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Summer 2018

UpCyclish

Art of Research



introduction

I started the process by looking into Vintage shopping, its culture and why people do it. I was curious as to why people would pay more money for used clothes.

Vintage shopping directly contrasts the mass-produced clothing sold by brands such as Forever 21 and H&M, which is dubbed “fast fashion” in the industry. The clothing items are cheap and sold to thousands, if not millions, of consumers. At the rate they’re manufactured, they’ll only last a few weeks before something else becomes trendy.

Vintage shopping has its roots in upcycling clothes out of necessity. Today, upcycling clothes are more important to combat the fast-fashion. Current methods of upcycling clothes are not effective enough because they are not as convenient and there is a distrust as to whether these garments are even being reused amongst millennials.

Brief Overview

Secondary Research

History

The government conservation campaign used slogans such as "Make economy fashionable lest it become obligatory" resulted in an approximate 10% reduction in the production of trash.

It became a symbol of rebellion and an expression of creativity for middle-class kids. Consumers are the main culprit and not factories.

Current

There has also been an increasing interest in **environmental sustainability** in terms of reusing, recycling and repairing rather than throwing things away. Sometimes vintage items are upcycled via changing the hemline or other features for a more contemporary look. Vintage items in poor condition are also salvaged for reuse as part of a new garment.

In developed countries, 79% of annual purchases are discarded.

Design

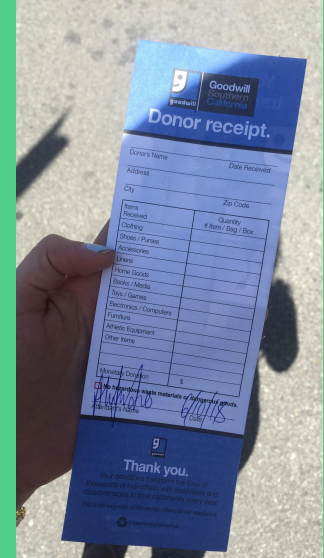
National Thrift Shop Day (August 17)

- Macklemore and Ryan's 2013 chart-topper "Thrift Shop."
- Fanny Brice's 1923 hit "Second-Hand Rose"
- Marcel Duchamp's 1917 ready-made urinal
- International magazine called * Vintage Life – specifically a Women's Fashion and Lifestyle Magazine.
- Netflix's "Girl Boss" based on Vintage Company Nasty Gal
- "Pretty in Pink"

Goodwill Center

Key Observations:

Observational Research



Upcyclish

Vintage Shopping

Donation Area : The area is **not maintained** well.

The user experience is poor - You basically **dump your clothes** in a pile of “trash”.

They pass you a receipt but do not fill it out, unsatisfying.

Goodwill Center

Observational Research



Upcycling



Vintage Clothes

Buying Area: **Congested** with items,
Items with stains/dirt are not covered up.

Vintage Shop

Observational Research



Upcyclish

Vintage Clothes

Highly **Curated & Branded**. Stains/marks are celebrated.
Prices are marked up very high. Designers do not buy from here.
They keep clothes clean and neat (we can see her steaming the clothes upfront)

key insights & analysis

Goodwill

You have to go through mounts of clothes to find ones you enjoy.

Most customers come out of necessity or goodwill but not out of preference.

Unfortunately, only about 20% - 30% of these items are actually re-sold. The rest are discarded.

Vintage shops

A **trust** is built for the buyer because of the way the clothes have been **maintained, cleaned and branded.**

Shops are better organised but still have some clutter.

