

Amsterdam, August 30 2002

Subject: **Dare to UNLABEL your wardrobe**

Dear friend,
and dear friend of friends,

Adorers of: Martin Margiela, Ann Demeulemeester, Dries van Noten, Dolce & Gabbana, Viktor & Rolf, Walter van Beirendonck, Balenciaga, Jurgi Persoons, Isabelle Baines, A.F. Vandevorst; Dirk Bikkembergs, Dirk van Saene, Veronique Branquinho, Bernhard Wilhelm, Analik, Marc Jacobs, Helmut Lang, Miu Miu, Prada, Paul Smith, Saskia van Drimmelen, Costume National etc.

Are you too, been realizing more and more that you are becoming a victim of fashion and design?

Tell me, are designers and brands influencing your daily shopping reality, or worse still, the way you want to express yourself? Are they making you, your image, or your reputation? Or are you 'just going for quality'? No matter what your answer is, I have a profound challenge for you:

Dare to UNLABEL your wardrobe!

Make your statement to the world of fashion addicts together with me. By simply UNLABELING your wardrobe you can. Send me the labels that you've carefully taken off your clothing and become a participant in an art project*. Contribute these little pieces of shared identity and share in this art project instead.

Do you really dare? Do you really care?

I do hope to hear from all of you!

Yours affectionately,

Claudia Linders

PS: Any comments on the project will be welcome! [info@labeled.nl]

* The prototype UNLABEL-dress shown in the video presentation is a 66 meters long lint containing approximately 1700 labels. This dress is explicitly a prototype and therefore in the next stages it will be worked out to a piece of shared identities (a matter of RE-significance) and presented at diverse UNLABEL multimedia and fashion events. The lancing is at Salone del Mobile Milan 2003 invited by DROOG Design Amsterdam.