



Analysis Report

Analysis title: Tシャツに関するレビューコメント

Summary of Results

Basic information

Analysis Title

Tシャツに関するレビューコメント

Note

2024年7月実施のWEBアンケート

Number of data
(Number of records)

2,000 cnt

Contextual Information

Survey about: アパレルブランド「エモクロ」のTシャツ

Survey respondents
(targets): 購入者

Question text: ご購入のTシャツの評価を教えてください。

Excerpt of data analyzed

※Up to 50 records

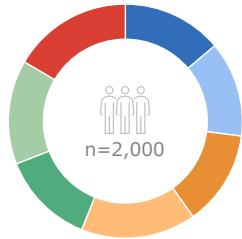
1	新しいTシャツを探していたら、このエモクロの目に留まりました。デザインが可愛く、どんなコードにも合わせやすいのが気に入りました。生地も柔らかくて肌触りが抜群。友達にも褒められて、大満足の買い物でした！他のデザインも揃えてなっちゃいます。
2	カジュアルなTシャツを探しているのですが、どれも若い子向けかなあと迷っていた時に見つけたのがこれです。シンプルなデザインなので、年齢関係なく着られます。生地は柔らかくて肌触りが良いのに、しっかりとしていて安っぽさがありません。サイズは普段通りのMでぴったり。デニムやスカートに合わせてもおしゃれに見えます。この...
3	バーフェクトなTシャツが手に入りました！シンプルなデザインですが、どこか品があって仕事でもカジュアルでも使えます。身長160cmで普段はMサイズを選びますが、今回はゆったり着たかったのでSサイズに。結果、大正解。袖の長さも程よく、動きやすいです。お洗濯しても型崩れしなかったのも嬉しいポイント。価格も手頃で、色々な季節に合わせて着られるので、これからの季節に活躍間違いなしです。
4	生地が柔らかくて、肌触りがいいです。色々な色で落ち着いていて、色々な女性でも合わせやすいです。これから季節、大活躍間違いなしです。
5	肌触りがよく、デザインもシンプルで、どちらかで迷いましたが、今日はビーチで買いました。洗濯しても型崩れないので長く愛用できそうです。
6	昔ながらのデザイン感に惹かれて購入しました。洗濯しても色落ちしない、生地もしっかりしています。若い頃を思い出しつづ、これからも愛用したい一枚です。
7	生地が柔らかくて、肌触りが良いです。洗濯しても色落ちしないのが嬉しい。
8	デザインが目に気に入りましたが、正直期待していませんでした。生地は厚みがあってしっかりして、洗濯しても型崩れしません。しかもシワになりにくいで手入れも楽。色味も良く、どんなボトムスにも合わせやすいので、ヘビロテ間違いなしです。たとえばだけが長めなので、タックインしないとちょっとダボっと見えるかもしれません...
9	購入したTシャツはデザインがシンプルで、生地が薄くて、ちょっとのことで破けてしまう心配です。着心地もごわごわしていて、肌にまとわり感が不快です。サイズも表記より小さめで、何となく窮屈。洗濯したらさらに縮んで、すぐにダメになります。このクオリティでこの価格は高すぎます...
10	肌触りが抜群に良いです。洗濯しても色落ちしないのが嬉しい。
11	デザインが気に入っていますが、残念ながら期待外れでした。まず、生地がとても薄くて安っぽい。洗濯するとすぐに伸びてしまい、形が崩れてしまいました。それに、カジュアルなデザインなのに着心地がちとごわごわしてて肌に便りません。価格もそれほど安くないのに、このクオリティではリピートはないです。長持...
12	デザインはシンプルで洗濯してからも形が保たれます。肌触りが良くて、肌に便りません。
13	デザインも可愛いし、何よりも素材がすごく柔らかくて気に入りました。ちょっとバーバーバーな気分になります。まだ子供だから結構な着こなしが多いです。ただ、白いTシャツは少し透けてしまうのでインナーに気を遣うかも。でもそのくらいなら全然OKです！
14	デザインがカッコいいと自惚れました！Tシャツの生地は厚くてしっかりしているので、長く着られます。色落ちで一枚買おうと思います。着心地も良くて友達にもおすすめしたいです。
15	正直、期待外れだなと思われるを得ない。見た目だとデザインが良さげだから買ったんだけど、実際に届いたものは安っぽいプリントでうがつき、さらに、生地が薄くて透けてしまうのも問題だ。何度も洗濯したら、ヨレヨレになってしまった。値段の割に質が全く伴わない商品だと思う。もうこのブランドからは買わない。
16	シンプルで着回しやすくて、少し遅れてのインナーに買いました。デザインは可愛いし、嬉しいです。
17	最高でした！デザインがシンプルで、友達からも褒められました。生地が柔らかくて、肌触りがいいです。薄手で、肌に便りません。
18	全体的にシルエットが崩れず、生地が軽く柔らかくて、毛羽立っていません。デザインが良さただけに、残念です。洗濯したら縮んでしまった、もう着る気になれない。
19	若いころ愛用していたデザインに似ていて懐かしさを感じて購入。生地がしっかりして、今の散歩や庭遊びもぴったりです。
20	シンプルなデザインで、普段使いに最適。コットン生地で肌に優しくて、肌触りがいいです。
21	本当に素敵でした！素材がついていて、洗濯しても形が保たれました。デザインもシンプルでどんなコーディネートにも合います。本当に大活躍しています。特に気に入っているのは首回りのリバが丈夫で、よく伸びます。
22	このTシャツはデザインもシンプルでどんな服にも合います。生地も柔らかくて着心地が良いです。
23	最初の洗濯で色が落ちました。デザインは良いのか、色落ちは良くても色落ちするの原因。
24	デザインがとても可愛いし、どんなボトムスとも合わせやすい！生地は柔らかくて一日中着てストレスがありません。
25	エモクロのTシャツ、超おすすめです！何よりもプリントが可愛いです。友達とも喜んでるデザインばかりです。生地も柔らかくて、肌触りがいいです。着心地も抜群で、肌触りが柔らかくて気持ちいいです。洗濯しても型崩れしないので、ヘビロテしても安心。カーラン展も豊富で、自分のスタイルに合わせて選べるのが嬉しいポイントです。値段もお手頃で、このク...
26	このTシャツは本当に快適です。生地がしっかりして、何度も洗濯しても形が崩れません。デザインもシンプルでどんなボトムスにも合わせやすいので、散歩や買い物、友人の誕生日にもぴったりです。70代の私でも無理無くおしゃれを楽しめる一枚です。
27	初めて購入したエモクロのTシャツですが、大満足です。柔らかいコットン生地が肌に優しく、長時間着ていても疲れません。デザインもシンプルで、普段着からお出かけまで幅広く使えます。洗濯を重ねても型崩れしないので、長く愛用できそうです。唯一気になった点は、サイズがやや大きめ、Sサイズでも少しゆとりしている感じで...
28	デザインは良いけど、生地が軽いので薄手で洗濯して縮んでしまった。色落ちが気になります。
29	シンプルで上品なデザインのTシャツで、初めて買いました。素材もしっかりして、洗濯しても型崩れしないのが嬉しいです。これから季節、大活躍間違いなしです。
30	デザインがカッコいいとどんな場面でも使えるTシャツ。肌触りも最高です！
31	このTシャツは本当に心に響くデザインでした。花柄が美しい、若い頃買ったドレスを思い出します。生地は柔らかく肌に優しいのが嬉しいです。サイズも程よく、動きやすいので、ウォーキングの時に重宝しています。年齢を重ねても、おしゃれを楽しむことができるアイテムに出会えて感激です。
32	デザインは良かったのに、実際の品質がよくてびっくりでした。着用回数が多くて地が切れ始め、縫い目も補修仕上げで露呈。洗濯後に縮みも見受けられ、サイズ感が変わってしまった。値段が安いからといって、こんなに品質が悪いとは思わなかった。次回は他のブランドを試すつもり。
33	色落ちが少し。数回洗濯で色落ちが止まらなくなってしまった。質の悪さが分かります。
34	シンプルでかっこいい個性的なデザインに惹かれて購入しました。メンズの色を選びてポンと着るとトレンド感が出る、色味も落ちていてどんなボトムスにも合うのが嬉しいです。袖のロールアップも可愛くて、さらげなくオシャレに見えるところがお気に入り。生地も柔らかくて肌触りが良いので、これから季節にぴったりです。
35	デザインは可愛いけど、生地がちょっとチクチクするのが残念。でも色がすごく気に入ったので、インナーを着て楽しもう。
36	デザインが可愛い！生地もしっかりして、肌触りも最高です。
37	肌触り抜群！シンプルでどんな場面でも活躍します。
38	先日購入したエモクロのTシャツ、正直期待していませんでした。デザインはシンプルなのに、どこか洗練された感じがあり、日常使いでも全く飽きません。生地は厚手でしっかりしており、洗濯しても全然ヨレないのが嬉しいポイント。ただ、ちょっと蒸し暑い日には少し暑く感じるかも。まあ、その分耐久性があると考へれば許容範囲です。次は同...
39	ピンクのTシャツがカッコいいと自惚れました。色味も落ちているので、30代の私でも抵抗なく着られます。生地が少し薄めなのが気になるけれど、夏場にはかえって涼しくいいかも。サイズ感はゆったりしているので、1枚でさらっと着られるのもポイント高いで...
40	仕事として購入しました。生地がしっかりして型崩れしないで、一日中着ても快適です。シンプルだけちょっとしたデザインがオシャレで気に入りました。
41	着心地がとても良いです。肌に優しくて、軽い、気持ちよく過ごせます。でも、着こなしが難しいので、普段使いにピッタリです。
42	見た目は可愛いけど、洗濯するたびに縮んでしまうのが残念。生地も安っぽい感じで、長持ちしないです。
43	正直失敗だなとも思いました。デザインは良いけど、生地がとても薄くて安っぽい感じが否めない。洗濯したらすぐに型崩れして、何回か着ただけでも色褪せてきた。サイズもMを選んだのに、どうも形がマッチで、着るたびにヨレヨレになっちゃう。お値段もそんなに安くないのに、このクオリティはちょっと残念。もう少し耐久性のある商品に...
44	デザインは好みません。着心地も微妙で、腕回りのラインが合わずちょっと残念。
45	正直、最初に買ったTシャツが気に入りました。でも、着る回数が少なくて、腕回りのラインが合わずちょっと残念。
46	夏らしい柄が可愛いと自惚れました。サイズ感もちょうどよく、どんなボトムスにも合わせやすいです。
47	肌触りがとても柔らかく、着心地抜群のデザインです。シンプルだけちょっとしたデザインがオシャレで、大人カジュアルにぴったりです。
48	カジュアルなTシャツがデザインで気に入りました。少し小さめの目立つシルエットで動きやすく、家事をする時も快適です。色落ちもなく、毎回洗濯しても形が崩れないのが嬉しいです。
49	正直、がっかりしました。デザインは良いのに洗濯したらすぐに色落ちしてしまいました。素材もチクチクして着心地が悪く、せっかくのデザインも台無しです。二度と買いません。
50	ユニークなデザインが気に入りました。生地も柔らかくて着心地が最高です。

Distribution of attributes

*Displays the data distribution of attributes compared in 'Trends'.

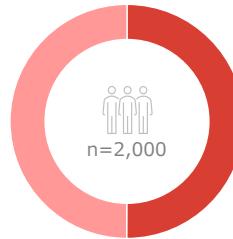
Attribute1 - Percentage

年代



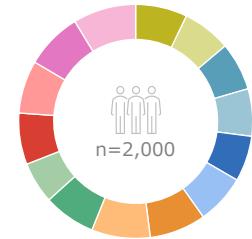
Attribute2 - Percentage

性別



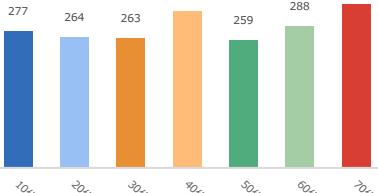
Attribute3 - Percentage

性年代

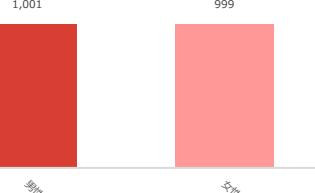


■ 10代男性 ■ 10代女性 ■ 20代男性 ■ 20代女性 ■ 30代男性
■ 30代女性 ■ 40代男性 ■ 40代女性 ■ 50代男性 ■ 50代女性
■ 60代男性 ■ 60代女性 ■ 70代男性 ■ 70代女性

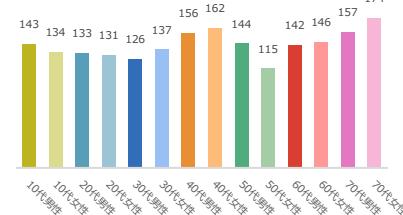
Attribute1 - Count



Attribute2 - Count



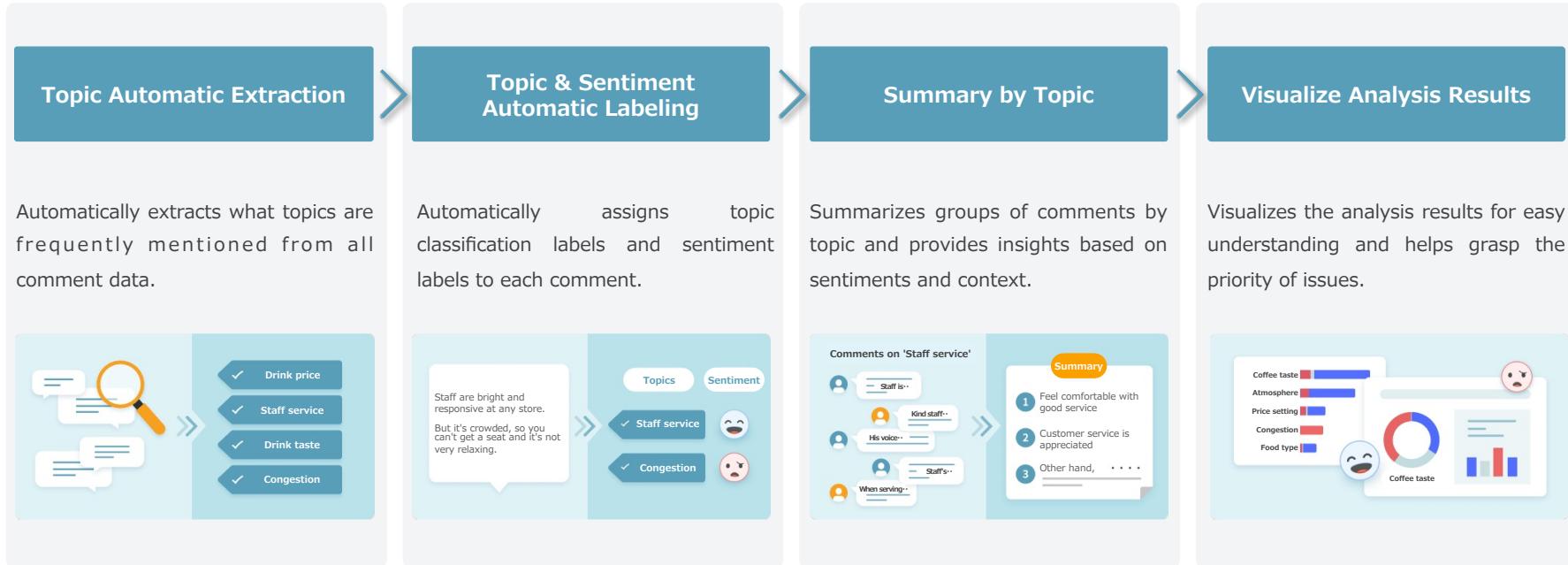
Attribute3 - Count



Overview of comment analysis with TopicScan – Analysis Steps

An AI-powered system that accurately reads the context and sentiments of text while analyzing.

The analysis results of this report are the results output by the following series of analysis flows.



Overview of all comments

[Overview of data]

Survey respondents (targets):
購入者

Number of data: 2,000cnt

Question text: ご購入のTシャツの評価を教えてください。

Summary of all comments

- Design Diversity and Evaluation

The Emochro T-shirts have received positive feedback for their simple and sophisticated designs, which are said to be easy to match with any style. They are noted for their versatility, being suitable for both casual and stylish occasions, and many people have received compliments from friends. While the design is well-received, some individuals have expressed dissatisfaction with the actual texture and durability of the material, leading to mixed opinions on the overall value.

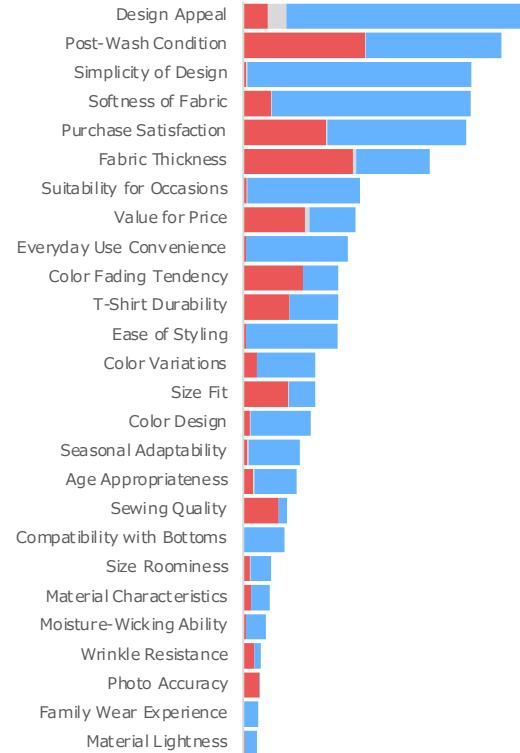
- Fabric texture and durability

The Emochro T-shirts are praised for their sturdy fabric and resistance to losing shape, but some complaints mention that the fabric is too thin, prone to wrinkling, and see-through. There are many comments about shrinking after washing, indicating the need for careful size selection and washing methods. Concerns about color fading and fabric deterioration have also been raised, leading to questions about durability; however, there are also positive evaluations regarding shape retention, and some opinions express satisfaction with the fabric quality and design.

- Comfort and Usability

The T-shirt is highly rated for its excellent texture, with mentions of its softness and comfortable fit. The material is soft and lightweight, making it comfortable to wear for long periods, and it is considered perfect for everyday use and casual occasions. Many voices highly appreciate that it does not easily lose its shape or fade after washing, allowing for long-term use. It is also praised for its moisture-wicking and quick-drying properties, making it suitable for use at the gym or outdoors.

Rate of mentions by topic

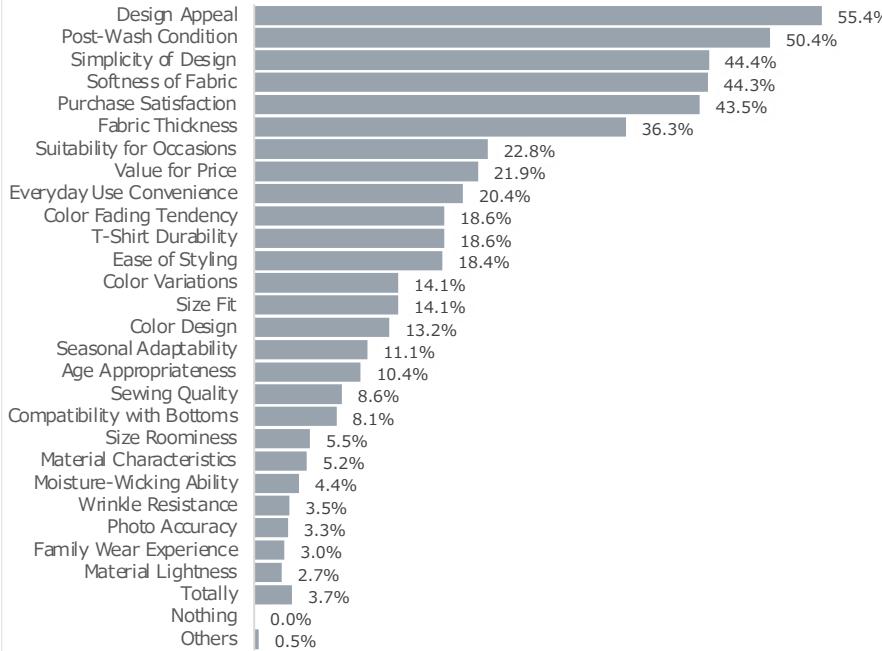


Frequently mentioned topics

The frequently mentioned topics in the overall comments are as follows.

Excluding 'Totally' and below, the most frequently mentioned topic is 'Design Appeal', with 55.4% (1,108 comments) out of 2,000 comments mentioning this topic.

Rate of mentions by topic



Tips

The result of aggregating the topic labels assigned to all comments (what topics are mentioned).

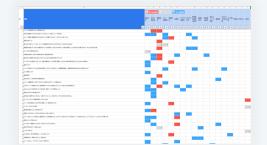
Topic Automatic Extraction

Automatically extracts what topics are frequently mentioned from all comment data.



Topic & Sentiment Automatic Labeling

Automatically assigns topic classification labels and sentiment labels to each comment.

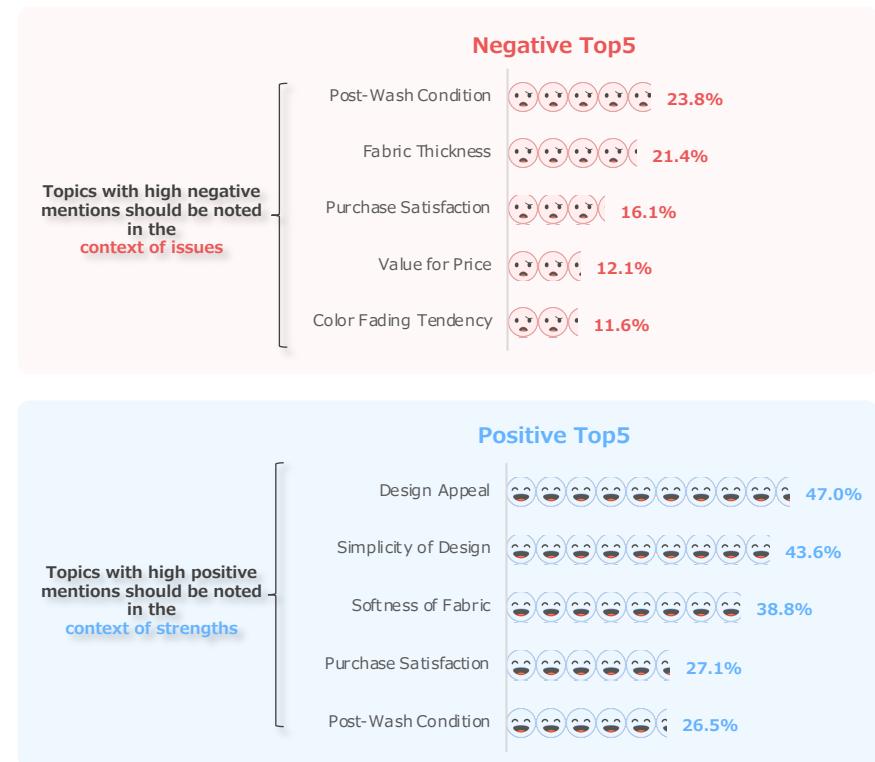
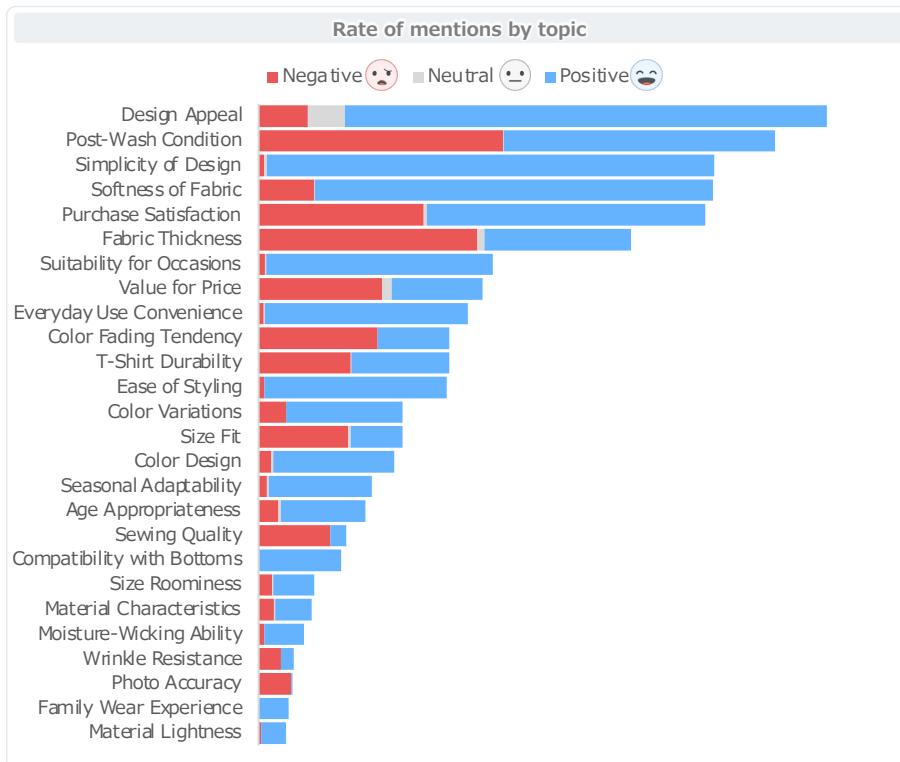


The 'Analysis Data' (Excel file) delivered in a separate file is the source data for aggregation.

