

# Desk research

Tomine Ødegård

## Hvad er en desk research?

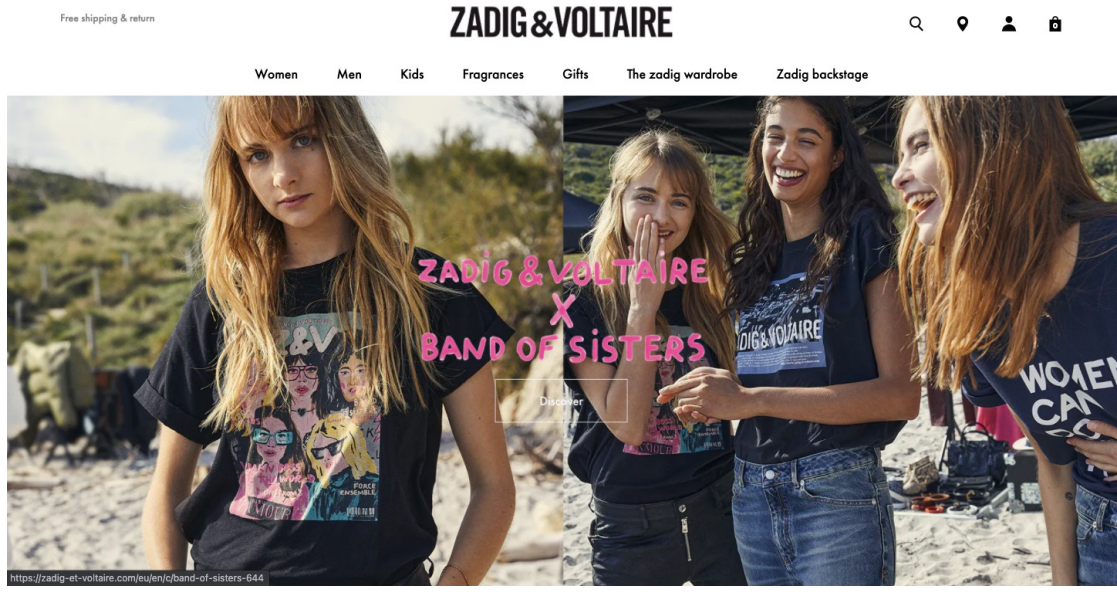
En desk research er en metode, du bruger i starten en designproces og involverer indsamling af sekunder af data som allerede er tilgængelig online. Disse sekundære data kan være alt fra relevante websteder til undersøgelser og data. Det er vigtigt at være kildekritisk i denne proces.

## Hvilket emne har jeg undersøgt?

- Unisex klæder
- Brands der donerer penge til charity/en good cause
- Designerbrands der har gjort collabs med andre brands og bransjer
- Designerbrands der har gjort kollektioner med den internationale kvinnedagen
- Millennial/Gen Z online shopping habits

