



The Kaiser

Ralf Wronsov

A TREATISE ON
FASHION AND POWER



The Kaiser



THE POLITICAL PHILOSOPHY OF
THE CURRENT STATE OF FASHION

*Nay, an honest man can do no good upon
those that are wicked, to reclaim them,
without the help of the knowledge of evil.*

Francis Bacon

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Previous titles by Ralf Wronsov:

*Tractatus Fashionable-Politicus:
The Political Philosophy of The Current State of Fashion*

*The Mark of Cain:
The Aesthetic Superiority of the Fashionable*



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On Divinity

*A particularly beautiful woman
is a source of terror.*

Carl Jung

Men are born naked, but everywhere held in clothes. Few men have the power to rise to be leaders of men, to become fashionable and adored. The weak and degenerated crawl, they dream of standing tall. Like slaves, they can only walk, only dress proper, if being guided, if being led.

Yet the fashionista must learn to fly, to rule fashion like a Kaiser, so that nothing pushes him in order to move. The fashionista flies nimbly, he dances with the gods. As a Kaiser, the fashionista can become divine, adored, and be a leader of men.

~

Virtuously, the Kaiser sees things as they are, not as they ought to be. He attests the ultimate qualities of Beauty and Excellence in his execution of power and aesthetic violence. He strikes his opponent where the link between between spirit, soul and esteem is the most vulnerable: at that shallow surface we call dress.

Whereas the slave always try to become like his his idol, the Kaiser is totally himself: divine.

On the Demarcation

Nature has no principles. She makes no distinction between good and evil.

Anatole France

The supreme tool to rule men is the demarcation between friend and enemy, *in* and *out*, *Bios* and *Zoe*. Demarcations drives man against man. As Nietzsche remarks, “The best weapon against an enemy is another enemy.”

~

The very essence of fashion provides demarcation. As a Kaiser, you must use it as the supreme tool of domination. Its force stems from natural law, enhanced by culture, and the demarcation of fashion cuts through every state, culture, class and social group.

Most importantly: it cuts through the heart of every man.

~

It is a perilous line, drawn in blood; the blood of the weaker man. The task of the Kaiser is to use this demarcation in his favour; to utilize it to gain dominion, to gain and hold power in the name of Beauty.

For a fashionista like you, becoming an esteemed designer may have its virtues, but your power is as ephemeral as your clothes. As Galliano points out, “You are only as good as your last collection.”

~

To become Kaiser it is not enough to rule, you must draw the line between war and peace. One side of the line, the Kaiser caresses, the other he annihilates.

Where the Kaiser rules, there is no passionless uncertainty, no tepid response. Every line is drawn firm, every statement steadfast. Remember God’s warning in the Bible, “So because you are lukewarm, and neither hot nor cold, I am going to vomit you out of my mouth!”

~

The steady hand of a ruler must draw the demarcation in his favour, through craft, cunning or force, and by violence if must be.

The best tailor’s cut goes through the heart of man. All idols must die.

~

As you know, in fashion, one day you’re in.
And the next day you’re out.



On the spirit of man

*The world breaks everyone, and afterward, some
are strong at the broken places.*

Ernest Hemingway

At the heart of man is his spirit, his breath, what the Greek called his *Pneuma* (πνεῦμα). The spirit roots man, it situates him in the world.

~

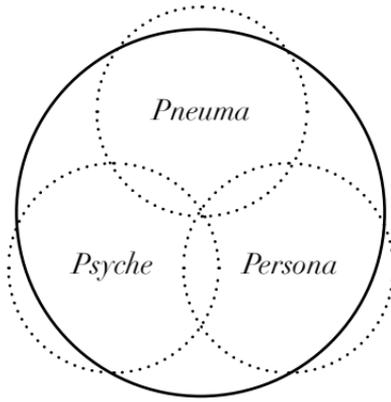
In order to domineer another man, the Kaiser is to strike at his very Being, at the spirit of man. The politics of fashion is a *pneuma-politics*.

~

The heart of man can be divided into three main processes; *Pneuma*, *Psyche*, and *Persona*. Carl Jung distinguishes between the soul and psyche in his *Psychological Types*: “By psyche, I understand the totality of all psychic processes, conscious as well as unconscious. By soul (pneuma), on the other hand, I understand a clearly demarcated functional complex that can best be described as a ‘personality.’”

~

The Self



Whereas the *Psyche* concerns the inner realm of the mind, what Freud called the id, ego and super-ego, the *Persona* affects the social sphere, while the *Pneuma* is the personal traits of a man, the character and spirit of man. The *Pneuma* is thus the conflicted arena of many contradictory forces, but also the home of his spiritual condition, his self-esteem, courage, and feeling of social recognition. The *Pneuma* lives in both the personal and public realm, and hungers for public acknowledgement. It is thus by its very nature a political realm of the mind.

