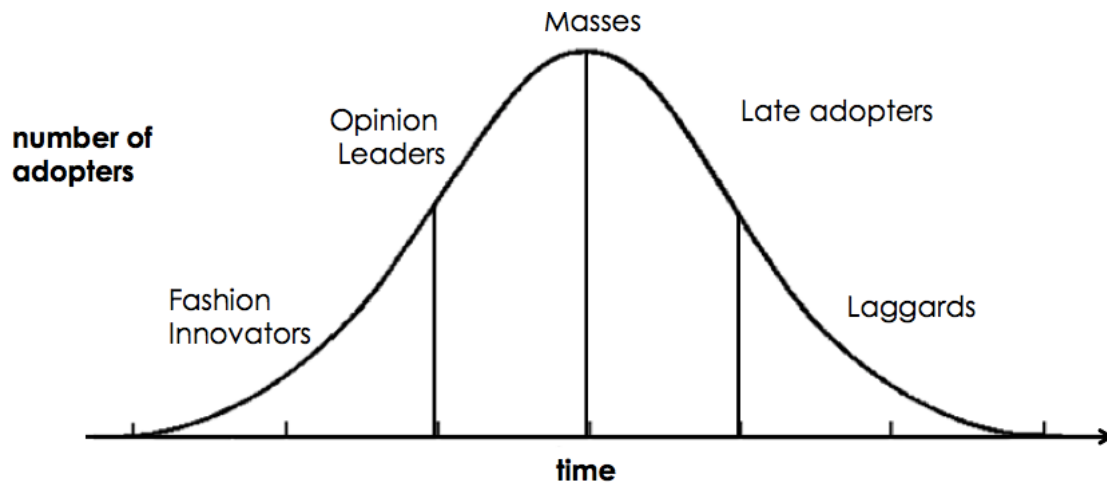


Appendices

Appendix 1: The curve line of fashion trends (Corbellini and Saviola 2009)



Appendix 2: Stages of *grounded theory* (Researcher-induced illustration based on Myers 2013, 108- 110)

First-order concepts	Second-order themes	Synergies
Social responsibility Traceability Awareness	Supply Chain Sustainability	Transparency
Word of mouth Wide reach Artwork	Fashionable Social Media	Influencers
Simplicity Cohesion Uniqueness	Plain English Locality	Acculturation
Cocky Cutting edge Independence	Confident Innovative	Self-esteem

Appendix 3: Interview transcript - Jason Grullon

LinkedIn: <https://www.linkedin.com/in/jasongrullon>

Virtú: <http://www.virtu.rocks>

Good morning Jason Grullon, I am happy to have you here.

My name is Corinna Ulrike Dickenbrok and I am currently writing my work project as part of the master's in International Management program at NOVA School of Business and Economics in Lisbon, Portugal. This in-depth interview is research on the effectiveness of sustainable fashion and its communication related to eco-friendly start-ups. If you are working in that industry, you are invited to participate. Thank you.

Declaration of consent:

The participation is entirely voluntary, and highly appreciated by the researcher. It goes without saying that this interview is strictly confidential. All information provided by you is anonymous, and used solely for the purpose of this study. If you have any questions about this study, please contact me at +4916099175727 or email 25315@novasbe.pt.

Please tell me why you are involved in sustainable fashion?

I want awake more awareness and more attention. Competition is expanding the knowledge.

As the entire green market we can change the expectations from the customers.

I also started my master thesis in entrepreneurship and was seeing the bad impact the fashion industry has and how horrible it exploits people. "Lets answer to that market opportunity."

Turn the social community benefit to something good to your company. Whereby the company has a social impact. Build from scratch. Fashion is vehicle.

Nowadays, men have to pay 300 buckets for a good shirt. If it is sustainable produced, it does not have to be more expensive. The fashion model did not change since the 90s with its fast-fashion model. It is the least developed industry the last years. Lets have a look outside, the food industry changed dramatically. Customers perceive the things they eat. There are also buzz about cars which environmental impact they have. Fashion misses so far.

Market place:

There is a gap between eco-conscious thinking and actually acting in buying green fashion.

Why is it like that? And how might media and the start-up scene like your dedication change the buying behavior anytime soon?

I think fashion industry itself with all its participators is very impactful. The market offers clothing that is not recyclable and ends up having a horrible environmental impact.

