What are your <u>favourite</u> garments? (garments that you've had for a long time and want to keep for even longer)

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Write down the list again, only the shape & size of the clothing, and leave the material & colour out.

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What kind of role does the material and colour play in how much you love the garment?

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If you would be able to buy your favourite garment in <u>same</u> colours and materials, how likely would you be to love it equally? (so, exactly the same, but brand-new)
highly likely   1   2   3   4   5   6   7   highly unlikely

If you would be able to buy your favourite garment in <u>new</u> colours and materials, how likely would you be to love it equally?
highly likely   1   2   3   4   5   6   7   highly unlikely

If it was possible to buy your favourite garment's <u>same</u> colours and materials, yet in a <u>new</u> shape/model, how likely would you be to love it equally?
highly likely   1   2   3   4   5   6   7   highly unlikely

What are your basic garments? (garments that you feel you at least need to have in your closet)

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Write down the list again, only the shape & size of the clothing, and leave the material & colour out.

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If you would be able to keep buying this shape/model in <u>same</u> colours and materials, how likely would you want to stick to the model?

highly likely   1   2   3   4   5   6   7   highly unlikely

If you would be able to keep buying this shape/model in <u>new</u> colours and materials, how likely would you want to stick to the model?

highly likely   1   2   3   4   5   6   7   highly unlikely

How much do you think you would want to try out <u>new</u> shapes/models in the <u>same</u> colours and materials?

highly likely   1   2   3   4   5   6   7   highly unlikely

How much do you think you would want to try out <u>new</u> shapes/models in the <u>new</u> colours and materials?

highly likely   1   2   3   4   5   6   7   highly unlikely

What would convince you to try (new model&new material)?

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Do you manage money, movies and music online?

yes   1   2   3   4   5   6   7   no

If such a service came out, would you like to manage your clothing online?

yes   1   2   3   4   5   6   7   no

What would you think of such a service?

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