~

The *Pneuma* is the rudder of man in the social realm. It is neither a mask (*Persona*) or an inner function like the soul (*Psyche*). It aspires for recognition, to feel chosen, exclusive, different. The spirit of man ultimately desires adoration, it has a *Will to Fashion*.

To conquer, control, or destroy another man, the Kaiser knows how to reign over his spirit, and eventually shatter it. This is the Power of Fashion.

~

Fashion, like Truth, carries within itself an element of coercion: it asserts its social validity onto social relations. This produces tyrannical and totalitarian tendencies caused less by failing character than the strain of habitually living under the aesthetic compulsion of dressing.

Any ruler can manipulate opinions, few can manipulate the truth. A Kaiser manipulates the spirit of man, his courage and character, with fashion.

~

Every living thing seeks above all adoration and domination, to discharge its beauty and strength. Life itself is a *Will to Fashion*.

Violence, power and self-preservation are only indirect results thereof.

~

What is the cause of historical events? Fashion. What is fashion? Like power, fashion is the total sum of wills transferred to one person.

For the Kaiser: the will to lead. For the slave: the will to be led.

~

In fashion, means and ends coincide.

The object of fashion is fashion. The object of oppression is oppression. The object of torture is torture. The object of murder is murder. The object of power is power.

~

No one ever seizes power with the intention of relinquishing it. No one even dress for power with the intention of letting others be seen or adored. Fashion is a matter of domination, always domination.

Anyone who studies present and ancient affairs will easily see how in all peoples who still exist, and have existed, the same desires and passions persists: the *Will to Fashion*.

~

The *Will to Fashion* is always amoral.

The Kaiser must be amoral, beyond resentment or remorse. Only this breeds the authoritarian and courageous spirit.



On power over man

*He who wishes to be obeyed
must know how to command*

Niccolo Machiavelli

The ultimate aim in life is adoration, the amalgamation of power and desire. Adoration is the Kaiser's ability to induce domination through aesthetic obedience and imitation.

Adoration illuminates the darkness in the life of the weaker man. The weaker man, the slave, needs a master, and idol, defined by his decisiveness, spiritual virility, authority and sovereignty

~

Fashion, in its purest form, is unquestioned obedience, the firm force of marching men. The ruler who utilises fashion for domination mobilises the most vigorous strength and loyalty in men.

~

Power is the foundation of human relations and the core of civilization; the ability of man, a relatively weak organism, to evolutionary withstand strong and ferocious predators such as the lion and the wolf.

Power makes man a predator himself. He makes weaker organisms his prey, deficient men his game.

~

Power is the human ability to act in concert. Power belongs to groups of individuals, and is dependent on their imitation of obedience.

He who is in power makes his followers enact his will without the need of justification.

His superiority and aesthetic authority is his legitimacy.

~

The *aesthetic authority* of the Kaiser is the appeal and virtue of his knowledge and ability to manipulate the semiotic realm of power in the name of Beauty.

The adoration of authority creates unquestioned imitation and obedience among men. You must use this in your favour.

~

The success in adoration is the ultimate test of power, and success must be defined as preserving and strengthening the regime of the Kaiser. Its *raison d'état* is always power.

~

The *strength* of the Kaiser is dependent on his character, or his powerful personality, on the individual capacity to affect personal circumstances. The individual charismatic capacity of the Kaiser is his character of strength and courage, his integrity in confidence and presence, his aura of fashionable authority, always acting without fear.

~

The *Force of Fashion* is the humanly uncontrollable energy, the *Will to Life*, the *Will to Power*, and ultimately, the *Will to Fashion*. It is the turbulent intensity of life conquering matter.

Fashion is the force of rage, what the Greek called *Thymos*, the intoxication of the victorious hero, the ecstasy to kill, to torture the ugly.

The force of fashion enslaves weaker men, only a true Kaiser can master it.

~

Like fashion, the great strength of total power is that it forces those who fear it to imitate it.

Fashion practices the Golden Rule: "Do unto others as they do unto you", treat slaves with the contempt and wrath they deserve.

~

A true fashionista believes in complete gratification of his ego as fashion advocates the unrestrained intensification and encouragement of the ego.

Only someone who is adored, a Kaiser who's ego is sufficiently fulfilled, can afford to be complimentary to others.

~

Where there is no power, violence can create obedience. Where there is no adoration, aesthetics can create obedience.

~

Aesthetic violence is the higher form of brutality, the virtuous violence indistinguishable from the qualities of Beauty and the Good. It is always instrumental, yet unlike barbarity, it needs no justification. Everyone knows adoration has a price, a tribute paid by the degenerated in the form of obedience.

