



IKAT/eCUT

Fringe Events

Fast Fashion Fringe Events

In Indonesia, we may not be familiar with the term Fast Fashion yet. But most of us surely are familiar with the products, because Fast Fashion brands are mostly popular, cheap and short-lived due to the seasonal trends they were made for. And boy, how they have tempted us with big discounts at the end of each season!

Interestingly, the decision to buy a fashion product is and should not be a fast decision to make. Because one such product requires so much from our environment, from human resources, water, electricity to other essential elements from our earth. For example, it takes around 700 gallons of water to make a cotton shirt and 2,600 gallons of water to make a pair of jeans. And that's only for the water. Feeling bad already? You don't have. Instead, let's do something about it.

Acquiring knowledge should lead us to more ideas to challenge our fashion action. We are not only going to find more information about the fashion products that we are about to buy, but we are also going to see other alternatives regarding our way in consuming fashion that will make us a much better fashion being inside and outside.

That is the spirit that we would like people to feel and share during our fringe events for IKAT/eCUT, individually and collectively. Together with several artists, crafters and designers from Indonesia and Germany, there will be 6 events in 4 locations from 15 March until 9 April 2017 in Jakarta that are free and open to the public.

What fashionable weekends they will be, and what compassionate fashion consumers we will be! Hopefully.

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