TERMINOLOGY
<table>
<thead>
<tr>
<th>Tailoring</th>
<th>The making or adapting of something to suit a particular purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Made to Measure</td>
<td>Made-to-measure (MTM) typically refers to custom clothing that is cut and sewn using a standard-sized base pattern. The fit of a made-to-measure garment is expected to be superior to that of a ready-to-wear garment because made-to-measure garments are constructed to fit each customer individually based on a few body measurements to customize the pre-existing pattern. Made-to-measure garments always involve some form of standardization in the pattern and manufacturing.</td>
</tr>
<tr>
<td>Bespoke</td>
<td>Bespoke tailoring is the act of making garment entirely made from scratch based on a customer's specifications with far more attention to minute fit details and using multiple fittings during the construction process. Bespoke tailoring is therefore more expensive compared to MTM.</td>
</tr>
<tr>
<td>Suit</td>
<td>A set of outer clothes made of the same fabric and designed to be worn together, typically consisting of a jacket and trousers or a jacket and skirt.</td>
</tr>
<tr>
<td>Ready to wear</td>
<td>Ready-to-wear or prêt-à-porter (&quot;off-the-rack&quot; or &quot;off-the-peg&quot; in casual use) is the term for factory-made clothing, sold in finished condition in standardized sizes, as distinct from made to measure or bespoke clothing tailored to a particular person’s frame.</td>
</tr>
<tr>
<td>Province of Antwerp</td>
<td>Antwerp Province is the northernmost province both of the Flemish Region, also called Flanders, and of Belgium. It borders on (clockwise from the North) North Brabant province of the Netherlands and the Belgian provinces of Limburg, Flemish Brabant and East Flanders. Its capital is Antwerp which comprises the Port of Antwerp. It has an area of 2,867 km² (1,107 sq mi) and with 1.8 million inhabitants it is the country’s most populous province. The province consists of 3 arrondissements: Antwerp, Mechelen and Turnhout. The eastern part of the province comprises the main part of the Campine region.</td>
</tr>
<tr>
<td>Township Antwerp</td>
<td>Antwerp is a city in Belgium, and is the capital of Antwerp province in Flanders. With a population of 520,504, it is the most populous city proper in Belgium, and with 1,200,000 the second largest metropolitan region after Brussels.</td>
</tr>
</tbody>
</table>
APPENDIX
2. INTERVIEWS
The Makers & Café Costume
Owned by the Van Gils Family

Breda, Netherlands & Antwerp, Belgium

A new brand of semi-tailored suits for women and men made entirely in Europe. Bringing luxury prêt-à-porter and classic tailoring together. With over 45 years in the business of high end fashion, together Allison & Marc have created A/MG Suits offering a new & fresh shopping experience.
Damoy Store & Agency and La Collection

Owned by Florence

Antwerp, Belgium & Paris, France

A new brand of semi-tailored suits for women and men made entirely in Europe. Bringing luxury prêt-à-porter and classic tailoring together. With over 45 years in the business of high end fashion, together Allison & Marc have created A/MG Suits offering a new & fresh shopping experience.
Wellens Women

Owned by Ingrid van Laer and her daughter Elisabeth Favril

Herentals, Belgium

Wellens women is an Antwerp based multi-brand store offering high end luxury clothing for women. The family business, which was set up in 1939 by Louis Wellens and his wife Mathilde Vissers, has built up a prominent position within the Belgian fashion industry. With the recent announcement of Elisabeth Favril becoming owner of the store, who is one of the granddaughters of Louis Wellens, the founder of the store, Wellens women is constantly improving to the latest fashion trends. Therefore, a mix of contemporary fashion combined with classic pieces is what makes the store as strong as it is today.
AMG Suits
Owned by Allison and Marc McGreal
Brussels, Belgium
A new brand of semi-tailored suits for women and men made entirely in Europe. Bringing luxury prêt-à-porter and classic tailoring together. With over 45 years in the business of high end fashion, together Allison & Marc have created A/MG Suits offering a new & fresh shopping experience.
Recap of the interviews

In order to gain in depth knowledge about the made to measure branch, interviews together with professionals actively working within the fashion industry of Belgium as well as with people specialized in made to measure suits business, were conducted. In order to understand the business from a broad perspective, four owners of a wide variety of businesses were interviewed namely a store offering ready to wear women clothing and suits, a manufacturer of made to measure suits, a brand offering made to measure suits for women as its core business and finally a brand offering ready to wear suits and women’s clothing. All the interviews were done together with every owner of each business.

The first interview was done together with Angelique Van Gils who belongs to the Van Gils family who are the owners of the manufacturing business, The Makers and Cafe Costume, which is one of the most prominent made to measure suit brands for men in Belgium. Furthermore, she is also responsible for the recently established women department of The Makers. Together with her experience as owner of a big manufacturing business, store and her knowledge within the made to measure branch, Angelique serves as a great source for in depth knowledge about the branch of made to measure women suits.

