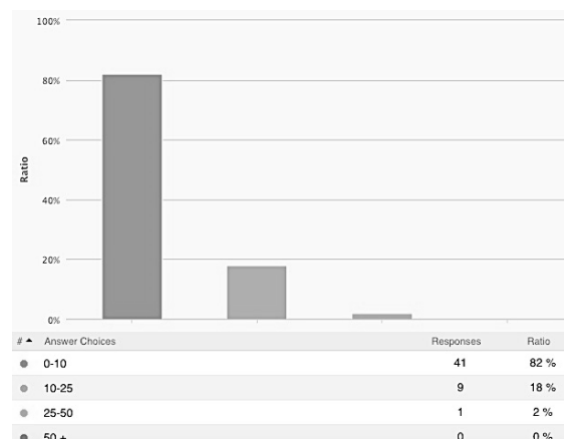
Concerning the proportion of their wardrobe purchased from a secondhand shop, in Amsterdam, the majority of people, 52%, replied zero to ten percent. The second largest part of the respondents, thirty-six percent, claimed that 10 to twenty percent of their wardrobe was purchased secondhand. Only ten percent of the people purchased between twenty-five to fifty percent of their clothing in a thrift shop. Finally, a meager four percent of the population said that fifty percent of their wardrobe were purchased secondhand.

It was observed in the city of Geneva, that eighty-two percent of the population purchased up to ten percent of their wardrobe from a secondhand retailer. However, eighteen percent claimed that up to twenty-five percent of their clothing was purchased from thrift shop and only two percent of the participant responded with higher scores.

**Figure 30: Wardrobe proportion
in the city of Amsterdam**



**Figure 31: Wardrobe proportion
in the city of Geneva**



To have a better understanding of the opinion of secondhand shop in both cities, the following question was asked to the participants “What is your perception of a secondhand shop?”.

In Amsterdam, forty-six percent of the surveyed population implied that secondhand shops are perceived as positive. Forty-four percent considered secondhand shops as the best alternative to fast-fashion. However, only two percent of the people would rather shop secondhand than fast-fashion. On the other hand, four percent have a negative perception and eight percent found shopping in a secondhand shop dirty. Lastly, ten percent think secondhand shops are mostly for poor people.

The perception of secondhand shops in Geneva is mostly positive with a score of forty-four percent. Twenty-two percent think secondhand is the best alternative to fast-fashion and eight percent would rather shop secondhand than fast-fashion. On the other hand, thirty-two percent of the people have a negative perception and sixteen percent find it dirty. According to the results, ten percent of the candidates think secondhand shop is mostly for poor people.

Figure 32: Secondhand perception in the city of Amsterdam

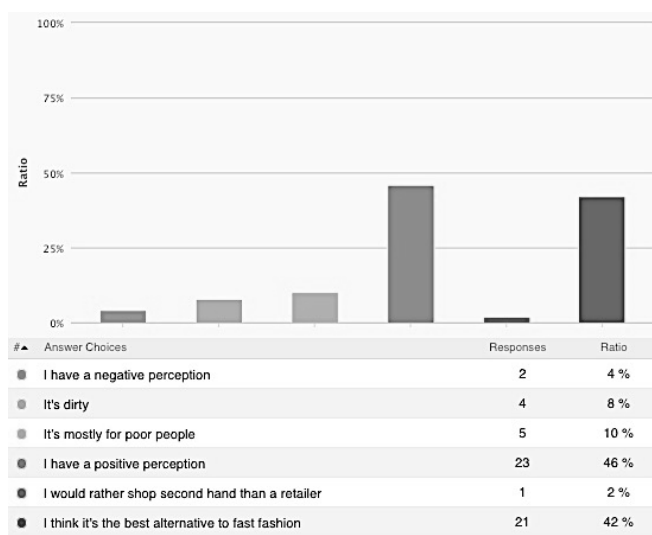
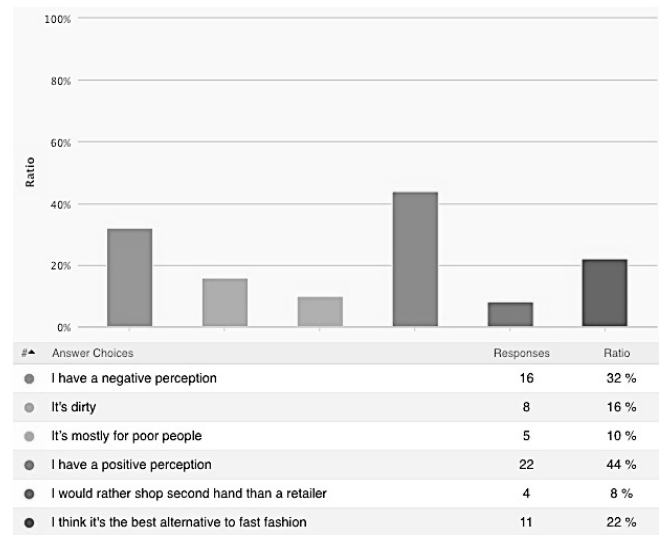
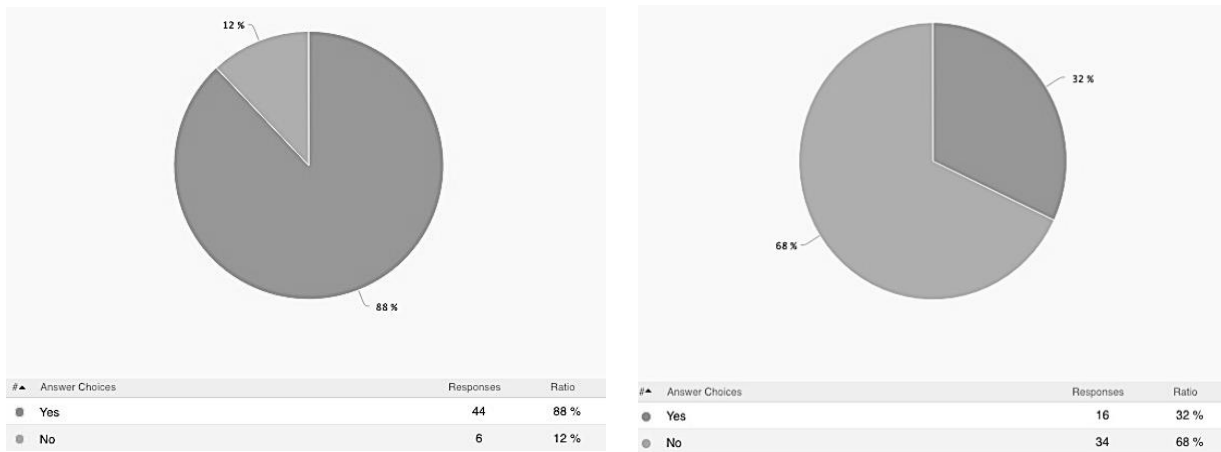


Figure 33: Secondhand perception in the city of Geneva



To the question, “Do you know where to shop secondhand in your city?”, the participants to the survey for Amsterdam have answer positively for eighty-two percent. In the city of Geneva, people have positively responded up to thirty-two percent.

Figure 34: Secondhand shops location **Figure 35: Secondhand shops location**
In the city of Amsterdam **in the city of Geneva**



Disposable

Concerning the disposal of clothes at the end of their lifecycle, forty-four percent in the city of Amsterdam put their old clothing in a charity box. Thirty percent give them away to friends or family. Twenty percent are selling them. Only four percent of the clothes are ending in the bin and for two percent return to retailer.

For the city of Geneva, sixty-eight percent of the clothing is ending up in a charity box, while twenty percent are given away. Eight percent are put in the garbage bin. In addition, with an equal score of two percent, clothes are sold or returned to retailers.

4. Analysis

4.1 Survey Analysis

Purchase habits

This analysis will highlight similarities in the purchase habits of the population observed in both cities. As discussed, consumers, as a majority, have a tendency to purchase clothing several times a year. The data collected suggest that approximately thirty-four percent of the total population surveyed in Geneva is doing clothing shopping several times a year. The population between 25 and 34 years old are the ones buying the most, accounting for fifty-six percent of the total consumption. It is also interesting to point out gender differences identified, as men limit shopping to several times a year whilst women tend to purchase new articles monthly.

In the city of Amsterdam, forty percent of the population is shopping several times per year with individuals from 18-24 years old representing sixty-six percent of the total consumption. However, it is relevant to mention an interesting difference in the results. In the city of Amsterdam, only 4% of the participants were buying clothes once a week in comparison to the city of Geneva where this score reached ten percent of the population responding with « once a week ». It illuminates the higher propensity to buy clothes in Geneva. As reported in the impact of fashion, brands are coming up with new collections as frequently as every week. It is a possibility to interpret this result as shoppers in Geneva are more eager to follow current fashion trends.

Considering the budget spent by consumers on clothing, it can be seen that the majority, or forty percent, of people are spending 50 to 100 EUR monthly equally in both cities. In Geneva, the largest population sample on spending is aged between 25 to 34 years old. In contrast to Amsterdam, where sixty-six percent of the people buying clothes are younger than twenty-four years old. Furthermore, in Amsterdam the second largest population cluster, according to thirty-six percent, are spending less than fifty EUR a month in comparison to Geneva where thirty-six percent of the population claim to be willing to spend between hundred and two hundred fifty per month.

The results of the survey determined « to enrich their wardrobe » as the main reason underlying respondents' purchasing habits in both cities. The second reason is « to replace worn-out clothes ». It is therefore possible to conclude that the demand for clothing is growing, in line with previous findings that pointed out the accelerating textile waste crisis as consumers are buying more clothes than ever before (Thredup Report, 2019). People want to acquire new pieces in order to expand their wardrobes. However, in Amsterdam only twelve percent of the population surveyed appear to follow fashion trends as opposed to the city of Geneva where the mention of trend is appealing to twenty-two percent of the population.

This leads to the next question in the survey, “do you follow current fashion trends?”. In the city of Amsterdam, sixty-six percent of the population sample has claimed to follow trends when they really like something while only ten percent are following trends with devotion. In the city of Geneva, the result confirmed the previous hypothesis. Twenty percent of the people claim to follow trends closely. Women seem to be more attracted to trends than men for both cities.

It has been previously reported that the most popular pieces of clothing to buy in Amsterdam are t-shirts, sweaters and sweatshirts with a score reaching 74% of the answers. It was observed in Geneva that there is not a unique type of clothing favored. Fifty percent of the results voted in favor of purchasing new t-shirts, sweaters and sweatshirts while the other half is evenly divided between five other categories: footwear trousers, shorts and jackets or coats.

Regarding consumer's behavior in both cities, it is possible to conclude that many similarities can be observed. Worth noting is women's willingness to purchase more frequently following new trends and as a result having a more consequent budget allocated to clothing. In addition, the consumers' behaviors are more diverse and change more frequently than those identified within Amsterdam; In Amsterdam, there is more consistency in the shopping habits of consumers. This could be related to the Swiss consumers being more willing and eager to adapt their wardrobe based on current trends (purchasing popular coats, footwear, or apparel that is new this season) rather than shopping for closet essentials (t-shirts and sweaters).

Consumer consciousness

Regarding knowledge of the origin of their clothing, the survey concluded with an equal score of forty-six percent observed in both cities. It can be deduced that the majority of people know where most of their clothes are made. It is an interesting result that shows that consumer consciousness in the two city has similarities regarding the origin of product. In the city of Geneva, twenty percent of the respondents stated that they did not know where their clothing was made as opposed to sixteen percent within Amsterdam.

In the city of Amsterdam, eighty-two percent of the people are aware that the fashion industry is one of the most polluting industries in the world. The results from Geneva revealed a lower score of sixty-eight percent. In addition, ninety-six percent of the population knows the meaning of the world sustainable in Amsterdam in comparison to eighty-six for Geneva. The proportion of the population willing to purchase products made sustainably in Geneva is thirty percent while in Amsterdam this score reached as high as fifty percent. The overall result for both cities showed that the population between eighteen and twenty-four is the most interested in sustainability with the highest chance to purchase products made without negatively impacting the planet. This survey's results sheds light on the positive responses reported from residents of Geneva in regard to awareness and interest in shopping more sustainability.

Additionally, regarding the factors that influence consumers' purchases. The analysis suggested that the design is the most preponderant factor for both cities. The overall score for design on a scale up to five is 4.07. Regarding the price factor, in Amsterdam people have ranked this criterion with 3.64 whereas in Geneva people have valued this with a 3.78. An attention-grabbing fact relating to the price, in the city of Geneva people between 25 to 34 years old are the more susceptible to be influenced by price. In Amsterdam, it is different, the population with the most incentives regarding to price is the Millennial generation, between 18 to 24 years old. Concerning the gender, women seem to be more influenced by price than men in both cities.

The quality of products is the second most important factor for the two countries surveyed. This criterion has been graded with a 4.08 in Amsterdam while it has earned a 4.06 in Geneva. This result demonstrates that the quality of a product is significant in the purchasing decision of consumers. In particular, male consumers prove to be more influenced by quality rather than women.

Furthermore, the features relating to materials is an important decision making factor in the creation of a new product. The score has reached 3.22 in the city of Amsterdam while in Geneva this criterion is graded with 3.16. A noteworthy finding identified by the analysis is the increasing importance of quality materials in relation to age in the city of Amsterdam. In fact, the population between 35 and 54 years old are paying more attention to the materials used during the fabrications.

In regard to the importance of brand names, in the city of Geneva the survey population with the most interest in branding are women between 35-44 years old. However, the branding factor does not seem crucial for the rest of the population. Overall, this criterion has been ranked with 2.66 over five. The notion of labels seems to be more appealing for the consumer in Geneva as the average of this criterion is 2.82. In addition, it was observed, that women between 35-54 years old attached more importance to labels. In the city of Amsterdam, the image of a brand is stronger. It was noted that men between 18-24 years old are the most susceptible to choose an article according to the brand factor. The average criterion for brand in the city of Amsterdam is 2.98 while a grade of 2.94 was attached to the notion of labels.

Regarding the outcomes related to consumers' consciousness, the city of Geneva shows a great interest in clothes produced in a sustainable way and increased awareness around the impact of the fashion industry. Therefore, it can be concluded that people are ready to take an extra step in their buying behaviors to become more sustainable. In addition, the two cities responses suggest that they are very much influenced by design and quality during their final purchase choice. It is an interesting discovery that goes against the demand for cheap, short-lived games proposed by common fast fashion retailers.

