



NEWS &gt; SOCIETY

# The new freak of decaying capitalism! pee pants fashion

The imperialist system continues to make fun of the nation's reason and logic. The system that imposes 'Fashion, this is what you will wear', which tears people's clothes, is now seeking to create fashion with 'pee-stained' and 'dirty' jeans. Experts evaluated the issue to Enlightened Europe

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Bright Europe  
Editor

A<sup>+</sup> A<sup>-</sup>**MERAL AKKAYA**

A new one has been added to **the fashion**



## MERAL AKKAYA

A new one has been added to **the fashion** craze of ripped trousers, low waist, t-shirts above the belly . 'Pee stained' jeans.

British-Italian menswear brand Jordanluca has launched a new outfit. He introduced a pair of jeans he called 'Stain Stonewash' at Milan Fashion Week. The most striking feature of these trousers is the dark dirt on the top. Trousers that look worn with a stained appearance have earned the title of "pee-stained jeans." Jeans with a "urine-stained" appearance have become a new topic of discussion in the fashion world with



Milan Fashion Week. The most striking feature of these trousers is the dark dirt on the top. Trousers that look worn with a stained appearance have earned the title of "pee-stained jeans." Jeans with a "urine-stained" appearance have become a new topic of discussion in the fashion world with their high price tags. The jeans are sold for 608 dollars (approximately 20 thousand TL).



The famous clothing brand Zara also sought to create fashion with its dirty-looking trousers. Experts evaluated 'pee stained' and 'dirty' looking jeans to Bright Europe.



## THESE ARE BEING DONE TO ENSURE MORE CONSUMPTION



*Prof. Dr. Bengi Bugay*

Doğuş University Faculty of Art and Design faculty member Prof. Dr. Bengi Bugay is of the opinion that such trousers are designed for more consumption. Bugay, a stage decor and costume designer, stated the following:





“We disseminate whatever the system gives us. Dirty trousers with 'incontinence' appearance; These are all things aimed at selling more under the name of fashion. Clothing for more consumption is produced as fashion. The capitalist system launches new products every year. He does these to ensure more consumption. This even affects us from time to time. We say 'What a nice jacket' and go and buy it. For example, long and fake nails have become fashionable. Even a 10-year-old child wears fake nails. That nail actually prevents him from doing many things. 'Come on girl, draw it like this. When we say



'Come on girl, draw it like this. When we say 'you are having a hard time with this nail' he says 'no, I am very comfortable, I can do it'. This will continue as long as the system does not change. "The way to fix all this is through education."

## **FASHION IS ONE OF THE MOST DROPPED SECTORS OF CAPITALISM**



*Tunca Arslan*

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Cinema critic Tunca Arslan said: "Considering the fact that Western culture is in an age of crisis and collapse, it is quite natural to see such monstrosities. Fashion is one of the most gaudy, brightest but most rotten sectors of **capitalism** . For now, they are content with dirtying the front of their trousers; Soon the back will become fashionable and they will reflect the same pollution in the butt area as well. There is no end to the absurdity in cultures in collapse, where once upon a time, words thrown into a hat were drawn one by one and poems were written, and artistic creativity was sought in non-aesthetic methods. "This point, where jeans, which are actually working class clothes, have been introduced by fashion designers, is a sign of a deep depression."

**The capitalist system devalues people with their money**

**SİNAN BEŞE / DESIGNER**

Indispensable returns of the fashion



## **The capitalist system devalues people with their money**

**SİNAN BEŞE / DESIGNER**

Indispensable returns of the fashion industry; Their designs, which were on the agenda with their patchwork trousers, sweaters and t-shirts, are now on the agenda again with their dirty visuals, exceeding their dimensions. It is also possible to evaluate these designs from different angles. Of course, this pollution also has financial dimensions.

Considering the high prices in today's conditions, the issue of purchasing such products becomes debatable. When we consider pollution in terms of fashion design, we witness that these contaminated images exceed the dimensions of design and aesthetics and create different perceptions of stain. This is also in humans; It brings to mind the questions of whether these clothes are





affordable or not, by whom and on what basis such a choice is made, and why people want to take part in environments wearing such a thing.



*Sinan Beşe*

## **WHAT DO A PISSED OR DIRTY PANTS MEAN?**

Fashion designers make associations with their designs. For example, quilt; If we wear a quilt, there are emotions that that quilt evokes in us. Like warming up on a cold winter day, like a warm bed, like



## WHAT DO A PISSED OR DIRTY PANTS MEAN?

Fashion designers make associations with their designs. For example, quilt; If we wear a quilt, there are emotions that that quilt evokes in us. Like warming up on a cold winter day, like a warm bed, like a sleep extended until noon on Sunday. A quilt dress aims to evoke those feelings in us. So, what does a dirty or dirty trouser mean to us? How do we want to see ourselves when we put on something and look in the mirror? In fact, when we look in the mirror, we want to feel clean, well-groomed, stylish and beautiful. Dirty, sloppy or torn clothes make us feel worthless. Am I not worthy of clean and stylish clothes? With such designs, the capitalist system devalues people with their money.