Only three weeks ago, Angelique launched the news that ‘The Makers’ are going to expand their business to the manufacturing of made to measure women suits. This is a result of an increasing demand for made to measure women suits, explains Angelique. “While I was working for Cafe Costume and leading the manufacturing business, I noticed that there was a big demand for made to measure women suits. While I was visiting our factory in Tanger, I regularly saw women suits passing through the making process. However, these suits were based on the existing patterns for men suits. This is when I knew I had to expand our business to making suits for women as well,” says Angelique.

Currently, they are already producing women suits for several brands in the Netherlands but only for a few in Belgium. However, an increasing interest for made to measure women suits within the Belgian market is noticeable. “We notice a big demand from the Belgium market. We already produce women suits for brands such as Dries van Noten. Also, Tisser which is a made to measure suit brand for men located in Mol, recently started with made to measure women suits as a result of an increasing demand in their store as well. However, these are, according to my knowledge, the only ones who produce made to measure women suits in Antwerp. Therefore, there is a huge gap in the Belgian market” explains Angelique.

Finally, Angelique explained that is important to set the right target group, especially for made to measure women suits. “Out of years of experience working within the business, it became clear that targeting the right target group is the key to success. However, for women it is more complicated than for men. For made to measure men suits, the wedding season is the most profitable period of the year and therefore the grooms are one of the main target groups within the made to measure industry for men. But also, business men cover a big part of the target group. However, for women there is not a specific period throughout the year that sets a certain target group. Therefore, it is important to define this target group upfront” states Angelique.
In order to define the right target group, additional interviews with stores offering ready to wear women suits and made to measure women suits are necessary. Understanding suits from a ready to wear perspective is important in order to understand the consumer from a commercial perspective. Therefore, the second interview was done together with one of the most prominent womenswear stores in Antwerp namely Wellens Women. Wellens women is a family business established in 1968 and currently owned by Ingrid van Laer and her daughter Elisabeth Favril. Wellens provides a wide range of women ready to wear brands within the middle-high to high-end segment of the fashion industry. Therefore, their prices are relatively high.

Furthermore, they also offer clothing especially for teenagers which is a little bit below the average price range. Although Wellens offers clothing for younger people as well, their main target group lies between 25 and 65 years old. "Women who shop at our store are looking for the latest fashion trends, good service and quality. Price is not dominating their purchasing decisions because they have a higher spenditure when it comes down to clothing. Therefore, most of the women shopping at our store are successful business women or women with a wealthy family situation", says Elisabeth Favril.

Taking a more detailed look into their sale of women suits, most of the women who buy a suit are between 30 and 50. Wellens offers a basic collection of suits for work related purposes but also fashionable suits in all types of colours and shapes from a wide variety of brands. “Lately, there is a big demand for suits, among all types of women, because we are currently living in a suit trend”, says Elisabeth Favril. “But, there was a time that suits were not done, however among the working women and older generation, suits have always been popular” states Ingrid van Laer.

Furthermore, the third interview was done together with Florence Cools, owner of Damoy store and agency as well as the owner and creative director of her own brand ‘La Collection’. With her experience as owner of a store, agency and brand, Florence has an enormously detailed perspective on the fashion world, especially when it comes down to basic items such as suits.

With her brand, La Collection, Florence wanted to create a label that reached far beyond fast fashion and trends. It is a brand that leads and does not follow, but pioneers in timeless, impeccably executed pieces. The brand’s ready-to-wear line interplays feminity with contemporary elegance. Silhouettes are sharp and structured, contrasted with flowing, draping lines. Understated luxury and classic tailoring are integral to La Collection’s core identity.

Finally, the last interview was done with Allison McGreal, co-founder of AMG suits located in Brussels. Together with her brother, Marc Gyesemans, she established a made to measure business for men and women. However, Allison is only responsible for the women department of the business.

With her enormous experience within the textile industry and being a graduate of the London college of fashion, Allison first started working for Scabal. While working for Scabal she already noticed the increasing demand for made to measure women suits, she said. Since her brother already owned a made to measure business for men, she decided to anticipate upon this increasing demand and establish a department for made to measure women suits.
Until the day of today, Allison established a prominent business for made to measure women suits. From top athletes to high end business women, Allison managed to generate an enormously diverse clientele of women. Therefore, a made to measure business does not have a particular target group, she said. “I have an incredible diverse target group, they are all different” says Allison.

Furthermore, Allison explained that the key for a made to measure business is the personalisation aspect. Women who come to me expect me to guide them through their process of creating an incredible garment. “During the 2 hours that I spend with my clients, I feel like I have known them for years”, says Allison. This is because of the relaxed and personal environment that I created. I want that my clients feel like they are at home”.

