



# THE STYLE LAB

## A CUSTOMIZED FASHION CHOICE ALGORITHM FOR SUSTAINABLE CLOTHING

PROMOTION OF A SMART AND GREEN CONSUMERISM

TEAM 2 /  
PROFESSOR FAN

WU YEE SUN COLLEGE /  
FINAL YEAR PROJECT

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# VALUE

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## Introduction

### **The Fast Fashion Industry**

In recent years, retailers desire low costs, production speed and flexibility in design, “fast fashion” became a popular term to describe disposable, trendy and profit-driven clothing.

According to the research done by the United Nations Environment Programme, the fashion industry is responsible for 10% of annual global carbon emissions, which is more than those of air transports. This data is alarming that the over-consumption and huge usage of raw material for fashion are expected to cause detrimental damage to the environment.

### **Countries are Taking Action**

On the other hand, countries began to engage in secondhand clothing recycling and exchange to compensate for the pollution made, examples are: Japan upholds the value of ‘traditional clothing’ and develops secondhand market; Singapore encourages citizens to recycle and sets up accessible clothing collection points; Taiwan promotes clothing restyling and adaptive reuse. Here in Hong Kong, our question is: Can we create a better shopping environment for customers to buy smart and green?



# SCOPE OF STUDY

## Topic

Our project mainly focuses on the investigation of the fast fashion industry and provides solutions to tackle the problem.

## Questionnaire

We conducted a questionnaire (refer to Appendix 1) targeting young people aged between 18 and 30, who have the authority and capacity to develop personal clothing style. Data from 130 respondents were collected.

The target group includes frequent users of online shopping platforms and engagers in the fast fashion industry.

Therefore, we chose to conduct a questionnaire to find out their shopping and recycling habits, and awareness of fast fashion and sustainable clothing.

## Online research

Besides, online research on the current trend of online clothing and secondhand industry, case studies and operation methods were conducted in our investigation.

We hope to generate a styling quiz opened to selective respondents of the questionnaire for testing our ideas of promoting smart and green purchase.



# QUESTIONNAIRE FINDINGS

## SHOPPING HABIT

# 87%

87% of the respondents mainly buy clothes from fast fashion; 38% buy clothes every season; 60% spend less than HKD\$500 on clothes per month.

## RECYCLING HABIT

# 50%<sup>#</sup>

29% of the respondents said that around 50% of their clothes are abandoned in the closet. 40% said that only less than 20% of the abandoned clothes were being recycled.

## AWARENESS OF SUSTAINABLE CLOTHING

# 59%

More than half of the respondents have heard of sustainability campaigns but 75% have not participated in any of those.

## OPERATING METHOD

# 42%

Our respondents use Instagram the most to gather information about clothing. 42% of the respondents are interested in a second-hand exchange platform and 65% would like information on recycling.

## CONCLUSION

To conclude on our findings, since our respondents are not familiar with the second hand clothing market and lack knowledge of recycling facilities, we decided to create an online second-hand clothing platform that facilitates the buy and sale of second hand clothing and includes an information corner of restyling tips and recycling information.

# 減法生活



# Freeesth

有Free才有Take

## CASE STUDIES

### STITCH FIX

A **personal styling service** that sends hand-picked clothing to your door.

### JUPYEAH 執嘢

A **care-to-share community** customers can 'request' items that they wish to purchase while sellers could place items on the website for sale.

### FREESTH

**Forum** on green living tips & Promotion of regional clothing activities, one-off events.

### 減法生活

Promotion of green living through **online publication**, e.g. interviews, articles and tips

## INSPIRATIONS FOR OUR CAMPAIGN

A customized fashion algorithm can choose the most suitable style of clothing.



A sharing community between customers can encourage purchase of sustainable clothing

Creation of forums can arouse public discussions and develop a sustainable habit



Source of education

# EXISTING COMPETITION IN MARKET

From our marketing research, filtering systems often appear on big clothing stores' websites, allowing customers to choose over requirements manually, such as H&M, Uniqlo American Eagle and Zara. In the US, we found an approach to customers in which they have a customized style quiz for offering a complete set of clothes chosen by the stylists of the company, Stitch Fix.

## Personal Styling/Customisation

Stitch Fix offers customized styling services to pick a box of clothing directly delivered to the customer. The recommendations are based on the company's algorithm that gathers user data according to browsing data and profile.

The service also extends to a monthly plan for the company to design one set of clothing each season for the customer.

## Online operation & collaboration

Stitch Fix sets up an online styling platform and direct delivery service. It is convenient for customers to access the goods online, as well as lowering operating costs.

It also has a diverse collaboration with over 1000 merchandise and some local stores. The broad styles and sizes allow more variety of fashion choice for customers.

## HOW IS OUR FASHION CHOICE ALGORITHM SIMILAR/ DIFFERENT FROM STITCHFIX?

- 1 No similar customized fashion algorithm is found in Hong Kong so we hope to improve the above solution to achieve better objectives.
- 2 Our platform is wholly customized. In Stitchfix, customers cannot choose what clothes are delivered to them until they receive. Even though our platform suggests a piece or a set of clothing to our customers, we provide alternative pieces of similar styles for them to swap if they are not satisfied with our match, so our suggestion is offered, rather than forced.
- 3 Our platform provides the most personalized one-stop services. We do not only provide styling service, but also an information corner of environmental tips customized to each customer's preference and shopping habits.



# VISION ..... "BUY SMART AND GREEN"

The vision of our project is to **reduce at source** and **develop green consumer habits** by promoting changes in the ecosystem of secondhand and firsthand clothing industry.

## REDUCE AT SOURCE



## PROMOTE GREEN CONSUMERISM

The fashion industry consumes energy not only in the decomposition process during disposal, but also in daily transportation and manufacturing. We envision the participating business(both firsthand and secondhand brands) should follow eco-friendly measures within the company.

They have to reduce carbon emission during production, e.g. using sustainable raw materials in production and treating wastewater with biological treatment processes.

Fast fashion consumerism is what the society sees as the trend, while it is neglecting the voice of nature and producing unnecessary waste. Customers have the role of choosing sustainable clothing by evaluating the environmental damage done by the fast fashion market.

We hope to inspire customers to buy rationally and critically towards the visions of companies.



# MISSION

## IMPROVE THE PRACTICES OF BOTH FIRST-HAND & SECOND-HAND CLOTHING COMPANIES



### Improve the unhealthy fashion industry ecosystem

Currently, fast fashion has been a trend. The poor quality of clothing also forces customers to buy more clothing as the lifespan of each clothing shortens. In order to improve the unhealthy situation, we aim to encourage the fast fashion industry to adopt a more environmentally friendly way to attract customers.



### Expand the market of first hand sustainable clothing

Once we have established a stable platform, we can make use of our network and accumulated popularity to encourage more fashion brands to develop their own sustainable clothing lines, so that more clothing items can be added to our collection.

## INCREASE PUBLIC AWARENESS & ACCEPTANCE TOWARDS SUSTAINABLE CLOTHING

### Improve the image of sustainable clothing

In public's perspective, it is difficult to promote a sustainable clothing market as it gives customers an unhygienic feeling. Improved image of the sustainable clothing market could be done through styling tips and education in the long run, encouraging more customers to buy smart -- avoid the mismatch of clothing sizes/ style, and buy green -- buying from sustainable sources and carrying out greener actions.

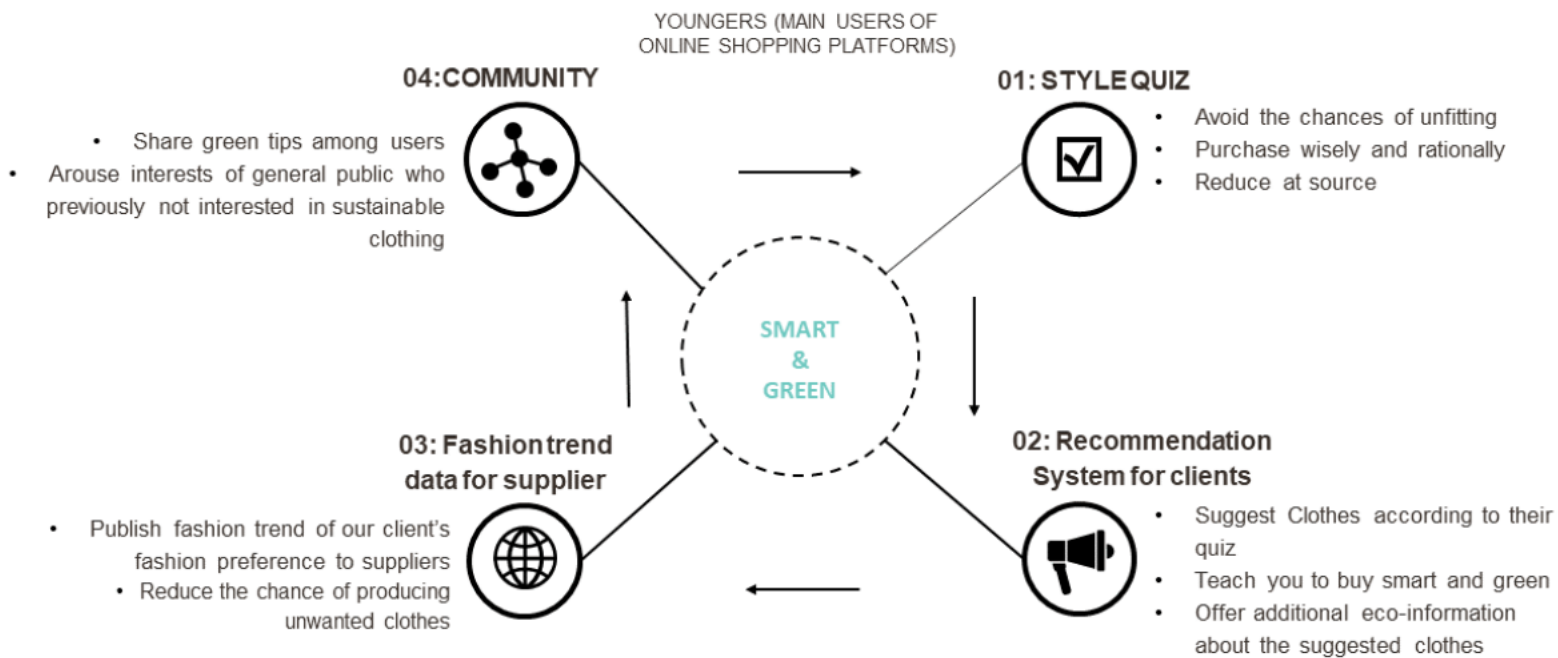


### Connect with sustainable clothing stores

Our choice of partnership is based on the company's effort in reducing the impact to the environment during production. Sustainable clothing companies, for example, companies that produce according to the subscribed amount or use recycled materials, fast fashion brands with sustainable clothing lines (e.g H&M) will be invited to join our platform.



# IMPLEMENTATION STAGE



## STAGE 1: PERSONAL STYLE QUIZ

Since the price of fast fashion is low, a lot of people will purchase clothes impulsively. If there is anything that can give them another thought before purchase, it will reduce the possibility that they buy clothes that don't fit. It is even better if they know their style better so that they can make informed decisions. In our style quiz, we will ask what pattern do they like, what brand do they like, what is their size, etc. By that, we construct a personalized profile for each client. With that, they can avoid the chances of unfitting and purchase wisely and rationally. The end result of this quiz is to reduce at source.

## STAGE 2: RECOMMENDATION SYSTEM

With the style quiz in stage 1, not only clients know more about themselves, we also do. We plan to gather information about clothes from local clothes boutique and selected mass fashion brands. We will launch a recommendation system, which has these features:

### A. ADDITIONAL INFORMATION ON CLOTHES

e.g. Sustainability information of the first hand clothes: origin, material and other related background.

## PART 2: IMPLEMENTATION

### **b. Adjustable price range for the recommended bundle of clothes**

We will include more clothes from fast fashion brands if they have a tight budget. If they can afford more, we will also suggest some special clothes and sustainable clothing to them if they are open to it.

### **C. UPDATE WITH PREVIOUS PURCHASE AND BROWSE HISTORY**

In the long run, we will incorporate technology to suggest clothes that our clients have browsed before. This will enhance their experience on our platform.

### **STAGE 3: DATA PROVIDER TO FASHION BRANDS**

From our clients' quiz, we know exactly what is the market's fashion trend. These are valuable data that we can sell to fashion brands so that they have better planning on what to produce next season in order to capture market demand. On one hand, we earn a licensing fee to provide such data. On the other hand, Fashion brands will not produce some clothes that the market doesn't like and create waste. This is a win-win situation for us and our partner.

### **Stage 4: Build a community to all fashion lovers**

Blog posts regarding vintage clothing and decluttering and KOL styling tips will be included in our webpage. We provide tips for users about where and how to find clothes that suit them the most. We would also like to invite KOL to share their experiences in matching different outfits by using second-hand clothings or accessories. The aim of this community is to arouse interests of general public previously not interested in sustainable clothing.




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**WE AIM TO HELP  
CUSTOMER TO BUY  
WHAT THEY NEED,  
AS WELL AS TO HELP  
SUPPLIER PRODUCE  
WHAT THEIR  
CLIENTS WANT**

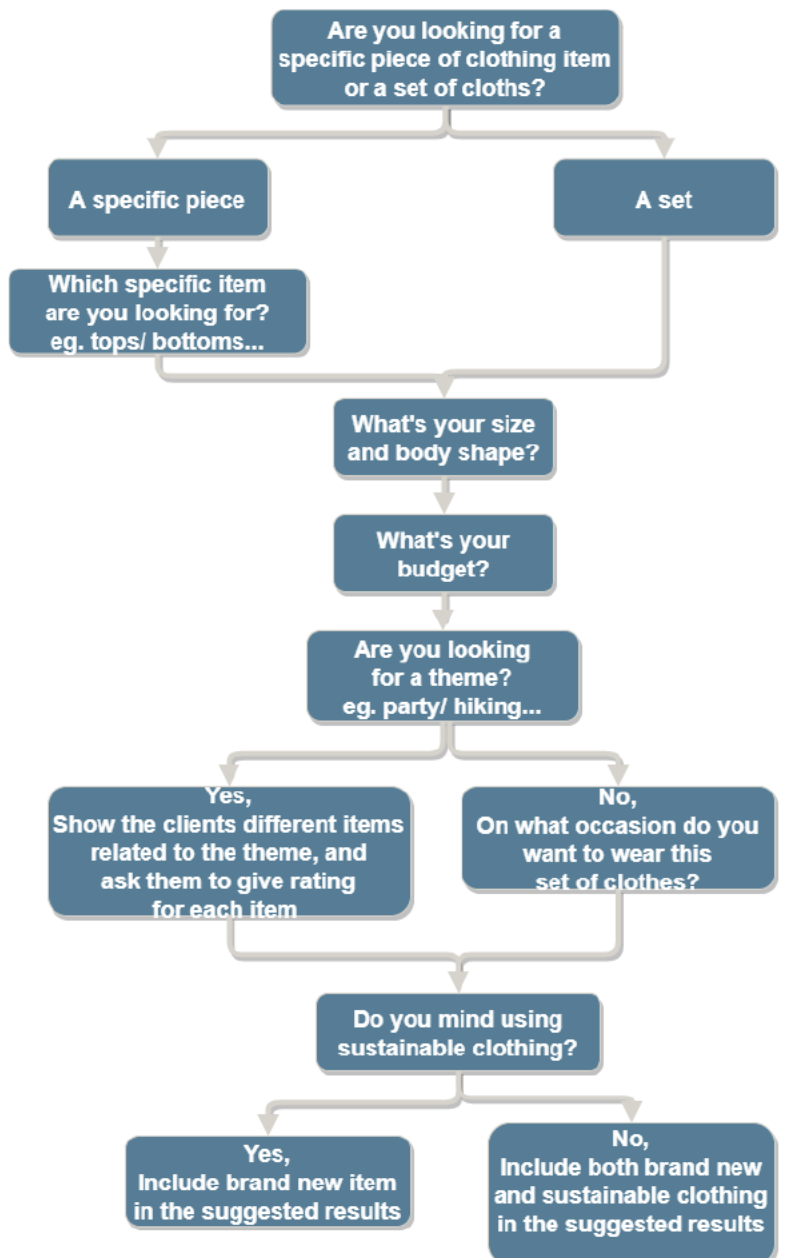
# Overview of styling quiz

After creating free website accounts, our clients have to complete a styling quiz in order to find out their perfect match. The question bank combines both ideas from the Stitch Fix and our previous research.

