

GENERATIONAL FASHION AND FAMILY

Mother and daughter, Kerri and Coco Mazzocco are true embracers of the art of garment making, with their passion being found in the production of physical art, a generational practice passed down from all women in their family. The Mazzocco's hold strong belief in the exercise of slow fashion, with a hope that their small impact on design will help to combat the issue of fast fashion, that this family sees as destructive to innovation, environmentalism, and creativity.

Kerri, born in 1960 found the creative outlet of garment making during her early teen years after taking up the subject of textiles whilst at school, Kerri says that 'the slow and hard efforts to create a garment, make the wearing of it so much more enjoyable'. This passion for creation continued into Kerri's adulthood with experimentation in various mixed medias, to where she landed in a career of costume design. Whilst working as a costume designer, she was present of various hit movies of the 80's and 90's, such as 'Mosquito Net' and TV shows like 'Round the twist'. Her multitudes of success in her works of fashion made it a goal of Kerri's to pass it on to her children, in which her daughter Coco was the perfect fit.

Coco, now 21 years old, is currently undertaking a bachelor of fashion design at RMIT, following in her mothers' footsteps in making eye catching pieces for costume and everyday life. When asked, Coco explained why she chose to follow in her mother and take up a career in design, in which she said, 'Mum always told me how important it was to be able to create a long lasting impact in all we do, and that by creating clothes you can create stories and associate memories, and no other form of art can have such a physical impact'. The Mazzocco's both share a love for the sustainability in all that they do and have found by their promotion and creation of 'home-made, long lasting garments' they are doing their part to oppose the radically popular practices of the fast fashion industry.

Fast fashion is identified by the rapid and inexpensive production of clothing garments of low quality on a mass scale and has become one of the most popular ways for brands to produce their items. In an interview conducted with a spokesperson from the Australian Department of Climate change, Energy and Water, when asked about what the governments attitudes towards fast fashion were, in which it was identified that 'the Australian government as a whole acknowledge the environmental implications of the fast fashion, but their main priority is Australia-central environmental issues'. According to Clean Up Australia, 373,000 tonnes of fast fashion produced clothes are imported into Australia each year, in which 40% is ever worn.

Kerri identified the rise of fast fashion within the Australian fashion industry as a 'selfish money making ploy by greedy businesses', in that brands are more focused on a high production rate at low prices, so that they can sell more products. Coco said that as 'a young person, the preservation of the world we live in is now our responsibility to maintain, and through what Mum and I are doing, by promoting the handmade creation of clothing rather than overconsuming items made by unethical companies'. At the Mazzocco home, the two designers have repurposed their garage area into a studio, fitted with all the equipment needed to create anything they set their minds too.

By evoking this strong stance on the disapproval of what the fashion industry has morphed into, Kerri reflected on what fashion used to be stating, that when I was younger, the production of clothing was not supposed to be fast and cheap, it was an honour to wear a

piece in which god knows how many hours went into its creation, and in wearing it you were celebrating all the people involved', a stark difference in what fashion in today. Since Coco was 17 she has had her own brand of clothing which she promotes via Instagram, a ethically made clothing collection, made by using conscious materials to sell to her friends and family. By making this brand, Coco is making small but sure steps to change the way in which people shop.

Kerri said she feels so proud that her attitude of environmental consciousness rains true in her daughter and the work that she produces, as well as changing the views of those around her by the pursuit of constant education. Coco and Kerri are a true example of the selflessness of people will always find a way to take on creative expression, and the bond between mother and daughter contains unexplainable strength.