

December
2021

Research on Comfort Wear



For Client BENT.

Conducted by Julia Kopyt

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Purpose



The purpose of this research was to gain the data and more insight into comfort wear behavior. Learn more about the customers/ target audience, why they buy comfort wear like sweatpants and hoodies, who are those people, what they like to do, under what circumstances would they buy this product?

The data will help the client to understand what people are looking in for comfort wear and point the direction of o going trends and needs within this category of clothing.

The study is attempting to answer the following questions



What people are looking for in a comfort wear?



What style, color, and qualities people like in comfort wear?



How much people are willing to spend on comfort wear, where do they buy it?



What drives their decision in buying comfort wear?

Methodology



Method used: Quantitative using survey. Combination of open and closed ended question. Types of questions: multiple answer question (one answer), multiple answer question (multiple answers allowed), open ended "type in the answer" question

Timeline

The data was collected December 2nd 2021 - December 9th 2021

54
participants

100%
response
rate



Email

Limitations

This research project is directional not projectable due to the number of responses

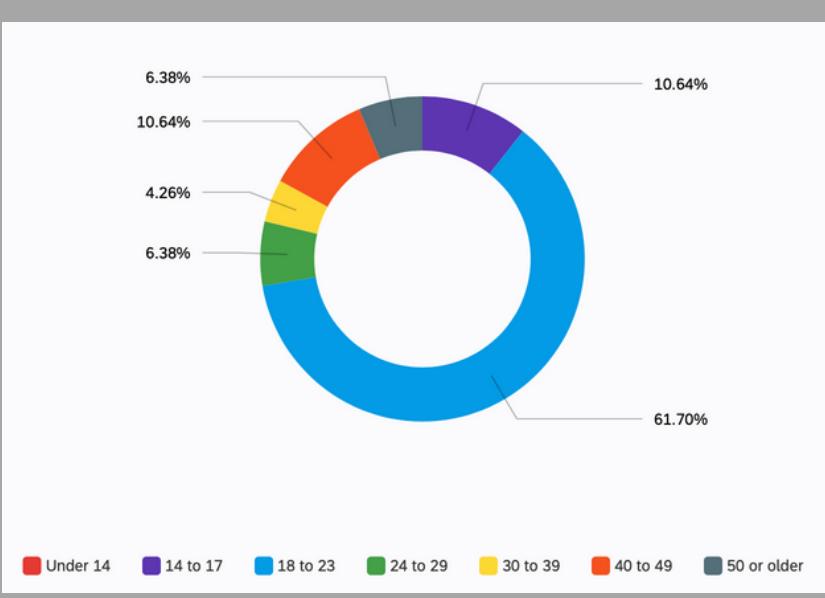
Participants are mostly from Poland or United States (California and New York specifically) which makes it harder to project on the worldwide population

Respondent Profile

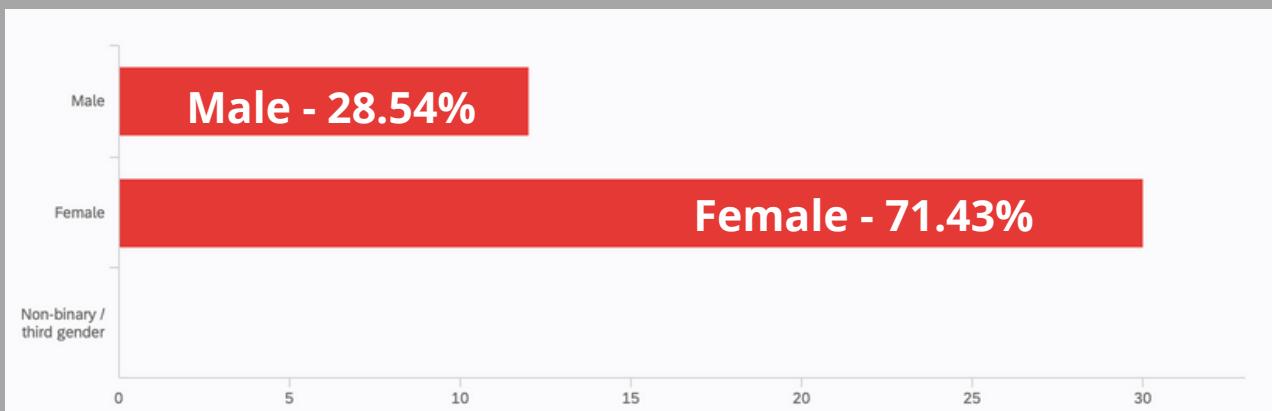


Age

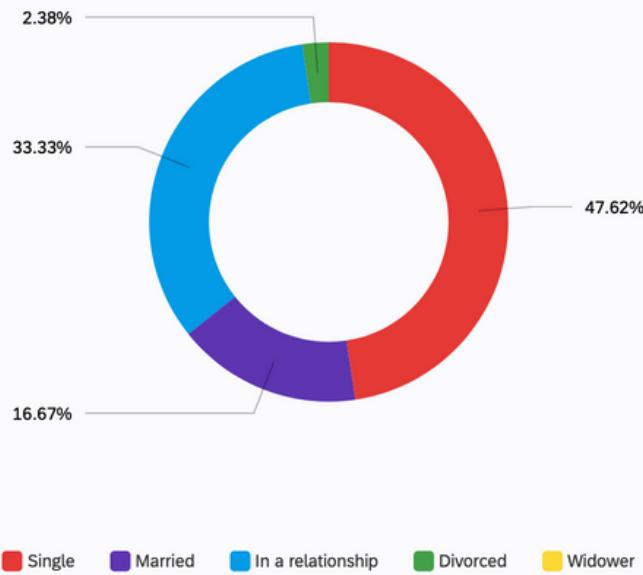
Under 14	→ 0%
14 to 17	→ 10.64%
18 to 23	→ 61.70%
24 to 29	→ 6.38%
30 to 39	→ 4.26%
40 to 49	→ 10.64%
50 or older	→ 6.38%



