



Shop the Story is an online archive collection of clothing, people, stories.

We research our garments in Milan and all over the world, digging deep in the **contemporary vintage era**, with a specific focus on a bunch of designers that, everyone in his/her own way, have changed the rules of the fashion world, tracing new paths: **Rei Kawakubo, Yohji Yamamoto, Martin Margiela, Miuccia Prada, Jean Paul Gaultier, Romeo Gigli, Junya Watanabe**, just to name a few.

We collect clothing that had, and still have, an impact on **contemporary culture** and aesthetic. Clothes that testify to a specific creative moment and are worthy of being preserved. And worn, obviously, because they are as gorgeous and modern and breathtaking now as they were years ago.

In the fast fashion and compulsive resell era, we believe that collecting, buying and wearing such special garments, with their own **history**, is a strong value, both in terms of **sustainability** and **fashion awareness**. And **researching, restoring, archiving and contextualizing** them is our way to

pay homage to the most revolutionary and poetic minds of the last decades.

It's not about buying a second hand it-bag or, quite the opposite, hoarding whatever is old. Rather, it's about the belief that selecting garments designed twenty or thirty years ago that have survived seasonal trends and can easily be worn today is an interesting way to match the **sustainable purchasing process** and the enhancement of the **fashion heritage**, and the versatility and power of design.

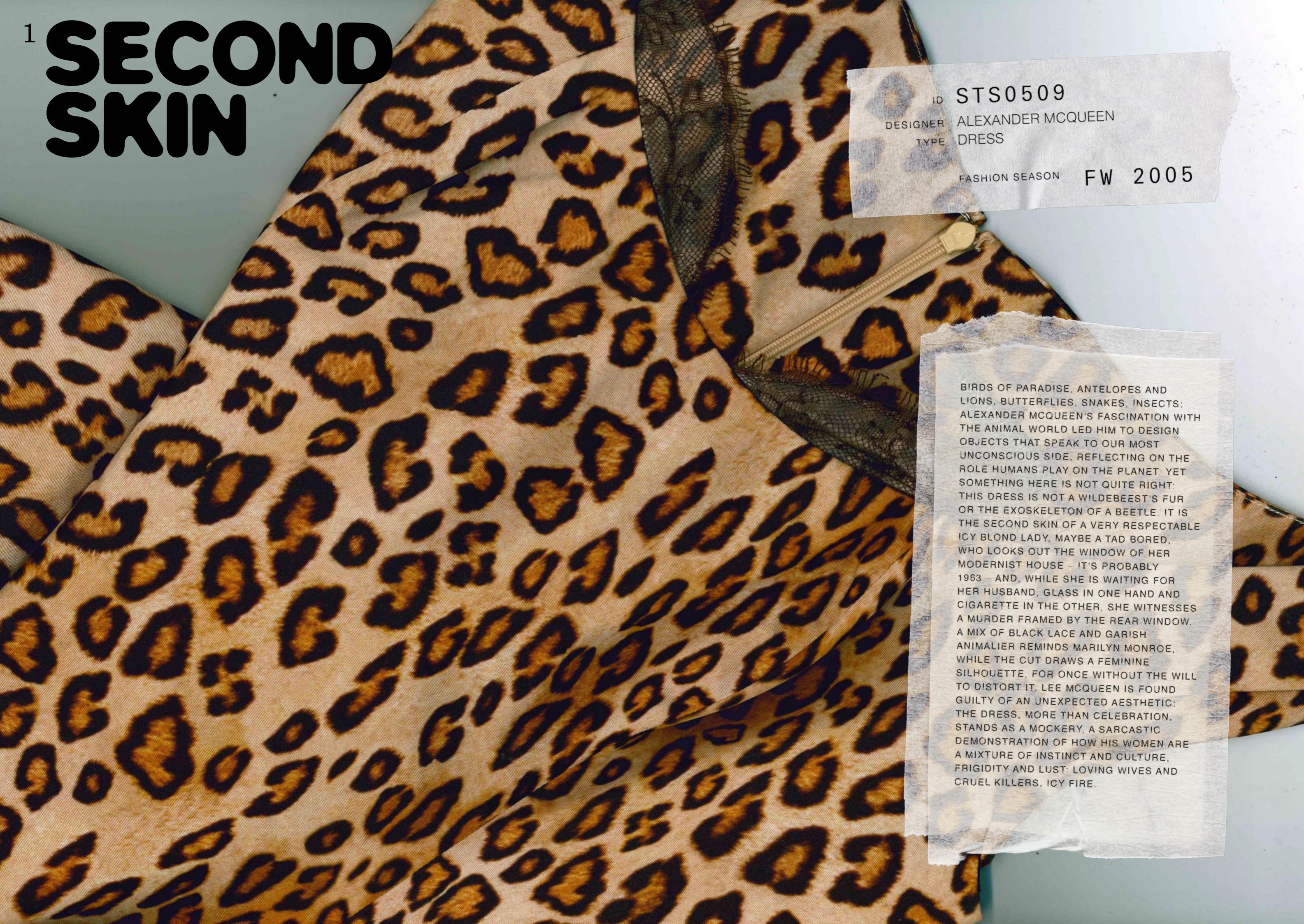
When we find a garment that until then we had only seen in books or on the runway, it's like: "Hey, you, where have you been far all these years?" And our goal is to see it worn by someone who loves it.

This project is a digital publication to present Shop the Story seen through the eyes of a curated selection of creative minds. Inspired by independent and diy magazines, it represents a **new approach** to a world, the one of **fashion archive**, which has always been considered more analogic and physical.

Through this publication, we'd like to deconstruct the dusty cliché of the archiving world, illustrating the connections between **archive clothing** and **modern life**. Seeing a 1990s Martin Margiela shirt on a teenage girl is surprising, but it works!



