For the past seven years I have worn a onesie — weddings, yoga, the supermarket, you name it — I was there in a onesie. It began quite spontaneously; I was clearing out my wardrobe and stumbled across a hot pink onesie I made during a swimwear class. I put it on and wore it to work for a laugh. People approached me on the street asking, ‘where are you going?’ ‘What’s this about?’ The onesie became an invitation to engage and talk about fashion. It amplified the impact clothes had on my everyday life and drew attention to how others affected the way I felt in what I wore.

I was interested in what happens when one person wearing a onesie becomes 500 people wearing a onesie. How does that shift the way we perceive a garment and interact with each other? I’ve noticed from my own onesie wearing activities that a onesie with sequins is the most inviting and the biggest conversation starter with a common comment being ‘WOW!’

This project invites you to wear a Wowzzzeee (a onesie with the WOW factor) with us. It is an exploration into how we choose to wear a garment and the social pressures, reactions and desires that come with it. Fashion is something we all participate in and without our participation fashion cannot exist. The Wowzzzeee making factory and shop is driven by your desire to be part of the Wowzzzeee wearing pack and without your desire, 500 Wowzzzeee’s will not be made.

Wowzzzeee draws attention to how we affect each other’s desire to wear a garment, but also the way clothes affect our social experience — when you leave Arts House in your Wowzzzeee, life won’t feel quite the same.