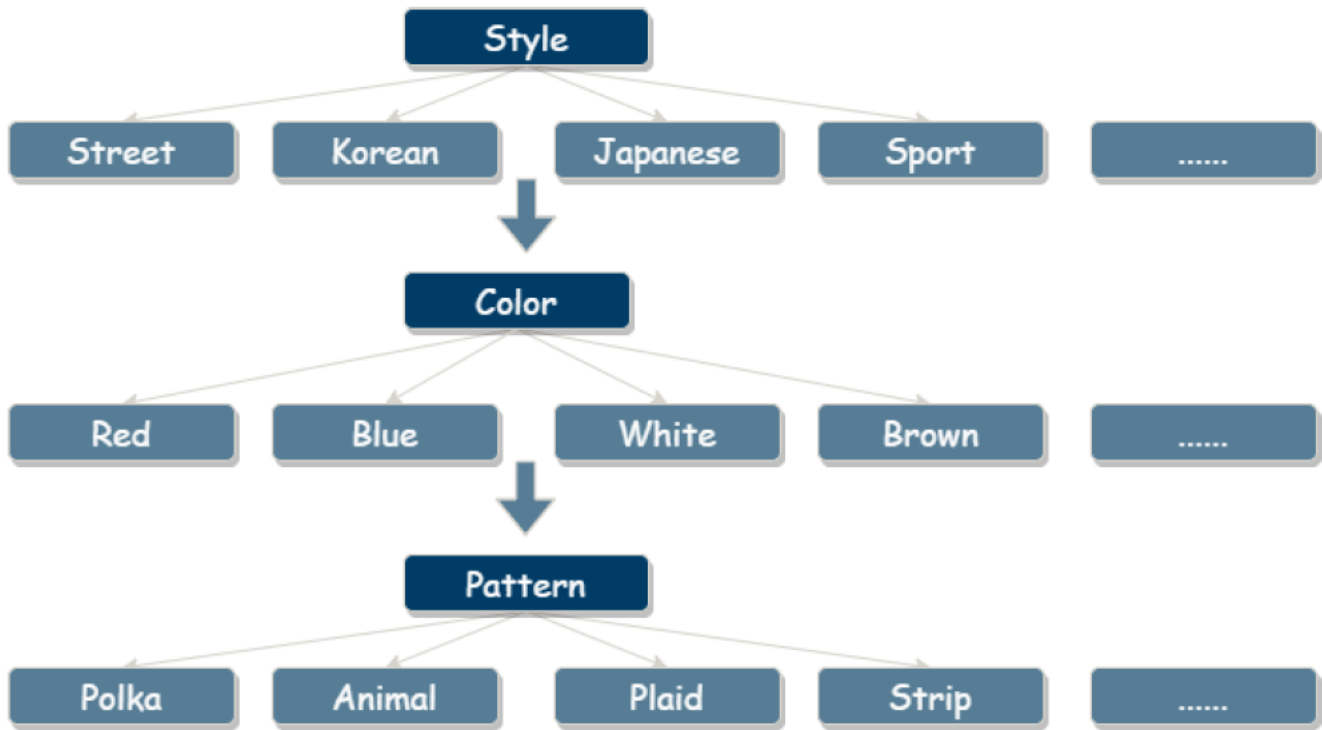
The styling quiz involves around 20-30 questions, which mainly ask for more detailed information about the dress up and their requests.

## STYLE PREFERENCE

First, the clients have to decide whether they are looking for a specific piece or a set of clothing. Then, some questions would be asked to collect the body size and body shape of the clients. Also, to narrow down the choices, they can set a budget limit for the suggested items. If the clients are looking for a specific theme, such as party/ hiking, they would be directed to a page with different items (around 30-40 items) related to the theme, and they have to give ratings for each item. Our matching system would analyze the data and generate different possible items to the clients. If the clients do not have any idea on the theme, some questions would be asked for their style preference, such as style, pattern, colour and fabric.



Demo of styling preference



SUSTAINABLE CLOTHING

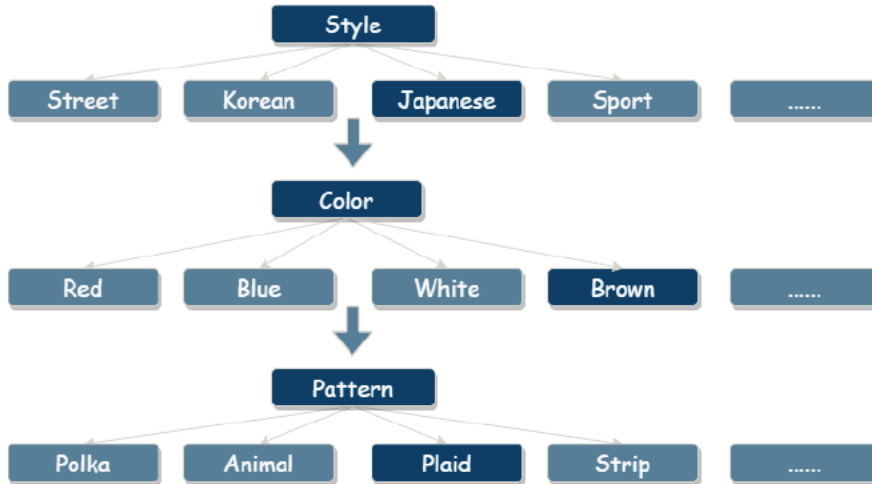
After answering 5-6 questions regarding their recycling and shopping habits. They would be classified into different types of eco-consumers, including eco-active, eco-believer, eco-considerer and eco-dismitter. To encourage them to develop a sustainable and environmentally friendly lifestyle, environmental tips would be suggested.

Some clients may hesitate to use sustainable clothing, then our system would recommend brand new items in the suggested results. If the clients do not mind to use sustainable clothing, then both brand new and sustainable clothing would be suggested.



# Demo of Styling quiz

Example 1



## Suggested results

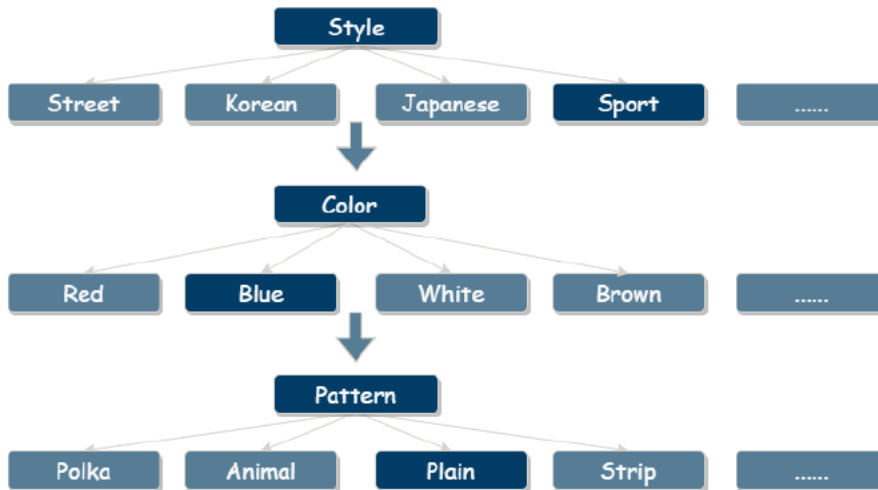
Since the client prefers Japanese clothing style, and would like to have components related to brown and plaid. Our AI system would suggest these two sets of clothing to her.

The left one is more casual and suitable to wear in autumn or winter. While the right one is suitable for dating dress-up in spring or summer. Apart from the clothing, we would also recommend a variety of accessories, like earring, necklace or handbag.



# Demo of Styling quiz

## Example 2



### Suggested results

Since the client prefers sportswear and would like to have components related to blue and plain. Our AI system would suggest these two sets of clothing to him.

Apart from the clothing, we would also recommend a variety of accessories, like sports watches, shoes and sport shorts.



# Demo of Styling quiz

## MORE EXAMPLES



### CASUAL STYLE

A dress code that is relaxed, occasional, spontaneous and suited for everyday use.

### DENIM STYLE

Fashion trends come and go, but denim jeans are one item of clothing that will always be a staple in many closets.



### VINTAGE STYLE

"Vintage" is a colloquialism commonly used to refer to all old styles of clothing.





# Datasource 6 Shops 120 Combinations

We built our database from these 6 shops' clothes because they target different customers. By including them in our database, we can make it more diverse for our clients.

## FEATURES OF SHOPS

### H&M

H&M is a Swedish fashion brand. It is another fast fashion brand that offers cheap clothes in European style. It is one of the popular brand all across the world. Our client can find their store to buy clothes easily.

### GU

GU is a Japanese fast fashion brand that targets at women in their 20s to 30s. Their vision is to bring affordable and fashionable clothes to young girls.

### Uniqlo

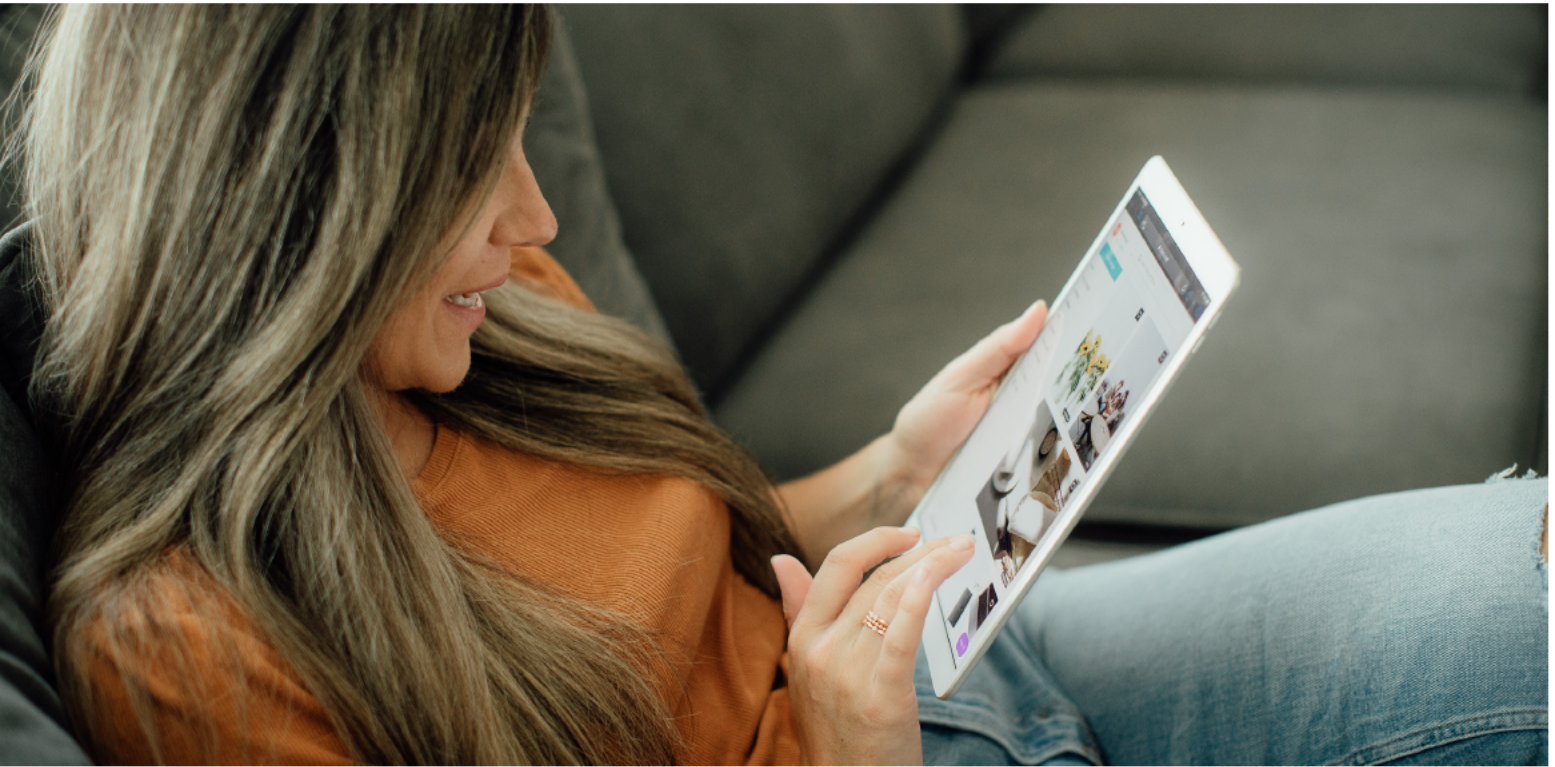
Uniqlo is a Japanese fast fashion brand that targets at teens from 18 to 40. Their style is more simple and casual. Our database stores Uniqlo plain and minimalist clothes for our clients, mainly for male.

### GAP

GAP, Inc. is an American fashion brand. It owns different brands like Banana Republic, Hill City, Athleta, etc. They are relatively luxurious and business-friendly brands that target at young professionals. GAP, therefore, is one of the source that we take reference on when we include clothes for working into our database.

### Amazon

It is an online marketplace, where we find cheap fast fashion in US style for our clients.



# DATABASE

In the in-house database, we have :

- 8 Styles
  - a. Basic
  - b. Vintage
  - c. In-trend
  - d. Japanese Style
  - e. Korean Style
  - f. Sporty outfit
  - g. Street Style
  - h. Minimalist



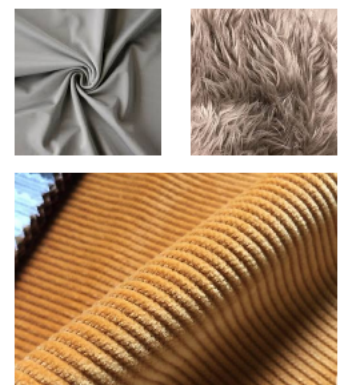
- 8 Patterns
  - a. Animal
  - b. Floral
  - c. Plaid
  - d. Polka
  - e. Stripes
  - f. Printed
  - g. Plain
  - h. Weaving



- 14 Colors
  - a. Beige
  - b. Blue
  - c. Black
  - d. Burgundy
  - e. Gray
  - f. Green
  - g. Navy
  - h. Orange
  - i. Pink
  - j. Purple
  - k. Red
  - l. White
  - m. Colorful



- 14 Fabrics
  - a. Faux Fur
  - b. Leather
  - c. Wool
  - d. Faux Leather
  - e. Polyester
  - f. Denim
  - g. Nylon
  - h. Corduroy
  - i. Puffer



- j. Cotton
- k. Fiber
- l. Linen
- m. plastic

- 5 Hem Length
  - a. Micro
  - b. Knee
  - c. Midi
  - d. Maxi
  - e. Floor
- 5 Occasions
  - a. Work
  - b. Hangouts
  - c. Dates
  - d. Lounge wear
  - e. Sports



**Diverse  
database  
where you  
can get all  
you want in  
a click**

Case Study :

# STYLING QUIZ RESULT

A BASIC & CASUAL OUTFIT FOR PROFESSOR FAN

IT INDICATES THE ECO VALUES OF THE ITEM

**JEANS**

Levi's Water  
<Less collection  
Used up to 96%  
less water to  
make

**TOP**

Alternative  
Apparel  
Made with  
100% organic  
cotton



OTHER PEOPLE WITH SIMILAR PREFERENCE ALSO LIKE THE FOLLOWING



#BASIC  
#DARK  
#PLAIN  
#CASUAL  
#HANGCUT

TAGS GENERATED FROM QUIZ RESULT

In the quiz done with Professor Fan, we filtered out the 3 suggested outfits based on his preferences in the styling quiz giving us information on personal style, favorite colors, patterns, and desired occasions of the outfit. From his choice, client wants blue plain clothes. Such clothes are for the purpose of hanging out with friends.

We then show our client 45 more photos of different clothing combinations. This includes but not limited to blue plain clothes. We have included some outfits for sport, some gray clothes, some clothes with stripe pattern. After validation, we found that our clients love clothes in dark color but not only blue color. He also doesn't mind having a little pattern on his clothes. Therefore, in the recommendation, we introduce some clothes with strip pattern as shown above.

## WHAT CAN QUIZ TAKER LEARN FROM THE RESULT: ENVIRONMENTAL AWARENESS



### WHAT TYPE OF ECO CONSUMER ARE YOU?

After you have finished the styling quiz, you will also receive a feedback message including our suggested piece or set of clothing and some environmental tips, according to the kind of eco consumer you belong (please see appendix for details).

### WHAT DO WE ENCOURAGE YOU TO DO?

Take Eco Considerers as an example, you have a certain knowledge of sustainability campaigns but have taken infrequent actions to reduce waste. We suggest you to try to pay attention to the material and manufacturing process of the clothes or participate in recycling events. We hope to encourage you to think twice before buying and most importantly, buy the right style of clothes that fit you.



