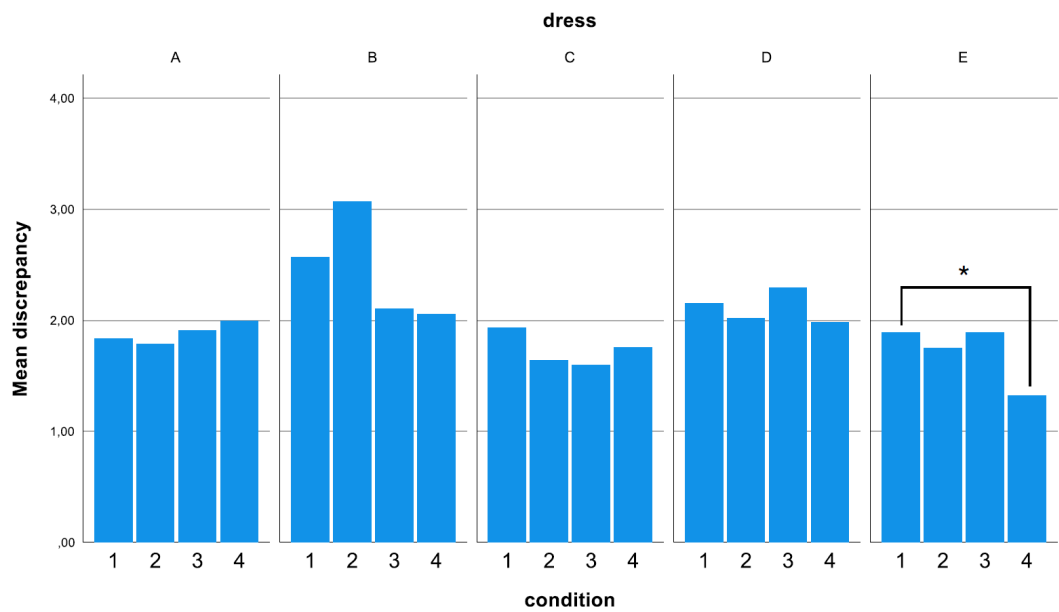


Supplementary file

These supplementary materials contain Figures 2 to 8 (source: authors' own work) and Appendix 1 (source: base fabric condition pictures printed with permission from Wehkamp Retail Group B.V., 2024; other pictures are the second author's own work).

Figure 2. Mean perception discrepancy score per condition per dress (Study 1)



Notes: Lower scores indicate less online-real difference and are better.
*p < .05.

Figure 3. Mean perception discrepancy score per condition (Study 2)