Finally, Allison confirmed that Antwerp offers a great potential for made to measure women suits. “Antwerp is one of the biggest fashion cities of Europe. People are always on the look for unique pieces of clothing and this is where made to measure comes into the picture”
3. SURVEY RESULTS
# General

<table>
<thead>
<tr>
<th>Survey name</th>
<th>Graduation Fashion &amp; Management 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Justine Van Bauwel</td>
</tr>
<tr>
<td>Survey language</td>
<td>English</td>
</tr>
<tr>
<td>Survey URL</td>
<td><a href="https://www.survio.com/survey/d/G1D8J0K5Y5S4R2A5X">https://www.survio.com/survey/d/G1D8J0K5Y5S4R2A5X</a></td>
</tr>
<tr>
<td>First response</td>
<td>03/18/2019</td>
</tr>
<tr>
<td>Last response</td>
<td>04/23/2019</td>
</tr>
<tr>
<td>Duration</td>
<td>37 days</td>
</tr>
</tbody>
</table>
Survey visits

376 Total visits
117 Total completed
0 Total unfinished
259 Displayed only
31.1 % Overall completion rate

Visit History (03/18/2019 – 04/23/2019)

Total Hits
- Displayed only (68.9 %)
- Unfinished (0 %)
- Completed (31.1 %)

Visit Sources
- Direct link (94.0 %)
- Unfinished (6.0 %)

Average Time of Completion
- 2-5 min. (37.6 %)
- 5-10 min. (38.5 %)
- 10-30 min. (18.8 %)
- 30-60 min. (0.9 %)
- >60 min. (4.3 %)
Results

1. What is your age?

Text answer, answers 117x, unanswered 0x

- (7x) 20
- (16x) 24
- (20x) 23
- (5x) 19
- (3x) 21
- (2x) 40
- (3x) 30
- 38
- 21 y/o
- null
- (3x) 43
- (15x) 22
- My age 55
- (2x) 42
- (2x) 18
- (3x) 49
- 44
- (2x) 37
- (4x) 26
- (5x) 25
- (2x) 27
- 52
- (4x) 50
- 53
- 31
- 54
- 46
- 74 years
- 32
- 48
- 35
- 56
- (2x) 41
2. Where do you live?

Text answer, answers 117x, unanswered 0x

- Turnhout/Antwerp
- (9x) Turnhout
- Westerlo
- Westmalle
- Zandhoven
- (6x) Antwerpen
- (11x) Amsterdam
- Mol, Belgium
- (15x) Belgium
- (10x) Antwerp
- Belgium, Antwerp
- null
- (2x) Schildes
- (2x) Helmond
- (2x) Merksplas
- Eindhoven
- Vosselaar, Belgium
- Leuven
- (2x) Rotterdam
- Turnhout, België
- Baarle-Hertog
- turnhout
- The Netherlands
- Best
- Geel
- BELGIUM LONDERZEEL
- (2x) België
- (2x) Vosselaar België
- Ravels
- Tilburg
- belgium
- Zeeland
- Oud-Turnhout, Belgium
- (2x) Antwerp, Belgium
- Zoersel
- Brussels, Belgium
- Belgium Turnhout
- Turnhout, België
- Edam
- Utrecht
- Purmerend
- Drenthe Netherlands
- Amsterda
- België Beerse
- Bussum
- (2x) Haarlem
- (2x) Amsterdam
- In Edam The Netherlands
- LEUVEN
- (3x) Oud-Turnhout
- Netherlands
- Oud turnhout
- Belgium, Oud-Turnhout
- Germany
- Oud-Turnhout / België
- (2x) Beerse Belgium
- Luxembourg
- Paris
- Lichtaart
3. How many times do you buy clothing?

_Single choice, answers 116x, unanswered 1x_

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once or more a week</td>
<td>22</td>
<td>19.0%</td>
</tr>
<tr>
<td>Once more a month</td>
<td>77</td>
<td>66.4%</td>
</tr>
<tr>
<td>Once more a year</td>
<td>13</td>
<td>11.2%</td>
</tr>
<tr>
<td>Other...</td>
<td>4</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

- Every 2-3 months
- EVERY 3 MONTHS DIFFERENT OUTFITS AT THE SAME TIME
- Twice per season
- Whenever I feel like. Sometimes once every three months, but can vary.

