Alex Martin, *The brown dress project*, year-long performance 2005-2006

Can the consumer inspire a counter-culture movement through creative acts of intervention and does this signal the power of the individual in shaping our future fashion industry? Alex Martin, a performance artist based in Seattle, USA conducted the year-long brown dress project in an attempt to confront consumerism. In response to the drive for over-consumption, particularly targeted towards women, Martin wore the same brown dress for 365 days adding layers of mostly second-hand clothing for winter, replacing buttons as they broke, and only changing garments for sleeping and swimming.

Martin has suggested the project might be called the “intentional wardrobe” or a “fashion de-tox diet”. The slow fashion movement, however, is a strategy that fashion designers can incorporate in the design and production of clothing. Designers can, for instance, slow the typical fashion cycle by introducing trans-seasonal collections, or by salvaging and recycling fabrics, prints and/or styles each season.

Credit: Image courtesy of the artist