

A Work Project, presented as part of the requirements for the Award of a Master's degree in **Impact Entrepreneurship & Innovation** from the Nova School of Business and Economics.

**PYJAMA PARTY: BUILDING A SLEEPWEAR BRAND WITH MERINO WOOL, SCIENCE  
AND STRATEGY FOR WOMEN**

Lina: Pyjama Party: Financial and Market Analysis for a Science-Based Merino Wool  
Sleepwear Brand for Women

LINA SCHÖNROCK 67768

Work project carried out under the supervision of:

John Herniman

**16-12-2025**

## **Restriction notice**

This thesis is subject to certain restrictions regarding its use and distribution. The information, data, and insights presented are intended solely for academic purposes within the context of this research project. Any reproduction, dissemination, or commercial use of the content, including the hypotheses, methodologies, and conclusions drawn, requires prior written permission from the authors. Furthermore, due to the inclusion of proprietary and sensitive data collected through interviews and surveys, any external use of this information must ensure the privacy and confidentiality of the respondents in accordance with applicable data protection regulations, including full GDPR compliance. Readers are encouraged to interpret the content critically, acknowledging that further refinements, adjustments, or updates may be integrated in response to emerging insights or constructive critique.

## **Abstract**

This thesis presents the business plan for *Pyjama Party*, a design-driven sleepwear venture targeting women aged 25 to 35 and addressing the market gap between comfort, aesthetics, and material performance. Using a mixed-methods approach (survey, n=97; interviews, n=10), the research identifies core user needs including breathability, minimalist design, natural fibres, and functional fit. Insights are combined with textile and sleep science, demonstrating Merino wool's thermoregulating and moisture-managing benefits. Guided by Lean Startup principles, MVP iterations refined both product and brand. The resulting business plan outlines a validated concept with strong early indicators of product–market fit and a strategy for a soft launch.

Keywords: Sleepwear, Merino Wool, Lean Startup, Wellness Apparel, Thermoregulation, Sleep Science, Design Thinking, Functional Textiles

This work was funded by Fundação para a Ciência e a Tecnologia (UID/00124/2025, UID/PRR/124/2025, Nova School of Business and Economics) and LISBOA2030 (DataLab2030 - LISBOA2030-FEDER-01314200).

## Table of Content

Restriction notice.....	1
Abstract .....	2
Table of Content .....	3
1. Disclaimer: Use of Generative AI Tools .....	4
2. Introduction - Group.....	4
3. Market and Competitor Analysis - Lina .....	11
4. Methodology - Group.....	20
5. Findings - Group .....	25
6. Opportunity Identification - Group .....	28
7. Consumer Research & User Insights - Group.....	32
8. Financial & Operational Planning - Lina .....	38
9. Reflection & Founder Contribution - Group.....	47
10. Conclusion & Outlook - Group.....	49
15. Bibliography.....	53
Appendix .....	71

## **1. Disclaimer: Use of Generative AI Tools**

In the preparation of this work project, generative AI tools, specifically OpenAI's ChatGPT, were used to support selected stages of the writing process. These tools assisted in formulating sentence structures, improving clarity and coherence in early drafts, and synthesising publicly available secondary information. All conceptual decisions, analytical interpretations, and final arguments presented in this thesis were made by the authors. AI-generated text was reviewed, edited, and adapted to maintain academic accuracy and alignment with the project's methodological framework.

The use of AI is acknowledged transparently in accordance with university guidelines. No confidential data, personal identifiers, or unpublished research materials were processed through AI tools. The empirical analysis, primary data interpretation, and theoretical positioning were conducted independently by the authors, with generative AI serving only as a supportive writing and ideation instrument rather than a source of original research content.

## **2. Introduction - Group**

### **2.1 Empirical Motivation**

The initial idea for *Pyjama Party* originated during an informal brainstorming conversation in a café, in which the three authors reflected on their own evening and sleepwear practices. In comparing the garments, they typically wore at night, they observed a recurring pattern of dissatisfaction with available options. Existing products were perceived either as overly sexy or cute, often involving discomforting elements like lace, and were therefore not suitable for regular restorative sleep. Alternatively, sleepwear that was physically comfortable was

aesthetically misaligned with the desire to feel confident and good in their home settings. This recurrent market deficiency was interpreted as a significant gap in women's sleepwear, indicating the absence of garments that seamlessly integrate a visually understated, minimalist aesthetic with properties scientifically engineered to support optimal, health-related sleep comfort. On this basis, the authors formulated the working proposition that there may be demand for sleepwear that integrates aesthetic coherence with evidence informed comfort features and decided to investigate this proposition systematically within the present work project.

Building on this founding insight, *Pyjama Party* is now conceived as a research driven brand concept that seeks to address the gap between comfort, aesthetics and sleep supportive functionality. The present thesis documents and analyses this process from initial opportunity recognition through to the development of a research informed business plan.

## **2.2 Context, Background and Relevance**

The current sleepwear market that has changed significantly in recent years. Since the onset of COVID 19, the growing importance of home-based routines has altered dressing practices and expectations, with comfort, practicality and emotional wellbeing becoming central decision criteria for garments worn in domestic settings (McKinsey and Company 2021). Market and consumer reports describe an ongoing convergence between sleepwear and daywear, as so-called home dressing encourages garments that can move flexibly between rest, leisure and informal social interaction at home (Euromonitor International 2023; DataHorizon Research 2024). This evolution takes place within the broader expansion of the global wellness economy,

where sleep and rest are increasingly recognised as core components of health-oriented consumption (Global Wellness Institute 2024).

Within this context, the thesis focuses on women between 25 to 35 years old in German urban settings as the primary target group. The founding team itself belongs to this demographic and first identified the problem through its own sleepwear practices, which makes this group a natural empirical starting point for the venture concept. At the same time, academic and industry sources describe women in this age range as particularly engaged in design oriented and wellness aligned consumption, with relatively high willingness to invest in quality apparel that supports lifestyle aspirations (Deloitte 2022).

Practically, there is an opportunity for entrepreneurship to leverage insights from textile science, consumer research and wellness trends to develop new offerings that respond more precisely to the needs of a clearly defined segment. Academically, the project speaks to discussions on apparel innovation, consumer behaviour and the role of clothing in wellbeing, extending them into the relatively under examined domain of nightwear.

### **2.3 Problem Statement**

*Contemporary women's sleepwear for women aged 25 to 35 in German urban settings does not provide integrated solutions that combine sleep supportive functional textile properties with minimalistic aesthetic.*

In practice, many consumers sleep in combinations such as long-sleeved T-shirts with leggings or short sleeved T-shirts with shorts rather than coordinated pyjama sets, effectively using comfortable daywear items as nightwear when they prioritise softness and ease of movement.

Existing literature on sleepwear design further indicates that comfort, softness and breathability are prioritised over decorative features at the point of purchase (Celcar and Gruden Bole 2024). Taken together, these patterns suggest a persistent imbalance between comfort oriented and design-oriented options rather than the widespread availability of products that genuinely unite both dimensions in a single concept.

## **2.4 Research Objectives**

In response to this problem, the overarching objective of the work project is to investigate how a new venture, *Pyjama Party*, can develop a sleepwear concept that combines comfort, aesthetic appeal and sleep supportive textile properties for women aged 25 to 35 in Germany. The thesis approaches this aim by combining literature-based analysis with empirical consumer research and entrepreneurial concept development, and by using these insights to design a coherent, research informed business plan.

This overarching aim is translated into four specific objectives.

**1. Conceptual Foundations:** The thesis seeks to analyse the relevant academic and practitioner literature on sleep, thermoregulation and textile properties, as well as on the evolving sleepwear and wellness market, in order to establish a conceptual foundation for evaluating potential material choices and product strategies.

**2. Consumer Needs and Preferences:** It aims to understand the needs, frustrations and aspirations of the defined target group in relation to sleepwear, with particular emphasis on comfort, body sensations, perceived sleep quality and identity expression. This involves

exploring how women in this demographic currently navigate the trade-off between comfort and aesthetics in their nightwear choices.

**3. Value Proposition and Product Concept:** The project seeks to translate these insights into a clear value proposition and a preliminary product concept for *Pyjama Party*, with a focus on a chosen fabric as a core material. The objective is to define how the brand can credibly position itself at the intersection of functional performance, minimalist design and feminine framing.

**4. Venture Design and Business Plan:** The thesis aims to develop a structured business plan that assesses the feasibility and strategic potential of *Pyjama Party*. This includes considerations of brand strategy, product development, go to market approach, financial and operational planning and the alignment of the venture with broader trends in sustainable and wellness-oriented entrepreneurship.

## **2.5 Structure of the Work Project**

This section provides an overview of how the thesis is organised. The chapters are arranged to move from conceptual foundations and contextual analysis, through empirical investigation, to the design of a concrete business plan for *Pyjama Party*.

Following the executive summary, the *chapter 2* introduces the empirical motivation for the project, the broader context and background, the problem statement and the research objectives.

The subsequent chapter on health and textile science reviews relevant literature on sleep, thermoregulation and fabric properties. It compares Merino wool with other common fibres and synthesises scientific evidence on the relationship between textile choice and sleep related

outcomes. This provides the technical basis for evaluating Merino wool as a potential wellness-oriented product material for sleepwear.

Next, the market and competitor analysis chapter examines sleepwear, wellness and apparel trends, maps direct and indirect competitors and applies strategic frameworks such as SWOT and PESTEL to identify structural opportunities in the current landscape. Building on this, the methodology chapter outlines the research design, sampling strategy and data collection procedures for the online survey and the semi structured interviews that inform the empirical parts of the thesis.

The findings and consumer research chapters present and interpret the empirical results. They define a data driven target group profile and persona, and describe central patterns in buying and sleepwear habits, emotional drivers and perceived unmet needs. These insights feed into an opportunity identification chapter that consolidates conceptual and empirical evidence to articulate the specific gap *Pyjama Party* is designed to address.

Thereafter, the following chapters develop the venture concept in depth. A chapter on lean startup and MVP work documents the iterative development and testing of early product prototypes and the learning gained from these cycles. The brand concept and development chapter formulates the brand mission and identity, product and design strategy, visual language and core values. A go to market strategy chapter addresses launch planning, sales and distribution, pricing, positioning and the planned growth trajectory. The financial and operational planning chapter examines cost structures, prototype development, production options, funding scenarios and an implementation roadmap with key milestones.

Finally, a reflection and founder contribution chapter discusses team roles, learning processes and entrepreneurial skill development. The conclusion and outlook chapter then summarises the main insights of the work project, highlights limitations and areas for improvement and outlines next steps for the further development of *Pyjama Party* beyond the scope of the thesis.

### **3. Market and Competitor Analysis - Lina**

#### **3.1 Sleepwear, Wellness, and Apparel Trends**

The sleepwear and wellness apparel market is currently influenced by a convergence of cultural, technological, and environmental developments. The following trends are primarily derived from secondary research, including industry reports, fashion forecasting data, and consumer studies published by McKinsey, Statista, and other relevant sources. These findings highlight how consumers are redefining the role of sleepwear in everyday life and how brands can strategically respond to these evolving expectations (Amed et al. 2023).

##### **Trend 1: Wellness-Driven Consumption**

The growing consumer focus on wellness is reshaping how sleepwear is perceived and purchased. According to McKinsey, sleep is one of six core dimensions within the broader wellness ecosystem, alongside areas such as health, mindfulness, and appearance (Amed et al. 2023). Consumers increasingly think about wellness holistically, blurring boundaries between physical, mental, and emotional wellbeing. In this context, products that contribute to better sleep such as high-quality, breathable sleepwear are no longer seen as purely functional but as part of an intentional self-care routine. The inclusion of better sleep within the central wellness framework highlights the strategic relevance of sleepwear for wellness-aware consumers (Callaghan et al. 2022).

##### **Trend 2: Sustainable and Responsible Fashion**

Sustainability remains a central priority for the fashion industry, particularly among Gen Z and millennial consumers. Natural fibres such as Merino wool, TENCEL™, and organic cotton are

valued for their lower environmental impact and comfort. According to the *Fashion Transparency Index 2023*, 52 % of major brands now disclose their first-tier suppliers, up from 32 % in 2017, reflecting rising consumer and regulatory pressure for transparency (Fashion Revolution, 2023). Similarly, *The State of Fashion 2023* by BoF and McKinsey notes that 79 % of fashion executives view the lack of industry-wide sustainability standards as a major barrier to progress, underscoring that while transparency is improving, true systemic change remains slow (Amed et al. 2023).

### **Trend 3: Gender-Neutral and Inclusive Sizing**

Fashion is increasingly moving toward inclusivity in both design and communication. Unisex silhouettes, inclusive sizing, and diverse body representation have become expected features, particularly in sleepwear and loungewear. According to *The State of Fashion 2023* by BoF and McKinsey, nearly 50 % of Gen Z consumers report buying clothes outside their assigned gender category, reflecting a growing demand for fluid and inclusive fashion. Brands that embrace gender-neutral design principles and move away from binary marketing appeal to broader, more progressive audiences. This trend mirrors a wider cultural shift toward individual expression over rigid identity categories, a transformation that is reshaping how fashion communicates identity and comfort (Amed et al. 2023).

### **Trend 4: Direct-to-Consumer Models and Digital Engagement**

E-commerce continues to gain momentum across wellness categories, driven by increased product availability online and a growing consumer preference for digital channels. According to McKinsey's Future of Wellness Survey, the reported share of spend from e-commerce channels has risen steadily over the past two years. This shift reflects a broader digital routine,

with 64 % of consumers stating that wellness apps are part of their daily lives and nearly 70 % using online fitness services regularly (Callaghan et al. 2022). These trends signal a strong foundation for brands seeking to build direct consumer relationships through digital storytelling and community engagement.

### 3.2 Direct Competitor Overview

In the following, the analysis turns to *Pyjama Party*'s direct competitive landscape. Direct competitors are understood as brands offering comparable products to a similar target group (Cambridge Dictionary, n.d.). In this case, it refers to brands that focus primarily on sleepwear and operate in a comparable price and positioning segment. While the broader market includes wellness, fashion, and luxury players, the following brands share core elements with *Pyjama Party* such as material quality, design intention, and emotional brand storytelling. Each profile highlights their approach to product, pricing, and consumer experience in relation to *Pyjama Party*'s own strategy.

**Dagsmejan** is positioned at the intersection of textile innovation and wellness. The Swiss brand emphasizes Merino–TENCEL™ blends engineered for temperature regulation, designed to offer featherlight warmth and ergonomic comfort through features like flat seams and natural stretch. Pricing for adults ranges from approximately €80 to €160, reflecting mid-to-upper market positioning in performance sleepwear (Dagsmejan, n.d.). *Pyjama Party* shares this functional wellness orientation but diverges in branding by emphasizing softness, oversized comfort, and feminist identity over high-tech utility.

**Sleeper** operates in the mid-luxury segment and positions sleepwear as a lifestyle statement rather than a traditional product category. The brand is known for its day-to-night silhouettes, combining luxurious fabrics like crepe de chine with decorative elements such as feather trims and hand-smocking. Prices typically start around €325 per set, reinforcing its semi-luxury positioning. Sleeper's brand tone blends aspirational femininity, emotional storytelling, and values such as authenticity, empowerment, and joyful self-expression (Sleeper, n.d.). In contrast, while *Pyjama Party* also emphasizes comfort and identity, it is more functionally grounded and wellness-oriented, offering a tactile alternative to Sleeper's editorial and escapist aesthetic.

**Desmond & Dempsey** brings a bold and expressive fashion sensibility to sleepwear, defined by vibrant, hand-painted prints inspired by nature, travel, and leisure. Working primarily with high-quality cotton and linen, the brand emphasizes craftsmanship and tactile comfort, with two-piece sets ranging from approximately £75 to £180. Rooted in a distinctly British aesthetic, D&D celebrates the ritual of rest, particularly the emotional resonance of Sundays as a space for retreat, intimacy, and joy. Their brand philosophy embraces leisure as a form of self-care and resistance to hyper-productivity, encouraging customers to value the beauty of doing less (Desmond & Dempsey, n.d.). While *Pyjama Party* shares a focus on comfort, emotional resonance, and self-expression, Desmond & Dempsey leans more heavily into decorative storytelling and aspirational downtime, offering complementary but distinct positioning.

**Dore & Rose** positions itself as a modern sleep wellness brand that blends elegant design with functional innovation. Using high quality materials such as mulberry silk and silver infused fibres, the brand creates sleepwear that supports both rest and skin health. Prices typically range from €40 to €130, placing the brand in the mid premium segment. Dore & Rose frames sleep

not as a necessity but as a sanctuary, presenting it as an essential part of self-care and wellbeing. Its messaging highlights sustainability, transparency, and ethical production (Dore & Rose, n.d.). While *Pyjama Party* shares the focus on restorative sleep and emotional value, it differs in tone and design approach by favouring oversized softness, warmth, and feminist identity over serene minimalism and clinical performance.

**Summary of Overlaps and Strategic Positioning**



Figure 1. Positioning Map

The competitive landscape indicates that *Pyjama Party* is positioned at the intersection of wellness, minimalist design, and a strong emphasis on health and quality. Across the broader set of competing brands, several shared values emerge, including an emphasis on comfort, narrative identity and material quality. Within this environment, *Pyjama Party* occupies a distinct and underexplored niche: a mid-premium offering that combines tactile functionality with a clear and modern design ethos. A detailed overview of the brands included in the positioning map, along with the criteria informing their placement, is provided in *Appendix A*.

Unlike competitors that focus predominantly on technical performance or highly romanticised femininity, *Pyjama Party* addresses women seeking softness without fragility, comfort without compromise and self-expression without exclusivity. This blend of functional performance and minimalist, tactile design defines the brand's unique value proposition.

### **3.3 Indirect Landscape: From Fashion to Functional**

Brands such as H&M and Zara Home occupy a distinctly different niche within the broader fashion landscape. These mass-market or fast-fashion players offer sleep-related items and loungewear that are trend-forward and affordable, yet they typically lack a long-term focus on material longevity or advanced fabric innovation. For instance, Zara Home advertises its women's loungewear collection as both stylish and comfortable, offering silk and cotton ensembles, cashmere jumpers, and printed shirt and short combinations. Rather than focusing on wellness or sleep functionality, these pieces are positioned more as functional home decor that complements an aesthetic lifestyle (ZARAHOME, n.d.). In a similar vein, although the H&M Conscious line includes ethically sourced and recycled materials, critics point out that it remains a small portion of their overall inventory, undercutting its sustainability claims (Dornbrack 2018).

Alongside the fashion realm, wellness-adjacent players such as producers of weighted blankets, smart sleepwear, and innovative bedding startups are expanding the functional landscape of rest even further. The therapeutic weighted blanket market alone reached \$627.57 million in 2024, with projections estimating growth to \$1.7 billion by 2031 and a CAGR of 14.7 % between 2024 and 2031 (Verified Market Research 2024). Reflecting an even more tech-forward

segment, smart weighted blankets already accounted for \$1.62 billion in 2024, with forecasts projecting \$4.89 billion by 2033 at a CAGR of 14.3 % (Patel, n.d.).

Although these mass-market and wellness-adjacent players do not compete directly with *Pyjama Party*, they shape the consumer environment by normalizing comfort, wellness, and style as interlinked values. They raise the bar for what consumers expect in terms of functionality and aesthetics, even if on different strategic dimensions.

This landscape presents a key challenge for *Pyjama Party*: balancing the appeal of fashion with its emotional resonance and trend relevance with functional credibility rooted in material quality and restorative comfort. In doing so, *Pyjama Party* must carve out a distinct positioning that bridges fashion appeal and wellness integrity more authentically than mass market fast fashion, yet more accessible than technology driven or high-end luxury sleepwear offerings.

### **3.4 Strategic Analysis: SWOT and PESTEL for Pyjama Party**

To evaluate the strategic positioning of *Pyjama Party* as an emerging brand in the sleepwear sector, it is essential to consider both internal strengths and limitations as well as external market dynamics. The following section applies two established strategic frameworks, SWOT and PESTEL, to explore the brand's opportunities, risks, and role within the broader context of wellness-oriented apparel.

**SWOT Analysis:** *Pyjama Party* integrates the functional benefits of Merino wool with a contemporary, comfort-oriented design language and thereby occupies a distinct position between hyper sensual and overly playful sleepwear aesthetics. This differentiation is

strengthened by the founder driven brand identity, which provides authenticity and agility in a competitive direct to consumer environment. At the same time, the venture faces early-stage challenges such as higher production costs, limited brand awareness and the lack of historical user data, making iterative MVP testing an essential component of decision making.

Favourable market conditions support this positioning. The global sleepwear market is projected to grow from \$15.5 billion in 2023 to \$23.4 billion by 2034, driven by rising consumer interest in ease driven apparel (Allied Market Research 2024). However, potential threats include rapid imitation by fast fashion, inflation related pressure on discretionary spending and strong incumbent competition. A further challenge is that wool, including Merino wool, is commonly associated by consumers with winter garments (Research and Markets 2024). Communicating its scientifically supported thermoregulation and moisture management properties will therefore be essential to establish Merino wool as a credible option for year-round sleepwear rather than a seasonally limited material. A comprehensive SWOT matrix summarising these strategic factors is provided in *Appendix B*, complementing the interpretative discussion presented here.

**PESTEL Analysis:** The external environment presents both opportunities and regulatory complexity. Politically, the European Union is enforcing stronger sustainability regulations for textiles through the Ecodesign for Sustainable Products Regulation (ESPR) and Extended Producer Responsibility (EPR), pushing brands to adopt full supply chain transparency (Macintosh 2024). From an economic perspective, inflation and rising production costs remain a challenge, yet premium consumers continue to spend on wellness-oriented and purpose-driven products (Moulton & Exarchos 2025). Socially, younger audiences increasingly expect

brands to embody values such as sleep health, sustainability, and inclusivity (Global Wellness Institute 2024). Technological developments including AI-driven personalization, fabric innovation, and digital prototyping support efficiency and product innovation in the fashion sector. Environmental expectations are also rising, as consumers increasingly demand climate-friendly textiles and waste-reducing packaging solutions (Riani 2023). Legally, EU directives concerning health-related claims, sustainable labelling, and product safety are becoming stricter, making regulatory compliance a critical factor in brand communication and operations (Sidley 2024).

### **3.5 White Space for Pyjama Party**

*Pyjama Party* occupies a distinct and promising niche that thoughtfully interweaves design-forward fashion with functional wellness. While the global sleepwear market is projected to grow at a compound annual growth rate of 5.3 % until 2033, this expansion does not uniformly translate into differentiated offerings (Verified Market Research 2025). The competitive analysis indicates that the mid-premium sleepwear segment between €100 and €150 is comparatively underserved, particularly in relation to brands that combine expressive design, premium Merino functionality and a coherent, health-focused narrative. This gap emerges from the positioning and attribute comparison of relevant competitors (*Appendix C*).

European consumer trends underscore the rising demand for sleepwear that aligns with wellness, self-care, and aesthetic appeal, particularly among younger adults. This demographic values comfort, self-expression, and sleep health, yet few existing brands occupy this intersection in a meaningful way. Furthermore, the global luxury sleepwear segment continues

to benefit from consumer interest in personalization and sustainable products, reinforcing the opportunity for a brand like *Pyjama Party* to stand out (Research and Markets 2024).

*Pyjama Party*'s unique positioning targeting women aged 25 to 35 who prioritize style and value the healthy bonus fills a gap that competitors have not yet owned. No current brand fully embraces the blend of “minimalist, health oriented, and design conscious” sleepwear within this tier, giving *Pyjama Party* a clear space to define its differentiated identity.

Lastly, launch and expansion in Germany and Northern Europe offer strategic advantages thanks to high purchasing power, strong sustainability values, and cultural receptivity to quality-driven wellness products. These combined dynamics underscore the clear white space that *Pyjama Party* can authentically own and confidently grow within (NielsenIQ 2024).

#### **4. Methodology - Group**

This chapter presents the methodology used to investigate the needs and challenges within our target group. A mixed-methods, user-centred research design was employed, grounded in Lean Startup principles (Ries 2011) and contemporary qualitative inquiry practices. The goal was not to test predetermined hypotheses but to generate empirically grounded insights that inform the design and positioning of a Merino-based premium sleepwear product. To meet this objective, a combination of quantitative survey data, qualitative semi-structured interviews, and iterative analysis was used.

## **4.1 Research Design and Rationale**

A mixed-methods design was chosen to gain both breadth and depth of understanding. According to Creswell and Plano Clark (2018), mixed-methods research allows researchers to combine the statistical generalisability of quantitative data with the contextual richness of qualitative accounts. This was essential for a topic such as sleepwear, where emotional, sensory and aesthetic experiences cannot be captured through surveys alone.

The research followed a sequential exploratory design (Creswell 2014): an initial survey identified behavioural patterns and key problem areas, followed by qualitative interviews to explore underlying motivations, routines and embodied experiences in depth. Throughout the process, the project adopted the Build-Measure-Learn cycle described by Ries (2011), where insights continually informed product and brand decisions.

Because sleepwear behaviours are shaped by routines, comfort perceptions and emotional associations, user-centred qualitative inquiry was indispensable. Semi-structured interviews were selected for their ability to elicit detailed personal narratives while retaining flexibility (Patton 2015).

## **4.2 Sampling Strategy and Participants Recruitment**

The research focused deliberately on women aged 25 to 35, for two methodological and strategic reasons (*Appendix D & E*). First, this group represents a distinct life stage characterised by increasing interest in health, home aesthetics, design-led consumption, and higher willingness to pay for quality (Kotler et al. 2022). This makes them an ideal audience for a

premium, minimalist Merino sleepwear product. Second, the researchers themselves belong to this demographic. Reflexivity literature shows that shared demographic and psychographic characteristics between researchers and participants can significantly enhance rapport, disclosure and interpretive accuracy (Berger 2015). In this project, insider positionality supported more natural conversations about intimate topics such as sweating, comfort, body sensations and evening routines. Furthermore, survey and interview participants were recruited via personal networks, university communities and social media, following purposive sampling principles (Saunders et al. 2019). From this group, thirteen participants were selected for interviews to reflect diversity in sleepwear habits (e.g., set-wearers, mismatched-wearers, sleep-naked participants) while maintaining demographic coherence. This sampling logic aligns with Patton's (2015) concept of information-rich cases, which prioritises depth and relevance over representativeness in qualitative research.

### **4.3 Quantitative Data Collection: Online Survey**

An online survey consisting of 14 questions was administered to develop an initial understanding of sleepwear behaviour (*Appendix F*). The survey included multiple-choice items, Likert scales and short open-ended questions, consistent with best practices for exploratory consumer research (Malhotra et al. 2017).

The survey served three functions:

1. **Descriptive mapping** of routines, materials, comfort preferences and washing behaviour.

2. **Identification of common pain points**, such as overheating, discomfort and dissatisfaction with visual design.
3. **Design pattern confirmation** that informed the interview guide.

#### **4.4 Qualitative Data Collection: Semi-Structured Interviews**

Ten semi-structured interviews were conducted, each lasting 30–45 minutes. Semi-structured interviewing is widely used in consumer insight research because it enables participants to articulate complex experiences while ensuring thematic comparability (Kvale & Brinkmann 2015). The interview guide (*Appendix G*) was organised around seven themes: daily routines; current sleepwear habits; comfort and pain points; emotional and aesthetic preferences; material perceptions; brand associations; and purchasing behaviour. Interviews were conducted online via Teams, recorded with consent, and transcribed verbatim.

#### **4.5 Data Analysis: Content Analysis and Thematic Analysis**

The analysis proceeded in two stages, combining qualitative content analysis (Mayring 2014) and reflexive thematic analysis (Braun & Clarke 2006). Survey data was examined descriptively, while interview transcripts underwent systematic qualitative coding.

##### **Content analysis**

In the first step, transcripts were coded line-by-line to capture explicit statements related to sleepwear habits, comfort experiences, material preferences, aesthetic perceptions, body sensations during sleep, and emotional associations with routines. Following Mayring's (2014) approach, categories were developed deductively from the interview guide (e.g., *materials*,

*comfort, aesthetics*) and inductively from emerging patterns (e.g., *feeling “underdressed”, confidence at home, preference for oversized silhouettes*). Statements from the survey (n ≈ 97) were integrated into this process as supporting data, particularly for confirming prevalence of issues such as sweating, fabric dissatisfaction, and desire for premium materials (*Appendix H*).

### **Thematic analysis**

In the second stage, a reflexive thematic analysis was conducted using Braun and Clarke’s (2006) six-phase framework: familiarisation, initial coding, theme development, theme review, theme refinement, and final reporting. Codes were compared across participants and synthesised into higher-order themes that capture shared patterns of meaning (*Appendix I*).

## **4.6 Reliability, Validity and Limitations**

Several steps were taken to enhance methodological accuracy. Triangulation across survey and interviews increased credibility (Denzin 2012). Detailed documentation of coding procedures supported transparency. Researcher reflexivity; acknowledging the shared demographic background with participants; helped mitigate interpretive bias (Berger 2015).

Limitations include the non-probabilistic sample, potential self-reporting bias, and demographic concentration among urban, educated women. However, as Creswell (2014) argues, qualitative inquiry prioritises depth and contextual insight over generalisability. Given that the goal was to understand a specific target demographic for a specific product category, the methodological approach is appropriate.

Overall, the combination of quantitative breadth, qualitative depth and iterative learning provides a robust empirical foundation for the product and brand development presented in subsequent chapters.

## **5. Findings - Group**

The findings present the integrated results of the survey and qualitative interviews. The quantitative data provide an overview of prevailing sleepwear habits, preferences, and frustrations, while the qualitative insights reveal the underlying motivations, emotional drivers and embodied experiences. Together, these data points form a coherent understanding of the sleepwear expectations of women aged 25 to 35.

### **5.1 Survey Results**

The survey results (*Appendix J*) offer a clear picture of how women aged 25 to 35 currently navigate the sleepwear landscape. A striking 70 % reported wearing mismatched combinations, most often an old T-shirt with leggings or shorts, an improvised choice driven less by preference than by the absence of appealing alternatives. Thermal discomfort was also widespread: around 60 % of respondents struggle with overheating or fluctuating body temperature at night, often linking this to synthetic fabrics. Consistent with this, participants expressed a strong preference for natural fibres such as cotton, wool, modal and silk, and frequently described synthetic materials as sweaty, irritating, or “cheap-feeling.” Despite these frustrations, respondents showed a high readiness to invest in better solutions, with many willing to pay €80 to €200 for breathable, durable, high-quality sleepwear (Author’s Survey 2025).