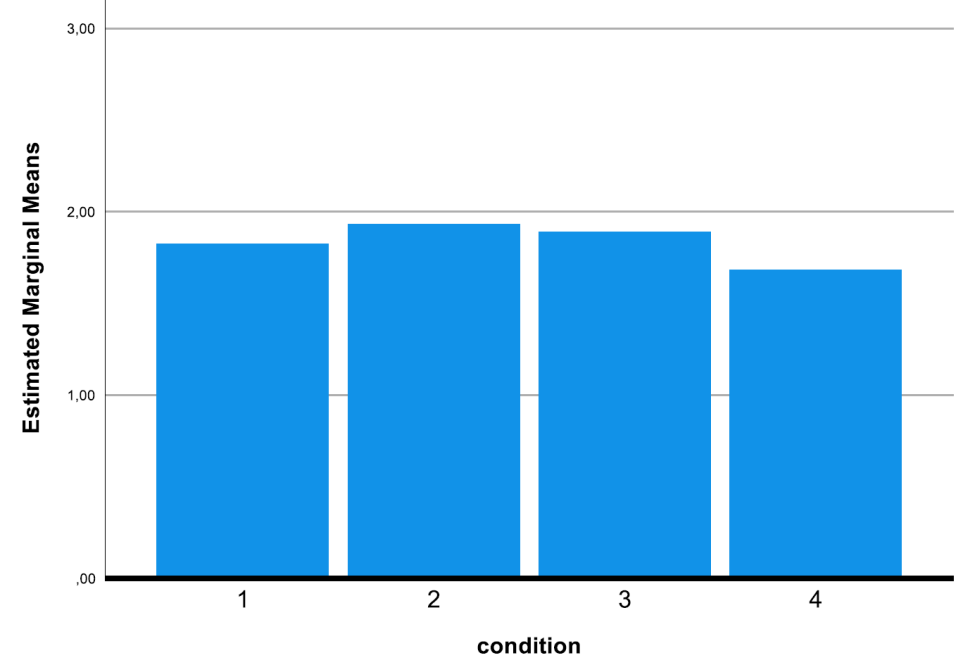


Figure 4. Mean thickness perception discrepancy score per condition