Fashion perspectives & alternatives

The following question was regarding the forecasted consumption of people within the next three years, starting with the fast fashion. Overall, both cities have a cumulative anticipation of 43% of their budget spent on fast-fashion. For the city of Amsterdam, the average result observed is 31% while in Geneva the result reached 55%. It can be concluded from this analysis that people in Amsterdam may be more conscious in their purchase and actively seek alternatives to fast-fashion.

Regarding Luxury Fashion Houses, the overall result for both cities is 31%. In the city of Amsterdam, money spent in Luxury Fashion Houses is expected to reach 35% in three years. It is important to highlight that people above 35 years have the most incentive to spend their money on expensive items. In the city of Geneva, the average anticipated spending on Luxury Fashion Houses is 28%. It can be interpreted that people living in Amsterdam are putting quality before quantity, allowing themselves to buy an expensive piece less often.

Due to the swiftness of ownership, the rental business model is slowly coming up on the market with companies proposing the option to rent clothes rather than selling them. In the survey, people had to anticipate their likelihood of purchasing a rental subscription. The global score for the anticipation of people on rental purchase is 20%. In Amsterdam, there proved to be more interest in this alternative method, with results reaching 21% as opposed to Geneva which saw 19% of responders voting in favor of this. The age population most interested in this was identified as people between 18-34 years old. However, it is important to convey that the population between 35-54 years old have no interest in the renting of clothes.

One of the best alternatives to negative impact on the environment is secondhand as explained during the previous findings. The forecasted consumption for secondhand has reached an overall score in anticipated purchases of 32%. Secondhand is expecting to attract population of all ages. In the city of Amsterdam, the average is up to 37% according to the survey while the overall anticipation in the city of Geneva is 25%. It can be observed in both cities that women seem to be slightly more interested than men.

It can be concluded from the findings on fashion perspectives that the anticipated consumption of the city of Geneva in fast fashion is surprising. As mentioned previously, the main factors which influence a buyer are design and quality, which goes against its consumption for an inexpensive low quality garment. In addition, the stigma on the city could suggest that individuals living in Geneva enjoying a higher monthly income and should result from more intense consumption in terms of luxury clothing. However, the discoveries in this survey show that people living in Amsterdam are more likely to invest in luxury fashion houses.

Furthermore, it is important to mention those results regarding secondhand consumption confirm that the general demand is growing. People have more incentive to purchase items already owned by someone before. In Amsterdam, individuals claim to be willing to seek out more articles coming from secondhand rather than fast fashion. The consumption is shown as common and is an integral part of the culture. In Geneva on the other hand, the overall anticipation is lower although the curiosity is growing, can perceive this phenomenon as a new trend to follow.

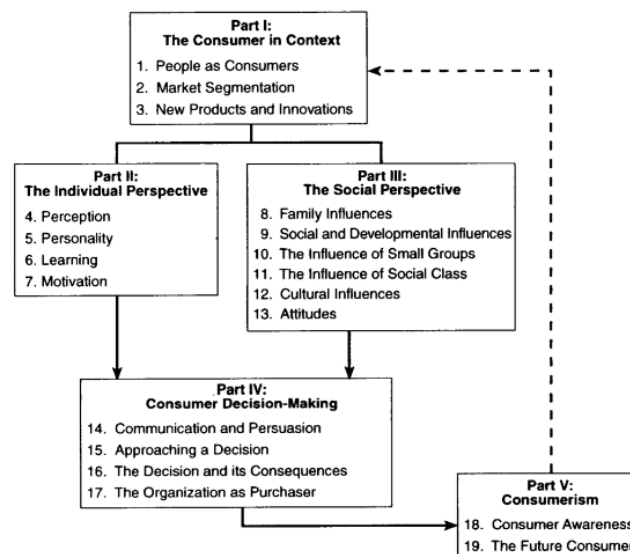
The city of Geneva is known as the global hub for diplomacy and banking and home to the highest number of international businesses in the world, including the United Nations and UNICEF. Due to this reputation, consumers might be more interested in high fashion as opposed to adopting a more casual style. High fashion, as understood as "the style of a small group of men and women with a certain taste and authority in the fashion world" (PBS, 1999). Alternatively, Amsterdam, nestled away in northern Europe, is a country that prides itself on work-life balance and emphasizes quality of life over financial success and can perhaps take a more relaxed approach to fashion. These factors made the spirit of the metropolitan city of Amsterdam highly creative which can be reflected in the way they dress. Creativity can be closely correlated to the pleasure of treasure hunting and the fact that by shopping second hand Amsterdammers are looking for something original and unique.

Secondhand perception

The previous result shows that the city of Amsterdam has obtained a higher percentage than in Geneva in regard to the anticipated purchase habits of consumers in the three next years. Secondhand shopping in Amsterdam is common and well perceived. The insights of the survey show that 41% of the people have a positive perception of secondhand shops while equally 41% think that it's the best alternative to fast fashion. Whereas in the city of Geneva, if the overall perception of secondhand shops is well perceived, it has been observed that men in the city of Geneva are generally more reluctant than women. The perception is ambivalent, 12% of women have a negative perception of secondhand shops as while it was observed that for men this percentage reached 38%.

This gap can be explained by the difference in perception regarding secondhand shops. The perception is one of the main psychological factor influencing consumer's purchases decisions (Kotler & Armstrong, 2011). The process is defined by "recognition and interpretation of the stimuli from the environment through the human senses: vision, hearing, taste, smell and touch" (Cozer, 2018). One's perception is highly subjective among people due to personal interpretation of their environment. The sensitivity of people is influenced by the individual perception such as personality and motivation as well as the social perspective including family influences or social developmental influences.

Figure 36: Plan for understanding the consumer



Source: David A. Statt (1997)

The survey shows that the incentive to shop secondhand is higher in Amsterdam than in Geneva. In the city of Amsterdam, forty-two percent claim to look “sometimes” first in a second hand shop before going to a fast fashion retailer while in Geneva this represents only twenty-six percent of the total. In addition, in Geneva, eighty percent of the population claim that on average between 0 to 10 percent of their wardrobe was purchased from a secondhand shop while in Amsterdam this number represents 53% of the population when 34% claim that this percentage is higher than 10 %.

In order to understand the purchase frequency of consumers in their cities, it was needed to know if consumers know where to shop secondhand in their city. This result shows that for the city of Amsterdam, eighty-eight percent of the survey participants know where to find a secondhand shop whereas in Geneva only thirty-two percent of the population observed knows the location of such a shop. It is important to highlight that in Amsterdam the more the population is aging the more there are aware of where to find a shop. In Geneva it is the opposite, younger population has more awareness in the market and are more susceptible to know where to find a secondhand in their city.

It is possible to interpret the results as that if the perception in its overall is positive, consumers living in Geneva only purchase secondhand rarely while in Amsterdam the rate is frequent. These findings can be explained by the lack of shops in the city. Perhaps many participants having negative perceptions can be a result of the lack of secondhand shops within Geneva. It is true that the city of Geneva only contains two extremes with regard to secondhand clothing. Stores supported by popular associations such as the Red Cross or high-end vintage shops. Stores such as the Red Cross offer often old-fashioned clothes at low prices without really taking into account the conditions of the article. Within Geneva, the lack of secondhand shops currently observed is so slim that shoppers have limited exposure to this new business model as opposed to the city of Amsterdam where second-hand stores are located all over the city offering branded and non-branded items at reasonable prices. The stores are neat and the welcome is often very warm. This analysis shows that people are actually ready to shop as they are anticipated 25% of their purchases on secondhand but in the other hand the city is facing a lack of consumer experience regarding this type of shops.

Disposable

This last part of the survey is related to the disposable practices of clothing at the end of their life cycle. The results show that the common answer is to put the clothing that individuals no longer want in the charity box. In Geneva, this score reached sixty-eight percent and in Amsterdam forty-four percent. The second most popular alternative for the two countries is to give items away to friends. Furthermore, it is important to underline an interesting finding, in the city of Amsterdam the alternative to sell the no longer wanted clothes to online web shop is popular; twenty percent of the population claim to resell their clothes. This practice is much less common in Geneva, as the score reaches a low 2%.

These findings confirm the assumptions already made during the analysis of the survey. It can be concluded that purchasing used clothing and reselling old items is frequent in Amsterdam and part of the culture. These methods are less common in Switzerland. However, the city of Geneva is at the forefront of new trends which makes it a promising city for flexibility and adaptation.

4.2 Interviews Analysis

The interviews show that the lack experience could be the reason why people are not considering shopping secondhand. By *"I can be convincing by good quality clothes at affordable prices. Furthermore, proximity. I do not believe that second hand shops are excising close to where I live. If I could find those kind of shops close to my home it may convince me to have a look and see what they propose"*, the participant interviewed in Geneva is suggesting that she would be curious to shop in this kind of shopping experience but she did not have the opportunity due to a lack of secondhand shops in her city. On the other hand, the participant living in Amsterdam describe her relationship with secondhand shop as integral part of her culture by suggesting *"I used to shop secondhand already with my mom when I was younger then with friends"*. It can be concluded that by normalizing this type of shopping, people are more likely to be curious and venture into a shop.

It is similar when considering the perception of consumers. While in Amsterdam, the interviewee has described secondhand shops as the best alternative to fast fashion whilst the participant from Geneva portrayed more hesitation, admittedly recognizing that she may be skeptical whether she would find item that suits her. She confessed, *"I never look for an item in a second hand shop because I believe that I will never find clothing that suits me."* However, she also admits that she has never purchased from a secondhand before. It can be concluded that the participant`s belief are shaped by lack of experience.

In addition, the survey results identified differences in price points. The participant in Geneva was more likely to spend upwards of 50€ per month on new items but less likely to seek out new articles of clothing at a secondhand shop. Alternatively, the participant in Amsterdam was willing to spend less money per month on shopping and more likely to first look at a secondhand shop before pursuing a fast fashion retailer. Both participants had a relatively strong understanding of the term sustainability and both showed general interest in shopping more consciously.

In Geneva, the participants' desire to support sustainable and ecofriendly alternatives to fast fashion can suggest that there is significant market potential in the city for this kind of business model if attention to detail is given. The shop would need to adhere to the needs and desires of their Swiss customers, as identified by the survey results as a clean, well-organized, on-trend business. The survey suggested that they had the added benefit of paying less attention to maintaining low costs as the consumers in Geneva were more interested in investing more money on an article if they know the product is counteracting the negative implications of the fashion industry.

5. Improvements

5.1 Bias & Suggestions

Potential bias could be due to the age of participants. During the literature review, the analysis has shown that millennials are more conscious of their purchasing habits. By having a majority of people between 18-24 years old for the city of Amsterdam and 24-34 years old in Geneva, the analysis could have been generationally biased. For future considerations, it could be improved with a survey reaching more diverse age populations.

The survey was conducted in English there the risk for candidates to have misunderstood the questionnaire is not at zero. In order to avoid this issue, it would be interesting to create a survey in the national language of the country for more accurate analysis. In addition, the population size analyzed is quite small and could have been improved by the observation of a larger amount of people.

6. Recommendations & Conclusion

Marketing Mix

Product

First of all, in order to be able to implement a second-hand store, the first step is the collection of preowned clothes to allow them to be renewed and to extend their life expectancy. The collection is a very important stage because the process will influence the success and the reputation of the store. The analysis has identified that the most important features while purchasing clothing in the city of Geneva is the design and the quality. To successfully satisfy the consumers, the secondhand model will depend on the quality and design of clothing gathered. The selection of clothes would have to be influenced by trends and popular styles. As nothing is lost and everything can be transformed. Pre-used textiles of fabrics can be reused to make new pieces to integrate the company brand.

"I finally find the perfect jacket after weeks of research. I am satisfied of my purchase as I could never have afforded the same quality on a brand new jacket." Siobhan Murphy-Boyd

Figure 37: Jeans Levi's selection



Source: Episode Store (2020)

Repair & Wash

To avoid any stigma attached to a store selling dirty or poor-quality products, quality and style control must be established to ensure that all the clothing offered in the store meets demand. As quality is a relevant factor for the consumers, the presented clothes would have to be repaired if any apparent damaged is visible before having the chance to be proposed to consumers. This phase will allow consumers to shop quality products with any risk of being disappointed. In addition, thanks to research, consumer care has proven to represent a considerable amount of energy. This is why it is important to take into account the important stage of washing in the business model of the company. It will be essential to use machines with green label in order to have the least impact possible during cleaning. For the drying stage, it is possible to equip the company with solar panels in order to be able to use the electricity generated on the heating and drying equipment.

Price

Affordability is an important factor in the city of Geneva. If the price remains too high in comparison to fast fashion, consumers could have a tendency to ignore the environmental benefit of buying preowned clothes in favor of the cost benefit of supporting fast fashion. The business model should utilize interest in sustainability while the desire to stay on trend to propose quality clothing at affordable but with higher budget point to consumers. In addition, as the survey stated, in Geneva consumers like to be spoiled for choice. It is important that the store presents a different number of selections in order to be able to adapt to the taste of each one.

"I consider secondhand as an alternative. I am always trying to find what I am looking for in a secondhand first. I think you can have great quality at affordable prices so your items are sure to last in comparison to fast-fashion" Siobhan Murphy-Boyd

Competitive analysis

To determine the selling price of the products, it is important to take into account all incurred costs whilst keeping in mind the perception that the brand's company wants to reflect to clients. It is crucial to identify the market competitors with the use of a competitive analysis. The following table examines the competitive pricing of ten vintage stores and secondhand shops located in Geneva. With the use of this analysis, it is possible to observe a gap between vintage shops most likely to include luxurious articles and those that are secondhand shops owned by charity organizations. In addition, this analysis highlights the fact that Vintage & Luxury concept shops within the city often do not include a department for men.

