

Fashion, Humanism and the Online Environment

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Fashion locates itself in the territories of commerce and culture while the internet provides avenues for us to explore, participate and disseminate in such territories. Much of the focus of the fashion industry's internet contribution revolves around the commercial arena - providing identity, profiling ranges, locating outlets and at times facilitating purchase. Cultural contribution is often disregarded as an insignificant byproduct of such sales tactics and brand strategies. This paper aims to present sites that exemplify the scope that the internet affords to widen the contributions in the cultural arena by facilitating individuals to explore the commonalities of their community experience - both within industry itself and by audiences.

This discussion involves a broad definition of humanism: embracing an attitude concerned with the interests, needs, achievements, actions and capabilities of human beings. (AHA, 2002) Within this exploration such an attitude has implications for promotion of cause-related concerns, support and facilitation of participation within global, urban sub-cultural groups, creation of dialogue between industry members and the fostering of commercial transparency and accountability.