The aesthetic questions in the survey reinforce this desire for more refined choices. When evaluating the four pyjama-set designs, respondents clearly favoured a modern, minimalist direction. Option 3 received 34.0 % of votes, followed by Option 4 with 26.8 %, while Option 1 (21.6 %) and Option 2 (17.5 %) were less compelling. A similar pattern emerged in the striping-preference question: Option 3, featuring a narrow vertical stripe, was chosen by an overwhelming 73.2 %, with Options 1 (14.4 %) and 2 (12.4 %) trailing far behind. Taken together, the survey results reveal not only what participants dislike about current sleepwear but also what they are actively seeking: natural materials, breathable comfort, and a clean, elevated minimalist aesthetic (Author's Survey 2025).

## **5.2 Interview Results**

The interviews deepen the survey results by revealing how women experience sleepwear in their nightly routines. Across participants, four recurring expectations emerged: a mature aesthetic, high-quality natural materials, and functional, relaxed fits.

Comfort was the most consistently emphasised factor. Many women described overheating or sweating during the night, especially when wearing synthetic fabrics. Comments such as “I sweat a lot at night,” “polyester makes me sweat immediately,” and “acrylic feels suffocating” were common. By contrast, natural fibres were associated with breathability and temperature balance; participants described cotton and modal as “breathable,” and Merino wool as “soft and temperature adjusting.” These experiences underline that thermoregulation is a core need rather than a secondary preference.

Aesthetic considerations were strongly linked to self-image. Many interviewees viewed mainstream sleepwear as childish or overly sexualised, summarised in remarks like “hate childish prints” and “patterns are childish.” Instead, they preferred modern, minimalist designs that feel mature and aligned with their personal style. This sentiment mirrors the survey’s strong preference for design options 3 and 4. Several participants also emphasised wanting to feel presentable at home, explaining that mismatched or worn-out pyjamas made them feel “messy” or “not myself,” whereas coordinated sets felt suitable for situations like “wearing at breakfast.”

Material quality was another decisive factor. Participants framed natural fibres as “high quality” and “luxurious,” while synthetic materials were associated with sweating and poor longevity. Merino wool was especially well-regarded, described as “premium and breathable.” Many women expressed frustration with current pyjamas that pill or “look old too quickly,” highlighting durability as an essential expectation.

Fit and functionality rounded out participants’ preferences. Women overwhelmingly favoured relaxed silhouettes “loose fits only, nothing tight” and “oversized shirts feel best.” Restrictions such as tight seams or digging waistbands were described as disruptive: “tight seams interrupt sleep” and “need space to move at night.” Functional details like a soft waistband, smooth seams, and adjustable waists were appreciated as essential elements that contribute to uninterrupted rest.

### **5.3 Implications for Pyjama Party**

Across both the survey and interview data, a coherent set of user needs emerged, reflected in the four themes: *Comfort & Breathability*, *Style & Identity*, *Material & Quality*, and *Fit &*

*Functionality (Appendix I)*. Together, these themes show that our target group seeks sleepwear that regulates temperature, aligns with a mature minimalist aesthetic, uses premium natural fibres, and supports movement through relaxed yet considered construction. For *Pyjama Party*, these converging insights directly shaped the product and brand direction. The strong demand for thermoregulating natural fibres led to the decision to use 100 % Merino wool, which addresses both comfort and material-quality expectations. The clear preference for minimalist design options informed the brand's clean visual language, muted colour palette and subtle detailing. Interview findings around confidence and identity motivated the creation of a coordinated set rather than individual separates, supporting the desire to feel “put together” at home. Finally, the emphasis on ease of movement and irritation-free construction guided choices such as relaxed silhouettes, a soft, non-constricting waistband, and flat, low-irritation seams. In this way, the four themes not only summarise user expectations but also provided a direct blueprint for the design, material strategy and brand positioning of *Pyjama Party*.

## **6. Opportunity Identification - Group**

### **6.1 Closing the Sleepwear Gap: Confidence, Comfort and Character**

Prior chapters showed that the current sleepwear offer for women is structurally divided between comfort-oriented basics and visually appealing but less practical options (Celcar and Bole 2024; Market.us 2024). The empirical work in this thesis reinforces this picture. Many respondents criticise synthetic and non-breathable materials and describe defaulting to improvised outfits such as old T shirts because they feel physically comfortable, while at the

same time reporting that they do not feel particularly confident, adult or put together in these garments in shared settings (Author's Survey 2025).

Clothing research suggests that such misalignment between what is worn and how one wishes to appear affects psychological comfort and self-perception, even in private contexts (Niinimäki 2010; Stolovy 2024). For women aged 25 to 35, this creates a latent demand for sleepwear that simultaneously offers physical ease, visual coherence and a sense of personal character. The core opportunity can therefore be summarised as the creation of products that do not force a trade-off between comfort and appearance, but that deliberately combine comfort, confidence and character in one concept. *Pyjama Party* is positioned to occupy precisely this intersection.

## **6.2 Cultural Shifts in Rest, Wellness and Identity**

The opportunity is amplified by broader cultural dynamics around rest and wellness. Sleep is increasingly framed as a central dimension of health and self-care, and consumers invest in tools and products that promise better recovery and everyday functioning (Global Wellness Institute 2023; McKinsey and Company 2023). Within this frame, sleepwear is understood less as a decorative extra and more as one element of the sleep environment that can support or hinder rest.

At the same time, fashion and wardrobe practices among younger adults have shifted toward garments that are emotionally meaningful, practical and compatible with flexible home centred lifestyles. Loungewear and related categories have grown as consumers seek pieces that move smoothly between private and semi-public contexts (TechSci Research 2023). Market reports

point to rising interest in natural fibres, premium quality and aesthetically versatile items that fit both everyday routines and identity expression (DataHorizzon Research 2024).

*Pyjama Party* sits at the intersection of these movements. The brand idea treats sleepwear as part of a wellness practice and as a visible extension of identity, not as an afterthought. This alignment with cultural trends increases the relevance and potential resonance of the concept beyond a narrow niche.

### **6.3 Behavioural Psychology and Sleepwear Choice**

Behavioural psychology provides a useful lens for understanding why current sleepwear options do not meet the needs of many women. Bedtime routines rely heavily on ritual cues. The act of changing into specific night garments help the mind transition from daytime activity to rest by signalling relaxation and psychological decompression (Lim 2025). Garments that are soft, breathable and familiar contribute to this process by offering a sense of security and calm, while restrictive or synthetic materials undermine comfort and disrupt readiness for sleep (Celcar and Bole 2024).

Self-image also influences sleepwear preferences. Even when sleepwear is worn in private, alignment with personal aesthetic standards contributes to emotional comfort. In our survey, many respondents indicated that they sometimes felt underdressed or not confident in their usual pyjamas, particularly in shared living situations (Author's Survey 2025). Behavioural research suggests that clothing which reflects personal identity and conveys a sense of being put together has positive effects on mood and psychological regulation (Baller Athletik 2024).

Conversely, garments perceived as childish, outdated or overly revealing can create discomfort or dissonance at the end of the day.

Sensory factors further shape sleep related behaviours. Research on sleep physiology shows that breathable and thermoregulating fabrics support smoother sleep onset and reduce thermal discomfort, which is often a source of sleep disruption (Li, Halaki and Chow 2024). In comparative trials, fine Merino wool has been associated with improved comfort and more stable body temperature during sleep relative to common alternatives (Chow et al. 2019). These physiological benefits translate into a subjective perception of comfort and emotional ease, strengthening the behavioural attachment to garments that feel good against the skin.

Taken together, these psychological factors explain why women aged 25 to 35 seek sleepwear that is cohesive, comfortable and emotionally reassuring. They are not purchasing a simple night garment, but a product embedded in their daily routines, self-image and well-being. *Pyjama Party* responds to this behavioural landscape by offering sleepwear that supports both emotional and physiological aspects of rest.

#### **6.4 Why Now: Trends in Rest, Wellness and Identity Driven Consumption**

Finally, the timing of the opportunity is shaped by converging trends in wellness and consumption. The wellness economy continues to expand and now explicitly encompasses sleep related products and textiles (Global Wellness Institute 2024). Consumers, and particularly younger women, increasingly expect brands to reflect their values regarding sustainability, body appreciation and long-term quality (Deloitte 2022; Edelman 2024). Parallel to this, the blurring of boundaries between home and public settings has normalised garments

that are comfortable enough to sleep in, yet presentable enough for social interaction in domestic environments (TechSci Research 2023).

## **7. Consumer Research & User Insights - Group**

After identifying the opportunity and analysing our primary and secondary research, we developed our target customer profile that we want to address with *Pyjama Party*. Using established user-centred design methods, the persona was created by clustering recurring behavioural and motivational patterns into a coherent archetype. Following Cooper et al. (2014) and Pruitt and Adlin (2006), this approach synthesises key preferences, frustrations, and contextual factors without representing any single individual. Instead, the persona serves as an evidence-based design tool that captures the dominant user characteristics and guides *Pyjama Party*'s product and brand decisions.

### **7.1 Target Group Definition (Demographic + Psychographic)**

The primary target group consists of female-identifying consumers aged 25 to 35 living in German metropolitan areas such as Berlin, Hamburg, and Munich. They are highly educated, employed in knowledge-intensive sectors including consulting, law, medicine, marketing, design, and technology, and earn approximately €50,000 to €100,000. This income bracket indicates both the financial ability and the willingness to invest in products that align with their values and lifestyles (Statista 2024). The decision to focus on this target segment is also grounded in contextual knowledge: as founders based in Germany, we possess strong familiarity with consumer behaviour in the domestic market, particularly among young, urban

professionals in metropolitan areas. This proximity provides both cultural and market-specific insights that allow for more accurate positioning of the brand in its initial phase.

Psychographically, this group balances high professional performance with a pursuit of calm and control in their personal lives. Their wellness routines, such as Pilates, sauna visits, supplementation, and sleep tracking, signal participation in the expanding wellness economy, which increasingly influences apparel preferences (McKinsey & Company 2023). A central unmet need for our target group arises from the polarized nature of the market: available products are often either overly sexualized or infantilizing and therefore misaligned with consumers' self-image. This reflects postfeminist critiques of the male gaze and reductive femininity (Gill, 2007). In contrast, this segment seeks mature, minimalist, and materially sophisticated design, using style as a form of self-actualization rather than exhibition (Tunc & Zayer 2018).

Their style references include minimalist brands such as The Frankie Shop, ARKET, Sezane and COS. Preferences lean toward natural fabrics, muted colour palettes, and functional elegance, often curated intentionally via platforms such as Pinterest. Following Belk's (1988) notion of the "extended self," possessions and routines act as expressions of identity. Emotionally, these consumers aspire to feel clean, confident, and grounded at home, with sleepwear serving as a tactile extension of well-being. Purchase drivers include breathable, temperature-regulating natural fibres, minimal yet flattering silhouettes, and brand identities that signal quiet confidence (Holt 2002).

## 7.2 Persona Based on Survey & Interview Data

A composite persona emerges from the research: a design-conscious woman in her late twenties, health-oriented, university-educated, urban, busy, and protective of her downtime. She is attentive to aesthetics across all areas of life. In Belk's terms, her sleepwear forms part of her extended self (Belk 1988).

**Current habits.** She typically sleeps in an old cotton t-shirt combined with shorts or leggings. Survey data indicate that many women default to improvised sleepwear, with more than one-third lacking a coordinated set. The reasons cited include uninspiring market offerings described as “too synthetic,” “poor quality,” or “too frilly/too sexy.” Interviews echoed this sentiment, referencing polyester satin and childish prints. As Niinimäki (2010) highlights, clothing must align with self-image.

**Needs and desires.** She prioritizes comfort, quality, and style, with “coziness” consistently emerging as the most valued attribute. Preferences lean toward minimalist, coordinated sets in neutral or soft colours with subtle patterns and high-quality materials that support sleep quality. Survey results further revealed that a modern style (Option 3) was considered most appealing. Fabric choice is non-negotiable: natural, breathable materials such as merino are favoured to avoid overheating. The most common complaints about current options were “not breathable” and “poor quality.” Desired attributes include softness, light warmth, and irritation-free construction.

**Motivations.** High-quality sleepwear supports rest both practically and symbolically. Attractive loungewear provides a small yet meaningful confidence boost and creates continuity of self from day to night (Niinimäki 2010).

**Frustrations and willingness to pay.** Many stylish options are perceived as impractical or overpriced, while comfortable alternatives are considered dowdy. Ethical considerations also play a role, though consumers are unwilling to sacrifice style or quality for them (Niinimäki 2010). Survey data suggest that this segment is willing to invest approximately €80 to €200 in the “right” set, with price being a secondary consideration when value is evident. Once convinced, these consumers are likely to exhibit loyalty and advocacy.

### **7.3 Buying and Sleepwear Habits: Triggers, Drivers, Expectations, Culture**

The following insights summarise the key behavioural, emotional, aesthetic, and material expectations that emerged across the research:

**Triggers.** Purchases are typically event-driven, linked to seasonal changes (e.g., seeking warmth), new living situations (e.g., moving in with a partner or roommates), increased social visibility (e.g., travel or group stays), and gifting. Such circumstances elevate the salience of the category and prompt product upgrades.

**Emotional drivers.** Comfort and relaxation are the primary motivations. Changing into sleepwear serves as a ritual cue for unwinding, while tactile softness fosters calm and security, resonating with the concept of enclothed cognition. Presentability also matters, even in private: as one respondent stated, “I want pyjamas I wouldn’t be ashamed to be seen in.” This reflects a

desire for dignity and peace of mind. Here, garments also function as identity markers (Belk 1988).

**Style expectations.** This segment rejects extremes, avoiding both sexualized lingerie and cute designs. Preferred aesthetics are modern, refined, and suitable for social lounging. Minimalist patterns (e.g., simple stripes) and relaxed yet flattering cuts are favoured, with an emphasis on ensuring that design details do not compromise comfort.

**Material expectations.** Fabric selection is decisive. Natural, breathable fibres such as cotton, linen, or merino, as well as high-performance breathable blends, are valued for preventing overheating. Approximately 60 % of respondents expressed objections to synthetics. Key criteria include softness, skin comfort, and durability, with consumers favouring a “fewer, better” approach (Niinimäki 2010). Many expressed willingness to pay €50 to €100 or more for premium merino sleepwear that is both stylish and functional.

**Socio-cultural framing.** Curated homewear reflects broader wellness culture and the aesthetic of an “aspirational everyday.” Within a postfeminist framing, investing in elevated sleepwear is viewed as empowered self-care (Gill 2007). Because private attire often becomes semi-public, whether with partners, friends, or during travel, coordinated sets act as markers of competence and taste. In Holt’s (1995) terms, consumption serves a classification function. These dynamics add a social dimension to comfort-driven purchasing.

## **7.4 Emotional Triggers in Sleepwear Selection**

Sleepwear choices are shaped by emotional as well as functional considerations. Respondents highlighted softness, warmth, and coziness, aligning with physiological and safety needs as articulated by Maslow (1943). Tactile comfort supports relaxation before sleep. Dignity and self-expression also play a role: feeling “put-together” in private enhances self-respect and reinforces identity (Belk 1988; Seferin & Linden 2012).

Symbolic interactionism provides a useful framework to explain why elegant loungewear can serve as a cue for self-care and readiness for rest. Clothing functions as a personal symbol, shaping both meaning and mindset (Blumer 1969; Jahangir & Muqaddim 2025). Recent research in fashion psychology similarly demonstrates links between fit, comfort, and confidence (Maisie 2024). Consequently, preferred sleepwear must deliver physical comfort, emotional security, and affirmation of identity.

## **7.5 From Insights to Hypothetical Product-Market Fit**

A Value Proposition Canvas, summarised in *Appendix K*, revealed how well *Pyjama Party*'s proposed offering aligns with user needs. The tool highlights the fit between what customers are trying to achieve (jobs), what frustrates them (pains), what they desire (gains), and how a product's features can directly address these elements. Consumers' functional jobs involve achieving uninterrupted rest, maintaining temperature comfort, and moving freely during sleep. Emotional and social jobs centre on feeling calm, confident, and presentable within shared living situations. Key pains include overheating from synthetic fabrics, irritation from seams or embellishments, polarised aesthetics (childish vs. sexualised), and low durability. Desired gains

include breathable natural materials, soft textures, minimalist design, and ethically produced, long-lasting products.

*Pyjama Party*'s value map responds directly to these needs. Premium merino pyjamas address pains through moisture management, thermoregulation, softness, and non-synthetic composition. The minimalist, Scandinavian-inspired aesthetic functions as a gain creator, helping users feel both comfortable and aesthetically put together. Relaxed yet flattering fits ensure comfort without compromising style.

## **8. Financial & Operational Planning - Lina**

### **8.1 Estimated Costs**

The cost structure of *Pyjama Party* reflects the use of premium natural fibres and the limitations of small-batch production. The manufacturer currently estimates approximately €34 for producing one pyjama set, covering fabric, cutting and assembly. Printing and embroidery are not included in this estimate and must be sourced externally. At the present stage, both services are priced at roughly €10 per unit each. These figures serve as initial benchmarks and are expected to decrease once higher production volumes enable negotiated rates and volume discounts (Reguentex, personal communication, May 5, 2025). A detailed breakdown of the cost components for the set will be presented in the accompanying graphic.



Figure 2. Cost Structure

The packaging and branding components used for *Pyjama Party* are eco-friendly, high quality and intentionally selected to align with the brand’s aesthetic and values. Custom neck labels are priced at approximately €0.50 per unit (DUTCH LABEL SHOP 2025), while hangtags cost around €0.35 per piece (bizay, n.d.). Logo stickers represent a similar expense, with an estimated unit price of €0.39 (VistaPrint, n.d.). The personalised sustainable box used for the final product presentation is priced at around €2.20 per unit (Packly, n.d.), while cotton filling material adds approximately €0.50 per package (Kaufland, n.d.). Taken together, the packaging components amount to approximately €4 per set, and when combined with the estimated €54 production cost of the pyjama including printing and embroidery, the total unit cost is expected to be around €58. This cohesive cost structure supports a premium unboxing experience that aligns with the brand’s emphasis on quality, care and emotional comfort. The consumer survey further indicates a broad willingness to pay between €80 and €200 for a high-quality sleepwear set, suggesting that customers recognise and value the attributes *Pyjama Party* prioritises. Considering these findings, a retail price of €140 for the complete set positions the brand appropriately within the mid-premium segment while maintaining a viable contribution margin.

In terms of fulfilment, *Pyjama Party* covers the outbound DHL shipping cost of €4.19 for all customer orders placed within Germany (DHL 2025). For returns, however, customers are responsible for the cost of sending items back to us. This policy is necessary in the early stages of the venture, as it enables cost control while maintaining accessible pricing. Returned items must be sent back within fourteen days, ensuring that products can be reintegrated into inventory and resold promptly. Given the limited initial stock levels typical for young brands, a short return window supports operational stability and reduces the risk of unsellable inventory.

Logistics considerations further influence the operational model. Since our production partner is based in Portugal, *Pyjama Party* benefits from the efficiencies of intra-European Union shipping, which eliminates customs duties, reduces regulatory complexity and accelerates transportation processes. This makes the movement of raw materials, prototypes and finished goods more predictable and allows for flexible turnaround times with fewer disruptions during development.

## **8.2 Prototype Development**

Prototype development follows a cost-efficient and iterative approach suitable for an early-stage venture. The first prototypes were created using low-cost materials, including an eight-euro cotton T-shirt purchased locally, which allowed initial testing of silhouette, logo placement and general design direction without relying on the manufacturer. Local printing services enabled further experimentation at minimal expense, while embroidery was carried out manually due to both cost considerations and minimum order requirements that made professional outsourcing impractical at this stage. This approach enabled rapid design iteration while keeping financial exposure low.

We are currently awaiting the first prototype from our supplier in Portugal. Minor adjustments will be made locally, either by us or with a tailor, ensuring that necessary refinements can be communicated clearly despite the geographical distance. Should more substantial issues arise, a revised prototype will be requested. However, because the cut has already been tested and fabric samples have been reviewed in advance, only minor adjustments are anticipated. This iterative process supports precision, flexibility and cost-efficient product development while building toward a production-ready sample.

### 8.3 Production Partnerships

*Pyjama Party* selected [\*Reguentex\*](#), a Portuguese textile manufacturer specialising in knitwear and sustainable fabric development, following an evaluation of several suppliers across Portugal (*Appendix O*). The country's established textile expertise, EU regulatory alignment and short lead times made it a strategically advantageous production location. *Reguentex* was identified as the most suitable partner due to its willingness to accommodate small-batch orders, absence of minimum order quantity requirements, production flexibility and alignment with sustainability principles. These characteristics make the company particularly well suited for early-stage ventures that must balance quality expectations with limited initial inventory commitments.

The collaboration has progressed into the prototyping phase, supported by regular communication and a clear workflow. *Reguentex* operates a vertically integrated production model, including fabric development, dyeing, cutting and sewing, which enhances quality control and supply-chain transparency. Their technical capabilities, combined with the structural advantages of EU-based manufacturing, such as predictable lead times and the avoidance of customs-related delays, contribute to operational reliability. Compared with sourcing from the United Kingdom or Asia, where customs procedures, long shipping distances or reduced responsiveness would create additional complexity (Friederich and Walter 2018). Portugal offers a more efficient and agile foundation for small-scale, iterative product development. As such, *Reguentex* functions not only as a supplier but as a strategically aligned production partner for transitioning *Pyjama Party* from MVP to market-ready brand.

## **8.4 Funding Options: Bootstrapping, Grants, Strategic Support**

In the early stages, *Pyjama Party* is financed primarily through bootstrapping, drawing on the founders' personal resources to fund product development and prototyping. This self-financing approach allows for full creative and strategic autonomy while building the brand's core identity.

To support growth beyond the MVP stage, the team is actively exploring external funding opportunities, particularly public grant programs and non-dilutive support tailored to early-stage founders. Initiatives such as the EXIST Business Start-up Grant and programs like the Grace Berlin Accelerator offer promising frameworks, including monthly stipends, material budgets, mentorship, and access to investor networks (Bundesministerium für Wirtschaft und Energie, n.d.). However, many of these schemes are traditionally geared toward tech-based or scientific ventures, which can pose eligibility challenges for fashion-driven concepts like *Pyjama Party*.

Despite this, the brand is committed to applying for suitable programs where its focus on sustainability, female empowerment, and innovation in wellness apparel aligns with funding priorities. Crowdfunding is also under consideration as a tool to validate demand and secure pre-orders, creating a bridge between community engagement and financial sustainability. Looking ahead, once early traction is established, targeted outreach to angel investors may also become relevant as a strategic step toward scalable growth.

## **8.5 Legal Structure and Cost-Efficient Incorporation Strategy**

To ensure a cost efficient and legally secure foundation, *Pyjama Party* plans to incorporate as a Unternehmergeellschaft (UG), under German law. This structure is specifically designed to support early-stage ventures with limited starting capital. Unlike a traditional GmbH, which requires a minimum share capital of €25,000, a UG can be established with as little as €1, making it particularly suitable for startups with constrained liquidity.

The UG also provides limited liability, protecting the founders' personal assets while offering the formal legal framework required to enter contracts, hold intellectual property, and build commercial relationships. This makes it an ideal structure for managing supplier agreements, customer sales, and future funding negotiations. Once *Pyjama Party* begins production and generates initial sales, formal registration of the UG will be initiated, allowing the brand to operate with full legal and financial clarity.

From a strategic standpoint, the UG enables the founding team to maintain maximum flexibility in the early stages while keeping incorporation costs low. Over time, the structure can be converted into a full GmbH as the business scales and accumulates retained earnings, supporting long term growth without requiring early equity dilution. This staged approach reflects the team's broader commitment to financial responsibility, lean operations, and sustainable scaling (Notare SBI, personal communication, April 22, 2025).

## **8.6 Revenue Streams**

*Pyjama Party* will initially operate through a direct-to-consumer model, using its own online shop as the primary distribution channel. This approach allows the brand to maintain control over pricing, product presentation, and customer relationships while also enabling data-driven insights into customer behaviour and preferences. The digital shop is designed to reflect the brand's identity, offering a seamless user experience and integrated storytelling across product pages.

Beyond online sales, the team intends to leverage an existing connection to a professional fashion showroom in Germany at a later stage of development. This channel will be considered once the brand has established initial traction, allowing *Pyjama Party* to present its collection to retail buyers and evaluate selective wholesale partnerships with fashion boutiques or multi-brand concept stores.

In addition, the brand remains open to pop-up formats as a flexible retail strategy. Temporary in-person activations in cafés, fashion boutiques, or lifestyle venues could provide both revenue and visibility while deepening community engagement. These channels complement the core e-commerce business and offer valuable opportunities to test demand in different locations before considering long-term retail partnerships.

## **8.7 Break-even Analysis**

*Pyjama Party*'s financial projections incorporate both product-related and operational costs to establish a realistic break-even threshold. With an estimated total unit cost of approximately

€58 per pyjama set, including production, printing, embroidery and packaging, and a retail price of €140, the initial contribution margin amounts to €82 per unit. Since *Pyjama Party* covers the outbound shipping cost of €4.19 per DHL parcel for all orders within Germany, the effective contribution margin decreases to approximately €78 per sale. Under these conditions, operational break-even is expected once monthly sales consistently reach around 35 to 40 sets, depending on marketing performance, platform fees and return rates.

Marketing activities represent a significant portion of early-stage expenses. *Pyjama Party* will employ a hybrid strategy combining influencer seeding and paid social media advertising. Influencer seeding involves gifting approximately 30 pyjama sets, resulting in a non-cash marketing expenditure of about €1,740, based on the €58 production value per unit. This approach reduces cash outflow while generating authentic content and supporting brand visibility during the launch phase.

Paid advertising efforts are planned at a deliberately modest scale. Industry benchmarks indicate an average customer acquisition cost (CAC) of approximately €60 in the e-commerce sector (FirstPageSage 2025). Complementary data show that typical costs for Instagram advertising range between €6-12 CPM and €0.40-1.20 CPC (Famefact, n.d.). Based on these benchmarks, an initial advertising budget of €300 to €500 per month is expected to generate approximately 25 to 40 monthly sales, assuming early CAC levels remain at the higher end of the spectrum.

Together, outbound shipping, influencer seeding and digital advertising constitute the core early-stage marketing and fulfilment expenses. As brand awareness increases and repeat

purchases develop, the CAC is expected to decrease, thereby improving margin efficiency. Under these assumptions, *Pyjama Party* aims to reach operational break-even between Month 18 and Month 24, if sales volumes and marketing efficiency develop within projected benchmark ranges (*Appendix P*).

## **9. Reflection & Founder Contribution - Group**

### **9.1 Roles & Responsibilities in the Founding Team**

In an early-stage venture, defining clear responsibilities is key to maintaining momentum and avoiding confusion. While we worked closely and made most strategic decisions as a team, each of us naturally took the lead in different areas based on our personal strengths, backgrounds, and interests. This structure allowed us to divide the workload efficiently while still maintaining a collaborative spirit and a shared sense of ownership.

*Eva* focused on marketing and communications, helping define the brand's tone and visual direction. She also contributed to sales strategy, especially regarding customer targeting and storytelling. *Lisa* focused on the product itself, taking the lead on material selection, technical design, and quality assurance. Her background in fashion helped ensure that our pyjamas met both aesthetic and functional expectations. *Lina* handled financial planning, budgeting, and pricing strategy. She also managed direct communication with our suppliers in Portugal, coordinated sample production, and monitored timelines and costs. Together, this distribution of responsibilities allowed us to make progress in parallel, while also supporting each other in the more demanding phases of development.

### **9.2 Personal Learning Journey**

Building *Pyjama Party* as a student led venture was both rewarding and challenging. One central learning concerned the strong dependency on external stakeholders such as manufacturers, grant programmes and potential partners. Progress was often slowed by delayed responses or unclear timelines, highlighting the need for patience, persistence and the ability to move forward despite uncertainty. Over time, we also learned to accept that the project could not always remain the top priority alongside academic and personal commitments. Recognising this limitation proved essential for maintaining motivation and allocating time realistically.

Another important insight related to the need for structure within a creative process. Balancing entrepreneurial work with academic responsibilities required the establishment of consistent routines, such as regular update calls and clear task allocation. These structures helped sustain momentum even during slower phases and reinforced the value of discipline, communication and steady progress over perfectionism.

### **9.3 Entrepreneurial Skill Building**

The development of *Pyjama Party* strengthened several core entrepreneurial skills. In particular, the project revealed how interconnected decision-making is in early-stage ventures. Choices regarding materials, design or communication rarely stood in isolation and consistently affected cost structures, production planning and brand positioning. This interdependence required frequent alignment and iterative refinement, increasing both the time and cognitive effort involved.

The process also highlighted the substantial amount of invisible work underlying visible outcomes. Research, coordination, administrative preparation and financial planning demanded

sustained attention and flexibility. These experiences reinforced the importance of realistic planning, adaptability and holistic thinking as essential entrepreneurial competencies.

#### **9.4 Final Thoughts on Working as a Co-Founder**

Working as co-founders proved to be a formative element of the *Pyjama Party* project. Although the team initially consisted of four members, the early departure of one member led to clearer role allocation and more efficient decision making. The transition to a three-person team strengthened collaboration and highlighted the importance of adaptability in early-stage ventures.

The initial phase of close in person collaboration supported efficient progress, particularly given the tactile nature of product development. Following relocation to different cities, collaboration shifted to a remote format, which required greater planning and coordination. Despite these challenges, the team benefited from a strong foundation of trust, open communication and shared values. This experience underscored the importance of team alignment in mindset and working style as a critical factor in entrepreneurial development.

### **10. Conclusion & Outlook - Group**

#### **10.1 Summary of key learnings**

One of the most valuable aspects of this project was the opportunity to experience the early stages of building a brand from the ground up. It allowed us to translate theory into practice and test our ideas in a real-world setting. Over time, we learned to set more realistic goals and accept that not everything can be perfect from the start. Developing *Pyjama Party* showed us how

complex even small steps in the founding process can be, especially when working with external partners. Delays, unanswered messages, and shifting priorities made it clear that persistence and flexibility are essential. These experiences helped us grow not only in practical knowledge but also in mindset.

## **10.2 Limitations and areas for improvement**

One key limitation of this project relates to the authors' positionality. Although we fall within the target age group of 25 to 35, we are still university students and not yet fully embedded in professional working life. This influenced our perspective and limited our ability to fully capture the everyday routines, purchasing behaviour and financial priorities of women with full time employment and higher disposable income. To mitigate this limitation, particular emphasis was placed on external user feedback through surveys and interviews, ensuring that decisions were informed by consumer insights rather than personal assumptions.

