Be rebrandable
Every time

Tee Tag

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Abstract

Today’s cycle of clothing production, use & disposal is dangerously wasteful. Non-renewable resources are used to produce clothes with little concern for durability, made to fulfil temporary consumer desire for short term trends, which in most cases end up in landfill sites, where they decompose extremely slowly, or are burnt. Under use of clothing is a massive problem. But even if the current system is not working efforts are now being made to reduce the ramifications of this linear system. This system is no longer sustainable: It demands expansion, consuming precious, finite resources, creates vast amounts of textile waste, ignoring the potential for the reuse & recycling of clothing and takes little to no responsibility for its severe environmental impact. In a circular economy clothes would be cleaned, repaired and then redistributed. But this demands durability. By using clothing, textiles and fibres of a high quality we can not only achieve longer use, but clothes that can re-enter a circular economy to exponentially reduce waste. Making durability more attractive, accessible and affordable will help save valuable natural resources.

In recent years more sustainable practices have been gaining traction within the fashion industry, as consumer awareness & demand for more environmentally conscious products has increased. The fashion industry is responsible for a large proportion of textile production, but brands that aren’t well known or that produce workwear can escape this scrutiny and sell clothing without being held to account. We have been looking at a way to reuse so-called profile wear. By profile wear we mean printed clothes with logos or other messages on them. These are most often made for short term use by which we mean they are used for as little as a day and then thrown out. Talking to businesses, users and experts have been key to building a service that works for all three of these groups. We have made mockups, run workshops and carried out interviews to gather information and then test our findings. The result is an alternative to the current linear practice. We have built a service that meets the needs and desires of companies and their employees. It is a service that builds on a circular system with a rebrandable t-shirts rental service.
Hello!

This is our semester project for AHO GK5 Service Design. Enjoy reading.

Johanna Brämersson  Kjersti Fretland
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The brief

Fleeting technologies and seductively convenient services.
The main focus of this course is brand identity and experience. Our goal is to develop our own brand concept, and convey the values and identity of this brand through the service it provides, and the experience of its customers. Our process and methodology are vital and the projects process will be documented in this written report.
We were asked to choose a topic that inspires us and that we wanted to learn more about. Many of our initial ideas centred on recycling and sharing, a very broad & fluctuating field. Out of the crowded & competing options we decided to focus on the reuse of workwear. At the beginning it was overwhelming and difficult to narrow in on a single concept but the choice seems obvious now. Studying the preservation of natural resources through recycling & reuse felt fulfilling and important to us. Our main priority in this project was to talk to users and experts, above all to educate ourselves on the textile industry & inter industry communications, areas of knowledge that were somewhat new to us. To begin with we acquainted ourselves with the everyday realities of the textile industry. We were shocked & appalled by the extent of modern day slavery, child labour and the disregard for the environment. The experience has been eye opening. We looked at our own wardrobes and shamefully whispered to each other about how many garments we owned. Later in the project, as we became better informed, we often talked about our changing habits and views on textiles and shopping. Yet the whole textile industry feels so large, overwhelmingly complicated and difficult to change. We talked to all these people working hard to do things differently and became very inspired. We knew couldn’t fix everything, but we could examine the system and identify trends & potential changes in the textile industry. It felt like a small step, but the more we refined our service the more palpable and possible this change in part of the system seemed. All the necessary elements for our service to work are here, and we are convinced that one day we will see a service like it, maybe we’ll even be part of it.
Context Research
“Today’s textile industry is built on an outdated linear, take-make-dispose model and is hugely wasteful and polluting.”

Ellen MacArthur (MacArthu, E, 2017)
Today's textile industry uses many non-renewable materials to make garments that have over a 50% chance of being worn & then discarded in under a year (Morlet et al., 2017, p. 21). The total amount of pollution that stems from textile production is second only to the oil industry and is greater still than that of transportation (Solli, 2019). This pollution harms textile workers, the consumer and the environment. There are 16 times more microplastics from textile waste in the ocean than from cosmetics. Looking at the total percentage of industrial pollution of water, the textile industry is responsible for 20% of it (Morlet et al., 2017, p. 21). Examining the negative impacts on the environment inherent to contemporary textile industry, there is no doubt that if the status quo is left to continue the damaging effect on our environment will increase exponentially. This because of a decline in the cost of clothes over the last decades (Arntzen, M. G. 2019). We waste possible economic prosperity and add to the already sour social impacts. The industry is full of hazardous work environments, low wages and long hours. There are many cases of modern slave labor and child labour. And still, in these horrible conditions, we can look at how many times we wear a garment before it is “used up” from fifteen years ago till today and there has been a decline of 36%. These numbers are on the rise, we are wearing each garment less and less (Morlet et al., 2017, p. 19). According to Fremtiden i våre hender people living in Norway can afford to buy twice as many kilos of clothes today than thirty years ago. This because of a decline in the cost of clothes over the last decades.

“The quality is just too poor. This is unfortunately not true only for what is produced for cheaper chains, but also the more expensive brands.”

