

Deconstruction, Recognition and Alternative Engagement — a Proposal To Democratised the ‘Dictator Aesthetics’ of Fashion’ Digital Narrative.

examining and dismantling the ‘aesthetic dictatorship’ we experience as a result of fashions’ digital marketing methods that thrive on digital engagement.

1. introduction

The online fashion landscape <how do we experience it>

- i. Media & engagement
- ii. Updates, back and forth communication and critique
- iii. Online fashion shows
- iv. Virtual forms of identity & clothes

Questioning free choice in online partisanship

Describe the feeling of recognising and belonging through engagement

2. deconstruction

Theoretical framework (Derrida’s deconstruction as strategy introduction)

Disseminating fashions digital narrative

- i. What are we seeing and why
- ii. Who makes us see what we see

3. recognition

Dictator aesthetics

- i. What does it look like
- ii. What’s making us feel

Apply the rhetoric to case-studies and examples

Recognising the image and its ‘lack’ of transparency or its ‘subliminal’

4. alternative engagement

What if we see it differently & apply the deconstruction and recognition

Hacking, playing, finding ways to subvert, destabilising current tactics

- i. proposal to disengage : Apply democratic standards
- ii. Which democratic standards?

5. conclusion