

03.01.01 - Data Collection

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Date: 29-09-2021

Desk research

Topic: T-shirt Production

I chose to focus on the environmental impact of your average cotton t-shirt as it is the most common fabric for t-shirts, as well as the impact of alternative fabrics. I based my research on articles and studies I found online. Some of this research could be considered biased as a few of the articles I based my research on are written by environmental organizations or companies.

My general findings is that t-shirt production, specifically cotton, generally has a very high environmental impact compared to more sustainable fabric options such as hemp or lyocell. The main difference is the amount of water needed and the use of pesticides and dangerous chemicals.

Definition

It refers to research conducted by researching already published material. This includes anything from previous studies to books, magazines and so on about your chosen topic. You do this to get a deeper understanding about the topic.

SOURCES:

<https://www.worldwildlife.org/stories/the-impact-of-a-cotton-t-shirt> (visited: 28-09-2021)
<https://treefy.org/2020/06/24/template-2/> (visited: 28-09-2021)
<http://mistrafuturefashion.com/wp-content/uploads/2015/06/Environmental-assessment-of-Swedish-fashion-consumption-LCA.pdf> (visited: 28-09-2021)
<https://lyocell.info/> (visited: 28-09-2021)
<https://www.greenmarketreport.com/hemp-vs-cotton-which-fabric-is-better-for-the-environment/> (visited: 28-09-2021)
<https://spinnova.com/sustainability/> (visited: 28-09-2021)
<https://mediamanager.sei.org/documents/Publications/SEI-Report-EcologicalFootprintAndWaterAnalysisOfCottonHempAndPolyester-2005.pdf> (visited: 28-09-2021)

Insights: Desk research

Topic: T-shirt Production

Traditional cotton requires more pesticides than any other crop in the world - these harmful chemicals harms the field worker as well as the surrounding ecosystem.

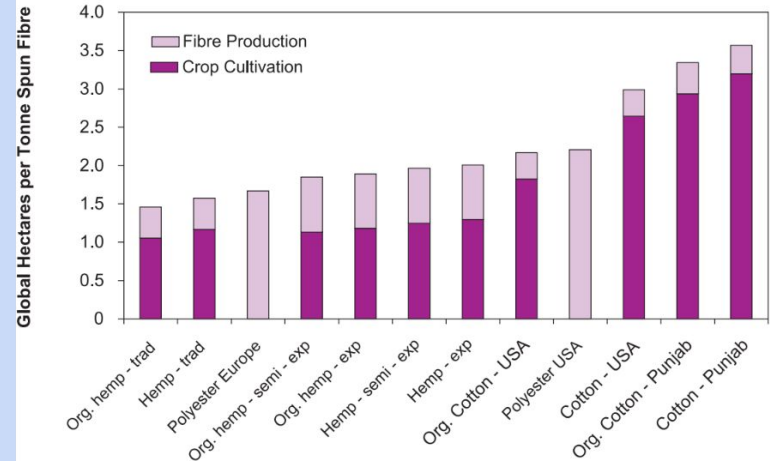
Organic cotton uses less water and no harmful chemicals but it only makes up for 1% of the 22.7 million metric tons of cotton farmed worldwide

9,788–9,958 litres of water is needed to produce 1kg of cotton compared to 2123 liters for 1kg of useful fibre of hemp

ECOLOGICAL FOOTPRINT

Summary of all results

Finally, the Ecological Footprint, represented in global hectares (gha), of producing one tonne of spun fibre is presented in Figure 5.



Insights: Desk research

Topic: T-shirt Production

Tencel requires no pesticides

No irrigation is required for farming purposes

Tencel requires 99% less water when growing compared to cotton

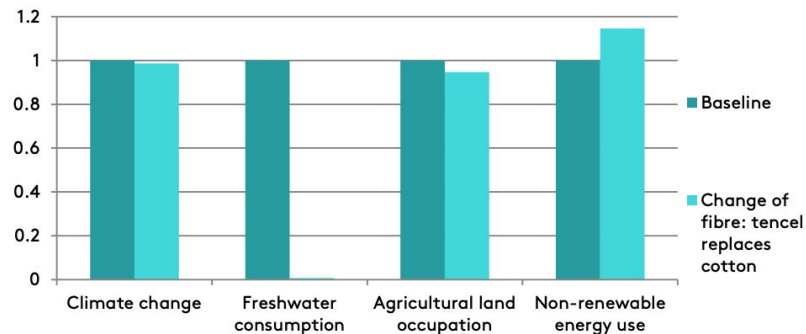


Figure 39 Environmental impacts of one (1) use of the T-shirt, in the baseline scenario vs. the scenario in which tencel replaces cotton. Results are showed in the impact categories for which the inventorying supports the life cycle impact assessment. Results are normalised to the baseline scenario.

Observation research

Topic: T-shirts in public

Observation research is a type of primary research that consists of observing people and their behaviour in a certain situation. The findings of your observation is then analysed to understand people's behaviour.

I chose to focus on people wearing t-shirts in a public space. The space I chose was a trendy café in Nørrebro. I observed other people at the café as well as the people working there.