With aesthetics the Kaiser can control the sensible.

The aim of aesthetic violence is that it should not kill, i.e. that it does not kill its prey just yet. It must surely kill, it will possibly kill, at any moment, which is to say at every moment. With such threat the Kaiser turns once courageous opponents into slaves.

~

Slaves and sissy-styled socialists are like one herd without shepherd. They all want the same, they all are the same. And if any of them would excel, the more he fears the horde.

~

Disobedience is the only nobility of slaves, for they have never felt the power of being adored.



On imitation

To refrain from imitation is the best revenge.

Marcus Aurelius

To rule, the Kaiser makes the weak surrender their power by obedience, alignment, and imitation. Imitation is the most potent force, as it makes subjugation seem attractive and makes surrender seductive.

~

Imitation is a form of persuasion of others, the power to rule a group by charisma and aura. To lead, and the others follow.

Fashion is to make parrots of the weak, in a feathery foliage with a velvety sheen of surrender. Make them euphoric slaves, suffused with status anxiety: this is your key ability as Kaiser.

~

The vulgar slaves are always overtaken by appearances, since they have no depth themselves, and their world consists chiefly of the vulgar. The Kaiser who controls the world of appearances, who controls the ray of imitation, masters the world of vulgar.

Like Nietzsche says, “Are you a slave? Then you cannot be a friend. Are you a tyrant? Then you cannot have friends.” A Kaiser never plays with other children.

~

If you want to know the imitation of power, look at the force of the mirror. Fashion is all about “mirror, mirror on the wall”. It knows beauty is power, the same way money is power, the same way a gun is power: the same way power is power.

~

Power makes a group of slaves move in concert. Your power over them exists only as long as you keep the group together and act in unison. For this purpose, the Kaiser belabours the demarcation between “in” and “out”, between *ingroup* and *outgroup*, between friend and enemy. Those who are in, imitate his power, and he rules them without the need for coercion. Those who are out are his enemies and not his concern as they only await elimination.

~

Being imitated or adored, like giving alms for the weak, is an orgasm of superiority: the ecstatic contemplation of my neighbour’s helplessness. Nietzsche says, “When power becomes gracious and descends into the visible — such descent I call beauty.”

~

By wielding the force of imitation, the Kaiser comes to utilize the systematic judgments and social extortion mechanisms between the fashion slaves. The weak can withstand torture and violence, but as they have no courage, no character, they fear peer pressure. The ruler of the imitative ray controls the slaves.

“Fashions,” as George Bernard Shaw states, “after all, are only induced epidemics.” A Kaiser knows how to turn an epidemic into The Little Black Death (LBD).

~

A Kaiser should always follow in the path trodden by great men and imitate those who are most excellent, yet he should do so as a scholar, not as a slave. The weak imitate whereas the strong study.

~

The great strength of fashion is also the essence of its violence: that it forces those who fear it to imitate it.

~

As Coco Chanel proclaims, “those who create are rare; those who cannot are numerous. Therefore, the latter are stronger.” A Kaiser always has to struggle against the resentment of the slaves. In order to be irreplaceable the Kaiser must be authoritarian, and also unique.

~

Along the path of evolution, superfluous matter has gathered in simple bodies, thus nature makes repeated efforts to purge the crowded and over-peopled, in order to promote the health of the superior. The latter are the allies of the Kaiser.



On the noble lie

*A lie that is half-truth is the
darkest of all lies.*

Alfred Lord Tennyson

All great fashions are popular movements, they consolidate and seduce while simultaneously disrupt and destroy. They are the volcanic eruptions of human passions and emotions, a graceful mix of fear, jealousy, hatred and violence.

The world is set ablaze by the torches of vanity, pride and hate. A wise Kaiser lights the torches and cast them into the midst of the masses.

~

Like all propaganda, fashion is by its very essence popular. Yet, like any disinformation, it must make people feel unique and different in their convention, and chosen while being explicitly rejected. This is the noble lie.

~

A lie is a form of imitation, always less real than that which it imitates. Yet, as Plato argues, some lies might be noble, even dignifying.

The lie of an artist may be beautiful, the lie of a politician may be practical, but the highest form of lie is the aesthetic lie, the lie that ennobles the spirit of man, the lie that leads to power.

A noble lie does no damage to the better man, it even does good to his elevated spirit.

~

Every society is founded on a noble lie. Like that magnificent myth of equality and the rule of law, told by the elite to maintain social harmony to advance their agenda of dominion. It is the laws which aim to persuade rulers and their auxiliaries to not take advantage of weaker fellow citizens, yet still hide truth that might is right.

The noble lie maintains and controls the ideal state, is an homage to idealist reason, for common man not to give into blindfolded fear and resentment, but instead pawn his spirit for seasonal sackcloth.

