



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

CAPSULE WARDROBE- NEED OF THE HOUR

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ABSTRACT

Style over industrialism and overproduction have put the design business one of the world's most contaminating enterprises. Notwithstanding its ecological effect, research has shown that realism prompts lower life fulfilment and choice weariness. It featured an expanded interest in feasible design utilization and moral way of life. The container closet peculiarity, that is to say, characterized by restricted apparel pieces that attention on quality, life span, and negligible or exemplary plan, has acquired openness as a guide for shoppers to stay chic while consuming less. A capsule closet is a bunch of articles of clothing that can be collected into numerous outwardly viable outfits. In its simplest form, a capsule closet is “a collection of clothes and accessories that include only items considered essential” (The free dictionary, 2016). A capsule wardrobe causes you to feel less stress in general about your clothes. A capsule wardrobe helps you weed out the items you don't love, don't look great in, or don't feel great in. You're left with a wardrobe of clothes you look and feel your best in. It's easy to decide what to wear. You spend less time deciding what to wear. Your closet isn't bursting at the seams with clothes you rarely or never wear anyways. A capsule wardrobe transforms your closet from something that can be a stressful, overwhelming burden on your life and turns it into something simplified and perfectly suited to you. Overall, a capsule wardrobe is awesome because it simplifies your life in so many ways. Not only is it easy and quick to decide what to wear, but when you aren't overwhelmed with choices you have less decision fatigue. A capsule wardrobe means you simply stress less about your clothes in general. Your closet is neat and organized, and you can keep it that way with little effort. You might even save money because you're shopping for clothes less often. Instead, feeling more content with and grateful for what you already have. You feel confident in your clothes because they all look and feel great on you. A capsule wardrobe helps you feel good when you see your clothes. Instead of feeling guilty or bad about yourself when you open your closet doors. The simplicity of your capsule wardrobe makes starting your day and getting dressed something you look forward to.

Key words- Capsule wardrobe, weariness, overproduction



Introduction:- However, depending on a person's lifestyle, needs and preferences capsule closets can vary in the type and the number of clothes included as well as in their duration. Nonetheless, the universal thought behind the concept should stay the same: less is more. Even though the concept is often hyped as a new phenomenon, the history of capsule closets goes back to the 1970s when London fashion boutique owner Susie Faux first created the term 'capsule wardrobe'. According to her, the basic idea behind the capsule closet was that "by building a capsule wardrobe you will buy fewer clothes of a higher quality that you will wear more often. You will look and feel confident and successful because the quality will show and because you know that the overall look works.

(Dougher, 2015) Her ideal capsule closet consisted of fewer than a dozen items including jackets, skirts, pants, blouses, sweaters, dresses and accessories. Later in 1985 Donna Karen revived capsule closets when she took the concept to the USA and created her first line called 'Seven Easy Pieces'. These pieces included her iconic black body suit and tights, a skirt, loose trousers, a tailored jacket, a cashmere sweater and a white shirt, which could all be mixed and matched to create a variety of different outfits. Capsules are currently the purview of fashion experts, magazine editors, and bloggers. A capsule creator manually analyses an inventory to puzzle together a relatively small set of clothing items and accessories that mix and match well. Minimalism can be defined as a lifestyle, style, technique, philosophy, a mindset or tool that is characterized by sparseness, simplicity and almost always some type of reduction (Oberdorfer, 2009). It comes from the French word 'minimum' and means the least or the smallest amount needed for something (Inan, 2014). While in the past, minimalism was mainly associated with art, music and architecture it is nowadays more and more often connected with fashion. In this sense, minimalism became popular as a style including simple forms, clean lines and monochromatic color palettes adopted by brands such as Jil Sander and Calvin Klein. Lately however, minimalism as a lifestyle has gained increased attention by not focusing (although it can) on the visually but instead the physically minimalistic. Minimalist lifestyle concepts embrace the concept of 'the smallest amount needed' by removing non-essentials (Into-mind.com, 2012). Among the minimalist concepts, the capsule closet is probably one of the most popular and widespread phenomena, focusing on something very close to peoples' hearts – their closets. Whether it's called capsule closet, apparel diet, closet detox or lean wardrobe, capsule closets minimize the clothes in peoples' closets and empower people to let go of nonessentials. The result is a clutter free closet, with a strong focus on quality rather than quantity, including essential, long lasting and versatile pieces that reflect one's personal style (Rector, 2014). By reducing peoples' consumption and changing how consumers shop and value