Frequently mentioned topics- Breakdown of sentiment

The sentiment distribution for each topic is as follows.

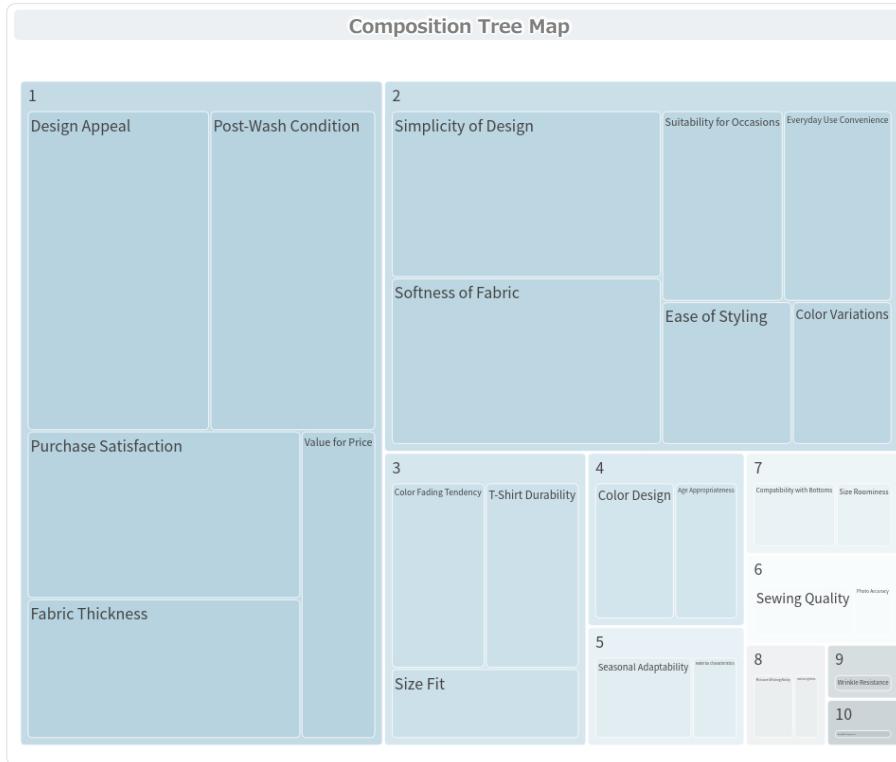
The most frequently mentioned topic is 'Design Appeal', with mostly positive mentions.



Topics likely to appear simultaneously

Grouping topics that are likely to appear simultaneously in a single comment.

You can see 'What context is the topic discussed in'.



Main Topic Group

*The following are topic groups with strong correlations. (Hierarchical clustering using cosine similarity and Ward's method)

Group 1	Design Appeal Fabric Thickness Value for Price	Post-Wash Condition Purchase Satisfaction
Group 6	Photo Accuracy	Sewing Quality
Group 3	Color Fading Tendency Size Fit	T-Shirt Durability
Group 2	Simplicity of Design Suitability for Occasions Ease of Styling	Softness of Fabric Everyday Use Convenience Color Variations
Group 8	Moisture-Wicking Ability	Material Lightness

Analysis Result | Topic details

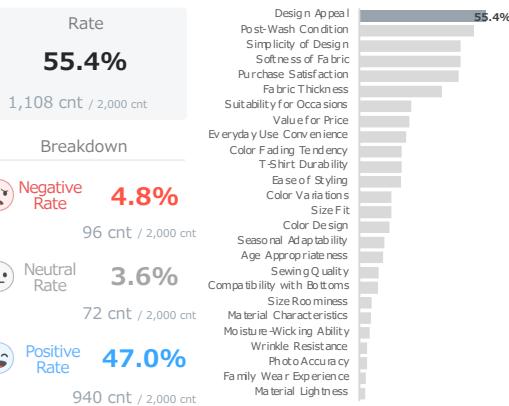
Topic details

Topic 1 Design Appeal

Topic 1

Design Appeal

Rate of mentions of this topic



Distribution of sentiments



* in comments mentioning this topic

- Negative
- Neutral
- Positive

The simple and sophisticated design has received positive feedback in many comments and is praised for being easy to match with any style. Many people have expressed love at first sight for the design, and its versatility from casual to stylish occasions is highlighted as an attractive feature.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The design is tacky and not cool at all. (★)
The design is too youthful.
The actual design and color look cheap.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



I fell in love at first sight with the simple and sophisticated design. (★)
The design is cool and my friends complimented it. (★)
I fell in love at first sight with the cute design and it lifted my spirits (★)

Excerpt of comments mentioning this topic

Pick Comments - positive

I fell in love at first sight with the simple yet somehow sophisticated design. I'm happy that it lasts well and the color doesn't fade easily.
I fell in love at first sight with the simple and cute design. The size is just right, and it is easy to match with any outfit.
The design is super cute, and I fell in love at first sight. I definitely recommend it!
I was looking for a more mature design, and I fell in love at first sight with the simple pattern. The fabric is soft and feels great to wear.
I fell in love with the simple and elegant design at first sight. The loose silhouette makes it easy to move, perfect for everyday walks and outings. I want it in different colors as well.

Pick Comments - negative

The design is uncool and not stylish at all.
The design is uncool and I can't wear it at all.
The size is too big and looks bad. The design is not cool at all.
The design is uncool and the fabric is itchy.
The material is stiff and uncomfortable to wear. The design is also outdated and not stylish at all.

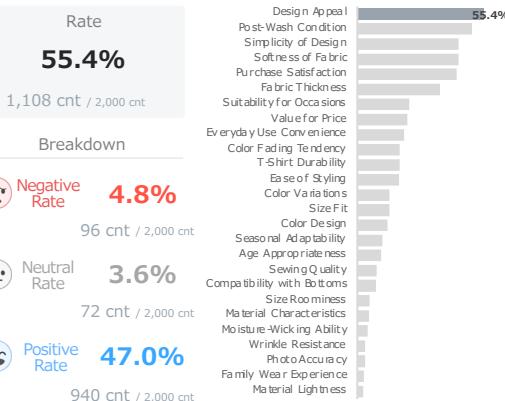
Topic details

Subtopic

Topic 1

Design Appeal

Rate of mentions of this topic



Distribution of sentiments

* in comments mentioning this topic



Topic 1 Design Appeal

* Sorted by estimated mention rate

Subtopic

Example

Attractiveness of Design

- I fell in love with the design at first sight.
- I was initially attracted by the design.
- I purchased it because I was attracted to the design.

Versatility of Design

- Just the right design for everyday use.
- The design can be used for both casual and sporty occasions, making it very versatile.
- The design is just right.

Cuteness of the design

- The design is cute.
- I like the design; it's cute.

Friend's Evaluation

- Well received by friends.
- High praise from school and friends.

Cuteness of the Print

- The cuteness of the print.
- The print is cute.

Nostalgic Design

- The nostalgic design reminded me of my younger days.

Subtopic

Example

Attraction of Simple Design

- The simple design is attractive.
- The design is simple and never gets boring.
- The simple and elegant design is wonderful.

Elegance of Design

- Elegant and calm design.
- The color and design are calm and elegant.
- The casual yet somehow sophisticated design is attractive.

Target Audience of Design

- The design is aimed at young people.
- Design for young people.

Design Reputation

- The design is stylish and well-received by my friends.
- The design is cool, and my friends complimented it too.

Interest in Purchase Source

- I often get asked by my friends, "Where did you buy that?"
- It's so stylish that my friends ask me, "Where did you buy it?"

Print Quality

- The print quality is low.

Topic details | Topic 2 Post-Wash Condition

Topic 2

Post-Wash Condition

Rate of mentions of this topic

Rate

50.4%

1,007 cnt / 2,000 cnt

Design Appeal
Post-Wash Condition
Simplicity of Design
Softness of Fabric
Purchase Satisfaction
Fabric Thickness
Suitability for Occasions
Value for Price

Everyday Use Convenience
Color Fading Tendency
T-Shirt Durability
Ease of Styling
Color Variations
Size Fit

Color Design
Seasonal Adaptability
Age Appropriateness
Sewing Quality

Compatibility with Bottoms
Size Roominess
Material Characteristics
Moisture-Wicking Ability

Wrinkle Resistance
Photo Accuracy
Family Wear Experience

Material Lightness

 Negative Rate **23.8%**

476 cnt / 2,000 cnt

 Neutral Rate **0.1%**

2 cnt / 2,000 cnt

 Positive Rate **26.5%**

529 cnt / 2,000 cnt

Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



There are many comments about shrinking after washing, so it's necessary to be careful with size selection and washing methods. There are mentions of color fading and fabric deterioration, raising concerns about durability.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments

 It shrank after washing and no longer fits. (★)

The color fades significantly, and it loses its color after a few washes. (★)

The fabric becomes wrinkled quickly after washing, and the durability is low (★).

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments

 Does not lose shape after washing (★)

Does not fade after washing (★)

Does not shrink after washing.

Excerpt of comments mentioning this topic

Pick Comments - positive

It doesn't lose its shape even after washing, and the color didn't fade. It's perfect for everyday use.

The fabric is sturdy, so it doesn't lose its shape even after washing. The design is simple and easy to match, so I find it very useful.

I'm happy that it doesn't fade in color even after washing, and the shape doesn't get distorted! It's an essential piece for my daily casual outfits.

The design is cool and well-received by my friends! It doesn't lose its shape even after washing.

The design is casual yet elegant, making it suitable for any occasion. I'm happy that it doesn't lose its shape even after washing.

Pick Comments - negative

It shrank and lost its shape after washing.

It shrank after washing, and I can no longer wear it. I'm very disappointed with the poor quality.

It shrank after washing. There is a problem with the quality.

It shrank after washing, and I can no longer wear it. The design is good, but the quality is disappointing.

It shrank after just one wash.

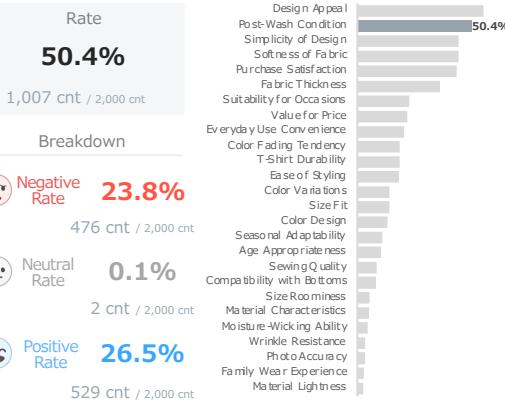
Topic details

Subtopic

Topic 2

Post-Wash Condition

Rate of mentions of this topic



Distribution of sentiments



* in comments mentioning this topic

- Negative
- Neutral
- Positive

Topic 2 Post-Wash Condition

* Sorted by estimated mention rate

Subtopic

Example

Prevention of Shape Distortion After Washing

- It's helpful that it doesn't lose its shape even after washing.
- I am satisfied that it does not lose its shape after washing.
- I'm happy that it doesn't lose its shape after washing.

Post-wash Shrinkage Issue

- Shrinking after washing is a problem.
- The problem of shrinking after washing.
- The problem of the fabric shrinking after washing.

Durability of Color Fading and Shape Distortion

- There is no color fading or shape distortion.
- Does not fade.
- I have to be a little careful when putting it in the washing machine.
- The color fades easily, so care is needed when washing.

Washing Instructions

Subtopic

Example

Durability After Washing

- The fabric becomes thin after just a few washes.
- It became wrinkled immediately after washing it several times.
- It became ragged after one wash.

Color fading after washing

- I am concerned about the color fading after washing.
- Color fading and shrinking after washing.
- Fades after washing.

Print Durability

- The print is prone to peeling off.
- The print tends to fade easily when washed.

Topic details

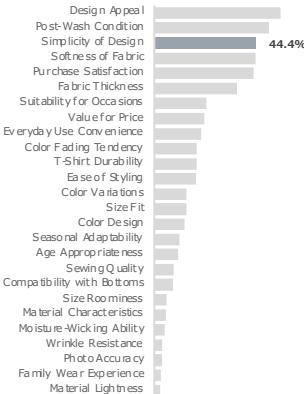
Topic 3 Simplicity of Design

Topic 3

Simplicity of Design

Rate of mentions of this topic

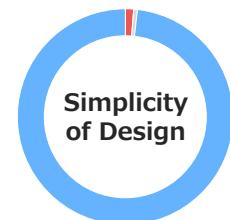
Rate
44.4%
888 cnt / 2,000 cnt



Negative Rate
0.5%
11 cnt / 2,000 cnt

Neutral Rate
0.2%
5 cnt / 2,000 cnt

Positive Rate
43.6%
872 cnt / 2,000 cnt



* in comments mentioning this topic

■ Negative
■ Neutral
■ Positive

The simple design has received positive feedback in many comments and is rated as easy to match with any outfit.

The opinion that stands out is that it has a refined simplicity while still having a presence, and many people find it useful for everyday use and various occasions.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The design is too simple, plain, and looks cheap.
Simple design, gets boring.
The design is too simple and disappointing.



Simple design that is easy to match with any outfit (★)
The simple yet sophisticated design is wonderful. (★)
I liked the simplicity of the design and the comfort of wearing it (★)

Excerpt of comments mentioning this topic

Pick Comments - positive

The simple design and calm colors make it easy to match with any coordination.

I like the simple and elegant design. It is easy to match with any outfit, so it is very useful.

It's simple, but the design is sophisticated and matches any style. It's very useful for both work and play!

The simple design and comfortable fit are excellent. It goes well with any outfit, so I find it very useful.

The simple design makes it easy to match with any outfit. The fabric is sturdy and seems like it will last a long time.

Pick Comments - negative

The design is too simple and plain. The fabric is also thin and gives a cheap feeling. I would like the quality to be improved a bit more.

A cool T-shirt perfect for summer. But the design is a bit too simple.

The fabric is sturdy and seems like it will last a long time, but the design might be a bit too plain. I wanted a solid color, but it would have been nice to have more unique patterns.

The design looks too simple and plain, and the size is a bit larger and baggy. It can't be used for going out.

The design is too simple, and I got bored with it quickly. The price is not high, but the cost performance is still poor. I cannot recommend it to my friends.

Topic details

Subtopic

Topic 3

Simplicity of Design

Rate of mentions of this topic

Rate

44.4%

888 cnt / 2,000 cnt

Breakdown

 Negative Rate **0.5%**

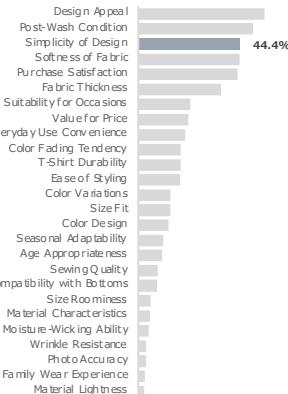
11 cnt / 2,000 cnt

 Neutral Rate **0.2%**

5 cnt / 2,000 cnt

 Positive Rate **43.6%**

872 cnt / 2,000 cnt



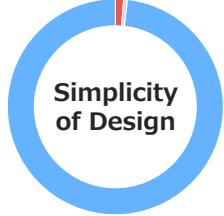
Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



Topic 3 Simplicity of Design

* Sorted by estimated mention rate

Subtopic

Example

Attraction of Simple Design

- I liked the simple design.
- I prefer simple designs.
- I like the simple design.

Simplicity and Sophistication

- Simple yet sophisticated design.
- The design is simple and sophisticated.
- Simple and elegant design.

Balancing Simplicity and Individuality

- A design that feels unique while being simple.
- Simple yet somehow unique.

Simple Design Logos and Embroidery

- The simple logo is attractive.
- The simple design with subtle embroidery is stylish.

Ease of Design

- The design is simple and easy to use.
- Simple and easy-to-use design.

Design Simplicity

- At first, I thought the design was plain.

Subtopic

Example

Versatility of Simple Design

- The design is simple and can be used in any situation.
- The simple design makes it easy to use in any situation.
- The design is simple and easy to match with anything.

Simplicity and Ease of Coordination

- Simple and easy to match.
- Thanks to the simple design, it is easy to combine with accessories and outerwear.
- It's great that it's simple and goes well with any outfit.

Preference for Plain Design

- I usually prefer plain and simple designs.
- I usually avoid flashy patterns, but sometimes something plain like this is refreshing and nice.

Age-Independent Design

- A simple design that is ageless.
- The simple design can be worn by anyone regardless of age.

Balancing Simplicity and Cuteness

- Simple and cute design.
- The design is simple and cute.

Topic details

Topic 4 Softness of Fabric

Topic 4

Softness of Fabric

Rate of mentions of this topic

Rate

44.3%

886 cnt / 2,000 cnt



Breakdown

Negative Rate **5.5%**

109 cnt / 2,000 cnt

Neutral Rate **0.1%**

1 cnt / 2,000 cnt

Positive Rate **38.8%**

776 cnt / 2,000 cnt

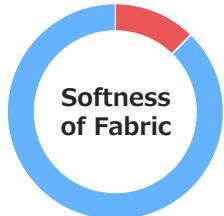
Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



The T-shirt is highly rated for its feel on the skin, with mentions of its softness and comfortable wear.

There is an opinion that the material is soft and lightweight, making it comfortable to wear for long periods, perfect for everyday use and casual scenes.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The fabric is stiff and itchy (★)

The fabric's stiffness and itchiness do not change even after washing.

The design is good, but the fabric is disappointing and uncomfortable to wear.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The texture is very good, and the soft material makes it extremely comfortable to wear (★)

Despite its simple design, the fabric feels good on the skin and it's easy to match with any outfit, which is appealing. (★)

I'm happy that it doesn't lose its shape easily after washing and maintains its softness for a long time. (★)

Excerpt of comments mentioning this topic

Pick

Comments - positive

The material is soft and feels very good on the skin. It's simple but has a high design quality, and it matches perfectly with any bottoms. It has become one of my favorite pieces!

The comfort is excellent. The texture is soft, and it's definitely going to be worn frequently.

I loved the unique design. The fabric is soft and the comfort is excellent.

The texture is excellent. It is made of high-quality cotton and feels very good on the skin. It's simple but perfect for adult casual wear.

The fabric is soft and feels very good on the skin. The simple design makes it easy to match with any outfit, and I really like it.

Pick

Comments - negative

The fabric is too stiff and makes it difficult to move.

The fabric is stiff and uncomfortable to wear.

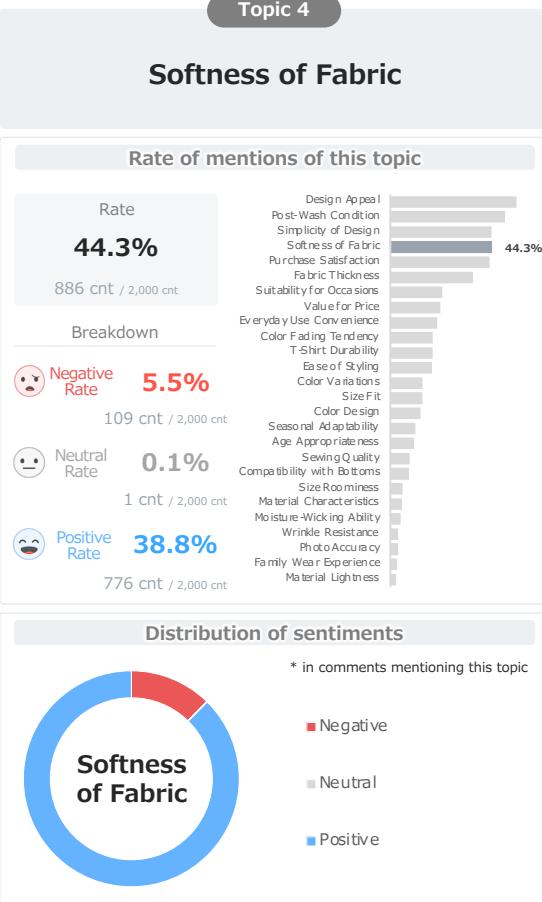
The fabric was itchy and didn't suit my skin. The sewing was also rough, and the seams were bothersome.

The fabric is stiff and sticks when I sweat, making it not comfortable at all.

I like the design, but the fabric is harder than I expected and it feels prickly. Washing it doesn't improve it, and the texture is bad, making it not comfortable at all.

Topic details

Subtopic



Topic 4 Softness of Fabric

* Sorted by estimated mention rate

Subtopic	Example	Subtopic	Example
Fabric softness and texture	<ul style="list-style-type: none">The softness of the fabric.The fabric is soft and feels good on the skin.The fabric is soft and feels gentle on the skin.	Softness of the fabric	<ul style="list-style-type: none">The texture is good.The texture is very good.The texture is good and comfortable.
Comfortable Fit	<ul style="list-style-type: none">Very good comfort.The fabric is soft and very comfortable to wear.The texture is very nice, and the comfort is excellent.	Fabric Itchiness	<ul style="list-style-type: none">The fabric is prickly and uncomfortable.The fabric is stiff and prickly.The fabric is rough and itchy.
Comfort during long wear	<ul style="list-style-type: none">I don't get tired even after wearing it for a long time.I don't feel stressed even after wearing it for a long time.	Comfort Level of the Fabric	<ul style="list-style-type: none">The fit is a bit stiff.The comfort is bad.
Gentleness on the Skin	<ul style="list-style-type: none">Gentle on the skin.It is gentle on the skin and feels comfortable to wear.	Discomfort from tags	<ul style="list-style-type: none">The tag is prickly and uncomfortable.The tag is at the neck and it makes me itchy.

Topic details

Topic 5 Purchase Satisfaction

Topic 5

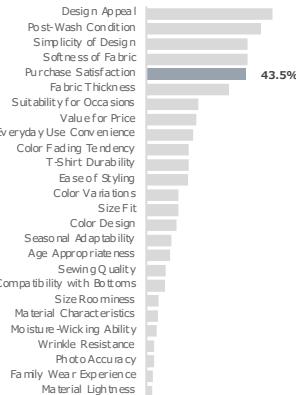
Purchase Satisfaction

Rate of mentions of this topic

Rate

43.5%

870 cnt / 2,000 cnt



Negative Rate **16.1%**

Neutral Rate **0.3%**

Positive Rate **27.1%**

Distribution of sentiments

* in comments mentioning this topic



The Emokuro T-shirt is highly rated for its sturdy fabric and resistance to losing shape, and many people express great satisfaction due to its comfortable fit.

There are many opinions that the design is simple yet stylish, and it is highly praised for being easy to match with any style.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The fabric is thin and cheap, and it becomes worn out quickly after washing. (★)

The sizing is awkward, and the shoulder width and length don't fit well, making it difficult to move. (★)

The color fading and shrinkage after washing were severe, and it was not the quality I expected.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The fabric is soft and feels good on the skin, making it comfortable to wear for long periods. (★)

The design is simple and easy to match with any style, which broadens the range of coordination. (★)

I am satisfied with the fact that it doesn't lose its shape even after washing, so it lasts a long time. (★)

Excerpt of comments mentioning this topic

Pick

Comments - positive

It is soft and has a good texture, so it feels very nice to wear. The design is simple and not boring, so it seems like I can use it for a long time.

The fabric is soft and gentle on the skin, so it doesn't make me tired even after wearing it for a long time. The design is simple and elegant, so I really like it.

The material is soft and the texture is very good. The design is simple and elegant. It seems like a piece that can be loved for a long time.

