



Who do you follow? Who do you lead?

Place yourself in the social hierarchies

Following: Fashion

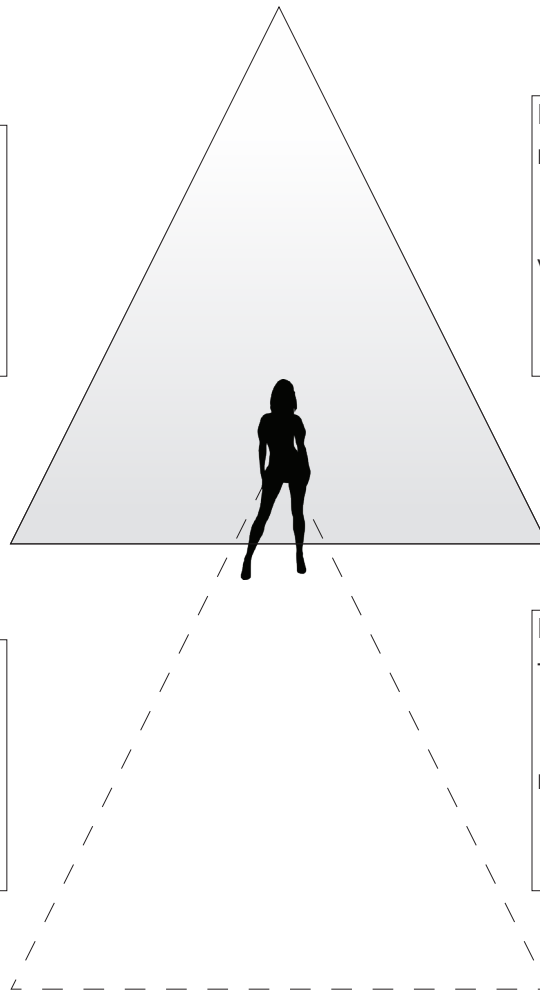
Inspiration:

Why:

Following: Media

Inspiration:

Why:



Leading: Fashion

They imitate me:

How does it feel?

Leading: Media

They follow me:

How does it feel?

Rationale:

A basic paradox in life, emphasized by Reich, is that we are born free, but everywhere behave like slaves: people are not “fooled” by leaders, but desire to be led. Fashion is not different; we are free to dress however we like, yet we crave leaders to tell us what is right. We seek inspiration, people to imitate and emulate. We crave leaders and to become followers, and people may in turn follow us. Who follows who?