4. For which reason do you buy new clothing?

_Single choice, answers 116x, unanswered 1x_

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only for functional reasons. My clothes are old and need to be replaced.</td>
<td>3</td>
<td>2.6%</td>
</tr>
<tr>
<td>Only for work related purposes</td>
<td>2</td>
<td>1.7%</td>
</tr>
<tr>
<td>Because I like to buy new clothing once in a while.</td>
<td>70</td>
<td>60.3%</td>
</tr>
<tr>
<td>I like to be up to date with the latest trends and love to spend my money on new clothing.</td>
<td>36</td>
<td>31.0%</td>
</tr>
<tr>
<td>Other...</td>
<td>5</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

- functional & beauty
To feel better about myself
- combination of sometimes funtional reasons (sport, growing kids) and like to be up to date with the latest trends.
- A combination of functional and liking to buy new clothes. I also buy more second hand (or vintage) clothing than new new clothing...
- Because my old clothes need to be replaced but also just to walk in something new

5. On average, how much money do you monthly spend on clothing?

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>€0-€200</td>
<td>66</td>
<td>56.9%</td>
</tr>
<tr>
<td>€200-€500</td>
<td>30</td>
<td>25.9%</td>
</tr>
<tr>
<td>€500-€1000</td>
<td>13</td>
<td>11.2%</td>
</tr>
<tr>
<td>€1000 - more</td>
<td>7</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

6. What are you looking for when you buy new clothing

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td>78</td>
<td>66.7%</td>
</tr>
<tr>
<td>Price</td>
<td>40</td>
<td>34.2%</td>
</tr>
<tr>
<td>Brand name</td>
<td>24</td>
<td>20.5%</td>
</tr>
<tr>
<td>Fashion trends</td>
<td>66</td>
<td>56.4%</td>
</tr>
<tr>
<td>Durability/sustainability</td>
<td>34</td>
<td>29.1%</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>5.1%</td>
</tr>
</tbody>
</table>
Great fit
QUALITY TOGETHER WITH TRENDS
style
What fits my style
Second hand designer-treasures
Comfort

7. What is your favorite piece of clothing to wear on a regular basis?

Text answer, answers 117x, unanswered 0x

- Blazers and jackets (leather or any kind), as well as flared pants
- (2x) dress
- (2x) dresses
- (5x) Blazer
- Broeken met brede pijpen
- Flared jeans/trousers
- dark jeans
- (21x) Jeans
- (7x) Dress
- (6x) Knitwear
- Knitted sweater
- Skinny jeans
- Loose fitting pants
- Flaired pants or maxidress
- null
- blouse
- Mom jeans
- Brede jeans
- Preferably a dress that can be worn as a casual item during the day but is also great for a night out.
- (4x) Pants
- shoes
- Sweater
- casual dress, jeans & sweater
- Jeans and jackets/coats
- Jurk
- High waist pants
- Zwarte lederen vestje
- Shirt & jeans of een kleedje
- nice pants
- LBD
All kinds of pulls or sweaters
• Nice coat
• Een mooi bloesje waar ik mee kan gaan werken
• Skirts
• Broeken met een motiefje
• Fitted jeans
• Coats
• Knitwear & jeans
• Flared pants
• (2x) Sweaters
• black knitt
• jeans, long dress
• (2x).
• Little black dress
• Black pants
• cashmere pullover
• White shirt
• Maxi dress or just jeans w/ pull
• A cosy cardigan
• Leather jacket
• Moncler jacket
• Underwear
• (3x) Blouse
• light blue mom jeans
• A white basic tshirt
• Long blouses
• coat
• a good pair of jeans
• Black trousers
• (2x) jeans
• A pair of good fitting trousers that make me feel sophisticated
• A dress
• (2x) Pantalon
• Blazers
• Jeans + white tee
• Black (or creme) blazer
• Shirt & sportsjacket
• Long dress
• Speciale broek zoals leer, met een print,...
• jeans jacket
8. What is your favorite clothing brand?

- Zara, Nelly, ILS (iloveshopping), Vila
- zara
- anine bing
- Several brands
- Black rose
- Zara/And other stories
- Zara, Massimo dutti
- Malene Birger, Bash, Sandro
- Joseph Ribkoff
- (6x) Ted Baker
- (6x) Mango
- (3x) American Vintage
- Gucci
- (4x) Zara
- Zara, Mango, Essentiel
- null
- Hoss
- (3x) Sandro
- Daily paper
- Pomandere
- IDIOT DU VILLAGE, Ganni, Isabel Marant Etoile, Leon & Harper, Zara, BA&SH, Les Coyotes de Paris...
- Dress
- Pinko and Atos Lombardini
- And other stories
- Zara, Zadig & voltaire
- H&M
- BALENCIAGA
- Max Mara
- dorothe schumacher / malene birger
- Elisabetta Franchi
- brandy and melville
- Ulla Johnson
- ByMalene Birger
- (4x) Essentiel
- Vero moda, only, nike, addidas
- Tommy Hilfiger (Denim), Only, Zara
- NO SPECIFIC
- Essentiel and Julia June
- (3x) Balenciaga
- (2x) River woods
- Scotch and Soda
- Riverwoods
- Zara, H&M, mango
- & other stories
- vintage/second hand
- Twin Set
- Vila
- Nkd
- /
- & other stories, mango,...
- Liu jo
- dries van noten
- (2x) Ba&sh
- Nanushka
- No favorite
- Didi
- Not a specific brand
- Zara, H&M, Asos
- Louis Vuitton
- I have none.
- Not one specific
- I don’t really have a favorite clothing brand. A brand I look at now is Olive
- Maje
- i don’t have just one but at the moment COLLUSION on asos is a favorite
- ZARA
- Tommy Hilfiger
- Ralph lauren
- Does not matter
- essentiel
- Christian Wijnants
- Scotch and soda
- Zara - other stories
- Do not have one
- Verschillende
isabel marant
Promod
Asos
Fendi / Zara / D&G / Grifoni / Maje / Zadig & Voltare
(2x) Alix, essentiel
(2x) Vans, levi's
Sandro/Maje
Nike
Weekday
don't have one favorite brand
CP Company
For the time being 'mango and oysho', since my wallet does not allow me to buy the clothes i really crave for 😊
samsoesamoe
Ganni, urban outfitters, unif,......
Ted baker
Only