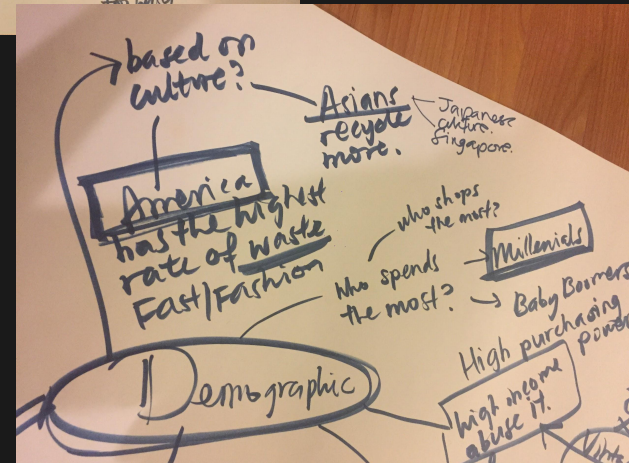
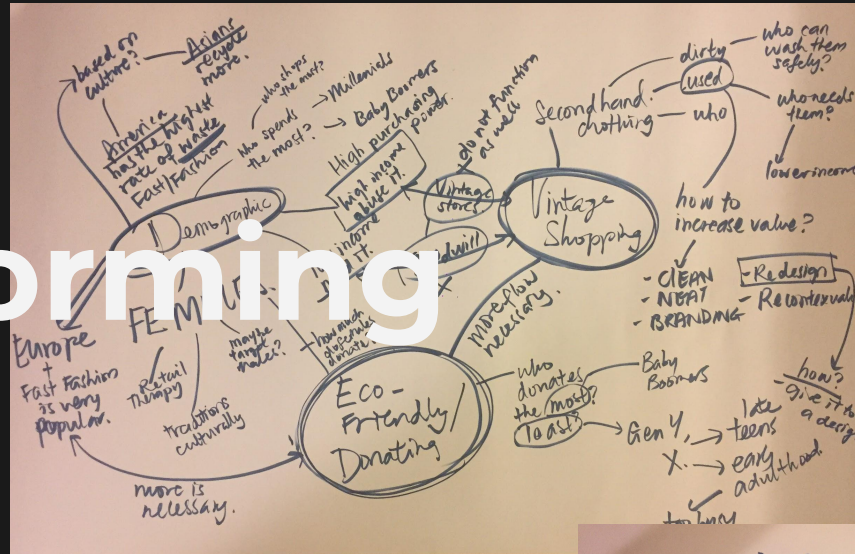
Prices are marked up extremely high.

Further Brainstorming

Looking into which demographic needs to upcycle or recycle more

Looking into different platforms suitable for upcycling

Looking into other businesses that are in the industry



Why Target Young Millennials?

Brainstorming

They have the **highest purchasing power** and make up for most of fast-fashion. They love to shop. Donate, not so much.

1 in 4 say they don't recycle at all. They are Lazy.

Millenials are content creators and are part of participatory culture. If they could see where their donations are going to or take part in the process of the upcycling, they would have a bigger motivation to do something with their clothing.

<https://barkley.s3.amazonaws.com/barkleyus/AmericanMillennials.pdf>
<http://www.convenience.org/Media/Daily/Pages/ND0921175.aspx#.W2iFDf5Kjyt>

NACS / Media / NACS Daily

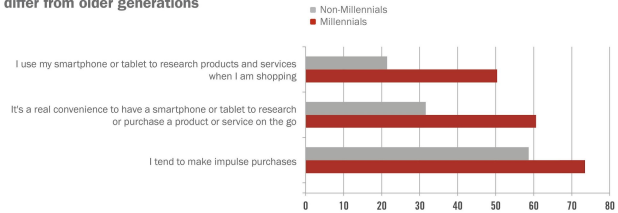
Millennials Less Likely to Recycle

Survey says millennials may be less likely to recycle, but they are more likely to buy from companies that are environmentally conscious.



MILLENNIALS SHOP DIFFERENTLY

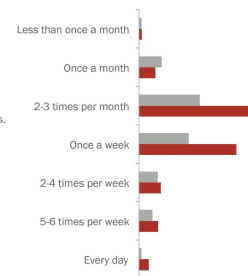
Attitudes, channel preferences and shopping behaviors differ from older generations



MILLENNIALS SHOP MORE FREQUENTLY

Forty-two percent of Millennials shop once per week, but twice as many Millennials shop more than five times a week compared to non-Millennials.

Millennials' greater shopping frequency can be explained in part by the reasons for their store visits. They tend to shop spontaneously to gather items for a recipe, satisfy a craving or buy a pre-made dish to serve. You could call it either a lack of planning or a zest for spontaneity.