Media could happen but us as start-up scene alone not! We offer timeless clothing. We cannot change the recent constant buying behavior. When there is a new launch of a product, suddenly it is the finish line! Customers have to understand slow fashion, considerate timeless fashion.

Are luxury brands creating the initial desire in eco-friendly fashion?

Do you think personalities e.g. Stella McCartney already did and will pretty much change the buying behavior in future?

Absolutely, personalities have responsibilities. They do sustainable fashion sexy or trendy.

Also marketing should merge, ethical environmental friendly or garment we can reuse to maintain our recent consumption behavior. Recycle material is an interesting trick!

Do eco-conscious start-ups as yours fill a niche in the market?

Are they even replacing the shrinking middle market or challenging the luxury sector?

We are a company responding market needs that is not covered by luxury brand! Luxury brands are aiming higher end for more expensive, we allow people of a normal young profession to wear sustainable fashion everyday, consumer who wants to have an impact without having the time to engage or work in an ethical conscious surrounding.

Your brand communications:

What are your communication strategies? Are the new media and bloggers part of your communication?

We are a mainly digital company, offline we only attend conferences in which we try to educate the customer to change his or her consumption behavior. We consider social media as benefit. We have one digital expert in our team. To make strong marketing, you have to sell your products. Customers have other options in purchasing, so create awareness. We have to start things differently, telling a story about our product. We just contact bloggers, but not pay for posts.

Which is your target group?

Probably the early 20s to 45 years young professionals that want to make a change. Feel responsibilities and want make a difference. However, they have no time for volunteering in Western Africa. Pullover eco-friendly 100% cotton parka might have a lower price than another on amazon platform. Support ethical fashion entrepreneurs and the vision.

Are you cooperating with other start-ups for better communication?

Yes, we definitely cooperate to spread the vision, e.g. with a watch company in Chile called Ttanti. We post pictures with Ttani and they with us. We also cooperate with Reptile, a jeans brand from Chile

Are you joining Copenhagen Fashion Summit or Fashion Weeks and why?

The Fashion week is more about fashion. We are not about show the latest look, so it is not worth to be there. No new surprising, we have five new products in 6-8 months. We are learning how to combine green and sexy! It has to be sexy and attractive. We have no fashion consultant or fashion designer in our team, but outsource weekly operations!

What are your secrets to create desire?

Our biggest challenge is to combine social impact and the attractiveness of the product. Portray big picture, backstage story, promote super high quality garment as beautiful as a other high end product as Hugo Boss and on the top you get a social point and impact.

Your products are made by 100% organic cotton and the quality is outstanding in softness and wearing comfort. Do these new resources impress your clients?

Customers got the shirt, were extremely happy! The community is impressed by these eco friendly clothing.

Cultural background:

How do different cultures react on ethical oriented fashion?

Completely different, constantly confront. In Latin America, they not even have daily basic access to electricity, food. They do not see the issue. They buy local. With security people worry about those things! Situation related that allows you to think about these things and the desire to have an impact.

But these friends are not necessarily bad! They just cannot make that difference as I can make. Europe, Scandinavia, UK, United States coast or Canada are the most conscious buyer that are allowed to.

Is sustainable fashion luxury or more about a free mind-set and an expression of an individual personality?

Eco garments in fashion are luxury, but to be completely honest, I am not even think ethical fashion has to be too expensive! Social impact charges more, unique selling point to sell more. It is ridiculous, strongly launching allow ethical producers able to get down logistics cross with decent prices! Normally problem, we believe, other entrepreneurs in the sector drive prices. Our aim is to create an accessible market, 79 Euro would make sense for us for our efforts. The fashion community explores our customer! Ethical fashion loves to be impactful, also for our customers. . Sustainable fashion is luxury right now, but shouldn't be!

How is the cutting-edge green thinking related to minimalism/showing off?

Definitely Minimalism in all senses.

Social and environmental impact:

Is it efficient to teach the customer about the urgency of the environmental and social impact? Or is the design still standing out?

All about the balance! Most people won't care about the impact! They want a nice product and effortless positive impact. They are just a bit interested in that! Should communicate positive ethical market but you cannot rely on this!

Brand Awareness:

Which eco-friendly brands are most thriving? Why?

Classic: Patagonia, Zady, famous ethical brand in the US.

