

UNDERCOVER

INTERNET ARCHIVE

FALLEN SCRIPT.

To history. Beautiful but fragile. Out the shadows of lost knowledge, Fallen Script, our collaboration with Internet Archive, emerges to shed light on the necessity of preservation within our digital age.

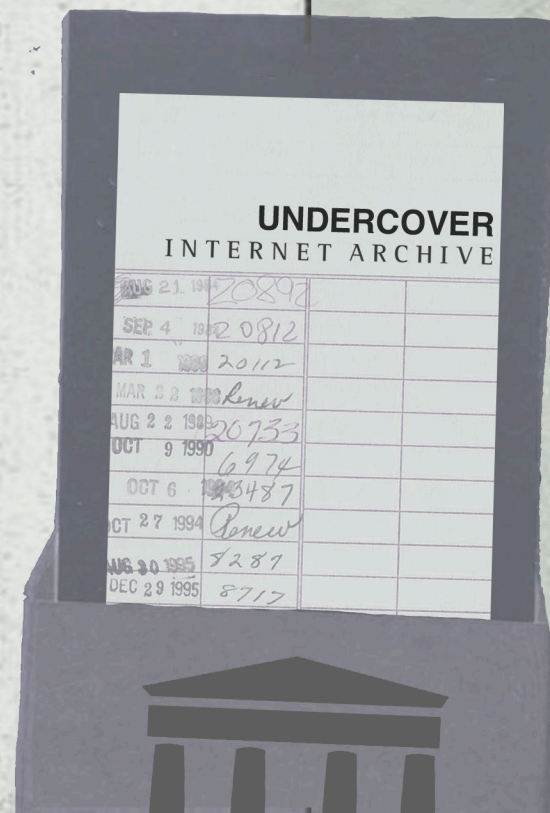
2026 FASHION SCHOLARSHIP FUND CASE STUDY-

DESIGN AND PRODUCT DEVELOPMENT



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EXECUTIVE SUMMARY

History has long been marked by destruction and erasure. The Library of Alexandria, once the greatest collection of human knowledge, was reduced to ashes, leaving behind only fragmented accounts of what was lost. Some of the earliest cinematic films were recycled for their silver content, their stories sacrificed for material gain. History repeats itself. Today's age, now largely digital, faces a similar threat. Information that isn't actively preserved can vanish in an instant, vulnerable to deletion, corruption, rot, and censorship, erasing the cultural records of our time.

The goal of this collaboration is to transform the crisis of lost knowledge into something tangible, using fashion as a tool for preservation, sustainability, and awareness. Key factors include highlighting the fragility of digital archives, drawing parallels between forgotten subcultures and erased information, and redefining fashion's role as a means of documentation rather than disposability.

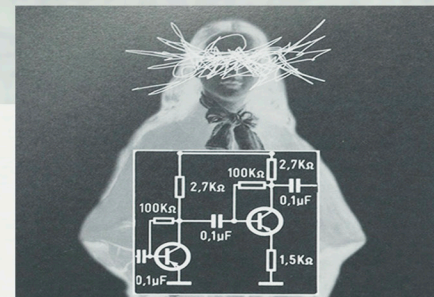
But preservation is not without cost. As digital archives grow, so too does their environmental footprint. Data centers consume vast amounts of energy, and the digital infrastructure required to store memory often depends on unsustainable resources. Fallen Script invites viewers not only to witness lost stories, but to consider the cost of preserving them. Cultural memory cannot be saved at the cost of the future. This is a call to preserve sustainably, or risk losing everything we aim to remember.

UNDERCOVER

"The growth of the Internet has meant that more information is available... thanks to the spread of the Internet, more people around the world have come to understand the history of Undercover. I feel like recently the brand is finally being understood."

– Jun Takahashi

Undercover, founded by Jun Takahashi in 1993, exists at the intersection of fashion, subculture, and storytelling. Deeply influenced by music, art, and underground movements, Undercover designs garments that hold substance beyond aesthetics, embedding meaning into every collection. The brand thrives on contradiction, blending street fashion with sophisticated fashion, past with future, and beauty with imperfection. With a foundation in reinterpretation, collaboration, and subcultural influence, Undercover is more than fashion. It is a reflection of the way ideas, knowledge, and creativity continue to evolve in an ever-changing world.