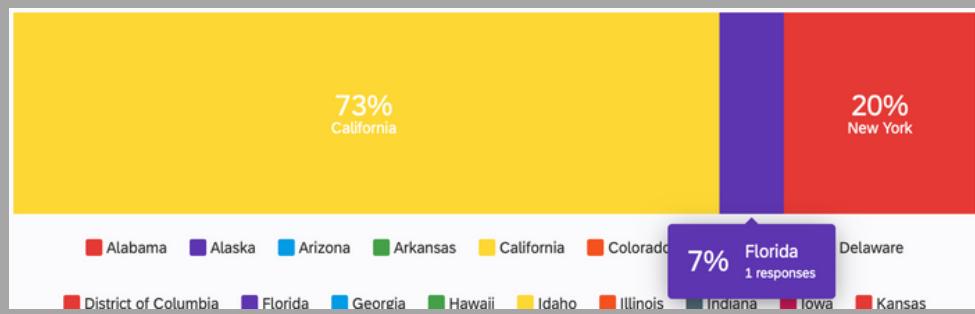
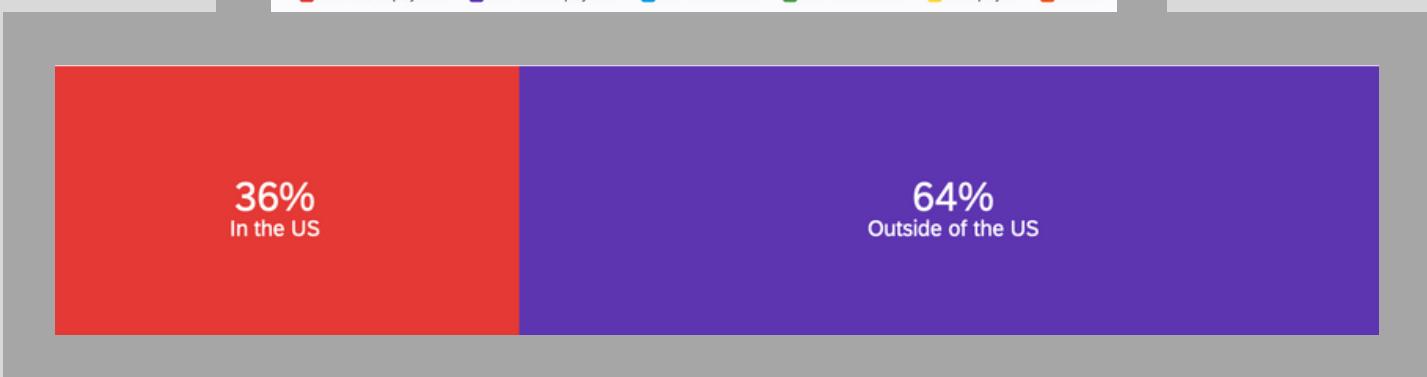
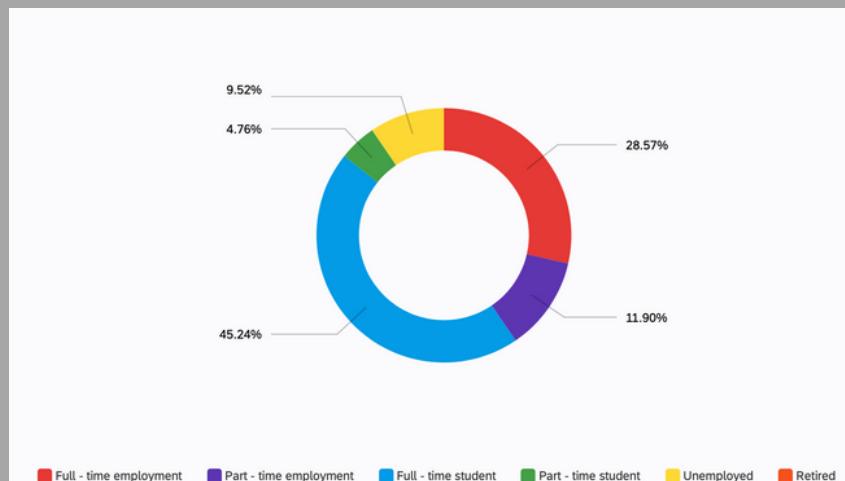
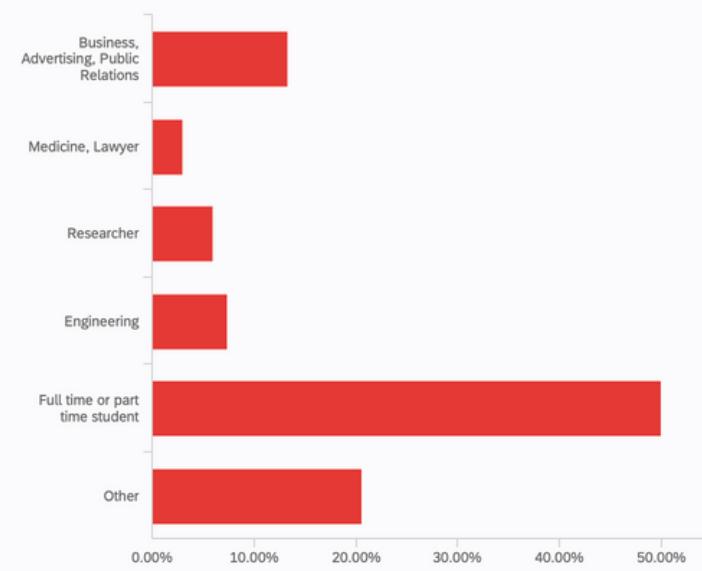
Gender



Status



Respondent Profile



Respondent Profile



- Most of the participants are within the 18-23 age group.
- More females took part in the survey compared to males
- The biggest percentage of the participants are full or part-time students
- Next biggest group was within the business, advertising and PR group
- Participants were either from United States or Poland. There was only one person from United Kingdom
- From the participants living in the United States 73% are in California, 20% in New York, and 7% (1 person) in Florida
- For the status most of the participants are single, then followed with 33.33% in relationships, 16.67% married and 2.38% divorced
- 42.24% of participants are full-time students, followed with 28.57% of full-time employment

Analysis of demographic results:

The results present that the majority of the participants did fit the target audience of BENT. (ages 17-35). Main demographics were Poland and United States (California and New York). This may be a little bit problematic to generalize the findings since Poland and United States are so different and within the US California and New York differ a lot in terms of lifestyle, people, and style. There is a mix of students and participants that are fully employed. The lifestyles and priorities may differ. However BENT's target audience include both students and employed people

Executive Summary



Main reason for comfort wear purchase

The main reason for the purchase seems to be comfort. Participants wear it almost everywhere but work and formal events. They care mostly about the quality and then the design and price of the comfort wear they purchase.

Therefore BENT, should focus on the good quality materials that are soft and comfortable with a trendy design that people would wear on an everyday basis.

Where do they buy and learn about comfort wear

There is a big divide between online and in-store purchase of comfort wear, however more respondents choose online option and in chain stores like H&M or Zara. There is again a big divide in the way people learn about the products, however most common seems to be word of mouth and Instagram. *It is recommended that BENT. focuses on expanding its social media especially Instagram to build a big community there. Additionally focusing on the usability of the online store and the website making the whole process of purchase and returns easy, as well as rethinking the price range since most of the respondent prefer buying comfort wear in the less luxury chain stores.*

Style and color preference for comfort wear

When analyzing the responses it can be found that the color that respondents are mostly drawn to is black. Another color of preference for comfort wear is gray. Additionally color respondents purchase the most is black and then white, gray, and blue. Participants would like to see more of black and gray color of comfort wear. For the style majority mentioned oversized being their favorite. *Based on this data it can be seen that BENT. should primarily focus on neutral colors like black, gray, and white. An additional color could be blue based on respondents answers. The style of the comfort wear should be primarily oversized since there seems to be most interest around this comfort wear style.*

Executive Summary



Addressing Client's Research Question

Research Question

What are people looking for in a comfort wear items?



Focus on neutral color: black, white and gray and oversized fit



Focus on material quality



Focus on expanding social media and website usability, making it an experience friendly purchase

Detailed Findings



Summarized Findings

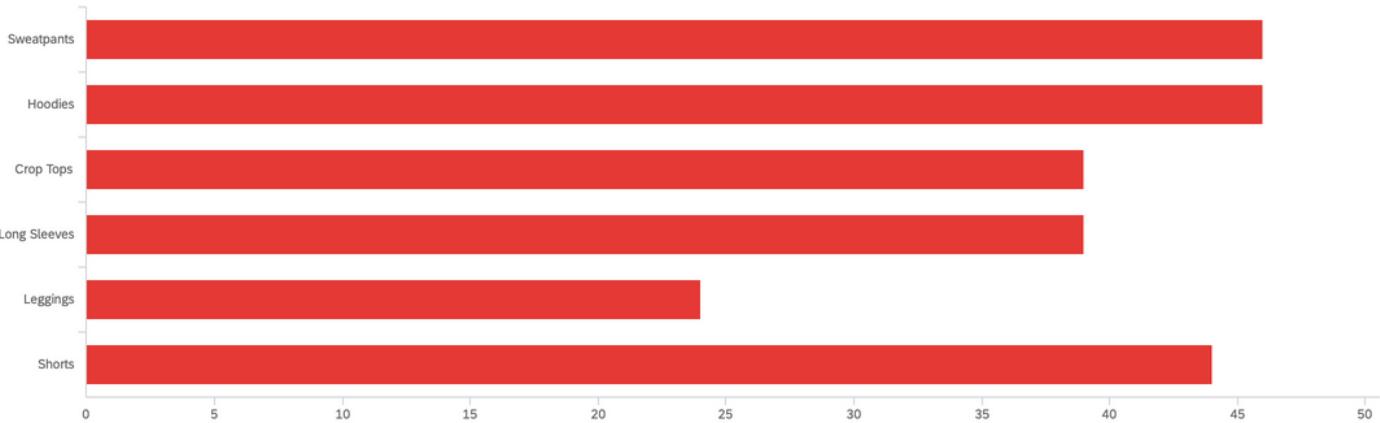
The question about owning comfort wear revealed that hoodies and sweatpants are the most common, which is also the most popular and most products from BENT. giving a green light into this direction.

