

I wear
therefore
I Am

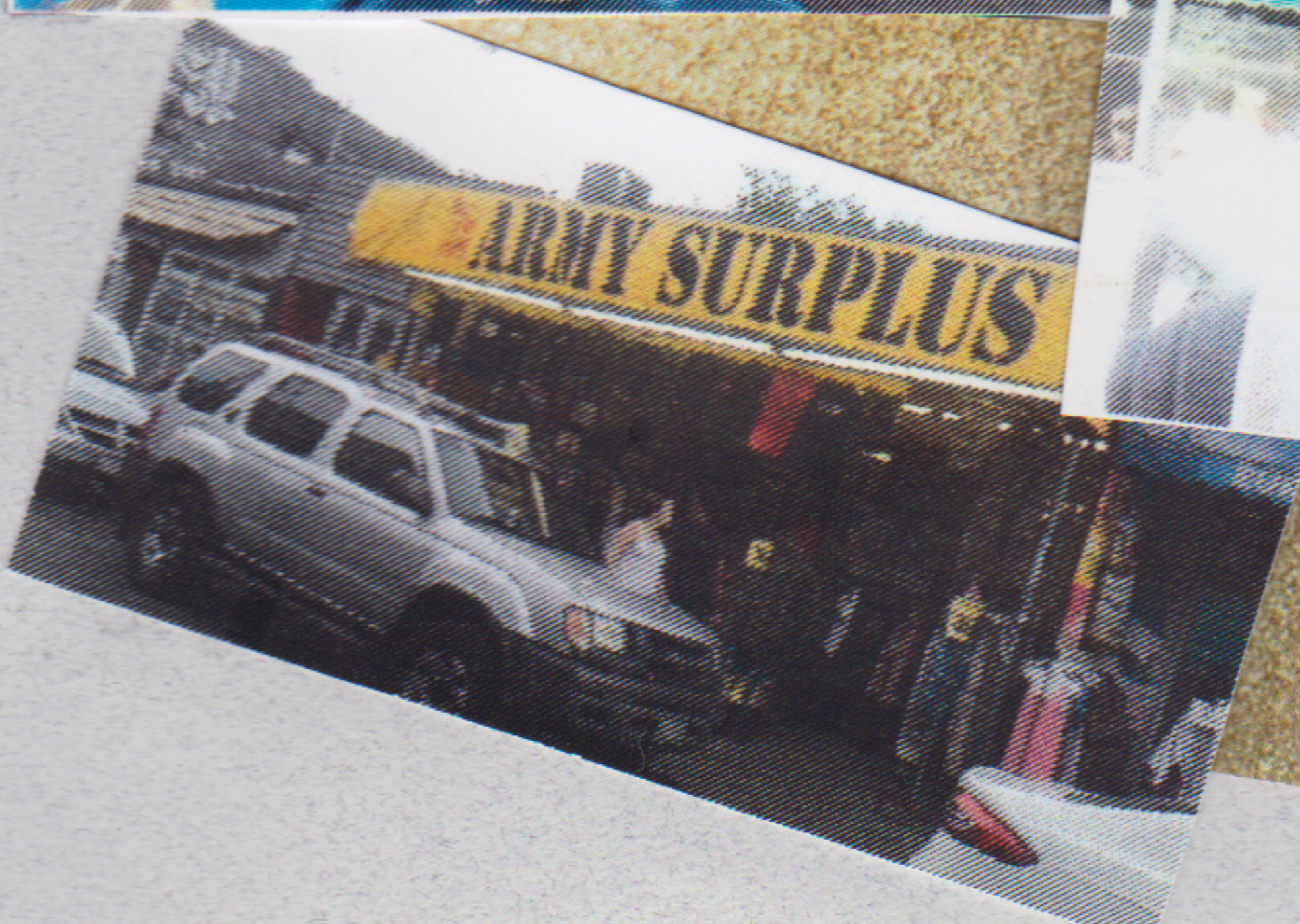


Kensington Market

Ethnography Lab 2016

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ARMY



Allegiance

Loyalty or devotion to some individual,
group or cause.

Appearing brave in forest green for our
home and native land.

Construction



Livelihood

A means of securing the necessities of life.

Wearing the clothes that are built for the job.

