

# CLOSET MASS INDEX

## GUIDE

A project by:





**AMFI**

AMSTERDAM FASHION INSTITUTE

**Dirty Laundry** is a student-led activist movement united for a socially and environmentally just fashion industry.

We were founded on the belief that students, as the next generation of fashion professionals, have a critical role to play in shaping the future of the industry. And that each of us has the potential to create a positive change for themselves and society.

**Dirty Laundry** aims to facilitate this change by bringing together a diverse community of students, educators and professionals, in a safe space, to encourage critical and creative dialogue and trigger collective action.

1

What is the

**CLOSETMASSINDEX?**

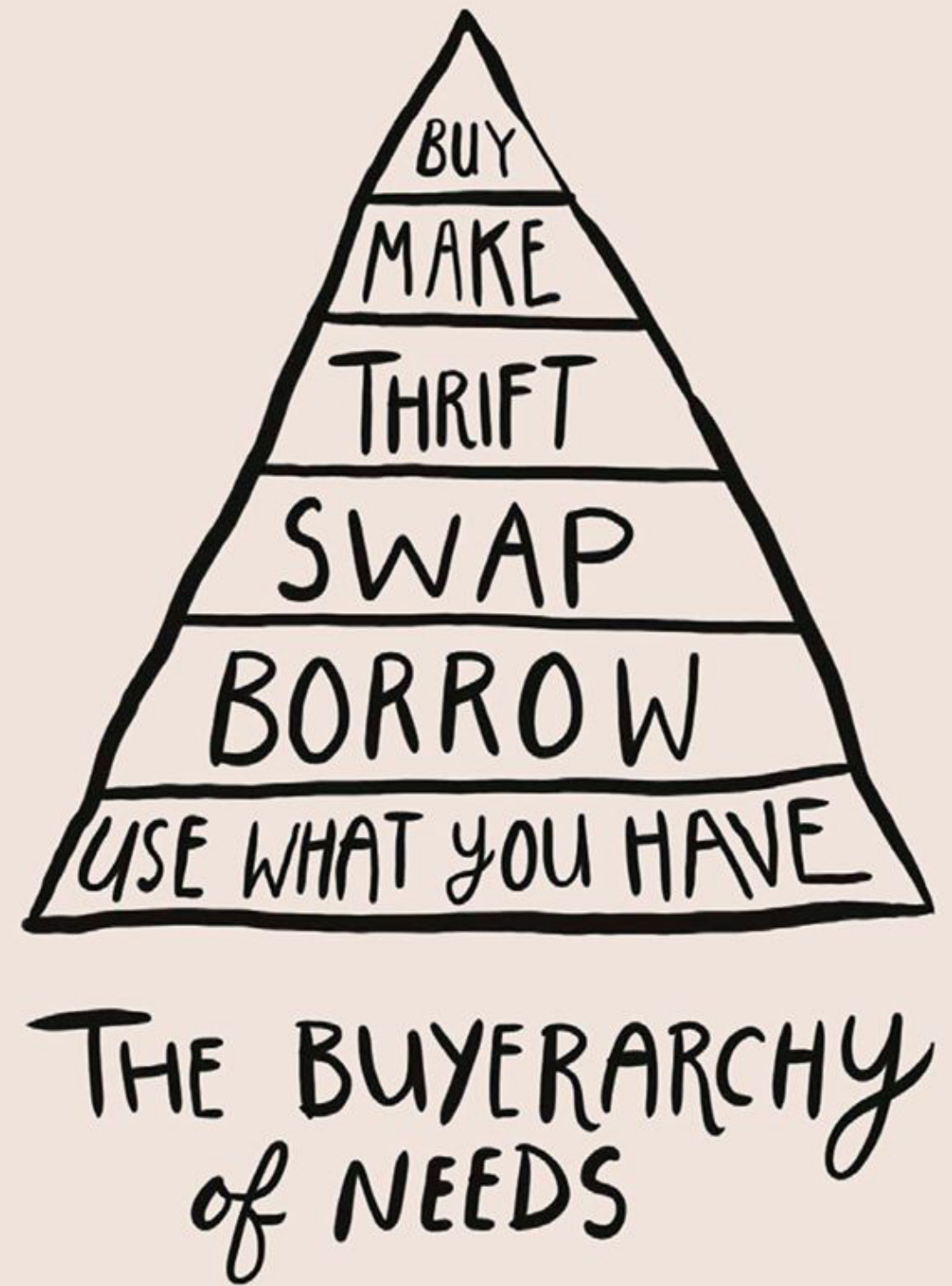
2

How does it work?