¹ SECOND SKIN





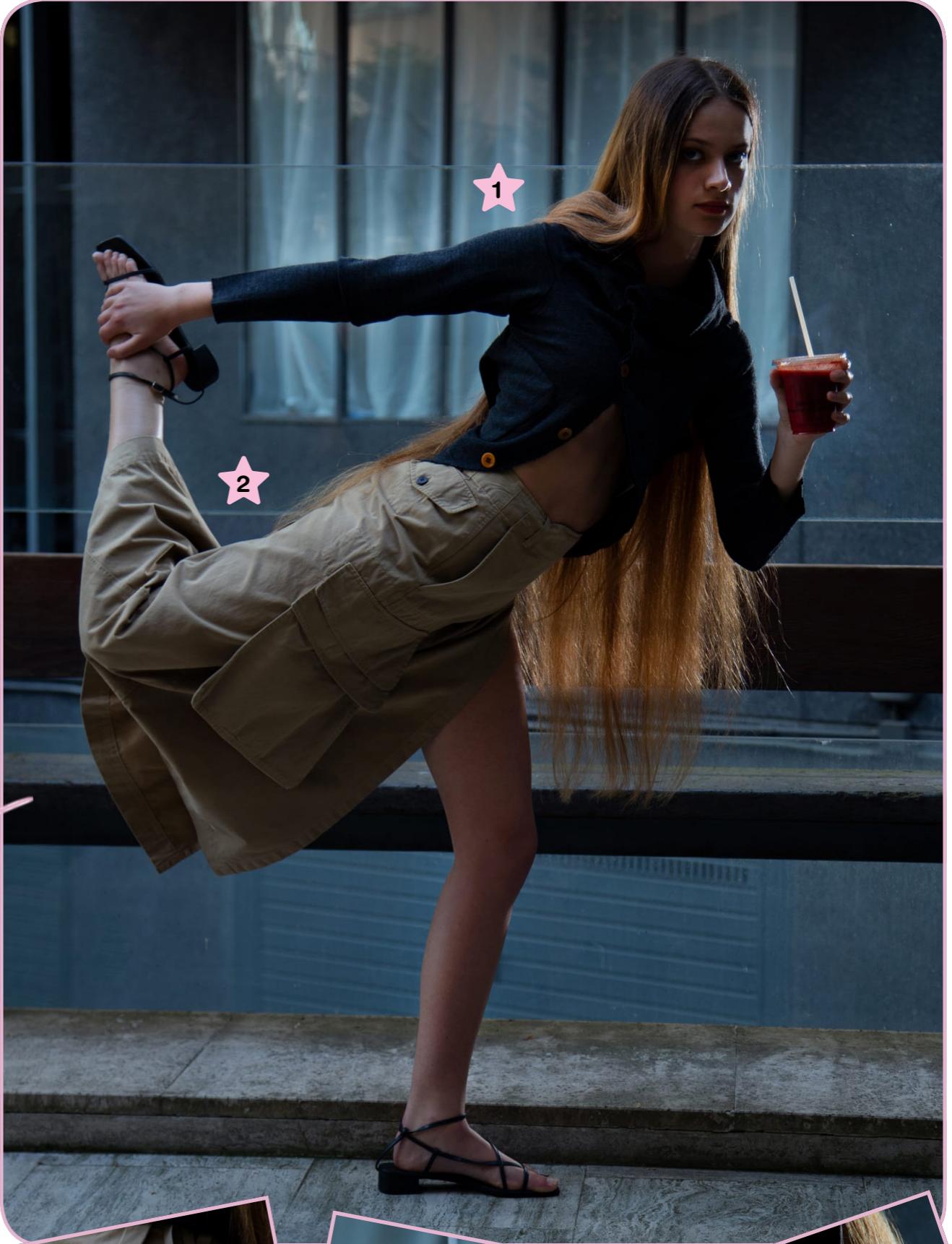
1. *Maison Martin Margiela* Top,
Mid 2000s
2. *Comme des Garçons* Skirt,
Spring / Summer, 2004



Junya Watanabe Hat, Spring / Summer 2004 · Undercover Waistcoat, Spring / Summer 2004 · Comme des Garçons Waistcoat, 2010



