

Researcher	Interviewee	Perception of 70s Aesthetic	Appeal of city/culture-themed products	Interest in sustainability and innovation
	1	* I think of flare pants, disco, earthy colors like orange or brown and funky patterns. Kind of like what I usually have seen in vintage Instagram Post or Daisy Jones and The Six. *They feel bold and playful. Definitely a statement based. Maybe would wear them for some special occasions, on some like festivals or to make my outfit stand out *Even though I feel that it's quite playful and special, it's not really fixed with my style. I prefer something classic and timeless so that I can wear them on daily occasions.	*I think that's such a cool idea. Like when it comes to Paris, it would remind me of the cat-eye sunglasses. Maybe I want to collect them, but if it is at an affordable price	*I love that idea because I try to support sustainability, but I still want my things to look stylish and modern *I think yes, because it feels more authentic. I like brands that show through their actions rather than just telling
	2	* bottoms or the bold patterns like oversize sunglasses * funny experience era * I feel playful and confident. It's the way to make a statement without saying a word.	*I think it's kind of cool and personalized because each city has its different cultures. So obviously it will have its own unique 70s vibe. Tapping into the design will make it more meaningful, I think *it's really interesting because I'm the person who likes to travel around. To know about different cultures will be meaningful for me	*I think the combination is smart because you can be both stylish and eco-conscious at the same time. But depending on the aviation shifts, I don't really see it as being that stylish. *Yeah, that's why I think it depends on the brand's sustainability policies. If they're strong enough, I would definitely support it *I don't care too much about the sustainability materials

ctr option
enter

Group 1: Huyen	3	*the era when fashion started to evolve. It's kinda like the era for self-expression and freedom. Classic items pop in that area, especially in the Asian 70s. *I'm not a fan of 70 to be honest, because I'm not into colorful design and stuff, but if it is about the 70s of Asia, classic like Hong Kong vibe. Yeah, Classic and old-fashioned, fewer colors and minimal. And I think it would be great to have that kind of design of sunglasses to me.	Tokyo is my favorite city, so it will be really interesting to see how you can reflect the style of a city into the design of the sunglasses. What would you put it in the color and what would the design be? So I am really curious about this idea and I would love to see how this one ends.	*Well, it depends on your futuristic sustainable material because it has to feel futuristic. *And what is the sustainable material? What is its function? Is it more comfortable, more durable, or just biodegradable? I think customers need more information about it. Even if they already know about it, having sustainable materials doesn't automatically mean customers will buy it. * It has to have an emotional connection that catches their feeling. Sustainable materials are usually more expensive, so people won't buy them just because they want to save the world. They buy because they're touched by the story behind the product. *I would say yes because I'm a fashion student. But if I weren't, I'd probably say no because most people care more about the price, quality, and design of a product. *Also, sustainable products are usually expensive, and the impact of saving the world through sustainable materials isn't something we can see immediately. So most people will
	4	When I think of the 1970s, I picture colorful clothes, wide-leg denim, and tie-dye shirts. I do like the wide-leg denim, but the bright colors are a bit too much for my personal style	I think the idea is very appealing because it reflects the signature style and energy of some iconic cities in the 1970s. It makes the sunglasses feel more meaningful	*I'm not sure. It feels like something most fashion brands are doing now because sustainability is such a big trend. So for me, it doesn't feel that special or make the product more appealing just because of that blend *knowing a product is sustainable does make me more interested in it

Group2: Nguyen	5	vibrant colour, a mix of hippy, disco and glam vibe. I love the colourful lens, but like I'm not interested in the oversized frames and the chunky shape	creative and nostalgia appeal like it brings a rich of mix of design of culture and storytelling.	it really does appeal cause like it's a modern fusion of emotional nostalgia and contemporary values like the the avation 70s inspired shape. I think when sustainability should be gluten into the design and story, rather than shouted in green washing headlines, it comes across as a core value, not a marketing tactic that it can feel authentic, and it can elevate the brand.
	6	Bold, Eclectic and Groovy. Vibrant colours, Eclectic because of its bohemian and disco punk styles, and groovy because of their carefree nature during that era.	I love the idea. The '70s brings to mind a bustling work culture, the sunglasses would reflect that, through aesthetics such as the glasses being inspired by the Ao Dai, or the practicality of it for the workers.	love this take on aviation frames mixed with modern sustainable materials, I can picture it with bamboo, denim and recycled waste. Fashion is one of the biggest factors in pollution. As humans, we have to play the part and take responsibility for our planet. So it would be more appealing if customers see that you're being sustainable and taking care of the planet.
	7	party, care-free, and glamorous lifestyle. colorful, expressive outfits and like sparkly accessories that stood out. make the wearer look funky and show off their personality I do curious about how the glasses were styled in the 1970s, like what kind of outfit, accessories that would go well with these distinctly designed sunglasses.	The theme isn't totally new to me, so it doesn't make a strong first impression. I would pay attention if you guys could successfully convey the exact vibrant, and lively vibe in the 70s like how it was in your marketing, giving me a chance to actually feel like I'm living in that area Regarding the sunglass itself, yeah If you can tell the story well, it adds context and meaning to what I'm buying. I'd also love to know the history behind each style.	I think it's a great idea - mixing retro shapes with innovative, sustainable materials feels fresh and relevant. If the materials also make the sunglasses lighter, stronger, or more flexible, that's a big plus and would definitely make the product stand out for me. I appreciate it when brands make sustainability a natural part of their products and messaging, rather than just a marketing gimmick. It shows real commitment and makes me feel better about my purchase.