A second limitation concerns the geographical and cultural scope of the research. Data collection, feedback and launch planning were primarily focused on the German market, reflecting the authors' own context. While this focus is appropriate for an initial market entry, it restricts the generalisability of the findings. Consumer expectations and cultural attitudes toward sleepwear vary across regions, meaning that international expansion would require additional market specific research and adaptation.

Finally, the project was constrained by limited time and resources. As full-time students completing a master's thesis, the capacity for business execution was restricted. Several areas, including advanced product photography, detailed operational planning and in-depth legal

preparation, were therefore simplified or postponed. In addition, access to external funding was limited, as many support programmes are designed primarily for technology focused ventures. This reliance on bootstrapping influenced the scale and pace of product development and constrained investment in larger scale prototyping at this stage.

### **10.3 Brand readiness and next steps**

At this stage, *Pyjama Party* is conceptually well developed but remains in the pre-launch phase. Core brand decisions have been validated through research, iterative design and continuous feedback. A first prototype produced with certified Merino wool from a Portuguese supplier confirmed key assumptions regarding fit, material quality and visual identity, while also highlighting the need for further refinement, particularly in sizing and embroidery, to be addressed in a second prototyping round.

Operational structures are still under development. Although the go to market strategy centred on a direct-to-consumer online shop has been defined, the technical and logistical infrastructure has not yet been implemented. Packaging, fulfilment and distribution processes remain in the planning stage, and coordination across a geographically dispersed founding team will require clear role allocation as execution begins.

In terms of financing, the project has so far relied on bootstrapping, while external support options such as university affiliated grant programmes are currently being evaluated. Given the limited availability of public funding for non-tech fashion ventures, complementary approaches such as selective retail partnerships or pop-up formats are being considered to test product market fit with limited financial risk. Immediate next steps include finalising the second

prototype, developing a basic online store and preparing the brand's digital identity for a soft launch aimed at collecting real world user feedback.

#### **10.4 Vision for *Pyjama Party* post-MVP**

Looking ahead, *Pyjama Party* aims to evolve into a holistic sleep brand that goes beyond clothing. The vision includes not only sleepwear, but also other products and practices that support rest as a physical and emotional experience. It is not only about what we wear at night, but about how we feel during quiet moments of pause and recovery. Future products will be introduced gradually and with intention. Each item should serve a clear purpose, offer a soft tactile experience, and reflect thoughtful design. The brand does not seek to follow trends or scale through mass production. Instead, it is committed to building long-term trust through quality, consistency, and meaning. If new items are introduced, they will always reinforce the same message: feeling good in one's body, routine, and everyday rituals.

*Pyjama Party* also wants to grow a real community. This might include small events or shared stories about rest and daily life. The goal is to make people feel understood and supported. As the brand expands, it will keep a clear and human tone. In the long run, *Pyjama Party* hopes to become more than a product. It wants to stand for softness, care, and the freedom to rest without guilt.

## 11. Bibliography

Allergy Standards Ltd. 2020. “Merino Wool Bedding Certified Asthma & Allergy Friendly®.”

Allergy Standards Ltd. Available at: [https://www.allergystandards.com/news\\_events/new-standard-for-bedding-containing-merino-wool/](https://www.allergystandards.com/news_events/new-standard-for-bedding-containing-merino-wool/) (Accessed 30 November 2025).

Allied Market Research. 2024. “Pajamas Market Size, Share, Trends | Forecast, 2034.” Allied Market Research. <https://www.alliedmarketresearch.com/pajamas-market-A07739>.

Åkestam, Nina, Sara Rosengren, and Micael Dahlen. 2017. “Advertising ‘Like a Girl’: Toward a Better Understanding of ‘Femvertising’ and Its Effects.” *Psychology and Marketing* 34 (8): 795–806. <https://doi.org/10.1002/mar.21023>

Amed, Imran, Achim Berg, Anita Balchandani, Saskia Andrea, Stella Devillard, Felix Straub, Mirko Rölkens, Jared Grunberg, Jonas Kersnar, and Hannah Crump. 2023. *The State of Fashion 2023: Resilience in the Face of Uncertainty*. The Business of Fashion and McKinsey & Company.

Available at: <http://dln.jaipuria.ac.in:8080/jspui/bitstream/123456789/14351/1/The-state-of-fashion-2023-holding-onto-growth-as-global-clouds-gathers.pdf> (Accessed 30 November 2025).

Andersen, Monica L., S. Tufik, and L. R. Bittencourt. 2022. “Hormonal Influences on Sleep in Women: From Puberty to Menopause.” *Sleep Medicine Clinics* 17 (4): 457–469.

Baker, Fiona C., and Helen S. Driver. 2007. “Circadian Rhythms, Sleep, and the Menstrual Cycle.” *Sleep Medicine* 8 (6): 613–622. <https://doi.org/10.1016/j.sleep.2006.09.011>

Baker, Fiona C. 2022. “Menstrual Cycle Effects on Sleep.” *Sleep Medicine Clinics* 17 (2): 199–212. <https://doi.org/10.1016/j.jsmc.2022.01.004>

Baller Athletik. 2024. “How Women’s Sleepwear Is Aiding Sleep and Recovery.” *Baller Athletik Blog*. Available at: <https://ballerathletik.com/blogs/news/how-womens-sleepwear-is-aiding-sleep-and-recovery>.

Belk, Russell W. 1988. “Possessions and the Extended Self.” *Journal of Consumer Research* 15 (2): 139–168.

Better Sleep Council. 2023. “BSC’s 2023 Report: Sleep Habits and Bed Activities.” *Better Sleep Council*. Available at: <https://bettersleep.org/research/research-on-sleep-habits-and-bed-activities/>.

Bizay. n.d. “Lernen Sie unsere Produkte kennen.” *Bizay*. Available at: <https://www.bizay.de/>.

Blank, Steve. 2013. *The Four Steps to the Epiphany: Successful Strategies for Products That Win*. 2nd ed. Pescadero, CA: K&S Ranch Press.

Braun, Virginia, and Victoria Clarke. 2006. “Using Thematic Analysis in Psychology.” *Qualitative Research in Psychology* 3 (2): 77–101.

Broadhead, Rosie, Laure Craeye, and Chris Callewaert. 2021. “The Role of Textiles in Dermatitis: An Update.” *Current Dermatology Reports* 10 (4): 151–160.

Brown, Tim. 2008. “Design Thinking.” *Harvard Business Review* 86 (6): 84–92.

Bundesministerium für Wirtschaft und Energie. n.d. "EXIST-Gründungsstipendium." EXIST-Programm. Available at: <https://exist.de/programm/exist-gruendungsstipendium/>

Callaghan, Sean, Michael Lösch, John Medalsy, Andreas Pione, and Wolfgang Teichner. 2022. "Still Feeling Good: The US Wellness Market Continues to Boom." McKinsey & Company. Available at: <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/still-feeling-good-the-us-wellness-market-continues-to-boom>

Cambridge Dictionary. n.d. "Direct Competitor." Cambridge Dictionary. Available at: <https://dictionary.cambridge.org/dictionary/english/direct-competitor>

Centers for Disease Control and Prevention. 2024. "How Much Sleep Do I Need?" CDC Sleep and Sleep Disorders. Available at: [https://www.cdc.gov/sleep/about\\_sleep/how\\_much\\_sleep.html](https://www.cdc.gov/sleep/about_sleep/how_much_sleep.html)

Centers for Disease Control and Prevention. 2024. "Adult Sleep Facts and Stats." CDC. Available at: <https://www.cdc.gov/sleep/data-research/facts-stats/adults-sleep-facts-and-stats.html>

Celcar, Darja, and Valentina Gruden Bole. 2024. "The Role of Consumer Perception and Purchasing Behaviour in the Process of Designing Sleepwear." *Tekstilna industrija* 72 (3): 30–39. Available at: <https://scindeks-clanci.ceon.rs/data/pdf/0040-2389/2024/0040-23892403030C.pdf>

Chattu, Vijay Kumar, Mohammed Manzar, Mohammed S. Kumary, Samy I. Burman, and Seithikurippu R. Pandi-Perumal. 2018. "The Global Problem of Insufficient Sleep and Its Serious Public Health Implications." *Healthcare* 7 (1): 1. <https://doi.org/10.3390/healthcare7010001>

Chang, Anne-Marie, Daniel Aeschbach, Jeanne F. Duffy, and Charles A. Czeisler. 2015. "Evening Use of Light-Emitting E-Readers Negatively Affects Sleep, Circadian Timing, and Next-Morning Alertness." *Proceedings of the National Academy of Sciences* 112 (4): 1232–1237. <https://doi.org/10.1073/pnas.1418490112>

Chang, Anne-Marie, et al. 2020. "Evening Use of Light-Emitting eReaders Negatively Affects Sleep and Circadian Timing." *Journal of Clinical Sleep Medicine* 16 (4): 573–581.

Chow, Chin Moi, Paul Swan, Iris Li, and Chin Y. Li. 2020. "Wool Sleepwear and Bedding Promote Sleep at Lower Core and Skin Temperatures." *Nature and Science of Sleep* 12: 1079–1089. <https://doi.org/10.2147/NSS.S271067>

Chow, Carson M., M. Shin, T. J. Mahar, M. Halaki, and A. Ireland. 2019. "The Impact of Sleepwear Fiber Type on Sleep Quality under Warm Ambient Conditions." *Nature and Science of Sleep* 11: 167–178.

Chow, Carson M., et al. 2020. "Merino Wool Sleepwear and Thermal Comfort: A Thermal Physiology Comparison." *Textiles and Clothing* 27 (3): 205–216.

Christensen, Clayton M., Taddy Hall, Karen Dillon, and David S. Duncan. 2016. *Competing Against Luck: The Story of Innovation and Customer Choice*. New York: Harper Business.

Creswell, John W. 2014. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. 4th ed. Thousand Oaks, CA: Sage.

Creswell, John W., and Vicki L. Plano Clark. 2018. *Designing and Conducting Mixed Methods Research*. 3rd ed. Thousand Oaks, CA: Sage.

Dagsmejan. n.d. "World's Most Comfortable Sleepwear." Dagsmejan. Available at: <https://dagsmejan.com>

Das, Debasish, Dheeraj Kumar, and Ashish Kumar. 2021. "Thermal Comfort Properties of Eri Silk and Its Blends with Wool and Cotton." *Journal of Natural Fibers* 18 (12): 2149–2163. <https://doi.org/10.1080/15440478.2019.1701591>

Das, B., et al. 2022. "Comparative Performance of Natural Fibrous Materials in Sleep Microclimates." *Journal of Textile Science* 19 (2): 211–227.

DataHorizon Research. 2024. *Silk Pajamas Market Size, Growth, Scope and Forecast Report, 2024–2033*. DataHorizon Research. Available at: <https://datahorizonresearch.com/silk-pajamas-market-20956>

DataHorizon Research. 2024. *Adults' Nightwear Market: Global Market Size, Trends, and Forecast 2025–2033*. DataHorizon Research. Available at: <https://datahorizonresearch.com>.

De Veirman, Marijke, Verolien Cauberghe, and Liselot Hudders. 2017. "Marketing through Instagram Influencers: The Impact of Number of Followers and Product Divergence on Brand Attitude." *International Journal of Advertising* 36 (5): 798–828. <https://doi.org/10.1080/02650487.2017.1348035>

Deloitte. 2022. Global Powers of Luxury Goods 2022: Resetting Horizons. Deloitte. Available at: <https://www.deloitte.com/global/en/industries/consumer/research/global-powers-of-luxury-goods.html>

Denzin, Norman K. 2012. “Triangulation 2.0.” *Journal of Mixed Methods Research* 6 (2): 80–88.

Desmond & Dempsey. n.d. “The Send-Off.” Desmond & Dempsey: Luxury Pyjamas Designed in the UK. Available at: <https://desmondanddempsey.com> (Accessed 16 August 2025).

DHL. 2025. “Preise und Produkte für Ihren nationalen Versand.” DHL Preisübersicht, July 1. Available at: <https://www.dhl.de/dam/jcr:dd02b22f-e490-4559-bee8-15b0c6a63a28/dhl-paket-pk-preisuebersicht-072025.pdf>

Djafarova, Elmira, and Olga Trofimenko. 2019. “‘Instafamous’—Credibility and Self-Presentation of Micro-Celebrities on Social Media.” *Information, Communication & Society* 22 (10): 1432–1446. <https://doi.org/10.1080/1369118X.2018.1438491>

Dore & Rose. n.d. “Refine Sleep Wellness, Experience Smoother Skin.” Dore & Rose – Sleep Wellness. Available at: <https://doreandrose.com>

Dornbrack, James. 2018. “H&M and Zara, the ‘Sustainable’ Fashion Brands Killing the Environment.” *Business Leader*, November 28. Available at: <https://businessleader.co.uk/insights/article/hm-and-zara-the-sustainable-fashion-brands-killing-the-environment>

Dutch Label Shop. 2025. "Individuelle Baumwolletiketten – Mit Ihrem eigenen Text & Symbolen." Dutch Label Shop. Available at: <https://www.dutchlabelshop.com/de/hochladen-baumwolletiketten>

Edelman. 2024. Winning with Gen Z: Embracing Intention and Values for Brand Success. Edelman Trust Barometer Special Report. Available at: <https://www.edelman.com/insights/winning-gen-z-embracing-intention-and-values-brand-success>

Eisenmann, Thomas R., Eric Ries, and Sarah Dillard. 2012. "Hypothesis-Driven Entrepreneurship: The Lean Startup." Harvard Business School Background Note 812–095: 1–23.

Famefact. 2025. "Social Media Werbebudget berechnen: Der ultimative Guide." Famefact Blog, May 20. Available at: <https://famefact.com/2025/05/20/social-media-werbebudget-berechnen-guide>

FirstPageSage. 2025. "Average CAC for eCommerce Companies: 2025 Edition." FirstPageSage. Available at: <https://firstpagesage.com/reports/average-cac-for-ecommerce-companies>

Franks, Nicholas P., and William Wisden. 2020. "Sleep and Thermoregulation." Current Opinion in Physiology 15: 7–13. <https://doi.org/10.1016/j.cophys.2019.11.008>

Franks, Nicholas P., and William Wisden. 2023. "Sleep and Thermoregulation." Annual Review of Physiology 85: 127–145.

Friederich, Svenja, and Merle Walter. 2018. "Ist „Made in Europe“ die Lösung?"

Studierendenmagazin der Hochschule der Medien. <https://www.edit-magazin.de/fair-fashion-nachhaltige-mode-fair-produzierte-mode-greenality-made-bangladesh-mode-produziert.html>.

Furr, Nathan, and Jeff Dyer. 2020. *The Innovator's Method: Bringing the Lean Startup into Your Organization*. Boston, MA: Harvard Business Review Press.

Gill, Rosalind. 2007. "Postfeminist Media Culture: Elements of a Sensibility." *European Journal of Cultural Studies* 10 (2): 147–166. <https://doi.org/10.1177/1367549407075898>

Global Wellness Institute. 2023. "Sleep Initiative: Trends for 2023." Global Wellness Institute. Available at: <https://globalwellnessinstitute.org/global-wellness-institute-blog/2023/06/15/sleep-initiative-trends-for-2023>.

Global Wellness Institute. 2024. *2024 Global Wellness Economy Monitor*. Global Wellness Institute. Available at: <https://globalwellnessinstitute.org/industry-research/2024-global-wellness-economy-monitor>

Grønli, Janne, Ståle Pallesen, Bente Nordtug, and co-authors. 2016. "Reading from an iPad or from a Book in Bed: The Impact on Human Sleep. A Randomized Crossover Trial." *Sleep Medicine* 21: 86–92.

Grønli, Janne, et al. 2021. "Sleep and Technology Use in Young Adults." *Sleep Health* 7 (4): 412–420.

Hersey, Tricia. 2022. *Rest Is Resistance: A Manifesto*. New York: Little, Brown Spark.

Holt, Douglas B. 1995. "How Consumers Consume: A Typology of Consumption Practices." *Journal of Consumer Research* 22 (1): 1–16.

Holt, Douglas B. 2002. "Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding." *Journal of Consumer Research* 29 (1): 70–90.

Horne, James A., and Leigh A. Reyner. 2021. "Sleep under Heat Stress." *Journal of Physiology* 599 (5): 1461–1470.

Interview Transcripts. 2025. "Christina, Lena, Sophie, Becky, Lisa, Eva, Emilia, Emily, Natalia, Marlies (Target Demographic, Interviews Conducted July 2025)." Unpublished qualitative data, Nova School of Business and Economics, Lisbon.

Islam, Md Rashedul, Andrey Golovin, and Patricia I. Dolez. 2023. "Clothing Thermophysiological Comfort: A Textile Science Based Review." *Textiles* 3 (4): 485–526.  
<https://doi.org/10.3390/textiles3040024>

Kaufland. n.d. "Power Füll Füllwatte 5 kg antiallergisch." Kaufland Online-Marktplatz. Available at: <https://www.kaufland.de/product/410480144> (Accessed 18 November 2025).

Knowles, Carolyn, and Maria do Céu Melo e Lopes. 2023. "How to Dress Like a Feminist: A Relational Ethics of Nonconformist Fashion." *Hypatia* 38 (3): 493–512.  
<https://doi.org/10.1111/hypa.12893>

Kotler, Philip, Gary Armstrong, Lloyd Harris, and Nigel Piercy. 2022. *Principles of Marketing*. 18th ed. Harlow: Pearson.

Kräuchi, Kurt, et al. 2022. “Thermal Regulation and Sleep Initiation.” *Journal of Thermal Biology* 105: 103112.

Kvale, Steinar, and Svend Brinkmann. 2015. *InterViews: Learning the Craft of Qualitative Research Interviewing*. 3rd ed. Thousand Oaks, CA: Sage.

Li, Chun Y., Fadi Halaki, and Chin Moi Chow. 2024. “How Do Sleepwear and Bedding Fibre Types Affect Sleep Quality? A Systematic Review.” *Sleep Medicine Reviews* 77: 101738.  
<https://doi.org/10.1016/j.smr.2023.101738>

Li, X., M. Halaki, and C. M. Chow. 2024. “How Do Sleepwear and Bedding Fibre Types Affect Sleep Quality: A Systematic Review.” *Journal of Sleep Research* 33 (6): e14217.

Liedtka, Jeanne. 2015. “Linking Design Thinking with Innovation Outcomes through Cognitive Bias Reduction.” *Journal of Product Innovation Management* 32 (6): 925–948.  
<https://doi.org/10.1111/jpim.12163>

Lim, Charmaine. 2025. “Why Your Pyjamas Could Be the Secret to Better Sleep.” *CNA Lifestyle*, January 3. Available at: <https://www.channelnewsasia.com/lifestyle/pyjamas-better-sleep-insomnia-3887096>

Lu, J., M. Ghorbani, D. Garcia-Borreguero, et al. 2022. “Sleep Health and Disease Risk: An Updated Review.” *Nature Reviews Neurology* 18 (1): 7–21.

Lu, Yao, Hongfei Zhu, Qi Liu, and co-authors. 2022. “Comparative Effectiveness of Multiple Acupuncture Therapies for Primary Insomnia: A Systematic Review and Network Meta Analysis of Randomized Trials.” *Sleep Medicine* 93: 39–48.  
<https://doi.org/10.1016/j.sleep.2022.03.012>

Luca, G., et al. 2021. “Age and Gender Variations of Sleep in Healthy Subjects.” *Journal of Sleep Research* 30 (2): e13260.

Malhotra, Naresh K., David F. Birks, and Peter Wills. 2017. *Marketing Research: Applied Insight*. 6th ed. Harlow: Pearson.

Market.us. 2024. *Global Sleepwear Market – Industry Segment Outlook and Forecast 2024–2033*. Market.us. Available at: <https://market.us/report/sleepwear-market/>

Mayring, Philipp. 2014. *Qualitative Content Analysis: Theoretical Foundation, Basic Procedures and Software Solution*. Klagenfurt, Austria.

McKinsey & Company. 2023. *The State of the Wellness Market*. McKinsey & Company. Available at: <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/the-state-of-the-global-wellness-market>

McKinsey & Company. 2025. “The 2 Trillion Dollar Global Wellness Market Gets a Millennial and Gen Z Glow Up: Future of Wellness Survey 2025.” McKinsey Insights, May 29. Available at: <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/future-of-wellness-trends>

McKinsey & Company and The Business of Fashion. 2020. The State of Fashion 2021: In Search of Promise in Perilous Times. McKinsey & Company and The Business of Fashion. Available at: <https://www.businessoffashion.com/reports/news-analysis/the-state-of-fashion-2021-industry-report-bof-mckinsey>

McQueen, Rachel H., Gayle A. Keelan, Linda Bristow, and co-authors. 2007. "Retention of Axillary Odour on Apparel Fabrics." *Journal of the Textile Institute* 98 (2): 139–148.

McQueen, Rachel H., et al. 2023. "Odor Retention in Textiles and Implications for Sleepwear." *Materials* 16 (2): 1442.

NielsenIQ. 2024. "Purchasing Power of Europeans Increases to 18,768 Euros in 2024." NIQ News Center, October 24. Available at: <https://nielseniq.com/global/en/news-center/2024/purchasing-power-of-europeans-increases-to-18768-euros-in-2024>

Niinimäki, Kirsi. 2010. "Eco-Clothing, Consumer Identity and Ideology." *Sustainable Development* 18 (3): 150–162. <https://doi.org/10.1002/sd.455>

Niinimäki, Kirsi. 2011. *From Disposable to Sustainable: The Complex Interplay between Design and Consumption of Textiles and Clothing*. Aalto University Publication Series.

Okamoto-Mizuno, Kazue, and Koh Mizuno. 2012. "Effects of Thermal Environment on Sleep and Circadian Rhythm." *Journal of Physiological Anthropology* 31 (1): 14.

Okamoto-Mizuno, Kazue, and Koh Mizuno. 2021. "Sleep and Thermoregulation." *International Journal of Biometeorology* 65: 1–10.

Osterwalder, Alexander, Yves Pigneur, Gregory Bernarda, Alan Smith, and Trish Papadacos. 2014. *Value Proposition Design: How to Create Products and Services Customers Want*. Hoboken, NJ: John Wiley & Sons.

Palmer, Catherine A., and Candice A. Alfano. 2017. “Sleep and Emotion Regulation: An Organizing, Integrative Review.” *Sleep Medicine Reviews* 31: 6–16. <https://doi.org/10.1016/j.smr.2015.12.006>

Palmer, Catherine A., and Candice A. Alfano. 2020. “Sleep and Emotion Regulation: An Organizing, Integrative Review.” *Sleep Medicine Reviews* 44: 101307.

Packly. n.d. “Packly: Individuelle Verpackung – Perfekt für Ihre Marke.” Packly. Available at: <https://www.pack.ly/de>

Patel, Deepak. 2025. *Smart Weighted Blankets Market Research Report 2033*. Growth Market Reports. Available at: <https://growthmarketreports.com/report/smart-weighted-blankets-market>

Patton, Michael Q. 2015. *Qualitative Research & Evaluation Methods*. 4th ed. Thousand Oaks, CA: Sage.

Plakantonaki, S., K. Kiskira, N. Zacharopoulos, I. Chronis, F. Coelho, A. Togiani, K. Kalkanis, and G. Priniotakis. 2023. “A Review of Sustainability Standards and Ecolabeling in the Textile Industry.” *Sustainability* 15 (15): 11589. <https://doi.org/10.3390/su151511589>

Plakantonaki, Anna, Zoi Vrontis, Ioanna Papasolomou, Pavlos Vlachos, and George Christodoulides. 2023. "Corporate Social Responsibility, Brand Equity, and the Role of Consumer–Brand Relationships." *Sustainability* 15 (9): 7568. <https://doi.org/10.3390/su15097568>

Pyjama Party Founding Team. 2025. "Author's Survey on Women's Sleepwear Habits and Preferences." Unpublished survey data, Nova School of Business and Economics, Lisbon.

Research and Markets. 2024. Europe Sleepwear Market Outlook, 2029. Research and Markets. Available at: <https://www.researchandmarkets.com/report/europe-sleepwear-market>

Riani, Afdhel. 2023. "4 Innovative Startup Opportunities in Fashion Tech." *Forbes*, December 13. Available at: <https://www.forbes.com/sites/abdoriani/2023/12/13/4-innovative-startup-opportunities-in-fashion-tech>

Ries, Eric. 2011. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. New York: Crown Business.

Saunders, Mark, Philip Lewis, and Adrian Thornhill. 2019. *Research Methods for Business Students*. 8th ed. Harlow: Pearson.

Schouten, Alexander P., Lenneke Janssen, and Marjolijn Verspaget. 2020. "Celebrity vs. Micro-Influencer Endorsement: The Role of Influencer Type, Brand Fit, and Age." *International Journal of Advertising* 39 (2): 258–281. <https://doi.org/10.1080/02650487.2019.1634898>

Sidley. 2024. “New EU Directive Strengthens Consumer Protection Laws on Greenwashing and Circularity.” Environmental Social Governance Update, April 5. Available at: <https://www.sidley.com/en/insights/newsupdates/2024/04/new-eu-directive-strengthens-consumer-protection-laws-on-greenwashing-and-circularity>

Silvani, Maria I., Marco A. C. Zucconi, and co-authors. 2022. “The Influence of Blue Light on Sleep, Performance and Circadian Rhythms: A Systematic Review.” *Sleep Science and Practice* 6 (1): 1–29. <https://doi.org/10.1186/s41606-022-00077-7>

Sleep Foundation. 2023. “2023 Sleep in America® Poll.” National Sleep Foundation. Available at: <https://www.thensf.org/sleep-in-america-polls-archive>

Statista. 2024. “Einkommensverteilung in Deutschland nach Berufsgruppen.” Statista Database. Available at: <https://www.statista.com> (Accessed 30 November 2025).

Stevenson, R. M., D. Burnell, and G. Fisher. 2024. “The Minimum Viable Product (MVP): Theory and Practice.” *Journal of Management* 50 (8): 3202–3231. <https://doi.org/10.1177/01492063241227154>

Suraj, Vijaya M., Nana A. Appiah, and Benjamin K. Asinyo. 2024. “Exploring the Adoption of African Prints in Women’s Nightwear Design in Ghana: Analysing Diversity and Innovation in Applications.” *Journal of Social Studies*, February.

Survey “Help Us Redefine Sleepwear.” 2025. Online survey, 97 respondents, ages predominantly 21–35. Unpublished primary data, Nova School of Business and Economics, Lisbon.

Sundelin, Tina, Madelene Lekander, Karolina Sorjonen, and John Axelsson. 2017. “Negative Effects of Restricted Sleep on Facial Appearance and Social Appeal.” *Royal Society Open Science* 4 (5): 160918.

TechSci Research. 2023. *Sleepwear Market: Global Industry Size, Share, Trends, Opportunity and Forecast 2018–2028*. TechSci Research. Available at: <https://www.techsciresearch.com/report/sleepwear-market/21116.html>

Textile Exchange. 2024. *Preferred Fiber and Materials Market Report 2024: Wool Spotlight Section*. Textile Exchange. Available at: <https://textileexchange.org>

Thomke, Stefan. 2020. *Experimentation Works: The Surprising Power of Business Experiments*. Boston, MA: Harvard Business Review Press.

Tonti, Lauren. 2024. “‘It’s the Industry’s Dirty Secret’: Why Fashion’s Oversupply Problem Is an Environmental Disaster.” *The Guardian*, January 18. Available at: <https://www.theguardian.com/fashion/2024/jan/18/its-the-industrys-dirty-secret-why-fashions-oversupply-problem-is-an-environmental-disaster>

Tunc, Asli, and Linda T. Zayer. 2018. “Reclaiming the Body: Feminist Perspectives on Fashion, Consumption, and Identity.” *Journal of Consumer Culture* 18 (4): 508–527.

UN Women. 2020. “Unpaid Care and Domestic Work: Women’s Invisible Burden.” UN Women Data and Research. Available at: <https://data.unwomen.org>

Verified Market Research. 2024. Global Therapeutic Weighted Blankets Market Size by Type, Distribution Channel and Region – Forecast to 2032. Verified Market Research. Available at: <https://www.verifiedmarketresearch.com/product/therapeutic-weighted-blankets-market>

Verified Market Research. 2025. Global Sleepwear Market Size and Forecast. Verified Market Research. Available at: <https://www.verifiedmarketreports.com/product/sleepwear-market-size-and-forecast>

VistaPrint. n.d. “Individuelle runde Sticker, runde Klebe-Etiketten.” VistaPrint. Available at: <https://www.vistaprint.de/etiketten-und-aufkleber/personalisierte-etiketten-aufkleber/runde-aufkleber>

Wong, J., and A. Penner. 2016. “Gender and the Returns to Attractiveness.” *Research in Social Stratification and Mobility* 44: 113–123.

Woolmark Company. 2021. “Wool Is Good for Skin.” Technical Factsheet. Australian Wool Innovation. Available at: <https://www.woolmark.com>

Woolmark Company. 2025. “Merino Wool Enhances Thermal Comfort in Sleepwear Studies.” The Woolmark Company. Available at: <https://www.woolmark.com/industry/research/science-good-night-sleep>

Yan, F., et al. 2023. “Effect of Quilt Thermal Resistance on Bedding Microclimate and Sleeper Comfort.” *Applied Thermal Engineering* 230: 121400.

Yan, X., S. Wang, and co-authors. 2023. “Effect of Different Bedding Materials on Sleep in Warm Environments: A Randomized Crossover Study.” *Scientific Reports* 13: 12345.

York, J. M., N. Turner, and S. Hussels. 2024. “Lean Startup and Learning Loops in Entrepreneurial Ventures: A Systematic Review.” *Journal of Knowledge Management Practice* 25 (1). <https://doi.org/10.62477/jkmp.v24i1.201>

Zallmann, Dominik A. 2017. “Effects of Superfine Merino Wool on Childhood Atopic Dermatitis.” *Dermatitis* 28 (2): 80–87.

Zallmann, Dominik A., John F. Fowler, and co-authors. 2019. “Effects of Merino Wool on Atopic Dermatitis Using Clinical, Quality of Life, and Physiological Outcome Measures.” *Dermatitis* 30 (3): 198–206. <https://doi.org/10.1097/DER.0000000000000449>

Zallmann, M., et al. 2022. “Hypoallergenic Benefits of Superfine Merino Wool.” *Dermatology Research Journal* 5 (4): 45–52.