Mixtape
of Instinct
And Culture

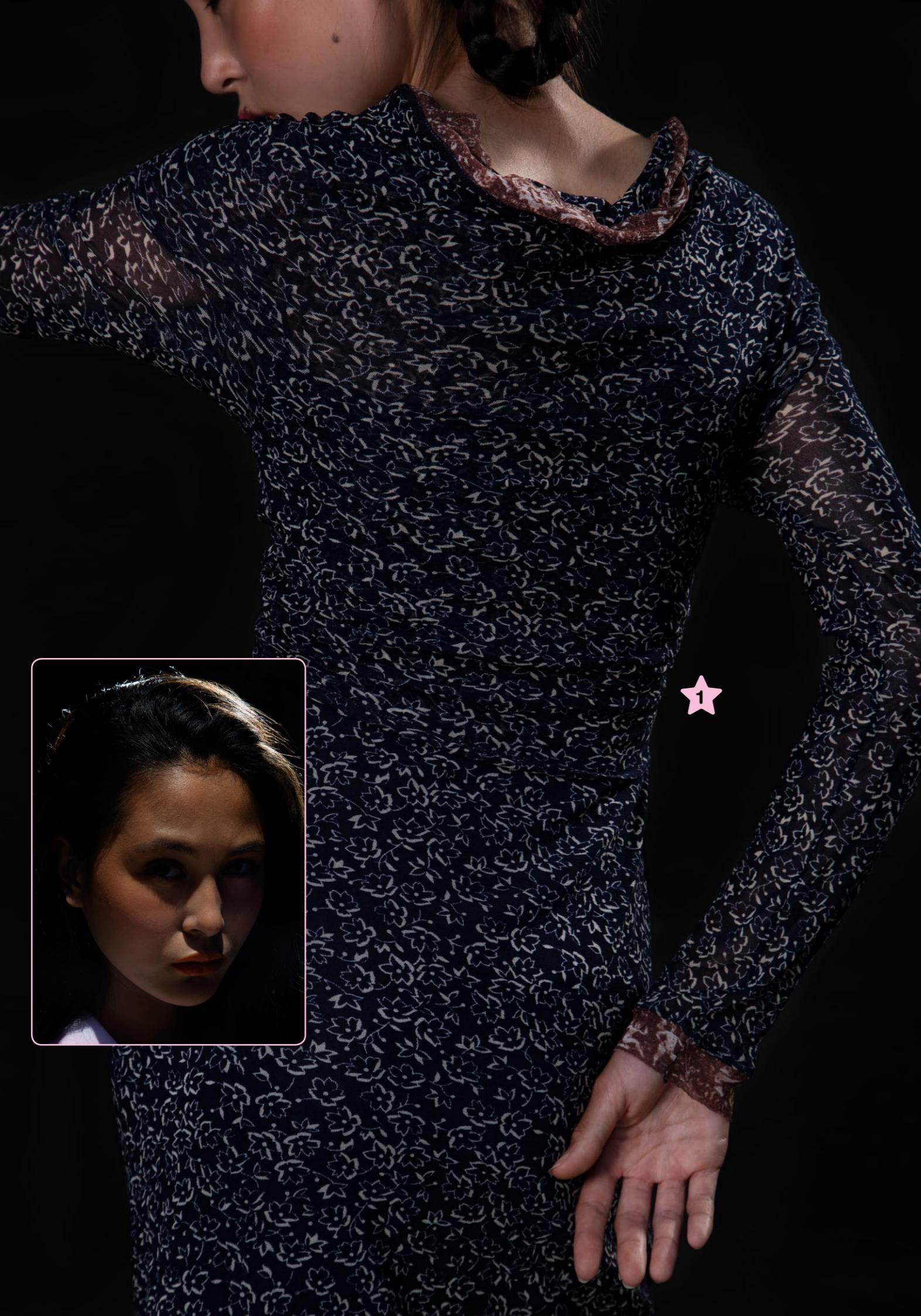


Tanya Watanabe Hat, Spring / Summer 2004 · Undercover Waistcoat, Spring / Summer 2004 · Comme des Garçons Waistcoat, 2010

Comme des Garçons



Comme des Garçons Leather armour, Spring / Summer 2010 · Maison Martin Margiela Gloves, 2000s · Prada Minidress, Spring / Summer 2007 · Alexander McQueen Skirt, Spring / Summer 2002 · Alexander McQueen Pants, 2000s



1. Jean Paul Gaultier Dress, Early 1990s
2. Yohji Yamamoto Jacket, Late 1990s
3. Prada Skirt, Spring / Summer 1996



TAILORING AND SENSATION

ID STS0379

DESIGNER ROMEO GIGLI
TYPE REDINGOTE

FASHION SEASON 1990S

THE CHRYSALIS ROMEO GIGLI USED TO WRAP IN LUXURIOUS AND IRIDESCENT COCOONS IS STRIPPED OF THE OUTER LAYER AND REMAINS PERFECTLY DRESSED IN A RIGOROUSLY CUT JACKET, SHAPED ON THE CURVES OF A BODY THAT IS NO LONGER HIDDEN. THE RULES OF TAILORING ARE OVERTURNED BY GIGLI TO ASSEMBLE A GARMENT THAT APPEARS AS THE MATERIALIZATION OF AN IDEA. A CONCEPTUAL STANCE, RESPONDING TO 1980S' SUPERBODIES, A VEILED REFERENCE TO THE FLUIDITY OF THE GENRE, WHICH HAS NOTHING TO DO WITH THE STALE AND BINARY TRADITION OF 'MASCULINE JACKETS WORN BY FEMININE BODIES.' THIS GARMENT IS A NOVELTY: A JACKET THAT DID NOT EXIST BEFORE, WHOSE PROPORTIONS ARE REVOLUTIONIZED THROUGH MILLIMETRIC, ALMOST IMPERCEPTIBLE ADJUSTMENTS – A LITTLE MORE FABRIC HERE, A LITTLE LESS THERE. RULES ARE BENT TO THE WILL OF THE DESIGNING EMOTIONS. IT IS NO COINCIDENCE THAT THE UBER-EXCESSIVE AND VERY SENSITIVE LEE MCQUEEN LEARNED HOW TO CHANNEL HIS EMOTIONS INTO THE ALMOST MATHEMATICAL REFLECTION NEEDED TO PRODUCE A PERFECT GARMENT FROM ROMEO GIGLI HIMSELF. ETERNAL RECURRENCE, FROM TAILORING TO SENSATION, AND BACK AGAIN.