The texture is very soft, and it is comfortable to wear all day long. It doesn't lose its shape even after washing, so I am really satisfied.

It is soft and has a very good texture on the skin. I have sensitive skin, so I pay a lot of attention to the quality of the fabric, but I can wear this with peace of mind.

Pick

Comments - negative

The fabric is too thin and quickly became wrinkled. The design is okay, but the quality won't last with this.

The fabric feels cheap and seems like it will stretch easily. It shrinks after washing, and I was disappointed.

The fabric is thin and becomes wrinkled quickly after a few washes. The color fades fast, and the design is aimed at a younger audience, which does not suit me at all. Unfortunately, it is not usable.

It became wrinkled immediately after washing, and the shape was ruined. The fabric is also thin, and I am concerned about it being see-through. I don't think I will buy it again.

The fabric is cheap and quickly becomes wrinkled. The design is also unattractive, and I'm embarrassed to wear it outside. It was a failed purchase.

Topic details

Subtopic

Topic 5 Purchase Satisfaction

Topic 5

Purchase Satisfaction

Rate of mentions of this topic

Rate

43.5%

870 cnt / 2,000 cnt

Breakdown

 Negative Rate **16.1%**

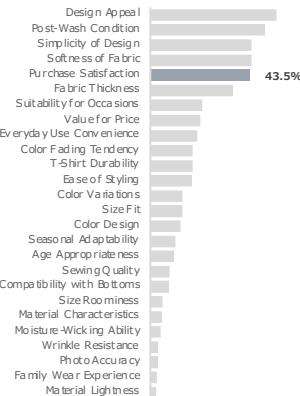
322 cnt / 2,000 cnt

 Neutral Rate **0.3%**

6 cnt / 2,000 cnt

 Positive Rate **27.1%**

542 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



■ Negative

■ Neutral

■ Positive

* Sorted by estimated mention rate

Subtopic

Example

Post-purchase satisfaction

■ Very satisfied after purchase.

■ Satisfaction to the extent of considering additional purchases.

■ It was a highly satisfying purchase.

Repurchase Intention

■ Willingness to repurchase

■ Low willingness to repurchase.

■ I would like to purchase again.

Disappointing Impression

■ It was disappointing.

■ Disappointing.

Evaluation by Others

■ The reputation from friends is good.

■ Good reviews from friends.

T-shirt Quality

■ Dissatisfaction with the quality of the purchased T-shirt.

■ I feel that the quality is inferior compared to T-shirts from other brands.

Recommendation Level

■ I recommend it.

Comfortable Fit

■ Comfortable to wear

Subtopic

Example

Favorite Level

■ Favorite

■ I like it.

■ My favorite piece.

■ Regret after purchase

■ I regret the purchase.

■ Disappointment after purchase.

Buyer's remorse after purchase

■ Dissatisfaction with quality

■ Dissatisfaction with low quality.

Quality dissatisfaction

■ Desire to purchase in different colors.

■ I am considering purchasing in a different color.

Desire to purchase different colors

■ The point that it can be used for a long time.

■ It seems like it can be used for a long time.

Durability for long-term use

■ I regret that I should have chosen another brand.

Interest in Other Brands

Topic details

Topic 6 Fabric Thickness

Topic 6

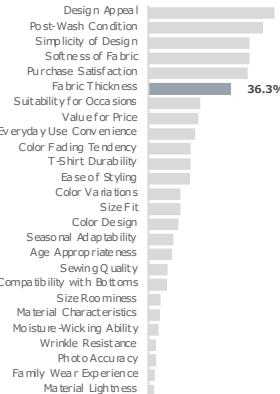
Fabric Thickness

Rate of mentions of this topic

Rate

36.3%

726 cnt / 2,000 cnt



Negative Rate **21.3%**

427 cnt / 2,000 cnt

Neutral Rate **0.7%**

13 cnt / 2,000 cnt

Positive Rate **14.3%**

286 cnt / 2,000 cnt

Distribution of sentiments

* in comments mentioning this topic



■ Negative

■ Neutral

■ Positive

Many comments mention dissatisfaction with the fabric being too thin, prone to wrinkling, and see-through.

Some comments mention that the fabric is thick, sturdy, and long-lasting.

There are positive opinions about the fabric's texture, stating that it is soft and comfortable to wear.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The fabric is too thin and becomes worn out quickly (★)

The fabric shrinks and loses its shape after washing (★).

The design is good, but the fabric is thin and cheap-looking.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The fabric is thick and sturdy, and it doesn't lose its shape even after washing. (★)

The thickness of the fabric is just right, and there's no worry about it being see-through, so I can wear it with confidence.

I'm happy that the thick fabric seems durable.

Excerpt of comments mentioning this topic

Pick

Comments - positive

Pick

Comments - negative

The fabric is sturdy and does not lose its shape even after washing. I also liked the subtle color.

The fabric is sturdy, so it doesn't lose its shape even after washing. The design is simple and easy to match, so I find it very useful.

The fabric is sturdy and does not lose its shape even after washing. The design is simple and does not get boring even if worn every day.

I am happy that the fabric is sturdy and does not lose its shape after washing. I also like the beautiful color.

The fabric is thick and sturdy, and it doesn't lose its shape even after washing. I also liked the simple design.

The fabric is thin and wrinkled quickly.

The fabric is too thin and quickly becomes wrinkled. I made a mistake.

The fabric is thin and unreliable. I'm worried it will become wrinkled every time I wash it.

The fabric is thin and see-through. It loses its shape quickly after washing, and I am disappointed with the quality.

The fabric is thin and easily wrinkled, and it shrank after washing. It looks good, but the quality does not match at all.

Topic details

Subtopic

Topic 6 Fabric Thickness

Topic 6

Fabric Thickness

Rate of mentions of this topic

Rate

36.3%

726 cnt / 2,000 cnt

Breakdown

 Negative Rate **21.3%**

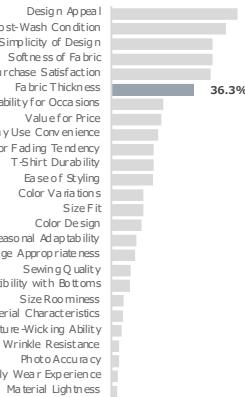
427 cnt / 2,000 cnt

 Neutral Rate **0.7%**

13 cnt / 2,000 cnt

 Positive Rate **14.3%**

286 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



* Sorted by estimated mention rate

Subtopic

Example

Fabric durability

- The fabric is sturdy.

- The texture of the fabric is solid.

- The fabric itself is sturdy.

Fabric Thickness

- The fabric is a bit thin, but that makes it cool instead.

- The fabric is thick, so it's a bit hot for summer.

- The fabric is a bit thick, so it might be a little hot for summer.

Fabric Durability

- The fabric feels cheap and I'm worried about its durability.

- The fabric is thin, and I am worried about its durability.

Fabric Thinness After Washing

- I feel like the fabric has become thinner after just a few washes.

- I feel like the fabric gets thinner every time I wash it.

Subtopic

Example

Fabric Thinness

- The fabric is thin.

- The fabric is very thin.

- The fabric is too thin.

Fabric Sheerness

- The fabric is thin and has a see-through effect.

- The fabric is thin and see-through.

- I am concerned that the fabric is thin and has a see-through quality.

Fabric Quality

- The quality of the fabric is terrible.

- The fabric feels cheap.

Topic details

Topic 7 Suitability for Occasions

Topic 7

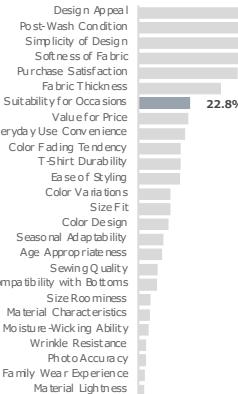
Suitability for Occasions

Rate of mentions of this topic

Rate

22.8%

456 cnt / 2,000 cnt



Negative Rate **0.7%**

13 cnt / 2,000 cnt

Neutral Rate **0.1%**

2 cnt / 2,000 cnt

Positive Rate **22.1%**

441 cnt / 2,000 cnt

Distribution of sentiments

* in comments mentioning this topic

- Negative
- Neutral
- Positive

Suitability for Occasions

There are many comments that say the simple design makes it easy to use in any situation, and it can be widely utilized from casual to business casual.

The fabric's softness and pleasant texture make it comfortable to wear for long periods and suitable for various occasions, receiving high praise.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The fabric is too thin and see-through, so it can't be used for going out.

It becomes wrinkled and loses its shape after washing, so it can't be used for going out.

The design and fit do not match my age or purpose, making it difficult to wear and unsuitable for going out.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The design is simple and can be used in any situation.

The fabric is soft and comfortable to wear, making it perfect for everyday wear and casual outings.

Can be used for a wide range from casual to business casual.

Excerpt of comments mentioning this topic

Pick

Comments - positive

It's simple, but the design is sophisticated and matches any style. It's been very useful for both work and play!

The simple design makes it easy to use in any situation. The fabric is also sturdy, so it seems like it will last a long time.

The design is simple and easy to match, and the fabric is soft, making it very comfortable to wear! It seems versatile for various occasions.

The comfort is very good, and the design is simple yet sophisticated. It can be used for both casual and formal occasions, making it versatile.

The comfort is excellent, and the simple design is attractive. It can be used widely from work to casual occasions, and you can never have too many of them.

Pick

Comments - negative

The fabric feels cheap and is see-through. It's not suitable for going out.

I can't use this for going out.

Honestly, I am disappointed. The fabric is too thin and see-through, making me hesitant to wear it outside by itself. The design is also too geared towards young people, making it difficult to wear at my age.

The fabric is too thin, and it becomes see-through unless you wear something underneath. Moreover, it wrinkles quickly after washing, and ironing is a must. The design is also too simple and plain.

I bought it for going out, but it seems I can only use it as loungewear. I am not satisfied with the quality for this price. It was a bit of a disappointing purchase.

Topic details

Subtopic

Topic 7

Suitability for Occasions

Rate of mentions of this topic

Rate

22.8%

456 cnt / 2,000 cnt

Breakdown

 Negative Rate **0.7%**

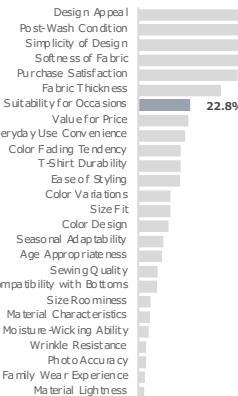
13 cnt / 2,000 cnt

 Neutral Rate **0.1%**

2 cnt / 2,000 cnt

 Positive Rate **22.1%**

441 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



Topic 7 Suitability for Occasions

* Sorted by estimated mention rate

Subtopic

Example

Diversity of Use Cases

- It matches any scene, from everyday use to casual outings.
- It can be used widely from casual wear to a little outing.
- A versatile item that can be worn in any situation.

Suitability for Relaxation Time

- Perfect for relaxing time on holidays.
- It is useful for outings and relaxing time at home.
- Perfect for relaxing during breaks at work or on weekends.

Suitability for Outings with Grandchildren

- It is suitable for going out with my grandchild.
- Perfect for outdoor play with my grandchildren.

Design suitable for outings with friends

- Perfect for going out with friends.
- Perfect for outings with old friends.

The Joy of Going Out

- I am looking forward to going out.
- Going out has become more enjoyable.

Subtopic

Example

Suitability for Casual Style

- Perfectly matches my usual casual style.

Suitability for After-School Activities

- Perfect for casual coordination.
- Perfect for adult casual style.
- It might be perfect to wear after club activities.
- Comfortable even after club activities.
- You can quickly change into it after club activities and still look cool.

Comfort and Everyday Use

- It is perfect for everyday use, such as sports events and walks, and is very useful.
- It is easy to move in and comfortable, making it perfect for walks and gardening.

Summer Suitability

- Perfect for summer outings.
- Perfect for summer walks.

Topic details

Topic 8 Value for Price

Topic 8

Value for Price

Rate of mentions of this topic

Rate

21.9%

437 cnt / 2,000 cnt



Breakdown

Negative Rate **12.0%**

241 cnt / 2,000 cnt

Neutral Rate **0.9%**

18 cnt / 2,000 cnt

Positive Rate **8.9%**

178 cnt / 2,000 cnt

Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



Value for Price

The design is good, but the fabric is thin and feels cheap, and many feel that it is not worth the price as it tends to stretch and fade easily after washing.

Some comments evaluate the texture and durability of the fabric, expressing satisfaction with the high quality at this price.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The fabric is thin and cheap-looking, not worth the price. (★)

The color faded and the shape distorted immediately after washing, and I can't accept this quality for this price.

The stitching is sloppy and prone to fraying, so I can't agree with this price.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The quality at this price is surprising.

I feel it is worth more than the price.

The cost performance is excellent.

Excerpt of comments mentioning this topic

Pick

Comments - positive

The design is cool and I fell in love at first sight! Moreover, the quality at this price is surprising. My friends often ask me, "Where did you buy that?" I want to repurchase it again.

I love the simple and plain design. The fabric is soft and feels good on the skin, and the fact that it doesn't shrink after washing is the best. The quality at this price is amazing!

I purchased for the first time, and I am very satisfied with the quality at this price. The fabric is sturdy and feels good on the skin. I would like to purchase again.

To be honest, the quality was surprisingly good. At first, I fell in love with the design, but the texture of the fabric is also unexpectedly solid. It's perfect for everyday wear, and even for a little outing...

I am very satisfied with this quality at this price.

Pick

Comments - negative

The fabric is too thin and seems like it will become wrinkled quickly. The design is also mediocre, and I don't feel any uniqueness. The quality does not match the price.

The fabric is thin and seems like it will tear easily. The design is also plain and not cool at all. I regret spending money on this.

I was attracted by the design and bought it, but the fabric is thin and cheap. The print also seems like it will come off easily, and honestly, I'm disappointed. This price is not justified for this quality.

I liked the design, but the fabric is thin and cheap. This price is not justified. I should have gone with another brand.

The design is decent, but the fabric feels thin and cheap. It seems like it will get wrinkled quickly after washing, and I'm worried about its durability. The quality is low for the price.

Topic details

Subtopic

Topic 8

Value for Price

Rate of mentions of this topic

Rate

21.9%

437 cnt / 2,000 cnt

Breakdown

 Negative Rate **12.0%**

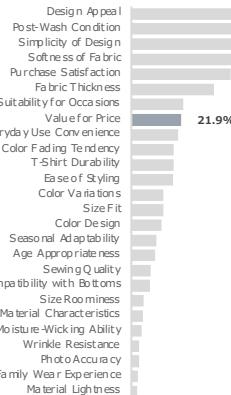
241 cnt / 2,000 cnt

 Neutral Rate **0.9%**

18 cnt / 2,000 cnt

 Positive Rate **8.9%**

178 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



Topic 8 Value for Price

* Sorted by estimated mention rate

Subtopic

Example

Balance of Price and Quality

- The balance between quality and price is excellent.
- The high quality at this price.
- Affordable price yet high quality.

High Cost Performance

- High cost performance
- The cost performance is very high.
- The cost performance is also high.

Low Durability

- The durability is too low for the price.
- It's cheap, but it lacks durability.

Feels like a waste of money

- I felt it was a waste of money.
- I feel like I wasted my money.

Cheap Appearance

- It looks too cheap.
- Overall, it feels cheap.

Subtopic

Example

Price and quality mismatch

- I cannot accept this quality at this price.
- I feel that it is not worth the price.
- Not worth the price.

Desire to purchase different colors

- The price is affordable enough that I am considering purchasing additional colors.
- I liked it so much that I want to get several in different colors.
- I am considering purchasing another one in a different color.

Value assessment compared to other brands

- Value assessment compared to other brands.
- I feel that the quality and price balance is better with other brands.

Buying cheap leads to losing money

- Buying cheap is buying twice.
- This is an example of buying cheap and losing money.

Topic details

Topic 9 Everyday Use Convenience

Topic 9

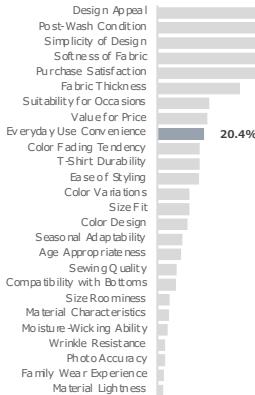
Everyday Use Convenience

Rate of mentions of this topic

Rate

20.4%

408 cnt / 2,000 cnt



Negative Rate **0.5%**

10 cnt / 2,000 cnt

Neutral Rate **0.1%**

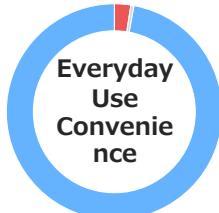
2 cnt / 2,000 cnt

Positive Rate **19.8%**

396 cnt / 2,000 cnt

Distribution of sentiments

* in comments mentioning this topic



Many comments mention that the simple design and comfortable fit make it ideal for everyday use.

There is an opinion that the durability, which prevents it from losing shape even after washing, and the good texture are highly valued for everyday use.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



After washing, it shrinks and becomes wrinkled, making it difficult to care for and unsuitable for everyday use.

The fabric is thin and see-through, making it unsuitable for everyday use and inconvenient for going out.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The simple design is perfect for everyday use, easy to match with any outfit, and very useful. (★)

Comfortable to wear and perfect for everyday casual use, the texture is pleasant and doesn't cause fatigue even after wearing it for long periods.

Excerpt of comments mentioning this topic

Pick

Comments - positive

The simple design and comfortable fit are excellent. It goes well with any outfit, so I find it very useful.

I liked the comfortable fit and simple design. It's perfect for everyday use.

The simple design makes it easy to match with any style, and it is very useful for everyday wear. The fabric is soft and comfortable to wear, and I am very satisfied.

The fabric is soft and the comfort is excellent. The design is simple and easy to match, so it is very useful for my daily outfits!

The comfort is outstanding, and the simple design is attractive. It can be used widely from work to casual occasions, and you can never have too many of them.

Pick

Comments - negative

When I actually wore it, the fabric was too thin and my underwear was see-through, which was the worst. Furthermore, after washing, it shrank and lost its shape, and it wrinkles easily, so ironing is a must. No matter how much...

The care is troublesome, and it is not suitable for everyday use. The size is also a bit smaller, making it difficult to move.

I was greatly disappointed. First, the fabric is thick and heavy, so it is not suitable for summer at all. It becomes sticky and uncomfortable when I sweat, and after wearing it just once, it went straight to the closet.

As casual wear, it's not great, especially not suitable for older men at all. I hope you can think a bit more when making it.

I can't use this for going out.

Topic details

Subtopic

Topic 9

Everyday Use Convenience

Rate of mentions of this topic

Rate

20.4%

408 cnt / 2,000 cnt

Breakdown

 Negative Rate **0.5%**

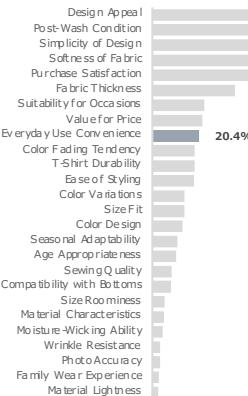
10 cnt / 2,000 cnt

 Neutral Rate **0.1%**

2 cnt / 2,000 cnt

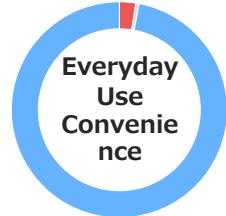
 Positive Rate **19.8%**

396 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



Topic 9 Everyday Use Convenience

* Sorted by estimated mention rate

Subtopic

Example

Convenience for Everyday Use

- The perfect T-shirt for everyday use.
- A versatile T-shirt that can be used as everyday wear.
- I was looking for a T-shirt for everyday use.

Convenience for Daily Use and Outings

- It is useful not only for everyday use but also for casual outings.
- Perfect for everyday use and also great for a little outing.
- It's very convenient for everyday casual wear and for a little outing.

Attractive enough to wear every day

- This is a piece that makes me want to wear it every day.
- I want to wear it every day.

Suitability as Relaxation Wear

- Excellent as relaxation wear for holidays.
- Perfect for a relaxing style on days off.

Subtopic

Example

Ease of Coordination

- Easy to match with any coordination.
- Easy to incorporate into daily outfits.
- Easy to incorporate into everyday outfits.

Comfort of Wear

- The charm is that it can be worn casually.
- I'm happy that it's easy to move in.
- The relaxed fit makes it comfortable to wear in any daily situation.

Ease of frequent wear

- Definitely a must-have for frequent wear.
- It's definitely going to be a staple.

Lack of practicality

- It is very disappointing that it lacks practicality.
- There are no pockets, so it lacks practicality.

Topic details

Topic 10 Color Fading Tendency

Topic 10

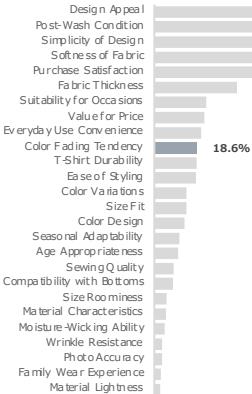
Color Fading Tendency

Rate of mentions of this topic

Rate

18.6%

371 cnt / 2,000 cnt



Negative Rate **11.6%**

232 cnt / 2,000 cnt

Neutral Rate **0.0%**

0 cnt / 2,000 cnt

Positive Rate **7.0%**

139 cnt / 2,000 cnt

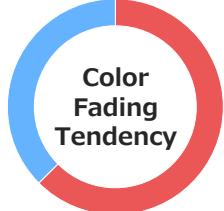
Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



There are many comments saying that the color fades significantly and the shirt loses its vibrancy with each wash.

There are voices expressing dissatisfaction with the durability after washing and the texture of the fabric.

While the design is well-received, there are noticeable opinions that the quality is disappointing.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The color fading is severe, and it fades more with each wash.

The color faded immediately after washing and transferred to other clothes.

After a few washes, it became worn out, the fabric is thin, and there are durability issues.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



I'm happy that the color doesn't fade even after washing. (★)

The fact that it doesn't fade easily is a pleasing point.

No matter how many times I wash it, it remains like new and doesn't fade.

Excerpt of comments mentioning this topic

Pick

Comments - positive

The fabric is soft and feels good on the skin. I'm happy that it doesn't fade even after washing.

I'm happy that it doesn't fade in color even after washing, and the shape doesn't get distorted! It's an essential piece for my daily casual outfits.

It doesn't lose its shape even after washing, and the color didn't fade. It's perfect for everyday use.

I fell in love with the print design and purchased it, but the color doesn't fade even after washing, and the shape doesn't lose its form. It has a nice amount of room and feels good to wear.

The fabric is smooth and perfect for summer. It doesn't fade even after multiple washes, and I will continue to use it.

Pick

Comments - negative

The color fades badly and gets duller with each wash. The quality is poor.

The color faded badly and became limp after one wash.

The color fades every time I wash it, and the stitching is sloppy, making the fraying noticeable.

The color faded significantly, and after just a few washes, it became quite thin. The fabric also quickly lost its shape.

The color fades significantly, and after a few washes, it is no longer usable. I am disappointed with the quality.

Topic details

Subtopic

Topic 10

Color Fading Tendency

Rate of mentions of this topic

Rate

18.6%

371 cnt / 2,000 cnt

Breakdown

 Negative Rate **11.6%**

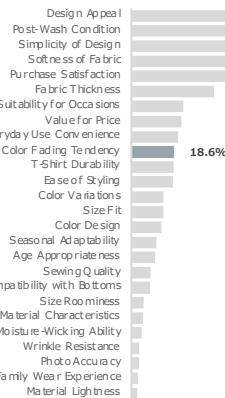
232 cnt / 2,000 cnt

 Neutral Rate **0.0%**

0 cnt / 2,000 cnt

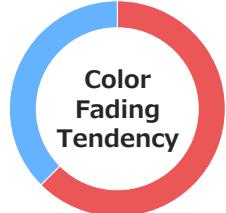
 Positive Rate **7.0%**

139 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



Topic 10 Color Fading Tendency

* Sorted by estimated mention rate

Subtopic

Color fading tendency

- The color fades quickly, and after just a few wears, it looks like vintage clothing.

- The color fades easily, and it has become dull after just a few washes.

- The color has started to fade after just a few wears.

Fading resistance

- The charm is that it does not fade easily.

- There is little fading.

- No fading.

Print Color Fading Susceptibility

- The print seems to fade easily.

- The print fades quickly.

Subtopic

Color fading during washing

- The color fades badly even after washing.

