

Study Invitation Announcement

A research study is being conducted by Dr. Ling Zhang in the Fashion Design and Merchandising program at Iowa State University to explore the preferences and perceptions of parents regarding adjustable children's clothing for children aged 3–11 in the North American Midwest market. As children grow rapidly during these years, the need for frequently replacing outgrown clothing imposes both financial and environmental burdens on families. Adjustable clothing, designed to accommodate a child's changing size, offers a potential solution to these challenges by extending the lifespan of garments. This research aims to investigate parents' awareness, preferences, and purchasing behavior related to adjustable clothing, including factors such as fabric choice, durability, comfort, and design preferences. The findings will provide insights that can assist clothing designers and manufacturers in developing products that better meet the needs of parents and children in this region, while also promoting sustainable consumption practices.

We are looking for the participants who meet the criteria below:

- You are 18 years old or older.
- You are a mother, father or grandparent of a child currently aged 3 to 11, or if you have previously had children in this age range.

You should **not** participate if you are under the age of 18. Individuals with children younger than 3 years old, or those who have never had children between the ages of 3 and 11, should be excluded from this study.

If you agree to participate you will be asked to complete the following:

- Give your consent to participate in this study.
- Participate in an online survey through Qualtrics.
- The survey will take about 5-10 minutes to complete.

If you are interested in participating in this study, please send an email to Dr. Ling Zhang, lzhang1@iastate.edu.

If you decide to participate the survey, please click the link:
https://iastate.qualtrics.com/jfe/form/SV_4Hl3rp5h5mV9tbg