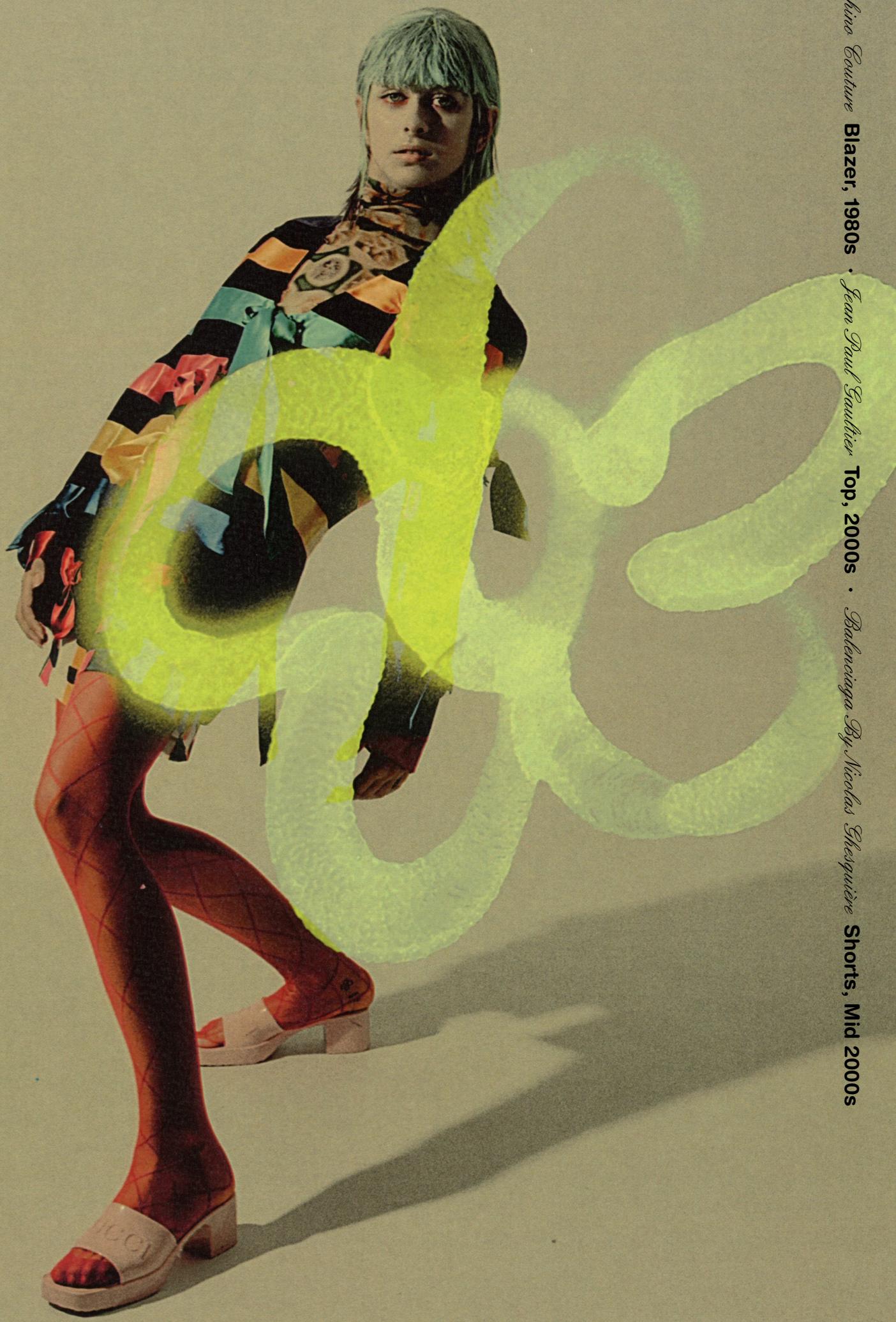
ROMEO GIGLI



1. Junya Watanabe Jacket,
Fall / Winter, 2004
2. Prada Cheongsam Shirt,
Spring / Summer, 2003
3. Maison Martin Margiela Pants,
Early 2000s

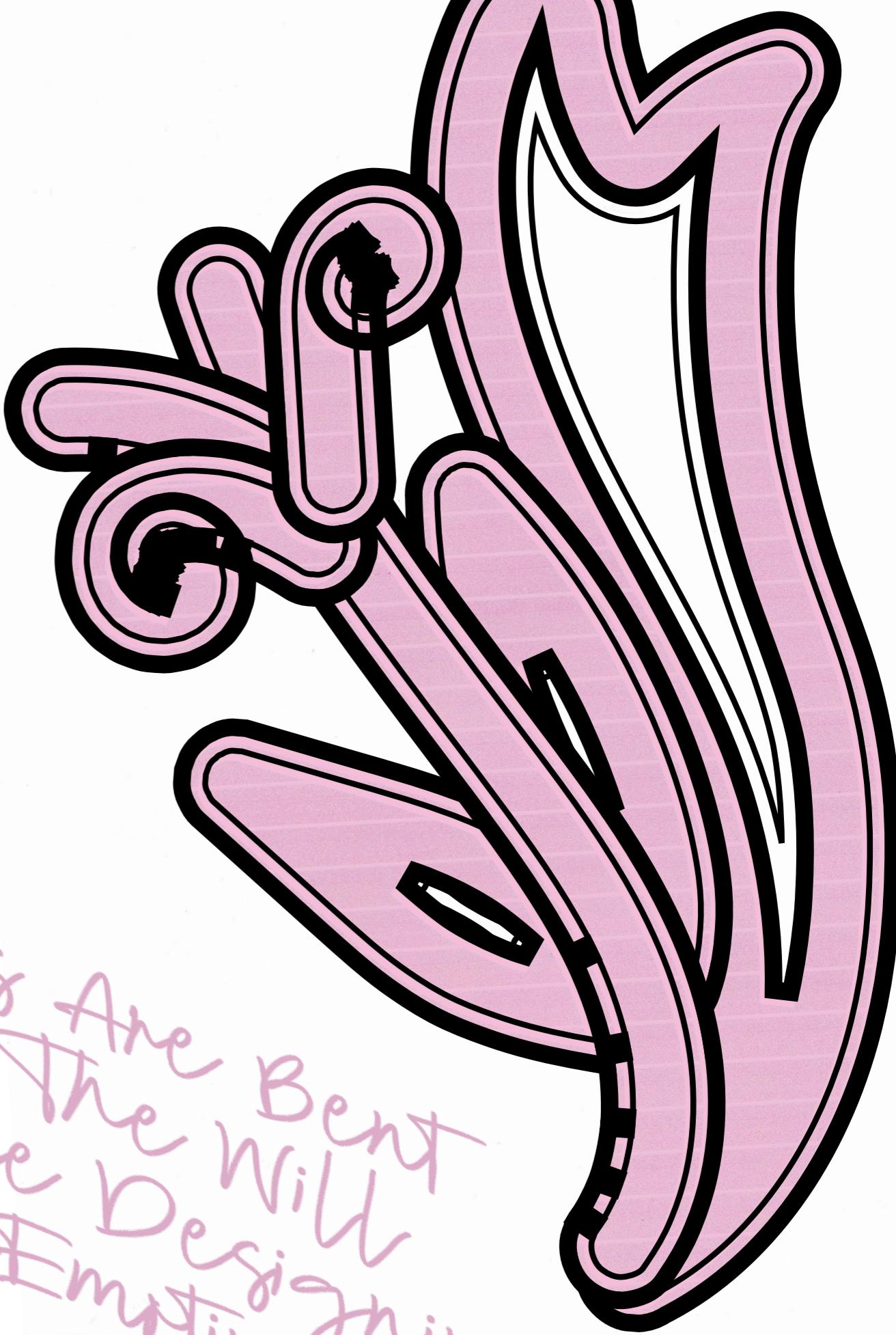


Moschino Couture Blazer, 1980s · Jean Paul Gaultier Top, 2000s · Balenciaga By Nicolas Ghesquière Shorts, Mid 2000s





