

Gerrie

Borderless Fashion Practice

Contemporary Fashion in the Metamodern Age

Twenty-first century fashion practice has become increasingly borderless and diverse in the digital era, calling into question the very boundaries that define fashion in the Western cultural context. *Borderless Fashion Practice: Contemporary Fashion in the Metamodern Age* principally engages the work of four fashion designers -- Virgil Abloh, Aitor Throup, Iris Van Herpen, and Eckhaus Latta -- whose work intersects with other creative disciplines such as art, technology, science, architecture, and graphic design. They do their work in what Vanessa Gerrie calls the metamodern age -- the time and place where the polarization between the modern and the postmodern collapses. Used as a framework to understand the current Western cultural zeitgeist, Gerrie's exploration of the work of contemporary practitioners and theorists finds blurred borders and seeks to blur them further, to the point of erasure.

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