

The way we got used to address the fashion topic is not random. It's orchestrated by the fashion industry, mass media and advertising. They together got control of our imaginary and determined our style and shopping patterns. The machinery got assembled through two concepts: Fashion as a belief system, and shopping. FASHIONISM is promoted through the media, while trends are over stimulated by the newness fever. On the other hand, SHOPPING is no longer a medium to satisfy a need but an activity itself. By connecting leisure time with that we end up buying unconsciously: too much and in a dysfunctional way. These together with the media reproducing stereotyped beauty models, leads us to establish an alienated relationship with our clothing and self-image.

But this harmful system does not only affect the individual sphere. The fast fashion requires the acceptance of a production system with fierce competition, neglecting decent working conditions for the people manufacturing the clothes. And the ones who try to organize themselves in order to ask for better working conditions are punished (!!!) **In a world where decisions are taken just considering to maximize the profit, workers are set aside as a simple piece on the assembly-line.**

----- That's not work, that's slavery. -----

In this context *Vestidures* is born as a project that suggests a collection of alternative principles, not as definitive solutions but as a contributively initiative for a GLOBAL CHANGE in consumerism related to clothing.

Because looking for alternatives without questioning the traditional idea of fashion will not bring us to a genuine global change.

Because in a society with *natural* shops, *desigual* brands and *conscious* collections, it is fundamental to switch on the critical thinking.

Because we cannot wait for a "fashion revolution" to arrive and simply get on the boat...

THE REVOLUTION NEEDS TO COME FROM US.