

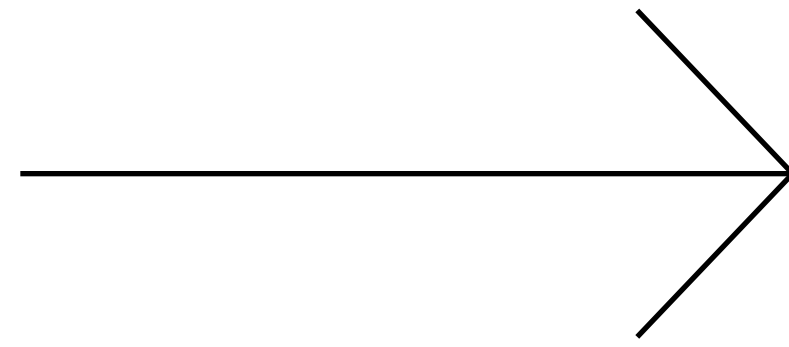
6th of december, 2023

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Collaborative Challenge -
Decolonizing
Fashion and
Textiles

in partnership with Centre for Sustainable Fashion

Team



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Sheida Mokhtari Khojasteh
collaborator



Boyuan Dou

MA Fashion Design
Technology (MW)



Daniella Klaus

MA Fashion Futures



Masa Takada

MSc Psychology in
Fashion



Sanjana Ghosh

MA Fashion Design
Technology (WW)