いずれにしても25年前、僕は文化服

在学中、友人とUNDERCOVERという冠をつけ、T-S

今でも鮮明に覚えています、高円寺の駅構内に貼

それを2人でコラージュした作品が、記念すべ

それから数年、まだコンピューターも普及し

コンビニでコピーしたグラフィックを、文字どおりハサミと

でき上がった版下を画材屋でT-SHIRT用

アパートの部屋でコツコツ一枚ずつ刷り終

自宅での作業なので、シルクスクリーン

と風呂なしのアパートから夢の風呂つきへと引っ越したものの、浴

業と同時進行で服作りも忙しくなり、東コレに参加し、会社を

今でも毎シーズンかなりの量のT-SHIRT

るにあたって、過去の膨大なデザインをすべてチェ

もろんコレクションブランドとなった今、服でのク

デザインは、僕の脳内

インし、T-SHIRTで

ニー、ユーモア、哲学

することになったわけ

デザインをお届けす

るよう、モード界のT

るとき、スタートと同

れたらいいな～なん

INTERNET ARCHIVE

“Manuscripts from the Library of Alexandria in ancient Egypt disappeared in a fire. The early printed books decayed into unrecognizable shreds. Many of the oldest cinematic films were recycled for their silver content. Unfortunately, history may repeat itself in the evolution of the Internet — and its World Wide Web.” — Brewster Kahle

Founded in 1996 by Brewster Kahle and Bruce Gilliat, the Internet Archive’s mission is to preserve and provide universal access to knowledge. Inspired by the loss of the Library of Alexandria, the Archive was created to prevent digital history from being erased. As the internet becomes the primary space where modern history unfolds, with news, art, cultural discourse, and personal histories now largely existing online, digital preservation ensures today’s record is not lost tomorrow.

Recognized as a library by the state of California in 2007, the Internet Archive aligns itself with traditional institutions that protect knowledge. It offers free access to books, music, movies, and millions of archived web pages through the Wayback Machine, a tool that allows users to revisit websites as they once were. Beyond preservation, the Internet Archive is a pioneer in digital access and open-source innovation, influencing global efforts to archive the web and protect digital heritage.

INTERNET ARCHIVE



DATA ROT

Data rot is the gradual decay of digital content caused by outdated formats, broken links, and server failures. While physical media like books and scrolls can last for centuries, digital files often vanish within decades.

- In 2019, MySpace lost 50 million songs during a server migration, wiping out an entire era of digital music culture.
- As 70% of URLs in the Harvard Law Review and 50% in United States Supreme Court opinions no longer link to their original sources, exposing the myth of digital permanence.

As more of our cultural memory, communication, and research shifts into digital spaces, the loss of that data threatens the integrity of our collective knowledge. Important historical records, creative works, and lived experiences risk disappearing without a trace. When that happens, we lose context and our understanding becomes distorted.

ERR_NAME_NOT_RESOLVED

CENSORSHIP

Internet censorship takes many forms, including blocking, filtering, and penalizing users. Governments may enforce it through laws or pressure tech companies to comply. Methods like DNS tampering, IP blocking, and packet inspection restrict access to information, and ISPs often follow these regulations. In some cases, governments even control national internet infrastructure. These restrictions lead to the erasure of historical records, making platforms like the Internet Archive crucial for preserving disappearing content.

The Wayback Machine can save websites that were publicly accessible before being taken down. However, if a site was blocked or censored from the start, it may not have been archived. Some governments and corporations also block or remove archived content, meaning the Internet Archive isn't immune to censorship. Despite its role in preserving digital history, the Archive faces significant challenges in safeguarding information from suppression.

Censorship limits access to information, silencing voices and ideas needed for open discussion and progress. When content is removed, especially online, it can erase important perspectives and truths. This not only restricts freedom of expression but also creates a biased view of reality, preventing people from questioning, learning, or making informed choices.

DIGITAL IMPACT

Sustainability:

Digital archives require significant energy to maintain data centers, often relying on unsustainable resources. To address this, improving energy efficiency is a key solution. By adopting renewable energy sources and optimizing data storage methods, archives can reduce their environmental footprint. Additionally, sustainability should involve integrating social responsibility into archival practices, ensuring that decisions made today allow future generations to preserve and access cultural heritage.

Macroeconomics:

The costs associated with digital preservation are significant, including storage, infrastructure maintenance, and ensuring long-term accessibility. The Internet Archive's mission to provide free access further complicates its financial sustainability, relying on donations, grants, and partnerships to fund its efforts. This parallels challenges in the fashion industry, where sustainable production methods can be costly but are vital for creating lasting and meaningful designs.