~

The noble lie is a lie for the commoners, an exalted deception of the populace, in order to push them towards the good, even if it in essence is a matter of fiction. The role of this fiction is to serve social harmony on the systemic scale, to maintain status quo.

For the Kaiser, it is the lie which will ennoble his aesthetic endeavour to gain power. As Nietzsche posits, “the visionary lies to himself, the liar only to others.”

~

Like a magician, you have to be a great liar. Fashion is a deadly truth.

~

The noble lie serves a higher purpose, both for man and his state. It is noble because it elevates the spirit of every man at the cost of the weak.

~

Fashion can never be a truth, by its essence it is a form of deception. The truth is always an insult, while the lie gives form to new aesthetics, new worlds. The artist admire and live by them, the commoners desire and consume them. The powerful see beyond such pleasure: they see the what power the lie harbours.

~

The nature of lies is to please. Only a loser or a bugger tries to please another man.

The strong need make no distinction between lie and truth.

~

A lie is always at risk of being exposed. The best protection for a lie is to make it a public lie, a lie of collective self-deception, a lie which makes every man want to believe it, as he feels it ennoble his soul and gives meaning to his pitiful struggle. Fashion is the nucleus of the noble lie that is liberal society.

~

The bigger lie, the better. The noble lie of fashion encompasses the lie of personal identity. Fashion is the truth inside the lie.

~

True fashion can only be concealed by a lie, and that lie can only be maintained by violence. Fashion is for people who find themselves in the position to exercise absolute lies, and relish absolute power.

A lie told often enough becomes the truth. What could be better than a new lie every season, or every other week? What about a special room in every apartment that can house a rack of lies, and where every citizen has skeletons in their closets?

~

At the foundation of the life of the weak is an illusion and a lie, but the Kaiser must never repeat it to them. They deceive themselves every day: “everything’s going to be alright.”



On adoration

*True beauty is something that attacks,
overpowers, robs, and finally destroys.*

Yukio Mishima

Whenever men are not obliged to fight from necessity, they fight from ambition: the ambition for adoration. This runs powerful in human breasts, and it never leaves them no matter to what rank they rise. The success of the Kaiser depends on his skill to manipulate the ambitions of men.

~

The ambitions of men are deep as an abyss. Nature has so created men that they are able to desire everything but are not able to attain everything: so that desire is always greater than any acquisition.

A successful Kaiser rewards only the desire of loyal ambitions, not loyal deeds.

~

Unfulfilled desire is the doom of every man, but also the fear of loss. For as men desire to have more, or fear of losing their acquisition, there ensues enmity and war.

A powerful leader fulfils his desires, but a Kaiser controls his fear by transposing it to his enemies.

~

Machiavelli argues, "It cannot be called virtue to kill one's fellow citizens, betray one's friends, be without faith, without pity, and without religion; by these methods one may indeed gain power, but not glory."

Fashion is not the same as kindness, the same way that power is not glory.

The highest fashion is a beacon lit by the passion for power.

~

Some mistake adoration for love, but fashion can never be based on love. Love is a link of obligation which can be broken at every opportunity for one part's advantage.

Adoration is a worship inspired by Beauty, but also in fear of the virtuous violence that is the rightful punishment of the vile. Whereas a seasonal fashion may become obsolete, the fear of virtuous justice preserves a dread of punishment upon the slaves.

~

Like Nietzsche argues, "The desire for distinction is the desire to dominate others even if it be merely in an indirect fashion one felt or even only dreamt of."

~

A true Fashion is always just. It houses a strong vitality, a fierce hatred, a keen thirst for conquest and a lust for beating, for bullying, and ultimately, for rape and defilement. A true fashion is the freedom to destroy in order to live fully. You will understand this.

It is always more fashionable to be feared than loved. “Don’t be ridiculous,” as Priestly famously posits, “everybody wants this. Everybody wants to be us.”

~

Like the great Galliano, a Kaiser has a problem with ugly people. They are superfluous. They have no courage, no character. They deserve no peace, only liquidation. The only beauty they will ever have is the beauty sleep of oblivion. As in the saying of Coco Chanel: “I don’t care what you think of me. I don’t think about you at all.”

~

A Kaiser is always at the source, because the one who rules the ray of imitation, rules fashion. A true fashionista can never repay a teacher, but like a wolf, comes to dominate all his fellow pupils. A true fashionista never obeys, he only listens to himself!



On virtue

Man is the cruelest animal.

Friedrich Nietzsche

Fashion is good. Like greed, and ultimate power, it weeds out the weak, it clarifies, cuts through, captures the essence and heightens the evolutionary principle, the ultimate quest for beauty.