Table 1: Competitive analysis

Name of the shop	Address	Concept	Gender	Price Range
Flair 3	Rue John-Grasset 3, 1205, Geneva, Switzerland	Vintage & Luxury	Women	\$\$\$\$
Vintage Garderobe	Rue Henri-Mussard, 1208 Geneva, Switzerland	Vintage & Luxury	Women	\$\$\$\$\$
Les Toutes belles	Rue des Etuves 17, 1201 Geneva, Switzerland	Vintage & Luxury	Women	\$\$\$\$
WOOD	Boulevard Carl-Vogt 4, 1205 Geneva, Switzerland	Vintage & Secondhand	Man	\$\$\$
Flamant Rouge	Place du Bourg-du-Four, Geneva, Switzerland	Vintage & Luxury	Women	\$\$\$\$
Bourse du Luxe	Rue Chausse Coq, 1204 Genève, Switzerland	Vintage & Luxury	Women	\$\$\$\$
Crois-Rouge	Rue Leschot 2, 1205 Geneva, Switzerland	Charity Organization & Second hand	Women & Man	\$\$
Emmaus	Route de Drize 6, 1227 Geneva, Switzerland	Charity Organization & Second hand	Women & Man	\$\$
CSP Caritas	Chemin du Sapey 8, 1212 Lancy, Switzerland	Charity Organization & Second hand	Women & Man	\$\$

Source: by the author (2020)

In order to start a shop in Geneva, there would need to be significant financial investment. Rents in the city center range from 2000-5000 CHF a month. Additionally, the shop should be staffed with approximately 3 employees at any given time. Minimum wage, based on a 40-hour work week in Geneva, is 4000 CHF. In order to remain current and on trend, inventory should be purchased monthly and is projected to require an investment of anywhere from 8-10,000 CHF. Therefore, the pricing strategy should be based on this information. Anticipation for such a cost venture would require at least a 200% mark up from the purchase price. As the shop is new and in need of business to gain traction, prices should be competitive. Keeping prices low may minimize profit in the early years however it is essential to success that the pricing strategy is based on providing quality goods at a reasonable price.

Promotion

Business models adopted by secondhand shops and other environmentally conscious companies would benefit by speaking honestly about how they source their products. Using honesty as a selling point could be the bridge from the potential consumers' willingness to shop in more sustainable way to actually put the effort into actions. It is in their best interest to be informative to consumers in order to raise awareness. The aim of this is to present unique items you cannot find elsewhere whilst simultaneously counteracting the negative implications of fast fashion on the environment. By giving a second life to a garment, the life expectancy of that piece is extended while actively minimizing the number of new products needed in the market. As a result, tons of CO₂ emissions, water waste, and hazardous chemicals are saved from impacting the environment (Rendon, 2020). Secondhand shops should use the honesty of the fashion life cycle and production process as a means of promoting their business.

**Figure 38: Reusable bags at
Episode Store (2020)**



Despite the fact that individuals living in Geneva are less aware of the negative impacts on the environment, consumers are nonetheless ready to make efforts and turn to less harmful consumption habits. It is important that consumers feel committed to the business. Furthermore, to allow consumers to make more sustainable choices, the brand may offer linen bags to replace the plastic bag. Its linen bags can then be reused by the consumer and bring visibility to the store thanks to the logo.

Communication

To be able to promote the second hand shop in Geneva, social media is an efficient tool to be used. A Facebook page and an Instagram account, as well as the official website will allow direct communication with customers and also present the opportunity to promote the shop with Facebook's advertisement system. As social media has become one of the major current trends of this decade, it is of paramount importance to be present in all channels possible in order to remind customers that they are integral part of the business success. According to the Digital Marketing Institute, *"social media is an excellent tool for building brand awareness, finding new leads, generating more website traffic, getting to know your audience better, gaining insight into the shopping habits of your best customers, and even improving your customer service"* (2020).

Being present on Instagram will encourage the brand to attract the curiosity of customers and future clients, with pictures of the new articles available in the shop. People also can potentially post pictures in their outfit on social networks, with a hashtags linked back to the brand, increasing brand exposure. Those pictures could be then reposted in the brand's page to attract new consumers and give an idea of outfits that people can create using pieces found within the shop. In addition, the official website allows for the creation of a community and keep customers up to date with the latest company news. As observed in the competitive analysis, none of the secondhand shops present in Geneva are utilizing the power of a dedicated company website. As a result, it could be a competitive advantage for the new brand.

Figure 39: Sarah Hackman for Episode Amsterdam (2020)



Place

This factor can be a barrier for individuals due to the unhygienic aspect. The perception of items bought from a thrift shop can be negatively perceived due to the fact that it was previously owned by someone. “Those consumers perceive clothing as an extended part of the self, where the clothing truly symbolizes the owner and the “contamination” of the old owner cannot be washed away” (Cozer, 2018). It is important that secondhand shops combat this stigma by keeping their shops clean, well-organized, and creating an inviting atmosphere.

“Cleanliness is really important for me. I like shops that are actually smelling nice, are not messy and not over crowded.” Rebecca Häfliger

Store characteristics

The characteristics of the store was identified by consumers as an important factor in the purchasing interest. The place must be designed with an attractive ambiance. It should represent a laid-back setting where people will feel comfortable and enjoy their shopping experience. In addition, consumers whom are used to shopping at common retailers where departments are well organized are expecting the same in a secondhand shop.

Atmosphere and decoration

In order to meet customers’ expectations, the atmosphere and decoration of the shop is crucial. The decoration needs to be aligned with the brands’ image. Therefore, it should be a place where plants and nature are on display as an homage to the environmental efforts shopping secondhand protects. As honesty is an essential part of the company concept, it is possible to creatively display valuable information to consumers through the use of trendy advertising promoting the benefits of shopping there.

Colors

To create the atmosphere sought to be achieved, the second hand shop could be decorated in soothing shades of green, grey, white and chestnut - colors that are found in nature. For this matter, the color therapy, which is a method of harmonization by colors, was used to choose the tones of the shop. Green, which will be one the principal color, will bring serenity. Green has the virtues of calming the spirit and revitalizing the organism.

Figure 40: Secondhand store in Groningen, The Netherlands (2020)



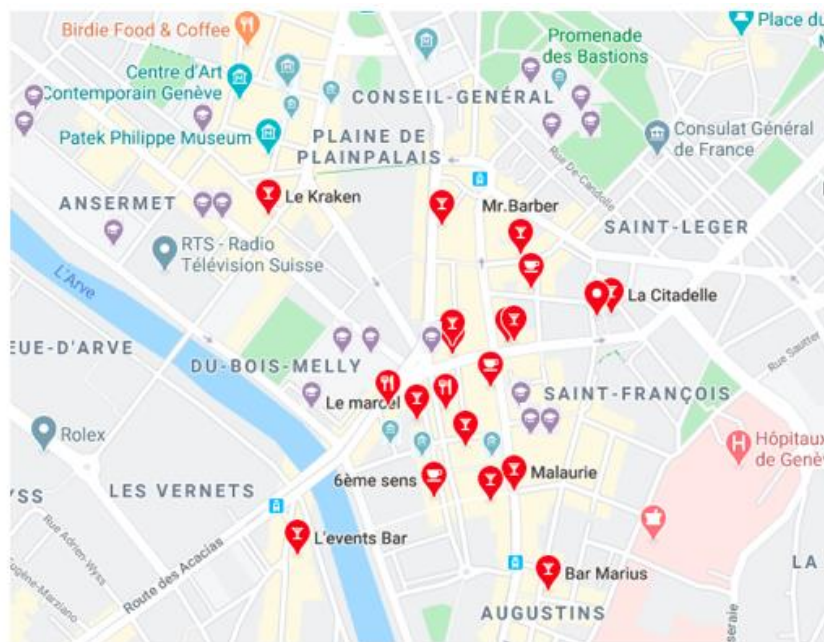
Location

The second hand shop in Geneva will be ideally situated in the young underground district of Plainpalais. This location includes numerous industrial buildings transformed into cultural venues, concert halls, artists' workshops or even discotheques (Ville de Genève, 2020). The dynamic district of Plainpalais Jonction is abounding with lots of restaurants, bars, café and shops of all kinds. Furthermore, this location attracts more people than those merely living by its numerous academic institutions (Ville de Genève, 2020).

Figure 41: Plainpalais Map

On this map, it can be observed in blue the museums and others cultural venues located in the surrounding area. In red, restaurants and bars that included vegan options on the menu.

Finally, identified in purple are all the academic institutions in the Plainpalais area.



Source: by the author (2020)

People

Employee

The consumer satisfaction of those who are accustomed to experiencing common retailer experiences where staff members are extensively trained will expect the same standards to be upheld in the secondhand shop. For this reason, the staff members should be young, friendly people with whom are highly passionate about the protection of the environment and are motivated to give the best of themselves in order to attract new consumers.

Supply Chain

From the knowledge obtained in the literature review, it is possible to understand that consumers' disposal choices vary. According to Jacoby, Berning, and Dietvorst (1977), *"a consumer has three general choices when contemplating disposition: keep the product, get rid of it permanently, or dispose of it only temporarily"*⁴. In the case of permanently disposing, most items go directly in the landfill. Generally, 30% of the volume is collected by charity organizations and reused or resold within the country of origin. Small secondhand shops are buying stock directly from the charity organizations or through the sale of items from consumers.

The second hand shop imagined for the city of Geneva will target quality and on trend garments. For this reason, the use of middlemen, called wholesale pickers, could be the best suit to fit the business model. According to Grave Arden Hancock, wholesale pickers are an important part of the supply chain process of secondhand clothing.

"They go to thrift stores, garage sales, and raghouses and pick out pieces of clothing they believe they can sell to curated secondhand clothing stores. They typically establish relationships with the stores they sell to and develop an idea about the stores' particular style, and then they select items that they think the store will want to sell to their customers for a marked up price" (Hancock, 2016).

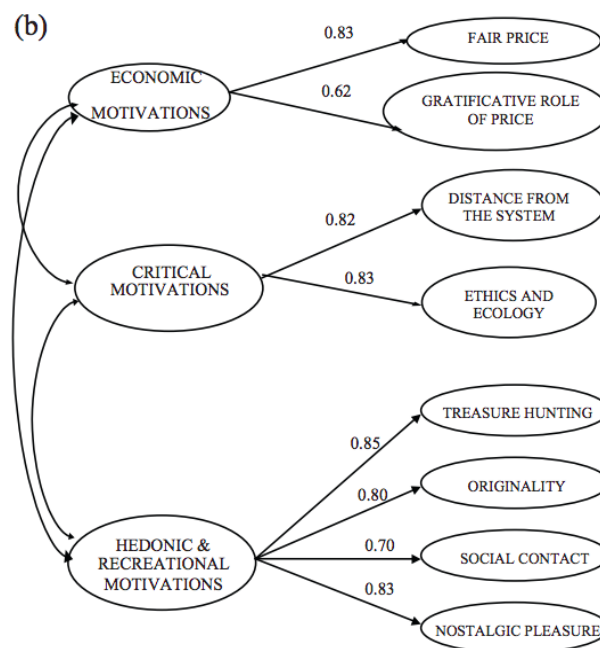
⁴ Proceedings of the 1987 Academy of Marketing Science (AMS) Annual Conference

Marketing Strategy

Segmentation

In 2010, Guiot and Roux investigated the main motivation for shopper to buy secondhand and they identified four main motives. The first criterion is due to the negative impact of fashion, consumers' avoiding conventional retails to support more ethical and ecological purchases. The second motive is linked to the self-expression and beliefs of individuals (Harvard Business Review, 2003); the desire to be more conscious or to find something that cannot be found in a traditional retailer. Third is link to hedonic motivations; this includes the aspect of treasure hunting. Individuals have the incentive to shop in thrift shops to find unique pieces. There is a link to nostalgia due to the fact that the garment was previously owned which give to clothing a special meaning (Cozer, 2018). Finally, the economic motive representing individuals that are seeking cheap and fair prices.

Figure 42: Hierarchical model of motivation for second-hand shopping



Source: Guiot & Roux (2010)

The segmentation of second hand shops can vary in terms of the frequency they are doing their purchases. According to the Marketing Department of the Monash University, four types of segmentation can be observed for second hand shops (2015).

Fashion Hedonists – This segmentation includes consumers highly interested in new trends. The members of this segment have hedonic motivation and are highly driven by fashionability. The frequency of their purchase can vary between weekly purchases to less frequent, about once every six months (Brace-Govan, 2015).

Treasure Hunting – The members of this segment shop at secondhand stores most regularly – often weekly. The motivation is mostly for “critical, economic, recreational, and fashion reasons” (Brace-Govan, 2015). These shoppers are enjoying the activity of treasure hunting and the ‘thrill of a bargain’. This segment includes an economical motive and can suggest that the consumers are price conscious. Additionally, these consumers have “strong critical motivations, aligning themselves with the purpose of supporting a charity and avoiding large chains” (Brace-Govan, 2015). Furthermore, this segment's motivation is to *disassociate from the conventional market for their fashion choices; these shoppers may be influencers or fashion leaders in a similar vein to hipsters* (Arsel and Thompson, 2011).

Infrequent fashionista – The segmentation represents consumers with relatively infrequent shopping habits, so every six months or less. The member of this segmentation are not driven by trends or tendency. Segment members tend to not enjoy shopping and are price conscious (Brace-Govan, 2015).

Disengaged second hand shoppers – This segment represents the lowest frequency in terms of shopping behavior - once a year or less. The motivation for the members are not driven by the fashionability but more from critical, economic, or recreational motivations. In addition, these shoppers enjoy shopping the least (Brace-Govan, 2015).

Targeting

The second hand shop will target a cultural sub factor such as lifestyle and tendency. Being potentially located in the young district of Plainpalais, the brand is targeting three types of potential customers:

1. Young women and men following trends. As they are closely following trends, they are potentially already aware of the negative impact of the fashion industry and ready to move toward more sustainable consumption. They are young, potentially from the generation Z, and are actively looking for sustainable purchases (Thredup, 2019). These customers will fit perfectly with the projected business model as it aims to combine fashionability and sustainability.
2. Healthy and conscious people who are paying extra attention to our planet. The business will allow them to disassociate from the demands of the fast-fashion industry. This target maybe a little bit older and may not follow current trends as closely (Thredup, 2019).
3. Students. Located in the district of Plainpalais, there is no shortage of students (Ville de Genève, 2020). They are still focused on their studies and perhaps find themselves with limited income. They are looking for trendy clothing items that match their lifestyle. They could come to the shop after class and take a break while looking for their next best purchase offered at affordable pricing. In addition, treasure hunting is a pleasant activity to bring the stress of the study down and have a fun time with friends.