clothes, minimalistic concepts such as the capsule closet cannot only positively affect the society and the environment but also the clothing industry. They can play a vital part in the future of the fashion and textile industry by changing consumer mindset, demand and desire away from maximalism to minimalism, from fast fashion to slow fashion and from materialism to idealism; thereby, encouraging companies to change their value chains (from design, to production, logistics, sales and marketing) to adapt to new consumer needs. Benefits of minimalist lifestyle concepts are according to Hill (2011) less environmental footprint, more money, more time and more happiness. Leo Babauta from mnmlist.com agrees that minimalism has many benefits such as: less stress, less debt, more time for love, peace and joy (Babauta, 2016). The reasons for the increased interest in minimalism are not exactly known but are often explained by an act against mass consumption, increased social responsibility and interest in sustainability, the increased complexities in life and the thereby associated wish for simplicity (Obendorf, 2009).

How Does the Capsule Wardrobe Work?

An effective capsule wardrobe is one that has been meticulously put together so that mixing and matching is simple, you will be able to put together more outfits with fewer, better-quality pieces, and with the assurance that everything in your closet looks fantastic.

Phase 1: Analysis of style

The fact that your simple wardrobe fits your needs is its most crucial component. It will be starts with questionnaire to get a thorough understanding of preferences, style, and way of life. So that an idea of needs and preferences will be analyzed. Questionnaire should include questions like lifestyle, tastes, objectives, and natural coloration.



PHASE 2: DEFINITION OF STYLE

Establishing your style, which includes verbal and visual cues for how you want to feel and appear in your clothing (Style Words and Style Mood Board). So, assemble the components of your Signature Style as soon as you approve the style direction.

PHASE 3: STRATEGIC STAGE

Checklist of every item you require for your ideal capsule wardrobe, based on a custom algorithm identify the best organization for your ideal wardrobe

Benefits of a capsule wardrobe are

1. It's simpler to choose what to wear

Only keep that clothing which make you feel and look beautiful when you have a capsule wardrobe. You pare down your wardrobe until it contains only your favorite pieces. Making an outfit decision is quite simple when you only have access to your favorite outfits.

2. It saves time.

Don't waste time by looking at clothes that you don't love, that don't fit, that don't look well on you, or that make you feel bad. Don't waste time every morning trying on a variety of costumes to find one that fits well and looks well. It takes less time to choose what to wear because there are fewer clothing selections available to you. It also doesn't take much time or effort to decide what to dress when you only have your favorites to pick from.

3. Lessens decisional exhaustion

Decisions are a constant in our life. Some decisions are minor and unimportant, while others are greater and more significant. But we make decisions all day long. How to dress, what to eat, what chores to complete, where to go, how to handle a situation at work, etc. As you make more decisions, the quality of your decisions deteriorates, which is known as decision fatigue. Basically, making so many decisions throughout the day wears down your brain, and the more decisions you make, the lower the quality of your decisions will be.

4. Less worry overall about clothing

Feel less pressure about your clothes when you have a small collection. You can get rid of the clothes you don't love, don't look great in, or don't feel fantastic in with the aid of a capsule wardrobe. You're left with a closet full of outfits that make you feel and look your best.

The choice of what to wear is simple. You take less time to choose your outfit. You don't have a wardrobe full of clothes you hardly ever or never wear. With a capsule wardrobe, your closet is transformed from something that could be a stressful, overwhelming weight on your life to something that is streamlined and tailored just for you.

