

---

# 1001

- a collection and a questionnaire  
for Minimarket Stockholm AB
- 

Riikka Piippo KUA7SV  
Degree Programme in Design  
Fashion and clothing Design

Ammattikorkeakoulututkinto





Koulutusala Kulttuuriala	
Koulutusohjelma Muotoilun koulutusohjelma	
Työn tekijä(t) Riikka Piippo	
Työn nimi 1001 – mallisto Minimarket Stockholm Ab:lle	
Päiväys	09.05.2011
Sivumäärä/Liitteet	47/35
Ohjaaja(t) Sari Hirvonen, Mariella Rauhala	
Toimeksiantaja/Yhteistyökumppani(t) Minimarket Stockholm AB	
<p>Tiivistelmä</p> <p>Opinnäytetyö 1001 – mallisto ja kysely Minimarket Stockholm Ab:lle tehtiin yhteistyössä Minimarket Stockholm Ab:n kanssa. Minimarket on ruotsalainen naistenvaatemerkki, jonka ovat perustaneet siskokset Jennifer, Pernilla ja Sofie Elvestedt vuonna 2006. Minimarketilla on kaksi mallistoa: Minimarket ja edullisempi mallisto Mini for Many. Nykyään merkillä on myös asusteita, joissa fokus on vahvasti kengissä.</p> <p>Opinnäytetyön ensimmäinen osa koostui kyselyn rakentamisesta Minimarket Stockholm AB:n jälleenmyyjille. Kyselyssä etsittiin vastauksia muun muassa kysymyksiin, mitkä ovat Minimarketin vahvuuksia ja heikkouksia, millainen tuotteiden on hinta-laatu-suhde ja millaisille uusille tuotteille olisi kysyntää. Kysely tehtiin Minimarketin jälleenmyyjille, jotta asioista saataisiin ammattilaisten mielipiteitä. Vastaaajiksi kyselyyn valittiin jälleenmyyjistä Granpa, Rizzo, Aplace ja Mayla, joista kaikki toimivat päätoimisesti Tukholmassa.</p> <p>Kyselyn kysymykset koottiin toimivaksi kaavakkeeksi käyttämällä apuna kirjaa Alkula, Pöntinen, m Ylönen: Sosiaalitutkimuksen kvantitatiiv-</p>	

viset menetelmät ja nettisivua <http://www.fsd.uta.fi/menetelmaopetus/kyselylomake/laatiminen.html>. Kysely tehtiin kolmesivuiseksi interaktiiviseksi pdf-tiedostoksi ja lähetettiin vastaajille sähköpostitse. Rizzo, Aplace ja yksi anonymi vastasivat kyselyyn. Tuloksena saatiin paljon arvokasta uutta tietoa siitä, kuinka asiakkaat näkevät Minimarketin tuotteet ja mallistot.

25-osainen mallisto "1001" suunniteltiin Minimarketille sopivaksi. Malliston teema oli Tuhannen ja yhden yön sadut ja Arabian mystiikka. Mallistoon vaikuttivat Minimarketin tyyli sekä kauden ss12 trendit. Näiden lisäksi kyselyn tulokset vaikuttivat malliston rakenteeseen. Malliston muutamista tuotteista valmistettiin protoja. Malliston näyttävimmästä tuotteesta, mekko Scheherazadesta valmistettiin myös valmis tuote.

Avainsanat  
ss12, mallisto, Minimarket

Field of Study Culture			
Degree Programme Degree Programme in Design			
Author(s) Riikka Piippo			
Title of Thesis 1001 – a collection for Minimarket Stockholm AB			
Date	09.05.2011	Pages/Appendices	47/35
Supervisor(s) Sari Hirvonen and Mariella Rauhala			
Project/Partners Minimarket Stockholm AB			
<p>Abstract</p> <p>The final project 1001 – a collection and a questionnaire for Minimarket was made in cooperation with Minimarket Stockholm AB. Minimarket is a Swedish women's wear label established in 2006 by sisters Jennifer, Pernilla and Sofie Elvestedt. Minimarket has two collections Minimarket and a diffusion label Mini for Many. Nowadays the label also includes accessories with a strong focus on shoes.</p> <p>The first part of the final project consisted of building a questionnaire for Minimarket Stockholm AB. In the questionnaire there were questions about Minimarket's strengths and weaknesses, product's price-quality ratio, and also about the need and demand for new products. The questionnaire was made to Minimarket's retailers in order to get professionals' opinions. The companies chosen as respondents were Grandpa, Rizzo, Aplace and Mayla, all of which mainly operate in Stockholm.</p>			

The questions were created with the help of a book Alkula, Pöntinen, Ylönen: The quantitative methods in social survey and a web page <http://www.fsd.uta.fi/menetelmaopetus/kyselylomake/laatiminen.html>. The questionnaire was a 3 pages long interactive pdf which was sent to the respondents via email. Rizzo, Aplace and one anonymous person answered the questionnaire. As a result, both the author and Minimarket gained valuable new information about how the customers see Minimarket's collections and products.

The collection 1001 was designed to be suitable for Minimarket Stockholm AB. The theme of the collection was the stories of one thousand and one nights and the Arabian mystics. The collection was effected by the style of Minimarket and the trend forecasts for the season ss12, but also the results of the questionnaire affected the structure of the collection.

The collection "1001" which consisted of 25 pieces was designed to be suitable for Minimarket. The theme of the collection was the stories of One thousand and one nights and the Arabian mystics. The style of Minimarket and the trend forecasts for season ss12 affected on the collection. In addition to these. the results of the questionnaire affected the structure of the collection. Prototypes were made of couple of styles. Also the collections most pretentious style, dress Scheherazade was made ready during the project.

Keywords  
ss12, collection, Minimarket



1001  
riikka piippo





# Table of contents

<b>1 Introduction</b>	<b>2-7</b>	<b>4 The Collection</b>	<b>30-41</b>
1.1 Finding the right subject and the partner in cooperation for the final project	2	4.1 The structure of the collection	30-34
1.2 Minimarket	3-5	4.2 Analysing the collection with a triangle concept and the three customer types	34-36
1.3 Timetable	6-7	4.3 The catalogue ideations	37-38
<b>2 The questionnaire</b>	<b>8-21</b>	4.4 Labels	38
2.1 The research problem/question and the method	8	4.5 Making of the collection	39-42
2.2 The questions and the answering scales	8-10	<b>5 Epilogue</b>	<b>43-47</b>
2.3 The form	10-18	5.2 Minimarket's comments about the collection	43-44
2.3.1 First version	10-12	5.3 Thoughts about the project and the future	44-47
2.3.2 Alterations to the questionnaire and the final form	13-16	<b>List of pictures</b>	
2.4 The layout	16	<b>List of references</b>	
2.5 The respondents	17	<b>Appendix 1: First version of the questionnaire</b>	
2.6 The results	18-21	<b>Appendix 2: Final version of the questionnaire/Example fill in</b>	
<b>3 Ideation process</b>	<b>22-29</b>	<b>Appendix 3: Results from email</b>	
3.1 Instructions for the collection from Minimarket	24-22	<b>Appendix 4: The results for Minimarket</b>	
3.2 Ideation in Finland	23-25	<b>Appendix 5: MM linesheet ss11</b>	
3.3 Ideation in Stockholm	26-27	<b>Appendix 6: Theme suggestions</b>	
3.4 Trends spring/summer 2012	28-29	<b>Appendix 7: 1001 - catalogue</b>	
		<b>Appendix 8: Production sheet: Scheherazade</b>	
		<b>Appendix 9: Labels</b>	

# 1 Introduction

## 1.1 Finding the right subject and the partner in cooperation for the final project

In the beginning of summer 2010 I applied a position as a design assistant at Minimarket Stockholm AB and got chosen for the job. When school started in the autumn of 2010 I still did not know exactly what I would do as my final project. I had read books and articles about trend forecasting and consumer behaviour during the summer, so I asked Minimarket if they would have a need for some sort of research regarding upcoming trends or consumer behaviour - or regarding some other area, and if they even would want to do a project with me. I thought that it would be very interesting to do a common project that would orientate me for the forthcoming internship abroad.

At Minimarket they were keen on doing a project either about clothing printing techniques, since they felt that they have had problems in that area with every collection, or about consumer behaviour. We chose consumer behaviour to be the research subject, since I did not feel that the printing techniques were my strongest area and did not correspond with my education. In addition to the research part, I wanted to design a collection for Minimarket which would base on Minimarket's style and the structure of their collections but also to the results of the research part. I made the questionnaire in cooperation with Minimarket but worked mostly independently with the collection. I also wished to make some of the styles from the collection ready at the end of the project.

## 1.2 Minimarket

Minimarket (pictures 1, 4; 2,4; 5,18; 6,19; 7, 20 and 8, 21) is a Swedish women's wear label, which was founded in 2006 by three sisters Sofie, Pernilla and Jennifer Elvestedt. Today the brand has extended to include accessories with a strong focus on shoes. In autumn 2009 Minimarket launched also a diffusion line called Mini for many with more accessibly priced range of clothing. Minimarket has been awarded among others by Swedish Elle ([www.minimarket.se](http://www.minimarket.se)).

Minimarket's style is about using opposites. The themes of the collections are a mix of fairytales and high fashion. The collections are fun and trendy but still the garments are before all practical and suitable for everyday wear. The sisters vary in style and taste, and that is how the brand's unique expression is born.

Minimarket's products are made for example in Estonia, Lithuania, Bulgaria and Portugal. Materials for the products are usually made in Europe. The materials are found from Premier Vision but also from Swedish agencies. For example for the ss11 collection they have used circa 15 suppliers (Elvestedt. J 2010. [9.11.2010] [email]). Patterns for Minimarket are made in Minimarket's own atelier but for Mini for many they use the factory's patterns. They also design their own prints either all by their selves or in cooperation with artist. For example for season aw11 they have a print designed by Finnish artist Klaus Haapaniemi.

Minimarket has retailers in Scandinavia (Finland, Sweden, Norway and Denmark), but also among others in Canada, Spain, France, United Kingdom, Singapore and Malaysia. Minimarket also has many retailers online, for example [bubbleroom.com](http://bubbleroom.com) and [asos.com](http://asos.com). At autumn 2011 will also be launched a Minimarket's own web shop. All the retailers can be seen from their web site: [www.minimarket.se](http://www.minimarket.se)

minimarket



interesting materials.

smart.

colourful.

swedish. scandinavian.

playful.

imaginative.

forerunners.

chic.

"fancy but still comfortable.  
feminine but modern."

minimarket to tatty devine 1st of June  
2010

"Stockholm-based Minimarket consists of three sisters who love mashing up sex and sophisticatuin for your viewing pleasure. Fairytale and magic go hand-in-hand with cosmopolitan finesse in their highly innovative womenswear collections."

introduction at [www.copenhagenfashionweek.com](http://www.copenhagenfashionweek.com)

picture 1: mind map about minimarket



picture 2: minimarket aw10  
photos: peter gerhke

### 1.3 Timetable

**week 42** research for the theme suggestions

**week 43** research; read up on survey research method, questions for the questionnaire

**week 44** first seminar; making of the questionnaire (first form): first version sent to Minimarket

**week 45** proposals for improvement from Minimarket; how to make an interactive pdf, last checking from Minimarket; language checking from Sinikka Eloranta

**week 46** calls and emails to the retailers of Minimarket; sending the questionnaire; first answer to the questionnaire (Aplace Pub)

**week 47** the themes for the collection; sketching; books about consumer behavior; anonymous answer to the questionnaire; Johanna Sundells's (Rizzo) answer; moving

**week 48** Moving; reminding the respondents about the questionnaire

**week 49** Theme suggestions to Minimarket; comments from Jennifer Elvestedt; meeting with

**week 50** second (structure) seminar; writing the research part of the report

**week 51** sketching; Christmas

**week 52** sketching; New years

**week 1**

**week 2** moving to Stockholm

**week 3** collecting material samples

**week 4** internship starts; designing the collection can start properly

**week 5-11** collecting inspiration pictures; sketching; collecting materials;  
making sketches on computer; line sheet, patterns,

**week 12** line sheet ready; most of the report ready; making of the garments  
can start

**week 13** making the patterns

**week 14** making the patterns; cutting the pieces for the first prototypes;  
catalogue

**week 15** first prototypes ready; report ready; final samples

**week 16** one first sample ready

**week 17** last seminar (evaluation)

## **2 The questionnaire**

### **2.1 The research problem/question and the method**

In the research part of my final project I studied consumer behaviour. The partner in cooperation was Minimarket and the purpose of the project was to study consumer behaviour particularly from Minimarket's retail's point of view. Buyers, salespersons and store managers were chosen as respondents since they know the company and the product but also the customer. Minimarket did not want to make questionnaire for single customers since they did not want to bother them. The study was executed as a survey-research which is a social survey's quantitative research method where information is collected with a questionnaire and which is a method commonly used when measuring opinions. I chose this as a method since I thought it was more easier way to get answers from the busy people in work life than an interview.

A study is always about finding answers to some problems or questions. In this study I tried to find answers to questions among others about Minimarket's strengths and weaknesses, product's price-quality ratio, and also about the need and demand for new products. When making a research it is important that the researcher knows the phenomena explored well and is into it. It is also important that there is an audience which

is interested in the info that the research produces. (Alkula, Pöntinen, Ylöstalo. 1995, 21-26). After exchanging couple of emails, consumer behaviour was chosen to be the research subject since both Minimarket and I were interested in it. Thus the survey benefited use both. Minimarket uses the results in their future action. I learned to make a study and learnt more about consumer behaviour. The audience for this questionnaire are Minimarket, teachers, other students and I. Though this questionnaire was made specifically about Minimarket's costumers, I think it reflects the consumer's habits and needs also in a somewhat larger scale.

During time there has developed many useful practices and plans of action to empirical research (Alkula ym. 1995, 25). This concerns also survey-research. So it is vital to familiarize oneself among others with guidelines about how to make a functional questionnaire and all sorts of ready questionnaires. These things can be found from books or from the internet. I found other questionnaires very helpful when making my own form.

### **2.2 The questions and the answering scales**

The making of a questionnaire always begins by charting the need for information (Alkula, Pöntinen, Ylöstalo 1994, 130). The context on the



questionnaire I made was Minimarket's customer's consuming behaviour. The buyers, salespersons or persons in other position in Minimarket's retail company were chosen to be respondents for the questionnaire instead of a single customer. Minimarket's wish was that in the questionnaire should be questions at least about Minimarket's price level, fit of the clothes, materials, products that work best/worst, Minimarket's weakness and strengths - and also about what product groups are missing in Minimarket's collections. I used their wishes as a guideline when I designed the questionnaire.

In addition to the wishes of Minimarket I listed questions that I thought would be interesting to get answers. Questions for instance about the price-quality ratio in addition to questions about the price and the quality separately, about what product groups the respondents felt should be extended and also about the customer and brand loyalty. In the context of brand loyalty I wished to find out what brands are mixed together with the brand Minimarket. When researching consumer behaviour it is useful to understand not only the customers of one brand, but also consumers of competitive offering and the reasons why they purchase competitive products (Peter & Olson 2005, 14). In this questionnaire I wanted to find out what those competitive brands would be.

When making a questionnaire one of the toughest problems is whether the questions should be asked one by one or in series. Whole series of questions are located to the form on one hand to save the space, but on the other hand to ease the position of the respondent (Alkula ym. 1994, 135). Series of questions are usually easier for the respondent to read (Borg, 2010) and that is why I took a stand from the beginning that I will ask all the questions possible in series. When I talked to my teachers they also thought that most of the questions should be multiple choice questions since the answerer's are in working life and thus very busy. In survey research basically always behaves to prepare as ready answering alternatives as possible (Alkula ym. 1994, 132-133). In general it is thought that open space questions are to be used with serious consideration and the use should always be well-grounded (Borg, 2010).

I decided to locate open space answering alternatives in the end of every question unit. Then respondent could decide by themselves if they want to write something to the additional open space. I also used completely open space questions when it was needed. In some questions it was important to use them, since I did not want to start guessing what the respondent might think for example about Minimarket's customer or about what new product groups are needed in the future. So it was best that the respondent could tell those

things with their own words.

In questions that measure attitudes, the answering scale always has to include two polar ends as well as a neutral alternative (Borg, 2010) . This means that in structured questions the answering alternatives should essentially be exclusionary to each other. For all the multiple choice questions I chose the answering scale to be from 1 to 5. The amount of the answering alternatives was chosen to be uneven so that the answerers could also give the neutral answer (which is the third square in the middle). I thought that this would also make it easier for them to answer.

After I had some idea about what subjects the questions would cover and knew the answering scale, I had to choose what the polar ends are in the answering scale for question units and what the answering options are in individual multiple choice questions. I read some old questionnaires and made a list about what the polar ends could be. The alternatives were good-bad, agree-disagree, satisfied -unsatisfied, more than before-less than before, strengthened-unchanged-weakened, positively-negatively etc. I chose completely agree-disagree for the first two units and good-bad for the third one. For individual multiple choice questions I had to think of the most likely answers, since the answering options had to be as extensive as possible.

## **2.3 The form**

### **2.3.1 First version**

Usually the form should begin with questions that are for sure easy to answer (Sami Borg). That is why I chose to start the questionnaire with the adjective list where the respondent marked whether he/she completely disagrees or agrees. I chose the adjectives by reading articles about Minimarket. I took words that describe Minimarket as a brand from the articles and then started to think opposites for those words. I thought that the list should have words from both ends for example feminine-masculine, so that the list was not loaded. I also considered to do a list where the polar ends are the opposite word, but I gave up that idea, since it was hard to find suitable opposites to all the words.

The questionnaire continued with multiple choice questions about Minimarkets product and collections. I made a small question unit about what the respondents think about the collections: are they well-organized, versatile and broad enough. So this question unit measured the functional side of the collections as the first unit measured how the Minimarket's products are seen. Next I also made a small unit about price, quality, price-quality ratio and fit. This unit was to reveal what the respondent thought about

**QUESTIONNAIRE: CONSUMER BEHAVIOUR**

for Minsmarket AB Stockholm

This questionnaire is part of Hikka Piippo's final project in Bachelor Degree in Design in Savonia UAS at Kuopio Academy of Design.

Please, answer every question. Mark the best alternative with an X.

**Minsmarket's collections and products**

What do you think about the following arguments?

Minsmarket's products are... completely disagree completely agree

- |                  |                          |                          |                          |                          |                          |
|------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. wearable      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. impractical   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. feminine      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. masculine     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. modern        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. nostalgic     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. sexy          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. sophisticated | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. smart         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. loved in     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. dull         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. scandalous   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. compatible   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. fun          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. serious      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. comfortable  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. standard     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Minsmarket's collections are... completely disagree completely agree

- |                   |                          |                          |                          |                          |                          |
|-------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. well organized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. wearable       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. broad enough   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

What do you think about... very bad very good

- |                        |                          |                          |                          |                          |                          |
|------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. the price           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. the quality         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. price-quality ratio | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. the fit             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

When you think about the fit, styling, materials etc. which Minsmarket's product group works best?

- |  |                                  |                                  |
|--|----------------------------------|----------------------------------|
| <input type="checkbox"/> shirts            | <input type="checkbox"/> shirts  | <input type="checkbox"/> dresses |
| <input type="checkbox"/> pants             | <input type="checkbox"/> jackets | <input type="checkbox"/> shoes   |
| <input type="checkbox"/> other accessories |                                  |                                  |

Why do you think that it is so? Is it because of the materials, styling, design or something else?

Which Minsmarket's product group works worst?

- |  |                                  |                                  |
|--|----------------------------------|----------------------------------|
| <input type="checkbox"/> shirts            | <input type="checkbox"/> shirts  | <input type="checkbox"/> dresses |
| <input type="checkbox"/> pants             | <input type="checkbox"/> jackets | <input type="checkbox"/> shoes   |
| <input type="checkbox"/> other accessories |                                  |                                  |

Why do you think that it is so? Is it because of the materials, styling, design or something else?

Which Minsmarket's product group sells best?

- |  |                                  |                                  |
|--|----------------------------------|----------------------------------|
| <input type="checkbox"/> shirts            | <input type="checkbox"/> shirts  | <input type="checkbox"/> dresses |
| <input type="checkbox"/> pants             | <input type="checkbox"/> jackets | <input type="checkbox"/> shoes   |
| <input type="checkbox"/> other accessories |                                  |                                  |

Which Minsmarket's product group sells worst?

- |  |                                  |                                  |
|--|----------------------------------|----------------------------------|
| <input type="checkbox"/> shirts            | <input type="checkbox"/> shirts  | <input type="checkbox"/> dresses |
| <input type="checkbox"/> pants             | <input type="checkbox"/> jackets | <input type="checkbox"/> shoes   |
| <input type="checkbox"/> other accessories |                                  |                                  |

Which product groups would you like to be extended?

- |                                       |                                  |                                  |
|---------------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> shirts       | <input type="checkbox"/> shirts  | <input type="checkbox"/> dresses |
| <input type="checkbox"/> pants        | <input type="checkbox"/> jackets | <input type="checkbox"/> shoes   |
| <input type="checkbox"/> other, what? |                                  |                                  |

Are there any new product groups you would like to see from Minsmarket? What would they be?

What do you think are Minsmarket's strengths?

- |  |   |                                 |
|--|---|---------------------------------|
| <input type="checkbox"/> price-quality ratio | <input type="checkbox"/> materials      | <input type="checkbox"/> prints |
| <input type="checkbox"/> styling             | <input type="checkbox"/> colour palette | <input type="checkbox"/>        |
| <input type="checkbox"/> other, what?        |   |                                 |

What do you think are Minsmarket's weaknesses?

- |  |   |                                 |
|--|---|---------------------------------|
| <input type="checkbox"/> price-quality ratio | <input type="checkbox"/> materials      | <input type="checkbox"/> prints |
| <input type="checkbox"/> styling             | <input type="checkbox"/> colour palette | <input type="checkbox"/>        |
| <input type="checkbox"/> other, what?        |   |                                 |

**Customer**

How old is Minsmarket's customer?

- |   |                                      |                                      |
|---|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> under 20 years | <input type="checkbox"/> 20-25 years | <input type="checkbox"/> 26-30 years |
| <input type="checkbox"/> over 30 years  |                                      |                                      |

Is the customer...?

- |                                       |                                  |                                     |
|---------------------------------------|----------------------------------|-------------------------------------|
| <input type="checkbox"/> student      | <input type="checkbox"/> working | <input type="checkbox"/> unemployed |
| <input type="checkbox"/> other, what? |                                  |                                     |

Is the customer...?

- |   |                                  |                                    |
|---|----------------------------------|------------------------------------|
| <input type="checkbox"/> from Stockholm | <input type="checkbox"/> a Swede | <input type="checkbox"/> a tourist |
| <input type="checkbox"/> other, what?   |                                  |                                    |

Minsmarket's customers... completely disagree completely agree

- |  |                          |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. are loyal to the brand.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. usually come to buy some specific product in mind.                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. are willing to wait for that specific product.                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. buy something else instead if the desired product is not available. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. miss Minsmarket's products with more affordable brands.             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. miss Minsmarket's products with other design products.              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Background info**

What is your position in the company you work?

- |                                |                                      |                                      |
|--------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Buyer | <input type="checkbox"/> Salesperson | <input type="checkbox"/> Other, what |
|--------------------------------|--------------------------------------|--------------------------------------|

What Minsmarket's products/collections does your company sell?

- |                                     |                                       |                                |
|-------------------------------------|---------------------------------------|--------------------------------|
| <input type="checkbox"/> Minsmarket | <input type="checkbox"/> Miss for May | <input type="checkbox"/> Shoes |
|-------------------------------------|---------------------------------------|--------------------------------|

Could you maybe tell with a few words why do you buy Minsmarket's products? Why have chosen Minsmarket to be part of your company's selection?

