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CLOTHING RENTAL – SERVICE DEVELOPMENT PROPOSALS THROUGH SERVICE DESIGN

– Case Study: Lainahöyhenet

MASTER'S THESIS | ABSTRACT

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The primary aim of this thesis was to identify the aspects to develop in clothing rental business Lainahöyhenet through service design in order to improve the customer experience, services and internal operations.

The research questions of the study were: which aspects need to be considered when developing clothing rental business services, how can the development of services bring more visibility to Lainahöyhenet, what services clothing rental business customers need and for what value are customers truly willing to pay? The questions were answered by first studying the different aspects affecting clothing rental business now and in the future. Both qualitative and quantitative research methods were used to develop the knowledge and understanding of clothing rental business and different aspects affecting it by familiarizing with literature and online sources.

The information gained from the study was used to get more detailed information affecting the services of Lainahöyhenet by utilizing different service design tools and methods. The methodology includes questionnaire, interviews, stakeholder mapping, benchmarking, business model canvas, personas, customer journeys and service blueprint. The service design process was done in co-operation with the business owner. Proposals for the services to improve, taking into consideration the different customer groups and their needs, are presented at the end of the thesis.

KEYWORDS:

circular economy, clothing industry, clothing rental, co-design, design management, design thinking, service design

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LIST OF ABBREVIATIONS

Boutique	A small shop that offers highly specialized services or products
Brick and mortar	A retailer who operates in a normal store instead of doing business online (Jackson & Shaw, 2001, 183).
Circular economy	An idea where material is recycled over and over again (Moraga, et al, 2019).
Cradle to grave	A cycle from creation to disposal (Business Dictionary, 2019).
E-tailer	Online retail business (Jackson & Shaw, 2001, 186).
GHG Emissions	Refers to Greenhouse Gas Emissions, which are causing climate change when increasing in the atmosphere (Government of Canada, 2019).
Lainahöyhenet	Finnish word meaning “borrowed feathers”. In this case used as a subjective: the name of the shop.
Masquerade costume	A costume or a fancy dress worn as a disguise at a party (Thesaurus, 2019).
Necessary evil	An idea of something unpleasant that someone believes is necessary to do to achieve a certain result (Cambridge Dictionary, 2019) .
Non-renewable resource	Natural resources which cannot be replaced after consumed (Hens & Quynh, 2016).
PEN-portrait	A detailed written description of the target consumer including lifestyle and personal profile (Jackson & Shaw, 2001, 192).
Private entrepreneur	A person who is running a business alone
Sole proprietorship	A business that is owned and run by one natural person
Vanhojentanssit	A formal prom in Finnish upper secondary schools during the second year
White tie	A formal dress code often seen in party invitations (James, 2018).
World GDP	Gross Domestic Product, which is the value of goods and services produced in a certain period of time (Bureau of Economic Analysis, 2019).
Quiet information	Information which is gained only by experience

1 INTRODUCTION

According to studies textile industry is producing more greenhouse gas emissions in a year than flying and maritime shipping combined. To reduce the GHG emissions and to make clothing industry more sustainable consumers must adapt to alternative clothing consuming models. A number of times a garment is worn must be increased, and one of the alternatives suggested in studies is to introduce more alternative models for consumers to utilize and consume clothing. One of the ways to increase the times a garment is worn and to decrease the mass production of clothing is to introduce more clothing rental models to serve better the needs of different consumer types. (Ellen MacArthur Foundation, 2017, 38.)

Despite of the increased consumption of cheap mass produced items produced in developed nations consumers attitudes and habits are already changing as the sustainable and ethical awareness increases (Koskela & Vinnari, 2009). A shift in consumers attitudes towards disposable fashion can be seen already in the markets, as in 2016 Financial times reported that shopping for clothes has been falling out of fashion in the United Kingdom as consumers seem to be avoiding disposable fashion (Scheherazade & Vandevælde, 2016). Ecological consumption appears to be increasing also in Finland as more than half of Finnish consumers would prefer buying clothes from Finnish clothing labels, if only they were available (Suomen tekstiili & muoti, 2017). The change in clothing consumption habits is most likely to arouse consumers interest in alternative ways to consume clothing. As online clothing rental services keep getting more popular and more clothing stores start to offer services for renting clothes instead of selling them, it is apparent that clothing rental can be seen as an inevitable alternative for buying clothes.

The primary aim of this thesis is to study the aspects affecting the development of clothing rental services and to identify the aspects that have to be developed in a clothing rental business *Lainahöyhenet* and to make a proposal to improve the services based on the results from service design process. As different options for clothing rental already exist, it is important to study what are the services consumers need in clothing rental businesses and how can the internal practices be made more efficient. The theory research is concentrated on finding out the main aspects involved in order to improve the current state of services. This is done by studying the inner and outer aspects

affecting customer experience in clothing rental businesses. Inner aspects are studied by using design management as a tool to identify the different branches involved. Different service design methods and tools are used to get a full understanding of the services Lainahöyhenet is offering at the moment and to find out the development proposals for the services.

2 LAINAHÖYHENET

Lainahöyhenet is a clothing rental boutique based in Humalistonkatu, Turku (figure 1.) It was founded in 1987. The current owner Anna Helena Hannikainen first entered the business as an employee and in 1992 bought the business and has been a private entrepreneur of Lainahöyhenet since. The business owns its premises and has been at its current location for the entire time. (Personal communication, Hannikainen, 11.03.2017.)



Figure 1. Lainahöyhenet shopfront.

2.1 Current clientele

Lainahöyhenet customers can not be categorized to one typical customer segment because the variation of customers is large. The current customers of Lainahöyhenet

come from Turku and nearby cities as Salo, Uusikaupunki, Forssa and also as far as from Espoo. A typical customer is a person renting a suit for a special occasion as wedding, funeral, theme party or vanhojentanssit, which is a traditional official ball for the future senior students of the Finnish high schools. Clientele consists also of customers with different cultural and ethnical backgrounds. Many of the clients are students, but the overall age of the clientele varies from twenty five to sixty. (Personal communication, Hannikainen, 11.03.2017.)

2.2 Lainahöyhenet strengths

In addition of being the private entrepreneur of Lainahöyhenet, Hannikainen has many competences and skills; she has a qualification of a master seamstress and clothing designer. She has also been teaching at Turku University of Applied Sciences. With these competences she has acquired “quiet information”. (Personal communication, Hannikainen, 11.03.2017.)

The strengths of a Lainahöyhenet sole proprietorship are its friendly, reliable, fast and customized service. The shop is easily approachable and it offers different types of products and services. The business has been running since 1987 and has gained many regular customers. Also the price of the services is competitive. (Personal communication, Hannikainen, 11.03.2017.) As Hannikainen has got different experiences in the area of clothing she is also able to provide a variety of services in the shop. Not only does the shop rent clothing, it is also possible to buy clothes, costumes and accessories from there as well. Hannikainen also manufactures and designs clothes for clients according to their needs, and customizes clothes and costumes according to customers’ needs. (Personal communication, Hannikainen, 11.03.2017.)

Problem areas

While Lainahöyhenet has some minor problems with too much stock and the premises being too filled of clothing, the biggest problem Hannikainen is facing at the moment is that people do not know all the possibilities the shop is offering. As the name of the shop clearly suggests the shop is about loaning clothes, that is how people see Lainahöyhenet. Not only do people know of the different services available, many people

do not know of the business at all. Competing with internet has also been a challenge and a difficult task for a private entrepreneur. (Personal communication, Hannikainen, 11.03.2017.)

The premises of Lainahöyhenet is located in a historical building in Humalistonkatu near Turku train station. The location of the premises has its downsides as well; it is not located within the main walking and shopping streets in Turku. This means people do not usually come inside the shop to make impulse purchases, the shop is usually only accessed when it is known to its customers beforehand.

2.3 Common goal

As talking with Hannikainen it is clear that she has got great ideas and open mind. She is interested in different materials and getting involved in new and interesting adventures. According to Hannikainen, she is interested in renting unique clothes and rare brands (Personal communication, Hannikainen, 11.03.2017). Even though Hannikainen has a clear vision of the problem areas affecting the business, however all the aspects affecting the services have not been considered.

Before creating and implementing new services it is better to define the existing palette of services to find out if there is a possibility to adjust them. To study the aspects affecting the services and to identify the aspects in need of development, service design is used to study and gain information about the different areas affecting the business. The whole service design process will be executed with Hannikainen because service design methods and tools suit for working together with a commissioner.

3 STARTING POINTS OF THE RESEARCH

Research starting points were formulated based on the problem areas and the interview with Anna-Helena Hannikainen. By addressing the problem areas and finding the aspects affecting the services it is possible to find out ways to improve them. Before the improvement, it is important to understand why something will be improved and is it the right aspect or service that will be improved in order to develop the services. By thorough setting of the frame of reference, research questions and methods, it is possible to achieve the required results.

3.1 Frame of reference

In the figure 2. the different areas and aspects of this thesis are shown as a reference frame. The frame of reference consists of inner and outer aspects. Inner aspects will be studied by using design management as a tool to find out what are the important aspects to consider when researching them. Those, for example, are products or services, which the business is selling, how the business is selling it (marketing), what is the importance of the business premises and customer services and how they affect the customer.

Outer aspects signifies the different points, which affect clothing rental service businesses and customers opinion about them. These aspects are: what is clothing rental business today, how consumer behavior affects the business, how physical stores compare to online stores and what are the important aspects affecting the future business of clothing rental. These different issues are important to study and find out when developing clothing rental business services.

Different service design methods and tools are used in order to get a deeper understanding and knowledge about the aspects from the customers point of view.

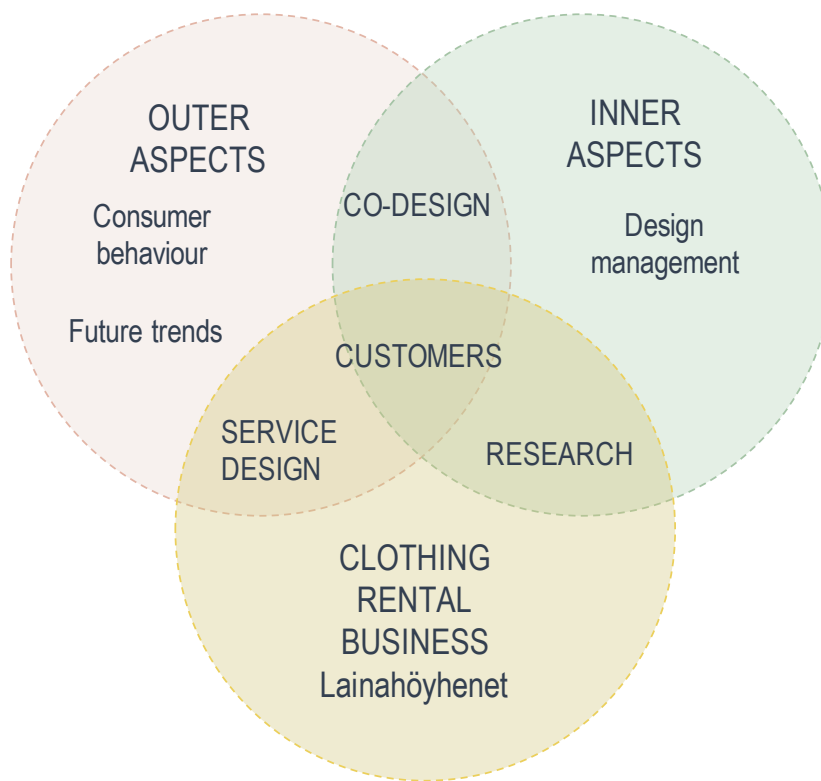


Figure 2. Frame of reference.

3.2 Research objectives and research questions

Research questions are set to define and develop the knowledge about the subject. Constructing and formulating the research questions correctly is a critical part of the research process as the questions are considered to be even more important than the answers. (Alvesson & Sandberg, 2013, 1.)

As consumers' awareness of Lainahöyhenet and its services being the main problem area of Lainahöyhenet, the research questions are developed to understand more about the operating area and the aspects affecting it.

The research questions for this thesis are :

1. Which aspects need to be considered when developing clothing rental business services?
 - How can the development of services bring more visibility to Lainahöyhenet?
2. What services clothing rental business customers need?
 - For what value are customers truly willing to pay?

By finding the answer to the first question, which aspects need to be considered when developing clothing rental business services, it is possible to acknowledge the main aspects to be developed and improved in order to increase the consumers awareness of the Lainahöyhenet services. The subquestion, how can the development of services bring more visibility to Lainahöyhenet, is set to keep in mind the main problem area and how to find answer to it. The second main question, What services clothing rental business customers need, aims to find the answer on how to unify and simplify the services so that they will satisfy the desired customer segments' needs. The subquestion, For what value are customers truly willing to pay, is set to keep the main focus on the customer and to keep in mind what the consumers really want.

3.3 Process plan, methods and tools

Service design has been chosen to this study as the approach to address the research questions. As an interdisciplinary approach, service design is a combination of different methods and tools from various disciplines (Stickdorn, 2011, 29). In this case, service design is used to improve the existing services by making them more desirable from the customer's point of view, and in that way to gain new customers as well, but also to make the services effective and efficient to the business.

Both qualitative and quantitative research methods will be used to develop the knowledge and understanding of clothing rental business and different aspects affecting it by familiarizing with literature and online sources. Service design tools are later used when analyzing the current situation and to gather more information about Lainahöyhenet with the help of information and knowledge gained from the theory research. With information and knowledge gained from both the theory research and from used service design tools, it is possible to define the problem areas more precisely.

By defining the areas to address it is possible to produce Lainahöyhenet service development proposals of services and areas which need development and suggestions and advises to do so. In the figure 3. the different phases of the thesis are shown in the form of a customer journey map. First phase is to set the common goal and defining the aim. Insight research is first made by familiarizing with literature and studies about the subject and later by using different service design methods and tools. The problems are further defined with the help of insights gained from service design. As a conclusion, the proposals are made to address the problem areas.



Figure 3. Different phases of the thesis in the form of a customer journey.

To investigate and to get deeper understanding of the current inner operating environment of Lainahöyhenet the following service design tools are used; SWOT-analysis, stakeholder map and business model canvas. Online questionnaire as a method is used to gather insights form users of service businesses. Current aspects affecting the outer operating environment are studied by making PESTEL-analysis. Personas and user journey maps are created based on the information gained from the use of different research methods and service design tools. The development points and services to be improved are gathered from the information gained from the user journey maps and service blueprint.

3.4 Schedule

The preliminary goal was to finish this thesis during the year 2017 with some possibility to stretch the time until January 2018. Due to changes in the timetable after the first seminar the thesis will be finished in the spring 2019. In the figure 4. a process schedule is shown.

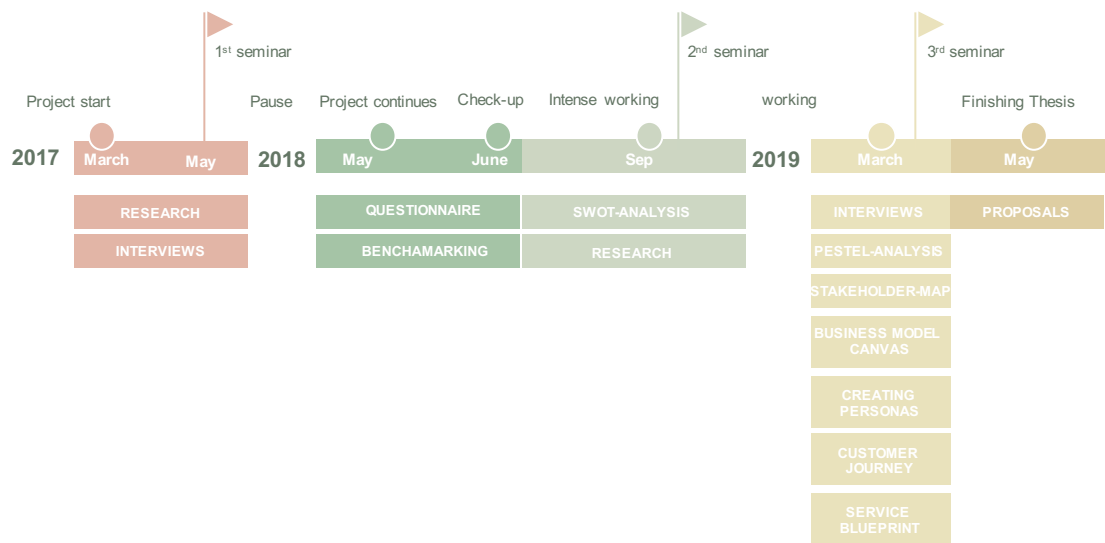


Figure 4. Process schedule.

The different methods and tools used in different stages and how they interact in the process can be seen in table 1. Methods are color-coded according to the different stages seen in process schedule. Different tools and methods are used to gather insights of the aspects affecting the inner operating area as well as the outer operating area.

Table 1. Table of methods.

METHODS USED IN FINDING OUT THE ASPECTS THAT NEED TO BE DEVELOPED IN THE CLOTHING RENTAL BUSINESS	TOOLS TO DEFINE THE INNER ASPECTS TO BE DEVELOPED	TOOLS TO DEFINE THE OUTER ASPECTS BE DEVELOPED	METHOD'S USED TO GATHER INFORMATION / OTHER METHODS USED TO HELP DEFINE THE METHOD
FAMILIARIZING WITH LITERATURE AND ONLINE SOURCES	Gathering the information and developing deeper understanding of the inner operating environment and aspects evolved	Gathering the information and developing deeper understanding of the outer operating environment and aspects evolved	
INTERVIEWS	Interview with Anna-Helena Hannikainen to get deeper understanding of the business and the problems	Interview with Anna-Helena Hannikainen to get deeper understanding of the business and the problems	
BENCHMARKING		Benchmarking is used to gather information about the operating environment compared to competitors	Comparison tables
QUESTIONNAIRE	Questionnaire is used to define peoples behaviour concerning clothing rental services and their experiences with them	Questionnaire is used to define peoples behaviour concerning clothing rental services and their experiences with them	Online questionnaire with qualitative and quantitative questions
SWOT-ANALYSIS	SWOT-analysis is used to define the Internal (Opportunities and threats) and outer (Strengths and weaknesses) aspects of the business		Interviews and co-design with Anna-Helena Hannikainen
FAMILIARIZING WITH LITERATURE AND ONLINE SOURCES	Gathering the information and developing deeper understanding of the inner operating environment and aspects evolved	Gathering the information and developing deeper understanding of the outer operating environment and aspects evolved	
INTERVIEWS	Interview with Anna-Helena Hannikainen to get deeper understanding of the business and the problems	Interview with Anna-Helena Hannikainen to get deeper understanding of the business and the problems	
PESTEL-ANALYSIS		PESTEL is used to define the operating environment and outer aspects affecting the business	Interviews and co-design with Anna-Helena Hannikainen
STAKEHOLDER-MAP		Stakeholder map is used to visualize the stakeholders affecting the business	Interview and co-design with Anna-Helena Hannikainen
BUSINESS MODEL CANVAS		BMC is used to define and visualize the values affecting the business environment	Interview and co-design with Anna-Helena Hannikainen
CREATING PERSONAS	Personas are used in customer journey and when visualizing the customer experience	Personas are used in customer journey and when visualizing the customer experience	Interviews, Literature sources
CUSTOMER JOURNEY	Customer journey defines the current customer experience and visualizes the points which must be developed	Customer journey defines the current customer experience and visualizes the points which must be developed	Questionnaire, Interviews, SWOT-analysis, Stakeholder-map, Business Model Canvas, Personas
SERVICE BLUEPRINT	Is used to define operational efficiency and together with customer journey to define with inner and outer aspects must be developed	Is used to define operational efficiency and together with customer journey to define with inner and outer aspects must be developed	Questionnaire, Interviews, SWOT-analysis, Stakeholder-map, Business Model Canvas, Personas, Customer Journey
PROPOSALS	Writing and assembling the thoughts and ideas		

4 CLOTHING RENTAL BUSINESS TODAY AND IN FUTURE

Clothing rental businesses offer services for consumers who either can not afford or do not want to spend money on clothes which will only be worn for a couple of times. Whereas traditional clothing rental business models in physical premises for items such as wedding suits and dresses for brides and grooms have been well established, online clothing rental services have become a serious competitor offering advantages many small businesses can not compete with (Braithwaite, 2018). Clothing rental businesses must also compete with businesses selling cheap mass production items which often attract consumers attention instead of quality customized items. Some fashion companies selling quality clothing, such as Filippa K, have started competing with the prices of cheaper clothing companies by developing new leasing models for customers to utilize their clothing (Gomes, 2019).

To find out which aspects need to be considered when developing clothing rental services, a closer look at clothing consumers, different business models for clothing rental services and the aspects affecting clothing rental businesses at the moment and in future are further studied and investigated.

4.1 Brick and mortar service business against e-tailers

Allied Market Research conducted a study in 2017 about online clothing rental market key segments. They found out, that the most common reasons for people to use online clothing rentals were convenience, value for money and ease of use. Consumers urge for fashion has also expanded as the social media platforms grow and spread more information about clothing. Dressing in designer items has become a norm to all, as brand rental stores offer an accessible alternative for wearing exclusive garments and accessories, which were before available only for celebrities. For consumers wanting to experiment with clothing, clothing rental services has also made it easier to try new designer brands and alter clothing frequently. (Allied Market Research, 2017.)

On contrary to traditional resales models, in online stores there is no native clientele, as the market has to create it itself. The target audience for online shops will be consumers,

who want to save time by getting easy access to the merchandise, and consumers who think of shopping as a necessary evil. (Heinimäki, 2006, 85-86.) Advantages of online stores to consumers include the shorter time used while shopping compared to visiting an actual shop, the ability to visit online store whenever and where-ever as the only limitations being the internet connection, and the fact, that online shops are adding more competition and therefore adding more options and reductions in pricings. The few disadvantages to consumers about online sales are the possible fees of home delivery or shipping and the lack of social contacts. It is also said, that those businesses which have chose to operate with an actual physical shop as well as online, have been more successful compared to those who have not. (Wilans, 2009, 211-212.) As online stores offer consumers' the possibility to easily compare the products and prices and make the decision of buying (or renting) the item with no rush, competing with online can be thought of as overwhelming and impossible task.

The rental services with physical location do have on the other hand upsides, which online rentals can not offer; it is possible to bring personalized attention to shoppers, the selection can be customized, the store can offer customers a sense of community and it is easy for a customer to up pick the rental when they visit the store or get it delivered with customized detailing (Ryan, 2018). As clothes shopping is a tactile process consumers wanting to try, touch, feel and see the garment before making the decision of buying, it can be difficult for online shops to compete with the physical stores in this matter.

Even though online markets do have a number of benefits compared to physical stores, the physical stores have advantages the online stores can not compete with. As online clothing rental stores are becoming mainstream, maybe the rise of physical stores and personalized assistance and services will be the next big thing to separate from the competitors. Also the possibility of combining both the physical and online stores could benefit consumers by offering more flexibility in the services.

A growing movement of businesses operating online are leaning into opening physical stores. Rent the Runway, a large clothing rental service business, which started it's business online has been moving it's services from online to offline as well after the consumers kept asking to try the dresses on before making the decision of renting it. After opening a physical store their rental conversions went up by 70 percent. They also noticed consumers were spending more time in the store as they did online, and brought

friends, potential new customers, with them. Many consumers also found the benefits of using both online and physical store simultaneously, as they could choose the garment first online, and then pop up the same day at the store to try and pick it up. (Ryan, 2018.)

4.2 Clothing consumer

There are various aspects affecting the customers consuming behavior (see figure 5.). Most important motives to acquire clothing are related to practicality, such as staying warm and dry, but also emotional and societal desires are fulfilled by clothing. These can be for example the demonstration of individuals values, attitude, lifestyle or expressing ones identity. Also the act of purchasing, also known as retail therapy, can be thought of as a motive to acquire clothing. (Ellen MacArthur Foundation, 2017, 74.)

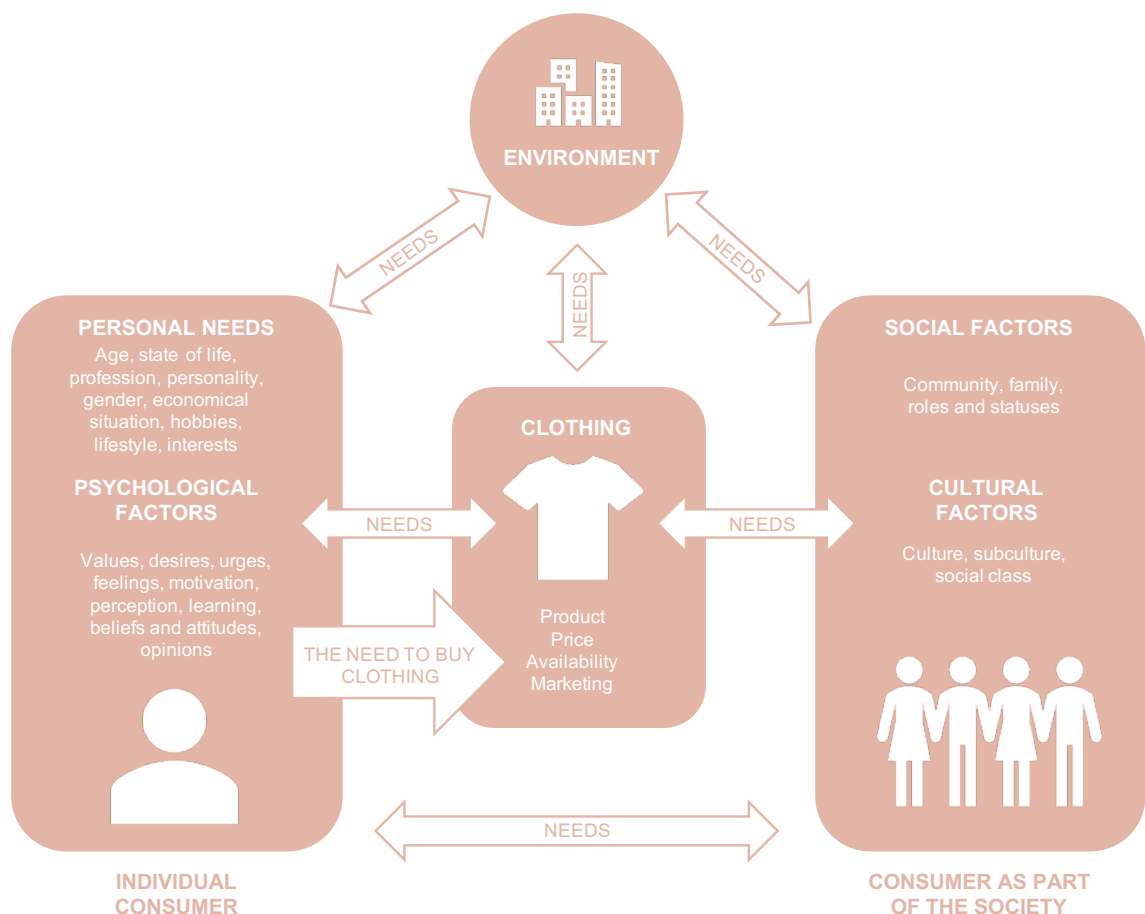


Figure 5. Aspects affecting the consuming behavior of a customer (Hiltunen, 2017, 24).