Do you personally wear comfort wear?

88.14% YES 11.86% NO

Q6 - Which of the following types of clothing articles do you personally own? (select all that apply)

Page Options ▾

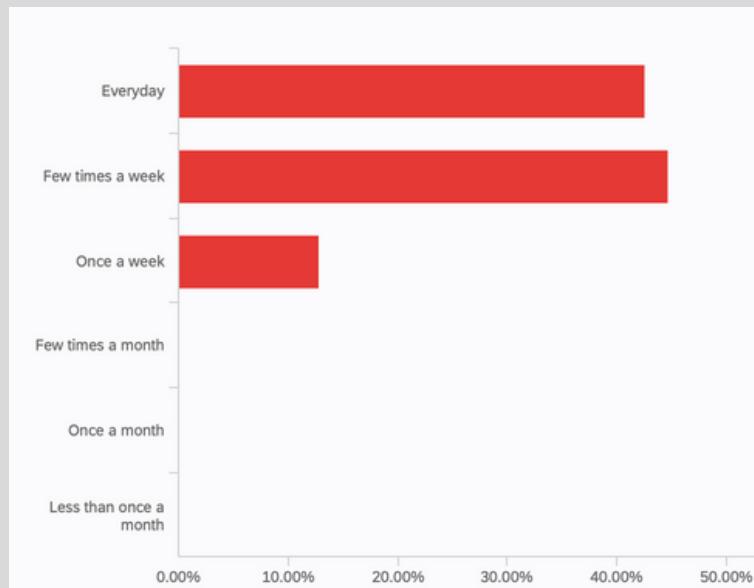


Detailed Findings



Where and how often do you wear comfort wear?

42.5% of participants answered that they wear comfort wear everyday. 44.68% wears it few times a week, and 12.77% once a week. Those results show that respondents choose to wear comfort wear often. Their responses in the following questions will be helpful in understanding the comfort wear preferences, since they are the main target choosing this type of clothing often.



#	Field	Choice Count
1	At home	80.85% 38
2	To work	0.00% 0
3	To school	6.38% 3
4	Sports	12.77% 6
5	Other activities (name these activities)	0.00% 0

When participants were asked where comfort wear could be worn regardless of where they wear it most of the answers were anywhere. The next most frequent answer was home, and then follow with anywhere that does not require formal dressing. This shows potential occasions and places where participants could be willing to wear comfort wear

The responses clearly state that over 80% of participants wear their comfort wear at home. Three people mentioned that they wear it to school and six for sports. Any of them wear it to work, which shows a strong connection that comfort wear is being chosen rather in a "free time" settings.

Anywhere

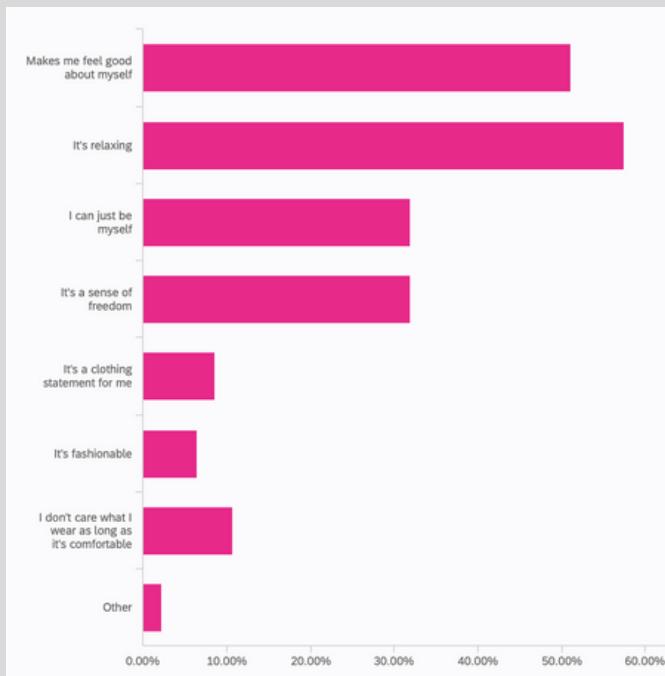
Home

Everywhere with no requirement for formal dressing

Detailed Findings



Why do you like comfort wear and how does it make you feel?



Looking at the results on the graph we can notice that the most chosen reason for wearing comfort wear is that it makes you feel relaxed. Then following with the fact that it makes you feel good about yourself, you can be yourself and gives a sense of freedom.

These are important information to learn what pushes participants to purchase comfort wear



Comfort



Relaxed

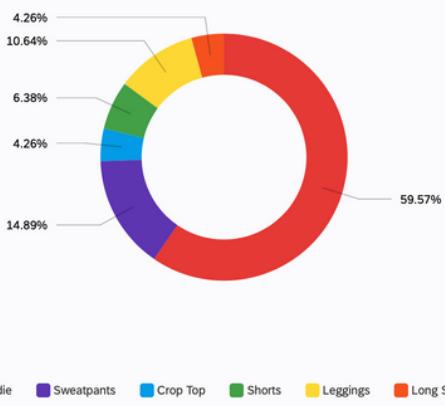


Happy



Cozy

When asked how would participants describe the feeling of wearing comfort wear the most common answers were comfort, relaxed, happy, cozy. All of these answers have a positive outcome on comfort wear showing the correlation of comfort wear as something comforting and good.

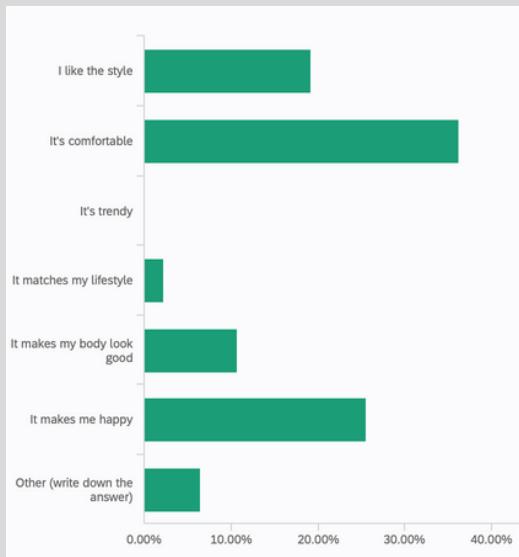


Hoodie is clearly most chosen option when asked what was your recent purchase which was 59.57% of the participants. Next one were sweatpants. The lowest interest seems to be around crop tops and long sleeves. The reason may be the time of the year (winter) when people tend to choose warmer pieces of clothing. This data shows what items are most popular

