

Thrifted Resale Culture

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Introduction

- Thrifting used to be for the average consumer looking to find clothes at a cheap price. Now, people are thrifting with a mission: to make profit.
- Thrifting is also a key factor in the sustainability of the fashion and textiles industry, as 13 million tons of textile waste is produced globally. (The Pretty Planeteer <https://theprettyplaneteer.com/author/grimaszka/>. (2021, January 07). How much waste does the fashion industry produce?)
- The world of fast fashion is still booming despite the trend of thrift shopping and reselling - undermining the environmentally sustainable benefits of thrifting and adding to the idea that it is simply a trend.



Objectives

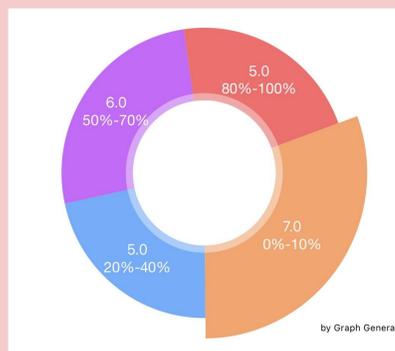
- This research is an examination of how today's generation uses the practice of thrifting versus the environmentally beneficial origins of second-hand clothing.
- Is this practice leading to the gentrification of thrift stores?
- What does it mean that affluence was the deciding factor that wearing thrifted items was no longer embarrassing?
- Do people shop with the environment in mind - or is it all trend driven?

Method

We created a survey using SurveyMonkey that tested consumers' knowledge regarding thrifting and research culture. These questions ranged from exploring consumers' knowledge of fashion sustainability to questions about their personal shopping habits involving thrifting. We gathered 23 results from people ranging from 18 to 81 with most respondees being in their early 20s. At the basis of this research was the question; "Do you participate in thrifting?" Every single person surveyed answered yes, in some degree.

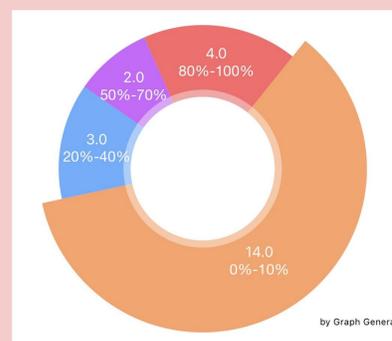
Results

"What percentage of time do you thrift with cost effectiveness in mind?"



1. Over half of the people surveyed were surprised to learn that Fashion industries produce 10% of all humanities carbon emissions.
2. 69% of people said that 5%-10% of their closet was purchased by thrifting and 10% reported that 60%-80% of their clothes were thrifted.
3. 61% of people reported that they have never looked at thrifting in a negative light.
4. 93% of people prefer to shop at in store thrift stores while only 7% of people like to shop at online thrift stores.
5. Only 57% of people could name one brand that was environmentally aware.

"What percentage of time do you thrift with sustainability in mind?"



Conclusion

- Although many clothing companies are taking steps to become more sustainable, sustainability does not seem to be an issue that the average consumer is concerned about.
- The average consumer, especially in younger generations, is just as likely to shop at thrift stores as they are to participate in fast fashion. Essentially, it comes down to convenience and the trends of the time.
- Although the majority of voters in our survey claimed they have never viewed thrifting in a negative light, 31% claimed that they have. This lends to the idea that the stereotypes that once existed around wearing secondhand clothing have been reversed, simply because affluent shoppers deemed it so.