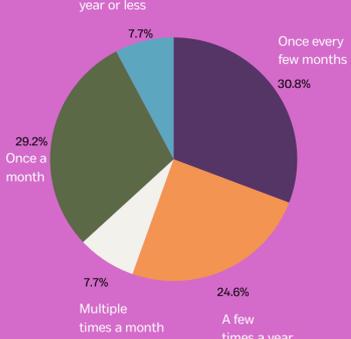


Survey questions

- How often do you purchase new clothes?
- What are the factors that motivate you to buy new clothes? Select all that apply.
- Approximately how many clothing articles do you currently have in your closet?
- Are all your clothes visible to you in your wardrobe?
- How often do you clean up and organize your wardrobe?
- Do you find yourself wearing some clothes more regularly than others? If so, why?
- Do you have any unworn clothes sitting at the back of your closet?
- What are the Top 4 reasons why some clothes remain at the back of your closet or unworn?
- What do you do about your unworn clothes? (Select the Top 3 options that apply)
- How do you typically store clothes that are not suitable for the current season?
- How often do you wash your clothes?
- How do you take care of your clothes?
- What do you do when some clothes don't fit you?
- What do you do when some clothes get minor damages?
- What do you do when you get bored of some clothes or they go out of trend?
- What comes to your mind when you hear the term 'mindful purchasing'?

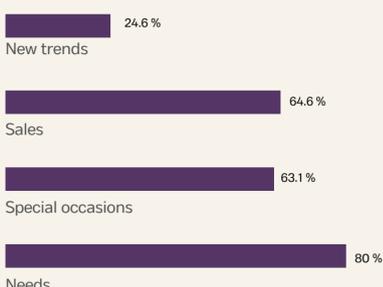
How often do you purchase new clothes?



Key Stats: 31% of people purchase new clothes once every few months, while 29% of people do so once a month.

Inference: Most people purchase new clothes either once a month or once every few months.

What are the factors that motivate you to buy new clothes?



Key Stats: The top 4 factors that motivate people to buy new clothes are need, sales, special occasions and new trends.

Inference: Most people buy as per their need, however the need is also driven by new trends, sales, feeling good about shopping or having fit and damage issues with existing clothing.

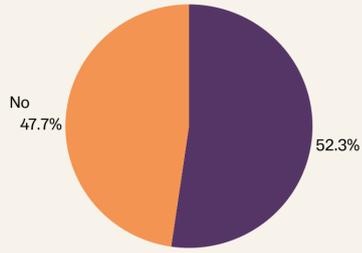
Approximately how many clothing articles do you currently have in your closet?



Average number of articles in the closet

Inference: Most people have around 100 articles in their closet followed by 50-60 as the second highest number for the clothing articles in the closet

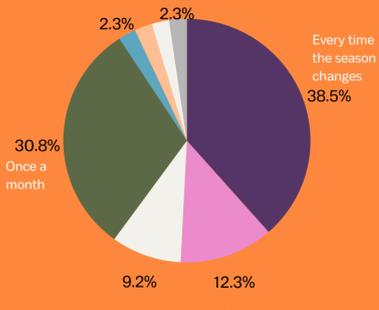
Are all your clothes visible to you in your wardrobe?



Key Stats: 52% of people said their clothes weren't visible to them in their wardrobe.

Inference: More than half the people we interviewed, can't view or have access to all the articles in their wardrobe.

How often do you clean up and organize your wardrobe?



Key Stats: 38% of people clean up & organize their closets every seasonally, while 31% of people do it once a month and 8% of people do it only once a year.

Inference: Cleaning up and organizing one's closet is a process done either monthly, seasonally or sometimes even yearly.

Do you find yourself wearing some clothes more regularly than others? If so, why?

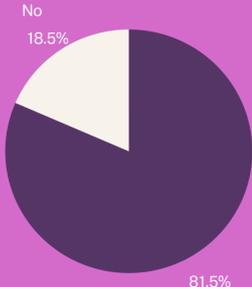
Top 4 reasons why some clothes are worn more regularly than others:

- | comfort
- | convenience
- | fit well
- | look good

Inference: The top 4 reasons why people wear some clothes more regularly than others are - comfort (biggest), convenience, fit well and look good.

Other factors also include need (like gym wear, uniforms get worn more frequently), accessibility in the closet (can find them easily) and season.

Do you have any unworn clothes sitting at the back of your closet?



Key Stats: 81% of the people have unworn clothes sitting at the back of their closet.

Inference: Having unworn clothes in their closet is a behaviour that almost 81% of the respondents have/

What are the Top 4 reasons why some clothes remain at the back of your closet or unworn?

Top 4 reasons why some clothes remain unworn or at the back of the closet are:

- | don't fit anymore
- | forget they existed
- | stick to favorites
- | no time to plan

Key Stats: 52% people said their clothes don't fit them anymore, while 44% like to stick to their favorites and 39% forget the certain clothes existed.

Inference: Top 4 reasons why some clothes remain at the back of people's closets are that they don't fit anymore, people forgot they existed, they like to stick to favorites & don't have time to plan. Some people also have some clothes for special occasions which is not worn often.

What do you do about your unworn clothes?



Key Stats: 82% people donate unworn clothes, 59% give them to friends or family, 46% reuse them for different purposes and 31% let them sit in their closet forever.

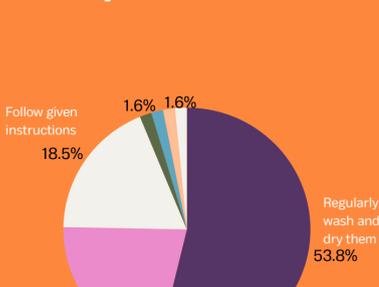
Inference: Most respondents donate their unworn clothes or pass them on to friends and family, while a large chunk also reuse them for different purposes, or let them sit in their closet forever.

How do you typically store clothes that are not suitable for the current season?

- | back of their closet
- | suitcase/storage containers shelves
- | top of the closet
- | under the bed

Inference: Half of the people typically store the clothes that are not suitable for the current season at the back of their closet while the other half stores them in suitcases/containers/shelves at the top of their closet or under their beds.

How often do you wash your clothes?



Key Stats: 54% of the people just regularly wash and dry their clothes, while 22% of the people take special care of the clothes that are expensive

Inference: Most people just regularly wash and dry their clothes, while only some take special care of clothes that are expensive or follow the care instructions given on the garment.

How do you take care of your clothes?



Inference: Most people wash their clothes after as frequently as 1-3 times of use or depending on the fabric of the clothing.