I think, perfectly combining attractiveness of the products (super nice) and innovation and sustainability of the product, rethink builds things.

Imagine your brand would be a person.

What personality traits would he or she have? How do you think he or she would spend their free time? How old is he or she? What else would you highlight about this person?

Kind person, pro-active person, decisive, believes to change, 32, no sex, clear minded person, straightforward, cocky - disrupt the industry!

Personal information:

Please state your gender:

Female: Male: Prefer not to answer:

Please state your age:

18-24 25-34 **X 31** 35-44 45-54 55 and older

Please state your nationality: **Dominique Republic**

Please state your occupation: **Head of Virtù**

Please state your highest degree obtained:

Primary education Secondary education High-school diploma
Bachelor's degree Master's degree **X** PhD

Thank you for your participation in this interview, and good luck for you for the future.

Appendix 4: Interview transcript – Rebecca Ballard

LinkedIn: <https://www.linkedin.com/in/rebecca-ballard-97749310>

Maven Women: <https://mavenwomen.com>

Good morning Rebecca Ballard, I am happy to have you here.

My name is Corinna Ulrike Dickenbrok and I am currently writing my work project as part of the master's in International Management program at NOVA School of Business and Economics in Lisbon, Portugal. This in-depth interview is research on the effectiveness of sustainable fashion and its communication related to eco-friendly start-ups. If you are working in that industry, you are invited to participate. Thank you.

Declaration of consent:

The participation is entirely voluntary, and highly appreciated by the researcher. It goes without saying that this interview is strictly confidential. All information provided by you is anonymous, and used solely for the purpose of this study. If you have any questions about this study, please contact me at +4916099175727 or email 25315@novasbe.pt.

Please tell me why you are involved in sustainable fashion?

I have a social orientation as lawyer. Engaged in *Echoing Green*, and worked as *advocacy legal* fellow. Want to change the fashion industry tremendously. That fulfills the purpose with a better life. I worked as angel for *Social impact 360°*, and like to change the consumer demand. I really understand the pressure to change purchasing power! Companies are interested so far, consumers less! Mainstream fair trade, all purchases create the world to be

great. I started a project involving women to choose the perfect business dress, just finalize the design.

Market place:

There is a gap between eco-conscious thinking and actually acting in buying green fashion.

Why is it like that? And how might media and the start-up scene like your dedication change the buying behavior anytime soon?

Most consumers buy that brand that they already know. They have a relationship with, most are mainstream companies, and it is easier. The start-up scene have to grow, to make the purchase just as easy. They need every product category, e.g. also underwear.

Are luxury brands creating the initial desire in eco-friendly fashion?

Do you think personalities e.g. Stella McCartney already did and will pretty much change the buying behavior in future?

No reason, consumers might be easier to teach than adapt higher profit margins! Equal or even greater responsibility is by the fashion media! People buy when it fits to the image. Media has the responsibility to write more cases about green fashion!

Do eco-conscious start-ups as yours fill a niche in the market? Are they even replacing the shrinking middle market or challenging the luxury sector?

Mainstream upper market, for professionals, providing stylistic and no mainstream fashion. We are entrepreneurs with innovative ideas maybe we fill a niche or introducing the entire industry for a new era.

Your brand communications:

What are your communication strategies? Are the new media and bloggers part of your communication?

Word of mouth, friends to friends, working women in urban D.C. , successful relationship developing.

Which is your target group?

Businesswomen who wear minimalism clothing

Are you cooperating with other start-ups for better communication?

Campaign cross promotion, Website links.

Are you joining Copenhagen Fashion Summit or Fashion Weeks and why?

Fashion weeks are for larger player and its communication. Sustainable is not about design yet.

What are your secrets to create desire?

Want understand customer, close relationship, meeting the demand, what they want to wear.

Story telling.

Your products are made by 100% organic cotton and the quality is outstanding in softness and wearing comfort. Do these new resources impress your clients?

Not produced so far!

Cultural background:

How do different cultures react on ethical oriented fashion?

Asia has a different understanding, are more brand oriented! More wow effect with big brands, as Tiffany. In the US, customers are more interested in the storytelling of a brand. Developing upper-class luxury brand. Americans are as Europeans. They tend to trust stories.

Is sustainable fashion luxury or more about a free mind-set and an expression of an individual personality?

Living your values and treating people on the planet well. Mind-set.