Copyright:

The Hachette v. Internet Archive lawsuit, a landmark 2023 case, where major publishers sued the Internet Archive for digitally lending books, highlights the growing commodification of knowledge. As access to information becomes a product controlled by corporations, it raises questions about the rights to preserve and share cultural material. This legal challenge represents increasing economic and legal pressures on open-source institutions that aim to democratize information and provide equal access to knowledge.

CONCEPT

Fallen Script is a collection that brings attention to the crisis of lost knowledge within our digital age, specifically how memory, data, and truth erode over time. Inspired by deteriorating manuscripts, corrupted files, and blurred scans, the collection reimagines fashion as a living archive. Garments are treated as artifacts, meant to be maintained, reworked, and preserved rather than discarded. This approach promotes a sustainable mindset that encourages longevity over excess and preservation over waste.

This collection explores thick stripes and plaid to represent the structure of archive research. Swirl motifs inspired by the borders of old books and calligraphy. Censored bar patches, sheer overlays, and deconstructed/distorted silhouettes will be used to create the sense of erasure, and fragmentation.

Lastly, everything will be crafted using natural dyes, repurposed materials, and slow, handcrafted techniques, focusing on minimizing waste and prioritizing quality and longevity over fast, mass production.



an. Quia et Fratrum in Christo pater ac Domine. Summe clementissime. Humilissimam mei cunctis precibus supplicibusque obsecro
 tu sunt Reverendissimi Archiepiscopi Neapolitani, et ceteri sacrosancti Synodus nostrae. Auspicio meritisque cunctis honoris suavitates et
 letitias, singulari ipsorum benevolentia aspectu merito persequar. Hinc est, quod iam pridem uti
 tum per litteras, seu per eundem Nuntium in Aula Car. Reverentem filiali studio diligenter, et affectu
 Neapolitan ad dignitatem Cardinalitum permanenti. Cumque etiam summo studio, remissum tandem sentiri effectum
 tum cum cunctis. Hinc itaque in qualitatibus, virtutibus, rerum viis, aliisque quibus animi desideria
 membrisque in quibus digne. In Reverendissimo Cardinalium. Reverentem filialiter. In hoc Cardinali
 in hoc Cardinali.

BRAND ALIGNMENT

Though existing in different worlds, both Undercover and the Internet Archive are both archivists of culture. Undercover preserves ideas and emotions through storytelling, while the Internet Archive safeguards digital memory and knowledge. Both are driven by a commitment to preserving what is often overlooked, whether that be subcultural references, forgotten media, or distorted data.

Why This Benefits Us (Undercover)

At Undercover, we value knowledge, beauty in decay, and the substance behind every creation. The Internet Archive embodies these values through its preservation of information. This collaboration not only brings attention to this vital resource but also enriches our own narrative-driven collections, creating a deeper connection between fashion and the world of digital preservation.

For the Internet Archive

Undercover will help bring lasting attention to the Internet Archive as a free public resource. Many people are unaware of the Archive's vast and invaluable collection of information. By linking fashion to the Archive's mission, we help shine a light on its importance and raise awareness of its role in preserving digital culture.

1 2 3

Dec
Nov
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Mar
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Jan

2006

CALCULATING

Fetching <https://undercoverism.com/> captures 100 pages in 2006

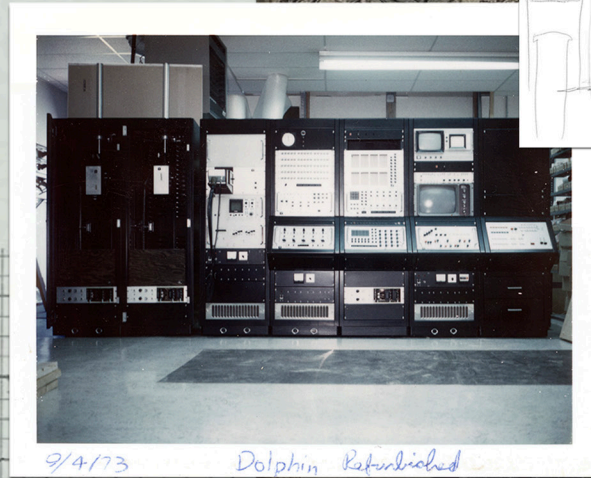
CONSUMER/TARGET AUDIENCE

The target audience for this collection consists of women ages 20 to 35 who are creative professionals or students living in major cultural hubs like Tokyo, Berlin, New York, and London. They belong to a middle to upper class demographic and lead a lifestyle shaped by a deep appreciation for art, subculture, and thoughtful design.