Detailed Findings

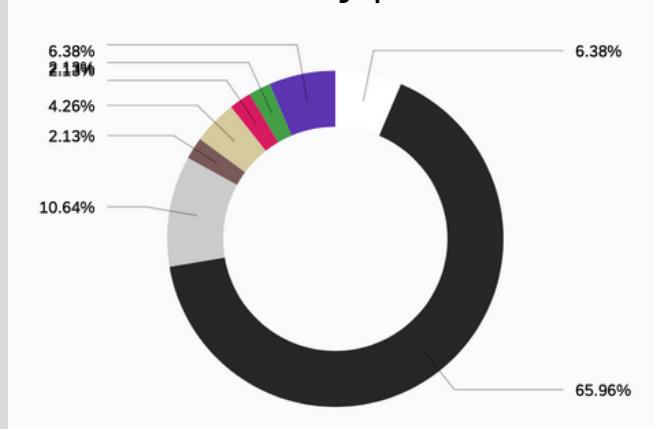


Main reason of the comfort wear purchase

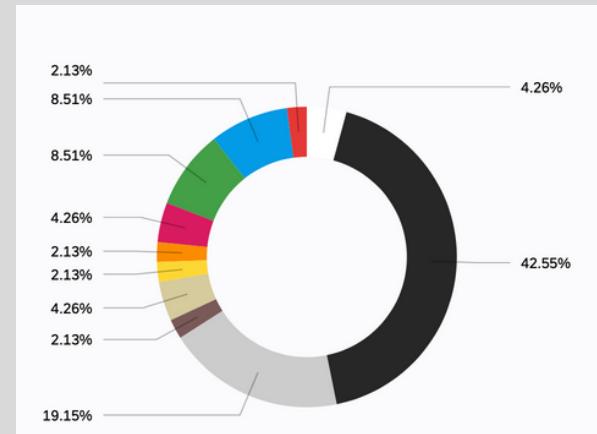


The main reason and what drives respondents to comfort wear purchase is that it makes them feel comfortable and happy. No one chose the reason for comfort wear being trendy which highlights that the feeling of comfort and happiness is more important in the purchase process for these types of products and there is a room for still making comfort wear more trendy.

Colors mostly purchased



Colors most drawn to



The color that participants are most often buying is black. Black is far ahead than other colors with 65.95% of all respondents. Next color is gray and then followed by white. This shows that there is most interest around neutral colors. When analyzing colors that people are the most drawn to black is the most chosen option. .

Beige Light Blue Black Yellow Purple

When asked what colors you wish you could find for comfort wear most answers indicated beige. A lot of participants also chose light blue, black, yellow, and purple. These colors could be recommended to think of when producing comfort wear since people are interested in seeing more of this shade.

Detailed Findings



Most chosen style of comfort wear

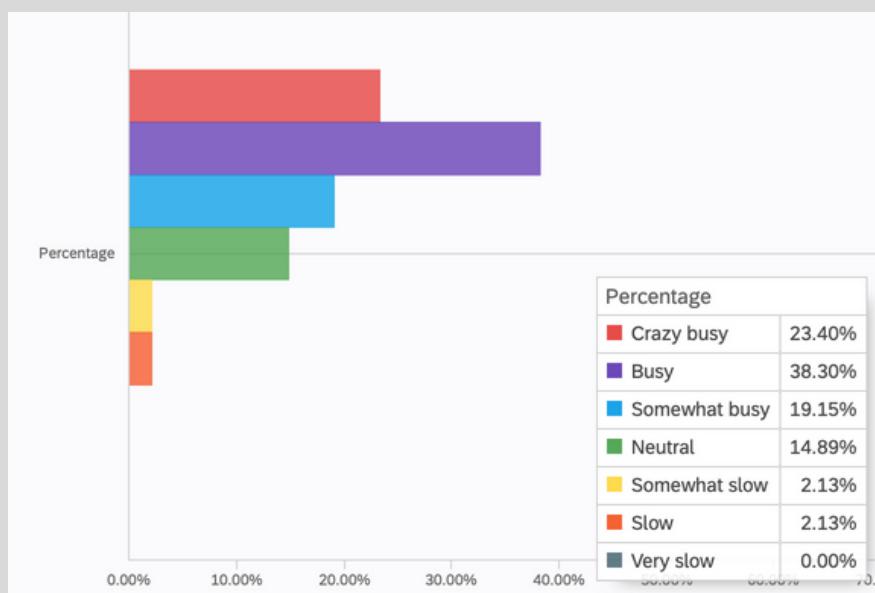
#	Field	Choice Count
1	Over sized	68.18% 30
2	Fitted	22.73% 10
3	Long	4.55% 2
4	Short	4.55% 2

Most often chosen style for comfort wear is oversized with 68.18% of participants voting for this option. The next one is fitted with 22.73%. Oversized is mostly chosen and clearly show what people are looking for in comfort wear

#	Field	Choice Count
1	Over-sized	65.85% 27
2	Fitted	24.39% 10
3	Long	7.32% 3
4	Short	2.44% 1

When asked what type of style would participants want to see more of the most common answer was also oversized with 65.85%. Both data show the popularity and demand for the oversized type of comfort wear, suggesting the style of comfort wear that may pursue by BENT.

How would you describe your lifestyle?

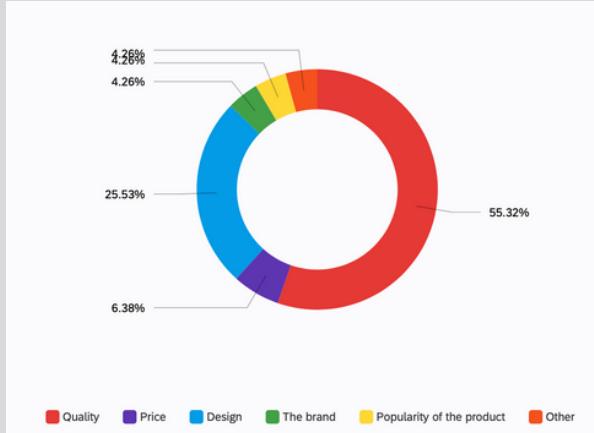


The highest percentage of responses for the type of lifestyle is busy with 38.30% and then follow with crazy busy with 23.40%. This shows that a lot of people have busy lifestyle these days. This helps us understand the pace and intensity of a life people have.

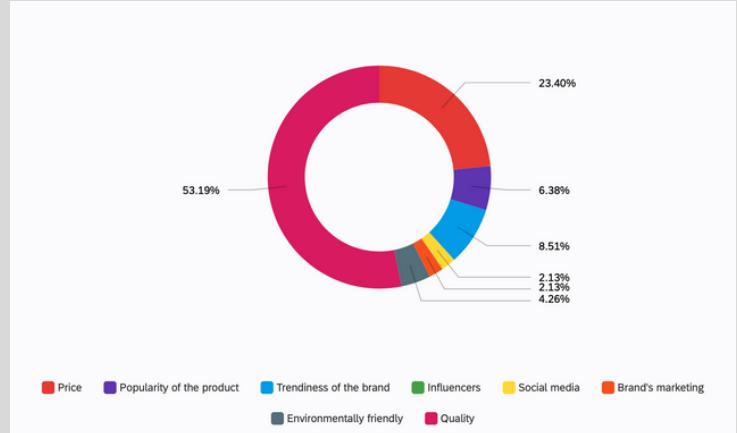
Detailed Findings



What do you look for when purchasing comfort wear

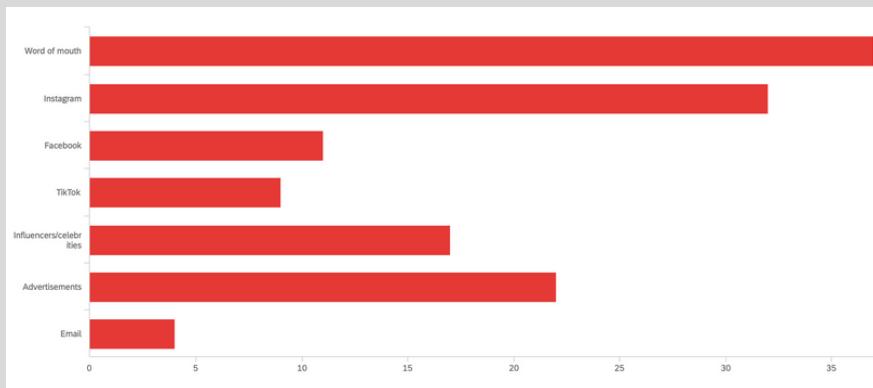


What is the primary reason influencing purchase?



