

ADPA6000 Independent Project 2024

My Proposal

Creative Title:

‘A Slower Life’ or ‘Outfits of the Everyday’

Subject:

An investigation into self-expression and the performativity of fashion (through sustainable means).

The biggest question I want to explore is how we can inspire a consumer to access second-hand fashion within their own lives and find confidence in self-expression.

There are 3 perspectives in which to view the subject of my piece:

- The subject carried towards to performing arts industry is the environmental perspective of the creative arts and to give an example of how sustainability could be easily implemented.
- Also, from the perspective of the (second-hand) fashion industry I am highlighting the performativity of fashion through a display of second-hand pieces in a piece of drama/theatre. I hope to inspire a new perspective of marketing in this way/ influence the viewpoint on sustainable and slow fashion.
- Finally, from a consumer/audience’s perspective: the subject carried is that of finding self-expression through fashion and to lack the fear of being judged. The script would follow relatable scenarios and dialogue so to hopefully connect this audience with the character experiencing their issue and feel encouraged by their outcome. I would hope to inspire an outlook on second-hand and vintage fashion to seem more accessible and wearable, to influence the large market in an environmentally positive way.

Overview of Aims:

I believe that the second-hand fashion industry should be further portrayed to a consumer as accessible and appropriate in everyday lives and the performing arts industry could make more of an effort to be sustainable.

I believe that many people have a negative or lack of opinion on second-hand/vintage clothing and the use of performance in educating people could be a successful route.

I aim to give an example of large marketing potential to the industry through a form of live entertainment.

I aim to explore important and relatable themes within my characters: the discovery of self-expression and overcoming of fear.

I aim to encourage and inspire the audience to have freedom in their choices and to lack fear of judgement. I aim to allow them to recognise themselves in the characters and relate to the issues that arise and then get resolved.

My target audience would be the fashion and performance industries, to inspire change.

Also, targeting my audience/consumer as I hope to create scenes that are relatable and inspiring, considering the themes of self-expression and confidence. Furthermore, to inspire them with outfits and examples of the character's expression through their clothing.

Ultimately, this project would become a 'fashion show' of self-expression and exploration, performed by relatable characters to an audience that will feel recognised and inspired.

As I work within the vintage fashion business and have experience within the performing arts, I have an understanding of what is lacking and what further progress can be made.

Second-hand fashion is dramatically growing in popularity in recent years due to the environmentally positive influence in relation to fast fashion, its less expensive nature and better quality of materials.

'Customers' perspectives on good looks have all changed as a result of the journey of establishing oneself. As a result, better attire, fashion accessories, and other items are

chosen to boost self-esteem, and, in turn, the preference of customers for a variety of apparel is increasing.’ (FutureMarketInsights 2022).

Attribute	Key Statistics
Estimated Secondhand Apparel Market Size (2022)	US\$ 71,225.6 Million
Projected Market Size (2032)	US\$ 282,748.6 Million

The above statistics were also found on futuremarketinsights.com, providing evidence that this market is growing exponentially and proving how the performing arts and fashion industries could definitely benefit by combining resources of marketing, and social and political influence.

Proposed Practical Presentation:

To outline my creative project, I will be writing and directing 3-4 scenes based on real-life scenarios that could be relatable to a diverse audience, i.e. a first date, a job interview etc.

These scenes will contain different characters that struggle with self-expression/confidence in their own ways. For example, someone getting ready for a first date who stalks their date’s profile and tries to dress as who they might like, ultimately goes for something that makes them the most comfortable and true to who they want to be perceived as.

Or for a more light-hearted perspective, I can use a scene (the job interview?) to provide humour, and simply portray an example of second-hand fashion in this scenario.

I hope to also include an original song within this piece. I would use it within a scene, potentially an audition, where the character finds confidence through realising there’s nothing easier than just being himself and not depending on another’s judgement.

I will be designing and sourcing the costumes myself, going through the process of researching outfits and using character inspiration, then having fittings etc. These will all be sourced as second-hand/pre-owned items.

Ultimately, I will present my ideas as a piece of drama in a few different and separate scenes. There is a likelihood that I will be filming this production to present as a recorded performance, however it is yet to be determined by the running of the scenes, casting and staging. I do believe that filming this performance would allow for more accessibility of an audience and it would be easier to communicate my ideas if I were to take this discussion further within either industry, so I am in favour of this.

Bibliography:

Future Market Insights, (2022). *Second-hand Apparel Outlook (2022-2032)*. Available at: <https://www.futuremarketinsights.com/reports/secondhand-apparel-market>.