They see fashion as more than just clothing. Rather it is a form of storytelling, a collectible artifact, and a cultural statement. These individuals seek out pieces that carry meaning and authenticity, often shopping second-hand, vintage, or from high-concept designers. Exclusivity and collaboration are key drivers in their buying decisions.

Interests: underground music, independent bookstores, zines, vintage tech, and art house films





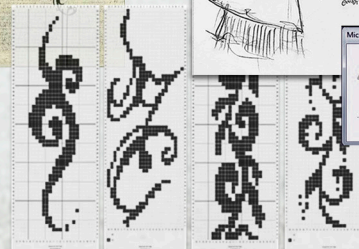
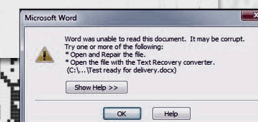
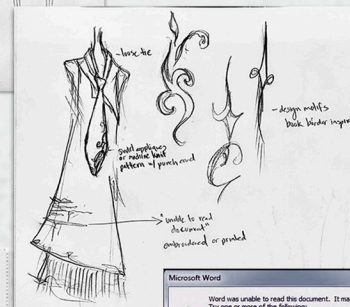
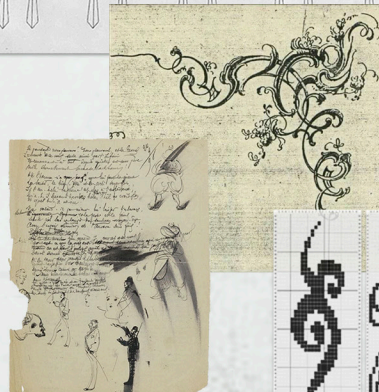
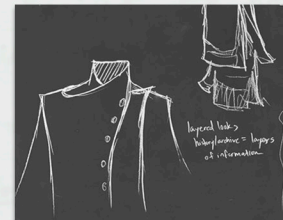
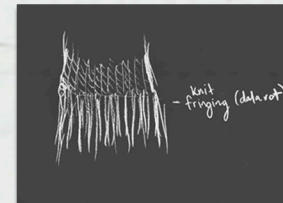
9/4/73

Dolphin Refurbished



*To the dust of forgotten files and lost knowledge.. We wear what
the world forgot, but beautiful always.*

PROCESS



COLOR & FABRIC



1. Wool Barathea Plaid - dyed with Indigo, Logwood & Iron
To evoke a sense of research and the vast intersections of information.

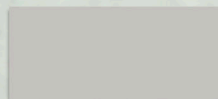
2. Linen - dyed with Magenta Leaf, Lace Stripe Print
Represents fading knowledge. Lace prints to create a repeated glitch effect with an aged ink look.

3. 2x2 Rib Knit - dyed with Logwood & Iron
For worn effects and fringe.

4. Herringbone Twil
1 - recycled wool fibers
Represents archival framework and structure.

5. Cotton Twill - recycled
Represents blank web pages and documents.

6. Crinkle Silk Chiffon - dyed with Logwood
Used to create layered transparency mimicking unreadable scans and decaying documents.



Snow White
Pantone #110602



Sea Pine
Pantone #185112



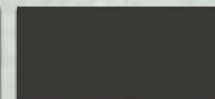
Orchid Petal
Pantone #143710



Graystone
Pantone #193915



Charcoal Gray
Pantone #180601



Licorice
Pantone #191102



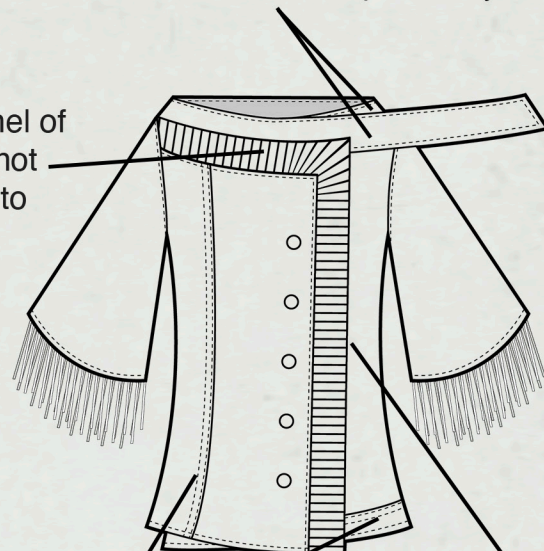
PRODUCT 1



Right panel of jacket is not attached to collar.