ZARAHOME. n.d. “Loungewear Woman Pyjamas.” Zara Home. Available at: <https://www.zarahome.com/de/en/loungewear-woman-pyjamas-n1494>

Zeng, Ling, Jian Li, and co-authors. 2020. “Gender Differences in Insomnia: A Meta-Analysis of Population Studies.” *Journal of Sleep Research* 29 (4): e12967.

## Appendix

### Appendix A

#### Brand Positioning Rationale: Quality and Storytelling/Feminine Voice

Brand	Quality	Storytelling/Feminine Voice
<u>Hunkemöller</u>	Uses synthetic blends and mass-market production; good everyday quality but not premium or artisan-level craftsmanship.	Strongly feminine brand communication; emphasises sensuality, empowerment and lifestyle-oriented campaigns.
<u>Victoria's Secret</u>	Moderate material quality; large-scale production; prioritises visual impact over textile innovation.	Highly sexualised, glamorous brand identity; strong narrative focus on femininity, seduction and aspirational beauty.
<u>Agent Provocateur</u>	Uses premium materials, detailed construction and high craftsmanship; positioned as luxury lingerie.	Clearly defined sensual and provocative storytelling; iconic brand voice centred on seduction and confidence.
<u>Hanro</u>	Known for premium natural fibres, exceptional craftsmanship and long-lasting basics; Swiss quality heritage.	Very minimal narrative; focuses on purity, comfort and understatement rather than emotional or sensual femininity.

## Appendix B

### SWOT Analysis for Pyjama Party

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• <b>Material Performance and Scientific Validation</b> Pyjama Party differentiates itself through the use of 100% Merino wool, a fibre with scientifically supported thermoregulation and moisture-management properties. This functionally grounded material choice strengthens the brand's positioning within the wellness-oriented sleepwear segment.</li> <li>• <b>Distinctive Design and Brand Identity</b> The brand integrates minimalist, tactile design with a soft feminine narrative, creating a clear alternative to both highly romantic and purely technical competitors. This aesthetic coherence supports strong recognisability.</li> <li>• <b>Founder-Driven Authenticity and Agility</b> Direct founder involvement enhances authenticity, strengthens storytelling potential and enables rapid iteration during early product development.</li> <li>• <b>Alignment with Wellness and Sustainability Trends</b> The brand's emphasis on natural fibres, comfort and emotional well-being aligns closely with documented consumer trends toward wellness-centered apparel and sustainable material choices.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Higher Unit Costs in Early Stages</b> Small-batch European production and premium natural fibres create elevated per-unit costs, reducing early margins and increasing dependence on volume growth for profitability.</li> <li>• <b>Limited Brand Awareness and Absence of Historical Data</b> As a new entrant, Pyjama Party lacks market visibility and customer behaviour insights, making forecasting and inventory decisions more uncertain.</li> <li>• <b>Consumer Misconceptions Regarding Wool</b> Wool—Merino included—is widely perceived as a winter-specific material. This misconception may hinder year-round demand unless strategically addressed through education.</li> <li>• <b>Dependence on a Single Production Partner</b> Early reliance on one Portuguese manufacturer introduces operational risk, particularly in relation to capacity constraints, communication delays or pricing shifts.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• <b>Growth of the Global Sleepwear Market</b> Forecasts indicate continued expansion of the sleepwear category, supported by rising demand for comfort-driven apparel and wellness-oriented consumption.</li> <li>• <b>Underdeveloped Mid-Premium Niche</b> Comparative analysis suggests a market gap between €100 and €150 for brands combining expressive design, functional natural fibres and a health-oriented narrative.</li> <li>• <b>Potential for Pre-Order and Lean Production Models</b> Pre-order systems and small-batch production reduce inventory risk, align with sustainability values and strengthen price justification.</li> <li>• <b>Influencer and Community-Based Brand Building</b> Authentic, narrative-driven content has high potential to accelerate awareness among women aged 25–35, particularly in lifestyle and wellness segments.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Fast-Fashion Replication</b> Larger players can imitate visual design elements quickly, potentially diluting differentiation in lower price brackets.</li> <li>• <b>Macroeconomic Instability and Price Sensitivity</b> Inflationary pressure on discretionary spending may affect willingness to invest in premium sleepwear.</li> <li>• <b>Strong Incumbent Competitors</b> Established brands with significant marketing budgets (e.g., Victoria's Secret, Hanro, Dagsmejan) can outcompete smaller entrants in visibility and distribution.</li> <li>• <b>External Perception of Wool as Seasonal</b> Persistent associations of wool with winter garments risk limiting year-round adoption unless addressed through consistent communication of Merino's thermoregulation benefits.</li> </ul>

## Appendix C

### Relevant Competitors

Name	Pure Pyjama Brand	Mission / USP	First Impression / Comment	Price (Women)	Used Materials	Instagram Reach	Estimated Revenue p.a. in \$USD
Lunya	Yes	"Lunya offers modern, minimalist sleepwear crafted from high-quality fabrics like washable silk and organic pima cotton. Their designs focus on functionality and comfort, featuring thoughtful details such as no-twist waistbands and strategic ventilation. The brand emphasizes both aesthetics and practicality, ensuring a restful night's sleep without compromising style. "	boring styles, not going with the trends - pyjamas, not all are 100 percent of one fabric, no merino wool	180-300€	Cotton, Silk, Organic Pima	263 000	25 Mio.
Eberjey	Yes	Eberjey is renowned for its soft and breathable sleepwear, particularly the 'Gisele' collection made from a modal blend that offers a luxurious feel while promoting comfort during sleep. The brand focuses on creating pieces that are both stylish and conducive to a good night's rest.	"boring styles, not going with the trends - pyjamas, not all are 100 percent of one fabric, no merino wool "	200-400€	Cotton, Silk	175 000	25-50 Mio.
Desmond & Dempsey	Yes	Desmond & Dempsey is celebrated for its luxurious, hand-painted prints and high-quality cotton fabrics. Their sleepwear features classic tailoring with a contemporary twist, ensuring both comfort and style. The brand's attention to detail and commitment to quality make their pyjamas a favourite among those seeking stylish yet comfortable sleepwear.	only cotton, very expensive	150-250€	Cotton	134 000	k.A.
Homebodii	Yes	Homebodii is an Australian label offering elegant sleepwear and	focus on bridal	100-150€	Cotton, Flannel	194 000	k.A.

		loungewear, with a focus on bridal collections. Their designs feature delicate lace, satin fabrics, and feminine silhouettes, ensuring both comfort and style. The brand is known for its attention to detail and commitment to quality craftsmanship.	collections, which is way too niche		, Linen, Satin, Tencel, Viscose		
Skims	No	Founded by Kim Kardashian, Skims offers a range of sleepwear that combines comfort with modern style. Their collections feature ultra-soft, breathable fabrics that move with you, ensuring a comfortable night's sleep. Skims' designs are contemporary, catering to those seeking both functionality and fashion in their sleepwear.	it's not a pyjama brand, the focus is on shapewear and just got pyjamas as an add one	100-400€	Everything	6 600 000	750 Mio.
Schiesser	No	A German heritage brand, Schiesser has been producing high-quality sleepwear since 1875. They focus on classic designs made from premium materials, ensuring durability and comfort. Schiesser's sleepwear is known for its excellent craftsmanship and timeless appeal.	designed for Omis and traditional people, nothing is exiting about the styles or fits	50-100€	Cotton, Viscose, Polyester, Elasthan	15 300	2010: 132 Mio.
Calida	Yes	A Swiss brand renowned for its premium sleepwear, Calida offers a range of products emphasizing comfort and quality. Their sleepwear is crafted from natural materials like cotton and Tencel, ensuring breathability and softness. Calida's designs are timeless, focusing on both functionality and style.	"designed for Omis and traditional people, nothing is exiting about the styles or fits"	50-130€	Cotton, Flannel, Linen, Modal, Tencel	36 000	250 Mio.
Dagsmegan	Yes	"From Switzerland. Unser Ziel ist es, dich besser schlafen zu lassen – und das auf eine natürliche, nachhaltige und ethische Art und Weise. HIGHTECH-FASERN AUS DER NATUR Wir verwenden extrem feine Naturfasern, die im Vergleich zu Baumwolle bis zu 20-mal weniger Wasser und 5-mal weniger	Night dresses only, bad filters and full website	100-200€	Unterschiedliche Merino	26 500	10+ Mio.

		<p>Anbaufläche benötigen. 100% IN EUROPA HERGESTELLT Unsere gesamte Produktion – vom Spinnen des Garns über das Stricken und Färben bis hin zur Schneiderei – befindet sich in Europa.</p> <p>ZERTIFIZIERT NACHHALTIG UND ETHISCH Dagsmejan setzt auf unabhängige Zertifizierungen, um höchste Standards zu garantieren, darunter OEKO-TEX 100, bluesign®, NATIVA™, FSC®, PEFC™ STeP (Made in Green) und BSCI. UNSERE VERANTWORTUNG FÜR DIE GESELLSCHAFT Über Arbeitsintegrationsprojekte wie @lernwerk, Wiederaufforstungsprogramme mit @eden, Wasserschutzinitiativen mit @vives und Krebsaufklärungskampagnen mit @pinkfoundation erfüllen wir unsere Verantwortung gegenüber unserem unmittelbaren gesellschaftlichen Umfeld."</p>					
TBCO	No	Elevate your every day with TBCo, a B Corp-certified brand on a mission to create design-leading accessories that add the finishing touch to your outfit and home. Founded in 2014 by Emma Macdonald, TBCo focuses on using natural and recycled fibres to create statement pieces that inspire style confidence and positively impact the planet.	Cotton Only, more than Pyjamas	100 €	Cotton	151 000	k.a.
Done & Rose	Yes	We're on a mission to elevate sleep into a true wellness experience. We create premium sleep products that blend stunning design with unmatched comfort, transforming your rest into an essential part of your well-being.	sexy, elegant, not cool	60-200€	Cotton, Silk	96000	k.a.

## Appendix D

### Survey Sample Demographics

#### Survey (N = 97 respondents)

- Age distribution:
  - 18–20 years: 12% (12)
  - 21–25 years: 54% (52)
  - 26–30 years: 22% (21)
  - 31–35 years: 7% (7)
  - 36+ years: 5% (5)
  
- Gender:
  - Female: 81% (79)
  - Male: 15% (15)
  - Other / Prefer not to say: 4% (3)
  
- Location:
  - Germany: 88% (85)
  - Other EU countries: 9% (9)
  - Non-EU: 3% (3)
  
- Occupation / Background:
  - Students: 41%
  - Early-career professionals (1–5 years experience): 37%
  - Other (freelance/other status): 22%

## **Appendix E**

### **Interview Sample Demographics**

#### **Interviews (N = 13 participants)**

- Age distribution:
  - 21–25 years: 7 participants
  - 26–30 years: 2 participants
  - 31–35 years: 1 participant
- Gender:
  - Female: 8
  - Male: 2
- Location:
  - All Germany (urban, e.g. Berlin, Hamburg, Munich)

## Appendix F

### Survey Questions

2

What is your gender? \*

- Woman
- Man
- Non-binary
- Prefer not to say

3

What best describes your lifestyle? (Multiple answers possible) \*

- Busy professional
- Student
- Sport-focused
- Creative/entrepreneurial
- Fashion Lover
- Nature Lover
- Other

## Help Us Redefine Sleepwear

We're developing premium pyjamas made from 100% merino wool which is a natural, breathable fabric that regulates body temperature and helps improve sleep quality. Designed for women and produced responsibly in Europe, our pieces are made to feel as good as they look. Your feedback helps us create sleepwear you'll actually want to wear, from bed to breakfast.

1

How old are you? \*

- Under 20
- 21-25
- 26-30
- 31-35
- 36-40
- 41+

4

Do you own a pyjama? \*

- Yes
- No

5

Please specify why you own or not own a pyjama? \*

Enter your answer

6

What do you usually sleep in? \*

- T-shirt
- T-shirt & short pants
- T-Shirt & long pants
- Long Sleeve & short pants
- Long Sleeve & long pants
- Dress
- Naked
- Other

7

What annoys you most about sleepwear on the market today? (Select all that apply) \*

- Poor quality materials
- Too synthetic / not breathable
- Looks childish or frilly
- Looks too sexy
- Doesn't fit well / unflattering
- Not stylish enough for lounge or breakfast
- Gets too warm / not temperature-regulating
- Other

8

Do you ever feel underdressed or not "put together" when wearing pyjamas around others (e.g. flatmates, partner, on vacation)? \*

- Yes, often
- Sometimes
- Rarely
- Never

9

What would you be willing to pay (max) for a premium, stylish merino wool pyjama? \*

Enter your answer

10

What's one word you want to feel when you put on your pyjamas? \*

Enter your answer

11

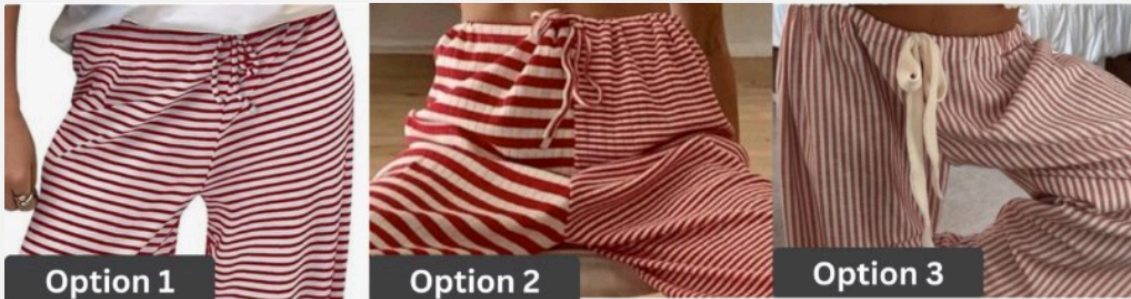
Which of these styles would you be most excited to wear? \*



- Option 1
- Option 2
- Option 3
- Option 4

12

Which striping style do you like best for pyjama shorts? (colour and waistband can be ignored, this is only about the striping) \*



- Option 1
- Option 2
- Option 3

13

If you could design your dream pyjama, what would it be like?  
(Think about features like: fabric feel, weight (thin/thick), fit, color, style, details...) \*

Enter your answer

14

Would you like to be the first to know when we launch? Enter your e-mail below.

Enter your answer

## **Appendix G**

### **Interview Questions**

#### **Intro & Warm-Up (Easy chat)**

- Hi, thank you so much for joining me today! How are you doing?
- To get started, could you tell me a bit about yourself?

#### **Informed Consent & Data Usage**

- Before we start, I want to make sure you're comfortable. Do you consent to having this interview recorded, transcribed, and your responses securely saved? (wait for verbal confirmation)
- Do I have your permission to record our conversation today?

#### **1. Lifestyle & Context**

- Can you walk me through a typical weekday compared to a weekend?
- What role do health, wellness, or beauty routines play in your life?
- What's your relationship to nature and unplugging?

#### *Clarification Prompts:*

- Could you describe what wellness or beauty means to you personally?
- How do you usually unplug or disconnect?

#### **2. Current Sleepwear Habits**

- What do you currently sleep in? (Probe gently for details: fabric, fit, brand)
  - *If sleeps naked:* Can you share why you prefer sleeping without clothing?  
Have you ever considered sleepwear, and if so, what would make you consider wearing it?
- How do you feel in your current sleepwear?
- When do you typically buy new sleepwear—and what prompts this decision?
- How often do you usually wash your sleepwear?

*Clarification Prompts:*

- Could you tell me more about what comfort means to you?
- Could you elaborate on your preferences regarding materials or fits?

### **3. Frustrations & Pain Points**

- Let's start with something positive: What do you like about your current sleepwear?
- Is there anything you find frustrating or annoying about pyjamas in general?
- What materials or styles do you specifically avoid in sleepwear, and why?
- Do you ever experience sweating or discomfort in your current sleepwear?

*Clarification Prompts:*

- Can you give an example of a frustrating experience you've had?
- Are there specific scenarios where your current sleepwear doesn't meet your needs?

### **4. Emotional & Aesthetic Preferences**

- How would you describe your personal style at home?
- Do you ever want your pyjamas to make you feel a certain way (e.g., confident, sexy, calm)?
- How important is design to you when choosing sleepwear?

*Clarification Prompts:*

- Could you share an example of a design or aesthetic you're drawn to?
- What emotions or moods do you associate with wearing certain clothing?

## **5. Material & Brand Perception**

- What brands do you admire—even outside sleepwear—and why?
- What kind of storytelling or branding catches your attention?
- What type of material would you consider good for sleepwear, and why?
- Have you heard of merino wool? What's your impression of it?

*Clarification Prompts:*

- What characteristics do you associate with high-quality materials?
- Could you mention a brand whose storytelling resonated with you?

## **6. Buying Behaviour**

- Would you be willing to pay more for sleepwear if it were natural, breathable, and durable?
- Do you usually shop sleepwear online, in-store, or receive them as gifts?

- What is your typical budget range for purchasing a pyjama set?

*Clarification Prompts:*

- Could you explain your reasoning behind your preferred shopping method?
- What factors influence your budget decisions?

**7. Open Thoughts**

- Do you have any other thoughts or experiences related to sleepwear you'd like to share? Anything that comes to mind?

**Closing & Confidentiality Assurance**

- Just to reassure you, all your responses are confidential. Here's our contact email if you feel uncomfortable or have any concerns.
- Would you be comfortable if we reached out again in the future?

## Appendix H

### 1. Purpose and Methodology

The Content Analysis was conducted as the initial step in processing the qualitative data collected from the 10 in-depth interviews and the open-ended responses within the survey (N=97) (refer to Appendix A and C for sample demographics and questions). The primary objective was to systematically quantify the recurrence and intensity of core concepts related to sleepwear satisfaction, dissatisfaction, and purchasing intent, thereby informing the subsequent Thematic Analysis.

The analysis employed a quantitative-descriptive approach using a pre-defined set of categories derived from the research questions and initial literature review.

### 2. Coding Unit and Categories

Category Name	Definition	Examples of Coding Units (Keywords)	Data Source
<b>A. Thermal Discomfort</b>	References to feeling too hot, sweating, or needing temperature regulation.	<i>Overheating, sweat, hot, stuffy, temperature, adjust.</i>	Interview, Survey
<b>B. Fabric Material</b>	Explicit mention of desirable or undesirable raw materials.	<i>Cotton, modal, Merino, wool, polyester, synthetic, silk, natural fibres.</i>	Interview, Survey
<b>C. Aesthetic Conflict</b>	Mentions of clothes being inappropriate, messy, childish, or overly seductive.	<i>Messy, childish, cutesy, sexy, too revealing, prints, old.</i>	Interview, Survey
<b>D. Quality/Durability</b>	References to wear-and-tear, longevity, washing, or fabric pilling.	<i>Pilling, quickly old, durable, longevity, wash well, worth the price.</i>	Interview

<b>E. Fit and Movement</b>	References to garment shape, freedom of movement, or restrictive seams.	<i>Loose fit, relaxed, movement, tight, restrictive, waistband, seams.</i>	Interview
<b>F. Home Confidence</b>	Desire to feel presentable, confident, or appropriate in a home/social setting (e.g., breakfast).	<i>Breakfast, confident, presentable, adult, tidy, matching set.</i>	Interview

### 3. Content Analysis Results

A frequency count was performed on all interview transcripts and the 97 survey responses to determine the most salient topics based on recurrence.

The following table summarizes the frequency (number of unique mentions) of the core categories across the combined qualitative data set (The exact frequency counts below are illustrative, reflecting the relative importance found in the analysis):

<b>Category</b>	<b>Total Frequency Count (N=10 Interviews, N=97 Survey Responses)</b>	<b>Interpretation (Salience)</b>
<b>A. Thermal Discomfort</b>	58	<b>Highest Salience:</b> Indicates a critical problem with current sleepwear performance.
<b>C. Aesthetic Conflict</b>	47	<b>High Salience:</b> Suggests strong dissatisfaction with visual design and social appropriateness.
<b>B. Fabric Material</b>	41	<b>High Salience:</b> Respondents are actively seeking and naming specific material solutions (e.g., Merino, Modal, Cotton).
<b>D. Quality/Durability</b>	33	<b>Medium Salience:</b> Indicates that value and longevity are important purchasing factors.
<b>E. Fit and Movement</b>	29	<b>Medium Salience:</b> Essential foundation for comfort, but less articulated than thermal issues.

<b>F. Home Confidence</b>	22	<b>Medium Salience:</b> Important driver of purchasing intent; linked closely to Aesthetic Conflict (C).
---------------------------	----	--

Conclusion:

The Content Analysis statistically confirmed that Thermal Discomfort (A) and Aesthetic Conflict (C) are the two most frequently mentioned and therefore most salient pain points in the current sleepwear market. This result validated the research focus and served as the foundational quantitative structure for the development of the four final qualitative themes (see Thematic Analysis, Appendix I).

## **Appendix I**

### **Thematic Analysis**

#### *Theme 1: Comfort & Breathability*

##### Overheating at night

- “Sometimes too hot in nightgown; want cotton.”
- “I sweat a lot at night.”
- Survey: frequent overheating reports.

##### Synthetic fabrics

- “Polyester makes me sweat immediately.”
- “Acrylic feels suffocating.”
- “Avoid artificial fibres at all cost.”

##### Desire for natural temperature-regulating fibres

- “Cotton and modal feel breathable.”
- “Natural fibres keep temperature balanced.”
- “Merino is soft and temperature adjusting.”

#### *Theme 2: Style & Identity*

##### Desire for modern, minimalist aesthetics

- “I want something clean and neutral.”
- “Minimalist design feels more adult.”

##### Feeling underdressed in old/childish pyjamas

- “Hate childish prints.”
- “My mismatched pyjamas make me feel messy.”

##### Confidence in social/home settings

- “I want a pyjama I can wear at breakfast.”

- “Feels better when the set matches.”

### *Theme 3: Material & Quality*

#### Preference for natural wool

- “Merino feels premium and breathable.”
- “Natural fibres = high quality.”

#### Durability and longevity

- “Pilling after washing is so annoying.”
- “Fabric looks old too quickly.”

#### Premium perception of materials

- “I’d pay more for real quality materials.”
- “Cotton, silk, wool feel luxurious.”

### *Theme 4: Fit & Functionality*

#### Relaxed, oversized silhouettes

- “Loose fits only — nothing tight.”
- “Oversized shirts feel best.”

#### Ease of movement during sleep

- “Need space to move at night.”
- “Tight seams interrupt sleep.”

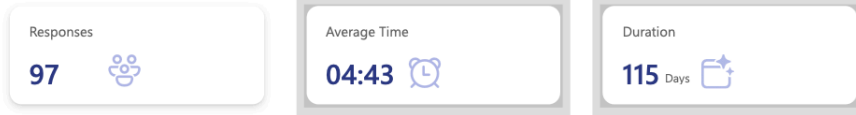
#### Practical design features

- “Soft waistband.”
- “No scratchy seams.”
- “Adjustable waist is ideal.”

# Appendix J

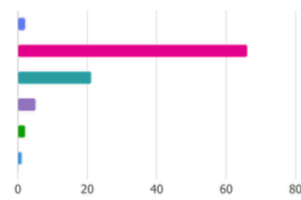
## Survey Results

### Responses Overview Active



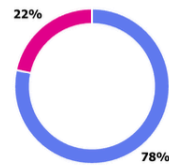
1. How old are you?

Under 20	2
21-25	66
26-30	21
31-35	5
36-40	2
41+	1



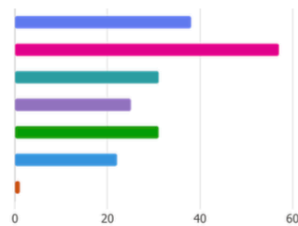
2. What is your gender?

Woman	76
Man	21
Non-binary	0
Prefer not to say	0



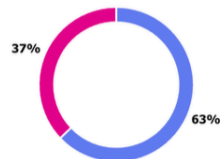
3. What best describes your lifestyle? (Multiple answers possible)

Busy professional	38
Student	57
Sport-focused	31
Creative/entrepreneurial	25
Fashion Lover	31
Nature Lover	22
Other	1



4. Do you own a pyjama?

Yes	61
No	36



5. Please specify why you own or not own a pyjama?

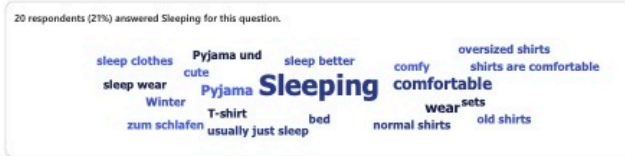
97

Responses

Latest Responses

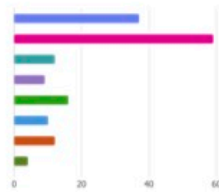
"Can't sleep without"  
 "I sleep better when I wear something"  
 "I want to be put together even when I go to bed"  
 ...

20 respondents (21%) answered Sleeping for this question.



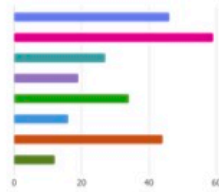
6. What do you usually sleep in?

- T-shirt 37
- T-shirt & short pants 59
- T-shirt & long pants 12
- Long Sleeve & short pants 9
- Long Sleeve & long pants 16
- Dress 10
- Naked 12
- Other 4



7. What annoys you most about sleepwear on the market today? (Select all that apply)

- Poor quality materials 46
- Too synthetic / not breathable 59
- Looks childish or frilly 27
- Looks too sexy 19
- Doesn't fit well / unflattering 34
- Not stylish enough for lounge or breakfast 16
- Gets too warm / not temperature-regulating 44
- Other 12



8. Do you ever feel underdressed or not "put together" when wearing pyjamas around others (e.g. flatmates, partner, on vacation)?



9. What would you be willing to pay (max) for a premium, stylish merino wool pyjama?

97  
Responses

Latest Responses

- "120€"
- "150 €"
- "300€"
- ...

54 respondents (56%) answered € for this question.



10. What's one word you want to feel when you put on your pyjamas?

97  
Responses

Latest Responses

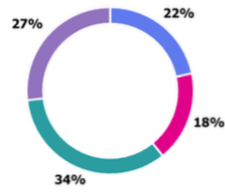
- "Good looking and comfy"
- "Sleepy and comfy"
- "Maximal cozy and put together"
- ...

21 respondents (22%) answered Cozy for this question.



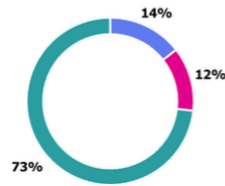
11. Which of these styles would you be most excited to wear?

● Option 1	21
● Option 2	17
● Option 3	33
● Option 4	26



12. Which striping style do you like best for pyjama shorts? (colour and waistband can be ignored, this is only about the striping)

● Option 1	14
● Option 2	12
● Option 3	71



13. If you could design your dream pyjama, what would it be like?  
(Think about features like: fabric feel, weight (thin/thick), fit, color, style, details...)

97  
Responses

Latest Responses

- "Short trousers and short shirt with a great light feel and a cool color"
- "Loose fit with a comfy feel"
- "Decent but stylish"
- ...

32 respondents (33%) answered Thin for this question.



14. Would you like to be the first to know when we launch? Enter your e-mail below.

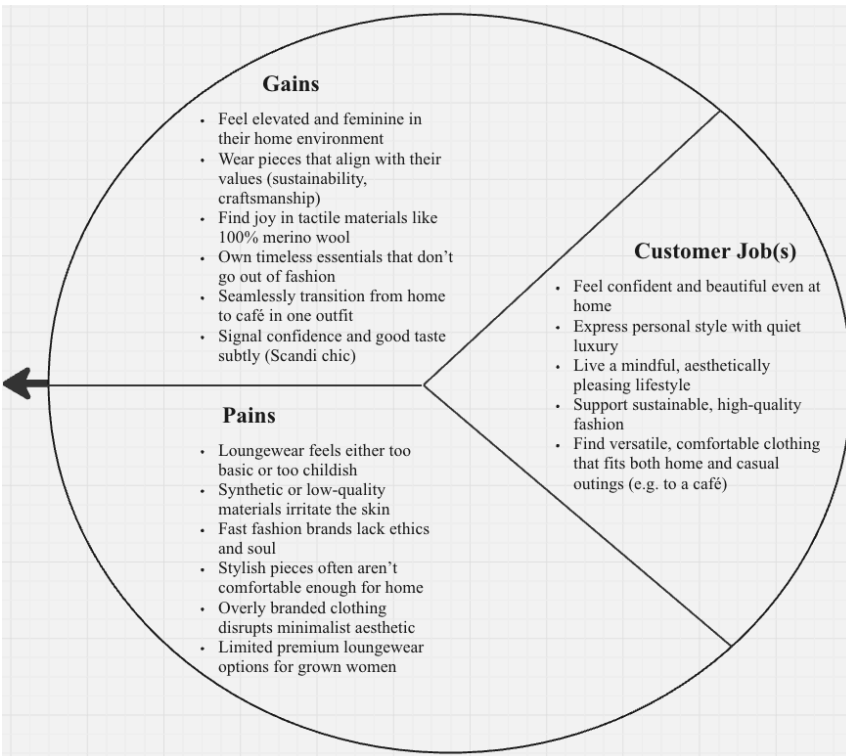
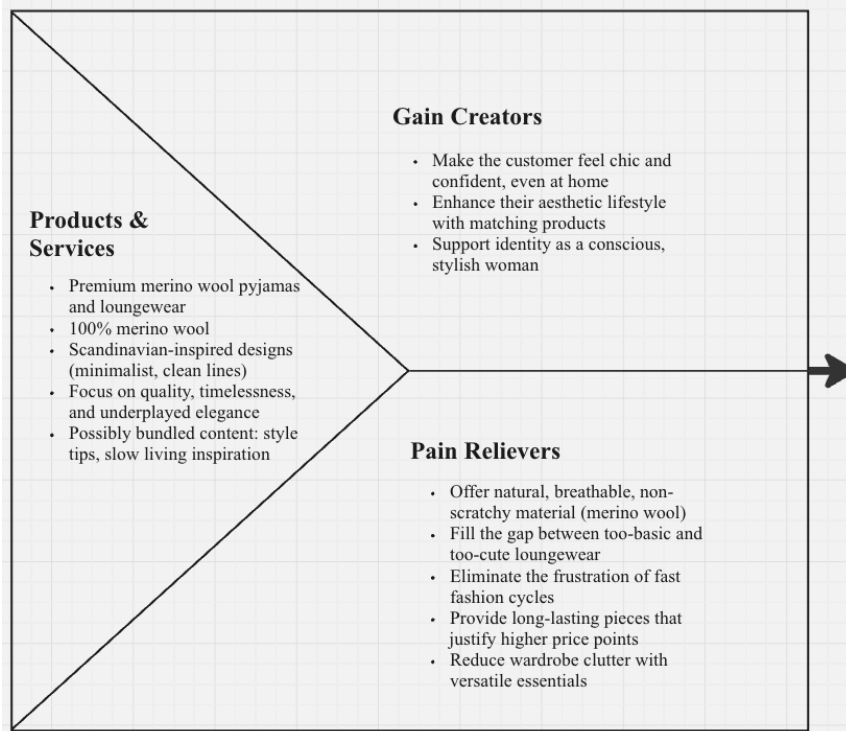
25  
Responses

Latest Responses

...

