

# THE CLOTHING DECOMPOSE CALCULATOR

PRATIKSHA RATHI | METRIC & DATA VISUALIZATION | FINAL PROJECT PROPOSAL

A white t-shirt is visible in the background, featuring a faint, light-gray graphic of a person's head and shoulders facing right. Below this graphic, the words "MODERN ESSENTIALS" are printed in a sans-serif font, with "New York" in smaller letters underneath.

Greenpeace reports that the average person buys 60% more clothes and keeps them for half as long as they did 15 years ago.

# THESIS



Developing a co-creation space with teens that aim to close the growing gap in understanding the material to product lifecycle.

# EXISTING INFORMATION



DENIM  
JACKET  
10-12 MONTHS



MERINO THERMAL TOP  
9 MONTHS



NYLON  
TIGHTS

30-40 YEARS



LYCRA SPORTS  
CLOTHING



20-200 YEARS

## **But how long does it take for non-compostable items to break down??**

According to our research the following is the estimated time for some everyday items that are all around us to decompose in landfill sites:

- **Plastic bottles: 70-450 years**
- **Plastic bag: 500-1000 years**
- **Tin can: around 50 years**
- **Leather shoes: 25-40 years**
- **Thread: 3-4 months**
- **Cotton: 1-5 months**
- **Rope: 3-14 months**
- **Cigarette: 1-12 years**
- **Milk packet (tetra) covers and drink packets: 5 years**
- **Nylon clothes: 30-40 years**
- **Sanitary napkins & children diapers: 500-800 years**
- **Glass bottles: 1,000,000 years**
- **Hairspray bottle: 200-500 years**
- **Fishing line: 600 years.**
- **Glass bottle; 1-2 million years**
- **Aluminum can: 200 years**



# HYPOTHESIS



People keep buying clothes and are not aware of the existing amount of clothing in their wardrobe.

MODERN ESSENTIALS

New York

# OBJECTIVE

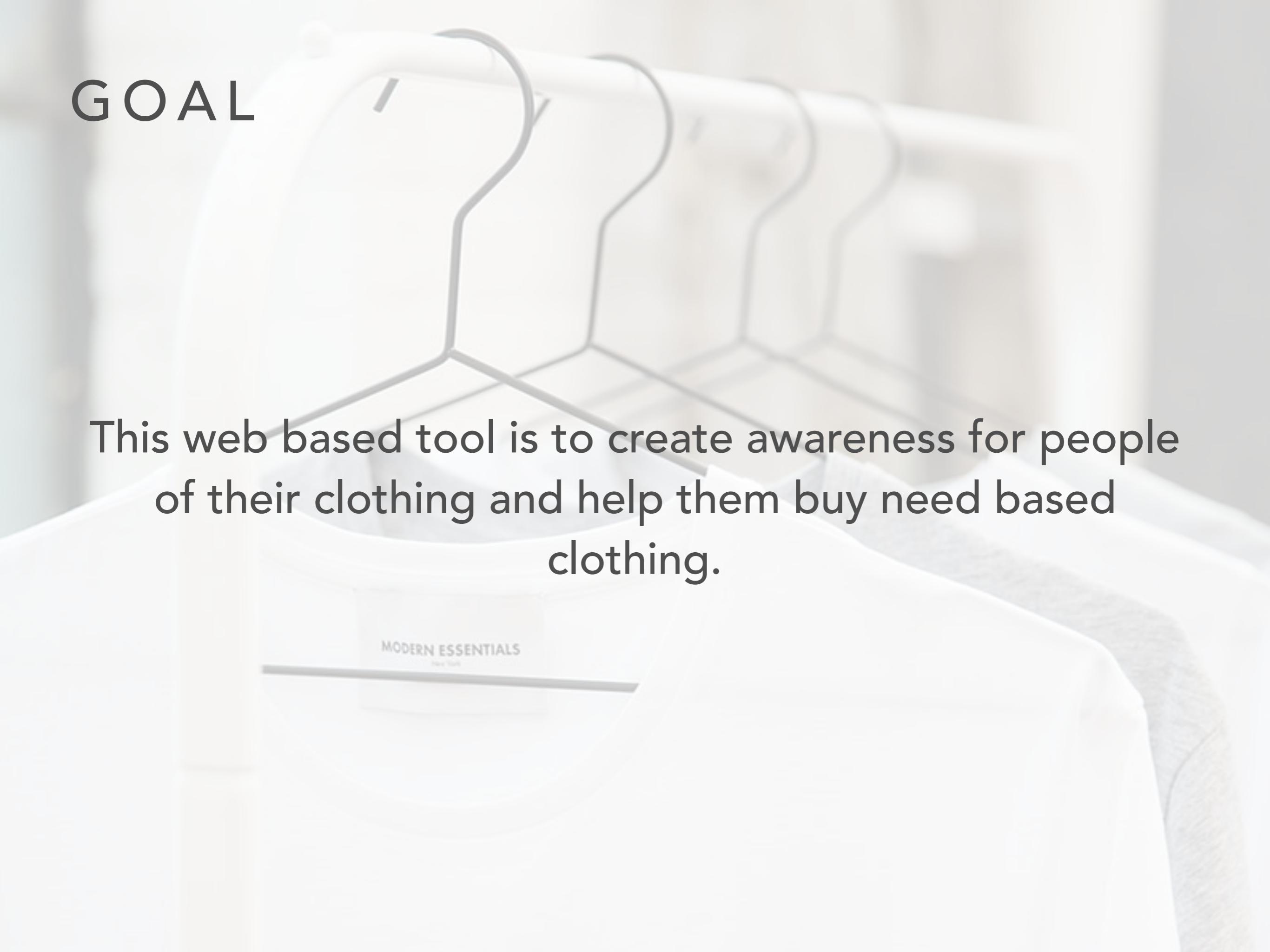


The amount of clothing we own reflects the amount of waste we are going to contribute to the environment.

MODERN ESSENTIALS

New York

# GOAL

A white t-shirt hangs from a grey plastic hanger. The t-shirt has a small rectangular label on the left chest area with the text "MODERN ESSENTIALS" in a bold, sans-serif font, with "New York" in smaller letters below it.

This web based tool is to create awareness for people of their clothing and help them buy need based clothing.

# MOODBOARD