Rules
of
the
Are
the
Bent
Will
Design
Emotions



Comme des Garçons Leather armour, Spring / Summer 2010 · *Maison Martin Margiela* Gloves, 2000s · *Prada* Minidress, Spring / Summer 2007 · *Alexander McQueen* Skirt, Spring / Summer 2002 · *Alexander McQueen* Top, 2000s



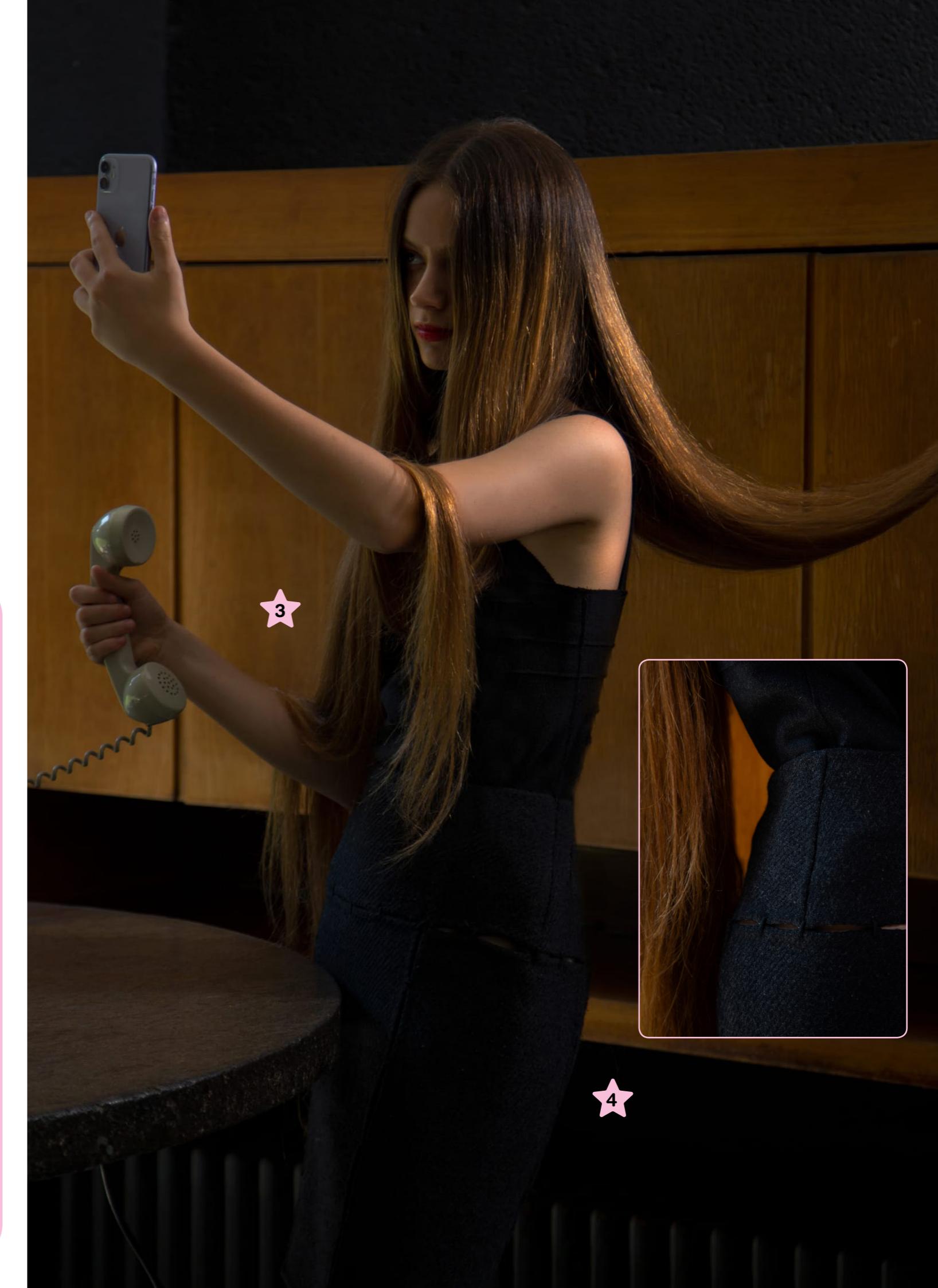
Prada Beanie, Fall / Winter 2007 · *Jean Paul Gaultier* Top, 2000s · *Vivienne Westwood* Shirt, 2000s · *Comme des Garçons* Skirt, Spring / Summer 2006

1

2

3

4



WHAT IS RADICAL ABOUT FASHION?