**Comments and greetings!**

**THANK YOU FOR YOUR TIME!**

Please return this questionnaire to [hikka.piippo@student.savonia.fi](mailto:hikka.piippo@student.savonia.fi)

picture 3: first version of the questionnaire

the commercial side but also the functional side of the products. In the first version of the questionnaire (picture 3, 11 and Appendix 1) I tried to make this unit to work with an answering scale from very bad to very good. These two units' answers were to tell what the respondent thought about Minimarket's products and collections as a whole.

On second page I started to ask questions about what product groups sell best or do not sell so good, product groups which should be extended, new product groups and also the strengths and weaknesses of Minimarket. These questions could not have been asked in series so I used individual multiple choice questions and open space questions. To these questions I thought that I would get answers that do not only base on the opinions of a one person but which actually base on the sales numbers and the customer's needs.

Third page was for the info about the customer and brand loyalty but also for the background info about the respondent and for comments and greetings. Since the respondent was not a single customer who comes to buy Minimarket's products on the contrary a person working in one of Minimarket's retail companies there were not so many questions about the customer. In the first version of the questionnaire (Appendix 1, Page 3) were questions about the customer's age, position

and nationality. In addition there were questions about the customer's brand loyalty. These questions were to find out are the customer's loyal to the brand of Minimarket and what brands they mix with Minimarket's product - more affordable or other design brands.

So-called background questions should be left either out of the questionnaire or at least mainly to the end of the questionnaire, since these sorts of personal questions can provoke negative feelings in the respondent (Borg, 2010). I also attached a question were I wanted to find out what Minimarket's collections the respondent sells (Appendix 1, page 3). When making the first version of the questionnaire I thought that the respondents would answer anonymous and this question was to help to point out who the respondent was. The background info was natural to left to the end of the questionnaire so that they could be connected with the final greetings and comments. I left room for greeting so that the respondents could have they say about the things I did not ask in the questionnaire. I think that this also was a space saver since I did not need to ask so many questions.

### 2.3.2 Alterations to the questionnaire and the final form

- \* Change "modern" to "contemporary"
- \* Change "nostalgic" to "retro"
- \* Combine smart/inventive
- \* Take away dull
- \* Add affordable
- \* In next two parts add "other....." in bottom
- \* In third part split these subjects (sounds bad with "very bad" and "very good") say for example "the price cheap-expensive", "quality poor-good". also please add what they think about the materials.
- \* In side 2 you can take away the two top-questions (works best/works worst). The 2 questions below similar and better. You can change "sells worst" to "sell not so good" :) and to product-group you can add "knitwear"
- \* in what product group would you like to be extended - add something like "more casual/basic wear" and you can also add "jersey"
- \* in strength/weakness pls add "fit" and "silhouette" and "unique expression"
- \* how old is minimarket customer add a box 30-40 and one box over 40
- \* you can take away whole question "is the customer from Stockholm, Swede etc"

- \* 6. mix minimarket products..... add a little question "which"?
- \* and take away "what products does your company sell" (we know that already)
- \* add question, describe the minimarket customer  
  
(Elvestedt. J 2011. [08.11.2011] [email]).

For the final version (picture 4, 15 and Appendix 2) Minimarket wished that in the first part word dull would be left out and words smart and inventive joint to be one alternative. Also modern and nostalgic were to be replaced with contemporary and retro; and affordable was to be added to the end of the list.

For the second part (Appendix 2) I added to the end "materials" like Minimarket asked and for the third part Minimarket thought that instead of bad-good scale it would be better to use cheap-expensive, poor-good etc. So when I designed the second and the final version of the questionnaire (Appendix 2) I made up new scales for every bit in this unit. In the final version I also located an open space to the end of both of these smaller units on request from Minimarket.

In the first version (Appendix 1, page 2) were questions "When you think about the fit, cuttings, materials etc which Minimarket's product group works best/worst?" And a complementary open question followed, "Why do you think that it is so? Is it because of the materials, sizing, design or something else?". I thought that this sort of question would be good, since it would not leave open why some product group does not work/sell so good. Minimarket thought that these questions were not necessary since almost same things were asked in the next questions "Which

Minimarket's product group sells best/worst?". So the latter questions got to stay, but the question "Which Minimarket's product group sells worst?" was changed into a question that sounded better "Which Minimarket's product group does not sell so good?". The questions about Minimarket's strengths and weaknesses stayed pretty much the same; only couple of answering alternatives were added to the final questionnaire.

On the last page on the first version of the questionnaire (Appendix 1, Page 3) were questions about the customer's age, position and nationality. The question about the answerer's nationality was left out from the final version (Appendix 2) as Minimarket wished.

In a part which included questions about brand loyalty, Minimarket wanted to add a question "What are those other brands?" as an extension to the argument "Minimarket's customers mix Minimarket's products with other design brands". When researching consumer behaviour it is useful to understand not only the customers of one brand, but also consumers of competitive offering and the reasons they purchase competitive products (Peter and Olson 2005, 14). In this part was to find out what those competitive brands are.

In the first version of the questionnaire, I thought that the respondent would answer anonymous

## QUESTIONNAIRE: CONSUMER BEHAVIOUR

for Mercedes-Benz EQ car

This questionnaire is part of EMMA (E-Mobility Market Assessment) project in Bachelor's Degree in Dodge at Technical University of Sofia, Faculty of Electrical Engineering and Information Technology.

Please mark the best alternative for filling the box:

What do you think about the following statement?

1. Mercedes' products are... completely disagree completely agree

1. reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. expensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. modern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. beautiful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. easy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. noisy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. sophisticated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. useful/innovative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. compact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. spacious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. affordable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Mercedes' collections are... completely disagree completely agree

1. well organized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. diverse/innovative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. clear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. What do you think about... completely disagree completely agree

1. the price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	to purchase
2. the quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	good
3. price-quality ratio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	average
4. the fit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	good
5. the materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	excellent
6. colors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	good

4. Which Mercedes' product group do you like best?

<input type="checkbox"/> SUVs, vans, minivans	<input type="checkbox"/> sedans, hatchbacks, other sedans	<input type="checkbox"/> heavy trucks
---	---	---------------------------------------

5. Which Mercedes' product group do you not like to buy?

<input type="checkbox"/> SUVs, vans, minivans	<input type="checkbox"/> sedans, hatchbacks, other sedans	<input type="checkbox"/> heavy trucks
---	---	---------------------------------------

6. Which product group would you like to be increased? (Choose 1-2)

<input type="checkbox"/> SUVs, vans, minivans	<input type="checkbox"/> sedans, hatchbacks, other sedans	<input type="checkbox"/> heavy trucks
---	---	---------------------------------------

7. Are there any new product groups you would like to see from Mercedes? What would they be?

8. What do you think of Mercedes' strength? (Choose 1-2)

<input type="checkbox"/> modern styling, futuristic, other, what?	<input type="checkbox"/> better pricing, other, what?	<input type="checkbox"/> premium quality cars
---	---	---

9. What do you think are Mercedes' weaknesses? (Choose 1-2)

<input type="checkbox"/> expensive, aging, futuristic, other, what?	<input type="checkbox"/> better pricing, fit, other, what?	<input type="checkbox"/> premium quality cars
---	--	---

Comments:

10. How old is a typical Mercedes' customer?

<input type="checkbox"/> under 25 years (0-25 years)	<input type="checkbox"/> 26-35 years (26-35 years)	<input type="checkbox"/> 36-45 years (36-45 years)
--	--	--

11. Is the customer...?

<input type="checkbox"/> student, other, what?	<input type="checkbox"/> working
--	----------------------------------

12. Mercedes' customers... completely disagree completely agree

1. are loyal to the brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. usually want to buy more specific product to meet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. are willing to wait for their specific product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. buy something else instead if the desired product is not available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. use Mercedes' products with more affordable brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. use Mercedes' products with other German brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. What is the Mercedes' customer that they like with a few words.

Before we end...

14. Is Mercedes...?

<input type="checkbox"/> better	<input type="checkbox"/> average
---------------------------------	----------------------------------

15. What is your position in the company you work for?

<input type="checkbox"/> I boss	<input type="checkbox"/> subemployee	<input type="checkbox"/> other, what?
---------------------------------	--------------------------------------	---------------------------------------

16. Could you please tell with a few words who you buy Mercedes' products to only how you choose Mercedes to be part of your company's selection?

Comments and position

**THANK YOU FOR YOUR TIME AND CONSIDERATION.**

\_\_\_\_\_

picture 4: the final form

and that is why I attached a question about, what Minimarket's collections the answerer sells. But since Minimarket thought that is important for them to know who answered what, this question was replaced in the final version (Appendix 2, page 3) with a part where the respondents could choose whether they want to be anonymous or tell their name - yet our wish was that no one would choose to stay anonymous. Also the age range was to widen. In the first version the highest age range was over 30 since I had assumed that most of the customers were under 30, but Minimarket said that I should add 31-40 and over 40 to the alternatives.

## 2.4 The layout

Since I did not have readiness to do the questionnaire to be a web site, I made it with Adobe Indesign and save it as pdf-document. Then I needed to make interactive features to it, meaning the check boxes and the send button at the end of the questionnaire. I had made pdf-files before, but the interactive features were a new thing to me, so I asked help from Jouni Valtonen, one of our teachers at the department of graphic design. With his help I succeeded to make a functional form for my questionnaire.

In a questionnaire, questions should be gathered to be a meaningful wholeness from which the

respondent can outline clear structure and the storyline (Alkula ym. 1994, 131) They should also be separated from each other for example with strokes or boxes (Borg, 2010). The direction of the text can also be illustrated by using arrows or short comments to make the questionnaire easier to follow and fill in. I decided to use boxes to separate subject matters (main headlines: Minimarket's collections and product, customer and answerer). I also used strokes to separate the questions and numbered the questions so that they would be easy to refer. Since there were no contiguous questions and the questionnaire proceeded logically from above to down, I did not think any signs about the course were needed.

To get the questionnaire more personal and to make it match Minimarket's graphic look I used on the back of the questionnaire a wall paper inspired by one of the patterns seen in Minimarket's AW 10 collection. I also chose the final fonts so that they would be modern and match Minimarket's image. Main headline is written in Courier new which reminds a typewriter font and it is also used in Minimarket's homepage. The same font I have used also for this report. Other texts are made with Lucida Sans Unicode since it fit together with the Courier new font and it did not change the adjustment of the questionnaire which was made with Cambria in first version of the questionnaire (Appendix 1).



## 2.5 The respondents

Minimarket chose four stores for the work from the wide list of their retail companies: Rizzo (part of Venueretail), Mayla, Aplace and Grandpa. These all are Swedish companies who mainly operate in Stockholm. Mayla at a NK department store and Aplace sell both of Minimarket's clothing brands Minimarket and Mini for many, but also shoes. Rizzo is a shoe store and Grandpa mostly sells Mini for many.

When I called to the companies I contacted at least the buyer and a salesperson. First I tried to call all the companies. If I did not get anyone on the other end of the line I asked for their email address from service numbers etc. I had written a short introduction text about the questionnaire with instructions about fulfilment. I also used this paper as a device when I called to the companies.

When I contacted the companies, in most of the both a salesperson and the buyer said that they would answer, but after 1,5 weeks I had only gotten answers from the vice floor manager at Aplace, who had filled in the questionnaire with his colleague, from Johanna Sundell and one from an anonymous respondent. So I reminded the other about the questionnaire by email. Then Jonas from Grandpa answered that he was too busy to answer

since they are opening a new store. After Jonas' email I tried to contact new persons at Grandpa. Still I did not get answers. The Aplace's buyer Dan had said that he had already filled in the questionnaire and that he would send it to me "later tonight" but I never got his answers.

So as a result I got answers from vice floor managers from Aplace at the department store PUB, Johanna Sundell from Venueretail and one anonymous.

## 2.6 The results

I got the results as a code to my email straight after the respondents had pressed the send button at the end of the form. Appendix 2 is an example of how the questionnaire looked like to a customer when they filled in the form and the Appendix 3 is an example of how the results looked when I got them. Appendix 4 contains all the answers and it is a document which I sent to Minimarket when I presented the results.

As a result for the first part of the questionnaire, respondents answered that they mostly think that Minimarket's products are wearable, feminine, contemporary, sophisticated, smart/inventive, compatible, serious, affordable and before all - fun. The products were not thought to be very Scandinavian, impractical or sexy. Although I had chosen also words that were opposites of the words that were used in the articles to describe Minimarket, almost all the adjectives got support. So the results to the first part were not surprising.

On the second and third parts which were about the collections, fit etc the respondents thought that the collections are well-organized, but not broad enough. The materials and the fit were also considered to be poor and unsuitable rather than good and suitable. They had already



picture 5: minimarket aw10  
photos: peter gerhke

observed themselves at Minimarket that some of the materials are difficult to wash and that the collections are now brought enough, so they are already working with these problems. For example for season aw11, they have chosen materials that can be washed in 30 degrees and the buyers of bigger chain stores like Åhlens really appreciate it (Elvestedt. J 2011. [21.03.2011] [email]).

Most sellable product groups were answered to be dresses and shoes and the least sellable pants. Product groups to be extended were said to be shirts and dresses. New product groups desired were jewellery and handbags. Minimarket had said earlier to me that dresses, jackets and shoes are their most sellable products, and so thought the retailers too. At Minimarket they thought that it was really interesting to get to know that their pants are the product group that sells worst. They are now starting to work more with pants, since if they make a few pants with perfect fit and people get used to good pants from Minimarket, they will continue buying them for many season. It is "easy" money in pants if they are good (Elvestedt. J 2011. [21.03.2011] [email]).

Regarding the new product groups, jewellery and handbags, that the respondents suggested, they are already discussing this matter at Minimarket and they feel that these products would be very good for their web shop. So they are probably going to



picture 6: minimarket aw10  
photos: peter gerhke

try to make some of those. They are especially interesting in the jewellery, but they need to take some time to find new suppliers and factories in different price-levels. The handbags are a more difficult to make, because they get very expensive even if you make them simple. There is also more competition with bigger brands like Marc Jacobs (Elvestedt. J 2011. [21.03.2011] [email]).

Colour palette, prints and unique expression were listed as Minimarket's strengths and on the contrary sizing, materials, price quality ratio and fit were considered to be weaknesses. At Minimarket they thought that it is nice to know that their customers like their prints, because they put so much effort in making them themselves while many other brands buy ready prints. They have also started to put bigger effort on fit and sizing since their new patternmaker started and they think that it will be appreciated by the customers. (Elvestedt. J 2011. [21.03.2011] [email]).

Minimarket's customer was said to be aged 26-40 and working. The customer was also described as open-minded when it comes to colours, prints and different silhouettes; curios; happy and as one who likes new hip brands.

For questions about the loyalty of the customers to Minimarket the respondents answered that your



picture 7: minimarket aw10  
photos: peter gerhke

customers are pretty loyal to the brand and they know what Minimarket's products they want and they are even ready to wait for those products. I believe that this depends on the product. In my practical training I have learned that some of the Minimarket's retailers have even lines for some Minimarket's products -for example shoe wood wedge.

As reasons why the respondents have chosen Minimarket's products to be part of their company's selection Johanna Sundell, the buyer of Venueretail answered that Minimarket makes fun collections and some of their styles become the "it" product for the season; and that the name Minimarket has become very strong as a brand. The anonymous respondent wrote that Minimarket is a brand in the right time. The collections are very hip and young and the customers like them. So the retailers buy Minimarket's products since they know that they sell.

Aplace Pub's vice floor managers sent as comments and greetings that Minimarket is important for Swedish fashion and very appreciated by the customers world wide.



picture 8: minimarket aw10  
photos: peter gerhke

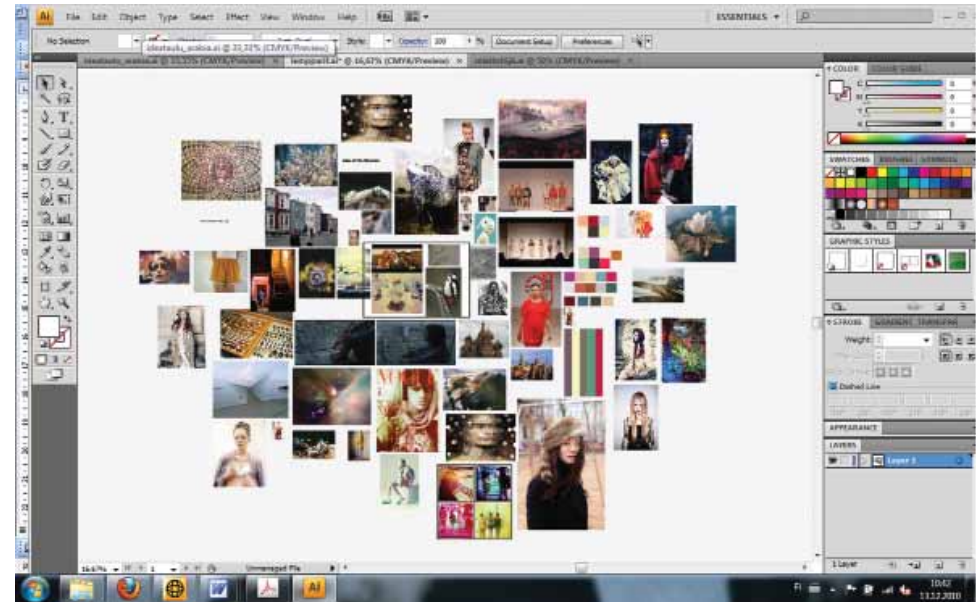
### 3 Ideation process

#### 3.1 Instructions for the collection from Minimarket

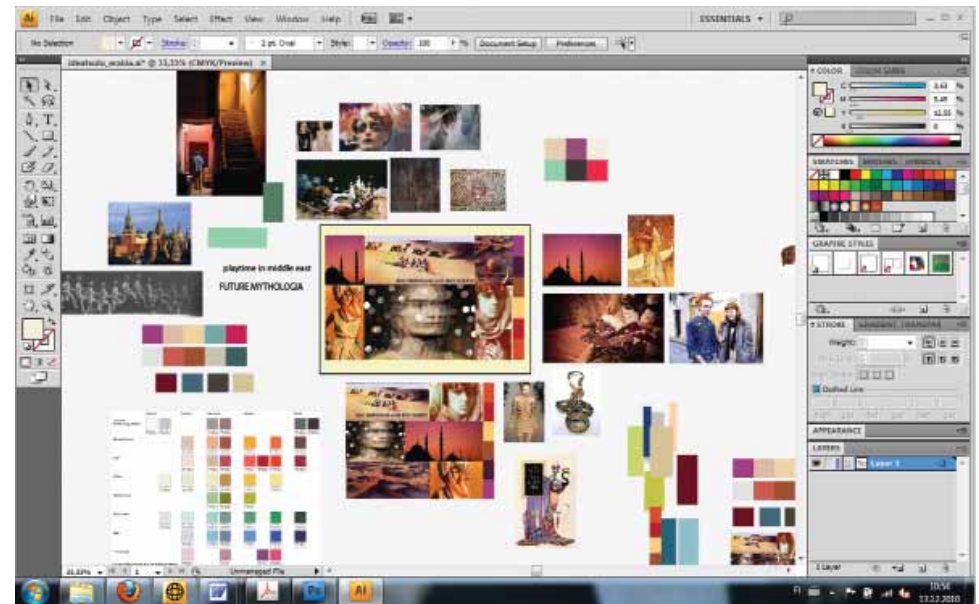
First I collected information about Minimarket's collection's structure via email. I used the info as guideline when I designed the collection for Minimarket.

In one collection there are circa 25 styles which means ca 15 woven pieces and 7 pieces in jersey. For winter there are 6 pieces in heavy knits whereas in summer they have 4 of these. In addition they make hats and sometimes some leather pieces. The styles are made in 3 different materials, which include 1 basic material, 1 "grown-up" material and 1 fun material. They usually use 5 colours which includes neither black nor white. 3 of the colour are used in the main materials and the rest in prints or in other details. They usually make 2-3 prints that suit the theme of the collection. (Elvestedt. J 2010. [11.10.2010 and 9.11.2010] [email])

By looking at Minimarket's linesheets aw10, ss11 (appendix 5) and aw11. I counted that a collection usually retains circa 3-5 coats in different lengths, 1-3 trousers, 3-6 shirts, 0-3 skirts and 8-11 dresses. The structure of my collection was to be based on these numbers.



picture 9 : pile of ideas

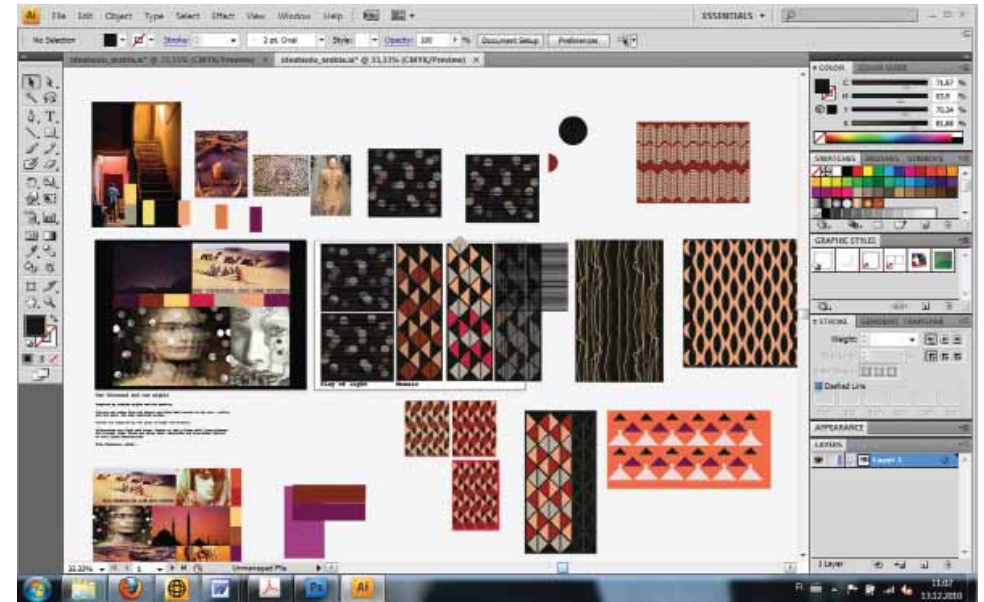


picture 10 : theme started to take shape

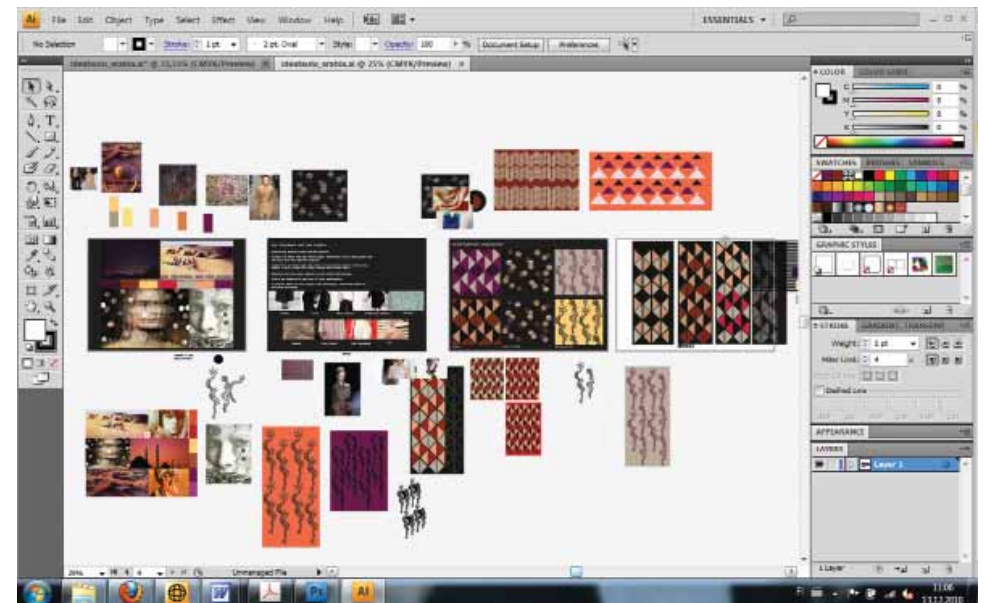
### 3.2 Ideation in Finland

Minimarket did not want to determine a theme for my collection, since they thought that I need to choose a theme which I find inspirational. So I did not get any instructions for the theme. They only gave a hint that they choose the theme rather from fantasy than from a past age (Elvestedt. J 2010. [11.10.2010] [email]) and that they do not really work the upcoming trends (Elvestedt. J 2010. [25.8.2010] [email]). So I started the ideation process with an open mind. I also got to choose the season my self. First I had not even chosen the season, but then I chose it to be AW 12/13 since I thought that it is the season which could be affected by the results of the questionnaire. Later I had to change the season to be SS 12 since I would have not been able to do prototypes for AW12 this time of year when the stores have summer fabrics. I started the process by watching movies, browsing through books about photography and arts and by reading and looking at blogs and trend forecast webpage WGSN. I also made lists of words and had brain storms with myself. I started collecting pictures (picture 9, 22) from here and there, chose my favourites and most inspiring ones, and put together in Adobe Illustrator the ones I thought would make a great theme together.

