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radical
fashion
exercises

a workbook
of nodes
and methods

Valiz

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expanding time



Leave home.

Go to the main shopping street of your city.

With your eyes, take possession of the area.

Choose as a case study a fashion retail space that you usually avoid entering because it is too expensive or too 'high fashion'. It could be a luxury brand shop or a multi-brand retailer.

Consider the display system and the brand's strategies inside or outside of its premises.

Focus on the visual and sensorial elements that initially strike your attention. Identify an object/subject of interest for your exercise. For instance: windows, garments, accessories, furniture, lights, shop assistants, scent, shopping bags, or textiles. Does your chosen element arouse your interest, fear or humour?

In response, make phone notes using drawings, photos, poetry, and creative and uncreative writing. You can either appropriate the chosen element (embrace the idea) or re-programme it as an ironic gesture.

'Spending time' instead of 'spending money' invites you to have the luxury of time and to rethink the role of luxury in our culture. Pay attention to, and critically dissect, the elements and values that high fashion retailers are selling you. Play with these elements and be responsive to your surroundings.