How is the cutting-edge green thinking related to minimalism/showing off?

Minimalism, hence, sustainable fashion is very trendy. That relation helps to reach the highest form of recognition!

Social and environmental impact:

Is it efficient to teach the customer about the urgency of the environmental and social impact? Or is the design still standing out?

You have to do both! Design not alone, educate them, customers buy dresses just they love the design, behavior patterns change, taking smaller education steps, easy to go with that they know!

Brand Awareness:

Which eco-friendly brands are most thriving? Why?

Amour Vert. Great products, attractive great design, celebrities endorsements, great story, quality product what stands for their own.

Imagine your brand would be a person.

What personality traits would he or she have? How do you think he or she would spend their free time? How old is he or she? What else would you highlight about this person?

She is busy workingwoman, stylish, social consciously, travels, a little sexy and a strong women in control.

Personal information:

Please state your gender:

Female: **X** Male: Prefer not to answer:

Please state your age:

18-24 25-34 35-44 **X 37** 45-54 55 and older

Please state your nationality: **USA, Washington D.C**

Please state your occupation: **Marketing Chief of Maven Women + Executive Director of Social Impact 360°**

Please state your highest degree obtained:

Primary education Secondary education High-school diploma
Bachelor's degree Master's degree **PhD X Jurist Doctor**

Thank you for your participation in this interview, and good luck for you for the future.

Appendix 5: Interview transcript - Johannes Heilberger

LinkedIn: <https://www.linkedin.com/in/johannes-heilberger-15a64987>

Ourownbrand: <http://www.ourownbrand.de>

Good morning Johannes Heilberger, I am happy to have you here.

My name is Corinna Ulrike Dickenbrok and I am currently writing my work project as part of the master's in International Management program at NOVA School of Business and Economics in Lisbon, Portugal. This in-depth interview is research on the effectiveness of sustainable fashion and its communication related to eco-conscious start-ups. If you are working in that industry, you are invited to participate. Thank you.

Declaration of consent:

The participation is entirely voluntary, and highly appreciated by the researcher. It goes without saying that this interview is strictly confidential. All information provided by you is anonymous, and used solely for the purpose of this study. If you have any questions about this study, please contact me at +4916099175727 or email 25315@novasbe.pt.

Please tell me why you are involved in sustainable fashion?

The reason why I create *ourownbrand* was that I started to feel that fast fashion shopping for basics not fits. Underwear tends to cost 20 \$, I am wearing them maximum five times and then throwing them away. I would like to do a statement against the throw away society.

Now, we are in the mid 20s, so tend to buy more qualitative items, less in quantity though.

Over time, the outstanding quality, it is worth not to pollute the environment. You rather have one long-lasting piece of 200 euro instead of 10 in poor quality.

Further, there was the growing trend for sustainability, coming from the trend in food.

Consumers got more conscious how they nurture the body. We tell a story with our items, experiences. As you see, even H&M has now a *conscious collection* and Zara a *life collection*.

They open the market for green fashion at an accessible price. Still, it is the beginning though of being entirely engaged.

Consumers should understand the three components: its social, its environmental and its economic impact. We experience surprised consumers about the high prices we offer due to high craftsmanship, innovative fabric costs and informative communication. Fast-fashion e.g. Zara destroyed the fashion cost image completely. People underestimate the cost of workmanship and of its eco-conscious business model behind.

Market place:

There is a gap between eco-conscious thinking and actually acting in buying green fashion.

Why? And how might media and the start-up scene like your dedication change the buying behavior anytime soon?

All the corporations form our society also us. Still eco-fashion is kind of unsexy, that is a concern of eco-friendly fashion brands! Media could tremendously help. Our dedication helps to offer the bridge of being fashionable and sustainable. Taking a look outside, the *bio* food industry kind of managed it to be perceived trendy.

Are luxury brands creating the initial desire in eco-friendly fashion?

Do you think personalities e.g. Stella McCartney already did and will pretty much change the buying behavior in future?

Originally, luxury brands were somehow sustainable emphasizing of craftsmanship, best garments and long-lasting quality. Versace still produces in Italy. However, upcoming luxury brands change the image dramatically producing in China as Michael Kors and offer luxury for a broader mass. Luxury brands do not want talk only about sustainability since it is still unsexy.