What to do next?

3

Sarah Lazarovic @fash\_rev



## Over the years we gather quite some clothes, but do we actually know what we own?

The Closet Mass Index (CMI) was created in 2018 by Dirty Laundry, fka. Hello-Goodbuy, born out of a need to see our closets with clarity.

Most clothes are bought in the spur of the moment: you fall in love with an item, perhaps without realizing you may already have 3 or 4 pieces alike. It becomes difficult to make conscious shopping decisions when you don't know what really is in your closet.

Borrowing its name from the Body Mass Index, the CMI gives insight into the health of your closet - it is a tool for measuring its volume in a qualitative way. The word qualitative is key here, since it's not just about knowing the number of items but also their origins, their journey into your closet and ultimately your own buying behavior.

The CMI pushes you to take an honest look at your closet. It can and will be confronting, but it is definitely worth it as it creates a feeling of transparency with your belongings and opens the space for reflection on your relationship with your clothes.

Unlike the BMI, we don't want to label the outcome of your CMI, we just want you to become aware of your closet. We also want to emphasize that the CMI is not meant as a motivation to throw clothes away, but to face them honestly and respectfully.

We encourage you to redo the CMI over the years, to keep this new-found awareness fresh and to see changes over time!

# What is the

# CLOSET MASS INDEX?





## example of a CMI



DATE:

02.02.2020

NAME:

Max

### 7 EASY STEPS

1. Grab pencil & paper
2. Sort your items per categories
3. Count
4. Reflect
5. Tidy up
6. Share your story!

#ClosetMassIndex

# CLOSETMASSINDEX

Over the years we gather quite some clothes, but do we actually know what we own?  
Calculate your CMI to see your closet with clarity

	NEW	2ND-HAND	GIFTED*	TOTAL	#UNWORN	#MENDED
Shirts & Tops	12	9	4	25	3	2
Jeans & Trousers	9	4	2	15	1	3
Jumpers	4	2	3	9	0	1
Dresses & Skirts	8	4	0	12	2	0
Blazers & Jackets	5	0	2	7	1	0
Shoes	12	2	1	15	2	0
Accessories	9	7	0	16	0	1
<b>TOTAL</b>	<b>59</b>	<b>28</b>	<b>12</b>	<b>99</b>	<b>9</b>	<b>7</b>

### REFLECT:

Which is the **NEWEST**?

Blue raincoat

Which is the **ELDEST**?

Grandad's jumper

When were they bought?

Feb 2020 - 1970's

Which is the **DEAREST**?

The silk shirt

How many were made: locally? 6  
in your continent? 22  
overseas? 93

What changes do you want to see in 2 years time?

- ☐ I will borrow clothes more frequently
- ☒ I will mend/personalise more clothes
- ☐ I want to have more 2nd-hand items than 1st-hand
- ☐ I want to own less clothes
- ☒ Other:





Les habits de François  
1972, Christian Boltanski



All my clothes, 1973, Charles Ray



All of my clothes, 1970, Bas Jan Ader

The act to  
look at one's  
own clothes  
is a recurring  
theme in the  
arts.

Perhaps  
because the  
things we own  
collectively  
paint a  
portrait of us.



@aimeesdearfashion, 2019



## How does it work?

**CATEGORISE**

**COUNT**

**REFLECT**

## 1. Categorise

As shown on previous example, the CMI follows categories. These will help you break down your closet and visualise their corresponding amount within the scope.

**NEW**  
**SECOND-HAND**  
**GIFTED - INCLUDES:**  
**HAND-ME-DOWNS**  
**SWAPPED**  
**MENDED**  
**PERSONALISED**  
**UNWORN**

## 2. Count

As straightforward as it sounds, counting is both the easiest and the hardest part. We recommend pencil and paper!

## 3. Reflect

Which is the NEWEST?  
Which is the ELDEST?  
When were they bought?

Which is the DEAREST?

How many were made:  
locally?  
in your continent?  
Overseas?

Where do you get most of your clothes?  
What changes do you want to see in 2 years time?

- ☐ I will borrow clothes more frequently
- ☐ I will mend/personalise more clothes
- ☐ I want to have more 2nd-hand items than 1st-hand
- ☐ I want to own less clothes
- ☐ Other:

Which materials do you prefer?