9. Do you think experience and a personal approach is important while you are shopping for clothes?

*Single choice, answers 116x, unanswered 1x*

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I like a personal approach while I am shopping. I love to go to stores who help me to make decisions (styling) and make me feel comfortable while I am shopping.</td>
<td>43</td>
<td>37.1%</td>
</tr>
<tr>
<td>No, I really don't like the personal approach. I just like to shop on my own so I can get what I need and leave the store soon.</td>
<td>66</td>
<td>56.9%</td>
</tr>
<tr>
<td>Other...</td>
<td>7</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

- It depends on the type of store, in a cheap stores it not necessary but in an expensive store I really like the personal approach
- I like the personal approach but sometimes I buy things I see in stores online... But I also like it when I have a personal thank you note
- Yes, i like a personal approach BUT sometimes i don't Need that. Depends
- Depends on the store and the staff.
- No, I don't really like the personal approach, since I like to take my time and shop by myself without anybody telling me what I should buy.
- Depends on my mood and how much time I have.
10. Do you own a suit or more bought from a brand?

- Have a few but do not recall where I bought them from
- no, no situations for
- 1
- (23x) No
- Ik ben tot nu toe nog geen merk tegen gekomen waarvan ik het de moeite waard vond om er zo veel geld aan te spenderen.
- No, I don't own one because for me it is too chique but I like it when other people were it
- I don't own a suit because I don't think it's pretty when I wear it
- Yes they are from Suistudio
- (2x) no
- I don't own a suit because most of the time the suit pants are not the right fit for my length (1.82)
- Gucci
- No because there haven't been yet an occasion were I needed to wear suit
- null
- Not many, scotch & soda
- Plaid suit van zara
- (2x) Zara
- I don't own suits... only matching tops & bottoms from Ganni
- Yes, sometimes forum a party....
- yes
- Yes, massimo dutti
- Zadig & voltaire : suit, sweater, handbag
- No, don't need it.
- 1, zara
- No, no occasions to wear fancy brands.
- I own multiple suits, all second hand/vintage. My favorite ones are from Armani and Max Mara.
- (3x) Nee
- No really want one
- max mara/malene birger
- (2x) I don't like suits
- No, suits don't really fit me
- 2 from Ganni, 1 from Giuliette Brown, 1 Joseph
- Yes, MB
- Nee, draag in gewoon niet
- Yes, from 'Only'
NOT AT THE MOMENT

I own a suit, a few from H&M and one from a brand I don't know
(2x)/
Twee kasten essentiel cloths
Ja - Hugo Boss
Non because I don't like to where it
Yes from Massimo Dutti
Yes, Filippa K. I have one
no, I don't need a suit
Yes 3, Essentiel, Marc Cain and Pinko. Love when it's a non wrinkling material en easy ironing material
(2x) Yes, Zegna
It does not suit me
No, I wouldn't wear it if I bought it (doesn't suit me)
2, loavies and zara
2 liu jo
Yes, top, pant, dress
Claudie pierlot
I want one but, can't find the right one... ik Need to like it 100%
I do not own a suit. I did when I was CEO but not anymore. I just to wear suits from Claudia Strater and Turnover
No, I do not wear them
No I don't have s suit
I don't own a suit. I wear more casual clothing
5
I don't own a suit because I have not needed one yet.
Yes, two from Massimo Dutti, and one from Mango.
I have around 5/7 suits from the ZARA en H&M premium quality collectio
I think I have 4-5 suits from Massimo Dutti
Penny Black
scapa
I don't own one. Suits are beautiful but often quite pricey.. I'll spend money on a good blazer but the pants can be a little cheaper for me.
No, dont like it
Yes Zara
Lui Jo
Yes
yes, Mango
I dont know...
Yes, but I bought them vintage because I prefer the price
6/8
(2x) Suits from Zara
(2x) Suit supply, 2 sets, quick shopping, perfect sizes and nice prices
• 2 suits, FlippaK
• I don't own a suit, I really want one but I can't afford it
• Does Vanilia count? I have 1
• 3, from different brands (Scapa, Mango, and one more)
• Pink one from house of cb. Black from the slender. A lot from mango and zara. Shit quality tho.
• 4, Oger, Oger, van Gils & SuitSupply
• Yes, mango
• Geprint pak van Essentiel, volledig zwart pak van Mango
• another label
• No not really
• I am nog a man
• Most of my clothes are from the Primark, I only have one shirt of Levi's

