

A woman with dark hair, smiling, wearing a blue denim jacket over a black top and a leopard print skirt. She is holding a brown leather bag and standing in front of a doorway. The background shows a red cushion and a potted plant.

The Cost Per Wear Analysis

Free e-guide



About the Creator

Jainee Gandhi

I am a Certified Image Professional (CIP) from The Association of Image Consultants (www.AICI.org)

A head-hunter to a head turner, bringing Indian wear back to corporates, a celebrated and highly featured Image coach, mentor for budding Image consultants.

There are many phrases that have been used to describe my work in the last decade. But what I truly am, is a person who has a passion to get every individual portray their best authentic image – with a focus on appearance – for clothing is not just utility, its is a medium to say who you are.

My motto is “Refuse to be unseen”. I believe that “Style has to be inclusive of all age, size, color, restrictions of any sorts will limit is in a box and not let them explore our true worth.”

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Introduction

“How much is enough, should I shop every week?”

This is a common question I get while I work with clients.

Unlike this popular belief that you need to have a lot of things to look stylish , I say “**BUY LESS, BUY BETTER AND REALLY WEAR IT**”. Your wardrobe is your resource, use it like one.

The moment you start ignoring your clothes, your appearance, you will start forgetting then person you are and start becoming what everyone else wants you to become. Do you really want that? Clothes maybe a small part of your personality, however they play a very significant role.

Once you have a well planned and organized wardrobe, when you start thinking your clothes & accessories as resource, as an investment in your personal, social or professional life, trust me that the “WHAT TO WEAR” situation will never arise.

The cost per wear analysis is short personal guide which will give you an idea on how to shop smartly, where to spend and where to save and most importantly get maximum usage of our clothes. .

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What Is Cost Per Wear Analysis

$$\frac{\text{Cost of Item}}{\text{Number of Wears}} = \text{Cost Per Wear}$$

Cost per wear analysis in simple terms means, cost of item divided by number of times you will wear it.

By doing this Calculation, it will help you take inventory of your closet in terms of what you own, is it justified?. This will also help you make informed [purchase decisions for future and gives you clarity from buying things that you might not need or not use as much.

Cost per wear can be done with your clothes, accessories, jewellery, with every aspect of your purchase for lifestyle.

Cost per wear is also very personal in nature. You need to know your personal style, your lifestyle and then need to curate a wardrobe that works for you. For example, I cant wear heels and hence most of my investment in shoes is flats. In such a case, my cost pr wear analysis for heels even if they are small heels will be more than flats.

In closing, cost per wear is not killing the joy of buying new things, or adding mathematical calculations. It simply means, when you have limited resources or when you tend to buy too many things but not wear them, this analysis will help you understand your shopping habits and avoid overspending.

Cost Per Wear - Analysis

$$\frac{\text{Cost of Item}}{\text{Number of Wears}} = \text{Cost Per Wear}$$



$$\frac{\$150}{\text{Worn 48 times a year (4X per month)}} = \$3.12 \text{ Per wear}$$



$$\frac{\$100}{\text{Worn 12 times a year (1X per month)}} = \$8.33 \text{ Per wear}$$

If your work environment is extremely client facing and you need to dress very formal, the cost per wear for black trousers will be justified as opposed to yellow trousers. In this case although the black trousers are expensive, they still have a lower cost per wear.

Cost Per Wear - Analysis

$$\frac{\text{Cost of Item}}{\text{Number of Wears}} = \text{Cost Per Wear}$$



$$\frac{\$500}{\text{Worn 55 times a year (4-5 X per month)}} = \$ 9.09 \text{ Per wear}$$



$$\frac{\$500}{\text{Worn 12 times a year (1X per month)}} = \$ 41.66 \text{ Per wear}$$

For someone, who does not wear high heels, the cost per wear of high heel will be high.

Cost Per Wear - Analysis

$\frac{\text{Cost of Item}}{\text{Number of Wears}}$

=

Cost Per Wear

Basic
Black Top



$$\frac{\$100}{\text{Worn 48 times a year (4X per month)}} = \$ 2.08 \text{ Per wear}$$

Trendy
Printed Pants



$$\frac{\$100}{\text{Worn 12 times a year (1X per month)}} = \$ 8.33 \text{ Per wear}$$

In this particular look, the top and pants are both bought at same cost and if I discard in one year, my cost per wear for the top is less than pants.

Build Your Basic Wardrobe



Build your Basic Wardrobe

So what exactly do you understand by Wardrobe Basics?

They are those boring clothes that are always there in our wardrobe. Black Formal pants if you are working, denims for outings, basic black tee and so on. Although they look boring but they are very versatile and essential.

They are –

Flexible: They can change your whole look by adding few accessories.

Trend Proof: They are basics, you can never go wrong with that. For example in an interview you can never go wrong if you are wearing a white shirt and formal pant.

All Season: No matter what season it is, these clothes are always in season

Style Saving: If red hot pants are in season than tone them down by a basic black tee.

Outfit Multipliers: It is said that 12 basic garments can create upto 80 outfits. So just think about it. Even if you have 50% of your wardrobe as basic wardrobe than how many looks you can create.

Wardrobe Foundation: They are definitely wardrobe foundation. If you are on a low budget and trying to just get started than these basics are of great help.

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Guideline To Buy Wardrobe Basics

Few guidelines to buy wardrobe basics:

- ❑ Check your wardrobe. Before going on a shopping spree it is wise to check the wardrobe and review the contents.
- ❑ Every single garment that you purchase should suit your lifestyle.
- ❑ Get at least 2 of each, so if white shirt is your basic get 2 white shirts in different pattern, style / fabric.
- ❑ Get each essential in neutral color, so if you want to buy a formal pant, buy black first than move on to beige / green.
- ❑ Avoid fancy detailing in the basics.
- ❑ Same applies to accessories, bags and shoes. Always have basics like black and tan in your wardrobe, these colors go with most of the formal wear and have Gold / gold- silver mix for traditional.
- ❑ Get your cost per wear for each trendy garment you are investing in. This will help you save money on things that you might wear just once a year.
- ❑ The exceptions to smart shopping are when you are buying something for a specific occasion.

Personal Action Plan

What have I learned:

The action I can take now:

My long term action plan:

What Next ?

Now that you have gist about your personal style, lifestyle, here's what you can do next.

I have created a one of a kind course where I'll guide you in developing an in-depth understanding about your body shape for a life time, curating a personal style, a wardrobe that you absolutely love.



I'll help you in choosing the right prints and patterns while shopping so that you style your shape in the best flattering way possible and give yourself a positive image makeover.

Checkout the courses by clicking the link below to avail the early bird offer

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