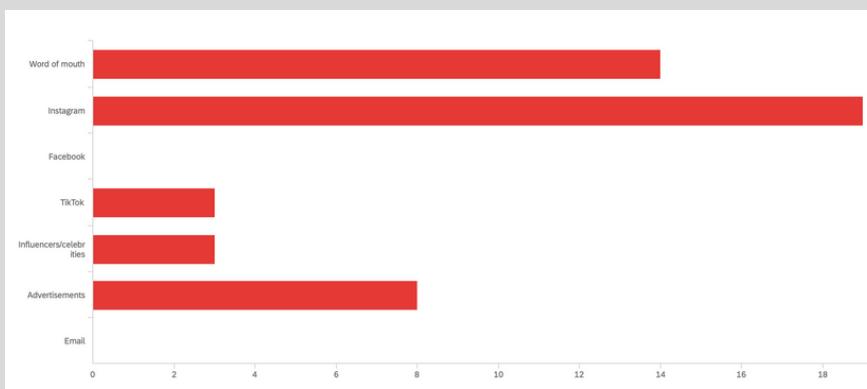
For both questions regarding what participants are looking for when purchasing comfort wear and what is the primary reason for the purchase in both situations the highest percentage is for quality. This seems to be the most important factor when looking at comfort wear. Another big factor is the price. This gives an important insight into what drives consumer's decision and for comfort wear it's the quality.

Where do you learn about the brand you purchase items from?



The most common way for learning about a brand is word of mouth with 37 (28.03%) participants choosing this option and then Instagram (32 participants: 24.24%). However for the most common ways to learn about a product is Instagram and then word of mouth. This shows how powerful social media are and the importance of being present there.

What is the way you most often learn about the products?



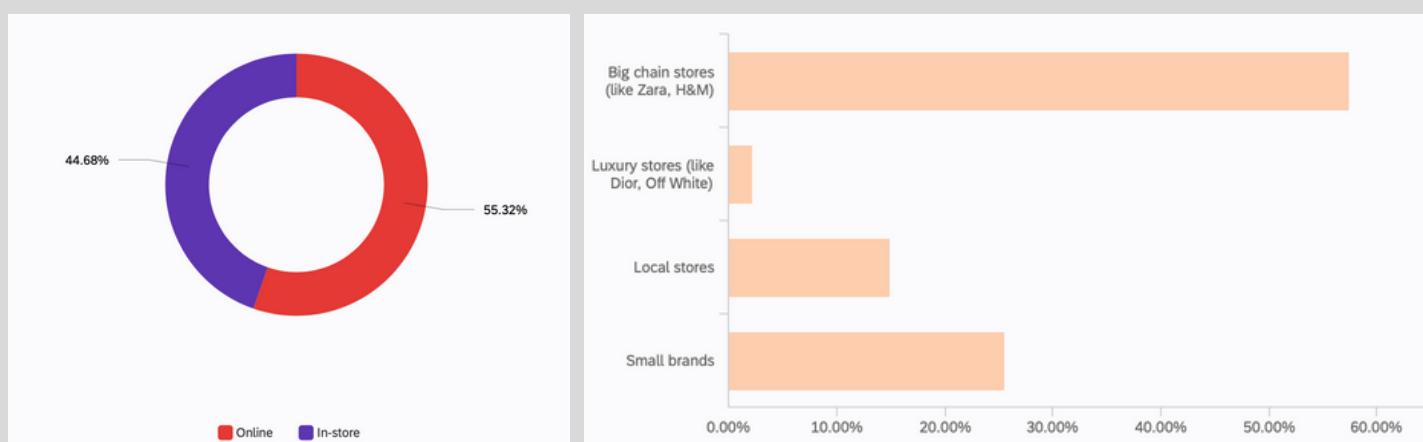
Detailed Findings



How would you describe your perfect comfort wear?



When analyzing data the most appearing responses regarding perfect comfort wear were it being comfortable, oversized, and soft. In the previous questions and analysis the factor of comfort and oversized style appeared showing a strong correlation and preference for the comfort wear.



Both visuals above show that there is a preference in buying comfort wear online and in the store chains like H&M or Zara. However there is still a big group of people who prefer shopping in person and purchasing comfort wear from small businesses. This shows the potential in both on-store and online shopping and a successful presence of small businesses on the comfort wear market. BENT as an online store and a small business has a chance to expand especially with the shopping preferences that people have these days.

Detailed Findings



Are you familiar with BENT?



Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Are you familiar with the company BENT?	1.00	3.00	1.40	0.61	0.37	47

From all of the respondents 68% is familiar with BENT, and 28% is not. The mean score is 1.40.

How much would you be willing to spend on this hoodie?



How much would you be willing to spend on these sweatpants?



#	Field	Choice Count
1	Under \$30	19.15% 9
2	\$30 to \$49	53.19% 25
3	\$50 to \$79	21.28% 10
4	\$80 to \$99	2.13% 1
5	\$100 to \$119	0.00% 0
6	\$120 to \$139	2.13% 1
7	\$140 to \$150	2.13% 1
8	More than \$150	0.00% 0

#	Field	Choice Count
1	Under \$30	23.40% 11
2	\$30 to \$49	53.19% 25
3	\$50 to \$79	17.02% 8
4	\$80 to \$99	2.13% 1
5	\$100 to \$119	2.13% 1
6	\$120 to \$139	0.00% 0
7	\$140 to \$150	2.13% 1
8	More than \$150	0.00% 0

Detailed Findings



Differences by Segments

		What color of comfortwear do you most often buy?												
		Total	White	Black	Gray	Brown	Beige	Yellow	Orange	Pink	Green	Blue	Red	Purple
Q32: What is your gender?		Male	25,5%	33,3%	22,6%	40,0%	0,0%	0,0%	0,0%	0,0%	100,0%	33,3%	0,0%	0,0%
		Female	63,8%	33,3%	67,7%	40,0%	100,0%	100,0%	0,0%	0,0%	100,0%	0,0%	66,7%	0,0%
		Non-binary / third gender	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

Looking at color preference of comfort wear based on the gender

		I would describe my lifestyle as?							
		Total	Crazy busy	Busy	Somewhat busy	Neutral	Somewhat slow	Slow	Very slow
Under 14		0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
14 to 17		10,6%	0,0%	5,6%	0,0%	57,1%	0,0%	0,0%	0,0%
18 to 23		61,7%	72,7%	66,7%	66,7%	42,9%	0,0%	0,0%	0,0%
24 to 29		6,4%	9,1%	0,0%	22,2%	0,0%	0,0%	0,0%	0,0%
30 to 39		4,3%	0,0%	5,6%	11,1%	0,0%	0,0%	0,0%	0,0%
40 to 49		10,6%	18,2%	11,1%	0,0%	0,0%	100,0%	0,0%	0,0%
50 or older		6,4%	0,0%	11,1%	0,0%	0,0%	0,0%	100,0%	0,0%

Lifestyle based on age can help us identify how busy people certain age are which connects to their usage of comfort wear, since most answers indicate that people do not wear comfort wear for work

		How would you describe your dress style which you wear most often? - Selected Choice						
		Total	Elegant	Comfortable	Edgy	Chill	Artistic	Other
In the US		23,8%	18,2%	11,8%	50,0%	21,1%	50,0%	33,3%
Outside of the US		42,9%	45,5%	52,9%	16,7%	52,6%	25,0%	16,7%

Style differ in various countries. The table above that presents participants and their style based on country, if they are living in the US or not. This helps identifying what people like to wear and what they are looking for in clothes

Appendices



Appendix A

Q10 - Where do you feel comfort wear could be worn, regardless of where you personally wear them?

W domu	Home	
na trening	Sports	
Wszędzie oprócz miejsc które wymagają eleganckiego ubioru	Everywhere where you don't need to be elegant	
Anywhere.		
Traveling		
W erze Covid-19 wszędzie. No może z wyjątkiem opery :)	During covid everywhere except for opera	
wszędzie	Everywhere	
Leisure activities, going to the movies, eating out with friends		
Everywhere except work normally, and events		
anywhere		
Wszędzie	Everywhere	
Wszędzie	Everywhere	
Everywhere		
w domu, w szkole, sporty	Home, school, sports	
w domu, wychodząc na zakupy, uprawiając sport, na spotkania ze znajomymi .	Home, school, sports, to meet with friends	
wszędzie	Everywhere	

Appendices



Appendix A

Q10 - Where do you feel comfort wear could be worn, regardless of where you personally wear them?

