# Material

Acetate

Metal

*Maybe later:*

Printed

Wood

**Norms & Values**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *≤ 0* | *1* | *≥ 2* |
| *Openness to change* | Printed- - | Metal+; Acetate+ | Printed++ |
| *Self-enhancement* | Metal- - | Metal+; Acetate+ | Metal++ |
| *Conservation* | Acetate- - | Metal+; Acetate+ | Acetate++ |
| *Self-transcendence* | Wood- -; Metal- | Metal+ | Metal+; Wood++ |

**Sustainability**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< 0* | *0-3* | *4-7* |
| *Sustainability score* | Wood- -, Printed- -, Metal+, Acetate+ | Metal+, Acetate+,  Printed+ | Wood++, Acetate-  Printed++ |

**Clothing style**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -5* | *-5 - 5* | *> 5* |
| *Colourful*  *(vs. Bland)* | Wood+; Metal+ | Metal+; Acetate+ | Printed++; Acetate++; Wood-; Metal- |
| *Luxurious*  *(vs. Casual)* | Wood+; Printed+; Acetate+ | Metal+; Acetate+ | Metal++; Wood- -; Acetate-; Printed- |
| *Outspoken*  *(vs. Reserved)* | Metal++ |  | Metal- - |
| *Fashionable (vs.Timeless)* | Metal+; Acetate- |  | Acetate+; Metal- |
| *Informal*  *(vs. Formal)* | Wood-; Metal- |  | Wood+; Metal+; |

**Trends**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< 0* | *0-5* | *> 5* |
| *Supercharged Simplic.* | Acetate- - | Metal+ | Acetate++ |
| *Rerooted Nature* | Wood- - | Metal+ | Wood++ |
| *Awestruck* | Printed- - | Metal+ | Printed++ |

Acetate -7 | 12

3D-printed -7 | 9

Metal -8 | 14

Wood -9 | 9

# Luxury & Details

Low luxury aesthetic 🡪 Average luxury aesthetic 🡪 High luxury aesthetic

**Norms & Values**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *≤ 0* | *1* | *≥ 2* |
| *Openness to change* | Luxury+ |  | Luxury- |
| *Self-enhancement* | Luxury-- |  | Luxury++ |
| *Conservation* | Luxury++ |  | Luxury-- |
| *Self-transcendence* | Luxury+ |  | Luxury- |

**Personality**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -5* | *-5 - 5* | *> 5* |
| *Openness to exper.* | Luxury-- |  | Luxury++ |
| *Conscientiousness* | Luxury++ |  | Luxury-- |
| *Extraversion* | Luxury-- |  | Luxury++ |
| *Agreeableness* | Luxury+ |  | Luxury- |
| *Neuroticism* | Luxury- |  | Luxury+ |

**Subculture**

|  |  |  |  |
| --- | --- | --- | --- |
| Athlete | Footballer | HipHop | Punk |
| Biker | Geek | Hipster | Rocker |
| Bro / Chav / Lad | Goth | Influencer | Skater |
| Emo | Grunge | Minimalist | Surfer |

* Score > 4: Take what’s in box

|  |  |  |  |
| --- | --- | --- | --- |
| Luxury- | Luxury+ | Luxury+ | Luxury-- |
| Luxury-- | Luxury-- | Luxury- | Luxury-- |
| Luxury++ | Luxury-- | Luxury++ | Luxury-- |
| Luxury- | Luxury- | Luxury-- | Luxury-- |

**Clothing style**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -5* | *-5 - 5* | *> 5* |
| *Colourful*  *(vs. Bland)* | Luxury-- |  | Luxury++ |
| *Luxurious*  *(vs. Casual)* | Luxury-- |  | Luxury++ |
| *Outspoken*  *(vs. Reserved)* | Luxury-- |  | Luxury++ |
| *Fashionable (vs.Timeless)* | Luxury- |  | Luxury+ |
| *Informal*  *(vs. Formal)* | Luxury+ |  | Luxury- |

**Style concern**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -4* | *-4 – 4* | *> 4* |
| *Style concern score* | Luxury-- |  | Luxury++ |