**LESS POLLUTING  
MANUFACTURING  
PROCESS**



**REUSE OF  
FABRIC STRAPS**



**RESTYLING AND  
REDESIGNING**



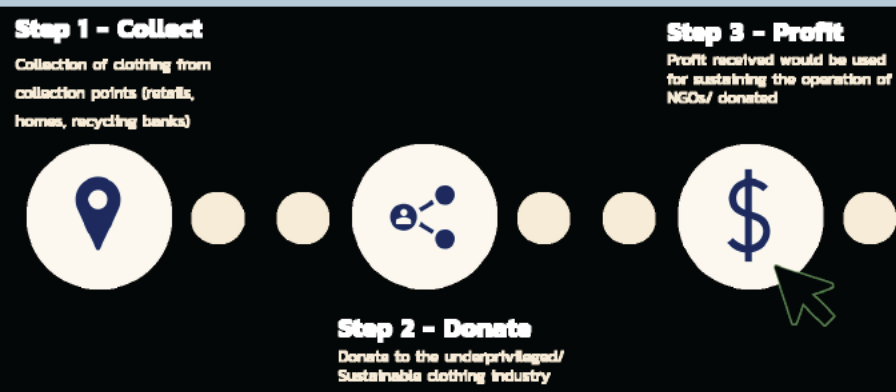
**ORGANIZING  
AND  
PARTICIPATING**

A survey conducted by Kantar Worldpanel identified four types of eco consumers. Among 65,000 respondents from around the world, around 23-24% are Eco Believers and Eco Considerers; 16% are Eco Actives and 37% are Eco Dismissal, We tried to create our environmental quiz by analyzing our respondents' recycling habits and environmental awareness. For example, Eco Actives are vocal advocates of environmentally-friendly behavior on social media and believe the responsibility lied with them, ahead of manufacturers and retailers.

# Other features

## A SEQUEL BASED ON STYLING QUIZ

The experience here is wholly customized based on personalized quiz results.



### 01 RECYCLING TIPS

Information corner provides tips regarding steps to recycle and proper treatment of unwanted clothing, i.e. restyling and matching techniques, to further educate customers on the advantages of sustainable consumerism.

### 02 EVENT RECOMMENDATION

In this section, customers will be recommended activities that he might potentially join based on the kind of green consumer as reflected from the quiz result. From solely joining an event as a participant to being an event organizer or volunteer, this integrated platform allows customers to access information from a wide range of organizations.

#### Clothing Restyling Design Competition Entry Deadline Redress (Public Event)

**Date: 12 Dec 2020 (Tomorrow!!!)**

sponsor winning candidates to start sustainable business / raise public awareness

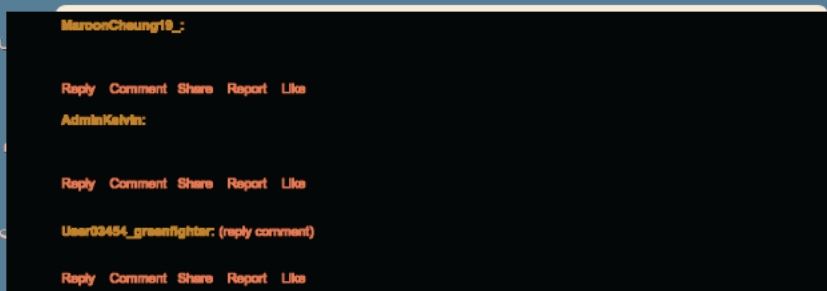
Winning designs are going to be realized!

Student/ professional entry are welcomed



### 03 DISCUSSION BOARDS

Customers can openly discuss on the online forum and generate new styling ideas and raising campaigns. We invite KOLs and professionals to join the online discussions to arouse public attention. Separate pages are available for particular topics, e.g. Lifestyle, Environment, Design, and Technology regarding fashion can be found here.



## STYLE QUIZ

# USERS FEEDBACK

## 95.2%

### SUITABILITY

The users are very satisfied with the clothes matched by the system, basically all the clothes are suitable for their needs

## 100%

### CONTINUOUS USAGE

If the system is launched on the market, users will continue to use this APP

## 76.2%

### SCORE OF THE SYSTEM (>3 SCORE)

Most users gave the system with a high score

## IMPROVEMENT

### Diversified options:

Can provide more options, picture references, etc., and only provide the same gender picture and questionnaire after screening gender from the beginning

### Technical problem:

Need to develop a professional questionnaire system for style quiz. Besides, we need to pay attention to system vulnerabilities and problems.

### Sustainable Tips:

Add tips or suggestions for environmentally friendly fashions, and even label each piece of clothing, so that users can choose suitable, environmentally friendly fashions.

### Increase the attractiveness of second-hand clothes:

Add a story to each second-hand clothes shop to attract users to choose to buy second-hand clothes.

# Feedback from different stakeholders



**Well done! "Buy Smart and Sustainable" may sharpen your mission & motto**

**The scheme may indeed contribute to a greener earth and generate positive impacts by reducing waste at source**

*Positive feedback received from Prof. Chan regarding on our mission and vision*

## MASTER OF WU YEE SUN COLLEGE PROFESSOR CHAN

In the first round of our prototype, we have invited university students as our first badge target. After several rounds of trials and errors, we sent out our business proposal to different first-hand and second-hand stores, including H&M, mydress, the Salvation Army, as well as Master of Wu Yee Sun College, Prof. Chan.

After receiving feedbacks from Prof. Fan, we have **eliminated out the inclusion of Salvation Army** as our partnered second-hand stores. Instead, we would attract and cooperate with **more socially and positively accepted stores** in the community, i.e. Friends of the Earth, in order to create similar values in the same market to our high-end customers.



**Friends of  
the Earth**

**mydress**



```
function b(b){return this.each(function(){...  
element=a(b)};c.VERSION="3.3.7",c.TRANSITIO  
;if(d||(d=b.attr("href"),d=d&&".replace(/.  
relatedTarget:b[0]}),g=a.Event("show.bs.  
activate(b.closest("li"),c),this.a  
dTarget:a[0]}))} c.prototype.  
e="tab"  
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ta-api";  
ON="3.3.7",
```



# STYLELAB

An intelligent system that uses IoT technology to collect data on users, businesses, and the environment. After analysis, the system will recommend the most suitable clothes for customers in a smart way.

```
l!=c?!(e+this.unpin<=f.top)&&"bott  
d&&"bottom"},c.prototype.getPinne  
this.$target.scrollTop(),b=this  
out(a.proxy(this.checkPosit  
et,e=d.top,f=d.bot
```

# FEATURES OF OUR STYLELAB

Stylelab will collect the following six types of data in real-time for analysis, recommendation and prediction. We recommend the most suitable clothes for our customers and provide our partners with the most reliable forecast information to change their business strategies.



# HOW THEY WORK?

Combining six types of data, recommend the most suitable clothes for customers, and predict the most accurate market trends for our businesses.

## Sales:

The system will collect the sales of each piece of clothing in real-time and integrate the data to remind the stores to increase the inventory of popular clothes.

## Inventory:

The storage of various clothes are collected in real-time, and the system will arrange the order of recommendation list in real-time, giving priority to recommending clothes that no one has bought for three months or clothes with low sales.

## Order History:

The system will analyze the customer's past order records to understand the customer's past order times, order date, purchase price, and clothing matching rate, to continuously increase customer experience and accuracy through machine learning.



## Customer Behaviour:

The system will analyze the customer's usage habits on the platform, such as the number of browsing our APP, browsing time, products viewed, articles viewed and published content in the community, and predict the future requirements and needs of customers for clothing.

## Weather:

The system connects to the Observatory website, collects weather information in real-time, and has a GPS function, which can recommend clothes that match the local weather according to the user's location. Besides, the system can also predict future weather through weather data and prepare suitable clothes for customers in advance. For example, in October, the system will recommend winter clothes to customers.

## Location:

The system has a GPS function and analyzes the clothing styles of people in various regions through machine learning. The system will recommend clothes that match the local style according to the location of the customer to increase the suitability.



# FOR OUR PARTNERS

## Promotion Items:

Combine the inventory record, sales volume, customer needs, the system intelligently analyzes and integrates data in real-time, adjusts product rankings and preferentially recommends products with low sales, to better promote products for our partners.

Intelligent Sales System which to provide them with a comprehensive marketing platform to help them formulate appropriate sales strategies.

## Smart Label:

Through the AI program, the system automatically performs feature tags for all new clothes on the shelves to more effectively classify clothes; Also, the system can help our partners attach clothing information, including materials, production locations, and pollution rates of production-consumption. It is helpful for our customers to choose eco-friendly clothes.

## Premium partners:

Partners can upgrade to a premium partner with an annual fee of \$3000. The system will release future apparel market trends, customer needs and preferences forecasts for premium partners quarterly. It can help our partners take the lead in grasping the new market trends to design clothes. At the same time, the system will also integrate store sales information, and distribute sales records of individual products to stores every month, which helps designers design more popular products.



# FOR OUR CUSTOMERS

Intelligent Customized Service, which to customize a fashion assistant for customers. We provide one-to-one services better and enhance the buying experience and sense of superiority.

## Voice Function:

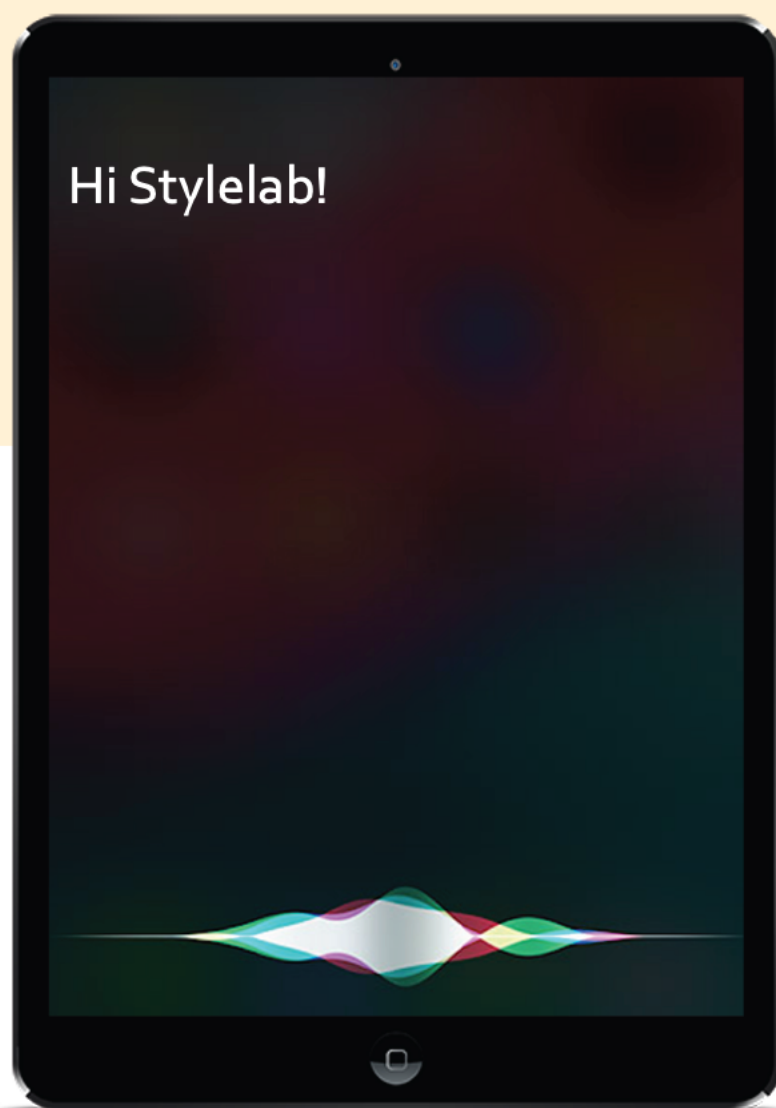
Equipped with an intelligent voice system, customers only need to take out their mobile phone to call "Hi, Stylelab", and the intelligent clothing consultant will assist them to recommend suitable clothes according to their needs.

## Smart Recommendation:

In addition to the customer's preferences and needs, it will also analyze the customer's area and weather, and combine all factors to recommend suitable clothing for customers.

## Regular Service:

Customers can subscribe to regular services, and according to customer needs, express a "Stylebox" for customers every week, month or quarter, which contains the clothes recommended by the system based on six types of data, as a surprise and mysterious clothes matching box.



# FOR TRAVELLERS

## ARE YOU WORRIED ABOUT FINDING SUITABLE TRAVEL CLOTHES?

Stylelab is collecting six types of data through an intelligent system to recommend the most suitable travel clothes for you.

You only need to enter the travel location and time, and Stylelab will analyze the local people's clothing style and local weather through smart computing, and then match with your style to recommend the most suitable travel clothes for you to solve your troubles.



Hi, Stylelab! I will go to Bangkok next week!



Great! Do you plan to have water sports?



Yes and I will go hiking in Bangkok also.



Okay! I will help you match some suitable clothes for you! According to your preferences and needs, 5 sets of clothes have been matched for you. As the night in Bangkok will cool down next week, I recommend a coat for you.



Those are pretty good, and please help me order all, thank you!

# Resources & Uniqueness

## APP INSTALLMENT (INTELLECTUAL)

The Style Lab installment is one of the preeminent resources of the business. The tailor-made clothing function allows subscribers to use anytime and anywhere with unlimited quota of one subscription price.

The stored data provided by the users when they have first registered the account would help in matching outfits and giving choices according to their individuals' preferences. Tastes or styles, such as colors and patterns, could always be changed according to one's need and seasons. Then, a list of matched clothing choices would be generated.

**The clothing advice might also suggest some styles or color that have not been selected or tried before** as to increase the permeability of new items to existing customers.

**We would also conduct random preference samplings through sending different styling pictures to customer's email at some point of time to access their latest favorable choices.**

The whole datasets would be stored in our Big Data system. The whole full procedure would first be processed by manpower at the initial stage and **automated by AI** in the long run soon after.

# OUR FUTURE



## CORE

Provide customers with a better matching platform.

## ADJACENT

Develop overseas market services and collect clothes from all over the world for customers.

## NEW FRONITER

Become a technology information company, predict the trend of the fashion market, and provide consulting services for fashion companies.





## BLUE OCEAN STRATEGY

To create an uncontested market space to reduce the cost and create more customers for the brand. Using a personal style quiz to match clothes for consumers is lacking in the Hong Kong market. In addition, fast fashion brings negative problems to the environment. In order to alleviate the waste of the clothing industry, we build a new fashion business model, with AI technology to analyze personal style quiz and match suitable clothes for our customers.

With reference to the business strategies of Airbnb, Uber and Stitch Fix, we believe that the blue ocean strategy is our main market strategy.

*"Customers enjoy the highest customized value at the lowest cost."*

**Avoid the risks of mature markets:** entering a non-competitive market with low entry barriers, enabling businesses to develop rapidly in the market.

**Advantages of non-competitive markets:** get rid of competition within the industry structure and gradually transition to constructive value enhancement.

**Innovative Technology:** Technology and data can better understand customer needs and create more value.

# VALUE INNOVATION

While pursuing differentiation and low cost, it creates leap value for buyers and companies.

## REDUCE COST

### Eliminate:

- Time to go shopping in outside
- Time to find second-hand clothes online or outside

### Reduce:

- People to buy unsuitable clothes
- To buy the dilapidated second-hand clothes
- The time to find suitable clothes
- The waste in the fashion industry

## INCREASE VALUE

### Raise:

- The sales of second-hand clothes
- The reputation of second-hand clothes
- The popularity of customization

### Create:

- New image of second-hand clothes
- New shopping experience
- Matching system
- Sharing community



## STP MARKETING MODEL

The market is aggregate with multi-level and diversified consumer demand, but resources are limited, so we need to analyze and select the most favorable and suitable target market according to our own strategy and business conditions, and position our products and services in the target market to develop our business.



### 01 SEGMENTATION

Through market segmentation, understand the differences in clothing needs, desires, purchase behaviors and habits of each consumer group, so as to formulate appropriate marketing plans.

- **Demographic segmentation:** 18-30 teenagers
- **Psychographic segmentation:** who loves fashion but don't know how to match, who loves to try new thing
- **Behaviour segmentation:** who usually watch videos about how to match clothes

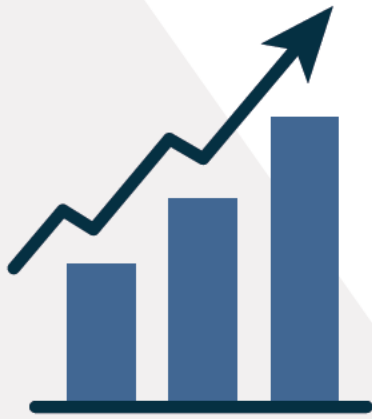
### 02 TARGETING

In order to quickly enter and occupy the fashion market, we use the concentrated market, we adopt a concentrated marketing strategy for those who lack fashion sense, don't understand how to match clothes, and prefer online shopping.

### 03 POSITIONING

Establish a new fashion ecosystem through the AI matching system to meet the needs of young people in the fashion industry, reduce waste in the clothing industry, and achieve fashion sustainability.