Wszędzie	Everywhere	<input type="checkbox"/>
Sitownia , spacer, ogród	gym, for a walk, to the garden	<input type="checkbox"/>
Mostly home		<input type="checkbox"/>
School		<input type="checkbox"/>
Home, casual gatherings		<input type="checkbox"/>
Anywhere		<input type="checkbox"/>
W domu, w pracy jeśli nie ma określonego dress code	At home, at work if there is no specific dress code	<input type="checkbox"/>
Na ulicy	On the streets	<input type="checkbox"/>
We wszystkich miejscach poza tymi, które wymagają powagi i szacunku	Everywhere where no need to be formal	<input type="checkbox"/>
Do restauracji, do kina, na spotkania z znajomymi, do pracy w niektórych przypadkach	Restaurant, to meet with friends, work in some cases	<input type="checkbox"/>
Zakupy, sport, dom, spotkania ze znajomymi	Shopping, home, sports, meet up with friends	<input type="checkbox"/>
Anywhere		<input type="checkbox"/>
do pracy	To work	<input type="checkbox"/>
dom,ogrod,natura,wycieczki	garden, home, trips	<input type="checkbox"/>
Casual dinner, beach, hiking, outdoors, amusement parks		<input type="checkbox"/>

Appendices



Appendix A

Q10 - Where do you feel comfort wear could be worn, regardless of where you personally wear them?

Gym, during traveling (airport)	<input type="checkbox"/>
Home or school	<input type="checkbox"/>
Spotkania z przyjaciółmi	<input type="checkbox"/>
Meeting up with friends	<input type="checkbox"/>
Dom, siłownia	<input type="checkbox"/>
At home, to the gym	<input type="checkbox"/>
At home, to the gym	<input type="checkbox"/>
Grocery store, home	<input type="checkbox"/>
W miejscach, w których strój nie odgrywa ważnej roli.	<input type="checkbox"/>
In a place that does not matter that much	<input type="checkbox"/>
W domu, na zakupach, na spacerze, na treningu	<input type="checkbox"/>
At home, sports, shopping, for a walk	<input type="checkbox"/>
home, school, sports	<input type="checkbox"/>
W domu, sporty, do sklepów, na ulice, spacer	<input type="checkbox"/>
At home, sports, shopping, on the streets, for a walk	<input type="checkbox"/>
Na zakupy	<input type="checkbox"/>
Shopping	<input type="checkbox"/>
W domu, na siłownie, na spacer	<input type="checkbox"/>
At home, to the gym, for a walk,	<input type="checkbox"/>
home and the street if its stylish	<input type="checkbox"/>
wszędzie	<input type="checkbox"/>
Everywhere	<input type="checkbox"/>
Wszędzie	<input type="checkbox"/>
Everywhere	<input type="checkbox"/>
School	<input type="checkbox"/>
everywhere except work and going out to a party.	<input type="checkbox"/>
anywhere but work	<input type="checkbox"/>

Appendices



Appendix A

Q12 - Thinking about how you feel when wearing comfort wear clothing, what 5 words come to mind that describe that feeling?

Thinking about how you feel when wearing comfort wear clothing, what 5 word...

Wydanie, modnie, komfortowo, dobrze, ładnie	comfortable, fashionable, pretty, good	
swoboda, nieformalne spotkanie, luz, trening, wolność	comfortable, chill, not formal meetings	
Wygoda, komfort, luz, bezpieczeństwo, odpoczynek	comfortable, relax, chill, safety	
Comfy, free, careless, relaxed, chill		
Comfort, chill, carefree, relaxed, sporty		
Jakość życia	quality of life	
jakość, wygoda, pewność siebie, prostota, cena(?)	comfortable, quality, confidence, simplicity, price	
Relaxed, chill, confident, "out of the competition", friendly		
Comfy, happy, nice, warm, free		
happy, relaxed, myself, free, tired		
Czuje się zajebiście komfortowo	comfortable	
swoboda, wygoda, komfort, odpoczynek,	Relax, comfortable, chill	
wygoda, luz, odpoczynek,	Relax, comfortable, chill	
Luźno , modnie i wygodnie trochę sexy lecz co najważniejsze to swobodnie.	Relax, fashionable, comfortable and sexy	
relaks, beztroska, przyjemność, spokój, wygoda	Relax, pleasure, chill, comfort	

Appendices



Appendix A

Q12 - Thinking about how you feel when wearing comfort wear clothing, what 5 words come to mind that describe that feeling?

Dobrze wygodnie Good, comfortable



Swoboda , relaks, luz, komfort , odprężenie Comfort, chill, relax



Cozy, Free. Loose, Chill, Warm



Comfortable, at ease, good, relaxed, cozy.



Relaxed, casual, laidback, stress-free, calm



freeing, no stress, warm, expandable, covering



Komfort wygoda luz relaks wolny czas Comfort, chill, free time



Fajne, swoboda, spokój, pewność siebie, miłe Comfort, chill, nice, confidence



Komfort, swoboda, brak uciskających ciasnych spodni Comfort, chill, no uncomfortable pants



rozluźnienie, swoboda, bycie sobą, relaks, dobre samopoczucie Comfort, chill, relax, freedom



Wygoda, komfort, luz Comfort, chill



Comfortable, cozy, confident, chill, and happy



wygoda, swoboda, wolność, nonszalancja, luz Comfort, chill, warm, freedom



wygoda,luz,,spokoj,cieplo,przyjemnosc Comfort, chill, warm, happiness



Cozy, safe, happy, pleasant, at ease



Appendices



Appendix A

Q12 - Thinking about how you feel when wearing comfort wear clothing, what 5 words come to mind that describe that feeling?

Calm, safe, cozy, happy, confident



Relaxing, homey, casual, lazy



Wygoda, komfort, lekkość, swoboda, normalność

reality, comfort, chill



Wygoda, komfort comfort



Relaxed, comfortable, carefree, effortless, simple



swoboda, luz, komfort, dom, zabawa

chill, home, fun, chilll



komfort, sportowy styl, wygoda, luz, lekkość

sporty lifestyle, comfort, chill



Cozy, warm, comfortable, hugging, free



Relaks, odpoczynek, urlop, wyluzowanie, odpoczynek

relax, vacation, chill



Luz. Wolność. Komfort. Wygoda.

feels like home, comfy,



Swoboda, luz, wygoda, wolność, komfort

freedom, comfy, warm



.

lecko, domowo, przytulnie, komfortowo, ciepło

feels like home, comfy, warm



Jedzenie, wygoda, ciepło, luz, poranki

Food, comfort, warmth, mornings



Chilled comfortable free cute loose



relax calm comfort sports fitness



relaxed, happy, calm, vibrant, home



Appendices



Appendix A

Q17 - Is there a color for comfort wear that you wish you could find for comfort wear?

Page Options ▾

Is there a color for comfort wear that you wish you could find for comfort...