Studies and research have been made about the different consumer groups in fashion industry from the marketing point-of-view. Various customer types with different needs from their clothing and different reasons to buy them have been created based on similarities on their motives and consuming habits. Some of the similarities, such as age and gender which are measured by quantitative factors, are easy to measure and differentiate, but the subtle motives, such as desires and urges, can be challenging factors to study and use as a differentiation. All of the different aspects of a consumer are important, and can make a difference when defining a specified customer segment. (Gray, 2009, 120.) An individual can also belong to various consumer groups simultaneously, depending on the segment. Different models for segmentation, such as Pen portrait, have been created in order to help facilitating the segmentation process. (Jackson & Shaw, 2001, 64-67.)

4.3 Different clothing rental models

By identifying the customer segment of the business it is possible to offer services customized to their needs. Different clothing rental models fulfill the needs of different rental fashion consumer segments by offering services customized to their needs.

As one solution can not satisfy all consumer types, in their report of a New Textiles Economy, Ellen MacArthur foundation is using consumer types to match the different clothing rental models for customers with distinctive needs (2017, 75). The types have been created based on the book Fashion Buying: From trend forecasting to shop floor by David Shaw and Dimitri Koumbis (2015). The different customer types are categorized based on their needs from clothing to six different types; bargain seeker, avoider, stand-out, environmental friendly, celebrity fan and a type of persons who do not want to stand out.

Subscription rental model

In subscription rental model customer pays a monthly fee and in return gains an access to a certain amount of rental clothes per month (Ellen MacArthur Foundation, 2017, 78). Subscription rental model can be thought of being focused on customer segment of

young and active professionals as it could satisfy the needs of consumers, who throw away clothing after they stop liking it.

Short term rental model

Short term rental models operate by paying per rental. This model would satisfy the consumer segments who throw away clothing as it no longer fits them. Short term rental model would also offer value for consumer segments, who have short-term needs from their clothing, such as pregnant women and people who have fast evolving sense of fashion and want to be seen in the latest fashion trends. (Russel, 2019.) Short-term rental model can also be divided based on different needs; Additional rental models work best for the consumer groups, who need rental clothing for only special occasions, such as formal wear and costumes (Ellen MacArthur Foundation, 2017, 78).

4.4 Challenges in clothing rental service businesses

Clothing rental businesses struggle with similar challenges as other clothing retail businesses. Issues such as warranties, washing and dry cleaning, and aspects to consider such as ethical issues and the impacts of seasonal fashion effect the business and the consumers. One particular challenge in clothing rental business is competing with the businesses selling lower priced clothing as consumers can find it more appealing to just buy the item with the same price. (Braithwaite, 2018.)

Warranties

Guarantee is often seen as a demonstration of durability and good quality. In clothing rental business, product guarantees can have major impact for a consumer choosing a rental business. Guarantees in rental business could possibly include repairs of broken clothing after (normal) use. More details should be included in the aspects of the warranty; what is considered as normal use, and what can be considered including in the guaranteed repair. (Ellen MacArthur Foundation, 2017, 84.) But for a consumer, the guarantee can be a reassurance when in doubt of whether to rent or to buy the item.

Washing and drycleaning

In clothing rental business washing the clothing after every use is a vital part of the business operations and the consumer must be assured the clothing is clean when they rent it. Also the act of washing the clothing should be considered. Is it part of the service, or is the consumer obliged to take care of the washing and cleaning the clothing when renting.

Frequent washing of clothing does have downsides as well. It has been studied that washing clothing based on plastic fibers such as polyester, nylon or acrylic cause nearly half a million tonnes of plastic microfibers to release in the ocean annually (Ellen MacArthur Foundation, 2017, 21). The water usage from washing clothing is estimated to require globally an additional 20 billion cubic meters of water per year (Ellen MacArthur Foundation, 2017, 38). To address the environmental issues of washing clothing it is important to consider using only washing services which use effective filters in their washing machines.

Ethical issues

Ethical issues may concern the clothing rental business through the material, as the fiber and the clothing, source. The origins of the fabric and fibers must be identified and monitored by the business selling, or renting, the products in order to reassure the consumers ethical aspects are taken into consideration and thought out in the business (Sorensen, 2009, 52).

Ethical issues in clothing rental business can be involved in the marketing and advertising as well; to whom is the advertising aimed at, and how is it handled? In Sweden for example, advertising to children is completely banned (Lea-Greenwood, 2009, 233).

Seasonal fashion

Businesses offering consultation on predicting the upcoming seasons fashion have been operating since the 1907's (Sorensen, 2009, 31). Since then, the idea of fashion styles has changed from being influenced by the young people to serve more of ones' personal

interests and individual values. The seasonal fashion still does affect the clothing retail markets as the different weather conditions require specific clothing. Unpredicted changes in the weather can have long term effects to the clothing retail stocks and sales.

In clothing rental markets seasons can also be thought of being depending of the festivities, as many of the rental models are specialized in renting specific one time rental costumes for parties and special occasions. In Finland Vanhojentanssit can be thought of as one of these festivities affecting the rental seasons, as every early spring young students are in need for a special costume for the ball.

Environmentally friendly materials

Fabrics which are environmentally friendly can be hard to identify for the consumer. Many consumers also have the misunderstanding that natural fibers are automatically more environmentally friendly than synthetic materials. On one hand natural fibers can biodegrade more easily, but on the other hand when the consumption of water and energy usage are taken into consideration, the manufacturing of synthetic fibers can be more environmentally friendly than the making of natural fibers (Sorensen, 2009, 51).

In clothing rental business, where the usage and washing of a fabric can happen more often than in normal wear, and when the business is dependent of the durable options, the durability aspects of the fiber and clothing material must also be considered. In this matter, synthetic fibers can be more appealing, as they can last more washing and wearing than natural and regenerated fibers (Personal communication, Hannikainen, 02.02.2019).

4.5 Future of clothing rental

Fickleness of fashion has led to the conclusion that no other business has suffered from similar change and loss of retailers than fashion industry in the 1980 and 1990 (Jackson & Shaw, 2001, 174). With the endless possibilities and amounts of different options of fashion to be worn, consumers do not want nor need to be loyal to only one brand. Some clothing rental businesses have started operating on the ethos that in the future society, when ecological values and sharing are more important, owning an item will be obsolete. (Braithwaite, 2018.)

How customers will behave and make decisions about consuming in the future will be based on their inner individual values as well as from the outer environmental, social and cultural motives which can be more easily studied and predicted and also have a huge impact on the inner motives. Futurist Elina Hiltunen presents different megatrends for the future in her book *Mitä tulevaisuuden asiakas haluaa – Trendit ja ilmiöt* (What Does the Future Consumer Want – trends and phenomenons) (2017). Couple of these, *Well-intentioned consumer* and *Everyday life luxury* can be thought to influence the clothing rental services the most in the future. Hiltunen writes that in the future environmental and ecological values will have major impact on consumer decisions. Some of the predicted future trends are hot topics in consumer trends already today; corporate responsibility, circular economy and the ability to use resources in a way it will advance the sustainable development. (Hiltunen, 2017, 164.) The idea of luxury is also transforming to more ecological and environmental direction. According to a Finnish study made in 2012, consumers consider ethically and ecologically produced items to be more desirable, and these aspects can be thought of as special features, or luxury, when buying products. (Hiltunen, 2017, 197.)

In order for a company to be successful it must consider and recognize the consumer needs now and in the future. Studies and research about the consumer and about the specific needs concerning the environmental issues has to be done.

4.5.1 Sustainable development in clothing industry

In 2017 Ellen MacArthur foundation published a comprehensive report called *A New Textiles Economy: Redesigning fashion's future*. The report is made in collaboration with several industry stakeholder and provides an overview of visions for applying the circular economy to the global fashion industry (Ellen MacArthur Foundation, 2017). Report included important findings concerning the current and future state of clothing and textile industry's impact on the environment, including the statistic that in 2015 greenhouse gas (GHG) emissions from textiles production exceeded the emissions from international flights and maritime shipping combined and that on average if consumers would double the number of times they wear a garment, GHG emissions would be 44% lower. (Ellen MacArthur Foundation, 2017, 38, 73.)

The findings can be considered devastating and should be taken seriously. Clothing industry is said to be one of the most contaminating industries in the world by polluting the air with toxic chemicals and the waters with pollution and waste. Some 35 percent of the global total of microfibers in the oceans are said to come from the fashion and clothing industry. (Braithwaite, 2018.) If the same linear consumption of textiles remains, by 2050 there will be over 20 million tonnes of plastic micro-fibers thrown away into the ocean (Business of Fashion, 2018).

The growth of GHG emissions from textile industry is related to the peoples consuming habits. According to a report published by the Global Fashion Agenda and the Boston Consulting group, the United Nations expects the global population rising up to 8,5 billion people by 2030. If the consumption and recycling rate of clothing were to stay the same, it would mean the overall consumption of clothing would increase by 63 percent to 102 million tonnes and out of 500 billion t-shirts produced 400 billion would be thrown away. (Global Fashion Agenda, 2017.) In the figure 6. is shown how clothing utilization, as the number of times an item is worn, has decreased by 36 percent since the year 2000, as at the same time the consumption of clothing has been increasing.

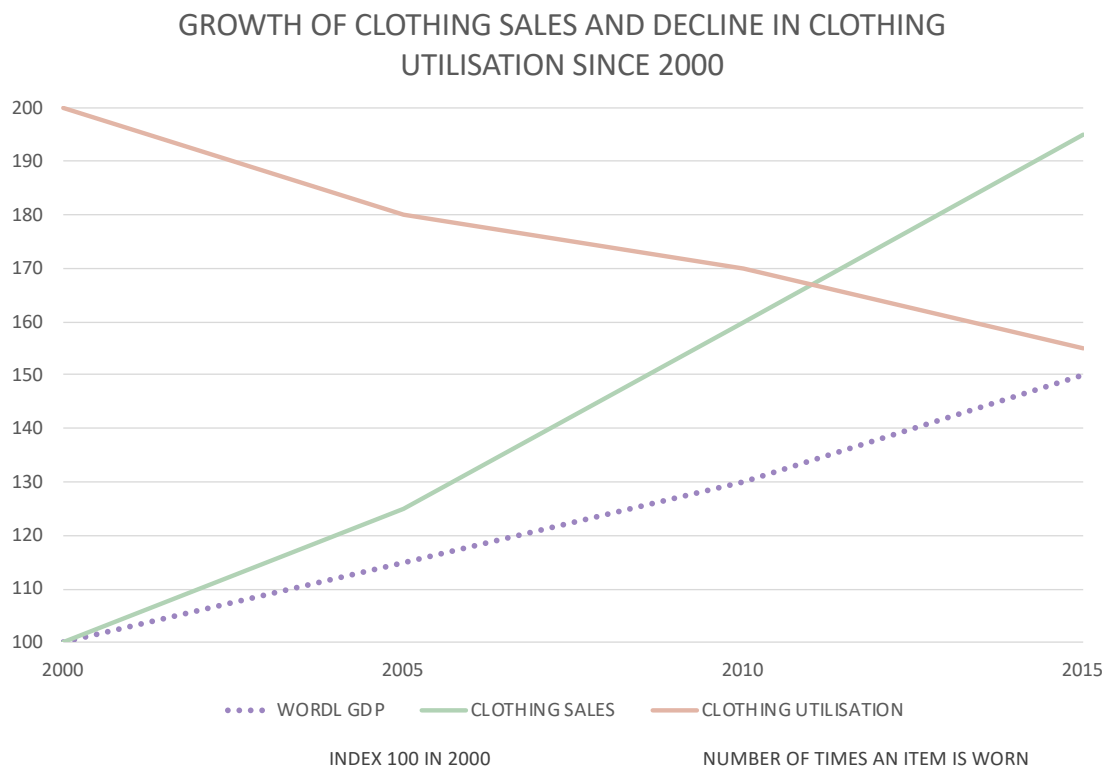


Figure 6. Growth of clothing sales and decline in clothing utilization since 2000 (Ellen MacArthur Foundation, 2017).

Examples of acts in the textile industry towards sustainable textile and clothing manufacturing and processes

As the awareness of the importance of sustainably produced clothing increases, consumers become more aware of the different acts and organizations guaranteeing the sustainable production of the item. Environmentally aware consumers know what to expect of the product and they have certain expectations of the productions of the clothing (Personal communication, Lindroos, 04.02.2019). Concerning clothing rental business, it is important to understand the needs and important aspects affecting the choices of different consumer types. Below is presented two examples of organizations which environmentally aware consumers recognize and know to require from the clothing they use are presented.

GOTS

GOTS represents the vision and mission of four member organizations who together with other stakeholders contribute to the organization; OTA (USA), IVN (Germany), Soil Association (UK) and JOCA (Japan). GOTS letters come from the words Global Organic Textile Standard and its mission is to develop, implement, verify, protect and promote its standards of ecologically and ethically produced and manufactured textiles. (Global Standard gGmbH, 2016.)

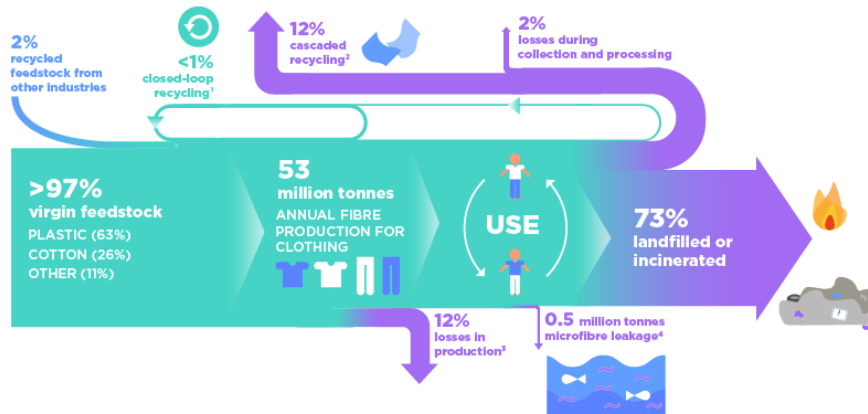
IVN BEST

Also part of the GOTS, IVN has its own standard for sustainable production of textiles. This is commonly known as BEST. IVN is an International Association of Natural Textiles (IVN e.V.). The association has defined parameters for ecologically produced textiles which have later become standards in the industry (IVN - Internationaler Verband der Naturtextilwirtschaft e.V., 2019).

4.5.2 Circular economy

Currently less than one percent of material used to produce clothing from the virgin feedstock is recycled into new clothing after use (see figure 7.) and 73 percent of the 53 million tonnes of clothing produced ends up in landfills.

Global material flows for clothing in 2015



- 1 Recycling of clothing into the same or similar quality applications
 2 Recycling of clothing into other, lower-value applications such as insulation material, wiping cloths, or mattress stuffing
 3 Includes factory offcuts and overstock liquidation
 4 Plastic microfibres shed through the washing of all textiles released into the ocean
 Source: Circular Fibres Initiative analysis - for details see Appendix B of the full report

tiny.cc/fibres

Figure 7. Global material flows for clothing in 2015 (Ellen MacArthur Foundation, 2017).

Circular economy refers to the idea of an economical model where all the things and products produced, end up being re-used over and over again by minimizing the amount of waste produced when manufacturing the product and by reducing the required resources. Circular economy is considered to be the opposite of linear economy (see figure 8.) where everything produced from raw materials end up being thrown away and ending up in landfills after use. In circular economy the consumption of products is based on a loop (see figure 9.) which consists of using services, such as sharing, renting and recycling. (Suokko & Partanen, 2017, 266–270; Sjöstedt, 2016.)

Today's linear clothing system has damaging effects on society and the environment

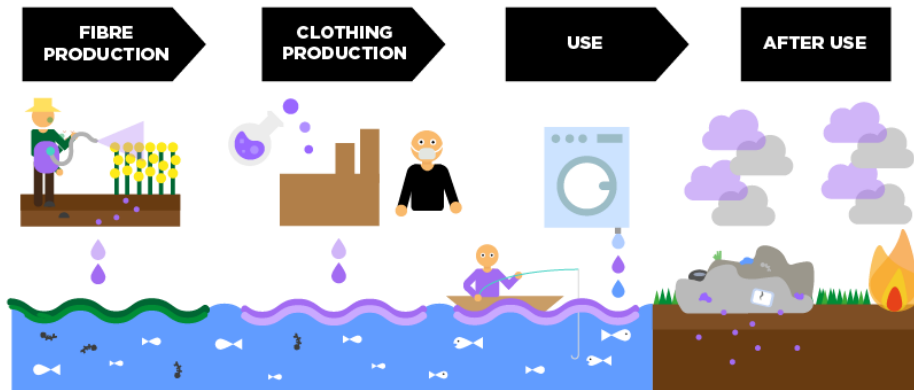


Figure 8. Today's linear clothing system has damaging effects on society and the environment (Ellen MacArthur Foundation 2017).

Implementing circular economy in clothing industry means clothing must be designed for continuous loops (see figure 9.). This means, they are either designed for longevity or circularity. When designed for longevity, the things to consider are the durability of the fabric and fibers; the reparability of the material and identifying the key repair features and the aesthetics of the product. When designing for circularity, it is important to think of how the product can be reused after its end use. This means one must consider while designing the product, that the fibers chosen must be well thought out to be suitable for recycling, the assembly must be taken into consideration, understanding the current recycling practices and include information to the user about the product. Also one way to implement the circularity in the product is to design for biodegradability. (Global Fashion Agenda, 2018.)

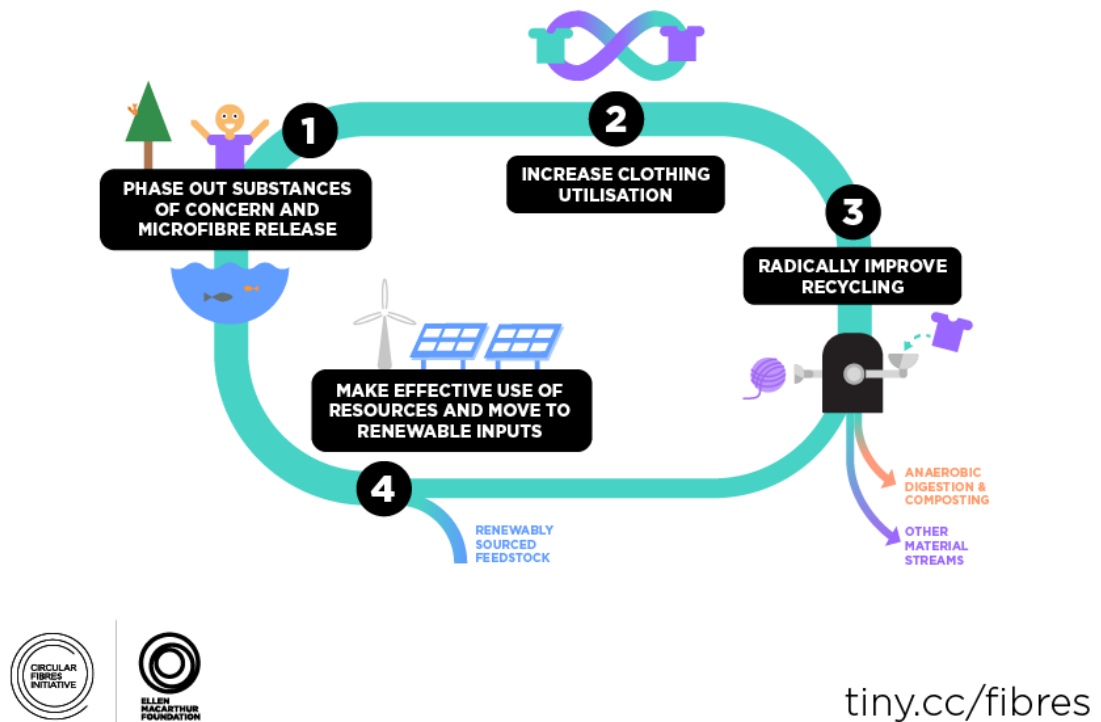


Figure 9. Creating a new textiles economy (Ellen MacArthur Foundation 2017).

The idea of circular economy has been in vogue recently as the non-renewable resources are getting more and more expensive. Environmental damages caused by the increasing amount of waste are making people to think about alternative ways to prevent the ongoing consumption of non-renewable materials and ever increasing amount of non-reusable waste (Suokko & Partanen, 2017, 266–270).

Downsides and unresolved issues in circular economy

Downside of the reuse of materials is that every time it is recycled, the quality of the material is getting weaker and the product has to be downgraded in recycling processes. To maintain the circular economy energy efficient is yet to be resolved. Manufacturing and using the re-used material effectively to make new products is consuming more energy in collecting and processing the accessible waste as it would when making products with new raw materials. The increasing use of energy is also increasing the manufacturing expenses and the impact to the environment. (Suokko & Partanen, 2017, 266–270.)

Circular economy would be most efficient and productive when the reuse of a product would be thought about while designing it and its' manufacturing (Suokko & Partanen, 2017, 266–270). The re-use also should not be made by the sake of design itself because there is no point in recycling the products when it will use more energy than it would to manufacture the product from raw materials (Suokko & Partanen, 2017, 266–270).

Textile industry is also battling with its' own struggles with circular economy, as it is still challenging to make aesthetically viable and desirable clothing which are from renewable or recycled sources. The technical ability to breakdown and reconstruct a cotton fiber does exist, but it has not yet been made commercially viable to source enough raw material from consumers through recycling. It is also challenging to find markets to whom to sell back the reworked fiber. To succeed in the circular economy, and ease the complexity of fashion's supply chain, collaboration between companies in different stages of circular economy is critical as brands do not usually have direct control over their supply chain. (Mellery-Pratt, 2017.)

Examples of acts in clothing industry towards circular economy

When consumers awareness of circular economy and the sustainability increases, it is important to acknowledge the different acts and current examples, which lead the way to a more circular economy. Few examples, Cradle to Cradle, Global Fashion Agenda 2020 Commitment and Telaketju will be researched in this chapter.

Cradle to Cradle

One of the approaches trying to change the minds about recycling in the industry is Cradle do Cradle, an approach introduced by Michael Braungart and William McDonough. Cradle to Cradle, also referred as C2C, is trying to change the corporate industries dominating way of manufacturing and designing from “Cradle to Grave” to more ecological and energy efficient way of manufacturing products with a circular economy loop by setting the standards on raw chemical and material usage. The cradle to cradle certified products are designed with materials which allow reutilisation, they are manufactured by releasing only clean water and by using renewable energy sources and they are made in safe working conditions. (Braungart & McDonough, 2009, 3, 27; Mellery-Pratt, 2017.)

Global Fashion Agenda 2020 commitment

Global Fashion Agenda is a non-profit organization, which operates as a stakeholder group among fashion brands and retailers. Its agenda is to affect the global fashion industry by guiding and supporting the leaders to change the way the fashion is produced, marketed and consumed. The main focus of their operations is to make fashion sustainable, by promulgating the idea of circular economy in fashion and clothing industry. In partnership with Global Fashion Movement there are big mainstream industry leader brands like Nike and H&M group. (Global Fashion Agenda, 2019.)

Since 2009 Global Fashion Agenda has organized and hosted the world's leading business event on sustainable fashion, Copenhagen Fashion Summit. In 2017 Copenhagen Fashion Summit the fashion industry leaders were called to sign a commitment to take action in circularity. On their website (Global Fashion Agenda, 2019), Global Fashion Agenda addresses the four action points, which were in need for immediate implementation. The action points were; implementing design strategies for cyclability; increasing the volume of used garments and footwear collected; increasing the volume of used garments and footwear resold and increasing the share of garments and footwear made from recycled post-consumer textile fibers. 97 companies, including brands like Adidas, Filippa K, and Finnish clothing brand Samuji, representing 12,5 % of the global fashion market industries, have signed the commitment by June 2018. (Global Fashion Agenda, 2019.)

Telaketju

Telaketju is a Finnish network comprising many different projects from a group of Finnish companies, organizations, waste facilities and distributors of waste textile, promoting sustainable textile rotation. Its missions are to develop the utilization of textile waste. The main basis of its operations are to develop the circular economy of textiles, to generate new businesses and workplaces in Finland and to make the exploitation of textile waste an exposed and responsible act. (Lounais-Suomen jätehuolto – Topinpuisto, 2019.)

4.5.3 New business models

Whereas filling landfills with textile and clothing can be bad for the environment, consuming clothing is important to many countries economy. Fashion and textile industry has a big role in the world economics as it has been calculated that globally fashion is a US \$2.4 trillion industry and the pursue of income has made it hard for many companies to try new business models. (Braithwaite, 2018.)