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Considering that the prices are so high, the psychology of the person who will wear it also arouses curiosity. If you ask me: "Can we include this in the fashion trend?" The question comes to my mind. I can answer this question with another question: "I pay this much money, so I can express myself better, does this have to be the result?" If we were to derive a definition of fashion from here, I think it is "finding the style in which a person can express himself correctly without disrupting his intellectual standards, even if it undergoes formal changes over time." Therefore, I believe that the transition period of such designs from our lives will be short and they will take their place in the rapid consumption of capitalism and disappear from this sector in a short time.

**Comparing everyone to each other with the deception of 'differentiation'**

**PROF. DR. SERAP AKFIRAT / PSYCHOLOGY**



## **Comparing everyone to each other with the deception of 'differentiation'**

**PROF. DR. SERAP AKFIRAT / PSYCHOLOGY DEPARTMENT LECTURER. MEMBER OF**

We are reading the news that the jeans, which were introduced at Milan Fashion Week last year and released recently, giving the appearance of urinary incontinence in the crotch area, were sold for 608 dollars (approximately 20 thousand TL) and had many buyers. There are two noteworthy points in this incident. The first is that, especially in the capitalist system where individualism is celebrated, differences are highlighted and the perspective of "the more different you are, the more independent you are" is promoted. In individualistic Western societies, it is assumed that "human beings" have a nature that is different from others, superior to them, and that prioritizes not the goodness and well-being of the community but the realization of individual interests and goals at all costs. Especially in recent years



goals at all costs. Especially in recent years, we see that these differences are highlighted through ethnic and sexual identities. Today, fashion operates according to the rules determined by capitalist production-consumption relations, and in this process, various myths are produced within fashion to direct individuals to consume more in order to be different. This leads to an ironic result in people who think that they can only be individuals if they appear and are "different" from others within the social system, because, for example, in a short time, dozens of people wearing urine-stained trousers on a street do not actually differentiate, on the contrary, they become uniform.





## **A SYSTEM WHERE EVIL AND DILTH IS RECOMMENDED FOR HUMANITY**

Secondly, and more importantly, societies' perception of aesthetics and beauty is shaped according to the values fed by the socio-economic structure of the age they live in. It is often assumed that changes in cultural values determine consumers' purchasing intentions and preferences in clothing. However, the important point here is that a cultural value system is deliberately changed or corrupted by manipulating people's preferences and tastes through fashion. In other words, changes in cultural value systems do not lead to such a change in "likes" and "preferences", on the contrary, clothes, accessories, hairstyles, everything that can be included in the scope of fashion, which are presented as if they were a preference, are actually imposed, to make society adopt a certain social system and its values. It is deliberately put on the market to make people take it for granted. Therefore, in this latest example of



granted. Therefore, in this latest example of urine-soaked trousers, a product with connotations of “bad”, “dirty” and “nauseous” are adjectives assigned to humanity; It is possible to say that it is an effort to build a system in which evil and filth are deemed worthy of humanity, rather than good, beauty and comfort. In other words, both the designer and the producer deliberately manipulate the taste and taste of the consumer, stripping people of all the values that make them human and turning them into pawns of capitalism.

As a result, fashion, as a social phenomenon, makes everyone similar to each other with the promise of providing identities different from the "majority", creates false differences by popularizing the sameness produced by the capital owners, and makes individuals believe an incredible lie with the propaganda of difference, uniqueness, uniqueness and innovation. Thus, identities and values are reproduced through urine-stained trousers.



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Why do they resort to such a thing?  
Because we are living in a period of postmodernism that is actually post. The West is spreading great madness to the world. You have to produce new things so that you can make a profit. In this system, reason and logic are disabled. Normally, we wear clothes to cover ourselves and to protect ourselves from cold or heat. So, of course, we can add some patterns and cultural things to something we wear to protect ourselves from nature. We add aesthetics.



*Yunus Emre Özgün*



## **MIND AND LOGIC ARE DISABLED**

The Western-centered thought system imposes this: "Look pissed. To look good is to be free, not to be like everyone else, to be original. Dare it. Don't be afraid of this. So if you are young, if you don't fit in, if you want to be different from others, this is just the thing for you. Wear this and be marginal. People who wear this are brave people." As in the LGBT example, it declares war on reason, logic, science and morality. He's trying to normalize these.

A genocide is taking place in Palestine today. What does Zara, one of the big fashion companies, do? He is shooting a commercial and a catalog about the Gaza genocide, which makes intellectual and artistic propaganda for Israel. Why wouldn't the mentality that legitimizes and praises the genocide, claims that it has an artistic aspect and blends it with fashion, produce trousers that look like urinated in



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