

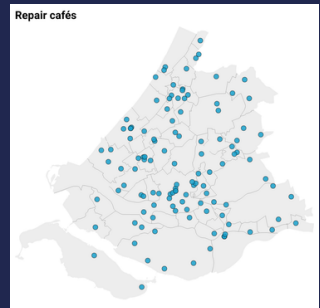
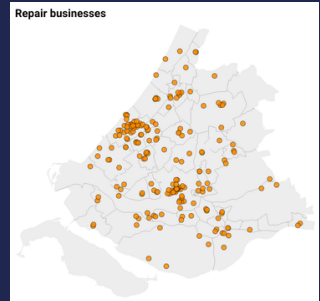
What drives people in South Holland to repair their clothes?

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The fashion industry is one of the most resource-intensive sectors globally, and despite growing policy attention to the circular economy, clothing repair remains underutilised as a strategy for extending garment lifespans. This study examines the clothing repair landscape in South Holland, the Netherlands, from both a consumer and service provider perspective. Using a mixed-methods approach, it combines a market screening of available repair services, a consumer survey on repair experience, motivations, and barriers, and semi-structured interviews with repair service providers and policy experts. Together, these methods provide an integrated understanding of why consumers do or do not repair their clothes, what repair services are available, and what barriers and opportunities exist for scaling clothing repair in the region.



Findings & Recommendations

Survey results show that even though consumers are willing to repair they see cost of repair, accessibility of repair services lack of information and time intensity of arranging a repair as main barriers.



Market screening revealed that contrary to many consumers' beliefs repair services are widespread, though the infrequent schedule of repair cafés is seen as a barrier to repair.



Collaboration between stakeholders needs to be improved and intensified to enable prioritisation and upscaling of clothing repair.



It is recommended to provide an accessible tool for informing consumers about the available repair options and their characteristics to stimulate repair behaviour.

[Read the full thesis on the Repair Lab](#)