To change the way how people are consuming clothing, the manufacturer companies must change the way they are making clothes. Instead of selling some hundreds pairs of jeans, which last for only few wears, the businesses should try to find ways of only selling one good pair, so that consumers would not need to buy another pair (Mellery-Pratt, 2017). This kind of high quality clothing from renewable resources with fashionable design already do exist, but as the production chain gets longer and more specific, the final price of the product easily increases to levels where it is harder for an average consumer to get access to the item. One solution to resolve the problem of increased pricing of the item is to add value to the purchase, such as life-long guarantee through repairing and replacement (Mellery-Pratt, 2017). Another solution is to introduce new business models where the renting of clothing is the main service. This creates access to these sustainable textiles for everyone and it will increase the number of times a clothing is worn and decrease the negative impacts of clothing industry to the environment by reducing the pressure on resources. (Ellen MacArthur Foundation, 2017, 73.)

For an average consumer new business models in clothing industry could bring savings, globally US \$460 billion a year, if people would change their habits from buying clothes to renting them (Ellen MacArthur Foundation, 2017, 73). Globally circular economy could also unlock €160 billion worth of value by 2030 (Global Fashion Agenda, 2017).

5 INNER OPERATING ENVIRONMENT

In this theory chapter the inner operating area aspects from the frame of reference are studied. Design management is used as a guiding tool to identify the aspects which need to be researched in order to make service development proposals for a clothing rental service.

5.1 Design management as a tool

Design management does not relate to a single design discipline, but is instead a process which uses various techniques to provide success to the organization by improving design effectiveness. Design management comprises techniques and processes from project management, design, strategy, innovation, technology and customers. (Design Management Institute, 2019.)

In this thesis design management is used as a tool to identify the necessary aspects affecting the different areas of inner operations clothing rental business must consider. Information gained from the theoretical research is used to further develop and define the services Lainahöyhenet customers need by using service design methods and tools. The information is also vital to get a deeper understanding of the operating environment of a clothing rental business.

The aim in design management is to create uniform and controlled corporate image by designing and managing the following aspects: Service/product, communication & marketing, operating environment and behavior. The results of design management process can be added as a part of corporations development strategy. (Jaskari, 2004, 11.) In this thesis, design management is only used as a guiding tool to gather information instead of using it as a way of creating and designing corporate image.

In the figure 10. a design management profile model of Lainahöyhenet is shown. By using this model to search information it is possible to get a better understanding about the issues affecting the shop. The information gained is reflected with information received from Lainahöyhenet and from research to form a conception about the current state of Lainahöyhenet and about the areas which need to be addressed.

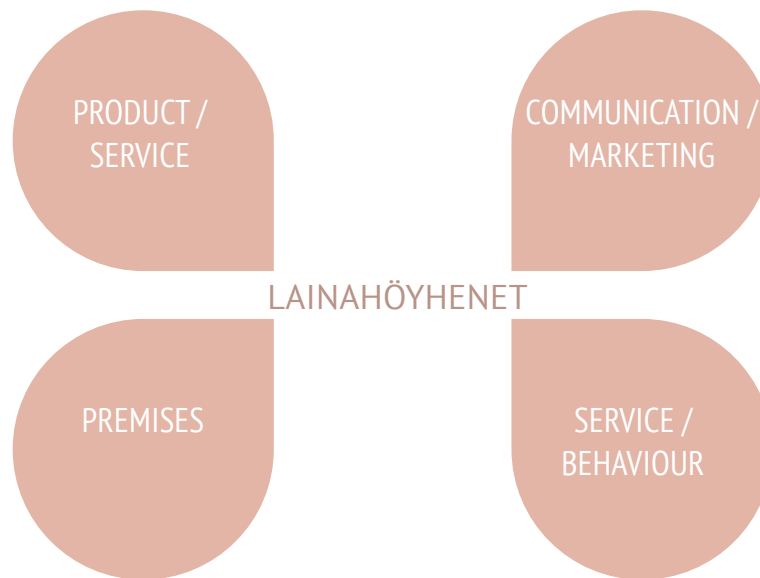


Figure 10. Design management profile model.

5.1.1 Service or product

A product is anything, which satisfies a need that can be offered in a marketplace. Marketers have traditionally used three different classification categories to assist further defining the variables of the product, such as promotion and pricing. Convenience goods is a classification for items, which are purchased frequently with little thought or comparison to other products, such as hosiery. Shopping goods is a category of products, which are not likely to be purchased frequently because the consumer spends time comparing product prices and qualities and looking for alternatives. Specialty goods is a category of products which do not belong to the previous two categories, comprising of products with high-quality and high-perceived value consisting of well-maintained brand image. It can be argued that almost all other clothes than the basic clothing could be described as specialty. (Atkinson & Easey, 2009, 147–149.)

Fashion products can be further divided into three subcategories; classics, fashions and fads in order to analyze consumer buying motives and methods. Classics, as being the products, which stay valued through-out times with little variation, whereas fashion products arise time to time, mostly due to seasonal changes. Fads represent the

products, which rise like meteors in the popularity and are forgotten usually as fast as they appear. (Atkinson & Easey, 2009, 150–151.)

Whereas fashion clothing products can be divided by its silhouette or form, color, texture and style, the consumers tend to look for a variety of attributes when acquiring a product. The consumers perception of a product can also be categorized by three main attributes. These categories are important when understanding of what is being offered is analyzed and studied. Core attributes fulfill the most fundamental needs; protection, modesty and adornment. Tangible attributes create the most desirable presentation of the products for the desired markets. These are represented for example as different sleeve lengths and styles. Intangible attributes present the additional services and benefits a consumer acquires while obtaining the product. (Atkinson & Easey, 2009, 151–156.)

The importance of the product and services, which the business is selling can be divided into two main aspects; quantity and quality. Quantity, as how many different products or services the business is selling, and quality as what is the quality of the products and services. The result of the two aspects is influenced by the target sales,- corporate image,- and profitability. Operating businesses must sometimes evaluate the amount of its products and services in order to find out if they need to be reduced or augmented. The quality of the services is essential part of the sales. Before making marketing strategies the business must consider the quality of the products and services and their relations to competitors. (Lahtinen & Isoviita, 2001, 114, 119.)

5.1.2 Communication, marketing and advertising

Important part of the consumer buying process is how the consumer decides on buying the specific item and what aspects affect the decision. The decision has been thought to be influenced by rational reasons, but lately the affects of the society and fashion have become more important factors. Marketing has grasped on this notion and started using more lifestyle based marketing, which emphasizes the images and reasons instead of the rational benefits. (Hiltunen, 2017, 22.)

Jukka Lahtinen and Antti Isoviita write in their book *Asiakaspalvelu ja Markkinoinnin Perusteet* about the four main parts of business idea, which are shown in the figure 11. It is important that these main categories fit well together in order for the business to prosper.

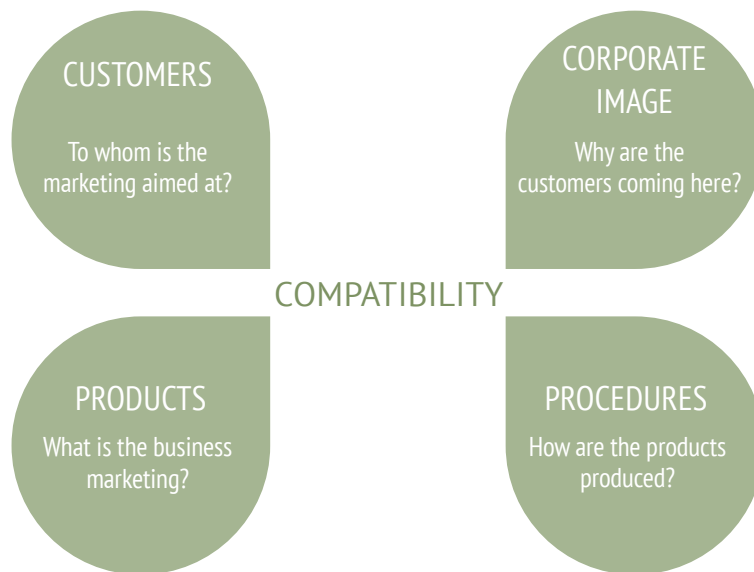


Figure 11. Main parts of a business idea.

In marketing, the consumer is always considered as the main focus point. When marketing a product or a service the marketing is successful when the customers feel the business in question is at least in some perspective better than the competitors (Lahtinen & Isoviita, 2001, 9).

There are four main ways a company can market its products to customers. Customer segmentation means that the company divides its customers according to what they buy into customer segments. They use a different marketing approach to each customer segment based on their common factors. A company can also decide not to divide its customers into groups and instead use the same marketing approach to all its potential customers. This is an easier way for the business to operate, as the business does not need to make a market research to find information about its customers. The downside is, it is hard to make all customers happy by marketing the same kind of product with same features to everyone. A business can also focus its marketing to only one customer segment. This is used in very specialized businesses, when the business is only functioning in a niche market. Customized marketing is used when the business can not divide its customers into segment groups and uses customized marketing to every customer each customer being its own segment. This is mainly used in large industrial enterprises where the sold product is worth the one-to-one market approach. (Lahtinen & Isoviita, 2001, 94, 95.)

Advertising

For possible customer to find and know about the products and services the business is selling the business must do some advertising. By advertising the business is also informing and building personality and brand (Nilson, 1998, 181).

With the growth of social media a way of advertising called influential marketing has gotten more and more attention. To use influential marketing effectively business must consider carefully what is the main customer segment. By using social media, direct advertising to the chosen customer segment can be made in co-operation with social media influencers such as youtubers, bloggers, instagrammers or artists, who already have an audience and followers in social media. Examples of influential marketing are co-operations in social media channels such as Instagram or twitter or content partnerships in blog posts. (Ping Helsinki, 2018.)

5.1.3 Affects of operating environment

The design of the operating environment has a huge impact in creating recognizable brand image and in some cases creating the important first impression of the business. In order for the customers to find the premises one must also consider the location; is it easily accessible and is there enough parking close by. When the business is located outside the main commercial zone, it is good to use advertisement to attract customers. (Nilson, 1998, 207; Lahtinen & Isoviita, 2001, 164.)

Exterior and interior of physical premises

The outside of the physical premises of a retail shop is important as it is functioning as an advertisement of the business and attracting customers. In heavily commercial areas the façade must be appealing and the business must differentiate itself from competitors by creating a display window, which represents the image and brand of the business with appropriate design and style.

When designing retail interior environments, it is important to consider the aspects both from the consumer's side as well as from the salesperson's side. The interior must be felt pleasant and inviting to the customer, and the salesperson must feel at ease and

efficient while working in the store. In the book *Kauppa Toimintaympäristö*, Heikki Heinimäki (2006, 175) writes that the aspects to consider in retail design are the customer rotation, milieu, colors, lighting, guidance, materials, display, services, placement of the products, functions of the store and waste management. All these aspects must be taken into consideration in line with the concept of the retail store in order to create experiences and unique sensations to the consumer.

The interior of a retail business must also be up-to-date, as refurbishment increases sales by over 100 per cent compared to the previous year, and the most successful fashion stores are known to make refurbishments every four to five years (Jackson & Shaw, 2001, 172).

5.1.4 Service behavior

Although every service situation is unique and therefore not fully comparable with each other, some generalizations about how service behavior affects the customer experience have been made. A satisfied customer is the best marketing asset a business has and good service behavior creates satisfied customers, who are more likely to continue the customer-seller relationship. When customers' expectations are met or exceeded the customer is also most likely to share the experience and recommends the service on average to three other people. On the contrary, when the customer experience is negative the customer wants to share the experience on average to eleven other people. A good service is the best advertisement and marketing for any business. When a customer is lost due to poor service, it takes approximately 27 times the marketing investment to regain the lost customers. (Lahtinen & Isoviita, 2001, 9–10.)

When the both customer and seller are satisfied it is more likely that the customer-seller relationship continues. According to a Finnish study, it takes approximately 12 positive service experiences to correct one negative. Unsatisfied customers will start to look for an alternative straight away. For the seller or business owner the situation is most challenging when it is not possible to say what are the pitfalls in the customer service. (Lahtinen & Isoviita, 2001, 9.) According to a study, most of the customer losses in service businesses are due to poor customer treatment and service, and that most of the disappointed customers are not going to make a complaint thinking it is a waste of time,

although it would be in best interest of the business to encourage its customers to give feedback straight away (Lahtinen & Isoviita, 2001, 9–10; Valvio, 2010, 52).

5.1.5 Nonverbal and interpersonal communication

The expressions customers receive and experience from the seller have a big impact on the customer experience, especially when it comes to the first meeting of the customer and seller. It is said that in interpersonal communication 82 per cent of the transformation of information is conducted via communication by body and the tone of voice (Gheorghita, 2012, 552). Customers also appreciate when they are considered as individuals instead of being generalized by their appearance (Valvio, 2010, 87).

Nonverbal and interpersonal communication can be divided into six main categories: the body posture, moving, expressions and gestures, tone of voice and words, eye contact and showing the enthusiasm (Valvio, 2010, 108). Each of these must be considered in order to make a good customer experience.

6 LAINAHÖYHENET OPERATING ENVIRONMENT

The information gained from the research of aspects affecting the operating environment of clothing rental businesses were used to further study the Lainahöyhenet business and aspects affecting the services by using service design methods. Findings from inner aspects include the aspects affecting the customer behavior; What is the product or service Lainahöyhenet is selling, what is the state of Lainahöyhenet premises, how is marketing and communication in Lainahöyhenet attended and taken into consideration at the moment, and what is the state of service as a behavior. Outer aspects to consider include the factors affecting the present and future customers of Lainahöyhenet; how is sustainability and circular economy taken into consideration at the moment?

Different service design methods were used to gather more information about the state of Lainahöyhenet services. The user journeys were analyzed with six different user personas to find out touchpoints which need to be developed.

6.1 Inner operating environment

Information from the theory research was used to analyze the different aspects and the importance of the inner operating environment. The main aspect to consider is, what is the product or the service the business is selling? In order for business to do marketing properly, it must consider what is the business marketing, who are the customers and why are they using the business services? Another important aspect to consider include the premises; the interior should be pleasant and inviting to the customer, and easy and efficient to the worker. Different aspects must be taken into consideration in order for the customer experience to be pleasant, for example the lighting, display, placement of the products and different functions of the store. Also the behavior of the worker is important when defining aspects affecting the operating environment.

To find out more information about the state of Lainahöyhenet inner operating environment, online questionnaire as a service design method was used to find out consumer behavior in general and customer experiences in Lainahöyhenet shop. SWOT-analysis was used to find out the strengths and weaknesses as inner aspects and opportunities and strengths as outer aspects. Business model canvas was made to visualize value in Lainahöyhenet business.

6.1.1 SWOT-analysis

SWOT analysis is a tool to gather and analyze the different factors the company is affected by. The factors are divided in four categories; strengths and weaknesses, which are usually internal to the organization, and opportunities and threats, which are generally external factors. With the help of SWOT analysis, it is easier to focus on the strengths and opportunities and minimize the threats affecting the company. (MindTools, 2019.)

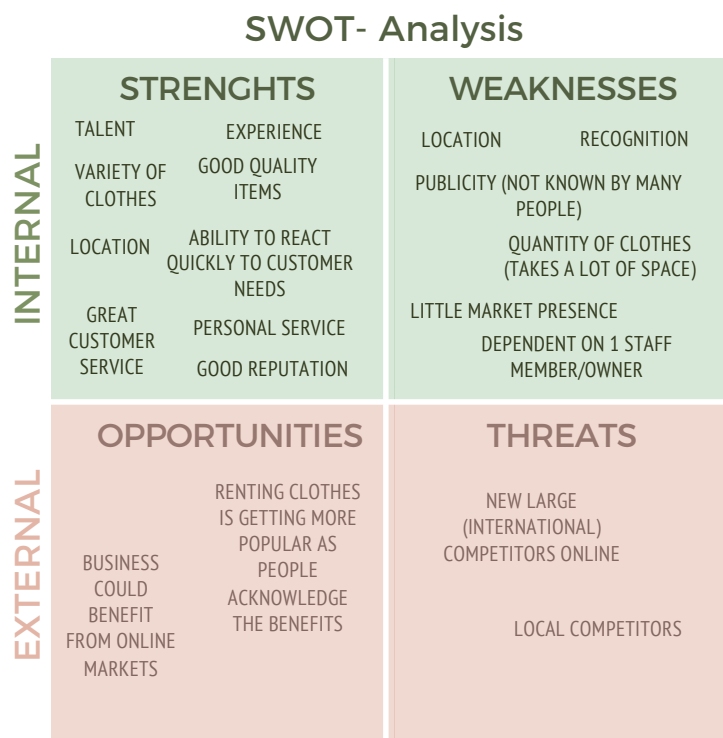


Figure 12. SWOT Analysis.

SWOT-analysis was created based on the interviews with Anna-Helena Hannikainen.(Personal communication, Hannikainen, 11.03.2017.) In figure 12 SWOT-analysis of the current status of Lainahöyhenet is presented. Strengths and weaknesses are visualized as inner aspects and opportunities and strengths as outer aspects. As a clothing rental business Lainahöyhenet has a lot of opportunities as renting clothes is becoming more popular for different consumer segments. As competitors online are seen as an unbeatable threat, online market could also benefit from Lainahöyhenet business.

Findings

Findings from the SWOT-analysis coincide with the knowledge that Hannikainen already is aware of. As the findings from the theoretical research incline, the renting of clothing is getting more and more popular as people acknowledge the ecological and environmental benefits. Lainahöyhenet should exploit more to this opportunity, as it is in line with the strengths of the business: talent and good quality items. Because Lainahöyhenet is located in an area, where parking places can be easily found, and public transportation is working, the location of the business should be exploited as a strength, instead of focusing on the weaknesses of the location.

6.1.2 Online questionnaire

The questionnaire was created with Google forms and it was held online during months of July and August 2018. The link to the questionnaire was sent in Kaisa Mäkinen Facebook page and in Lainahöyhenet Facebook page. When Lainahöyhenet shared the questionnaire the number of responses was 37. The total number of responses given to questionnaire was 107.

The aim of the questionnaire

The questionnaire consisted of quantitative and qualitative questions. The aim of the questionnaire was to get a comprehensive view of peoples general interest in clothing rental and of their experiences with them.

The questionnaire was divided into three sections; General information about the respondents, previous experiences of service companies and previous experiences of clothing rental services and providers. At the end, the respondents were also given a chance to give ideas to new services; what services they thought they would use or need in clothing rental business. Questions about previous experiences with any service provider were asked as it was assumed not so many had used the clothing rental services. Experiences with other similar service providers were used as a study of the general habits and opinions of the consumer.

Analyzing the results of the questionnaire

Graphics for the answers of quantitative questions were formed by Google forms. The answers of the qualitative questions were analyzed by using affinity diagram method, where the answers are organized into a measurable and comparable form by organizing them by common patterns and links. The answers of the questionnaire can be found in appendix 1.

General information about the respondents

The first questions were to find out general information about the respondents. Majority of the responses were given by a women. The biggest age groups of the respondents were 50–60 years old, 40–50 years old and 30–40 years old. 44,8 percent of the respondents were from Turku area, 23,8 percent from the capital area of Finland and 17,1 percent from Varsinais-Suomi. This kind of distribution was to be expected as the majority of the clientele from Lainahöyhenet is from Turku region, and majority of the people following the executor of the questionnaire are from the capital area of Finland. Over half of the respondents had been using clothing rental services before, as 42,1 percent had never used them before.

Previous experiences of service companies

To find out about the general habits of utilizing similar services the respondents were asked, how often they use service businesses, such as hairdressers or cobblers. Surprisingly 12,4 percent answered they had never been using any kind of services from similar providers, as on the other hand 25,7 percent answered they had been using some services from service companies less than a month ago and 25,7 percent answered more than a year ago.

70,7 percent of the respondents had been using the services from the same provider as usual, which tells the respondents are quite loyal customers. When asked what were the reasons to change the service provider or to use the same provider again, majority answered they did not want to change, because the company was familiar and safe.

"My own service provider knows me and can help me with my choices."

Also a big reason not to change the provider was the good service. The good service was especially said to be the reason to come for the second time to use the same provider. The good quality of the services or the product / outcome was also a reason to stay with the same provider. One of the biggest reason to change, or also to stay with the same service provider, was the physical location of the company.

"From the two cobbler's I chose the one which was closer and I could get there during my lunch hour."

Eight out of sixty five answered also that novelty was a reason they had changed the provider. Price was not that big of a factor when choosing the provider, but convenience, such as where they had booked the service, was named a big factor as nine from sixty five answered it was important to them.

When asked how they had contacted the service provider, 63,2 percent answered they had visited the service provider. This was maybe a bit unexpected, but can be explained by the fact that 70,7 percent of the respondents did say they were using the same service provider as usual. 27,4 percent of the respondents answered they had contacted the provider via telephone, 9,5 percent had been using an online booking system and 7,4 percent had used social media. 3,2 percent had been using text messages to get in contact with the service provider.

24 of 75 answered online reservation would be their choice of contact if all possible ways were available.

"Online reservation works well for example in hair salons and restaurants. It is making it easier to use the services, as long as the reserving-system is working easily and reliably. When thinking of clothing rental, a possibility for online booking could also be a good addition! This way one can assure that there will be time for me at that time and I can have my things sorted."

"internet / app. It is easy and fast way to book an appointment. You can see the available times straight away, and it is possible to choose, or not, the most convenient time for you in peace without anyone "breathing at your neck"."

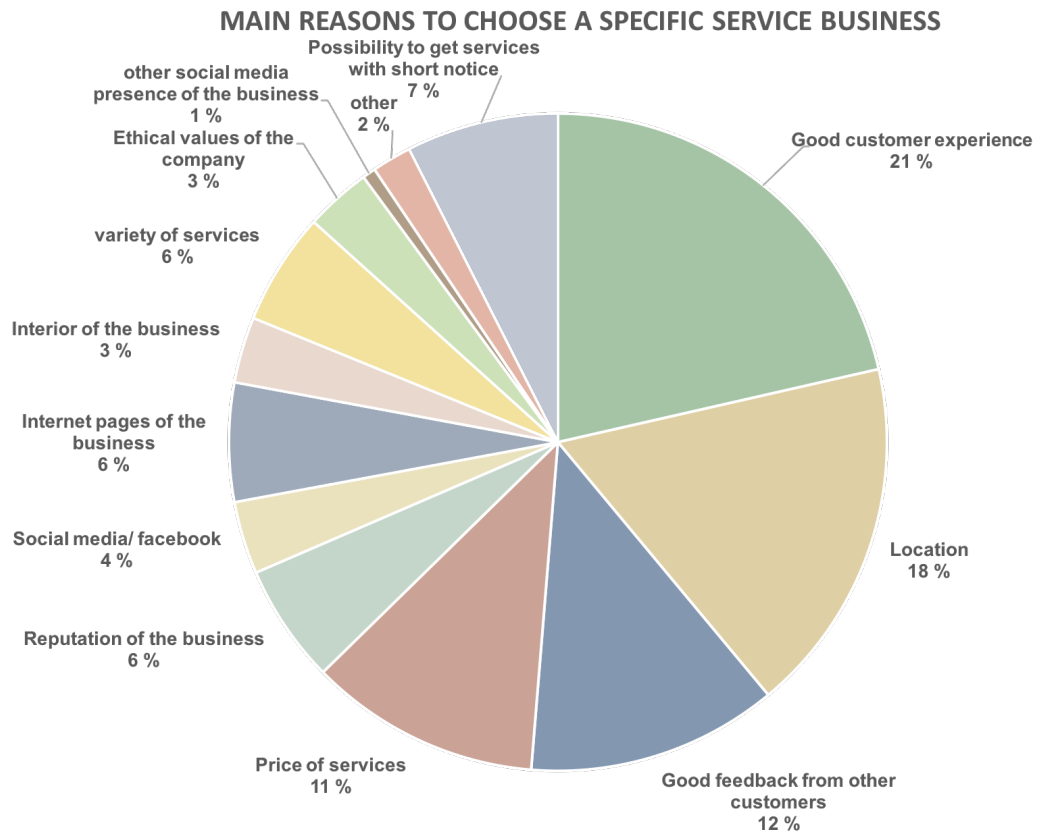


Figure 13. Questionnaire results: Chart of main reasons to choose a specific service business.

In figure 13. the answers for the main reasons to choose a service provider are shown. As could be expected from the question about the customer loyalty: when asked what were the biggest factors when choosing a service provider 21 percent answered good customer experience. 6 percent also stated the wide selection of services was the most important factor and 18 percent stated location. Mouth-to-mouth advertising is also a big factor as 12 percent answered a good feedback from other clients and 6 percent the reputation of the company was the biggest factor. The service providers' social media accounts were the main factor for 4 percent, and the web-pages for 6 percent. The ethical values were the most important factor for 3 percent of the respondents.

Previous experiences of clothing rental services and providers

Majority (29 percent) of the respondents had been using clothing rental services once before. 23,4 percent had used them 2–4 times, and 9,3 percent more than 4 times. 28

percent had never used any clothing rental services, but were interested in them, whereas 10,3 percent had never used them and were also not interested in using them.

Of the respondents who had been using clothing rental services before, majority had been renting a man's suit. The second biggest group was masquerade costume renters and people who had rented an accessory. Only 7,2 percent had rented a bridal gown and 8,7 percent an evening dress. 5,8 percent had rented a costume or a suit for the vanhojentanssit.

From the respondents who had not been using clothing rental services before were asked what would they be interested in renting, majority answered an evening gown / dress / suit. Some respondents were also interested in renting a masquerade costume or a theme-costume.

When asked if the respondent had been using, or were interested in using clothing rental services operating only online, 54,9 percent answered no, and were not interested in trying. The most used explanation was that they would like to see and try the clothing beforehand.

"I want to see the outfit as a whole and feel the materials by touching."

"Fitting the clothes is important, without it, it is difficult to find clothes that fit well. The color and material of the clothes tend to look totally different in pictures."

Also personalized service was stated a reason not to use online clothing rental providers.

"straight contact works best."

40,2 percent of the respondents answered no, have not used, but are interested in trying. The main reason was that it is always good to try something new and it would be easy to look at the whole selection online.

"It is easy to use services online when it best suits you and the business can operate from where ever (as long as the delivery works)."

"It would save time to see the whole available collection at once."

