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MANIFESTO

2020

SHIFT AND CHANGE CONSUMER OPINION BY CREATING HYPE AND DESIRABILITY FOR A NEW WAY OF THINKING/WEARING.

COMMON INDUSTRIAL MANUFACTURING PRACTICES IN 2020 ARE NOT SUSTAINABLE. THE UNITED NATIONS HAVE IDENTIFIED 17 SUSTAINABILITY GOALS THAT NEED TO BE ACHIEVED BY 2030. GOAL NUMBER 12 FOCUSES SPECIFICALLY ON RESPONSIBLE CONSUMPTION AND PRODUCTION.

WITH THE TEXTILE INDUSTRY CREATING AN ENORMOUS VOLUME OF WASTE DAILY, NOT ONLY THROUGH PERSONAL PRACTICES BUT ALSO THROUGH USER ATTITUDES, IT IS MY OPINION THAT THE CONSUMER IS THE KEY TO ENCOURAGING A SHIFT IN INDUSTRIAL APPROACHES.

CONSUMERS NEED TO START DEMANDING BETTER PRODUCTS, MORE SOCIALLY AND ENVIRONMENTALLY CONSCIOUS WORKING PRACTICES AND A REDUCTION IN THE WASTE MATERIALS BEFORE WE WILL SEE COMPANIES RESPONDING TO OUR GLOBAL CLIMATE CRISIS.

A CHANGE IN CONSUMER ATTITUDES IS URGENTLY REQUIRED.

OFFSETTING THE IMPACT

THE KEY TO SHIFTING CONSUMER ATTITUDES LIES WITHIN UNDERSTANDING WHAT SHAPES AND DEFINES THE CONSUMER APPROACH TO FASHION. CONSUMER CHOICE IS AFFECTED BY A MYRIAD OF INFLUENCES BUT THERE ARE TWO MAIN INFLUENCES THAT COME ABOVE THE REST.

**1/ CONSUMER NEED –
WARMTH, PROTECTION,
MODESTY, PRACTICALITY
AND RELIGION.**

THE NEED TO REDUCE WASTE IS KEY TO THIS SHIFT IN PRACTICES. TECHNOLOGY AND DIGITAL GARMENT DESIGN CAN PLAY A ROLE IN PROVIDING A NEW NORMAL. NOT ONLY CAN THE LARGER SCALE INDUSTRIAL PRACTICES BE ADJUSTED AND STREAMLINED THROUGH DIGITAL GARMENT PRODUCTION BUT ALSO, ON A SMALLER SCALE, DIGITAL FASHION CAN BE USED TO POSITIVELY IMPACT SOCIAL MEDIA INFLUENCERS WHO ARE ON THE FRONT LINE OF IMPACTING CONSUMER ATTITUDES.

A FUTURE WHERE SOCIAL MEDIA INFLUENCERS USE DIGITAL CLOTHING HAULS NOT PHYSICAL HAULS IS IMMINENT. I ENVISAGE A FUTURE WHERE CONSUMERS OF DIGITAL PLATFORMS

WILL PURCHASE DIGITAL FASHION TO BE WORN WHEN SOCIALISING ONLINE. THE POTENTIAL FOR A DIGITAL GARMENT IS FAR GREATER THAN THE PHYSICAL. GARMENTS WILL FIT FOR LIFE, THEY WILL NEVER SHOW SIGNS OF WEAR AND CAN BE SHARED WITH NO FEAR OF A USER OR BORROWER STRETCHING, RUINING

**2/ DESIRE TO CONVEY
A SPECIFIC MESSAGE
TO OTHER PEOPLE.**

OR FAILING TO WASH THEM CORRECTLY. DIGITAL GARMENTS HAVE NO NEED TO BE GENDERED AND CAN BE PERSONALISED, ADJUSTED AND CONSTRUCTED TO THE CONSUMER SPECIFICALLY WITH NO NEED FOR FACE TO FACE MEETING OR TRANSPORT OF SAMPLES, FABRICS OR ADDITIONAL COMPONENTS.

IT IS VITAL THAT WE BEGIN TRYING IMPACT AND SHIFT CONSUMER ATTITUDES.

FASHION SHOULD SEEK TO EVOLVE A CONSUMER BASE WHO DESIRE TO EXPLORE THE SOCIAL DIGITAL WORLD OF FASHION. A CONSUMER WHO WOULD USE SIMPLE BUT FUNCTIONAL CLOTHING MADE USING FABRIC THAT HAS BEEN MADE FROM EXISTING GARMENTS TO WORK FROM HOME. POST-CONSUMER TEXTILE WASTE IS USED TO CREATE THE FIRST STOCKS OF USER FABRICS FOR THIS FUNCTION WEAR. THE CONSUMER WOULD THEN EXPLORE, DEFINE AND REFINE WHO THEY WANT TO PROJECT THEMSELVES AS THROUGH THE USE OF DIGITAL GARMENTS.