This is how 3 themes arose from a pile of pictures and words (picture 10,22). First the themes were



picture 11 : patterns/prints for the theme



picture 12 : outlining the silhouettes

One thousand and one nights, Island of Wonders and Imaginerium. Then just before my work seminar I came up with a new theme: Espace to the surreal. After this, the theme Imaginerium started to seem useless since it was too similar with the surreal theme, so I decided to leave it out. By now, I had already made suggestive colour palettes for the themes, but when I started experimenting with prints (picture 12,23) the colour palettes started to change at the same time. When I tried different colour combinations I saw that some of the colours were too similar or did not go together.

I did not continue with the themes until the questionnaire I made was sent to the respondent and when I did continue them after a long while I thought that something was missing from the themes remaining. I browsed through the pictures I had collected earlier and started putting together pictures with bright basic colours. While the other themes had broken shades, I wanted one theme with bright blues and greens. The theme had been smouldering in the back of my head for a long time and now that it was ready I thought that there were enough themes.

Now that the themes were ready, I started to outline the silhouettes (picture 13,23). I started again by collecting pictures from clothes and materials that pleased me and I found interesting. I also found that sketching the silhouettes was



picture 13 : one thousand and one nights



picture 14: explorer



helpful to me. I also wrote down to the themes the pantone codes for the colours.

I made a pdf presentation (pictures 13 and 14, 26 and pictures 15 and 16, 27 and appendix 6) from all the themes and sent them to Jennifer Elvestedt for a commentary. First of all Jennifer said that the presentation was very nice and that the information was complete. Comments about the theme One thousand and one nights (Picture 13, 27 and Appendix 3) were that Jennifer really loved the theme, but thought that it might be better for summer collection with all the thin materials. About the Escape to surreal (Picture 15, Appendix 3) she said that it is something they find inspiration for every season and that this would be perfect theme if I am interested in weird materials (different 3d techniques) and crazy prints. In theme Explorer (Picture 14, 26 and Appendix 3) Jennifer found interested the idea of making high fashion garments inspired by backpacking. She also said that strong women are always interesting to Minimarket. Jennifer saw that the theme Island of wonders (Picture 16 and Appendix 3) has that sort of inspiration which could be used in the other three themes. She also liked the picture on the right and thought that I could do a print like the picture - not so graphic as the one on print/pattern inspiration page. (Elvestedt. J 2010. [7.12.2010] [email])



picture 15: escape to the surreal



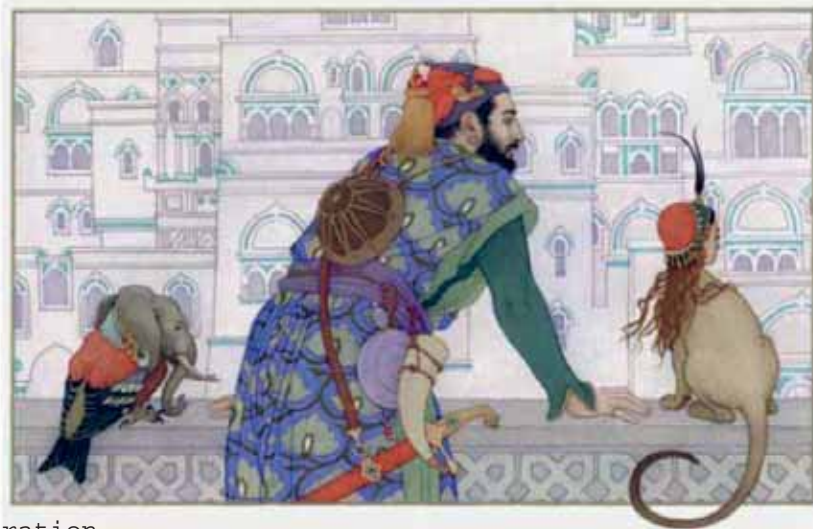
picture 16 : island of wonders

### 3.3 Ideation in Stockholm

A month after the structure seminar of my final project, I moved to Stockholm and started my practical training at Minimarket. In Stockholm, I continued working with the collection using the theme One thousand and one nights as a main theme and started collecting pictures of Arabian clothes and also inspirational pictures of the stories of One thousand and one nights with Scheherazade and Ali Baba. ( picture 17, 27).

I started to design the collection in earnest only just when I started the training. At Minimarket I could see some of the clothes from the earlier collections but also the whole sample collection of awll. I found it very inspirational to see and feel the clothes; I even tried some of them on. I had known that Minimarket's clothes are before all practical and rarely simple from their structures, but now I experienced some sort of realization regarding this matter. I also paid attention in a different way to the accessories of the clothes, since during my internship I noticed that they really think about things like buttons and zippers and choose them to be spot-on when they design their products at Minimarket. I also started collecting fabric samples from the fabric stores and again I found it very helpful to feel the fabrics and get to know the formulas of the fabrics they use at Minimarket. Then I could

choose materials suitable for Minimarket's image. Minimarket uses a lot of fabrics like polyester, tencel, cupro and viscose so I tried to find materials like those.



picture 17 : collage of the arabian inspiration



picture 18 : macro trend ss12, WGSN

### 3.4. Trends spring/summer 2012

In Spring/summer 2012 we see the generation shaped by the digital revolution becoming the key influence on the 21st century. The three main macro trend themes for the season ss12 in trend forecasting page WGSN were Primal Futurism, Cinematic and JPEG Gen (picture 18). Primal Futurism is a mix on the ancient, mythological, the raw and the primitive and technical modern-day aesthetics. Cinematic is about the cinematic references, saturated pastels and the nostalgia. JPEG Gen unexpected compositions and textures of materials, patterns and forms which do not actually fit together. (WGSN Creative Team, 2010)

In the colour forecast (picture 19, 29) pale neutrals like yellowed tones of ecru, vanilla and buttermilk replace the stark and unprocessed white as a key for the season ss12. Warm tones of peach and orange emerge and pink sits in both in red and purple areas. Reds have orange casts of coral, intense shades and intense cochineal. Blue provides the most changeable areas. Indigo emerges as an important dark and the lilac-cast blues replace the turquoise shades of spring/summer 11. Also green remains as a key colour group with yellow/greens, olive shades and soft aqua and pine. (WGSN Creative Team, 2010)

	<i>Neutrals</i>	<i>Pastels</i>	<i>Midtones</i>	<i>Brights</i>	<i>Darks</i>		
<i>Neutrals (White, Grey, Black)</i>	 PANTONE® 11-0501 TPX	 PANTONE® 14-4002 TPX	 PANTONE® 16-1406 TPX	 PANTONE® 17-1510 TPX	 PANTONE® 18-5205 TPX	 PANTONE® 19-0303 TPX	
<i>Brown/Orange</i>		 PANTONE® 13-1011 TPX	 PANTONE® 14-1224 TPX	 PANTONE® 18-1451 TPX	 PANTONE® 14-0955 TPX	 PANTONE® 16-1462 TPX	 PANTONE® 19-1217 TPX
<i>Red</i>		 PANTONE® 12-1209 TPX	 PANTONE® 14-1310 TPX	 PANTONE® 17-1423 TPX	 PANTONE® 19-1743 TPX	 PANTONE® 17-1563 TPX	 PANTONE® 19-1455 TPX
<i>Yellow</i>	 PANTONE® 11-3606 TPX	 PANTONE® 11-0419 TPX	 PANTONE® 11-0616 TPX	 PANTONE® 16-1139 TPX	 PANTONE® 14-0754 TPX	 PANTONE® 12-0752 TPX	
<i>Yellow/Green</i>			 PANTONE® 14-0121 TPX	 PANTONE® 18-0538 TPX	 PANTONE® 15-0548 TPX		
<i>Blue/Green</i>	 PANTONE® 12-4302 TPX	 PANTONE® 12-5407 TPX	 PANTONE® 13-5409 TPX	 PANTONE® 16-5820 TPX	 PANTONE® 15-6138 TPX		 PANTONE® 19-5920 TPX
<i>Blue</i>		 PANTONE® 13-4103 TPX	 PANTONE® 14-4318 TPX	 PANTONE® 17-3917 TPX	 PANTONE® 16-4332 TPX	 PANTONE® 18-3949 TPX	 PANTONE® 19-3925 TPX
<i>Pink/Purple</i>		 PANTONE® 13-1904 TPX		 PANTONE® 16-1712 TPX	 PANTONE® 18-3015 TPX	 PANTONE® 17-2053 TPX	
<b>WGSN Think Tank SS/12 Colour</b>							

picture 19 : color matrix, WGSN

## 4 The Collection

### 4.1 The structure of the collection

The name of my collection is 1001 and it is named after one of the inspiration sources, the stories of one thousand and one nights. The collection is inspired by the Arabian nights, and the mystics (picture 17,29; trends of ss12 (pictures 18,30; 19, 31; 20, 33 and 21,34) and the style of Minimarket (pictures 1, 4; 2,5; 5,18; 6,19; 7, 20 and 8, 21).

When I designed the collection, I took especially into account the silhouettes, the colours and prints Minimarket uses in their collections. Minimarket's collections are everyday wear and from the price range the collections can be categorized to bridge and contemporary which are not as expensive as the high fashion collections. The idiom of Minimarket's clothes consists of simple lines and also from some more complex and crazy pieces. The catch in the clothes is usually the colours and the prints - and of course interesting materials. Minimarket uses fun details like pleats, beads etc in their clothes. The clothes are mix of clean lines, interesting colour combinations and fun details. I tried to acquire their design philosophy in my collection and design same kind of clean lines with interesting details and prints. But since the

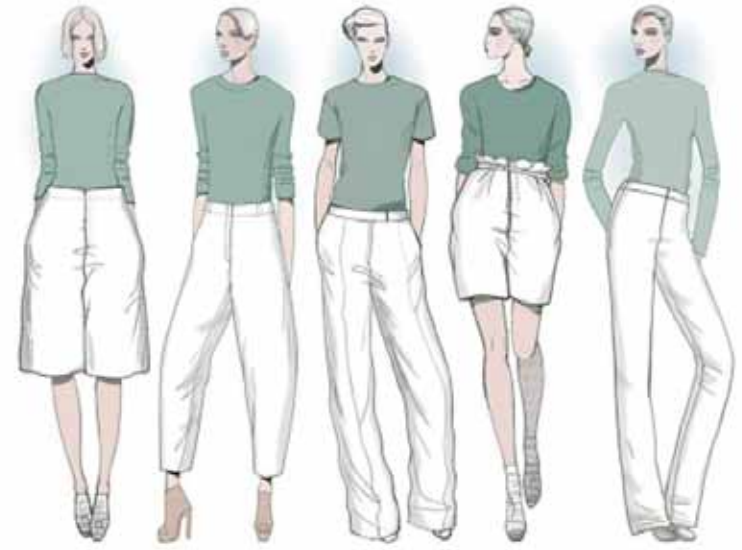
fit of the clothes was considered as a weakness as can be seen from the results of questionnaire, I adapted Minimarket's silhouettes but also took some different silhouettes to my collection. The typical silhouettes of Minimarket are loose and not so fitted, so I tried to take more variably silhouettes into my collection. Then women with different body types could find styles from my collection.

The Arabian theme was the other factor that had the most influence on the collection. The Arabian effect (picture 17, 27) can be seen as edge bindings, big arm holes, loose silhouettes, vests and tassels. Also the pattern shooting star is inspired by the stars on the desert night sky and the other two, treasures and mosaic, were inspired by the jewels and castles that have been buried under the desert sand but at the same time the print treasures was inspired by the print trends "randommix" and "painterly for the season ss12 (picture 21, 32). The other inspiration pictures on the same collage of the trends ss12 affected the idiom and silhouettes of my collection. The picture of the fringes in the collage partly supported my idea about using the tassels used in Arabic countries. I also wanted to use the square necks in my collection from the detail trends for ss12. From the key silhouette pictures (picture 20, 31) I used the lengths and shapes of the trousers and shirts, and also the shape of the

Coste & jodite | Dresses | Blouse | Trouse | Tige | **Toppe** | **§§** Traumen's Inite: legel/haute | **§§** Traumen's jraye: legel/haute



Coste & jodite | Dresses | Blouse | Trouse | Tige | **Tropere** | Tige | **§§** Traumen's Inite: legel/haute | **§§** Traumen's jraye: legel/haute



Coste & jodite | Dresses | **Blouse** | Trouse | Tige | **§§** Traumen's Inite: legel/haute | **§§** Traumen's jraye: legel/haute



Coste & jodite | Dresses | Blouse | Trouse | Tige | **§§** Traumen's Inite: legel/haute | **§§** Traumen's jraye: legel/haute



picture 20 : collage of silhouettes for ss12

### Fringe formation



Shane Fox Clark spring/summer 2012

- Stepped knotted tassel and fringe interest
- Cascading and suspended silky formations
- Ephemeral cut-fringe topiary enhances volume



Stephan Frey spring/summer 2012



Mark Post spring/summer 2012

### Square neck



Source: i-D Magazine, July 2012

- Shaped striped tipping creates graphic trim
- Contrasting ribbed and tubular welts
- Fine jersey drapes from fixed neckline



Wendy Wu spring/summer 2012



Michael Goring spring/summer 2012

### Random mix



- Patchwork collage
- Nonsensical
- Warped and distorted

### Painterly



- Hand-painted
- Daubed markings
- Watercolour washes

picture 21 : collage of trends ss12



boxy top with big arm holes.

Also the results of the questionnaire I made affected the structure of the collection. As I got as results from the questionnaire that shirts and dresses are the product groups that need to be extended, I wanted to have a lot of them. Trousers were said to be the least selling product, but they are also at Minimarket now working more with them and making them better. So I also wanted to design trousers which would be flattering and which would fit for many. Although, the respondents asked for more accessories like handbags and jewellery, I could not start to design those as well since I would not have had time for them and they are not my area of expertise.

Since colour palette, prints and unique expression were listed as Minimarket's strengths, I also wanted to use fresh and fun colour combinations in my collection. When I build the colour board for the collection I choose many of the colours from my theme suggestion One thousand and one nights (Appendix 6), hot pink, sand yellow and light, cold blue. This colour board I had been designed by studying how they build their colour boards at Minimarket. The tones and hues are similar with the colours on colour forecast for ss12 seen on the trend forecast page WGSN (picture 19, 29) - dark pastels with bright pink, dark purple and light black. The light yellow sand has replaced

the white in my collection as well as in the WGSN colour forecast.

The collection consists of 25 styles. There are 3 jackets, 2 blouses, 1 vests, 1 top, 1 t-shirt, 8 dresses, 1 skirt, 3 pants, 1 shorts, 1 jumpsuit, 1 cardigan, 1 scarf/hood and one hat. All the garments have been named after Arabic women and also after couple of characters from the stories of One thousand and one nights. Although as a result for the questionnaire the retailers wanted to see bigger collections. I did not want to start too big collection since the one I designed now was already much larger than the ones I have designed before. But in this collection jersey's and knitwear's position could be extended easily. Also it would be easy to add more styles to the accessories. Then the collection could be easily changed to be larger.

I chose the materials from the fabric stores in Stockholm and from Minimarket's leftover fabrics. The materials are sand washed silk, cotton like viscose, viscose jersey with 3% elastane, silk georgette and a polyester fabric. I chose the fabrics so that they go good with the theme and are similar to the ones Minimarket uses. And since in the questionnaire the customers wanted to have garments that are easy to use, I aimed to have fabrics from which most of would be washable. The fabrics have divided between the styles so

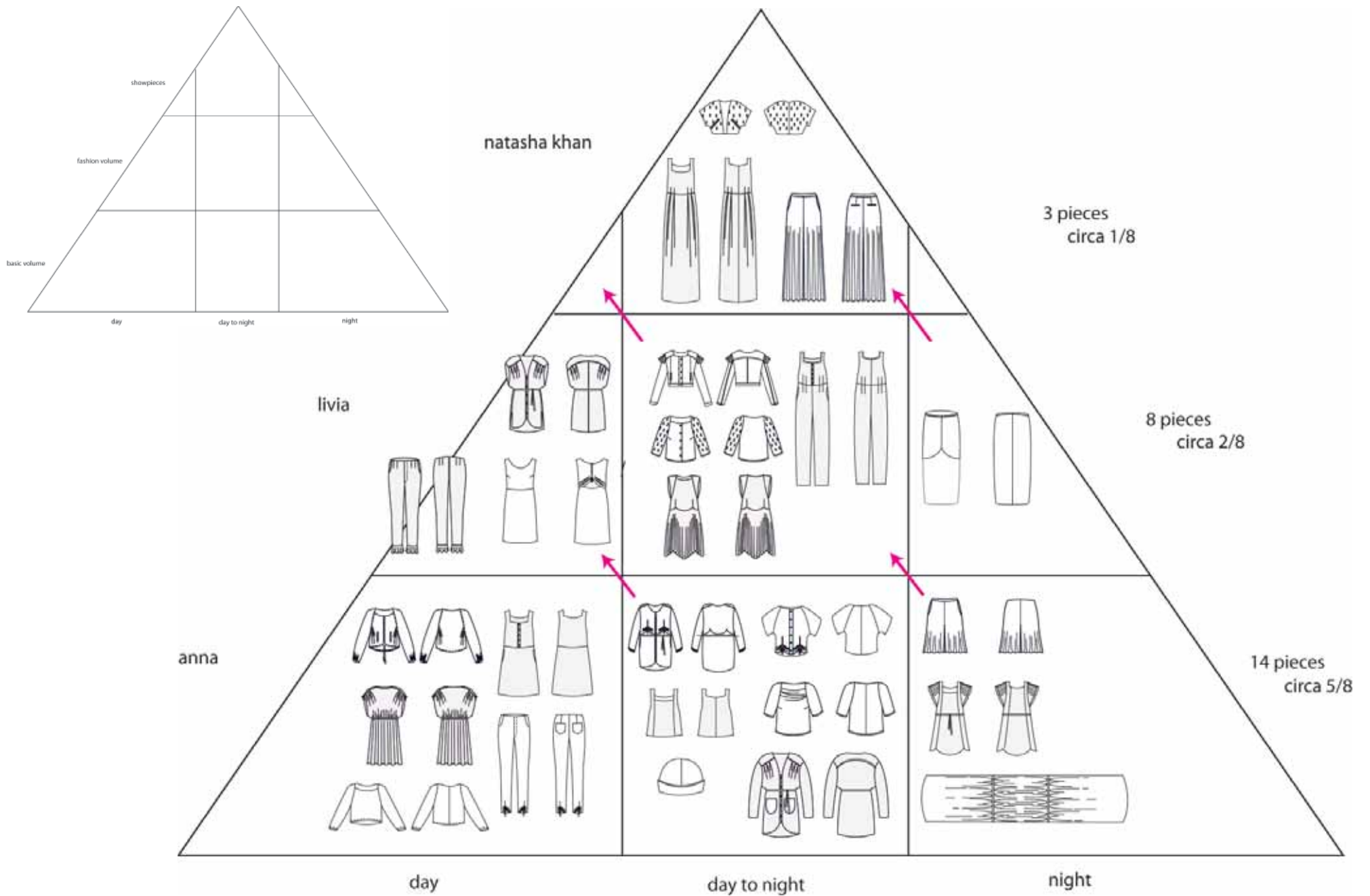
that it is 10 styles in the dark purple/blue shooting stars silk, 7 in black viscose, 10 in yellow viscose, 5 in the glitter viscose, 9 in the mosaic jersey, 6 in the pink georgette, 12 in black georgette and 10 in treasures polyester. I think the fabrics are in a good balance in the collection. It is almost equal amount of the printed fabrics and lot of black and yellow. The glittering fabric and the pink georgette are the minority but that is how I wanted it to be. So it is only couple of big styles and some small details with the glittering fabrics and only couple of dresses and shirts with the pink. These two fabrics are the accent fabrics of the collection.

#### **4.2 Analysing the collection with a fashion triangle concept and the three costumer types**

At Minimarket I learned that they use a concept called triangle when they design clothes. Jennifer Elvestedt told me on 18th of April in an email that all big companies use this well-known concept when they design collections. So it is not so much for the "creative collections" but more to bigger warehouses that need a little bit of everything. Since I did not know what the concept was actually called I could not find any ready diagram so I made my own triangle (picture ?) which is based on the email from Jennifer Elvestedt. The costumer stereotypes I have created myself but I think

they are suitable for Minimarket. Although my collection was not so large as Minimarket has I wanted to try the triangle method for my own collection (picture 22, 35).

So in the bottom of the triangle is the so called basic volume where you should have the most. This is where you earn the money and you have the best price points. In the middle it is fashion volume which has garments with bit more fashionable details and difficult garments that can be dry cleaned or are more expensive and so on. In the top it is the showpieces and also the most expensive stuff you want to have in the press. These floors can further be divided to three sections on a horizontal plane. These three sections are everyday, day to night and night (Elvestedt. J. 18.4.2011 [email]). The three vertical phases basic volume, fashion volume and press can also be thought as persons (picture 23,38). For the basic volume I chose to use as a person a fictive person called Anna. Anna is the most common costumer of Minimarket. She is working as an assistant at a small, young event organizer company in Stockholm and does dj gigs on her free time. Anna lives in a rented one room apartment at Bromma. The costumer for the fashion volume is called Livia. She is a woman just started working as a buyer in a successful small chain store in Stockholm. She has a husband, 3 years old daughter and a dachshund. They all live in 4 room owner-



picture 22: the triangle concept for fashion

Anna



Livia



Natasha Khaan



picture 23: the three customers: anna, livia and natasha khaan

occupied flat at Södermalm in Stockholm. Livia is a wealthier than Anna. I chose the singer of Bat for Lashes, Natasha Khan to be the person who I would want to see wearing my clothes in press. She dresses really open-mindedly and as performer uses very imposing pieces.