Åsa Formark (Ravneberget, S. N, 2018)
Working with changing people’s opinions of used clothes in a circular system, or making people invest in durability when many people want ten garments instead of one, is not a job that pays immediately. Is it possible to entice the textile industry to change if it’s not making them more money right now? For brands like I.e. Colors of Benetton or Balenciaga, that have customers with money and which would receive valuable marketing out of going green this process could be valuable. But if you look at mass produced clothes under a cheaper brand, or no brand, that produce a lot of clothes to sell cheap. If we go further and look at all the producers of profile wear, that make clothes for festivals, events or for work wear. All these clothes are less visible than what is considered to be high fashion and are not held responsible to the same degree. You can buy a poorly made t-shirt for 30 NOK for your business and never think twice about it. Instead it should give you a bad feeling because of bad working conditions and environmental impact. What can we do to entice these businesses?
There is a visible trend now for transparency, but you can have transparency and still have bad quality and social ethics. The app ‘Good on you’ lets you search for companies and see how, where and under what circumstances their clothes are made. These efforts help make it easier for a consumer to choose the right thing. We’ve read many articles that indicate a move away from fast fashion culture and the buy-and-dispose model. More awareness and a fight for transparency has created an expectation for the fashion part of the textile industry to be fair to humans, the environment and to animals. But this transparency does not always reach brands that are less known or textiles not intended for fashion.

“Lack of transparency costs lives. It is impossible for companies to make sure human rights are respected, working conditions are adequate and the environment is safeguarded without knowing where their products are made. That’s why transparency is essential.”

Fashionrevolution (Fashion revolution, 2019)
Only one cotton t-shirt use in production 2600l water, 800g chemicals and 4,5kg co2e
"Across the industry, only 13% of the total material input is in some way recycled after clothing use [...] Most of this recycling consists of cascading to other industries and use in lower-value applications, for example, insulation material, wiping cloths, and mattress stuffing – all of which are currently difficult to recapture and therefore likely constitute the final use."

(Morlet et al., 2017, p. 20)

Of all the fabric used to make one piece of clothing, no more than 1% will be recycled (Morlet et al., 2017, p. 20). Countries with high rates of recycling export many of their second hand garments to countries in need. This can be good but also destroy the local economy. The logistics and infrastructure required to handle them are sometimes poor and they end up as waste anyway. Many of the clothes that we recycle are reused in a way that makes them hard or even impossible to use over again. Some are used for insulation, stuffing and other things. The production of clothes is too high. It’s hard to point a finger at high fashion when low-cost chains or online shops produce garments in cheap fabric and low quality that are easy to throw out and replace for a consumer. High fashion and quality clothes are not as likely to be discarded and are easier to sell again. We don’t need to get rid of fashion but we need to stop producing so much in such an unempathetic way.
“Increasing the average number of times clothes are worn is the most direct lever to capture value and design out waste and pollution in the textiles system.”

A New Textiles Economy (Morlet et al., 2017, p. 24)

We contacted Professor of Consumption, Ingun Grimstad Klepp for information about clothing habits. They also invited us to a seminar at Oslomet called ‘Practices of change’ where we learned more about circularity in textiles and sustainability from Kate Fletcher, a Professor at the Centre for Sustainable Fashion, Else Skjold, Associate Professor at the Royal Academy of Fine Arts in Denmark and Ingun Grimstad Klepp Professor SIFO, OsloMet. During this seminar and through emails we learned that in addition to buying fewer items of clothing they need to be of higher quality. Building a new narrative for the textile industry is necessary because the one we have today creates too much waste, pollution and leans on low ethics for workers.
Quality in textiles changes the way we view and use clothes.

The amount of times we wear garments and what we are able to do with them afterwards is crucial to the future of textiles. The psychology that lies behind the desire of fast fashion is complex and needs a new system that looks at what the desires of slow fashion are. Some drives could be preservation, quality, tradition and patina. So if fast fashion is cocaine, slow fashion is a Barleywine that has fermented for a while. The culture shift is huge, but paramount to the future of the planet.

In a report by The Ellen MacArthur foundation they mention three main areas of action that would speed up the shift to a more circular model. One of them is to scale up short-term rental of clothes.

“When garments can be worn more often than a customer is able or willing to do, rental models could provide an appealing business opportunity.”
(Morlet et al., 2017, p. 24)

For people who are not satisfied with slow fashion this could be an alternative to always purchasing new clothes. By using rental clothes the amount of times a garment is worn can increase thus the need for raw material would be lowered. For this to be possible the garment must be of good quality so that it can be used for its original purpose until it can re-enter the system in an altered state.

Both the secondhand market and clothing-rental systems depend on quality clothes being made. Fast fashion does not work in the second hand industry as it is only made to last for a short while before it becomes waste. One business we’ve spoken to order about 400 t-shirts every Christmas for their workers. After Christmas these t-shirts are no longer used. We spoke to managers that say they throw them away, employees that say they use them as rags, paint in them, sleep in them or give them to goodwill. We spoke to a secondhand shop manager who said:

“These t-shirts are of such low quality that it’s hard to reuse them. Also they are hard to sell because of the logo.”
Fretex-ansatt, 42

This is a kind of waste that can be avoided.
Charlie Selvig is the head designer of women’s wear at Livid, a Norwegian jeans brand and clothing store. We wanted to talk to someone within the industry to see what she thought were the biggest trends in reuse and where the textile industry is headed. She gave us an insight into the importance and ignorance of quality in clothes. She said people don’t know what quality is anymore, and are scared to pay too much money on a pair of jeans that they are unsure if will fall apart within a year. We learned ways to give people a better understanding of quality and to know that one should not be proud of buying a t-shirt for fifty kroner. In fast fashion stores there are new products coming in every week and sales after to get rid of the excess. Looking at slow fashion vs fast fashion makes it clearer we are not motivated by an idea to get rid of fashion, only fast fashion.
Insights