ID STS0326
DESIGNER COMME DES GARÇONS
TYPE DRESS
FASHION SEASON SS 1997

A DRESS THAT CRITICIZES AESTHETIC CONVENTIONS THROUGH THE STAGING OF DELIBERATELY WRONG BODIES, PRESENTED IN THE FAMOUS 'LUMPS AND BUMPS' COLLECTION. AN UNCOMFORTABLE TITLE IN ITSELF, NAMING THOSE THINGS THAT WE GENERALLY WANT TO EXTRACT, ELIMINATE, ERADICATE. A VISUAL LANGUAGE THAT DISTORTS THE LANGUAGE OF FASHION THROUGH THE DISTORTION OF FABRIC, PATTERNS, VOLUMES, FASHION ITSELF. THE BODY IS BUT THE MASS AT THE CENTER OF THIS STANCE – OR REVOLUTION: STRIPPED OF ANY GENDER AND COVERED IN COLOURFUL PARALLELOGRAMS. THE DESIGN OF THE FABRIC IS INCREDIBLY TRADITIONAL, YET SO CLOSE TO THE DIGITAL LANGUAGE, MADE OF EMPTY AND FULL, ZEROS AND ONES, BIG AND SMALL SQUARES THAT BECOME PIXELS, FLASHING UP ALL THE IMAGES WE ARE BOMBARDED WITH. PULLED, DRAPED, MADE OF PIECES AND FLAPS HELD TOGETHER BY AN IDEA RATHER THAN ANY RULE OF DESSMAKING, THE DRESS SPEAKS OF MULTIPLICATION, OF INTERNAL AND INDEPENDENT GROWTH, OF 00MOVEMENT. KAWAKUBO REPLIES, RADICAL, IN FASHION, MEANS DENYING THE STEREOTYPE LAYERING IT WITH FABRIC, CRUSHING AND ASPHYXIATING IT UNTIL IT IS CANCELLED, TO RE-ESTABLISH A FLUID, FREE, DANCING REALITY.

*1. Comme des Garçons Waistcoat,
Spring / Summer, 2010*

*2. Comme des Garçons Dress,
Spring / Summer, 1997*



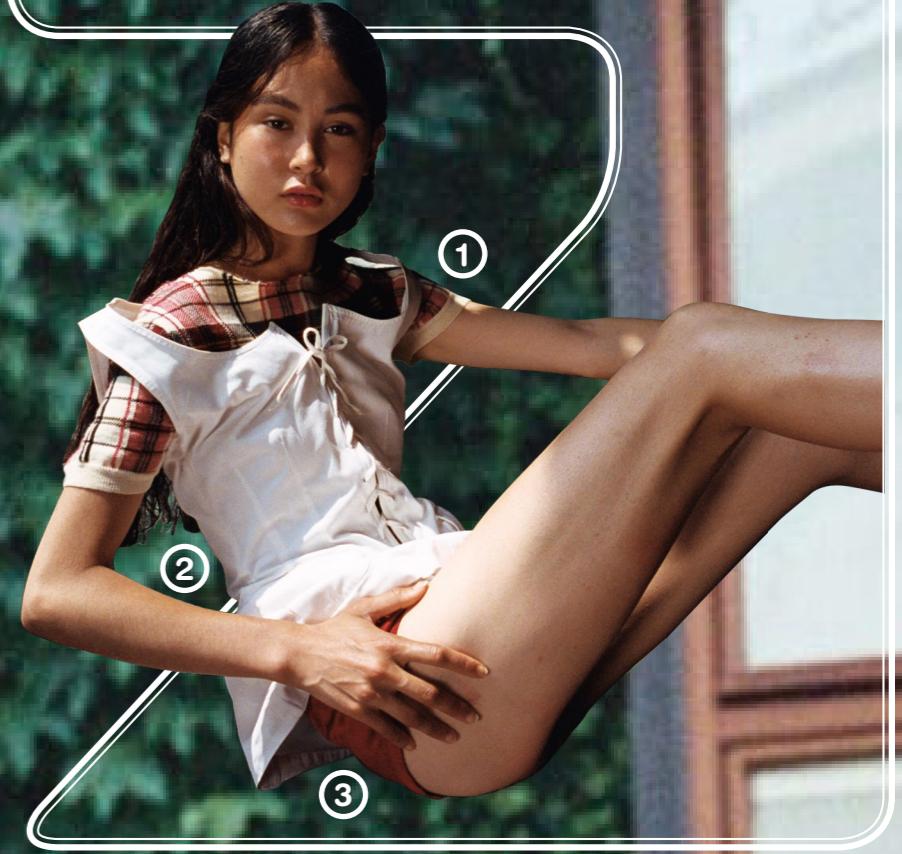
Comme des Garçons Leather armour, Spring / Summer 2010 · *Maison Martin Margiela* Gloves, 2000s · *Prada* Minidress, Spring / Summer 2007 · *Alexander McQueen* Skirt, Spring / Summer 2002 · *Alexander McQueen* Pants, 2000s