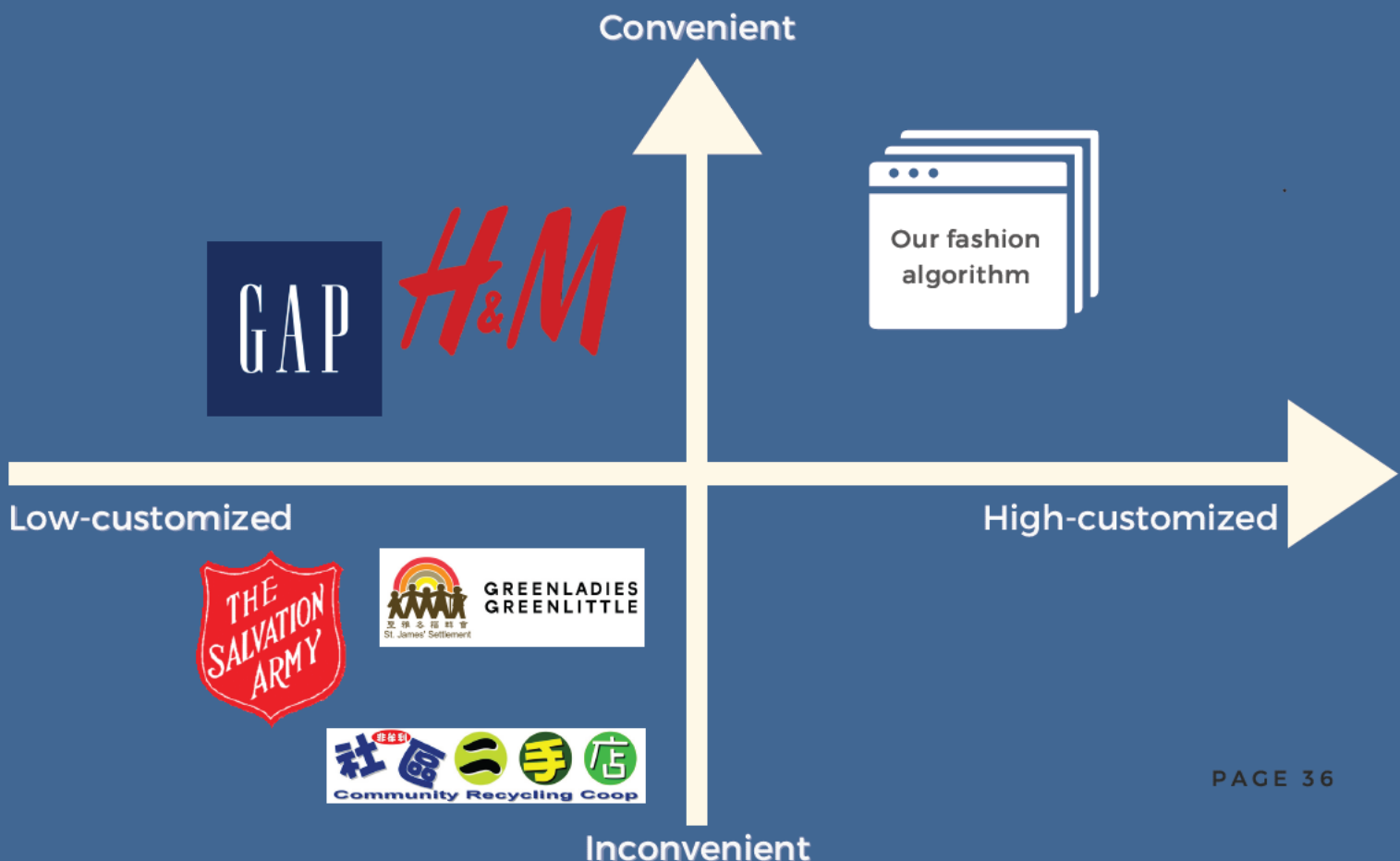
# PERCEPTUAL MAP



Perception map can show the advantages of our business in the fashion industry, as well as the visualization of customers' perceptions and preferences of our business.

**Customization:** We have a great advantage compared to some large clothing brands (H&M, Gap) and second-hand clothing shops. Our AI system based on the personal style quiz to recommend suitable clothes for each customer, and become a personal designer for each customer.

**Convenience:** Compared with some second-hand shops or small fashion stores, we are more concerned about convenient shopping. We use the online buying and selling method. Customers only need to log in to the online platform to match and buy clothes anytime and anywhere.





# Promotion Timeline

THIS IS OUR PROMOTION PLAN FOR THE NEXT SIX MONTHS AND WILL BE CARRIED OUT IN 3 STAGES.

TASK	START DATE	END DATE
<b>PHASE 01</b> Corporate with fashion brands, second-hand shops and charities	OCTOBER, 2020	NOVEMBER, 2020
<b>PHASE 01</b> Prepare promotional documents and draft special offer content	OCTOBER, 2020	NOVEMBER, 2020
<b>PHASE 02</b> Order WeChat, Facebook, Instagram and Google Search Ads	NOVEMBER, 2020	DECEMBER, 2020

TASK	START DATE	END DATE
<b>PHASE 02</b>		
Offline workshop and promotion events	DECEMBER,2020	JANUARY,2021
<b>PHASE 03</b>		
Market usage survey and customer experience survey	JANUARY,2021	JANUARY,2021
<b>PHASE 03</b>		
Modify software vulnerabilities and inconvenient interfaces	FEBRUARY,2021	FEBRUARY,2021
<b>PHASE 03</b>		
Launch the new promotion offers and advertisement	FEBRUARY,2021	FEBRUARY,2021



# SPECIAL OFFERS



In order to attract customers and make existing customers become loyal customers, we will regularly launch different special offers:

**Limited-time offer :** Cooperate with different fashion brands and regularly launch exclusive limited sales. Customers can purchase matched clothing first on the platform as a limited reward for platform users.

**Loyal customer reward:** Customers who have accumulated a certain number of purchases of clothes recommended by the system can choose a second-hand clothes for free.

**Free use of Premium version:** After successful registration, new customers will be given two times of free use of the Premium version.



Follow the six steps of precise marketing to collect data about customer behavior and analyze it to better understand who is our customers and what they want, so as to develop appropriate strategies to encourage customer loyalty to the brand and stimulate purchase behavior.

## PRECISION MARKETING

### Gather data:

- Through the personal style quiz to collect customers' preferences, usage and character.
- The system will automatically collect customers' shopping habits and searching history for analysis.

### Define need:

- Organize different workshops to understand customers' views on second-hand clothing.
- Cooperate with different clothing brands and charities to understand customers' preferences for the primary and secondary markets, so as to adjust the proportion of our clothing sales.

### Analyze and model:

Analyze all the data, we can clearly understand the needs of customers, and even their worries about second-hand clothes, and adjust the strategy and the ratio of first-hand and second-hand clothing in a timely manner.

### Select target and strategy:

Based on the results of data analysis, we can formulate market strategies and company development strategies to focus on the needs of target customer groups.

### Initial stage:

- Who lacks experience in matching clothes: the system automatically matches clothes for customers based on the quiz.
- Provide background information and stories for second-hand clothes to attract young consumers.
- Insufficient purchase shops for second-hand clothes: Collect clothes and purchase clothes on an online platform and customers only need to go to the online platform for shopping.

### Deploy:

In response to market changes and customer needs, regular sales plans will be formulated, and preferential plans or mailing services will be provided.

### Measure and adjust:

Formulate a KPI system, regularly review business and system operations as well as regularly collect customer needs, and adjust marketing plans.

# KEY PERFORMANCE INDICATORS (KPI) MANAGEMENT

KPI		Measurement Methods	Target	Time
1. Usage	a. Rating	Website data	4/5 stars	2020 - 2021
	b. Number of browse	Analytics from internal data	At least 70% of people in the target age group 20-40	2020 - 2021
	c. Number of New Users	Analytics from internal data	At least 70% of people in the target age group 20-40	2020 - 2021
	d. Daily Active Users	Analytics from internal data	60% of existing users	2020 - 2021
	e. Monthly Active Users	Analytics from internal data	60% of existing users	2020 - 2021
	f. Number of purchases in monthly	Analytics from internal data	60% of existing users	2021
	g. Number of donate in monthly	Analytics from internal data	60% of existing users	2021
2. Errors		Analytics from internal data	Not more than 5% in the overall performance	Year-end of 2021
3. Donate habits of Users		Average number of donated clothes	Increase more than 25%	2021



## PART 3: SUSTAINABILITY

4. Shopping Habits of Users	Average number of second-hand clothes purchased	Increase more than 25%	2021
5. Usage of Mini Community Features	Analytics from internal data	More than 60% of people will publish their clothes matching experience	2021
5. Coverage Areas (HK Market)	Analytics from internal data	Review which area in Hong Kong is the largest donation or purchase of second-hand clothes	2022
6. Economic Situation	Analytics from external data	Economic situation around the World, especially for Hong Kong	2022

KPI management is the implementation, monitoring and analysis of business key performance indicators to help companies measure the level of success in achieving business goals.

The most important measure of performance is to ask questions on our business, set marketing goals, find quantifiable means to achieve the goals, test these means, and then retest the consistency of the goals.

Therefore, KPI is an important tool for monitoring performance and measuring the quality of our services. It can reflect the operation of our business in a specific period, and when there are substandard projects, KPI can remind us to adjust the strategies and plans in a timely manner and help us to develop our business better.



# Income generation

	Subscription fee	Basic offering	Function(s)
<b>Fee Waiving</b>	<b>Customers who have purchased at least 10 pcs of clothing in every 6 months</b>		
Sustainable plan	\$25/month	Unlimited number of matching/consultation services every month	Only for Second-hand market
Mixed plan	\$35/month		Both First-hand and Second-hand markets
Premium plan	\$50/month		Limited collections per month specifically offered to our platform

*Table: Details of different subscription plans to customers*

Our revenue streams are divided into four main categories, one collected from customers, one from suppliers, customers' on tracking data annual plan, and the advertisement fee. We as a middleman of connecting both first-hand and second-hand clothing stores, not only would we make the best use of the Style Lab in-house resource, but also to use market segmentation as another principal strategy of the business.

In the consumer market, three subscription packages are offered to our potential customers, so called **Sustainable plan, Mixed plan, and Premium plan**. In order to boost sales revenue, we offer a **Subscription Fee Waiving Scheme** for customers who have purchased at least 10 pieces of clothing in every six months.

## Premium Plan

All subscribers are allowed to enjoy unlimited usage of Style Lab consulting services with clothing recommendations from first-hand and second-hand markets.

Since there is no additional variable cost or marginal cost when running the Quiz, customers are thus more motivated to use the matching function with the basic offering, as well as higher probability of creating more profits to the suppliers when customers are consistently in contacting with different sets of outfits.

In terms of Premium plan, subscribers are charged by a higher price due to the limited-edition clothing offered by our partnered branding companies. Considering this unique function that the collections are renewable per month and all of the new collections would come from first-hand market, premium plan is suggested to high-end customers, who seek trendy and up-to-date clothing frequently.

*"It is suggested to high-end customers, who seek trendy and up-to-date clothing frequently."*

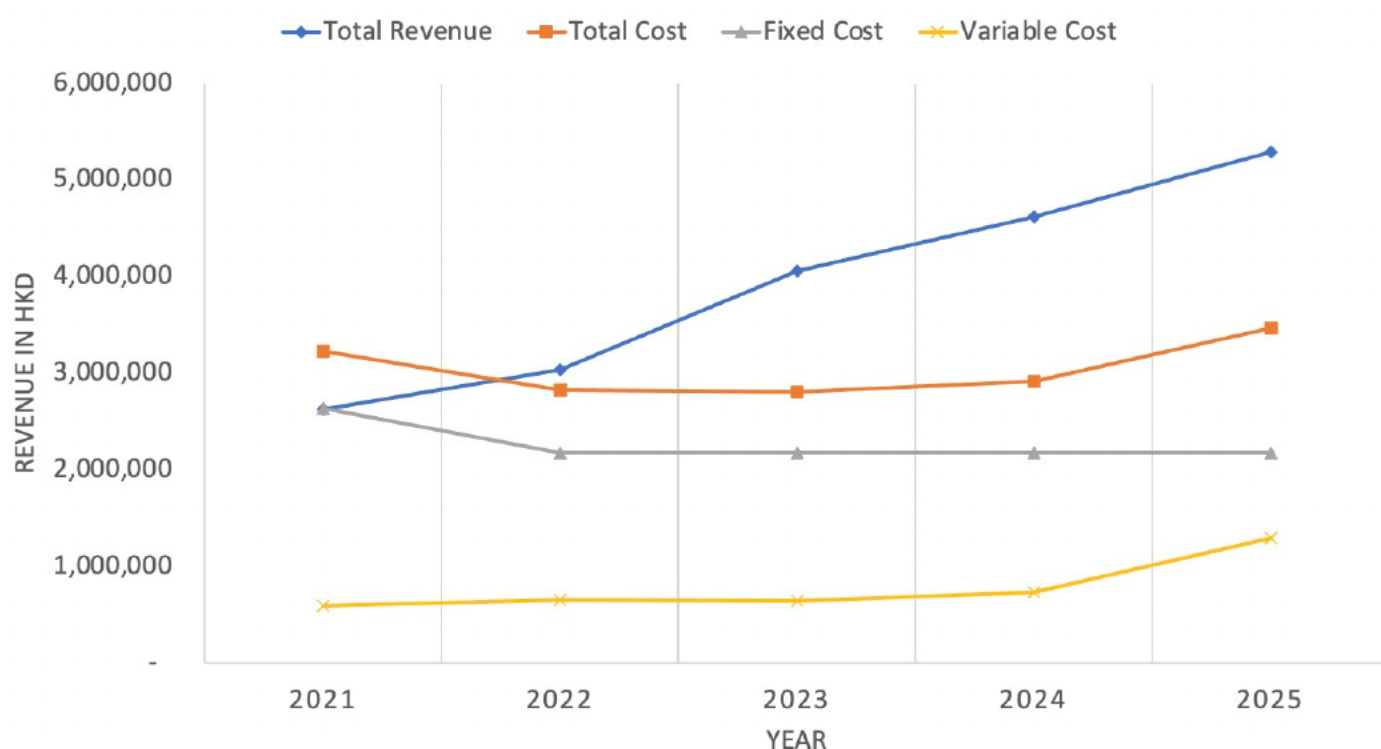


# INCOME ANALYSIS

**According to the Income Statement**, we expect a 10% increase in the number of subscribers and fee-waivers in Sustainable plan per year, while a 20% increase in Mixed plan with a 20% rise in Research and Development sector every year.

In addition, partners and suppliers are allowed to **place advertisements** on our platform with a monthly \$3000 fee (around 20 advertisers expected per month after the first two years). During the first two years, we might spend \$50,000 per year in promoting the new business to the public. Years after, we might spend lesser amount and do marketing on our own.

## BREAK-EVEN ANALYSIS



*Explanation: The break-even point would appear in the third quarter of 2021*



# GAIN FROM SUPPLIERS

Table: Cost-per-purchase model & Exclusive Plan

Cost-per-purchase		
	Second-hand market	First-hand market
Sustainable Charge	6% of every piece of clothing	10% of every piece of clothing
Exclusive Plan		
Premium Plan	\$3000 annually	

On the other hand, cost-per-purchase pricing is adopted to all suppliers. A fixed percentage cost is charged on every piece of clothing successfully sold to the customers. This pricing strategy has replaced the slotting fee charged as usual in order to avoid the fixed cost paid by the suppliers even if they have zero sales.

On the contrary, our business would get higher profit if they have sold more products than originally expected. The revenue gained would therefore be larger than the total slotting fees collected.

Share of Revenue

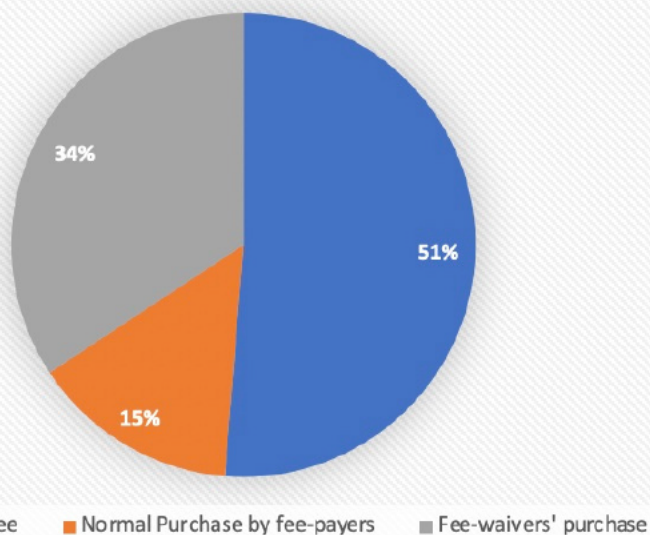


Table: Share of Revenue

Regarding to our Income Statement, we collect "Partners' fee" from two sides, **one from the normal purchase by fee-paying subscribers and second from fee-waivers' purchase**, as well as the Premium Partner plan for receiving customers' data.