Positioning

Distribution

The second hand shop would be located close to one of the most attractive districts in Geneva as well as no further away than ten minutes from downtown. The location could be an added value for the store. In addition, after the competitive analyses, it has been observed that none of the second hand shops analyzed have an official website. It would be considered a competitive advantage to propose to the consumer the option to buy in the store as well as online.

Differentiation

The secondhand shop will differentiate its products through a strategy on the quality and the design of the products. By paying close attention on the design of the final product proposed to appeal the eyes of our customers. The brand can differentiate from the competitors by its price strategy of not being vintage luxury brand neither than unattractive clothing shops owned by charity organization. The concept will potentially fill the gap by proposing affordable clothing at current trend.

No Perceived Substitute

It has been observed during the competitive analysis that vintage-luxury shops in Geneva does not include departments for men. By proposing a range of quality and well-designed products for men, the shop will have a unique advantage in the market, as customers view the product as unique and appreciate the attention to the male shopper.

Conclusion

As a consumer, it is essential to educate oneself on the ways in which the fashion industry generates thousands of tons of pollution and waste yearly. Despite some modest progress companies have taken to look forward and make more responsible decisions, not enough is being done (State of Fashion, 2020). Although awareness has grown this past year, the absolute number still remains low and there is a need to make crucial efforts towards more sustainable behavior in terms of clothing production and shopping habits throughout the industry (McKinsey, 2019).

The recommendations were based on both insights collected through the literature reviewed as well as information collected in the distributed survey and interviews executed in both cities of Amsterdam and Geneva.

The business model of secondhand shops has been identified as a successful and proactive solution to the overconsumption of clothing (Rendon, 2020). The implementation of a secondhand shop that reaches a larger audience, and does not carry the stigmas related to those already present in Geneva, will potential fill a gap present in the Swiss market as consumers in the city are looking for trendy, high-quality clothing. Based on the research conducted, the hypothesis that people in Geneva intend to buy clothes from common fast-fashion retailers out of an appeal to follow trends, despite a desire to be more conscious about the environment can be suggested. With the current lack of proximity to such shops, it is difficult to consider alternatives.

"I can be convincing by good quality clothes at affordable prices. Furthermore, proximity. I do not believe that second hand shops are excising close to where I live. If I could find those kind of shops close to my home it may convince me to have a look and see what they propose".

Rebecca Häfliger

The rise in consumer awareness of the environmental impact of the textile industry could be a turning point in the history of secondhand shops, significantly increasing its demand (Thredup, 2019). The analysis conducted has demonstrated that certain factors, such as quality and fashionability or adherence to current trends, are attributes that are of high importance to the Swiss market and must be taken into account to ensure the success of a secondhand shop in Geneva. In addition, the population in Geneva has demonstrated a high interest in cleanliness regarding the shop characteristics. To have the greatest chance to attract consumers the secondhand shop must be clean, well-organized, and inviting atmosphere.

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Appendix 1: Survey online

Bachelor Thesis - The impact of Fashion

Bachelor Thesis - The impact of Fashion

Please take a few minutes of your time to fill in the following survey.

1. Please confirm your gender?

Question instructions: *Select one answer*

☐ Male ☐ Female

2. What is your age?

Question instructions: *Select one answer*

- ☐ Under 18 years old
- ☐ 18-24 years old
- ☐ 25-34 years old
- ☐ 35-44 years old
- ☐ 45-54 years old
- ☐ Over 55 years old

3. Where do you live?

Question instructions: *Select one answer*

- ☐ Amsterdam
- ☐ Geneva

4. How often do you buy new clothes?

Question instructions: *Select one answer*

- ☐ Once a week
- ☐ Once a month
- ☐ Several times per month
- ☐ Several times per year
- ☐ Less often

5. How much do you spend on clothing per month?

Question instructions: *Select one answer*

- ☐ 0 - 50
- ☐ 50 - 100
- ☐ 100 - 250
- ☐ 250 - 500
- ☐ 500 +

6. What is your reason for buying new clothes?

Question instructions: *You can select more than one answer*

- ☐ Replacing worn-out clothes
- ☐ Following a new trend
- ☐ Because it was on sale
- ☐ To enrich my wardrobe
- ☐ Other reason/s (Please specify)

7. Do you follow current fashion trends?

Question instructions: *Select one answer*

- ☐ Yes, I follow them closely
- ☐ Yes, but only when I see something I really love
- ☐ No

8. Which type of clothing do you buy most often?

- ☐ Trousers, shorts, skirts
- ☐ T-shirts, sweaters, sweatshirts
- ☐ Underwear
- ☐ Jackets, coats
- ☐ Boots, shoes , footwear
- ☐ Other (Please specify)

9. Please specify your favourite clothing brand below.

10. Do you know where your clothes are made ?

Question instructions: *Select one answer*

- ☐ Yes, of course!
- ☐ Most of them
- ☐ Not all of them
- ☐ No

11. What is most important for you when you are purchasing clothes ?

Question instructions: *5 being the most important and 1 being the least*

	1	2	3	4	5
Price	☐	☐	☐	☐	☐
Quality	☐	☐	☐	☐	☐
Design	☐	☐	☐	☐	☐
Brand	☐	☐	☐	☐	☐
Materials used (ex, bio cotton)	☐	☐	☐	☐	☐
Labels (ex, sustainable)	☐	☐	☐	☐	☐
Production origin	☐	☐	☐	☐	☐

12. Did you know that the fashion industry is one of the most polluting industries in the world?

Question instructions: *Select one answer*

- ☐ Yes
☐ No

13. Do you know what sustainable means ?

Question instructions: *Select one answer*

- ☐ Yes
☐ No

14. Would you be willing to invest more money in a product if you knew the item was made sustainably?

Question instructions: *Sustainable, adjectif : causing little or no damage to the environment and therefore able to continue for a long time.*

- ☐ Yes
☐ Probably
☐ No

15. Where do you anticipate you will spend the most money in the next 3 years for clothings purchases

Assign: 100 points

Secondhand shops	
Rental - Subscription	
Fast Fashion	
Luxury Fashion Houses	

16. Would you look for a product first in a secondhand shop before going to a fast fashion retailer?

Question instructions: *Select one or more answers*

- ☐ Yes, every time!
☐ 50% of the time
☐ Sometimes
☐ Never

17. How much of your wardrobe was purchased from a secondhand thrift shop? (In percentage)

Question instructions: Select one or more answers

- ☐ 0-10
- ☐ 10-25
- ☐ 25-50
- ☐ 50 +

18. What is your perception of a second hand shop ?

Question instructions: Select one or more answers

- ☐ I have a negative perception
- ☐ It's dirty
- ☐ It's mostly for poor people
- ☐ I have a positive perception
- ☐ I would rather shop second hand than a retailer
- ☐ I think it's the best alternative to fast fashion

19. Do you know where to shop secondhand in your city ?

Question instructions: Select one answer

- ☐ Yes
- ☐ No

20. How have you disposed of clothing you no longer want in the past?

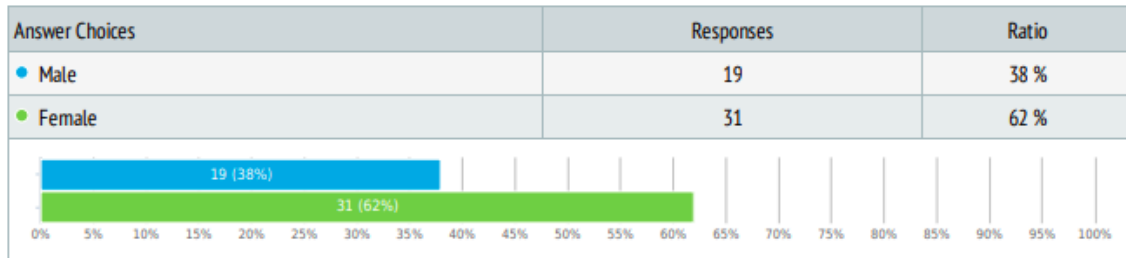
Question instructions: Select one answer

- ☐ Put them in the bin
- ☐ Put them on the charity box
- ☐ Give them away to friends
- ☐ Sell them to another shop or via an online webshop such as ThredUp
- ☐ Return them to the retailer

Appendix 2: Survey Results Amsterdam

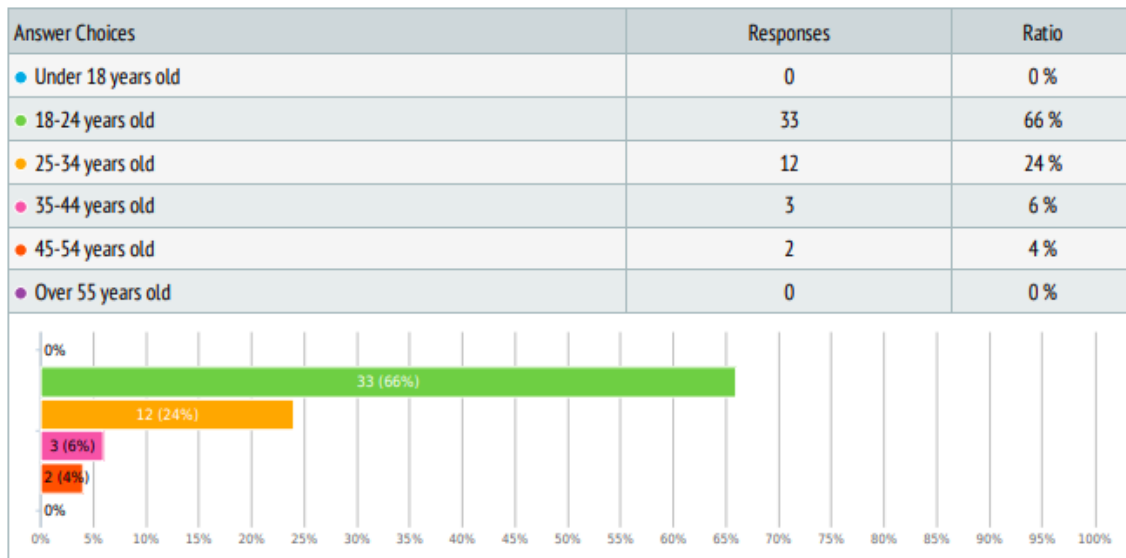
1. Please confirm your gender?

Single choice, answers 50x, unanswered 0x



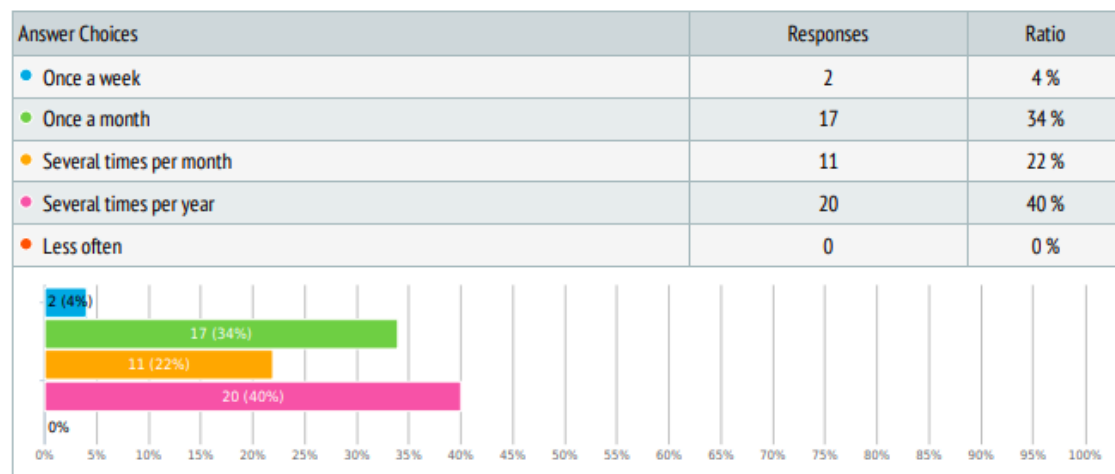
2. What is your age?

Multiple choice, answers 50x, unanswered 0x



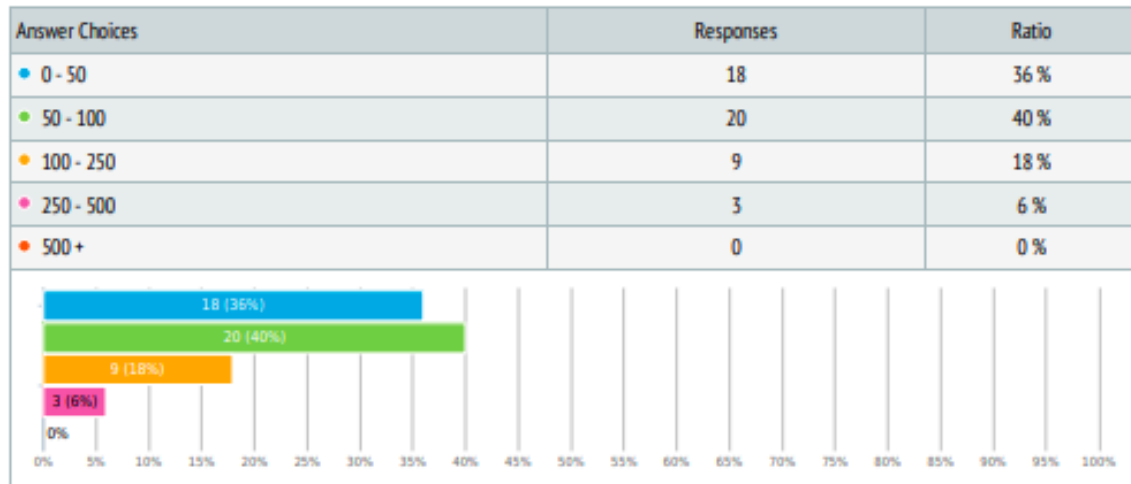
4. How often do you buy new clothes?