Czamy	black	<input type="checkbox"/>	
nie	No	<input type="checkbox"/>	
Niebieski	blue	<input type="checkbox"/>	
Brown		<input type="checkbox"/>	
Beige		<input type="checkbox"/>	
Kolorowe (czarny z kolorowymi dodatkami)		black with colorful additions	<input type="checkbox"/>
.		<input type="checkbox"/>	
A mixture of flashy colors, like yellow and blue and black		<input type="checkbox"/>	
No		<input type="checkbox"/>	
purple		<input type="checkbox"/>	
Baby blue		<input type="checkbox"/>	
nie	No	<input type="checkbox"/>	
nie	No	<input type="checkbox"/>	
Połączenie czerni z różem , granatu z bielą.		pink with black, navy blue with white	<input type="checkbox"/>
jasny szary melanż		light gray	<input type="checkbox"/>
Czarny	black	<input type="checkbox"/>	
Nie	No	<input type="checkbox"/>	
Pastels		<input type="checkbox"/>	
Light blue		<input type="checkbox"/>	
More pastels		<input type="checkbox"/>	

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Appendix A

Q17 - Is there a color for comfort wear that you wish you could find for comfort wear?		Page Options
Purple		
Turkusowy	strawberry	
Złoty/ srebrny	gold, silver	
Czarny, Ew biały	black, white	
Brak	No	
Czarno-żółty	black and yellow	
Brown		
Nie	No	
nie	No	
Beige		
Black		
Yellow, purple, pink		
Kawa z mlekiem	Milk with coffee color	
Raczej nie	No	
n/a		
Nie	No	
jasny krem	Light beige	
no		
Beżowy	Brown	
Błękit	Light blue	

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Appendix A

Q17 - Is there a color for comfort wear that you wish you could find for comfort wear?

Page Options ▾

Butelkowa zieleń, brąz	Bottle green, brown	<input type="checkbox"/>
beige		<input type="checkbox"/>
żółty	Yellow	<input type="checkbox"/>
Nie	No	<input type="checkbox"/>
Beige		<input type="checkbox"/>
no		<input type="checkbox"/>
yellow		<input type="checkbox"/>

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Appendix A

Q25 - Imagine an ideal or favorite comfort wear clothing item, what words would you use to describe it? Please be as descriptive as possible including what type of clothing it is, what the material is like, the style, the color and whatever else fits what would be your dream comfort wear.

Imagine an ideal or favorite comfort wear clothing item, what words would y...

Spodnie dresowe, luźne, szare Sweatpants, baggy, gray



dresy Sweatpants



Oversized czarna bluza z kapturem Oversized black hoodie



Cute but comfortable, soft material— either fitted/cropped or completely oversized (like a dress)



Short sweatpants and cropped crew neck in beige, cotton, looser fit, some cool detail on it. Great quality- no fast fashion!



Czarny z kolorowymi dodatkami. Mega hoodie albo ciekawe kieszenie, nietypowo cięte suwaki, zawadiackie guziki.

Black with colorful additions, interesting pockets, zipper and buttons



Ideally: a mixture of white and grey, made of only cotton, well-fitted to my body type



Good quality, good looking, comfortable, well fitting



trendy, brown, baggy, thick material, well-fitting



Dojebane Really cool



wygodny, oryginalny, pasujący do wszystkiego Comfortable, original, that matches everything



wygodny, modny, oryginalny, o super jakości, Comfortable, fashionable, original, great quality



Bluza z kapturem , tkanina softshell , lub polar techniczny 3D, dopasowana, z delikatnymi nadrukami na krawędzi kaptura i wstawkach na rękawie, szew z obszyciem rolkowym, kolor czarny z białym , lub granat z białym.

Hoodie, softshell fabric, fitted, small graphics on the edge of the hood, color black with white or navy blue with white



jasne szare over sizowe spodnie dresowe sznurek od wizania w środku materiał najlepiej bawełna określił bym te spodnie dresami do wszystkiego(do chodzenia po domu, szkole, pracy, sklepu czy po prostu na spacer)

Light gray oversized sweatpants, cotton, sweatpants for everything (home, work, walks, school, shopping)



Appendices



Appendix A

Q25 - Imagine an ideal or favorite comfort wear clothing item, what words would you use to describe it? Please be as descriptive as possible including what type of clothing it is, what the material is like, the style, the color and whatever else fits what would be your dream comfort wear.

Wygodny	Comfortable	
Szara bluza z kapturem dobrej marki, bez ściągaczy , cienka, na suwak, zapinana wysoko	Gray hoodie from a good brand, with a zipper, light, zipped high	
Woolen/Cotton sweatpants that are very loose, warm, but also don't feel too big on the body. Have both the comfort and styles		
A soft hoodie without logos and well fitting but not too tight.		
Cotton, fitted but not too tight, long sleeves, casual design nothing over the top		
black leggings that are thin so it's not too hot and not too tight on the bottom leg part they're like the addidas leggings and are pretty and can make your legs look longer and has a waistband		
Milutka bawełna dobre uszycie	Soft cotton, good quality	
Mity, luźny i dopasowany, zaskakujący, wprawiający w dobry nastrój. Kolor szary, czarny, niebieski , zielony	Nice, chill, fitted, makes you feel good, color gray black, blue, green	
Czarne spodnie dresowe, luźne, elastyczne oraz lekko za duża bluza z kapturem	Black sweatpants, baggy, elastic, and a bit too big hoodie	
Krótka sukienka oversize z bawełny, wyraziste odcienie niebieskiego, różowego i zieleni, jednolity kolor lub fajny wzór	Short dress from cotton, bright blue, pink, green, one color or cool pattern,	
Spodnie zwężone na dole, bluza z krótkim suwakiem po szyj	Pants tighter by the ankle, hoodie with a short zipper close to the neck	
A sweatshirt that is oversized but not too big. Hides my figure without making me look like I am wearing a tent. Warm but not too warm. I want to wear it for 3/4 seasons. A hood with draw strings. Pockets. Any color that is flattering for my complexion		
dobre jakościowo dresy jako komplet	Good quality comfort wear matching set	
bluza z kapturem z eko milego i dobrze dopasujacego sie materialu trudno gnaca sie w noszeniu nie wymagajaca prasowania	Hoodie made from eco and nice fabric that you do not need to iron	
A good quality, soft, elegant, cozy, chic, oversized hoodie		

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Appendix A

Q25 - Imagine an ideal or favorite comfort wear clothing item, what words would you use to describe it? Please be as descriptive as possible including what type of clothing it is, what the material is like, the style, the color and whatever else fits what would be your dream comfort wear.

Soft, fitted, flattering, easy to wash, pretty



Colorful, comfortable, and flattering. Doesn't make you look like a bum.



Miękka bawełniana bluza z kapturem soft and cotton hoodie



Spodnie dresowe, najlepiej markowe, 70% bawełna, 30% poliester, czarne/ szare

Sweatpants, known brand, 70% cotton, 30% polyester, black or gray



Flattering yet comfy



Bluza z kapturem zrobiona z bawełny w kolorze morskim. Zapinana na zamek, możliwie wysoka, żeby chroniła szyję przed zimnem. Krój szczupły, ale na tyle żeby nie krępował ruchów.

A hoodie made from cotton in sea color, long, so it protects the neck from the cold, fitted, but comfortable

wygodna, oversize'owa bluza z kapturem, bez kieszeni, z małym logo Comfortable, oversized hoodie, no pockets with a small logo



oversize hoodie, cute design that makes it comfortable but also stylish, has big pockets, is very warm



Podoba mi się standardowa odzież wygodna I like standard comfort wear



Mity i ciepły. w dotyku. soft and warm in touch



Bluza, wygodna, szeroka, over- sized, w jednolitym kolorze ale z dodatkowymi elementami w jakimś innym pasującym kolorze, luźny styl Hoodie, comfortable, oversized, in one color



Gray nike sweatpants, oversize



żółta, luźna bluza polarowa z kapturem (z jakimś fajnym napisem np na plecach) Yellow, baggy with a hoodie (some nice graphic on the back)



Z obiegu wtofnego, z naturalnych tworzyw



Baggy grey sweatpants with a regulated waist and cuffs



my dream clothing comfort wear is a brand that produces minimalist, basic colored, soft, thin and fitted clothing .



hoodie, black, oversized, Talentless hoodie



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Appendix B

Julia K- Bent Survey

Start of Block: Default Question Block

Q1 Hello. This survey is being conducted on behalf of a clothing company. Your help in completing the survey is very appreciated. It should take less than 10 minutes to complete. This survey is open to participants that are 18 or older. It's available in both English and Polish. Please select the language you prefer in the upper right drop down menu box. All of your answers will be kept confidential and your honesty is appreciated.

