

Abstract

The focus of this diploma thesis is on the consumers' motives for purchasing upcycled clothing. Based on the research of available resources, this thesis firstly describes the most expanded model of clothing production, fast fashion, with special focus on the negative environmental impacts it has during different stages of a product life cycle. It later moves on to describe the traditional and more environmentally friendly model, slow fashion, and puts both these concepts (fast fashion and slow fashion) in connection with the hierarchy of waste management and the concept of circular economy. This theoretical base helps to fully understand the concept of upcycled fashion, which is thoroughly described in a separate chapter that also includes various examples of designers who focus on fashion upcycling. The last section of the theoretical part deals with motivation and motives for purchasing clothes. The empirical part of this diploma thesis focuses on how consumers perceive upcycled fashion in order to answer the main research question: What are the consumers' motives for purchasing upcycled clothes? To answer the question, qualitative research was used, specifically semi-structured interviews. The interviews were conducted with a total of twelve shoppers who have had previous personal experience with purchasing upcycled clothing. The method of open coding and the successive analysis of categories lead to the determination of the following motives: visual aspect of clothing, its material, desire for uniqueness, environmental impacts, social aspects of production, creativity, local production, willingness to support members of a community and the influence of others.

Keywords

upcycling, upcycled fashion, clothing, reuse, slow fashion, fast fashion, fashion industry, textile waste, motivation