- The color fades significantly every time I wash it.

- The color faded after the first wash.

- The color fades badly and transfers to other clothes.

- The color fades badly and transfers to other laundry every time I wash it.

- The color fades quickly and transfers to other clothing.

Color fading impact

Durability for long-term use

- Can be used for a long time.

- It seems like it won't fade and can be used for a long time.

Topic details

Topic 11 T-Shirt Durability

Topic 11

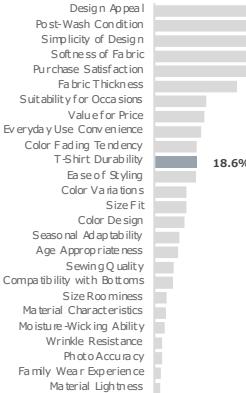
T-Shirt Durability

Rate of mentions of this topic

Rate

18.6%

371 cnt / 2,000 cnt



Negative Rate **9.0%**

180 cnt / 2,000 cnt

Neutral Rate **0.1%**

1 cnt / 2,000 cnt

Positive Rate **9.5%**

190 cnt / 2,000 cnt

Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



Many opinions suggest that Emokuro's T-shirts have sturdy fabric, and even after repeated washing, they maintain their shape and color, making them long-lasting.

Some have pointed out that the fabric is somewhat thin, raising concerns about durability, and there are comments specifically mentioning the stretchability of the neckline.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The fabric is thin and quickly becomes worn out.

When washed, fading and shrinking occur, and the shape gets distorted.

The stitching is sloppy, and I feel the threads are fraying and it looks cheap.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The fabric is sturdy, and I'm pleased that it doesn't lose its shape even after washing.

It has a durable construction and seems like it will last a long time, which gives a sense of reassurance.

I feel that it is highly durable and does not fade after washing.

Excerpt of comments mentioning this topic

Pick Comments - positive

I am happy with the youthful design. The fabric is sturdy, and it is good that it does not lose its shape even after multiple washes.

This T-shirt is very well made, and I am happy that it does not lose its shape even after washing. The design is simple, and it goes well with any outfit, so I find it very useful.

I liked the simple design. The fabric is sturdy, and it doesn't lose its shape even after washing. It seems like I can use it for a long time.

First, the fabric is sturdy and seems like it will last a long time. It doesn't lose its shape after washing, and there is little fading.

I liked the nostalgic design. The fabric is sturdy, and it doesn't lose its shape even after multiple washes. It seems like I can use it for a long time.

Pick Comments - negative

The fabric is thin and wrinkled quickly.

The fabric is too thin and quickly becomes wrinkled. I made a mistake.

The fabric is too thin and quickly becomes wrinkled. It's worth the price, but I wish it lasted a little longer.

The fabric is thin and quickly becomes wrinkled. The design was good, but with this quality, it won't last long. I am disappointed.

The color faded significantly, and after just a few washes, it became quite thin. The fabric also quickly lost its shape.

Topic details

Subtopic

Topic 11

T-Shirt Durability

Rate of mentions of this topic

Rate

18.6%

371 cnt / 2,000 cnt

Breakdown

 Negative Rate **9.0%**

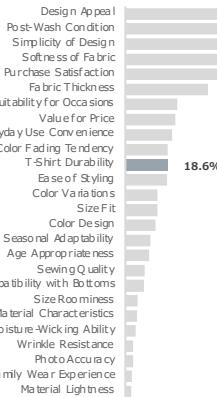
180 cnt / 2,000 cnt

 Neutral Rate **0.1%**

1 cnt / 2,000 cnt

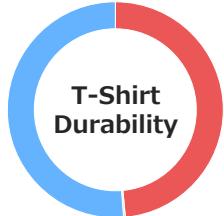
 Positive Rate **9.5%**

190 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



Topic 11 T-Shirt Durability

* Sorted by estimated mention rate

Subtopic

T-shirt Durability

Example

- It seems durable.
- Durability is excellent.
- Durability is perfect.

Possibility of not lasting long

- It may not last long.
- It doesn't seem like it will last long.
- I am worried that it may not last long.

Durability of the T-shirt

- It is well-made and comfortable to wear.
- It would have been perfect if the fabric were a little more durable.

Subtopic

Fabric durability

Example

- The fabric is sturdy.

- The fabric is sturdier than I expected.
- The fabric is sturdy and durable.

Prevention of Shape Distortion After Washing

- The shape does not lose its form even after washing.
- It seems that it can be used for a long time because it is not prone to losing its shape even after washing.

Pilling tendency

- Pills formed quickly.
- Pills form quickly.

Topic details

Topic 12 Ease of Styling

Topic 12

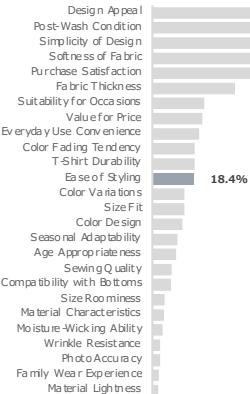
Ease of Styling

Rate of mentions of this topic

Rate

18.4%

367 cnt / 2,000 cnt



Negative Rate **0.5%**

11 cnt / 2,000 cnt

Neutral Rate **0.0%**

0 cnt / 2,000 cnt

Positive Rate **17.8%**

356 cnt / 2,000 cnt

Distribution of sentiments

* in comments mentioning this topic

- Negative
- Neutral
- Positive



Many comments mention that the simple design makes it easy to match with any style. The fabric is soft and feels good on the skin, making it comfortable to wear for long periods.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The fabric is thin and see-through, and it loses its shape after washing.
The fit is not right, and it looks sloppy.
The texture of the fabric is rough and uncomfortable to wear.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The simple design makes it easy to match with any style, and it's very useful for everyday wear. (★)
The fabric is soft and feels good on the skin, so I can stay comfortable all day. (★)
I'm happy that it doesn't lose its shape even after washing, so I can use it for a long time.

Excerpt of comments mentioning this topic

Pick Comments - positive

I like the simple and elegant design. It is easy to match with any outfit, so it is very useful.

The simple design and comfortable fit are excellent. It goes well with any outfit, so I find it very useful.

The simple design makes it easy to match with any style, and it is very useful for everyday wear. The fabric is soft and comfortable to wear, and I am very satisfied.

The design is simple yet stylish, making it easy to match with any style. The fabric is sturdy, and the comfort is excellent.

The simple design and calm colors make it easy to match with any coordination.

Pick Comments - negative

...the result was a complete failure. The fabric is thin and see-through, and it loses its shape with every wash. The neckline quickly becomes misshapen, and I really regret spending so much money. Fashion is fun...

I was attracted by the design and bought it, but the actual product is too thin and has a terrible texture. After one wash, it became wrinkled immediately, and I can't confidently wear this in front of my friends.

The color was good, but the fabric is stiff and itchy. It doesn't get any softer after washing, and the comfort is terrible.

The color is completely different from the images on the website, and the texture of the fabric feels cheap. It wrinkles easily and is difficult to care for. The neckline stretches quickly, and it becomes misshapen after just a few washes.

...This makes it impossible to wear stylishly and casually. I feel like I threw my money down the drain.

Topic details

Subtopic

Topic 12

Ease of Styling

Rate of mentions of this topic

Rate

18.4%

367 cnt / 2,000 cnt

Breakdown

 Negative Rate **0.5%**

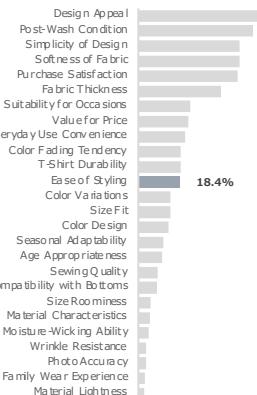
11 cnt / 2,000 cnt

 Neutral Rate **0.0%**

0 cnt / 2,000 cnt

 Positive Rate **17.8%**

356 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



Topic 12 Ease of Styling

* Sorted by estimated mention rate

Subtopic

Ease of Coordination

Example

- It is easy to match with any coordination and has excellent usability.

- Easy to match with various coordinates.

- Easy to match with any coordination.

Comfortable Fit

Subtopic

Versatility of Simple Design

Example

- It feels good to wear, and I don't get tired even after wearing it for a long time.

- It is very comfortable to wear.

- The material feels good and is comfortable to wear.

Size and Styling

Compatibility with Bottoms

Example

- Wearing it slightly oversized makes it look more stylish and trendy.

- The exquisite oversized fit is cute.

Timeless Styling for All Ages

Impression When Worn

Example

- Can be worn regardless of age.

- It seems like I can style it in a way that doesn't show my age.

Topic details

Topic 13 Color Variations

Topic 13

Color Variations

Rate of mentions of this topic

Rate

14.1%

281 cnt / 2,000 cnt

Breakdown

 Negative Rate **2.6%**

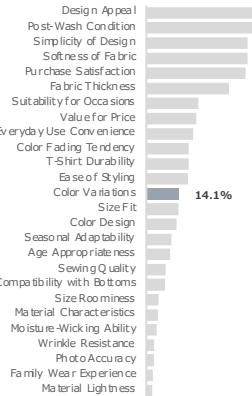
53 cnt / 2,000 cnt

 Neutral Rate **0.0%**

0 cnt / 2,000 cnt

 Positive Rate **11.4%**

228 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



It is well-received for having a wide range of color variations, making it enjoyable to choose, but there are also opinions that more color variations should be added.

There are positive comments about the wide range of color variations, which expand the coordination options and allow for matching purchases with friends.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



I thought I would enjoy it more if there were more color variations.

I felt that there were too few color variations.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



I want to have several in different colors.

It's fun to choose from the wide variety of colors.

The wide range of color variations makes it hard to choose, but it makes coordinating outfits fun.

Excerpt of comments mentioning this topic

Pick **Comments - positive**

I liked the simple design. I want several in different colors.

The print design is cool and I fell in love at first sight. The fabric is soft and feels great on the skin! I want to get it in different colors.

The design is simple, yet the color and fit are excellent. The fabric is soft and feels good on the skin, and it quickly became my favorite. I want to get a few in different colors.

The fabric feels good and the design is cute! Just wearing it lifts my spirits. I want it in different colors too.

I was attracted to the trendy design and bought it. Moreover, the texture is excellent, and I can stay comfortable all day long. I want to get it in different colors as well.

Pick **Comments - negative**

The fit is just right, and it's helpful that it doesn't lose its shape after washing. However, I think it would be even more enjoyable if there were a few more color variations.

However, I thought it would be more enjoyable if there were a few more color variations.

The material is smooth and comfortable even on hot days. However, it would be better if there were a few more color variations.

The fabric is a bit thicker, but the design is cute and my friends also liked it. I would be happy if there were a few more color variations.

I think it would have been better if there were a few more color variations. Overall, I am satisfied, but I would be happy if there were more fun options for color selection next time.

Topic details

Subtopic

Topic 13 Color Variations

Topic 13

Color Variations

Rate of mentions of this topic

Rate

14.1%

281 cnt / 2,000 cnt

Breakdown

 Negative Rate **2.6%**

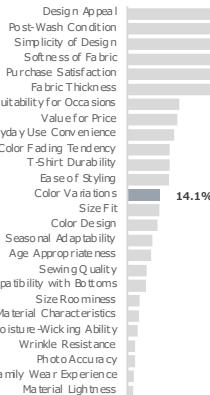
53 cnt / 2,000 cnt

 Neutral Rate **0.0%**

0 cnt / 2,000 cnt

 Positive Rate **11.4%**

228 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



* Sorted by estimated mention rate

Subtopic

Example

Variety of Color Options

- The richness of color variations.
- The color variations are abundant.
- Rich color variations.

Attraction of Color Variations

- I'm interested in other colors as well.
- I want to get other colors in different shades.
- The quality makes me want other colors as well.

Desire to collect different colors

- I want to start collecting different colors from now on.
- I want to collect more colors.

Subtopic

Example

Desire to purchase in different colors

- I want several in different colors.
- I want to get several in different colors.
- I want to collect several in different colors.

Desire to collect in different colors

- I wanted to collect them in different colors.
- I want to collect different colors as well.
- The appeal that makes you want to collect them in different colors.

Color Variation Impressions

- The color variation looked completely different from the photos.
- I am happy with the calm color variations.

Topic details

Topic 14 Size Fit

Topic 14

Size Fit

Rate of mentions of this topic

Rate

14.0%

281 cnt / 2,000 cnt

Breakdown

 Negative Rate **8.8%**

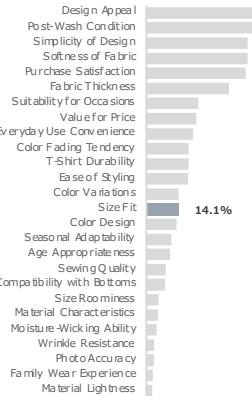
175 cnt / 2,000 cnt

 Neutral Rate **0.2%**

4 cnt / 2,000 cnt

 Positive Rate **5.1%**

102 cnt / 2,000 cnt



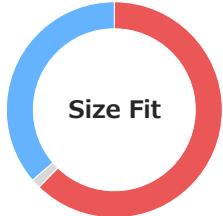
Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



There are many comments regarding the sizing, particularly opinions that it is "too large" or "too tight." Some people mentioned that they should have chosen one size up or down from their usual size.

Some users have expressed concerns about shrinkage after washing and have mentioned considering purchasing one size up next time.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The sizing is large and feels baggy.
It shrinks after washing and no longer fits.
The size is too tight, making it difficult to move.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The sizing is just right and fits my usual size.
The fit is excellent and allows for easy movement.
It doesn't lose its shape even after washing, so it's reassuring.

Excerpt of comments mentioning this topic

Pick Comments - positive

The size and design are just right, making it easy to match with anything.

It fits perfectly in my usual size and is just right for adult casual wear. It's definitely going to be a staple for the upcoming season.

The size M was just right.

I fell in love with the simple and cute design at first sight. The size is just right, and it's easy to match with any outfit.

Perfect simple design for everyday wear. The sleeves are a bit longer, and it fits me just right with my broad shoulders. My wife liked it too.

Pick Comments - negative

The size is too big and looks bad. The design is not cool at all.

The size is too big to wear.

I fell in love at first sight with the cool design. However, the size feels a bit off and may be too baggy. I would like to try other sizes as well.

The fit is a bit off when I actually wear it. The shoulder width is narrow, making it difficult to move, and the length is awkward, getting caught on my belt. I was disappointed since I had high expectations.

The fit feels a bit off when I tried it on. Even though it's a size M, it somehow feels strangely tight around the shoulders.

Topic details

Subtopic

Topic 14 Size Fit

Topic 14

Size Fit

Rate of mentions of this topic

Rate

14.0%

281 cnt / 2,000 cnt

Breakdown

 Negative Rate **8.8%**

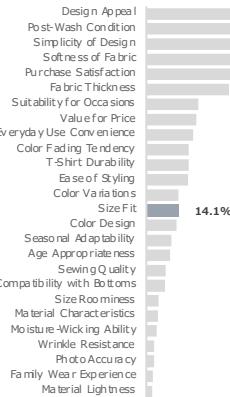
175 cnt / 2,000 cnt

 Neutral Rate **0.2%**

4 cnt / 2,000 cnt

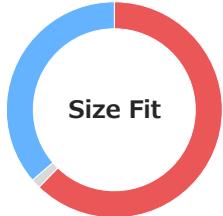
 Positive Rate **5.1%**

102 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



* Sorted by estimated mention rate

Subtopic

Example

Size Discrepancy

- The size does not fit.
- The size is also strange.
- The size is a bit off.

Difficulty in Choosing Size

- Choosing the size might be difficult.
- Choosing the size is a bit difficult.
- Choosing the size was slightly difficult.

Shoulder Fit Comfort

- The shoulder width of the size L feels narrow.
- The M size felt a bit tight for me, as I have broad shoulders.

Length of the shirt

- It would be better if the length were a little longer.
- I felt that the length was slightly long.

Neck Fit Comfort

- The fit around the neck felt a bit tight.
- The neck area is tight and uncomfortable.

Subtopic

Example

Size Fit

- I wanted a little more fit.
- It would be perfect if there were a little more fit.
- The sleeves are a bit longer, and it felt a little big for me.

Variety of Sizes and Fit

- The size options are abundant, and I was able to choose according to my body type, so I achieved a perfect fit.
- The size options are abundant, and it fits perfectly even for someone like me with broad shoulders.
- The size is perfect and it fits just right.

Size and Comfort

- The fit is good and easy to move in.
- The fit is perfect and easy to move in.

Post-wash Shrinkage Issue

- The problem of shrinking and not fitting after washing.
- I noticed some shrinkage after washing, and the fit has changed.

Topic details

Topic 15 Color Design

Topic 15

Color Design

Rate of mentions of this topic

Rate

13.2%

264 cnt / 2,000 cnt

Breakdown

 Negative Rate **1.2%**

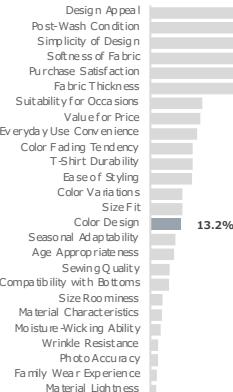
25 cnt / 2,000 cnt

 Neutral Rate **0.1%**

3 cnt / 2,000 cnt

 Positive Rate **11.8%**

236 cnt / 2,000 cnt



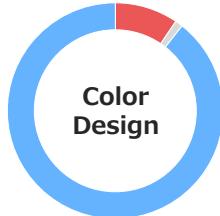
Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



The subdued colors have received positive feedback in many comments, and it is noted that they are easy to match with any outfit. The vibrant colors and colorful designs are popular, and I often receive compliments from friends, which is said to have a mood-lifting effect.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The color is completely different from the photo, dull and cheap-looking.
The color fades and it lacks durability after washing.
The design's color is darker and more subdued than I expected.



Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments

I like the calm colors and simple design.
The vibrant colors catch the eye.
The color and design are cute, and my friends complimented me.

Excerpt of comments mentioning this topic

Pick

Comments - positive

I like the calm color scheme and simple design. I feel rejuvenated.

As I reach this age, simple designs are the best. I really liked the calm color scheme.

I like the simple design. The color is calm, and it gives a subtly stylish feeling.

I liked the calm color scheme and simple design. The fabric is soft and feels great on the skin.

I liked the simple design and calm color scheme. The material is also soft and feels very good on the skin.

Pick

Comments - negative

Honestly, I am disappointed. The color is completely different from the photo, and the actual product has a dull appearance. Moreover, the fabric is thinner than I expected, and I am concerned about it being see-through.

I was really disappointed with this T-shirt. First of all, the color is completely different from the photo; it's dark and dull. I was expecting a much more vibrant color.

Unfortunately, the color is completely different from the photo. When I saw it online, it was a deep navy, but when it actually arrived, it was a dull blue.

I am really disappointed with this T-shirt. First of all, the color is completely different from the photo. It has a dull color tone and looks as if it has already been washed many times. Overall, it gives a cheap impression, and with this...

The color is cheap-looking, and after a few washes, it faded quickly. Overall, I am disappointed. I ended up wasting money on a low-quality item.

Topic details

Subtopic

Topic 15

Color Design

Rate of mentions of this topic

Rate

13.2%

264 cnt / 2,000 cnt

Breakdown

 Negative Rate **1.2%**

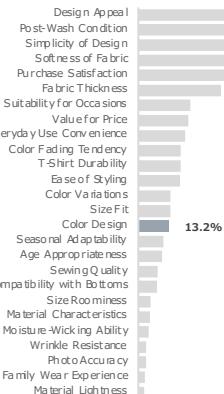
25 cnt / 2,000 cnt

 Neutral Rate **0.1%**

3 cnt / 2,000 cnt

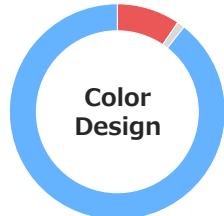
 Positive Rate **11.8%**

236 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



Topic 15 Color Design

* Sorted by estimated mention rate

Subtopic

Example

Attractive Color Combination

- I really like the color.
- I liked the color.
- I liked the gentle color as well.

Elegance of Color Combination

- Calm colors and elegance.
- The color is calm and elegant.
- The exquisite cutting and color combination are elegant.

The Charm of Pastel Colors

- The pastel color design is very cute.
- The color is a calm pastel shade.

Vibrant Color Scheme

- Vivid colors
- The vibrant colors are attractive.

Navy Color Tone

- The color is a subdued navy.
- The color is a calm navy.

Subtopic

Example

Calm Color Scheme

- Calm color scheme.
- Calm color tone.
- Calm tone

Difference Between Actual Color and Photo

- The color is different from the photo.
- The color is completely different from the photo, and the actual product has a dull appearance.
- The color looks completely different from what I saw in the picture, and I thought it would be more vibrant, but it appears dull.

Actual Color and Quality

- The actual product has a print color that is quite faint and feels cheap.
- The actual product looked dull in color and felt cheap.

Ease of Color Coordination

- The color is calm and easy to use in any scene.
- The color is calm and easy to match in any situation.

Color Variations

- I want to try a different color next time.
- I will buy another one in a different color.

Topic details

Topic 16 Seasonal Adaptability

Topic 16

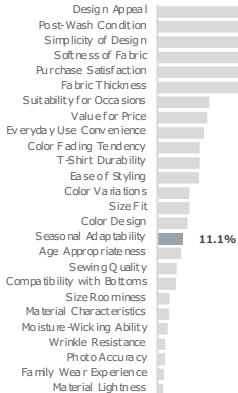
Seasonal Adaptability

Rate of mentions of this topic

Rate

11.1%

221 cnt / 2,000 cnt



Negative Rate

0.8%

16 cnt / 2,000 cnt

Neutral Rate

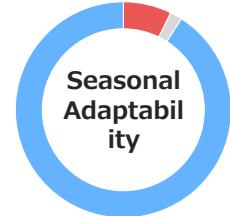
0.2%

4 cnt / 2,000 cnt

Positive Rate

10.1%

201 cnt / 2,000 cnt



Many people think that the soft fabric and good breathability make it perfect for the upcoming season.

The fabric is a bit thick and might be hot in the middle of summer, but some say it seems just right for early autumn.

The simple design is easy to match with any style and is expected to be versatile in various situations.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The fabric is thick and hot for summer.

The fabric is thin and seems like it would be cold in early autumn.

The breathability is poor, and it feels stuffy when worn in the summer.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The soft fabric feels good on the skin, perfect for the upcoming season.

The simple design makes it easy to match with any style, and it seems to be useful for the upcoming season.

The cool material allows for comfortable wear even in the summer.

Excerpt of comments mentioning this topic

Pick Comments - positive

The fabric is soft and gentle on the skin, perfect for the upcoming season. I love the beautiful colors as well.

The fabric is soft and feels very good on the skin, and it is light and easy to move in. The elegant design seems to be useful for the upcoming season.

The material is very light and soft, and it feels gentle on the skin. The design is simple, making it suitable for any occasion. It is perfect for the upcoming season.

I really like the simple design. The texture is soft, and it's perfect for the upcoming season.

The T-shirt has a good texture and is lightweight, making it perfect for everyday use. It seems like it will be useful for the upcoming season.

Pick Comments - negative

The design is cute, but the fabric is a bit thick and it's a little hot for summer.

I really like the design, but the fabric is a bit thick and it's a little hot for summer. It would be perfect if it were a little thinner.

The relaxed design is appealing, but I felt the fabric was a bit thin. I thought it might be a little inconvenient for the season when layering is necessary.

The fabric is a bit thin and easy to see through, which is a drawback. If you are creative with your inner wear, it shouldn't be a problem, but it might be a bit hot in the peak of summer.

I was attracted to the plain and simple design and purchased it. The texture of the fabric is not bad, but I would like it to be a little thicker. It is sufficient as a single piece for summer, but it might be a bit unreliable for early autumn.

Topic details

Subtopic

Topic 16

Seasonal Adaptability

Rate of mentions of this topic

Rate

11.1%

221 cnt / 2,000 cnt

Breakdown

 Negative Rate **0.8%**

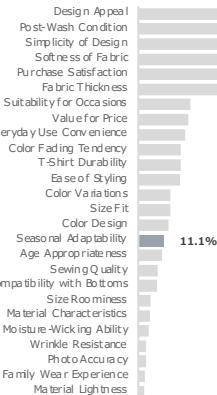
16 cnt / 2,000 cnt

 Neutral Rate **0.2%**

4 cnt / 2,000 cnt

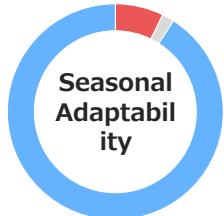
 Positive Rate **10.1%**

201 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



Topic 16 Seasonal Adaptability

* Sorted by estimated mention rate

Subtopic

Seasonal Adaptability

Example

■ It seems like it will be useful in the upcoming season.