## Links til inspiration

- NA-KD unisex t-shirts  
[https://www.na-kd.com/dk/sog?q=unisex&utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=DK\\_DT\\_SEA\\_GGL\\_TXT\\_ALL\\_NBR\\_X\\_X\\_X\\_a\\*942-768-1378\\_c\\*p-dk-search-clothes-siteseach-bmm-NB\\_g\\*Tees\\_k\\*%2Bunisex\\_m\\*b&gclid=Cj0KCQiAs5eCBhCBARIsAEhk4r4r0Va7VEJkSVoQCpNLaNmFK99YWUS7CvxSFfnThcKmJByQkmPRzJAaAnPSEALw\\_wcB](https://www.na-kd.com/dk/sog?q=unisex&utm_source=google&utm_medium=cpc&utm_campaign=DK_DT_SEA_GGL_TXT_ALL_NBR_X_X_X_a*942-768-1378_c*p-dk-search-clothes-siteseach-bmm-NB_g*Tees_k*%2Bunisex_m*b&gclid=Cj0KCQiAs5eCBhCBARIsAEhk4r4r0Va7VEJkSVoQCpNLaNmFK99YWUS7CvxSFfnThcKmJByQkmPRzJAaAnPSEALw_wcB)
- Good Cause Clothing, en website der selger klær med prints og giver penge til charity, men ikke et eksklusivt layout og look  
<https://goodcauseclothing.com/>
- Dansk nettside, clean layout, eksklusivitet  
[https://brittisseck.com/collections/cotton-shirts?gclid=Cj0KCQiAs5eCBhCBARIsAEhk4r7vs2f\\_WG48YiXI4-T8WXgnrqCnzIcct6aCLaCt3ZHCZEKaYMZ4fAaAoUeEALw\\_wcB](https://brittisseck.com/collections/cotton-shirts?gclid=Cj0KCQiAs5eCBhCBARIsAEhk4r7vs2f_WG48YiXI4-T8WXgnrqCnzIcct6aCLaCt3ZHCZEKaYMZ4fAaAoUeEALw_wcB)
- Website der opsummerer “25 Ethical brands that give back with each purchase”  
<https://www.sustainably-chic.com/blog/25-ethical-brands-that-give-back-with-each-purchase>
- Designerbrands der har gjort ulike collabs med andre mærker, artister og andre bransjer  
<https://www.lofficielusa.com/fashion/fashion-designer-collaborations-2020-prada-adidas-yeezy-gap>
- Zadig & Voltaire x band of sisters  
<https://zadig-et-voltaire.com/eu/en/c/band-of-sisters-644>



- Alexander Wang unisex udvalg  
<https://www.alexanderwang.com/us-en/men>
- A list of designer that are fight for women’s rights  
<https://www.vogue.com/article/designers-tory-burch-victoria-beckham-on-future-of-fashion-womens-rights-feminism>
- Tori Burch x Empowered Women in partnership with Upworthy  
<https://www.toryburch.eu/empowering-women/empowered-women/>
- Theory x Girl Up  
<https://www.theory.com/girl-up.html>
- Atrikkel om Chloè x Unicef  
<https://www.townandcountrymag.com/uk/style/fashion/a35761630/chloe-launches-iwd-capsule-collection-with-unicef/>
- Chloè website #girlsforward  
[https://www.chloe.com/us/chloe/women/subhome/unicef\\_section](https://www.chloe.com/us/chloe/women/subhome/unicef_section)
- Andre bransjer der støtter den internationale kvinnedagen  
<https://www.townandcountrymag.com/uk/style/fashion/g35444586/15-brands-to-support-this-international-womens-day/?slide=4>



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**Bella Freud x the Prince's Trust**

Bella Freud is donating proceeds from all online sales of the new 'My Chica' collection throughout the month of March.

In partnership with the Prince's Trust for the second year running, the initiative will support the charity's #ChangeAGirlsLife campaign, which helps enable young women in the UK facing enormous challenges to have a bright future.

[SHOP HERE](#)

## 10 vigtigste viden

<https://www.invespcro.com/blog/online-consumer-shopping-habits-behavior/>

- Men vs Women online shopping habits  
<https://mybusiness.singtel.com/ecommerce/trend/menvswomen>

1. Men handler ofte på mobil, og kvinder handler på desktop

- Hvordan shopper ulike generationer?  
<https://salesfloor.net/blog/generations-shopping-habits/>

2. “68 percent of Millennials demand the convenience of omnichannel accessibility during their shopping journey, which means having an integrated experience that can effortlessly transition their consumer data from their smartphone, to laptop, to local store, and back again

- UX point of view on E-commerce principles and strategies  
<https://blog.tubikstudio.com/ux-design-for-e-commerce-principles-and-strategies/>

3. «If you do build a great experience, customers tell each other about that. Word of mouth is very powerful!» -CEO of Amazon Jeff Bezos

4. — the quality of design for the electronic platform — website and/or mobile application — via which the sales are going to be delivered.

5. — the quality of the content presenting the offer to customers

6. — the quality of the product or service offered

- Millennial shopping habits  
<https://www.mikmak.com/blog/comparing-the-shopping-habits-of-gen-zs-and-millennials>

7. Zoomers prefer influencers, and millennials prefer online reviews