# Material

|  |  |  |  |
| --- | --- | --- | --- |
|  | *< 1* | *1 – 5* | *> 5* |
| *Generate?* | No | Mention | Yes |

# Luxury & Details

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | *< -14* | *-14 - -6* | *-5 - 5* | *6-14* | *> 14* |
| *Luxury level* | Very low | Low | Average | High | Very high |

**High luxury means** **(low luxury means reverse)**  
- High outspokenness  
- Metal or metal details  
- Different colours  
- Different details

# Background

|  |  |  |  |
| --- | --- | --- | --- |
| **Quality** | *< 0* | 0 – 4 | *> 4* |
| *Implement?* | No | Good quality | Very high quality |

|  |  |  |  |
| --- | --- | --- | --- |
| **Price** | *< 0* | 0 – 2 | *> 2* |
| *Implement?* | No | Standard price | Luxury value |

|  |  |  |  |
| --- | --- | --- | --- |
| **Sustainability** | *< 0* | 0 – 3 | *> 3* |
| *Implement?* | No | Good sustainability | Very high sust. |

|  |  |  |  |
| --- | --- | --- | --- |
| **Innovativeness** | *< 0* | 0 – 2 | *> 2* |
| *Implement?* | No | Normal innov. | Very high innov. |

# Shape

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | *< 7* | *7-12* | *13 – 18* | *> 18* |
| *Generate?* | No | Possible | Yes | Definitely |

# Colour

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | *< 7* | *7-12* | *13 - 18* | *> 18* |
| *Generate?* | No | Possible | Yes | Definitely |

# Outspokenness

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | *< -14* | *-6 - -14* | *-5 - 5* | *6-14* | *> 14* |
| *Outspok. level* | Very low | Low | Average | High | Very high |

# Strongness

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | *< -10* | *-10 - -5* | *-4 - 4* | *5-10* | *> 10* |
| *Strongn. level* | Very low | Low | Average | High | Very high |