Eco-labels as Stella McCartney and then later, Kering, did a great job. It is their number one selling proposition (USP). I think, that fur will be replaced by organic leather substitute in future.

Do eco-conscious start-ups as yours fill a niche in the market? Are they even replacing the shrinking middle market or challenging the luxury sector?

It might not a niche, since customers are not asking yet for sustainability. It is more an impact and social responsibility by the corporations. The green fashion brands replacing the middle market somehow, since they create a local relation, e.g. made in Germany. We do luxury street wear, in my opinion, that is missing and fits to the minimalism trend of having less is more.

Your brand communications:

What are your communication strategies to get people to buy your brand?

Are the new media and bloggers part of your communication?

Obviously, nowadays, you can't live without social media; it is an essential kind of the way to be social active: Instagram profile shows the esprit of the brand and let the customer

understand the brand.

We are not using tons of mainstream media, since, as a new brand, it is too expensive. Using free or cheap opportunities as social pages, or blogger. Communicating sustainability differs a lot. We are just as any normal brand that also found out that, videos, especially to teach sustainable assets, tremendously influence customers.

Which is your target group?

Generation Y. We define our target group by competitive brands with similar price range, look, feel, values and mood of the message!

Are you cooperating with other start-ups for better implementation?

Well now at the moment, no we are not cooperating but in the future it is an interesting idea. Little fashion brands need a kind of accelerator, assets brand, instead we use many photographers, models with many followers, and create buzz in any way.

Are you joining events as Copenhagen Fashion Summit or Fashion Weeks and why?

Not so far.

What are your secrets to create desire?

It is the ability to shock with incredible pictures and outstanding trendy and chilly videos, as *Vêtement* does. That creates buzz.

Your products are made by 100% organic cotton and the quality is outstanding in softness and wearing comfort. Do these new resources impress your clients?

Yes surprised by the easiness of washing.

Cultural background:

How different cultures react on ethical oriented fashion?

When you look to the Asian market, you see that Asia is adopting European trends. That happens 3-10 years after the trend has been in Europe. Emerging green trend in Japan and China, in food not that understanding we have! Over there in Africa, it is interestingly to see many sustainable brands. Obviously there were really poor, access resources, and thoughtful movement in fashion. Lets see if the trend is just a fad. People do not believe in it so far, everything is made because of money, America is sustainable in a superficial kind, e.g. Jessica Albert, Americans act sustainable, just for communication, and they are amazingly good in marketing.

Is sustainable fashion luxury or more about a free mind-set and an expression of an individual personality?

The first time, you buy for yourself! In opposite, what fashion is still /used to be; to impress others, sustainable fashion – they are buying for themselves. That is one of the breaking points in sustainable fashion why people not acting or talking about it that much, great difference to buying some contemporarily Gucci luxury to show the world, for me hence that clothing really decreases marketing potential.

How is the cutting-edge green thinking related to minimalism/showing off?

Minimalism in it fullest, nonvisible, unknown brands with a story behind, outstanding garment quality, individualism, when coming close, people see exclusive clothing.

Social and environmental impact:

Is it efficient to teach the customer about the urgency of the environmental and social impact? Or is the design still standing out?

Design is outstanding; clothing has to be sexy.

Brand Awareness:

Which eco-friendly brands are most thriving? Why?

Stella McCartney, communicating in a sexy way and of a nice look while is looking to sustainability.

Imagine your brand would be a person.

What personality traits would he or she have? How do you think he or she would spend their free time? How old is he or she? What else would you highlight about this person?

Unisex – gender fluent, its somebody does not care if it is men or women clothing, a big trend in fashion, myself always shopping in women section, should be embarrassed about, but these clothes fit to me, so you should wear them, brand persona would live, self confident, loud persona not because of going clubbing, rather arouse interest in persona when entering the room, sportive, cares about her/ his body, cooking a lot, maybe vegetarian.

Personal information:

Please state your gender:

Female: Male: Prefer not to answer:

Please state your age:

18-25 26-45 **X 27** 45 and older

Please state your nationality: **German**

Please state your occupation: **Co-founder of ourownbrand + Versace Marketing**
Coordinator

Please state your highest degree obtained:

Primary education Secondary education High-school diploma
Bachelor's degree Master's degree **X** PhD

Thank you for participating in this interview, and good luck for you in the future.