When you have a capsule wardrobe, even laundry is simpler. When you have fewer clothes, you can't allow the laundry to accumulate for weeks as you might if you had a closet full of clothing. You might wash your clothes a little more frequently

5. It's more environmentally friendly

You will buy fewer garments if you have a capsule wardrobe. You are lessening your impact on the environment because it takes a lot of resources to make clothes. Additionally, you are not buying rapid fashion with your money. This indicates that you are not supporting unethical salaries or ocean-wide micro plastic pollution.

6. Reduces negative feelings and guilt about clothes

Clothing can have a strong emotional impact. The issue arises when your closet contains items that make you feel guilty or uneasy. You could feel bad for spending money on something you seldom ever wear, or regretting having spent so much money on clothing. Perhaps you've gained or lost weight, and now that you have a wardrobe full of items that don't fit, you feel horrible. You can also let go of negative emotions and guilt by getting rid of the clothing that don't make you feel good and building a capsule wardrobe out of solely the things you love. Every time you enter your closet, you don't have to force yourself to look at the clothing that make you feel horrible. Rather, because you adore everything and feel and look amazing in your attire, your closet and the clothes in it make you feel cheerful and positive.

7. It's simple to maintain your closet's cleanliness and organization.

You will have more room and breathing room in your closet if you own less clothes. Rods, cabinets, and shelves are not jam-packed and overstuffed. There is space, so storing clean clothes is simple. It's simple to find what you're looking for. When you try to take out one sweater, nothing falls out of your wardrobe or gets lost in the back corners.

You have fewer items of clothing filling your closet and drawers, so they are neat and organized. And keeping your organized closet that way is simple. A simplified wardrobe enables you to streamline your closet. To make the most of every square inch of closet space, you don't need elaborate closet organization solutions. A straightforward closet suffices in place of a smaller wardrobe.

You might be able to keep additional items in your closet if you require less room to store garments. Or perhaps having less clothes means you can get rid of more furniture for garment storage. It creates space in both your home and bedroom.

8. Encourages confidence

It's simple to determine your personal style when you have a smaller wardrobe. You wear your clothes more frequently when you have less clothes. It's simple to recognize when something isn't flattering to you, whether it's the fit, the color, the feel, the style, etc., and toss it out of your closet.

Understanding your personal style preferences and what makes you feel and look your best is made simpler with a capsule wardrobe. You are left with items you adore that look fantastic and feel fantastic as you get rid of the stuff that don't function. You are more adept at identifying your personal style and the best clothing options for you. Additionally, having a distinct and assured style helps you feel more confident.

You feel more confidence in yourself and your sense of style when everything in your closet makes you feel and look beautiful. You may be picky about the clothes you own with a capsule wardrobe, only retaining things that make you feel and look your best. You only own your favorite clothing items, so you get to wear one of your favorite looks every day. When we're wearing an outfit we adore and that makes us feel fantastic, we all feel our best. You may feel that way every day if you wear a capsule wardrobe!

9. Boosts happiness and thankfulness

Having a little wardrobe teaches you to be happy with what you have. You are less likely to be tempted to shop and impulsively add more to your wardrobe after carefully selecting only the clothes you love and that fit and feel wonderful on you.

You understand that if your wardrobe contains pieces you don't genuinely adore, it won't necessarily be "better" with more clothes. You still have enough of alternatives that make you feel wonderful with a smaller wardrobe loaded with items you love. When you discover that having less clothes still gives you a tonne of alternatives, makes you look fantastic, and allows you to appreciate your wardrobe, you start to feel more satisfied with what you already own.

You also feel more grateful for your garments and enjoy them more. Your capsule wardrobe was thoughtfully and meticulously put together, and each item is something you love. Additionally, because your clothes fit properly and simplify your life, you cherish and appreciate them more. You grow more pleased with what you have the more thankfulness you feel for your clothes.

Like with other things, having less makes you cherish and appreciate what you do have more. The feeling of constant striving for more and better is diluted by excess, which lessens feelings of thankfulness and contentment. However, limiting your clothing gives you the opportunity to appreciate and feel pleased with what you already have.

10. Save Money

A compact wardrobe might assist reduce overspending or pointless buying. You become more deliberate and considerate about what you add to your wardrobe when you've made the commitment to it and gained experience with its advantages.

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