

Situation	What?	How?	Why?	Who?
1	They frequently buy new clothes, mainly from fast fashion brand. They tend to buy new clothes every year not considering the waste it produces.	They buy clothes in these brands because they are cheap, easy to access and influenced by the actual trends. Not because they need them but because it gives them a social status.	Fast fashion produces low quality clothes; therefore, they offer more affordable and attractive items, this encourages overconsumption and does not consider clothes that last.	University Students
2	Students stop using clothes that are still in good condition.	Most of the clothes are just stored in their closet with the hope they will use them again. They are mostly ignored due to changes in personal style or preferences.	Students get bored and want to be always aligned with the latest trends. They prefer replacing clothes they don't like anymore instead of using them or finding a more sustainable way to dispose them.	University Students
3	The student is not familiar with buying or selling secondhand clothes.	They avoid selling or buying these types of clothes because the offer of platforms or initiatives normally does not fulfill their needs. They find them inconvenient and feel uncertain about the reliability of sellers and buyers.	They prefer to save their clothes and buy new ones due to convenience and security. Also, they do not trust	University Students
4	University students are aware of the waste clothes produce and how it is a relevant environmental	They keep most of their unused clothes at home, they just delay the process of getting rid of them. They	Lack of time, not enough information, and mainly that there are not simple and accessible	University Students

	<p>problem. Nevertheless, they don't take any actions to make it more sustainable.</p>	<p>normally choose not to search for sustainable solutions.</p>	<p>options available for them.</p>	
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