Appendix 6: Interview transcript – Ayesha Siddequa

LinkedIn: <https://www.linkedin.com/in/sayesha>

Ayesha Siddequa: <http://www.ayeshasiddequa.com>

Good morning Ayesha Siddequa, I am happy to have you here.

My name is Corinna Ulrike Dickenbrok and I am currently writing my work project as part of the master's in International Management program at NOVA School of Business and Economics in Lisbon, Portugal. This in-depth interview is research on the effectiveness of sustainable fashion and its communication related to eco-conscious start-ups and takes around 20 minutes. If you are working in that industry, you are invited to participate. Thank you.

Declaration of consent:

The participation is entirely voluntary, and highly appreciated by the researcher. It goes without saying that this interview is strictly confidential. All information provided by you is anonymous, and used solely for the purpose of this study. If you have any questions about this study, please contact me at +4916099175727 or email 25315@novasbe.pt.

Please tell me why you are involved in sustainable fashion?

This future Fashion is known by all elsewhere, US, Canada, UK. Consumers know about the concepts, taking steps towards doing and being involved in sustainable fashion.

Here in Lebanon, Emirates, unfortunately people don't know and don't care. Our marketing concept approach is to deliver the message that sustainable fashion is also cool and trendy,

high-end, not just one item boring to look at. That's the future fashion idea. 2 years since I started the projects. I experienced a lot of downs since customers still do not get the concept of sustainability. I am trying to implement great shopping scenes.

Market place:

There is a gap between eco-conscious thinking and actually acting in buying green fashion.

Why? And how might media and the start-up scene like your dedication change the buying behavior anytime soon?

To spread the concept, I work with school and universities together with ten other international brands. We do local marketing.

Are luxury brands creating the initial desire in eco-friendly fashion? Do you think personalities e.g. Stella McCartney already did and will pretty much change the buying behavior in future?

Responsibility is in every person. Again, the designer values all these aspects, make minimum waste low, resource waste low, and protecting environment, of that the plant profit. That makes the price. It cannot be fifty dollars and not has to be maybe five hundred! For now, unprofitable but in the near future our marketing will achieve sustainable thinking.

Do eco-conscious start-ups as yours fill a niche in the market?

Are they even replacing the shrinking middle market or challenging the luxury sector?

Sustainable fashion market is a niche markets everywhere, in the mainstream sector more demand, ethical demand might arise, fast-fashion company and the industry change. However start-ups as mine, it is bit difficult since consumers does not understand the concept.

Your brand communications:

What are your communication strategies to promote sustainable fashion?

Not mentioning the negative side of industry, rather the positive - back ways showing. As UK and US companies use this method and ethical fashion are picked up very fast.

Keep it simple; use idioms as hand made clothing. Don't get sustainability go along with old fashion, customer made normal language, Lebanon people love handmade products. Helping people for a better life. Language has to change in a easy way, nobody understands

“sustainable fashion” here in India and Lebanon! Lebanon ambassador does up cycling, old collection recreate them, they understand how to inspire consumers, and they exactly know how people work in our countries and what they suffer from. So they understand the situation and Lebanese work might get more appealing.

Are the new media and bloggers part of your communication?

Once, I have more collection - local people! Region influencers and celebrities TRENDY MAKE IT SEXY Communication strategy is influencers or celebrities. They have a big hand – combined effort, design and sustainability.

The bigger brands have a better chances, marketing budget is higher, resources higher and relationships with factories. Slowly and slowly still green fashion. Not using green washing!!! Trying to show ethical if it is actually not. People are not dumb they will find out. Brands will not do this mistake - fooling the customer, since it might difficult to come to back, effort - Art designs.

Which is your target group?

Women who are want to have unique fashion item, sexy and trendy + sustainable!

Are you cooperating with other start-ups for better implementation?

Working together with ten other international brands to show the diversity in green fashion

Are you joining events as Copenhagen Fashion Summit or Fashion Weeks and why?

No, Fashion Weeks in Lebanon are not that far. This year I am actually or involved in events, quite slow and website, will get more involved hope fully more sales

What are your secrets to create desire?

Art designs not producing in mass, limited pieces, in contrast fast-fashion H&M entire production line, ethical taking care, have different ways size of the brand! Paradigm shift - how to design for profit, changing the business model to a more profitable one.