Single choice, answers 50x, unanswered 0x



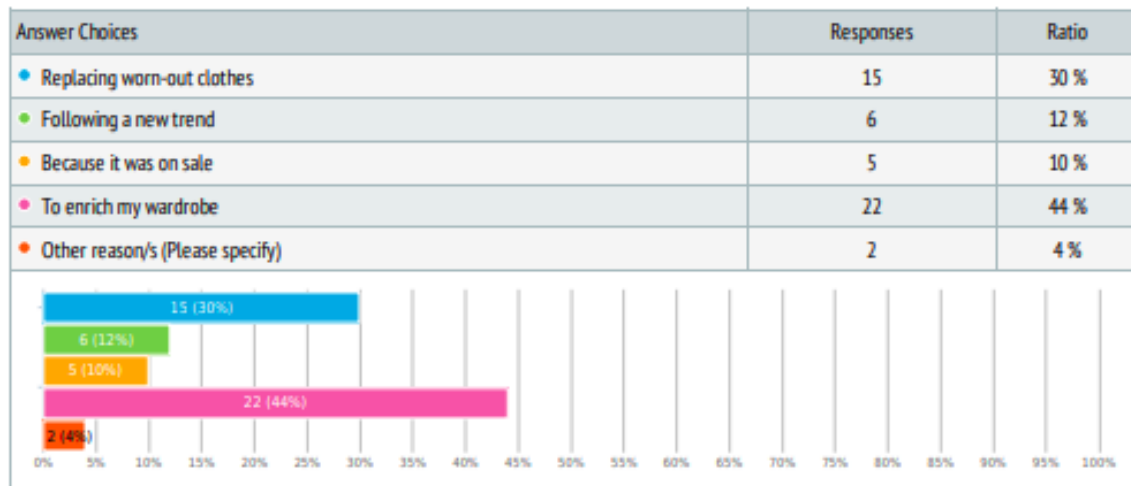
5. How much do you spend on clothing per month?

Single choice, answers 50x, unanswered 0x



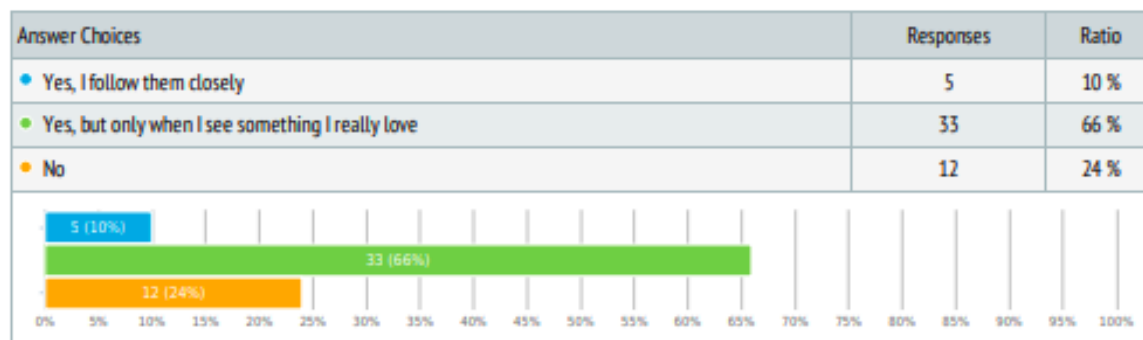
6. What is your reason for buying new clothes?

Single choice, answers 50x, unanswered 0x



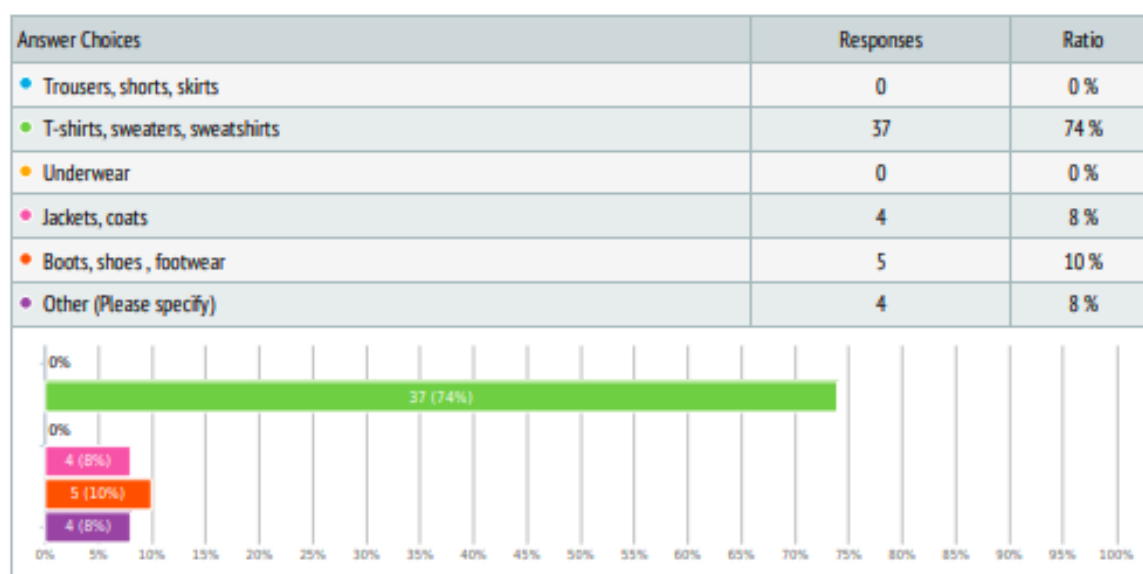
7. Do you follow current fashion trends?

Single choice, answers 50x, unanswered 0x



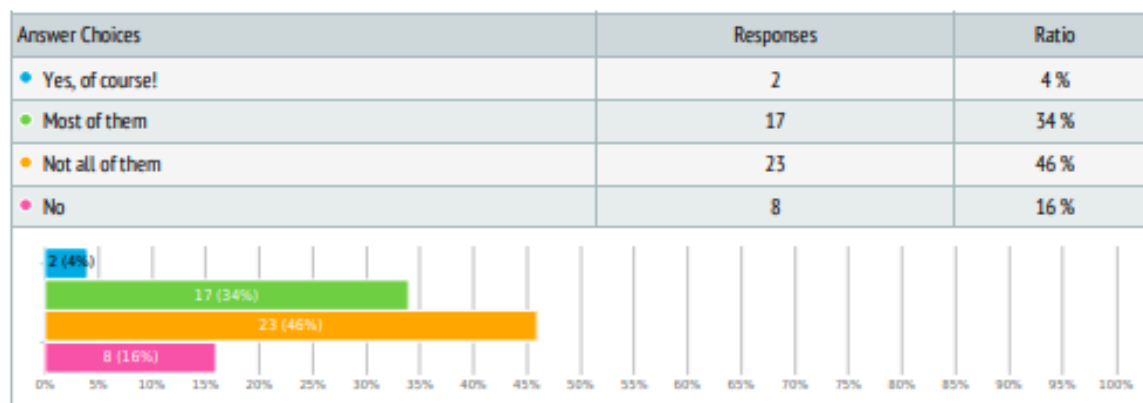
8. Which type of clothing do you buy most often?

Single choice, answers 50x, unanswered 0x



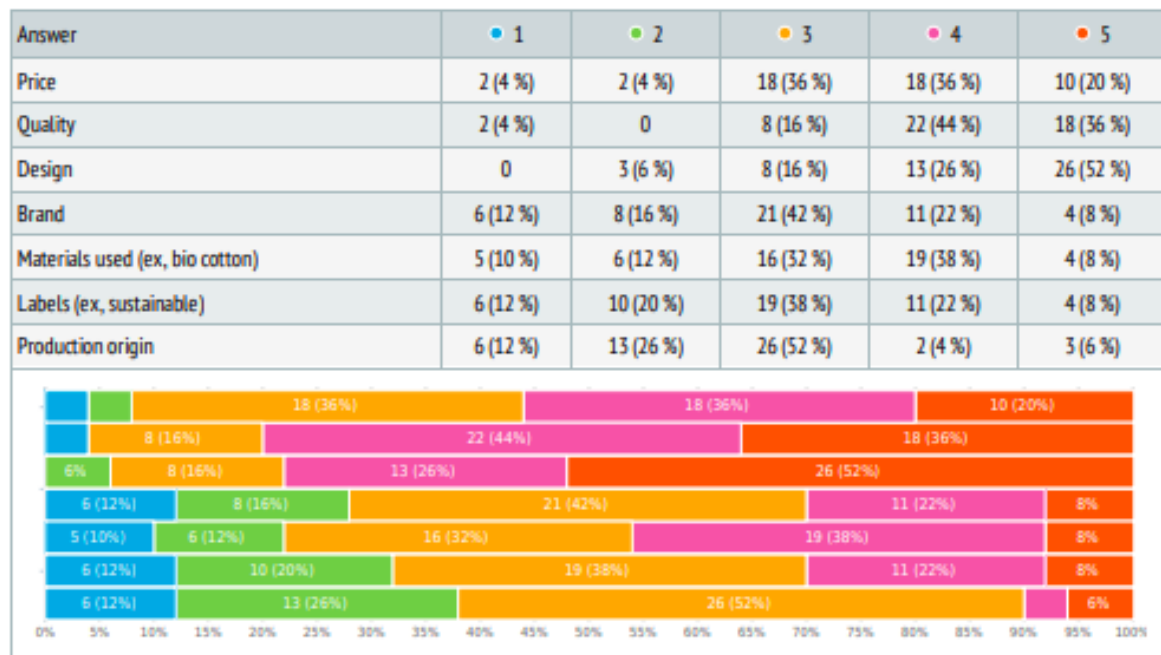
10. Do you know where your clothes are made ?

Single choice, answers 50x, unanswered 0x



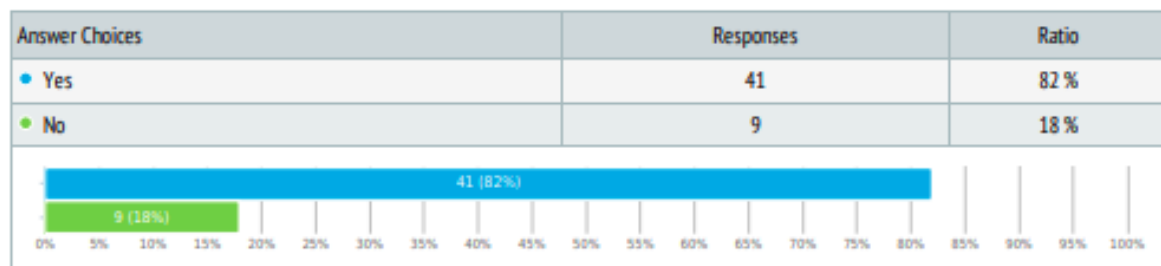
11. What is most important for you when you are purchasing clothes ?

Matrix of single choices, answers 50x, unanswered 0x



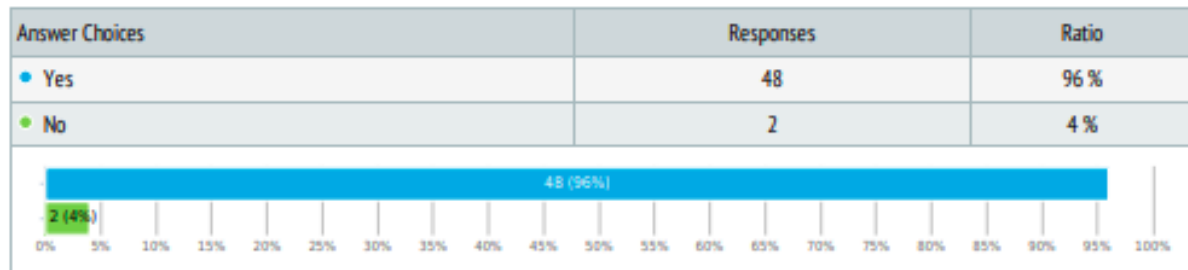
12. Did you know that the fashion industry is one of the most polluting industries in the world?

Single choice, answers 50x, unanswered 0x



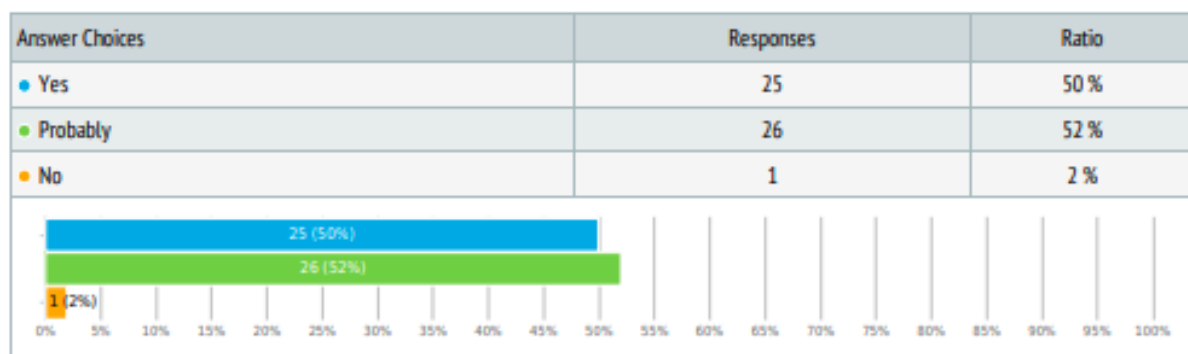
13. Do you know what sustainable means ?

Single choice, answers 50x, unanswered 0x



14. Would you be willing to invest more money in a product if you knew the item was made sustainably?

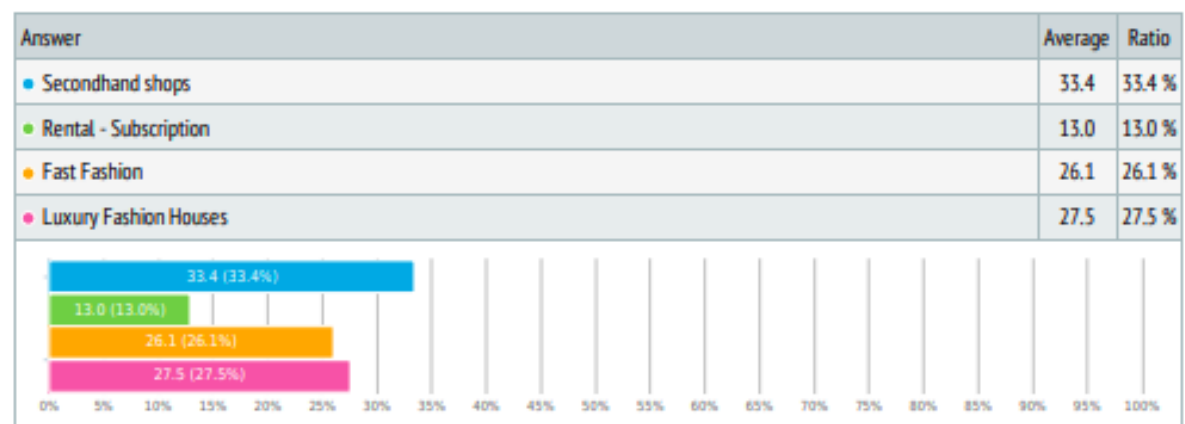
Multiple choice, answers 50x, unanswered 0x



15. Where do you anticipate you will spend the most money in the next 3 years for clothings purchases

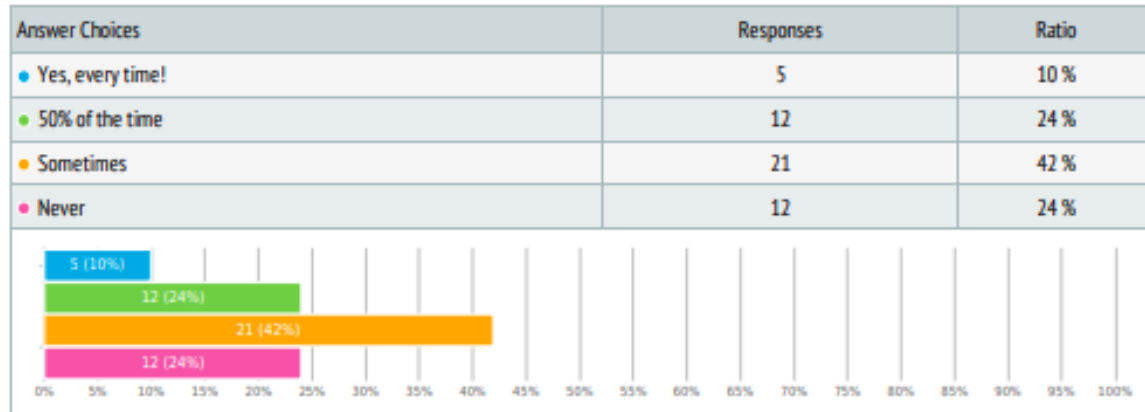
Rating scale, answers 50x, unanswered 0x

Assign: 100 points



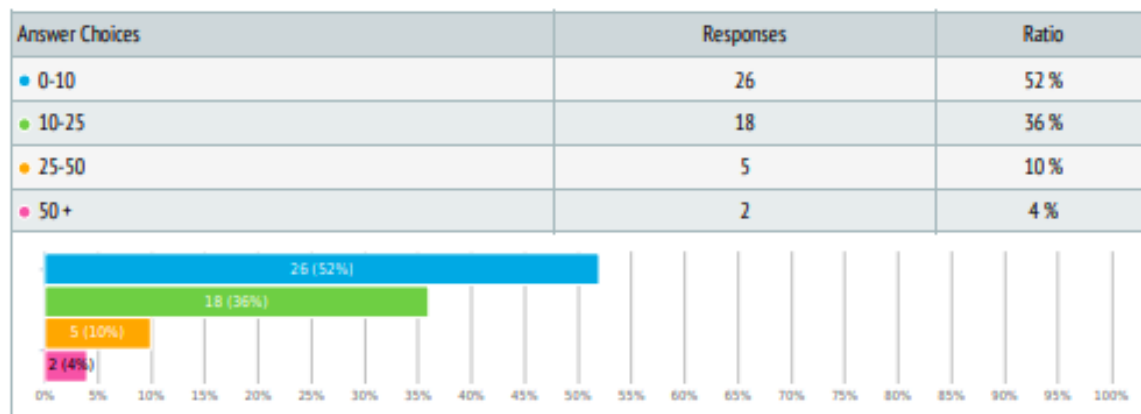
16. Would you look for a product first in a secondhand shop before going to a fast fashion retailer?

Multiple choice, answers 50x, unanswered 0x



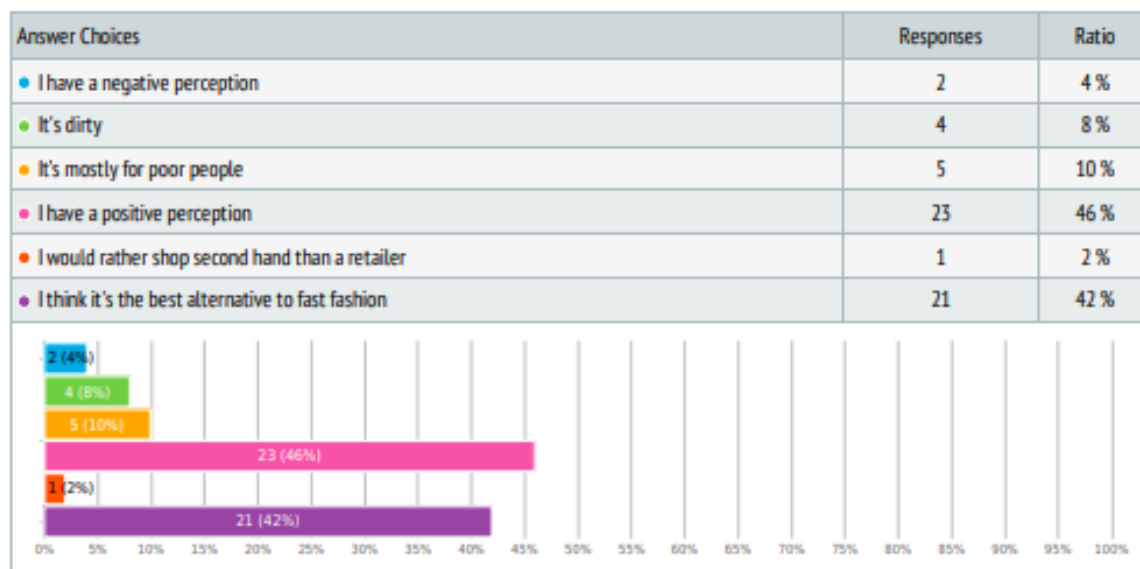
17. How much of your wardrobe was purchased from a secondhand thrift shop? (In percentage)

Multiple choice, answers 50x, unanswered 0x



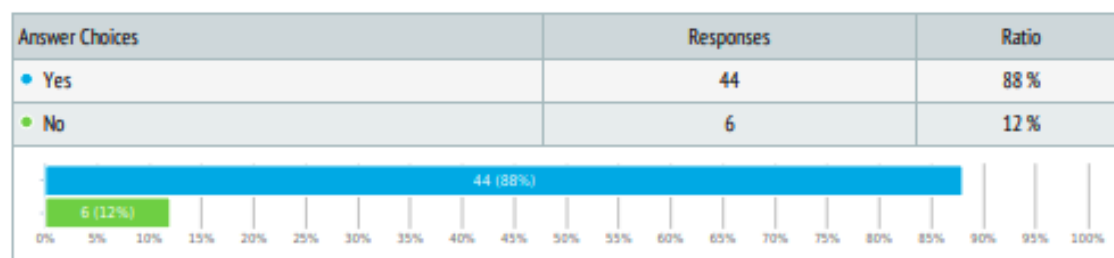
18. What is your perception of a second hand shop ?

Multiple choice, answers 50x, unanswered 0x



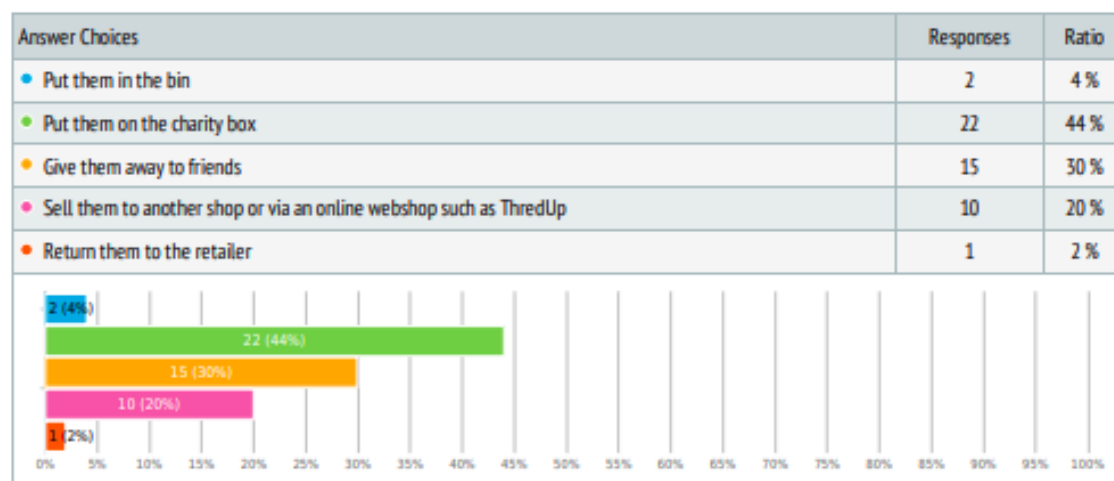
19. Do you know where to shop secondhand in your city ?

Single choice, answers 50x, unanswered 0x



20. How have you disposed of clothing you no longer want in the past?

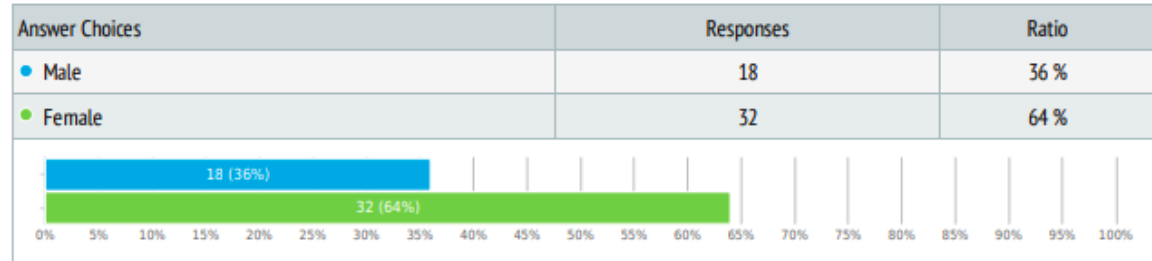
Single choice, answers 50x, unanswered 0x



Appendix 3: Survey Results Geneva

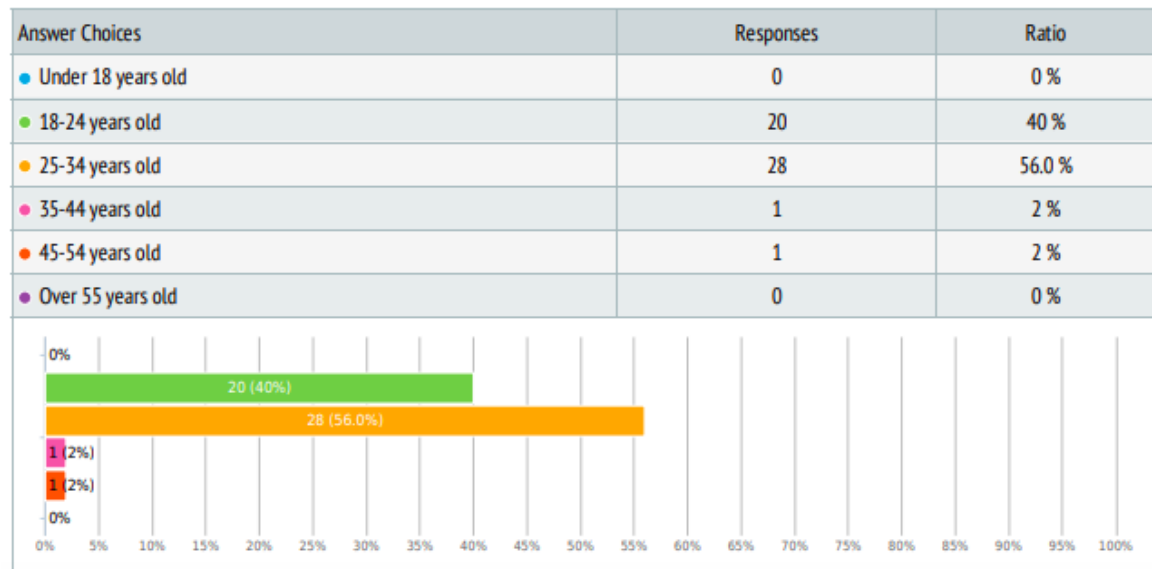
1. Please confirm your gender?

Single choice, answers 50x, unanswered 0x



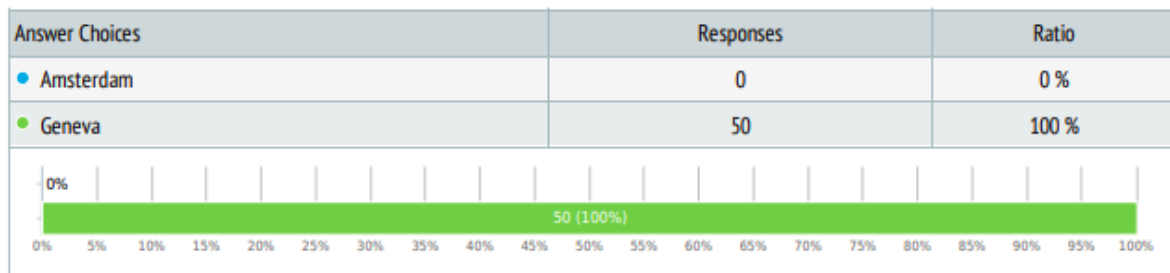
2. What is your age?

