Jakob Pölzl october 10, 2022

Hi Niel,

at first, I want to introduce me, I am 17 years old and a student, of course you will find in my closet only branded clothes. To be honest, at first, I was a bit shocked when I read the article. As I read on, I could understand more and more why you did that, but I still can't agree with you on everything. (vilt noch eine Überleitung)

In my opinion the project is very interesting, not only because of the deeper thought behind it, rather because of you can do it without mayor disadvantaged. If I would do the same "Challenge", not a single place (except internet) would come into my mind where I can buy unbranded clothes. So I am excited whether you make it.

But as mentioned before I cannot agree with everything. For sure you just wanted to set an example and you have received some attention, but has it paid off? I think in one or two month many people have forgotten your performance. So I think it would have been better if you gifted all you clothes too poor people.

In my opinion nothing will change in the future, it will probably get worse. Big brands will become even bigger, and the small ones will disappear, especially in the technology industry. In the fashion industry, smaller companies will also still have a chance to survive.

At the end I want to say that I think big brands are bad but unavoidable. For poor and even for normal people it is nearly impossible to live without any brands, so the project is interring but also a bit senseless.