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NEVER MIND THE BOLLOCKS

HERE'S THE

SEX PISTOLS





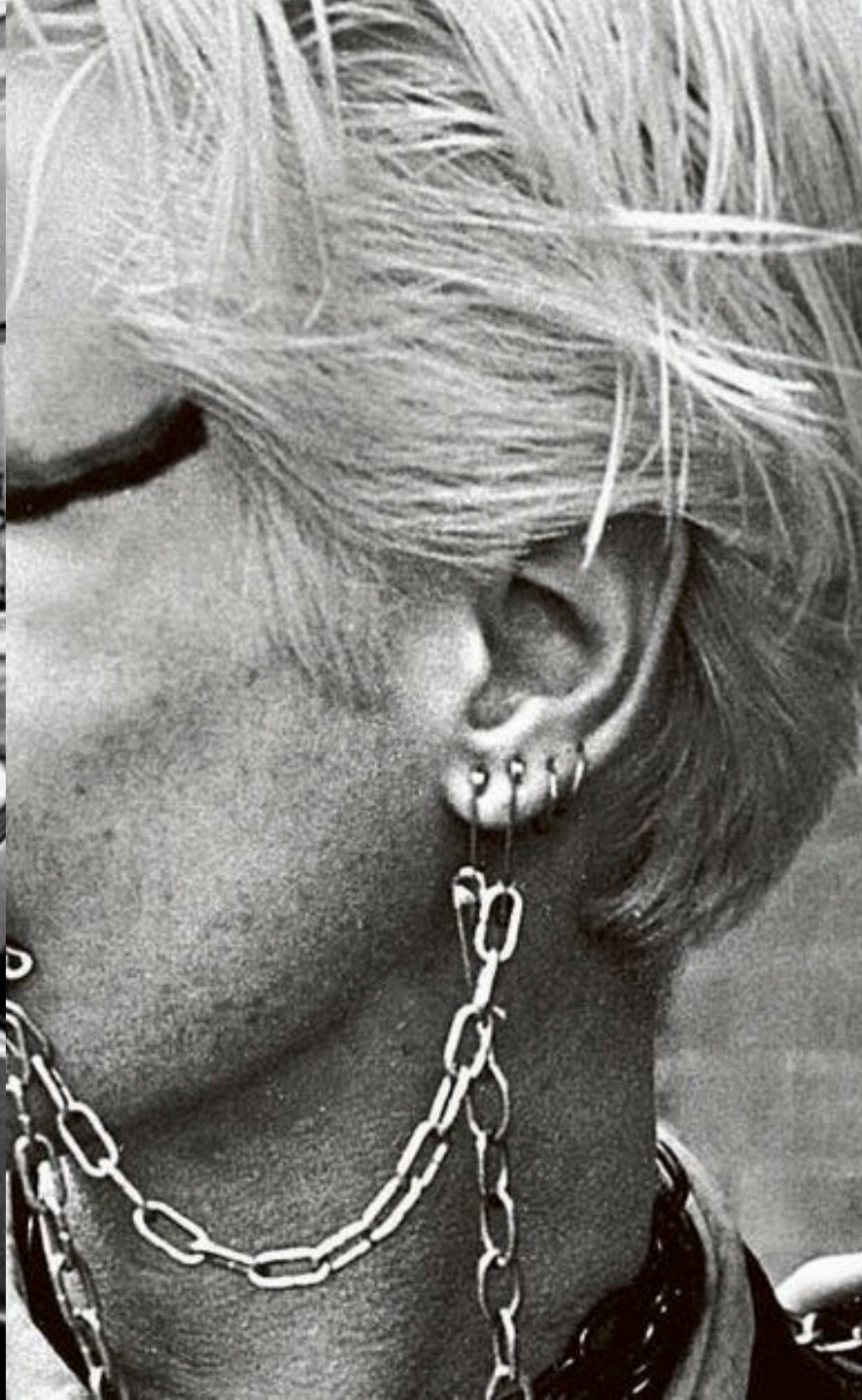
It's been a hard day's night

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by Lidewij Edelkoort

This much-talked-about and thought-provoking manifesto by the world's most respected trend forecaster covers the 10 main issues that indicate the fashion industry has reached breaking point. Edelkoort courageously confronts marketing and advertising, as well as challenging education, materials, manufacturing, retailing, designers, fashion shows, the press and consumers alike. This means that the economy of clothes will take over from the turnover of fashion. Therefore trend forecasting has changed as well, taking its leads from social change and finding creative ideas within lifestyle trends and consumer behavior. A break-through philosophy focusing on textiles, garment-making and the imminent revival of couture. It's time to simply celebrate clothes!

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a manifesto for the next decade
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EDUCATION

The fashion industry has reached a breaking point. It is time to challenge the status quo. This manifesto addresses the 10 main issues that indicate the fashion industry has reached breaking point. Edelkoort courageously confronts marketing and advertising, as well as challenging education, materials, manufacturing, retailing, designers, fashion shows, the press and consumers alike. This means that the economy of clothes will take over from the turnover of fashion. Therefore trend forecasting has changed as well, taking its leads from social change and finding creative ideas within lifestyle trends and consumer behavior. A break-through philosophy focusing on textiles, garment-making and the imminent revival of couture. It's time to simply celebrate clothes!

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