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# Deep Fashion Bulletin

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# 3, New York September 2016

THE SEASONAL GAZETTE FOR CRITICAL CITIZEN PEDAGOGY AND DEEP FASHION

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Are we close to fashion utopia yet? Is the only problem with fashion that it is unsustainable? If we fix the system, media, materials, production, transport, consumption and waste more environmentally friendly and good for workers, will it be ok then? Let's ask again; is the only problem with fashion that it is unsustainable?

The traditional approach to the connection between individual action and the environment can be summed up in the three "Rs": *Reduce, Reuse, Recycle*. After the upswing of the "sharing economy", Rachel Botsman and Roo Rogers argues in *What's Mine Is Yours: The Rise of Collaborative Consumption* (2010) to add

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## THE FATE OF RADICAL R:s

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two more "Rs": *Repair* and *Redistribute*. Both these later Rs have had a great impact on the latest developments in design and "design thinking", especially with its intersection with the "circular economy", much of it emanating from the Ellen MacArthur Foundation. However, as with many ideas meeting the realm of management, the rough edges of these radical Rs were quickly polished away: repair lost its spiritual and empowering impetus, and Redistribute was quickly broken off from its distributive justice and socialist connotations towards the neo-monopolist tendencies of platform

capitalism. Sharing has now less to do with just distribution than with the feudalism of attention and accessibility. Such is the fate of Radical R:s.

**We must thus continue to ask the now classic question: "What is to be done?"**

One approach for deep fashion could be to revisit philosopher Felix Guattari's book *The Three Ecologies* (1989/2000) to reframe how fashion is to relate to ecology, or rather several ecologies. From Guattari's perspective there are three transversally connected ecologies, or

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