

# MEMOIRE MOODBOARD: COULD THERE BE A LINK BETWEEN FASHION AND CONSCIOUSNESS? COULD THE ANSWER BEGIN WITH SELF-CARE AND UNIFORMS?

I think the notion of self-care could be the beginning of an answer to the question of truly «ethical» fashion.

## ETHICAL FASHION MORE THAN ITS SOURCING AND PRODUCTION?

- «Next Season's must have isn't a handbag, it's a conscience.»

- «It's not sustainable fashion that needs a make-over, it's our relationship to fashion in general that needs readjustment. Our collective vision of fashion and garments – and the role they play in our lives –»

## IS FASHION A LUXURY / NECESSITY ?

- «One of history's few iron laws, is that luxuries tend to become necessities and to spawn new obligations. Once people get used to a certain luxury, they take it for granted. Then they begin to count on it. Finally they reach a point where they can't live without it. [...] I've saved all that trouble and time, but do I live a more relaxed life?»

- «After bread has been secured, leisure is the supreme aim.»

-I would like to touch on the subject of how important ones «presentation» is, contrarily to the common idea that fashion

## SELF-CARE AND ITS LIMITS

- «Lorde also made a connection between social justice and self-care in her book, A Burst of Light (1988). In which she wrote, "Caring for myself is not self-indulgence, it is self preservation and that is an act of political warfare".»

-As Laurie Penny recently wrote, for The Baffler, the risk of promoting individual self-care as a solution to existential anxiety or oppression is that victims will become isolated in a futile struggle to solve their own problems rather than to collectively change the systems causing them harm.

- «When the individual becomes the ultimate focus of attention and nurturance, and when heightened or developed consciousness is sought through the cultivation of the body, then an era dawns in which only a partial understanding of collective social life can exist.»

## SOCIAL / CONSCIOUS/ SOUL UNIFORM?

- «What clothes you wear has meaning. And why you wear clothes has meaning too. Someone wears loose clothes and someone else prefers tight ones. There is not much of a difference between loose and tight clothes, but it does say something about the mental makeup of the people who wear them. Why does someone choose loose garments for himself while another chooses tight ones?»

Uniforms I'm interested in:

The Rashneeshees (pic2)

Wedding & celebratory uniforms in Congolese tradition

The Black Panthers

Soul and Congolese music bands

Hypebeasts

Punks

Emos