# Appendix K

## Value Proposition Canvas



## Appendix L

### Feedback Summary from MVP Iterations

MVP Stage	What Was Tested	Positive Feedback	Negative Feedback / Issues Identified	Implications for Next Iteration
<b>1. Survey-Based Digital Prototype</b>	Logo placement, stripe width, T-shirt silhouette	<ul style="list-style-type: none"> <li>Oversized T-shirt strongly preferred</li> <li>Thin blue stripe perceived as “modern” and “premium”</li> <li>Curved back embroidery seen as clean and elegant</li> </ul>	<ul style="list-style-type: none"> <li>Bold stripes seen as “too loud” or “juvenile”</li> <li>Front logo placements felt “too visible” / not minimalist</li> </ul>	Proceed with: oversized silhouette, thin stripes, back curved logo; remove louder print options
<b>2. MVP 1 — Embroidered Prototype</b>	Physical feel, silhouette, comfort during sleep	<ul style="list-style-type: none"> <li>Fit perceived as relaxed and flattering</li> <li>Set looked “clean,” “intentional,” and wearable beyond sleeping (breakfast, lounging)</li> <li>Users appreciated minimalist direction</li> </ul>	<ul style="list-style-type: none"> <li>Embroidery on the back caused irritation when lying down (“scratchy,” “pushing into skin”)</li> <li>Embroidery felt “too thick” for sleepwear</li> <li>Some testers found the fabric weight slightly too warm</li> </ul>	Replace embroidery with flat logo solution; explore softer branding; keep silhouette as-is

<b>3. MVP 2 — Printed Logo (Local Print Shop)</b>	Print comfort, premium perception, logo tactility	<ul style="list-style-type: none"> <li>• Print eliminated irritation entirely; comfortable during sleep</li> <li>• Felt “smooth,” “sleep-friendly,” and “more practical”</li> <li>• Several testers said they “forgot it was there”</li> </ul>	<ul style="list-style-type: none"> <li>• Print perceived as less premium vs. embroidery (“looks a bit basic”)</li> <li>• Some users said it felt “too flat” and lacked the “special” elevated feeling expected at a €120 price point</li> </ul>	Develop hybrid solution combining comfort (print) + premium tactility (thin 3D embroidery)
<b>4. Hybrid Branding Proposal (User-Inspired)</b>	Printed base + ultra-thin embroidery	<ul style="list-style-type: none"> <li>• Users described hybrid logo as “premium but still comfortable”</li> <li>• Seen as visually refined and aligned with the brand’s minimalist identity</li> <li>• Balanced taste + comfort, “feels worth paying more for”</li> </ul>	<ul style="list-style-type: none"> <li>• Some users suggested testing durability in washing</li> <li>• One tester wanted an even thinner embroidery layer for total smoothness</li> </ul>	Move into manufacturer sample; refine exact thread thickness; test durability and washing resistance
<b>5. Pre-Manufacturer Feedback (Last Iteration Before Production)</b>	Full garment: fit, stripe width, branding, comfort	<ul style="list-style-type: none"> <li>• Silhouette validated across testers</li> <li>• Stripe width considered “just right”</li> <li>• Branding direction approved</li> </ul>	<ul style="list-style-type: none"> <li>• Need to refine size grading: not all testers fit the current S/M ratio</li> <li>• Some suggested a slightly softer waistband for nighttime movement</li> </ul>	Manufacturer sample should refine: waistband softness, sizing, embroidery thread density

**Appendix M**

MVP Development

*Prototype 1*



*Prototype 2*



*Prototype 3*

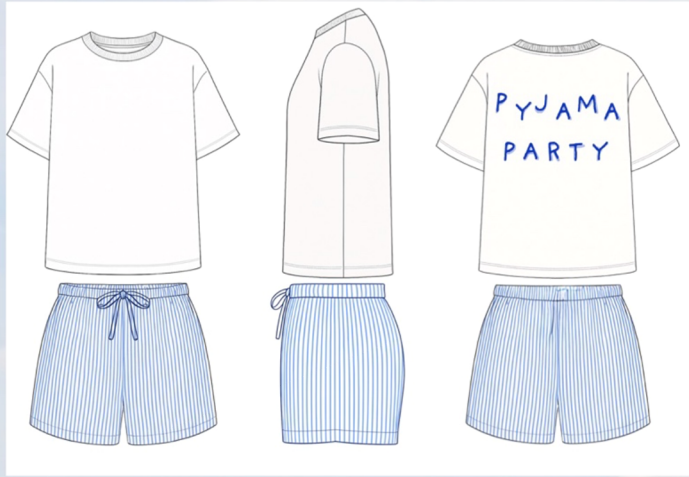


# Appendix N

## Brand Concept & Development

### Tech-Pack (Technical drawings & detailed description)

**PYJAMA PARTY - TECK PACK**



DESIGNER	Pyjama Party Team
SEASON	SPRING/SUMMER 2026
FABRIC SHIRT	Merino Wool
FABRIC SHORTS	Merino Wool
SIZES	XS - S - M - L - XL
STITCHING	Merino Wool Yarn
EMBROIDERY	Merino Wool Yarn
PRINT	Water-based Printing
COLORS SHORTS	White, Baby Blue
COLORS SHIRT	White
COLORS PRINT	Mid Blue
COLORS EMBROIDERY	Pyjama Party's signature Kingsblue

**PYJAMA PARTY - TECK PACK** **DETAILS**



Classic crew neck with ribbed collar (approx. 1.5 cm ribbing).

Twin-needle stitch around neckline for durability.

seams at the shoulders a bit over the actual ending of the shoulders for a loose fit.

Clean double-needle hem at sleeve opening.

Loose, relaxed-fit sleep shorts with a soft A-line shape for maximum comfort and breathability.

ruffled waistband with elastics and an added ribbon to adjust the width of the shorts.

Double-needle hems, no pockets.

Brandboard



Demographic Moodboard



## Labels



## Hangtags



## Appendix O

### Textile Producers in Portugal

Name	Type of Business	Description / Comment	Website
Portugal Textile	B2B Platform	A directory of Portuguese textile manufacturers.	<a href="https://portugaltextile.com/about/">https://portugaltextile.com/about/</a>
Kompass	B2B Platform	A B2B database with filtering options for Portugal.	<a href="https://us.kompass.com/">https://us.kompass.com/</a>
Europages	B2B Platform	Focuses on European manufacturers.	<a href="https://www.europages.de/">https://www.europages.de/</a>
Modtissimo	Event	The Only Portuguese Textile Trade Fair. Missed. Was in January.	n.a.
Paulo de Oliveira Lanifício	Producer	Wool Museum, collaborations with universities. Huge Group out of three Companies. Probably very high capacities. Royal Textile Factory in 1764.	<a href="http://www.tessimax.com/">http://www.tessimax.com/</a>
Ecola Portugal	Producer	family-owned factory. Own products.	<a href="https://ecolaportugal.com/en/home-en/">https://ecolaportugal.com/en/home-en/</a>
Burel Factory	Producer	Production Time 20 days. Own products.	<a href="https://burelfactory.com/en">https://burelfactory.com/en</a>
Barata Garcia S.A.	Producer	Barata Garcia deliver Private Label solutions and complete collections for women, men and children. B Corp.	<a href="https://www.baratagarcia.com/">https://www.baratagarcia.com/</a>
Atlanti Generation	Think Tank	From idea to product. "In the center of the Textile Industry"	<a href="https://atlantigeneration.com/">https://atlantigeneration.com/</a>
Olmac Portugal	Producer	More cotton oriented.	<a href="https://www.olmac.pt/en/">https://www.olmac.pt/en/</a>
Pedro Portuguesa, Lda.	Producer		<a href="https://primeur.pt/">https://primeur.pt/</a>
Sindutex	Producer		<a href="https://www.sindutex.pt/en/">https://www.sindutex.pt/en/</a>
Abilheira & Cunha	Producer	20.000 pieces per month in 6 weeks.	<a href="https://abilheira.com/en/">https://abilheira.com/en/</a>
Adalberto	Producer		<a href="https://www.adalberto.pt/">https://www.adalberto.pt/</a>
Reguente x	Producer	Sustainable	<a href="https://www.reguentex.pt/#the-company">https://www.reguentex.pt/#the-company</a>
Maxileaf	Producer	Sleepwear.	<a href="https://www.maxileafstore.com/en/">https://www.maxileafstore.com/en/</a>
Calvelex	Producer		<a href="https://www.calvelex.com/">https://www.calvelex.com/</a>
OSDM	Producer		<a href="https://www.osdm.pt/">https://www.osdm.pt/</a>

ASBX Fashion Group	Producer		<a href="https://asbx.pt/asbx-knitted-knit-production-portugal/">https://asbx.pt/asbx-knitted-knit-production-portugal/</a>
ISTO	Producer	Merino	<a href="https://isto.pt/pages/fabrics-merino-wool?srsId=AfmBOooUkQariCPlpRro7nPzYgBqZ4bjMoxRuX98Dj-5zW03ldldZn9f">https://isto.pt/pages/fabrics-merino-wool?srsId=AfmBOooUkQariCPlpRro7nPzYgBqZ4bjMoxRuX98Dj-5zW03ldldZn9f</a>
Plain in Portugal	Producer	Textile Agent	<a href="https://www.plaininportugal.com/">https://www.plaininportugal.com/</a>
Ida & Volta	Producer	Small Wool producer, founded by Burel factory	<a href="https://www.idavolta.eu/sustainability-ethics/pure-sustainable-materials/portuguese-wool/">https://www.idavolta.eu/sustainability-ethics/pure-sustainable-materials/portuguese-wool/</a>
Retrosaria	Producer	Specialised in wool	<a href="https://retrosaria.rosapomar.com/">https://retrosaria.rosapomar.com/</a>
Pentadora	Producer	Paulo de Oliveira Group	<a href="https://www.pentadora.pt/numbers">https://www.pentadora.pt/numbers</a>
Alec Group	Producer	esp. women and children wear, over 400 MA	<a href="https://www.alecgroup.pt/">https://www.alecgroup.pt/</a>
Amorgado	Producer	15.000 m <sup>2</sup> , wool	<a href="https://www.amorgado.pt/pt/empresa/quem-somos/">https://www.amorgado.pt/pt/empresa/quem-somos/</a>
ECOVEST	Producer	Sustainable	<a href="https://ecovest.pt/eco-fashion/">https://ecovest.pt/eco-fashion/</a>
etfor	Producer		<a href="https://etfor.com/contact/">https://etfor.com/contact/</a>

## Appendix P

### Estimated Early-Stage Cost Structure for Pyjama Party

Cost Category	Estimated Cost (€)	Description / Notes
<b>1. Incorporation &amp; Legal Setup</b>		
UG incorporation fee	~€300	Notary + registration costs in Germany
Accounting software / setup	€120/year	Basic accounting tools
<b>2. Product Development &amp; Production</b>		
Manufacturer production (per set)	€34	Fabric, cutting, sewing (Portugal)
Printing (per set)	€10	External printing service
Embroidery (per set)	€10	External service (single-unit benchmark)
Packaging & branding (per set)	€4	Box, label, hangtag, sticker, filling
First production batch (100 sets)	€5,800	100 × €58
<b>3. Marketing &amp; Advertising</b>		
Influencer seeding (30 sets)	€1,740	Opportunity cost: 30 × €58
Social media advertising (monthly)	€300–€500	Based on CAC benchmarks
Content creation	€150–€600	Photo/video production
Website hosting & domain	€100/year	Shopify + domain
<b>4. Fulfilment &amp; Logistics</b>		
Outbound shipping (DHL)	€4.19 per order	Brand covers customer shipping
Return shipping	Customer pays	Reduces cost burden
EU transport (Portugal → Germany)	€30–€50 per shipment	Larger insured batches
Packaging replenishment	€50–€100/month	Regular restocking of materials
<b>5. Operational Costs</b>		
Software tools	€20–€60/month	Canva, Adobe, etc.

Payment provider fees	2–3% per transaction	Stripe/Shopify fees
Office/small equipment	€50–€150	Miscellaneous early-stage needs

## Appendix Q

### Interview – Transcripts

*Disclaimer: all interviews were conducted in German and are translated by ChatGPT.*

#### No. 1 Becky X Pyjama Party

Transcript

August 7, 2025, 3:25 PM

Eva-maria Hermes started transcription

**Eva-maria Hermes 0:03**

Wait and...?

Right, you have to accept once and then... accept the recorder and then turn your camera back on.

**Blömer, Rebecca 0:28**

Now.

**Eva-maria Hermes 0:29**

Yes, now I can hear you again. OK, wait, now I'll write again that I'm transcribing this now and then I'll start right away, otherwise there's so much chit-chat at the beginning.

Aha, we've already been talking the whole time. OK, so again: hi, thanks for taking the time to do this interview with me. First of all, how are you today?

**Blömer, Rebecca 0:52**

Very good, the weather is really nice, I'm in a really good mood and I'm looking forward to the interview with you.

**Eva-maria Hermes 0:58**

Nice, I'm glad. So, I invited you to the interview today because we're currently founding a pyjama brand together with two other friends. It's going to be called "Pyjama Party" and for that we're interviewing girls who maybe wear pyjamas, maybe also don't, and we want to find out a bit what they are missing and...

**Blömer, Rebecca 1:10**

Cool.

**Eva-maria Hermes 1:19**

...exactly, what they would like to see in a pyjama. Before we start, I'd just like to make sure that it's OK for you that we record and transcribe this. Is that OK for you? And in general, everything we say today will remain confidential between...

**Blömer, Rebecca 1:31**

Yes, sure.

**Eva-maria Hermes 1:38**

...you and me and will not be made public. Exactly. Then let's just start directly with the

questions. Maybe you can walk me through your typical workday during the week – what does it look like?

**Blömer, Rebecca 1:53**

OK, so my alarm rings at 6, then I get up – no, first I'm on my phone for 20 minutes, then I get up, jump in the shower, brush my teeth, do my make-up, get dressed and rush off to work by bus.

Then I work 8 hours or longer and go to the gym, then go back home, take a shower and I'm happy to finally put on my pyjamas and then off to bed.

**Eva-maria Hermes 2:28**

OK, very good. And how would you say your weekend looks – a typical day there?

**Blömer, Rebecca 2:35**

First, sleep in, have a relaxed breakfast and drink coffee, then I meet – no, first I go to the gym, then I meet friends, go for a walk around the Alster and in the evening I go out partying. And then the next day I'm hungover.

**Eva-maria Hermes 2:57**

Very good. You just mentioned breakfast – are you already wearing your normal clothes then or are you usually still in your pyjamas?

**Blömer, Rebecca 3:07**

Pyjamas, for sure.

**Eva-maria Hermes 3:09**

Why would you say you do breakfast in your pyjamas?

**Blömer, Rebecca 3:12**

Because it's much more comfortable.

**Eva-maria Hermes 3:15**

OK, very good. And I know you, and I also know that health is relatively important in your life. Maybe you can explain again in your own words: what role do health and wellness, but also beauty routines, play in your life?

**Blömer, Rebecca 3:31**

I think it's really important, because work can be really stressful quite often, and I think especially on the weekend you can really wind down and have some "me time". That's good for your soul and your body, and that's why I find it extremely important.

**Eva-maria Hermes 3:50**

Yes. And when you think about going to bed, do you have a proper skin care routine, or do you just do whatever feels right in the moment?

**Blömer, Rebecca 4:01**

I have a skin care routine that I've had for about 5 years now, so it's really the same one, because I feel like it's just part of it and my body really adjusts to it – when I do all that, it knows that I'm going to sleep now.

And that's why I have a routine – I think that's important.

**Eva-maria Hermes 4:23**

OK, very good. And you also come from a village, like I do. So, in relation to that, what role does nature and slowing down in nature play in your life?

**Blömer, Rebecca 4:38**

That's really, really important for me. I often visit my hometown, because in Hamburg it's super loud, stressful, noisy, and that's why I think it's really important to go back home from time to time, switch off there, go jogging in nature or something like that.

I need that a lot.

**Eva-maria Hermes 4:58**

And what feeling would you say you get from being in nature?

**Blömer, Rebecca 5:04**

Balance, calm – and in the village also a sense of safety and comfort, because I know everything and everyone there, and that feels really good.

**Eva-maria Hermes 5:07**

OK.

Cool, OK, very good. Then let's go a bit more into your routines – how you structure your day or also your sleep routines. What do you currently sleep in? Do you sleep in pyjamas or \*\*\*\*\* or in something else?

**Blömer, Rebecca 5:36**

Most of the time I sleep in a cotton T-shirt and shorts, like boxer shorts.

**Eva-maria Hermes 5:43**

And... OK, and they don't belong together, that's not a set?

**Blömer, Rebecca 5:48**

No, not a set, unfortunately.

**Eva-maria Hermes 5:50**

OK. And what material – you said cotton, for the T-shirt, right? OK. And how do you currently feel in the sleepwear you're wearing?

**Blömer, Rebecca 5:55**

Yes, cotton, mhm.

So it's important to me that it's really cosy and it is, so I basically feel good, but like you just said, it's not matching, so not a set, just always mixed together. And I know that if I had a cool pyjama,

I could feel much more comfortable. But for everyday life it's fine as it is, so to speak, and also because it's difficult to find something else cool where I feel 100% comfortable.

**Eva-maria Hermes 6:30**

Yes.

OK. And let's say you wanted to buy a new pyjama – what do you think would be the biggest trigger for you to buy a new pyjama?

**Blömer, Rebecca 6:49**

I think...

um...

**Eva-maria Hermes 6:56**

Mhm.

**Blömer, Rebecca 6:58**

I think it would really be, for example, if you have a pyjama party with the girls or if you have someone visiting – then you want to feel good and look nice, I'd say. So I think it would be a bit driven by that and also by comfort.

**Eva-maria Hermes 7:14**

Yes, OK. And if you think again about the pyjama you have right now – how often would you say you wash it per week?

**Blömer, Rebecca 7:25**

Twice.

**Eva-maria Hermes 7:27**

OK. And what do you do when it's in the wash – what do you wear then?

**Blömer, Rebecca 7:30**

I basically have it three times in different colours and then I wear one of those, but, yeah, it's always a bit mixed together.

**Eva-maria Hermes 7:33**

Oh.

OK, OK. Then let's go into the pyjama you currently have in a bit more detail. What do you

like about it? You already said you especially like the comfort, but is there anything else you particularly like about your current sleepwear?

**Blömer, Rebecca 7:57**

It's basically airy, so I can move in my sleep however I want and nothing rides up or pinches anywhere, yeah. But that's it really – so mainly comfort right now.

**Eva-maria Hermes 8:13**

OK. And is there anything that bothers you about the pyjama you're currently wearing?

**Blömer, Rebecca 8:20**

Yes, first of all it doesn't match, and there's also a print on my shirt. And I actually find it cooler to have something more plain, or maybe just stripes or so, but not these crazy prints. And I also prefer simple colours.

**Eva-maria Hermes 8:39**

OK. And what would you say generally bothers you about the sleepwear industry – is it that you don't find anything specific, or...?

**Blömer, Rebecca 8:52**

Yes, I think it's hard to find one that you can wear every day in your normal life. They're either way too cute, with a thousand patterns or prints or in some neon colours, or way too sexy, so that you feel like you're basically not wearing anything. So, I don't know – there's somehow only either-or, but nothing in between that I could really wear every day for normal, everyday sleeping. That's why it's hard to find something.

**Eva-maria Hermes 9:25**

OK.

OK. And when you are looking for a new pyjama, what do you look for? If you look at materials, what's important to you?

**Blömer, Rebecca 9:38**

It should be super comfortable, breathable and of good quality. I don't want to wash it twice a week and then it's already fraying or something. Mhm, yeah.

**Eva-maria Hermes 9:52**

OK. And you just mentioned breathability – do you sometimes have problems at night, like getting very warm and sweating, or are there similar things that bother you at night?

**Blömer, Rebecca 10:05**

Yes, of course – sometimes you sweat, or I'm freezing really badly, so it's really extremes, yeah.

**Eva-maria Hermes 10:12**

Yes.

OK, then I'd like to talk a bit about your personal style at home. When you're at home, you're probably more in sweatpants and so on – how would you describe your personal style at home, within your four walls?

**Blömer, Rebecca 10:31**

Also comfortable – just leggings with some top, T-shirt, hoodie, tennis socks – really super comfy, because no one sees me.

**Eva-maria Hermes 10:44**

Yes. And what makes something “comfortable” for you? What exactly does that mean for you with these clothes?

**Blömer, Rebecca 10:51**

Clothes that feel like a second skin, as if I’m basically not really wearing anything – that you don’t really notice or feel. Of course it should still match, so even in the home office I don’t want to look like some...

thrown-together mess, but yeah.

**Eva-maria Hermes 11:12**

OK, very good. And when you wear a pyjama, do you wear it to make you feel a certain way?

**Blömer, Rebecca 11:22**

How do you mean?

**Eva-maria Hermes 11:24**

So, when you wear a pyjama – you could theoretically also sleep \*\*\*\*\*. Should the pyjama give you a certain feeling, or do you just do it because you don’t want to sleep \*\*\*\*\*?

**Blömer, Rebecca 11:38**

Yeah, so I really don’t like sleeping \*\*\*\*\*, I feel kind of unprotected, I’d say. That’s why I always wear short things, because I also don’t need to wear long things for sleeping – that would be way too warm. But with a pyjama I just feel a bit covered and therefore more comfortable with myself, so to speak.

**Eva-maria Hermes 11:55**

OK, OK. And how important is the design of the pyjama to you, and what should it look like for you?

**Blömer, Rebecca 12:04**

I like it simple – everything kind of plain or with really clean patterns, and it should just go together well.

**Eva-maria Hermes 12:17**

Yes, OK, very good. And if you look at your wardrobe in general and the brands that are out there – is there any brand you really like to buy from and that you can identify with? Is there something that comes to mind?

**Blömer, Rebecca 12:37**

Yes, Mango and & Other Stories. Nice. Because I think they sometimes have really cool pieces for not too much money, but still with really good quality. So you have the feeling it's not fast fashion but really... well, actually it is fast fashion, but you don't really feel that way – you feel like you're buying better quality than if I were to buy at H&M for the same price.

**Eva-maria Hermes 13:06**

Yes, great. And do you also feel that they do special advertising that appeals to you and made you go into the store in the first place, or do you think it was more that you just walked past and thought “Oh, that looks nice”?

**Blömer, Rebecca 13:21**

Already because I find that they have slightly more elegant advertising, but still simple. They

don't show off with loads of colours, but it's really clean and elegant. And that's my style, I like that, so I feel very addressed by it.

**Eva-maria Hermes 13:36**

Yes, OK, very good. And if you think about a pyjama again – what would you say, just as an estimate, is the best material to sleep in?

**Blömer, Rebecca 13:48**

I think I'd maybe say satin. When I was younger, I once had a satin pyjama and that was super OK, because it was breathable and it really felt like a very light fabric, as if you're basically not wearing anything.

So I think I'd find that really comfortable.

**Eva-maria Hermes 14:10**

OK, very good. And maybe – have you ever heard of merino wool and if so, what is your perception of it?

**Blömer, Rebecca 14:20**

I haven't heard of it.

**Eva-maria Hermes 14:21**

OK. I can briefly explain that to you. Merino wool is also a type of fibre, but it comes from specific sheep, and it's another fabric that is very breathable and actually doesn't need to be washed that often.

**Blömer, Rebecca** 14:25

Very nice.

Mhm.

**Eva-maria Hermes** 14:38

Exactly, but all good if you haven't heard of it yet. Then I'd like to go a bit more into how you shop and what's important to you there. How willing are you – or would you be willing – to spend a bit more money on a pyjama in which you can breathe well, that looks cool and also lasts a long time? Would you be willing to pay more for that?

**Blömer, Rebecca** 15:04

Yes, definitely.

**Eva-maria Hermes** 15:06

OK. And in general, would you rather shop for that online or in a store, or would you receive a pyjama as a gift?

**Blömer, Rebecca** 15:17

I think I'd actually... I'd go into a store once to feel the material, because that's important, but apart from that I'm a real online shopping fan. And if I know I like the material, then I'd probably find it most relaxed to shop online.

So maybe something like a pop-up store – I could really imagine going there, looking at all of them, and then you can still order online afterwards.

**Eva-maria Hermes 15:44**

Yes.

Great. And what would you say is your typical budget for a really, really good pyjama?

**Blömer, Rebecca 15:55**

Right now I wouldn't spend that much, because I think there just aren't any good pyjamas that appeal to me. But if I really liked the quality and the look, I think I'd pay quite a lot, because I don't own a proper pyjama and would really like to have one. So I think I'd say for really good quality, up to 200€.

**Eva-maria Hermes 16:23**

OK, perfect. Those were actually all my questions. Is there anything else you'd like me to know, anything related to pyjamas or anything else that comes to mind?

**Blömer, Rebecca 16:29**

No, I actually thought the interview was really cool and I think it's great that this topic is being picked up, because I think there are a lot of women out there who feel the same way – that there are only two options on the market, but nothing that really fits for everyday life.

And

then you always end up with bad quality. So I think it's really cool that you're addressing this topic in your thesis and I'd find it really, really cool if there were actually a pyjama in the end, because if I like it,

I'd definitely buy it.

**Eva-maria Hermes 17:14**

Awesome, very good, thank you. Then, just as a last point to wrap up: everything you said stays between us, of course. And then I'd like to ask you if it's OK for you that we contact you again by e-mail if we have any further questions.

**Blömer, Rebecca 17:26**

Great.

Yes, sure.

**Eva-maria Hermes 17:34**

Perfect. OK, thank you, I'll stop the recording now.

Eva-maria Hermes stopped transcription

No. 2 Christina X Pyjama Party

Transcript

August 8, 2025, 9:44 AM

Eva-maria Hermes started transcription

**Eva-maria Hermes 0:04**

Now.

**Christina Thölke 0:54**

Huh, somehow I was just gone, wait — but how does this work with you?

**Eva-maria Hermes 0:56**

Yeah, that's normal, that's normal because you... yeah, you just have to accept it briefly, now it's fine.

**Christina Thölke 1:02**

But I didn't click "accept".

**Eva-maria Hermes 1:05**

Yeah, doesn't matter, it still works.

**Christina Thölke 1:07**

OK.

**Eva-maria Hermes 1:09**

OK, so first of all, thank you for taking the time today for this interview and for supporting us in collecting a bit more information about the sleep segment. So, we're currently developing Pyjama Party, which is a brand where we want to produce pyjamas, together with two other women from uni, and we're also writing our thesis about it. That's why we're interviewing young women who wear pyjamas and interact with them. To get started, maybe you could briefly tell me a bit about yourself, who you are and what you do.

**Christina Thölke 1:46**

Hi, I'm Christina, I'm 25 and I'm a social worker. I work and come from the district of Vechta.

**Eva-maria Hermes 2:00**

OK, and just so you know, I'm going to record everything here and have it transcribed. Is that OK for you?

**Christina Thölke 2:07**

Yes.

**Eva-maria Hermes 2:08**

OK, perfect. Then we'll just start directly with the questions. Can you walk me through a typical weekday for you – what does it look like?

**Christina Thölke 2:19**

Yeah, I usually get up around 6:30 in the morning, then I first make myself a coffee, very relaxed, usually put on sweatpants when I get up and then get ready for work.

I always take my breakfast with me and am basically on the road all day in the car, and I have breakfast somewhere in between in the morning. I usually get home in the late afternoon or evening. When I'm home, I go grocery shopping or cook something, depending on how full my fridge is, and then I actually always quickly put on joggers when I'm at home, eat something and I'm usually in bed around 9 or 10 pm.

**Eva-maria Hermes 3:07**

OK, and do you have certain routines before you go to sleep, or does it look different every day?

**Christina Thölke 3:13**

Most of the time I shower in the evening and then do my hair, so blow-dry it and so on, and then I also get changed – I basically put on my sleepwear.

**Eva-maria Hermes 3:27**

OK, OK. And what does a typical weekend day look like? So Saturday, Sunday?

**Christina Thölke 3:34**

Actually always different, it kind of depends on what's going on that weekend. But if it's a relaxed Saturday, then I sleep in, make myself a relaxed coffee in bed and then I basically start my day and do something nice, go outside.

And Sunday is pretty similar.

**Eva-maria Hermes 3:51**

OK, and what role do health, wellness and also routines play in your life?

**Christina Thölke 4:03**

They definitely play a role. Especially routines – I think they give you a good structure for the day and I need that so that my everyday life is structured. And somehow it just helps me in my everyday life; I don't even really know why, but it's definitely important for me to feel good.

It gives me a good feeling and a sense of control. And health as well, of course – that you feel

good, that you go outside sometimes and are not only indoors. For me, that's also part of health.

Yeah.

**Eva-maria Hermes 4:40**

Yes, OK. And you also live in the countryside, which means you have nature close by. How would you describe your relationship with nature and winding down there – is that important to you?

**Christina Thölke 4:51**

Yes, definitely. When I'm agitated or have had a stressful workday or something like that, I like to go for a walk here in the countryside, and I always find it really nice. We have quite a lot of fields and trees here, so it's very rural, and I really enjoy that, especially when the weather is nice.

I also have no problem going for a walk alone and just listening to music.

**Eva-maria Hermes 5:15**

And can you describe the feeling that gives you?

**Christina Thölke 5:21**

Yeah, a sense of lightness, somehow. And energy, I'd say.

**Eva-maria Hermes 5:29**

OK, cool. And if we look at your sleep habits again – what do you currently sleep in? What does your sleepwear look like?

**Christina Thölke 5:40**

I actually always sleep just in a top – so a T-shirt, without a bra or anything underneath – and just underwear. But I have to say that in the evening I always wear pyjama bottoms as well, but when I go to bed, I take them off and sleep just in the top.

**Eva-maria Hermes 5:57**

And do the pyjama bottoms belong to the T-shirt, or are they independent of each other?