Do you see a pattern in the items you don't wear?  
What is your main trigger for buying (price, style...)?

What do you do with the clothing you don't wear/  
want anymore?

# 7 easy steps:

1. Grab pencil and paper

2. Sort your items  
per categories

3. Count

4. Reflect

5. Fill in the survey

6. Tidy up


7. Share your story!

**#ClosetMassIndex**

& look for a digital frame  
on our instagram page!



Find your worksheet here:



DATE:

NAME:

7 EASY STEPS

1. Grab pencil & paper
2. Sort your items per categories
3. Count
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Shirts & Tops						
Jeans & Trousers						
Jumpers						
Dresses & Skirts						
Blazers & Jackets						
Shoes						
Accessories						
TOTAL						

REFLECT:

Which is the **NEWEST**? \_\_\_\_\_

Which is the **ELDEST**? \_\_\_\_\_

When were they bought? \_\_\_\_\_

Which is the **DEAREST**? \_\_\_\_\_

How many were made: locally? \_\_\_\_\_

in your continent? \_\_\_\_\_

overseas? \_\_\_\_\_

What changes do you want to see in 2 years time?

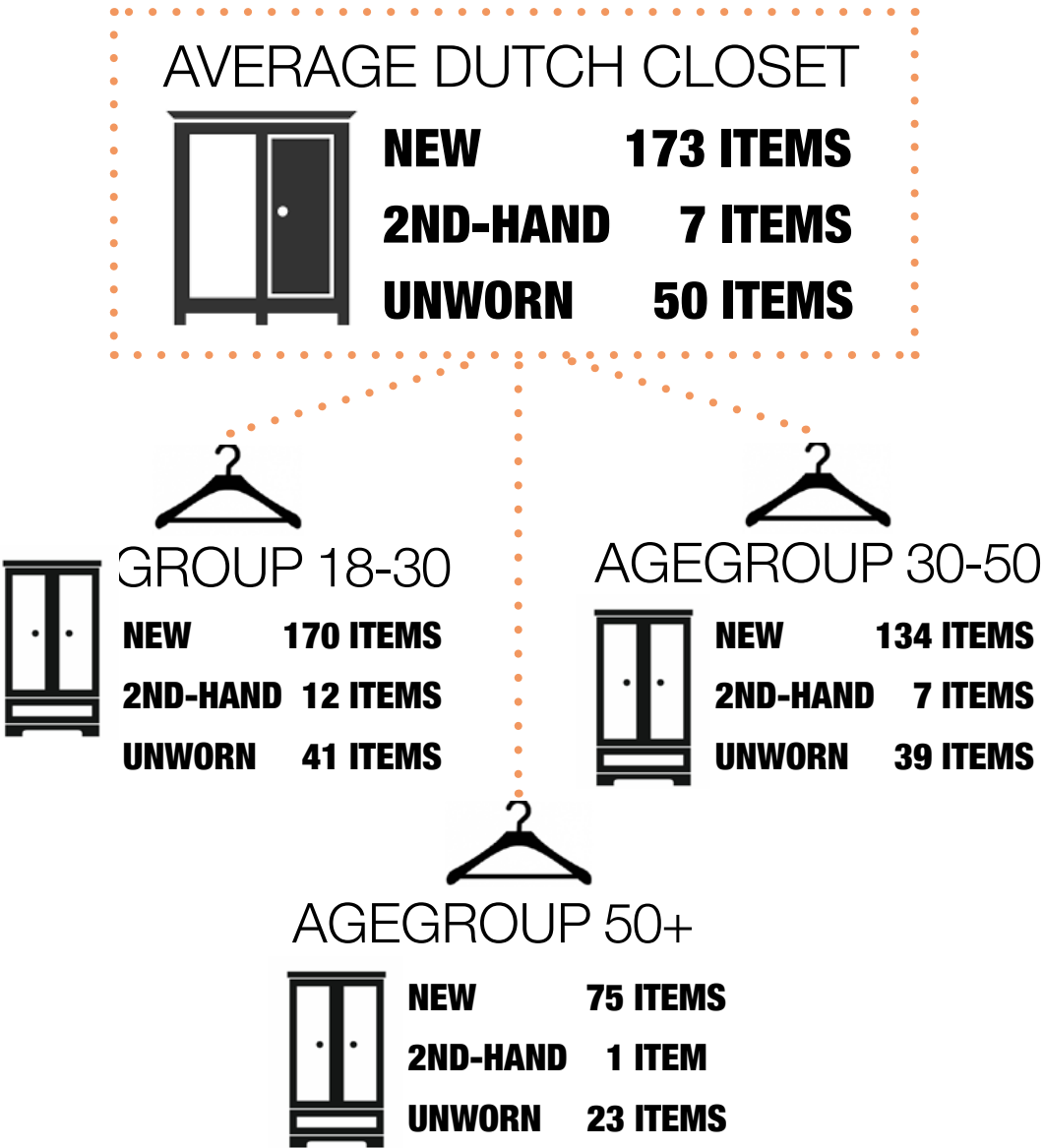
- ☐ I will borrow clothes more frequently
- ☐ I will mend/personalise more clothes
- ☐ I want to have more 2nd-hand items than 1st-hand
- ☐ I want to own less clothes
- ☐ Other: \_\_\_\_\_