## Dual market strategy

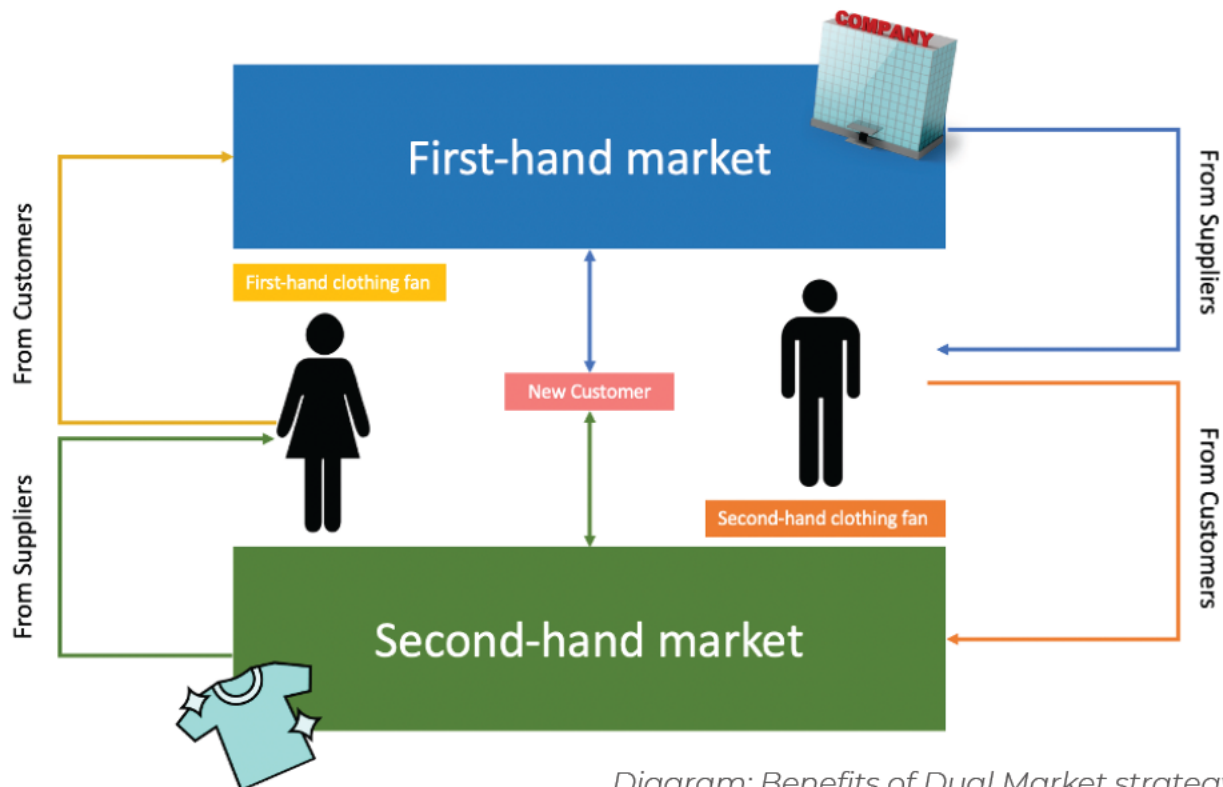


Diagram: Benefits of Dual Market strategy

Our business as a middleman has provided extra customized service to individual customers and revalued the ready-made clothing from both markets.

In order to promote “Buy Smart” and “Buy good” goals in the long term, we have combined the two markets simultaneously to highlight **“Our company is the best place for creating sustainable shopping experience”**.

As a super connector, we would first collaborate with branding or multinational companies, which might also focus on textile recycling or sustainable clothing, for instance H&M, Zara, and Uniqlo.

At the same time, we would also connect with non-government organizations specializing in clothing donations, such as Friends of the Earth and The Conservancy Association **(more socially and posaccepted institutions)**.

This strategy would involve both first-hand and second-hand clothing suppliers once at a time in the same platform to prevent the uphill battle of developing each market gradually.

To customers, they might expose to products of two markets at the same time. This allows more combinations of outfits being created and chosen.

To suppliers, a market is opened to new customer group concurrently.



## DEMAND SUSTAINABILITY

### A demand-driven business

The combination of first-hand and second-hand clothing markets is a demand-driven business. In the view of the rapid development of fast fashion industry, there are no longer customized services provided by sales assistants in brick-and-mortar stores, especially in multinational apparel companies.

As a result, there is a huge gap between achieving “best shopping experience” and current services provided by those branded retailers. Our unlimited 24-hour Style Lab consulting service has tackled the status quo by giving out comprehensive and diversified clothing choices fitting individuals' needs on every occasion and season. Customers would receive an instant clothing advice on a variety of choices on the app interface after inputting their personal information and **indicating their clothing preferences through our huge database.** There are also additional information showing the clothing details and other pairing ups on one site. In the meantime, we also ensure constant clothing supports from numerous partnered corporations to prevent a sudden collapse in supply chain.

The background of the page is a photograph of an airport terminal, showing a long, brightly lit walkway with escalators leading up to a gate area. The gate sign 'E62-67 Gates' is visible in the distance. The image has a warm, golden-yellow color cast.

# ENVIRONMENT, SOCIAL & ECONOMIC FACTORS

Buy Smart and Buy Good

Style Lab is  
the BEST place to buy

Create a smarter  
shopping experience



# SHORT TERM & LONG TERM

Since a vast majority of the NGOs and branded companies have collected tones of used clothing, and because of the excessive amount, many of them are without further processing. For the time being, customers do not know the proper disposal way and keep developing a wasting habit. This has created a vicious cycle when the dumped clothing did not undergo recycling or treatment process and the number of waste keeps skyrocketing.

Owing to the above problems, in the short term, our business focuses on **utilizing our social network as a university start-up** to establish partnerships with branded stores and second-hand clothing collection points.

With the use of our app, we have found a way out for the “clothing hill” encountered by the clothing recipients. Our platform (second-hand area) provides them to revalue the used clothing to a new meaning and profit.

**People might then feel more comfortable when the “dumped clothing” are transferred to another host in our sustainable clothing disposal scheme.**

**Customers might continue to buy new clothing on our platform** and recycle through our second-hand partners to achieve the ultimate sustainable goal.

In the long term, our business does not only focus on the local market, we would like to expand our Styling database into a larger extent to more stores domestically and **in the Southeast Asian market.**

Except the item matching service, in order to build up our influence in the existing fashion industry, we would add more extra functions and features, i.e. recycling tips corner, event recommendation, and fashion forum, to allow more interactions by the users and **increase the dependence on using the app.**



## How would stakeholder relationship changes affect our demand and costing

As a middleman and super connector between both markets, nearly all of the clothing came from large corporations and publicly accepted NGOs. To avoid a supply collapse, our business cooperates with numerous organizations and would form new connections constantly to reduce the risk incurred. In addition, it is less possible for large corporations to launch in-house program by themselves because gigantic costs, i.e. time, equipment, loss of current customers, are involved before developing another new platform. Because of the entry barrier of our business of combining different brands, large corporations would be inclined to use our ready services.

## HOW WOULD FUTURE PRODUCT/ SERVICE EVOLUTION CHANGE THE MARKET LANDSCAPE

Amidst the COVID-19, online shopping has been growing swiftly and most profitable firms have moved online. According to research by UNCTAD (2020), the expenditure on fashion and accessories have rose by 2 percent during the pandemic. Our matching services on clothing and accessories would be a profitable business in this tech-savvy era. A case could also be shown is the closure of H&M and Zara stores globally (BBC News, 2020). Customers are now unable to shop physically, so is the fashion industry.

**One of the issues that customers are having is getting endless list of clothing results, which they are not sure about which to select.**

Because of the new normal, our Style Lab app has cured people's headache when a few sets of outfits are already shown in accordance with their preferences and automated information gathered.

Moreover, Artificial Intelligence and Augmented Reality would soon dominate all aspects, particularly the fashion paradise. Papagiannis (2020) has listed several businesses have been adopting AR with "try-before-you-buy" on daily necessities and luxury products, such as IKEA and Levi's.

Our business, in the long run, would include **AI technology (Hi! StyleLab), the big data collection (purchasing histories), and IoT (real-time stock and demand detection)** into our app.

**Augmented Reality** would be used in later stage of the development, which a "stimulated model" is generated online replicating customer's body shape, height, and features as to polish individual shopping experience.

# LIMITATION & CHALLENGE

Our project has built styling quiz prototype and validated the idea with 100+ customers but there are still some limitations that stops us from delivering a product that can be launched in market.

## Limited scope database

The current database includes almost 120 sets of clothing from 6 boutiques/ clothing-retail companies but that is not robust enough to handle all combinations that our clients requested.

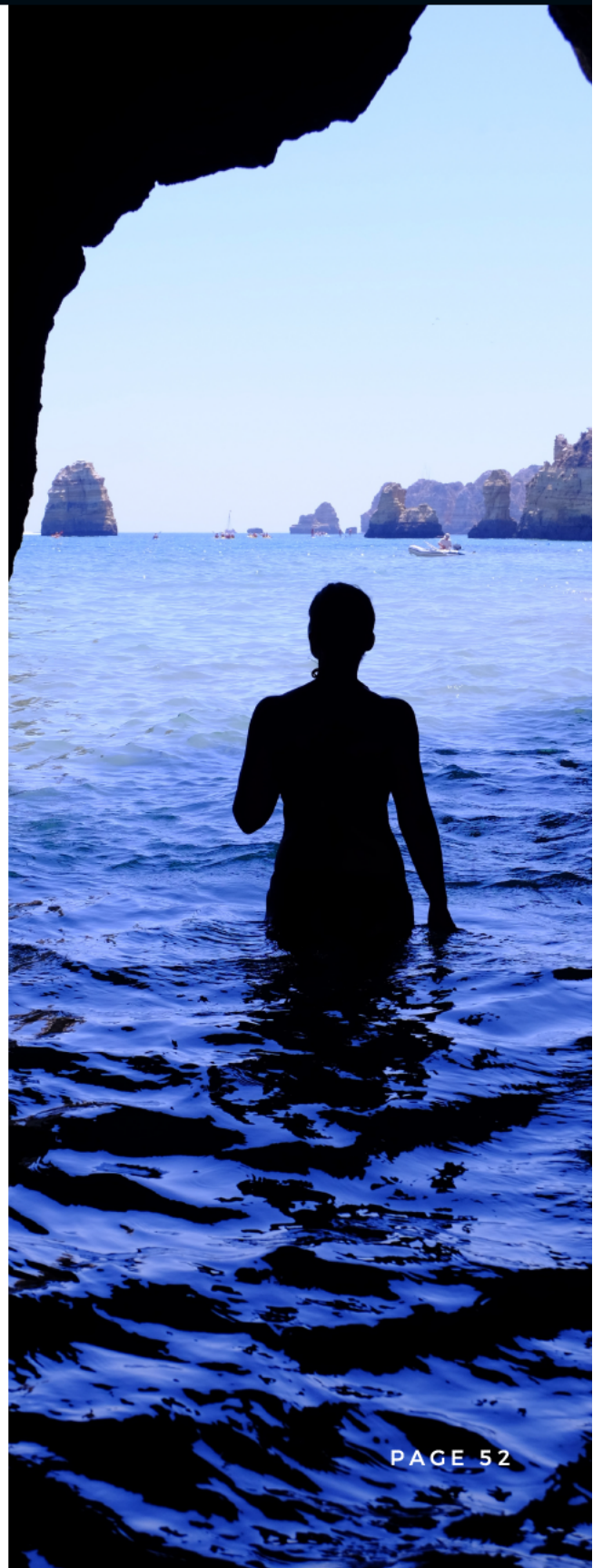
## What's next?

We want to extend our database by:

- 1.Collaborating with more and more fast-fashion companies from local and overseas, so that our clients have a wider variety of options
- 2.Accessories are little gadgets that can bring extra flash to our client's outfit. We will include suitable accessories such as mask, earrings, baseball caps in our future recommendation.

## Lack of Expertise in Fashion

Our team does not involve any "Fashion expert". However, we still manage to achieve a high approval rate from the client of our test.



## Time Limitation

We don't have enough time to build on our project but we have included our future business development and comprehensive planning for future 3-5 years in the future development and sustainability section.

**Styling recommendation is a blue ocean in Hong Kong. Being the first-mover does not eliminate all obstacles for us but it also poses numerous challenges.**

## Expertise on data scientists

Data science is at the core of our business. We need to update our prediction and classification model to cater demand from existing and new clients. This proves to be very challenging especially when we scale to different markets all across south eastern Asia as citizen from different countries would have slight difference in their preference on clothes. To maintain such classification algorithm, we need a group of data scientists to strengthen the algo continuously. Therefore, attracting and keeping these talents will be crucial for us to differentiate ourselves from up-and-coming competitors.

## Competitions from existing fashion brands

Existing fashion brands like H&M, GAP and Uniqlo have their own online store showcasing their in-house collection. (see attached pictures)



外套商品一覽



超輕型羽絨系列

纖薄、輕盈，同時保暖。備有外套、背心、大衣等剪裁可供選擇，是內搭或外套的理想之選。



羽絨系列

輕盈、靈動，革新科技帶來的極致溫暖。



FLEECE 搖粒絨

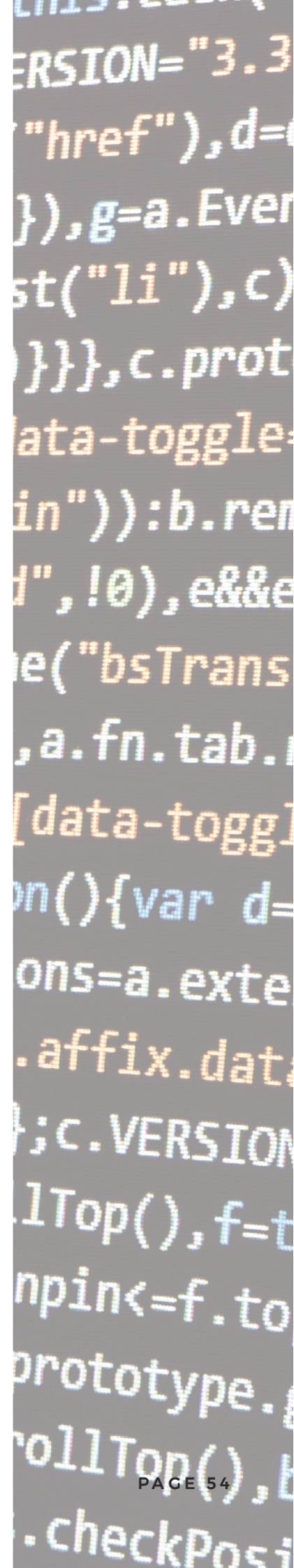
輕盈透氣，溫暖舒適，二十多年來持續推行的搖粒絨系列。

Uniqlo online store



ZARA online store

Both of them have showed photos of models wearing a set of clothes. We don't want to replace these online stores because we will serve our clients as a comparison platform. Compared to these website listed above, we are hosting multiple local and overseas fashion brands in our website for clients to choose. We will not recommend a set of clothes made up from the same brand. We will combine good elements from different brands and offer our clients an all-in-one shopping experience. Selling is not our priority. Our suggestion is all they need - Nothing more and nothing less. Helping our clients to find what they need is how we differentiating those online store of established fashion brands.



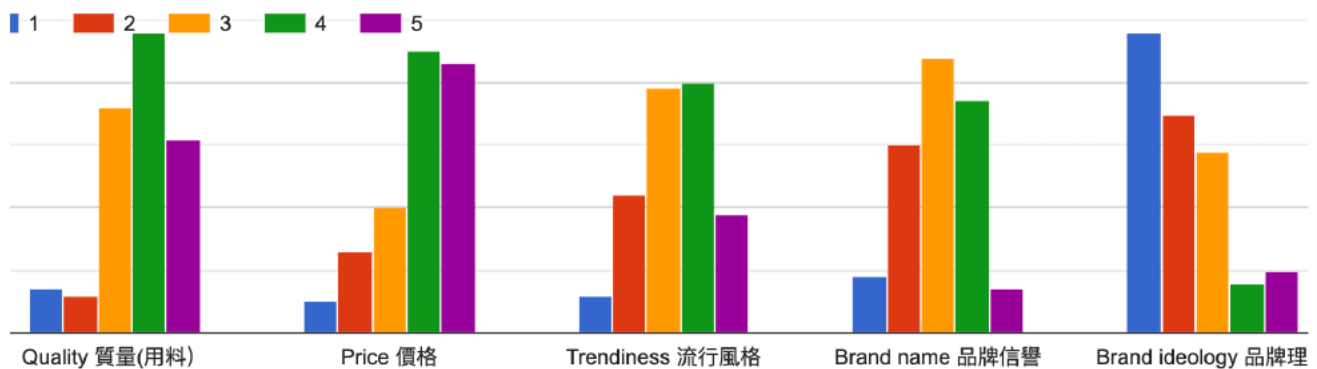
# Appendix 01

## Questionnaire on market research/ awareness of sustainable clothing

Collection period: Sep -Oct 2020

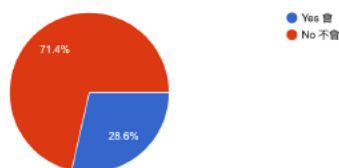
### Part 1: Shopping habit 第一部分：購物習慣

Rank the level of importance of the following factors (reasons) when you decide to buy a clothing item. ( 1: Least Important, 5: Most Important) 請按照你考慮購買衣服的因素 (原因) 的重要性進行排名。(1：最不重要，5：最重要)



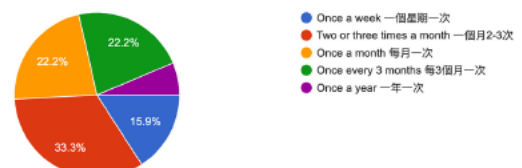
Do you think you have overspent on fashion / shopped too much? 你會否認為自己在時裝方面花太多金錢/購物太多?