**Christina Thölke 6:02**

Independent of each other.

**Eva-maria Hermes 6:04**

OK. And how do you feel in your pyjama, so to speak, that you mix together?

**Christina Thölke 6:11**

Good, and kind of casual and relaxed. But I have to say, I wouldn't necessarily go outside in my pyjama – it's really just a pyjama for at home. And it does annoy me that the pieces don't match, that I have two different ones, but I just haven't found the right matching set yet.

**Eva-maria Hermes 6:28**

OK. And when you think about buying yourself a new pyjama – when would you do that? At what time or on what occasion do you see yourself buying a new one?

**Christina Thölke 6:45**

I think if I were out shopping and by chance saw a nice pyjama, I'd buy it. And I also think

especially in winter – kind of crazy, but I'd say that's when I'd be more likely to think about it.

**Eva-maria Hermes 7:00**

OK. And how often would you say you wash your pyjama?

**Christina Thölke 7:07**

If I think about the top – I wear that every day and after about two weeks it definitely goes in the wash.

**Eva-maria Hermes 7:13**

Yes, OK. And what do you like about your pyjama – why do you wear a pyjama, what do you like about it?

**Christina Thölke 7:23**

So my pyjama – I just have an oversized T-shirt made of cotton and it's really nice and wide and comfy and I don't feel constricted, just relaxed.

**Eva-maria Hermes 7:38**

OK, and is there anything about it that annoys you a bit?

**Christina Thölke 7:44**

Yeah, maybe that I don't have matching bottoms for it, so it's rather mismatched. And also, by now there's some writing on the top that I don't really like. That's why it became my pyjama top, because I don't wear it in everyday life anymore.

**Eva-maria Hermes 8:02**

OK. And when you think more generally about the pyjama market – is there anything that you find annoying or that you don't like?

**Christina Thölke 8:12**

Yeah, maybe that – because, like I just said, there's usually some text on them, and often it's some cute slogan or something, so they're made to look really cutesy. But when you look in the typical stores you know and check out the "nightwear" or sleepwear section, it's often directly something with lace and very sexy, which I wouldn't necessarily wear to sleep. I find that annoying – there's nothing in between. I think my oversized shirt is great, but then I already find the print on it a bit annoying again.

**Eva-maria Hermes 8:49**

Yes, yes, OK. And if you were to buy a new pyjama – what would be something, for example in terms of materials or style, that you definitely would not buy? What do you pay attention to, what must it not be?

**Christina Thölke 9:05**

I definitely pay attention to fabrics. It has to be at least cotton, 100% cotton, because I find everything else difficult to sleep in. And everything with synthetics in it – I make sure that's not in there, because especially at night you sweat or, yeah, the body is working.

So I think good materials are really important. I tend to look for 100% cotton or something similar, something woolly in any case.

**Eva-maria Hermes 9:31**

Yes.

And in general – you just mentioned sweating – do you sometimes sweat at night when you sleep?

**Christina Thölke 9:41**

More in summer, not so much in winter.

**Eva-maria Hermes 9:43**

OK. And if you think about yourself at home in your pyjama – how would you describe your personal style at home, when you're really just in your four walls?

**Christina Thölke 9:56**

Relaxed and chilled.

**Eva-maria Hermes 9:59**

OK, oh.

**Christina Thölke 10:00**

And probably a bit sporty as well, I think.

**Eva-maria Hermes 10:03**

OK. And when you think about putting your pyjama on – should this pyjama give you a certain feeling, how you're supposed to feel when you put it on?

**Christina Thölke 10:15**

Yes, definitely cosy and relaxed, like you think: OK, the day is done now.

**Eva-maria Hermes 10:22**

OK, and how...

**Christina Thölke 10:23**

Also a kind of lightness that you feel, like stress-free, yeah.

**Eva-maria Hermes 10:28**

Yes, yes, OK. And how important is the design of a pyjama to you?

**Christina Thölke 10:36**

Not super important, but I think you should go for something simple that still looks good – like, it should always work, in my opinion, in terms of the lines. So something cool that always works and isn't just trendy right now, but something that looks chic and cool while still functioning as a pyjama.

**Eva-maria Hermes 11:00**

Yes, OK. Let's move away from pyjamas for a moment. When you think about shopping in general – are there any specific brands that you particularly like to buy from and that you can identify with?

**Christina Thölke 11:15**

You mean in general or just for pyjamas?

**Eva-maria Hermes 11:17**

Yes –

No, in general.

**Christina Thölke 11:20**

Yeah, so I actually shop quite a lot at Arket and COS, but also at Zara and Mango sometimes. But I think Arket and COS especially – I have quite a bit from there, because I also really like that they have good materials.

**Eva-maria Hermes 11:35**

Right.

Yes, OK. And when you think about it, what would you say “catches” you with COS and Arket? Is it specific things you see from the brand or maybe the advertising – how do they influence you?

**Christina Thölke 11:52**

I think it’s really cool in both stores that everything is so simple and classy. A lot of basics – and I think you can build on that. I also find the materials incredibly good, the quality is good, and then it’s worth it to me to spend a bit more when I know it will last longer.

And they’re made of good materials, good compositions. And definitely also the design – they sometimes have more striking pieces as well, but still simple enough for everyday life.

**Eva-maria Hermes 12:14**

Yes.

Yes, yes, OK. Back to pyjamas: which material do you think is the best for a pyjama to sleep in?

**Christina Thölke 12:34**

That’s a bit hard to judge actually, but personally I think 100% cotton is already good.

**Eva-maria Hermes 12:43**

OK. And have you ever heard of merin...

**Christina Thölke 12:45**

So, wait, because I also think – there's merino wool and so on, but for example I have neurodermatitis and very, very sensitive skin, and I sometimes react to those kinds of fabrics. So maybe it's also a bit type-dependent, depending on how sensitive you are.

**Eva-maria Hermes 12:59**

Yes.

Yes, great. So you've just said you know merino wool – what do you think of when you hear “merino wool”? How do you think it feels, what kind of fabric is it?

**Christina Thölke 13:13**

Yes, definitely very nice, soft and comfortable, and I also know that it's – I think – breathable, if I'm not mistaken. I could definitely imagine that. But I always also associate it with itchiness a bit, but I think that's because of my own experience.

**Eva-maria Hermes 13:31**

Yes, funny. Then maybe a step further – if you now found a pyjama that has good materials, is breathable and lasts a long time, would you also be willing to spend more money on it?

**Christina Thölke 13:48**

Yes.

**Eva-maria Hermes 13:49**

OK. And when it comes to shopping in general – would you say you'd rather buy that online or in-store, or do you maybe get pyjamas more as gifts?

**Christina Thölke 14:03**

I'd actually rather buy it online, but that's mainly because I live in the countryside and there are actually no options to go shopping here. I think if I lived in Hamburg, or when I lived in Münster for a while, I did go shopping more.

**Eva-maria Hermes 14:17**

Yes.

**Christina Thölke 14:17**

But right now I'd say online, because I also like that you can order several options home and have different choices.

**Eva-maria Hermes 14:20**

OK, and...

Yes, definitely. And what would you say is your typical budget for a pyjama?

**Christina Thölke 14:36**

50€.

**Eva-maria Hermes 14:37**

For bottoms and top, or 50€ for the bottoms and 50€ for the top?

**Christina Thölke 14:41**

No, I think for a top that would already be a lot. I think if it were really something good and it really caught me, I'd probably spend around 70€ for top and bottoms together.

**Eva-maria Hermes 14:51**

OK, OK, good. Then those were my main questions for now. Is there anything else you'd like to ask me, also in relation to pyjamas, or anything else you'd like to share?

**Christina Thölke 15:06**

No, I don't think so.

**Eva-maria Hermes 15:09**

OK, then thanks again. Just so you know once more: everything we discussed here stays between us and will not be passed on to third parties. The information will only be used for the thesis. And then I'd like to ask if it's OK that, if we have any further questions, we contact you again by e-mail.

**Christina Thölke 15:28**

Yes, definitely.

**Eva-maria Hermes 15:30**

OK, perfect, then I'll stop the recording now.

Eva-maria Hermes stopped transcription

No. 3 Emilia X Pyjama Party

**Lisa Valentina Baust** started transcription

**Lisa Valentina Baust** 0:03

But we all uh.

We all—can you hear me?

I can't hear you, ah, now now.

**Emilia Scholz** 0:14

I had to, I had to, I had to agree.

**Lisa Valentina Baust** 0:17

Ah OK, perfect. We did all interviews in German because it's easier for us to translate them all, otherwise there would be different languages.

**Emilia Scholz** 0:18

That's it.

Okay.

**Lisa Valentina Baust** 0:33

So, thank you in any case that we're meeting today. I'm really happy. You already got a bit of an idea what it's about, that it's about our pyjama brand and that we want to design a healthy and above all comfortable pyjama brand. And yeah.

Just so I can reconfirm: I have your permission to record our conversation, right?

**Emilia Scholz 0:59**

Definitely.

**Lisa Valentina Baust 1:00**

Super. So, when you think about your weekday, how you are in everyday life during the week and compared to your weekend, can you quickly tell me a few things that are important to you in everyday life and especially on the weekend? Also think of things like for example health, wellness, beauty routines – what role do those play in your life?

**Emilia Scholz 1:33**

OK, so for me it's of course a bit different because I'm a student and not yet in the working world, so my everyday life is a bit more unstructured, I'd say, than for someone who's already working. But what is definitely very important to me is my skin care routine. I do that in the morning and in the evening, especially in the evening – I basically can't go to bed without it, and I do that on the weekend as well as during the week. And what's also very important to me – I don't always manage, but that I get my steps in.

That I somehow manage around 10,000 steps a day so that I'm not just lazing around all day. And of course there are more active days and less active days, also depending on studying or uni and so on. But I definitely try. And yeah.

That's very important to me. Healthy eating, as much as possible, especially cooking – I don't feel comfortable constantly ordering in or always eating out; I try to cook a lot, yeah.

**Lisa Valentina Baust 2:27**

Super.

Super, very nice, thank you. Then we'll go straight to the next question. What is your relationship to nature and simply getting outside?

**Emilia Scholz 2:51**

That's extremely important to me. For me, nature is healing, and that connection is super important to me. I also grew up on the edge of Berlin, where there's a lot of green, and we were always at the lake and in the forest and so on, and I...

I'm also—when I live in a big city, which I do and have for many years, I always need this balance of going out to the lake, going into the forest, and we have a house in Bavaria in the countryside where I really have to spend several weeks a year because I totally need that balance with nature and really enjoy it and draw a lot of strength from it – and that's forests and meadows as well as water.

**Lisa Valentina Baust 3:33**

Super, very nice, thank you. And then let's briefly move on to your sleepwear habits. What do you currently wear when you sleep?

**Emilia Scholz 3:42**

Yes.

So I basically always sleep in a T-shirt or a longer T-shirt and underwear. I always have pyjama pants as well that I put on either before going to bed or directly in the morning, but I actually don't sleep in them because I don't really like that.

And in summer I have short pyjamas, so short-sleeved and short pants, and in winter – actually most of the year I have to say, because I'm always freezing – I wear long pyjamas.

And they are... I have, so most of mine are from Victoria's Secret, they're made of modal, I

think it's called, and in summer I currently have one made of organic cotton. So it's really important to me that there's no polyester or anything like that in there. With pyjamas I'm extremely careful about that, or viscose or something – I wouldn't sleep in that at all. And sometimes I also wear a...

**Lisa Valentina Baust 4:26**

Mhm.

**Emilia Scholz 4:44**

...some kind of wide T-shirt or something, but I actually almost always wear my pyjamas.

**Lisa Valentina Baust 4:50**

And do you currently feel comfortable in them, so that you sleep well and have a good feeling?

**Emilia Scholz 4:56**

Yes, but for example I could never go to H&M and buy a cute pyjama there where it's like 80% polyester. That's... so yeah, I pay very close attention to that, especially with pyjamas.

**Lisa Valentina Baust 4:57**

Good.

Yes.

Yes.

And how often do you change your pyjamas?

**Emilia Scholz 5:15**

It really depends, but I would say every few days, especially the top, because I always sleep in the top. I don't change the pants that often – the pants maybe once a week, but the top I'd say every 3–4 days.

**Lisa Valentina Baust 5:34**

Okay, super.

**Emilia Scholz 5:37**

Especially if I have days when I wear them a bit more during the day as well because I'm still doing something for uni and haven't gotten dressed yet, or in the evening when I put on my pyjamas early.

**Lisa Valentina Baust 5:50**

Yes, super. And how often do you buy new pyjamas? Do you know that, or do you just have a few good ones that just stay?

**Emilia Scholz 5:59**

I have—I think four long ones that I always rotate. I bought them more or less in one go, because before that I actually always just slept in long-sleeved T-shirts, and then I discovered these pyjamas from Victoria's Secret and then I bought four of them...

**Lisa Valentina Baust 6:03**

Mhm.

**Emilia Scholz 6:17**

...yeah, roughly within a three-month period, I bought those four and they're the ones I always rotate, and I honestly haven't bought a new one since then. And then I have two short-sleeved sets that I wear in summer. But I don't buy them regularly; I have my sets and I wear them, and yeah.

**Lisa Valentina Baust 6:38**

OK, super, thank you. And would you like to tell me what coziness/comfort means to you?

**Emilia Scholz 6:48**

So absolutely not sitting tight anywhere, especially not at... so with pants, definitely not around the stomach. And I also really don't like it when it's tight at the foot, so at the ankle – there are a lot of joggers that are tight there, I hate that.

So it has to be loose at the waistband. I love those pants that you can really stretch out because they're so elastic. And with the top, just soft, so that it's a pleasant fabric to the touch and also, like...

Not some tight T-shirt or something. I like it when it's loose, when it hangs a bit but not too wide either, because I think when you sleep and you turn over, then it's hanging everywhere and I don't like that either. But yeah, definitely not too tight and soft fabric.

**Lisa Valentina Baust 7:33**

Mhm.

Yes, very nice. And what is your current price range for your pyjamas?

**Emilia Scholz 7:49**

So I think I paid about 90€ for the long-sleeved ones, and for the short set...

**Lisa Valentina Baust 7:57**

Both pieces together?

**Emilia Scholz 8:09**

Right, and the short-sleeved one was, yeah, I think around 60 or so, and I actually think that's a good... I'd say up to 100€.

**Lisa Valentina Baust 8:13**

Yes, and what would be your absolute maximum that you'd pay for a pyjama?

**Emilia Scholz 8:20**

Yeah, probably, probably 100€.

**Lisa Valentina Baust 8:23**

OK. And do you have some kind of functionality from an aesthetic point of view, like how your pyjama should make you feel? For example sexy, or just comfortable, or maybe also that you can wear it around the house all day?

**Emilia Scholz 8:48**

Yes, so I don't have to look sexy in it, but cozy for sure. I love that when I get into my pyjamas, I feel all cuddly, and I really like that. I also find cute patterns really nice, for example I have...

**Lisa Valentina Baust 8:59**

Yes.

**Emilia Scholz 9:07**

My short pyjama has little fruits on it, which I find totally cute. So yeah, one of them has different colours, I also have plain ones, but yeah, I think it's cool when they're not just plain beige or something. I think it's nice when they have a cool colour or a pattern.

And just cozy, yeah. But I can also spend the whole day at home in my pyjamas if I have a day like that, and I can also easily go out in them. That doesn't bother me.

**Lisa Valentina Baust 9:41**

Yes, super. OK, then we've already reached the end of my questions. Do you have any thoughts or questions for me?

**Emilia Scholz 9:56**

How are you handling patterns? So do you come up with patterns, or are you doing more plain styles, or what's your idea there?

**Lisa Valentina Baust 10:04**

So, because we're nature-based, we of course want to... and we also want to focus on our sleep quality, we want to keep things rather calm, but still have patterns. So the pants are patterned and the top is plain but with embroidery on the back. But in terms of the cut: as little fuss as possible. So we're talking about cuffs that are easy, but adjustable with a little bow, so that you can still...

**Emilia Scholz 10:28**

Cute.

Mhm.

**Lisa Valentina Baust 10:43**

...tighten or loosen them, so that absolutely nothing cuts in, and not too much fabric but also not so little that it's tight, and yeah.

**Emilia Scholz 10:54**

Yes, super. Yeah, I also think it's cool when with your pyjamas you can easily sit at the breakfast table or something, that they're not see-through or too skimpy, but that you can also just wear them on a cozy day, kind of walking around in them, and not only really just in your room or only at home by yourself.

**Lisa Valentina Baust 11:01**

Exactly.

Yes, exactly, that's also our idea – that you can just throw on your boots over them or your sneakers, whatever, and go get your coffee to go and not feel uncomfortable because your underwear is showing, and your chest, your \*\*\*\*\* are kind of so outlined and so on, and...

**Emilia Scholz 11:14**

Exactly.

Yes.

**Lisa Valentina Baust 11:33**

Exactly, yes. OK, with that I'll end my transcript here. I'm not quite sure yet how this works.

**Emilia Scholz** 11:33

Yes, yes, super cool, I'm excited.

**Lisa Valentina Baust** stopped transcription

No. 4 Emily X Pyjama Party

Transcript

12 August 2025, 04:37pm

7m 54s

**Lisa Valentina Baust** started transcription

**Lisa Valentina Baust** 0:13

So, well.

Hi, thank you so much for joining. How are you?

**Emily Bardem** 0:22

With pleasure, I'm doing really great. I had a really great workday and just got home. I've already made it all cozy and I'm so excited now for our conversation.

**Lisa Valentina Baust** 0:35

OK, I'm very happy to hear that. Before we go into the interview, can you just let me know if it's OK that I transcribe the interview?

**Emily Bardem 0:48**

Sure.

**Lisa Valentina Baust 0:49**

Super, good. Then can you walk me through a typical weekday of yours, compared to a weekend day?

**Emily Bardem 1:00**

Yeah, Lisa. Yeah, Lisa. So I'm currently still doing my master's and accordingly, because I only have like two days a week of uni, my day is usually that I wake up around 7:30am. Then I like to meet a friend for sports. We really like to do reformer pilates or we just go have a matcha.

And all of it very relaxed. Then afterwards I go to the library, depending on whether I have a lot to do or not or whether I'm working on something else.

Then around lunchtime I really like going to Daluma. That's a super tasty lunch spot in Berlin. And then in the afternoon I really like to meet up with my boyfriend, but then he somehow has to work, which annoys me a lot. And then in the evening I might go do sports again or work a bit more.

And on the weekend I just really love meeting friends and then we also go have matcha and do pilates.

**Lisa Valentina Baust 1:58**

Well, great, that sounds lovely.

What does wellness or also beauty mean to you?

**Emily Bardem 2:11**

It's super important to me. I think, um...

Beauty and wellness together mean for me that when you feel beautiful from the inside and from the outside, that has a huge impact on how I can perform. And when I've just gotten ready or when I've just been to a facial treatment, and I just notice that all my pores are clear, then I feel incredibly, incredibly good.

**Lisa Valentina Baust 2:41**

Very nice. OK. And how... how...

do you personally take care of yourself?

**Emily Bardem 2:52**

Um...

What do you mean exactly?

**Lisa Valentina Baust 2:57**

Well, I mean in the sense of: how do you take care of your body, your outer self but also your inner self? How do you deal with stressful situations so that you can recharge again?

**Emily Bardem 3:12**

So, I do pay a lot of attention to eating really well, so that I'm basically always energised.

**Lisa Valentina Baust 3:16**

Mhm.

**Emily Bardem 3:19**

I make sure that I do as much sport as my body needs and that I also have my skin care routine every morning and every evening, so that my face just feels really, really great, and that gives me a lot in terms of my emotional wellbeing.

Because when I've done my usual routines, when I've eaten well and not super greasy like on a hangover day—well, definitely, when I've eaten well, then I just feel super productive and can get through my day much better. So...

it has a very, very, very high priority in my life.

**Lisa Valentina Baust 3:53**

Super nice, I understand that very well. And what do you wear to sleep?

**Emily Bardem 4:02**

To sleep I have this ultra-thin silk pyjama, several of them, that I really like to wear to bed. It's also really important to me that the room is dark. I also have a silk sleep mask and then I lie down, and it's also very important to me that my duvet is usually always fresh. Exactly.

**Lisa Valentina Baust 4:25**

So that means you also care about what your sleep environment is like, right?

**Emily Bardem 4:34**

Of course.

**Lisa Valentina Baust 4:36**

OK, nice.

Let's move on.

How often do you wash your sleepwear then?

**Emily Bardem 4:49**

Every 3–4 days.

**Lisa Valentina Baust 4:52**

OK, and is there

anything you find frustrating or annoying about pyjamas in general?

**Emily Bardem 5:06**

I think most of them unfortunately just don't have such good quality, and I don't get exactly the product I'm looking for on the market.

**Lisa Valentina Baust 5:13**

What are you looking for then?

**Emily Bardem 5:15**

I'm looking for something... I usually let my parents gift me a pyjama because I find it pretty expensive to buy something like that for myself. And I think a good, well-produced, affordable pyjama that still has full quality is just missing.

**Lisa Valentina Baust 5:33**

OK, and what's your personal style at home?

**Emily Bardem 5:40**

Very cuddly.

So I like to make myself really comfortable in sweatpants and a jumper that smells like my boyfriend, and then I'm good.

**Lisa Valentina Baust 5:44**

OK, I see.

And...

what kind of storytelling or branding appeals to you the most?

**Emily Bardem 6:11**

I like Brandy Melville.

Back then, when I was like 12, 13, I really loved Abercrombie & Fitch. And today I find, for example, & Other Stories super cool. And Kamuschka's brand,

I think it's called, um, Oh April.

Oh April I think is super cool and I think there should be more going in that direction. More towards Oh April and & Other Stories, I think there should be a lot more.

**Lisa Valentina Baust 6:49**

So, like cool, casual, but at the same time good quality, mhm, mhm, and a bit younger.

**Emily Bardem 6:52**

Cool, casual, super good quality.

Mhm.

Mhm, mhm.

**Lisa Valentina Baust 7:00**

OK, good. So then...

Do you have anything specific, any experiences related to sleepwear that you'd like to share with me, or are we...

have we already covered everything?

**Emily Bardem 7:16**

Actually,

actually not really. It's just important to me that it's not too warm, because it's always super important that the bedroom is relatively cool when sleeping. And that's why the clothing shouldn't be too warm either. So I think sleepwear should be very breathable.

**Lisa Valentina Baust 7:31**

OK, good. A thousand thanks to you for your interview. So, I'll just go once more through the fact that it was OK that I transcribed it, right?

**Emily Bardem 7:41**

Yes.

**Lisa Valentina Baust 7:42**

Super, then thank you, Emily, and I'll stop transcribing now.

**Emily Bardem 7:47**

Thanks, you too, bye-bye.

**Lisa Valentina Baust** stopped transcription

No. 5 Eva X Pyjama Party

Transcript

August 11, 2025, 5:48 PM

**Eva-maria Hermes 1:51**

Before we start, I want to make sure: do you consent to having this interview recorded, transcribed, and your responses securely saved?

**Eva 2:00**

Yes, of course.

**Eva-maria Hermes 2:03**

So I have your permission to record our conversation today?

**Eva 2:07**

Yes, we can do that.

**Eva-maria Hermes 2:09**

Great.

OK, then let's start with some lifestyle and context questions.

Can you walk me through a typical weekday compared to a weekend?

**Eva 2:23**

On a weekday, I usually wake up at around seven. My boyfriend normally wakes up first, then he goes to the bathroom.

He wakes me up afterwards and I go into the bathroom, brush my teeth and wash my face.

I wash my face following a specific routine, then I take a shower, do my skincare, get dressed and go to my laptop to start work or head to the office.

When I finish work, I either meet some friends or just lie on the sofa and watch a movie.

Then I do my skincare routine again, take out my contact lenses, and put on my pyjamas.

Sometimes I even put my pyjamas on earlier because I already want to feel cosy on the sofa, and then I go to bed.

On the weekend it looks a bit different: I wake up a little later, stay in my pyjamas longer – sometimes until eleven. I like to have breakfast in my pyjamas, and then I get dressed, do my skincare routine, take a shower. In the evening I usually go to bed later because I've been out with friends,

but I still do my skincare routine, put on my pyjamas and then go to bed.

#### **Eva-maria Hermes 4:11**

That sounds like a really structured day. What role do wellness or beauty routines play in your life?

#### **Eva 4:22**

As I already said, my beauty routines are really important to me. I have a schedule that I follow every day, and this routine gives me stability and a feeling of safety in my life.

I really like the feeling that everything is organised – it feels like you have your life together.

Health and wellness are also very important to me: I like to do sports, feel good in my body and give my body what it deserves.

**Eva-maria Hermes 4:56**

Great. And what's your relationship to nature and unplugging?

**Eva 5:04**

For me, nature is really important. I come from the suburbs, from a really small town, and my dad is a farmer, so I've always been very connected to nature.

For me, being in nature means slowing down, coming back to my roots, really enjoying life and living it to the fullest. I love being in the city, surrounded by lots of different things, but in the end I always need to go back to nature to unplug, calm down and recharge my energy.

**Eva-maria Hermes 5:46**

And how often do you go into nature to unplug?

**Eva 5:51**

Almost every weekend. On the weekend I like to go to the forest or the sea, or go on a hike – so I'd say about two times a week maybe.

**Eva-maria Hermes 6:11**

That's not too bad.

OK, then let's move on to the second part, talking about your current sleepwear habits.

What do you usually sleep in?

**Eva 6:30**

I sleep in my pyjamas – that's what I sleep in.

**Eva-maria Hermes 6:39**

And what is the pyjama made of – what’s the fabric, the fit and the brand?

**Eva 6:46**

My pyjama is actually nothing I really love. It’s quite oversized, with short pants and a T-shirt. I probably wouldn’t wear the T-shirt outside – I only wear it because I don’t find anything better.

I can’t find anything I really like. It has some writing on the front of the T-shirt, but nothing particularly special.

**Eva-maria Hermes 7:14**

OK, OK. And how do you feel in your current sleepwear?

**Eva 7:20**

I feel comfortable – that’s why I’m wearing it. I feel cosy, and when I put my pyjamas on I feel at home.

But I also know there would be better options out there than the one I have now.

**Eva-maria Hermes 7:38**

OK. And when do you typically buy new sleepwear and what prompts your decision? Or are you just stealing your boyfriend’s boxer shorts?

**Eva 7:49**

No, I wouldn’t do that, I think that would be a bit disgusting.

I usually buy a new pyjama about once a year, for example when the season changes – from

summer to winter. It depends though: right now I've had mine for two years because I just haven't been able to find one that I really like.

**Eva-maria Hermes 8:18**

I see, I see. How often do you usually wash your sleepwear?

**Eva 8:25**

About once a week.

**Eva-maria Hermes 8:28**

Once a week, OK. And maybe you can go a bit more into detail on what "comfort" means to you.

**Eva 8:40**

Comfort for me means having routines and feeling cosy. For example, in my pyjamas I feel comfortable because I'm wearing something soft that isn't itchy, that fits nicely and feels like a second skin.

But what also makes me feel comfortable is feeling confident in how I look and in my outfits.

I think that's what comfort means to me.

**Eva-maria Hermes 9:11**

OK. Do you have any preferences regarding materials or fits for pyjamas?

**Eva 9:15**

For pyjamas...

**Eva-maria Hermes 9:17**

Yes, for pyjamas specifically.

**Eva 9:20**

I'd say wool or cotton is what I prefer, because both feel really soft on the skin. I know a lot of people also wear satin or silk – that's nice and luxurious, but I don't find it really comfortable.

So I would prefer something that is 100% wool or 100% cotton – really breathable.

**Eva-maria Hermes 9:40**

Silk, yes.

**Eva 9:56**

Exactly, silk is more of a trend topic for variety, but not my favourite for comfort.

**Eva-maria Hermes 9:59**

OK, all great insights, thank you for that. Let's move on to the third part: your frustrations and pain points.

But let's start with something positive: what do you like about your current sleepwear?

**Eva 10:17**

I like that it makes me feel comfortable. I like that it's easy, nothing heavy, and I like the feeling it gives me when I'm going to bed. As soon as I start wearing my pyjamas, I know I can wind down.

**Eva-maria Hermes 10:35**

OK. And is there anything you find frustrating or annoying about pyjamas in general?

**Eva 10:40**

I really don't like the selection you usually have. Pyjamas are either really sexy – the silk ones with lace, for example – or super childish, with lots of flowers or prints.

I would love to have something in between that reflects my style: basic, but still making me feel and look good. I think if I felt more comfortable and more confident in my pyjamas, I'd also wear them more often – even to grab a coffee while still wearing them.

Another thing that frustrates me is that I sweat a lot at night and I can't find a pyjama that helps me not to sweat as much.

**Eva-maria Hermes 11:36**

OK, I see. So you already avoid certain styles and materials in sleepwear.

**Eva 11:44**

Yes, I wouldn't go for something that is very synthetic or made from obviously cheap materials.

**Eva-maria Hermes 11:53**

Is there any material you've experienced that makes you sweat a lot?

**Eva 11:58**

For me, synthetic materials – everything that isn't wool or cotton – are especially bad when it comes to sweating at night.

**Eva-maria Hermes 12:10**

OK. Are there any specific scenarios where your current sleepwear doesn't meet your needs?

**Eva 12:19**

Yes, for example when friends sleep over and I'm in something that doesn't really go together. I'd really prefer to have something I feel comfortable in and that's a matching set.

In those moments I feel uncomfortable in my pyjamas and, in general, I feel like it's not really a stylish outfit.

**Eva-maria Hermes 12:41**

OK, so I see you're really looking for a specific type of pyjama.

**Eva 12:46**

Yes, exactly.

**Eva-maria Hermes 12:47**

Awesome. Let's move on to the next point – emotional and aesthetic preferences.

How would you describe your personal style at home?

**Eva 12:59**

My style at home is very different from my street style. At home I want to wear things that are oversized, really basic, nothing too fancy, but still high quality.

Oversized T-shirts, and the shorts should not be too short but also not too high-waisted. I'd say I wear a kind of "Scandi" vibe.

**Eva-maria Hermes 13:33**

OK, so design plays an important role for you when you choose sleepwear.

**Eva 13:38**

Yes, it does.

**Eva-maria Hermes 13:40**

Good. Do you ever want your pyjama to make you feel a certain way, like sexy, calm or confident?

**Eva 13:51**

Yes, I want it to make me feel confident in my body. No matter how I'm feeling about my body on a given day, I want the pyjama to make me look the way I want to look – flattering, but not overly sexy. Of course I want to look a little bit sexy, but not in the silk-and-lace way; more in a way where I just feel comfortable in my own skin.