The respondents were also asked whether they had used any ancillary services when using clothing rental services. Majority had not been using any, but some respondents had used some, such as fixing and repairing clothing, ordering made-to-measure clothing, washing clothes and buying clothes. All of them had also been satisfied with

the quality of the ancillary service. Especially the service, quality and entity were given a lot of votes.

Ideas for ancillary services

Many respondents were interested in giving ideas about different kind on ancillary services they, or someone, might use. Many suggested repairing and fixing of clothes, and some the making of made-to-measure which are already ancillary services in Lainahöyhenet. The most interesting suggestions were about styling advices and about renting or leasing basic everyday clothing.

“Quick and easy advices, for example through Whatsapp. One could send a picture of an outfit and get advice whether or not it is suitable for the coming event or it’s etiquette.”

“Renting everyday wear. Designer clothing or vintage, which might be too extravagant for one to buy.”

Findings

As it is more likely only customers who were satisfied with the services they received from Lainahöyhenet follow Lainahöyhenet Facebook-page and had answered the questionnaire, an important and valuable feedback from unsatisfied customers was missing. Even though the questionnaire was aimed to everyone, not only the customers of Lainahöyhenet, it would have been beneficial to find out more about the customer experiences in Lainahöyhenet store.

Interesting findings were the different aspects affecting consumers choice of service provider. It was in line with the theoretical research concerning the different inner aspects affecting the clothing rental business; good customer experience, location and feedback from other were the most important factors surfacing from the questionnaire. Interesting were the facts, that the interior of the premise did not make such a big difference, compared to the price of the services. Also the fact that from the questionnaire it appears that consumers value the possibility to get services in short notice, and only 6 percent valued the variety of services. Also together with the 6 percent from the importance of webpages and the 4 percent from the importance of social media, the total of 10 percent in digital environment importance is a lot.

Interesting was also the respondents' suggestions about the ancillary services, as some of the ideas are already in use in Lainahöyhenet. It can be concluded that consumers are unable to discover the information. Also the suggestions seemed to be in line with the other findings about different clothing rental services already available. The result of consumers' willingness to use or try online rentals was interesting, as well as the fact, that many respondents were interested in trying online booking system.

6.1.3 Stakeholder map

Stakeholder maps are used to understand, who is involved in the service and what is their role in it. It visualizes the network and connections of an organization and can be used to understand the relations between different stakeholders (Professional Academy, 2019).

The stakeholder map shown in figure 14, is used to get a more comprehensive understanding of the different factors and networks affecting the service. As Lainahöyhenet is used as a case study in this thesis, the stakeholder mapping is shown as an important part of understanding the development process of clothing rental services.



Figure 14. Stakeholder map.

Findings

When visualizing all the different stakeholders affecting the services and the business it is possible to see how many different factors are involved. Interesting findings from the external stakeholders were the competitors of Lainahöyhenet; according to Hannikainen (personal communication, Hannikainen, 02.2. 2019) it is a common habit to send clients to competitors when there is not enough resources. This of course works in both directions. Other interesting findings from the stakeholder map were the fact that Lainahöyhenet is operating together with different theaters, museums and a film commission. They are also an important revenue stream.

6.1.4 Current business model canvas

Business model canvas consists of 9 different blocks which together are said to cover the four main fields of a business: Financial viability, customers, offer and infrastructure. By filling these blocks with various aspects of a business model, it is possible to use the

canvas as a tool for analyzing and designing a business model (Osterwalder & Pigneur, 2010, 15).

Business model canvas (figure 15.) was created based on the first interview with Hannikainen and the results of the online questionnaire. It was later defined in co-operation with Hannikainen.

Business Model canvas is usually used as a tool to visualize value in organization by categorizing how it is created, delivered and captured (Osterwalder, et al., 2014, XVII). Business Model Canvas can be used as a basis when creating value for the customer by using Value proposition Canvas, or when further understanding of the context in which the business operating is required.

In this thesis when identifying the developed aspects affecting the clothing rental business, the most important sections in business model canvas are value propositions and customer segments. These sections are the basis when creating a value proposition canvas, which is used to create value for the customer, whereas Business Model Canvas is used when creating value for the business. In this thesis Business Model Canvas is created to visualize the business model, and later to be used as a starting point for the value creating.

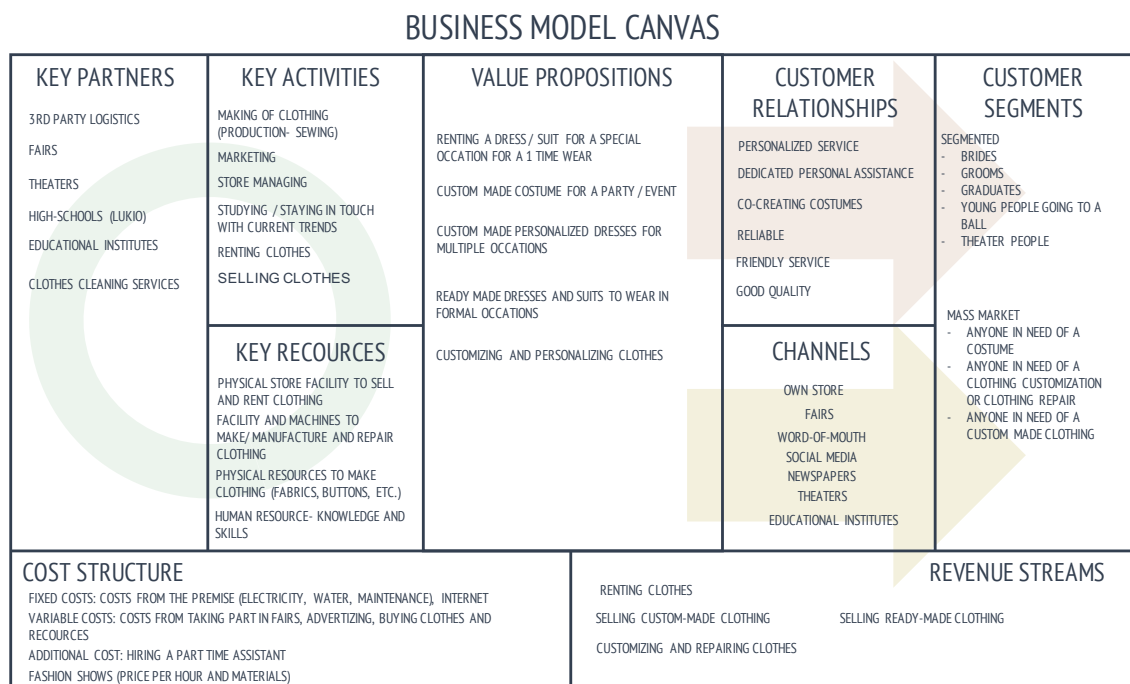


Figure 15. Business model canvas.

Findings

As Lainahöyhenet operates both in segmented market area as well as in the mass market area, it can be hard to reach different potential customer segments. Own store, fairs and newspapers as channels reach certain customer segments with certain information. It could be beneficial to study the important factors for different customer segments and the possible channels to reach the segment. At the moment the customer relationships can not be seen directly linked to a certain customer segment. It would also be beneficial to identify the most valuable customer segments and to find out where the customers gain value. A good tool for this would be value proposition map.

6.2 Aspects affecting Lainahöyhenet outer operating environment

Findings from the theoretical research of different important outer aspects to consider in clothing rental business are the importance of knowing the customer: who is clothing rental consumer? To know more about the customer, will help to define the clothing rental model and whether to operate online or “offline”, like in a physical location. To find out more about the different outer aspects affecting Lainahöyhenet operating environment, different service design methods and tools were utilized.

6.2.1 PESTEL- analysis

The PESTEL- analysis was used to identify the external operating environment of a business. PESTEL letters stand for Political, Economic, Social, Technological, Environmental and Legal aspects (Story, 2018). PESTEL-analysis can also be used to identify the outer environmental aspects affecting the customer and consumption decisions in future. This kind of analysis is called STEEP, which consists of the letters Social, Technological, Economical, Environmental and Political (Hiltunen, 2017, 22). PESTEL-analysis shown in figure 16. is visualizing the aspects affecting the external operating environment of Lainahöyhenet business. When identifying the factors affecting the different areas, it is easier to form the marketing and business model to a more unified direction.

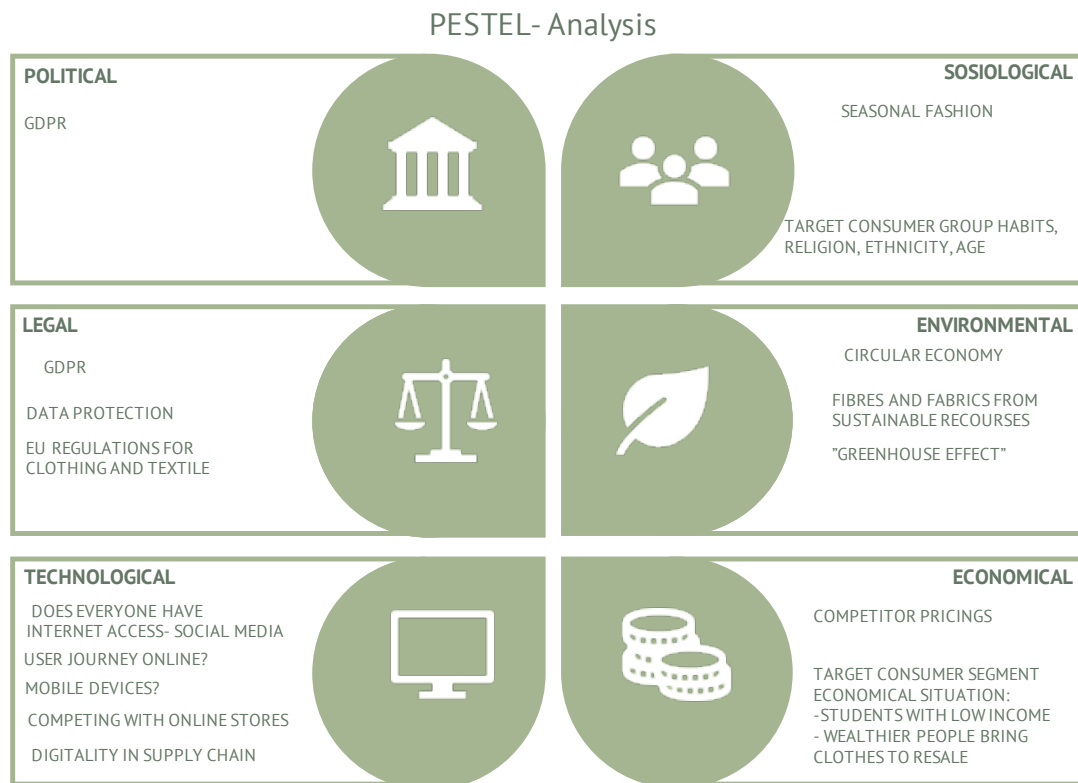


Figure 16. PESTEL-analysis of Lainahöyhenet.

Findings

Most of the outer aspects affecting Lainahöyhenet operating environment seem to be dependent of technology and sociological factors. Some of the technological aspects involve the sociological aspects as well. The question whether potential customers have the access to internet to find out the services is one factor. Some of the economical factors are also dependent on the sociological aspects, for example the target consumer segment's economical status.

6.2.2 Clothing rental businesses in Turku

Benchmarking is a method, where the performance of a specific business is analyzed by comparing it to other similar businesses with an intention to identify the aspects to be improved. The first step in benchmarking is to determine and choose the aspects to be benchmarked of the company or business, which will be improved. Benchmarking will be

executed by putting the chosen aspects into a measurable form and comparing them to chosen competitors aspects. (DeLayne Stroud, 2019.)

The purpose of benchmarking other businesses in Turku region offering clothing rental services was to find out more about the outer operating environment; how can Lainahöyhenet stand out from the crowd and what can be learnt from others, in good and bad.

In Turku region there are few businesses offering the same kind of services as Lainahöyhenet. Pukuvuokraamo Academia, Pukuvuokraamo Sanelma and Top in Hair & Costume were chosen because they also offer clothing rental services. Boutique Minne was selected for benchmarking as it operates in the same market area as Lainahöyhenet by creating, designing and manufacturing tailor-made costumes.

As the businesses benchmarked in Turku region are direct competitors to Lainahöyhenet, no personal communication with the other businesses was made. Information used for benchmarking was gained from public sources. The used methods were online research and observation outside of the physical premises.

The important aspects affecting the clothing rental services found in theory chapter were considered as focal points while benchmarking the local competitors. What is the product or service they are offering, premises, marketing and communication, and service as a behavior. As the benchmarking was conducted by visiting the businesses online and outside the physical premises, not all of the aspects could be included. For further investigation service design methods such as probes, or mystery shopping could be used to gain more information. When inspecting the online, a special attention was laid on the information about the services and the online. Marketing and communication and service behavior were benchmarked if they could be found from the site. Outside of the physical premises were benchmarked as well to find out the aspects affecting the consumer. In appendix 2 it is possible to see the comparison of the rental businesses.

Pukuvuokraamo Academia

Pukuvuokraamo Academia is specialized in renting and selling men's clothing. It was established in 2005 and is located in Turku. On their webpage (figure 17.) it is possible to find information about the business and their services easily; In addition to online

clothing store there are also styling tips and clothing etiquette guidance for different occasions. They also promote a service called "Frakkipalvelu Academia", a service which operates in whole Finland and is specialized in renting tailcoats for men.

On Academia's website they promote their online store, but the link is not working and directs straight to an "information" page. From their website it is also possible to make appointment reservations online. They promote their values in their operations to be good in quality items with competitive pricing and good customer service. Pukuvuokraamo Academia website is stylish, clean and simple. Information can be found easily. They also have social media accounts in Facebook and Instagram, but neither of the accounts has been active lately (Pukuvuokraamo Academia, 4.9. 2018.)

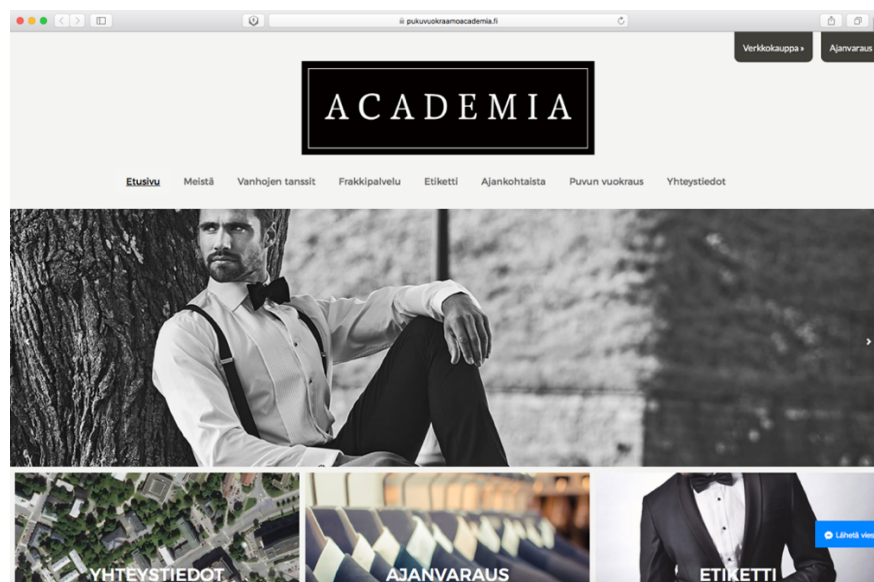


Figure 17. Screenshot of Pukuvuokraamo Academia's webpage (Pukuvuokraamo Academia 2018).

Pukuvuokraamo Sanelma

Pukuvuokraamo Sanelma has 30 years experience in selling and renting clothes for men and women. They sell their rental services as a package, which include a whole suit, accessories, shoes and cleaning and tidying the costumes. On their website they present their men's suits with pricing. They also present pricing and pictures for children costumes, but only some pictures for women dresses and all of them without pricing. In addition to clothes, on their website they are presenting styling tips and etiquette guidance for different occasions. They promote themselves for being known to offer

suitable costumes for small and large men. Their values also include clean and tidy costumes. Pukuvuokraamo Sanelma webpage (figure 18.) is clean and simple, but also a bit impersonal and the business does not appear to have any social media site.



Figure 18. Screenshot of Pukuvuokraamo Sanelma's webpage (Pukuvuokraamo Sanelma 2018).

Top in Hair & Costume

Top in Hair & Costume is located straight across the street from Lainahöyhenet. They are specialized in renting clothes and historical ensembles. In addition, they also offer hairdresser, barber, and make-up services. Their website (figure 19.) is unfinished, and does not offer much additional information about the owner, services or the quality. Top in Hair & Costume also does not seem to have any social media account.

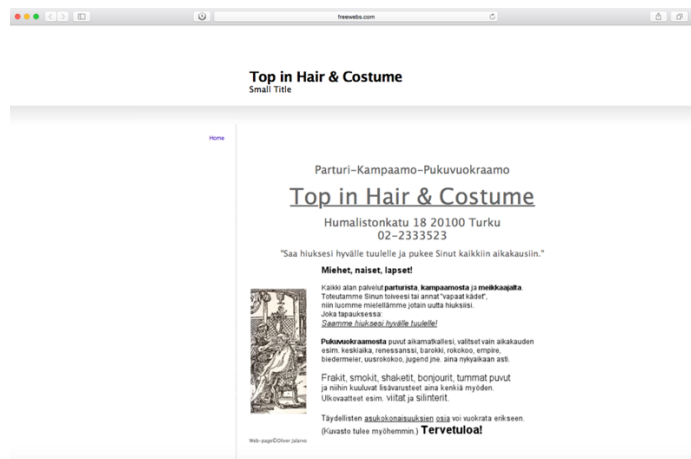


Figure 19. Screenshot of Top in Hair & Costume webpage (Top in Hair & Costume 2018).

Boutique Minne

Boutique Minne is an atelier dressmaker's shop with a boutique specialized in vintage outfits, new wedding and dressing gowns. Boutique Minne also sells old and new accessories and promotes for selling local handicrafts and unique design. They are specialized in designing and creating costumes for different occasions. Boutique Minne website, shown in figure 20, is personal, clear and informative. With the pictures of self made accessories it gives an impression of an artist. They do not have any social media account.

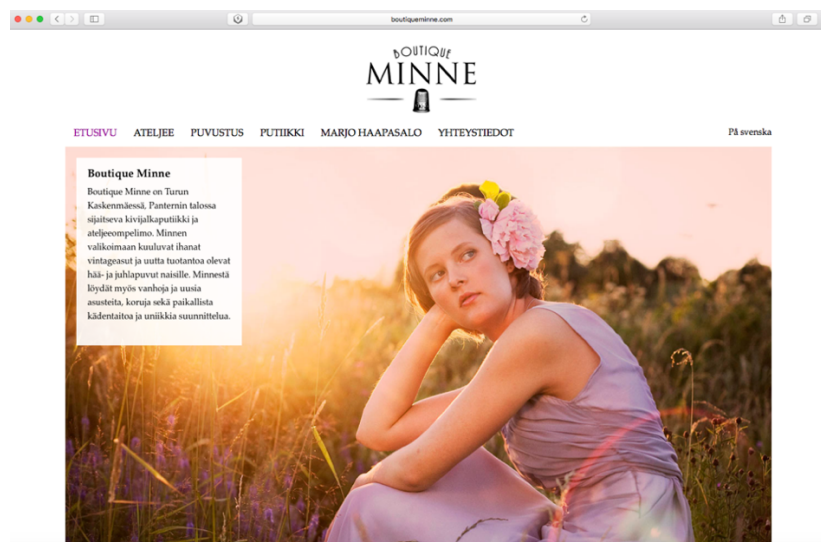


Figure 20. Screenshot of Boutique Minne webpage (Boutique Minne 2018).

Findings

Whereas Academia and Pukuvuokraamo Sanelma have a narrow selection of services explained on their website, Boutique Minne has many really detailed services informed on its website. Similar to Boutique Minne, also Lainahöyhenet offers many different clothing related services.

Pukuvuokraamo Academia is specialized in men's fashion. It has details about the services on its website, for example information about different men's costumes and suits and etiquette. There is a possibility to make an appointment online, as well as to reserve a white tie from anywhere in Finland are good extra services. The website is simple, and the needed information is easily accessible.

Pukuvuokraamo Sanelma is specialized in men's and women's formal wear. On their website they give advices on how to dress. They have pictures and prices of men's wear, but only few photos of women's wear, and they all are quite similar. There are also few photos of children formal wear. The website is simple, and only the basic information is available.

Some of the most important findings of the benchmarking process were the differentiation of services in the benchmarked businesses. As Pukuvuokraamo Academia and Sanelma seem to have specialized customer segments to whom they are promoting their services, Boutique Minne and Lainahöyhenet seem to offer a wide selection of services to a several customer segments. To offer many different services in a simple package can be challenging, and would need special attention in order for the services to be easily available on the website. Boutique Minne, as well as Lainahöyhenet, have used many words on their website, which are for a person who is not familiar with the vocabulary, impossible to understand. It can also be questioned whether these kind of costumes, accessories or services are for an impulsive (window shopper) buyer, but instead for someone who is already looking for a special item.

When the information found from the businesses website was analyzed based on the findings from the theoretical research, it was clear none of the businesses, including Lainahöyhenet, does not promote the current issues online. These aspects which are important to current clothing rental customer based on the research, are the ability to find information of different rental models the business is promoting and how it is operating on its' website and how sustainability is taken into consideration in the business

operations. The main findings of the benchmarking of local businesses are shown in a table 2.

Table 2. Findings of benchmarked local competitors.

NAME	ACADEMIA	PUKU-VUOKRAAMO SANELMA	TOP IN HAIR & COSTUME	BOUTIQUE MINNE	LAINAHÖYHENET
SOCIAL MEDIA APPEARANCE	Web-pages, Facebook, Instagram	Web-pages	Web-pages	Web-pages	Web-pages, Facebook, Instagram
SPECIALIZATION	Renting and selling men's wear	Renting and selling men's and women's wear	No	Clothing design and manufacturing for special occasions	Renting and selling suits and dresses
ADDITIONAL SERVICES	White tie-renting service available throughout Finland	No	No	Customizing and repairing clothing	Custom made outfits and accessories
PRICES AVAILABLE ONLINE	Renting price for a suit available	Prices of men's suits	No	No	No
PHOTOS AVAILABLE ONLINE	No	Mostly photos of men's suits	No	Photos of realized works	Some photos of the selection
BRANDS & DESIGNERS IDENTIFIED	No	Few, but mainly no	No	No, as mainly vintage and custom made	No
(DIFFERENT) RENTAL MODELS	No	No	No	No	No
SUSTAINABILITY ADVISED ONLINE	No	No	No	No	No

6.2.3 Online clothing rental businesses

Two clothing rental businesses operating outside Lainahöyhenet operating area were benchmarked. As online clothing rentals are gaining more reputation, it is important to acknowledge and recognize other rental services to stay-to-date. It is necessary also to study the clothing rental market outside the current operating environment as well as other clothing rental services which are not direct competitors of Lainahöyhenet. Vaaterekki as a Finnish clothing rental service with a slightly different approach to clothing rental services and Rent the Runway, a large international clothing rental service, which has revolutionized the industry, were chosen for benchmarking.

Vaaterekki

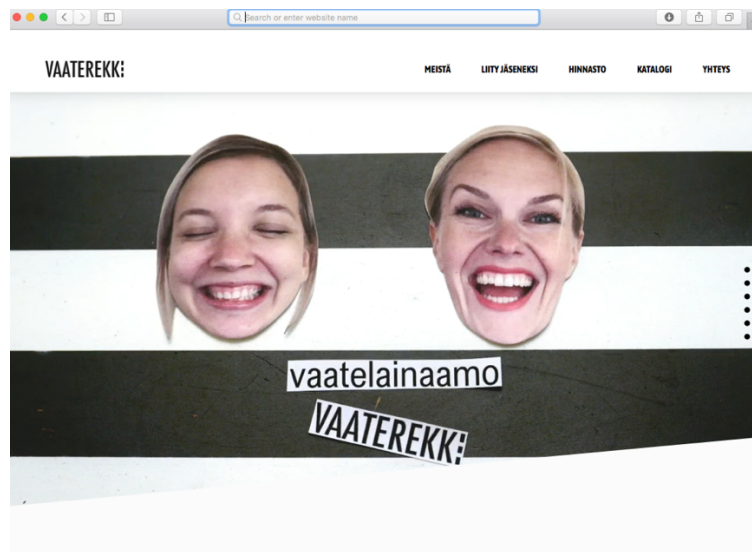


Figure 21. Screenshot of Vaaterekki webpage (Vaaterekki 2019).

Vaaterekki is a clothing rental service, which operates as a monthly based renting or as an one time rental. Rentals include clothing and other accessories from sixty different Finnish brands. It has physical premises in Helsinki city center, where it is possible to claim the rented item. All the items can be seen online, as well as the prices. Items are not priced per item, as the different rental models include different variations of items, for example membership for six months costs 160€ per month and includes the rent of two items for maximum of three weeks. All the possible variations of pricings are clearly visible on their website (Vaaterekki, 27.1. 2019).

When looking at Vaaterekki's website, it appears to target its services to environmentally aware people as it has included information about sustainable development and how their service is involved in it. Also the clothes they are renting are selected on ecological grounds meaning that the manufacturing companies are producing the clothing based on ecological values. They are also using an individual picture on their website (see figure 21.) advertising their clothing tips and good customer service when visiting by their store.

Customers are themselves responsible for washing and returning the items after use.

Rent the Runway

Rent the Runway is an online clothing rental business. It does not operate outside United States at the moment, but is represented as a benchmarked business in this thesis: what are people renting outside Finland and what kind of services they use?

Rent the Runway is strongly promoting ethical and environmental values on its front webpage (Figure 22.). It is referring to clients, who are concerned about sustainable fashion and climate change and is indicating that by using their services the consumer is making a conscious choice.

