

Branding planetary identity and the remains of old Earth dress

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Pan-continental cut'n'paste bricolages or increasingly uniform cultures of clothing? In the planetary bazaar are whole cultures of dress global fashion victims, forsaken for the Western model?

World Dress: A Comprehensive Guide to Folk Costume of The World
by Frances Kennett (*Mitchell Beazely, 1994*)

Consider plaid. It's plausibly an icon of fossilised tribalism and an item on the ethno's dress agenda. The material's appearance reminds us of the roots and tribal clan culture that once existed in this part of the world, just as in other parts, and also with local and regional clustering. Long gone as the only functional piece of clothing, plaid and the kilt are now brought out mainly for particular occasions and festivities, as a relic of the identity of Scotland's past.

The likelihood is that the cultural diversity that spawned the Scottish dress codes, whatever the merits or otherwise of the rest of the culture, was echoed across medieval Europe to greater or lesser extent. Since those times, dress in the Western world has changed immeasurably. Since the Industrial Revolution in particular, it has undergone a revolution towards functionality and formula. *World Dress*, Frances Kennett's planet-wide exploration of the state of indigenous clothing