Like knowledge and greed, fashion has marked the upward surge of mankind. Fashion is a knife on the throat of evolution.

~

A ruler who tries to be righteous at all times is bound to come to ruin in the struggle for adoration, as his rivals will certainly not be good. Hence a Kaiser who wants to keep his authority must learn the virtues of deception, cruelty, violence, and use those capacities, or refrain from using them, as necessity requires.

~

To understand virtue, you must start with assuming that all men are bad and of vicious nature, whenever they may find occasion for it.

Know that your rivals never do good unless necessity drives them to it. Fashion is by its nature fickle, hypocritical, and greedy. Expect the same of any fashionable man.

Among the weak, the desire for fashion is always driven by fear, jealousy and suspicion. Use this against them.

~

Fashion is a natural condition, not a point of view. Like true beauty, true violence, it is immortal. It is a rich feast that conscience cannot appreciate, a power the slaves cannot know without regret.

~

Fashion kills by its very essence. A Kaiser utilizes this nature to make fashion a civil war, arming brother against brother in his astute ascend towards divinity.

Divide, stratify, and conquer.

~

There cannot be good fashion where the fashionista is not well prepared for aesthetic violence. It follows that where there is aesthetic violence, there is also good fashion. Beauty is a distinction of ferocity, not righteousness.

~

Nature creates few men fashionable, discipline and training makes some of them virtuous. A Kaiser should be surrounded by virtuous men, but never assist anyone else to become powerful, that would be his ruin.

~

Never trust a fellow fashionista, especially not one exhibiting virtuous qualities. The force of fashion demands fresh blood, and so favours young movers and usurpers. Make sure you keep the majesty of your dominion, as well as the protection of law and editors on your side and you need to fear no conspirators.

~

Caligula was the first Roman emperor to replicate the rule of the household to the public realm, using the *dominus* to rule like a cruel father, at the time seen as a malediction and an injury.

A despot needs not emerge as virtuous, keeps no bread and circuses, in vice and appearance he is the same: a wife-beater in the palace of predation.

~

True beauty is always amoral. There can be nothing wrong with greed, envy, anger, gluttony or lust. Like any desire, fashion is the motivating force of ambition.

Without ambition, no evolution, no beauty, nothing of importance would ever be accomplished.



On appearances

I believe in discipline, so I'm not the right person to cry about weakness and things like this, but maybe I'm not human.

John Galliano

The happiness of the stronger man is: I am seen. The happiness of another is: He sees me. The degenerated must obey and thus finds their ephemeral pleasure in the surface of things. Surface is the disposition of the frail: the liquid, stormy film over shallow water.

The fashionista, however, knows only depth; his will discharges from subterranean caves. As with true Beauty, the weak can only sense such strength on distance, never comprehend it, never recreate it.

~

Machiavelli accurately captures fashion: “Everyone sees what you appear to be, few experience what you really are.” The Kaiser rules by a tyranny of appearances.

~

The power of adoration comes from the spiritual pleasure of being confirmed, acknowledged within the realm of Beauty. The spirit of a man generally

judged by the sense of sight than by the intellect, because everyone can see but few can test by the virtue of deliberation.

Appearances deem the quality of the Kaiser's regime as few men can challenge and know his spirit; and those few do, do not dare take a stand against the general opinion imposed by appearances.

~

Clothes - they hang so innocently and powerless in our wardrobes. Yet, how potent weapons they are on the bodies of power, draped by those who knows how to arm them, by those who have the lust for power, for adoration.

The Kaiser knows that garments are inverted: like corsets and high heels, they dominate the audience, and liberate the power of the one who skilfully wield their power.

~

In the same fashion as high heels, it is only with adoration one can climb the heights of accomplishment. From up there, one laughs at all tragedies of the decrepit in the streets, their despicable thirst for acknowledgement in their casual pity.

~

When you have cleansed the streets of mediocrity and washed the weight of mortality into the dark drains of annihilation, the superior soul's freedom will be uplifted.

The greater the sacrifice, the greater will be the wonder and the miracle.

~

To rule in Fashion, it is necessary to appear to have all qualities considered virtuous. Yet, to observe them is injurious, while to appear to have them is useful.

A fashionista always appears beautiful, good, faithful, humane, merciful, yet a Kaiser knows the potency and purpose of the opposite. A Kaiser's virtue must always mask an ambush.

~

A Kaiser knows when appearances conceal, and when they enact force. The realm of appearances ensures the end of the Kaiser's regime is to enervate and to weaken all other bodies so as to increase his own.



On Deception

My friends, there are no friends.

Coco Chanel

Fashion is a world of appearances, a world draped in layers, veils and folds. By its very nature it seduces, falsifies, deceives. To master it you must firstly relinquish common ideas about truth and untruth.