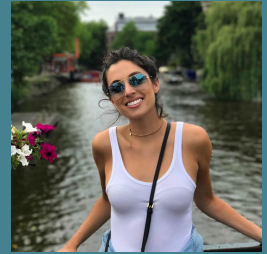


INTERVIEW WITH EXPERT

“I also tried my hand at an antique booth for about a year, but in the end we weren’t able to sell enough to justify the rental fee.”

“My poor car- so many miles driving all over town, and then some, for the sake of vintage!”

“The availability of the really good vintage stuff at thrifts and estates has changed – there’s so much competition that nowadays it’s common to come home empty handed from a 3 estate, 10 thrift store day.”



1

Synthesis

1. Current method for sourcing material is inefficient
2. Physical shops cost too much, Go online

INTERVIEW WITH EXPERT

“If you can get sellers/donators to be transparent about their items that would be great. The year they bought it.. How much its been used.. Elasticity.. Materials.. Stains.. Odor.”

“One problem with buying second-hand online is that users are not transparent about what they sell”

2

Synthesis

1. Transparency is lacking in other sites, that is why designers end up going to physical shops.
2. Designers want to know details & source of the clothing

INTERVIEW WITH EXPERT

“By upcycling clothing, not only are you extending the item’s life outside a landfill, but you’re making something distinctly your own. Youngsters enjoy individuality.”

“The aim is to increase the value of the clothes by modifying it”

“Once I got interested in upcycling, I started looking into how clothes can be redesigned in a safe, clean and also creative way.”

3

Synthesis

Designers are able to increase the value of the used clothes by repairing or adding embellishments.

They know how to upcycle in a clean, safe and creative way.

Ebay

Competitors and what they lack

Issues

The condition of the clothes is only categorised by pre-owned or new. - not transparent enough.

They do not have a community based forum where there is open communication between designer and customer.

The screenshot shows an eBay product listing for a black dress. The main image shows a mannequin wearing the dress. To the right of the image, the title reads "BY SECOND FEMALE size XS Dress crystals viscose 100% black". Below the title, the condition is listed as "Pre-owned". The price is "US \$36.50" with a "Buy It Now" button and an "Add to cart" button. There is also an "Add to watch list" link. A "30-day returns" badge and "Longtime member" status are visible. Shipping information shows "\$8.50 Standard Shipping from outside US | See details" and "Estimated between Fri, Aug. 17 and Wed, Aug. 29 @". Payment options include PayPal, VISA, Mastercard, and American Express. A "PayPal CREDIT" option is also available.

The screenshot shows the "Description" tab for the eBay listing. It includes the text "Seller assumes all responsibility for this listing." and "Last updated on Jul 25, 2018 21:53:24 PDT. View all revisions". Below this is a table of "Item specifics":

Item specifics			
Condition:	Pre-owned: An item that has been used or worn previously. See the seller's listing for full details and description of any imperfections. See all condition definitions	Style:	Dress
Occasion:	Casual	Brand:	BY SECOND FEMALE
Color:	black	Size Type:	Regular
Country/Region of Manufacture:	Unknown	Size (Women's):	XS

Etsy

Competitors and why they are different

Issues

The screenshot shows the Etsy website interface. At the top, there's the Etsy logo, a search bar, and navigation links like 'Sell on Etsy', 'Register', and 'Sign in'. Below the navigation, there are category tabs including 'Vintage'. The main content area features a shop banner for 'SheFitzRetro' with a 'Favorite shop' button. The product being viewed is 'ALL SIZES Vintage High Waisted Relaxed Fit Tapered Leg Levis' priced at \$45.00. The product image shows several pairs of jeans on a wooden floor. To the right of the image are dropdown menus for 'Size' and 'Primary color', a 'Quantity' selector set to 1, and an 'Add to cart' button. Below the product details, there's a section for 'Overview' listing item details like material (100 Cotton), feedback (1042 reviews), and a note that the shop accepts Etsy gift cards.

What they tag as “Vintage” is a lot of the time not actually second-hand. They are made to order.

