

SHE&SHE ARCHIVE ABOUT

ABOUT

anti- fashion

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Pia Bonilla &

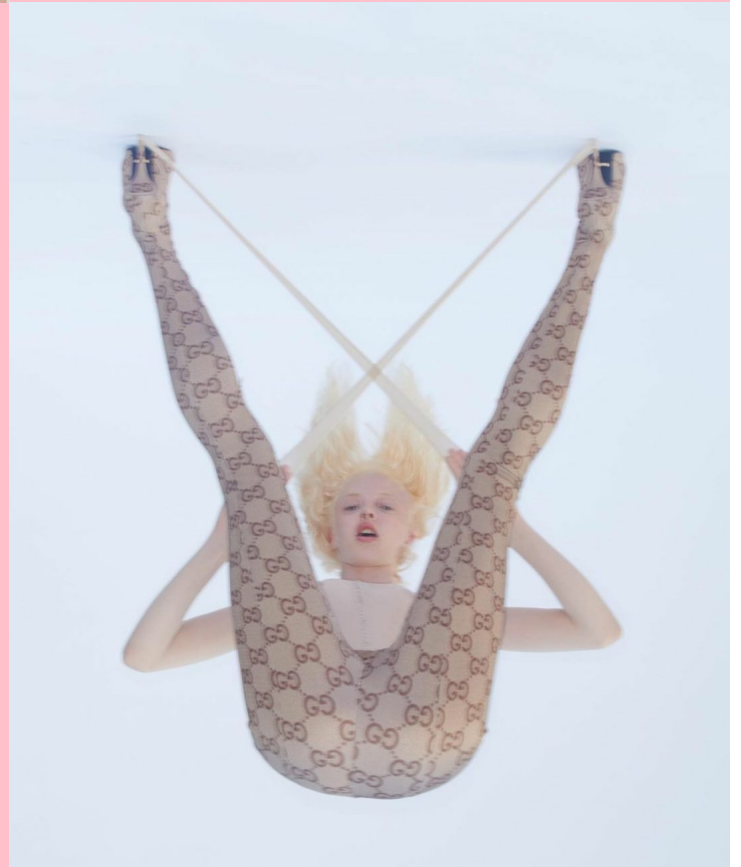
Rosana Pérez



IT HAPPENS TO ME WITH FASHION THAT AT TIMES, JUST TALKING ABOUT LOOKS, OUTFITS, RUNWAYS, ETC., LEAVES ME EMPTY AND SEEMINGLY SUPERFICIAL. I'M NOT VERY INTERESTED IN THE FASHION PART OF 'BELONGING', THE BAG YOU HAVE TO HAVE WITH THE COLORS YOU WEAR, ETC, AND THAT WORKING IN THIS INDUSTRY SEEMS

FROM THE OUTSIDE TO BE THAT, OF AN & OUT; INSTAGRAM WORLD. I UNDERSTAND THE ATTRACTION BECAUSE OBVIOUSLY I HAD FALL IN THIS AND HAVE BEEN WORKING FOR YEARS IN THIS INDUSTRY, BUT I LIKE THE CONTENT MORE, HOW EVERYTHING IS GENERATED, THE MINDS BEHIND IT, THAT THINK AND CREATE, NOT JUST SHOW. THE INSPIRATIONS. THE

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“DO IT YOURSELF”

You need a lot of culture and a lot of knowledge in fashion to work in this industry. When I’ve been to Fashion Weeks or fashion events, any of the people who work there, in addition to knowing fashion, know architecture, design, art, music. Other people in other fields will mostly know about their own work.

The fashion world is full of knowledgeable people, and I think that attracts creativity. Actors, directors, artists, musicians, photographers- all want to work with fashion, and on the other hand, I think how necessary it is. The fashion industry is full of creative people, and generates many jobs around the world... Beyond getting dressed, what we all need is a bit of fantasy, desire, aspiration, to dream that we are able to live those images for a few seconds. Imagine a world in which we only talk about inflation, insecurity, wars, etc.. In moments as special as this, we need, for our mental health, a bit of fantasy.

I love rock and music and I think that fashion and music have always been connected; for example in a super complicated and recessive moment like the 70s, the response to that disagreement was punk, and not only that, one of the most attractive things it had was the slogan “Do It Yourself” (DIY, these days). Young people without any money and with a very uncertain future, invented their looks with what they had. A (safety) pin here, a hook there; some stencils, tearing up shirts, some zippers, etc... For this reason, I am very convinced that it is not necessary to have money to have style and to talk about fashion.

Fashion helps us communicate who we are, make a statement, show our authenticity with what we have. Fashion does not exist in a vacuum. Fashion reflects culture, it reflects our times, the now. A great fashion photograph can tell you just as much about what is going on in our world as any headline or tv report, so go out, go to galleries, go to the theatre, read books, travel...all of that will come back to reward you later.





AS VIVIENNE WESTWOOD SAID
 “BE REASONABLE, DEMAND THE
 IMPOSSIBLE”. AND YOU
 SHOULD.

Fashion is one of the few industries that constantly dares to

do new things, that is in constant movement and flux, it is fluid, full of curiosity and knowledge- without curiosity, there would be no proposals or creativity. It is a world whereby everyone can be a part of, everyone can belong, and it is one of the few places where things are created from nothing and with nothing, just ideas and messages. That's why first you have to dream, then believe, and then do with what we have, create your world. As Vivienne Westwood said "Be reasonable, demand the impossible". And you should.





¡VIVA LA MODA!

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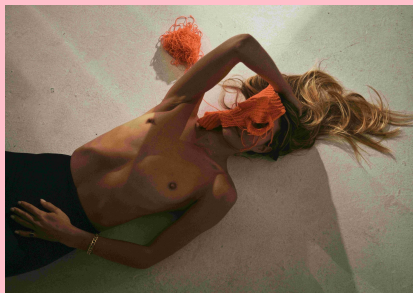
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