

Emancipating in Style

Escaping the Infinite Staircase of the Fast-Fashion Industry

Revitalizing expressive fashion culture with community-based co-creation sessions and alternative future speculation through roleplay in a metaphorical world.

This thesis addresses the researcher's experience of the disappearance of local culture in fashion and costume due to the Userist design principles prevalent in the fast-fashion industry. This work intends to construct an alternative interaction with fashion which allows for more diverse cultural expression.

You are here!



A metaphorical world as a tool for reflection and speculation

From this analysis the collected insights were translated into a metaphorical worldbuilding exercise, **the infinite staircase** in which one can immerse themselves through roleplaying. This exercise allows participants to express complex experiences through physical movements and interactions with the metaphorical world. This exercise stimulates reflection on normalized behaviours and speculation regarding alternatives in a less performative setting.



Facilitating Co-creation workshops to empower artistic expression and start building a community

Both the worldbuilding exercise and insights from the Userism analysis were combined in the creation of a participatory design workshop. This workshop was designed to be held in communal social contexts, so that participants would feel comfortable to express their experiences and aspirations for more expressive interactions with fashion.

The final proposed design of the workshop, based on the collected feedback of the participants, facilitates **an interaction with fashion in which community-supported repair and alteration that encourages and inspires artistic expression.**



1. Empowerment through co-creation

When people **express their creativity**, for instance through repairing or altering their clothes, they can **take control of their interaction** with fashion.



2. Expressing your own perspective and style

With practice and time, they become **resilient to the cycle of consumption** and figure out their **role in their community**



3. Building your own community

In **collaboration with their community**, a group of people can become truly self-sustaining and establish a **community-culture**. Emancipating themselves from the infinite staircase of Fast-Fashion.