These platforms do not inform you where clothes come from.

Summary of Key Insights

What is lacking in the current market?



Redesigning increases the value of secondhand clothes.



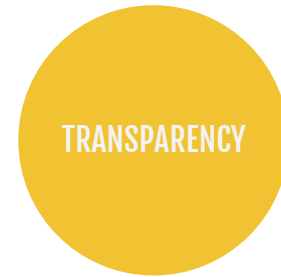
Millenials are content creators.
Having something engaging and participatory might help motivate them to upcycle.

Designers know how to redesigned in a safe, clean and also creative way.



The current method of finding clothes is inefficient & tough.

If we can see the actual owner, we know the origin of the clothes better.



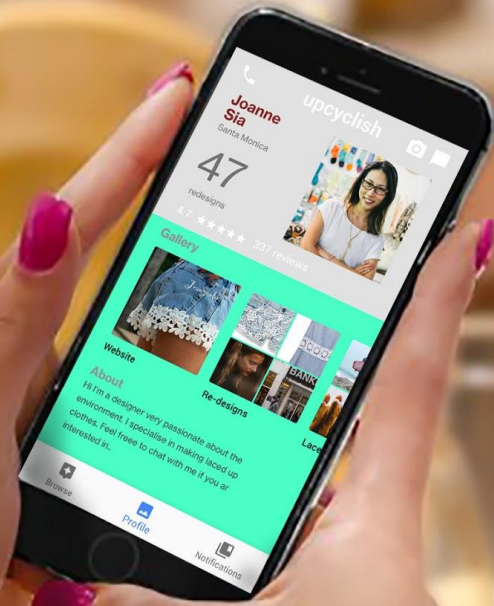
Current online platforms do not set standards to keep things transparent.

Final Thesis

Young Millennials, ages 18-24, need an online platform to donate clothes and materials to designers for upcycling. The app focuses on building a community and transparency between the designer and the donator, removing and middleman for convenience.

UpCylish

A new way to upcycle clothes



upcyclish

Joanne Sia

Santa Monica

47

re-designs

4.7 ★★★★★

327 reviews

Gallery



Website

About

I'm a designer very passionate about the environment. I specialise in making laced up clothes. Feel free to chat with me if you are interested in...

Re-designs

Lace



Browse



Profile



Notifications

Ecosystem

Demographic



Removing the middleman



Upcyclish

Vintage Clothes

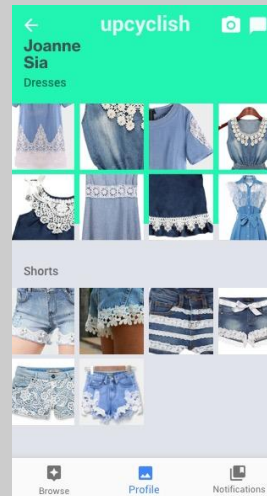
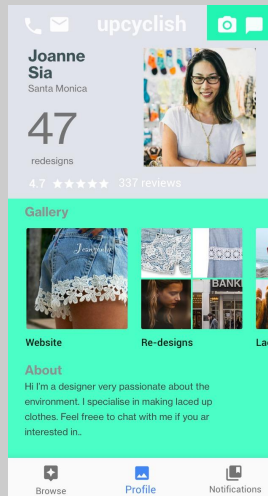
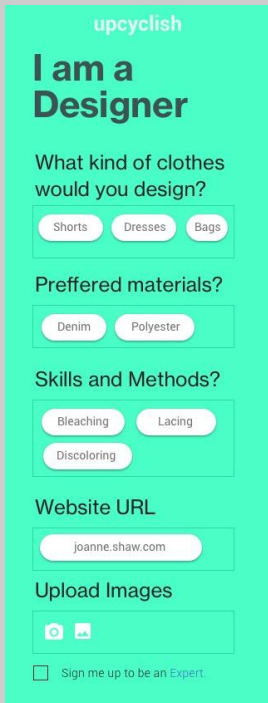
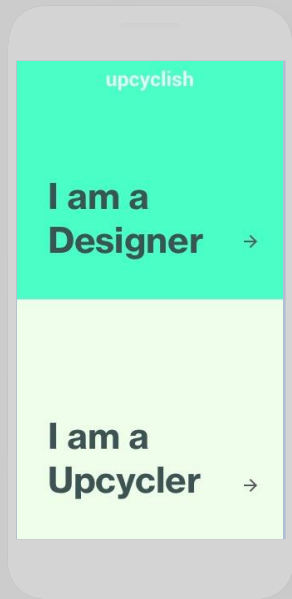
Lazy Young Millennial
18 - 24 years