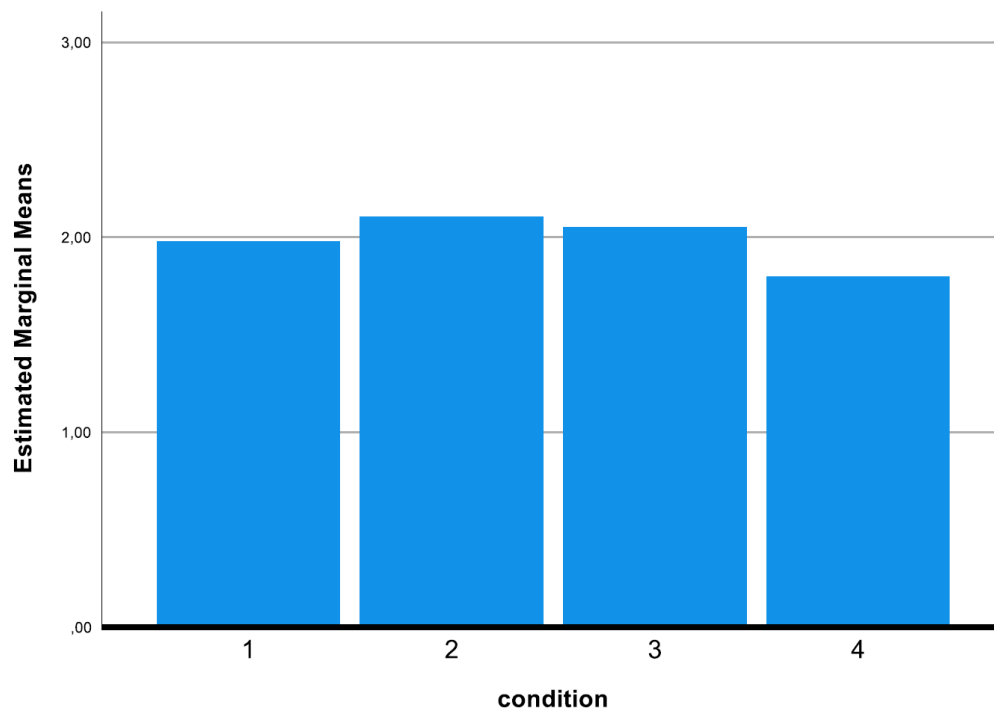
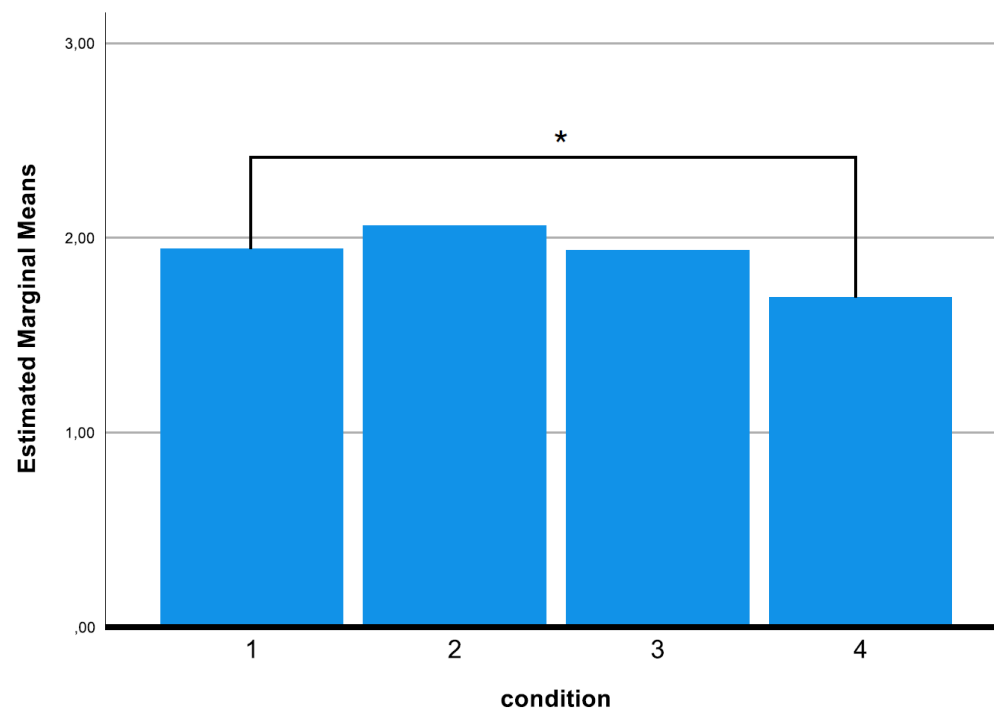
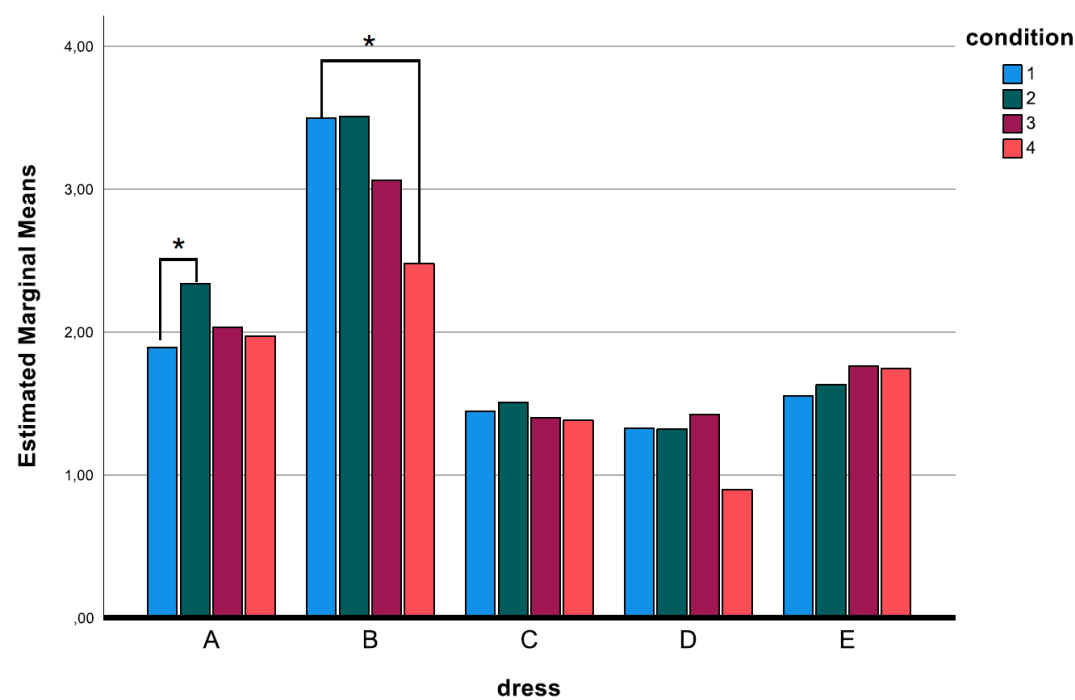