Multiple choice, answers 50x, unanswered 0x



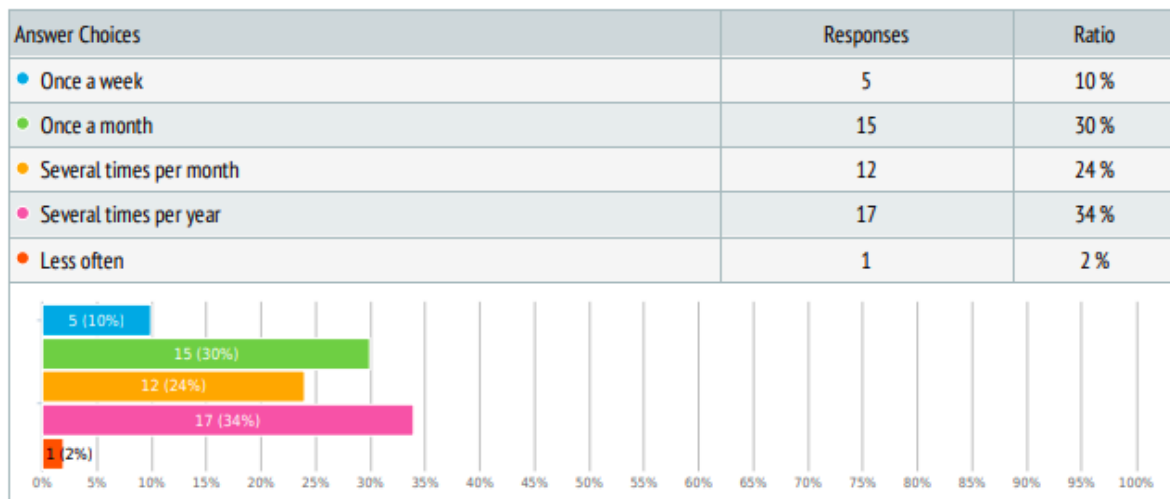
3. Where do you live?

Single choice, answers 50x, unanswered 0x



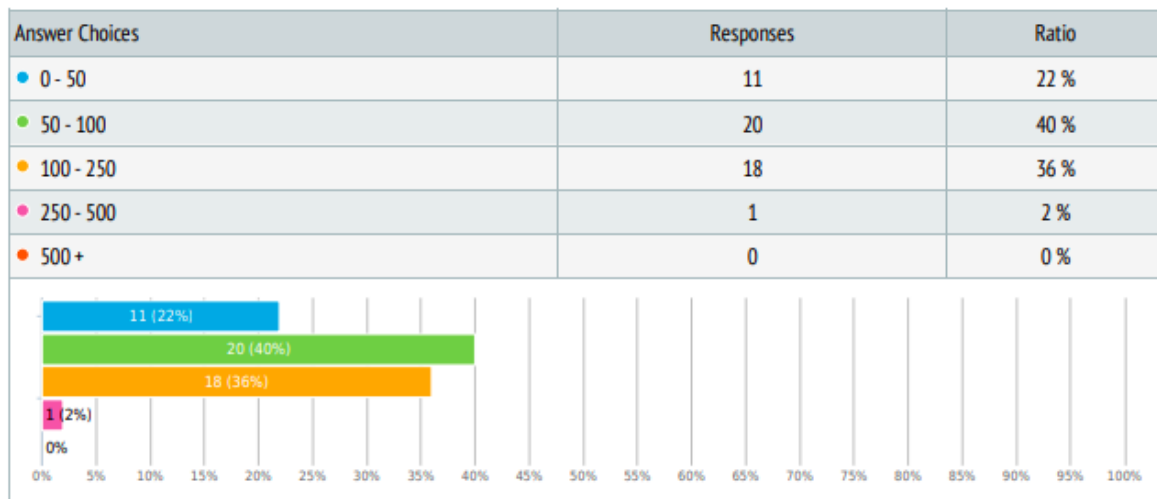
4. How often do you buy new clothes?

Single choice, answers 50x, unanswered 0x



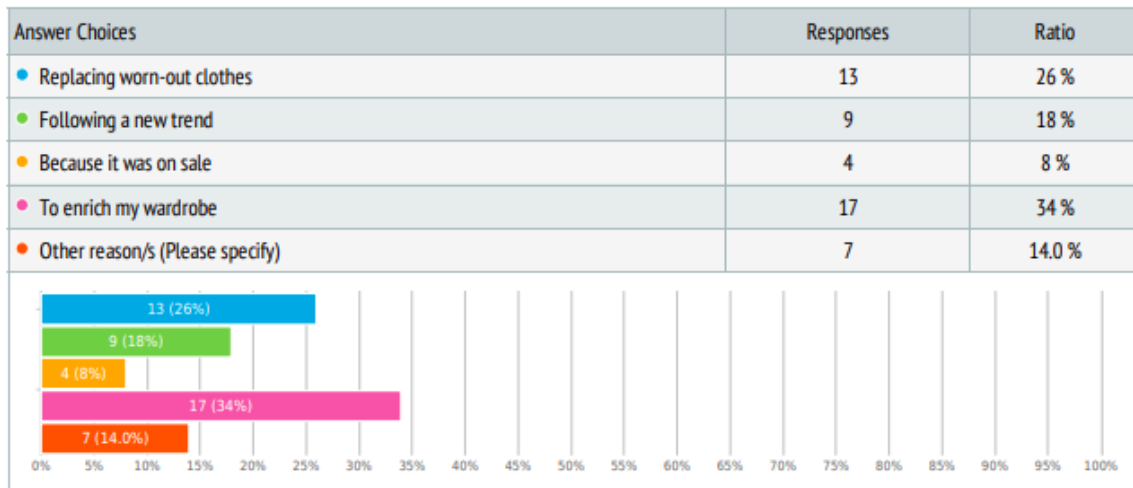
5. How much do you spend on clothing per month?

Single choice, answers 50x, unanswered 0x



6. What is your reason for buying new clothes?

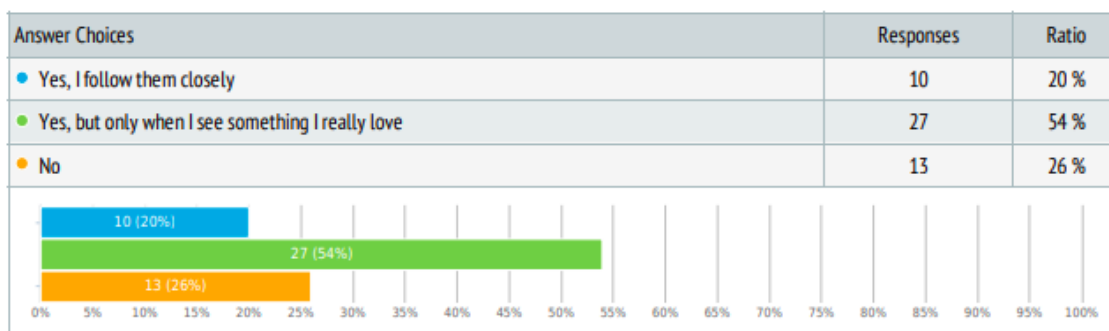
Single choice, answers 50x, unanswered 0x



- Following a new trend + because it was on sale
- A little bit all of them
- Because I like it
- Passionate about clothes
- replacing old ones or enrich
- To feel good
- I'm working in a clothes shop. I have 50% off. It helps to buy

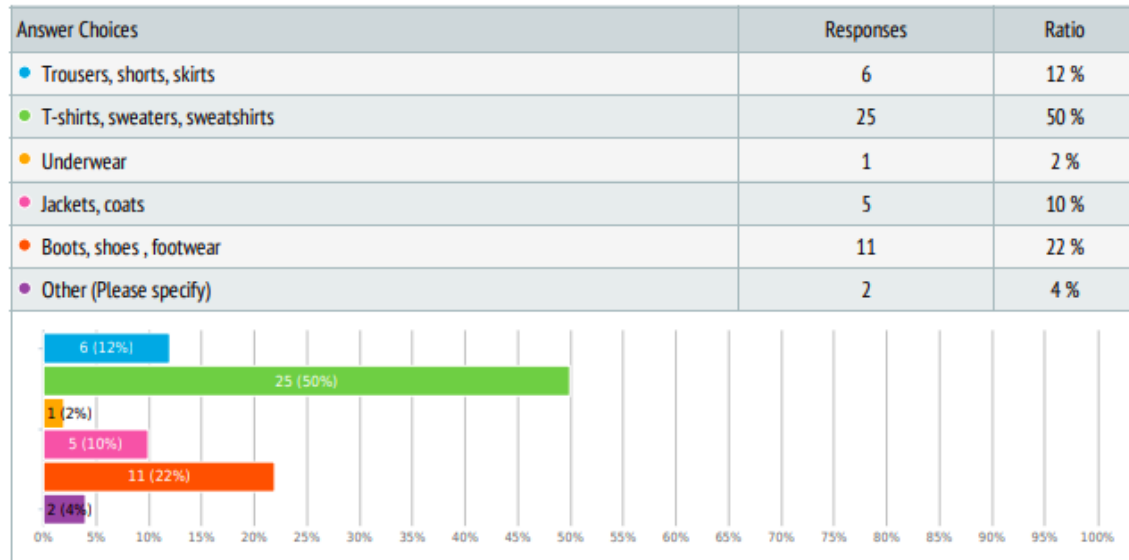
7. Do you follow current fashion trends?

Single choice, answers 50x, unanswered 0x



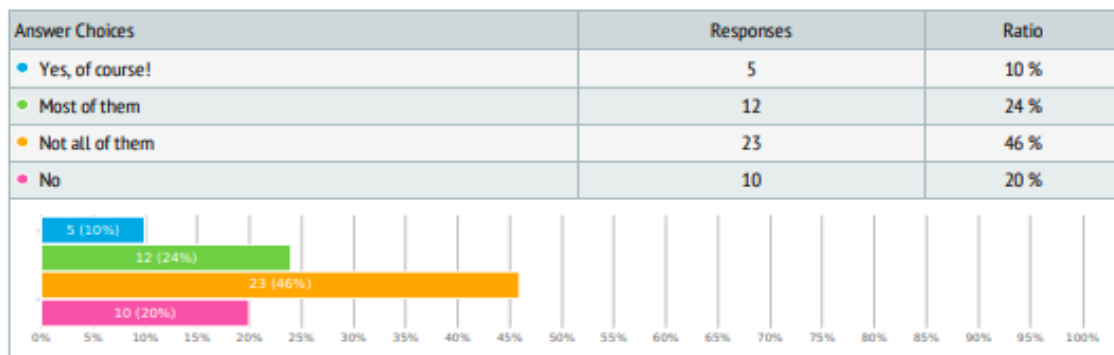
8. Which type of clothing do you buy most often?

Single choice, answers 50x, unanswered 0x



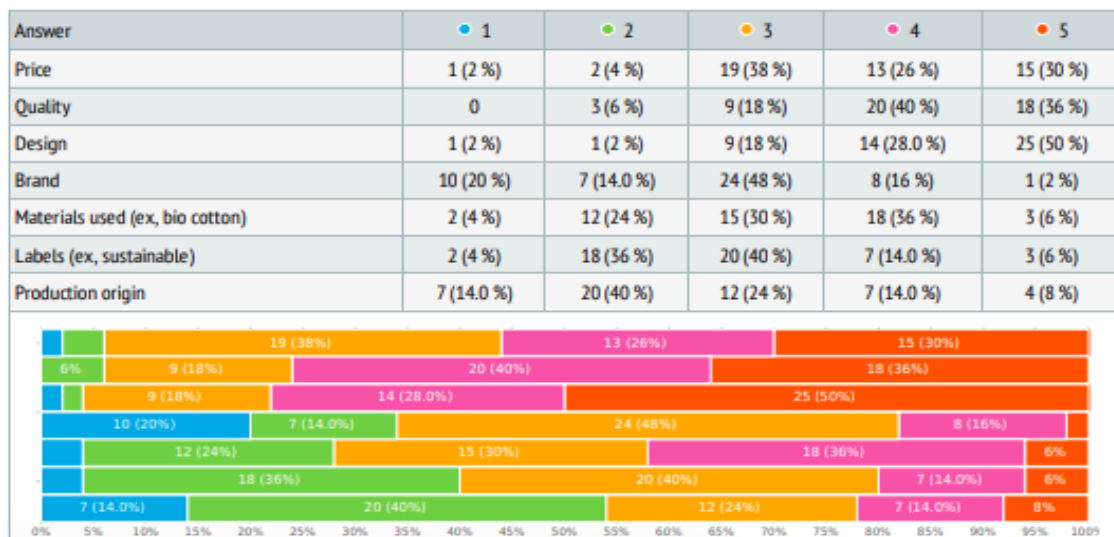
10. Do you know where your clothes are made ?

Single choice, answers 50x, unanswered 0x



11. What is most important for you when you are purchasing clothes ?

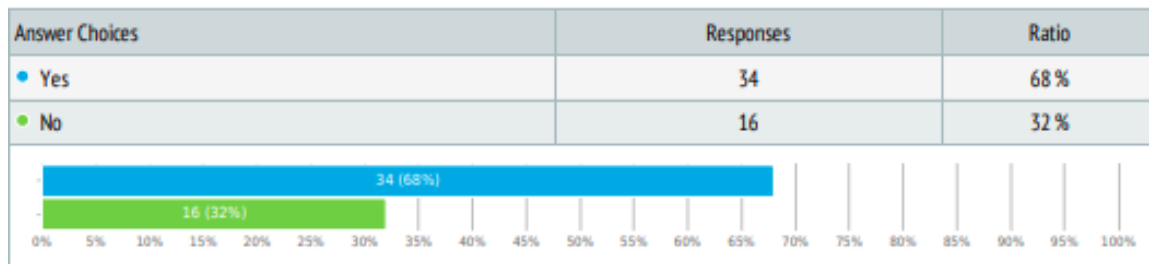
Matrix of single choices, answers 50x, unanswered 0x



Can secondhand shops be perceived as potential successful business opportunities while simultaneously reducing the negative impact of the fashion industry in Geneva?
Olivia GUENIN

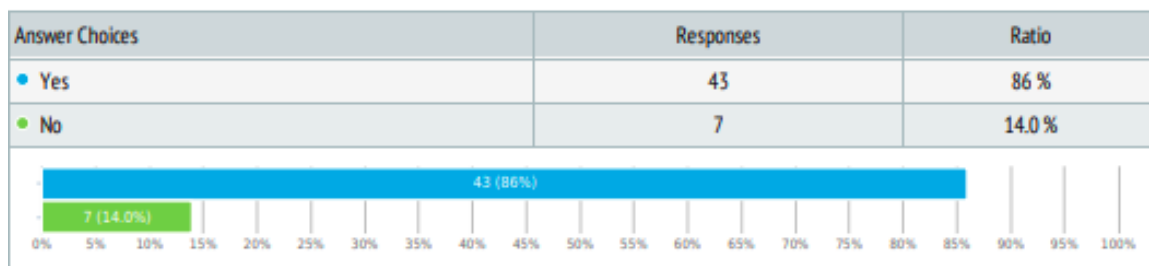
12. Did you know that the fashion industry is one of the most polluting industries in the world?