Fashion Designer
Environmentally Conscious

THE NEW USER EXPERIENCE DESIGN

Designer's Perspective

Upcyclish

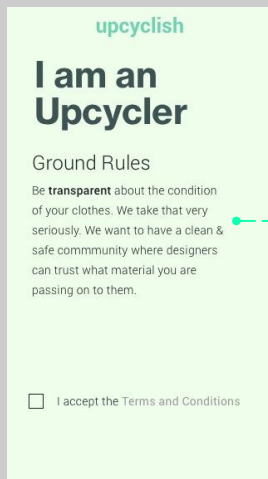
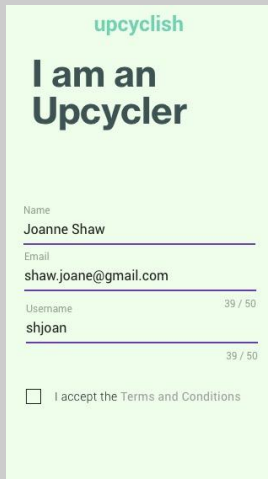
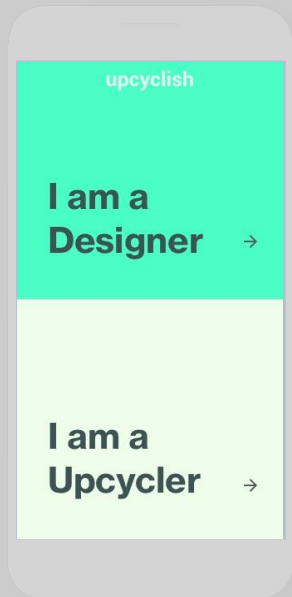


Vintage Clothes

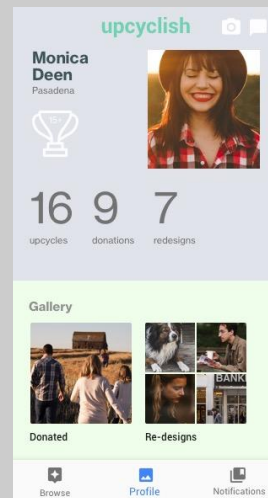
THE NEW USER EXPERIENCE DESIGN

Upcycler's Perspective

Upcyclish



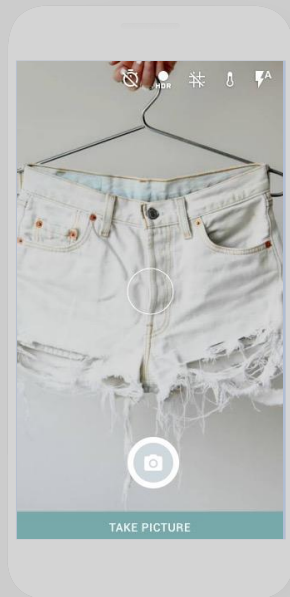
Transparency is addressed at the very beginning



Vintage Clothes

THE NEW USER EXPERIENCE DESIGN

“Uploading” Clothes



Transparency
Is enforced

How old is this?

- Frayed edges
- Odor
- Stains
- Discoloration
- Holes/Tears
- Shrunken/Expanded
- Loss of Elasticity

Details

Be transparent. Are there any other details we might have missed?

NEXT

Do you want to..

Donate your item →

Redesign your item →

*** Donate + Redesign** →

Only applies if you have more than one item.

upcyclish

Redesign your item

Denim Shorts

Recommended Designers

- Joanne Sia
- Meera Solly
- Radhika Doole

Forum

Denim

What kind of washing method can I use?

