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By-passing the fashion system: Post Modern retail - paper

Today, it has been argued, that we live in a 'post-ideological' age in which the confrontation between different positions is less radical than in the past. In dressing the body in a 'post-ideological' age the recycling shop plays a major role in blurring the boundaries created by the fashion system. Due to the wide range of clothing styles available within the retail space of a recycled shop the consumer is able to by-pass the fashion system and to rummage through the past in order to invent, appropriate or re-invent the identity of their dressed body.

Through the purchase of otherwise un-affordable clothing, recycling blurs the boundaries created by a fashion system: a system that in bringing together the dressed body and designer label elitism reinforces socio-economic boundaries, in particular social class.

Recycling could be considered a postmodern fashion retail phenomena. The availability of various design styles within one retail space both provides opportunities, encourages and legitimises the practice of social and cultural exchange between a wide variety of consumers from various backgrounds. For example, the latest in contemporary designer label, Sass & Bide, can hang next to the conservative classic label Basler which in turn can hang next to a garment with no label at all.

This paper draws upon my work at Fusion Body Coverings as a case study and exemplar of post-modern fashion retail in a post-ideological age.

[define in terms of design]. [In what ways is it radical, if at all, in what ways is it not radical].

(a system based upon production, distribution and consumption)

[Customised items which were once mass-produced-modernism]
