

## *Mediocre Manifesto*

This is not a revolution, nor an evolution. What we are about to say, has been there for some time in front of our eyes. There is nothing new or novel about us. It is nonetheless how we see and how we want to be seen that is at stake here. For we don't aspire to be someone else. We wish to be someone better.

Frankness shall be our exorcism. The first step would be admitting we have been misled and lied to. They said there is no truth beyond beauty. Fairly I say to you, the idea of beauty is condemned to wither. Six month trips to fantasy worlds will have to end. We cannot afford to ascribe biannual whims to creative will. The designer should give grounds for every stitch he placed.

For fashion to move forward, it needs to come to terms with concurrence of time. It needs to see further away than 'now'. Too long we have been wasting our resources on the futile dialectic of seasons. Everything that could be expressed within the standard mode of creation has been done.

Down with limited people and their limited editions. Our methods shall be inclusive and unafraid of experimentation. We are for continuous development, rather than reinvention of the wheel every season. Within the story we welcome inconsistencies, external narratives and unexpected outcomes.

We see no reason to be succinct, each medium demands to be taken full advantage of, it asks to be used to its maximum potential. Everything is worth mentioning – from the most beautiful to the ugliest. For life is so much bigger than the biggest closet.

Fraying seams and unfinished hems are within conventional discourse. Because being free to wear anything doesn't imply intellectual freedom. We are not saying clothes needn't be easy, commodified, accessible. We are saying they could also be deep, thought provoking, transcending. Thus, we are not against materiality, but rather its prevalence in our lives.

We believe it is only through the skin that these ideas will solidify. Eventually we would like to be outside of the burdens of taste and judgment. Our aim is to achieve total transparency, to disappear completely. Bring nothing in, take nothing out.

We will not stop until we have fully unexpressed ourselves.  
Until we've said everything. Until there's nothing more to say.

Tigran Avetisyan, 2012