VINTAGE

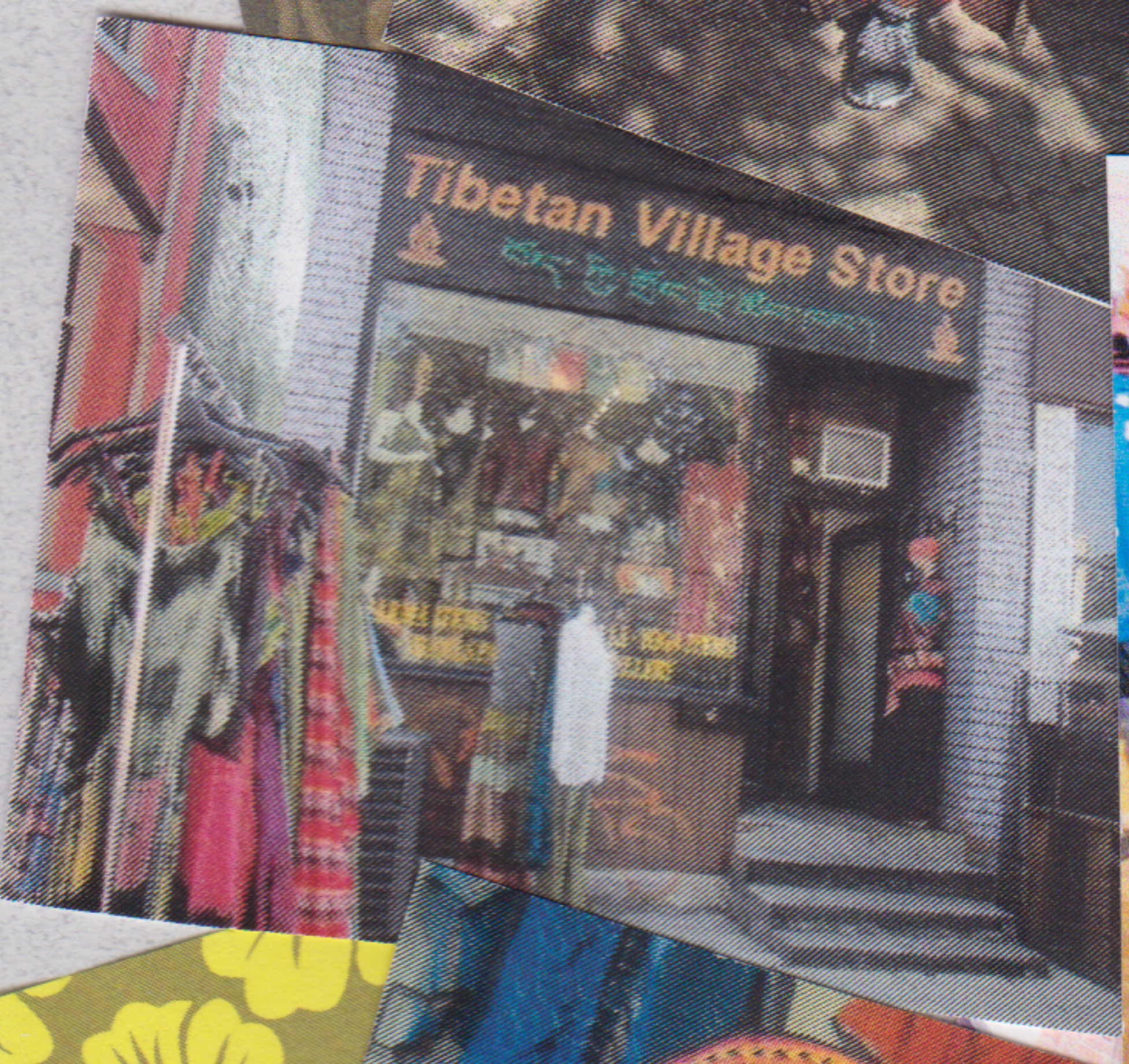


Timeless

Not affected by the passage of time or changes in fashion.

"I don't want to be like everyone else. I don't need to follow trends to feel confident."

Asian



Tradition

The handing down of statements, beliefs, legends, customs, information, etc., from generation to generation.

Silk

Two Cotton Shirts

Three Muslin Dresses

Four Hemp Bags

Five Straw Hats

Silk



Latin
American

Culture

An evolving set of characteristics and knowledge of a particular group of people.

Canada is my culture, but to be truly at home, I need a sombrero, a peasant dress, and a mask.

POP CULTURE



Iconic

Characteristic of a famous person or a thing that represents something of importance.

Big names that society loves without question; athletic champions, powerful bands and the like.

Individual clothing stores and the locals' fashion tastes form an eclectic, vibrant, and multifaceted blend that is unique to Kensington Market. Here we see the peaceful coexistence of old and new, east and west, and rugged and pinn. A welcoming atmosphere allows all to express their true selves and model their own identities, contributing to the market's brand. Overall, the different styles seen in different communities are representative of their residents' attitudes and sense of belonging within a larger and often critical world.

