

The soirée of fashion

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ABSTRACT

The fashion boutique exploits the retail gaze and arranged museology to showcase fixed, ennobled garments. Extending beyond this traditional framework, the boutique can also provide a transformative site for dress experience, one that complicates the autonomy of the garments it houses. I approach the boutique as a performative space to produce events instead of objects. Showcasing fashion in this 'performative boutique' I use the soirée's of the Cabaret Voltaire as a model for improvisation, collectivism and bricolage. This video piece extracts from my boutique practice the 'becoming' nature of dress. The video includes actors dressed up in eveningwear and office attire amidst

two designer garments from my boutique. They act out the Dadaist frenzied dynamics of a party, reflecting the transformative nature of the dressed body and creating new imaginations of the designer's work.

Keywords

Fashion communication, designer boutique, performance art, the fashioned body, fashion auteur

Reference Images

Still images from both videos. The last image indicates the ideal install layout.