FUTURE PROOFING CONCEPT – THE LIFEPAK

THE INDUSTRY REDEFINES THE WAY WE CONSUME CLOTHING. THE USER ENTERS THE WORKFORCE AND IS SUPPLIED WITH A STARTER PACK OF A LASER CUTTER, SEWBOT AND PLOTTER. EACH USER IS PROVIDED WITH FORM AND FUNCTION PRESETS. USERS WEAR FORM AND FUNCTION GARMENTS FOR EVERY DAY WORK. LIFEPAK FABRIC IS MADE FROM FIBERIZED GARMENTS AND WHEN THE WORK SUIT BECOMES TOO WORN TO FIX IT WOULD BE TAKEN TO THE NEAREST FIBERIZER AND RECYCLED INTO NEW FABRICS TO PROVIDE USERS WITH.

THE INDUSTRY REFINES
THE WAY WE CONSUME
CLOTHING.

EACH USER ALSO HAS A BLANK SOCIAL FORM. THE SOCIAL FORM IS A NEUTRAL BODY SUIT THAT IS FORMATTED TO ACCEPT THE DIGITAL FORM. USERS CAN PURCHASE OR DOWNLOAD OPEN SOURCE GARMENTS FOR SOCIAL WORK/TIME. SOCIAL MEDIA INFLUENCERS WOULD POSITIVELY INFLUENCE THE MARKET TO ENCOURAGE YOUNG PEOPLE TO EXPRESS THEMSELVES THROUGH THIS DIGITAL FORM. USERS HAVE THEIR DESIRE TO APPEAR AND TO BE PERCEIVED A CERTAIN WAY MET WITHIN THIS HIGHLY CREATIVE, EXPANDABLE AND MULTILEVEL APPROACH TO THE NEW NORMAL.

WIE COLLECTION

REDUCE REUSE REDEFINE CREATE

I SEEK FOR CONSUMERS OF WIE TO CREATE PERSONALISED ONE OFF PIECES USING EXISTING GARMENTS RECUT WITH PATTERN PIECES OF NEW DESIGNS. WIE PLAYS ON THE CONSUMER DESIRE TO EXPRESS IDENTITY IN INDIVIDUALISED AND HIGHLY PERSONAL PIECES.

FOUR PRINCIPLES OF WIE –

1/ REDUCE - THE REDUCTION OF FABRIC USE, WASTE AND MANUFACTURE THROUGH HOME PRODUCTION AND DIGITAL WEAR. REDUCE THE CONCEPT OF GENDERED CLOTHING THROUGH A SAFE SPACE ALLOWING A USER TO EXPERIMENT WITH STYLE AND SHAPE THROUGH DIGITAL DISCOVERY OR DIRECTLY WITH PERSONAL FABRIC CHOICE AND SELF CONSTRUCTION AT HOME.

2/ REUSE - FABRIC FOR FUNCTION USING EXISTING GARMENTS TO REMAKE INTO NEW ONE OFF PIECES.

3/ REDEFINE - THE NEW NORMAL. DIGITAL SOCIALISING AND THE 'WEARING' OF DIGITAL GARMENTS. CREATE AN ENVIRONMENT AND SOCIAL CONSTRUCT THAT REDEFINES WHAT FASHION IS AND HOW IT IS USED AND WHO CAN WEAR IT. CREATE A COLLECTION OPEN TO ANYONE, THE DIGITAL ENVIRONMENT CREATES A SPACE FOR EXPERIMENTATION AND RISK TAKING AND WIE AIMS TO ENCOURAGE THE REMOVAL OF GENDERED APPROACHES TO CLOTHING.

4/ CREATE - SHIFT AND CHANGE CONSUMER OPINION BY CREATING HYPE AND DESIRABILITY FOR A NEW WAY OF THINKING/WEARING. PUSH, ENCOURAGE, SUPPORT AND PROMOTE ERADICATION OF THE GENDERED CLOTHING THROUGH BEAUTIFUL HIGHLY CUSTOMIZABLE DIGITAL AND PHYSICAL PIECES. CREATE A SAFE SPACE TO 'SHOP' FOR SOMETHING THAT TRULY REFLECTS YOUR CREATIVE EXPRESSION WITHOUT THE DISCOMFORT OR JUDGEMENT OF ENTERING THE TRADITIONAL GENDERED SHOPPING ENVIRONMENT.