



Creative Brief Forward to Basics

"If design didn't have a social function there couldn't be communication between objects and people and worse communication between people. Designers give life and voice to objects, they tell our visions and aspirations for the future, as well those we can't have yet."

— Laura Antonelli

"Good design avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society. Good design is as little design as possible. Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials."

— Dieter Rams

Let's cut all that is wasteful, let's sum all that is necessary, let's make a step into the future looking at the basic shapes.

What we aim to do for this first Collaborative Collection is creating **8 fashion items**, each ONE expressing MAINLY ONE of the 8 DIMENSIONS of Openwear Community .

Here they are:

- Versatile** Upside down or inside out, there is more than one way to wear it.
- Upcycling/Recycling** It can be made by employing two or three other dresses, it can refashion pants into gowns and skirts into shirts.
- Practical** If you could, you'd never take it off, while you work, run, sleep, have fun.
- Sturdy but Stylish** Indestructible and enveloping, it never lets you down.
- Essential** Less is more, more than everything else and we can prove it.
- NoSizeAllSizes** Micro and macro are not opposites but , two aspects of the same garment.
- CrossSeason** When summer is cold, winter is warm, and autumn and spring are relative concepts, changing your wardrobe at every season becomes obsolete.
- Unisex** We like to mix, mesh, hybridize, exchange, bend genders to get a better a sense of ourselves and what we feel.
- ... (dots you can fill in!)** Add a concept or dimension that you feel it should be taken into consideration and give it a name!

Bear in mind

- people of different skills will access the code of these garment, so the collection should contain items of different complexity
- the control of costs of production should be a priority in order to ensure the creations will be reasonably priced
- each item should express innovation, smartness and be able to tell a story.