Page Break

Q2 From the following list, what categories does your work fall within?

- Business, Advertising, Public Relations (1)
- Medicine, Lawyer (2)
- Researcher (3)
- Engineering (4)
- Full time or part time student (5)
- Other (6) _____

Page Break

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Appendix B

Q3 How would you describe your dress style which you wear most often?

- Elegant (1)
- Comfortable (2)
- Edgy (3)
- Chill (4)
- Artistic (5)
- Other (6) _____

Q4 What do you want to be seen as?

- Elegant (1)
- Comfortable (2)
- Edgy (3)
- Chill (4)
- Artistic (5)

Q44 For the purposes of this survey, when the term comfort wear is used think of clothing that you feel comfortable in such as hoodies, sweatpants, shorts, and t-shirts, leggings

Q5 Do you personally wear comfort wear?

- Yes (1)
- No (2)

Skip To: End of Survey If Do you personally wear comfort wear? = No

Page Break _____

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Appendix B

Q6 Which of the following types of clothing articles do you personally own? (select all that apply)

- Sweatpants (1)
- Hoodies (2)
- Crop Tops (3)
- Long Sleeves (4)
- Leggings (5)
- Shorts (6)

Q7 How often would you say you wear comfort wear that you own?

- Everyday (1)
- Few times a week (2)
- Once a week (3)
- Few times a month (4)
- Once a month (5)
- Less than once a month (6)

Q9 Where do you wear the comfort wear that you own most often?

- At home (1)
- To work (2)
- To school (3)
- Sports (4)
- Other activities (name these activities) (5)

Q10 Where do you feel comfort wear could be worn, regardless of where you personally wear them?

*

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Q11 Why do you like to wear comfort wear? Select your top three.

- Makes me feel good about myself. (4)
- It's relaxing. (5)
- I can just be myself. (6)
- It's a sense of freedom. (7)
- It's a clothing statement for me. (8)
- It's fashionable. (9)
- I don't care what I wear as long as it's comfortable. (10)
- Other. (11) _____

Q12 Thinking about how you feel when wearing comfort wear clothing, what 5 words come to mind that describe that feeling?

Q13 What was your most recent purchase of comfort wear?

- Hoodie. (1)
- Sweatpants. (2)
- Crop Top. (3)
- Shorts. (4)
- Leggings. (5)
- Long Sleeve. (6)

Q14 What was your main reason for your most recent purchase of a comfort wear item? (Select all that apply)

- I like the style. (1)
- It's comfortable. (2)
- It's trendy. (3)
- It matches my lifestyle. (4)
- It makes my body look good. (5)
- It makes me happy. (6)
- Other (write down the answer). (7)

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Appendix B

Q15 What color of ~~comfortwear~~ do you most often buy?

- White (1)
- Black (2)
- Gray (3)
- Brown (4)
- Beige (5)
- Yellow (6)
- Orange (7)
- Pink (8)
- Green (9)
- Blue (10)
- Red (11)
- Purple (12)

Q16 What color are you most drawn to when looking at comfort wear?

- White (1)
- Black (2)
- Gray (3)
- Brown (4)
- Beige (5)
- Yellow (6)
- Orange (7)
- Pink (8)
- Green (9)
- Blue (10)
- Red (11)
- Purple (12)

Q17 Is there a color for comfort wear that you wish you could find for comfort wear?

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Appendix B

Q18 Thinking about the fit of comfort wear, which do you tend to buy most often?

- Over sized (1)
- Fitted (2)
- Long (3)
- Short (4)
- None of the above (5)

Q19 Which would you like to be able to find more of?

- Over-sized (1)
- Fitted (2)
- Long (3)
- Short (4)
- None of the above (5)

Q20 I would describe my lifestyle as?

- Crazy busy (1)
- Busy (2)
- Somewhat busy (3)
- Neutral (4)
- Somewhat slow (5)
- Slow (6)
- Very slow (7)

Q21 What do you look for when purchasing a comfort wear piece?

- Quality (1)
- Price (2)
- Design (3)
- The brand (4)
- Popularity of the product (5)
- Other (6) _____

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Q22 What is your primary reason influencing purchase?

- Price (1)
- Popularity of the product (2)
- Trendiness of the brand (3)
- Influencers (4)
- Social media (5)
- Brand's marketing (6)
- Environmentally friendly (7)
- Quality (8)

Q23 Where do you learn about the brands you purchase items from? (select all that apply)

- Word of mouth (1)
- Instagram (2)
- Facebook (3)
- TikTok (4)
- Influencers/celebrities (5)
- Advertisements (6)
- Email (7)

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Appendix B

Q24 Based on the answer to the question above, what is the way you most often learn of products? (choose one)

- Word of mouth (1)
- Instagram (2)
- Facebook (3)
- TikTok (4)
- Influencers/celebrities (5)
- Advertisements (6)
- Email (7)

Q25 Imagine an ideal or favorite comfort wear clothing item, what words would you use to describe it? Please be as descriptive as possible including what type of clothing it is, what the material is like, the style, the color and whatever else fits what would be your dream comfort wear.

Q26 Where do you like to purchase comfort wear clothing most often?

- Big chain stores (like Zara, H&M) (1)
- Luxury stores (like Dior, Off White) (2)
- Local stores (3)
- Small brands (4)

Appendices



Appendix B

Q27 Do you tend to purchase your comfort clothing online or in-store?

- Online (1)
- In-store (2)

Q28 Are you familiar with the company BENT?

- Yes (1)
- No (2)
- I'm not sure (3)

Q29 How much would you expect to spend on a hoodie as shown in the picture?

- Under \$30 (1)
- \$30 to \$49 (2)
- \$50 to \$79 (3)
- \$80 to \$99 (4)
- \$100 to \$119 (5)
- \$120 to \$139 (6)
- \$140 to \$150 (7)
- More than \$150 (8)

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Appendix B

Q30 How much would you expect to spend on sweatpants as shown in the picture?

- Under \$30 (1)
- \$30 to \$49 (2)
- \$50 to \$79 (3)
- \$80 to \$99 (4)
- \$100 to \$119 (5)
- \$120 to \$139 (6)
- \$140 to \$150 (7)
- More than \$150 (8)

Page Break _____

Q31 How old are you?

- Under 14 (1)
- 14 to 17 (2)
- 18 to 23 (3)
- 24 to 29 (4)
- 30 to 39 (5)
- 40 to 49 (6)
- 50 or older (7)
- Prefer not to answer (8)

Skip To: End of Survey If How old are you? = Under 14

Skip To: End of Survey If How old are you? = 14 to 17

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Q32 What is your gender?

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer not to answer (4)

End of Block: Default Question Block

Start of Block: Country

Q33 Where do you currently live

- In the US (4)
- Outside of the US (5)

Display This Question:

If Where do you currently live = Outside of the US



Q34 In which country do you currently reside?

- ▼ Afghanistan (1) ... Zimbabwe (1357)

Display This Question:

If Where do you currently live = In the US

Q35 In which state do you currently reside?

- ▼ Alabama (1) ... I do not reside in the United States (53)

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Appendix B

Q36 What is your relationship status?

- Single (1)
- Married (2)
- In a relationship (3)
- Divorced (4)
- Widower (5)

Q37 What is your occupation status?

- Full - time employment (1)
- Part - time employment (2)
- Full - time student (3)
- Part - time student (4)
- Unemployed (5)
- Retired (6)

Q38 What is your annual average total household income?

- Under 20K (1)
- \$20 000- \$49,999 (2)
- \$50 000- \$79,999 (3)
- \$80 000- \$99,999 (4)
- \$100 000-\$199,999 (5)
- Above \$200 000 (6)
- Prefer Not To Answer (7)

End of Block: Country