
Unmade contribute Bret.on to MoMa exhibition



Unmade is proud to contribute to MoMA's exhibition *Items: Is Fashion Modern?*, which explores the relationship between clothing and functionality, culture, aesthetics, and technology throughout history and society.

In examining the ways in which wearable items are designed, manufactured, distributed, and used, the exhibition presents a selection of 111 examples of garments, footwear, and accessories that have had a strong impact on history and society, and continue to hold currency today.

Sitting alongside Levi's 501 jeans, the bikini and the Hermès Birkin bag, Unmade designed the Bret.on, a reinterpretation and endlessly customisable spin on the classic striped Breton sweater.

We've re-imagined the Breton shirt, the blue and cream striped icon synonymous with many historical and social groups, from Parisian artists to sailors.

The exhibit invites viewers to reflect their identity and personality by introducing customisation to the striped classic. The fluid interaction harks to the Breton's nautical roots and allows the viewer to stamp their personal spin on this classic 'uniform'.

Visitors to the museum can interact with the Breton on a interactive touchscreen installation to craft their very own sweater. The sweater may then be manufactured on-demand using a whole garment knitting machine, one of the most advanced industrial machines. Each garment is made in a single piece, with no need for assembly, and no waste.