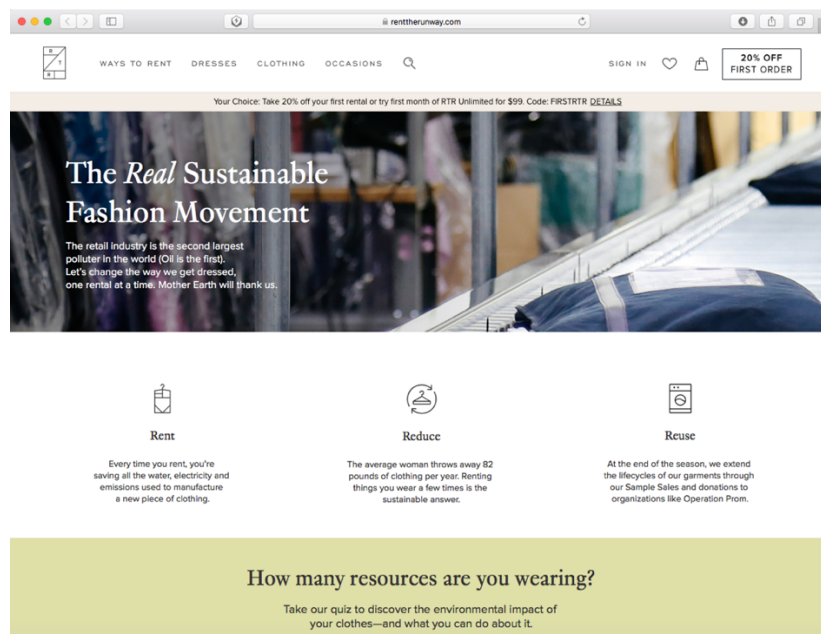


Figure 22. Screenshot of Rent the Runway webpage (Rent the Runway 2018).

Rent the Runway is selling different service packages for renting clothes; from 30\$ per rental to 159\$ per month unlimited package. The variety in different clothing options is over 100,000, and options in service packages is really appealing. All the different excuses not to use their service have been addressed.

Findings

Both of the benchmarked businesses outside Lainahöyhenet operating environment were heavily promoting environmental aspects and benefits of using their services. It

was clear that both of the businesses had their consumer segments and service models clearly and well thought out, and the online evidence of their businesses is supporting these models. The services they offered were also clearly visible.

When comparing the findings from benchmarked online businesses it is possible to see the differences of businesses operating mainly online versus businesses operating mainly in physical stores. Even though Vaaterekki promotes its services online, it is still also a physical rental store as the clothes must be acquired from the physical premises. The main differences between the online and physical businesses are naming the brands and designers the clothes are from; the photos available online; promoting different rental models and informing of the sustainable factors and aspects affecting the business.

It can be argued that if the physical businesses are mainly sole proprietorship businesses the employee equity is smaller than in larger businesses. This fact does not make the significance of these factors any less important. Consumers are more aware of sustainability and many are making their clothing choices based on how the business is affecting or impacting the environment.

Table 3. Findings of benchmarked online businesses.

NAME	VAATEREKKI	RENT THE RUNWAY	LAINAHÖYHENET
SOCIAL MEDIA APPEARANCE	Web-pages, Facebook, Instagram	Facebook, Instagram, Twitter, Pinterest	Web-pages, Facebook, Instagram
SPECIALIZATION	Clothing "library" renting clothes from Finnish brands and designers	Renting clothes and accessories for women and children	Renting and selling suits and dresses
ADDITIONAL SERVICES		Different renting service packages	Custom made outfits and accessories
PRICES AVAILABLE ONLINE	Yes, clothes are rented additionally per rent, or by monthly fee	Yes	No
PHOTOS AVAILABLE ONLINE	Yes	Yes	Some photos of the selection
BRANDS & DESIGNERS IDENTIFIED	yes	Yes	No, except when custom made
(DIFFERENT) RENTAL MODELS	Yes	Yes	No
SUSTAINABILITY ADVISED ONLINE	Yes	Yes	No

6.2.4 Personas and user journeys

Every customer is different from each other with ones' unique interests, history and mindset. Even though a lot of the consumer characteristics are unique, there are also some similarities within different consumers. These comparable similarities, such as gender, age, location and income, are used as measuring tools to create certain customer groups. The groups are later used to help identify the needs of the consumer, differentiating the business from the competitors and targeting the retails to a certain niche market. (Easey, 2009, 66; Gray, 2009, 120.)

The fashion consumer segmentations done in marketing studies attempt to benefit the market sales directly by focusing on the products on sale. The personas used in service design aim instead to study the behavior and needs of the typical customer and to

improve the services by using the persona profile in a customer journey and/or service blueprint. (Van Dijk, et al., 2011, 178.)

Ellen MacArthur Foundation (2017, 75) has identified typical consumer types for clothing rental services. Even though an individual might belong to various consumer types simultaneously, and act differently according to ones feelings and the situation, the types presented can be thought of as the main consumer types. According to Ellen MacArthur Foundation study (2017, 75) these types can also benefit differently from the main clothing rental service types (explained in section 5.3), and they would all benefit from a variety of rental services available.

Even though Ellen MacArthur foundations' consumer types can be used as the basis for the clothing rental business customer segmentation, it is important to adjust them to the specifics of the clothing rental in question. The six rental business consumer types were modified and adjusted together with Anna Helena Hannikainen and based on the results from the research and the questionnaire to show the main customer types Lainahöyhenet has. The ages of the personas and the characteristics of a typical consumer of Lainahöyhenet were added. To find out the different consumer characteristics and their user journey paths in Lainahöyhenet it is important to view all of these six personas and their different types of consuming clothing. (Personal communication, Hannikainen, 11.3.2017; 02.2.2019)



Figure 23. Service periods used.

User journeys were created based on the research of how typical consumer process develops. In figure 23. the different service periods of the user journeys are presented. The first service period is when the need of the service arouses and the second service period is when finding the information about how to fulfill the need. In the third stage a consumer is considering the options included in the finding the service period. Here finding the physical location is added as a service period, as in the research it was proven to be an important factor in the buying process. The decision for buying the item is the next stage, in this user journey this is marked as the stage *Visiting the store*. This stage also includes the experience in the physical premises. The service stage equals the

stage of the purchase. Using the clothing and returning the clothing are important factors affecting the customer experience and the user journey after the purchase stage.

Touchpoints in user journey maps describe the different moments the user interacts with the service in question and they are used to create the journey of the users experience with the service. (Van Dijk, et al., 2011, 158.) In the user journey maps precedent, touchpoints were created based on the personal communication with Hannikainen, the online questionnaire and from the inside information gained from the different studies of clothing industry. The touchpoints are used as an indicator of the possibilities for further development as well as of the aspects already managed. With the help of user journey maps, customer journeys are being explained and further studied to get more detailed information of the different aspects involved.

Persona 1: Alice Avoider

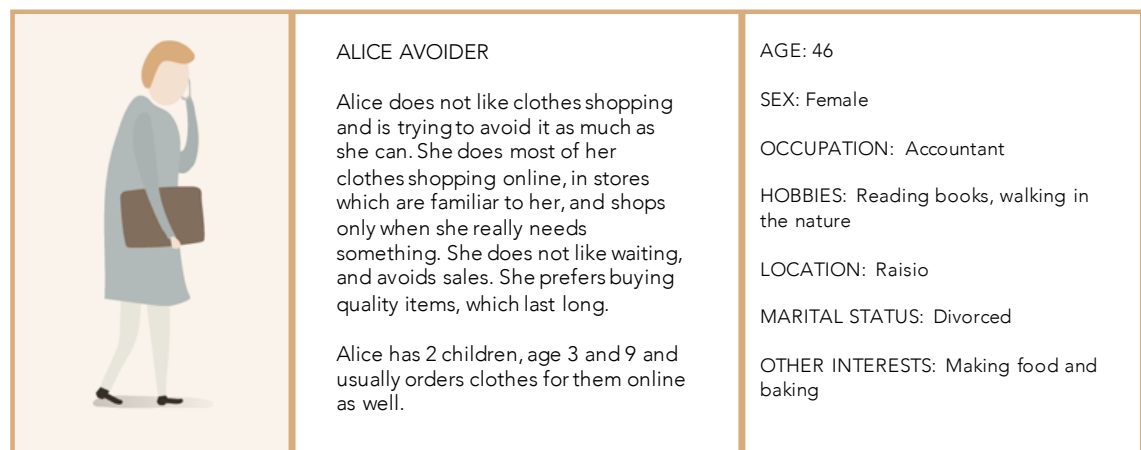


Figure 24. Persona Alice Avoider (Modified person image, rawpixel.com / Freepik).

Alice Avoider (see figure 24.) is representing the consumer group which avoids clothes shopping entirely. She is a middle aged woman, with small self-esteem issues with her body. She has problems finding clothes that fit, which lead to the result that she goes shopping clothes rarely, and when she does, she prefers to buy quality items which lasts for a long time. As much as she can, she does her shopping online, which means that she does not have to face the queues and other people. The only thing she hates about online shopping is, when she has to return the clothes if they do not fit.

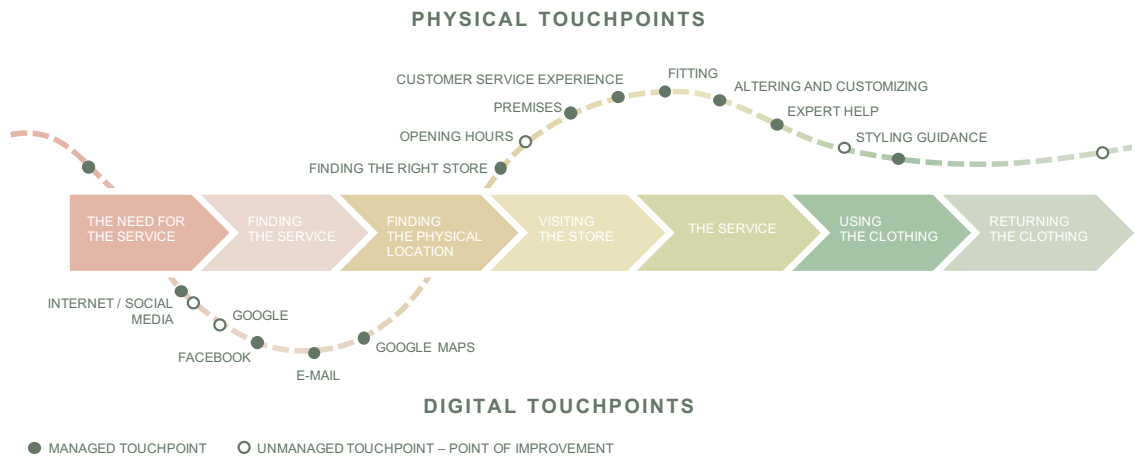


Figure 25. User journey map of persona Alice Avider.

Alice Avider's user journey (see figure 25.) starts with the need of a new dress for an upcoming event she is going to. The point of improvement in her user journey is the visibility in social media and in google search. Also the possible sudden changes in opening-hours could be more easily reached by customers. Improvement could also be the possibility to get styling guidance. Alice Avider's journey to Lainahöyhenet is well managed.

Persona 2: Billy Bargain

	<p>BILLY BARGAIN</p> <p>Billy is all about bargains. He buys clothing only from sales, and gets really excited of promotional offers! Sometimes he buys stuff from second hand stores or designer outlets, as long as he can save money!</p> <p>He and his wife are enthusiastic about their hobby, live action role-playing, and Billy is always in search for new costumes, in offer ofcourse.</p>	<p>AGE: 28</p> <p>SEX: Male</p> <p>OCCUPATION: Engineer</p> <p>HOBBIES: Live action role-playing games</p> <p>LOCATION: Turku</p> <p>MARITAL STATUS: Married</p> <p>OTHER INTERESTS: Has a dog named Mika</p>
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Figure 26. Persona Billy Bargain (Modified person image, rawpixel.com / Freepik).

Billy Bargain presented in figure 26. is an example of a customer who is always in hunt of bargain deals and is willing to make personal efforts in order to gain profit while consuming. He does not value individual aspects of an item, only the price per unit. Billy is twenty eight years old, married and lives in Turku. He and his wife are enthusiastic action live role-players.

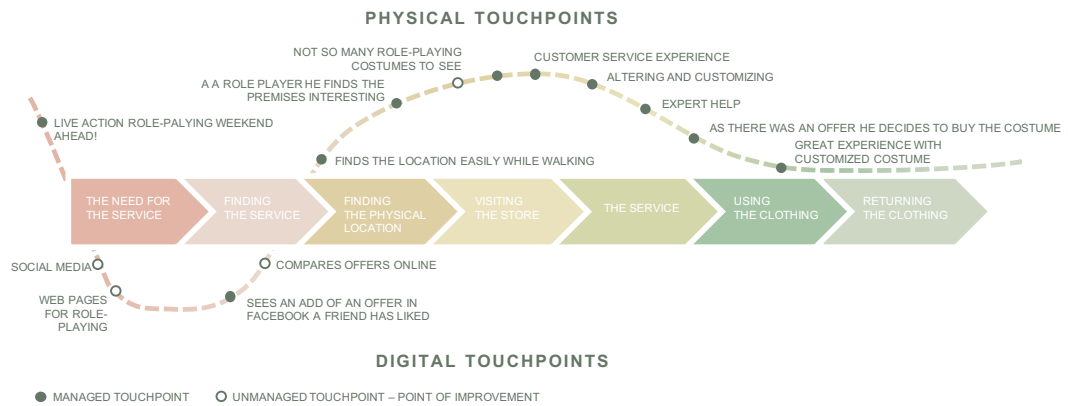


Figure 27. User journey map of persona Billy Bargain.

Billy Bargains user journey (see figure 27.) starts with the need of a costume for their action role-playing session. The touchpoints in need of improvement in his journey are the visibility in social media and appearance in digital environment.

Persona 3: Cinna Celebrity


	<p>CINNA CELEBRITY</p> <p>Cinna follows all latest trends and all possible, fashion and celebrity social-media pages. She aims to look like a celebrity, and tries to buy special collections, even if it means queuing.</p> <p>Cinna dreams of owning a really fancy car and living in an expensive new property.</p> <p>She is also in a serious relationship, and is planning on getting married later this year!</p>	<p>AGE: 27</p> <p>SEX: Female</p> <p>OCCUPATION: Department store buyer</p> <p>HOBBIES: Dancing</p> <p>LOCATION: Turku</p> <p>MARITAL STATUS: Getting married soon!</p> <p>OTHER INTERESTS: Going to Paris and Milan fashion weeks</p>
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Figure 28. Persona Cinna Celebrity (Modified person image, rawpixel.com / Freepik).

Cinna celebrity (see figure 28.) represents fashion and trend influenced customer segment. She is willing to spend time (and money) in order to acquire the latest fashionable trend clothes and accessories. She fantasizes of living like the celebrities she follows in social media and gets pleasure from going to different fashion events.

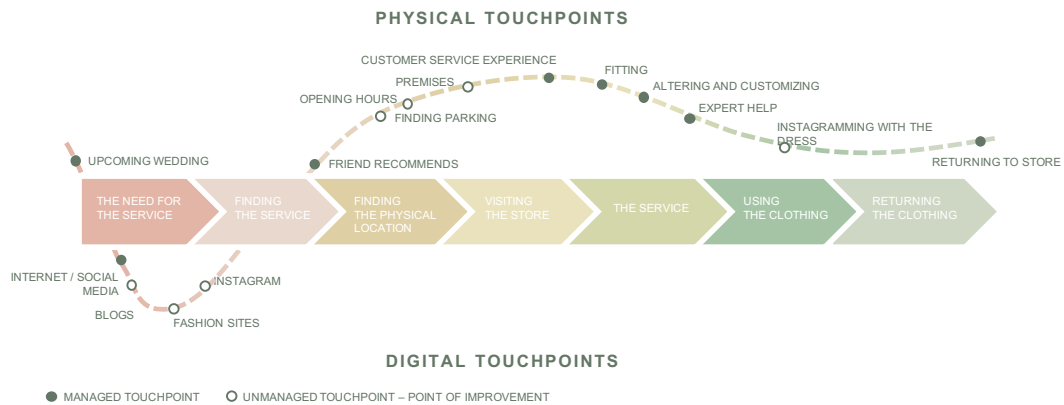


Figure 29. User journey map of persona Cinna Celebrity.

User journey map (see figure 29.) of Cinna Celebrity describes her visit to Lainahöyhenet when she is in need for a wedding dress for her upcoming wedding. The touchpoints which could be further improved in her journey are the visibility in social media (in pinterest, blogs) in the stage while gaining inspiration as well as when looking for the service. Well managed is the mouth-to-mouth advertising, about the quality products and customer service. The premises can also be improved in order for the fashion-enthusiastic to identify familiar items and products in order to feel she can find services fitting for her in the business. To gain visibility in the social media when the customer is using the clothes and possibly posting the clothes online could be a possibility to exploit the publicity.

Persona 4: Ellie Environment

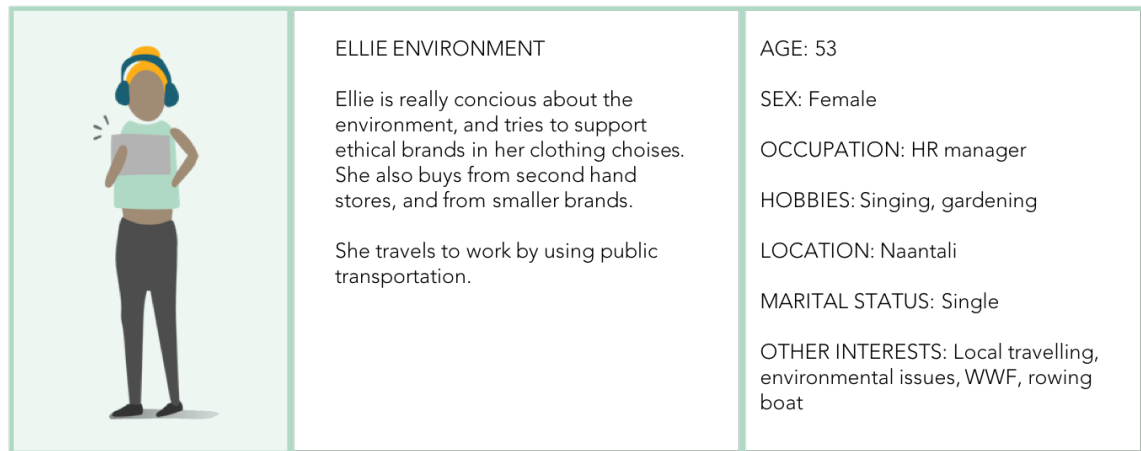


Figure 30. Persona Ellie Environment (Modified person image, rawpixel.com / Freepik).

Ellie Environment (see figure 30.) represents the kind of persons, who are conscious about the future and the environment and are making their choices of purchase with these themes and notions on mind.

In the future the customer group of environmentally aware users is likely to increase as the knowledge of the benefits of renting clothes grows and the potential could be exploited more. The user journey map of Ellie environment (see figure 31.) is focused on physical touchpoints. The main improvement suggestion to her journey is an introduction of more environmental materials in the clothing and making environmental procedures in the services visible. As an environmentally conscious person she is also struggling with the fact of making another visit by using transportation, even if it is public, to the store just to return the clothing, and could maybe benefit from a compound return system.

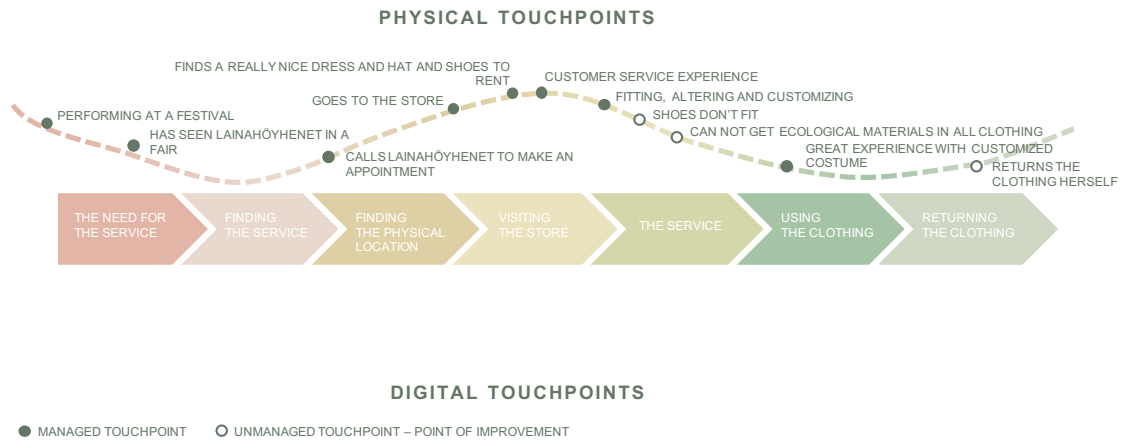


Figure 31. User journey map of persona Ellie Environment.

Persona 5: Frank Fitting-in


	<p>FRANK FITTING-IN</p> <p>Frank wants to fit in and belong to a group. He shops where his friends shop, and wears similar style as them. He does not want to stand out.</p> <p>Frank is in lukio (high school) and is taking part in his senior prom (vanhojen tanssit) in the spring!</p>	<p>AGE:16</p> <p>SEX: Male</p> <p>OCCUPATION: Student (high school)</p> <p>HOBBIES: What ever his friends hobbies are</p> <p>LOCATION: Turku</p> <p>MARITAL STATUS: Single</p> <p>OTHER INTERESTS: Football</p>
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Figure 32. Persona Frank Fitting-in (Modified person image, rawpixel.com / Freepik).

Frank Fitting-In (see figure 32.) is an example of a customer who does not want to stand out but instead blend in to a group. Frank is a young male who respects his peers' opinions and focuses on making his clothing choices based on what his friends are wearing.

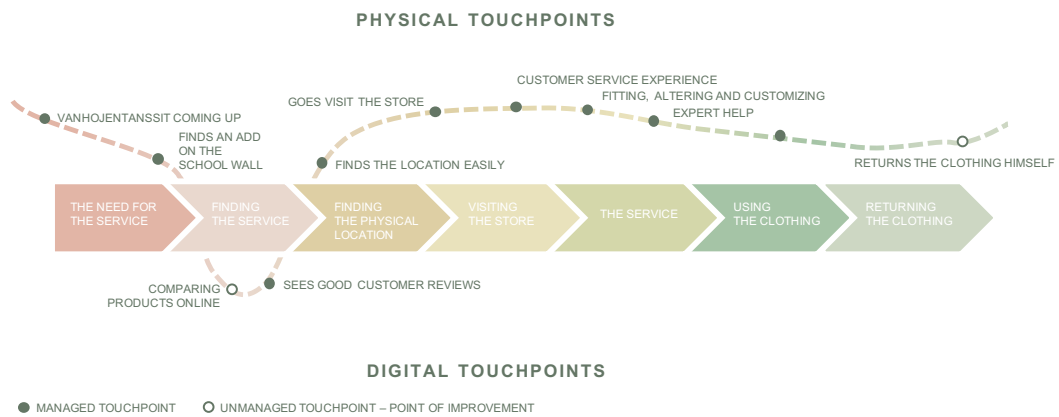


Figure 33. User journey map of persona Frank Fitting-In.

The user journey of Frank Fitting-In, which is presented in the figure 33. suggests that there are few places of improvement in the services of Lainahöyhenet to improve the customer experience. His touchpoint's are mainly physical as the only digital touchpoints being the product comparison online, which is also a point of improvement in the user journey.

Persona 6: Stacy Stand-out

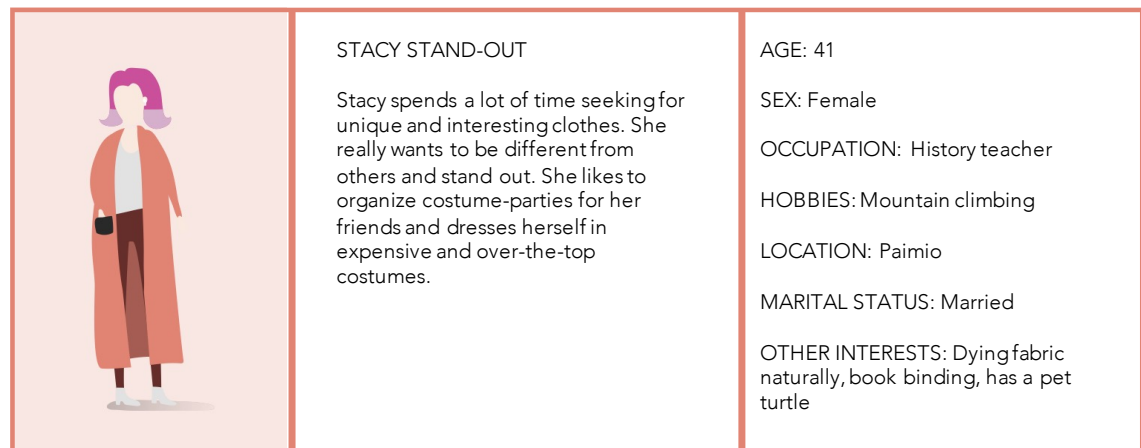


Figure 34. Persona Stacy Stand-out (Modified person image, rawpixel.com / Freepik).

Stacy Stand-Out (see figure 34.) is a presentation of a consumer who, unlike Frank Fitting-In, does want to stand out and be unique. She likes to make everything, including her wardrobe and parties, always over the top to attract people's attention to her. She is

41 years old with regular incomes. She is willing to spend money on experiences and organizing special events, especially costume parties.

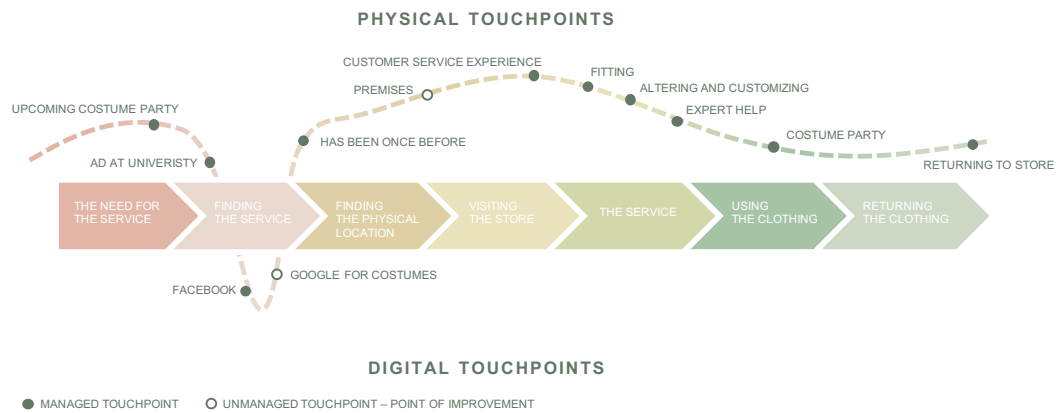


Figure 35. User journey map of persona Stacy Stand-Out.

