

## **VERA Rose (Aus)**

### ***FASHION IS DEAD. LONG LIVE FASHION. Stimulating the Design Process within the Fashion context – visual presentation***

Current Master of Arts (Fashion) by project, focuses on theoretical, conceptual and practical 'research' exploring and presenting a personally developed approach to 'design development' within the fashion context.

A specifically personalised design process has developed through a background in the visual/fine arts combined with technical and theoretical knowledge related to fashion/design and textiles.

Undertaking the Fashion Degree created a dilemma in approach to the design process, exposing differences and presenting potential for combining aspects and knowledge related to each discipline.

Educators and designers within the 'fashion' context, have the potential to broaden their approach to include design processes and practices that facilitate an original creative identity and specific but varied cultural perspective.

Four years of research combining, teaching, learning and practice, have contributed towards an understanding of alternative approaches to the design process and practice related to 'fashion'. Alternative approaches which go beyond the requirements of mass-market manufacturing, have the potential to add 'value' on many levels (design/cultural, theory/practice, economic/social)



Meanings of 'fashion' and 'dress' are explored as a practitioner/artist, contributing to a dialogue, including and existing within, the fractures and spaces between textiles, art, fashion and design. The creative exploration reinforces the value of practice-based research and encourages a cross discipline approach to text, visual and practice based methodologies. This approach includes the 'personal' experience within the individual practice as well as collaborative projects.

Exhibition Proposal:

A body of work exploring the language and meaning of fashion and its contribution towards the construction of identity, sexuality, gender and desire, our sense of 'self'. The 'fashion system' presents us with images of the ideal (body). It defines and validates the 'ideal'. It validates and invalidates concepts/constructs of beauty and the erotic. The idea that we judge and experience people on the basis of dress and appearance essentially negates, narrows, limits, distorts and contains the potential for pleasure and exchange within diversity and difference.

The work combines images, text, performative presentation of the 'self', 'dressed' within an environment communicating meaning positioned somewhere in the space between.

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