

Appendix 2. Protocol used in qualitative research

Structural features	Age, education level, place of residence
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	<i>Following fashion</i> (reasons, ways, frequency, how preoccupied a person is with fashion, interest in clothes in everyday life)
Role of fashion	<hr/>
	<i>Choosing garments</i> (ideas/inspiration: fashion sites, social media, fashion magazines, streets, movies/shows, fashion designers, certain persons, etc.)
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	<i>Fashion role models</i> (meaning and role of the media, magazines, designers/certain persons, etc.)
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	<i>Attaching meaning to clothing</i> (personal approach to style/trends/fashion, items with sentimental value, functionality/aesthetics of garments)
Fashion style of trend	<hr/>
	<i>Clothing style</i> (mood, reflection of personality/adherence to social norms, influence of fashion role models when it comes to dressing)
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	<i>Sustainable fashion</i> (mindfulness when choosing materials, <i>slow fashion</i> concept – good quality, protection of the environment, humane working conditions, etc.)