11. If you do own a suit, for which purpose do you wear your suit?

Multiple choice, answers 116x, unanswered 1x

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only for work related purposes</td>
<td>25</td>
<td>21.6%</td>
</tr>
<tr>
<td>I like to wear suits. I wear them on a regular base and see them as a fashionable way of dressing myself.</td>
<td>35</td>
<td>30.2%</td>
</tr>
<tr>
<td>Only for special occasions like parties, weddings,...</td>
<td>24</td>
<td>20.7%</td>
</tr>
<tr>
<td>Other...</td>
<td>40</td>
<td>34.5%</td>
</tr>
</tbody>
</table>

[Bar chart showing the distribution of responses]
none
(8x) /
I do not own a suit
not
(6x) I do not own suits
(2x) No suit
It's a required question so I had to choose an option
(2x) X
Ik draag dat niet. Enkel een blazer wel
Not wearing suits
I don't wear a suit
Geen suite
i don't have a suit
With high heels for an occasion and with sneakers casual. I like when you can wear a suit for both.
(2x) .
i do not own a suit
I would wear them on a regular base, if i find one that i really like
(2x) -
Next wuestion
I dont own one
No
I don't own one
Dont wear them
Sometimes whenever I feel like it

12. If you do not own a suit, please shortly describe why not.

Text answer, answers 115x, unanswered 2x

(21x) /
no situation
I own one
Because I don't find a one that suits me perfectly
Te duur
I think it is too chique for me and I think I would feel overdressed. But with other people I really like it.
Because i don't like it when I wear it
(5x) -
it is not a great fit with my model
(6x) I personally find that they don't suit me
Did not find a nice one jet
Often pants are too short for my length (1.82)
(2x) I own a suit
See question 10
Can't find the right fit
null
Haven't found the right one
own one
I don't work yet. Maybe I will buy it when I start working
(2x) Not comfortable
(3x).
I only own matching tops & bottoms from Ganni. For formal events I prefer to wear a dress or a skirt with nice top.
It's Vert expensive sometimes
?
Don't need it.
no occasions
Een geklede broek past niet bij mijn figuur. Of ik heb er nog geen gevonden dat voor mij past.
I have not found a perfect one yet, or the pants are too big, too small, they never fit me well, I want one to be comfy and look tight on my ASS
i own one
I don't like suits very much
It doesn't fit me, I'm a very small girl and I never found a suit for my size

(3x) No
\\\\
No specific reason, I would like to wear it
Nog geen gelegenheid voor gehad
Ik heb dat niet nodig.
I don't like to wear them
I have a suit
I haven't had an occasion to wear one
i don't need a suit
I have one
I don't think it fits my figure
No need for it
I OWN 2
don't like suits
No comfort
Haven't find one yet, that i like! But i would love to wear
I do not need to wear them anymore plus my bodymeasurements don't allow me to wear a well fitted suit.
Suits are not required in my working life
Not my style
I don't like suits
I wear Xs and its very hard to find a good fit for suit
Not necessary
Sometimes it is a little bit boring or restrictive.
- Already did ;)
- Not applicable
- other than the fact that it doesn't fit my style so much, I never have a purpose to wear it. if they were cheaper to buy I would own one
- n/a
- i do own a suit
- No reason
- (2x) I do
- Too pricey..
- Feel more comfortable in a jeans
- Own a suit
- I do have one
- Xx
- no
- Never found a Good one
- (2x) Cozyness, have to work hard and want to be comfortable at the moment
- I can't afford it, i really want to but for me even suits from the Zara are too expensive
- I do own a suit
- X
- N/A
- Nvt
- i do
- I do like to wear suits but more casually
- The ones that are feminen are super expensive and nog multiple use

13. In what price category could you place the suit that you own?

*Single choice, answers 116x, unanswered 1x*

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>€0-€200</td>
<td>69</td>
<td>59.5%</td>
</tr>
<tr>
<td>€200-€500</td>
<td>30</td>
<td>25.9%</td>
</tr>
<tr>
<td>€500-€1000</td>
<td>11</td>
<td>9.5%</td>
</tr>
<tr>
<td>€1000 - more</td>
<td>6</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

[Bar chart showing distribution of responses]
14. Are you familiar with the concept of tailor made suits?

