

What's In Your Closet?

Contributed by Synovate
Monday, 27 April 2009
Last Updated Monday, 27 April 2009

Coats, shoes, dress shirts... that sweater you hate... those trousers you hope you fit into again... perhaps memories of good times in the form of an old worn t-shirt, folded and tucked away.

Are you included in the majority of people with a certain t-shirt you cherish as an irreplaceable keepsake?

Each year during spring cleaning, is there one item in your closet that seems to escape being discarded or donated again and again?

With so many people relying on uploading photos to online albums and sharing memories via blogging, it's not rare to find yourself lacking tangible pieces of your past. It appears t-shirts are one thing people are holding onto.

According to a recent nationwide survey for BlueCotton, Synovate found that four out of five people still hold on to at least one sentimental old t-shirt—and, more likely, two or three.

One thousand online consumers were asked,
"What favorite, sentimental old t-shirts do you still own?"

About 79 percent of respondents said they still have at least one old shirt—with the average being just over 2.5 shirts per person.

Most sentimental shirts are from a vacation, but other ones are from a business or employer, a concert, a favorite pro or college sports team, or a charity.