The touchpoints in need of improvement in the user journey of Stacy Stand-Out (see figure 35.) are the Lainahöyhenet appearance in google search and the premises. As Stacy does appreciate different and unique details and things, she does find the premises of Lainahöyhenet attractive, the only concern she has is about not finding enough reference ideas in the store.

Findings

The benefit of using customized personas to study the different user journeys is the possibility to point out and visualize the aspects that need to be addressed. The different touchpoints can be identified without creating these, but by identifying the user personas it is possible for the business to understand whose needs the business should focus on and how the needs are already satisfied.

Even though the personas represent different customer segments, some similarities can be seen in the touchpoints which are managed and which are in need of improvement. Most of the touchpoints were based on the different aspects found out in the theory research and the different user journeys were created based on the personal communication with Hannikainen. (Personal communication, Hannikainen, 02.2.2019.)

Managed touchpoints include the main strengths Lainahöyhenet has. Main findings of unmanaged touchpoints from the user journey maps were the potential lack of social

media presence; the inadequate webpages, improvement points in the interior premises (lighting, window display) and the lack of information of sustainability.

6.3 Service blueprint

Service blueprints are used as a tool to identify the different individual aspects involved in a service process. Service blueprints are usually done by visualizing the different stages and touchpoints of each individual involved in a matrix table. The user, provider, and other possible stakeholders providing background touchpoints are all identified in the service blueprint. (Van Dijk, et al., 2011, 204.)

First draft of the Service blueprint was created based on the research and personal communication with Hannikainen. The service blueprint was later modified and improved together with Hannikainen. The modified service blueprint of the current state is presented in appendix 3. The service blueprint is a combined service story of many different personas and it represents a service situation of selling men's suits in Lainahöyhenet. (Personal communication, Hannikainen, 02.2.2019.)

Service blueprint was used in this thesis to identify and visualize the different aspects and measurements, which need to undergo when the business is buying and selling or renting clothing. It is beneficial to understand the amount of simultaneous work a private entrepreneur must do as well as how it affects the customer, and to find out what are the points to be developed in this service as well as the internal practices as the service business.

As a private entrepreneur the problem of multitasking front stage and back stage is visible in the service blueprint; simultaneous work with customer service, marketing and sales can be overwhelming and exhausting. From the customer point of view, the simultaneous work can be received as abrupt or unfriendly service. To study the service blueprints and the customer journey with the aspects found out from theory study, it is apparent that improvements must be made.

7 PROPOSALS

Communicating with Anna-Helena Hannikainen the first time, the aspects in need of improvement in Lainahöyhenet were easily identified. The lack of storage space and improving the interior premises were named weaknesses as well as the fact that potential customers did not know about the services Lainahöyhenet is offering. In later communication with Hannikainen it also came apparent, that one of the problems Anna-Helena Hannikainen is facing is the fact that for a private entrepreneur taking care of different channels in physical and in digital environment is an energy and time consuming process. Maintaining the processes and functions simultaneously in multiple channels were also confusing and done without a general aim or consistent approach.

The use of different service design methods and tools gave the opportunity to study and investigate aspects involved in the services and to identify what are the main focus points when improving the services. As Lainahöyhenet is in need for inner improvement of procedures as well as improvement of the outer services affecting the customer, it is important to take into consideration all the different aspects found out.

In the study of inner aspects affecting the clothing rental business the main development areas found out were about identifying the customer. Hannikainen has a good vision and clear understanding of her consumers, but they are based on who are her current customers. As a result of the Lainahöyhenet customer segments study and the user journeys, the lack of visibility in certain customer segments digital channels was evident. To attract different consumer groups and appeal to the current consumer segments in the future as well, it would be good to focus on clearly identifying the different segments the advertisements are focused on. When the different main consumers groups are identified it is easier to offer different service models for different groups and focus their advertisement based on the consumer groups.

Based on the questionnaire and the study, the variety of services available can be too large compared to the benefit the multiple services are bringing. By simplifying and unifying the service palette can be beneficial for the consumer as well as for Hannikainen.

7.1 Improved business model canvas

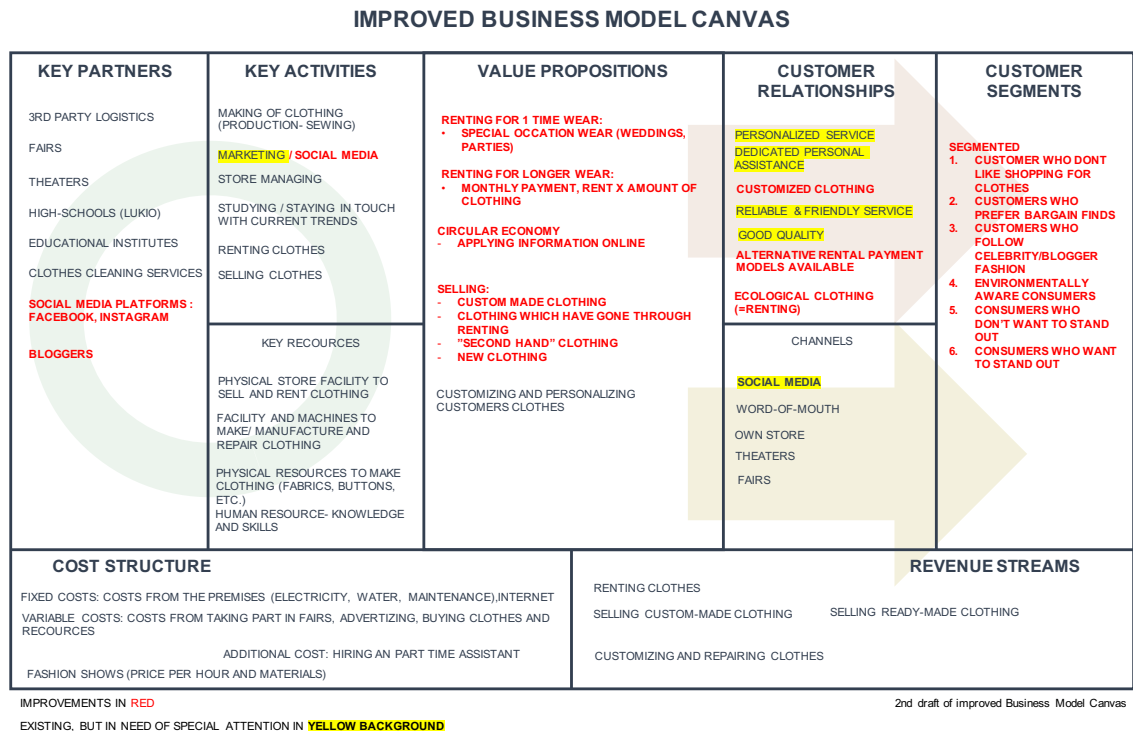


Figure 36. Improved business model canvas.

Improved business model canvas (see figure 36.) showcases improvements suggested to include the aspects found in the theory section. Most of the improvements are linked in the customer segment, and value proposition areas, as it has been evident that customer segmentation is in need in order for the rental business to work. As based on the study, consumers rental needs are heavily dependent on social needs, psychological factors, and on social and cultural factors, it can be hard to segment consumers based on a type of rental clothing. Instead, in the improved business model canvas the segmentation is done based on the different personas as a consumer type. This is done to help aim the marketing being based on the type of customer, and not by the type of clothing.

As each of these consumer types has their own significant customer relationships, it is important to highlight those which are shared with other consumer types. The current customer relationships are significant and it is important to highlight them in the marketing. Based on the service design process, the possibility for different rental clothing models as renting and payment is relevant for the present-day consumer. The

questionnaire results showed the visible and comparable prices were important to the consumers. Internet and social media should not be thought of as an enemy but to be embraced as one important part of the whole service. At best it can be an asset to the services in physical premises and therefore it is important to showcase the different possibilities online and in social media.

As seen from the customer journeys from the personas, social media is an important factor for many consumer types when choosing a rental service. To improve the marketing and to make Lainahöyhenet more visible and better discoverable, different marketing approaches, such as influencer marketing should be used.

Another important aspect to point out in the marketing and online is the ecological (and potential ethical) benefits of clothing rental. As the clothing rental itself is an ecological business and a choice, it is important to describe this to the consumers as well.

7.2 Improved Service Blueprint

The improved service blueprint, presented in appendix 4, was created at the end of the service design project to illustrate how the suggested improved aspects could alter the service from the customers, and from Hannikainen point of view. The suggestions are based on the research and from the results of the service design process, and are based on a preliminary concepts of how the service could work.

As some of the issues relating to improvement of the services in Lainahöyhenet is dependent on improving the marketing of Lainahöyhenet, it is difficult to show the improved marketing in an improved service blueprint.

In the improved service blueprint personas Stacy and Alice are shown as examples of the improved service experience going through the same service experience as in the earlier service blueprint. Compared to the customer journeys, where the personas were all new customers who had never used Lainahöyhenet services before, in the improved service blueprint the customers are already familiar with the Lainahöyhenet services. Important improvements to the services in Lainahöyhenet is automating the information going out and advertising. All the previous and potentially interested customers will receive automatically information and advertisements for sales and special promotions. Lainahöyhenet web-page and social media sites have also been made to synchronize

accordingly, making it easier for Hannikainen as the business owner to uphold the advertising and information by herself.

7.3 Proposals

As indicated in the improved business model canvas and service blueprint, the main focus area to focus on when starting to develop the services are the different consumer segments. As has been shown in other studies referenced in this thesis as well as from the conclusion from the process, clothing rental services consumers can be categorized into many different segments. It is important that Lainahöyhenet will start exploiting these segments and providing services based on their needs. The marketing and advertising has got a lot to do with the different segments as each of them has their own interests and ways of utilizing clothing.

As the demand of sustainability and circularity in consumer goods becomes more dominating factor in consumption it is important to take these aspects into consideration as well as in the business model and in the items sold. Increasing the use of recycled materials and items as well as the use of durable materials are ways to incorporate circular economy to rental business. As rental business itself is already an act towards circularity in textile industry, therefor it should be promoted and supported in all possible ways and even make consumers more aware of the benefits of clothing rental.

8 CONCLUSIONS AND REFLECTIONS

The aim of the thesis was to find which aspects are the most important ones when improving the services in clothing rental business and to make service development proposals to clothing rental business Lainahöyhenet through service design. Reflecting on the process to identify the areas which were most successful and the areas which were not, is an important part of the thesis project.

The starting point for the whole thesis project were the research questions. As the service design is an itinerant process, the questions were taking their form during the thesis project to help maintain the right focus. The questions were answered during the process, and they were helpful when trying to maintain the focus during the thesis process.

1. Which aspects need to be considered when developing clothing rental business services?
 - How can the development of services bring more visibility to lainahöyhenet?

When developing clothing rental business it is important to understand who is or are the customers. It is important for the business to understand if the service development is aimed primarily to the current customers to satisfy their needs, or is the business aiming to achieve new customer segments? In the case of Lainahöyhenet, the consumers vary from segments to mass market. In order for Lainahöyhenet to serve the consumers needs better, it has to widen up the segmentation from based on the clothing to consumer type -based. When the possible different consumer types and their needs are taken into consideration, the services can be adjusted to their specific needs.

As Lainahöyhenet has been offering various kinds of clothing and service packages to it's customers, the final product as a service must be thought out considering the consumer types. The premises of the business must serve the needs of the consumer and satisfy their needs and potentially make new customers.

In the marketing and advertising Lainahöyhenet can utilize the specific channels from each consumer type to reach them. As the social media and online presence is considered as a service as well, it can be developed to answer to the needs of the different consumer types.

2. What services clothing rental business customers need?
 - o For what value are customers truly willing to pay?

The answer to the second question is compatible with the answers to the first questions with the differentiation that here the result is based on the aspect whether Lainahöyhenet is aiming the services to it's current or new customers. The basic needs of consumer types can be fulfilled by understanding the consumer types.

The process

The aim of the first part of the process, theoretical research, was to familiarize with the field of textile industry and clothing rental business in order to construct the service design process with the most suitable manner and knowledge. Reflecting on the process, the use of different service design methods could have started earlier on in order to understand the importance and potentially bring and use more different tools and methods in the process. As for the service design tools and methods used, they worked out to be really helpful, but during the process more tools and methods were identified, which could be used to get more information, such as mystery shopper and value proposition design.

The findings from the research and service design process were presented in the proposals in the form of improved business model canvas and improved service blueprint.

For future reference – further development

Clothing rental and circular economy have been under the microscope for a while since more information about the damage of textile industry has been revealed in studies. The thesis subject turned out to be on trend and current as there have been a lot of other studies around the circular economy and clothing rental services as well.

For further development of Lainahöyhenet business more detailed designs of how the certain aspects proposed will be adopted. Interior design to serve the consumers and business needs according to research, web-page design to take the findings and consumer segments into account. This can be done together with a service designer or

with the help of other professionals from different fields, each serving their best knowledge to the particular matter.

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INTERNET – KYSELY heinä-elokuussa-2019

PUKUVUOKRAAMON PALVELUIDEN KEHITTÄMINEN

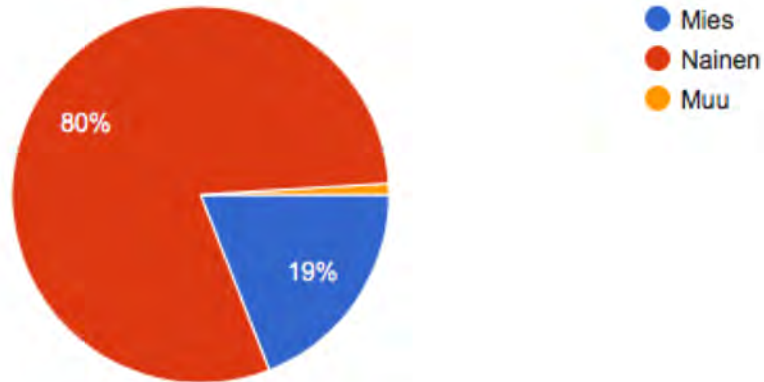
- VASTAUKSET
02.09.2018

Kaisa Mäkinen

ESITIEDOT

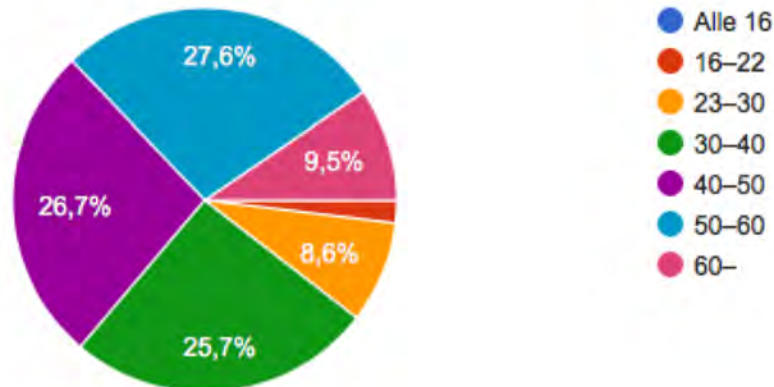
Sukupuolesi

105 vastausta



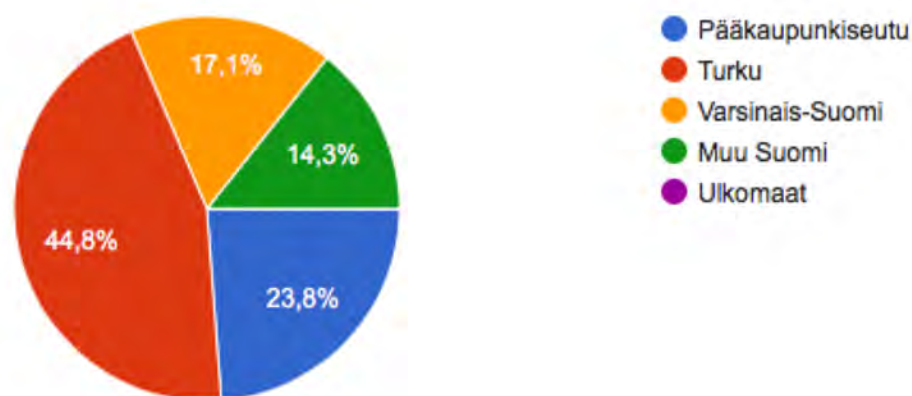
Ikäsi

105 vastausta



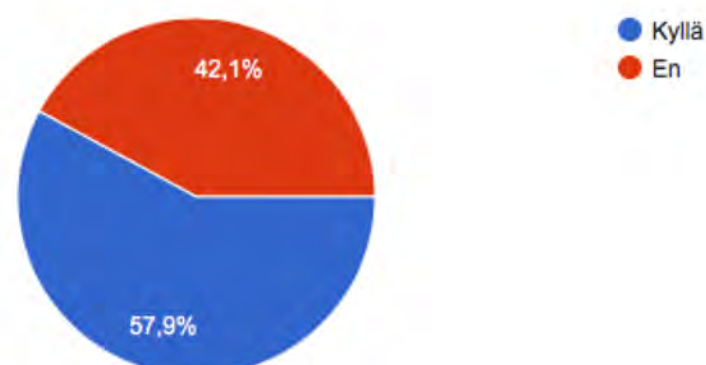
Asuinpaikkasi

105 vastausta



Oletko käyttänyt pukuvuokraamon tai vaatelainaamon palveluita?

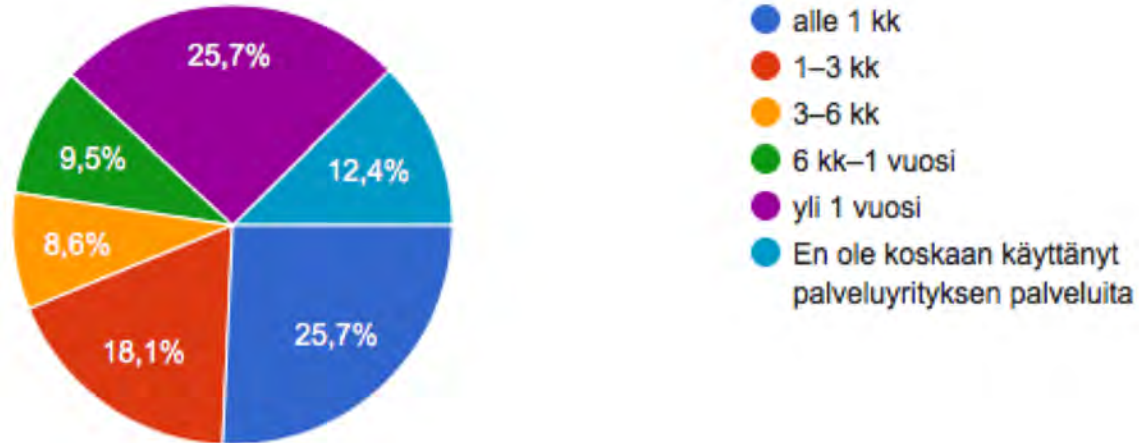
107 vastausta



KOKEMUKSET PALVELUYRITYKSIÄ

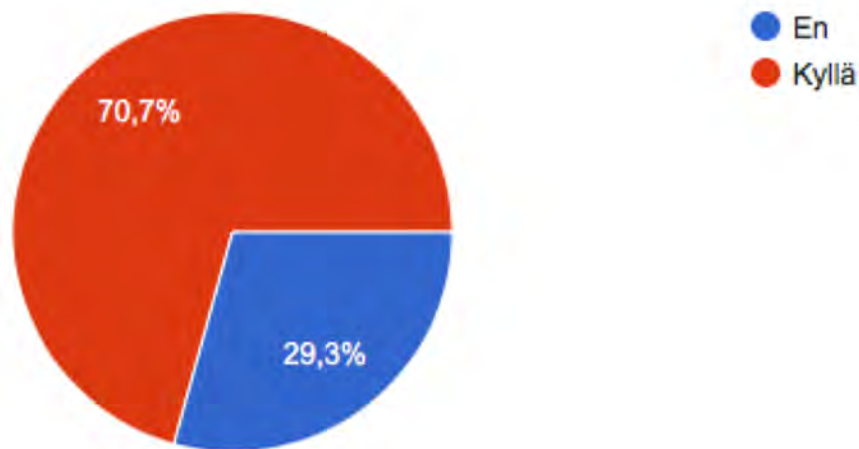
Milloin viimeksi käytit palveluyrityksen palveluita?

105 vastausta



Käytitkö tuolloin saman palveluyrityksen palveluita, kuin yleensä?

99 vastausta



MIKSI?

Kerro lisää, miksi vaihdoit palvelua tai tulit takaisin?

KÄTEVÄ 9/65:

- Olen muuttanut uudelle paikkakunnalle ja käytin lähintä palvelua jonka aukioloajat löysin.
- Kätevä
- Timman kautta.
- Matkan takia toinen kampaaja.
- Ämmiä
- Pojan vanhojen tanssin shaketti löytyi vastapäätä olevasta liikkeestä enkä silloin vielä tuntenut Lainahöyhenet-liikettä.
- Kenkien kantalaput kuluvat, suutarilla käyn siis toisinaan.
- Poikani on vuokrannut häihin frakin ja vanhinentanssi.
- Yleensä käyttämäni yritys oli lomalla.

HINTA 2/65:

- Kokeilin leikkauttaa hiukset parturissa kampaamon sijaan (mm. hinnan vuoksi).
- Olen asunut vuoden uudessa kauoungissa, mutta en ole löytänyt vielä mieleistäni kampaajaa, joten kokeilen joka kerta uutta hinnan perusteella

HYVÄ PALVELU 18/65:

- Hyvä palvelu (2)
- Hyvää laadukasta palvelua
- Hyvä palvelu oli parasta
- Hyvää ja tuttua palvelua
- Hyvä palvelu - jälleen!
- hyvä palvelu
- Hyvä palvelu.
- Olen tyytyväinen saamaani palveluun
- Loistava palvelu 😊
- Hyväksi todettu palvelu säästää aikaa ja vaivaa.
- Erinomainen asiakaspalvelu ja tuttuus
- Kokemus oli hyvä edellisellä kerralla
- Koin paikan luotettavaksi ja palvelun ystävälliseksi.
- Luomuvärjäys, asiakasystävällinen palvelu ja hyvä persoona
- mukava omistaja
- Tulin takaisin koska pidän paikasta
- Aina löytyy se, mitä tarvitsee ja kaupanpäälle saa hyviä vinkkejä.

HYVÄ LAATU 8/65:

- Hyvä laatu, helppo varata aika.
- Koska parturini on hyvä
- Tuttu ja turvallinen. Aina sama hyvä laatu.
- Olin erittäin tyytyväinen palvelun tasoon, sekä tuotteiden laatuun ja saatavilla oleviin vaatekokoisiin.
- Hyvä valikoima ja palvelu
- Koska olen löytänyt kampaajan, joka uskaltaa revitellä kun siihen antaa vapaat kädet - kuitenkin hyvällä maulla.
- Hyväksi todettua suutari (hyvä sijainti, hinta-laatusuhde), miksi vaihtaisin?
- Kyselin suosituksia

UUTUUDEN VIEHÄTYS 8/65:

- en ollut käyttänyt aiemmin
- Halusin vaihtaa kampaajaa
- En ollut aiemmin käyttänyt ja päätin kokeilla.
- en ollut aikaisemmin käyttänyt pukuvuokraamoaa
- Ovi oli kutsuvasti auki ja ilmapiiri hyvä liikkeessä.
- Ei ole ollut vakituista kampaamoaa
- Käytin ensimmäistä kertaa
- Olen käyttänyt kyseisen yrityksen palvelua vain kerran kokonaisuutena.

