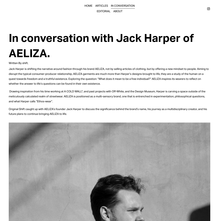
In conversation with Jack Harper of AELIZA.

Written by MAN

Jack Harper is refining his second unusual fashion through his brand AELIZA, not by adding products of clothing, but by offering a new method to people. Aiming to disrupt the typical consumer produce relationship, AELIZA garments are much more that Harper's designs brought to life, they are a study of the human or a specific human, the wearer, and their relationship with their environment. What does it mean to be a human and what AELIZA enables its wearers to reflect on questions like these, Harper is on the forefront of the fashion industry to answer.

Creating inspiration from his time working at A COLD WALL and past projects with Off-White, and the Design Museum, Harper is carving a space outside of the mass-produced, calculated realm of streetwear. AELIZA is positioned as a multi-sensorial brand, one that is all encompassed in experimental and philosophical questions and what Harper calls "Ethos wear".

Original Draft caught up with AELIZA's founder Jack Harper to discuss the significance behind the brand's name, his journey as a multidisciplinary creator, and the future plans to continue bringing AELIZA to life.



Original Draft: What is AELIZA?

Jack Harper: AELIZA is an acronym, one of the unconscious motivations. Our mission statement, "What does it mean to be human" is deliberately a question. Dialogue means that as a brand, we want to learn from people and we are a mirror of conversation. There is no definitive answer or declaration on what we believe is right, we don't think that is right. It's a massive question. But it's a sustainable because there are many possible answers and many perspectives, people in language and culture are constantly adapting and evolving.

Can you explain the inspiration behind the name of the brand?

AELIZA is the name of a computer that was built by a professor at MIT in the 50s, Joseph Weizenbaum, who was disillusioned by the notion of Artificial Intelligence. Weizenbaum's intention was to demonstrate how superficial communication between a human and a machine could be, but he was shocked by how many people attributed human characteristics to the form of a question. A counsellor simply right now, but that's their loss, it was a complete art of programming. The first person to fall in love, Joseph Weizenbaum's secretary and other three exchanges with the computer, she asked everyone to leave the room. She said it was because she didn't feel judged, she felt safe, and she felt she could be herself. Weizenbaum was disillusioned by this and he wrote a book called Computer Power and Human Reason, which was a critique of the notion of Artificial Intelligence. This was a different time. What the computer discovered that was an individual, was she truly comfortable with the individual themselves. The computer acted like a mirror. It didn't understand anything, and yet, and although you are aware of that, there's something compelling for a moment it reflects back at you. It's a very powerful piece of technology. It's a very powerful piece of technology, and it's a very powerful piece of technology, and it's a very powerful piece of technology and that was the concept. All you need from it, is a mirror, you, the object need an outside camera, you have to pick battery and, and, and.

Bu could you replace the computer with a fashion project? This story is fashion is the most judgemental and opinionated industry there is. Can you wear your opinion on your sleeve? Can you wear your opinion on your sleeve? Can you wear your opinion on your sleeve?