Right collar extends. Left collar aligns with left panel of jacket.

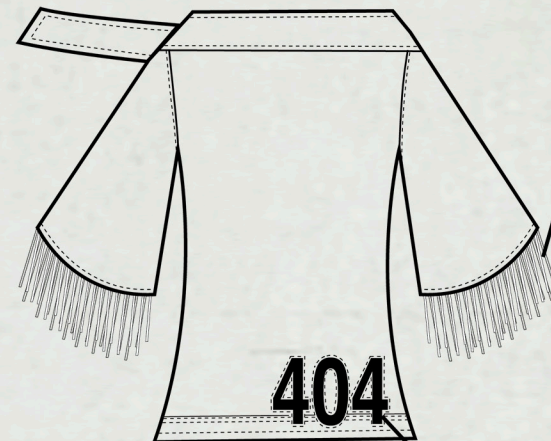
Knit fringe attached to hem of sleeves.



Front

Flat felt seam.

Knit trim attached to top and center front right panel.



Back

404 patch sewn on top of felt seam (continued from front).

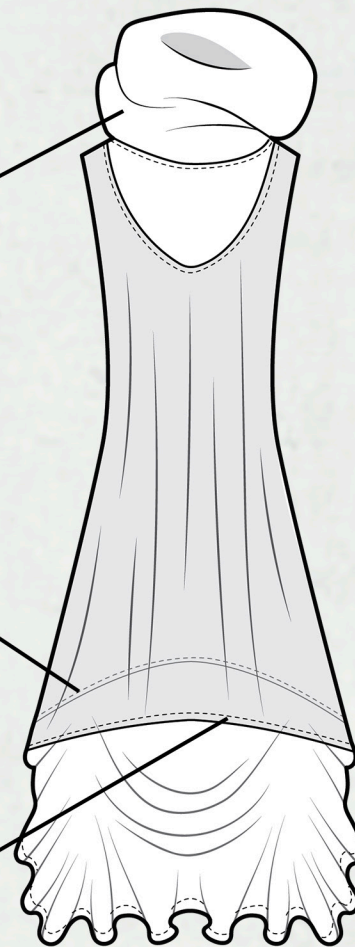
404

PRODUCT 2

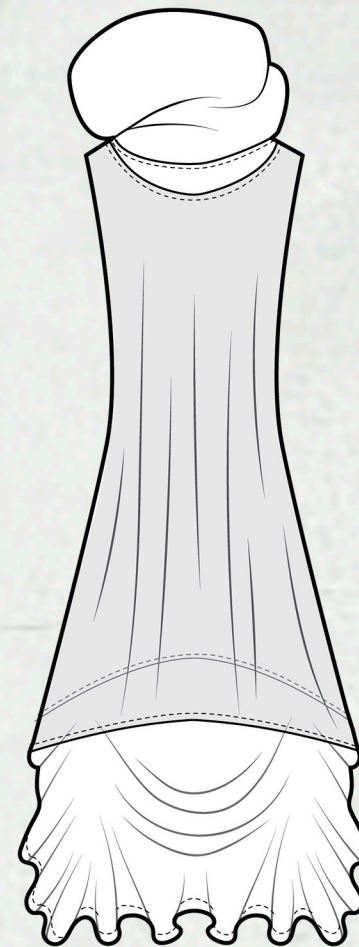
When laid flat, collar extends past the head. When worn, the excess fabric collapse and drapes around the neck. Collar is attached to neckline seam.

Purple linen lace print dress with cotton twill ruched bottom. Panels sewn here.

Crinkle silk chiffon dress overlayed and sewn directly on top of underdress at its neckline. Hem ends below seamline of the purple linen with cotton twill. The hem is not sewn to the dress beneath.