As can be seen from my triangle I have most of the stuff on the bottom floor, a bit more than half of that in the second floor and a bit under half of the second on the top floor. I think that the bottom of the day-to-night section could also be used by Livia as everyday wear and correspondingly Livia's day-to night could be Natasha's everyday as I have illustrated with arrows in the picture?. I think that the pieces are divided very nicely between the sections. Next step could have been that I make a more profound analysis where the garments would be divided by the fabric, print ect to the different levels of the triangle. For example so that dress Scheherazade's silk version would be on the press level and the georgette on the fashion volume level since they are a bit of different style and price level.

#### **4.3 The catalogue ideations**

For the introduction material of my collection I took example from how they do their materials at Minimarket. Line sheets and production sheets were designed to be similar with Minimarket's own

ones (line sheet of season ss11 appendix?). At Minimarket they do not make any fashion drawings, material charts or colour maps of the collections for the costumer's since they usually have a short films and a collection catalogue with pictures of the clothes. For the buyers they have a line sheet of the clothes and for the press a press release.

Since I did not have time to make the styles of the collection, I could not do any collection catalogue. I still wanted to collect some kind of catalogue of line sheets, colour board and prints. I asked my boyfriend Jarno Mahlberg to make an illustration with me about the style I wanted to aim with my collection. I choose to use him as my partner in cooperation since I am not as good as drawing as I would want to be and he is talented. I thought that it was good to use someone who is good at doing things I cannot do. In the real working life you cannot do all by yourself since you do not have time and there is no point in showing some material you are not proud of and which could give a bad expression about you and your collection.

Together we managed to design a fine mood page for the catalogue. Mahlberg did the drawing according to my wishes and I did the graphic elements with Adobe Illustrator. This board (appendix 7, page 1) was to be a guideline for the final catalogue and for the photo shoot. When I represented the

collection to Jennifer Elvestedt the mood board functioned also as a cover page for the other pages as well as a mood board. I also made already mood boards and styling ideation for the upcoming photo shoots.

So now the catalogue (appendix 7) consists of this mood board, of a story for the collection (kind of like the press release), the colour board, print board and the linesheets. This catalogue is more like the material Minimarket has for their sales team who presents the collection to the buyers. Production sheets and label instruction sheets are did not get included to the catalogue but they are appendix 8 and 9 in this report.

#### **4.4. Labels**

Minimarket's own price tag is a circa 4cmx9cm black matte cardboard tag which has been pieced together of two 1mm cardboards. On the right side there is an embossed 5 cm Minimarket logo and the other side has an information sticker about which includes the name of the garment, the colour, the material, a short description of the garment and the price. The labels attached to the garments are made of leather. There are always two tags. The upper has the Minimarket logo embossed and the lower tag has the size embossed. So Minimarket's own tags are very simple and I wanted to use them

as a model for my own tags.

First I thought about using some more experimental and interesting shape for the labels, but then I end up choosing the same shape as they have in Minimarket. I thought that the labels can be very simple since the garments are more fun and colorful. And the more simple tags are probably much cheaper to produce than the most complicated ones. So the final price tag label (appendix 9) is a black rectangle where is one of the shooting stars, name of the collection and my name embossed. The rectangle has an eyelet and a twisted thread and a small safety pin which go through the eyelet. The price label is attached to a garment by using the safety pin.

For the clothes (appendix 9) I designed a label that got its shape from two triangles. I wanted to use the triangle since it is already part of my collection and I wanted this label to represent the collection. For the washing instructions I chose to use the most common style since I know that most of the costumers will probably cut off this label as soon as they start to use the garment.

#### 4.5 Making of the collection

Now that I had designed the collection I started to make the patterns and prototypes of some styles I wished to be able to make ready at some point. Since I was in Stockholm I did not have many of tools that I usually have when sewing and making patterns. For pattern making I had taken some basic patterns and instructions with me from Finland. I was also lucky to get to use Minimarket's patterns. I used a pattern constructing book *Mönster och konstruktioner för damkläder* by Inger Öberg and Hervor Ersman (picture 24,39) which they use at Minimarket as a base for some 23f their patterns. In the book there are several basic patterns and instruction of how to make garments by using the basic patterns as a base. I also printed out couple of patterns used in Minimarkets collection for awll. At Minimarket they do not have any basic patterns which they use but they always start to make new patterns from the patterns they have used earlier. So I used ready patterns from the book *Mönster och konstruktioner för damkläder* as a base for my own patterns. I drew the patterns by hand. I wanted to use size 36 as the size for the samples. I managed to do patterns for dress Sahar, jacket Nadia, dress Rida, pants Lulu, blouse Jada and hat Baba.

I started the making of the clothes by making



picture 24: pattern making equipments

prototypes using mostly an orange/red 100% polyester fabric from Minimarket's archives. I really wanted to make prototypes since I did not have too much money to spend on the actual fabrics so I wanted to have good patterns before making the final garments. I also knew that since I wanted to use a lot of silks I could not make big mistakes while sewing them since silk is a fragile fabric and all the changes I make could be seen from it afterwards.

After I had made the first prototypes (picture 25, 41) of dress Rida, dress Sahar and pants Lulu, I listed what changes needed to be made to the garment. Some of the patterns were almost successful from the beginning but others needed to have many small changes. For example dress Rida (picture ?) needed to have a different kind of pattern for the big sleeves and the hem needed to be shortened. I thought that the dress Rida had really nice neck opening and now that I saw the prototypes I thought that dress Sahare should have the same neck line. Then this hybrid dress would be most pretentious piece in my collection. Many designers have a one most pretentious style which kind of presents the theme of the collection best, for example a wedding dress. I thought that this dress could be that style for me and so I named the dress to be Scheherazade, the storyteller and one main character of the stories of One thousand and one nights.

After I had made the first prototypes I did not have so much time before my last seminar so I decided to continue only with the dress Scheherazade and continue with the rest of the styles later in the summer. I wanted to make dress with the shooting stars print, since I thought that then style would really present the theme best. I had already made experiments with fabric marked to a silk so now I just needed to draw the stars into a big piece of fabric (picture 26,42). I needed to stretch the fabric to the floor with tapes since I did not have any big tables to work on. It took maybe 8-12 hours to draw the print into 1,5x1,2 m and 1,5x0,9 m pieces of fabric. After that I could start to make the actual garment. Since I used silk fabric I needed to use silk threads. I also needed to make a lining for the dress so that I would look nice from the inside. As seams I used the French seam so that I did not need to make overlock stitching to the fabric's edge. Only the back seam would have needed the overlock stitching.

When the dress was ready (picture 27, 42) I tried it on and it was a bit too big for me, I thought that the size was not 36 but instead it was 38. From this I concluded that if I use the patterns from this book also in the future I think I need to use the 34 patterns to make size 36. I also need to make some little adjustments to the patterns of this dress Scheherazade if I want to make more of this dress.





picture 25 : photos of the first prototypes



picture 26: making of the pattern

picture 27: dress scheherazade

## 5 Epilogue

### 5. 1 Minimarket's comment's about the collection

When I showed the collection to Jennifer Elvestedt, first thing she commented on was that she really liked the mood board and she also thought that the story described the collection well. She also liked the way I presented the colour board in triangle shape. Of the actual colours she said that they build their colour boards so that it is one black, one commercial colour, one red and the rest of the colours are chosen from the theme. Elvestedt thought that my colour board went very good together with the way they choose their colours.

About the materials Elvestedt said that she liked the materials I had chosen, but she would prefer to have one of the prints in the silk materials to maybe be in polyester fabric. Elvestedt also said that at Minimarket they like to have the 3D material in their collection, for example in shoes, bags or in fabrics. So she liked very much of the tassels I had chosen to use in the collection. She even suggested that I should make the tassels bigger and that I could also have more of the 3D feeling, for example I could have a 3D version of some pattern I have in the collection. She also liked the glitter fabric and said that they have been looking for a glittering fabric at

Minimarket and she thought that this fabric was absolutely close enough and it did not look cheap as the glitter fabrics often do.

She also thought that I could make some combos of the materials for some styles and that I could maybe take leather to be in some role in the collection so that there are couple of leather pieces and leather details for example on jackets. She also noticed that the collection did not have any knitted stuff that they usually have in Minimarket's collection and thought that I could take knitwear to be part of the collection.

Of the patterns Elvestedt said that they are very Minimarket and she felt that especially the black/light blue print for the jersey would work for Minimarket. At Minimarket they have a black/white pattern for the jersey for every season. The black and white pattern is usually a simpler version of some colour print they have for woven fabrics. Elvestedt was very impressed about the shooting stars pattern I had made to the silk fabric by hand. She also thought that the patterns looked good together, for example a dress with the shooting star pattern would go very well together with a jacket or a blouse with the mosaic pattern.

From the styles of the collection Jennifer said that she thought that all the jackets are very Minimarket, especially coat Badi. She also felt

that vest Ferut, dress Sahar, vest dress Isra, blouse Jada, pants Reema, jumpsuit Rim, dress Scheherazade and the scarf Mercury would be suitable for Minimarket. She said that from the buyers point of view dresses Rida and Dani would probably be too similar and the same thing with pants Lulu and Mina. Of these pairs, Elvestedt thought that I should choose to have only either of these and not have both of them. At Minimarket they have noticed that the designer should choose for the styles and not to let the costumers decide. She also felt that I should have a spin-off of the dress Sahar as a top or make the jumpsuit rim to be the spin-off version. She said that usually it is good to have couple of tops since if a customer cannot afford for example a silk dress, the customer would probably buy a top with the same style since that she can afford.

Now that she saw that the triangle was a repeated element since I had it in the mood board, on print as well as in the labels and on the colour board, she suggested that I could use that somehow in the line sheets and also for the other pages. All in all Elvestedt said that she really liked the way I presented the whole collection. She liked the whole graphic appearance and thought that it is very good idea to make some styles ready for the photo shoot. She said that it is probably going to be a hard process but after all it is worth it.

## **5.2 Thoughts about the project and the future**

Of the research part of my project, I cannot say that I am completely satisfied with the results we got with the questionnaire. We could have more respondents and gotten more new information. But it was really nice to hear that Minimarket thought that they benefited of the questionnaire. They said that they gained valuable information especially from the parts 2-9. I would have definitely wanted to carry out this questionnaire in a larger scale. After we got these results I also asked from Minimarket what they think about the results and do they want me to continue the work. I suggested that we could choose new companies to be contacted. Other option would have been to make a follow-up questionnaire to the companies that answered. Unfortunately they were so busy at Minimarket that they did not have more time to use for my project and so I had to settle for these results.

Although at the end the questionnaire did not go as well we wanted, I think I learned a lot of this research. I learned how to build a functional form, to collect the questions and make the answering scales - and how to then make it to be an interactive pdf file. I even learned how hard it is to get people to answer the questionnaire even though you have worked really hard to make the form to be appealing to the respondents. I

also learned how to collect the results of the questionnaire and analyse them.

I think it is mostly because of the prevailing hurry in the fashion industry why the questionnaire was not that successful as we would have hoped. I think that the form was well-built, short and appealing to the respondents, but still it did not fit to the rigid schedule of the fashion people. When working at Minimarket, I have noticed that schedules are usually full of different meetings and there might not even be half-hour breaks between them. At Minimarket they would have also hoped for more answers but said it is really hard to get people's attention and that you cannot harass them too much either (Elvestedt. J 2011. [21.03.2011] [email]).

This was the first questionnaire form that I had ever made, but I think I chose good questions and that the answering scales were right. Now that I think, the form should have maybe had more open-space questions or it should have been more extensive with multiple choice questions. Open-spaces were very important and maybe the section "other..." at the end of some of the questions could have been changed to be a larger question "comments about this section". Of course there was space for the comments in the end of the questionnaire, but as was seen on Aplace's answers, it was important that there was the open

space in the end of every section so that the respondents could write their thoughts down right away.

From designing and making of the collection I can say that these things have never been as hard for me to do as they were in this project. I was in new city without the equipment I usually have, the fabric stores did not have some basic stuff I am used to have in Finland. I also worked at the same time from Monday to Friday 9-18 so time was also a very limited resource in the project's last phases. I am usually accurate when it comes to schedules and now it was very hard for me to see that week after week I was more behind that I had been the week before. I am kind of proud of myself that I still did not slacken because of this but instead just kept going forward. At week I sometimes managed to do the project after work but I mostly worked on the weekends. These caps between made it really hard to work and focus on the project. Also because of the change of scenery and getting so much new ideas but just working with one and the same collection for so many months, got me changing the collection for many times.

Still I am very satisfied with how the collection turned out. After all all the changes were for the best and worth all the time spent and moments of frustration. I think the collection represents

the theme very well but at the same time the collection is not what you might expect in the first place from an Arabian theme. The collection presents the same "genre" as Minimarket. It is at the same time very simple and fun. It is Scandinavian but for example the prints do not present the most traditional Scandinavian style. I also think that the collection represents my own style well and I think this is a good first big collection for me. So the collection is a good mix of the stories of One thousand and one nights and Minimarket's and my own style.

Although entrepreneurship was not part of my final project, now at the edge of graduation I have started to think about establishing my own company - at least at some point in the future. I got very good feedback from Minimarket about the collection and I do have the eagerness to continue with this collection. So I really want to continue with this collection and finish it during the summer. Then I can take the photos of the garments. Since I have worked so hard with this project it would be stupid not to finish the project with a photo shoot. In the summer time I will probably also make some of the changes Elvestedt suggested to the collection so that the collection would be even more cohesive.

I think that this project and how hard it was has given me new ideas for my own company. From

making of the patterns and the prototypes I learned that I can also work independently but it is really slow to do even if I have good instruction. So I feel that I would need to find at least a pattern constructor to come and work as my partner if I would want to start my own business. Then I would have enough time for the designing process. Now it was hard to work with the designs since I did not had time to make the prototypes - and usually when you see the prototypes you immediately know how to make the collection or at least that product to work better. So I think that the collection would have turned out even better if I could have worked with it full-time and if I could have made more experiments and prototypes of the styles.

The project was also a language test for me and I am happy to say that I got through and passed it with dignity. I have always been good at English, but I have not had a chance to use it in this large scale. So this was kind of reminder that linguistically I have all the requirements it takes to work with an international company - and also in the company.

Last but not least, I think it was very important that I found such a good international company to work with. Of course it would have been even better if Minimarket could have used more time for my project and especially for the questionnaire,

but still I found their support and help to be a very important resource in my project. Now that I have worked with one remarkable company and been in touch with their retailers I can say that I really gained courage out of this project. Now I know that there are always people who want to work with you (at least if it does not cost anything to them)- you just need to be spontaneous and find them.

A warm thanks to the teachers Sari and Mariella who guided me, to my boyfriend Jarno who helped me any way he could and even brought my sewing machine and overlock machine to Stockholm in his luggage, and the biggest thanks to Minimarket for all the support - especially to Jennifer Elvestedt!

## List of Pictures

The cover: Jarno Mahlberg and Riikka Piippo

Picture 1: Mind map about Minimarket, Riikka Piippo

Picture 2: Minimarket aw10, Photos: Peter Gehrke

Picture 3: First version of the questionnaire, Riikka Piippo

Picture 4: The final form, Riikka Piippo

Picture 5: Minimarket aw10, Photos: Peter Gehrke

Picture 6: Minimarket aw10, Photos: Peter Gehrke

Picture 7: Minimarket aw10, Photos: Peter Gehrke

Picture 8: Minimarket aw10, Photos: Peter Gehrke

Picture 9: Pile of ideas, Riikka Piippo

Picture 10: Theme started to take shape, Riikka Piippo

Picture 11: Patterns/prints for the theme, Riikka Piippo

Picture 12: Outlining the silhouettes, Riikka Piippo

Picture 13: One thousand and one nights, Riikka Piippo

Picture 14: Explorer, Riikka Piippo

Picture 15: Escape to the surreal, Riikka Piippo

Picture 16: Island of Wonder, Riikka Piippo

Picture 17: Collage of the Arabian inspiration, Riikka Piippo

Picture 18: Macro trends ssl2, WGSN creative team ([www.wgsn.com](http://www.wgsn.com))

Picture 19: Color matrix, WGSN creative team ([www.wgsn.com](http://www.wgsn.com))

Picture 20: Collage of the silhouettes for ssl2, pictures via [www.wgsn.com](http://www.wgsn.com), made into a collage by Riikka Piippo

Picture 21: Collage of the trends for ssl2, pictures via [www.wgsn.com](http://www.wgsn.com), made into a collage by Riikka Piippo

Picture 22: The triangle concept for fashion, Riikka Piippo

Picture 23: The three customers: Anna, Livia and Natasha Khan, Pictures via: <http://raincitystylistas.blogspot.com/>, <http://www.ukfests.com/2009/04/bands-to-watch-bat-for-las>, <http://rodeo.net/niotillfem/>, <http://elsa.elle.se/>, made into a collage by Riikka Piippo

Picture 24: Pattern making equipments, Riikka Piippo

Picture 25: Photos of the first prototypes, Riikka Piippo

Picture 26: Making of the pattern, Riikka Piippo

Picture 27: Dress Scheherazade, Riikka Piippo



## List of references

Inger Öberg & Hervor Ersman, 2002. Mönster och konstruktioner för damkläder/  
Patterns and structures for women's wear. Uppsala: Almqvist och Wikseli  
Tryckeri AB.

Alkula, Pöntinen, Ylönen, 1995. Sosiaalitutkimuksen kvantitatiiviset  
menetelmät/Social survey's quantitative methods. Juva: WSOY.

Peter, Paul J. & Olson, Jerry C. 2005. Consumer Behavior & Marketing  
strategy. New York: McGraw-Hill Companies.

Borg Sami, 2010. Yhteiskuntatieteellinen tietoaarkisto/Social science data  
base: KvantiMOTV. <http://www.fsd.uta.fi/menetelmaopetus/kyselylomake/laatiminen.html>

[www.minimarket.se](http://www.minimarket.se)

WGSN: Macro trends spring/summer 2012 By WGSN Creative Team, 13 July 2010,  
[http://www.wgsn.com.ezproxy.savonia-amk.fi:2048/content/report/Creative\\_Direction/Spring\\_Summer\\_2012/macro\\_trends\\_springsummer2012/macro\\_trends\\_springsummer2012.html](http://www.wgsn.com.ezproxy.savonia-amk.fi:2048/content/report/Creative_Direction/Spring_Summer_2012/macro_trends_springsummer2012/macro_trends_springsummer2012.html)

WGSN: By WGSN CREATIVE TEAM, 30 June 2010 [http://www.wgsn.com.ezproxy.savonia-amk.fi:2048/content/report/Creative\\_Direction/Spring\\_Summer\\_2012/colour\\_direction.html](http://www.wgsn.com.ezproxy.savonia-amk.fi:2048/content/report/Creative_Direction/Spring_Summer_2012/colour_direction.html)

## Appendix

- 1 First version of the questionnaire
- 2 Final version of the questionnaire/Example fill  
in
- 3 Results from the email
- 4 The results for Minimarket
- 5 MM linesheet ss11
- 6 Theme suggestions pdf
- 7 1001- catalogue
- 8 The production sheet: dress Scheherazade
- 9 Labels



.....  
When you think about the fit, cuttings, materials etc  
which Minimarket's product group works best?

- |   |                                  |                                  |
|---|----------------------------------|----------------------------------|
| <input type="checkbox"/> shirts           | <input type="checkbox"/> skirts  | <input type="checkbox"/> dresses |
| <input type="checkbox"/> pants            | <input type="checkbox"/> jackets | <input type="checkbox"/> shoes   |
| <input type="checkbox"/> other accesories |                                  |                                  |

Why do you think that it is so? Is it because of the materials, sizing, design or something else?

---

.....  
Which Minimarket's product group works worst?

- |   |                                  |                                  |
|---|----------------------------------|----------------------------------|
| <input type="checkbox"/> shirts           | <input type="checkbox"/> skirts  | <input type="checkbox"/> dresses |
| <input type="checkbox"/> pants            | <input type="checkbox"/> jackets | <input type="checkbox"/> shoes   |
| <input type="checkbox"/> other accesories |                                  |                                  |

Why do you think that it is so? Is it because of the materials, sizing, design or something else?

---

.....  
Which Minimarket's product group sells best?

- |   |                                  |                                  |
|---|----------------------------------|----------------------------------|
| <input type="checkbox"/> shirts           | <input type="checkbox"/> skirts  | <input type="checkbox"/> dresses |
| <input type="checkbox"/> pants            | <input type="checkbox"/> jackets | <input type="checkbox"/> shoes   |
| <input type="checkbox"/> other accesories |                                  |                                  |

.....  
Which Minimarket's product group sells worst?

- |   |                                  |                                  |
|---|----------------------------------|----------------------------------|
| <input type="checkbox"/> shirts           | <input type="checkbox"/> skirts  | <input type="checkbox"/> dresses |
| <input type="checkbox"/> pants            | <input type="checkbox"/> jackets | <input type="checkbox"/> shoes   |
| <input type="checkbox"/> other accesories |                                  |                                  |

.....  
Which product groups would you like to be  
extended?

- |   |                                  |                                  |
|---|----------------------------------|----------------------------------|
| <input type="checkbox"/> shirts             | <input type="checkbox"/> skirts  | <input type="checkbox"/> dresses |
| <input type="checkbox"/> pants              | <input type="checkbox"/> jackets | <input type="checkbox"/> shoes   |
| <input type="checkbox"/> other, what? _____ |                                  |                                  |

.....  
Are there any new product groups you would like to see from Minimarket? What would they be?

---

.....  
What do you think are Minimarket's strenghts?

- |  |   |                                 |
|--|---|---------------------------------|
| <input type="checkbox"/> price-quality ratio | <input type="checkbox"/> materials      | <input type="checkbox"/> prints |
| <input type="checkbox"/> sizing              | <input type="checkbox"/> colour palette | <input type="checkbox"/>        |
| <input type="checkbox"/> other, what? _____  |   |                                 |

.....  
What do you think are Minimarket's weaknesses?

- |  |   |                                 |
|--|---|---------------------------------|
| <input type="checkbox"/> price-quality ratio | <input type="checkbox"/> materials      | <input type="checkbox"/> prints |
| <input type="checkbox"/> sizing              | <input type="checkbox"/> colour palette | <input type="checkbox"/>        |
| <input type="checkbox"/> other, what? _____  |   |                                 |
- .....

-----  
**Costumer**  
-----

How old is Minimarket's costumer?

- under 20 years     20-25 years     26-30 years  
 over 30 years

-----  
Is the costumer..?

- student                       working                       unemployed  
 other, what? \_\_\_\_\_

-----  
Is the costumer..?

- from Stockholm     a Swede                       a tourist  
 other, what? \_\_\_\_\_

-----  
Minimarket's costumers..

compeletely disagree

completely agree

- |   |                          |                          |                          |                          |                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. are loyal to the brand. -----  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. usually came to buy some specific product in mind. -----                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. are willing to wait for that specific product. -----                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. buy something else instead if the desired product is not available.----- | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. mix Minimarket's products with more affordable brands. -----             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. mix Minimarket's products with other design products. -----              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

-----  
**Background info**  
-----

What is your position in the company you work?

- Buyer                       Salesperson                       Other, what \_\_\_\_\_

-----  
What Minimarket's products/collections does your company sell?

- Minimarket                       Mini for Many                       Shoes

-----  
Could you maybe tell with a few words why do you buy Minimarket's products? Why have chosen Minimarket to be part of your company's selection?  
\_\_\_\_\_  
\_\_\_\_\_

-----  
**Comments and greetings!**  
-----

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**THANK YOU FOR YOUR TIME!**

Please return this questionnaire to riikka.piippo@student.savonia.fi

# QUESTIONNAIRE : CONSUMER BEHAVIOUR

for Minimarket AB Stockholm

This questionnaire is part of Riikka Piippo's final project in Bachelor's Degree in Design at Savonia UAS, Kuopio Academy of Design.

