

Abstract

The object of my study is to explore the concept of "good" clothes according to the consumer. My research aims to find if there is a relationship between slow fashion - an approach to clothing production and consumption, emphasizing quality, durability, and ethical practices to reduce environmental impact - and what consumers think to be "good" clothes - that the consumer chooses. I will base my theoretical argumentation on sustainable consumption theory and lifestyle politics. I will conduct qualitative sociological research with in-depth interviews of university students of the Faculty of Humanities of Charles University Prague between 18 and 26 years old. They usually have the financial freedom to buy clothes for themselves and represent an age group whose consumption will have a large impact in the future. I chose students of the Faculty of Humanities because they seem to exhibit a more extensive engagement about social, economic, and environmental problems. The interviews are based on the analysis of consumer preference - factors such as price, sustainability, durability, style, ethical production, and emotional value of the clothes are being explored. The interviews are conducted in the Czech Republic. My expected contribution is to provide insights for policymakers and brands to better align their strategies with consumer preferences, thereby fostering more environmentally friendly practices and products.

Keywords: slow fashion, clothing, consumer preference, sustainable consumption, lifestyle politics