This study discusses the quantity of clothing produced and consumed, its growth, and the environmental challenges associated with it. Moreover, the study examines how the field of design has reacted to this issue, reflecting critically on the gap between the expected and the actual effects of design strategies aimed at reducing clothing demand. Clothing personalization and durability have been central strategies to that end; however, this research points out that their expected effects are based on partial historical views and simplistic perspectives of clothing consumption. Therefore, the study proceeds in offering an alternative perspective of clothing consumption building on the systemic nature of the wardrobe.