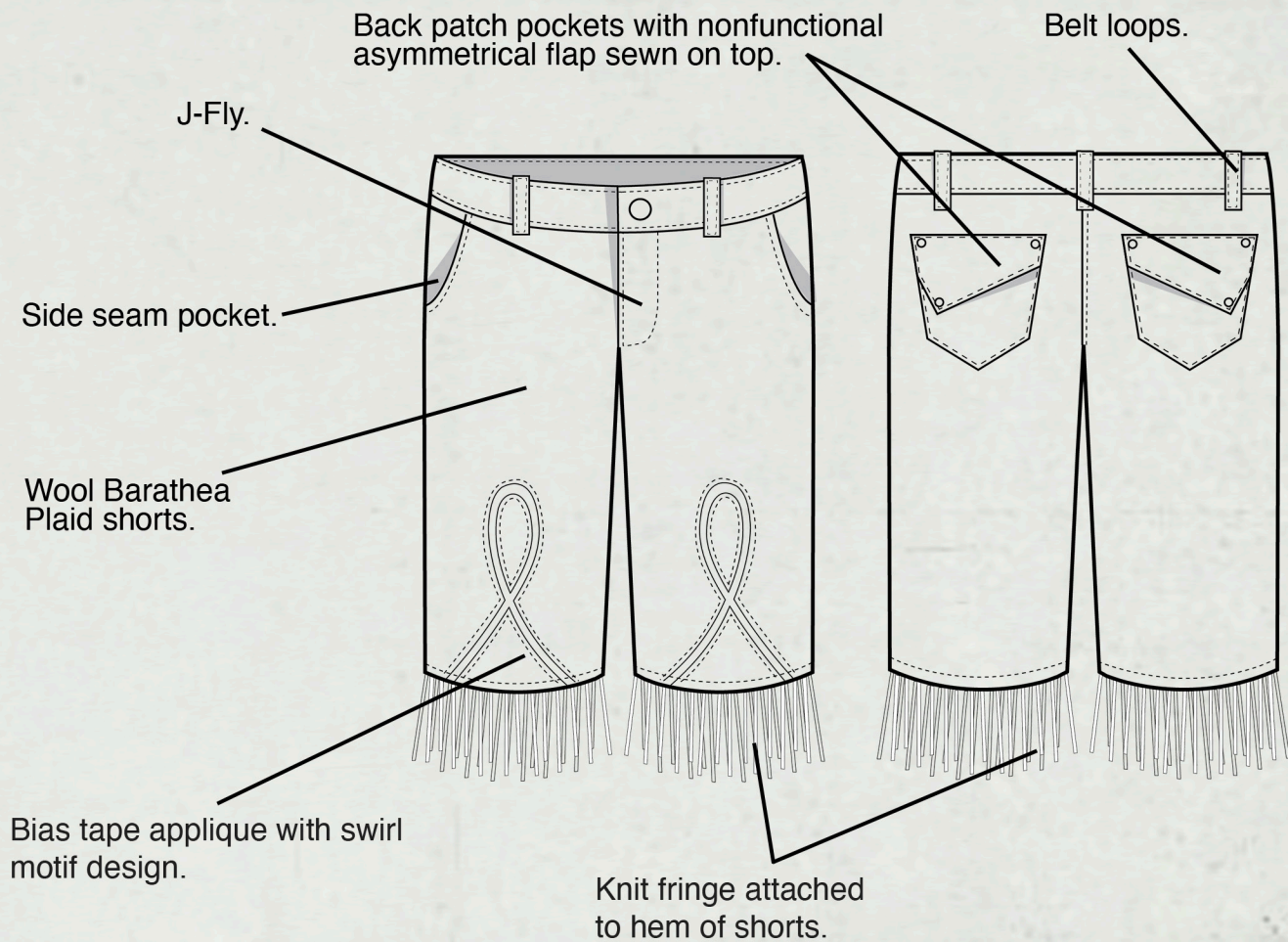
Front



Back



PRODUCT 3



WHAT'S NEXT

Future plans include accessible extensions like archival-print accessories, digital zines, and a collectible lookbook combining fashion imagery with sourced material. The project could also become a traveling exhibition or virtual installation, showcasing garments alongside their “lost” inspirations.

Select accessories from the collection, such as socks and ties, will be sold through an ongoing online shop and limited retail placements to keep the project in the market beyond its initial release. Proceeds from all extensions would directly support the Internet Archive, which relies heavily on donations to continue its mission of preserving open access to knowledge.

Long-term, the collaboration could lead to a digital literacy and fashion fellowship, encouraging emerging designers to use archival materials as tools for storytelling and cultural preservation.

CONCLUSION

Fallen Script is more than a collection. It is a call to recognize the importance of preservation in an age where knowledge can disappear with a click. This project invites us to see fashion not just as clothing, but as a vessel for storytelling, memory, and advocacy. By supporting open-source institutions like the Internet Archive, we are choosing to protect access to history, truth, and creativity for future generations. The work doesn't end here. It is only the beginning of how design can participate in keeping knowledge alive.



UNDERCOVER
INTERNET ARCHIVE

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