1

<https://drive.google.com/>


## What does my number mean?

We've gathered some data on the clothing volumes researched in the Netherlands (Maldini et al., 2017). You can take these benchmarks into account while reflecting on your result.



Maldini, I. (2017) *Measuring the Dutch Clothing Mountain: Data for sustainability oriented studies and actions in the apparel sector*

And help us further benchmark by filling in the CMI survey on our website:



HOME ABOUT WORKS CONTACT

## WELCOME TO YOUR CLOSET MASS INDEX

START HERE >>

PRINTABLE WORKSHEET

HERE

STEP-BY-STEP BOOKLET

HERE

AVAILABLE IN 3 LANGUAGES

HERE

<https://dirtylaundryamfi.wixsite.com/mysite>

# What does my number mean?

FEMALE			MALE	
NEW	162 ITEMS		NEW	99 ITEMS
2ND-HAND	10 ITEMS		2ND-HAND	4 ITEMS
UNWORN	47 ITEMS		UNWORN	24 ITEMS



 TOWN / VILLAGE	
	NEW 104 ITEMS
	2ND-HAND 4 ITEMS
	UNWORN 30 ITEMS

 LARGE CITY	
	NEW 149 ITEMS
	2ND-HAND 9 ITEMS
	UNWORN 40 ITEMS

 SMALL CITY	
	NEW 140 ITEMS
	2ND-HAND 9 ITEMS
	UNWORN 37 ITEMS

Maldini, I. (2017) *Measuring the Dutch Clothing Mountain: Data for sustainability oriented studies and actions in the apparel sector*

# I've done my CMI. What to do next?

If the number of unworn items took you by surprise, you're not alone. We've gathered some aftercare tips to help you bring new life to your forgotten garments:

## Aftercare tips

### UPCYCLING



ZERO WASTE DANIEL

<http://zerowastedaniel.com>

Zero Waste Daniel makes clothes from scrap fabrics and old clothes, upcycling old materials into new garments.

## Aftercare tips

### MENDING

When something is treated by our own hand it grows a new liking.  
Find inspiration here:



@mindful\_mending

@golden\_joinery <http://www.goldenjoinery.com>

## Aftercare tips

### STYLE ANEW

Just play around  
with your wardrobe!  
Find inspiration here:



@\_sarahchuck

## HOW TO SHOP YOUR CLOSET

How I made over  
70 spring outfits  
with clothes I  
already owned →

#shopyourcloset



**“As opposed to consuming something new, the act of repair embodies a sense of commitment and trust.”**

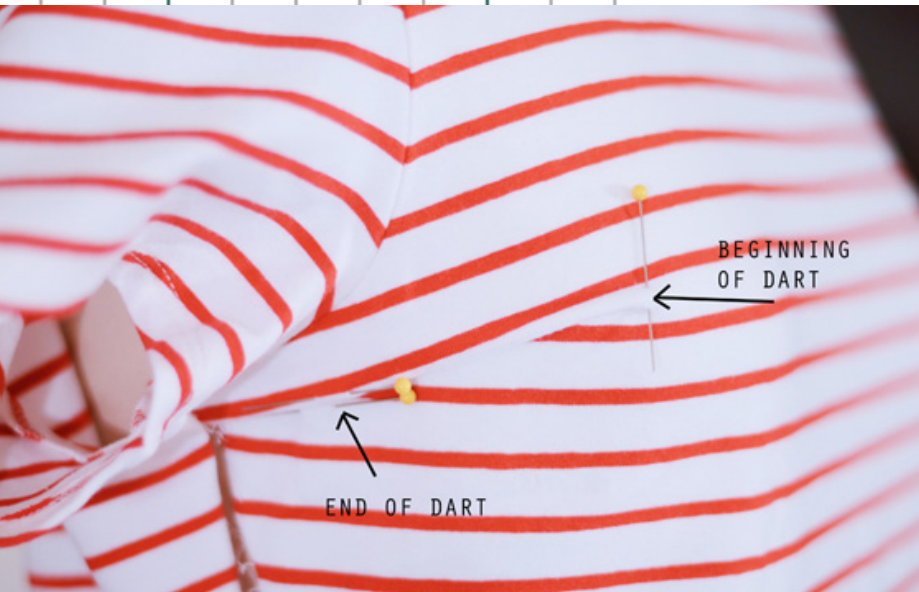
Otto von Busch (Fashion critic)