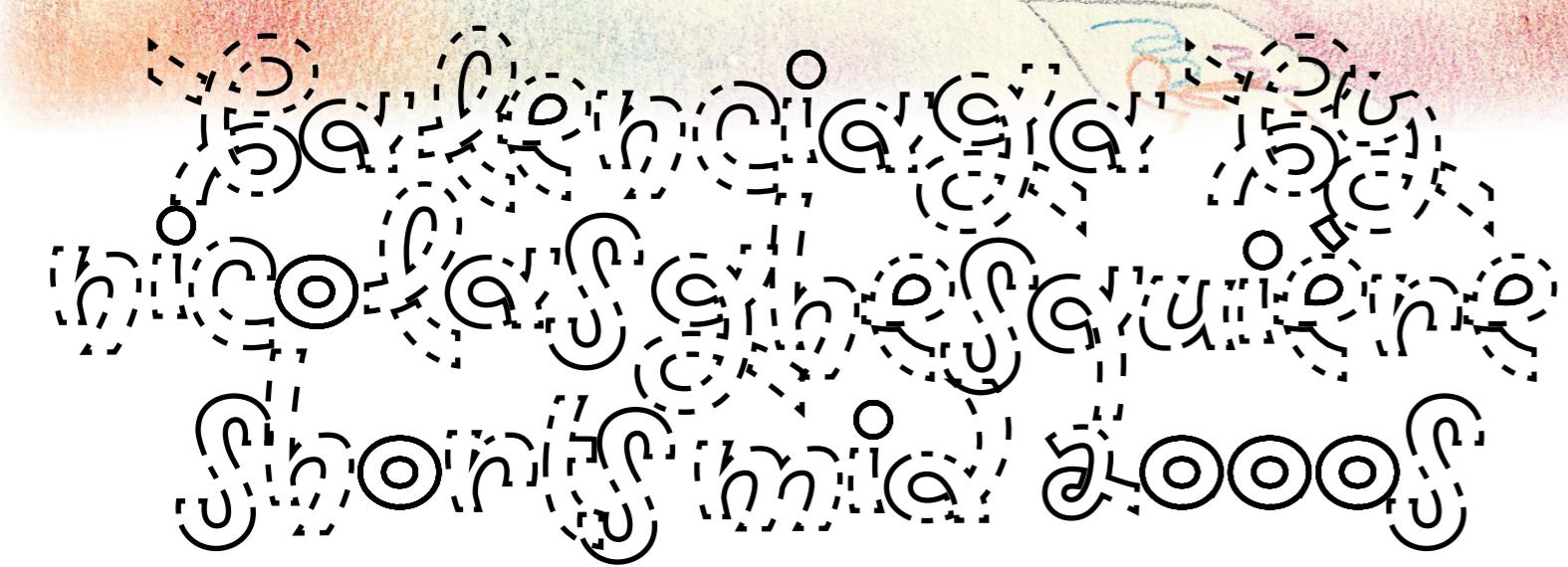


**Radical,
In fashion,
means denying
the stereotype
layering it
with fabric,
crushing
and asphyxiating it
until it is cancelled,
to re-establish
a fluid,
free,
dancing reality.**



1. *Comme des Garçons* Sweater, Mid 1990s
2. *Prada* Corset, 1990s
3. *Miu Miu* Shorts, Spring / Summer, 2008





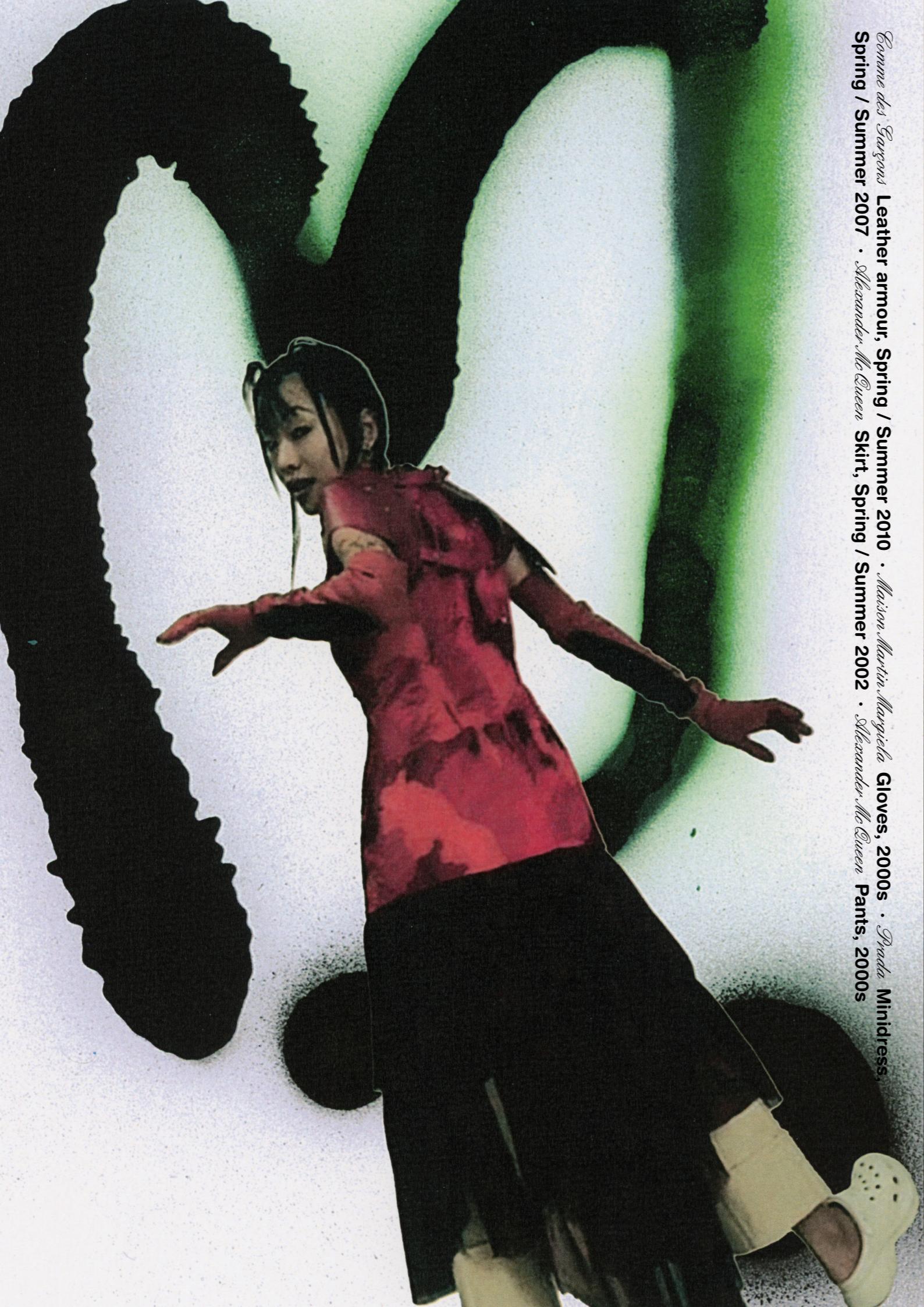
ក្រុងបុរាណ ពិភៀស
និងបុរាណ ត្រូវបាន
ស្វាគទេ

