**Dissertation Research – Information for Participants**

**School of Geography**

My name is Amy Boast and I am currently studying geography at the University of Nottingham and will be in my third year as of September 2012. Part of my final year involves undertaking an independent research project on a topic of my choosing. I have chosen to research ethical fashion as this is an area I am very interested in and passionate about. The title of my research project is as follows; *‘the making of ethical fashion brands - can ethical fashion become a mainstream success?’* ,with the overall aim being to investigate the extent to which ethical fashion brands and practices can infiltrate into the mainstream fashion market.

To research this I have chosen to explore the importance of product design and marketing in facilitating the spread and awareness of ethical fashion brands and practices. Moreover, I plan to examine how ethical fashion is perceived within the fashion industry. This will entail interviewing people involved in the ethical fashion industry specifically but also those within fashion and retail sectors more generally. The questions asked will be used to gauge different people’s opinions on ethical fashion – e.g. your opinion on; current ethical fashion brands and practices, what needs to be improved and how, to what extent can ethical fashion have a presence in mainstream fashion consciousness, can it be successful at all?

The interviews would take no longer than about half an hour and I would be very appreciative if you could spare the time to help me with this research project. Potential participation would of course be voluntary and you could withdraw at any time without giving any reasons. With your permission interviews would be recorded for later transcription. Information would be kept completely confidential and your identity could be kept anonymous. Any personal data will be kept for no longer than is necessary. If you wish, after the project has been completed, I can send you a report of my main research findings.

If you wish to take part this research project you can contact me at [amyboast@hotmail.co.uk](mailto:amyboast@hotmail.co.uk) or at the phone number 07792879520.

Thank you for your time