

RESEARCH DOCUMENT

Alternatives for Fast Fashion: High Quality Brands

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Lost Media | Fast Fashion

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Research Question

Alternatives for Fast Fashion: High Quality Brands

Methodology

I chose to conduct a [Literature Study](#) and make a [Comparison Chart](#) because both of these can be used really well to research this question.

Summary

During my research I found out that there is a fine line between quality and affordability. There are a lot of brands that lack both or one of the two. Here is also where the problem lies. Teens don't care to research which brands are of high quality. Teens typically buy only from trendy stores. Especially in The Netherlands.

Here are 10 tips to determine if garments are of high quality. (Colleen McCaffrey, 2023)

- **Look for natural fibers:** High-quality garments are often made from natural fibers, like cotton, silk linen, wool, or cashmere. These materials are not only durable, but they also tend to feel more comfortable against the skin and have a better drape.
- **Check the stitching:** The stitching should be tight, even, and straight. Loose or uneven stitching is a sign of poor quality and can cause the garment to fall apart quickly.
- **Look at the seams:** Check for double-stitched seams, which add strength and durability to the garment. Also, check for finished seams, which prevent fraying and help the garment retain its shape over time.
- **Check the lining:** High-quality garments often have a lining, which adds structure and durability. The lining should be smooth and wrinkle-free.
- **Check the buttons:** High-quality garments typically have buttons made from natural materials like mother-of-pearl or horn. These buttons are more durable and look nicer than plastic buttons.
- **Look at the details:** High-quality garments often display small features that show attention to detail, such as hidden buttons, hand-stitched hems, or reinforced pockets.
- **Check the fit:** A high-quality garment should fit well and flatter your body. Look for garments that are tailored to your body shape and have a comfortable fit.

- **Consider the brand:** Look for brands that are known for their quality and attention to detail. These brands might be more expensive, but they're worth the investment if you want a garment that will last you for years.
- **Check the care label:** The care label will tell you how to care for the garment to ensure longevity. Garments that require delicate care are often of higher quality and will last longer.
- **Look for a warranty:** Some high-end brands offer warranties on their garments, which can give you peace of mind knowing that you are investing in a quality product backed by the manufacturer.

Personal Experience

Personally, I buy a lot of clothes from all kinds of different brands. I encountered a lot of clothes that are of bad quality and high quality. For example, I have a few white garments from the Zara. They are the same but still fit differently and are made in different countries, on the other hand I have a few garments from Represent and these garments are of the highest quality that I know of. They are expensive costing 120 euros but lasted me for a few years already.

Comparison Chart

LOST MEDIA COMPARISON CHART				
AFFORDABILITY	ZARA	UNIQLOO	REPRESENT	PUMA
PRICE	CHEAP	CHEAP	EXPENSIVE	CHEAP
PRICE PER WEAR	BAD	BAD	REALLY GOOD	GOOD
QUALITY	BAD	DECENT	REALLY GOOD	GOOD
FIT	BAD	GOOD	REALLY GOOD	GOOD
SUSTAINABILITY	BAD	DECENT	GOOD	GOOD

To show the difference between a few famous brands I have made a comparison chart using the data from [goodonyou](#) and the represent homepage. Goodonyou helped me research these brands and how sustainable they are. The [Represent](#) homepage has a lot of information about the brand and the quality behind the garments.

Validation

There are a lot of different articles and studies that all talk about high quality brands and how to spot high quality garments. All these studies talk about the same things. These things are cost, sustainability, fit and quality. ([goodonyou](#) & [realthread](#))

Conclusion

In conclusion more and more teens buy from fast-fashion brands each year. This is because they brands produce quick and cheap trendy garments. Teens tend to not care about the

quality of the garments and only care about the cost of the garments. We must combat this and show that higher cost garments are most of the time worth it in comparison to cheaper garments.

Sources

- <https://www.threads.com/blog/10-tips-to-determine-high-quality-garments>
- <https://goodonyou.eco/>
- <https://www.ecofriendlycircle.com/post/12-quality-clothing-brands-that-are-affordable-and-sustainable-for-slow-fashion-on-a-budget>