-24 (or less with subcultures) | 24 (or more with subcultures

# Background

**Preferred level of the following features**

Quality

Price

Sustainable

Innovation

Nearby (Local)

Crafted (Craftsmanship)

**Norms & Values**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *≤ 0* | *1* | *≥ 2* |
| *Openness to change* | Innovation- -  Crafted- |  | Innovation++  Crafted+ |
| *Self-enhancement* | Price- - |  | Price++ |
| *Conservation* | Quality- - |  | Quality++ |
| *Self-transcendence* | Sustainable - -  Nearby- - |  | Sustainable++  Nearby++ |

**Subculture**

|  |  |  |  |
| --- | --- | --- | --- |
| Athlete | Footballer | Hip-hop | Punk |
| Biker | Geek / Nerd | Hipster | Rocker |
| Bro / Chav / Lad | Goth | Influencer | Skater |
| Emo | Grunge | Minimalism | Surf |

* Score > 4: Take what’s in box

|  |  |  |  |
| --- | --- | --- | --- |
| Quality++ | Price+ | Price+ | Price- |
| Price- | Innovation++  Crafted+ | Sustainable++ Crafted++ Nearby+ | Price- |
| Price++ | Price- | Price++ | Quality++ Crafted+ |
| Price- | Price- | Sustainable++ Nearby+ | Quality+ Crafted+ |

**Sustainability**

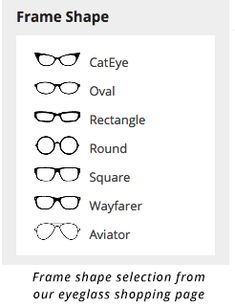
|  |  |  |  |
| --- | --- | --- | --- |
|  | *< 0* | *0-3* | *4-7* |
| *Sustainability score* | Quality- ; Sust. - -Nearby- - |  | Quality+; Sust.++  Nearby ++ |

**Trends**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< 0* | *0-5* | *> 5* |
| *Supercharged Simplic.* | Quality- -; Sust.-; Crafted- - |  | Quality++; Sust.+; Crafted++ |
| *Rerooted Nature* | Sustainable- -;  Nearby- - |  | Sustainable++;  Nearby++ |
| *Awestruck* | Innovation-- |  | Innovation++ |

Quality -6 | 6 (11)  
Price -2 (-8) | 2 (8)  
Sustainable -5 | 5 (9)  
Innovation -4 | 4 (6)  
Nearby  
Crafted

# Shape

 Cat Eye = Women

+Clubmaster (same as Wayfarer in score)

**Personality**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -5* | *-5 - 5* | *> 5* |
| *Openness to exper.* | Square++; Rectangle++; | Round++; Wayfarer++; Oval++ | Cateye++; Aviator++; |
| *Conscientiousness* | Cateye++; Aviator++; | Round++; Wayfarer++; Oval++ | Square++; Rectangle++; |
| *Extraversion* | Square++; Rectangle++; | Round++; Wayfarer++; Oval++ | Cateye++; Aviator++; |
| *Agreeableness* | Cateye++; Aviator++; | Round++; Wayfarer++; Oval++ | Square++; Rectangle++; |
| *Neuroticism* | Square++; Rectangle++; | Round++; Wayfarer++; Oval++ | Cateye++; Aviator++; |

**Subculture**

|  |  |  |  |
| --- | --- | --- | --- |
| Athlete | Footballer | HipHop | Punk |
| Biker | Geek | Hipster | Rocker |
| Bro | Goth | Influencer | Skater |
| Emo | Grunge | Minimalist | Surfer |

* Score > 4: Take what’s in box

|  |  |  |  |
| --- | --- | --- | --- |
| Aviator++; Wayfarer++ | Aviator++ | Round++; Square+ | Round++ |
| Square++ | Rectangle++ | Square+; Wayfarer+ | Aviator++; Oval+ |
| Aviator++; | Cateye++; Square+ | Cateye++; Wayfarer+ | Square++ |
| Rectangle++; Square+ | Wayfarer++; Round+ | Round++; Square++ | Square++ |