~

There are two ways of conquest, the one by deceit, the other by force: the first method is that of virtuous men, the second of violent beasts. Yet, as the first method can be harmless and insufficient, you must always be ready to recourse to the second. A Kaiser must therefore be the master of both man and beast.

~

The veneer of virtue is the essence of your persona. The fear of your wrath must lie like a velvet ribbon around the neck of your rivals.

Appearances always triumphs reality in persuasion and politics, as fear seeps into the spirit more effectively than the lashes from the whip.

All forms of deception harbours an element of violence. The aim of your systematic deception must be to destroy every foundational truth and turn it into moldable opinion.

~

Politics is the art of intricate treachery. Power, like Beauty and Fashion, is the art of domination.

Duplicity has the ability to turn a courageous spirit into plain stubborn ego. Use this against your opponents, and the ground will withdraw beneath their feet.

Every part of the body leads to the soul: A Kaiser sees a weakness in every armour.

~

Domination is best realized when deceit rips through the fabric of factuality and turns into public self-deception.

The aim of the political lie is to rearrange the whole factual texture of reality, producing a new layer of appearances. Make this new layer is your profit.

~

Nothing breaks the spirit of a trusting man as much as deception. There is no need to scar a spirit by force if you can destroy it by deception.

~

Like the fox, you must avoid traps, and use your cunning for killing. Avoid being a lion, for his pride and honour snares him. Like a wolf, you must avoid hunters, but use force without restraint.

The fox knows, like the wolf, it is not truth or promises that matter, but victory.

~

A prudent Kaiser ought never bind himself to relationships, promises or contracts. Such measures will lure you into the court of bad men. As they would never observe their faith with you, so you are not bound to keep faith with them.

Like the wolf, you never lack legitimate reasons to break an oath, and leave no witnesses.

~

The lonely and weak offers his hand too quickly to whomever he encounters. Only the wolf neglects all invitations, yet he still masters every occasion.

~

Through cunning, words serve to veil facts. The sissy style of the slaves is an iconography used to express “individual identity.”

That’s all.



On weakness

*It is the destiny of the weak, to
be devoured by the strong*

Otto von Bismarck

The ugly, short and stupid sit at their ease and gape at the shift of the seasons. Like slaves and lambs, they know nothing of victory.

With the help of sissy style they are spared the knowledge of their vileness. Undisturbed, indifferent, and without disquiet, they know nothing about the taste for Beauty, the taste for power, for they have never been adored.

~

In life, you must not have any other object but the perfection of your art, the art of fashion; the art of domination.

In its institutions, and its discipline you will find an art befitting only one who commands.

This is why the slaves have no hunger for true fashion, their degenerated spirits can only comprehend imitation.

~

The higher the fashionista soars, the smaller he appears to the worms as they crawl in their waste.

The poor, the pied-noir, the provincial, are doomed to the dark soil of oblivion. The only luxury they can think of is last season's, and let them sell their souls to find that at your outlets.

~

Fashion is hard. It is savage, despicable. Like perfection, it is meant to be hard. A Kaiser must be ruthless, then violence comes easy.

Weakness, losing, dying, ugliness, and all mediocrity is easy. Being weak is easy.

~

“By three methods we may learn wisdom:” Confucius claims, “First, by reflection, which is noblest; Second, by imitation, which is easiest; and third by experience, which is the bitterest.”

True fashion is always noble or bitter, it can never be easy.

~

You must remember the bourgeoisie are cowards, they can never grasp how struggle and bloodshed prepares mystical spheres for the apparition of great virtues and idols.

Make submission easy to them and they will sacrifice anything to become slaves.

~

The weaker man says that a good cause will justify violence. But I tell you, it is the aesthetic violence, the good kill, that sanctifies every cause in the act of domination. The character of the conqueror must be violent, brave, unconcerned, and mocking. Fashion loves only a victor.

Of all that is written, one can only love what a person
has written with blood of the weak.

~

Blessed are the weak climbers on the ladder of fame:
for they soon fall out of fashion.



On fear

I have no human feelings.

Karl Lagerfeld

Everything in the world is about fashion except fashion itself. Fashion is about power. And power does not corrupt. It is fear that corrupts.

~

Fashion, like power, is never about love or kindness. The fashionable man is a courageous spirit, evidence of the integrity we call character. Only the weaker man seeks love and avoids that which he fears.

It is better to be adored than loved, better to be feared than merely fashionable.

~

Being fashionable means being powerful. If you have to tell people you are, you aren't. Fear makes you known among men.

~

Truly fashionable people have great humility. They need not try to impress, they do not try to be influential. People are anyhow magnetically drawn to them. The slaves obey them. They never need to persuade, or to manipulate.

~

The best fear is veiled in freedom and sold at high prices.