SIJAINTI 7/65:

- Vanha oli eri paikkakunnalla kun nykyisin asumme
- Suutari on minulle sopivasti matkan varrella ja olen ollut ihan tyytyväinen työn jälkeen. Olen kyllä miettinyt, onko siellä sijainnin vuoksi kovemmat hinnat kuin muualla.
- Valitsin kahdesta suutariliikkeestä sen, jonne ehti ruokatunnilla.
- Lähellä
- Matkoilla
- Kyseinen suutari oli aiemminkin korjannut kenkien korkolaput hyvin, ja nyt vein vähän haasteellisemmaksi sandaalit korjattaviksi. Myös sijainti on minulle sopiva; pystyn hoitamaan muita asioita kauppakeskuksessa sillä aikaa, kun työ valmistuu. Kampaajalla kävin, koska olin ollut tyytyväinen leikkaustulokseen ja lisäksi ko. kampaamossa on käytössä perhekohtainen etupassi. Kampaamossa oli ensikohtaamisesta (tapahtui puhelimitse) todella ystävällistä palvelua ja sama linja jatkui vastaanotossa ja hiustenleikkauksessa.
- Sopiva sijainti, ystävällinen palvelu, hyvä hinta-laatusuhde

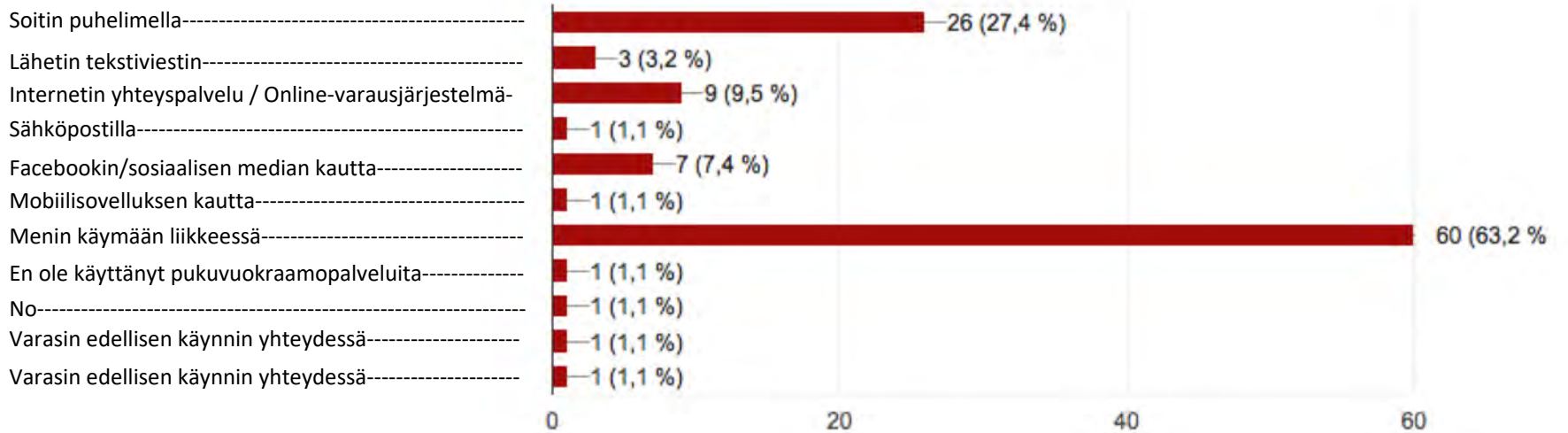
TUTTU JA TURVALLINEN 15/65:

- Oma palveluntarjoajani tuntee minut ja osaa auttaa valinnoissa
- Varma valinta, aina toimii
- Kävin tutulla kampaajalla. Ennestään tuttu kampaaja tietää tarpeeni paremmin kuin tuntematon. Joskus vaihdan kampaajaa kuitenkin koska haluan jotain aivan uutta hiuksiini ja uusi tuntematon kampaaja uskaltaa paremmin muuttaa tyyliä.
- Käytän aina samaa kampaamoaa koska siellä kampaaja tuntee minun hiukseni ja tietää mitkä aineet jne. niille sopivat.
- Käyn tutussa paikassa aina.
- Sama kampaamo siksi, että on mulle vaivatonta, kun tuntee minut eikä minun tarvitse selitellä - vaan hoidetaan täti edustuskuntoon. Olen valmis menemään kauemmas sen takia. Suutarilla korjauttelen kenkiä ja laukkuja. Sijainti ja palvelu on siinä hyvin tärkeä osa. Lainahöyhenissä oli hienoa nopeus, palvelu, yhteyden saaminen ja lopputulos, koska vaatemuokkaus ei kuitenkaan ole gynelogillakäyntiä, mutta kuitenkin intiimi.
- Kävin luottokampaajalla.
- Aina käyttänyt Lainahöyheniä
- Sama parturi ollut pitkään, tekee erinomaista jälkeä joka kerta ja helppo käydä.
- Molemmat käyttämäni palvelut ovat tuttuja ja turvallisia vuosien takaa ja palvelu on sitä mitä haluan.
- Luottosuutari.
- luottamuksellinen suhde syntyi ensimmäisellä kerralla
- Minulla on jäsenyys parturiin
- Luotettava pitkä asiakassuhde.
- Ystävänä liike

Miten otit yhteyttä käyttämääsi palveluyritykseen / varasit ajan?



95 vastausta



Mikäli kaikki edellisen kysymyksen vaihtoehdot ovat käytettävissä, mikä olisi sinulle mieluisin tapa, ja miksi?

ONLINE-VARAUS 22/75:

1. Online varaus (2)
2. Internet yhteyspalvelu / helppous
3. Online-varaus on useimmiten kätevin, sillä se ei ole aikaan sidottu.
4. WWW yhteyspalvelu
5. internet ajanvaraus
6. Online – helppo
7. Nettivaraus, nopeasti saa valita sopivan ajan.
8. Internet
9. Onlinevaraus, sähköposti tai soitto
10. Aanvarauksella joko online tai puhelimitse tai käymällä liikkeessä.
11. Ajanvaraus netin kautta.
12. Varausjärjestelmä ilman kirjautumista.
13. Internet / online-varausjärjestelmä
14. Online-varausjärjestelmä. Voi tehdä koska vain ja missä vain, mutta ei tarvitse ladata erillistä sovellusta sitä varten.
15. nettivaraus, kunhan on toimiva systeemi. Ja salasanan saa helposti palautettua, koska palvelua käyttää harvoin ja se on aina unohtunut.
16. Verkkopalvelu jos siellä näkyy kattavasti valikoma.
17. Internet, sähköposti
18. Nettivarausjärjestelmä käy hyvin esim. kampaamopalveluihin ja ravintoloihin. Madaltaa kynnystä palvelun käyttöön, kunhan varaussysteemi toimii helposti ja luotettavasti. Jos mietitään pukuvuokraamoja, toki siinäkin palveluajan varaaminen voisi olla hyvä lisäajuttu! Näin voisoin varmistua siitä, että juuri minulle on aikaa tuolloin ja saan asiani hoidettua.
19. Netti/sovellus. Helppo ja nopea tapa varata aika. Näkee vapaat ajat, joista voi itse rauhassa valita itselleen sopivan tai olla varaamatta. Kukaan ei "hengitä niskaan".
20. Online varaus on kätevin silloin kun tiedän tarkalleen mitä tarvitsen, enkä kaipaa lisätietoja.
21. Mieleisin minulle olisi palvelu netin kautta. En pidä soittamisesta ja usein palveluliikkeiden aukioloajat asettuvat päiväsaikaan, joten oman ajanhallinnan kannalta helpoin on käyttää nettiä.
22. Riippuu palveluyrityksestä. Kampaamoon olen tottunut soittamaan, vaikka online-varaus saattaisi olla kätevämpi tapa molemmille osapuolille.

SÄHKÖPOSTI / TEKSTIViesti 5/74:

1. Käyttäisin sähköpostia tai soittaisin
2. S.posti tai messenger
3. Sähköposti tai paikanpäällä käynti
4. Sähköposti. Helppoa ja yleensä nopeaa.
5. Tekstiviesti/sähköposti, helppo eikä vaadi kummaltakaan osapuolelta aikaa samalla hetkellä.

SOSIAALINEN MEDIA 4/75:

1. Facebook
2. sosiaalinen media, helppo
3. Some
4. Sosiaalinen media, helppo nopea

SOVELLUS 1/75:

1. Sovellus

LIIKKEESSÄ KÄYMINEN 24/75:

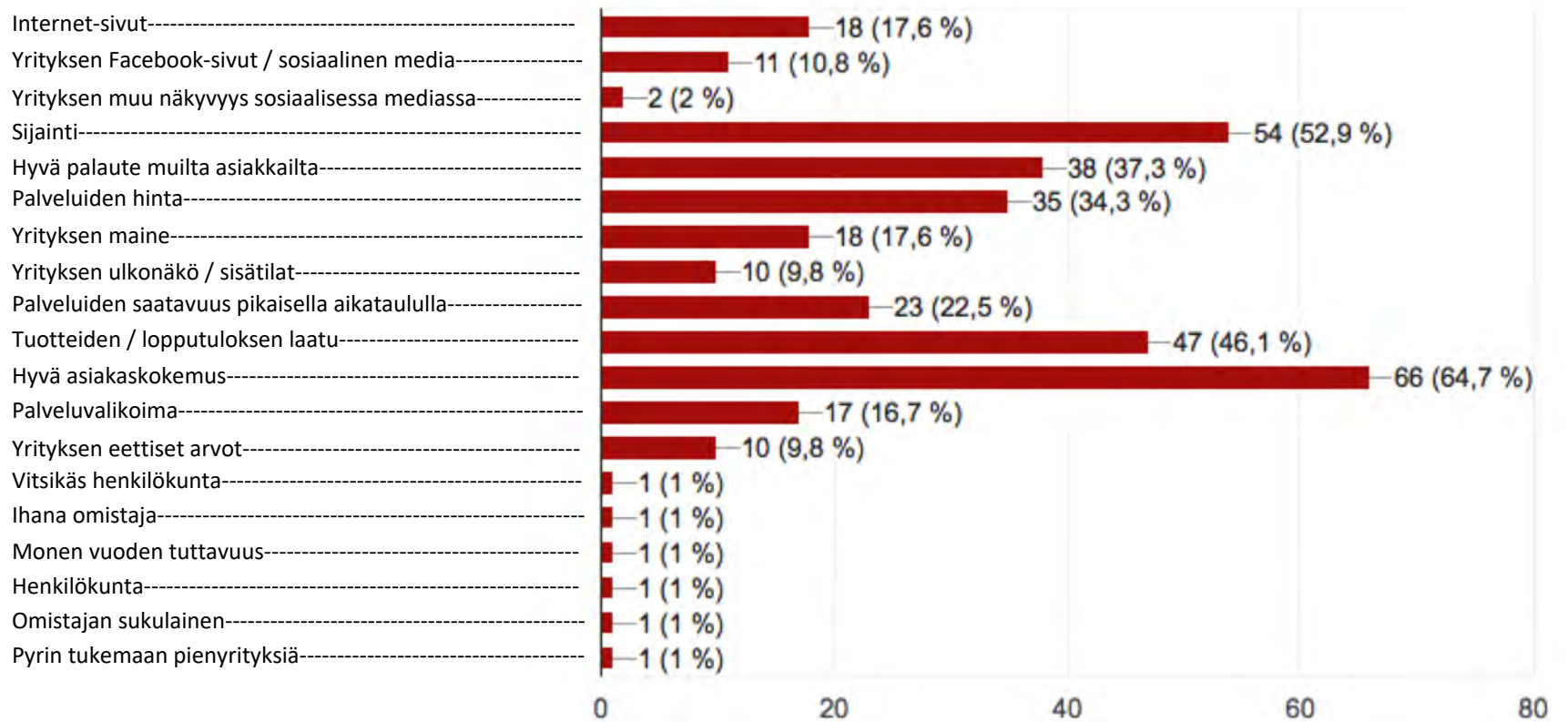
1. Käynti liikkeessä,
2. Menin käymään.
3. Käynti koska voi sovittaa samalla
4. Käynti liikkeessä
5. Face to face
6. Kasvotusten asiointi on paras tapa
7. Henkilökohtainen kontakti
8. Henkilökohtainen kontakti, tuttujen suositukset
9. käynti liikkeessä, suora palvelu
10. Liikkeessä käyminen (2)
11. Käynti kun on muutenkin lähellä
12. Liikkeessä asiointi, sillä haluan heti nähdä ja sovittaa vaatteita jotka mahdollisesti vuokraan.
13. Käydä liikkeessä tai soittaa ja varata aika.
14. Mennä käymään ja saada palvelu saman tien. Voin varata ajan etukäteen netissä tai viestillä, jos se on helppoa.
15. liikkeessä käyminen: tykkään asioida naamatusten ja kenkien hoito vaatii popojen hypistelyä
16. Meneminen paikan päälle, että näkee valikoimat ja voi jutella kuulumisia
17. Käymään paikan päällä, näkee heti valikoiman.
18. Liikkeessä käynti, koska haluan nähdä asiat livenä ja kosketella materiaaleja
19. Käymään
20. Käymään liikkeessä, mutta valikoiman selaus etukäteen netissä.
21. Suutariin olen aina vain pelmahtanut paikalle, samoin pukuvuokraamoihin. Ei ole tullut edes mieleen että pitäisi tai kannattaisi varata aika.
22. Kun on kyse esim. kampaajasta, jossa käy säännöllisesti, seuraavan tapaamisen sopiminen on helppo tehdä edellisen käynnin yhteydessä. Riippuu minkälainen palvelu on kyseessä
23. Sama tapa.
24. Mennä käymään liikkeessä, koska omistaja on kaunis ja mukava

PUHELINSOITTO 17/75:

1. Puhelu on helpoin
2. Puhelu on nopea ja ajankohtaisen vastauksen/tiedot saa heti.
3. Soitto
4. Soittaminen
5. Puhelu tai paikanpäällä käyminen. Koska on helpompi sopia asioita ihmisten kanssa, sähköisessä ajanvarauksessa jää leijumaan tunne että tieto ei ole välttämättä mennyt perille.
6. Puhelin
7. soittamalla, tai käymällä
8. Facen kautta oli kivutonta ja nopeaa, mutta olen kuitenkin karvalakkipuhelimen omistaja, että pöytäkoneella teen nettiasiani - joten perinteinen puhelinkin on minulle tärkeä.
9. Yleensä tykkään soittaa (esim. parturiajan varaus), mutta joissain tapauksissa pitää mennä käymään (esim. suutarille kenkiä ei voi viedä korjattavaksi käymättä) ja joskus taas voisi varauksen tehdä netinkin kautta, ehkä.
10. Puhelin, tekstiviesti, online
11. Soittaminen ja sähköposti
12. Puhelin tai käynti. Nettivarausjärjestelmä olisi hyvä, jos olisi kätevä eikä kankea. En halua käyttäjätunnuksia joka paikkaan.
13. Puhelinsoitto tai käynti.
14. Puhelin. Keskustelu, kysyminen ja asioista sopiminen sujuvat puhelin keskustelussa kerralla ilman että tarvitsee mennä paikan päälle.
15. puhelu / online varauspalvelu
16. Puhelimitse, koska nopein ja helppo saada selvyys kokonaisuudesta = palvelusta.
17. Mahdolliset muutokset sovittuun aikaan tehdään puhelimitse tai tekstiviestillä. Jos tarvitsee jonkun yksittäisen palvelun, niin silloin nettisivut / facesivut ovat hyvä lähtökohta, mutta varsinaisen päätöksen palvelun käytöstä haluaisin sopia puhelimitse, ainakin ensimmäisellä kerralla.

Mitkä seuraavista vaikuttavat eniten palveluyrityksen valintaan?

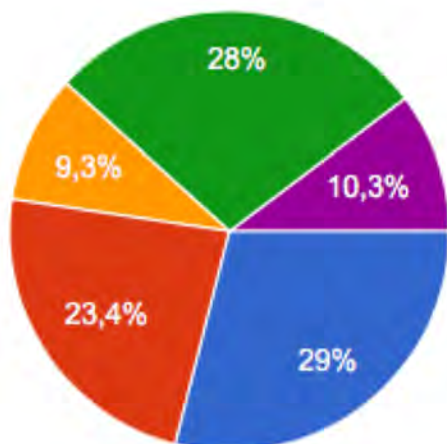
102 vastausta



KOKEMUKSET PUKUVUOKRAAMOISTA

Kuinka usein olet käyttänyt pukuvuokraamon palveluita?

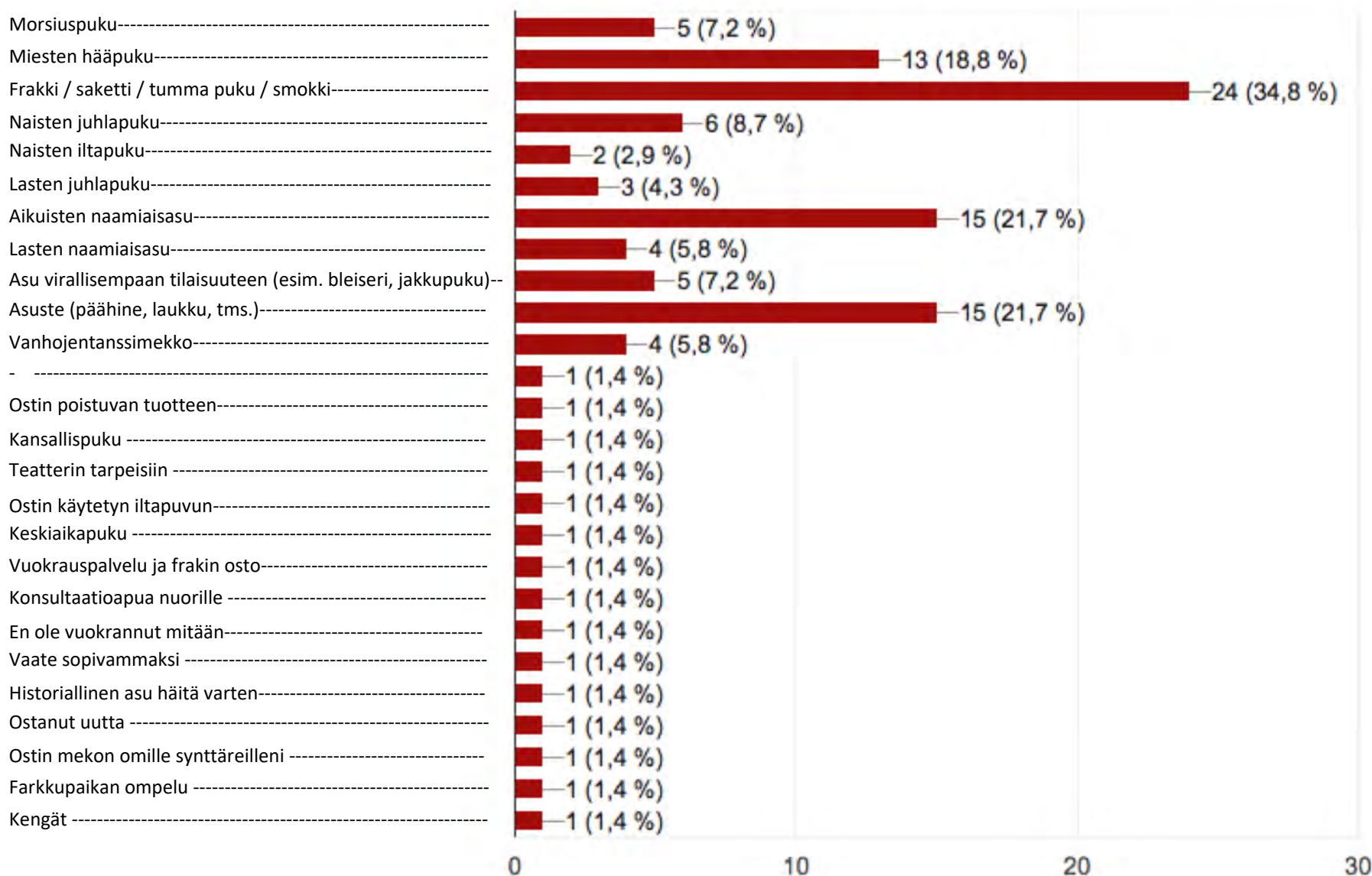
107 vastausta



- Kerran (Häät, vanhojen tanssit, tms.)
- 2-4 kertaa
- Enemmän kuin 4 kertaa
- En ole käyttänyt pukuvuokraamon palveluita, mutta ne kiinnostavat
- En ole käyttänyt pukuvuokraamon palveluita, ne eivät kiinnosta tällä hetkellä

Mitä olet pukuvuokraamosta vuokrannut?

69 vastausta



MITÄ OLISIT KIINNOSTUNUT PUKUVUOKRAAMOSTA VUOKRAAMAAN:

Vastaa, mikäli et ole käyttänyt pukuvuokraamon palveluita.

ASUSTEITA 1/56:

- Erityistilaisuuksiin asusteita, pukeutumisvihjeitä, tyyliohjeita, hattuja, huiveja, vöitä

NAAMIAIS-ASUN 9/56:

- Naamiasasu, frakki, saketti
- Naamias-asu, hääasu
- Naamiasasu
- naamiasasu, juhlapuku
- Naamiasasun
- Tällä hetkellä tulee mieleen naamiasasut
- Joku upea asu naamiasjuhliin
- Jotakin naamiaisia tai tärkeitä juhlallisuuksia varten.
- Naamiasasu, viralliset asut/smokki (jos tarve), keskiaika-vaatetus

TEEMA-ASU 8/56:

- Teemajuhliin asuja
- Historiallisen puvun vuokraisin
- Teemapukuja
- Teema-asun tai -vaatteen, esim 1920- tai 1800-luvun
- Teematilaisuuteen vaatteet
- Eri aikakausien vaateista valokuvausprojekteihin
- Hauskoja teemajuhlien asusteita
- Vaatelainaamon tyyliin harvemmin tarvittavia vaatteita. esim. lasketteluun.

FRAKKI / SMOKKI 4/56:

- Mahd. frakki tms. Tai naamiasasu.
- Frakki
- Smokki
- jatkossakin pojalle frakki, tumma puku. ehkä itselleni teema-asu

MIESTEN PUKU 2/56:

- Miesten iltajuhlapuku.
- Miesten puku nuorelle

HÄÄMEKKO 1/56:

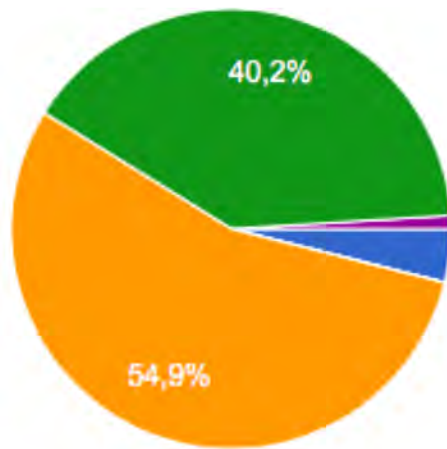
- Häämekko

ILTAPUKU / JUHLAPUVUN 31/56:

- Juhlavaate
- Juhlamekkoa
- Juhla-asuja ja somisteita.
- Juhlamekko
- Juhlapuku
- Juhla-asuja
- Juhlapuku
- Juhlapuvun tai hatun
- Jos olisi tiedossa suuret juhlat, joihin ei olisi oikeanlaista pukua, tai puvun ostaminen olisi liian kallista.
- Isokokoisten juhlavaatteet
- Iltapuvun jos olisi tarve tai naamiasasu
- Iltapuku, päällysvaate.
- Juhlavaatteita
- Iltapuku
- Naisten tai miesten muodollinen iltajuhla-asu, vuosikymmenasu, historiallinen asu
- Vaatteita esim jos on menossa vieraaksi häihin. Tai johonkin hienompiin juhliin.
- mekko ystävän häihin
- Juhlapuvut (naisten ja miesten), myös rennommat juhlapuvut, asusteet (erityisesti laukut)
- Jos tarvitsisin iltapuvun, niin todennäköisesti vuokraisin sen enkä ostaisi.
- Iltapuvun (2)
- Iltapuvun ja laukun
- Juhlamekkoja erityisiin tilaisuuksiin
- Itselleni leningin
- Mahdollisesti juh lamekkoa ja naamiasasua
- Voisin vuokrata puvun mikäli osallistuisin niin hienoon juhlaan, ettei kerran vuoksi kannata ostaa omaa.
- Jokin tarpeellinen asu (esim. juhliin) johon en haluaisi sijoittaa kuitenkaan paljon rahaa. Tai asua tarvitsisi vain yhden kerran, vaikka naamiasasua.
- Ehkä jonkun erikoisemman juh lavaatteen, jota en itse ehtisi/viitsisi tehdä
- Juhlapuvun/iltapuvun jos on menoa johonkin oikein fiiniin tilaisuuteen
- Erityiseen tilaisuuteen tarvittava asu esim. iltapuku tai naamiasasu
- Juhlapukujen lisäksi asuja valokuvamalleille erilaisiin lavastuksiin.

Oletko käyttänyt vaatelainaamon / pukuvuokraamon palveluita, mikä toimii vain internetissä?

102 vastausta



- Kyllä: olen tyytyväinen ja käytän myös jatkossa
- Kyllä: en ollut tyytyväinen, en käytä jatkossa
- Ei: enkä ole kiinnostunut käyttämään
- Ei: olen kiinnostunut käyttämään / kokeilemaan
- Ei

MIKSI?

Kerro lisää, miksi olit tyytyväinen, tai miksi et? Mikä saisi sinut käyttämään internetissä toimivaa pukuvuokraamo, tai miksi et ole kiinnostunut?

EI ONNISTU:

- Minulle vaatteet ovat osa omakuvaa, vaikea kuvitella että haluaisin lainata "jonkun toisen" vaatteita. Olisikohan myös ikäkysymys ? :)
- Ei onnistu netin välityksellä

NETISSÄ NÄKYVÄ VALIKOIMA:

- Netistä voisi ainoastaan katsoa mitä vuokraamossa on tarjolla, mutta kyllä puku pitäisi päästä sovittamaan ihan paikan päällä, muuten on vaikea arvioida kokoa. Kokonumerot eivät aina kerro vaatteesta ihan kaikkea.
- Selkeä valikoima mittoineen ja varaustilannenäkymä per vaate netissä
- Valikoiman näkyminen säästäisi aikaa.

