



telaketju

Quick trial at Telaketju with Pure Waste

Inka Mäkiö * Turku University of Applied Sciences * 14.1.2021



Everyday clothes as a service



- What kind of everyday clothes consumer is willing to rent?
- What are the best ways to produce service like this?
- What extra services consumer might want to have?



What really happened



- We got 275 applications, who all answered already to a big survey.
- 20 persons were picked up to participate two month trial.
- Each participant choose 5 Pure Waste Textiles garments to use.
- Change every 2 weeks, clean clothes via post in RePack.
- Observation and support daily during the trial via WhatsApp.



What was the result



- There were of course some problems, but in the end all the participants were really satisfied with the trial.
- Most of the participants would have wanted to continue service.
- Most of them saw, that clothes as a service will be more average in the future.