Some of these solutions may sound dismaying for their craft-dependence. If you haven't already, we really encourage you to try out a needle and yarn, just once! If you're really not convinced, remember this craft is very much alive in older generations. Take this occasion to reach out to your grandparents or neighbors!



## Aftercare tips

### TAILORING



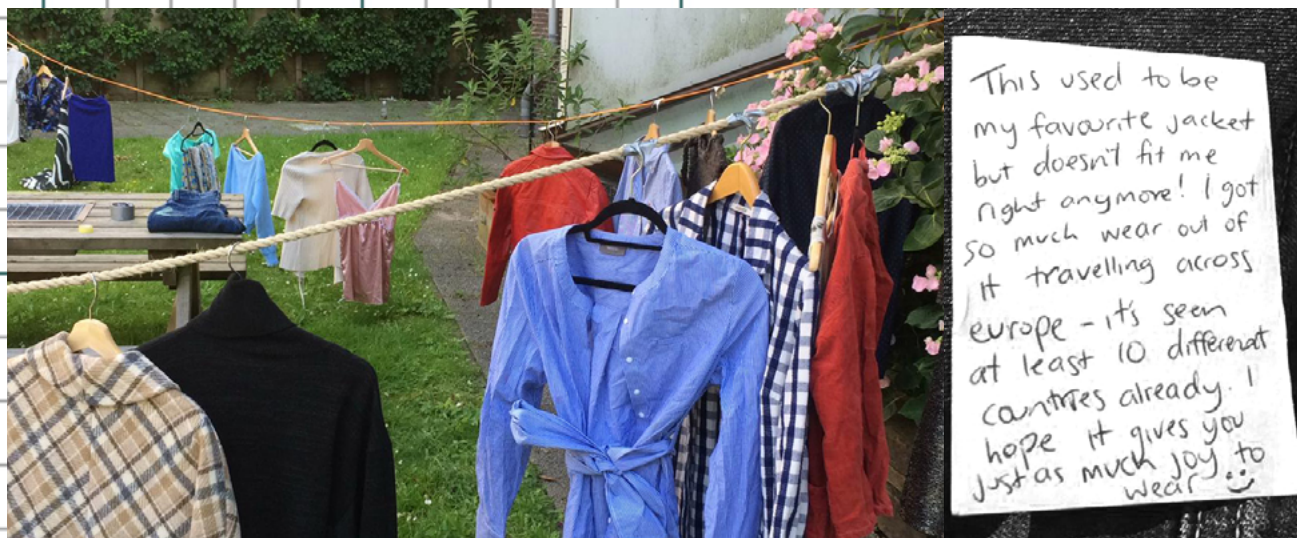
When things don't fit anymore, it shouldn't be your body that has to change. Or perhaps the fit was off from the beginning.

If you love a garment, consider having it tailored to you.

<https://www.sheknows.com/living>

## Aftercare tips

### ORGANIZE A CLOTHES SWAP



Dirty Laundry, 2019, AMFI

@fashionforgood

## Other ways to get involved



If you study or work in the clothing and textiles industry, ask your school/company to implement the Closet Mass Index in their program.

Spread the word! Use your voice to encourage friends, family and coworkers to do their Closet Mass Index.  
#closetmassindex



You can connect with us through Instagram and mail. Hit us up with your suggestions/comments or if you would like to do a collaboration with us!  
[@dirtylaundry.nl](https://www.instagram.com/dirtylaundry)  
[sayhidirtylaundry.nl@gmail.com](mailto:sayhidirtylaundry.nl@gmail.com)



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