• The importance and ignorance of quality in clothes.
• A better understanding of what quality is.
• A deeper knowledge of how fast fashion works.
We want to build a textile rental-service that will help change today's attitudes towards clothes.
Design research
This graph shows different clothing rental companies and where their focus lies and what ages they try and reach.
“In accordance with increased focus on sustainability, renting clothes are becoming more and more popular. Swedish Filippa K already offered this service in 2015, Norwegian Fjong are having success by renting out clothes”

(Ravneberget, 2019)

By looking at many other rental businesses we wanted to achieve inspiration and perspective. It was interesting to see how well several of them were doing. We tried to find gaps in the market where we could fit in. The clothing rental business is a growing market but most of them are currently for formal wear or clothes for children. We found one that rents out work wear, but it was mostly for construction, carpentry or other very ‘hands on’ work environments. We were surprised at how few businesses focused on workwear. After gaining some perspective into the marked we felt more sure about where we could go. We talked to several companies selling workwear and asked where their business came from. An Oslo based textile printing company called Nilz said:

“Most of our customer base need profile clothes for a short period of time.”

This quote made us remember part of an interview with Marianne Solvik from Tanum. She said that the everyday uniforms were used over a long period of time. These insights together indicate that the potential lies in the short term work wear and not the ones used over several years.
This made us shift from looking at all uniforms to only looking at t-shirts used at events, campaigns and kick-offs.

By only looking at short-time-lease we positioned ourselves further and looked into the market of competition of profile clothes for businesses and events. In this visualization we used the parameters sustainability and price, taking base in the prices sited on their homepages. This map made it clear that few of these companies focus on sustainability. All of them follow a linear model and many of them don’t mention sustainability at all.

So why are there not more circular alternatives in this market? After some digging we found that the technology for adding print and removing it is there, but still under development. We believe this to be one of the reasons businesses are not going in this direction of the renting marked. This positioning helped us understand that the service was taking a direction not many others have gone before. At least none that we can find. It made it extra important for us to convey clearly who we are.
Since our service depends so much on user needs we felt it natural to start with interviews.

By having long interviews with many people in the start we got a lot of insights that we put on post-its and organized to see more clearly. By looking at what our first round of users had said we made some of our first bigger decisions, looking at workwear for instance. These insights lead to more interviews before we moved on to workshops. In the workshops we found it was easier for our subjects to speak freely around an object or visualisation to generate informed discussions. As it turns out many of our users are also our experts. When talking to head of marketing at Tanum, Marianne Solvik, she naturally knew much more than we knew about ordering, logistics and employees. Here we have visualized our meetings with experts and users throughout the project. The green dots are users and the blue are experts. Here we will have a look at a few of them and the key insights gathered from them.
Interview with textile designer Charlie Selvig about the industry today

Seminar “Practices of change”, thinking about textiles in a different way

5 in depth interviews about clothes, habits, rented textiles, secondhand and the textile industry.

11 conversations about clothes and habits

Talking to Fretex about sales, mindset and systems

Interview, mail and conversations with users on their work wear needs

Mailing businesses and printing companies about the use of work wear today

Interview with circular-textile-business expert from Æra, Mari Stölan

2x workshop with employees, t-shirts and suggestions for content

3x workshops with businesses/head of marketing about user journeys

Presentation and conversation with textile-expert, Claire Dennington

Visit Livid Oslo. Ask about cost and products

Interview with designer Charlie Selvig about patches, printing and a scenario for the future

Interview with Kirsi Laitala, LCA expert on OsloMet, discussion fabric and LCA

End test of the experience with employee, introducing the service in shops
The key points from our conversation:

- Discussing if the t-shirts had to be second hand; By opening up the possibility of using new t-shirts we could include more customers and easier to realize in terms of logistics. We also talked about quality as an important element of the t-shirts which connected to what Charlie Selvig had said earlier.

- Suggestions of how to communicate the problem; She asked us to strongly use statistics and numbers to persuade both users and businesses. This is something we looked more at later with Mosse Sjåstad.

- How to understand users; With the information we already had from users we discussed what we needed now and how to get there.

We visited Æra and sat down with Mari Stølan. We wanted to know more about circularity in textiles and to see what she thought about our idea.
We had an interview with textile researcher Kirsi Laitala. She works with clothing habits and their effect on the environment and is a life cycle analysist. This kind of analysis is done to get an overall picture of how large the total environmental impact is during a product’s life cycle. So we were very curious to hear what she would say about our service. Our big question to her was, does the total environmental impact decrease with Tee Tag. She said yes, she believed that our service could have a positive environmental impact, as long as our system worked as we presented it. We also showed her our attempts at calculations and she said they seemed reasonable. We have therefore used these numbers as a starting point for Tee Tag’s calculations. We enclose calculations in the appendix. She also gave us a report which supports our claim, showing the impacts of buying new t-shirts every time versus buying them through a rental business considering increased transport (Zamani, Sandin & Peters, 2017, p. 1368-1375)

“I believe it will have environmental benefits”

Kirsi Laitala
Right at the beginning of the project we interviewed five people for about an hour each were we asked a lot of questions about clothing habits: what item of clothing they liked the best, what their relationships to clothes and the industry of clothes were. By meeting them in everyday, relaxed situations we wanted a calm conversation to extract a lot of data we could systemize afterwards. A semi-structured meeting was good for this so that we could move with the conversation and not control it too much. We brought an example of clothing for them to talk around to get specific feedback, but kept it light.
“I have different expectations to different clothes. At work it doesn’t matter what I wear.”

Woman 32

“Insights

• People get a feeling of defeat when confronted with big textile businesses vs the environment

• Work wear is not personal and people put on what they are given.

• Everyday clothes are more personal. People see them as their “armor.”

“You feel good in clothes you have chosen yourself. That way I know that I enter my day in my armor”

Woman 34

“It’s too big to take in. In the end you don’t care because it takes too much energy”

Man 28
We talked to many shop assistants and asked them to tell us about their uniforms, what the t-shirts felt like to wear, if they were proud to wear them, how often they got new ones and what they did with the old ones. The responses were that they did not care about their uniforms as long as they were clean and fit them. The uniforms they for some reason no longer wore (for campaigns, kickoffs, etc) were mostly thrown away, given to their mothers to be used as rags, worn when painting or given to recycling. They were frustrated at the amount of t-shirts they had to throw away and how hard it was to recycle them. We also asked them about wearing second hand t-shirts as work wear. Most of them were positive about this.
“That sounds super, then I wouldn’t have to throw them away.”

Woman 32

“If someone with psoriasis wore this before me I would not wear it, even if it was washed properly.”

Woman 62

“I try to recycle the old ones but secondhand shops don’t want them so I have to cut them up and use them as rags.”

Woman 24

Insights

• Most people do not care a lot about what they wear to work as long as it’s comfortable, clean and fits to some extent.

• They were frustrated at the amount of t-shirts they had to throw away.

• There were mostly positive reactions to our idea.

• The negative ones always had to do with cleanliness.
We created workshop sheets with illustrations of ways to communicate, examples of ordering and delivery. With this we wanted to engage conversations or discussions around key elements of the project, like ordering, delivery and communication with employees. We used post-its for simplicity and met them in their own environment to stay within their realm. From this workshop we received a lot of useful information about today’s situation.
“We don’t have any specific system or strategy for this”

AHO

“I have experienced businesses that ordered far too many profile products, ending up with a lot to spare.”

Oslo Architecture Triennale

“Everything is done via phone and mail [...] I end up needing to go look at old excel sheets. The system is cumbersome.”

Head of marketing, Tanum

“T-shirts are the last thing you design and order in a campaign.”

Head of marketing, Tanum

Insights

• There is usually no system for ordering t-shirts which can be time consuming and costly.

• Logistics should save time not be time consuming

• People put little thought into t-shirts for events/campaigns but they are still important and very visible.

• Companies can order too much, leading to extra waste.
After this we had more workshops with other shop assistants, this time showing them an example of what it could look like wearing a shirt with a temporary print. We visualized examples of touchpoints from the service and asked questions around them. We also discussed environmental concern at the workplace and their thoughts on textile waste. The conversation drifted easily onto other subjects, but was more controlled than previous interviews.
“I'm not sure about the press on buttons “...[Interviewer talks about another alternative of removable print]... “Sure, if the t-shirt works like this then that's great.”

Woman 34

“Yes, I could be like an ambassador for these t-shirts. If i had enough information.”

Woman 26

Since the t-shirt comes from another business I would trust it to be clean and safe.

Woman 26

Insights

• We need to explore the tecnical print part more.

• There are some worries about cleanliness and smell.

• Communicating sustainability and quality can make people take better care of the garments.

• By giving people enought information they will more confidently spread the word.

• Packaging can help convince people they are clean and cared for.
Final test

As we started to get things in order we wanted to perform a test to see how shop assistants and store managers would respond to our service. For the test we brought an example of our service offering: a wrapped t-shirt, a box for delivering t-shirts and a print of the climate calculations one would receive at the end of a rent-period. We wanted to catch their first impressions. We got positive feedback on the packaging and only one person asked more about the cleaning of the t-shirts. Overall we were pleased with how it went even if it was hard to get people to say negative things. If this was because they just wanted to be polite or not is hard to say. We tried to pressure them a little asking questions like “If you had to say something negative, what would you say,” We did this because we know there is a difference between test and reality and we wanted to make sure that we could get as close to reality as possible.
“I really like this! I remember i thought it was difficult the first time i had to throw away a campaign t-shirt. I took it back from the wastebin three times.”

Shop assistant 24

“I wouldn’t have a problem having a collection box in my office for t-shirts or putting this [Climate calculation] up in the common areas.”

Shop manager 32

Insights

• The packaging gives an impression of cleanliness.
• They liked the way the t-shirt was wrapped.
• People were very positive and seemed surprised at the service.
Our original idea was to rent out everyday clothes, but found it was hard to meet people’s demands for personal wear. We found there were no other companies working with profile wear.

We initially wanted to use only second hand clothes, but for our service to work we had to look into new t-shirts of higher quality than the current ones.

We started with the focusing mostly on the t-shirts in the service, but understood that including the order system and logistics was crucial and of great value.
Most benefits by increasing the lifespan of clothing (see p. 17)

Profile wear is harder to recycle (see p. 18)

Most clients order profilewear for short term use (see p. 26)

No workwear rental on the market (see p. 27-28)

Durability important for our system (see p. 31)

Everyday clothes = personal armor (see p. 34)

The fit of everyday clothes is important (see p. 34)

Generally lower expectations towards workwear (see p. 35)

Every purchaser we spoke to used a terrible system (see p. 38)

T-shirts are “the last thing” they think about (see p. 38)

Logistics were often a problem (see p. 76)

Smell is easier to remove from good cotton (see p. 93)
Branding strategy
We will reduce the impact of textile waste, create a stronger understanding of quality textiles and decrease the feeling of defeat one sometimes feel as a consumer.
To create a circular service that makes it possible for people and businesses to be rebrandable and sustainable.
Our service will be **inclusive**. We will make it easier to quit buying cheaply made clothes and take **responsibility** by increasing the **quality** of garments.
Come on up!

Quality

Responsible

Inclusive
Core service offering
We want our service to give people a sense of pride in themselves and their place of business. Instead of being one person alone we want people to feel connected and inspire them to look at their own wardrobe differently. We want them to feel good about contributing and get inspired to do more.
Tone of voice

We want to meet everyone in a calm, inclusive manner. We are always polite in a non-condescending way. We are clear, a touch formal, but often humorous. We have the confidence to correct mistakes and we want to learn from our customers.

We will treat textiles and the people producing it with respect. We are working business to business and wish to meet the company and their employees needs. If we come off in a judgmental way or if we are too intense we will have less chance of cooperating with the base we want to talk to. Businesses that use a lot of cheap workwear will not be swayed by us looking down our noses at them. By focusing on uniting our goals and needs we will get further. We will assume our customers want to be environmentally friendly because it helps the planet and not for advertisement.

That might sound more than a little naive, but believing this will help us meet our customers. If we assume them to be not caring and cold hearted and lean our pitch entirely on the cost and practicalities then we are not being very fair. Also, a strategy where we assume they are primarily environmentally friendly and want to avoid spending too much on workwear secondary is better than one where we seem to assume they don’t care. We would rather they correct us and say they don’t care than having to explain to us that the environment is in fact also of their concern. The point is we want to talk to them as if its already assumed they care for the environment. Because every business should. We do not want to be known as a service that intimidates people by being condescending or judgemental. If we get this kind of reputation there are many businesses we will not reach.
Our goal is a service that listens. It is non-judgemental and calm in order to make people agree across different platforms. The service must be honest, clear and trustworthy in order to inspire. We made a poster filled with quotes, people, images etc. that we felt portrayed our personality. One person that stood out and ended up being our main inspiration was the fictional character Atticus Finch from the book ‘To kill a mockingbird.’ He is authoritative, kind and inclusive. He wants to bring everyone together and practices a sympathy and understanding that he teaches his children and never holds a grudge against people.
“Co-marketing occurs when two like-minded brands align their marketing efforts to promote each other’s product or service. While a hybrid product is not created, a co-marketing undertaking allows brands to leverage their relationships with other brands.”

(Stec, C, 2013)

By working together on a marketing campaign two or more companies can accomplish a stronger result reaching a larger audience. In our case we want to do a partially melded marketing since we want our customers brand to be visible through us and our brand visible through them. We want to lend our identity to them to make it clear they are wearing rented reusable profile wear but still give a feeling that it belongs to them. When we get a customer we will adopt their colours. This will happen in touchpoints like packaging and “My page” on the website with visual elements. The simplicity of our visual elements will make it easier to blend with another brand. Through these measures we want our customers to feel included, a part of our common goal.
Visual identity
Moodboard

In order to overcome the restrictions people have against used clothes it is extra important that we express the **cleanliness, trust and quality** through our visual identity. In this moodboard we wanted to convey cleanliness and give reason to trust us.

At first we had a stronger “environmental style,” but after receiving feedback that this could be seen as green-washing we have worked to create a service that does not convey this. But since as we are offering a circular product to be used in businesses that are not always circular themselves this is a challenge we will always have to consider. This is why we chose a calmer environmental expression that also can make us more inclusive.
We spent a long way finding the right name for the service. It had to be easy, memorable, catchy and say something about our service. We carried out a lot of workshops were we made lists of associations, synonyms and everything else related to our service we could think of in norwegian, english and swedish. We turned this into potential names and tested it on people around us, to make sure not to get wrong associations. In the end we landed on TeeTag. Tee as in t-shirt and tag as a metaphor for us, as the tag for more sustainable profile wear.
Logo

When designing the logo we started broadly as we can see in these illustrations. We wanted the logo to be like a stamp or a label. A stamp that represents sustainability in both social, ethical and environmental aspects. This was designed as our starting point from where we believe our logo, over time, will grow to be more recognizable to people. It has also been important that the logo does not steal a lot of attention from our customer, while still maintaining a distinct character of its own. The font coincides with the soft bent shapes of the logo and enhances it, while also being readable and clear.
Here is the logo and icon presented in different sizes. The icon is used for when we just want the shape and not the text, especially for small formats. Therefore, it also has slightly thicker lines.
We wanted our fonts to be easily read, modern and trustworthy. The main font we selected is called **Nirmala**. It is used both in bold and regular style. The bold is foremost for headings and the regular for subheadings and short paragraphs. The last font is **Javanesse** and is used for longer paragraphs. This one was chosen to achieve trust as tests have shown that traditional serif fonts can be used to increase confidence in what is being written (Laiso, A, 2017). But since we are a new concept in this market, the san serif fonts makes it a more modern.
The life of your t-shirt

To make a t-shirt one uses about 2700 l of water and many toxins. By circulating textiles we can avoid many of these environmental hazards.

Our service model has high goals.
But we realize we can’t do it alone.

Please share and find out more
The colors of Tee Tag are orange, grey and green, these combination will be used whenever the brand is displayed by itself. The orange is used mainly on visual elements and the grey in logo and font. The green is added as a contrast when we need a lighter color for environmental messages and background for symbols. These colors have been chosen to communicate a fair-minded and including personality.
We wanted to reflect the companies we work with and give them the opportunity to add to their identity through us. In order to do this the colors we use in a collaboration are sampled from our customers logo and will vary widely. This color is shown on simple elements. By doing this we do not lose our own identity but can mirror our customers. Backgrounds and paper are white, light recycled paper with a naturally uneven texture. This is to communicate the environmentally friendliness of our brand in a discreet way.
Doing something together increases the chance of success. We want more circularity in the textile industry.

Handle with care

100% Organic cotton
100% Recyclable
100% Chemical-free

Washing advice
- Wash clothes at low temperatures
- Use vinegar instead of softener (this preserves colour and quality)
- Let the garments air dry

The life of your t-shirt
To make a t-shirt one uses about 2790 l of water and many toxins. By circulating textiles we can avoid many of these environmental hazards.

Our service model has high goals. But we realize we can't do it alone.

Please share and find out more @teetag

Packaging example of t-shirts using the color of our customers
Doing something together increases the chance of success. We want more circularity in the textile industry.

- Handle with care

@teetag

Pleace share and find out more

100% Organic cotton
100% Recyclable
100% Chemical-free

Washing advice
- Wash clothes at low temperatures
- Let the garments air dry

The life of your t-shirt

To make a t-shirt one uses about 2700 l of water and many toxins. By circulating textiles we can avoid many of these environmental hazards.

Our service model has high goals. But we realize we can do it alone.
To find our own visual expression we looked to our logo for inspiration and by decomposing it we found our visual elements. By adding coloured squares we want to direct your eyes towards key elements of our web site/business card/letter etc. A simple element such as a square makes it compatible with all our customers without losing our own identity. It is mostly used next to a textbox with small spacing. But it can also be used more creatively in corners of the text and photos for a varied expression.

If we need to highlight a text or symbol we can also use either a square or circle in low opacity underneath.
The illustrations are also designed to match multiple brands and are mostly just lineart without colors. It is drawn with simple, black, thin lines to visualize parts of our service where it is needed. This adds to our efforts for a more delightful experience.
Service
We have built a rental business that offers workwear especially for campaigns and events. High quality clothes made under conditions sustainable both for people and the environment. By rebranding them for each event we will prolong the life of workwear and create a more green, circular and economic alternative.
When focusing on our target audience we had a dilemma. Our primary customers were the companies ordering the t-shirt, but the people who used them were their employees. We could not treat them both as one audience, because they wanted different things. For the company we wanted ordering to be simple and stressless, for the product to work, for them to see it as a marketing opportunity and as a way to build a stronger sense of community inside the company. For the employees we wanted to create trust, a want to communicate the service, a sense of pride in oneself and in the company, and to visualise the circularity of it. So we had to switch between the two and build user journeys for each of them. In the beginning we thought about choosing one of them, but after talking to Simon Clatworthy we saw that they both were necessary to communicate our service.
After deciding to look at both journeys we searched for their biggest frustrations with the existing system and found them to be:

**Purchaser**
- Disfunctional and old system.
- Sorting out t-shirts for every store is a hassle.
- Bad for the environment.

**Employee**
- So many t-shirts.
- Logos make them hard to sell/give to secondhand shops.
- Bad for the environment.

This is where our user journey starts.
Customer journey

- **Purchaser**
  - Discovery:
    - Seeing t-shirts
    - Company SoMe
    - Own SoMe
    - Word of mouth
  - Consideration:
    - Research online
    - References
    - Create profile
    - Website test
  - Contact:
    - Meeting
    - Recieve sample

- **Employee**
  - Discovery:
    - Through employee

**Before**

- Cumbersome system
- Whats in it for me?
- I can make a difference
- Taken care of
- Interested
- This is news to me
- Frustrated about throwing t-shirts

**Feelings and thoughts**
During

**Place order**

- Log in, website
  - Upload design
  - Use design help (optional)
  - Choose order
  - Choose distribution
  - Confirmation

**Introduction**

- Receive TT-intro
- Inform employees
- Receive e-mail

**This was very simple**

- Relief! all the information I need

**Hopeful**

- Wow, my work cares and is up to date

**Sceptical**
Customer journey

Recieve order
Easy sorted by your terms

Hand out t-shirts

Share on SoMe
Has all background information
Tee Tag possible help solve any problems

Recieve feedback

Recieve t-shirts

Wear t-shirts

Give feedback

Wash t-shirts
(if needed)

Excited, interested, trust

Feels clean

Pride, delighted

This looks fresh and nice

Pride, delighted, community

So organized!

Nice packaging!

Im doing a good job

Confident

Feels clean
After

Deliver

Collect t-shirt  Send by post

Receive reminder to hand in t-shirts
Hand in t-shirt

Receive mail
Climate calculation
Thank you

Share
SoMe
Hang on wall
Mail to employee

Concern that not all the t-shirts will be returned
Somewhat stressed, I have to remember to hand it in

Excited
Proud and delighted
Feels appreciated and inspired to do more

Somewhat stressed, I have to remember to hand it in
Lena recently discovered Tee Tag through recommendations from her employees and became curious. She researched the service and decided they are a serious company she can trust. While looking at their website she finds the climate calculation test. It looks exciting so she gives it a try. She understands it easily. The results are shocking and impressive, she had not realised these uniforms could have such an impact on the environment. She feels guilty, but understands quickly that there are things she can do. She feels inspired and asks for a quote to see if TeeTag is right for her company. When she receives the reply she sees that this alternative costs about the same as they spend today and is convinced this is a better alternative for the company and her employees. She does not want to be responsible for more textile waste. She logs onto the “My TeeTag” page and is impressed at how neat and straightforward it is. She is also relieved to see that all the information she needs is here. This makes her feel even more confident in her choice of TeeTag. Lena starts her first order.
Karin and Sara both work in a shop which recently started using TeeTag. They have just received their new t-shirts from their boss. The first impression they have is that it looks professional and seems like a trustworthy company. The t-shirts are packed in an unusual way which peeks their curiosity. They are intrigued and read the information on the packaging note. They are shocked at some of the information and want to know more so they visit TeeTags homepage. When they pick up the t-shirts they notice how they have a better feel than the usual t-shirts: thicker, more comfortable and of better quality. The t-shirts look clean, are in order and smell nice. This makes Karin feel confident about wearing the t-shirt. Sara is somewhat scared of bacteria and is a little worried about wearing the t-shirt. She looks at the packaging again and sees information about how TeeTag cleans them. This makes Sara feel more at ease and more sure about wearing her t-shirt. They both talk about their t-shirts and how proud they are to work in a place that is so current and thinks of the environment. They are relieved that they no longer need to throw away so many t-shirts.
The t-shirt is to be worn for five days. Vidar and Tara like wearing these t-shirts and they feel good to wear. They know it’s better for the environment and this makes them feel proud. They get a sense of community from doing this together for a good cause and without much strain on their part. While working they are asked about their t-shirts and happily answer questions and explain the service. They are taken a picture of that is shared on the company’s social media page.
Now that the campaign is over it is time to hand the t-shirts back. Rolf received a reminder on his mobile from his boss and this helps him remember to bring it back. When he puts it in the delivery box he sees a note thanking him for using the t-shirt and handing it back. He feels proud at himself and his company. After the campaign he comes home and sees his own clothes in a different light. He thinks “If my company can be more conscious of textile waste then so can i. Maybe I should buy a little less clothes and if i need to then try and choose quality.”
Linda has purchased and been a part of a campaign that used TeeTag. She recently received a mail with their climate calculation, that shows how much they have saved contra what they used before. She shared this information on social media and is getting a lot of positive feedback. She also hung the calculation in the staff room and is excited to see how the employees react to it. She feels proud of being a part of this, especially since she has the role of purchaser at her company and is the one communicating with TeeTag.
Evidencing...
This poster would be good when building our service to show people the growth of TeeTag and build engagement. It advertises a business while it does not judge other businesses. People should think “Is the company I work for one of them?” And make them curious enough to look for us online.
We looked at the different garments companies use and saw that if we would undertake all of this it would have demanded us to investigate textile production much further. But because the orientation of our project was to build a service we wanted to focus on one garment and chose the t-shirt because it is a versatile and universal.

When investigating quality in the making of a t-shirt we talked to textile researcher Kirsi Laitala at Oslo Met. Seeing all the phases that would need to be considered when making a quality t-shirt gave us insight and understanding. The length of fibres, spinning process, mercerising, how it is knit, what colour is used and the treatment after. We told her we considered using cotton and she confirmed this was the right choice because of its high durability, that people are used to using it, it is easy to reuse, odours don’t stick that easy and does not release microplastics when washed. We also chose to only look at black and white t-shirts for now. If we are to expand we must consider the environmental ramifications of this and until then lean on the colour we get from the prints.
Mari Stølan from Æra suggested we look at a company called Fair&Square, and Charlie Selvig mentioned Livid, these were both companies concerned with ethical and environmental production of clothes. Livid had a special passion for quality and when visiting their shop in Oslo we got to know their t-shirts and talked to them about prices in a hypothetical situation where they would provide TeeTag with T-shirts. After this talk we decided to pretend they were our business partners. They seemed to be a good fit for TeeTag because of their transparency, high quality and focus on reuse. The close contact with Charlie Selvig also made this choice easier since she worked with them and could answer questions.
After we had decided to create a rebrandable t-shirt service, we looked at different ways to attach a patch that we could change every campaign. We wanted it to be easily attached and removed, not get stuck in anything during use, and leave as little marks on a t-shirt as possible.

We had a second, shorter meeting with Charlie Selvig to ask her about what kind of solution we should choose for our removable plug-in. She said “Avoid sewing at all cost” and was very clear about print being the better choice because of simplicity, practicality and cost.

We found a very interesting technique that uses a detergent to remove the print (Balgooit, 2019).

When talking to Marianne Solvik at Tanum she said they would rather not have any other marks than their own on the t-shirt. We thought about this and talked to Simon Clatworthy who recommended we have our logo visible, though not in an overwhelming way. Since our service will be about pride and strives to be a sign that means a company is doing something right we decided we would be visible. We placed our logo on the sleeve so it would not interfere with the printed material.

**Insights**

- Choose cotton
- Production of quality garments
- Avoid sewing
Patch, look and feel test

Logo placement and expression

Attachment testing

For more process pictures and videos check out the link kjtjenestedesign.tumblr.com/
T-shirts

This is our final t-shirt. We have decided to place the TeeTag-logo embroidered on the arm to make it visible, not intrusive and make it differ from the print. Inside the t-shirt there is a note with our address that says ”If I am lost please return me to TeeTag for a kind word and a lolly.” This underlines the importance of returning the t-shirt after use, it also adds to our personality and might make people curious enough to actually return the t-shirt.
Print

For the print we would use an environmentally safe fabric ink developed by designer Fioen Van Balgooi and her company Refinity that can be worn and removed using a special detergent. The print can be painted on or one can use a digital printer. After use needs to be soaked, rinsed, resoaked in a merge of water and detergent then washed normally. After this process there is no sign of the previous print and the t-shirt can be used over again. (Fillipetti, J, 2012.)