126 responses



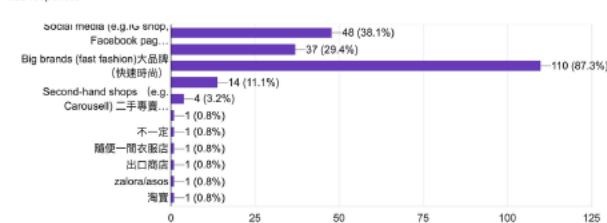
How often do you shop? (refers to purchasing unnecessary items) 您多久購物一次? (指廣泛購買非必需品)

126 responses



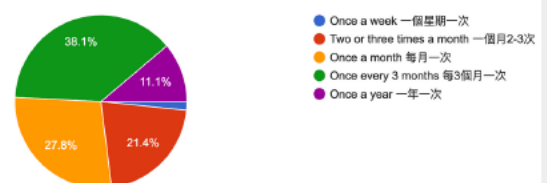
Where do you usually buy clothes? 你通常在哪儿買衣服?

126 responses



How often do you spend on fashion? 您多久購買時裝一次?

126 responses



# Appendix 01

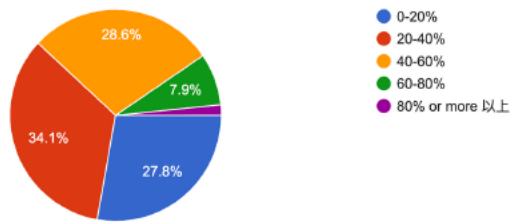
## Questionnaire on market research/ awareness of sustainable clothing

Collection period: Sep -Oct 2020

### Part 2: Recycling habit 第二部分：回收習慣

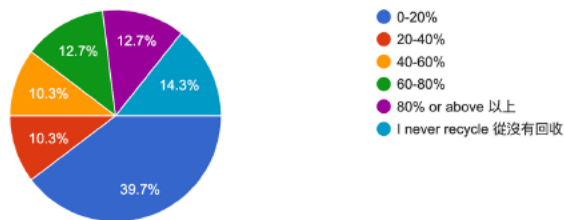
How many percent of your clothes have been abandoned/ of unsuitable size in your closet?  
你的衣櫃中有百分之幾的衣服是不常穿著/不合穿?

126 responses



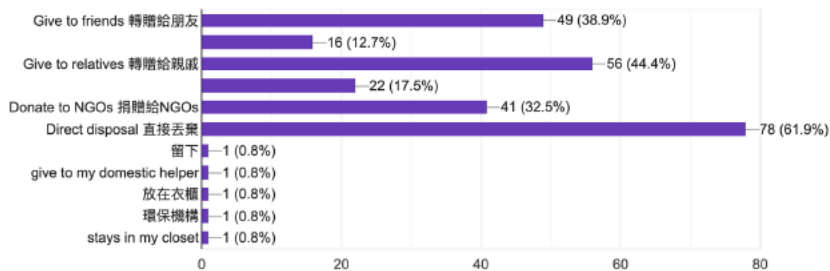
How many percent of your clothes have been recycled in your closet? 當你有不常穿著/不合穿的衣服時，那些衣服中的百分之幾會拿去回收?

126 responses



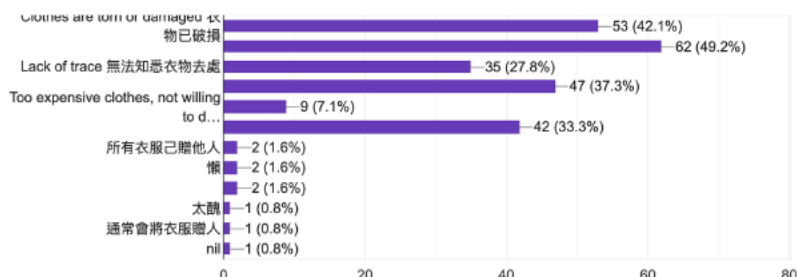
with those unwanted clothes? 除了上述方式(回收)，你會如何處理這些多餘的衣服?

126 responses



Do you find anything hindering you from recycling old clothes? 有何原因阻礙你回收舊衣物?

126 responses





# Appendix 01

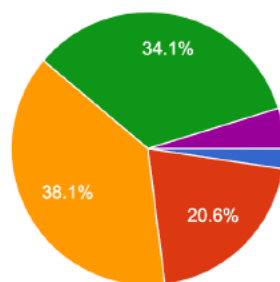
## Questionnaire on market research/ awareness of sustainable clothing

Collection period: Sep -Oct 2020

### Part 3: Awareness of fast fashion/ sustainable clothing 第三部分：對快速時裝/環保時裝的認識

How much do you know about sustainability campaigns? (e.g. H&M recycle your old clothes for a discount to buy something new, money donation) 你對可持續性活動有多少了解？（例如，H & M以折扣價回收舊衣服；捐款）

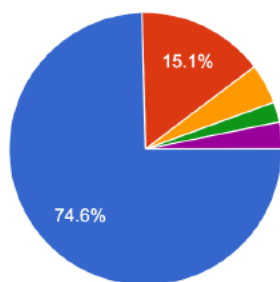
126 responses



- Have extensive understanding 有廣泛的了解
- Some 一般了解
- Have heard about it, but not much 聽過，但沒深入了解
- None, but want to know more 完全沒有聽過，但想了解更多
- None, and no interest on it 完全沒有聽過，而且沒有興趣

How often do you support sustainability campaigns offered by brands? 你通常多久支持衣服品牌舉辦的可持續發展活動？

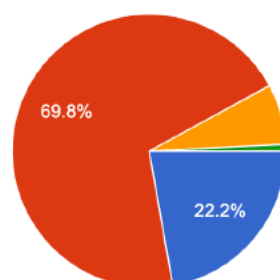
126 responses



- Never 從不
- Once a year 一年一次
- Once every 3 months 三個月一次
- Once a month 一個月一次
- Less than once a month 少於一個月一次

Hypothetically, if there is a new line in any brand promoting sustainable clothing, how much will you expect to spend to support sustainable clothing per month? (e.g. currently H&M has a sustainable clothing line called "Conscious".) 若現今有品牌推行可持續服裝計劃，你預計每月將花費多少錢來支持可持續服裝？（例如現有例子，H & M可持續服裝系列“Conscious”）

126 responses



- Not willing 不會購買
- HKD0-HKD500 港幣0-500
- HKD501-HKD1000 港幣501-1000
- HKD1001-HKD1500 港幣1001-1500
- HKD1501-HKD2000 港幣1501-2000
- HKD2001 or above 港幣2001或以上

# Appendix 01

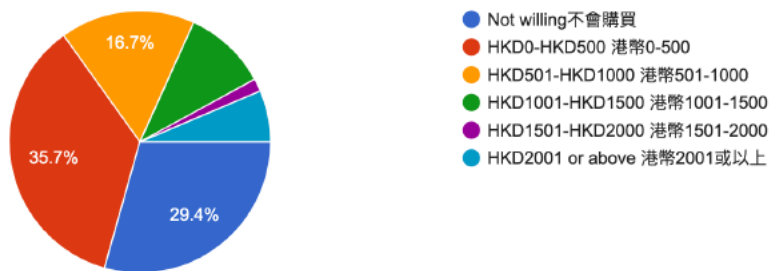
## Questionnaire on market research/ awareness of sustainable clothing

Collection period: Sep -Oct 2020

How much more are you willing to spend to have your own signature/ personalized clothes?  
你願意多花多少錢去購買度身訂造的個性化衣服？



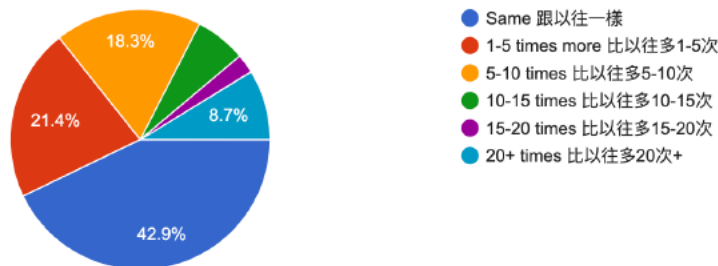
126 responses



If you have personalized clothes, How many times will you wear it compared to fast fashion clothes on average?  
與快速時裝的衣服相比，如果你擁有度身訂造的個性化衣服，平均而言你會穿多少次？



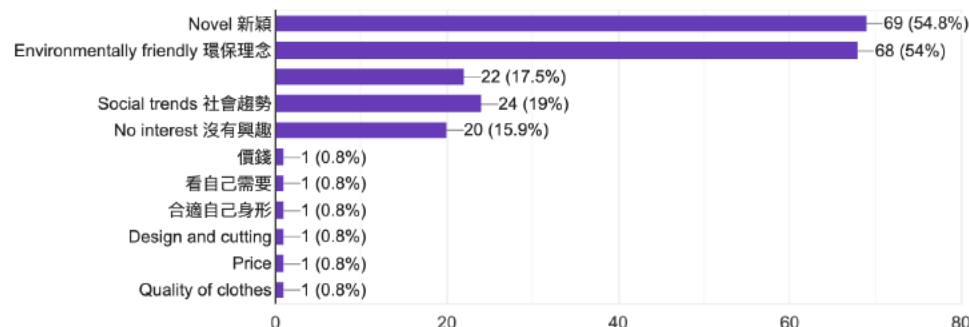
126 responses



Currently, there are tailor-made services incorporated in the sustainable clothing industry. If you are willing to purchase them, what are the major reasons that encourage you to buy the above products/services?  
現時市面上有推出度身訂造環保時裝的服務，如有興趣，你會基於什麼因素購買其產品/服務？



126 responses



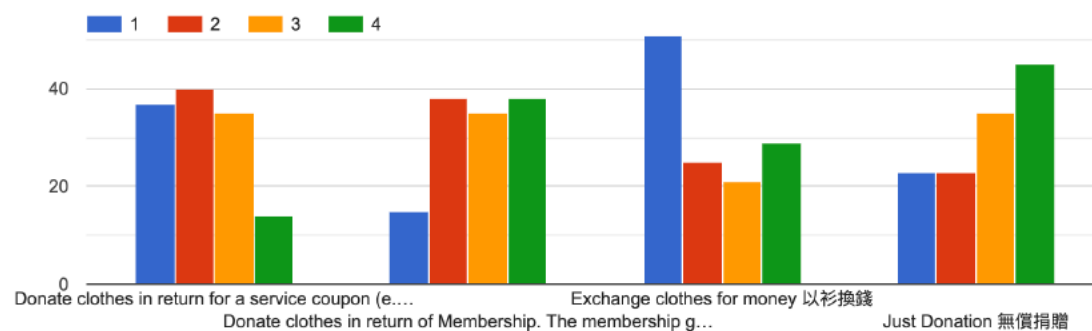
# Appendix 01

## Questionnaire on market research/ awareness of sustainable clothing

Collection period: Sep -Oct 2020

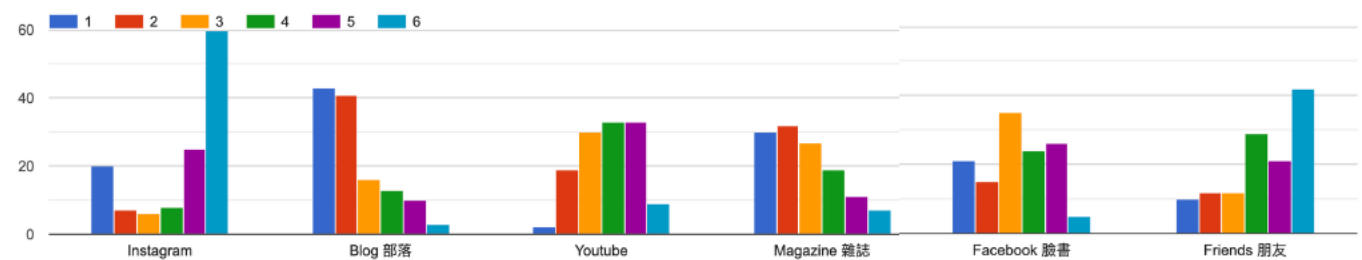
### Part 4: Pricing models 第四部分：環保時裝易手形式

Rank the recycle model that you like the most 請為以下衣服交易形式排序 (1: 最支持，4：最不支持)

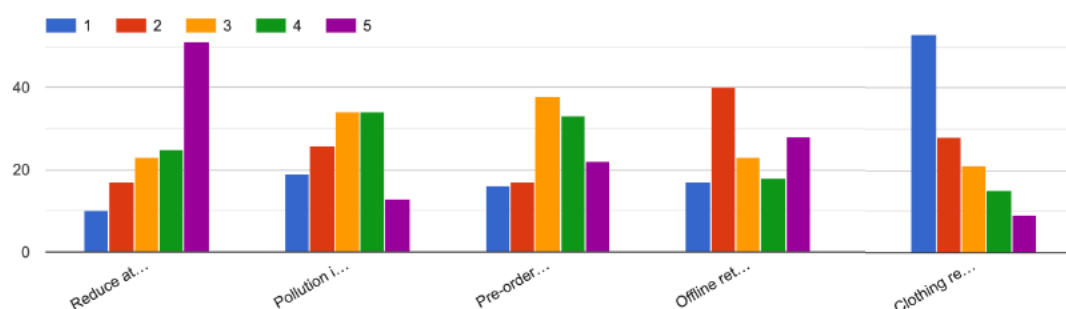


### Part 5: Operating methods 第五部分：營運方式

Rank the following channels where you gather information before you purchase any clothing. (1: Least Frequent, 5: Most Frequent) 在決定購買衣服之前，你會透過什麼渠道收集信息？ (1：最少使用，6：最常使用)



Rank the following operating methods / topics. (1: Least Interested, 5: Most Interested) 對以下營運模式/產品進行排名。(1：最不感興趣，5：最感興趣)



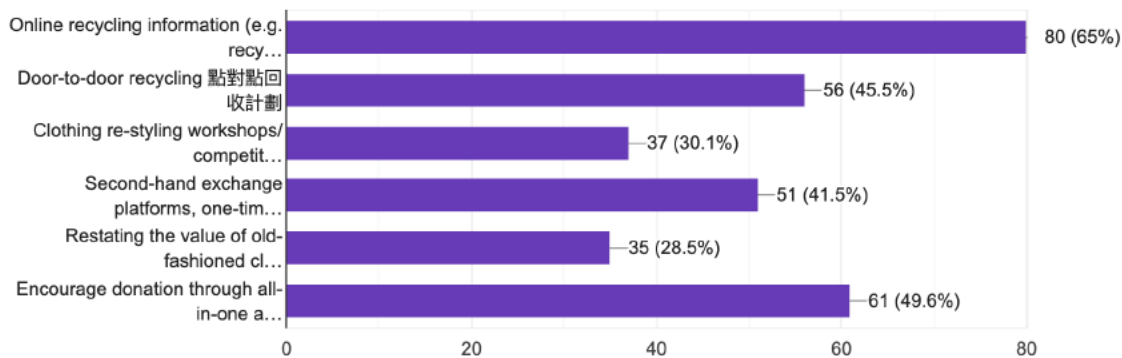
# Appendix 01

## Questionnaire on market research/ awareness of sustainable clothing

Collection period: Sep -Oct 2020

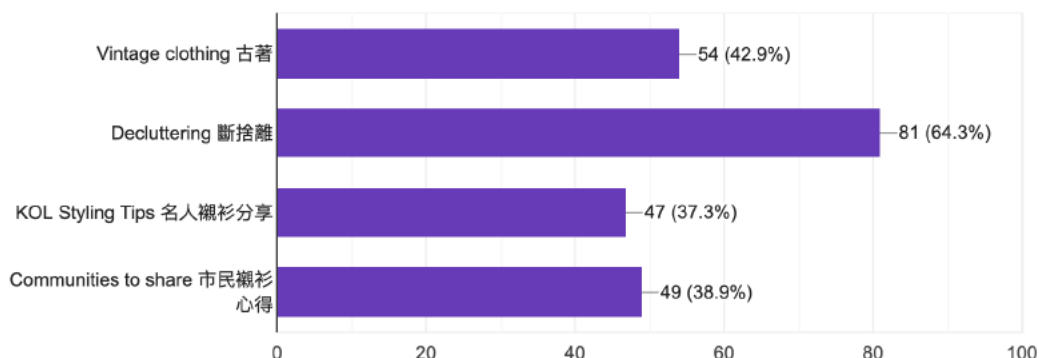
Pick the recycle/ reduce disposal Method(s) that interest you: 你對以下哪(幾)種回收/減少廢物的方法感興趣?