Your products are made by 100% organic garment. The quality is outstanding in softness and wearing comfort. Do these new eco friendly resources impress your clients?

Yes. Own collection: show people the fabrics are used recyclable polyester, local stores from INDIA, unique cant find pieces anywhere else!

Cultural background:

How different cultures react on ethical oriented fashion?

Not that conscious then USA, UK or the Europe market. They do not even accept a higher price for green fashion. It is all about style high end finished properly! What the fabric is secondary. Lebanese consumer do not inform about the socially and environmentally impact that the fashion industry have. Lebanon, green and glam

Is sustainable fashion luxury or more about a free mind-set and an expression of an individual personality?

I would define my own sustainable business as luxury brand, since we create craftsmanship, high-end garments as Prada leather bag, it is for the long run, keep it going sustainable, now a little bit of hassle but later the demand will increase and hence the profit margin.

How is the cutting-edge green thinking related to minimalism/showing off?

Showing off, it is luxury! Along with that institutions, workshops and event!

Unique fashion!

Social and environmental impact:

Is it crucial to teach the customer about the urgency that the social and environmental impact has? Is still the design standing out everywhere?

Definitely!

Brand Awareness:

Which eco-friendly brands are most thriving? Why?

Sarah's bag sustainable, works with women in prison. Teach how to do the bags, once they finished, job fulltime and create jobs and teach, they had no skills before. Check it out. Her marketing is showing her own product, Lebanon story is beautiful, style Palestinian bags, future fashion

Imagine your brand would be a person.

What personality traits would he or she have? How do you think he or she would spend their free time? How old is he or she? What else would you highlight about this person?

Stylish, care for the environment, edgy scarf, loves the fashion.

Women - stylish edge, men - cares about what he is wearing, love to be stylish, organic cotton that is stylish. Takes fashion positive image of what I want to show of myself.

Colorful person follows trends. But wearing that suits me! Outgoing person and brand-conscious

Personal information:

Please state your gender:

Female: **X** Male: Prefer not to answer:

Please state your age:

18-25 26-45 **X 29** 45 and older

Please state your nationality: **Indian**

Please state your occupation: **Founder of Ayesha Siddequa + Head of Sustainable Fashion and Middle East Manager of Islamic Fashion and Design Council + Founder of Future Fashion**

Please state your highest degree obtained:

Primary education Secondary education High-school diploma
Bachelor's degree Master's degree **X in Corporate social responsibility** PhD

Thank you for that and participating in this interview and good luck for you in the future.

Reaction from her:

Come on board. I felt blessed!

Appendix 7: Interview transcript - Maximilian Koehler

LinkedIn: <https://www.linkedin.com/in/maximilian-koehler-a336993b>

Quantum Courage: <http://www.quantumcourage.com>

Good morning Maximilian Koehler, I am happy to have you here.

My name is Corinna Ulrike Dickenbrok and I am currently writing my work project as part of the master's in International Management program at NOVA School of Business and Economics in Lisbon, Portugal. This in-depth interview is research on the effectiveness of sustainable fashion and its communication related to eco-conscious start-ups. If you are working in that industry, you are invited to participate. Thank you.

Declaration of consent:

The participation is entirely voluntary, and highly appreciated by the researcher. It goes without saying that this interview is strictly confidential. All information provided by you is anonymous, and used solely for the purpose of this study. If you have any questions about this study, please contact me at +4916099175727 or email 25315@novasbe.pt.

Please tell me why you are involved in sustainable fashion?

When I started to fashion, the child labor was involved. Unfortunately, only Europe legislation has to produce with products that are entirely done with ethics. Secondly, hence, t-shirts made in Europe, people pay a decent amount of money in fashion. They want to have a bag from Italy. I take the best garments from Mongolia or best cashmere from Italian.

Market place:

There is a gap between eco-conscious thinking and actually acting in buying green fashion.

Why? And how might media and the start-up scene like your dedication change the buying behavior anytime soon?

People think eco-friendly, about planet nature impact. At the end of the day end-consumers are buying options; if the production is organic, it might cost quite more than fast-fashion. A reformation plan builds a vision; everything should be ecofriendly and reusable, massive water consumptions, even those have difficulties selling. As long as you offer quality, used best possible way, it still should to be somehow affordable.

Mine is not organic cotton, however garments that come from Peru, with best quality.