Please mark the best alternative by clicking the box.

Minimarket's collections and products

What do you think about the following arguments?

1. Minimarket's products are.. compeletely disagree completely agree

1. wearable .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. impractical .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. feminine .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. masculine .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. contemporary .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. retro .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. sexy .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. sophisticated .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. smart/inventive .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. scandinavian .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. compatible .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. comfortable .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. fun .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. serious .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. affordable .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Minimarket's collections are... compeletely disagree completely agree

1. well organized .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. versatile .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. broad enough .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. other,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. What do you think about ..

1. the price .....	cheap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	expensive
2. the quality .....	poor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	good
3. price-quality ratio .....	improper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	proper
4. the fit .....	poor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	good
5. the materials .....	unsuitable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	suitable
6. other,	poor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	good

4. Which Minimarket's product group sells best?

- |                                   |  |                                  |
|-----------------------------------|--|----------------------------------|
| <input type="checkbox"/> shirts   | <input type="checkbox"/> skirts            | <input type="checkbox"/> dresses |
| <input type="checkbox"/> pants    | <input type="checkbox"/> jackets           | <input type="checkbox"/> shoes   |
| <input type="checkbox"/> knitwear | <input type="checkbox"/> other accessories |                                  |

5. Which Minimarket's product group does not sell so good?

- |                                   |  |                                  |
|-----------------------------------|--|----------------------------------|
| <input type="checkbox"/> shirts   | <input type="checkbox"/> skirts            | <input type="checkbox"/> dresses |
| <input type="checkbox"/> pants    | <input type="checkbox"/> jackets           | <input type="checkbox"/> shoes   |
| <input type="checkbox"/> knitwear | <input type="checkbox"/> other accessories |                                  |

6. Which product groups would you like to be extended? Choose 1-2.

- |                                       |                                     |                                  |
|---------------------------------------|-------------------------------------|----------------------------------|
| <input type="checkbox"/> shirts       | <input type="checkbox"/> skirts     | <input type="checkbox"/> dresses |
| <input type="checkbox"/> pants        | <input type="checkbox"/> jackets    | <input type="checkbox"/> shoes   |
| <input type="checkbox"/> jersey       | <input type="checkbox"/> basic wear |                                  |
| <input type="checkbox"/> other, what? |                                     |                                  |

7. Are there any new product groups you would like to see from Minimarket? What would they be?

8. What do you think are Minimarket's strengths?  
Choose 1-2.

- |                                       |  |  |
|---------------------------------------|--|--|
| <input type="checkbox"/> materials    | <input type="checkbox"/> colour palette    | <input type="checkbox"/> prints              |
| <input type="checkbox"/> sizing       | <input type="checkbox"/> fit               | <input type="checkbox"/> price-quality ratio |
| <input type="checkbox"/> silhouettes  | <input type="checkbox"/> unique expression |  |
| <input type="checkbox"/> other, what? |  |  |

9. What do you think are Minimarket's weaknesses?  
Choose 1-2.

- |                                       |  |  |
|---------------------------------------|--|--|
| <input type="checkbox"/> materials    | <input type="checkbox"/> colour palette    | <input type="checkbox"/> prints              |
| <input type="checkbox"/> sizing       | <input type="checkbox"/> fit               | <input type="checkbox"/> price-quality ratio |
| <input type="checkbox"/> silhouettes  | <input type="checkbox"/> unique expression |  |
| <input type="checkbox"/> other, what? |  |  |

Customer

10. How old is a typical Minimarket's customer?

- under 20 years     20–25 years     26–30 years  
 31–40 years     over 40 years

11. Is the customer..?

- student     working  
 other, what?

12. Minimarket's customers..                      completely disagree                      completely agree

- |   |                          |                          |                          |                          |                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. are loyal to the brand.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. usually came to buy some specific product in mind.                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. are willing to wait for that specific product.                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. buy something else instead if the desired product is not available.        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. mix Minimarket's products with more affordable brands.                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. mix Minimarket's products with other design brands. What are those brands? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

13. What is the Minimarket's customer like? Describe with a few words.

Background info

14. Answerer:

- name:     anonymous

15. What is your position in the company you work for?

- buyer                       salesperson                       other, what?

16. Could you please tell with a few words why you buy Minimarket's products? Why have you chosen Minimarket to be part of your company's selection?

Comments and greetings!

THANK YOU FOR YOUR TIME AND CONSIDERATION.

SEND



### Appendix 3

01\_01wearable: 4  
01\_02impractical: 2  
01\_03feminine: 4  
01\_04masculine: 3  
01\_05contemporary: 4  
01\_06retro: 3  
01\_07sexy: 2  
01\_08sophisticated: 4  
01\_09smart\_inventive: 4  
01\_10scandinavian: 3  
01\_11compatible: 4  
01\_12comfortable: 2  
01\_13fun: 5  
01\_14serious: 4  
01\_15affordable: 4  
02\_1wellorganized: 5  
02\_2versatile: 3  
02\_3broadenough: 2  
03\_1price: 4  
03\_2quality: 4  
03\_3price-quality: 3  
03\_4fit: 3  
03\_5materials: 2  
03\_6other\_what: The fit depends on the design of the garment. We also feel that some materials are difficult to wash.  
04\_sells\_best: 6  
05\_sells\_worst: 4  
06\_extend\_dresses: 1  
06\_extend\_shirts: 1  
07\_new\_products: Jewellery  
08\_strengths\_colourpalette: 1  
08\_strengths\_prints: 1  
09\_weaknesses\_materials: 1  
09\_weaknesses\_sizing: 1  
10\_age: 3  
11: 2  
12\_1loyalty: 4  
12\_2specific\_product\_in\_mind: 4  
12\_3willing\_to\_wait: 5  
12\_4buy\_something\_instead: 1  
12\_5mix\_affordable\_brands: 3  
12\_6mix\_design\_brands: 3  
12\_6the\_design\_brands: varoius brands  
13\_the\_customer: opened minded when it comes to colours, prints and different silhouettes.  
14\_answerer\_name: Aplace PUB  
15\_position\_other: vice floor managers  
17\_comments\_greetings: Minimarket is really important for swedish fashion and very appreciated by customers world wide.  
send:

-----

ip: 83.241.243.77

host: 77.243.241.83.in-addr.dgcsystems.net

selain: Mozilla/4.0 (compatible; MSIE 8.0; Windows NT 5.1; Trident/4.0; .NET CLR 2.0.50727; .NET CLR 3.0.4506.2152; .NET CLR 3.5.30729)

# QUESTIONNAIRE: CONSUMER BEHAVIOUR

for Minimarket AB Stockholm

## THE RESULTS

The answering scale in the 1st and 2nd questions is from 1 to 5. 1 stands for complete disagree and 5 completely agree.

APLACE PUB:

1. Minimarket's products are...

- 1.wearable: 4
- 2.impractical: 2
- 3.feminine: 4
- 4.masculine: 3
- 5.contemporary: 4
- 6.retro: 3
- 7.sexy: 2
- 8.sophisticated: 4
- 9.smart/inventive: 4
- 10.scandinavian: 3
- 11.compatible: 4
- 12.comfortable: 2
- 13.fun: 5
- 14.serious: 4
- 15.affordable: 4

2. Minimarket's collections are..

1. well organized: 5
2. versatile: 3
3. broad enough: 2

3. What do you think about...

- 1, the price: 4 (1 cheap, 5 expensive)
- 2, the quality: 4 (1 poor, 5 good)
3. price-quality ratio: 3 (1 improper, 5 proper)
4. the fit: 3 (1 poor, 5 good)
5. the materials: 2 (1 unsuitable, 5 suitable)
6. other, what: The fit depends on the design of the garment. We also feel that some materials are difficult to wash.

4.Which Minimarket's product group sells best?  
Shoes

5.Which Minimarket's product group does not sell so good? Pants

6. Which product groups would you like to be extended? Dresses and shirts

7. Are there any new product groups you would like to see from Minimarket? What would they be?  
Jewellery

8. What do you think are Minimarket's strenghts?  
Colour palette and prints

9. What do you think are Minimarket's weaknesses?  
Materials and sizing

10. How old is Minimarket's costumer? 26-30

11. Is the costumer..? Working

12. Minimarket's customer are..

1. are loyal to the brand: 4
  2. usually came to buy some specific product in mind:4
  3. are willing to wait for that specific product:5
  4. buy something else instead if the desired product is not available: 1
  5. mix Minimarket's products with more affordable brands: 3
  6. mix Minimarket's products with other design brands: 3
- What are those brands? Various brands

13. What is the Minimarket's costumer like?  
Opened minded when it comes to colours, prints and different silhouettes.

14. Answerer: Aplace PUB

15. What is your position in the company you work?  
Vice floor managers

17. Comments and greetings!  
Minimarket is really important for Swedish fashion and very appreciated by customers world wide.

ANONYMOUS :

1. Minimarket's products are...

1. wearable: 4
2. impractical: 3
3. feminine: 4
4. masculine: 4
5. contemporary: 4
6. retro: 4
7. sexy: 4
8. sophisticated: 4
9. smart/inventive: 3
10. scandinavian: 3
11. compatible: 3
12. comfortable: 4
13. fun: 4
14. serious: 3
15. affordable: 4

2. Minimarket's collections are..

1. well organized: 3
2. versatile: 3
3. broad enough: 3

3. What do you think about...

1. the price: 4 (1 cheap, 5 expensive)
2. the quality: 4 (1 cheap, 5 expensive)
3. price-quality ratio: 3 (1 improper, 5 proper)
4. the fit: 3 (1 poor, 5 good)
5. the materials: 3 (1 unsuitable, 5 suitable)

4. Which Minimarket's product group sells best?  
Dresses

5. Which Minimarket's product group does not sell so good?  
Pants

6. Which product groups would you like to be extended?  
Dresses and shirts

7. Are there any new product groups you would like to see from Minimarket? What would they be?  
Handbags and jewellery

8. What do you think are Minimarket's strengths?  
Prints, unique expression

9. What do you think are Minimarket's weaknesses?  
Fit and materials

10. How old is Minimarket's customer? 31-40

11. Is the customer..? Working

12. Minimarket's customer are..

1. are loyal to the brand: 3
2. usually came to buy some specific product in mind: 4
3. are willing to wait for that specific product: 4
4. buy something else instead if the desired product is not available: 3
5. mix Minimarket's products with more affordable brands: 3
6. mix Minimarket's products with other design brands: 4

What are those brands? Various brands

13. What is the Minimarket's customer like?  
Like new hip brands, curious, happy with an open mind

14. Answerer: Anonymous

15. What is your position in the company you work?  
Salesperson

16. Why have you chosen Minimarket to be part of your company's selection?  
Because it's a brand who are in the right time. Very hip and young collection, the customers like.

RIZZO/VENUERETAIL:

1. Minimarket's products are...

9. smart/inventive: 4

13. fun: 4

2. Minimarket's collections are..

1. well organized: 4

3. What do you think about...

1. the price: 4 (1 cheap, 5 expensive)

2. the quality: 2 (1 cheap, 5 expensive)

3. price-quality: 3 (1 improper, 5 proper)

4. the fit: 3 (1 poor, 5 good)

5. the materials: 4 (1 unsuitable, 5 suitable)

4. Which Minimarket's product group sells best?

Shoes

8. What do you think are Minimarket's strengths? Prints, unique expression

9. What do you think are Minimarket's weaknesses? Price-quality ratio

10. How old is Minimarket's customer? 26-30

11. Is the customer..? Working

14. Answerer: Johanna Sundell

15. What is your position in the company you work? Buyer

16. Why have you chosen Minimarket to be part of your company's selection?

They make a fun collection and some of the styles become the "It" product of the season. And the name Minimarket has become very strong as a brand.

17. Comments and greetings!

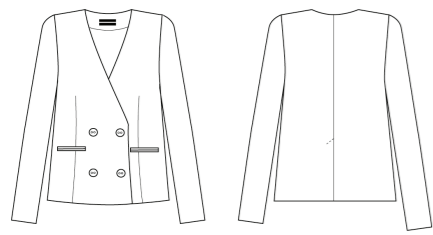
I only buy shoes so I can't really answer all the questions.

I don't have that knowledge of the Minimarket customer.

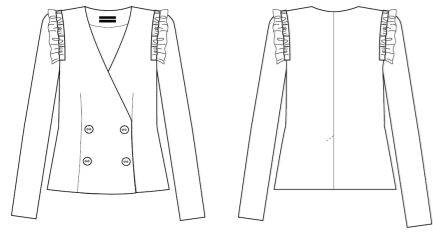
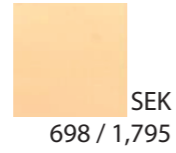
**m i n i m a r k e t**

SS 11

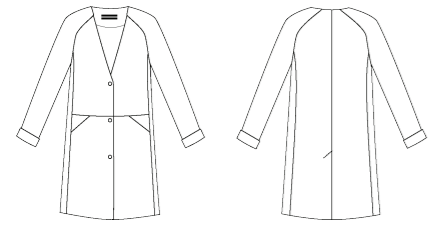
[www.minimarket.se](http://www.minimarket.se)  
[linda@minimarket.se](mailto:linda@minimarket.se)



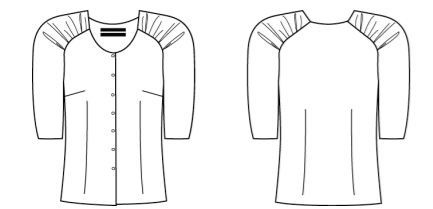
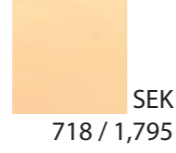
BLAZER WANGA



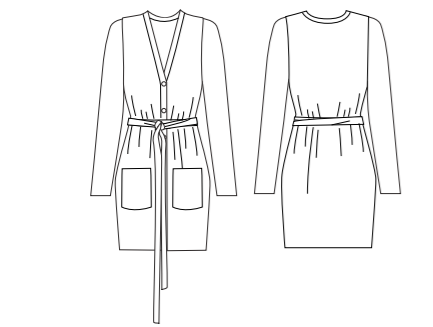
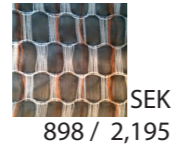
BLAZER WICCA



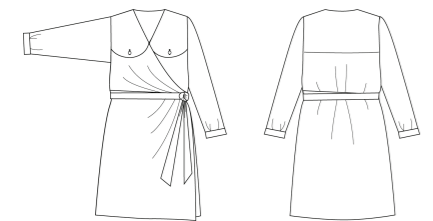
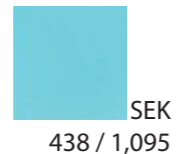
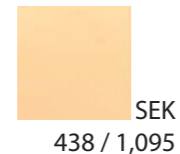
BLAZER ZOOT



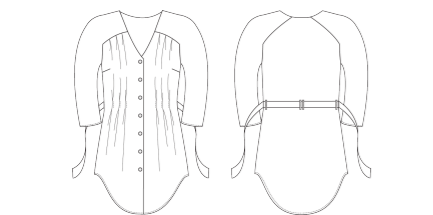
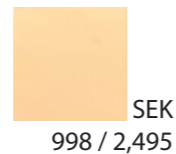
BLOUSE WICCA



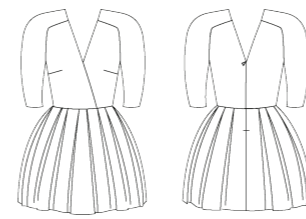
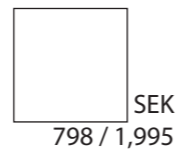
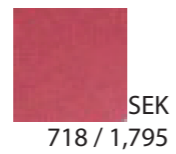
CARDIGAN LOOSE



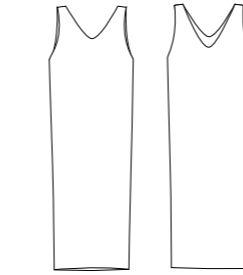
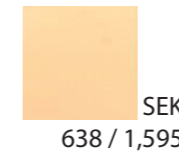
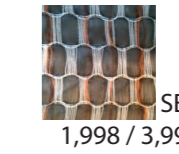
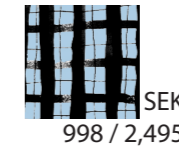
COAT VOODOO



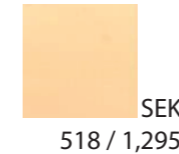
DRESS DON



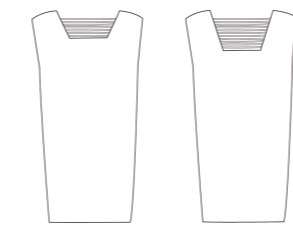
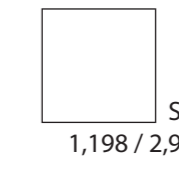
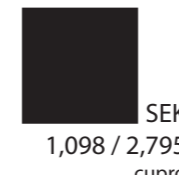
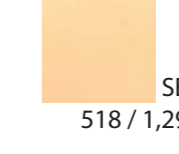
DRESS IKA



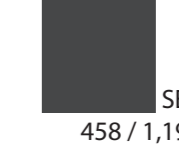
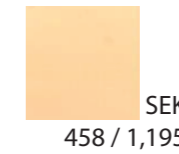
DRESS JUNKIE