123 responses



Pick Concepts / Topics that Interest you 你對以下哪些概念/ 主題感興趣?

126 responses



# Appendix 01

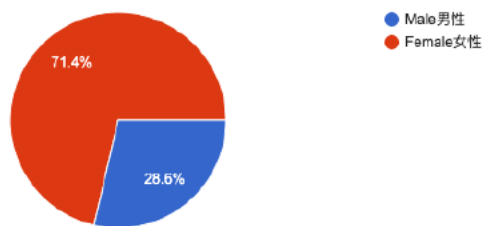
## Questionnaire on market research/ awareness of sustainable clothing

Collection period: Sep -Oct 2020

### Part 6: Basic information 第六部分：基本資料

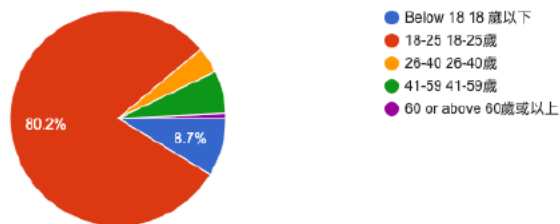
What is your gender? 請問你的性別是?

126 responses



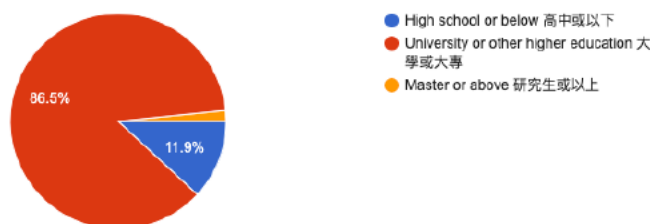
Which age group do you belong to? 請問你屬於以下哪個年齡階段?

126 responses



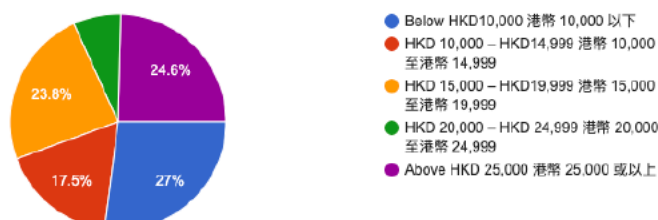
Which of the following can best describe your highest level of education attained? 以下哪一項能夠貼切地形容你目前最高學歷?

126 responses



Which category best represents the total monthly discretionary income of your household? (the amount of money that households have available for spending and saving after income taxes) 你的家庭可支配收入(收入除去固定支出，例如房租，電費等)屬於以下哪一個選項?

126 responses



# Appendix 02

## Styling Quiz

Collection period: Nov 2020

### Styling Quiz

Through this style quiz, we want to know more on your preference in fashion so that we can help you to pick clothes that you really need but not just something that you impulsively want. By doing so, we want to reduce impulsive consumption in the long run. We will suggest you a couple of clothing suggestion via email/whatsapp. You can think twice and take reference on it when you go shopping next time.

通過這種風格測驗，我們想知道更多關於你的時裝喜好，以便我們可以幫你挑選你需要衣服，而不是你衝動想要的，從長遠來看，使你更理性地購物。我們將通過電子郵件/ WhatsApp向您提出一些服裝建議。您下次可以先參考一下這建議，「三思而後購物」。

\*必填

電郵地址 \*

您的電郵地址

下一個

#### (Part A) Basic Information 基本資料

A1. How can we call you? 如何稱呼你? \*

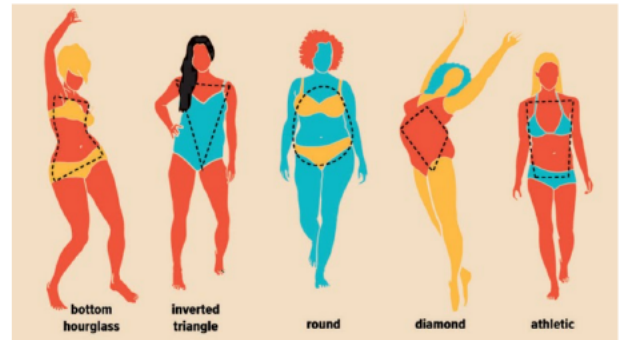
您的答案

A2. Are you looking for a specific piece of clothing item or a set? 你想要整套衣服? \*

- A specific piece 一件
- A set 一整套

#### YOUR BODY SHAPE

What is your body shape? 你的身體形狀是? \*



- Bottom hourglass 倒沙漏形
- Inverted triangle 倒三角形
- Round 梨形
- Diamond 鑽石形
- Athletic 直筒形

A3. What is your size? 你的尺寸是? \*

	XS	S	M	L	XL	Not Applicable 不適用
Top 上身	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dress 裙	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bottom 下身	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A4. What is your budget? 你的預算是? \*

您的答案

A5. What is your gender? 你的性別是?

- Female 女
- Male 男

# Appendix 02

## Styling Quiz

Collection period: Nov 2020

(Part B) What kind of green consumer are you? 您是哪一種綠色消費者?

"fast fashion" vs green consumption

In recent years, fast fashion becomes a popular trend and retailers desire low costs, production speed, and flexibility in design. Our aim is to promote the idea of "buying smart and green", meaning that our platform not only facilitates the buy and sale of second-hand clothing but also includes information corner to educate the public on sustainable green consumer habits, i.e. good shopping and recycling habits.

Other than the personal clothing style, we would like test takers to reflect on the personal consumption style through this quiz as well, in order to understand your own consumption pattern and what more can be done as a green consumer.

We would give out advice on your particular type of consumption pattern together with the result of this style quiz.

近年來，快速時裝的崛起吸引商家追求低成本、高週、多元的服裝設計。我們計畫的概念為提倡"smart and green"的概念，透過網上平台改變消費習慣和對象，從而推廣源頭減廢和二手時裝，達致源頭減廢的效果。

這個測試除了提供服裝推薦，我們希望您能夠檢視自己的消費習慣，了解作為消費者可以為如何實踐綠色生活，減少因購物導致的環境傷害。

完成問卷後，我們將會透過穿搭結果送上環保習慣的分析及生活建議。

B1. How many percent of your clothes have been abandoned in your closet? 您的衣櫃中有百分之幾的衣服是不常穿著? \*

- 0-20%
- 20-50%
- 50-80%
- 80% or more

B2. How many percent of your clothes have been recycled in your closet? 您的衣櫃中有百分之幾的衣服會拿去回收? \*

- 0-20%
- 20-50%
- 50-80%
- 80% or more

B3. Apart from the above 2 ways, is there any way that you have done with those unwanted clothes? 除了上述兩種方式，您會如何處理這些多餘的衣服? \*

- Give it to friends 轉贈給朋友
- Trade it in second hand market place 拿去二手市場買賣
- Give it to relatives 轉贈給親戚
- Make other product from using unwanted clothes 改造舊衣服
- Donate it to NGOs 捐贈給NGOs
- 其他: \_\_\_\_\_

B4. How much do you know about sustainability campaigns? (e.g. H&M recycle your old clothes for a discount to buy something new, money donation) 您對可持續性活動有多少了解? (例如，H&M以折扣價回收舊衣服；捐款) \*

- Have extensive understanding 有廣泛的了解
- Some 一般了解
- Have heard about it, but not much 聽過，但沒深入了解
- None, but want to know more 完全沒有聽過，但想了解更多

B5. How often do you support sustainability campaigns offered by brands? 您通常多久支持衣服品牌舉辦的可持續發展活動?

- Never 從不
- Once a year 一年一次
- Once every 3 months 三個月一次
- Less than once in 3 months 少於三個月一次

[返回](#)

[下一個](#)

# Appendix 02

## Styling Quiz

Collection period: Nov 2020

(Part C) Style preference 服裝偏好

C1. On what occasion do you want to wear this set of clothes? 你想要什麼場合的衣服? \*

- Work 上班
- Hangout with friends 逛街
- Dates 約會
- Lounge wear 休閒
- Work out 運動

C2. What kind(s) of style are you looking for? 你喜歡什麼風格? (Maximum 3 options 最多選3項) \*



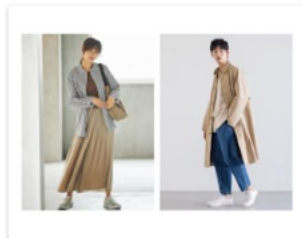
Basic 基本



Vintage 復古風



In trend 現時潮流



Japanese Style 日系



Korean Style 韓風

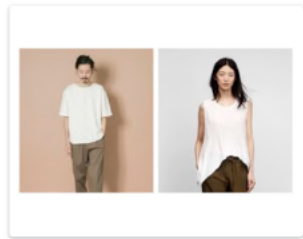


"Hiking" 戶外



Street Style 街頭風

其他:

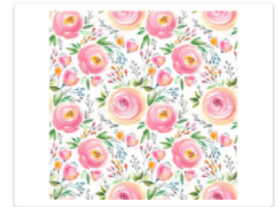


Minimalist 簡約

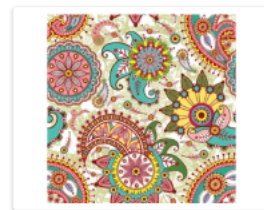
C3. Any patterns do you like? 你喜歡什麼衣服印花/條紋? (can choose more than 1 option 可選多於一項) \*



Animal 動物



Floral 花



Paisley 佩斯利圖案



Plaid 格子



Polka 波點



Stripes 間條

其他:

I like all patterns!

C4. What colours would you wear? 你喜歡什麼顏色? (can choose more than 1 option 可選多於一項) \*

- Beiges 米
- Black 黑
- Blues 藍
- Gray 灰
- Greens 綠
- Navy 深藍
- Oranges 橙
- Pinks 粉紅
- Purples 紫
- Reds 紅
- Brown 褐色
- White 白
- Colorful 彩色
- I avoid no colours 我喜歡所有顏色

C5. Is there anything you would want to see? 請選擇你感興趣的項目: (can choose more than 1 option 可選多於一項) \*

- Tops 上身
- Dresses/ Skirts 裙
- Trousers/ shorts/ jeans 褲
- Shoes/ socks & tights 鞋/襪子
- Jackets & Coats 外套
- I want to see all items 所有



# Appendix 02

## Styling Quiz

Collection period: Nov 2020

(Part D) Clothing Theme 衣服主題

根據以下題目，請按照你日常的衣著風格和偏好的風格揀選合適的答案，我們系統會根據你的答案進行分析，為你推薦合適的衣服。

D1. What kind of theme are you looking for? 你想要哪個主題的衣服嗎? \*

- Party costume 派對衫
- Sports 運動
- Seasonal change 換季
- No preference 沒有意見

Seasonal change 換季



Like 喜歡      Dislike 不喜歡      Not applicable to my gender 不適用

1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Like 喜歡      Dislike 不喜歡      Not applicable to my gender 不適用

5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Like or dislike? 你喜歡這些配搭嗎?



Like 喜歡      Dislike 不喜歡      Not applicable to my gender 不適用

8	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



11      12      13



14      15      16



17      18      19      20

# Appendix 02

## Styling Quiz

Collection period: Nov 2020

### (Part E) Sustainable clothing 環保服裝

E1. Do you mind using sustainable clothing? 你介意使用環保服裝嗎? \*

- Yes 介意
- No 不介意

### (Part E) Sustainable clothing 環保服裝(cont.)

E2. Tick if you mind using the sustainable clothing listed below. 請選出你介意使用的環保衣服。 \*

- Tops 上身
- Dresses/ Skirts 裙
- Jeans/ Trousers/ Shorts 下身
- Socks/ Tights 襪子/ 絲襪
- Shoes 鞋
- Accessories 配飾
- Jackets/ Coats 外套
- I don't mind any sustainable clothing 我不介意任何環保衣服

E3. How much discount are you looking for? \*

- 10-30%
- 31-50%
- 51-70%
- 71-90%

E4. I'm willing to buy sustainable clothing in...我願意購買...的環保衣服 \*

- mint condition 幾乎全新
- good condition 良好
- fairly new 大致良好
- sign of reasonable use 有正常使用痕跡

E5. Would you like sustainable clothing from the following categories? 你想要購買以下類別的環保衣服嗎? \*

- Luxury 高級服飾
- Department Stores (e.g. M&S) 百貨公司
- Fast fashion (e.g. Zara, H&M) 快速時裝
- Mid-price specialty (e.g. Gap) 中等價位店鋪
- Taobao 淘寶
- Online store / IG shop 網上商店 / IG商店
- Others 其他
- No preference 沒有偏好

E6. Would you accept defective but unused clothing items? 你會接受有缺陷但未曾使用的衣物嗎? \*

- Yes 會
- No 不會

### (Part F) Personal particulars 個人資料

Personal information is collected solely for the style quiz result analysis.

Do you want to receive your style quiz result? \*

- Yes
- No

If you have any comments regarding our questionnaire, please raise them in the box below. Thank you! 若你對以上問卷有任何意見或建議, 請在以下填寫. 謝謝!

您的答案

Phone number 電話號碼 (for Whatsapp)

您的答案

Other contact method(s) 其他聯絡方法

您的答案

將我的回應副本寄給我。

返回

提交

# Appendix 03

## Feedback to our styling quiz respondents

感謝你完成我們的問卷，結果顯示你係一個 🍀 ECO CONSIDERER 🍀  
根據Kantar Worldpanel的一項研究，喺65,000人入面有23%屬於你呢類人

你可能需要更深入咁了解快速時裝既禍害同埋影響! 其實只要大家嘗試每日做多D, 就能夠有效同有系統咁處理衣櫃既衫。所以作為一個Eco Considerer, 應該踴躍參與各區環保活動, 例如我地平台既環保時裝交換日, 假日去下環保市集都得! 希望你將我地既行動變成生活一部分!!!

另一方面, 要做到源頭減廢, 就要係購物習慣著手. 多支持環保企業推動綠色時裝, 令消費變成減少污染既行為!

所以, 我地想為你推薦一套衫:

👕衣服資料:  
編號: 029  
類別: 快速時裝  
衣服出處: 大品牌

🍀之後點樣可以幫助個環境?: 選擇可分解衣服原料/ 節約水源/ 用剩餘布料製造/ 舊衣重新設計

希望你地都做到三思而後行, 購買需要而且適合自己既衫呀!

最後邀請你加入我地衣服售賣平台成為會員, 可以享有舊衣回收資訊/ 二手買賣一齊為環保出一分力!

17:31 ✓

SAMPLE 1

感謝你完成我們的問卷，結果顯示你係一個 🍀 ECO DISMISSER 🍀

根據Kantar Worldpanel的一項研究，喺65,000人入面有37%屬於你呢類人

你好似對環保時裝同可持續性回收活動唔係好了解嗎! 其實只要你嘗試每日做少少, 多D留意身邊衣服回收活動, 就能夠有效同有系統咁處理衣櫃既衫, 亦可以試下參加各區環保活動, 例如我地平台既環保時裝交換日, 假日去下環保市集都得! 希望你將我地既行動變成生活一部分!!!

另一方面, 要做到源頭減廢, 就要係購物習慣著手. 多支持環保企業推動綠色時裝, 令消費變成減少污染既行為!

20:51 ✓



20:52

Type a message



SAMPLE 2

TEXT MESSAGE:

感謝你完成我們的問卷，結果顯示你係一個 OXXO  
根據KANTAR WORLDPANEL的一項研究，喺65,000人入面有X%屬於你呢類人

DECO ACTIVED 16%

你有穩定既舊衣回收習慣, 亦會有系統用唔同方法去處理衣櫃的衫. 你對可持續性回收活動都有了解甚至積極參與, 可見你係一個好主動同重視環保既人, 仲好珍惜自己既物品添! 你都見到可能身邊既朋友仔未必咁注意到日常行為對環保既影響, 所以作為一個ECO ACTIVE, 應該積極參與各區環保活動, 例如我地平台既環保時裝交換日, 做市集搵手都得! 希望你將我地既行動變成生活一部分!!!