**Clothing style**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -5* | *-5 - 5* | *> 5* |
| *Colourful*  *(vs. Bland)* | Square++; Rectangle++; | Round++; Wayfarer++; Oval++ | Cateye++; Aviator++; |
| *Luxurious*  *(vs. Casual)* | Rectangle++; Square+ | Oval+; Square+; Cateye+ | Aviator++; Round++ Wayfarer++; |
| *Outspoken*  *(vs. Reserved)* | Square++; Rectangle++; | Round++; Wayfarer++; Oval++ | Cateye++; Aviator++; |
| *Fashionable (vs.Timeless)* | Square++; Rectangle++; | Round++; Wayfarer++; Oval++ | Cateye++; Aviator++; |
| *Informal*  *(vs. Formal)* | Square++; Rectangle++; | Round++; Wayfarer++; Oval++ | Cateye++; Aviator++; |

**Trends**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< 0* | *0-5* | *> 5* |
| *Supercharged Simplic.* | Cateye+; Aviator+; |  | Round++; Square++; Cateye- -; Aviator- - |
| *Rerooted Nature* | Cateye+; Aviator+; Square+ |  | Oval++; Round+; Rectangle- |
| *Awestruck* | Rectangle++; Square+ |  | Cateye+; Aviator+; Rectangle- - |

Aviator -2 | 22 (30)  
Cat eye -2 | 22 (26)  
Rectangle -3 | 22 (31)  
Wayfarer 0 | 19 (24)  
Clubmaster 0 | 19 (24)  
Round 0 | 23 (30)  
Oval 0 | 21 (22)  
Square 0 | 23 (33)

# Chart Description automatically generatedColour

**Colour**

White/Transparent

Black

Grey/Transparent

*(Colours in order from warm to cold)*

Orange

Yellow

Red

Brown

Green

Pink

Purple

Blue

**Personality**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -5* | *-5 - 5* | *> 5* |
| *Openness to exper.* | White+; Black+; Blue++; Grey++; | Brown+; Green+; Pink+; | Orange++; Red++; Purple++; Yellow++; |
| *Conscientiousness* | Orange+; Purple+; | Black+; Red+; Pink+; Grey++; Yellow++; | White++; Brown++; Green+; Blue++; |
| *Extraversion* | White+; Green+; Grey++; Yellow+; | Black+; Brown+; Purple+; Blue+; | Orange++; Red++; Pink+; |
| *Agreeableness* | White++; Black++; Grey++; | Red+; Brown+; Purple+; | Orange++; Green++; Pink++; Blue++; Yel++; |
| *Neuroticism* | Orange++; Red++; Yellow+; | White+; Pink+; Purple+; Blue+; | Black+; Brown+; Green+; Grey++; |

**Subculture**

|  |  |  |  |
| --- | --- | --- | --- |
| Athlete | Footballer | HipHop | Punk |
| Biker | Geek | Hipster | Rocker |
| Bro | Goth | Influencer | Skater |
| Emo | Grunge | Minimalist | Surfer |

* Score > 4: Take what’s in box

|  |  |  |  |
| --- | --- | --- | --- |
| Blue++; Black++; Yellow+; | Blue+; White+; Black++ | Orange++; Red++; Purple++; Pink++; White+; Black+ | Black++; Red+; Yellow+ |
| Black+; Green+; | Grey+; Black++ | Black++; White++; Grey++ | Black++; Grey+; Blue+; Green+ |
| Black++; White+ | Black++; | Red++; Black+; Green+; Orange++; Yellow++ | White++; Grey+; Black+; Brown+ |
| Black++; White++; Pink+; Green+; Red+ | Black++; Red+; Grey+; White+; Brown+ | White++; Grey+ Black+ | Pink++; Purple++; Green++; Blue++ Grey++ |