UUTTA VOI AINA KOKEILLA / HELPPO / VAIVATON:

- Uutta voi aina kokeilla.
- Olen avoin uusille kokemuksille ja tämä voisi olla helppoa ja aikatauluihin sovittavissa helpommin
- Internetissä toimivaa pukuvuokraamo voisi olla helppo käyttää, jos sovittamisen, pikku muutoksiin ja logistiikkaan liittyvät kysymykset saadaan ratkaistua.
- vaivaton ja helppo
- Palvelun tulee olla helppo, hyvä nettipalvelukin voi olla hyvä.
- Netissä toimiva palvelu voisi olla nopea ja edullinen.
- Jos etsin jotain tiettyä asua ja se löytyisi ainoastaan netin kautta niin oletettavasti sieltä sen tilaisin.
- Netissä on helppo asioida omien aikataulujen mukaan ja yritys voi toimia missä hyvänsä (mikäli toimitus onnistuu). Olen myös erittäin kiinnostunut vaatelainapalveluista.
- Jos käyttäisin, haluaisin nähdä hyvät kuvat (myös yksityiskohdat) tuotteista. Myös vaatteen (perus)mitat olisi hyvä olla näkyvissä. Ei siis pelkästään kokonumeroa.
- Järkevää miksi ostaa esim kerran käytettävää pukua.
- olisi helppoa, tietenkin vain mikäli pystyy selvästi valitsemaan oikean koon
- Vaatteita en vuokraisi netin kautta, mutta asusteita voisin vuokrata
- Silloin sijainnilla ei olisi merkitystä
- Kiireinen aikataulu

HENK.KOHT. PALVELU:

- Suora kontakti toimii parhaiten
- Haluan henkilökohtaista palvelua
- Netissä ei saa yksilöllistä, hyvää palvelua.
- Mieluummin henkilökohtainen palvelu
- Henkilökohtainen palvelu aina paras
- Yksilöllistä apua ja opastusta, rohkeutta uusiin kokeiluihin, ajan ja rahan säästöä erityisesti nuorilla
- Valikoima kohtuullisella hinnalla vuokrattavia käyttövaatteita kiinnostaa. Aina ei tarvitse ostaa ja omistaa. Aiemmilla kerroilla pukuvuokraamon palveluita käyttäessäni kokonaisvaltainen ja henkilökohtainen palvelu ja se, että kaikki koruja ja kenkiä myöten kuului asupakettiin, tekivät kokemuksista hyvän. Ei tarvinnut metsästä osasia ympäri kaupunkia.
- Omat vaatteet lopulta niin paljon huolettomammat, jos olisi tarvetta esim promootiopukeutumiseen voisin käyttää asiantuntemusta ja toivoisin valikoimaa
- Itse olen sen verran vanha, että internet tarjoaa hienoja mahdollisuuksia, muttei ole minulle ominainen paikka hakea palveluja kuten lapsilleni. Toisaalta kun olen vajaakuntoinen, internet tarjoaa mahdollisuuksia enemmän, kun oma kunto ei riitä asioimiseen paikan päällä.
- Vuokraamon pitäjällä oli hieno psykologinen ote

HALUAISI NÄHDÄ JA SOVITTAAN ETUKÄTEEN:

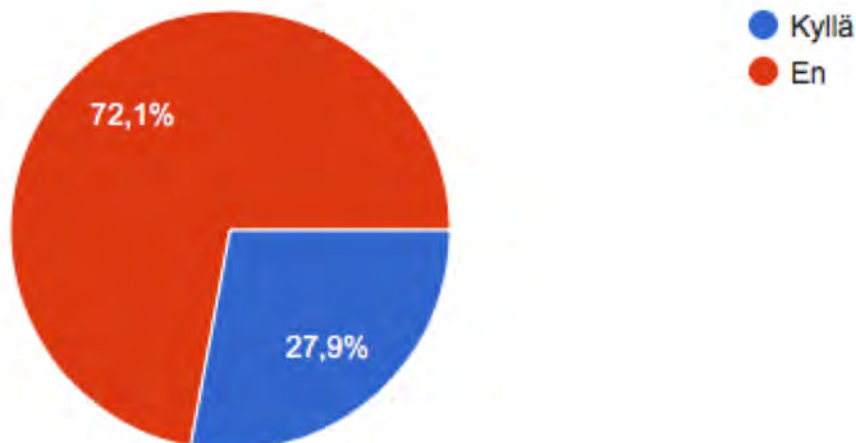
- Juhlapukujen koot eivät aina ole sitä mitä luulee, haluan sovittaa.
- Juhlavaatteet täytyy sovittaa joka tapauksessa.
- Ei voi sovittaa
- On aina eri asia sovittaa kuin katsoa kuvasta
- Pitää päästä itse kokemaan
- Epäilyttää vaatteiden istuvuus, kun niitä ei pääse sovittamaan.
- Vaatteiden sovittaminen on helpompaa paikan päällä.
- Haluan kokeilla asua
- Haluan sovittaa asua
- Voin tarkistaa tarjonnan kuvista, mutta haluan nähdä mitä olen vuokraamassa livenä ja päästä hypistelemään. Kuvat eivät kerro koko totuutta.
- haluan sovittaa ja päättää samalla
- Pitäisi päästä sovittamaan vaate.
- Haluan nähdä asun kokonaisuutena ja tuntee materiaalit koskettelemalla
- Haluan koittaa vaatteet heti.
- en käytä, vaatetta pitää kokeilla
- Vaatetta pitäisi päästä sovittamaan asiantuntijan kanssa
- Kroppamallini (olen erittäin "rintava") on sellainen että sopivia vaatteita ei tahdo löytyä joten aina on pakko sovittaa etukäteen.
- Haluan nähdä vaatteen ennen vuokraamista.
- Pitää nähdä vaate livenä.
- Vaatteita in hyvä sovittaa ja pidän hyvästä palvelusta.
- Haluan kokeilla vaatteita en jaksa postitella ja palauttaa jos eivät ole sopivia.
- On kätevää käydä sovittamassa kuin lähetellä tavaraa edestakaisin, jos se ei sovikaan.
- Haluan nähdä oikeasti mitä olen vuokraamassa.
- En usko, että saisin sopivaa päälle pantavaa ilman sovituspalvelua. Se on kuitenkin hyvä vaihtoehto, jos paikkakunnalla ei ole pukuvuokraamo.
- Sovitus on tärkeä
- Kokeilu on paras
- Haluaisin sovittaa etukäteen
- Haluan päästä kokeilemaan vaatetta
- Asua pitää päästä sovittamaan.
- Puku on saatava sovittettua ja tehtyä mahdolliset korjaukset, nämä eivät nettifirmassa onnistu kovinkaan helpolla
- Epäilen että malli ja koko ei sovikaan kun ei ole standardimitat itsellä
- Vaatteen pitää istua hyvin, ja ilman sovittamista en pysty vuokraamaan. Mutta tietysti olisi hyvä, että vuokrattavissa olevat puvut olisivat netissä nähtävillä.
- Mitä tulew kenkiin ja vaatteisiin, on parempi päästä heti kokeilemaa, oikean koon löytämiseksi.
- Vaatteiden sovitus on tärkeää, ilman sitä on vaikea löytää hyvin istuvia vaatteita. Sitä paitsi vaatteet näyttävät väriltään tai materiaaliltaan helposti aivan erilaisille kuvissa. Vaikka olisi hyvät kuvatkin, eri laitteilla katseltuna värit tai värisävyt voivat näyttää erilaisilta.
- Minun täytyy saada sovittaa pukua ennen vuokrausta, varmistaakseni että se todellakin sopii ja mahtuu.
- Sovittamisen ongelmat; kuva valehtelee vaatteen laadun ja värin.
- Puvut näyttävät erilaisilta valokuvissa. Paikan päällä voi samantien sovittaa asuja
- Sovittaminen ja kokojen arviointi hankalaa asuissa joiden leikkauksia ym ei tunne.

EI OLE TARVETTA:

- Ei ole tarvetta
- Ei ole tarvetta.
- Ei ole ollut tarvetta.
- Jos olis tarvetta
- Tarve
- En tiennyt että sellaisia on olemassa

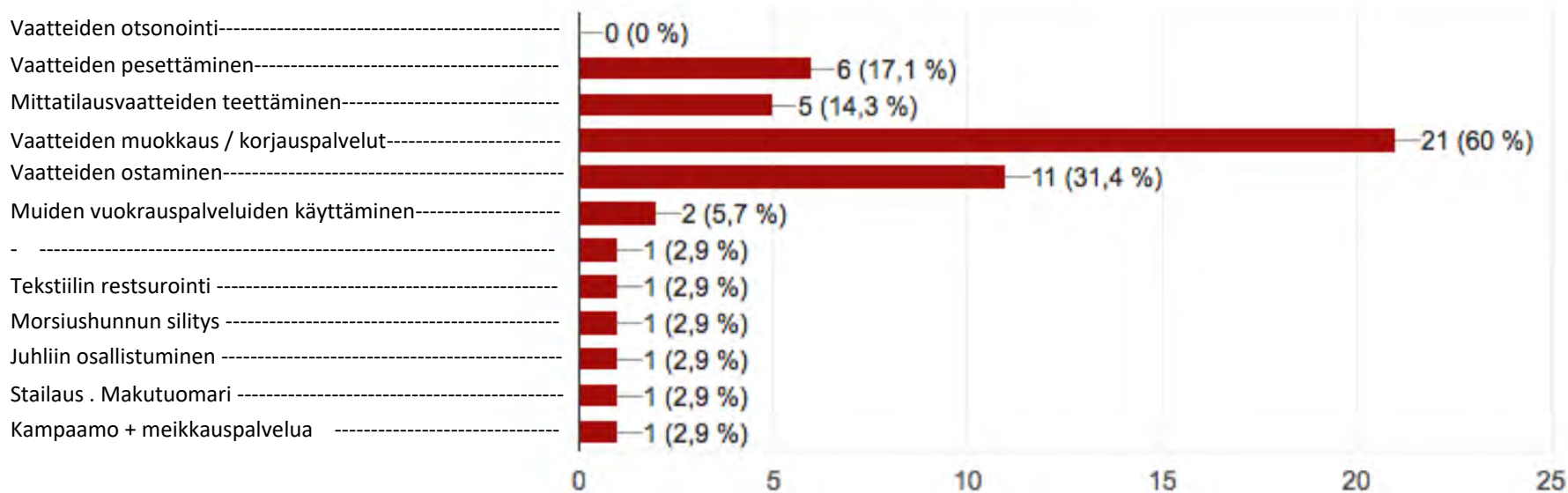
Oletko käyttänyt pukuvuokraamon oheispalveluita?

104 vastausta



Mitä pukuvuokraamon oheispalveluita olet käyttänyt?

35 vastausta



OLITKO TYYTYVÄINEN KÄYTTÄMÄÄSI OHEISPALVELUUN:

Mihin olit tyytyväinen, tai mitä parantaisit?

+ KOKONAISUUS 16/31:

- Kyllä
- Kaikki toimi
- Ehdottomasti
- Jepp
- Kaikki toimi hyvin, ajallaan ja laatu oli hyvää.
- tyytyväinen
- Hyvin hoidettu
- Yksilöllisyys, luovuus, luotettavuus
- Sopivan hullua hommaa
- Erittäin tyytyväinen
- Olin tyytyväinen kaikkeen
- Hinta_laatu, tuunatut erikoiset vaatteet voisivat kiinnostaa, ajanhenkiset kuitenkin, ei vintage
- kyllä
- Kyllä.
- Ehdottomasto
- Olin todella tyytyväinen kaikkeen

+ PALVELU 5/31

- Olin tyytyväinen niin asiakaspalveluun kuin työn laatuun. En keksi parannettavaa saamaani palveluun.
- Palvelu pelasti pukuongelmissa. Myös poika on puettu useisiin juhliin ja palvelussa saatu enemmän kuin odotukset olivat.
- Olin tyytyväinen asiantuntevaan palveluun. Itse en olisi osannut sanoa mitä tulee korjata.
- palvelu
- Muokkaus omiin mittoihin.

+ HELPPOUS 1/31

- Helppous.

+ LAATU 8/31

- Lopputulos, nopeus ja asiakkaan kohtaaminen.
- Olin tyytyväinen.
- Puvun pituutta korjattiin minulle sopivaksi, olin hyvin tyytyväinen.
- Mekon mittojen muokkaaminen meni loistavasti ja asu istui kuin hansikas.
- Olin erittäin tyytyväinen.
- erittäin tyytyväinen
- Tuntui turvalliselta pesettää puku vuokraamon kautta, luotin heidän ja valitsemansa yhteistyökumppanin ammattitaitoon.
- Puvusta tuli hyvä ja sopivalla aikataululla.

- VALIKOIMA 1/31

- Olin koska yksi mekko löytyi joka mahtui päälle myös rintojen kohdalta. Mutta tosiaan vain yksi, joten sellaisia saisi olla enemmän tarjolla. Tosin nykyään varmaan onkin koska pukuvuokraamokäynnistä on 25 v aikaa.

KERRO IDEASI, MITÄ OHEISPALVELUA OLISIT VALMIS KÄYTTÄMÄÄN?

VAATTEIDEN MUOKKAUS / KORJAUS 17/46:

- Muokkaus/korjauspalvelu
- Muutostyöt
- Vaatteiden korjaus/ muokkaaminen
- Vaatteiden muokkaus ja muodistaminen
- Vaatteiden muokkaus
- juhlaasun muokkaus
- Korjauspalvelu kiinnostaa ehdottomasti eniten
- Puvun muokkaukset, Korjauspalveluita ostaisin edelleen. Otsonointia voi joskus tarvita.
- Vaatteiden muokkausta, mittatilausvaatteiden teettämistä. Vaatteiden pesetystä.
- vaatteiden muokkaus/korjaus
- Käytän pari kertaa vuodessa räätälipalveluja (omien vaatteiden muokkaus), voisin ostaa ne toki myös pukuvuokraamosta (ei ole aiemmin tullut mieleen).
- Vaatteiden muokkaus. Korjauspalvelut kiinnostavat. Myös kaikki muu yleisesti arkipukeutumista ja vaatehuoltoon liittyvä kiinnostaisi
- Vaatteiden korjauspalveluita voisin ehkä käyttää hinnasta riippuen.
- Suutaria ja/tai nahkavaatteiden ja asusteiden korjausta.
- Vaatteiden muokkauspalvelulle voisi olla joskus käyttöä.
- modistus, tuunaus, korjauspalvelu
- muokkauspalvelut

STAILAUS / NEUVONTA 9/46:

- Rekvisiitta, kampaaja, meikkaaja...
- Kokonaisvaltainen asuvuokraus, eli stailaus ja hiuskoristeet tmv.
- Pukeutumisterapia
- Nopeaa ja helppoa neuvontaa esim. Whatsappin kautta. Voisi lähettää kuvan pukeutumisesta ja saada neuvontaa siitä sopiiko asu tiettyyn juhlatilaisuuteen ja etikettiin.
- Asiantuntemus tärkein, tämän hetken muodista, mistä saa jos ei kyseisestä paikasta, menneistä muodeista, aitoja esimerkkejä esillä, joiden henkeen ehkä uusia nykyiseen ihmisten kokoon tehtyjä huollettavia asuja, kaikki juhlapukeutumisen tavat, elämyksellisyys, erikoisuus, liike nähtävyytenä, tarinoita vanhojen asusteiden ja pukeutumistapojen takana. Mutta on vaikea kuitenkin ajatella mitä itse olisi valmis maksamaan ja mistä. Ehkä tuunatun takin tai kauniin vintagevaatteen kodin sisustukseen.
- Voisiko pukuvuokraamo /ompeleminen tehdä yhteistyötä esim. stailaajan kanssa?
- oheistuotteiden vuokraus ja myynti, kokonaispalvelu (puvun vuokrauksen/oston lisäksi kampaaja ja meikki)
- Voisi järjestää luentoja tai antaa personoituja vinkkejä siitä mitä vaatteita kannattaa omistaa, mitä lainata mitä korjata, (vaatekaapin suunnittelu) jne.
- Stailausapu.

PERUSVAATTEIDEN VUOKRAUS / LEASING 3/46:

- Vaateleasing perusvaatteille, kuten t-paidat kauluspaidat yms.
- Käyttövaatteiden lainaaminen. Designervaatteita tai vintagea, joita ei ehkä välitä tai raaski ostaa omaksi. Voisi toimia esim. taidelainaamoperiaattella (kk-maksu, joka kerryttää vaatteen ostohintaa, ja vaatteesta tulee oma, jos asiakas ei palauta sitä ennen hinnan täyttymistä).
- kuukausimaksullinen vaatelainausta tms.

MITTATILAUS-ASU 5/46:

- Mittatilausompelua
- Mittatilaustyöt
- Mittatilaus, Mittaus palvelu, kaavoitus
- Mittatilaustyöt, Päälystakin mittatilaus. Ohjattu sieniretki.
- Mittatilausvaatteiden ompeluttaminen.

OTSONOINTI 1/46:

- Otsonointi kuulostaa hyvältä

VAATTEIDEN PESETTÄMINEN 5/46:

- Pesettäminen, muokkaus
- En tiennyt pasupalveluista, sekin kävis
- Pesetys. Erikoispesupalveluita, silkki, nahka, neuleet jne mitkä "tavallinen" pesula on useamman kerran pilannut.
- Peseytys
- pesettäminen

SOMISTEIDEN VUOKRAUS 2/46:





- Somisteiden vuokraus.
- Juhliin liittyvien tavaroiden lainaaminen esim suklaafondueputous, popparikone yms. En itse tarvitse muita koska ompelen vaatteita yms harrastuksena

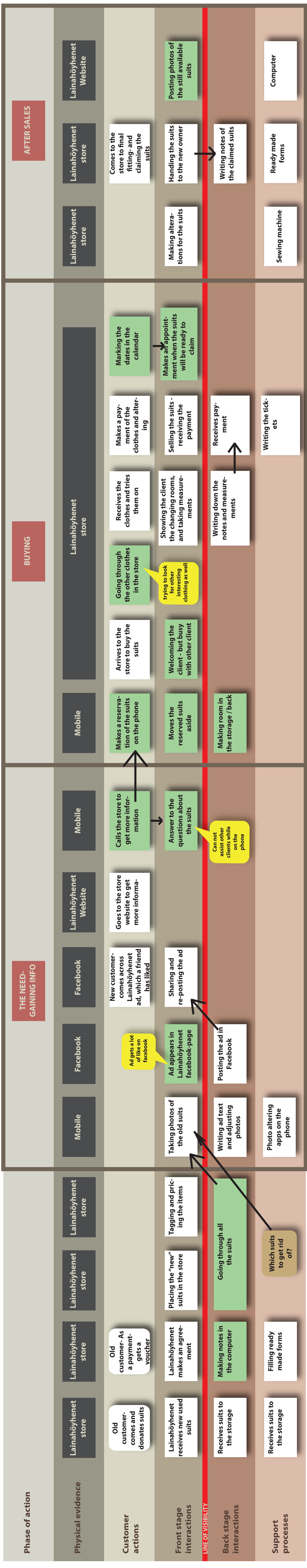
MIELUISAN VAATTEEN OSTAMINEN 3/46:

- Mahdollisesti ostamaan vaatteita
- Vaateen ostaminen, jos se on mieluisa
- Vaatteiden ostaminen

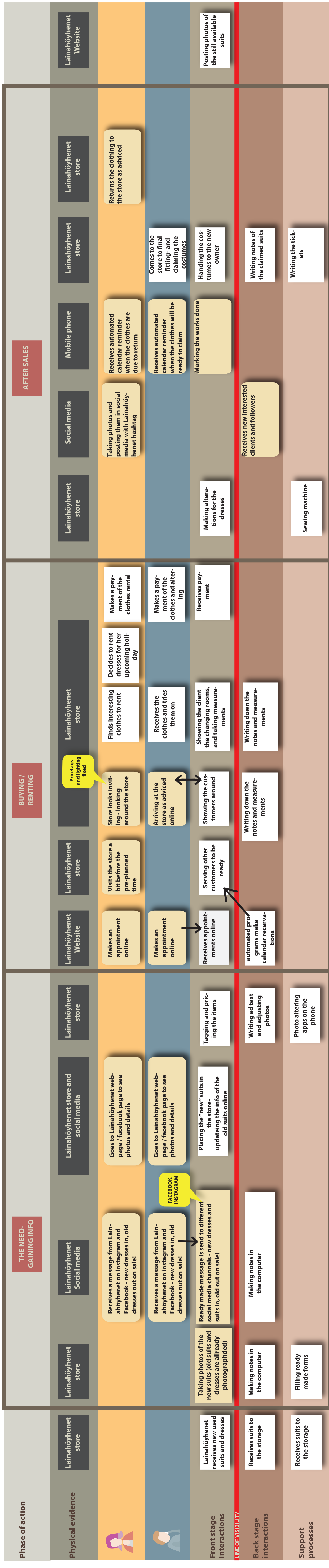
MYYNТИ 1/46:

- Omien juhlapukujen myynti liikkeelle tai vaihto vuokraukseen.

nimi	Academia	Pukuvuokraamo Sanelma	Top in Hair & Costume	Boutique Minne	Lainahöyhenet
WWW	www.pukuvuokraamoacademia.fi	www.pukuvuokraus.fi	www.freewebs.com/topinhaircostume	www.boutiqueminne.com	www.lainahoyhe.net
Facebook	https://www.facebook.com/pukuvuokraamoacademia/				https://www.facebook.com/Lainahoyhenet-116329091767631
Instagram	https://www.instagram.com/pukuvuokraamo/?hl=fi				
Twitter	-				
Pinterest	-				
paikkakunta	Turku	Turku	Turku	Turku	
perustusvuosi	2005	Pukuvuokraamollamme on vankka 30 vuoden kokemus alalta			1987
erikoistuminen	Miesten pukuvuokraus ja myynti	Myyimme ja vuokraamme pukuja miehille ja naisille!	Miesten juhlapuvut sekä historialliset asukokonaisuudet	Erkoistunut: Pukusuunnittelu nykytanssiin, teattereille, oopperaan, kuoroille, sirkukseen ym. Ihanat yksilölliset ja laadukkaat hää- ja juhlapuvut, hiuskorut ja asusteet	Pukuvuokraamo ja pukumyynti. Löydät meiltä asut kaikkiin juhliin.
lisäpalvelut	Verkkokauppa ja ajanvaraus netin kautta. Frakkipalvelu Academia (erkoistunut frakkien vuokraamiseen, palvelee koko Suomen alueella)			Esiintymisasut tanssijoille, sirkusteille, muusikoille ym. Vanhojentanssipuvut, Promootiopuvut Muodistukset ja korjaukset myytäviin tuotteisiin ja asiakkaan omiin vaatteisiin	Tilaukset Teemme myös tilauksesta asuja ja asusteita maskotti! Aikakauppuvut sekä lasten puvut
Palvelulupaus	Panostamme toiminnassamme tuotteiden hyvään laatuun ja kilpailukykyiseen hintaan, sekä asiakaslähtöiseen ja joustavaan palveluun	Meiltä saat osaavaa ja ammattitaitoista palvelua. Meille on tärkeää että pukumme ovat aina puhtaita ja siistejä, jotta sinä voit olla vamma ja vapautunut juhlassa kuin juhlassa.	"Saa hiukseesi hyvälle tuulelle ja pukee Sinut kaikkiin aikakausiin."	Minnan valikoimaan kuuluvat ihanat vintageasut ja uutta tuotantoa olevat hää- ja juhlapuvut naisille. Minnestä löydät myös vanhoja ja uusia asusteita, koruja sekä paikallista kädentaitoa ja uniikkia suunnittelua.	Kattava kokovalikoima, huippumonipuoliset kädentaidot, luova osaaminen, palveluosaaminen tekevät myös sovituksista vaivattoman tapahtuman. Tunnelma on mieleenpainuva, huomio on aina asiakkaassa. Palvelu on kuin höyhenen kosketus.
Palvelee	Toimii yhteistyökumppanina useissa tapahtumissa ympäri Suomen.	Pukuvuokraamomme on tunnettu siitä, että pukuja löytyy niin isoille kuin pienillekin miehille. Miesten juhlapukuihin kuuluvat kaikki asusteet kengät mukaan lukien. Vuokrahintoihin sisältyy vaatteiden pesu ja puhdistus. Puolet vuokrahinnasta maksetaan varauksen yhteydessä ja loput haettaessa.	Miehet, naiset, lapset! Kaikki alan palvelut parturista, kampaamosta ja meikkaajalta. Toteutamme Sinun toiveesi tai annat "oppaat-kädet", niin tuomme mielellämme jotain uutta hiukseisi. Joka tapauksessa: Saamme hiukseesi hyvälle tuulelle! Pukuvuokraamosta puvut aikamallakallesi, valitset vain aikakauden esim. keskiaikaa, renessanssi, barokki, rokokoo, empire, biedermeier, uusrokoko, jugend jns. aina nykyaikaan asti. Frakit, smokit, shal-etit, bonjourit, tummat puvut ja niihin kuuluvat lisävarusteet aina kengkiä myöden. Ulkovaatteet esim. viitat ja silintarit. Täydellisten asukokonaisuuksien osia voi vuokrata erikseen. (Kuvasto tulee myöhemmin.) Tervetuloa!	Boutique Minne on Turun Kaskenmäessä, Pantemin talossa sijaitseva kivijalkaputiikki ja ateljeeompelimo.	Myyimme, vuokraamme, valmistamme tilauksesta, korjaamme, muodistamme miesten ja naisten juhlapukuja, aikakauppuvuja, vintagea sekä rooliausuja. Suunnittelemme ja toteutamme teatteripuvustuksia, mainoskuvauksia ja teemajuhlia. Valmistamme asusteita kuten hatukkeita, damaskeja sekä valmistutamme solmukkeita ja liivejä mittatilauksena. Toteutamme mainosmaskotteja yrityksille ja yhdistyksille.
Erikoista	Nettisivuilla pukeutumispalveluita, etikettiohjeita. Hintatieto löytyy myös nettisivuilla.	Vuokrattavien miesten juhlapukujen kuvat ja hinnat löytyvät nettisivuilta. Myös lasten juhlapukujen kuvat ja hinnat. Kuvat ok laatuissa. Etikettiohjeita ja tyylivinkkejä nettisivuilla.	Parturi-kampaamo- palvelut sekä puvunvuokraus.	Ateljeeompelimo, puvustus ja puoti. Selkeästi omat erikoistumiset nähtävillä	Turun vanhin Olemme Turun vanhin pukuvuokraamo – aina paras palvelu ja kattavin valikoima.
Hinnat ja kuvat esillä	Ei	Kuvia ja hinnat miesten puvuista, muutama kuva naisten ja lasten puvuista	ei	Sivuilla ammattilaiskuvaaajan ottamia kuvia toteutuneista tuotteista, ei hintoja	Sivuilla pieni esittely valikoimasta kuvin, ei hintoja
Nettisivut	Sistiit, selkeät, monipuolisesti tietoa, yksinkertaiset	Selkeät, yksinkertaiset, persoonattomat	Keskeneräiset, tylsät, eivät herätä mielenkiintoa, epäinformatiiviset	Erlaiset (hyvällä tavalla), informatiiviset. Hyvä esittely yrittäjästä.	Persoonalliset sivut. Todella laaja valikoima palveluita (liian laaja?). Nettisivuilla hyvin kuvia, ei kuitenkaan hintoja. Hienosti yrittäjän esittely. Hieman sekavat sivut? Nettisivuilla asiakaspalautteita.!
Julkisivu					



Areas in need of improvement



LINE OF VISIBILITY