■ It seems like it will be very useful in the upcoming season.

■ It seems like it will be useful for the upcoming season.

Adaptability for Upcoming Seasons

■ It can adapt to the temperature differences in the upcoming season.

■ The breathability is good, so it's perfect for the upcoming season.

■ It's refreshing and perfect for the upcoming season.

Breathability Quality

■ The breathability is very good, and it is useful on hot summer days.

■ The breathability is excellent, making it comfortable even in summer.

Essential Summer Item

■ A must-have item for this summer.

■ This seems to be a must-have item for this summer.

Subtopic

Summer Comfort

Example

■ It is comfortable to spend time even in summer.

■ It is comfortable in summer.

■ Comfortable even in summer.

Wearing frequency by season

■ Definitely going to be a staple for the upcoming season.

■ I will definitely wear it frequently in the upcoming season.

■ Definitely a must-have for spring and autumn.

Year-round Wearability

■ Can be worn in any season.

■ Can be used in any season.

Topic details

Topic 17 Age Appropriateness

Topic 17

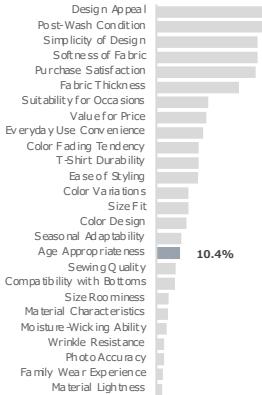
Age Appropriateness

Rate of mentions of this topic

Rate

10.4%

208 cnt / 2,000 cnt



1.9%

38 cnt / 2,000 cnt



0.2%

5 cnt / 2,000 cnt



8.2%

165 cnt / 2,000 cnt

Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



The simple and calm design is well-received regardless of age, and is particularly appreciated by people in their 50s to 70s.

Many comments highly praise the softness and durability of the fabric, noting that it does not lose its shape after washing, allowing for long-term use.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The design is too youthful and doesn't suit older people.

The fabric is thin and lacks durability, which may cause dissatisfaction among older people.

It is considered unsuitable for the age due to quality deterioration after washing and size issues.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



I'm pleased that the simple and calm design can be worn regardless of age.

The soft material and pleasant texture are key points for comfortable wear as you age.

The T-shirt doesn't lose its shape even after washing, so it can be used for a long time and is suitable for any age.

Excerpt of comments mentioning this topic

Pick

Comments - positive

The simple design makes it easy to match with anything, and the material is soft and comfortable to wear. It's a nice point that I can wear it safely even as I get older.

This is a piece that can be worn by anyone, regardless of age, with its calm color scheme and simple design. The fabric is also sturdy and seems like it will last a long time.

I liked the simple and calm design. I thought it was aimed at young people, but surprisingly it also suits older people, so I find it very useful.

The fabric is sturdy and gives a sense of security. The design is calm and easy to wear for any age group. It feels like this one piece balances casualness and elegance.

The fabric is sturdy and does not lose its shape. The design is simple and easy to use, and I am happy that it does not fade even after multiple washes. It is a piece that can be casually worn at this age.

Pick

Comments - negative

The design is too geared towards young people, which was a bit difficult for me.

The design is too youthful, and honestly, it doesn't suit someone in their 70s at all. The fabric is also thin and see-through, so it's a hassle to have to wear something underneath. Overall, it was disappointing.

The texture is not bad, but the design is aimed at young people and is a bit embarrassing.

The design is aimed at young people, and it was a bit too flashy for me as I have aged. The fabric is also thin, and it seems like it would get wrinkled quickly after a few washes.

The design is good, but the fabric is thin and raises questions about durability. For the elderly, this quality is somewhat unsatisfactory.

Topic details

Subtopic

Topic 17

Age Appropriateness

Rate of mentions of this topic

Rate

10.4%

208 cnt / 2,000 cnt

Breakdown

 Negative Rate **1.9%**

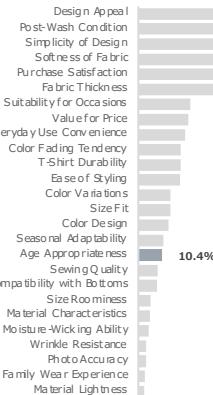
38 cnt / 2,000 cnt

 Neutral Rate **0.2%**

5 cnt / 2,000 cnt

 Positive Rate **8.2%**

165 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



1

Topic 17 Age Appropriateness

* Sorted by estimated mention rate

Subtopic

Age-Independent Design

- A design that can be enjoyed regardless of age.
- A design that can be worn by people of all ages.
- I am happy that the design can be worn by people of all ages.

Quality and Design by Age Group

- At this age, I seek products of better quality.
- As I reach my 60s, I want something a bit more refined and of high quality.
- For a stylish person in their 30s, such low-quality products are unnecessary.

Stylish Fashion for All Ages

- You can enjoy fashion even as you age.
- An item that allows you to enjoy fashion even as you age.

Age-Independent Wearability

- A T-shirt that can be worn by people of all ages.
- This T-shirt can be worn by people of all ages, which is valuable.

Timeless Comfort in Wear

- I can wear it without resistance even at my age.
- I can wear it without resistance even in my generation.

Family Feedback

- My wife also said, "It looks youthful and nice."

Subtopic

Age Suitability

- Perfect for me in my 50s.
- As a man in my 50s, it is easy to be accepted by any generation.

Fashion Suitability for Seniors

- A design that suits me even in my 70s.
- Seniors can wear it comfortably.
- Even seniors can enjoy casual fashion stylishly.
- Perfect for seniors like me who want to enjoy fashion but also want to relax.

Design Era Suitability

- The design is too geared towards young people and does not suit those in their 70s at all.
- The design does not consider the age group.

Age-Appropriate Design

- I am happy that I can create a chic atmosphere that suits my age.
- Clothes that look stylish even at this age.

Rejuvenation Effect

- Wearing this makes me feel a little younger.
- It makes me feel youthful.

Change in design preferences by age

- I used to avoid designs like this when I was younger, but as I got older, I can enjoy them instead.

Topic details

Topic 18 Sewing Quality

Topic 18

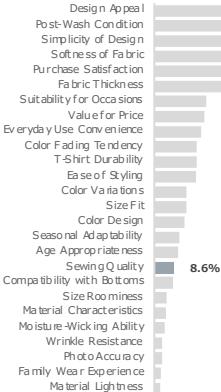
Sewing Quality

Rate of mentions of this topic

Rate

8.6%

171 cnt / 2,000 cnt



Negative Rate **7.0%**

139 cnt / 2,000 cnt

Neutral Rate **0.0%**

0 cnt / 2,000 cnt

Positive Rate **1.6%**

32 cnt / 2,000 cnt

Distribution of sentiments

* in comments mentioning this topic

- Negative
- Neutral
- Positive



Many comments point out that the stitching is sloppy, particularly the fraying at the cuffs and collar, and that the shape deteriorates after washing.

Concerns have been raised that the poor stitching affects durability and may not last long.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The stitching is sloppy, and the threads come loose after washing.
The stitching on the cuffs and collar is weak, making it prone to losing its shape.
There are durability issues due to the rough stitching and thin fabric.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The stitching is solid, and it doesn't lose its shape after washing.
The detailed stitching is meticulous and gives a sense of luxury.
The sewing is meticulous and the construction is durable, so it lasts a long time.

Excerpt of comments mentioning this topic

Pick Comments - positive

The stylish design received compliments from my friends! The fabric is sturdy, and it doesn't lose its shape even after washing. The cost performance is excellent.

The fabric feels good on the skin and is sturdy, so it doesn't lose its shape easily after washing. What I particularly liked is that the neckline is firm and doesn't become sloppy.

The color does not fade even after repeated washes, and the stitching is solid, so I can wear it with confidence.

The design is youthful, and my friends complimented me by saying, "It's lovely." The fabric is sturdy and feels good on the skin, and it doesn't lose its shape even after washing. Fashion has become more enjoyable.

The fabric is sturdy, and I am happy that it doesn't lose its shape even after multiple washes. Overall, I am very satisfied!

Pick Comments - negative

The sewing is sloppy, and the threads unraveled immediately after washing. I'm disappointed.

The sewing is rough, and the cuffs are prone to fraying. After washing, it shrank, and the shape was ruined after wearing it just once. The color also fades with each wash.

The color fades every time I wash it, and the stitching is sloppy, making the fraying noticeable.

The sewing is rough, and the finish of the cuffs tends to fray easily. The shape easily distorts after washing, and I wish more attention was paid to the quality. It's a shame because the design is not bad.

The fabric is thin and see-through. It loses its shape quickly after washing, and I am disappointed with the quality.

Topic details

Subtopic

Topic 18

Sewing Quality

Rate of mentions of this topic

Rate

8.6%

171 cnt / 2,000 cnt

Breakdown

 Negative Rate **7.0%**

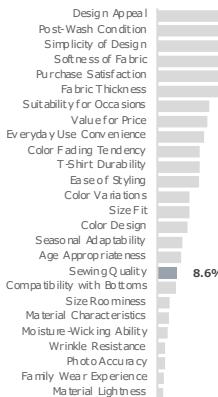
139 cnt / 2,000 cnt

 Neutral Rate **0.0%**

0 cnt / 2,000 cnt

 Positive Rate **1.6%**

32 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



■ Negative

■ Neutral

■ Positive

Topic 18 Sewing Quality

* Sorted by estimated mention rate

Subtopic

Sewing Quality

Example

■ The sewing is rough, and the threads tend to unravel easily, which is concerning.

■ The stitching is poor, and there are frays visible.

■ The sewing is rough and the threads easily unravel.

Quality Issues

■ There is a problem with the quality.

■ The quality is disappointing.

■ The quality is too poor.

Print Durability

■ The print part seems like it will come off soon.

■ I was disappointed that the print came off quickly.

Stitching Quality

■ Well-made.

■ I really liked the sturdy construction.

Tag texture

■ The tag's stitching is also rough, and it prickles against the skin.

■ The tag was prickly and uncomfortable.

Subtopic

Sleeve Hem Sewing Quality

Example

■ The sewing is not great, and I am concerned about the fraying at the cuffs.

■ The sewing is rough, and the finish of the cuffs tends to fray easily.

■ The sewing is sloppy, and threads are coming out from the cuffs.

Sewing Fraying Issues

■ The sewing is rough, and the seams came apart quickly.

■ The stitching is also rough, and it started to fray quickly.

■ The seams come undone very quickly, which is really troublesome.

Fabric Quality

■ The fabric quality is solid.

■ The fabric is sturdy.

Neckline Shape Retention

■ The overall silhouette is distorted.

■ The shape of the neckline has collapsed after wearing it only a few times.

Sewing Durability

■ I found some fraying.

■ The neckline has become misshapen.

Topic 19

Compatibility with Bottoms

Rate of mentions of this topic

Rate

8.1%

161 cnt / 2,000 cnt


 Negative Rate **0.0%**
0 cnt / 2,000 cnt

 Neutral Rate **0.0%**
0 cnt / 2,000 cnt

 Positive Rate **8.1%**
161 cnt / 2,000 cnt

Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive

The Emokuro T-shirt is praised for its simple design that makes it easy to pair with any bottoms. Some comments emphasize the versatility of the T-shirt, suitable for a wide range of styles from casual to business casual.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



None

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The simple design makes it easy to pair with any bottoms.
The design is cute and goes well with any bottoms.
It looks stylish even when casual and matches various styles.

Excerpt of comments mentioning this topic

Pick Comments - positive

The simple design makes it easy to match with any bottoms. The material is soft and feels good on the skin, so I want to wear it every day.

The design is simple and goes well with any bottoms, so it is very useful. The fabric is soft and comfortable to wear.

The simple design makes it easy to match with any bottoms. The fabric has a moderate thickness, which is nice because it doesn't easily lose its shape. It also has minimal color fading after washing, so it seems like it will last a long time.

The simple design makes it easy to match with any bottoms. However, I would appreciate it if there were a wider range of sizes. But the comfort is quite good, and it's nice that I don't get tired even after wearing it for a long time.

The design is simple and goes well with any bottoms, so I find it very useful. My friends also compliment it, and the cost performance is excellent!

Pick Comments - negative

No comments

Topic details

Subtopic

Topic 19

Compatibility with Bottoms

Rate of mentions of this topic

Rate

8.1%

161 cnt / 2,000 cnt

Breakdown

 Negative Rate **0.0%**

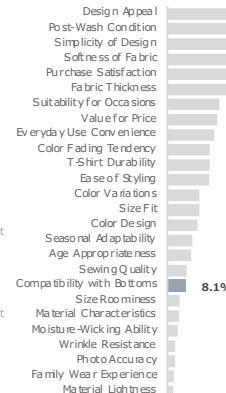
0 cnt / 2,000 cnt

 Neutral Rate **0.0%**

0 cnt / 2,000 cnt

 Positive Rate **8.1%**

161 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



Topic 19 Compatibility with Bottoms

* Sorted by estimated mention rate

Subtopic

Example

Compatibility with Bottoms

- It is easy to match with any bottoms.
- It goes well with any bottoms, making daily coordination enjoyable.
- It goes well with any bottoms.

Compatibility with Denim and Skirts

- It goes perfectly with denim and skirts, expanding the range of fashion.
- Easy to match with denim and skirts.
- The casual design pairs perfectly with denim and skirts.

Compatibility with Items

- It goes perfectly with any item.
- It is easy to match with any item.
- It is easy to match with any coordination.
- It matches well with any outfit and is great.

Ease of Coordination

Subtopic

Example

Versatility of Simple Design

- The design is simple and easy to match with any bottoms.
- The design is simple and goes well with any bottoms.
- The simple design matches any pants.

Compatibility with Denim

- It goes perfectly with denim.
- Perfectly matches with denim.
- It goes perfectly with jeans and shorts.

Color Versatility

- The color is calm and easy to match with any bottoms.
- The simple color scheme makes it easy to match with any bottoms.

Versatility of T-shirts

- A versatile T-shirt that goes well with any bottoms.
- A T-shirt that goes well with any outfit.

Topic details

Topic 20 Size Roominess

Topic 20

Size Roominess

Rate of mentions of this topic

Rate

5.5%

109 cnt / 2,000 cnt



Negative Rate

1.3%

26 cnt / 2,000 cnt

Neutral Rate

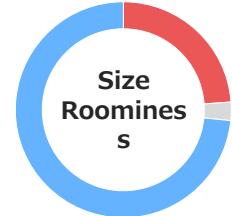
0.1%

3 cnt / 2,000 cnt

Positive Rate

4.0%

80 cnt / 2,000 cnt



The loose silhouette of the T-shirt is well-received as it can be worn without worrying about body shape.

Some people mention that the sizing is larger, so some consider choosing one size down from their usual size.

The relaxed design offers a sense of comfort and trendiness, and is utilized in various outfits.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



I was expecting a loose fit, but it was tight.

The sizing is awkward, and the shoulder width and length don't fit well, making it difficult to move.

The size is too large and can only be used as loungewear. (※)

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



I'm happy that the relaxed silhouette allows me to wear it without worrying about my body shape.

It's slightly oversized, so it's perfect for a relaxed style.

The sizing is a bit larger, and the loose silhouette feels trendy and nice.

Excerpt of comments mentioning this topic

Pick

Comments - positive

I am happy with the loose silhouette that can be worn without worrying about body shape. The color is also calm and has an elegant feel.

I like the relaxed silhouette. It's also a big plus that the shape doesn't lose its form even after multiple washes.

The stylish T-shirt has a relaxed silhouette. I'm happy that the design is cute and easy to match with anything.

The color is lovely and looks very elegant. The relaxed silhouette allows for comfortable wear.

The relaxed fit provides an indescribable comfort. The material is soft and feels good on the skin, and it's a nice point that it doesn't stick even when sweating.

Pick

Comments - negative

The fit is a bit off when actually wearing it. The shoulder width is narrow, making it difficult to move, and the length is awkward, getting caught on the belt.

I wanted an oversized T-shirt, but it was bigger than I expected, so it's become loungewear. However, the fabric is soft and feels good on the skin, making it perfect for relaxation time.

The size is also strange. I usually wear size L, but this doesn't fit at all and is oddly too long and looks bad.

The size is also a bit off; I chose size L because I wanted a loose fit, but the shoulders are tight and it's hard to move.

First of all, the size does not fit at all. I chose my usual size L, but when I tried it on, it was overall too loose.

Topic details

Subtopic

Topic 20

Size Roominess

Rate of mentions of this topic

Rate

5.5%

109 cnt / 2,000 cnt

Breakdown

 Negative Rate **1.3%**

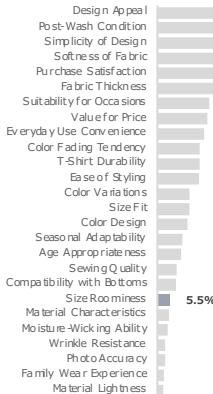
26 cnt / 2,000 cnt

 Neutral Rate **0.1%**

3 cnt / 2,000 cnt

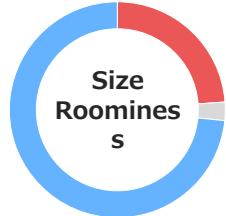
 Positive Rate **4.0%**

80 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



■ Negative

■ Neutral

■ Positive

Topic 20 Size Roominess

* Sorted by estimated mention rate

Subtopic

Loose Fit Size

- The size is a bit loose, making it easy to move.
- The size is loose and easy to move in.
- The slightly loose fit is also comfortable for movement.

Oversized Trend Appeal

- Wearing it slightly oversized enhances the trendiness and makes it look stylish.
- It's a bit oversized, so the loose fit feels trendy.
- Wearing it slightly oversized is just right for my current mood.

Comfort of Relaxed Fit

- The loose silhouette makes it comfortable to wear.
- The relaxed fit of the big silhouette T-shirt is comfortable.

Trendy Loose Fit Silhouette

- Loose silhouette
- The loose silhouette is stylish.

T-shirt length

- The length is strangely too long and looks uncool.
- It might have been better if the length was a little shorter.

Variety of size options

- I would be happy if there were more size options.

Attractive Loose Silhouette

- I like the relaxed silhouette.

Loose Fit Design

- This loose fit might actually be trendy and good.

Subtopic

Size Fit

- The size is a bit larger.
- The size was a bit larger.
- The size was slightly larger than expected.

Difficulty in Choosing Size

- I chose size M, but it is overall too big and baggy.
- I chose size L because I wanted to wear it loosely, but the shoulders are tight and it's hard to move.
- I usually choose size M, but this time I wanted to wear it loosely, so I chose size L.

Choosing a larger size

- I like to choose a slightly larger size and wear it loosely.
- I chose a slightly larger size to wear it loosely.

The Appeal of Oversized Clothing

- The exquisite oversized fit is cute.
- The oversized and loose silhouette is also cute.

Body Shape Coverage Effect

- The fit is slightly loose, and it covers the body shape perfectly.
- It is comfortably loose and can also cover body shape.

Size inconsistency

- The size is a bit off.

Ease of Movement

- The cuffs are also loose, making it easy to move.

Topic 21

Material Characteristics

Rate of mentions of this topic

Rate

5.1%

103 cnt / 2,000 cnt



Negative Rate

1.5%

30 cnt / 2,000 cnt

Neutral Rate

0.1%

2 cnt / 2,000 cnt

Positive Rate

3.5%

71 cnt / 2,000 cnt

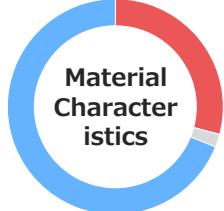
Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



The softness of the material, its gentleness on the skin, and the comfort of wearing it are highly rated. Some opinions suggest that the material is breathable, allowing for comfort even on hot days.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The material feels cheap, and after washing, it loses its shape and fades.
The fabric is stiff and difficult to move in, and it feels unpleasant on the skin.
The material is too thin and unreliable, and the transparency is concerning.



The material is soft and gentle on the skin.
Breathable and comfortable even on hot days.
Durable material that doesn't lose its shape even after washing, making it long-lasting.

Excerpt of comments mentioning this topic

Pick

Comments - positive

The material is soft and comfortable to wear, and the color seems like it will last a long time.

The material feels good and is gentle on the skin. The color is calm, and it seems like it can be worn for a long time.

The texture is excellent. It is made of high-quality cotton and feels very good on the skin. It's simple but perfect for adult casual wear.

The cotton material is gentle on the skin, so it feels very comfortable to wear. The design is simple, making it easy to match with any bottoms, and it is very useful.

The material feels sturdy and gentle on the skin. The design is simple and seems suitable for any occasion. I want to buy it in different colors as well.

Pick

Comments - negative

Honestly, I was disappointed with the cheap material. The fading started quickly, and it lost its shape after just a few washes. It won't last long like this.

I was disappointed with the cheap material. The design is okay, but the shape deteriorates with each wash, and the color fades quickly.

The material is too bad. After just a few washes, it fades and loses its shape. The comfort is also stiff and not comfortable at all. Honestly, I think the quality does not match the price.

I was surprised that the color faded too quickly. After just a few washes, it already looks like a second-hand item. The design is good, but the material is too disappointing.

The material feels cheap and pilling occurred quickly.

Topic details

Subtopic

Topic 21

Material Characteristics

Rate of mentions of this topic

Rate

5.1%

103 cnt / 2,000 cnt

Breakdown

 Negative Rate **1.5%**

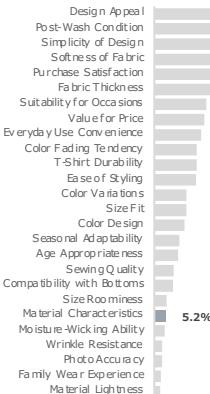
30 cnt / 2,000 cnt

 Neutral Rate **0.1%**

2 cnt / 2,000 cnt

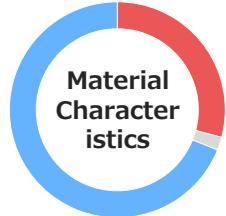
 Positive Rate **3.5%**

71 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



Topic 21 Material Characteristics

* Sorted by estimated mention rate

Subtopic

Example

Material Texture

- Cheap material feel.
- It has a subtle sheen and looks sophisticated.
- I like the natural texture.

Skin-friendly material

- Gentle material on the skin.
- Gentle cotton material on the skin.
- Very satisfied with the skin-friendly material.

Coolness and Comfort

- Cool and comfortable.
- Cool material

Fabric Sheerness

- The fabric is thin, and I am concerned about its transparency.
- The slight transparency is a concern, so be careful with the inner wear.

Fabric stiffness

- The fabric feels stiff and rubs against the skin.
- The fabric is too stiff and makes it difficult to move.

Subtopic

Example

Softness of the material

- The material is soft and feels good on the skin.
- The material is soft and has a good texture against the skin.

Fabric Breathability

- The fabric is breathable.
- The fabric is soft and breathable.
- The softness and breathability of the fabric are excellent.

Material Durability

- The material is solid.
- The material is sturdy and seems like it will last a long time.

Material Characteristics

- If the material were a bit cooler, there would be no complaints.
- I would have been happier if the material were a bit sturdier.

Stretchability

- It might have been better if there was a little more stretch.
- The stretch is effective and easy to move in.

Topic details

Topic 22 Moisture-Wicking Ability

Topic 22

Moisture-Wicking Ability

Rate of mentions of this topic

Rate

4.4%

88 cnt / 2,000 cnt



Negative Rate

0.5%

11 cnt / 2,000 cnt

Neutral Rate

0.0%

0 cnt / 2,000 cnt

Positive Rate

3.9%

77 cnt / 2,000 cnt

Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



Regarding moisture absorption and quick-drying properties, many comments mention that it dries quickly even when sweating, and it is rated as suitable for use at the gym or outdoors.

The emphasis is on being comfortable in active scenes such as travel and sports, and the breathability and lightness of the fabric are highly praised.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



It has poor breathability and gets stuffy, making it unsuitable for hot seasons.
The fabric is rough and becomes sticky when sweating, making it uncomfortable.
When worn in the summer, it feels stuffy and lacks breathability.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



It's comfortable because it dries quickly even when you sweat, making it perfect for the gym and outdoor activities.
It has good breathability, doesn't get stuffy even when sweating, and allows you to stay cool on hot days.