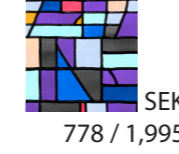
DRESS OMEN



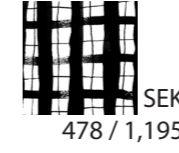
DRESS PUPPET



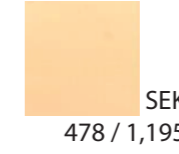
DRESS SPELL



DRESS TAROT



DRESS TOKEN

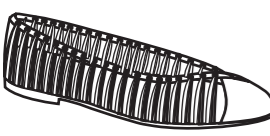




BALLERINA STUDS



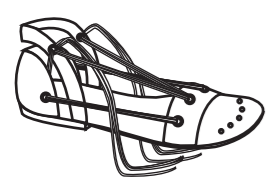
SEK  
598 / 1,495



BALLERINA LACES



SEK  
598 / 1,495



SANDAL LACES



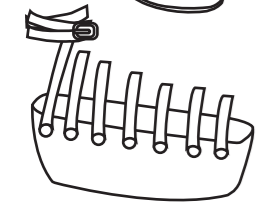
SEK  
598 / 1,495



PLATEAU BUCKLES



SEK  
598 / 1,495



PLATEAU LEATHER STRAPS



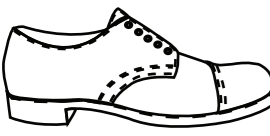
SEK  
998 / 2,495



FLAT LACE-UP CUTOUT



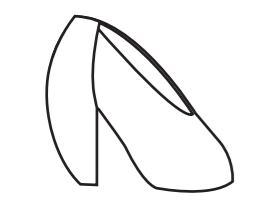
SEK  
678 / 1,695



FLAT LACE-UP



SEK  
678 / 1,695



PATTI PUMP



SEK  
798 / 1,995



PATTI BOOT



SEK  
998 / 2,495



WEDGE ZIPPER



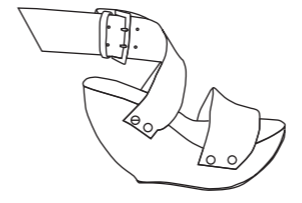
SEK  
998 / 2,495



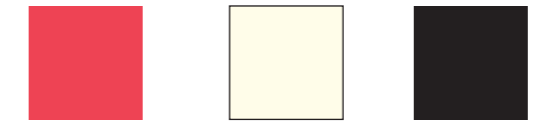
WEDGE BOOT



SEK  
998 / 2,495



SPACE SHOE WOOD WEDGE



SEK  
998 / 2,495



WEDGE TRIANGE



SEK  
878 / 2,195



HAT SHELLS



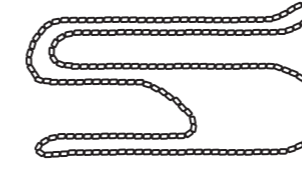
SEK  
278 / 695



HAT CHIC



SEK  
288 / 795



VOODOO NECKLACE SHORT



SEK  
998 / 2,495



VOODOO PIN



SEK  
398 / 995



FISHEYE



SEK  
558 / 1,395



LUCY SHADES



SEK  
598 / 1,495



BELT PUPPET



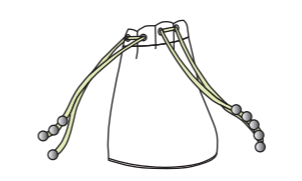
SEK  
438 / 1,195



LEATHER VOODOO BAG



SEK  
638 / 1,595



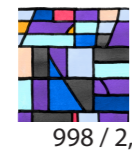
TOTE BAG



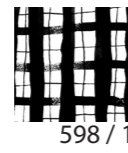
SEK  
698 / 1,795



DRESS WICCA



SEK 998 / 2,495



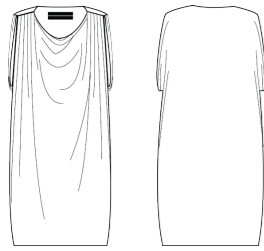
SEK 598 / 1,495



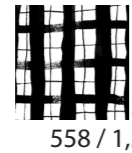
SEK 998 / 2,495



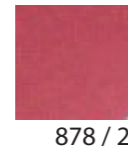
SEK 998 / 2,495



DRESS ZANY



SEK 558 / 1,395



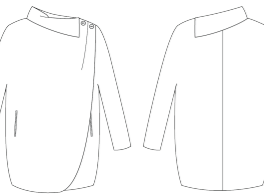
SEK 878 / 2,195



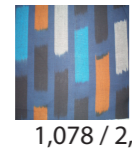
SEK 878 / 2,195



SEK 878 / 2,195



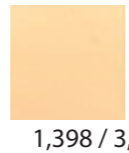
JACKET OMEN



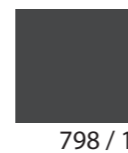
SEK 1,078 / 2,695



SEK 798 / 1,995



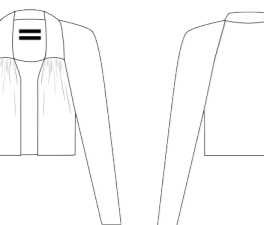
SEK 1,398 / 3,495 w/ rivets



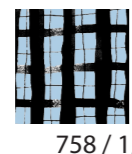
SEK 798 / 1,995



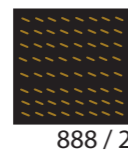
SEK 1,428 / 3,595 w/ rivets



JACKET TOKEN



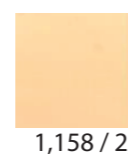
SEK 758 / 1,895



SEK 888 / 2,295



SEK 558 / 1,395



SEK 1,158 / 2,895 w/ rivets



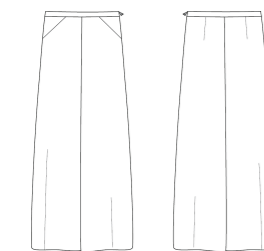
SEK 1,798 / 4,495 w/ rivets



SEK 558 / 1,395



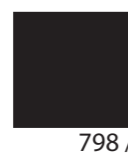
SEK 1,158 / 2,895 w/ rivets



PANTS WANGA



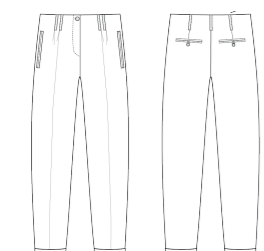
SEK 798 / 1,995



SEK 798 / 1,995 crepe



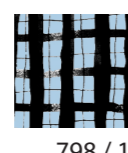
SEK 778 / 1,995 chiffon



PANTS ZOOT



SEK 628 / 1,595



SEK 798 / 1,995



SEK 588 / 1,495



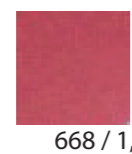
SEK 478 / 1,195



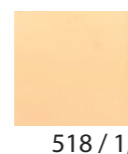
SEK 478 / 1,195



SHIRT PUPPET



SEK 668 / 1,695



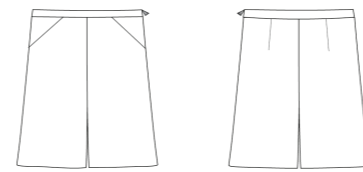
SEK 518 / 1,295



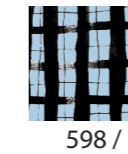
SEK 518 / 1,295



SEK 638 / 1,595



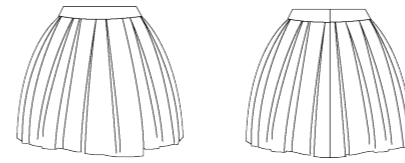
SHORTS WANGA



SEK 598 / 1,495



SEK 598 / 1,495



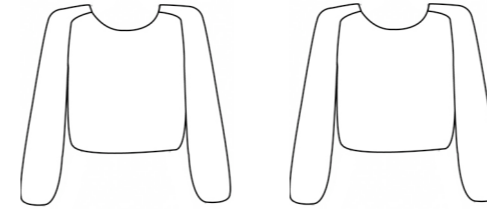
SKIRT IKA



SEK 598 / 1,495



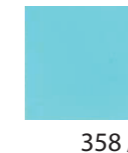
SEK 598 / 1,495



SWEATER BOX



SEK 358 / 895



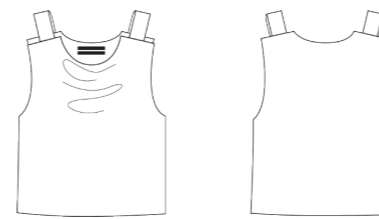
SEK 358 / 895



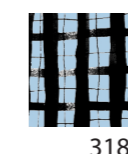
SEK 358 / 895



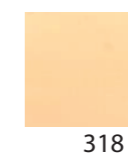
SEK 478 / 1,195 Jersey Loops



TOP TOKEN



SEK 318 / 795



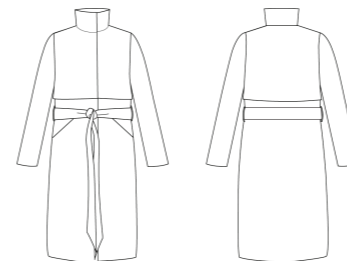
SEK 318 / 795



SEK 318 / 795



SEK 318 / 795



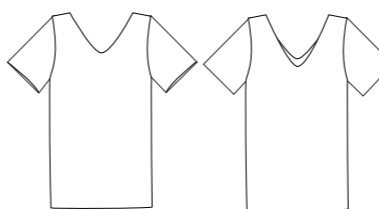
TRENCHCOAT TAROT



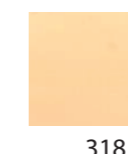
SEK 998 / 2,495



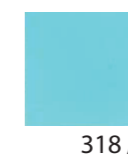
SEK 798 / 1,995



T-SHIRT LOOSE



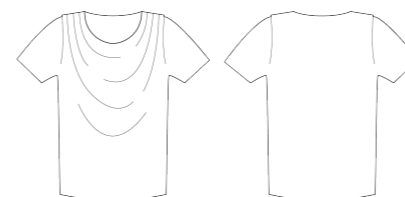
SEK 318 / 795



SEK 318 / 795



SEK 318 / 795



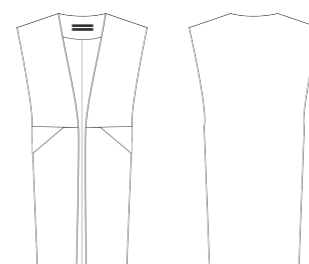
T-SHIRT ZANY



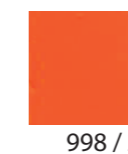
SEK 278 / 695



SEK 378 / 995



VEST ZOOT



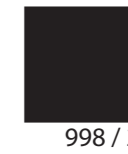
SEK 998 / 2,495



SEK 798 / 1,995 lodi

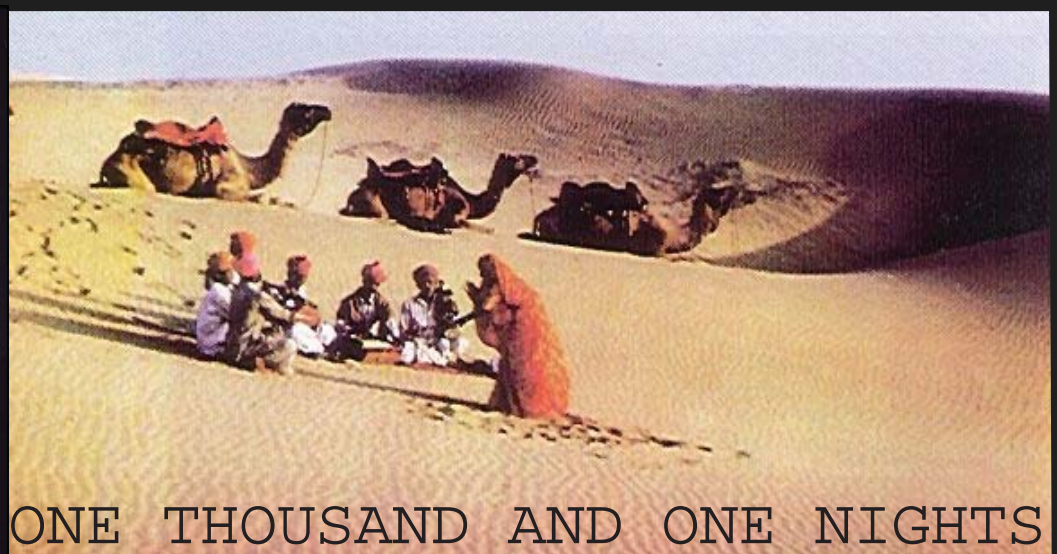


SEK 798 / 1,995 cupro

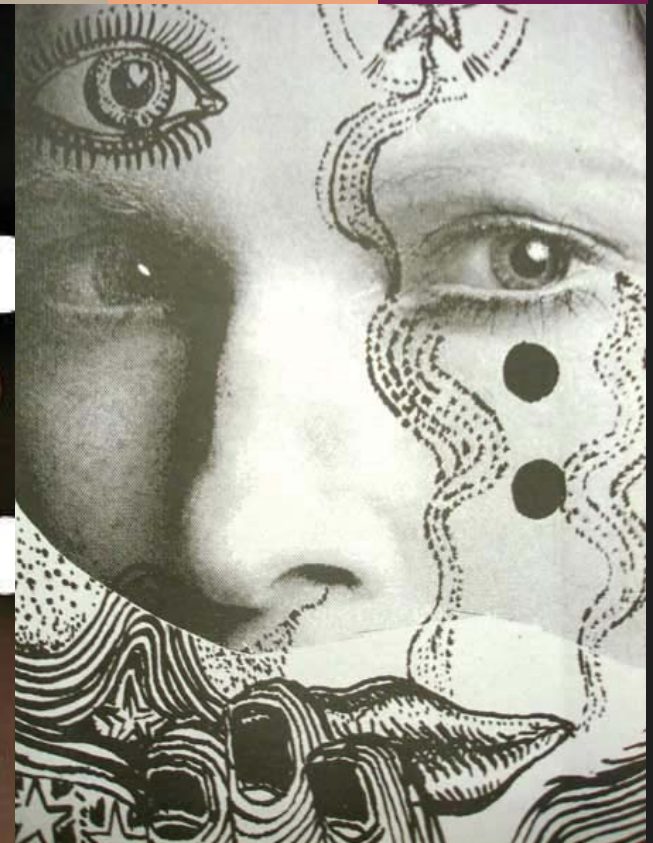
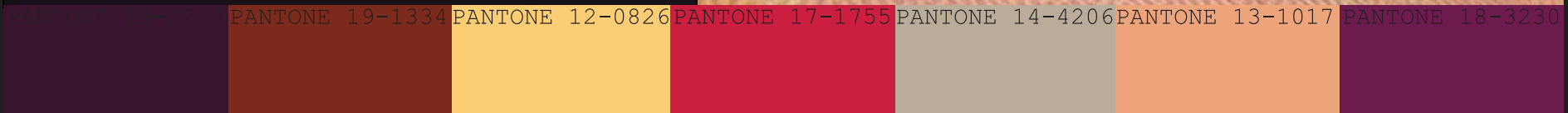


SEK 998 / 2,495 crepe





# ONE THOUSAND AND ONE NIGHTS



# One thousand and one nights

Inspired by Arabian nights and the mystics.

Colours are taken from the desert night. Sunburned colours like yellow and red sand, but also mystical purples.

Silhouettes are from light and loose to the heavier layered silhouettes. Simple a- and y-lines with loose sleeves and trouser legs.

Materials are from sheer fabrics to wool blend fabrications.

Prints are inspired by the play of light and mosaics.

As details there are for example side fastenings, undulating hemlines, quiltings and hoods.



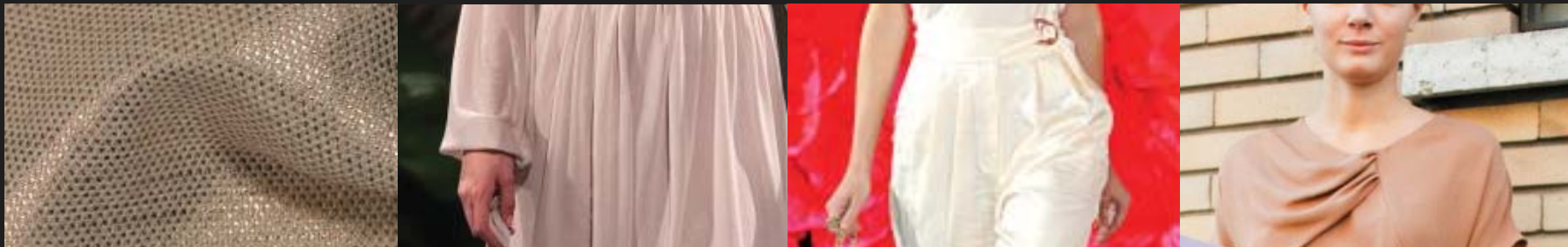
length

hood

sheer fabrics

undulating hemline

quilted



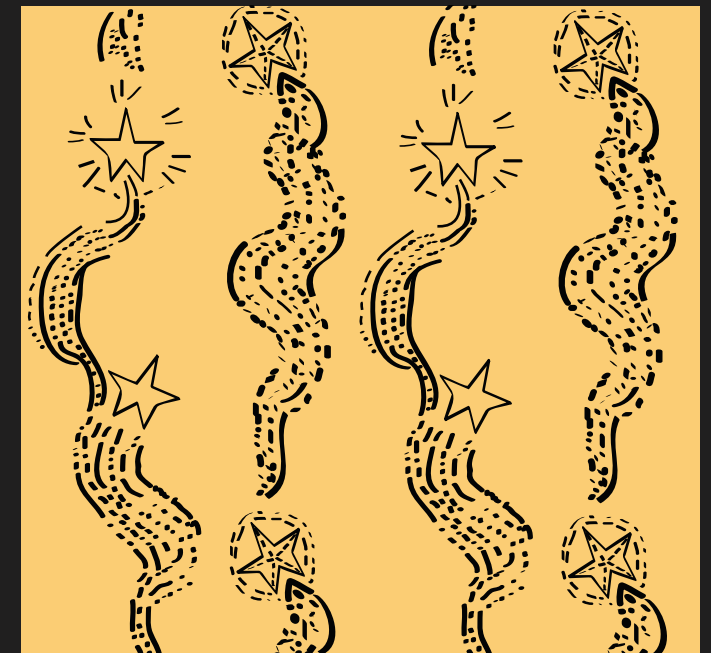
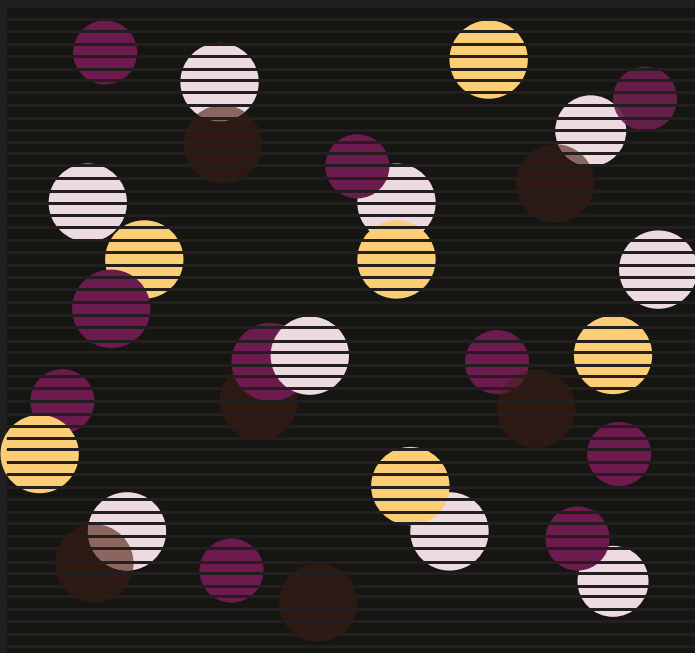
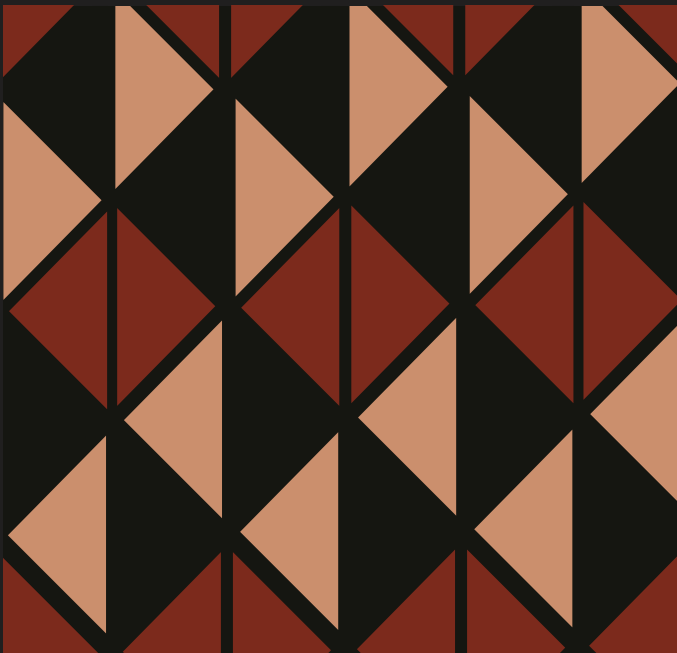
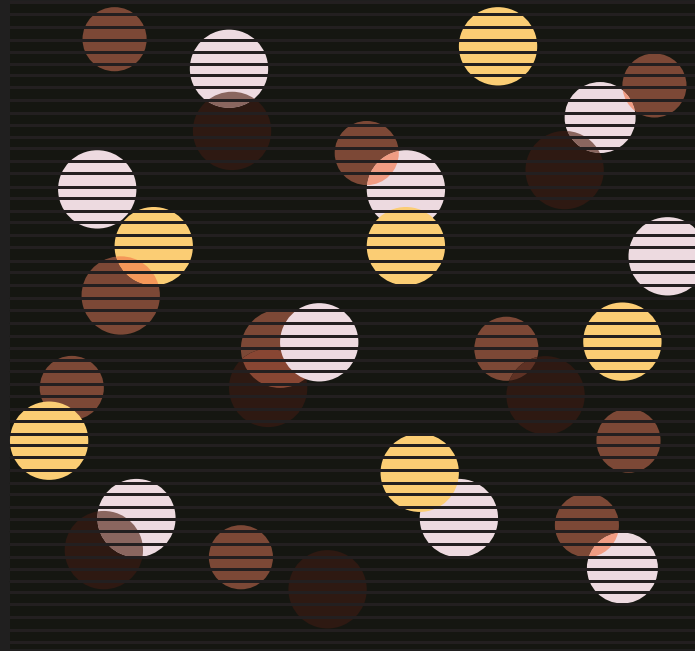
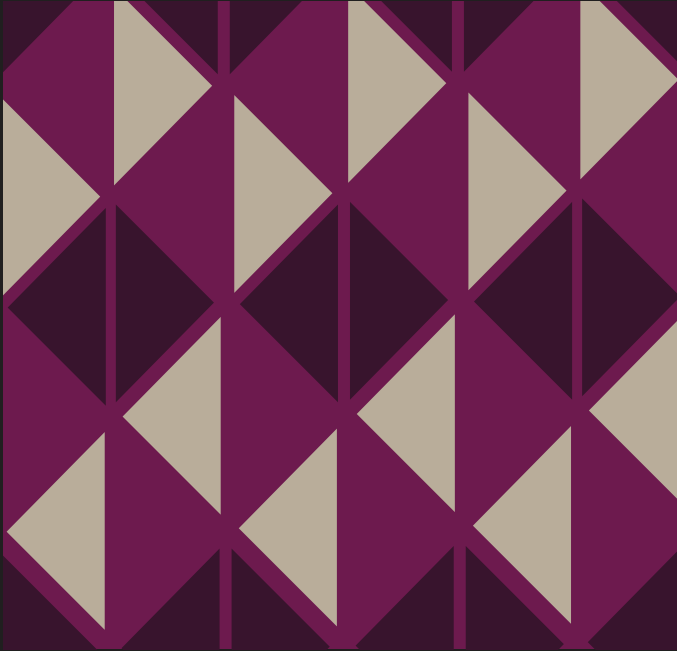
shimmer

loose sleeve

side fastening

wrap

Print/pattern inspiration



Mosaic

Play of light

Shooting star



PANTONE  
17-4716

PANTONE  
13-4409



PANTONE  
18-1130

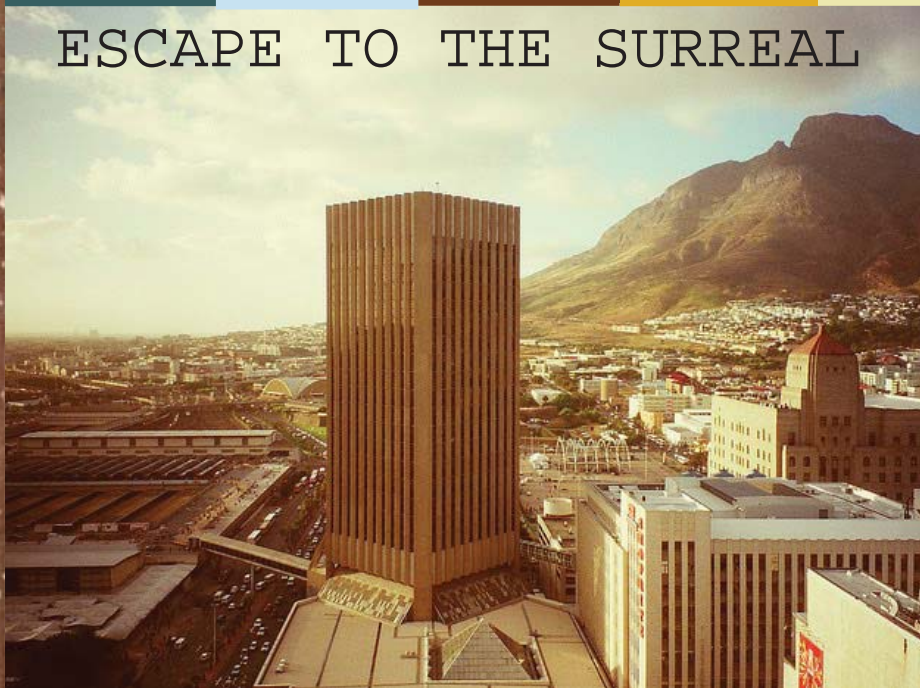
PANTONE  
15-0955

PANTONE  
11-0617

PANTONE  
18-1651

PANTONE  
18-3012

## ESCAPE TO THE SURREAL



# ESCAPE TO THE SURREAL

Inspired by surrealism and the surrealists like Dali.

Dreams, subconscious - escape from the reality.

Dictorted time and space - distorted proportions.

Prints are combinations of symbolism, animals, dreams/subconscious and geometric figures - and the unexpected.

Silhouettes are versatile and fun. Main details are raised boat necks and dropped shoulder line.

