

THE THEORY AND PRACTICE OF FASHIONWORLD RESISTANCE
[THE RESISTANCE TRILOGY]
STEVE OKLYN [RPAF]
EDITIONS SIEGELAUB 2105

We're casting our gaze beyond 2014. In fact to be more precise, we've pitched up in 2023. Everything as we knew it in the "here and now" – socially, culturally, economically, politically – has altered. Beyond.

I begin to stir from my sleep. My mind is chaotic, the room is spinning. I grab the phial marked RETROSPECTIVITY and gulp it down. It's the only way I am going to be able to get through the day. The spinning stops. The other thoughts begin...

We have lived through extreme and unsettling times; key components of society that we had taken for granted as always being "the way," are no more. They say everything appears in slow motion when you're involved in a car crash, all the detail vividly transfixed waiting for the intake of breath, and reality, to hit. Looking back now, in hindsight, to the series of global events that did then "hit," it is all so clear; the austerity measures, world-scale fraud cases, power-grid collapses, banking misdemeanours, the list goes on... The historians, statisticians, sociologists working away in musty back rooms and the politicians trying to effect a positive "spin" on that period, here, today, have labelled it as the **"Disruptive Directive 2008-2013."**

What followed was a time that gave rise to bottom-up power assertions and shifts in power bases – globally, governmentally, industrially, and sociologically. The ensuing panic led to the **"Great Inversion"** of 2013-2018, a dystopic period equivalent in many ways to the "Great Depression" of the 1930s. Novelist Joseph Conrad was quoted as saying: "To the destructive element submit yourself." However, those fearing change, with attachment to control and a "fight or flight" culture – i.e., governments, educational systems, global "top-down" organisations – collapsed in on themselves, dragging the masses behind them. This was the final shedding of all pre-transformed life...

My retrospectivity is pulled back sharply by an alarm going off in the background; it's 09.45, 01.08.23; time to get ready and go meet Steve Oklyn...

REPORT

While waiting for Vonn R., I check my watch. It is time for the red CHEMS. I swallow one 100 mg pill stamped "DROMOS." Within seconds, my brain awakens with heightened acuity. Vonn arrives. Without any greeting, she transfers a file to my phone entitled RETROSPECTIVITY: VIRUS. After a few moments of reading and deliberation, I begin my response.

THE DISRUPTIVE DIRECTIVE: 2008-2013

On September 29, 2008, GOOGLE stock was trading at under \$400 a share. I was in the waiting room of SinoPharma in Taipei. That day, my access to CHEMS was all that mattered. My reference symbol was OKLYN-5. Stage one of neural and behavioral design beta testing had just begun. The top designer at SinoPharma was a pre-NOT VOGUE follower of Steve Oklyn's webcast entitled "ANTIPATHY." All primary subjects were named OKLYN, and numbered one to infinity. A well-funded post-doctoral research team at MIT was in charge of the mind control program. The beta testing was a high-security matter for all involved. Noted virologist Dr. Canyon T. Phipps helmed R&D at SinoPharma. I forgot to mention that SinoPharma was owned by LVMH. The goal was to develop an addictive drug to enhance and prolong the global consumer's biological and psychological

dependence on consumer rapture. It was to be marketed as COME, a pill for enhanced sexual performance. Male boomers started taking the pills in mass quantities. It is now known that the chief side effect of LVMH-C (COME) was profound ethical disengagement, especially in relation to financial matters. In a few short years, the world's resources went from a balanced division to a radical upset as the one percenters – focused on reliving the virility of their youth – acted out a pathological need for absolute control and personal gain at all costs. On July 16, 2013, SAC Capital Advisors founder Steven A. Cohen was hit with criminal charges from federal prosecutors and the FBI. The Wall Street drama that ensued marked the end of the era referred to as the DISRUPTIVE DIRECTIVE. This five-year period of massive global criminality on a governmental and corporate scale seems to lead, in retrospect, to the blue CHEM stamped "COME." I can clearly remember the ads that appeared globally in 2010: Kate Upton, nude with parted lips, shot by Terry Richardson, with the word "COME" centered low on the image in large, sans-serif letters. It took only two years of global C-RAPTURE addiction to create the DISRUPTIVE DIRECTIVE algorithm: The one percenters control world resources and wealth + consumer rapture = global selfhood theft. In the spring of 2011, Steve Oklyn detected this destructive pattern, and began to formulate an intellectual antidote to the worldwide loss of individual identity: the NOT VOGUE project. From 2011 to 2013, Oklyn authored a series of words, symbols and signals to disrupt the primary DISRUPTIVE DIRECTIVE signal No.1. – making www.notvogue.com the global platform for the counterculture vs. the over-the-counter culture movement. By the summer of 2013, the majority of creative youth in every cultural capital had been brainwashed into believing that corporations created the culture, and that their role was solely to consume. The most successful method of youth control was branded fashion. Branded fashion operated according to a strategy referred to as THE ARCHITECTURE OF INFLUENCE, which was developed in the 1990s. It is an idea based on a simple insight: Choose a small, submissive and scripted team of influencers to take control of all public media imagery via every available platform of message delivery. During the five-year DISRUPTIVE DIRECTIVE period, it took less than 2,500 global "controls" to brainwash the other seven billion people on earth. GOOGLE stock price on July 26, 2013: \$885.35 a share.