Excerpt of comments mentioning this topic

Pick

Comments - positive

I was surprised by the comfort. It dries quickly even when I sweat, making it perfect for the gym and outdoor activities. The design is simple and easy to match with anything, and it's my favorite.

It dries quickly even when sweating, making it perfect for the gym and outdoor activities. The design is simple, which is a nice point as it can easily match any scene.

It dries quickly even when I sweat, so it's comfortable, and the design is simple and easy to use.

The material dries quickly, making it convenient for travel and the gym. Additionally, the plain and simple design makes it easy to match with anything. The quality is good, and it seems like it will last a long time.

The texture is nice, and it dries quickly even when sweating, so it is very comfortable. The color is also calm, making it perfect for adult casual wear.

Pick

Comments - negative

The fabric is stiff and sticks when I sweat, making it not comfortable at all.

The design is stylish and I like it, but I wish it had a bit more breathability for the sweaty season. It's a good purchase for everyday use until autumn.

When I sweat, the breathability is poor and it gets stuffy, making it unsuitable for wearing outside. I think I should have spent my money on other brands with better quality.

The fabric is a bit thick, which might be tough for hot summer days. It would be perfect if it had a little more breathability.

First of all, the fabric is thick and heavy, so it is not suitable for summer at all. It becomes sticky and uncomfortable when you sweat, and it went straight to the closet after wearing it just once.

Topic details

Subtopic

Topic 22

Moisture-Wicking Ability

Rate of mentions of this topic

Rate

4.4%

88 cnt / 2,000 cnt

Breakdown

 Negative Rate **0.5%**

11 cnt / 2,000 cnt

 Neutral Rate **0.0%**

0 cnt / 2,000 cnt

 Positive Rate **3.9%**

77 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



Topic 22 Moisture-Wicking Ability

* Sorted by estimated mention rate

Subtopic

Breathability

Example

■ The breathability is good and it doesn't get stuffy, so it's comfortable.

■ It has good breathability and dries quickly even when sweating.

■ The breathability is good, and it dries quickly even when sweating, so it's comfortable.

Moisture-wicking comfort

Subtopic

Comfort when sweating

Example

■ Comfortable even when sweating.

■ It is comfortable even when sweating.

■ It feels comfortable and dry even when sweating.

Sweat Absorption Ability

Quick-drying properties of sweat

Example

■ It doesn't stick even when I sweat, and it has quick-drying properties, so I can move comfortably.

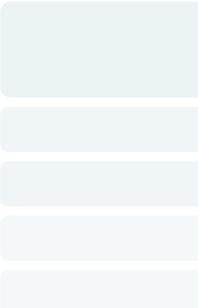
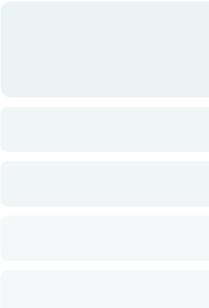
■ It absorbs well even when sweating.

■ It absorbs sweat and keeps me comfortable.

Visibility of Sweat Stains

Example

■ I felt embarrassed because the sweat stains were noticeable.



Topic details

Topic 23 Wrinkle Resistance

Topic 23

Wrinkle Resistance

Rate of mentions of this topic

Rate

3.4%

69 cnt / 2,000 cnt

Breakdown

 Negative Rate

2.1%

43 cnt / 2,000 cnt

 Neutral Rate

0.0%

0 cnt / 2,000 cnt

 Positive Rate

1.3%

26 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



The Emokuro T-shirt is rated as being resistant to wrinkles after washing.

Some comments mention that wrinkles become noticeable after washing and ironing is necessary.

There are mixed opinions about its tendency to wrinkle, and some voices are calling for quality improvement.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



It's a bit disappointing that the wrinkles are noticeable after washing.
The fabric feels thin and cheap, and it wrinkles easily after washing.
I'm concerned that it wrinkles a bit easily after washing.



Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments

It's great that it doesn't wrinkle easily after washing and can be worn as is.
I'm happy because it doesn't wrinkle easily when I take it on trips.
The simple design is helpful as it doesn't wrinkle even after washing.

Excerpt of comments mentioning this topic

Pick

Comments - positive

The simple and elegant design is wonderful. The texture is nice, and it doesn't wrinkle after washing, which is helpful. It's a piece I want to cherish for a long time.

The texture is exceptionally good. It doesn't wrinkle easily even after washing, and it doesn't fade. It seems like I can use it for a long time.

I was looking for a T-shirt that is casual yet slightly elegant. The fabric is sturdy, and it doesn't wrinkle easily after washing, which is helpful. The color options are abundant, and it is very versatile for styling.

There are few wrinkles after washing, and it is helpful that no ironing is needed.

This T-shirt feels good on the skin and is resistant to wrinkles, which makes me happy. I like the simple design that is easy to match, and I also enjoyed the cool color.

Pick

Comments - negative

The comfort is good, but it's a bit disappointing that wrinkles are noticeable after washing. However, I like the design.

I fell in love with the sturdy fabric and design, but I'm concerned about the wrinkles after washing, and ironing is a hassle.

The design is good, but the fabric is too thin and quickly becomes wrinkled. The wrinkles after washing are also severe and require a lot of effort. Honestly, I was disappointed.

The design is cute, but the fabric is a bit thin. It tends to wrinkle easily after washing, so ironing is a must.

The design is good, but the fabric feels cheap and wrinkles easily. The distortion after washing is severe, and there are issues with durability. I was disappointed because the color faded quickly as well.

Topic details

Subtopic

Topic 23

Wrinkle Resistance

Rate of mentions of this topic

Rate

3.4%

69 cnt / 2,000 cnt

Breakdown

 Negative Rate

2.1%

43 cnt / 2,000 cnt

 Neutral Rate

0.0%

0 cnt / 2,000 cnt

 Positive Rate

1.3%

26 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



■ Negative

■ Neutral

■ Positive

Topic 23 Wrinkle Resistance

* Sorted by estimated mention rate

Subtopic

Example

Wrinkles Issue After Washing

- Wrinkles remain even after washing, ironing is a must.
- Wrinkles after washing, ironing is essential.
- Wrinkles appear immediately after washing, and ironing is necessary.

Wrinkle Proneness

- It wrinkles easily.
- It gets wrinkled quickly.
- The fabric is thin and wrinkles easily.

Difficulty in Wrinkle Care

- It wrinkles easily and is difficult to care for.
- The wrinkles do not come out even after washing, and it is difficult to take care of.

Resistance to deformation

- It is also resistant to deformation.

Subtopic

Example

Wrinkle Resistance

- I'm happy that it doesn't wrinkle easily.

- It's a nice point that it doesn't wrinkle easily.

- The fact that it is resistant to wrinkles is also a high point.

Wrinkle Resistance After Washing

- It is helpful that it does not wrinkle easily after washing.
- It is helpful that it does not wrinkle after washing.
- It's helpful that it doesn't wrinkle easily even after washing.

Fading and Wrinkle Resistance

- It is also helpful that it does not easily fade or wrinkle.
- Fading and wrinkles are hardly noticeable.

Topic details

Topic 24 Photo Accuracy

Topic 24

Photo Accuracy

Rate of mentions of this topic

Rate

3.3%

66 cnt / 2,000 cnt

Breakdown

 Negative Rate **3.1%**

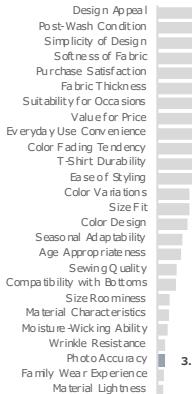
63 cnt / 2,000 cnt

 Neutral Rate **0.0%**

0 cnt / 2,000 cnt

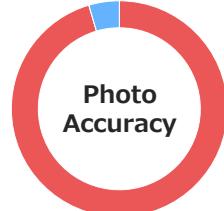
 Positive Rate **0.1%**

3 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



Many opinions suggest that the color and design differ from the photos, giving a cheap impression.

There are criticisms that the fabric is thin and lacks durability, and there are noticeable complaints about deformation and shrinkage after washing.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The color is completely different from the photo and looks dull.

The design looked good in the photos, but in reality, it looks cheap.

The sizing does not match the description and does not fit.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The design is as good as in the photo, but the fabric is thin and I'm concerned about its durability. (※)

The cool print looks just as great as it did in the photos. (※)

The appearance was good, but the color fades badly with each wash. (※)

Excerpt of comments mentioning this topic

Pick

Comments - positive

The design is good and matches the photo, but the fabric feels a bit thin, and I have concerns about its durability.

The cool print is amazing, just like in the photo.

I am honestly disappointed with the T-shirt I purchased from Emoco. It looked good, but every time I wash it, the color fades badly and it starts to transfer color to other clothes.

Pick

Comments - negative

The color was different from what I imagined. I'm disappointed.

Unfortunately, the color is completely different from the photo. When I saw it online, it was a deep navy, but when it actually arrived, it was a dull blue.

The color is too different from the photo, and the fabric is thin and cheap. It shrank after washing, and I will never buy it again.

Honestly, I am disappointed. The color is completely different from the photo, and the actual product has a dull appearance. Moreover, the fabric is thinner than I expected, and I am concerned about it being see-through.

The color of the print is completely different from what I saw, and the fabric is thin and flimsy. It is totally disappointing.

Topic details

Subtopic

Topic 24

Photo Accuracy

Rate of mentions of this topic

Rate

3.3%

66 cnt / 2,000 cnt

Breakdown

 Negative Rate

3.1%

63 cnt / 2,000 cnt

 Neutral Rate

0.0%

0 cnt / 2,000 cnt

 Positive Rate

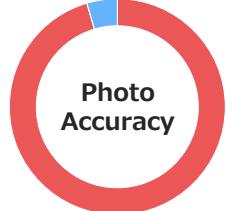
0.1%

3 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic



■ Negative

■ Neutral

■ Positive

Topic 24 Photo Accuracy

* Sorted by estimated mention rate

Subtopic

Design Accuracy Compared to Photos

Example

■ The design is less impressive in person than it appears in the photos.

■ The design feels cheaper in reality compared to the photo.

■ The design looks cheaper in person than in the photos.

Print Quality

■ The print looks cheap when I see the actual product.

■ I was disappointed because the actual item had a cheap print.

Design Impression

■ The design looked good when I saw it online.

■ The appearance was good.

Subtopic

Difference in color between actual product and photo

Example

■ The design looks cute in the photo, but the actual color is completely different.

■ The design looked stylish in the photo, but the actual product appears dull in color.

■ The color looked vibrant and the design seemed cool in the photo, but the actual product looks faded.

■ The color was different from what I imagined.

■ The color of the print is completely different when I saw the actual product.

■ The color was quite different from what I saw online, and the actual product was rather dull.

Color Matching Accuracy

Reliability of Advertising Photos

■ I feel deceived by the advertisement photo.

Topic details | Topic 25 Family Wear Experience

Topic 25

Family Wear Experience

Rate of mentions of this topic

Rate

2.9%

59 cnt / 2,000 cnt



0.0%

0 cnt / 2,000 cnt



0.0%

0 cnt / 2,000 cnt



2.9%

59 cnt / 2,000 cnt

Distribution of sentiments

* in comments mentioning this topic



Purchased matching ones for my grandchildren and family, and the simple design is popular for being wearable regardless of age. I can enjoy matching outfits with my family when going out, and my grandchildren compliment me by saying it's stylish.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



None

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



The T-shirts I purchased to match with my grandchild have a simple design that the whole family can enjoy. The fabric is soft and gentle on the skin, so we can wear them with peace of mind.

It became an opportunity to get closer to my family, making conversations and shopping time with my grandchildren enjoyable. Even designs I thought were for young people surprisingly suit me.

Excerpt of comments mentioning this topic

Pick

Comments - positive

I am looking forward to going out together wearing matching T-shirts with my family.

Pick

Comments - negative

No comments

Topic details

Subtopic

Topic 25

Family Wear Experience

Rate of mentions of this topic

Rate

2.9%

59 cnt / 2,000 cnt

Breakdown

 Negative Rate **0.0%**

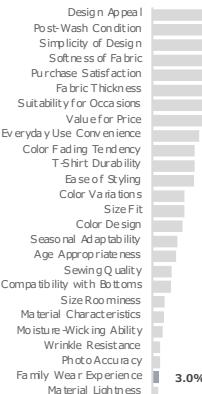
0 cnt / 2,000 cnt

 Neutral Rate **0.0%**

0 cnt / 2,000 cnt

 Positive Rate **2.9%**

59 cnt / 2,000 cnt



Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



Topic 25 Family Wear Experience

* Sorted by estimated mention rate

Subtopic

Example

Grandchild's Evaluation

- I was praised by my grandchild as well.
- I was praised by my grandchild.
- I was happy to be praised by my grandchild.

Fun of Matching Outfits

- I am looking forward to going out together wearing matching T-shirts with my family.
- I was looking for T-shirts that I could wear with my husband, and we are enjoying matching outfits.
- I can enjoy matching outfits with my son with the T-shirt we bought together.

Comfort during activities with grandchildren

- I can spend time comfortably while walking with my grandchild.
- It is easy to move when playing with my grandchild.

Matching Family Purchase

- I bought matching ones with my grandchild, and it seems like we can enjoy it as a family.
- I purchased matching T-shirts with my grandchild.

Family Satisfaction

- I am happy that my wife liked it.
- My wife liked it too.

Recommendation Level for Family

- I would like to recommend it to my son as well.

Suitability for Family Wear

- It looks good for both parents and children.

Subtopic

Example

Family Feedback

- Well received by the family.

- It is well received by my family as well.

- My wife also likes it.

- My wife also praised it, saying, "It looks good."

- My wife also praised me, saying "It looks good on you."

- My wife also praised me, saying I look youthful.

Wife's Evaluation

- It is also very useful when going out with my grandchildren.

- Perfect for picnics with my grandchildren and for a little outing.

- My grandchild recommended, "Try this on!" and I purchased it with some hesitation.

- I purchased this T-shirt at the recommendation of my granddaughter.

Outing with Grandchild Purpose

- It has become a conversation starter with my grandchild, and I feel that it has brought my family closer together.

- Shopping with my grandchild was a fun time, and I made a good purchase.

Recommendation from Grandchild

- It is filled with memories with my grandchild, and I wear it with care.

Family Interaction

- It is filled with memories with my grandchild, and I wear it with care.

Memories with Family

- It is filled with memories with my grandchild, and I wear it with care.

Topic details

Topic 26 Material Lightness

Topic 26

Material Lightness

Rate of mentions of this topic

Rate

2.7%

54 cnt / 2,000 cnt

Breakdown

 Negative Rate **0.2%**

5 cnt / 2,000 cnt

 Neutral Rate **0.0%**

0 cnt / 2,000 cnt

 Positive Rate **2.5%**

49 cnt / 2,000 cnt

Design Appeal
Post-Wash Condition
Simplicity of Design
Softness of Fabric
Purchase Satisfaction
Fabric Thickness
Suitability for Occasions
Value for Price
Everyday Use Convenience
Color Fading Tendency
T-Shirt Durability
Ease of Styling
Color Variations
Size Fit
Color Design
Seasonal Adaptability
Age Appropriateness
Sewing Quality
Compatibility with Bottoms
Size Roominess
Material Characteristics
Moisture-Wicking Ability
Wrinkle Resistance
Photographic Accuracy
Family Wear Experience
Material Lightness

2.7%

Distribution of sentiments

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



The T-shirt is rated as very lightweight and comfortable to wear.

There is an opinion that not only is it lightweight, but also has excellent breathability and quick-drying properties, making it ideal for outdoor and everyday use.

Summary of comments mentioning this topic negatively

(★)...Frequently mentioned comments, (※)...Few comments



The fabric is thick and sturdy, so it feels a bit heavy.

The weight of the fabric might feel hot in the middle of summer.

Summary of comments mentioning this topic positively

(★)...Frequently mentioned comments, (※)...Few comments



Soft and lightweight material, feels good on the skin.

Lightweight and breathable, cool even in summer.

Amazingly lightweight and easy to move in.

Excerpt of comments mentioning this topic

Pick

Comments - positive

Pick

Comments - negative

The material is soft and lightweight, and the texture is excellent. Despite the simple design, it has an elegant touch and is perfect for adult casual wear.

The material is very light and soft, and it feels gentle on the skin. The design is simple, making it suitable for any occasion. It is perfect for the upcoming season.

The fabric is soft and feels very good on the skin, and it is light and easy to move in. The elegant design seems to be useful for the upcoming season.

The material is gentle on the skin, and I am happy that it is light and comfortable even in summer. The color is also calm and elegant.

It feels very light when worn, and it doesn't become heavy, so I don't get tired even after being out for a long time.

I like the natural texture, but it might be better if the fabric were a little thinner. The design is lovely, but it feels a bit heavy.

However, it feels a bit heavy, so it might be a little hot in the midsummer.

However, it is a bit heavy, so it might be a little hot in the middle of summer.

...However, it may feel heavy on slightly hot days. Overall, I am satisfied, but I would like to see a lighter version as well.

However, it feels a bit heavy, so it might be a little hot in the middle of summer.

Topic details

Subtopic

Topic 26

Material Lightness

Rate of mentions of this topic

Rate

2.7%

54 cnt / 2,000 cnt

Breakdown

 Negative Rate

0.2%

5 cnt / 2,000 cnt

 Neutral Rate

0.0%

0 cnt / 2,000 cnt

 Positive Rate

2.5%

49 cnt / 2,000 cnt

* in comments mentioning this topic

■ Negative

■ Neutral

■ Positive



Topic 26 Material Lightness

* Sorted by estimated mention rate

Subtopic

Lightness of the fabric

Example

- The fabric is light.
- The fabric is soft and light.
- The fabric is sturdy yet lightweight.

Lightness and Coolness

- Light and cool.
- Incredibly light and cool.
- It is surprisingly light and cool.

Lightweight and Soft Material

- Soft and lightweight material.
- Very light and soft material.

Lightweight and Portability

- Lightweight and easy to carry.
- Lightweight and can be folded compactly.

Subtopic

Lightweight Material and Comfort

Example

- Light and comfortable.

- It is light and comfortable.

- Lightweight comfort.

- It's light and comfortable to wear even in summer.

- It is light and comfortable for summer.

- It might actually be cool and good for light outings in the summer.

Summer Comfort

- It might feel heavy on a slightly hot day.

- It might be a bit hot in the middle of summer because it is slightly heavy.

- It feels a bit heavy.

- It feels a little heavy.

Material Weight

Feeling of Weight

Analysis Result | Trends

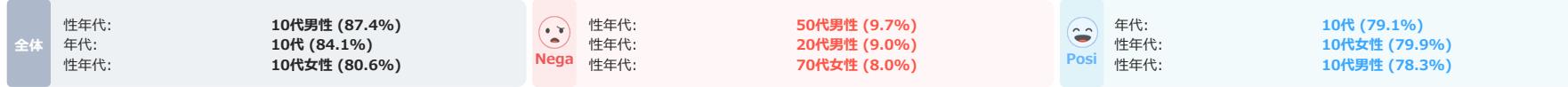
Key Attributes by Topic - Topics 1-5

Key attributes frequently mentioned by topic. See 'Attribute Trends' for details.

*The attributes with statistically significant differences compared to the overall mention rate are listed (up to 3 most significant attributes).

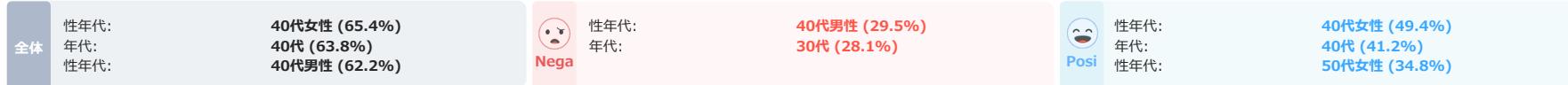
1. Design Appeal

The simple and sophisticated design has received positive feedback in many comments and is praised for being easy to match with any style.



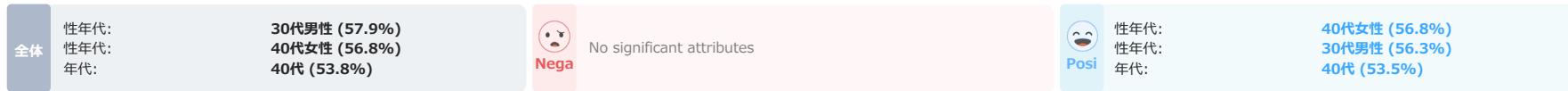
2. Post-Wash Condition

There are many comments about shrinking after washing, so it's necessary to be careful with size selection and washing methods.



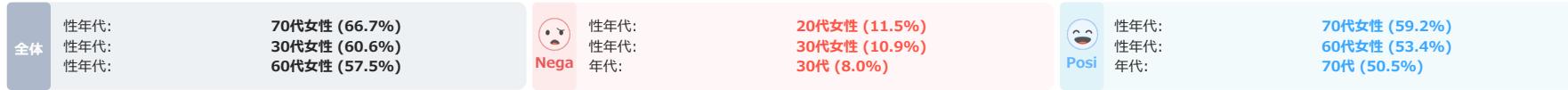
3. Simplicity of Design

The simple design has received positive feedback in many comments and is rated as easy to match with any outfit.



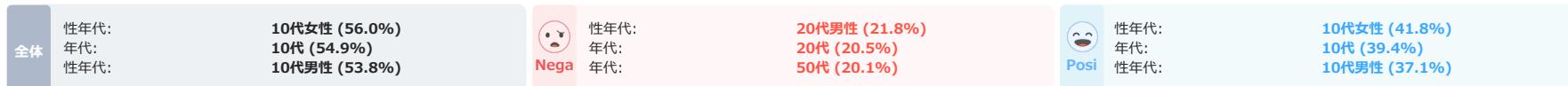
4. Softness of Fabric

The T-shirt is highly rated for its feel on the skin, with mentions of its softness and comfortable wear.



5. Purchase Satisfaction

The Emokuro T-shirt is highly rated for its sturdy fabric and resistance to losing shape, and many people express great satisfaction due to its comfortable fit.



Key Attributes by Topic - Topics 6-10

Key attributes frequently mentioned by topic. See 'Attribute Trends' for details.

*The attributes with statistically significant differences compared to the overall mention rate are listed (up to 3 most significant attributes).

6. Fabric Thickness

Many comments mention dissatisfaction with the fabric being too thin, prone to wrinkling, and see-through.

全体

性年代:
30代男性 (46.0%)
性年代:
20代男性 (44.4%)
性年代:
40代男性 (43.6%)



No significant attributes



性年代:
30代男性 (24.6%)
性年代:
50代男性 (21.5%)
性年代:
40代男性 (21.2%)

7. Suitability for Occasions

There are many comments that say the simple design makes it easy to use in any situation, and it can be widely utilized from casual to business casual.

全体

性年代:
40代男性 (39.7%)
年代:
40代 (32.4%)
性年代:
60代男性 (32.4%)



年代:
性年代:
60代 (1.7%)
性年代:
60代男性 (2.1%)
性年代:
70代女性 (2.3%)



性年代:
40代男性 (39.7%)
年代:
40代 (32.4%)
性年代:
60代男性 (30.3%)

8. Value for Price

The design is good, but the fabric is thin and feels cheap, and many feel that it is not worth the price as it tends to stretch and fade easily after washing.

全体

性年代:
20代男性 (36.8%)
年代:
20代 (31.1%)
性年代:
40代男性 (30.8%)



No significant attributes



性年代:
20代男性 (20.3%)
年代:
20代 (16.3%)
性年代:
10代男性 (16.1%)

9. Everyday Use Convenience

Many comments mention that the simple design and comfortable fit make it ideal for everyday use.

全体

性年代:
40代女性 (29.6%)
年代:
40代 (28.0%)
性年代:
30代男性 (27.8%)



年代:
性年代:
70代 (1.5%)
性年代:
70代女性 (1.7%)



性年代:
40代女性 (29.0%)
年代:
40代 (27.7%)
性年代:
30代男性 (27.0%)

10. Color Fading Tendency

There are many comments saying that the color fades significantly and the shirt loses its vibrancy with each wash.

