

"Nothing to Wear" is a Lie: Redefining the Wardrobe Crisis

An exploratory study into the emotional, behavioral, and economic drivers behind the "Got Nothing To Wear" phenomenon.



While closets have never been fuller, the feeling of having "nothing to wear" remains a universal frustration. Our research reveals that feeling like "I've Got Nothing To Wear" stems not from a lack of clothing but rather a "confidence crash," an emotional disconnection that fuels reactive consumption and masks the untapped potential of underuse garment.

Our mixed-method study

5,000+ survey responses

♀ 85% / ♂ 15%

IT 32% / FR 31% / DE 15% / US 12% / UK 11%

VC buyers 36% / VC sellers 24% / Buyers & sellers 28% / Prospect 13%

10 in-person wardrobe audits

By combining attitudinal data with real-world wardrobe analysis, our research quantifies both the emotional and economic cost of this phenomenon to evaluate how engagement with Vestiaire Collective can help interrupt the "confidence crash" cycle by restoring alignment between identity, ownership, and value.

In collaboration with



Closets are not empty, they're *emotionally disconnected* from

A Universal Confidence Crisis

84% of consumers experience feeling like they've "got nothing to wear," a figure that climbs to **94% for Gen Z.**

86% of these moments are **triggered by emotions** (body image, insecurity) rather than a lack of options.

The Abundance Paradox

50% of those who frequently feel like they have "nothing to wear" own over 200 items.

We dress from habits

Only 86% say they regularly wear most of what they own.

The Perception Gap

In-home audits revealed a significant perception-reality gap: consumers underestimated their possessions by 45–50% compared to their actual wardrobe size.

"I honestly thought I owned 15 dresses. When we counted them... there were 33." - Emanuela

The Reactive Consumption Trap

This feeling is a primary driver of waste

90% of those who frequently feel they have "nothing to wear" buy something new to resolve their perceived problem.

This reactive shopping habit only provides temporary relief, failing to address the underlying emotional disconnection.



"When I feel like I have nothing to wear, I immediately think buying something new will fix it. It's not that I need more clothes... I just want the feeling to go away." - Giulia

Your “Nothing” is Someone Else’s Something

Every “nothing to wear” moment hides untapped wealth: participants held an average of \$1000 in potential resale value for rarely worn luxury/designer items.

Emotional obsolescence doesn't just drive buying; it blocks hidden earnings.



“It’s like being at a restaurant with a massive menu, you don’t know where to start. But when there are just a few good dishes, everything becomes clearer, including how you feel.” - Polyna

You’re Not Out of Options, You’re Out of Inspiration

Engagement with Vestiaire Collective acts as a remedy, reducing wardrobe frustration and interrupting the “Got Nothing to Wear” cycle.

23% less weekly wardrobe panics

50% more likely to never experience wardrobe frustration

Vestiaire Collective plays an invaluable role in helping people rediscover value, reduce frustration, and engage more consciously with their wardrobes.

Got ‘nothing’ to wear?

Welcome to the world’s
biggest closet.

Get Vestiaire Collective