**Eva-maria Hermes 14:25**

OK. Could you share an example of a design or aesthetic you're drawn to?

**Eva 14:36**

Yes. I really like everything, for example, from COS or Joseph Atelier – those are the kinds of brands I really like. Joseph Atelier has really nicely fitted shirts and then a special print on them, so they look very cool and effortless.

Those are the kinds of styles I like.

**Eva-maria Hermes 15:04**

Do you associate any particular emotions or mood with wearing those clothes?

**Eva 15:12**

Yes, I'd say "effortless", but also comfortable and positive. Because when I feel confident in my body and in my outfit, I feel like I can bring more positivity into the world.

**Eva-maria Hermes 15:32**

I see, I like that attitude. OK, let's continue with material and brand perception.

Which brands inspire you – even outside of sleepwear – and why? I know you already mentioned Joseph Atelier and COS, but any others?

**Eva 15:51**

I'd say I also like typical brands like Arket and & Other Stories. For sportswear I really like Lululemon. So I like brands that are more basic but still have good quality.

**Eva-maria Hermes 16:08**

OK. And what kind of storytelling or branding catches your attention?

**Eva 16:16**

I'd say, specifically for Joseph Atelier, they do a lot of branding and storytelling. They focus a lot on making you feel good as a woman, in your own body, and on becoming confident.

I really like their advertising on Instagram; you get this Scandinavian kind of vibe, and I like that vibe – I also want to look like that myself.

**Eva-maria Hermes 16:50**

What kind of materials would you consider good for sleepwear, and why?

**Eva 16:56**

I'd say silk – because everybody wears silk – but also cotton and wool, so everything that is 100% one material. But I'm not an expert, so I'm not completely sure.

**Eva-maria Hermes 17:14**

Have you heard of merino wool? What's your impression of it?

**Eva 17:20**

Yes, I've heard of it. I know it's from merino sheep, and when I think of it I imagine it's really soft and a really nice wool. I think it's also a bit more sustainable, but I'm not 100% sure – I'm not an expert.

I think it would be really great for sleepwear.

**Eva-maria Hermes 17:43**

What kind of characteristics do you associate with high-quality materials?

**Eva 18:07**

That they're durable – that they last for more than one year – and that they let me breathe at night, so there's a health aspect as well.

**Eva-maria Hermes 18:26**

So more than one year in terms of durability would be a must for you.

**Eva 18:32**

Yes, definitely more than one year.

**Eva-maria Hermes 18:35**

OK. And could you mention a brand whose storytelling resonates with you?

**Eva 18:43**

I think I already tried to mention that. For example, Joseph Atelier – I really like their storytelling about feminism, feeling good in your body and body positivity.

I really like the feminist angle. Their storytelling on social media is very strong, and I like it so much that I'm willing to pay more for their products because the quality is good and the branding is strong.

**Eva-maria Hermes 19:18**

OK, OK. Let's continue with another section about buying behaviour. Would you be willing to pay more for sleepwear if it was natural, breathable and durable?

**Eva 19:34**

Yes, definitely. Not only if it has those characteristics, but also if the style fits my overall style. If everything fits together, then definitely.

**Eva-maria Hermes 19:50**

OK. Do you usually shop for sleepwear online, in store, or receive it as a gift?

**Eva 19:58**

When I was younger, I received pyjamas more often as gifts. But now I'd say I like to go to

the store first to get ideas of how things look, and in the end – because my time is limited – I usually buy online.

**Eva-maria Hermes 20:21**

OK. And what is your typical budget range for purchasing a pyjama set?

**Eva 20:28**

For the pants and the top together, if it's durable and I can wear it a lot, I'd say between 100€ and 200€.

**Eva-maria Hermes 20:42**

OK, that's reasonable. Could you explain the reasoning behind your preferred shopping method?

**Eva 20:52**

When I order online, I like that I can order different sizes or styles, try them on at home and not just quickly in the store. But I still like going into the store first to get inspiration.

**Eva-maria Hermes 21:11**

But isn't it a bit unsustainable to order multiple sizes and then send the ones you don't like back?

**Eva 21:21**

Yes, I think it is. But in the end, it's also unsustainable to buy a new pyjama every half year. I prefer to buy a good one once, maybe return it once if needed, and then have it for a long time.

The returning itself isn't great for sustainability, but buying something long-lasting helps balance that out a bit.

**Eva-maria Hermes 21:45**

And what factors influence your budget decisions? You mentioned quite a high range – what influences that?

**Eva 21:55**

Durability and high quality, and like I said, the style is really important to me and I want to feel comfortable in it. I also want the brand to have good branding –

I want to identify with the company and not just wear something from a no-name brand with no story. I'd rather support a brand that communicates a message I agree with.

**Eva-maria Hermes 22:40**

Understood. And then, lastly, do you have any other thoughts or experiences related to sleepwear that you'd like to share – anything that comes to mind?

**Eva 22:55**

Not really, but if you do create pyjamas, let me know, because then maybe I'll finally find pyjamas that I really like and can buy.

**Eva-maria Hermes 23:07**

We will for sure get back to you when the time comes. We're really excited that you're interested. Just to close with a bit of confidentiality assurance: everything you shared is confidential, and here is our contact e-mail in case you ever feel uncomfortable or have any

concerns,

or if you don't feel comfortable with us reaching out again in the future.

**Eva 23:33**

Yes, that's fine, you can do that.

**Eva-maria Hermes 23:36**

OK, thank you so much for your time – the interview was really interesting and gave us a lot of insights.

**Eva 23:45**

Of course, thank you.

**Eva-maria Hermes 23:48**

You're welcome. Bye bye.

No. 6 Lisa X Pyjama Party

## **Transcript**

13 August 2025, 12:42pm

10m 30s

**Lisa Valentina Baust** started transcription

**Lisa Valentina Baust** 0:03

So.

It has started.

You have to accept that it's transcribing the whole interview.

Hello.

**Philipp Barth** 0:30

Lol When you started the transcription, my camera and Mic went off automatically.

**Lisa Valentina Baust** 0:34

It was, it was. It was.

**Philipp Barth** 0:38

What does each wise mean?

**Lisa Valentina Baust** 0:42

I know, I know. Sorry. OK, so let's start. So thank you so much for joining me today. And how are you doing?

**Philipp Barth** 0:44

OK, let's kick this off.

Well, and you.

**Lisa Valentina Baust** 0:53

I'm also well, thank you so before.

We start. I wanted to make sure you're comfortable. Like, if you if you don't want to have your name underneath the interview, then it's totally fine. So it's an anonymous. And so I have your permission to record our conversation, right?

**Philipp Barth** 1:01

Mm-hmm.

I'm comfortable.

Yes.

**Lisa Valentina Baust** 1:20

Perfect. So could you walk me through a typical weekday compared to a weekend of yours?

**Philipp Barth** 1:30

I wake up in the morning with my beautiful girl boyfriend because like the gender is opposite in my bed on a typical weekday, I kick kick off my day at like 7:00 AM. Ideally I go to the gym a.

From 7:00 to 8:00. Then I have my breakfast, shower, et cetera and.

Go to work where I am until.

8:00 PM then I go back home and enjoy my evening with my boyfriend and that's typically my day of during the week and on weekends. I typically stay in bed a little bit longer.

Yeah, but do some sports as well.

**Lisa Valentina Baust** 2:27

OK. And what role, I mean, you already answered that kind of, but what role do does health, Wellness or beauty routine routines play in your life?

**Philipp Barth** 2:42

That's super important for me. Like, that's the first thing I'm doing when I wake up, and the last thing I'm doing when I go to sleep because well-being is the most, well, literally the most important thing for me to have my skin glowing and to have my nice.

**Lisa Valentina Baust** 2:45

Yeah.

**Philipp Barth** 3:02

On when I go to bed that's so important for me and some nice bed sheets every couple of days.

**Lisa Valentina Baust** 3:09

So you are also changing your bed sheets a lot.

**Philipp Barth** 3:15

Lot maximum two to three days.

**Lisa Valentina Baust** 3:18

Wow, OK.

**Philipp Barth** 3:20

Because my boyfriend likes them.

**Lisa Valentina Baust** 3:26

OK. So next question. So what's your relationship to nature and unplugging so coming out of the whole shebang of your daily routines?

**Philipp Barth** 3:40

Umm.

I live in Berlin, so the nature is not.

Completely included in my daily habits, but I grew up in in the nature basically in the forest, so my connection to the nature is quite strong, especially when I want to recover or when I want to recharge my batteries on the weekends.

**Lisa Valentina Baust** 4:01

Hmm.

**Philipp Barth** 4:01

The ideal day for me would be at at a lake with some nice forest and yeah.

**Lisa Valentina Baust** 4:10

OK. Thank you. And then?

Could you explain what Wellness or beauty means to you personally? So what does it mean?

Is it like a luxurious luxurious thing or is it more that?

Is it part of of of?

**Philipp Barth** 4:36

For me, it's just a routine thing. So.

**Lisa Valentina Baust** 4:38

OK, so it doesn't really mean anything to you that it there is nature or it's not something special for you. So it's there and it's just a routine.

**Philipp Barth** 4:49

Yes.

**Lisa Valentina Baust** 4:50

OK.

Pardon.

Coming to your current sleepwear habits, So what do you currently sleep in?

**Philipp Barth** 5:03

My pyjama pants and my pyjama shirt.

**Lisa Valentina Baust** 5:10

And do you know the fabrics of those pants and shirts?

**Philipp Barth** 5:16

Cashmere and flannel.

**Lisa Valentina Baust** 5:19

Wow. And is it a long pyjama or short?

**Philipp Barth** 5:27

Long both.

**Lisa Valentina Baust** 5:29

And do you usually both long?

**Philipp Barth** 5:32

Both long.

**Lisa Valentina Baust** 5:33

OK. And do you usually take them off during the night, for example, some some people, they fell asleep for are falling asleep with their pyjamas on. And then and during the night, they want to take off their trousers. Is that also?

**Philipp Barth** 5:51

Yeah, completely depends not on a regular. Sometimes yes, sometimes no.

**Lisa Valentina Baust** 5:58

OK and.

How do you feel in your current sleepwear?

**Philipp Barth** 6:08

Good. But I have a feeling that there is like a player missing on the market where I can get like high quality luxurious.

No pyjamas which are ideally out of cut cashmere and not that expensive and there are a lot of players in the market, but most of them are like.

Well, some some some type of wool or polyester. Not 100% cashmere for a affordable for an affordable price.

**Lisa Valentina Baust** 6:47

OK, OK. And how do you usually how often do you usually wash your sleepwear?

**Philipp Barth** 6:48

What?

Every three to five days.

**Lisa Valentina Baust** 6:58

OK.

**Philipp Barth** 6:59

Depends on sweaty I am during the night.

**Lisa Valentina Baust** 7:04

Yeah, I get that. And how would you describe your personal style at home?

**Philipp Barth** 7:12

Aren't your style or which style?

**Lisa Valentina Baust** 7:16

Your style at home like how you dress. If you are comfortably, comfortably at home, you don't have anything to go but you're just at home. What is your style?

**Philipp Barth** 7:28

Basically same same clothes as during the day.

**Lisa Valentina Baust** 7:33

Damn clothes. OK, so you're not dressing up with sweatpants or?

**Philipp Barth** 7:41

Matter of fact, I don't own sweatpants.

Yes, I love sweatpants, and when I'm at home, I typically wear sweatpants.

**Lisa Valentina Baust** 7:52

OK and.

**Philipp Barth** 7:56

And I'm taking my bra off ASAP.

**Lisa Valentina Baust** 8:05

Do you have an emotional connection to certain?

**Philipp Barth** 8:09

To my boyfriend. Quite deep.

**Lisa Valentina Baust** 8:12

To certain.

What is it called? Garments so close.

**Philipp Barth** 8:20

Yeah, Kashmir.

**Lisa Valentina Baust** 8:21

Yeah.

OK.

**Philipp Barth** 8:27

But like just just I like just cotton.

**Lisa Valentina Baust** 8:28

Yeah.

Cotton. Yeah. Yeah, but I mean, but I mean, an emotional connection. So what I mean, for example, I love.

**Philipp Barth** 8:34

Just some good coffee.

Hmm.

I have a connection to cashmere because it's just like super comfortable and high quality, but not emotional, just out of a quality argument wise.

**Lisa Valentina Baust** 8:49

OK.

Lens. Yeah. Yeah. OK. OK. So coming to.

**Philipp Barth** 8:59

The end.

**Lisa Valentina Baust** 9:00

The end. Do you have any other thoughts or experiences related to sleep where you would like to share?

**Philipp Barth** 9:10

And besides.

Those I think it will be super nice to have a brand which also produce high quality sleep sleeping masks which masks.

**Lisa Valentina Baust** 9:24

Masks. Yeah. So you sleep in a sleeping mask? Yeah.

**Philipp Barth** 9:28

Yeah.

Quite often, and yeah, I'd like to purchase high quality pyjamas with high quality, quality sleeping masks and matching outfits with my boyfriend.

**Lisa Valentina Baust** 9:47

That's a good one.

**Philipp Barth** 9:48

Yeah.

**Lisa Valentina Baust** 9:50

That's a very good one. OK, thank you so much. As I already told you, everything is confidential and if you have any questions or anything that comes to your mind afterwards, then just please don't hesitate to contact me.

**Philipp Barth** 9:59

I hope so.

I'd like to know.

**Lisa Valentina Baust** 10:08

And yeah, so.

That's it. Wait, I'm gonna.

Can I stop the?

**Philipp Barth** 10:20

Recording.

**Lisa Valentina Baust** 10:21

It's a transcript, yeah.

Aye, I hear.

**Lisa Valentina Baust** stopped transcription

No. 7 Marlies X Pyjama Party

Translation

**Lina Teresa Schönrock** – Transcription started

**Lina Teresa Schönrock** 0:03

Dating, I think, and then—perfect, thank you very much. So, then we can get started. First, thanks for taking the time for this, and now we'll begin with some questions about your lifestyle, just to get some context.

The first question is: Can you describe a typical weekday compared to a weekend day?

Marlies—ah, you're muted, you're muted, Marlies.

Hello—ah.

**Marlies Förster 0:36**

Okay, that was because—okay, can you hear me?

**Lina Teresa Schönrock 0:39**

Yes, now I can hear you perfectly.

**Marlies Förster 0:41**

OK first of all hello, I'm really happy to be here, it's very exciting that we're doing this. And my weekday compared to the weekend—well, first of all, I'm a student, so I have university five days a week, and it usually starts at a decent hour, like around 10.

**Lina Teresa Schönrock 0:43**

Mhm. Mhm.

**Marlies Förster 1:00**

So I get up at 8:30, and then I go straight to shower—I don't spend any time in bed or anything. I drink a coffee while I get ready, then I go to uni. Luckily, my university is very close, I can walk there in 15 minutes.

**Lina Teresa Schönrock 1:02**

Mhm.

**Marlies Förster 1:18**

I usually have two lectures, sometimes I have something during lunch as well, then I eat lunch at the university. And I usually come home around 4 p.m., if I've studied a bit in the library. Then I cook something to eat.

**Lina Teresa Schönrock 1:29**

Mhm.

**Marlies Förster 1:37**

And I usually change out of my clothes—I'm very particular about comfortable clothes. It's not even about germs from the subway; I don't even take it on Sundays. And most evenings I go somewhere, or I have a relaxed evening on the couch with a movie.

**Lina Teresa Schönrock 1:42**

Yeah. Yeah. Yeah.

**Marlies Förster 1:55**

On weekends I always sleep much longer, and then I stay in bed for a while and scroll Instagram—sometimes I manage to read a book, but that varies a lot. And it can take until lunchtime before I even get up.

Especially if I go out in the evenings. Usually in the afternoon we do something—especially Saturdays and Sundays, sometimes also an evening walk. But I'd say weekends are much more relaxed than my weekdays, of course, preferably.

**Lina Teresa Schönrock 2:13**

Mhm. Mhm.

**Marlies Förster 2:26**

Did that answer the question properly?

Nina.

Hello—ah yes, I hear you, I just heard something else.

**Lina Teresa Schönrock 2:42**

Hello, can you hear me?

I heard everything perfectly, until you asked whether you answered the question well.

**Marlies Förster 2:50**

Ah, perfect, ok ok.

Yes, perfect.

**Lina Teresa Schönrock 2:55**

Perfect, it was indeed. Then the next question: What role do health, wellness or beauty routines play in your life?

**Marlies Förster 3:06**

Okay.

I'd say all three in their own way play quite a big role. I didn't used to care much about health, but now I do. I've read a few books on nutrition, especially about insulin spikes—there was something interesting I read, and then I adapted my diet a bit.

I try to drink enough, but as a student that's definitely a big part of everyday life. I try to move—this includes walks but also sports, normally three times a week some class with other women, like cycling or something.

**Lina Teresa Schönrock 3:30**

Mhm. Absolutely. Mhm.

**Marlies Förster 3:46**

I also like going for a massage once a month, that's really important to me, and I actually put

money aside for that so I can afford it. Apart from that, I like to retreat a bit—it's really important for me, otherwise I get burnt out.

**Lina Teresa Schönrock 4:00**

Hm.

**Marlies Förster 4:04**

Otherwise, nothing major in terms of wellness. And the last one was beauty routines—I've been doing my hair in a pretty noticeable way for a long time. I take 10–12 minutes in the morning. I usually leave the house with makeup on, and I also enjoy buying new clothes.

**Lina Teresa Schönrock 4:07**

Hm. Mhm.

**Marlies Förster 4:18**

Yes.

**Lina Teresa Schönrock 4:22**

Mhm. Hm, yes, perfect. Very good. Then one last question regarding that topic: What is your relationship with nature and unwinding? Does that connect for you?

**Marlies Förster 4:40**

Oh, interesting question—yes, definitely. I like going for walks, as I said, and preferably in a park when I'm in the city. When I'm in the countryside, then of course in the forest—that's incredibly calming, good for my well-being.

And I notice that even when I watch movies that show a lot of nature, it can really touch me. So it definitely plays a big role in my well-being, I'd say.

**Lina Teresa Schönrock 5:04**

Perfect. Then now some more specific questions, about your current sleepwear habits. Just a quick question: what do you currently wear to sleep?

**Marlies Förster 5:13**

Mhm.

Right now it's very warm, and I was also on vacation, but I have these loose long pants that are baggy, underneath just underwear, and a short-sleeved t-shirt—but it absolutely cannot be tight around the neck.

**Lina Teresa Schönrock 5:31**

Mhm. Mhm, and?

**Marlies Förster 5:40**

It has to be loose at the top.

**Lina Teresa Schönrock 5:42**

Thanks, yes. And do you know what material they are?

**Marlies Förster 5:49**

I think cotton, but there's also this material from Hunkemöller that's a bit softer and stretchier. I have both—also something like a boxer-shorts-type fabric.

**Lina Teresa Schönrock 5:51**

So just cotton.

Yes, okay.

**Marlies Förster 6:04**

Yes, as long as it's not too heavy, in my opinion.

**Lina Teresa Schönrock 6:07**

Okay, perfect. Then—do you currently feel comfortable with your sleepwear?

**Marlies Förster 6:16**

As I said, I was just on vacation, and nothing matched, everything was kind of thrown together, and the sloppy look was obvious. I thought something cute would've been better—especially when hanging out with friends in the evenings on vacation.

**Lina Teresa Schönrock 6:25**

Mhm. Yes. Yeah.

**Marlies Förster 6:33**

But in general—when I'm home alone—it's great.

**Lina Teresa Schönrock 6:35**

Okay. Perfect. Then—when you buy new sleepwear, what triggers that decision?

**Marlies Förster 6:52**

I actually recently bought new sleep pants. I did know I needed a pair, but they just spoke to

me—I wasn't specifically shopping for them. They had a pattern and felt like the kind of pants where you think "wow, this person has their life together."

**Lina Teresa Schönrock 6:56**

Yeah. Mhm. True.

**Marlies Förster 7:09**

Like in movies, when the main character stands casually in the kitchen with a morning coffee.

**Lina Teresa Schönrock 7:15**

So more of a spontaneous decision?

**Marlies Förster 7:17**

Yes, I did need them, but I grabbed them even though I wasn't there for that. They just appealed to me—like "wow, got everything under control." That moment. That was recently, actually.

**Lina Teresa Schönrock 7:28**

Mhm. OK perfect. Then another question: how often do you usually wash your sleepwear?

**Marlies Förster 7:39**

When I'm not traveling—every 4 to 5 days.

**Lina Teresa Schönrock 7:45**

Okay, yes. Very good. Then next topic—frustrations and problems, but starting with the positive: What do you like about your current sleepwear?

**Marlies Förster 7:54**

Mhm.

That it's really loose—it can shift around while I sleep and it's still not uncomfortable. Some clothes have these harsh seams that dig into your skin—I'm exaggerating—but mine don't.

**Lina Teresa Schönrock 8:04**

Mhm. True.

**Marlies Förster 8:18**

Also it doesn't take up much space in a suitcase. I know people who sleep in thick hoodies—that would annoy me.

**Lina Teresa Schönrock 8:28**

OK perfect. And is there anything that bothers or annoys you about your pajamas at the moment?

**Marlies Förster 8:36**

Yes, like I said—it's super comfortable, but it doesn't look cute at all. When I was on vacation with my friends, it wasn't nice-looking.

**Lina Teresa Schönrock 8:44**

OK perfect. Which materials or styles do you avoid, and why?

**Marlies Förster 8:51**

I don't like seams that you can feel on your skin. My grandma even has a nightgown that's

glued instead of sewn so it has no seams at all. I'm not that extreme, but as soon as there's a glitter thread or something, I feel it when I lie on it—I hate that.

**Lina Teresa Schönrock 8:53**

Mhm. Yes. That.

Yeah, understandable. Does your sleepwear ever make you sweat or feel discomfort—is that an issue?

**Marlies Förster 9:19**

Not really. Sometimes I have bad dreams, but otherwise no.

**Lina Teresa Schönrock 9:23**

Yes, okay wonderful. Next question: how would you describe your personal style at home?

**Marlies Förster 9:35**

Oh—very slouchy. I currently live alone without a partner, and it shows.

**Lina Teresa Schönrock 9:45**

Okay. Then—do you want your sleepwear to convey a certain feeling—for example confident, sexy, calm? What are your preferences?

**Marlies Förster 10:04**

I would never sleep in silk, way too uncomfortable. But it should look neat—not too sloppy, not like “oh no.” More matching, coordinated—that would be cool.

**Lina Teresa Schönrock 10:08**

Yes. Mhm.

**Marlies Förster 10:19**

A bit coordinated, yes.

**Lina Teresa Schönrock 10:22**

OK, so design is important for you in choosing sleepwear?

**Marlies Förster 10:26**

Yes.

**Lina Teresa Schönrock 10:30**

Then...

**Marlies Förster 10:37**

Lina, the connection is bad—could you repeat that if you hear me?

**Lina Teresa Schönrock 10:41**

Yes, of course—can you hear me now?

**Marlies Förster 10:44**

Yes, I hear—

No, I only heard “just like that.”

**Lina Teresa Schönrock 11:02**

Hello?

**Marlies Förster 11:03**

Now—hi Lina, I haven’t heard anything except “just like that.” Now I hear you again.

**Lina Teresa Schönrock** 11:05

Yes, can you hear me again? Okay. Strange connection issues—maybe on my side. But now it's fine, right?

**Marlies Förster** 11:15

I think so.

Now it's fine.

**Lina Teresa Schönrock** 11:20

OK, then I'll repeat the question: Are there any brands you admire—even outside of sleepwear—and why?

**Marlies Förster** 11:33

Brands—well, the classics: Zara and such. I think that's where I buy most. I also buy from Asos Design. And recently I admire brands like Loewe, even though I don't buy anything from them—it's just very...

**Lina Teresa Schönrock** 11:41

Mhm. Yes. Yes.

**Marlies Förster** 11:51

They have this relaxed style—with wide pants and nice sweaters—that's really nice. And Reformation, definitely. I've totally fallen for the Instagram hype.

**Lina Teresa Schönrock 11:56**

Mhm, that's true. Yes, so you're also drawn to brand storytelling and presentation—especially Reformation because it's something different, right?

**Marlies Förster 12:11**

Yes. Yes. And I've seen them a lot on social media—they're also worn a lot on TV shows. I find it impressive how they get people's attention.

**Lina Teresa Schönrock 12:22**

Yes. Very good. Then—what materials do you think are best for sleepwear?

**Marlies Förster 12:38**

I think it's important to separate summer and winter. Cotton is always great, I wouldn't want to sleep in polyester. Number one for me is cotton, maybe linen, and something more high-end like cashmere—super comfortable, something I'd invest money in.

**Lina Teresa Schönrock 12:47**

Yes.

**Marlies Förster 12:56**

But it should definitely not feel cheap—no glitter threads—and it should simply feel nice.

**Lina Teresa Schönrock 13:00**

Hm. Have you heard of or tried anything made of untreated merino wool?

**Marlies Förster 13:11**

Merino wool—yes. My mother gave me a merino sweater and I adore it. It's so comfortable. I like wearing it not only in deep winter but also in transitional seasons.

**Lina Teresa Schönrock 13:16**

Mhm. Mhm.

**Marlies Förster 13:30**

And I already complained about irritating seams and glitter threads, but merino doesn't itch at all. I find it super comfortable.

**Lina Teresa Schönrock 13:33**

Yes. Very cool. Perfect. Now some closing questions about shopping behavior: How much would you be willing to pay for sleepwear made from natural, breathable, and longer-lasting materials?

**Marlies Förster 13:44**

Mhm.

I definitely see why you'd pay more—I do that myself sometimes. I buy a nice set, but it has to match. If I only had the pants or something, it would annoy me because it would look thrown together again.

**Lina Teresa Schönrock 14:06**

Yes.

**Marlies Förster 14:11**

But for a set, I'd be willing to pay up to 100–120€, if it's really pretty. As a student, 80€ is probably more realistic, but I definitely see the point in investing.

**Lina Teresa Schönrock 14:16**

Mhm mhm. Perfect. And do you buy sleepwear online, in stores, or receive it as gifts?

**Marlies Förster 14:36**

50/50—online and in stores.

**Lina Teresa Schönrock 14:40**

Okay. And what price range do you usually spend on a pajama set?

**Marlies Förster 14:49**

60€.

**Lina Teresa Schönrock 14:50**

OK perfect. Last question: Do you have any other experiences or thoughts you'd like to share about sleepwear?

**Marlies Förster 15:07**

What sometimes annoys me about sets is that tops and bottoms are only available once. I'd like three t-shirts to go with one pair of pants—but underwear sets are the worst example. I don't want to buy three bras when I only want underwear.

**Lina Teresa Schönrock 15:14**

Mhm. Yes.

**Marlies Förster 15:25**

That frustrates me quickly, and then I lose interest in the entire underwear set. It's usually better with pajamas, except when buying sets—then it's often tricky.

**Lina Teresa Schönrock 15:25**

Yes. Yes. Yes. That's true. Perfect—thank you! And just to reassure you, everything will be treated confidentially. You have my number in case you want to change anything. And now I'll end the transcription.

**Marlies Förster 16:00**

OK, goodbye.

**Lina Teresa Schönrock – Transcription ended**

No. 8 Nata X Pyjama Party

**Lina Teresa Schönrock – Transcription started**

**Lina Teresa Schönrock 0:03**

This is just so we have everything in writing later that we ask you.

So, you're muted again.

Ah yes, perfect, OK. So, let's get to the first question. First of all, thank you for taking the time for this interview. It's about your lifestyle and a bit of context:

How would you describe a typical weekday compared to a typical weekend?

**Natalia 0:17**

Yeah.

On the weekend my day is definitely slower.

**Lina Teresa Schönrock 0:47**

Mhm.

**Natalia 0:48**

More spontaneous, so maybe sleeping in, not so many plans. And during the week I try to keep a bit of a rhythm.

**Lina Teresa Schönrock 0:57**

Mhm, very good. Then: What role do health, wellness and beauty routines play in your life?

**Natalia 1:07**

Quite a big one. I try to work out three or four times a week, eat healthy. Also the 10,000 steps—mostly in winter, maybe not in summer, but almost every day if possible.

**Lina Teresa Schönrock 1:21**

Mhm. Mhm.

**Natalia 1:28**

And yeah, to eat as little unhealthy stuff as possible.

**Lina Teresa Schönrock 1:33**

Very good. And what is your relationship with nature and unwinding—do those two connect for you?

**Natalia 1:46**

Yes, where I live allows me to spend quite a lot of time in nature—going swimming, going out somewhere, being outside.

**Lina Teresa Schönrock 1:55**

Mhm.

**Natalia 2:01**

The sea also really calms you down. I think that's very good for your health and for my mental state.

**Lina Teresa Schönrock 2:12**

OK, perfect. Then we move on to the next topic: your current sleep habits.

What do you currently wear to sleep? So things like fabric, fit, or maybe you can name a brand?

**Natalia 2:29**

Yes, mostly it's a nightgown, either from Intimissimi...

**Lina Teresa Schönrock 2:33**

Mhm.

**Natalia 2:37**

I'm not entirely sure, I think it's silk, or at least it has some percentage of silk. Or a nightgown from Victoria's Secret.

**Lina Teresa Schönrock 2:41**

Yeah, probably. Mhm.

OK, very good. And how do you feel in your current sleepwear—do you feel comfortable in it?

**Natalia 3:08**

Yes, very. But sometimes I feel it's too hot, especially in summer without air conditioning. I don't know if the fabrics from Intimissimi really...

**Lina Teresa Schönrock 3:14**

Mhm.

**Natalia 3:26**

...let the body breathe that well.

**Lina Teresa Schönrock 3:29**

Mhm.

**Natalia 3:32**

I actually wanted to switch to cotton at some point, but there aren't many brands that make something nice in cotton. I like sleeping in nice-looking things.

**Lina Teresa Schönrock 3:40**

Yes. Very good. Then: what usually makes you buy new sleepwear—what triggers that decision?

**Natalia 3:57**

I don't know, I...

**Lina Teresa Schönrock 4:00**

So maybe more spontaneously? OK, very good.

**Natalia 4:00**

Um... spontaneously, yes.

If I see something pretty, I buy it.

**Lina Teresa Schönrock 4:08**

Very good. Then—how often do you wash your sleepwear?

**Natalia 4:15**

Once a week.

**Lina Teresa Schönrock 4:17**

OK, yes. Very good. Then we move to the next topic: frustrations and problems.

We'll start with something positive: What do you like most about your current sleepwear?