Are luxury brands creating the initial desire in eco-friendly fashion?

Do you think personalities e.g. Stella McCartney already did and will pretty much change the buying behavior in future?

Stella McCartney, she is vegan, she is against leather. She has a huge amount, so that she has the instrument to influence widely. The fortune comes from their parents. Desire comes from the design and which shops it sells. Its all about publicity, magazine write about it. And Stella is not the most successful one, had to close stores in Germany.

Do eco-conscious start-ups as yours fill a niche in the market? Are they even replacing the shrinking middle market or challenging the luxury sector?

I suggest that they are positioned in the high-end business, I am very careful selecting Lodenfrei or Engelhorn department store. It is a niche market, for people who are not going after brands as DG, prefer niche unknown labels.

We challenge all competitors, even though we offer just t-shirts or simple items. People will care about quality, cooler design, better price, artwork but not big brands.

Zara and Mango etc. they own the market. They manufacture in 3-4 different subcultures.

They own these factories, so that they can produce fast and adapt quickly. It is more and more difficult for the middle market to compete.

Your brand communications:

What are your communication strategies to get people to buy your brand?

First, my communication strategy are fashion fairs, work influencers that give exclusivity and grow carefully and really exclusive, models, bloggers, you have pitch it up. We can't think about even get a full page in Vogue and those who does are all quite successful. We do basically mouth-to-mouth, costumers who are happy with pride, definitely going show it to friends, and go on search, online platform where they can see 150 cities store. Moreover, Instagram or Facebook, new social media, is instant to inspire next to the influencers.

Are the new media and bloggers part of your communication?

Yes.

Which is your target group?

It is fashion for women, between 25-30, actually absolutely no age, might be 60 if she is interested in fashion and has the money to buy. Might be on the boat trip in Ibiza or in New York. Decent amount of income, since we offer t-shirts for 100-150, 250 euros for pullover, must someone that is already working or for him worth it.

Are you cooperating with other start-ups for better implementation?

Yes in showrooms in fashion capitals in the world, Milan.

Are you joining events as Copenhagen Fashion Summit or Fashion Weeks and why?

No, we are too small.

What are your secrets to create desire?

There are premium quality and artwork.

Our warehouse store delivers and is situated in the north of Germany, Stauffenberg. The entire collection is designed in France in Paris or Cannes. Our consumers are coming from 25 countries, mainly France, Italy, Switzerland, Scandinavia, or North America. We sell a design 500 times in each size, all colors, so that only 2000 people wear the same design.

Your products are made by 100% organic cotton and the quality is outstanding in softness and wearing comfort. Do these new resources impress your clients?

Absolutely, that is our unique selling proposition.

Cultural background:

How different cultures react on ethical oriented fashion?

In Asia, it might be simple; they love European brands and tend to follow the European trend.

These stand for quality and uniqueness. Quality products will in the long-run matter, two times washing and not committed to the bin; somehow rare designs.

Is sustainable fashion luxury or more about a free mind-set and an expression of an individual personality?

Luxury art.

How is the cutting-edge green thinking related to minimalism/showing off?

Minimalism, unknown brands are trendy.

Social and environmental impact:

Is it crucial to teach the customer about the urgency that the environmental and social impact has? Is still the design standing out everywhere?

It might be obvious, that a five euros shirt is not creating value for the environment and can afford higher social wages. However, minimalism designs, Céline, and being either emotionally or provocative matter. Lovely slogans reminds of the childhood might be desirable.

Brand Awareness:

Which eco-friendly brands are most thriving? Why?

Funny, it's my one. I am kidding.

Imagine your brand would be a person.

What personality traits would he or she have? How do you think he or she would spend their free time? How old is he or she? What else would you highlight about this person?

Courageous, to have courage to go after your dreams, quantum – lots of courage, definitely a person that is confident, glamorous at the same time, independent, strong, either be successful business women or someone desired who looking after the child, confident. Female

Personal information:

Please state your gender:

Female: Male: **X** Prefer not to answer:

Please state your age:

18-25 26-45 **X 29** 45 and older

Please state your nationality: **German**

Please state your occupation: **CEO Quantum Courage, partly designer**

Please state your highest degree obtained:

Primary education Secondary education High-school diploma

Bachelor's degree **X** Master's degree PhD

Thank you for participating in this interview, and good luck for you in the future.