

# JAMIE KNOWLES

Drawing upon known cultural associations to consumer products, Knowles tries to link self-identity to a collective memory as a way to combine history, gender, and sexuality. In his artwork, he attempts to address the ease with which individuals pick and choose identity by examining how clothing, accessories, and fabrics approximate the externalized self.

He is fascinated by clothing's ability to liberate or perhaps restrict the consumer: owning a multitude of outfits allows each design to convey a different message when worn on the desired occasion. As a physical extension of the self, clothing communicates a calculated individuality to others, revealing the theatrical nature of self-expression.

Touching upon the nuances of gender and sexuality, it recontextualizes the fashion accessory, not as identity liberator, but perhaps as limiter. While the meaning of the word 'fetish' has changed drastically in recent years, the word's modern usage fits well within his work as it touches upon the nuances of gender and sexuality that he focuses on in his, at times, eroticized practice.

Knowles lives and works in New York City. His art has been shown throughout the United States and abroad including notable galleries Leila Heller, New York, and EKAV Art Gallery, Istanbul.



*Jamie Knowles examines how society has fetishized commodities such as fashion merchandise and accessories.*

To view additional work, please visit:  
**JamieKnowles.com**

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