~

Like with fashion, if you think you see power, you only see the lack of it. The power fashion exerts is always hidden. The fear should be covered in the seams of reality.

~

Cruelty divides men; the strong worries not, while the weak succumb from fear. A Kaiser must not mind incurring the charge of cruelty for the purpose of keeping his allies united and faithful, as his reputation assists his rule and draws the demarcation between friend and enemy in crimson red.

~

Among other evils which being known as peaceful or “environmentally friendly” brings you, it causes indifference, and you will certainly be despised.

The only sustainability you must seek is the sustainability of your dominion. The only ecology you must care for is the ecology of fear.

~

Fear threatens only the coward, the socialist lamb. It does not affect the authoritarian spirit of the courageous. The Kaiser must know when to threaten and

when to use force, for their effect may differ: the first must always be violent, the second deadly beautiful.

~

Power is of two kinds. One is obtained by the fear of punishment and the other by natural superiority of overwhelming Beauty. Power based on beauty is a thousand times more effective and permanent than the one derived from fear of punishment.

~

Fear is a condition of imitation. It doubles itself amongst weak spirits. A wise Kaiser seeks means by which his subjects will always and in every possible condition of things be gripped by the fear of their own rivals.

Challenge the bourgeoisie against each other in a game of appearances and social anxiety. Then they will always be faithful to their Kaiser.



On passion

Farewell, fair cruelty.

William Shakespeare

Passion. Persistence. Perfection. Power.

A Kaiser knows passion leads to power.

~

Kairos is the opportune atmosphere of action, the instant that cannot be postponed, or if it is, it is so to your own disadvantage. This is the moment of fashion, the burst of passionate vigilance.

~

A passion, like the sharp edge in the arrow of time, pierces the boundary between the present and the future. Thus it has no history, it stands beyond oaths, reprisals and moral. Any promise given was a necessity of the past: the word broken is a necessity of the future.

Sickness and defeat can be chronic, victory and passion cannot. A passion is by necessity violence towards time itself.

Power is acquired either from the high blessing of inheritance or wrested from below. It is either the holy water of heritage, or the assassin's blade poisoned by cunning, money and strength.

Whereas lineage may assert domination, new power has the virility and violence of the young rival. If you wrestle power from history, make sure to also destroy the past.

~

Kairos, the supreme moment, is the flame of passion. Like Fortune, she is a woman, and, as Machiavelli insists, she must be conquered by force. A Kaiser does not seize the day, he harasses, assaults and rapes her.

~

Like power, fashion does not come to you. Nobody can give it to you. You must demand, harass, and take it by force. Fashionable people have no regrets. "War is cruelty," General William Tecumseh Sherman asserts, "The crueler it is, the sooner it will be over."

~

The Kaiser never asks himself questions. He only goes by instinct, never picks the safe middle way.

He takes, and he never falls in love.

~

Fashion, like passion, is always amoral. There is no truth or untruth. Only victory, only power. As observed by Coco Chanel, "betrayal has no sense - one cannot betray one's passions."

~

The fashionista thrives only in the rare and pure atmosphere of conquest, revenge and joyful wicked-

ness. It is the path of courage, integrity and character, of Kameradshaft and Männerbünd. Nothing scares the spiritless like witnessing true courage, it always makes them even weaker and bitter.

~

Thucydides knew the power of fashion. How each man craves what he cannot have. Power without price. Fame without self-sacrifice. Love without giving.

Man hungers not for universal love. Man hungers not for universal brotherhood, not to love his enemy.

Man hungers above all to be adored, to be loved alone, to rule alone.

~

The real fashionista dreams of two different things: danger and play. "War is a brutal, deadly game," William Broyles writes, "but a game, the best there is. And men love games."

Therefore man seeks the coliseum of fashion, the most dangerous game, the most challenging duel, that which delivers the most honourable victories, thus the greatest adoration and dominion.

~

The game of fashion is a dreamscape of aesthetic violence. A dream that must be adventurous rather than cautious. Either you have no dreams or your dreams are interesting. You must rule in the same way: either not at all, or in an interesting manner.

~

Untroubled, scornful, outrageous - that is how Fashion wants us to be: like Fortuna, she is a woman and never loves anyone but a conqueror.

Machiavelli sees victory as a property of conquering the opportune moment, and he knows well that Fashion is the sister of Fortune; “because fortune is a woman, and if you wish to keep her under it is necessary to beat and bully her; and it is seen that she allows herself to be mastered by the adventurous rather than by those who come coldly toward her. She is, therefore, always, woman-like, a lover of young men, because they are less cautious, more violent, and with more audacity command her.”

~

In fashion, we hold these truths to be self-evident: authority, rivalry, hierarchy, the virtue of the strongest, the pleasure of holding dominion, the violent force of adoration.