Materials are from silk to matte lustre wool blend fabrications to jersey.



atmosphere



bootcut



fun silhouettes  
colour blocks

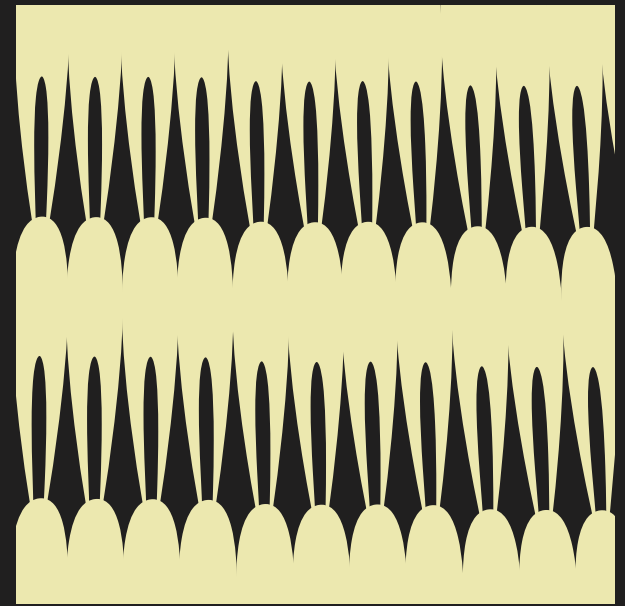
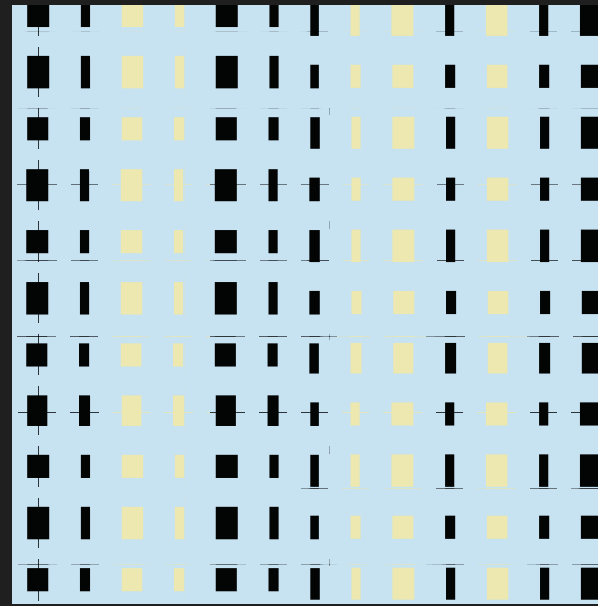
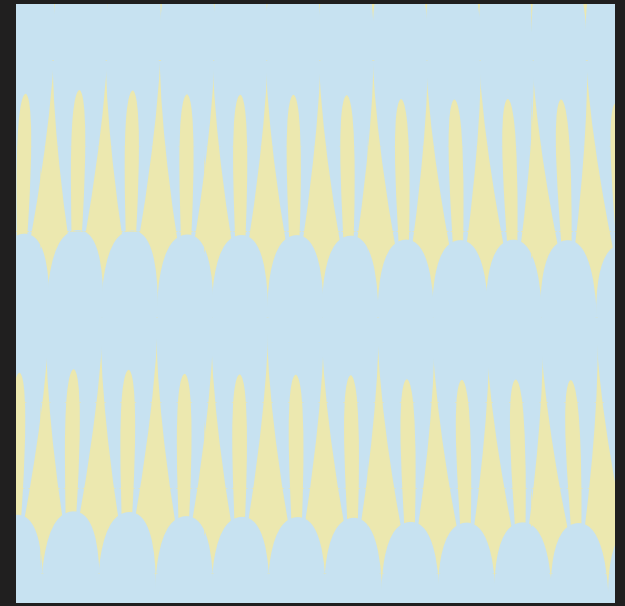
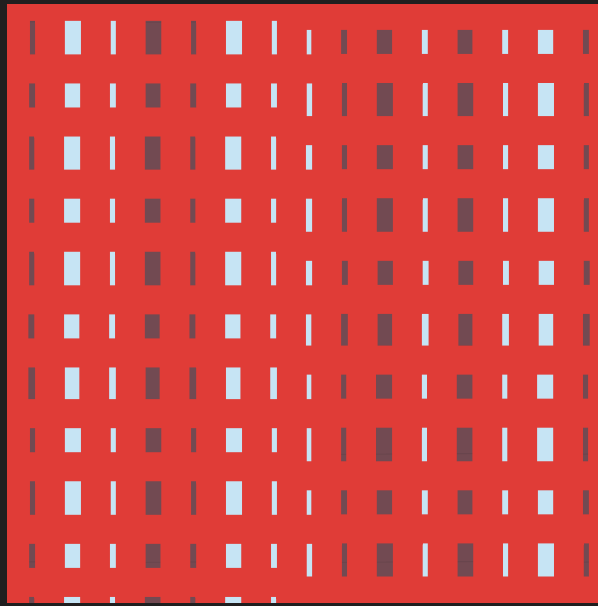
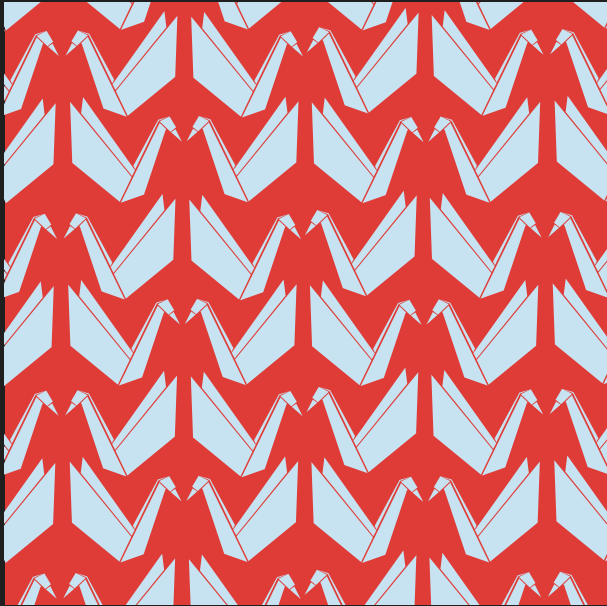


raised boatneck  
dropped shoulder



all over print

# Print/pattern inspiration



Animals

Geometric

Dreams



# EXPLORER



PANTONE 19-3919	PANTONE 18-5020	PANTONE 13-1024	PANTONE 12-5808	PANTONE 12-0601	PANTONE 16-1731	PANTONE 17-1553	PANTONE 13-0935
--------------------	--------------------	--------------------	--------------------	--------------------	--------------------	--------------------	--------------------



# Explorer

The theme is all about the adventure in the North.

Terrain colours collide with candy colours.

Practical silhouettes inspired by backpacking clothing are combined with nordic nature and fun knitwear inspired prints.

Details are for example raglan sleeves and pockets which are highlighted with black outline.

Materials are from tweed/wool and lighter outerwear fabrics to jersey.



atmosphere



shirt's hemline



pocket



backpacking



slim leg+crinkle



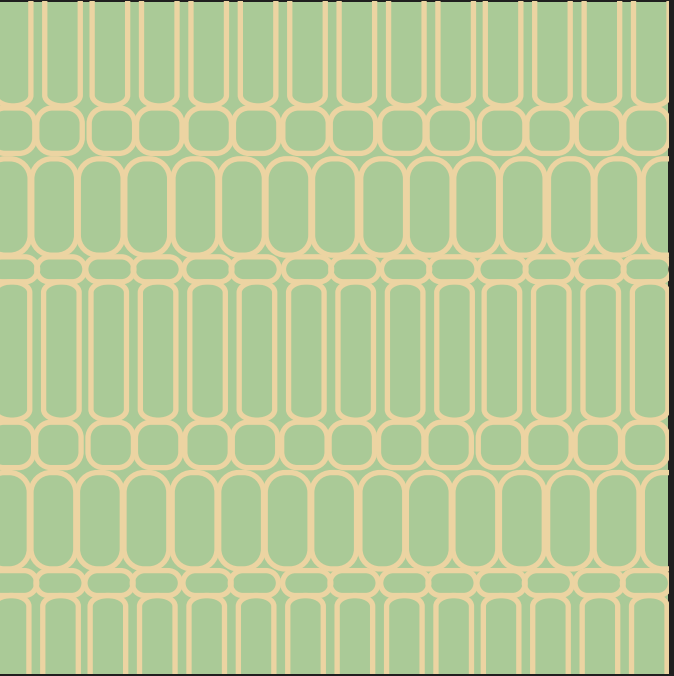
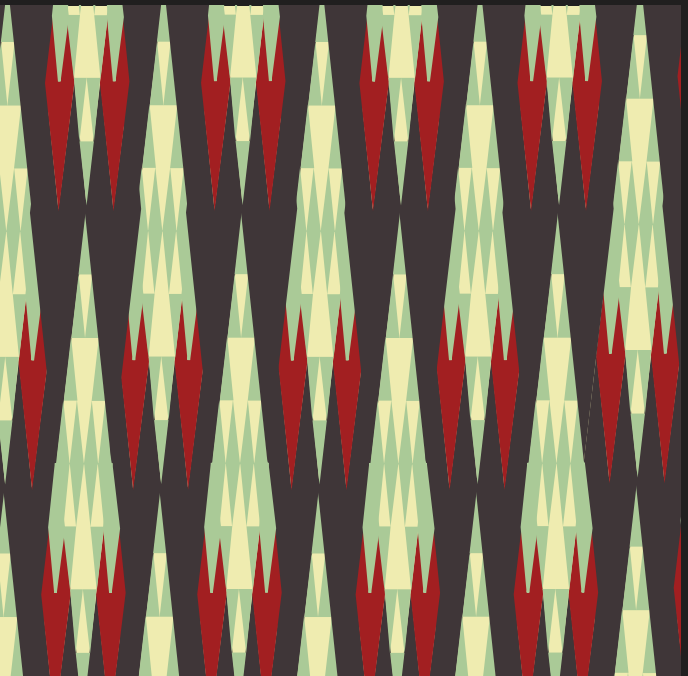
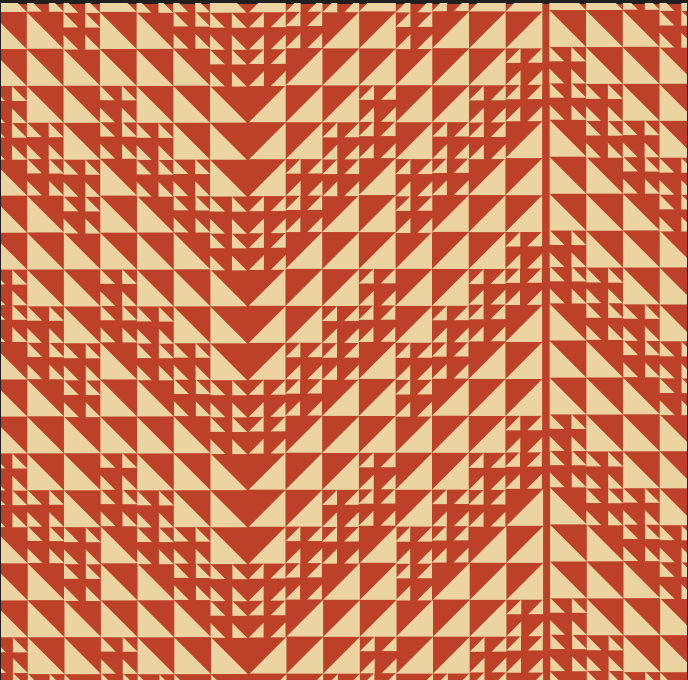
knitting



black outline+raglan



Print/pattern inspiration



North

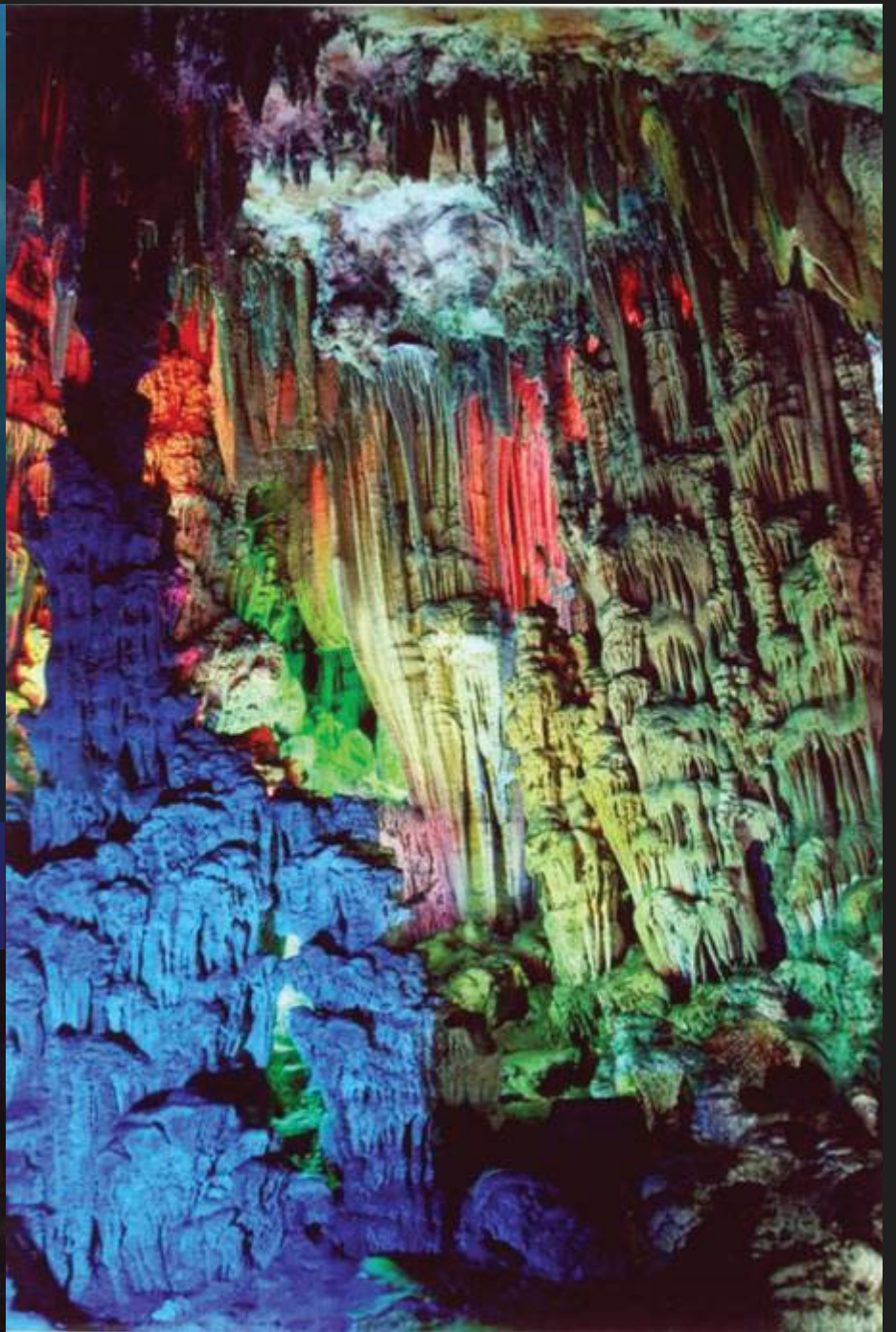
Mesh

Nature

# ISLAND OF WONDERS



PANTONE	PANTONE	PANTONE	PANTONE	PANTONE	PANTONE	PANTONE	PANTONE
14-6340	19-2434	13-0939	11-1005	13-5313	16-3823	19-4050	



# ISLAND OF WONDERS

Inspired by the exotic and mysterious islands.

Colours are bright jewel colours and winter pastels.

Prints are inspired by the exotic nature and the wonders it offers.

Silhouettes are simple and clean with some showy details, fabrics and prints.

Fabrics are from transparent fabrics like lace to matte lustre cotton and jersey to heavy knit.



atmosphere



clean lines



winter florals



whites

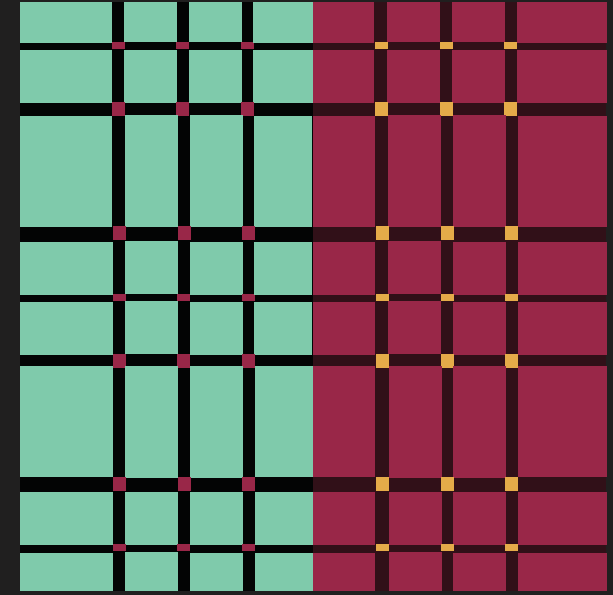
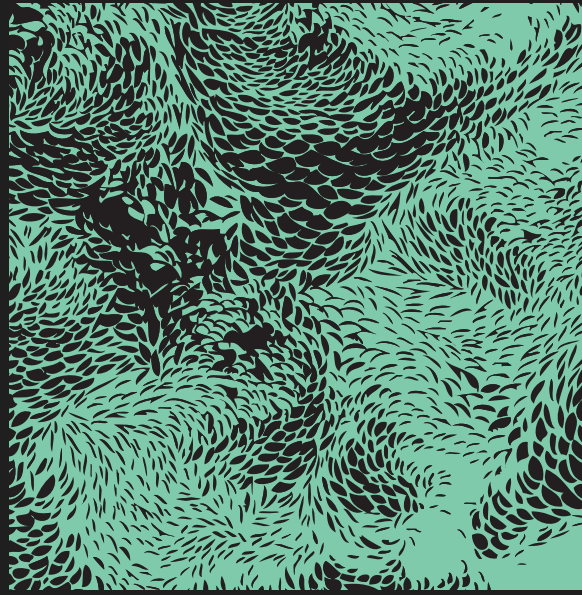
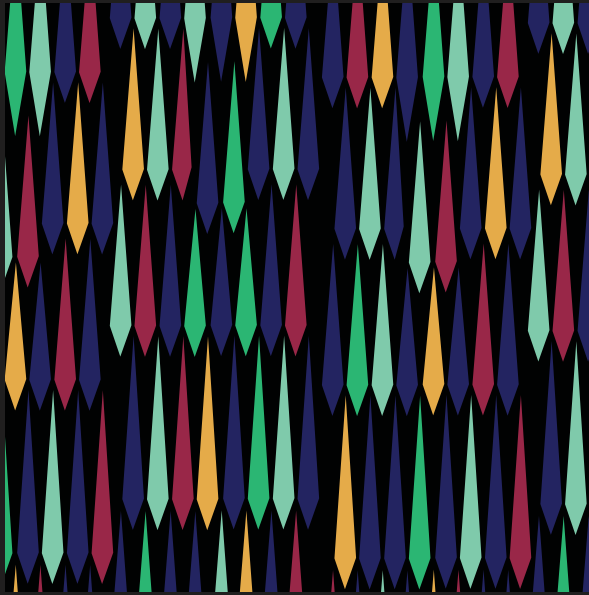


exposed shoulders

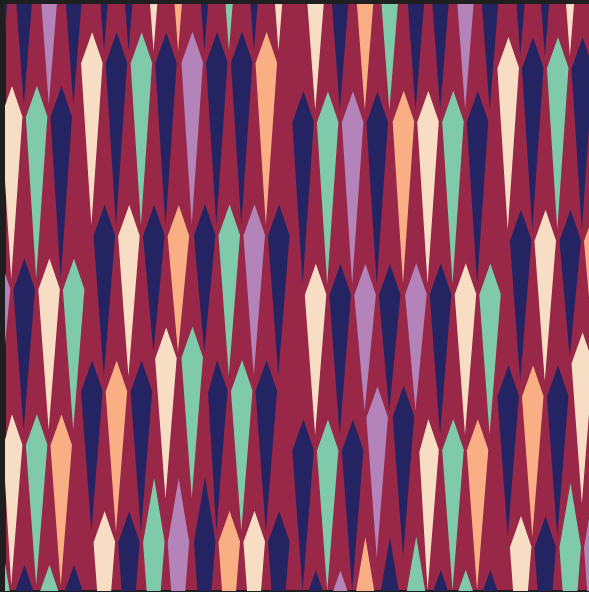


upright collar

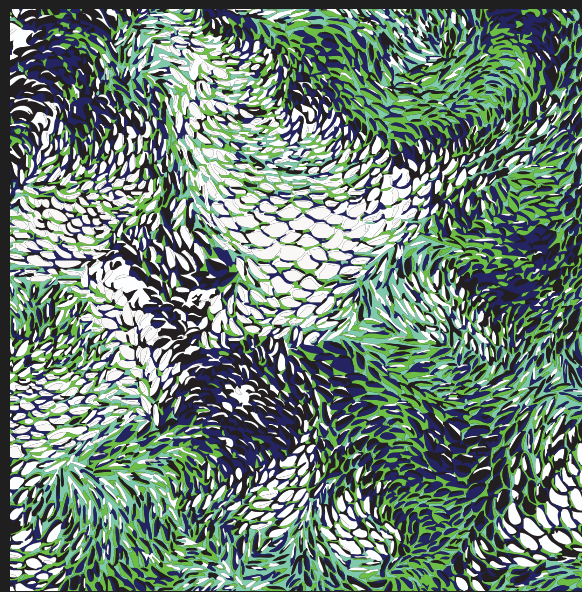
Print/pattern inspiration



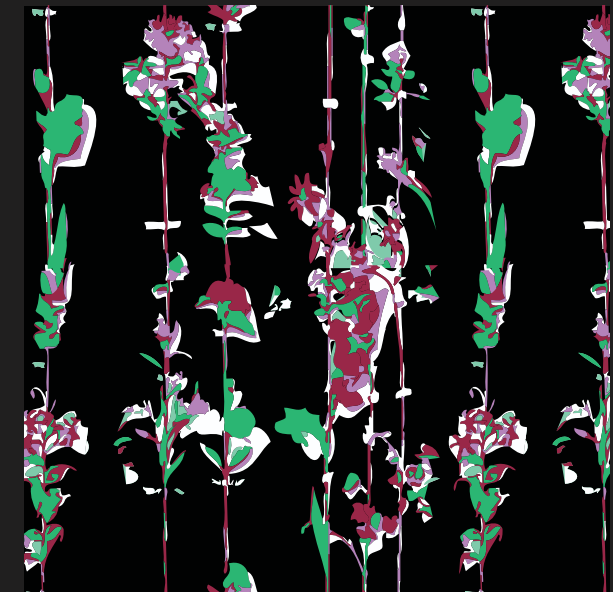
Checks



Pedal



Twirl of feathers



Flowers



1001  
riikka piippo

1001

My collection is inspired by the Arabian nights and the mystics and the stories of 1000 and 1 night.

I choose the colours from the desert night. Dark purple night sky and sunburned sand with hot pink, light blue desert flora and ink black.

Loose and light silhouettes and details like tassels and embroidery are inspired by the clothes of Scheherazade and viziers and the wonders of the desert.

Pattern shooting stars is mystical and mysterious. The patterns treasures and mosaics is a glimpse of all the jewels and palaces hidden under the desert sand.