全体

性年代:
40代女性 (25.9%)
性年代:
20代男性 (25.6%)
年代:
40代 (25.2%)



性年代:
性年代:
40代男性 (17.9%)
性年代:
20代男性 (17.3%)
性別:
男性 (13.5%)



性年代:
30代女性 (10.9%)
性年代:
40代女性 (16.0%)
年代:
40代 (11.3%)

Trends

| Attribute : 年代

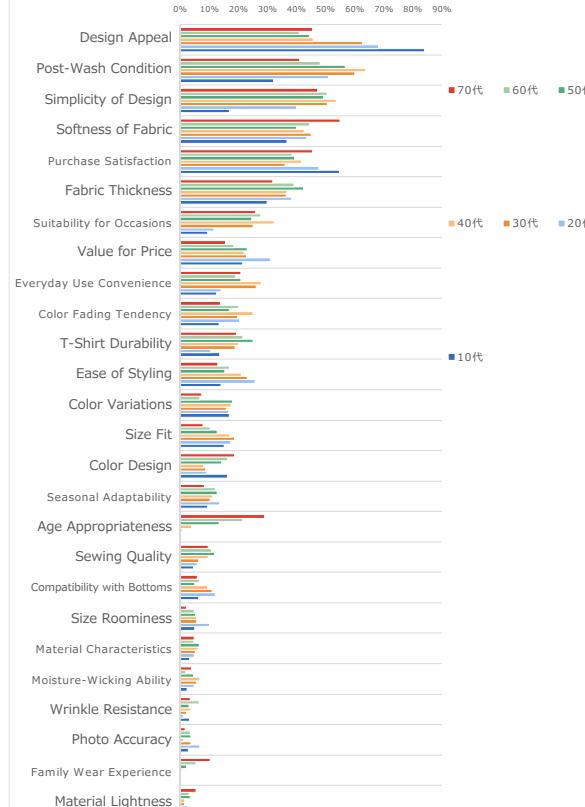
Percentage by Attribute

年代

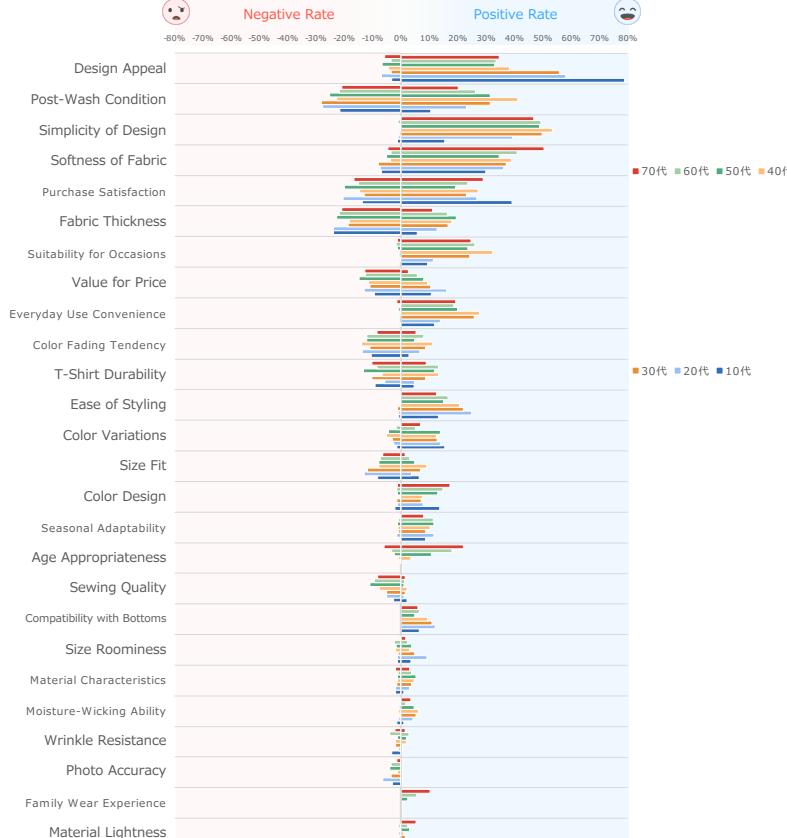


Rate of mentions by topic

(Percentage of comments mentioning this topic, by attribute)



Rate of mentions by topic - by sentiment



Trends

Rate Heatmap

| Attribute : 年代

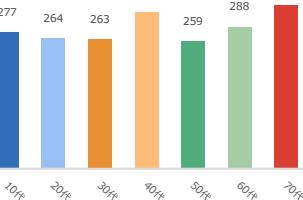
Percentage by Attribute

年代



■ 10代 ■ 20代 ■ 30代 ■ 40代 ■ 50代 ■ 60代 ■ 70代

Count by Attribute



Rate of mentions by topic

(Percentage of comments by attribute) No color for few data. Yellow highlight shows statistically significant difference.

	10代	20代	30代	40代	50代	60代	70代	全体
Design Appeal	84.1%	68.2%	62.7%	45.9%	44.4%	41.0%	45.6%	55.4%
Post-Wash Condition	32.1%	51.1%	60.1%	63.8%	56.8%	48.3%	41.1%	50.4%
Simplicity of Design	17.0%	40.2%	50.6%	53.8%	49.4%	50.7%	47.4%	44.4%
Softness of Fabric	36.8%	43.6%	45.2%	42.8%	40.2%	44.4%	55.0%	44.3%
Purchase Satisfaction	54.9%	47.7%	36.1%	41.8%	39.4%	38.5%	45.6%	43.5%
Fabric Thickness	30.0%	38.3%	36.5%	36.8%	42.5%	39.2%	32.0%	36.3%
Suitability for Occasions	9.4%	11.7%	25.1%	32.4%	24.7%	27.8%	26.0%	22.8%
Value for Price	21.7%	31.1%	22.8%	22.0%	23.2%	18.4%	15.7%	21.9%
Everyday Use Convenience	12.6%	14.0%	26.2%	28.0%	20.8%	19.1%	20.8%	20.4%
Color Fading Tendency	13.4%	20.5%	19.8%	25.2%	17.0%	20.1%	13.9%	18.6%
T-Shirt Durability	13.7%	10.6%	19.0%	20.1%	25.1%	21.5%	19.3%	18.6%
Ease of Styling	14.1%	25.8%	23.2%	21.1%	15.4%	17.0%	13.0%	18.4%
Color Variations	17.0%	16.7%	16.0%	17.6%	18.1%	6.9%	7.6%	14.1%
Size Fit	15.2%	17.4%	18.6%	17.3%	12.7%	10.4%	7.9%	14.0%
Color Design	16.2%	9.1%	8.7%	8.2%	14.3%	16.3%	18.7%	13.2%
Seasonal Adaptability	9.4%	13.6%	10.3%	11.3%	12.7%	12.2%	8.5%	11.1%
Age Appropriateness	0.0%	0.0%	0.8%	4.1%	13.5%	21.5%	29.0%	10.4%
Sewing Quality	4.7%	6.1%	6.5%	9.7%	12.0%	10.8%	9.7%	8.6%
Compatibility with Bottoms	6.5%	12.1%	11.0%	9.4%	5.0%	6.6%	6.0%	8.1%
Size Roominess	5.1%	10.2%	5.7%	5.7%	5.4%	4.9%	2.1%	5.5%
Material Characteristics	3.2%	4.9%	5.3%	6.3%	6.6%	4.9%	4.8%	5.1%
Moisture-Wicking Ability	2.5%	4.9%	5.7%	6.9%	4.6%	2.1%	3.9%	4.4%
Wrinkle Resistance	3.2%	1.1%	2.3%	3.8%	3.1%	6.6%	3.6%	3.4%
Photo Accuracy	2.9%	6.8%	3.8%	1.3%	3.9%	3.5%	1.8%	3.3%
Family Wear Experience	0.0%	0.0%	0.4%	0.6%	2.3%	5.6%	10.3%	2.9%
Material Lightness	0.7%	2.7%	1.5%	1.6%	3.5%	3.1%	5.4%	2.7%

*The significance test is based on the distribution of mentions of topic x attribute data, using Fisher's exact test ($p < 0.1$)

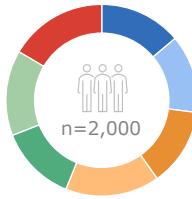
Trends

Negative Heatmap

Attribute : 年代

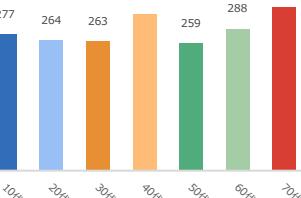
Percentage by Attribute

年代



■ 10代 ■ 20代 ■ 30代 ■ 40代 ■ 50代 ■ 60代 ■ 70代

Count by Attribute



Rate of mentions by topic – Negative Rate



(Negative comments by attribute) No color for few data. Yellow highlight shows statistically significant difference.

50%

40%

30%

20%

10%

	10代	20代	30代	40代	50代	60代	70代	全体
Design Appeal	3.2%	6.8%	3.4%	4.4%	6.6%	3.5%	5.7%	4.8%
Post-Wash Condition	21.7%	27.7%	28.1%	22.6%	25.1%	21.9%	20.8%	23.8%
Simplicity of Design	1.1%	0.8%	0.0%	0.3%	0.4%	1.0%	0.3%	0.5%
Softness of Fabric	6.9%	7.2%	8.0%	3.8%	5.0%	3.5%	4.5%	5.5%
Purchase Satisfaction	13.7%	20.5%	12.9%	14.5%	20.1%	14.9%	16.6%	16.1%
Fabric Thickness	23.8%	23.9%	18.6%	18.2%	22.8%	21.9%	20.8%	21.3%
Suitability for Occasions	0.0%	0.4%	0.0%	0.0%	1.2%	1.7%	1.2%	0.7%
Value for Price	9.4%	12.9%	11.0%	11.3%	14.7%	12.5%	12.7%	12.0%
Everyday Use Convenience	0.4%	0.0%	0.0%	0.3%	0.8%	0.3%	1.5%	0.5%
Color Fading Tendency	10.5%	13.6%	11.0%	13.8%	12.0%	12.2%	8.5%	11.6%
T-Shirt Durability	9.0%	5.7%	10.3%	6.6%	13.1%	8.3%	10.3%	9.0%
Ease of Styling	0.7%	0.8%	1.1%	0.3%	0.4%	0.3%	0.3%	0.5%
Color Variations	1.4%	2.7%	3.0%	5.0%	4.2%	1.7%	0.6%	2.6%
Size Fit	8.3%	12.9%	11.8%	7.9%	7.7%	7.3%	6.3%	8.8%
Color Design	2.2%	1.1%	1.5%	0.3%	1.2%	1.4%	1.2%	1.3%
Seasonal Adaptability	0.4%	1.5%	0.8%	0.9%	1.2%	0.7%	0.3%	0.8%
Age Appropriateness	0.0%	0.0%	0.4%	0.6%	2.3%	3.1%	6.0%	1.9%
Sewing Quality	2.5%	4.9%	4.9%	7.5%	10.8%	9.4%	8.2%	7.0%
Compatibility with Bottoms	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Size Roominess	1.1%	1.1%	0.8%	1.9%	1.5%	2.4%	0.3%	1.3%
Material Characteristics	1.8%	1.9%	1.5%	1.3%	1.2%	1.0%	1.8%	1.5%
Moisture-Wicking Ability	1.4%	0.8%	0.4%	0.6%	0.0%	0.3%	0.3%	0.5%
Wrinkle Resistance	3.2%	0.8%	1.9%	1.9%	1.2%	3.8%	2.1%	2.1%
Photo Accuracy	2.9%	6.4%	3.4%	1.3%	3.9%	3.5%	1.5%	3.1%
Family Wear Experience	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Material Lightness	0.0%	0.0%	0.0%	0.6%	0.4%	0.7%	0.0%	0.3%

*The significance test is based on the distribution of mentions of topic x attribute data, using Fisher's exact test ($p < 0.1$)

Trends

Positive Heatmap

Attribute : 年代

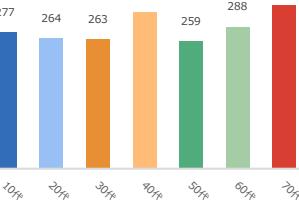
Percentage by Attribute

年代



■ 10代 ■ 20代 ■ 30代 ■ 40代 ■ 50代 ■ 60代 ■ 70代

Count by Attribute



Rate of mentions by topic – Positive Rate



(Positive comments by attribute) No color for few data. Yellow highlight shows statistically significant difference.

	10代	20代	30代	40代	50代	60代	70代	全体
Design Appeal	79.1%	58.3%	55.9%	38.4%	33.2%	33.7%	34.7%	47.0%
Post-Wash Condition	10.5%	23.1%	31.6%	41.2%	31.7%	26.4%	20.2%	26.5%
Simplicity of Design	15.5%	39.4%	49.8%	53.5%	49.0%	49.3%	46.8%	43.6%
Softness of Fabric	30.0%	36.4%	37.3%	39.0%	34.7%	41.0%	50.5%	38.8%
Purchase Satisfaction	39.4%	26.9%	23.2%	27.4%	19.3%	23.6%	29.0%	27.1%
Fabric Thickness	5.8%	12.9%	16.7%	17.9%	19.7%	16.3%	11.2%	14.3%
Suitability for Occasions	9.4%	11.4%	24.3%	32.4%	23.6%	26.0%	24.8%	22.1%
Value for Price	10.8%	16.3%	10.6%	9.4%	8.1%	5.9%	2.7%	8.9%
Everyday Use Convenience	11.9%	14.0%	25.9%	27.7%	20.1%	18.8%	19.3%	19.8%
Color Fading Tendency	2.9%	6.8%	8.7%	11.3%	5.0%	8.0%	5.4%	7.0%
T-Shirt Durability	4.7%	4.9%	8.7%	13.2%	12.0%	13.2%	9.1%	9.5%
Ease of Styling	13.4%	25.0%	22.1%	20.8%	15.1%	16.7%	12.7%	17.8%
Color Variations	15.5%	14.0%	12.9%	12.6%	13.9%	5.2%	6.9%	11.4%
Size Fit	6.5%	3.8%	6.8%	9.1%	5.0%	3.1%	1.5%	5.1%
Color Design	13.7%	8.0%	7.2%	7.5%	13.1%	14.9%	17.2%	11.8%
Seasonal Adaptability	8.7%	11.7%	8.7%	10.4%	11.6%	11.5%	8.2%	10.1%
Age Appropriateness	0.0%	0.0%	0.4%	3.5%	10.8%	18.1%	22.1%	8.3%
Sewing Quality	2.2%	1.1%	1.5%	2.2%	1.2%	1.4%	1.5%	1.6%
Compatibility with Bottoms	6.5%	12.1%	11.0%	9.4%	5.0%	6.6%	6.0%	8.1%
Size Roominess	3.6%	9.1%	4.9%	3.1%	3.9%	2.4%	1.8%	4.0%
Material Characteristics	1.1%	3.0%	3.8%	4.7%	5.4%	3.8%	3.0%	3.5%
Moisture-Wicking Ability	1.1%	4.2%	5.3%	6.3%	4.6%	1.7%	3.6%	3.9%
Wrinkle Resistance	0.0%	0.4%	0.4%	1.9%	1.9%	2.8%	1.5%	1.3%
Photo Accuracy	0.0%	0.4%	0.4%	0.0%	0.0%	0.0%	0.3%	0.1%
Family Wear Experience	0.0%	0.0%	0.4%	0.6%	2.3%	5.6%	10.3%	2.9%
Material Lightness	0.7%	2.7%	1.5%	0.9%	3.1%	2.4%	5.4%	2.5%

50%
40%
30%
20%
10%

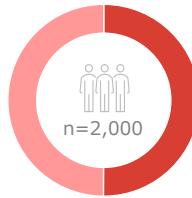
*The significance test is based on the distribution of mentions of topic x attribute data, using Fisher's exact test ($p < 0.1$)

Trends

Attribute : 性別

Percentage by Attribute

性別



■ 男性 ■ 女性

Count by Attribute

1,001

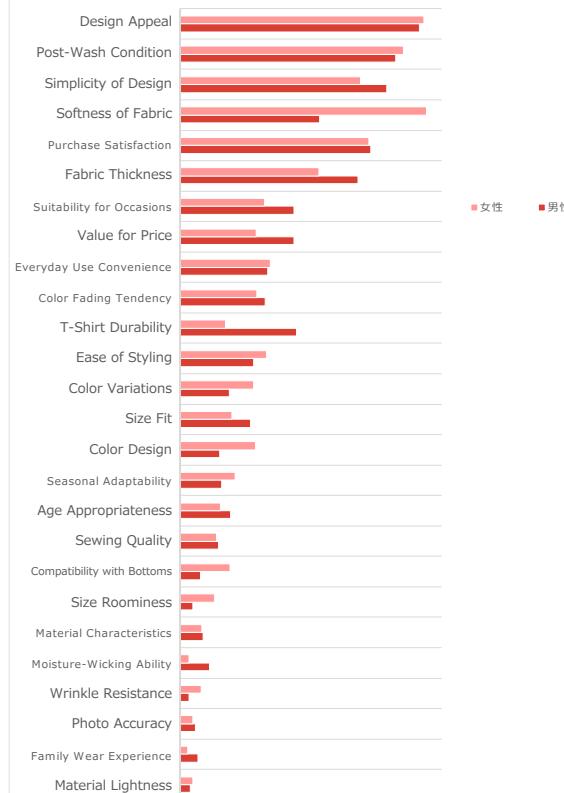
999

男性

女性

Rate of mentions by topic

(Percentage of comments mentioning this topic, by attribute)



Rate of mentions by topic - by sentiment

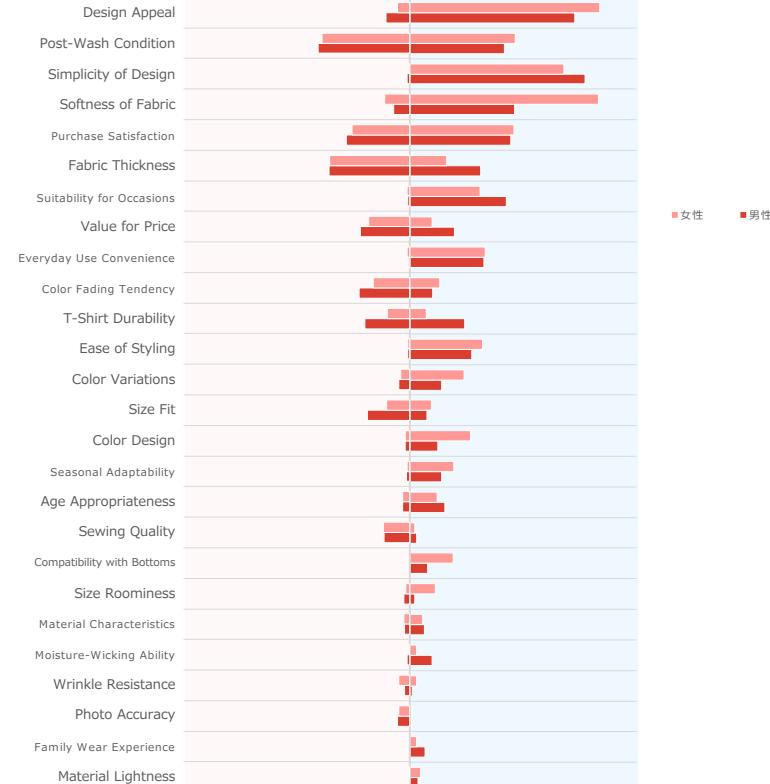


Negative Rate

Positive Rate



Positive Rate



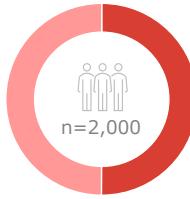
Trends

Rate Heatmap

Attribute : 性別

Percentage by Attribute

性別



■ 男性 ■ 女性

Count by Attribute

1,001

999

男性

女性

Rate of mentions by topic

(Percentage of comments by attribute) No color for few data. Yellow highlight shows statistically significant difference.

男性

女性

全体

Design Appeal	54.9%	55.9%	55.4%
Post-Wash Condition	49.5%	51.3%	50.4%
Simplicity of Design	47.5%	41.3%	44.4%
Softness of Fabric	32.1%	56.6%	44.3%
Purchase Satisfaction	43.8%	43.2%	43.5%
Fabric Thickness	40.8%	31.8%	36.3%
Suitability for Occasions	26.2%	19.4%	22.8%
Value for Price	26.2%	17.5%	21.9%
Everyday Use Convenience	20.1%	20.7%	20.4%
Color Fading Tendency	19.5%	17.6%	18.6%
T-Shirt Durability	26.7%	10.4%	18.6%
Ease of Styling	16.9%	19.8%	18.4%
Color Variations	11.3%	16.8%	14.1%
Size Fit	16.2%	11.9%	14.0%
Color Design	9.1%	17.3%	13.2%
Seasonal Adaptability	9.5%	12.6%	11.1%
Age Appropriateness	11.6%	9.2%	10.4%
Sewing Quality	8.8%	8.3%	8.6%
Compatibility with Bottoms	4.7%	11.4%	8.1%
Size Roominess	3.0%	7.9%	5.5%
Material Characteristics	5.3%	5.0%	5.1%
Moisture-Wicking Ability	6.7%	2.1%	4.4%
Wrinkle Resistance	2.1%	4.8%	3.4%
Photo Accuracy	3.6%	3.0%	3.3%
Family Wear Experience	4.1%	1.8%	2.9%
Material Lightness	2.4%	3.0%	2.7%

50%
40%
30%
20%
10%

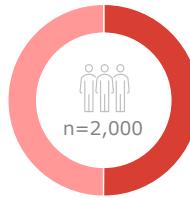
*The significance test is based on the distribution of mentions of topic x attribute data, using Fisher's exact test (p<0.1)

Trends

Negative Heatmap | Attribute : 性別

Percentage by Attribute

性別



■ 男性 ■ 女性

Count by Attribute

1,001

999

男性

女性

Rate of mentions by topic – Negative Rate



(Negative comments by attribute) No color for few data. **Yellow highlight shows statistically significant difference.**

男性

女性

全体

Design Appeal	6.3%	3.3%	4.8%
Post-Wash Condition	24.3%	23.3%	23.8%
Simplicity of Design	0.7%	0.4%	0.5%
Softness of Fabric	4.3%	6.6%	5.5%
Purchase Satisfaction	16.9%	15.3%	16.1%
Fabric Thickness	21.4%	21.3%	21.3%
Suitability for Occasions	0.5%	0.8%	0.7%
Value for Price	13.2%	10.9%	12.0%
Everyday Use Convenience	0.3%	0.7%	0.5%
Color Fading Tendency	13.5%	9.7%	11.6%
T-Shirt Durability	12.0%	6.0%	9.0%
Ease of Styling	0.5%	0.6%	0.5%
Color Variations	2.9%	2.4%	2.6%
Size Fit	11.3%	6.2%	8.8%
Color Design	1.3%	1.2%	1.3%
Seasonal Adaptability	0.9%	0.7%	0.8%
Age Appropriateness	1.9%	1.9%	1.9%
Sewing Quality	6.9%	7.0%	7.0%
Compatibility with Bottoms	0.0%	0.0%	0.0%
Size Roominess	1.6%	1.0%	1.3%
Material Characteristics	1.4%	1.6%	1.5%
Moisture-Wicking Ability	0.8%	0.3%	0.5%
Wrinkle Resistance	1.4%	2.9%	2.1%
Photo Accuracy	3.3%	3.0%	3.1%
Family Wear Experience	0.0%	0.0%	0.0%
Material Lightness	0.3%	0.2%	0.3%

*The significance test is based on the distribution of mentions of topic x attribute data, using Fisher's exact test ($p<0.1$)

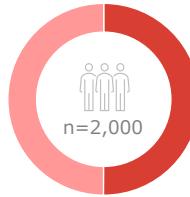
Trends

Positive Heatmap

Attribute : 性別

Percentage by Attribute

性別



■ 男性 ■ 女性

Count by Attribute

1,001

999

男性

女性

Rate of mentions by topic – Positive Rate 😊

(Positive comments by attribute) No color for few data. Yellow highlight shows statistically significant difference.