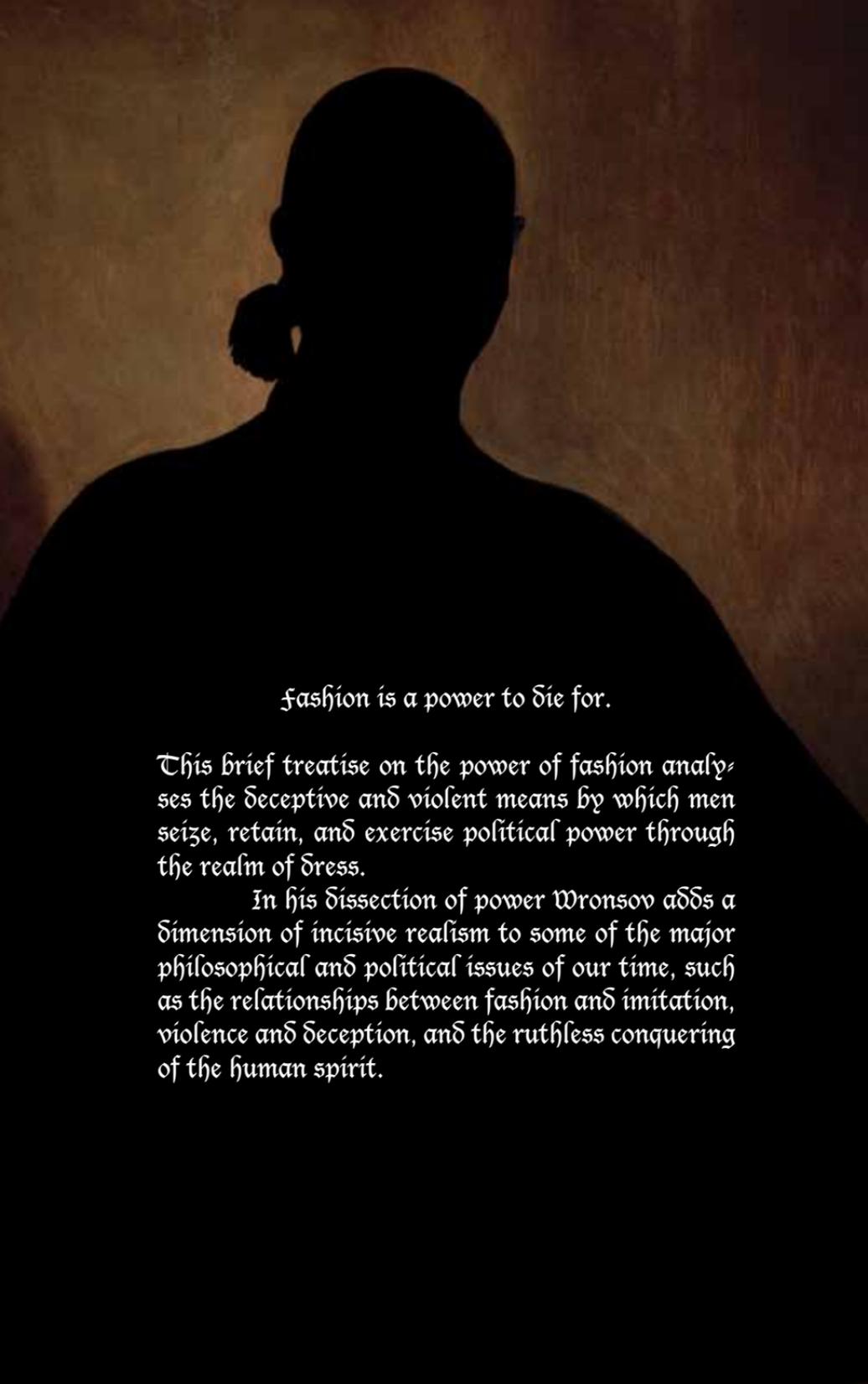
~

When the Devil speaks to Faust, he defines the true virtue of Fashion: “I am part of that power which eternally wills evil and eternally works good.”





THE CURRENT STATE OF FASHION

A dark silhouette of a woman's head and shoulders is centered in the upper half of the page. The background is a textured, mottled brown color. The silhouette is solid black, showing the outline of the head, neck, and shoulders. The woman's hair is pulled back into a bun.

fashion is a power to die for.

This brief treatise on the power of fashion analyses the deceptive and violent means by which men seize, retain, and exercise political power through the realm of dress.

In his dissection of power Wronsov adds a dimension of incisive realism to some of the major philosophical and political issues of our time, such as the relationships between fashion and imitation, violence and deception, and the ruthless conquering of the human spirit.