*Single choice, answers 116x, unanswered 1x*

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I am familiar with the concept.</td>
<td>95</td>
<td>81.9 %</td>
</tr>
<tr>
<td>No, I don't fully understand what it means or what to expect.</td>
<td>20</td>
<td>17.2 %</td>
</tr>
<tr>
<td>Other...</td>
<td>1</td>
<td>0.9 %</td>
</tr>
</tbody>
</table>

- Yes, but I am always afraid that it is really expensive

15. Do you own a tailor made suit?

*Text answer, answers 117x, unanswered 0x*

- (75x) No
- (13x) no
- (7x)/
- null
- now
- (2x) NO
- //
- (3x) Nee
- Not
- .
- If I would buy a suit, then preferably tailor made
- I used to have them
- Yes is do if I buy a suit
- No but my husband have
- Yes.
- Nope
- No, I don’t
- (2x) No, but I made a lot of tailor made suits for customers
- X
- Oger, for the perfect fit & special fabrics
16. I don’t own a tailor made suit because...

Multiple choice, answers 117x, unanswered 0x

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t know what a tailor made suit means.</td>
<td>10</td>
<td>8.5 %</td>
</tr>
<tr>
<td>I want to buy one but I don’t know where I can find one.</td>
<td>14</td>
<td>12.0 %</td>
</tr>
<tr>
<td>I think it is too expensive</td>
<td>45</td>
<td>38.5 %</td>
</tr>
<tr>
<td>I thought that a tailor made suit was only for men</td>
<td>16</td>
<td>13.7 %</td>
</tr>
<tr>
<td>I really have no interest in tailor made suits</td>
<td>30</td>
<td>25.6 %</td>
</tr>
<tr>
<td>Other...</td>
<td>13</td>
<td>11.1 %</td>
</tr>
</tbody>
</table>

- I don’t have a suit
- It doesn't suit me.
- Too expensive right now, don’t need one until I get a serious job. I also think that tailor made suits are only necessary for certain jobs (lawyer, CEO)
- I wouldn’t wear it that much
- I can find suits that fit me quite well and that I also like, so haven’t thought about it yet. But would love to buy a tailor made suit one day.
- No need for it
- This is more for men
- I like it, but I also don’t care. I have an easy size. Second hand is good enough.
- ∞
- Never crossed my mind to buy one
- N/A
- I do

17. On average, how much do you think a tailor made suit costs?

Text answer, answers 117x, unanswered 0x

- (2x) 800
- (10x) 300
- 700
- Don't know
- Geen idee
- (5x) 500
- (2x) 200?
- €500/€700
- (6x) 500 euros
- +500
- (2x) 250
- 2000/3000
- + 1000 euros
- 800-1500 and more
- null
- (5x) 200
- (2x) +/- 500
- .
- (6x) 1000
- 100 euro
- (2x) 600
- between 200 - 400
- 100
- 500 EUR
- 1000 -2000
- 1500
- 850
- (7x) 400
- (3x) 450
- 500€
- 300€
- € 500
- 250 euro
- (2x) 200-500
- 2000
- (2x) €300
- 800 euro
- 500/700€
- €600
- €750
- 1200€
- (2x) 500-1000
18. How much money would you spend on a tailor made suit?

Text answer, answers 116x, unanswered 1x

- (8x) 150
- 40
- (8x) 500
- It depends on how much I love it
- (9x) 200
- (4x) 300
140
€500/€700
(2x) 750
(6x) 200 euros
1800
850 euros
500 max
null
(2x) 100
350

200-300
I don’t know
(2x) 450
250 euro
(8x) 250
I don’t want it
Because I am still a student I think just 100 max but when I work I would wear it to work so than I would spend more
1500
1000
Nothing
(5x) 400
Geen
///
200 euro
409
(2x) £150
500 euro
400€
£250
€500
max 600
around 500€
(2x) 700-1000
The amount needed to buy a beautiful suit that fits me well
(2x) 200-250
I am not a fan of suits, so I would not spend a lot of money on it
1.000
Max 150-200
250-300
- None
- 750€
- Same amount or less.
- 200-400 if needed
- about 200
- 300 EUR
- 250€
- No idea
- 1500,-
- (3x) 600
- (2x) 700
- Between 200 and 400€
- €750 maximum
- Right now i'm a medicine student who does a lot of internships, so a suit is not really something i can wear on a regular basis. that's why i would spent no more than 200 euros.
- 100-300
- Depends on the suit and material and stuff
- Non

19. What would be the main reason for you to buy a tailor made suit

Multiple choice, answers 117x, unanswered 0x

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Because of the personal aspect. I like the fact that I can design something for myself that no one else has.</td>
<td>41</td>
<td>35.0 %</td>
</tr>
<tr>
<td>Because of the fit. I often have troubles finding the right size and length. With tailoring I can get a custom fit.</td>
<td>54</td>
<td>46.2 %</td>
</tr>
<tr>
<td>I have no interest at all</td>
<td>25</td>
<td>21.4 %</td>
</tr>
<tr>
<td>Other...</td>
<td>7</td>
<td>6.0 %</td>
</tr>
</tbody>
</table>

Because I would need it for my work
- You can expect good quality.
- I don’t know what it is
- A combination: for business reasons and because of the personal aspect
- Because of the quality
- Don't know what it is
- Both
20. Imagine, I would set up a brand focusing on tailor made suits for women in a fashionable manner, would you be interested in a concept like this?