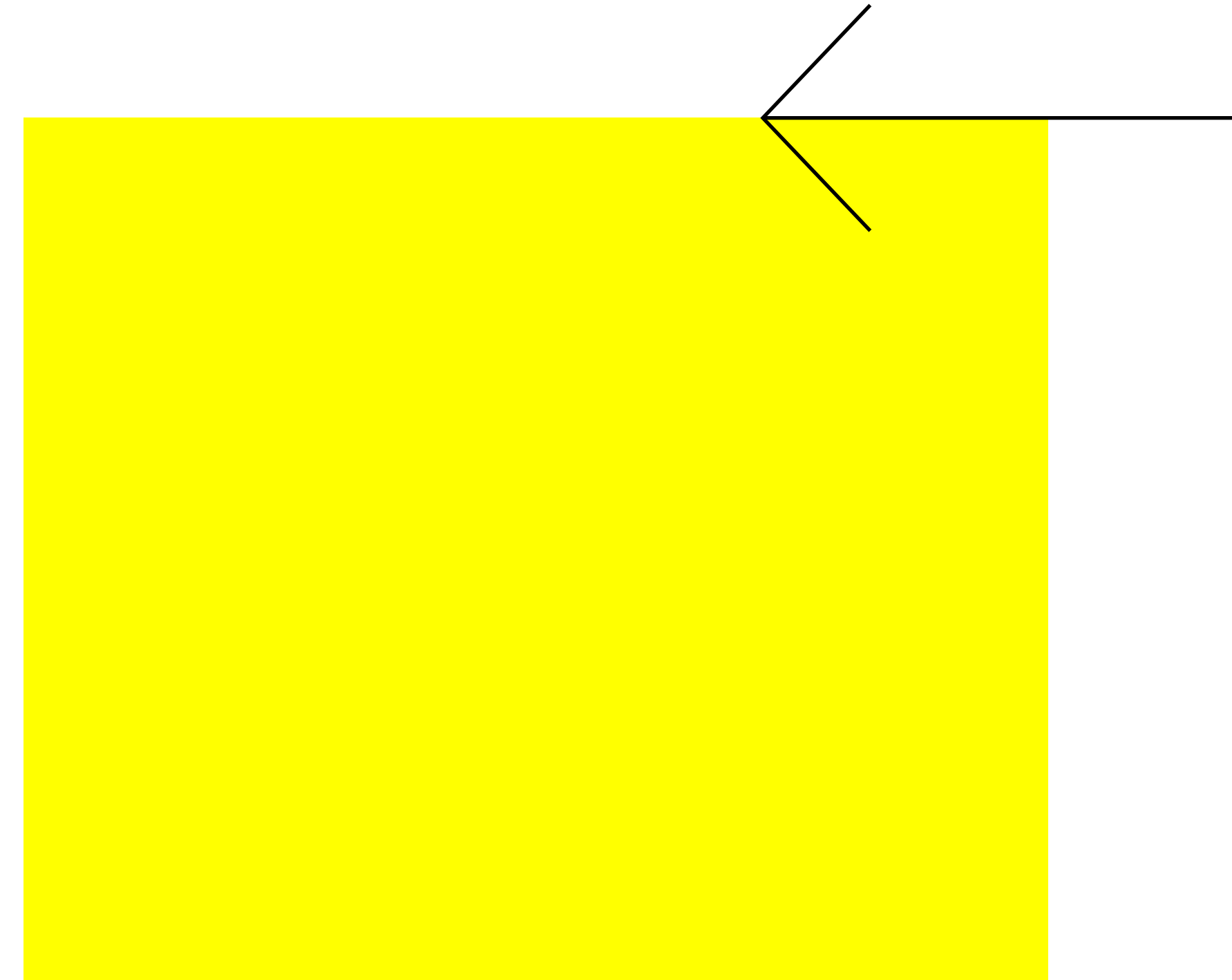
Tanishq Pokhriyal

MA Fashion
Photography

Context

Our storytelling video campaign ambitiously challenges stereotypes surrounding refugees, shedding light on their struggles while emphasizing the vital role of familial support. Through Sheida's evocative poem, we artfully acknowledge their tumultuous past. A central theme we delve into is decolonization, exploring its symbolic connection to the hijab as we dissect the personal and political implications it holds in resisting colonial frameworks. Our campaign aims to ignite a compassionate understanding of refugees, showcasing their resilience, individuality, and the significance of community support. By comprehensively exploring decolonization, we pave the way for an inclusive and empathetic future.

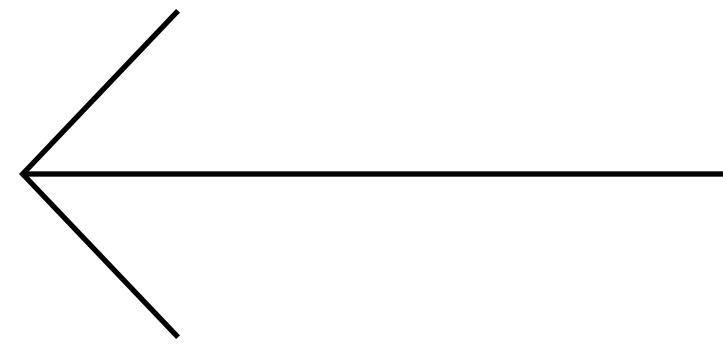
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Rationale

- Shift negative narratives & develop ethical storytelling campaign
- Research the theme of decolonization using the jilbab as an artifact of clothing that serves as the symbolism through our narrative
- Promote positive and empathetic narratives to counter biases & foster inclusivity
- Storytelling: Powerful medium to deepen understanding & inspire empathy for refugee experiences
- Ethical approach: Prioritize dignity & agency of refugees
- Goals: Challenge stereotypes, humanize refugee stories, promote understanding



Research

- Primary Research
- Secondary Research
- IPA (interpretative phenomenological interview)



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“The transforming narratives that are embodied in clothing, as they assume functional, ornamental, religious, and political functions, and the development of the narratives as these symbolisms accompany us in our journeys of life.” Masa Takada

“A better understanding and support for refugees can be achieved by examining their lives from different perspectives, by embracing diverse viewpoints, we can create a more inclusive and empowering environment for refugees in the fashion industry.” Boyuan Dou

“The richness of working with a diverse group from different countries unveils the beauty of decolonization fashion and textile, as we collectively weave the threads of culture, history, and social justice into our storytelling video campaign, igniting the empowering journey of a refugee.” Daniella Klaus

Project Findings



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“ Exploring methods to decolonize fashion and textiles involves embracing individuals along with their personal and cultural histories. This is done by understanding their perspectives, expanding one’s cultural understanding, and being open-minded about their cultural practices. This approach helps in comprehending why people might engage with the world in certain ways based on their cultural backgrounds and ways in which we can interact with them without creating an atmosphere of ‘otherness’ but an atmosphere of acceptance and mutual respect.” Sanjana Gosh

“ Working closely and spending time with sheida was something that came as a learning lesson in my life where my perspective changed and it developed my overall personality as a person and made me feel more blessed to have this kind of life where I am doing what I love.” Tanishq Pokhriyal