THE GREAT INVERSION: 2013-2018

For decades, Paul Virilio had been laying the theoretical groundwork for what happened next: Accelerated modernity leading to an era poignantly described as the ACCIDENT. Virilio rightly foresaw that humanity was in the process of a massive global, social and human science project. What happened in the wake of the DISRUPTIVE DIRECTIVE was the same fundamental network failure and societal systems collapse that he'd predicted years before. His prediction that this breakdown would evolve into an aesthetic was profound. The simultaneous rise of GOLDMAN SACHS and GAGOSIAN made perfect visual sense: a beautifully structured logic bomb. At this same historic moment, the founders of the two largest fashion-industrial-media complex conglomerates were rapidly expanding their brands' global footprints – and using their expanding personal fortunes to spend billions of dollars on contemporary art. At this point, the key visual propaganda was being manufactured by Jeff Koons, Damien Hirst, Richard Prince, and Takashi Murakami. The art of arbitrage and the art world became one. An important mechanism in this ACCIDENT was the involvement of the luxury goods conglomerates: 10 IPOs + 100 artworks = 100,000 handbag sales. All described using the terminology of the art world. All orchestrated and promoted with a finely tuned barrage of spectacles. It was a beautifully constructed era of human brainwashing and ultimately, human control. This global mind and money grab even had a triumphant theme song:

IT AIN'T HARD TO TELL

I'M THE NEW JEAN MICHEL

SURROUNDED BY WARHOLS

MY WHOLE TEAM BALL

TWIN BUGATTIS OUTSIDE THE ART BASEL

I JUST WANT TO LIVE LIFE COLOSSAL
LEONARDO DA VINCI FLOWS
RICCARDO GIVENCHY CLOTHES
– JAY Z, "PICASSO BABY" 2013

Then something undetected began to happen. While engineering the drug COME, the team at SinoPharma had secretly been developing an antidote: a cultural virus with the code name DROMOS. The antidote was never meant to leave the freezers of the underground facility at SinoPharma in Taipei. What happened leads us to the GREAT INVERSION. Dr. Canyon T. Phipps, the aforementioned lead researcher and developer of LVMH-C (COME), was secretly part of the cultural insurgency movement headed by Steve Oklyn. Dr. Phipps (nicknamed "Topanga") arranged for Steve Oklyn – under the name "Mark Even" – to become a beta test subject for LVMH-C. But instead of administering the blue pills to Oklyn, Phipps was actually testing the red antidote: DROMOS. A headline in the FINANCIAL TIMES from July 25, 2013 is considered a key moment in the reporting of the next five years, now known as the GREAT INVERSION: "ARCTIC MELT IS ECONOMIC TIME BOMB." Warming – in both the ecological (CLIMATE REVOLUTION) and cultural sense – took hold very quickly. As quickly as the DISRUPTIVE DIRECTIVE of identity control had materialized years before, a global underground now formed around the concept of identity freedom. Here was a movement where individual human expression and warmth of spirit were respected. A revolution based on words rather than symbols of wealth. The underground was exchanging ideas based on individual human empowerment, not government- or equity-backed power. The shift was an elemental one, from consumer content to human contentment. In the fall of 2018, a superstorm hit the coast of Eastern Long Island. Three thousand structures were destroyed. The area was declared unlivable, and began a slow return to its natural state. In 2018, WILDER QUARTERLY magazine's readership reached 750,000.

THE WHOLE EARTH: 2018-2023

On December 14, 2018, sustainability pioneer Stewart Brand celebrated his 80th birthday. The President of the United States declared that henceforth December 14 would be a national holiday in honor of Mr. Brand and his contributions to the sustainability movement. The next five years were transformative in real terms. The long list of previously admired cultural arbiters and icons were summarily devalued and discarded. VOGUE Magazine, KATE MOSS, STUDIO 54, SAINT LAURENT, ST. BARTHS, ART BASEL MIAMI BEACH, and many others were viewed as irrelevant and blatantly insensitive to emerging societal agendas. STARBUCKS was getting major competition from an independently-owned and operated coffee purveyor named DROP CITY COFFEE. The hydroculture community in Detroit was 5,000 people strong. The most popular t-shirt spotted at all of the major alternative music and tech festivals in 2023 bore the slogan: "INFORMATION WANTS TO BE FREE." On July 18, 2018, actress Chloe Moretz appeared on Jimmy Kimmel Live wearing a "JOLIE for President 2020" button. When the cameras zoomed in on the button, the audience erupted into loud applause. For two years in a row – 2021 and 2022 – The Museum of Natural History in New York was the most attended museum in the world. In January of 2023, POTUS Angelina Jolie devoted most of her State of the Union address to re-establishing the idea that global human rights and equality would be the priorities of her administration. First husband Brad Pitt left Washington the next morning to supervise a community-based home building project in Newark, New Jersey. Maddox Jolie-Pitt, now 21 years old, is managing the project. After 12 years of operation, NOT VOGUE has a yearly viewership of over five million.

Steve Oklyn
August 1, 2023
Vals, CH

VOGUE SEPTEMBER 2023

Anna Wintour, Editor-in-Chief of the American edition of VOGUE, is 73 years old. Grace Coddington, Creative Director of the American edition of VOGUE, is 82 years old. Cover model Kate Moss is 49 years old. Dress designed by Karl Lagerfeld for CHANEL. Designer Karl Lagerfeld is 88 years old. VOGUE, as a publication about fashion, society and the arts, is 114 years old (based on the year Conde Montrose Nast took control, 1909). The population of the world is now eight billion. The majority of the world's population is older, less caucasian, and concentrated in urban centers. The megacities are Mexico City, Lagos, Cairo, Karachi, Mumbai, New Delhi, Jakarta, Singapore, Shanghai, and Beijing. 18.5% of the national populations of America, Japan, Western Europe, and Russia are over 65 years old. In China, Taiwan and South Korea, the percentages of the national population over 65 years old are 23%, 27.5% and 27% respectively.

BEYOND VOGUE

Bernard Arnault, Chairman of LVMH Moët Hennessy • Louis Vuitton S.A., is 74 years old. According to the Bloomberg Billionaires index in January 2023, he is the fourth richest person in the world (excluding royal families and heads of state) with an estimated net worth of \$50 billion.

August 15, 2023 9AM

I am writing this journal entry on my Korean-designed and manufactured smartphone while sitting on a bench in Hyde Park, London. I logged onto [style.com](https://www.style.com) and read that Calvin Klein passed away – just months before his 81st birthday. If any one fashion designer represented youth and youth culture on a global scale, it was CALVIN KLEIN. YOUTH. The molecular ingredient of fashion has come to an end. YOUTH. The molecular ingredient of personal technology is still in its infancy. YOUTH, as defined by the fashion-industrial complex, has been generated and regenerated so many times that the fastest-growing segment of SAINT LAURENT is BABY SAINT LAURENT. The Autumn/Winter 2022 designs were so popular that Karl Lagerfeld ordered the whole collection in duplicate for his twin Singaporean test-tube sons, Karl Jr. and Karl II, who just celebrated their third birthdays with a party at DISNEYLAND Paris attended by 1,000 of their closest Facebook friends. They have a combined Twitter, Instagram and Facebook following of over 15 million fans. It is rumored that Lagerfeld's twins have signed a contract with Renzo Rosso to produce their own branded collection starting with the Autumn/Winter 2024 season. The brand name is rumored to be KL2.O. L'OREAL has signed the twins to a long-term fragrance and cosmetics contract. It is rumored that the first fragrance will be called DROMOLOGY. It is said to be an homage to their father, Karl.

September 25, 2023 2PM

I am writing this journal entry from my hotel room in Lagos, Nigeria. I am staying at the SOHO HOUSE Lagos. I am here to attend LAGOS FASHION WEEK. It is owned by JAY Z and PHARRELL and operated by ROC NATION MEDIA. Please note that a number of the major fashion brands no longer show in Paris and now show in Lagos. The demographic and financial climate in Paris has deteriorated so rapidly for designer clothing that the MAISONS have drifted to Lagos, with its very young and enthusiastic support of designer fashion. VOGUE Lagos is now considered the most influential and fashion-forward of the 28 international print editions of VOGUE. The issue of influence is not the September issue of American VOGUE but the September issue of VOGUE Lagos. In fact, VOGUE Lagos leads all other editions of VOGUE in terms of ad pages, issue sales and the societal influence of its cover models. The Editor-in-Chief of VOGUE Lagos is Edward Enninful. The Creative Director of VOGUE Lagos is Jenke-Ahmed Tailly. The Culture editor is Shala Monroe. ROC NATION FASHION owns VOGUE Lagos in partnership with CONDE NAST INTERNATIONAL. Willow Smith is the cover model for the September 2023 issue of VOGUE Lagos.

October 1, 2023 10AM

I am writing this journal entry from AVALANCHE HOUSE, a creative members club in Bushwick, Brooklyn. I logged onto [style.com](https://www.style.com) and read that KERING – owned by Francois-Henri Pinault – has started a new pharmaceuticals division. The first group of drugs to be rolled out are designed to treat obesity. In a second announcement, KERING's luxury fashion brand division – which includes GUCCI, SAINT LAURENT, BOTTEGA VENETA, BALENCIAGA, and STELLA MCCARTNEY – will be adding PLUS SIZE products based on consumer needs.

October 3, 2023 4PM

I am writing this journal entry from the garden of MoMA in New York City. I just attended a press conference announcing the new Fashion Department at the museum. FIAT heir Lapo Elkann – along with his brother, FIAT Chairman John Elkann, who is a member of the Board of Directors at MoMA – have just announced that the new department will be devoted to the art and design of fashion beginning in the 20th century. During the press conference, they introduced the director of the new department: noted British fashion exhibit designer and historian Ms. Judith Clark. Ms. Clark enthusiastically announced the first exhibition as HERMES: The Martin Margiela Collections 1997-2003, which will open in May of 2024. Ms. Clark introduced Axel Dumas, Executive Director of HERMES, who commented on his family's proud support of the exhibition and HERMES' long-term support of MoMA's Fashion Department in the years to come. During the reception that followed, Lapo Elkann explained in conversation that he would be a global ambassador for the department – and that he was headed to Seoul to meet with SAMSUNG family members and executives to finalize a significant corporate sponsorship program.

October 4, 2023 8AM

@MoMAFASH Rei Kawakubo donates CdG S/S 1983

Steve Oklyn

October 7, 2023

Mumbai

THE NOVEMBER FIRES 2023 (16 cantos) RED PILL ARMY FACTION

NOVEMBER 1, 2023 (WEDNESDAY) PRADA KURFÜRSTENDAMM 186 BERLIN

The first fire was an homage to architect Roberto Baciocchi. A crowd stood on the street watching the stunning effect of the flames, distinguished by several radiant explosions that blew out the windows. Black-and-white checkered marble flooring, polished steel furniture, ebony, palladium, mirrors, and Perspex all combined into an attractive display of ruin. When contacted about the fire by a correspondent for Corriere della Sera, Miuccia Prada had no comment.

NOVEMBER 2, 2023 (THURSDAY) GUCCI VIA MONTENAPOLEONE 5-7 MILAN

The fire lasted 12 hours. The air that evening smelled distinctly of bamboo and antique gold hardware. Frida Giannini, GUCCI's Creative Director, was seen wandering in front of the store in tears. High fashion. Italian style. Traditional craftsmanship. All of these characteristics produced an exquisitely designed and thoroughly modern sensibility in flames. An unparalleled spectacle. "It was glamorous," commented Steve Oklyn.

NOVEMBER 3, 2023 (FRIDAY) BALENCIAGA 148 MERCER STREET NEW YORK

Isabelle Guichot was in her office in Paris when she received the news. The fire had broken out at approximately 3AM New York time. When the NYFD arrived, the store was completely engulfed in flames. A friend had been in the lobby of The Mercer Hotel across the street, and texted the news to Ryan Korban, the store's designer. BALENCIAGA designer Alexander Wang was in London. Upon hearing about the fire, he immediately returned to New York. A photo appeared in The New York

Post on Sunday, November 5 of Mr. Wang standing in front of the burned-out store with an expression of utter disbelief.

NOVEMBER 4, 2023 (SATURDAY) PURPLE INSTITUTE 20 RUE THÉRÈSE PARIS

The first person to smell the smoke was Annabel Fernandes, the Managing Editor of PURPLE Magazine. She was in the PURPLE INSTITUTE office with photographer Stephane Feugere. As they ran from the building, the first fire engine from the PARIS FIRE BRIGADE was already racing down rue Thérèse. A crowd had gathered. Inside, 30 years of archives were consumed by the fire. Each page, each book, each memento had been transformed from documents of social control to ashes. A week later, one of the firemen who had been on the scene suddenly started singing "DISCO INFERNO" by THE TRAMMPS.

NOVEMBER 5, 2023 (SUNDAY) DOVER STREET MARKET 17-18 DOVER STREET LONDON

Adrian Joffe, co-founder of DSM, was attending a marketing meeting with Rei Kawakubo, his wife and founder of both COMMES des GARÇONS and DSM, in Tokyo when he received the news that an explosion had occurred at the flagship DSM store in London. He was also informed that firefighters were unable to contain the ensuing blaze, and that the store had burned to the ground. The explosion was so violent that it shattered the front windows of AUTOMAT, the American brasserie across the road. Stanley Blade had taken his lunch that day at AUTOMAT, and left 15 minutes before the spectacle of DSM's catastrophic event.

NOVEMBER 6, 2023 (MONDAY) PROENZA SCHOULER 822 MADISON AVENUE NEW YORK

Once a place of persuasion, the store had been transformed by the fire into an incommunicable space. The complexities of flame and speckled stone, finished wood and heat intertwined to bring what was once a brand to dissolution. Fire is purpose-driven. It very quickly unveils its grandeur, revealing where true power lies. A crowd formed to watch from across Madison Avenue. Together, the brand and the fire captivated spectators in a way that the brand alone never could. The perfume created from the burning clothing, wood, glass, concrete, and stone was a perfectly crafted futuristic creation existing on its own. This was a communal experience, and all involved seemed entirely aware of it.

NOVEMBER 7, 2023 (TUESDAY) VALENTINO VIA DEI CONDOTTI 15 ROME

Fire is inherently elegant. It is a dichotomy of fragile yet dangerous natures. When a fire is fully expressing itself, the spectacle is unique and visionary. One word captures the relevance of a fire: intensity. Valentino's signature red entwined with the flames. It made for a perfect expression. Fire, what a wicked thing to do...to make me dream of you. Burning leather and silks were an overture to the fragrant fireworks of exploding flacons of perfume. Over half a century of the brand's legacy – erased by flames. In truth, the fire demonstrated a superior understanding and interpretation of Valentino than the house's current designers, Chiuri and Piccioli. Rome's Vigili del Fuoco were never able to discover the cause of the event.

NOVEMBER 8, 2023 (WEDNESDAY) BERLUTI MAISON 14 RUE DE SEVRES PARIS

Fires are similar to luxury products. They are bespoke creations exhibiting the same exacting standards in quality, rarity and individuality. The morning after the fire destroyed the flagship, a rumor was circulating that, when putting out the last of the flames, certain members of the BSPP noticed a marble table with the words ATELIER RED PILL ARMY FACTION scratched into its once pristine surface. With this eighth fire in eight days, certain members of the fashion elite were regarding these events as a collection. The object of a fire is to reach its full potential. When asked by a reporter from Le Figaro about the destructive event, BERLUTI Chief Executive Antoine Arnault just shook his head and quickly stepped into a waiting car.

NOVEMBER 9, 2023 (THURSDAY) FENDI VIA MONTENAPOLEONE 3 MILAN

Our revolution is young. People, especially youth, are encouraged by what we do here in the heart of the FASHIONWORLD empire. Look at the sky turnin' hell fire red. Somebody's house is burnin' down, down, down. The fire spread quickly. Before the fire engines arrived, the store was already lost – consumed by flames. Silvia Venturini Fendi was spotted behind the police barricades in tears. When reached by WWD, Fendi's Chairman and CEO Pietro Beccari expressed shock and anger that such an "attack on civilization" could occur.

NOVEMBER 10, 2023 (FRIDAY) DIOR 5-9-11 JINGUMAE SHIBUYA-KU TOKYO

The outer skin of clear glass and the inner skin of translucent acrylic were never more than a billboard. "Mr. Arnault is a very rich man," commented SANAA co-founder Kazuyo Sejima in 2004, "and he wants to sell as much Dior as possible. We are not so interested in that. We divide exterior and interior. The exterior is very beautiful, and behind the wall is their intention. We try to keep some conflict." When the building went up in flames, the conflict that had only been hinted at was now made manifest. The day after the fire, hundreds of posters were discovered on the walls of the Omotesando district with the words "RED PILL ARMY FACTION WAS HERE" in red type.

NOVEMBER 11, 2023 (SATURDAY) 10 CORSO COMO 1717 NANJING WEST ROAD SHANGHAI

The world was on fire. Formed in 2011, the RED PILL ARMY FACTION (RPAF) was created as a means to disrupt and dismantle the fashion-industrial-media complex. Part collective, part platform and part school, the RPAF did not have a fixed identity or function. The organization's inclusiveness (meetings and membership were open) and nomadism (the RPAF was never tied to a specific space) engendered a decidedly anti-bureaucratic mode of operation and experience. The RPAF burned with conviction, creativity and chaos. After an hour, the flames reduced designer Kris Ruhs's strict black-and-white color palette to smoldering red and spectrums of charcoal gray. Mounds of ashes lay everywhere. Carla Sozzani released the following statement: "This is a sad day for fashion. Our system is being attacked. The authorities must bring the criminals responsible for these savage provocations to justice."

NOVEMBER 12, 2023 (SUNDAY) TOD'S MAXIMILIANSTRASSE 21 MUNICH

If you looked closely, you could see the lettering ORIGINAL WINDOW CONCEPT BY NENDO melting just before the flames completely consumed the leather and polished chrome displays. Rarely discussed is the sound that a fire produces. "If you listen to THE BEATLES, it's always the same," said Steve Oklyn. "But if you listen to a fire, it's always different." The best way to describe the art and craft that goes into creating a fire is technical realism. To craft a modern fire, the arsonist utilises a deft touch to shape the flames. A fire can be modern, classical or experimental. When discussing a fire, you cannot ignore its tactility: the way the heat and the flames caress and embrace the environment they're tasked to consume. When notified of the fire and its subsequent destruction, TOD's President and CEO Diego Della Valle and his brother Andrea boarded Diego's private jet and flew to Munich. When pulling up to the smoldering building, Diego noticed that across the facade in red spray-paint were the words "Burn, Baby! BURN!"

NOVEMBER 13, 2023 (MONDAY) BOTTEGA VENETA 800 NORTH MICHIGAN AVENUE CHICAGO

All fashion brands are counter-revolutionary because they are only concerned with the preservation of their existence. They are empty structures which, in spite of their grand origins, can never be filled. Nothing about a fire is simple. Every aspect of the event is meticulously planned. It usually takes three to four weeks to design every aspect of the incendiary narrative. Within the deep web, the FIRE FORUM (FF) is the largest gathering of arson enthusiasts worldwide – not to mention the most active. The RED PILL ARMY FACTION (RPAF), an original member of the FF, has created a new standard of activism since it was founded in 2011. Steeped in the history of revolutionary events and acknowledged for its dedication to social breakthroughs, the RPAF has emerged as one of the

world's premier activist collectives. The group's motto, "DISRUPT CRITIQUE DISAPPEAR," expresses a philosophy of defiance and individuality that now applies to multiple platforms of social control. These include architecture, product design, social network design, and the original fashion-industrial-media complex. As Steve Oklyn wrote in *THE BLUE PILL NIGHTMARE* (Editions Siegelau): "The maisons of sensibility will be dismantled." The Chicago BOTTEGA VENETA fire lasted five hours from beginning to end. A spokesperson for the Chicago Fire Department reported that the first fireman to enter the burning building spotted the words "ATELIER (RPAF)" spray-painted in red across one wall. When notified in Paris about the Chicago event, KERING Chairman and CEO Francois-Henri Pinault stated the following to an International Herald Tribune reporter: "KERING is dedicated to combating violence against fashion."

NOVEMBER 14, 2023 (TUESDAY) COLETTE 213 RUE SAINT-HONORÉ PARIS

"Experience each fire as if you were reading a poem. Every arsonist has a way of seeing the world. In the particular world of fire that they make their own, everything is connected. A fire blurs the frontiers, merges the mobile with the immobile. For some arsonists, fire is pure emotion. In each of their conflagrations, there is a perfect realization of form: the delicacy and mystery of heat and flame."

– *Excerpt from a lecture delivered to the FIRE FORUM (FF) on April 2, 2023 by Dr. Canyon T. Phipps*

The event happened very quickly – less than half an hour for a steady blaze to reach the moment of inferno. A setting for consumer consumption, consumed by flames. It took what only seemed like an instant for the windows to blow out, catapulting all manner of corporate propaganda into the air outside – *bijoux, beauté, musique, vêtements, chaussures, lunettes*. The street was covered in a new reality: ALAIABANDOFOUTSIDERSCHRISTOPHERKANEEDDIEBORGO, HERMESGIVENCHYBALMAINAPPLEUNDEFEATED, DIORHOMMEYAZBUCKLEYMARCJACOBS. Sarah and Philip Andelman held hands silently with Sarah's mother, Colette, as the fire created an expression of liberation out of the elements they had curated for the repression of selfhood.

NOVEMBER 15, 2023 (WEDNESDAY) FRED SEGAL 500 BROADWAY SANTA MONICA

The Fire Revolution: With the creation of the fifteenth fire, the events had acquired an iconic status. The RED PILL ARMY FACTION (RPAF) had pushed the concept of FASHIONWORLD dissent to a new level. Their work represented the beginning of a century-long process globally referred to as "Dangerous Critique," the practitioners of which risk their lives in formulating their position. By the end of the 21st century, more than 150 individuals had died while practicing Dangerous Critique. The image that accompanied the fire's reportage in the Los Angeles Times was of the blue-and-red FRED SEGAL sign twisted into an unrecognizable sculptural form from the heat, surrounded by piles of fire- and water-damaged clothing.

NOVEMBER 16, 2023 (THURSDAY) SAINT LAURENT 80 GREENE STREET NEW YORK

The architects of heat and flame create an infinite set of structural possibilities to redesign a brand's identity. Fire is the rapid oxidation of a material in the exothermic chemical process of combustion, which releases heat and light. The flame is the visible portion of the event. A key meeting of the FIRE FORUM (FF) – attended by all members of the RED PILL ARMY FACTION (RPAF) – focused on the use of fire in warfare. The discussion was simply titled: "THERMAL WEAPONS." A firestarter is technically an arsonist, and yet there is a predictive aspect to the craft of starting a fire. The NOVEMBER FIRES 2023 predicted how the fashion-industrial-media complex would neutralize the emerging global youth intellectually, artistically and technically with their systematic repression of countercultural expression. The events also predicted the complete corporate control of all entertainers and artists. All countercultural experience would become reflective, as opposed to refractory, of the needs and wishes of the international fashion conglomerates. The fires can also be said to have led to the creation of the COLAB movement, wherein vast, deep web-based collaborative social laboratories would eventually develop a counter-seduction computer virus based on silence theory (code name

433). The development of code name 433 in turn led to the collapse of the fashion-industrial-media complex, whose authority would be completely dismantled by the end of the 21st century. Just as the fires destroyed the flagships, the COLAB guerillas would eventually destroy every aspect of FASHIONWORLD and its propaganda mechanisms. A bystander described the fire in this manner: "The physical destruction of the SAINT LAURENT flagship disrupted the brand's illusion of perfection. With its intense physical attack on both product and process, the fire was a perfectly realized critique of all that is delusional about branded reality." Within an hour of the first explosion, the store, the products and the crowd had disappeared. A day later, a spray-painted message was found on the store's charred facade: "SPREAD THE MESSAGE."

NOTE: These documents are from the NOT VOGUE archives. They are being used as research in the creation of a four-volume treatise on the nature, development and terminal stages of the GLOBAL FASHION VIRUS.

POSTSCRIPT: The fires continued from November 17, 2023 to November 30, 2023. When and how these events came to be referred to as THE NOVEMBER FIRES 2023 is unknown.

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RED PILL ARMY FACTION COMMUNIQUE #12

Released February 28, 2026 in conjunction with the bombing of the LOUIS VUITTON flagship in Lagos, Nigeria.

THE ARNAULT REGIME is now attempting the aggressive conquest of yet another nation in the emerging world. Lies about LVMH's imperialist intentions "winding down" cannot hide the pathological invasion of Nigeria. Antoine Arnault's speech last week in London at the IHT Luxury Conference 2025 cannot cover up the most hostile attack on individual selfhood in FASHIONWORLD's history. Supported by CONDE NAST's propaganda machine, LVMH's war on Nigerian youth has been intense and ongoing. The Arnaults cannot explain away the opening of 15 branded boutiques in Lagos within a two-year period (2023 to 2025). Nor can the Arnaults disguise their corporate plan to dominate generations of Nigerian youth through cultural control. THE FASHIONWORLD VIRUS's invasive algorithm: LVMH brands and brand messaging interwoven with the local cultural messaging, with VOGUE Lagos as the invisible force used to dismantle authentic local cultural ethics – eventually creating a new, corporately-regulated command-and-response system and society.

We have attacked the LOUIS VUITTON flagship in Lagos because, along with CONDE NAST's protective infrastructure, it is a worldwide symbol of the shadow government that is now attacking the youth of Nigeria – just as it has attacked the youth of the first and third worlds on a regular and methodical basis. To millions of young people, these recent attacks by LVMH are the newest initiatives by FASHIONWORLD to enforce global domination. The invaders of Nigeria will not have peace in this country. Young people here will do everything they can to harass, disrupt and put an end to the existence of FASHIONWORLD. The thousands of youth who have begun to protest and fight this new escalation are saying to the world: We will retaliate against FASHIONWORLD's empire building. Our actions, our protests and the spirit of our resistance will be welcomed and supported by the youth of the world.

It is urgent that we expose the Arnaults' lies.

"FASHIONWORLD talks liberation to create repression." – STANLEY BLADE

FASHIONWORLD executives claim to be responding to the protests while continuing to launch direct attacks on the selfhood of the youth of Nigeria – and the world. The current fight in Lagos for selfhood liberation has a deep history. The RED PILL ARMY FACTION and its international network of deep web communes have been fighting FASHIONWORLD forces since 2011, winning strategic victories and transforming lives. Since the merger of LOUIS VUITTON and Moët Hennessy in 1987, FASHIONWORLD has continuously escalated its efforts to control the local and authentic emergence of culture – replacing dreams with a corporately-determined society of wants. On a global scale, the results have been devastating. In most parts of the world, there is little to no possibility of today's youth developing a self-determined view of their lives. This was FASHIONWORLD's objective.

But in the past few weeks, the Nigerian deep web commune known as BLACK LEAF has won a great victory over FASHIONWORLD's LVMH-trained mercenaries. With their destruction of the KENZO boutique on Akin Adesola Street, BLACK LEAF has raised the specter of THE NOVEMBER FIRES 2023 – signaling the imminent fall of the Arnaults and their collaborators. The Arnaults responded by deploying chief propagandist Karla Otto to conduct damage control, but to little avail. Already, the deep web media and cultural warfare reporters are referring to the razing of the KENZO boutique as the single greatest blow to FASHIONWORLD expansionist initiatives since the formation of the RED PILL ARMY FACTION.

Faced with defeats of this proportion, FASHIONWORLD has turned to a propaganda war without limits.

"SELFHOOD IS WORTH FIGHTING FOR." – STEVE OKLYN

FASHIONWORLD's relentless attacks on the selfhood of Nigeria's youth represent a war against the future.

"SELFHOOD IS WORTH DYING FOR." – STEVE OKLYN

FASHIONWORLD is controlled by arrogant imperialists who wish to bring about an end to selfhood. They sell their delusions using an endless stream of new images. FIRST WE TAKE BEIJING. THEN WE TAKE MUMBAI. THEN WE TAKE SEOUL. The arrogance of the owners and operatives of FASHIONWORLD will lead to its own destruction. On January 16, 2026, the walls of the Ikoyi neighborhood were found covered in graffiti. Signed with the BLACK LEAF icon, the messages "LAGOS WILL NOT BE TAKEN" and "HERE IT WILL END" appeared again and again.

On a global scale, tens of thousands of young people are determined to end the corrupting influence and power of FASHIONWORLD. In this protracted war of self-determination, the resistance is growing in power while FASHIONWORLD weakens. The efforts of the NOT VOGUE movement, along with multiple offensives and rebellions in city after city, are forcing FASHIONWORLD into retreat. The youth of the world fully comprehend the difficulty of resistance, and we are learning new ways to fight against the repressive strategies of the enemy. It's growing. Now we must begin mobilizing for the next stage: the spring. Our revolution is young, and characterized by beautiful thoughts, mobile tactics and new ways of learning how to live – and how to sustain the fight. With togetherness comes great power. The combined strength of our organization's counter-cultural initiatives – underground attacks by local collectives, counter messages, online demonstrations, real-

world protests – can and will systematically wreck the FASHIONWORLD machine.

People all over the world are encouraged by what we do here in the heart of the FASHIONWORLD EMPIRE. Everything we do makes a difference.

"IT IS OUR TIME. FREE THE HUMAN SPIRIT. DISRUPT. CRITIQUE. DISAPPEAR." – STEVE OKLYN

RED PILL ARMY FACTION
(Sixty Three)