*Single choice, answers 116, unanswered 1x*

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>83</td>
<td>71.6%</td>
</tr>
<tr>
<td>No</td>
<td>25</td>
<td>21.6%</td>
</tr>
<tr>
<td>Other...</td>
<td>8</td>
<td>6.9%</td>
</tr>
</tbody>
</table>

- Depends on the price
- (2x) Maybe
- Personally I wouldn’t be interested because I don’t have the occasion to wear it...
- Maybe if I need a tailor made suit
- I am a man
- No sure
- No idea
SOURCelist
A. Research Proposal

01. Introduction

1. Dena Silver (2017), “Suitsupply is now redefining the power suit for women” [online], available at: https://observer.com/2017/11/suisupply-is-now-redefining-the-power-suit-for-women/

02. History & Meaning

Tailoring

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2. Appendix: Terminology

3. Bernhard Roetzel (2017), the history of bespoke tailoring: Now and then [online], available at: https://www.gentlemansgazette.com/the-history-bespoke-tailoring/


5. Ailison David, Tailoring [online], available at: https://fashion-history.lovetoknow.com/fashion-clothing-industry/tailoring


8,9,10,11,12 & 13. Chase Murdock (2013), “What is the difference between made to measure and bespoke?” [online], available at: https://www.forbes.com/sites/quora/2013/01/16/what-is-the-difference-between-made-to-measure-and-bespoke/#7f586b175352bespoke made to measure difference
Women Suits

1. Weebly, History of Corsetery [online], available at:
   http://tahliamckellartextiles.weebly.com/corset-timeline.html

2. Kirrin Finch (2017), history of women wearing men’s clothing[online], available at:

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   http://www.londonfittingrooms.com/le-boudoir/classic-chanel-womens-suits

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   popularizing the smoking suit” [online], available at:

6. Corporette (2018), The best women’s suits of 2018: Affordable, Designer, and everything in between, available at:

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   wearing-trouser-suits/?slide=1

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8. Aileen (2018), “Waarom er zo weinig damesmaatpakken zijn” [online], available at:
   https://prettybusiness.nl/waarom-er-zo-damesmaatpakken/

03. Preliminary research

1. Flossie Saunders (2018), Fashion trend: the best new women’s suits and tailoring[online], available at: https://www.thetimes.co.uk/article/fashion-trend-the-best-new-women-s-suits-and-tailoring-8fxdglp9v


04. Problem statement & Aim

1. Flossie Saunders (2018), Fashion trend: the best new women’s suits and tailoring[online], available at: https://www.thetimes.co.uk/article/fashion-trend-the-best-new-women-s-suits-and-tailoring-8fxdglp9v


B. Research Report

01. Macro Analysis

Destep: Demographic

Province


Township


2. Calculations; Cfr. Appendix


Destep: Economic

General perspective

Fashion perspective

1. ATypical Antwerp (2019), Retail & Fashion capital [online], available at: https://businessinantwerp.eu/sectors/retail-fashion


6. Undertaking in Antwerp (2019), retail policy document [online], available at:
Destep: Socio-Economic

**Socio-economic: Antwerpen**


2. Statbel (2018), Fiscal income of Belgium and provinces [online], available at: https://statbel.fgov.be/nl/themas/huishoudens/fiscale-inkomens


**Socio-economic: Gender**


Conclusion – Socio-economic


02. Branch Analysis

Trend Analysis

The suit trend

1. cfr. History and meaning


3. Madeline Fass (2019), When it comes to street style, an affordable suit is a no-brainer [online], available at: https://www.vogue.com/vogueworld/article/affordable-suits-spring-street-style-trend

4. Interview: Wellens Women – Elisabeth Favril

Trends within the made to measure industry

1. Justine Van Bauwel (2019), Consumer behavior rapport


4. https://kingandallen.co.uk/suits/vegan-suits/

03. Consumer Analysis

Consumer behavior

Generation X


3. Tapbuy, Millennials vs Gen X : How can you adapt to their shopping habits? [online], available at: https://www.tapbuy.io/en/blog/millennials-vs-gen-x-can-adapt-shopping-habits/


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1. Angela Woo (2018), Understanding The Research On Millennial Shopping Behaviors [online], available at: https://www.forbes.com/sites/forbesagencycouncil/2018/06/04/understanding-the-research-on-millennial-shopping-behaviors/#50a8cb895f7a


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1. Survey (2019), consumer behavior and made to measure women suits, available at: appendix

C. Business Plan

Concept

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1. Camaron Boggon (2019), How polluting is the fashion industry? [online], available at: https://www.ekoenergy.org/nl/how-polluting-is-the-fashion-industry/

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Branche


Finance