The pictures here are showing the process of removing ink by Fioen. This is under development, but the ink work as we want and therefore we have chosen to go for it. The ink need some adjustment to work fully correctly in the printer.
Interaction
Website

We wanted the website to be simple, systematic and professional to increase confidence in us. We want to use all our customers colours on the website, so that every time you reload a page it changes colours monochronically. This to show how we can blend with a company. One of the first things you see is a video asking the question “Where does profile wear end up?” at the same time you see many profile t-shirts falling into a trash can. We wanted to soften up the first impression and show something eye opening but not too judgemental.

You can choose to look at previous and current customers by venturing further into the web-site to see how long they have been using TeeTag and who you can visit if you want to see the service in action.

From here you can take the climate test (see page 105) and choose to receive a quote. Let’s say you’ve done this and now you are back on the website to log on. This brings you to your own page that you can customize depending on your needs. You can save templates or change things around if necessary.
The textile industry pollutes more than cars and planes so choosing us reduces the impact.

Our system is easy to use, offers design help if you need it and makes ordering and control again.

We aim to compete with other printing companies cost wise, so please ask us for a quote!

Environmental
Order system
Value

Tee Tag Transparency

What can you avoid wasting by using Tee Tag?
TAKEN THE TEST
User flow
Climate test

The test will allow you to see how much your company or the company you work for can save the environment by using this service. This is a way of persuading a customer, inspiring someone to mention it at work, share it on social media or just be aware of us. It can also work as a foreshadowing, showing you how your company could be perceived. We have also decided to have an external company do the math to increase trust in our numbers.

Here is the link to the test:
https://xd.adobe.com/view/2b46d7de-0cf3-467c-4254-93dd0a36ca12-5d77/
How many Tees do you need?

Your selection:
100 t-shirts + A4 print + 10 days of use + delivered to Maridalsveien

Our Climate Tracker helps you understand the environmental impacts between Tee Tag vs. disposable T-shirts

- 1699 litres of water
- 3252 miles of car driving
- 76 milk packages of chemicals

Order Tees

Back

See the math
Conclusion
SWOT

**Strength**
- They can afford high quality without paying the whole price per garment
- Easy to order and systematic logistic system
- Inclusive to people with different views
- Fully transparent of who we are

**Weaknesses**
- Have to be well known to be recognised as a sustainable label
- The shared climate calculation could vanish in the crowd of other social media
- The ink is not fully developed and it would need some investment

**Opportunities**
- The only rental service that targets profile wear in the market
- New textile technology is on the way and can make it doable and more profitable
- Trends show more and more focus on the climate impact of clothes, second hand etc.

**Threat**
- The t-shirt is the last thing they think about in a campaign, and they don’t think about it as a big burden for the climate
- Trust in used clothing
- If people don’t return their clothes it can become a burden for the company

Calculations of environmental effects, forms of consent, interview guides and price calculations can be found in the attachments.
When looking at the service from the end of the assignment, there are a few things that stick out as worthy of reflection. Like how the focus on level of quality has brought with it several other positive effects. For example, by talking to companies and their employees about the quality of our t-shirts we automatically needed to explain why this is important, how our service is dependent on high quality to be better for the environment. We believe TeeTag could be an advocate for stronger quality in clothes and help people understand why quality is not only physically better to wear but better for durability and circularity. We would also have an excellent chance to give direct suggestions on how to treat clothes and increase concern for people who make them in a way that would leave a stronger impression on people since they actually wear the clothes and get information often through their jobs. It might make them feel it was part of their job to learn something about the uniforms they wear. Since we want them to become ambassadors for our service we hope this feeling stretches beyond their use of the t-shirt and that they bring it with them into conversations about the environment, into their shopping habits and when caring for their own clothes.

By adapting a personality that does not want to judge anyone, but meet our customer/s on their ground to fix problems together, we hope to contribute to a less polarized conversation about pollution.
Since both our users were worried about the environment we ended up using the climate calculation as a sort of “reward” at the end of each period for them. But we think the reward for the purchaser could be better and have further discussed giving them some kind of stamp or mark to show that they had used us over a longer period of time. To not make them use more textiles we think the best solution would be to give them a mark for each year they had used us, so that it was dependent on time and not amount. This is something we would have to investigate and develop further to make sure it added value. It could also make it easier to create strong customer relations, so that using us for a long time would be positive for them. This is one example of how the marks/stamps could have looked like:

When looking back there are many variations of solutions we could look at if we would choose to continue with the project after this semester. By deciding to work with t-shirts only there is still potential in looking at all the other workwear we could replace, but working with just the t-shirt made things clearer and more manageable for one semester.

Working as a team is an important part of our education and working together for several months and having to make decisions every other minute is hard work. We decided early on that there would be nothing we couldn’t say and nothing was so precious it could not be be thrown out or done over again. Of course this didn’t always work, but most of the time it did.
Through this project we have had much help and we wish to thank:

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Tanum and Marianne Solvik  
Nilz  
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Oslo vegetarianfestival  
Melafestivalen  
Oslo Maraton  
Fretex  
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Melk og honning. Hentet fra https://melkoghonning.no/er-utleie-av-klaer-fremtiden/
MelkogHonning. From https://melkoghonning.no/gjenbruk-debatten-raser/


Bilder
s. 10  http://r18worker.info/similar/how-the-fashion-industry-is-using-and-abusing-water-686f77.htm
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s.97,98 https://en.refinity.eu/removable-prints.html?fbclid=IwAR00JfTal6rXUFXZbYvE-A2tH4m8THqci3sWWmKYObWGx_120kn_3zrkhv1Q