男性

女性

全体

	男性	女性	全体
Design Appeal	43.7%	50.4%	47.0%
Post-Wash Condition	25.0%	27.9%	26.5%
Simplicity of Design	46.5%	40.7%	43.6%
Softness of Fabric	27.7%	49.9%	38.8%
Purchase Satisfaction	26.7%	27.5%	27.1%
Fabric Thickness	18.8%	9.8%	14.3%
Suitability for Occasions	25.5%	18.6%	22.1%
Value for Price	11.9%	5.9%	8.9%
Everyday Use Convenience	19.6%	20.0%	19.8%
Color Fading Tendency	6.0%	7.9%	7.0%
T-Shirt Durability	14.6%	4.4%	9.5%
Ease of Styling	16.4%	19.2%	17.8%
Color Variations	8.4%	14.4%	11.4%
Size Fit	4.5%	5.7%	5.1%
Color Design	7.5%	16.1%	11.8%
Seasonal Adaptability	8.4%	11.7%	10.1%
Age Appropriateness	9.2%	7.3%	8.3%
Sewing Quality	1.9%	1.3%	1.6%
Compatibility with Bottoms	4.7%	11.4%	8.1%
Size Roominess	1.3%	6.7%	4.0%
Material Characteristics	3.8%	3.3%	3.5%
Moisture-Wicking Ability	5.9%	1.8%	3.9%
Wrinkle Resistance	0.7%	1.9%	1.3%
Photo Accuracy	0.3%	0.0%	0.1%
Family Wear Experience	4.1%	1.8%	2.9%
Material Lightness	2.1%	2.8%	2.5%

50%

40%

30%

20%

10%

*The significance test is based on the distribution of mentions of topic x attribute data, using Fisher's exact test ($p < 0.1$)

Trends

Attribute : 性年代

Percentage by Attribute

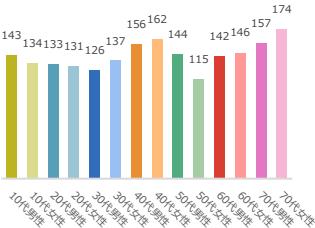
性年代



n=2,000

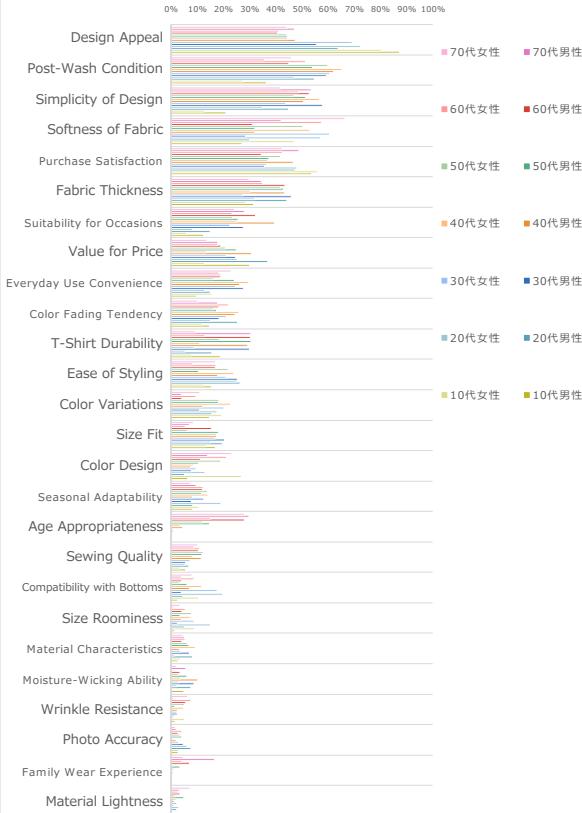
- 10代男性
- 10代女性
- 20代男性
- 20代女性
- 30代男性
- 30代女性
- 40代男性
- 40代女性
- 50代男性
- 50代女性
- 60代男性
- 60代女性
- 70代男性
- 70代女性

Count by Attribute



Rate of mentions by topic

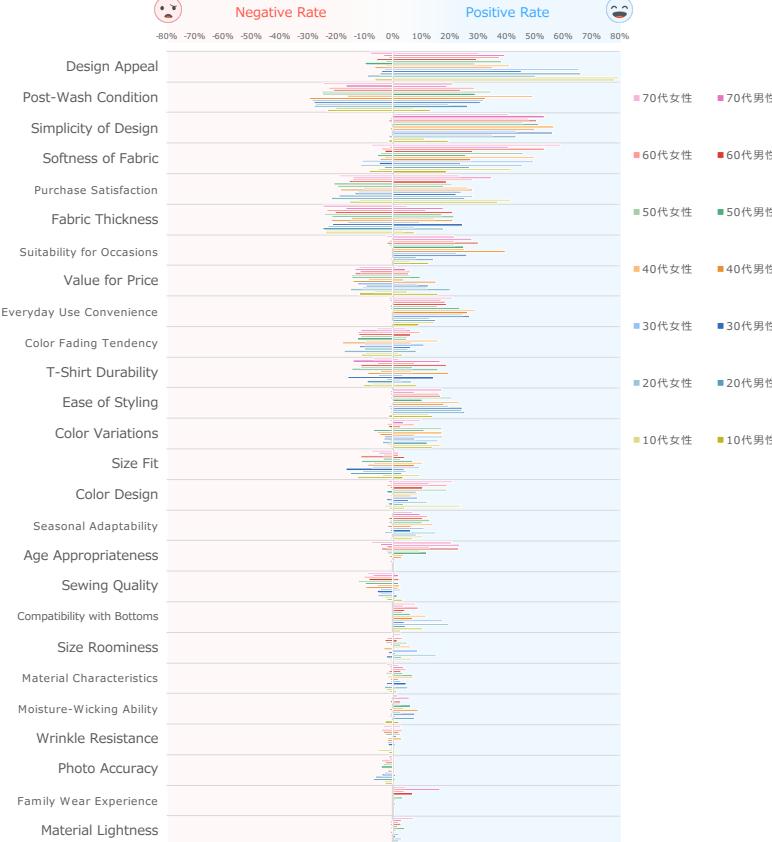
(Percentage of comments mentioning this topic, by attribute)



Rate of mentions by topic - by sentiment

Negative Rate

Positive Rate



Trends

Rate Heatmap

Attribute : 性年代

Percentage by Attribute

性年代



Rate of mentions by topic

(Percentage of comments by attribute) No color for few data. Yellow highlight shows statistically significant difference.

	10代男性	10代女性	20代男性	20代女性	30代男性	30代女性	40代男性	40代女性	50代男性	50代女性	60代男性	60代女性	70代男性	70代女性	全体
Design Appeal	87.4%	80.6%	63.9%	72.5%	55.6%	69.3%	47.4%	44.4%	44.4%	44.3%	40.8%	41.1%	47.1%	44.3%	55.4%
Post-Wash Condition	36.4%	27.6%	54.9%	47.3%	59.5%	60.6%	62.2%	65.4%	54.2%	60.0%	45.1%	51.4%	35.7%	46.0%	50.4%
Simplicity of Design	21.0%	12.7%	45.1%	35.1%	57.9%	43.8%	50.6%	56.8%	51.4%	47.0%	52.8%	48.6%	53.5%	42.0%	44.4%
Softness of Fabric	27.3%	47.0%	30.1%	57.3%	28.6%	60.6%	32.1%	53.1%	31.9%	50.4%	31.0%	57.5%	42.0%	66.7%	44.3%
Purchase Satisfaction	53.8%	56.0%	47.4%	48.1%	35.7%	36.5%	46.8%	37.0%	37.5%	41.7%	34.5%	42.5%	49.0%	42.5%	43.5%
Fabric Thickness	31.5%	28.4%	44.4%	32.1%	46.0%	27.7%	43.6%	30.2%	43.1%	41.7%	43.7%	34.9%	34.4%	29.9%	36.3%
Suitability for Occasions	12.6%	6.0%	15.0%	8.4%	27.8%	22.6%	39.7%	25.3%	25.7%	23.5%	32.4%	23.3%	28.0%	24.1%	22.8%
Value for Price	30.1%	12.7%	36.8%	25.2%	24.6%	21.2%	30.8%	13.6%	25.0%	20.9%	19.0%	17.8%	17.8%	13.8%	21.9%
Everyday Use Convenience	9.8%	15.7%	15.0%	13.0%	27.8%	24.8%	26.3%	29.6%	24.3%	16.5%	19.0%	19.2%	18.5%	23.0%	20.4%
Color Fading Tendency	14.7%	11.9%	25.6%	15.3%	18.3%	21.2%	24.4%	25.9%	17.4%	16.5%	18.3%	21.9%	17.8%	10.3%	18.6%
T-Shirt Durability	18.9%	8.2%	15.8%	5.3%	30.2%	8.8%	29.5%	11.1%	30.6%	18.3%	30.3%	13.0%	30.6%	9.2%	18.6%
Ease of Styling	15.4%	12.7%	26.3%	25.2%	25.4%	21.2%	17.9%	24.1%	10.4%	21.7%	16.9%	17.1%	8.3%	17.2%	18.4%
Color Variations	14.7%	19.4%	15.8%	17.6%	11.1%	20.4%	12.2%	22.8%	18.1%	18.3%	4.2%	9.6%	3.8%	10.9%	14.1%
Size Fit	16.8%	13.4%	19.5%	15.3%	20.6%	16.8%	17.3%	17.3%	18.1%	6.1%	15.5%	5.5%	7.0%	8.6%	14.0%
Color Design	6.3%	26.9%	5.3%	13.0%	7.9%	9.5%	7.7%	8.6%	10.4%	19.1%	11.3%	21.2%	14.0%	23.0%	13.2%
Seasonal Adaptability	8.4%	10.4%	8.3%	19.1%	7.9%	12.4%	8.3%	14.2%	11.8%	13.9%	12.0%	12.3%	9.6%	7.5%	11.1%
Age Appropriateness	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%	4.5%	3.7%	14.6%	12.2%	28.2%	15.1%	29.9%	28.2%	10.4%
Sewing Quality	5.6%	3.7%	6.8%	5.3%	5.6%	7.3%	11.5%	8.0%	11.8%	12.2%	10.6%	11.0%	8.9%	10.3%	8.6%
Compatibility with Bottoms	2.8%	10.4%	4.5%	19.8%	4.0%	17.5%	7.1%	11.7%	6.3%	3.5%	4.2%	8.9%	3.8%	8.0%	8.1%
Size Roominess	1.4%	9.0%	5.3%	15.3%	2.4%	8.8%	3.8%	7.4%	3.5%	7.8%	4.2%	5.5%	0.6%	3.4%	5.5%
Material Characteristics	2.8%	3.7%	8.3%	1.5%	7.1%	3.6%	3.2%	9.3%	6.9%	6.1%	4.2%	5.5%	5.1%	4.6%	5.1%
Moisture-Wicking Ability	4.9%	0.0%	7.5%	2.3%	8.7%	2.9%	10.3%	3.7%	6.3%	2.6%	3.5%	0.7%	5.7%	2.3%	4.4%
Wrinkle Resistance	1.4%	5.2%	0.8%	1.5%	2.4%	2.2%	2.6%	4.9%	1.4%	5.2%	5.6%	7.5%	0.6%	6.3%	3.4%
Photo Accuracy	2.8%	3.0%	7.5%	6.1%	4.8%	2.9%	1.9%	0.6%	4.2%	3.5%	2.8%	4.1%	1.9%	1.7%	3.3%
Family Wear Experience	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.2%	3.5%	0.9%	7.0%	4.1%	16.6%	4.6%	2.9%
Material Lightness	0.7%	0.7%	2.3%	3.1%	0.8%	2.2%	1.3%	1.9%	4.9%	1.7%	3.5%	2.7%	3.2%	7.5%	2.7%

Trends

Negative Heatmap

Attribute : 性年代

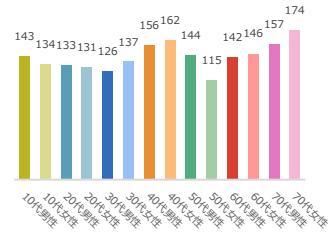
Percentage by Attribute

性年代



- 10代男性 ■ 10代女性 ■ 20代男性 ■ 20代女性
- 30代男性 ■ 30代女性 ■ 40代男性 ■ 40代女性
- 50代男性 ■ 50代女性 ■ 60代男性 ■ 60代女性
- 70代男性 ■ 70代女性

Count by Attribute



Rate of mentions by topic – Negative Rate 😞 (Negative comments by attribute) No color for few data. Yellow highlight shows statistically significant difference.

	10代男性	10代女性	20代男性	20代女性	30代男性	30代女性	40代男性	40代女性	50代男性	50代女性	60代男性	60代女性	70代男性	70代女性	全体
Design Appeal	6.3%	0.0%	9.0%	4.6%	4.0%	2.9%	6.4%	2.5%	9.7%	2.6%	5.6%	1.4%	3.2%	8.0%	4.8%
Post-Wash Condition	23.1%	20.1%	27.8%	27.5%	27.8%	28.5%	29.5%	16.0%	25.0%	25.2%	21.1%	22.6%	16.6%	24.7%	23.8%
Simplicity of Design	1.4%	0.7%	1.5%	0.0%	0.0%	0.0%	0.6%	0.0%	0.9%	1.4%	0.7%	0.0%	0.6%	0.5%	0.5%
Softness of Fabric	8.4%	5.2%	3.0%	11.5%	4.8%	10.9%	4.5%	3.1%	5.6%	4.3%	2.8%	4.1%	1.3%	7.5%	5.5%
Purchase Satisfaction	15.4%	11.9%	21.8%	19.1%	13.5%	12.4%	18.6%	10.5%	19.4%	20.9%	15.5%	14.4%	14.0%	19.0%	16.1%
Fabric Thickness	23.8%	23.9%	24.8%	22.9%	21.4%	16.1%	21.8%	14.8%	21.5%	24.3%	20.4%	23.3%	16.6%	24.7%	21.3%
Suitability for Occasions	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.7%	1.7%	2.1%	1.4%	0.0%	2.3%	0.7%	0.7%
Value for Price	11.9%	6.7%	15.0%	10.7%	9.5%	12.4%	14.1%	8.6%	14.6%	14.8%	13.4%	11.6%	13.4%	12.1%	12.0%
Everyday Use Convenience	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%	0.9%	0.0%	0.7%	1.3%	1.7%	0.5%
Color Fading Tendency	11.2%	9.7%	17.3%	9.9%	11.9%	10.2%	17.9%	9.9%	12.5%	11.3%	12.0%	12.3%	11.5%	5.7%	11.6%
T-Shirt Durability	10.5%	7.5%	9.0%	2.3%	15.9%	5.1%	9.0%	4.3%	14.6%	11.3%	11.3%	5.5%	14.0%	6.9%	9.0%
Ease of Styling	1.4%	0.0%	0.8%	0.8%	0.8%	1.5%	0.0%	0.6%	0.0%	0.9%	0.0%	0.7%	0.6%	0.0%	0.5%
Color Variations	0.7%	2.2%	3.8%	1.5%	3.2%	2.9%	4.5%	5.6%	6.9%	0.9%	1.4%	2.1%	0.0%	1.1%	2.6%
Size Fit	12.6%	3.7%	15.0%	10.7%	16.7%	7.3%	9.0%	6.8%	11.1%	3.5%	11.3%	3.4%	5.1%	7.5%	8.8%
Color Design	1.4%	3.0%	1.5%	0.8%	2.4%	0.7%	0.6%	0.0%	2.1%	0.0%	0.7%	2.1%	0.6%	1.7%	1.3%
Seasonal Adaptability	0.7%	0.0%	0.0%	3.1%	0.8%	0.7%	1.9%	0.0%	1.4%	0.9%	1.4%	0.0%	0.0%	0.6%	0.8%
Age Appropriateness	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.3%	0.0%	2.1%	2.6%	4.2%	2.1%	4.5%	7.5%	1.9%
Sewing Quality	2.1%	3.0%	5.3%	4.6%	5.6%	4.4%	9.6%	5.6%	9.7%	12.2%	8.5%	10.3%	7.0%	9.2%	7.0%
Compatibility with Bottoms	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Size Roominess	0.7%	1.5%	2.3%	0.0%	1.6%	0.0%	3.2%	0.6%	0.7%	2.6%	2.8%	2.1%	0.0%	0.6%	1.3%
Material Characteristics	1.4%	2.2%	3.0%	0.8%	2.4%	0.7%	0.6%	1.9%	0.0%	2.6%	1.4%	0.7%	1.3%	2.3%	1.5%
Moisture-Wicking Ability	2.8%	0.0%	0.0%	1.5%	0.8%	0.0%	1.3%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.6%	0.5%
Wrinkle Resistance	1.4%	5.2%	0.8%	0.8%	1.6%	2.2%	1.9%	1.9%	0.0%	2.6%	3.5%	4.1%	0.6%	3.4%	2.1%
Photo Accuracy	2.8%	3.0%	6.8%	6.1%	4.0%	2.9%	1.9%	0.6%	4.2%	3.5%	2.8%	4.1%	1.3%	1.7%	3.1%
Family Wear Experience	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Material Lightness	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	0.7%	0.7%	0.7%	0.0%	0.0%	0.0%	0.3%

*The significance test is based on the distribution of mentions of topic x attribute data, using Fisher's exact test (p<0.1)

Trends

Positive Heatmap

Attribute : 性年代

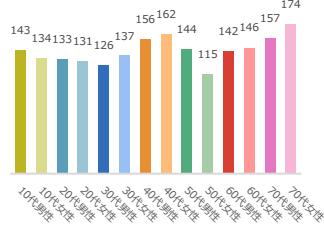
Percentage by Attribute

性年代



- 10代男性 ■ 10代女性 ■ 20代男性 ■ 20代女性
- 30代男性 ■ 30代女性 ■ 40代男性 ■ 40代女性
- 50代男性 ■ 50代女性 ■ 60代男性 ■ 60代女性
- 70代男性 ■ 70代女性

Count by Attribute



Rate of mentions by topic – Positive Rate



(Positive comments by attribute) No color for few data. Yellow highlight shows statistically significant difference.

50%

40%

30%

20%

10%

	10代男性	10代女性	20代男性	20代女性	30代男性	30代女性	40代男性	40代女性	50代男性	50代女性	60代男性	60代女性	70代男性	70代女性	全体
Design Appeal	78.3%	79.9%	50.4%	66.4%	45.2%	65.7%	35.3%	41.4%	29.2%	38.3%	29.6%	37.7%	39.5%	30.5%	47.0%
Post-Wash Condition	13.3%	7.5%	26.3%	19.8%	31.0%	32.1%	32.7%	49.4%	29.2%	34.8%	23.9%	28.8%	19.1%	21.3%	26.5%
Simplicity of Design	19.6%	11.2%	43.6%	35.1%	56.3%	43.8%	50.0%	56.8%	51.4%	46.1%	50.7%	47.9%	53.5%	40.8%	43.6%
Softness of Fabric	18.9%	41.8%	27.1%	45.8%	23.8%	49.6%	27.6%	50.0%	25.7%	46.1%	28.2%	53.4%	40.8%	59.2%	38.8%
Purchase Satisfaction	37.1%	41.8%	25.6%	28.2%	22.2%	24.1%	28.2%	26.5%	18.1%	20.9%	19.0%	28.1%	35.0%	23.6%	27.1%
Fabric Thickness	7.7%	3.7%	18.0%	7.6%	24.6%	9.5%	21.2%	14.8%	21.5%	17.4%	21.1%	11.6%	17.8%	5.2%	14.3%
Suitability for Occasions	12.6%	6.0%	14.3%	8.4%	26.2%	22.6%	39.7%	25.3%	25.0%	21.7%	30.3%	21.9%	28.0%	21.8%	22.1%
Value for Price	16.1%	5.2%	20.3%	12.2%	12.7%	8.8%	15.4%	3.7%	9.7%	6.1%	5.6%	6.2%	4.5%	1.1%	8.9%
Everyday Use Convenience	9.1%	14.9%	15.0%	13.0%	27.0%	24.8%	26.3%	29.0%	23.6%	15.7%	19.0%	18.5%	17.2%	21.3%	19.8%
Color Fading Tendency	3.5%	2.2%	8.3%	5.3%	6.3%	10.9%	6.4%	16.0%	4.9%	5.2%	6.3%	9.6%	6.4%	4.6%	7.0%
T-Shirt Durability	8.4%	0.7%	6.8%	3.1%	14.3%	3.6%	19.9%	6.8%	16.0%	7.0%	19.0%	7.5%	16.6%	2.3%	9.5%
Ease of Styling	14.0%	12.7%	25.6%	24.4%	24.6%	19.7%	17.9%	23.5%	10.4%	20.9%	16.9%	16.4%	7.6%	17.2%	17.8%
Color Variations	14.0%	17.2%	12.0%	16.0%	7.9%	17.5%	7.7%	17.3%	11.1%	17.4%	2.8%	7.5%	3.8%	9.8%	11.4%
Size Fit	3.5%	9.7%	3.0%	4.6%	4.0%	9.5%	7.7%	10.5%	6.9%	2.6%	4.2%	2.1%	1.9%	1.1%	5.1%
Color Design	4.2%	23.9%	3.8%	12.2%	5.6%	8.8%	6.4%	8.6%	8.3%	19.1%	10.6%	19.2%	12.7%	21.3%	11.8%
Seasonal Adaptability	7.0%	10.4%	8.3%	15.3%	6.3%	10.9%	6.4%	14.2%	10.4%	13.0%	10.6%	12.3%	9.6%	6.9%	10.1%
Age Appropriateness	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	3.2%	3.7%	11.8%	9.6%	23.2%	13.0%	23.6%	20.7%	8.3%
Sewing Quality	3.5%	0.7%	1.5%	0.8%	0.0%	2.9%	1.9%	2.5%	2.1%	0.0%	2.1%	0.7%	1.9%	1.1%	1.6%
Compatibility with Bottoms	2.8%	10.4%	4.5%	19.8%	4.0%	17.5%	7.1%	11.7%	6.3%	3.5%	4.2%	8.9%	3.8%	8.0%	8.1%
Size Roominess	0.7%	6.7%	3.0%	15.3%	0.8%	8.8%	0.0%	6.2%	2.8%	5.2%	1.4%	3.4%	0.6%	2.9%	4.0%
Material Characteristics	1.4%	0.7%	5.3%	0.8%	4.8%	2.9%	1.9%	7.4%	6.9%	3.5%	2.8%	4.8%	3.8%	2.3%	3.5%
Moisture-Wicking Ability	2.1%	0.0%	7.5%	0.8%	7.9%	2.9%	9.0%	3.7%	6.3%	2.6%	2.8%	0.7%	5.7%	1.7%	3.9%
Wrinkle Resistance	0.0%	0.0%	0.0%	0.8%	0.8%	0.0%	0.0%	3.1%	1.4%	2.6%	2.1%	3.4%	0.0%	2.9%	1.3%
Photo Accuracy	0.0%	0.0%	0.8%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Family Wear Experience	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.2%	3.5%	0.9%	7.0%	4.1%	16.6%	4.6%	2.9%
Material Lightness	0.7%	0.7%	2.3%	3.1%	0.8%	2.2%	0.6%	1.2%	4.2%	1.7%	2.8%	2.1%	3.2%	7.5%	2.5%

*The significance test is based on the distribution of mentions of topic x attribute data, using Fisher's exact test (p<0.1)

Appendix

About this report | Automatically generated by TopicScan

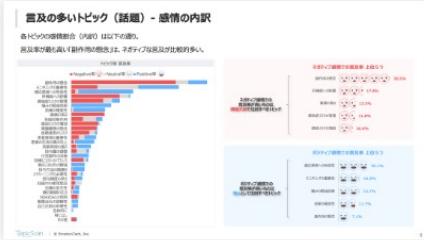
Automatic Report (PPT)



| Output Image (option)

Outputs a PowerPoint report.

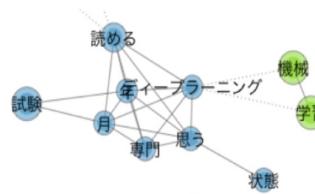
It is easier to incorporate into internal documents and make proposals. Additional analysis content for easy internal sharing.



About TopicScan

– Difference from traditional text mining

Traditional text mining



'Word-based' analysis

Amount

'Word' aggregation

(Requires dictionary for same meaning)

Content

'Word' dependency and co-occurrence

and Reading actual comments

Sentiment

(Although many cannot analyze sentiments)

'Overall' sentiment determination

TopicScan
トピックスキャン

■ Negative ■ Neutral ■ Positive

Variety of products and sizes

Stock quantity

Simple design

Trend of products

Delivery speed

'Topic-based' analysis

'Topics' aggregation

(Determine topics from context, not words)

Topics and Summary

(+ Reading labeled specific comments)

'Each topic' is classified

as positive or negative

