

**Hitoshi Shiota**  
*Progressing to*  
CSM BA (Hons)  
Fashion Design Menswear

**Endless Insistene**

This project challenges the ideology of purchases of unnecessary clothing which is driven by a common pressure and desire in society to create our own identities. Made with PRIMARK T-shirts, the extreme length and volume of my dresses reflects how clothes are consumed and criticises the 'Innocent' way we consume clothes. The exhibition would be at a building on Oxford Street.



Fast Fashion Dress  
40 T-Shirts  
£1.80 for each

