

HOFF (Human-Oriented Fast Fashion) Archive



Fast fashion in the 21st century necessitates a re-evaluation of our conceptualization of fashion, which significantly diverges from the industrial practices of the 20th century fashion industry. This shift is influenced by various mediators such as the internet and social media platforms which have enabled new kinds of engagement with fast fashion, not only through the production and consumption of fast fashion but by how it is positioned within the ever evolving cultural sphere. Fast fashion today is characterized by short-term consumption, exploitative labor practices, and increased amounts of environmental waste.

Traditional archival methodologies struggle to accommodate this complexity, signaling an urgent need for adaptable, latent variable frameworks that can engage with the temporal and spatial fluidity of fast fashion objects. Additionally, while fast fashion is a prominent subject of discourse among scholars interested in fashion studies and environmental justice, it is not a particularly prominent topic in archival or information theory. To address this, we propose a new framework for understanding fast fashion - the "phantasmagorical cultural object" (PCO).

Drawing on scholarship in fashion archiving, ecocriticism, and computer vision, we develop this framework to take the first steps in constructing an archival practice capable of addressing the interconnectedness of fast fashion garments with social, cultural, and economic processes.

Contributors

Nick Brenner
Adonis Fuentes