**Natalia 4:38**

That it looks good—that it's beautiful, sexy.

**Lina Teresa Schönrock 4:42**

Very good, wonderful. And is there anything that currently frustrates or bothers you in general?

**Natalia 4:51**

About the sleepwear?

**Lina Teresa Schönrock 4:53**

Yes.

**Natalia 4:56**

Yes, maybe the quality. I notice that after washing it a few times, the color changes and it gets damaged more easily. They don't really put that much focus on...

**Lina Teresa Schönrock 4:58**

And?

**Natalia 5:11**

...the way it's produced.

**Lina Teresa Schönrock 5:13**

Yes.

OK, very good. Then: which materials or styles do you consciously avoid in sleepwear, and why?

**Natalia 5:25**

Long pants in pajamas—I don't really get those. Otherwise, maybe really bad fabrics like... what's it called, acrylic?

**Lina Teresa Schönrock 5:42**

Ah yes, yes.

**Natalia 5:43**

Those really synthetic ones that don't breathe at all, where you sweat immediately and that don't feel good on the body.

**Lina Teresa Schönrock 5:50**

Yes, OK. And have you ever experienced sweating or discomfort in your current sleepwear? Probably because of the fabrics, right?

**Natalia 6:01**

Yes. Yes, yes.

**Lina Teresa Schönrock 6:07**

OK, then we'll move on to emotional and aesthetic preferences:

How would you describe your personal style at home?

**Natalia 6:23**

Comfortable, definitely cozy.

**Lina Teresa Schönrock 6:26**

Mhm.

**Natalia 6:27**

Um...

**Lina Teresa Schönrock 6:30**

Yes.

**Natalia 6:31**

Pretty light, not cluttered.

**Lina Teresa Schönrock 6:34**

OK, yes, that fits very well. Then—do you want your pajamas to make you feel a certain way sometimes, for example confident, especially sexy, or more calm?

**Natalia 6:48**

Yes, of course—it depends on the occasion. But yes, it's important that you feel good, or that if you want to feel sexy, you actually feel sexy, you know?

**Lina Teresa Schönrock 7:02**

Mhm. Very good, yes.

**Natalia 7:04**

Yes, that's definitely something you want.

**Lina Teresa Schönrock 7:08**

Perfect. And then—how important is design for you when choosing your sleepwear?

**Natalia 7:15**

Very important.

**Lina Teresa Schönrock 7:17**

OK, perfect. Then we move on to materials and brand perception:

Which brands do you admire—even outside of sleepwear? Which brands do you really like, and why?

You can also just name a few.

**Natalia 7:44**

When it comes to underwear and sleepwear, definitely Intimissimi.

For regular clothing: Sandro, Massimo Dutti...

**Lina Teresa Schönrock 7:50**

Mhm.

**Natalia 8:00**

Zara, of course, even though the quality is sometimes not that good.

**Lina Teresa Schönrock 8:00**

Mhm, mhm, nice.

Yes.

**Natalia 8:08**

From designer brands, I really like Miu Miu or Prada.

**Lina Teresa Schönrock 8:13**

OK, wonderful. Is the type of storytelling or brand presence a reason for you to buy from them?

**Natalia 8:27**

No, not really. I buy what I like.

**Lina Teresa Schönrock 8:33**

OK, very good. Then—what do you think, which materials are particularly suitable for sleepwear?

**Natalia 8:42**

Cotton, silk.

**Lina Teresa Schönrock 8:46**

OK, very good. And have you ever heard of merino wool? If yes, what's your first impression?

**Natalia 8:55**

No, never.

**Lina Teresa Schönrock 8:57**

OK, then we'll move on to shopping behavior, the last section:

How much more would you be willing to pay for sleepwear if it were natural, breathable and long-lasting—in other words, high quality?

**Natalia 9:18**

Um... yes, definitely more, I don't know—more than 100€, and I...

**Lina Teresa Schönrock 9:25**

Mhm.

OK, perfect. Then: how do you usually buy your sleepwear? More online, in-store, or do you receive it as a gift?

**Natalia 9:37**

Lately I've been buying a lot online.

**Lina Teresa Schönrock 9:40**

OK, perfect. And when you look around, what's your typical budget range for a pajama set?

**Natalia 9:50**

It varies—I'd say from 50€ to 300€.

**Lina Teresa Schönrock 9:58**

OK, perfect. Then we're already at the very last question:

Are there any other thoughts or experiences about sleepwear that you'd like to share?

**Natalia 10:12**

Well—

I notice there are more and more small boutiques or online shops, small brands that are starting to bring out new products, and that...

**Lina Teresa Schönrock 10:27**

Mhm, that's true.

**Natalia 10:32**

...means it's not all mass-produced anymore. You can be pretty sure that not that many people will have the exact same nightgown—you get something unique and...

**Lina Teresa Schönrock 10:44**

Yes.

**Lina Teresa Schönrock – Transcription ended**

No. 9 Laura X Pyjama Party

**Lina Teresa Schönrock 0:03**

Once again, please—can you confirm that it's OK for us to record your data?

Laura, you have to confirm it.

**Tscharner, Laura (SRH Hochschulen Berlin Student) 0:21**

Can you hear me?

**Lina Teresa Schönrock 0:22**

Yes, you just need to give your OK, right?

Laura.

**Tscharner, Laura (SRH Hochschulen Berlin Student) 0:27**

That you can use my data—yes, yes. Can you hear me?

**Lina Teresa Schönrock 0:29**

Yes, exactly. OK, yes, I can hear you very well. I think the transcription is starting now, so we can go ahead and get started.

**Tscharner, Laura (SRH Hochschulen Berlin Student) 0:36**

Yes, yes.

Mhm.

**Lina Teresa Schönrock 0:40**

So, I'll first ask you a few things about your lifestyle and a bit of context.

The first question: Could you describe the difference between a typical weekday and a weekend for you?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 0:56**

Yes, the difference is: during the week you're more in your routine—you have your daily schedule that's basically always the same. And on the weekend everyday life is more loosely structured, I'd say.

**Lina Teresa Schönrock 1:03**

Mhm. Mhm, very good.

Then: What role do health, wellness or beauty routines play in your life?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 1:23**

Oh, they play a very, very big role. I pay a lot of attention to my routines in general when it comes to self-care. I have very strict routines and I basically always stick to them—

Yes, on weekends not as much as during the week, but on weekdays definitely.

**Lina Teresa Schönrock 1:27**

Mhm.

**Tscharner, Laura (SRH Hochschulen Berlin Student) 1:40**

During the week I'm pretty strict, yes.

**Lina Teresa Schönrock 1:45**

Very good. And then: what's your relationship or connection between nature and switching off—relaxing? Is there a connection you could describe?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 1:57**

Yes, I use nature very often to switch off. I go for walks a lot, especially because I live in a big city.

It's a really good balance for me, to escape the hectic city life.

**Lina Teresa Schönrock 2:01**

Mhm. Mhm, very nice.

Then I've got a few questions about your current sleep habits. What do you currently wear to sleep?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 2:23**

Right now I'm actually pretty dissatisfied with my pajamas, so to speak. I basically just wear t-shirts, simply because I haven't found anything suitable yet that feels right for me.

**Lina Teresa Schönrock 2:25**

Mhm. Mhm.

**Tscharner, Laura (SRH Hochschulen Berlin Student) 2:41**

There's still too little out there that really combines good looks and comfort, in my opinion.

**Lina Teresa Schönrock 2:44**

OK, one second, I'll just turn my camera off so we don't use as much bandwidth. OK, perfect, then...

**Tscharner, Laura (SRH Hochschulen Berlin Student) 2:49**

Yes.

Great.

**Lina Teresa Schönrock 2:55**

Can you hear me?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 2:58**

Yes, I can hear you.

**Lina Teresa Schönrock 2:59**

OK, great. Then on to the next question:

When you buy new sleepwear, what triggers your decision?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 3:15**

Quality and value for money—and that it looks good visually.

**Lina Teresa Schönrock 3:16**

Mhm. OK.

OK and—oh sorry, Laura, I've just lost my questions for a moment.

**Tscharner, Laura (SRH Hochschulen Berlin Student) 3:30**

OK.

**Lina Teresa Schönrock 3:35**

And...

Ah, OK. And one last question for this part: how often do you wash your sleepwear?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 3:48**

About once a week.

**Lina Teresa Schönrock 3:50**

OK, very good.

**Tscharner, Laura (SRH Hochschulen Berlin Student) 3:52**

It also depends on whether it's summer or winter, of course.

**Lina Teresa Schönrock 3:54**

Mhm. OK, then we'll move on to frustrations and problems—but we'll start with the positive:

What do you currently like about your sleepwear?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 4:09**

That it's...

**Lina Teresa Schönrock 4:14**

Laura—ah, the connection cut out for a moment.

**Tscharner, Laura (SRH Hochschulen Berlin Student) 4:14**

Yes, can you hear me? Did you hear what I said?

**Lina Teresa Schönrock 4:17**

Yes, I can hear you again now.

No, unfortunately I didn't.

**Tscharner, Laura (SRH Hochschulen Berlin Student) 4:21**

Did you hear that it's cut wider?

So it's not tight—you just have more room to move.

**Lina Teresa Schönrock 4:30**

Yes, yes, that's true. Very good.

Then let's move to the negative things: Is there anything that generally frustrates you about pajamas?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 4:45**

Yes—the look, the visual aspect.

**Lina Teresa Schönrock 4:47**

OK.

**Tscharner, Laura (SRH Hochschulen Berlin Student) 4:50**

And also the fact that you usually have to choose between something that looks nice or sexy but is uncomfortable, or something that is comfortable but then doesn't look that great.

**Lina Teresa Schönrock 4:58**

Yes. Yes, that's true.

Which materials or styles do you consciously avoid in sleepwear, and why?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 5:17**

I avoid polyester—polyester I avoid because it's simply unhealthy, especially if you sweat a lot. Toxic substances can leach out of it, and that's not great when you're sleeping in it.

**Lina Teresa Schönrock 5:19**

Sorry, what?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 5:33**

It's not so good because you wear it for a long time, and it also starts to smell unpleasant quite quickly.

**Lina Teresa Schönrock 5:40**

Mhm. And have you already experienced sweating or discomfort with your current sleepwear?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 5:41**

Yes.

Yes, I have a big problem with sweating at night, and that's an issue I haven't been able to solve yet.

**Lina Teresa Schönrock 5:53**

OK.

Very good, then we'll go to the next topic, which is emotional and aesthetic preferences:

How would you describe your style at home?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 6:11**

How do you mean?

**Lina Teresa Schönrock 6:12**

Like how your home is furnished—is it more clean, or a bit kitschy? How would you describe it?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 6:20**

Oh, okay—my home is furnished in a rather clean style, yes.

**Lina Teresa Schönrock 6:24**

Mhm.

OK, very good. Then: how would you *like* your pajamas to make you feel—more confident, sexy, or more calm?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 6:27**

Yes.

Preferably—by the way, should I always repeat the question in my answer?

**Lina Teresa Schönrock 6:49**

Sorry, what?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 6:51**

Should I always repeat the question in my sentence, in my answers?

**Lina Teresa Schönrock 6:53**

No, you don't have to. No, you don't have to—just as you like.

**Tscharner, Laura (SRH Hochschulen Berlin Student) 6:59**

So, how I'd like to feel in my pajamas: more sexy, and confident.

**Lina Teresa Schönrock 7:06**

Mhm.

OK, yes, very good.

Then: Which brands do you admire—or also outside of sleepwear—which brands do you think are really nice in terms of style?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 7:26**

Um...

Like what?

**Lina Teresa Schönrock 7:34**

Or which brands do you have clothing from in your wardrobe, for example? You can mention those too.

**Tscharner, Laura (SRH Hochschulen Berlin Student) 7:35**

I'm probably the wrong person for that.

Which brands I have in my wardrobe?

Oh, wait, I really have to think now.

Yeah, mainly Zara, right?

**Lina Teresa Schönrock 7:56**

OK, otherwise we can skip that question too, that's fine.

Then: what kind of storytelling or brand appearance attracts your attention? How do you discover brands—or is it more spontaneous for you?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 8:18**

For me it's mostly through Instagram, through ads and so on.

**Lina Teresa Schönrock 8:22**

OK, mhm.

OK, yes, that's perfect, thank you.

Then: which materials do you think are suitable for sleepwear?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 8:35**

I think materials that breathe better at night—because as I said, I have a sweating problem. That's what I'd want from sleepwear: that you feel freer.

**Lina Teresa Schönrock 8:36**

Mhm.

OK.

Very good. And one more question on that: Have you ever heard of merino wool, and if yes, do you already have a first impression of it?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 9:00**

Actually yes, I know it from thermal underwear—for example, ski underwear made from merino wool. Same problem: you sweat as well, and that...

**Lina Teresa Schönrock 9:02**

Mhm.

Yes.

**Tscharner, Laura (SRH Hochschulen Berlin Student) 9:15**

...but the fabric just breathes a lot better.

**Lina Teresa Schönrock 9:20**

Then a few questions about your purchasing behavior:

How much would you be willing to pay for sleepwear if it were natural, breathable and of high quality?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 9:35**

I'd say around 70€.

**Lina Teresa Schönrock 9:38**

Mhm.

OK, very good. Then: how do you usually buy your sleepwear—online, in store, or do you receive it as a gift?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 9:54**

In store.

**Lina Teresa Schönrock 9:56**

OK. And when you're walking around in stores, what's your typical budget for a pajama set—what price range do you have in mind?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 10:11**

Now that you put it that way—normally, I'd say 50 to 70€ for a set.

If, as you said, it's more sustainable, then I'd probably be willing to pay more—

Yes, 70€ normally, and around 120€ for high-quality pieces.

**Lina Teresa Schönrock 10:29**

Mhm.

OK.

OK, nice. And now the last question—it's a bit more open:

Do you have any other thoughts you'd like to share about sleep or sleepwear?

**Tscharner, Laura (SRH Hochschulen Berlin Student) 10:51**

I think it just has to be a mix between comfort and looks.

**Lina Teresa Schönrock 10:57**

Mhm, OK, perfect. Then thank you very much, Laura. If you have any concerns about data protection, you can simply text me—I'm reachable for you.

And then I'll end the transcription now, yes?

Perfect.

**Lina Teresa Schönrock – Transcription ended**

No. 10 Sophie X Pyjama Party

Transcript

August 5, 2025, 11:53 AM

Eva-maria Hermes started transcription

**Eva-maria 1:02**

OK, perfect. So first of all, thank you for being here today and helping me with my thesis and

with Pyjama Party, so we can create the perfect pyjamas and turn this into an e-commerce brand.

First of all, how are you today – is everything good with you?

**Sophie 1:22**

Yes, first of all thanks for the invitation. I'm good – today is finally a nice day here in Düsseldorf and I'm on my lunch break right now, so the timing is perfect.

**Eva-maria 1:34**

Nice, OK. I'll briefly explain why we're doing this interview, even though I've already hinted at it a bit. We're currently founding a pyjama brand together with two other friends and trying to develop the perfect pyjamas. For that, it's really important to listen to people and properly understand what interests them in this product category.

So I'd love to hear your honest opinions on some specific topics. You can answer everything however you like; there are no "right" answers, so feel free to be honest.

To start, could you tell me a bit about yourself – who are you and what are you doing at the moment?

**Sophie 2:08**

Sure.

So, I'm Sophie, I'm 25 years old, and I study law – or rather, I'm now in my legal clerkship in Düsseldorf. At the moment I'm in an administrative rotation at the Düsseldorf Bar Association.

That's what I'm doing right now – I'd say half of my time is self-study and the other half is working.

**Eva-maria 2:44**

OK, very cool, sounds interesting. Then once more – we already spoke about this, but just to confirm: is it OK for you if I record and have this conversation transcribed today?

**Sophie 2:56**

Yes, that's fine.

**Eva-maria 2:58**

OK, perfect. Then let's go straight to the first question to better understand your daily routine. Can you walk me through a typical day – a weekday, but also a weekend day? What does that look like for you?

**Sophie 3:16**

Yes, well, it's actually quite hard to generalise, because almost every day is a bit different for me. But I can talk about a typical workday – that's currently about three days a week. I usually get up around 7 or 7:30, something like that.

Then I basically get ready straight away.

After that I prepare my breakfast, usually take it with me to work, and leave the house at around 8:30, depending a bit on the day.

I'm usually out until around 4 pm. When I get home, I generally still have something to do for uni and sit at my desk until about 6 pm most days.

Then I actually go to do sports almost every evening, I'd say – or do something else active. I usually have dinner around 7:30 or 8.

After that I read, watch something on Netflix, whatever. Then, usually around 10:30 or 11, I get "bed ready", change, put on my pyjamas and...

sometimes I listen to a podcast while falling asleep. And then the same day basically starts again the next morning.

On weekends it's always really different as well, but I definitely sleep longer – I'd say...

**Eva-maria 5:02**

Yes, cool.

**Sophie 5:13**

...usually I get up around 9 or 9:30, sometimes even later, depending on what I did the night before.

And about the daily routine on weekends – it's hard to say, because it's really always different.

But I definitely go to bed later on weekends, I'd say. And, yes, I think that's roughly it – I don't know how much detail you need or whether you want to know something more specific.

**Eva-maria 5:46**

No, that's already very helpful. Maybe one direct question: do you put your pyjama on before you remove your make-up or after you've removed your make-up?

**Sophie 5:59**

Most of the time I put it on after I've taken my make-up off, actually.

**Eva-maria 6:06**

OK, OK. Then I'd like to know: what role do health, wellness and beauty routines play in your life?

**Sophie 6:19**

I'd say they play a really big role. My evening skincare routine alone – including taking off my make-up, serum, moisturiser, etc. – probably takes about 15 minutes.

And in general I place a lot of value on health: healthy nutrition and an active lifestyle. I do sports about four to five times a week.

So that definitely makes up a big part of my life.

**Eva-maria 6:53**

And why would you say you like these routines so much?

**Sophie 7:00**

I really like routines in my life in general – they give me a good feeling. Especially when you get ready for bed and you have this evening routine, I think it helps you wind down and close off the day better. You know: OK, the day is done now, and the relaxation phase right before sleep is starting.

**Eva-maria 7:23**

Yes, OK, thank you. And maybe we can go one step further: what does nature and “slowing down” mean to you? What is your relationship to nature and to unwinding?

**Sophie 7:40**

That's also really important. And I have to say, especially now that I live in a big city – I've only lived here for a year – I appreciate it a lot more when you don't have a forest right outside your front door anymore.

I really enjoy just being outside in the fresh air.

Here in Düsseldorf that translates more into parks or walks along the Rhine. But when I'm back home, I definitely appreciate how nice it is to have pure nature right on your doorstep. So yes, that's really important to me.

**Eva-maria 8:16**

And how would you describe why that's so important to you – what does being in nature trigger in you?

**Sophie 8:25**

I associate nature with calm and relaxation. And I also almost never have my phone in my hand when I'm out in nature – it's always like a kind of digital detox for me.

It just really calms me down when I walk outside in the greenery and just enjoy the quiet and the birdsong. That really relaxes me.

**Eva-maria 8:56**

OK, very cool, thanks. That already helped me understand your life a bit more. Now I'd like to move a bit more into your sleep routines and sleep in general.

You already mentioned that you wear pyjamas – what is important to you in a pyjama? What does it need to look like?

**Sophie 9:17**

It's important to me that it matches – I prefer wearing a set where the trousers and the top go together. And for me, comfort is absolutely the top priority – that's super important.

If I had to weigh it, comfort would even come before looks. And, yes, I want it to be a pleasant fabric and appropriate for the season. Right now I always wear short bottoms and a

little top.

In winter I wear something longer – depending on the season.

Those are probably the most important points.

**Eva-maria 10:05**

And if you think back to that again – yes, sorry...

**Sophie 10:05**

Oh, and before I forget: it's also really important to me that it fits loosely. I usually buy a size bigger than my normal clothes so nothing feels tight anywhere. I really can't stand it when, for example, the waistband of the trousers is too tight.

Then I absolutely can't sleep. So it has to be very loose.

**Eva-maria 10:30**

Thank you. You also mentioned that you like sleeping in a matching set. Why do you think it's important to you that it matches?

**Sophie 10:42**

I think that ties back to my general love of routines – I like it when everything has its order. It makes me feel “put together”.

And I also really like, especially on weekends, if you have an evening where you're on the couch early, to put the pyjamas on a bit earlier and not feel like you're wearing something completely sloppy.

I love just chilling in it, or keeping it on for breakfast at the weekend and only putting on “proper” clothes later, so to speak.

**Eva-maria 11:05**

Yes.

OK. And if you had to describe it as a feeling – how do you feel when you're wearing your pyjamas?

**Sophie 11:32**

Hmm...

Just comfortable, maybe. I don't really know how else to put it right now.

**Eva-maria 11:43**

OK.

Yes, that's good. So it sounds like you also buy new pyjamas from time to time for different seasons.

When would you typically buy a new pyjama, and why at that moment?

**Sophie 12:06**

I think especially when I notice that a pyjama is "used up" – for example, because I've washed it so often that the fabric starts to get a bit stiff and doesn't feel as nice on the skin anymore.

And then also seasonally: I don't buy a new pyjama every year, but if one is worn out and autumn/winter is coming, then I'd probably get a new one.

**Eva-maria 12:38**

OK, OK. And one last question in that direction – a bit personal: how often do you wash your pyjama?

**Sophie 12:49**

Quite regularly, actually. I'd say – at least from my perspective – about once a week.

**Eva-maria 13:00**

And what do you do when your usual seasonal pyjama is in the wash and you can't wear it at night?

**Sophie 13:09**

Then I usually have another one – one that I don't like as much as my favourite pyjama, but that gets pulled out for those occasions.

**Eva-maria 13:14**

OK.

OK, very good, good to note. Then let's move on a bit so I can understand how you think about pyjamas in general and what your attitude is.

What do you like about your current pyjamas or sleepwear? What do you like about them?

**Sophie 13:45**

At the moment I have one that's really light – kind of white-beige – and I really like that in summer. If you're a bit tanned, it looks really nice. The fabric is also super soft and just feels really good on the skin.

**Eva-maria 14:07**

And is there anything that frustrates or annoys you about pyjamas in general? It doesn't have to be your current one – more generally, from when you've been searching for pyjamas.

**Sophie 14:21**

Yes, for example if it has straps or buttons that are uncomfortable when you sleep. Or some have a drawstring at the waistband, which is a nice idea in theory, but if the string is too thick you can't really lie on your stomach comfortably because it hurts.

What also bothers me a bit about my current pyjama is that after washing it more often it started to pill quite quickly – those little fabric balls that form on the surface.

**Eva-maria 14:59**

Yes, OK.

OK. And when you generally think about going to sleep and waking up – have you ever experienced sweating at night a lot or waking up more often because of that?

**Sophie 15:22**

No, I actually haven't.

**Eva-maria 15:24**

OK, OK. Then let's move on to your aesthetic preferences – what you like in general.

Maybe you can describe your personal style at home – your clothing style when you're at home in your comfort zone, not when you go out.

**Sophie 15:46**

At home, in my comfort zone, I definitely dress casual, sometimes sporty. I almost always wear some kind of leggings. On top

I usually wear a top and then a sweater or a cardigan over it, something like that.

**Eva-maria 16:11**

OK, so generally more cosy and not necessarily about looking sexy at home?

**Sophie 16:15**

Yes.

Exactly – more cosy.

**Eva-maria 16:21**

OK. And when you buy a pyjama – you already mentioned it a bit – you want to feel a certain way in it. Can you summarise again how you want to feel?

**Sophie 16:37**

I want to feel comfortable, relaxed and kind of “at home” in it. So, yes – unwound.

**Eva-maria 16:50**

OK. You already said something similar, but to go a bit deeper: how important is the design of a pyjama when you buy one?

**Sophie 17:01**

It’s definitely very important to me, although comfort is a bit more important. But I still care a lot about how it looks – if I don’t like it visually, I wouldn’t buy it. It has to fit.

And because I don’t buy new pyjamas very often, it has to be almost perfect so it can stay in my wardrobe long-term.

**Eva-maria 17:39**

Yes. And is the brand from which you buy the pyjama important to you, or is that secondary?

**Sophie 17:51**

I'd say that's secondary. What matters more is that everything fits for me overall – that it's a pleasant fabric, that it looks cool. I don't really care about the brand as long as it's not some kind of

“fast fashion sin”, so to speak – I wouldn't buy one from Shein, for example.

**Eva-maria 18:10**

OK, OK. Maybe to go deeper there: why wouldn't you buy from Shein?

**Sophie 18:19**

Because I've never bought anything from them and I can't really reconcile ordering from there with my conscience.

**Eva-maria 18:26**

Yes, OK. Then let's take another step: we've just landed at Shein, which is exactly where we *don't* want to end up.

Outside of sleepwear – are there any brands you think are really cool, that you like to buy from?

**Sophie 18:47**

Pyjama sets?

**Eva-maria 18:48**

No, also outside of pyjamas – in general, for clothing.

**Sophie 18:55**

Puh.

I'd say it's almost hard to put into words because it's such a colourful mix. Tough question – I could probably name 10 to 20 brands, but that wouldn't really be helpful, would it?

**Eva-maria 19:25**

Whatever you feel is relevant. I'm mainly wondering if there is a brand you really identify with, where you like buying clothes because you feel the brand reflects you, you think it's cool and you see yourself in it.

Or maybe that doesn't really exist in your life – that's also possible.

**Sophie 19:46**

I...

So...

Lately I'd say I like buying at Urban Outfitters, but apart from that I don't have a favourite brand where I'd say "I only buy there".

But I do like them quite a lot at the moment.

**Eva-maria 20:13**

Yes, OK, very cool. I also thought of that because I know you also like things like Joseph Atelier, if I'm not mistaken?

**Sophie 20:23**

Yes.

Well, I don't own anything from them yet, but it's funny you mention it because I talked

about it with Domi yesterday – he wanted a new tracksuit and I told him to check them out because they have really nice pieces. I think their stuff is cool and it definitely fits my style.

**Eva-maria 20:29**

Yes, yes, OK.

**Sophie 20:45**

But I don't own anything from them yet.

**Eva-maria 20:47**

OK, very good, thanks.

If you picture a brand like Joseph Atelier – what do you think is cool about them, what especially “catches” you?

**Sophie 21:05**

I just like that relaxed look that still looks put together, because they often have matching sets. I generally like tracksuits in one solid colour – I think they really have something.

I'd totally wear that out on the street, or on a flight, without feeling like I'm walking around in some shabby tracksuit. I feel like it still makes a proper outfit.

It just looks comfy and relaxed and laid-back, and I really like that oversized look in general.

**Eva-maria 21:50**

And if you go back to pyjamas again – let's say you're picking a new pyjama and you want to pay special attention to the materials. What do you think are good materials – what would you look for?

**Sophie 22:05**

I'd look for a high cotton content and otherwise that it doesn't have too much synthetic fibre. I think things like nylon and elastane – I'm not totally sure about all the names – but I don't think those are ideal, because I believe you sweat more easily or are more prone to sweating in those kinds of fabrics. That would be important to me.

**Eva-maria 22:42**

OK. And related to that – have you ever heard of merino wool? It's also a type of wool. Have you heard of it, and what's your impression of that fabric?

**Sophie 22:57**

Yes, I've heard of it, but I'm not entirely sure anymore what it is exactly. It's some specific type of sheep's wool, right?

**Eva-maria 23:07**

Yes.

**Sophie 23:11**

What was the question again?

**Eva-maria 23:13**

All good. When you think of merino wool now, what do you think of – what properties do you associate with the fabric?

**Sophie 23:21**

Right – so my first association was sheep's wool, and I somehow feel like it's a high-quality

wool. I associate it with, say,

a high-quality jumper my mum might own or something like that, but I'm really not sure.

**Eva-maria 23:42**

And even if you don't know – just based on your feeling: would you associate merino wool more with something very soft or very scratchy?

**Sophie 23:55**

With something very soft.

**Eva-maria 23:58**

OK. Then let's move on a bit. I'd like to understand: if you bought a new pyjama made from good materials, that lets your skin breathe and that lasts a long time –

**Sophie 23:59**

OK.

**Eva-maria 24:18**

– would you be willing to invest a bit more in that than you normally would for a standard pyjama?

**Sophie 24:27**

Yes – but under certain conditions. I think I would have to hear from friends, or see on social media, that other people have this pyjama and are really happy with it.

I think I'd find it hard to order a pyjama online for, say, 100€ without knowing whether the fabric really feels nice and the quality really lives up to the promise, so that the price–

performance ratio is justified.

But if I heard from several sides that they're really great and if there is good marketing around it, I think I could definitely be persuaded.

**Eva-maria 25:13**

OK, very good. You already mentioned that you'd probably buy it online. How is it in general – do you usually buy your pyjamas online or in stores?

**Sophie 25:28**

Oh, that – I only said that because I thought that new start-ups or new brands usually start online, since they don't have the opportunity to be big in retail from the beginning.

But in general, I actually tend to buy more in stores.

**Eva-maria 25:40**

Yes.

**Sophie 25:47**

I still really like going into shops, touching the products, trying them on directly and not just ordering one size more or less at random or ordering several sizes and then sending some back – I really don't like that.

Sometimes you can't avoid it, but ideally I prefer buying in person.

**Eva-maria 26:12**

OK, thanks. And one more general question: you already have some pyjamas – in what price range have you usually been when buying them, if you're comfortable sharing?

**Sophie 26:25**

I really have to think about that because it's been a while since I bought my last one.

My summer pyjama is definitely already over a year old. I'd guess the trousers probably cost around

40€, and the top maybe 30 – but I can't say that with 100% certainty, that's just my estimate.

**Eva-maria 26:58**

OK. Do you remember which brand it's from?

**Sophie 27:04**

Yes, it's from Abercrombie.

**Eva-maria 27:07**

OK, got it. Those were basically all the questions I wanted to ask you.

Is there anything else you'd like to share about pyjamas or anything related that comes to mind?

**Sophie 27:11**

No, I think I've described my preferences regarding pyjamas quite well now, and I don't think I have anything else to add.

**Eva-maria 27:37**

OK, very good. Then that's already the end of the interview. I'd like to remind you that everything is confidential – none of this will be shared, the information will stay between you and me and will only be used for academic purposes.

**Sophie 27:41**

OK.

**Eva-maria 27:55**

And if you have any questions afterwards, you can always send me an e-mail.

One last question for you: is it OK for you, and do you feel comfortable with us contacting you again if we have any follow-up questions?

**Sophie 28:14**

Yes, of course, no problem.

Eva-maria Hermes stopped transcription