DECO BELIEVERD 24%

你會有舊衣回收的習慣, 亦有唔同方法去處理衣櫃的衫. 你對可持續性回收活動都有一定了解, 可見你係一個重視環保既人, 仲好珍惜自己既物品添! 你都見到可能身邊既朋友仔未必咁注意到日常行為對環保既影響, 所以作為一個ECO BELIEVER, 應該比宜家更積極參與各區環保活動, 例如我地平台既環保時裝交換日, 嘗試幫手做義工都得! 希望你將我地既行動變成生活一部分!!!

DECO CONSIDERERD 23%

你可能需要更深入咁了解快速時裝既禍害同埋影響! 其實只要大家嘗試每日做多D, 就能夠有效同有系統咁處理衣櫃既衫. 所以作為一個ECO CONSIDERER, 應該踴躍參與各區環保活動, 例如我地平台既環保時裝交換日, 假日去下環保市集都得! 希望你將我地既行動變成生活一部分!!!

DECO DISMISSERD 37%

你好似對環保時裝同可持續性回收活動唔係好了解嗎! 其實只要你嘗試每日做少少, 多D留意身邊衣服回收活動, 就能夠有效同有系統咁處理衣櫃既衫, 亦可以試下參加各區環保活動, 例如我地平台既環保時裝交換日, 假日去下環保市集都得! 希望你將我地既行動變成生活一部分!!!

(ALL RESULT TEXT)

另一方面, 要做到源頭減廢, 就要係購物習慣著手. 多支持環保企業推動綠色時裝, 令消費變成減少污染既行為!

👕衣服資料:

編號: 004

類別: 環保時裝 (XXX % 新 / 全新)

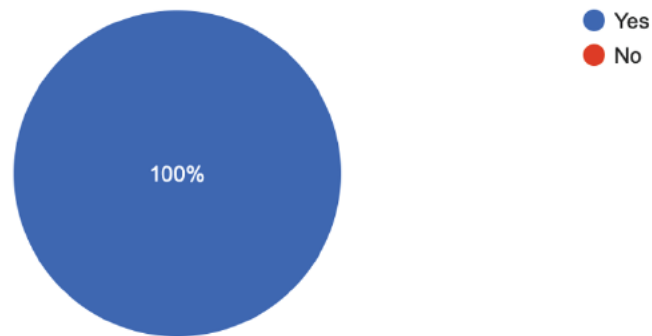
衣服出處: 二手時裝店 / 來自大品牌的可持續發展活動  
點樣幫助個環境?: 可分解衣服原料 / 節約水源 / 用剩餘布料製造 / 舊衣重新設計

考慮過件衫既出處同埋環保意義之後, 我地要做到三思而後行, 購買需要而且適合自己既衫呀! 最後邀請你加入我地衣服售賣平台成為會員, 可以享有舊衣回收資訊 / 二手買賣一齊為環保出一分力!

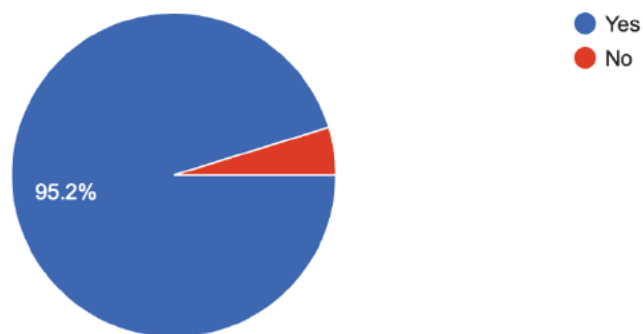
# Appendix 04

## Emails for our users

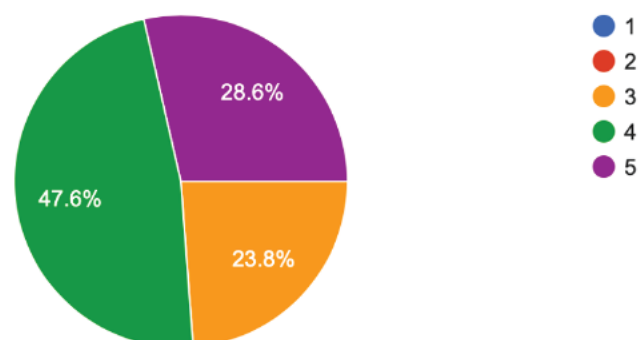
Do you think this system can recommend suitable clothes for you? 你認為此系統可以為你配對適合的衣服嗎？



If this system is launched on the market, will you use it? 如果此系統正式推出市面上，你會使用嗎？



If you were to review the system what score would you give it out of 5? 你會為此系統給予多少分數？（滿分5分）



# Appendix 05

## Emails for collaboration

### Email to H&M:

#### Business proposal - Call for collaboration



Fashion FYP <sustainableclothing.fashionwys@gmail.com>  
to customerservice.hk.en ▾

Fri, 27 Nov, 11:06 (11 days ago) ☆ ↶ ⋮

Dear Sir/Madam,

On behalf of the Wu Yee Sun College Final Year Project Team, we are currently doing a start-up project in the fashion industry. We would like to introduce you a brand-new idea, "Customized Fashion Choice Algorithm for Sustainable Clothing" and invite you to be one of the partners of our business.

Personal Style Quiz is the main targeted online product of our business. Our mission aims to deliver "Buy smart and green" message to the general public through the secondhand and firsthand online clothing market. Our deliverable is promoted through an online platform cooperating with different local and international brands. The target customer ranges between 18 and 30 years old. Our product is designed for customers who seek customized fashion tips or choices. In our style quiz, we would ask a few personal and detailed questions in order to construct a personalized profile for each customer. Users would then receive a list of recommendations from both secondhand and firsthand boutiques or stores based on their needs and results from the previous session. Meanwhile, customers might click and search for the sustainable information we provide for each item. Customers might receive a few styling advice as well, at the same time, purchase our suggested outfits with our partnered stores. The whole process would be fully conducted by AI technology in the long term.

As H&M is a global fast fashion leader, we would like to invite you to join our partnership in offering firsthand clothing. This would match your core values and beliefs of "Entrepreneurial spirit" and "Constant improvement". We would be appreciated if there is any comment given. Attached is a brief presentation of our business model.

Don't hesitate to contact us via [sustainableclothing.fashionwys@gmail.com](mailto:sustainableclothing.fashionwys@gmail.com).

We are looking forward to your reply.

Thank you.

Yours faithfully,  
Wu Yee Sun College Final Year Project Team  
The Chinese University of Hong Kong

### Email to mydress:

#### Business proposal - Call for collaboration



Fashion FYP <sustainableclothing.fashionwys@gmail.com>  
to pr ▾

Fri, 27 Nov, 11:09 (11 days ago) ☆ ↶ ⋮

Dear Sir/Madam,

On behalf of the Wu Yee Sun College Final Year Project Team, we are currently doing a start-up project in the fashion industry. We would like to introduce you a brand-new idea, "Customized Fashion Choice Algorithm for Sustainable Clothing" and invite you to be one of the partners of our business.

Personal Style Quiz is the main targeted online product of our business. Our mission aims to deliver "Buy smart and green" message to the general public through the secondhand and firsthand online clothing market. Our deliverable is promoted through an online platform cooperating with different local and international brands. The target customer ranges between 18 and 30 years old. Our product is designed for customers who seek customized fashion tips or choices. In our style quiz, we would ask a few personal and detailed questions in order to construct a personalized profile for each customer. Users would then receive a list of recommendations from both secondhand and firsthand boutiques or stores based on their needs and results from the previous session. Meanwhile, customers might click and search for the sustainable information we provide for each item. Customers might receive a few styling advice as well, at the same time, purchase our suggested outfits with our partnered stores. The whole process would be fully conducted by AI technology in the long term.

We would like to invite you to join our partnership in offering firsthand clothing. This would match your core values and beliefs as a local online boutique, as well as gaining reputation through our network. We would be appreciated if there is any comment given. Attached is a brief presentation of our business model.

Don't hesitate to contact us via [sustainableclothing.fashionwys@gmail.com](mailto:sustainableclothing.fashionwys@gmail.com).

We are looking forward to your reply.

Thank you.

Yours faithfully,  
Wu Yee Sun College Final Year Project Team  
The Chinese University of Hong Kong

# Appendix 05

## Email to The Salvation Army:

Business proposal - Call for collaboration



**Fashion FYP** <sustainableclothing.fashionwys@gmail.com>  
to ssdenq ▾

Fri, 27 Nov, 11:01 (11 days ago)



Dear Sir/Madam,

On behalf of the Wu Yee Sun College Final Year Project Team, we are currently doing a start-up project in the fashion industry. We would like to introduce you a brand-new idea, "Customized Fashion Choice Algorithm for Sustainable Clothing" and invite you to be one of the partners of our business.

Personal Style Quiz is the main targeted online product of our business. Our mission aims to deliver "Buy smart and green" message to the general public through the secondhand and firsthand online clothing market. Our deliverable is promoted through an online platform cooperating with different local and international brands. The target customer ranges between 18 and 30 years old. Our product is designed for customers who seek customized fashion tips or choices. In our style quiz, we would ask a few personal and detailed questions in order to construct a personalized profile for each customer. Users would then receive a list of recommendations from both secondhand and firsthand boutiques or stores based on their needs and results from the previous session. Meanwhile, customers might click and search for the sustainable information we provide for each item. Customers might receive a few styling advice as well, at the same time, purchase our suggested outfits with our partnered stores. The whole process would be fully conducted by AI technology in the long term.

As The Salvation Army is an international Christian church and charity and has been serving Hong Kong for nearly a century, especially actively organizing clothing donation scheme, we would like to invite you to join our partnership in offering secondhand clothing. This would either match your core values and beliefs or get additional financial funding for different social services. We would be appreciated if there is any comment given. Attached is a brief presentation of our business model.

Don't hesitate to contact us via [sustainableclothing.fashionwys@gmail.com](mailto:sustainableclothing.fashionwys@gmail.com).

We are looking forward to your reply.

Thank you.

Yours faithfully,  
Wu Yee Sun College Final Year Project Team  
The Chinese University of Hong Kong

# Appendix 05

## Email to Professor Chan:



WYS Business proposal - Call for support Inbox x



**Fashion FYP** <sustainableclothing.fashionwys@gmail.com>  
to anthonytchan ▾

Fri, 27 Nov, 11:16 (12 days ago) ☆ ↶ ⋮

Dear Prof. Chan,

On behalf of the Wu Yee Sun College Final Year Project Team, we are currently doing a start-up project in the fashion industry. We would like to introduce you a brand-new idea, "Customized Fashion Choice Algorithm for Sustainable Clothing" and invite you to give a few comments and supports to our future business.

Personal Style Quiz is the main targeted online product of our business. Our mission aims to deliver "Buy smart and green" message to the general public through the secondhand and firsthand online clothing market. Our deliverable is promoted through an online platform cooperating with different local and international brands. The target customer ranges between 18 and 30 years old. Our product is designed for customers who seek customized fashion tips or choices. In our style quiz, we would ask a few personal and detailed questions in order to construct a personalized profile for each customer. Users would then receive a list of recommendations from both secondhand and firsthand boutiques or stores based on their needs and results from the previous session. Meanwhile, customers might click and search for the sustainable information we provide for each item. Customers might receive a few styling advice as well, at the same time, purchase our suggested outfits with our partnered stores. The whole process would be fully conducted by AI technology in the long term.

As the "Go Greeners" in Wu Yee Sun College, we would like to promote a smart and green consumerism message, not only to the college students, but also to the whole community to achieve "Scholarship and Perseverance", the college motto. Since we would like to launch our idea in the near future, it would be greatly appreciated if there is any comment or feedback given or a few supporting lines from you. Attached is a brief presentation of our business model.

Don't hesitate to contact us via [sustainableclothing.fashionwys@gmail.com](mailto:sustainableclothing.fashionwys@gmail.com) if you would like to know more in detail.

We are looking forward to your reply.

Thank you.

Yours sincerely,  
Wu Yee Sun College Final Year Project Team  
The Chinese University of Hong Kong

## Positive replies:



**Anthony Chan** <anthony@clo.cuhk.edu.hk>  
to me, anthonytchan@cuhk.edu.hk ▾

Fri, 27 Nov, 11:46 (12 days ago) ☆ ↶ ⋮

well done!

"Buy Smart and Sustainable" may sharpen your mission /motto?

warm regards

Prof Chan



**Fashion FYP** <sustainableclothing.fashionwys@gmail.com>  
to Anthony ▾

Fri, 27 Nov, 15:48 (12 days ago) ☆ ↶ ⋮

Dear Prof. Chan,

Thank you for your sincere reply.

"Buy smart and be sustainable" would be our mission and ultimate goal.

Do you think our scheme may contribute to a greener earth and generate positive impacts by reducing waste at source?

Looking forward to hearing from you.

Yours sincerely,  
Wu Yee Sun College Final Year Project Team  
The Chinese University of Hong Kong



**Anthony Chan**  
to me ▾

Fri, 27 Nov, 15:59 (12 days ago) ☆ ↶ ⋮

Indeed!!

# Appendix 06: Projected 5-year Financial Plan

Income Statement							Year				
Factors	Costs of goods sold	Pcs	Growth	Cost-per-purchase	2021	2022	2023	2024	2025		
<b>Revenue</b>											
*Customers' subscription plan	Sustainable plan	25	10000	1.1	250,000	275,000	302,500	332,750	366,025		
	Mixed plan	35	20000	1.2	700,000	840,000	1,008,000	1,209,600	1,451,520		
	Premium plan	50	10000	1.1	500,000	550,000	605,000	665,500	732,050		
(1) Partners' fee	First-hand market	200	12000	1.2	240,000	288,000	345,600	414,720	497,664		
	Second-hand market	80	9600	1.1	46,080	50,688	55,757	61,332	67,466		
(2) Partners' fee	First-hand market	200	32000	1.2	640,000	768,000	921,600	1,105,920	1,327,104		
	Second-hand market	80	8000	1.1	38,400	42,240	46,464	51,110	56,221		
(3) Premium partner	Annual fee	3000	10	1.2	30,000	36,000	43,200	51,840	62,208		
Advertisements	Monthly fee	3000	20		180,000	180,000	720,000	720,000	720,000		
<b>Total Income</b>					<b>2,624,480</b>	<b>3,029,928</b>	<b>4,048,121</b>	<b>4,612,773</b>	<b>5,280,258</b>		
<b>Expense</b>											
Product cost					-	-	-	-	-		
Depreciation & Amortization					6,000	6,000	6,000	6,000	6,000		
Operating cost	Online system (Style Quiz)				250,000	-	-	-	-		
	Research and Development				100,000	100,000	50,000	60,000	72,000		
	Inventory				200,000	10,000	10,000	10,000	10,000		
	Supply chain				-	-	-	-	-		
	Marketing				50,000	50,000	10,000	10,000	10,000		
	Rental				300,000	300,000	300,000	300,000	300,000		
	Staff				1,800,000	1,800,000	1,800,000	1,800,000	1,800,000		
	Overhead				15,000	15,000	15,000	15,000	15,000		
	Professional costs				50,000	30,000	30,000	30,000	30,000		
	Miscellaneous				10,000	10,000	10,000	10,000	10,000		
	Business Registration				3,950	-	-	3,950	-		
One-off cost	Sustainable plan	25	3000	1.1	75,000	82,500	90,750	99,825	109,808		
	Mixed plan	35	6000	1.2	210,000	252,000	302,400	362,880	435,456		
	Premium plan	50	3000	1.1	150,000	165,000	181,500	199,650	221,175		
<b>Total Expenses</b>					<b>3,219,950</b>	<b>2,820,500</b>	<b>2,805,650</b>	<b>2,907,305</b>	<b>3,458,264</b>		
Tax					0,0825	0,0825	0,0825	0,0825	0,0825		
<b>Gross Margin (before Tax)</b>					<b>(595,470)</b>	<b>209,428</b>	<b>1,242,471</b>	<b>1,705,468</b>	<b>1,821,995</b>		
<b>After-tax profit</b>					<b>(811,990)</b>	<b>(40,541)</b>	<b>908,501</b>	<b>1,324,914</b>	<b>1,386,373</b>		
Expect a 10% increase in the no. of subscribers of each year, except mixed plan with 20% rise											
Fee-waiving offer: for subscribers who have purchased at least 10 pcs of clothings in every market of every 6 months											
*Customers who did not purchase at least 10 pcs of clothings of half an year have to pay subscription fee											
(1) Normal purchase by fee-paying subscribers					Sustainable plan			Only Second-hand market			
(2) Fee-waivers' purchase					Mixed plan			Both First-hand and Second-hand market			
(3) Customers' on tracking data					Premium plan			Limited collections offered			



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We would like to  
invite you to share  
the joy of styling with  
the love of the earth.

Thank you.