	8	I think of the hippie style, bold, very colorful	I find it a very interesting idea. love it when item has a little back story or something special too. it really makes the product stand out more because the market now is like really competitive it can be very appealing for someone who has a strong association to a certain city	it's a very exciting kind of combination to start with 'cause it's like retro and futuristic and, sustainable materials is also something that appeals to me as well. I try to be a sustainable and like conscious consumer. So it does appeal to me. I wouldn't say it's a deciding kind of factor for me, but it does sound appealing. if a brand is sustainable and would be able to communicate to me that they are sustainable, it would play a factor in my deciding to buy the brand or not. And I think it's a good thing for brands to be sustainable these days because that seems to be the trend and it's just better to move away from unsustainable production and consumerism.
	9	pop color, pop culture and the hair style is a little bit wide.	a great souvenir or a little gift for the customer can buy when they visit that city in, I would like it to be just a souvenir or a memory thing.	For me, because I'm kind of heavy in the sustainable material. So I will be stopping by and looking for like what are the materials and after I will consider about this style or the shape. if they can tell the about the sustainable story for me and communicate it, show it and with evidence and marketing, I would think that would be a big considering for me to buy when I see a lot of products in the line.
Group 3: Candela	10	"hen I think of the 70s I think of like big afros and nightclubs and flared pants and jus that sorta disco vibe. I also think a lot of that 70s show. " "i like it"	(when asked about the concept of city inspires sunglasses) Yeah, I think that is pretty cool it kind of gives like each pair or style like a cool backstory and idea behind it.	I think that'd be cool I guess, I'm not too interested in materials, I mean like I don't go out of my way to find like cool sustainable stuff, but when it is made out of it, I think it's a good thing.
	11	"old, colourful, um vintage, I think like shapes and personality." "i think its cool"	(when asked about the concept of city inspires sunglasses) I would love that	I think that's a great ideal, it also depends on the type of sustainability as well, like focus on materials obviously, but also like manufacturing and how workers are treated and the idea of human rights and materials.

	12	Yeah I like it, it feels expressive and a little rebellious. I wouldn't wear it head-to-toe, but little bits here and there is fun.	I really like that. It feels like you're wearing a piece of culture, not just a product. Like each one could tell a mini story.	
	13	It's not really my thing. I think some people can pull it off, but I wouldn't go out of my way to wear that look.	Its definitely an interesting idea. It adds personality and makes the items feel more intentional in a way.	It sounds cool but I just don't really think about materials much when I buy sunglasses.
Group 4: Samia	14	Speaker 2 replies, prompting mentions of mustard, bell bottoms, copper, gold plated headbands, and Paisley.	Love it. Yeah, Super fun.	I think it's like hard to bring sustainability into eyewear, surely. How can they be fully sustainable with sunglasses?
	15	Speaker 4 adds mild cultural appropriation and shag carpeting to the list, while Speaker 1 mentions Studio 54 and psychedelics.	Participants express enthusiasm for the idea, with Speaker 1 asking if the concept has a strong backbone.	Speaker 5 and Speaker 3 discuss the challenges of integrating sustainability into eyewear design, mentioning the use of recycled materials.
	16	Speaker 1 introduces the concept of sunglasses inspired by 70s trends, highlighting oversized frames, colorful lenses, and chunky shapes.	All participants agreed it was a good idea, however they couldn't go deeper as to why it resonated with them	Speaker 1 suggests using recycled metals, bio plastic, and acetate from recycled materials, but notes the potential increase in cost.
	17	Speaker 3 and Unknown Speaker discuss their enthusiasm for revival of these trends, with Speaker 4 noting the need for sunglasses suitable for big faces.		Participants discuss their experiences with the brand Le Specs, knowing that the brand is focused on sustainability but not sure in which ways they do this.