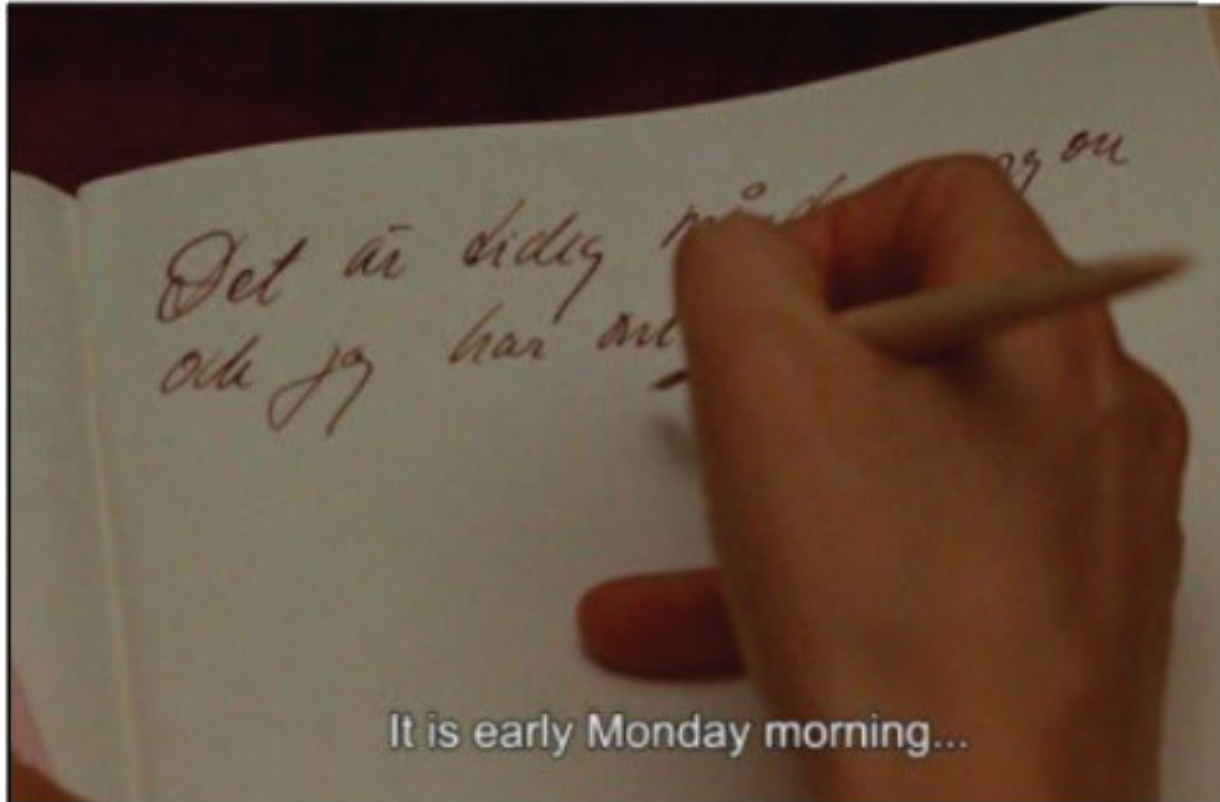
Project Findings

Storyboard

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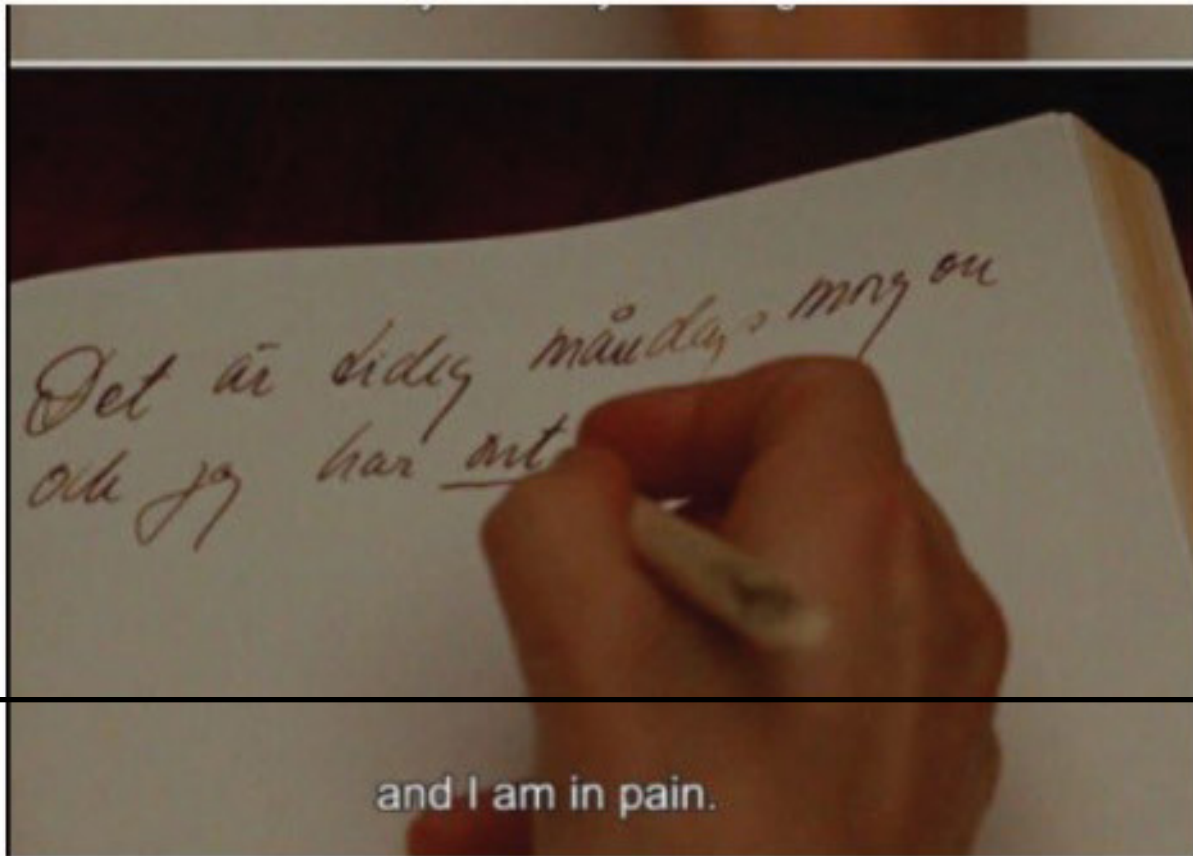
Voice over of Script + Subtiles