The garments of the collection I have named after Arabian omen and the characters of the stories of one thousand and one nights



night sky purple  
18-3955

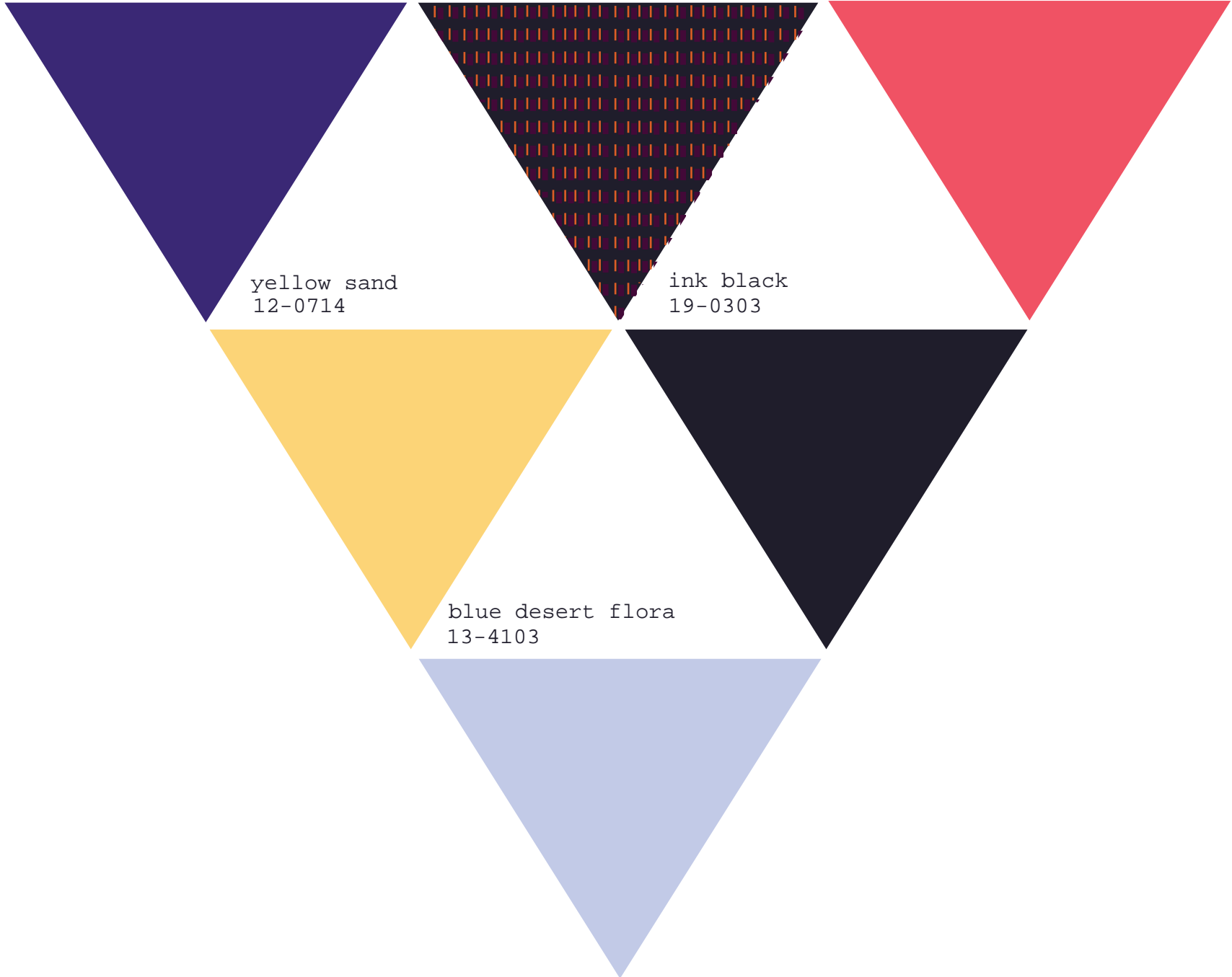
bronze thread : 16-1325,  
brown/red thread : 19-1617  
black background

hot pink  
16-1620

yellow sand  
12-0714

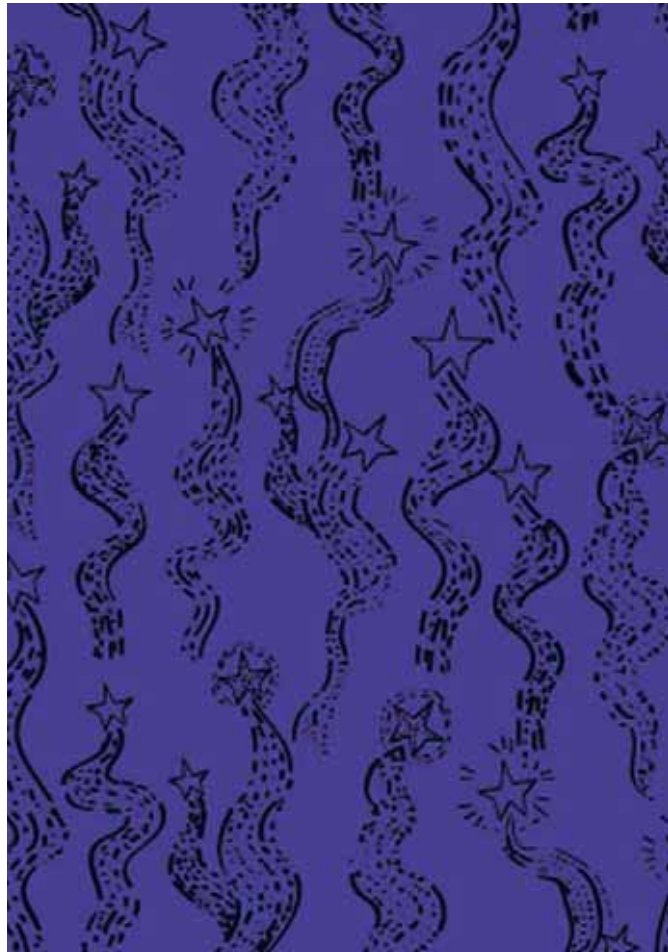
ink black  
19-0303

blue desert flora  
13-4103

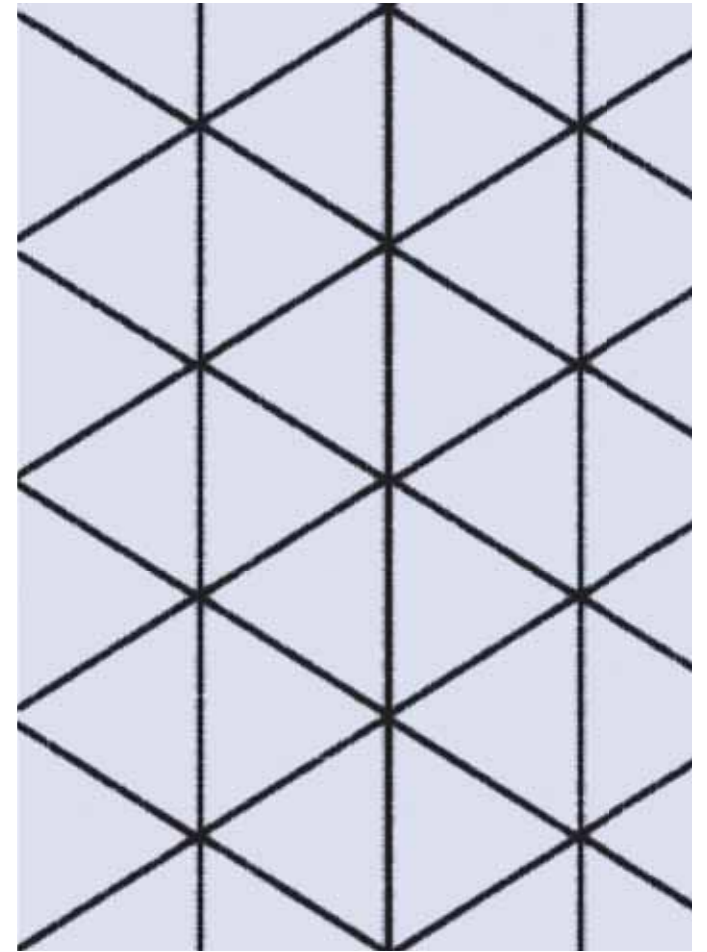




treasures



shooting stars



mosaic



materials



97% viscose,  
3% elastane



97% viscose,  
3% elastane



100% polyester



100% silk georgette  
double layer



100% silk georgette  
double layer



100% viscose



100% viscose



100% viscose



100% silk

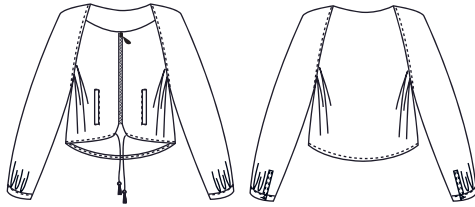
# 1001

riikka piippo

## line sheet

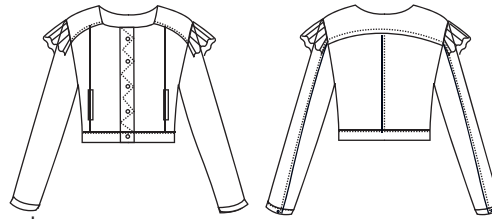
## ss12



jacket : afra



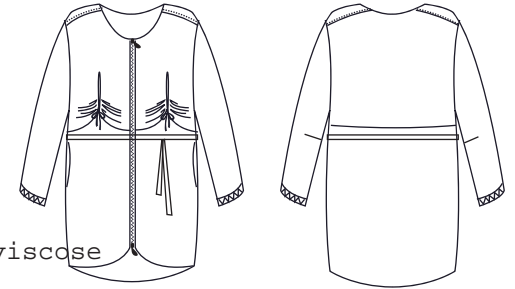
-  100% viscose
-  100% silk
-  100% viscose



jacket : nadia



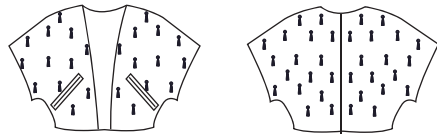
-  100% viscose
-  100% silk georgette  
double layer


coat : badi



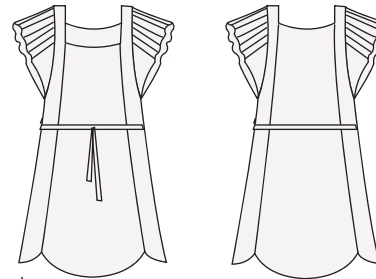
-  100% viscose
-  100% viscose



vest : ferut (with tassels)



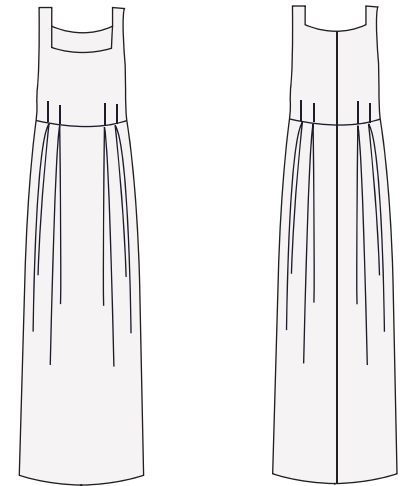
-  100% viscose
-  100% viscose

dress : rida

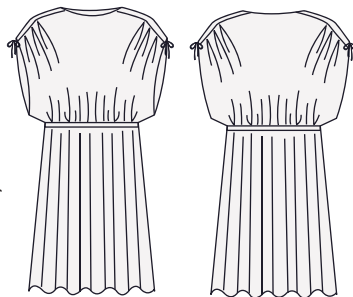


-  100% polyester
-  100% silk

dress: sheherazade

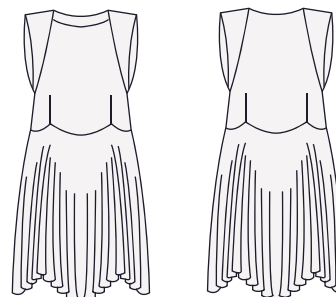


dress : kamil






-  97% viscose,  
3% elastane
-  100% polyester
-  100% silk  
georgette  
double layer
-  100% silk georgette  
double layer

dress : dani



-  97% viscose,  
3% elastane
-  100% silk
-  100% viscose
-  100% silk georgette  
double layer

-  100% silk
-  100% viscose
-  100% silk georgette  
double layer

# 1001

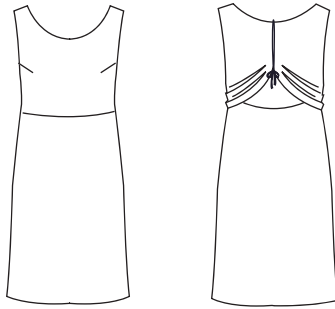
riikka piippo

## line sheet



ss12

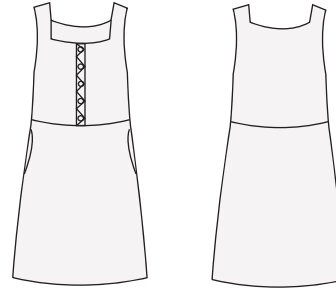
dress : sahar

-  100% silk
-  97% viscose, 3% elastane
-  100% polyester
-  100% silk georgette
-  double layer







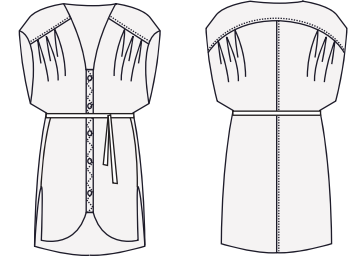
dress : jilan

-  100% viscose
-  100% viscose







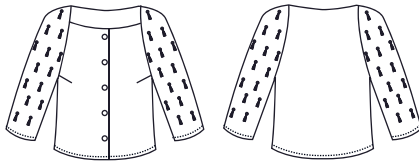
vest dress : isra

-  97% viscose, 3% elastane
-  100% viscose
-  100% viscose
-  100% silk georgette double layer






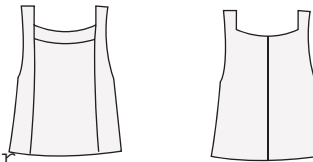
blouse : jada (with tassels)

-  100% silk
-  100% polyester
-  100% viscose
-  97% viscose, 3% elastane (without tassels)



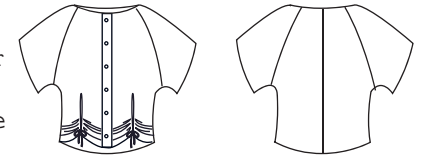
top : fadi

-  100% polyester
-  100% silk georgette double layer
-  100% silk





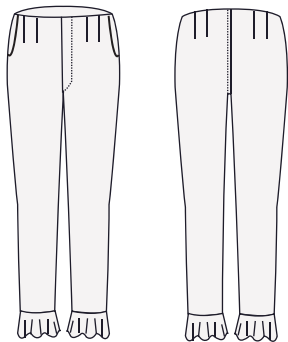
blouse : mina

-  100% silk georgette double layer
-  100% viscose
-  100% viscose
-  100% polyester



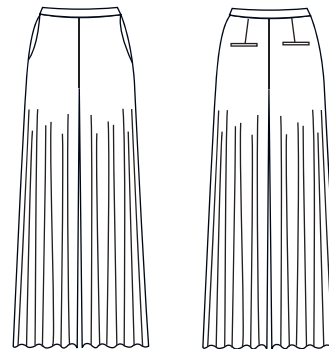
pants : lulu

-  100% silk
-  100% polyester





pants : reema

-  100% silk
-  100% silk georgette double layer
-  double layer



pants : mina

-  100% viscose
-  100% viscose



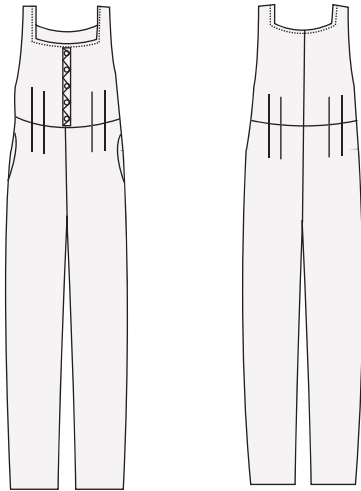
# 1001

riikka piippo

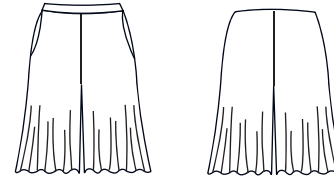
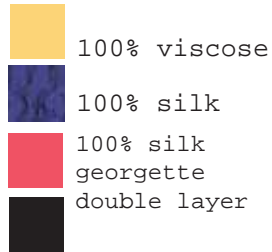
## line sheet

ss12

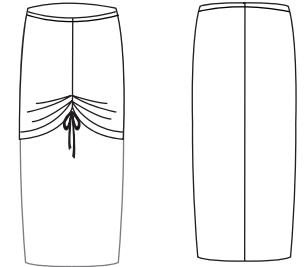
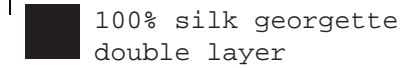
jumpsuit : rim



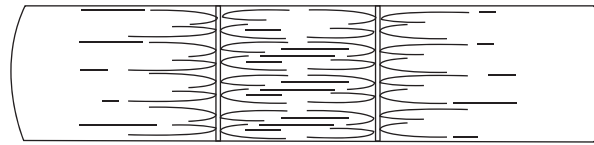
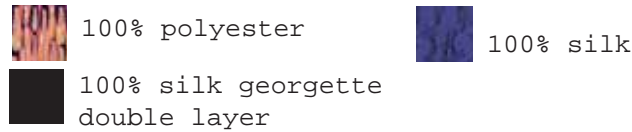
shorts : reema



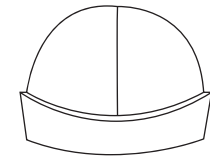
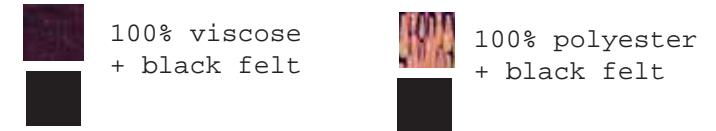
skirt : abia



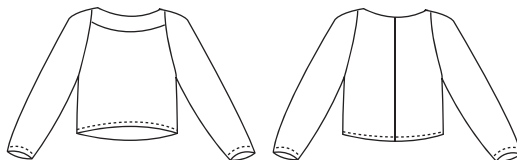
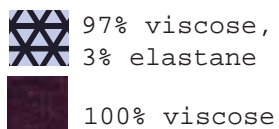
scarf: mercury



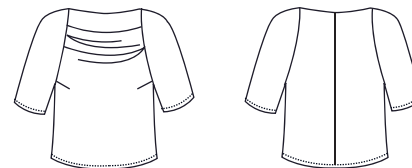
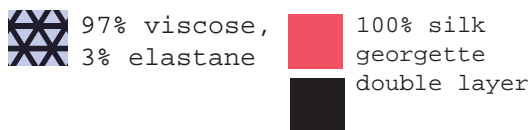
hat : baba



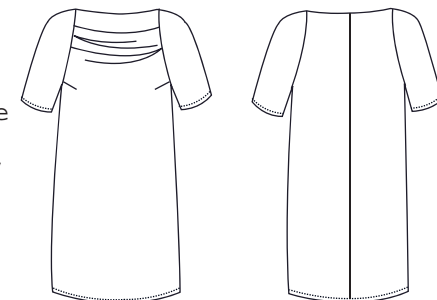
blouse : akil



t-shirt : nasim



dress : nasim



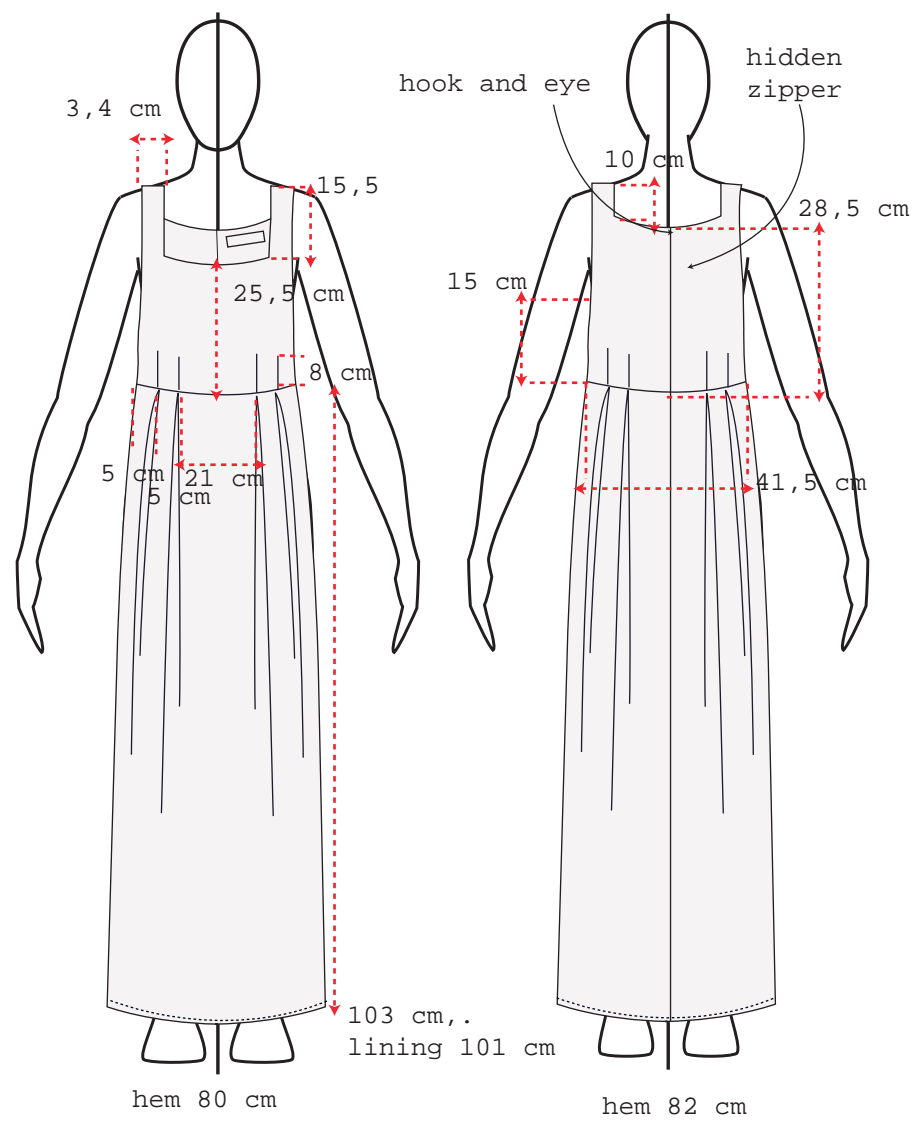
1001  
riikka piippo

production sheet:  
overview of the style

Riikka Piippo  
riikka.piippo@gmail.com  
+358407488452

**dress: sheherazade**

**Season :** ss12  
**Material :** 100 % silk, shooting stars print  
**Lining:** 100% silk (same us main material, but without the print)  
**Wash :** dry wash  
**Zipper style:** 45 cm invisible matching main material  
**Hook and eye:** black  
**Stitching :** matching main material  
**Labels :** Price tag, collection label and the washing instruction (see label intstruction sheet)



Other:

1001

riikka piippo

labels : price tag

Riikka Piippo  
 riikka.piippo@gmail.com  
 +358407488452

front



length of the  
 thread: 25 cm

4,5 cm



10 cm

embossed  
 shooting  
 star + logo

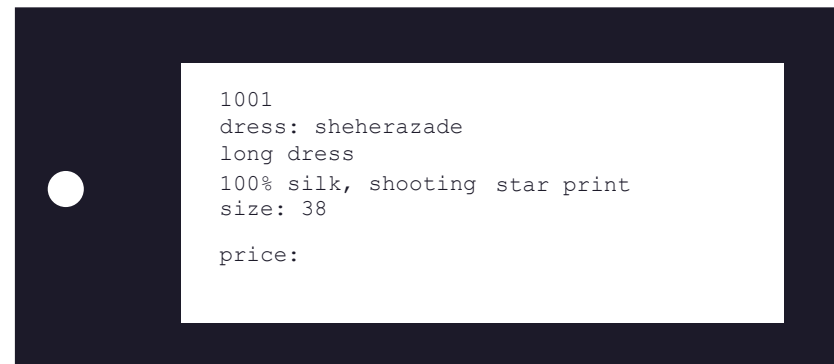


7,5 cm

1001  
 riikka piippo

2,25 cm

back



sticker with collections name, products name,  
 description of the product, material, size and  
 price

attachment: with most of the garmnets, to the label on  
 the garment's neckline, on coats attach to armpit

19-0303 TPX



light 2 mm thick  
 half matte  
 black cardboard

⊙ diameter 0,8 cm



twisted black thread



small, black safety pin

1001

riikka piippo

labels

Riikka Piippo  
riikka.piippo@gmail.com  
+358407488452

19-0303 TPX 13-4103 TPX



- soft, silk like material
- no rough, hard edges
- stitching matching the label or the garment in which it is attached

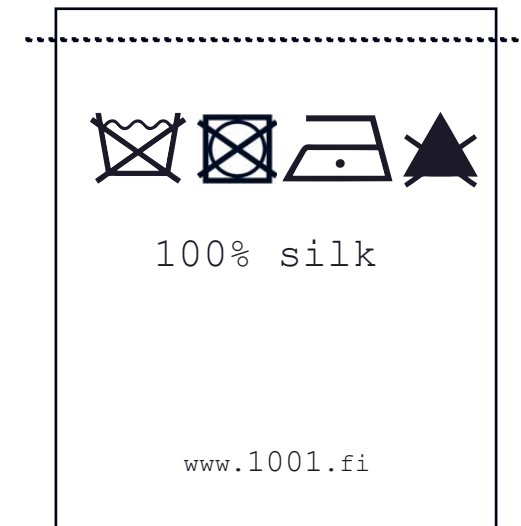
- attachment:

dress: 3,5 cm from the center back, 2 cm lower than the neckline

- shirts, skirts and trousers: in the centre back, 3 cm lower than the waist

wash instruction:

4,5 cm



6 cm

folded edge

- soft, falling 100% pes fabric
- if the cloth is washable, text: **think climate wash at 30°C**
- extra buttons, hook&eyes etc should be attached to the washing instruction label