**Clothing style**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -5* | *-5 - 5* | *> 5* |
| *Colourful*  *(vs. Bland)* | Black++; Grey++; Brown++; White+; | Blue++; Purple++; Green++; White+; | Orange++; Red++; Pink++; Yellow++; |
| *Luxurious*  *(vs. Casual)* | Pink++; Orange++; Yellow++: | Grey++; Red++; Green++; Brown+; | White++; Purple+; Blue++; Black++; |
| *Outspoken*  *(vs. Reserved)* | Black++; Grey++; Brown++; White+; | Blue++; Purple++; Green++; White+; | Orange++; Red++; Pink++; Yellow++; |
| *Fashionable (vs.Timeless)* | Black++; Grey++; Brown++; White+; | Blue++; Purple++; Green++; White+; | Orange++; Red++; Pink++; Yellow++; |
| *Informal*  *(vs. Formal)* | Black++; Grey++; Brown++; White+; | Blue++; Purple++; Green++; White+; | Orange++; Red++; Pink++; Yellow++; |

**Trends**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< 0* | *0-5* | *> 5* |
| *Supercharged Simplic.* | Blue+; Orange++;  Red++; |  | Black++; Yellow+; Brown++; White++;  Blue-; Orange- -;  Red- -; |
| *Rerooted Nature* | Brown- -; Green- -; |  | Brown++; Green++; Yellow+;  Blue- -; Orange- -;  Red- -; |
| *Awestruck* |  |  | Blue++; Pink++; Grey++; White++; Red+; |

**Part of style**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *<0* | 0-3 | >3 |
| *Part of style score* | Black+++; White+++; Grey+++; Blue+++  All others - - - - | Blue++; White++; | *Personal colours+++??* |

White 0 | 19 (27)  
Black 0 | 20 (33)  
Grey 0 | 22 (27)

Orange -6 | 21 (23)

Yellow -2 |

Red

Brown

Green

Pink

Purple

Blue

# Outspokenness

Low outspokenness 🡪 Average outspokenness 🡪 High outspokenness

High transparency Low transparency

Desaturated colours Saturated colours

Few details Many details

**Personality**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -5* | *-5 - 5* | *> 5* |
| *Openness to exper.* | - - |  | ++ |
| *Conscientiousness* | ++ |  | - - |
| *Extraversion* | - - |  | ++ |
| *Agreeableness* | - |  | + |
| *Neuroticism* | + |  | - |

**Clothing style**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -5* | *-5 - 5* | *> 5* |
| *Colourful*  *(vs. Bland)* | - - |  | ++ |
| *Luxurious*  *(vs. Casual)* | - |  | + |
| *Outspoken*  *(vs. Reserved)* | - - |  | ++ |
| *Fashionable (vs.Timeless)* | - - |  | ++ |
| *Informal*  *(vs. Formal)* | - - |  | ++ |

**Trends**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< 0* | *0-5* | *> 5* |
| *Supercharged Simplic.* | ++ |  | - - |
| *Rerooted Nature* | + |  | - |
| *Awestruck* | - - |  | ++ |

**Part of style**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *<0* | 0-3 | >3 |
| *Part of style score* | - - - | + | +++ |

**Style concern**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -4* | *-4 – 4* | *> 4* |
| *Style concern score* | - - - | + | +++ |

-26 | 26

# Strongness

Low strongness 🡪 Average strongness 🡪 High strongness

Thin frames Thick frames

Desaturated colours Saturated colours

**Personality**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -5* | *-5 - 5* | *> 5* |
| *Openness to exper.* | - |  | + |
| *Conscientiousness* | + |  | - |
| *Extraversion* | - |  | + |
| *Agreeableness* | ++ |  | - - |
| *Neuroticism* | - |  | + |

**Clothing style**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -5* | *-5 - 5* | *> 5* |
| *Colourful*  *(vs. Bland)* | - |  | + |
| *Luxurious*  *(vs. Casual)* | - |  | + |
| *Outspoken*  *(vs. Reserved)* | - - |  | ++ |
| *Fashionable (vs.Timeless)* | - |  | + |
| *Informal*  *(vs. Formal)* | - |  | + |

**Part of style**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *<0* | 0-3 | >3 |
| *Part of style score* | - - - - | + | *++++* |

**Style Concern**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< -4* | *-4 – 4* | *> 4* |
| *Style concern score* | - - - | + | +++ |

-19 | 19