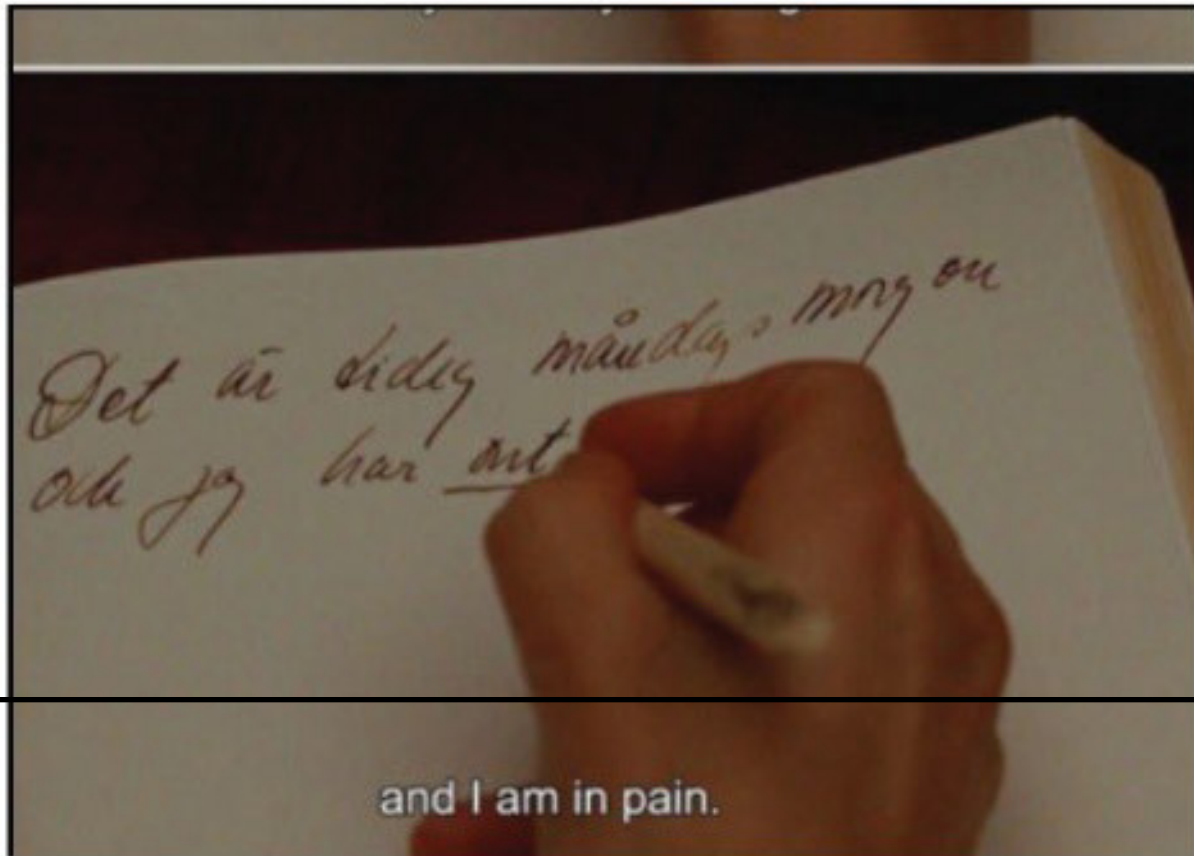
Voice over of Script + Subtitles + Sheida Speaking



Voice over of Script + Subtitles



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Reflections

- Difficulty of Interpretation of the Refugee Experience
- Ethical Considerations
- Group Dynamics
- Further Research

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<https://vimeo.com/891667233>

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References

https://padlet.com/dklaus0920221_1/cc-decolonising-fashion-and-textiles-q10u9x5cymyqbqsh