



Shows taking place during the paris prêt-à-porter week in october 2001 (e.g. by bernhard willhelm, olivier theyskens, etc.) were utilized "parasitically" by ___fabrics interseason as platforms for presentation and advertising. The waiting lines at public entrances (entrée) to these fashion shows (défilés) were used to form a fictive "___fabrics interseason - demonstration." The audience were made into "demonstrators" and/or part of ___fabrics interseason's advertising campaign/show by loitering fashion groupies.