Insights: Observation

Topic: T-shirts in public

The environment

The café is in outer Nørrebro, an area that has become very gentrified which reflects on the kind of customer. The place was decorated with a lot of dried flowers, knick knacks, mid-century furniture and a neon sign to appeal to a “trendy” customer base.

I placed myself inside near a window so I could observe the people working, people standing in line as well as the customers sitting inside and outside.



Insights: Observation

Topic: T-shirts in public

What type of people

I observed both the customers and the people working in the cafe. All of them were around 20-35 years old and the majority were white.

All of the people seemed like they care about personal style and how they present themselves.

How they relate to each other

A lot of people how were there were sitting with friends having coffee and breakfast. There were a few that were sitting on their own working on a computer.

The majority of customers all sat down and had their drinks and food there but a few just stopped by to grab a drink on their way.

Insights: Observation

Topic: T-shirts in public

The use of t-shirts was very different when comparing what the staff were wearing and the customers.

The two guys that worked there both wore plain, dark t-shirt - this seemed to be more of a functional choice than a style choice. As they were both wearing black, plain t-shirt you could easily see that they were working there. It made sense that the t-shirts were black as they won't get soiled as easily.

The customer were wearing t-shirts in different colours and bold patterns and with a lot of accessories. A lot of the customers looked dressed up and they used their t-shirts to express their personal style.



Interview research

Topic: A brand - WEEKDAY

Interview research is a type of primary research where you interview a person to get a deeper understanding of their behaviour, thoughts, feelings and/or opinions about a certain topic and their reasonings behind it.

I interviewed a person from our class. I used a semi-structured interview guide so I could dive deeper into certain questions depending on their answer. I did the interview at a café and provided coffee and cake to make the interviewee more comfortable. I recorded the interview and then transcribed it.

The interviewee had a lot of previous experience shopping at the brand I chose to interview her about. I asked a few questions regarding the environmental impact about shopping there and the interviewee seemed very aware of the harm of buying clothing from a fast-fashion brand. She also said that since she does try to shop eco-consciously she buys the majority of her clothing second hand.

Insights: Interview

Topic: A brand - WEEKDAY

The interviewee shops at the brand in question - WEEKDAY

The branding of WEEKDAY as a very current and alternative brand made her think that they would have clothing made from more eco-friendly fabrics

She prefers to shop second hand as it is a cheaper way to buy eco-consciously

The interviewee was conscious of trying to shop as eco-friendly as possible, however would not pay more for a more eco-friendly t-shirt option from WEEKDAY

WEEKDAY

Survey research

Topic: MMD Students

Survey research is a primary research tool that consist of collecting data from participants. The answers are anonymous which generally makes the participants answers more honest. Survey questions are short, simple and focused.

We conducted an online survey with the students in MMD.

The survey started with questions regarding age, where we lived as well as screen time and preferred browser. The second part of the survey consisted of questions regarding online shopping behaviours as well as what we take in consideration when buying t-shirts.

A few general findings from the survey are that the majority of people in our class identifies as female and are between 20-29 years old. Everyone who took part in the survey have shopped online and the majority had at some point bought a t-shirt online - of those half of the people buy a new t-shirt online every 3-6 months.

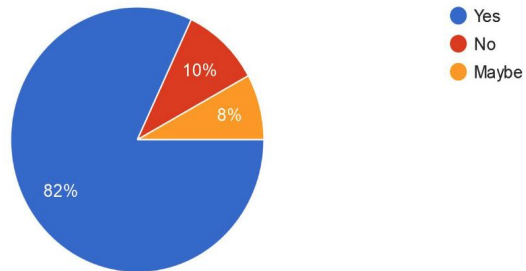
Insights: Survey

Topic: MMD Students

All of the participants have bought clothes online and 82% have bought a t-shirt online

Have you ever bought a t-shirt online?

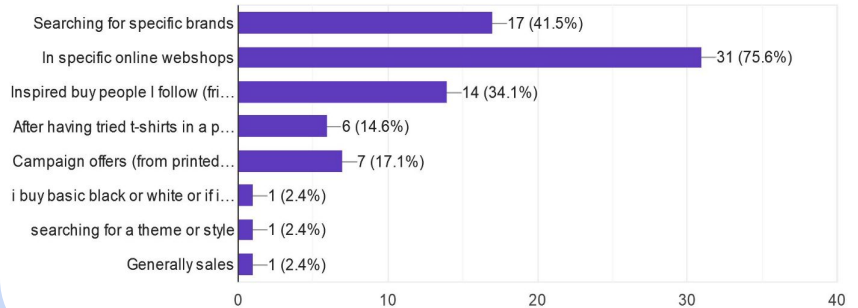
50 responses



When buying t-shirts online 75% of the participants look on a specific webshop

How do you buy t-shirts online?

41 responses



Insights: Survey

Topic: MMD Students

61% thought that when shopping for a new t-shirt online that having different shipping options was a very important thing

0% of the participants thought that the designer was the most important aspect when buying a t-shirt

When describing the perfect t-shirt “Comfortable” was the most commonly used word, 16 out of 49 people mentioned it

60% cared about the ecological footprint when buying a new t-shirt, ranking it a 4 or a 5 on a 1-5 scale

Ecological footprint
41 responses