Single choice, answers 50x, unanswered 0x



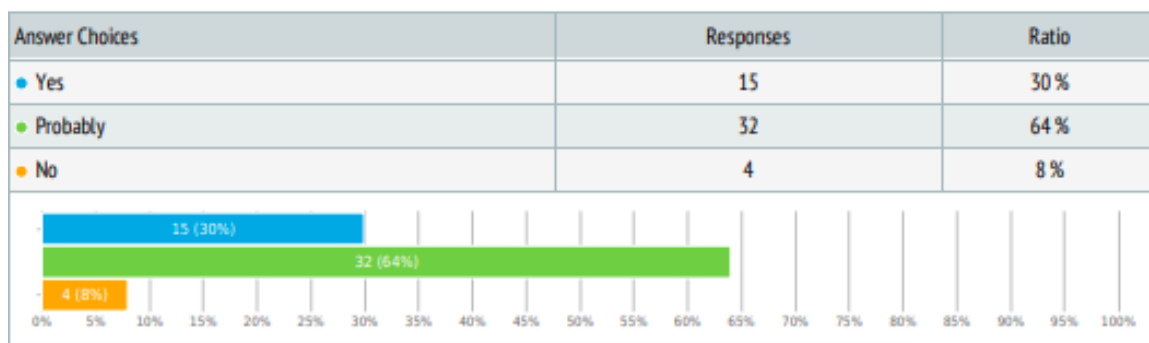
13. Do you know what sustainable means ?

Single choice, answers 50x, unanswered 0x



14. Would you be willing to invest more money in a product if you knew the item was made sustainably?

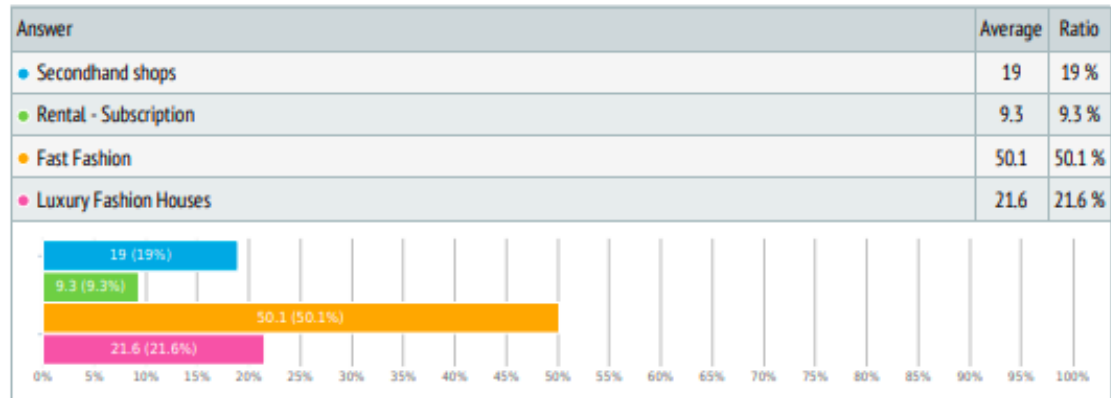
Multiple choice, answers 50x, unanswered 0x



15. Where do you anticipate you will spend the most money in the next 3 years for clothings purchases

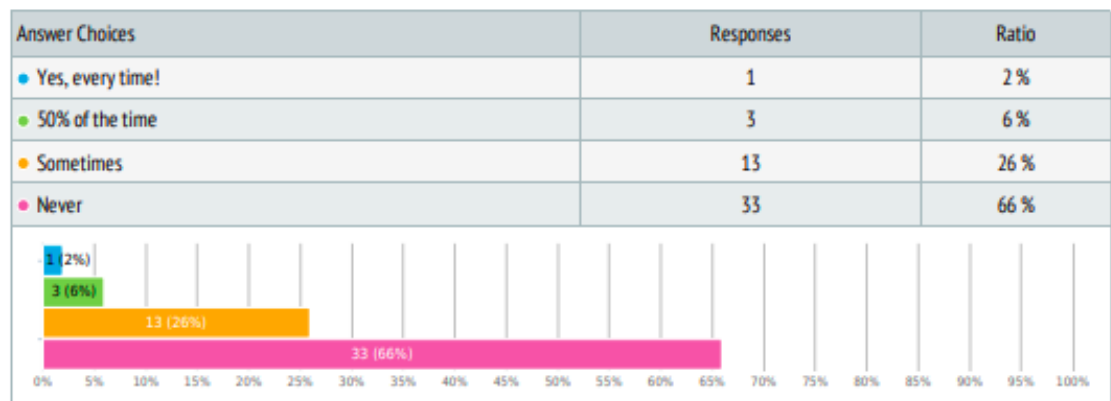
Rating scale, answers 50x, unanswered 0x

Assign: 100 points



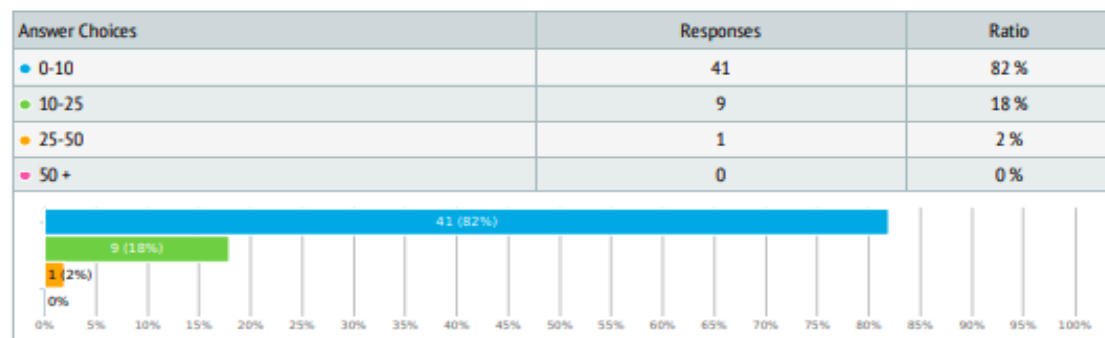
16. Would you look for a product first in a secondhand shop before going to a fast fashion retailer?

Multiple choice, answers 50x, unanswered 0x



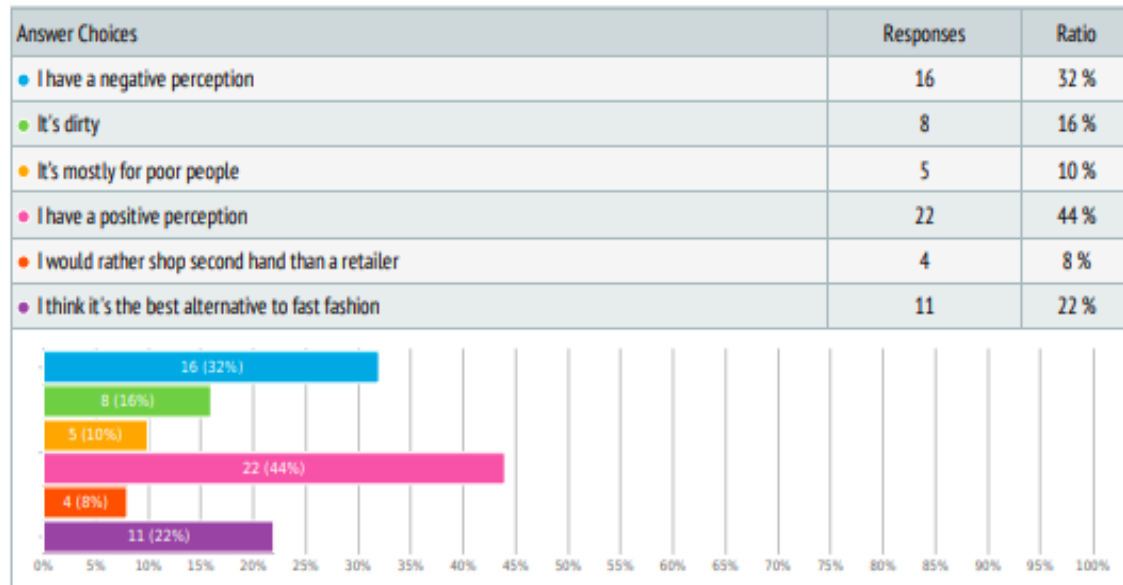
17. How much of your wardrobe was purchased from a secondhand thrift shop? (In percentage)

Multiple choice, answers 50x, unanswered 0x



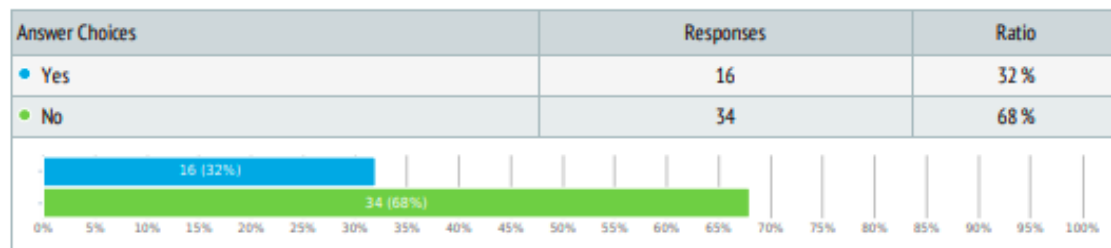
18. What is your perception of a second hand shop ?

Multiple choice, answers 50x, unanswered 0x



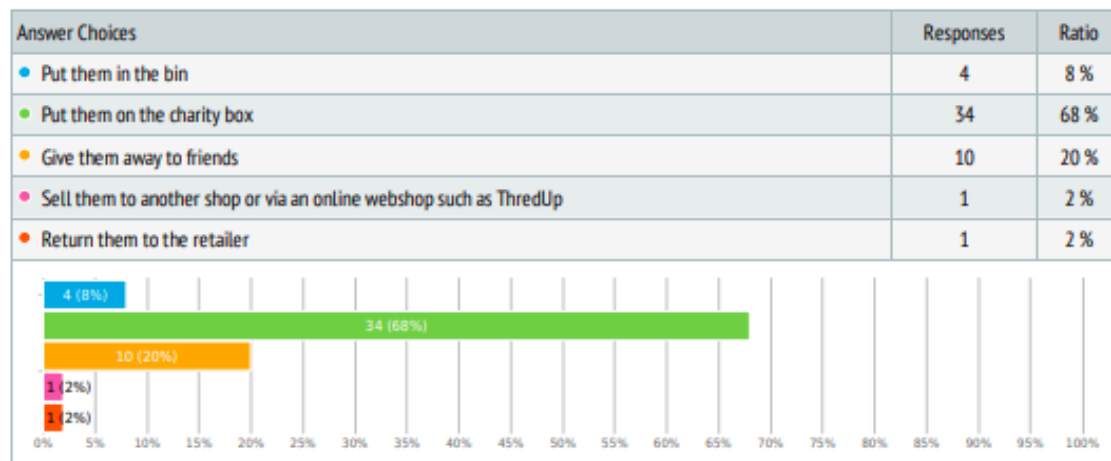
19. Do you know where to shop secondhand in your city ?

Single choice, answers 50x, unanswered 0x



20. How have you disposed of clothing you no longer want in the past?

Single choice, answers 50x, unanswered 0x



Appendix 3: Interview 1 Questions & Answers

What is your last purchase?

My last purchase is a Vintage leather jacket that I bought on a secondhand retailer.

Why did you purchase this article?

It was on my wish list since months and I finally found the perfect shape that I liked in an online vintage retailer.

Did you buy your article secondhand? if no, did you look first on a secondhand shop?

Yes, I bought it vintage! I have to confess that I also look in common retailer like Zara but I wanted something in real leather and good quality. I finally find the perfect jacket after weeks of research. I am satisfied of my purchase as I could never have afforded the same quality on a brand new jacket.

Would you spend more than 50 EUR a month on clothing?

I am now doing shopping every month. But I would say that in total my yearly budget can be broken down to approximately 50€ per month, yes!

Would you say that you are environmentally conscious when making purchases?

Yes, I am always taking the time to be sure of my purchases in order to avoid buy to buy. It is important for me to create a sort of wish list so when I am purchasing something it is because I really want it. In addition, I always try to avoid fast fashion as much as possible

Would you consider secondhand shops as an alternative to fast fashion?

Yes, I consider secondhand as an alternative. I am always trying to find what I am looking for in a secondhand first. I think you can have great quality at affordable prices so your items are sure to last in comparison to fast-fashion

What could convince you to shop secondhand?

I am already shopping secondhand

Is secondhand shopping common in your city? If no, why?

Yes, it is common, I used to shop secondhand already with my mom when I was younger then with friends.

What is important for you in term of shops characteristics when you are doing your shopping?

I would say that I appreciate when a shop is clean and organized. So it easier to find what you like. It is also important for me to have friendly staff that is able to help when needed.

Appendix 4: Interview 2 Questions & Answers

What is your last purchase?

My last purchase was a dark blue sweater at Sandro.

Why did you purchase this article?

Because it was a nice dark blue with an amazing fabric. The shape was as well amazing

Did you buy your article secondhand? if no, did you look first on a secondhand shop?

No, I did look at a second hand shop before. I never look for an items in a second hand shop because I believe that I will never find clothing that suits me.

Would you spend more than 50 EUR a month on clothing?

I usually do not shop every month but if I find good quality clothing I would be willing to spend more than fifty EUR. So, to answer the question, I would spend more than fifty EUR a month if needed.

Would you say that you are environmentally conscious when making purchases?

No, I do not think I am environmentally conscious when I am making my purchases. However, I believe that I am making purchases less often than people in general so I can maybe consider myself as little bit environmentally conscious.

Would you consider secondhand shops as an alternative to fast fashion?

Yes, I think it is a good alternative. However, I do not think I am the ideal candidate for second hand shopping. But I believe second hand is price attractive and I encourage people to shop at secondhand shops.

What could convince you to shop secondhand?

I can be convincing by good quality clothes at affordable prices. Furthermore, proximity. I do not believe that second hand shops are excising close to where I live. If I could find those kind of shops close to my home it may convince me to have a look and see what they propose.

Is secondhand shopping common in your city? If no, why?

No, it is not common in Geneva. But actually I never thought about it

What is important for you in term of shops characteristics when you are doing your shopping?

Cleanliness is really important for me. I like shops that are actually smelling nice, are not messy and not over clowned.