Figure 5. Mean stiffness perception discrepancy score per condition



Note: * $p < .05$

Figure 6. Mean stiffness perception discrepancy score per condition for each dress



Note: * $p < .05$

Figure 7. Mean stretchability perception discrepancy score per condition

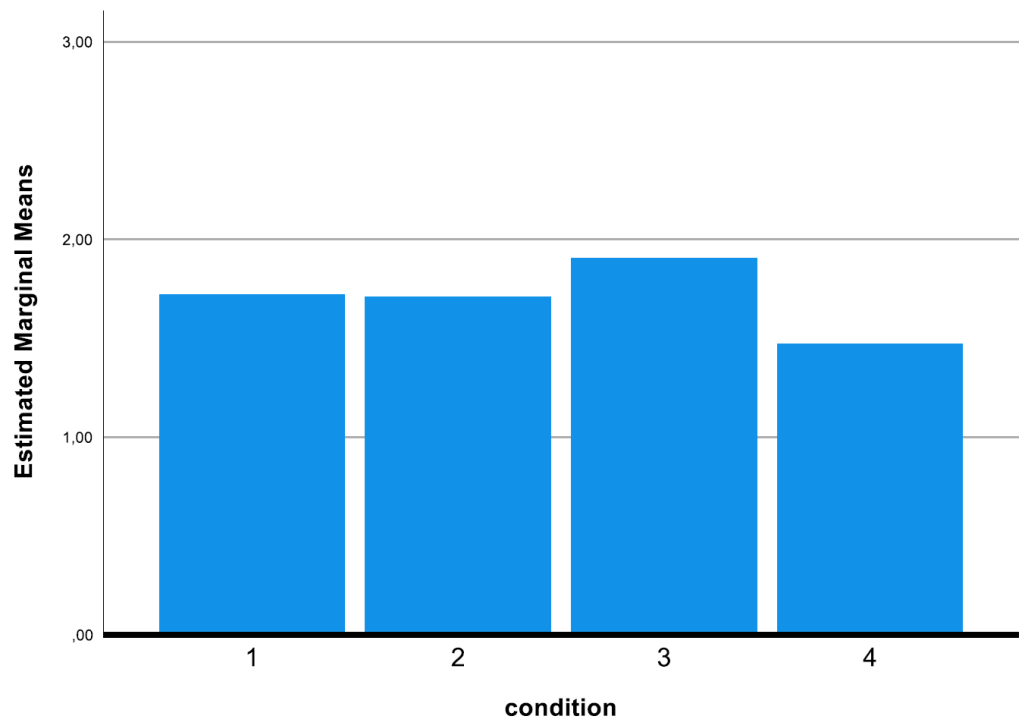
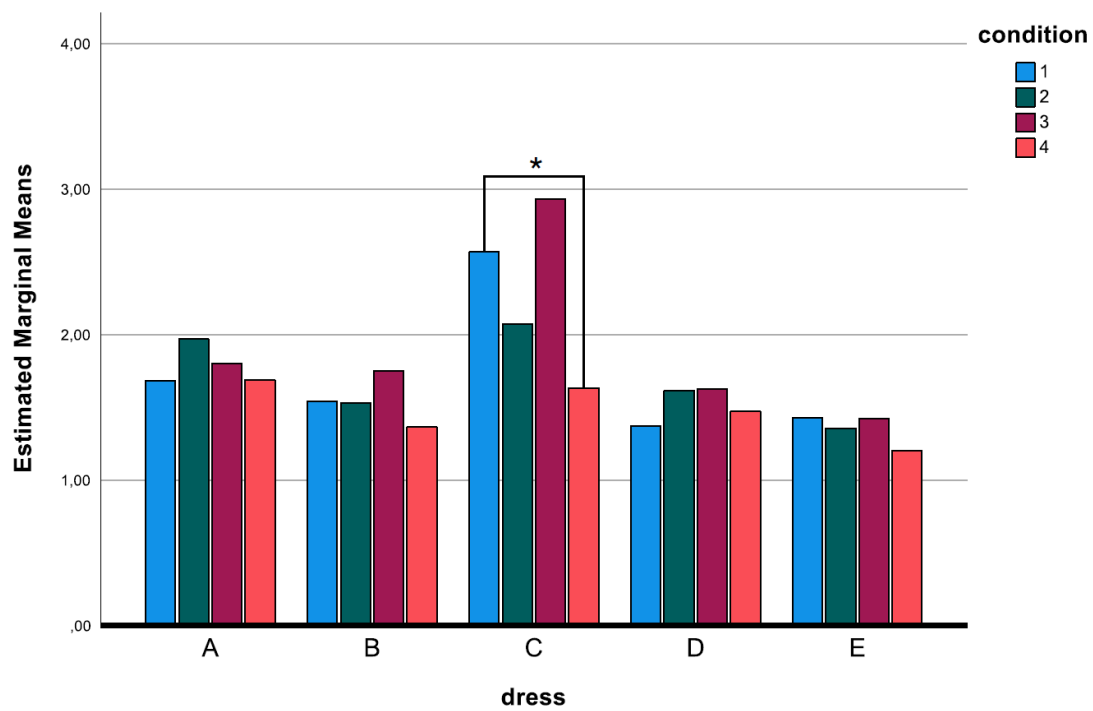


Figure 8. Mean stretchability perception discrepancy score per condition for each dress



Note: * $p < .05$

Appendix 1

The four online presentation conditions

Below, the four online presentation conditions are described for dress B.

Note: Base condition images for all dresses were from 2018, provided by Wehkamp Retail Group B.V. (pictures printed below with their permission). The textual information, scrunched fabric pictures, and videos were constructed by the second author.

Condition 1: Base condition

(NB these pictures were included in all other conditions)

Please look at this page as if you are interested in buying this dress online and try to form an impression about how the material will feel.



Blouse dress with ruffles

Ladies blouse dress, executed in a lyocell quality with ruffles. The model has a blouse collar, cap sleeves and closes at the front with buttons. The blouse dress is a slightly wider model.	
color	Dark blue
material	100% Lyocell
lining	No
washing instructions	Machine wash
print	Uni



Condition 2: Scrunched pictures condition

Base condition plus detail pictures showing the scrunched fabric



Condition 3: Model video condition

Base condition plus a video of a model wearing the dress

Some stills from the video:



Condition 4: Hands-interaction video condition

Base condition plus a video of hands interacting with the fabric

Study 1: some stills from the video:



Study 2: some stills from the improved video:

