

Haute Happening, A Weekend with Anna

Shrink Boutique organizes an attendance of The September Issue: Anna Wintour and the Making of Vogue reminiscent of the Fluxus Movement.

Sept. 2, 2009 - [PRLog](#) -- Media coverage for documentary film *The September Issue: Anna Wintour and the Making of Vogue* is in full swing and in anticipation. Shrink Boutique offers a public activity and a matching product to boot. The 'haute happening' will occur Friday, September 11 thru Sunday, September 13 during the AMC River East 21 premier weekend but the result remains a marvelous mystery.

In April of '09, Shrink Boutique was pleased to add iconic t-shirts by Christopher Lee Sauv , a New York based designer. Shrink Boutique carries Sauv 's most famous design, the Save Anna t-shirt with Anna Wintour's image on the front. The Save Anna print campaign began late last year when rumors began to circulate that Wintour was being replaced as editor of *Vogue*. The now infamous t-shirt has created a media sensation and cult following around the world. Shrink Boutique also sells Sauv 's t-shirt with the image of Andre Leon Talley, the flamboyant editor-at-large of *Vogue*.

Deliberate or by coincidence, the Save Anna campaign compliments the release of *The September Issue* about *Vogue*'s revered and feared editor and what goes into making the most important issue of the year. Having sold out of the t-shirt twice, Shrink Boutique felt it was only necessary to reach out to Chicago's fashion community to celebrate the opening of *The September Issue* as a performance.

Shrink Boutique will coordinate groups of style mavens to the theater and document their wardrobe as they arrive and at the after parties.

Shrink Boutique considers this a "happening", a term coined by the Fluxus movement. Fluxus is an international network of artists, composers and designers noted for blending different artistic media and disciplines in the 1960s. They have been active in Neo-Dada noise music and visual art as well as literature, urban planning, architecture, and design. Fluxus is often described as an intermedia.

A happening is a performance, event or situation meant to be considered as art. "Happenings", developed by Alan Kaprow, take place anywhere, are often multi-disciplinary, often lack a narrative and frequently include audience interaction. Key elements of happenings are planned, but artists sometimes retain room for improvisation. This performance could be a meaningful infiltration of everyday fashion industry folk, entertainers, fashionistas, etc. Some attendees are even planning to dress up as Anna.

Eventually Kaprow shifted his practice into what he called "activities", intimately-scaled pieces for one or several players and devoted to the examination of everyday behaviors and habits in a way nearly indistinguishable from ordinary life. Fluxus, experimental performance and installation art was, in turn, influenced by his work.

However, Shrink Boutique will channel their "happening" in Kaprow's initial form bringing high fashion into a tangible medium; a participatory street event entertaining the public as they arrive on an implied red carpet. This will all be photographed and video recorded in true Fluxus form.

CONTACTS:
Nicole Briggs

Tel. 312-953-7931

Email: nicole@shrinkboutique.com

Sadie Woods

Tel. 773-387-8560

Email: whitelabelchicago@gmail.com

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Shrinkboutique is a Chicago-based online store that offers clothing and accessories for men and women that express a contrast in style. We carry current season streetwear, designer sportswear and ready-to-wear that express a global, urban aesthetic.

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