1. John Galliano Coat,
Fall / Winter, 2000

2. Prada Shirt,
Spring / Summer, 1996

3. A.F. Vandervorst Briefs,
Early 2000s

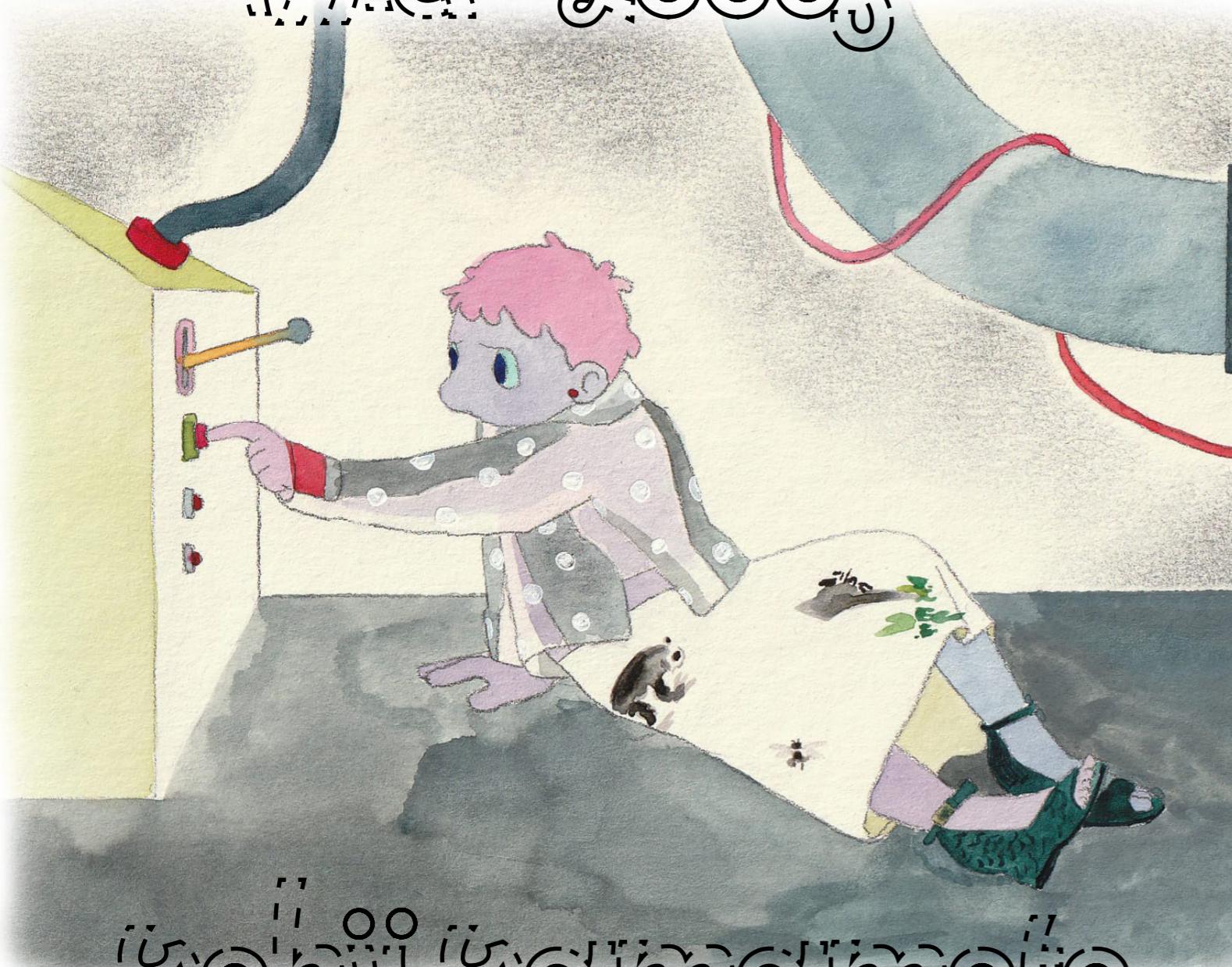




Comme des Garçons Leather armour, Spring / Summer 2010 · *Maison Martin Margiela* Gloves, 2000s · *Prada* Minidress, Spring / Summer 2007 · *Alexander McQueen* Skirt, Spring / Summer 2002 · *Alexander McQueen* Pants, 2000s



Moschino Couture Blazer, 1980s · *Jean Paul Gaultier* Top, 2000s · *Balenciaga By Nicolas Ghesquière* Shorts, Mid 2000s





Teo Poggi · **Photographer**

He set his shooting inside a 1950s building in a Milanese residential neighborhood, where two bourgeois young ladies spend their daily lives: still, he portrayed them in a surreal key, studying theatrical poses and adding odd details to the scenes. The styling is all about minimal clothes, that reflect the more sophisticated side of the Shop the Story archive.

Teresa Ciocia · **Photographer**

Her shooting revolves around the other side of the Shop the Story archive: here, a teenage girl has fun wearing colorful, quirky pieces. She rides a bike, she lays on a table, she strikes a pose: she doesn't care what other people think about her, because she is self-confident and she feels comfortable in her clothes.

Space Crimble · **Illustrator**

Their work draws inspiration from the fantasy world: their characters are a sort of cute vampires, sweet and funny and clever. They wear girly, mismatched pieces from the Shop the Story archive, that perfectly suit Space Crimble playful aesthetics.

Daniel Garzee · **Photographer**

Tania Morenilla · **Stylist**

Susanna Schmetterling · **Make up artist**

Their narrative also revolves around an imaginary world, inhabited this time by real models: their work is a mix of avantgarde photographic techniques, layered patterns, bright colors and experimental editing.

Marta Franceschini · **Fashion historian and archivist**

She told us the stories behind three of her favorite garments from our archive. Her stories are passionate, fascinating and intriguing, as well as the Shop the Story attitude, at least in our intention.

Alice Zani · **Art director**

Chiara Tiso · **Stylist**

They are the brilliant minds behind this project. Their aim has been to give new life to the fashion archive cliché: they involved different talents from all over the world, in order to demonstrate that nowadays a contemporary vintage archive is not a dusty and smelly basement full of old clothes; rather, it's an ever-evolving source of research, curated with love and devotion. Because a designer garment, if loved and cared for, can proudly survive seasonal trends, being as modern and fresh as many clothes from the latest collections. That's what this project intend to illustrate.

@shop_the_story
shopthestory.it

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