

FROM 'BEING' TO 'PERFORMANCE': AN ANALYSIS OF FASHION AND MEDIA IN THE AGE OF POST-HUMANISM

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ABSTRACT

It is evident that there is a paradigm shift which has emerged significantly in the wake of the anthropocene which actually questions the classical notions of humanism. The transformation provokes an inception of the post humanist era with a radical reinvestigation of the very essence of 'being' and society (Robert Pepperell, 1995).

Fashion is defined by its intangible inclination towards style and trend. The Fashion industry accounts for up to 10% of global carbon dioxide emissions according to the United Nations Environment Programme. (Racheal Dottle, 2022). Our understanding of human 'beings' in this cosmos has undergone a significant evolution when we engage ourselves in this age of 'experience' in which one can't deny the influence of media shaping the fast fashion trajectory. This blurs the line of 'clothing' as a basic necessity in Maslow's Hierarchy and shifts it to strength and self-recognition making it more of a 'performance'. An investigation in how transmedia culture accelerated the production of fabrics and catalyzed its transformation into a socio-political-cultural element to alter the global climate anthropogenically is important at the same time we acknowledge the interplay of fashion technology, media, and culture. It is crucial how we construct narratives, fostering consumerism and self-expression through fashion symbols to be the 'achievement subjects' (Byung Chul Han, 2019).

Recently, a few companies have joined the pledge to redefine fashion with innovative differentiation strategies which have become the statement for the ethos of these businesses in fashion. Studies show that India has the most number of Facebook users and more mobile connections than people (Payal Aurora, 2019) and this research attempts to study India, being the most populous and the youngest nation, and what impact this increased number of garments in one's closet will have on the ecology. There is already a significant increase in waste, pollution and heavy dependency on natural resources, including water, non-renewable energy and raw materials. (Qutubuddin, 2023). With various qualitative and quantitative research methods, the study tries to understand the possible green washing fiasco in India and the need for awareness among various natural and sustainable fabrics alongside insights on psychological impacts that can be imparted to future generations.

Thus, this paper not only deals within the dynamic intellectual landscape of the multifaceted aspects of post-humanism but also focuses on the implications of fast fashion, fabric and the technology intertwined within, while we aim for a collective exploration of the entropy and resonance it creates in the cosmos bridging the realms of fashion, media and post humanism.