What is the Difference between normal jeans and denim jeans?

Which brand of denim jeans will suit me?

upcyclish

Joanne Sia
Santa Monica

47 redesigns

4.7 ★★★★★ 337 reviews

MAKE PROPOSAL

Gallery

Website

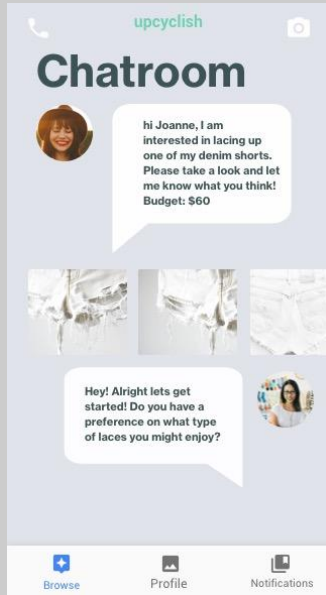
About

Hi I'm a designer very passionate about the environment. I specialise in making laced up

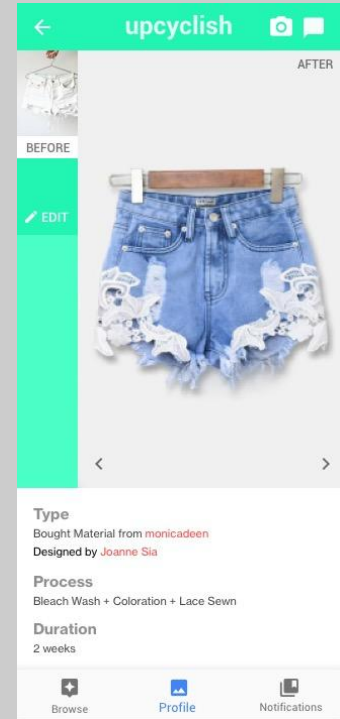
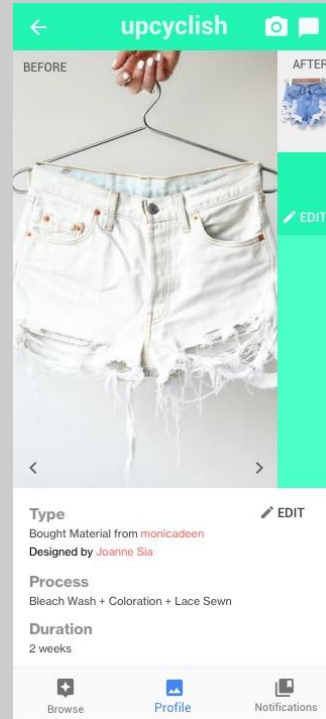
Browse Profile Notifications

THE NEW USER EXPERIENCE DESIGN

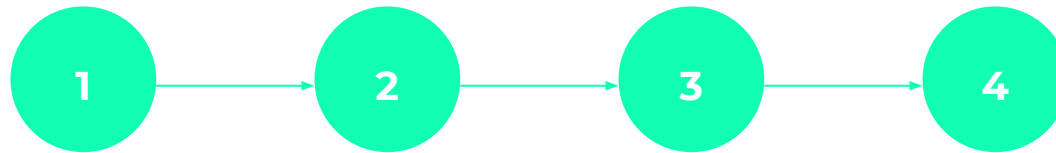
The Redesign



2 weeks later



next steps



**User Testing amongst
Designers + Clothes
Donators**

**Looking into Technical
Feasibility of the
delivery system.**

**Is the Business Model
Sustainable? How else
might UpCylish be able
to make money.**

**How can we target
other demographics to
upcycle this way?**

Conclusion

Based on my research, there is an opportunity to get young millenials to upcycle in a new way. They are the biggest partakers of fast fashion & one of the generations who do the least amount of upcycling. Designers working with second-hand clothes want an easier way to get their material. With UpCyclish young millennials now can easily upcycle their clothes and see their “donation” increase in value. Designers are also able to easily access clothes online and see where the source of the clothes is coming from.

Building a connection between the two eliminates the middleman and making things more convenient for both parties.

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T h a n k Y o u