

**Fashion Fictions** invites you  
to **imagine** and **explore** enticing  
alternative fashion **Worlds**.

[fashionfictions.org](https://fashionfictions.org)



creating brief **written outlines** of fictional fashion cultures and systems



running workshops to build on the outlines, generating **visual and material prototypes**



facilitating **'everyday dress' projects**, with participants enacting and experiencing the prototyped Worlds

# World 1

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For almost a century, the buying and selling of clothing has been illegal throughout **World 1**. Recognising the crucial social role of fashion and building on the success of the nineteenth-century rational dress movement, the charismatic leaders of the international Decommodify Dress campaign successfully argued that clothes, like organs of the human body, should be unsullied by commerce.

Ever since, domestic making and repair have been commonplace, supported by extensive textile education. Those who are unwilling or unable to make for themselves must rely on bartering, gifts (including the ultimate jackpot – an entire inherited wardrobe) or the inevitable black market.

## What if ...

making, mending, gifting and bartering were normal, mainstream fashion activities, rather than buying new clothes?

## Issue targeted:

consumer capitalism driving ever-faster consumption, with the volume of garments sold rapidly increasing

## Inspiration:

transposing the legal and moral context surrounding the donation of blood and human organs (in Britain) to the sphere of fashion

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### **World 47**

in which radical fashion students transform the industry and design training

### **World 44**

in which members of a niche movement personify a book for a year via their clothes

### **World 41**

in which usable elements of damaged garments are traded as spare parts

### **World 38**

in which prehistoric humans used plants, rather than skins, to clothe the body

### **World 35**

in which digital fashion marketplaces limit the need for physical clothing

### **World 46**

in which a city is famous for its network of municipal clothes libraries

### **World 43**

in which blue clothes, which cannot be sold, are traded at community hubs

### **World 40**

in which fabric making is located on and integrated with the body

### **World 37**

in which everyone on the planet is restricted to a capsule wardrobe

### **World 34**

in which the film and TV industry recirculates the clothes used in production

### **World 45**

in which all textiles are used initially as curtains before being remade into clothes

### **World 42**

in which mass production is rejected in favour of locally derived 'base-lines'

### **World 39**

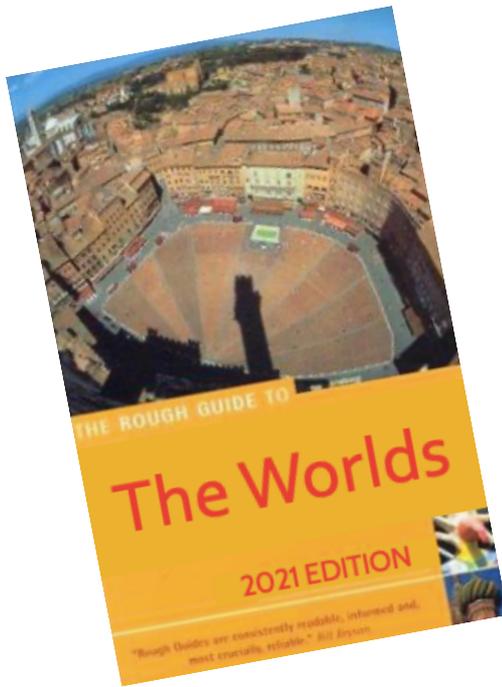
in which a child-led uprising transforms industry and consumer practices

### **World 36**

in which professional menders, like tattoo artists, help to tell stories

### **World 33**

in which celebrities must wear secondhand clothes, influencing others



## Rules of the game:

contemporary realities in parallel worlds

positive and enticing, in terms of individual satisfaction, social justice and sustainability

focus attention on **use**, rather than production

be physically **possible**

**think beyond** what happens, or even feels plausible (to you), today

## core idea

the distinctive essence of the parallel world that you're imagining

## backstory

an explanation for why and when the World split from our own

## 'what if'

the specific proposition driving your fiction

## context

the location and scale of the 'what if': local or global, mainstream or niche

## juncture

the event that caused the fictional World to split from our own

## timing

when the juncture took place: could be months, years or centuries ago

In World X, secondhand clothes are highly valued  
in one forward-looking nation.

The origins of this culture can be traced back to  
the influence of a charismatic leader in 1982.

In World X, **'what if'**  
in **context**

The origins of this culture can be traced back to  
**junction** in **timing**

# First fifty words

## Write 50 words to communicate:

- the core idea of your World (the 'what if' and context)
- the juncture that led to its development: what and when
- what happened between then and now

### *Example:*

In World 5, the 1990s saw the unexpected election of a British government prepared to take radical action on environmental issues, including the reintroduction of clothes rationing. Despite resistance, the authorities successfully introduced a standardised garment range from which wearers could select a number of items annually – and a ban on sales of fabric.

# Second fifty words

**Write 50 words to communicate:**

- the everyday fashion practices in your World
- important aspects of its fashion culture

*Example:*

The standardized garment range is revised every two years, with decisions made by public vote on a town-by-town basis. The ranges available in different regions have thus diverged, creating a new type of local distinctiveness. Personal customisation produces further variety, with trends in styling and embellishment frequently observed.

To contribute your World:  
**[bit.ly/FFsubmit](https://bit.ly/FFsubmit)**

These slides are intended for use with the accompanying workshop plans, which are available to download [here](#).

**Have you used these slides to run a workshop?**

Great! Please email to let me know! I'd be really interested to hear how it went.

**Want to share these slides, or an adaptation of them?**

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