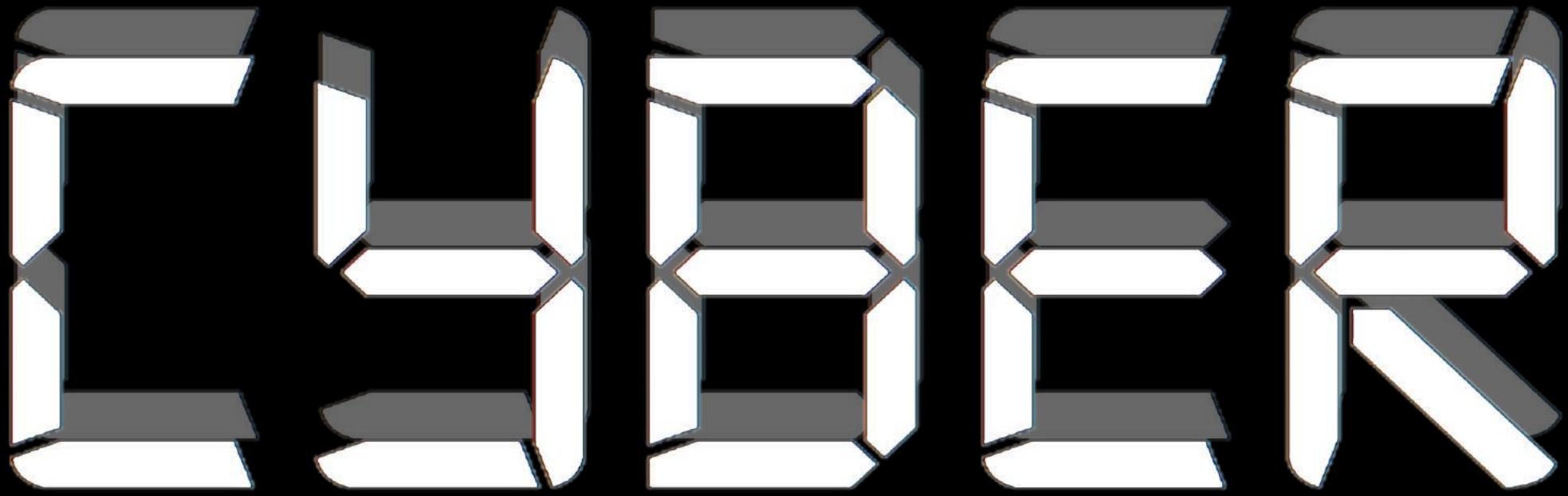
CYBER

EXHIBITION BOOK

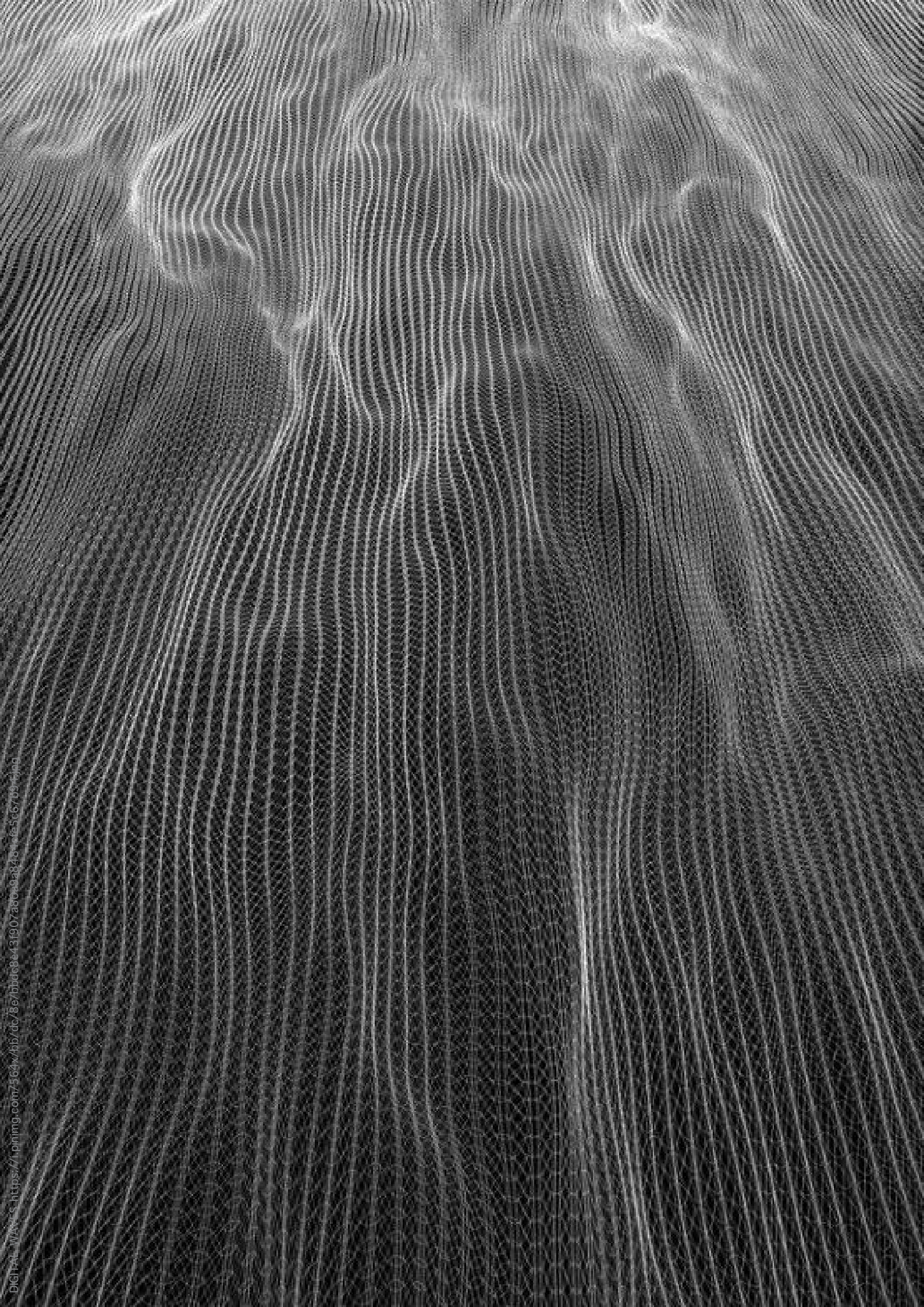
VERITY BUCKLEY-JONES

This book is about CYBER.

CYBER is a project which focuses on digital luxury streetwear and explores the possibilities it has to bring. This book has text which talks about the project itself and images from the CYBER campaign.

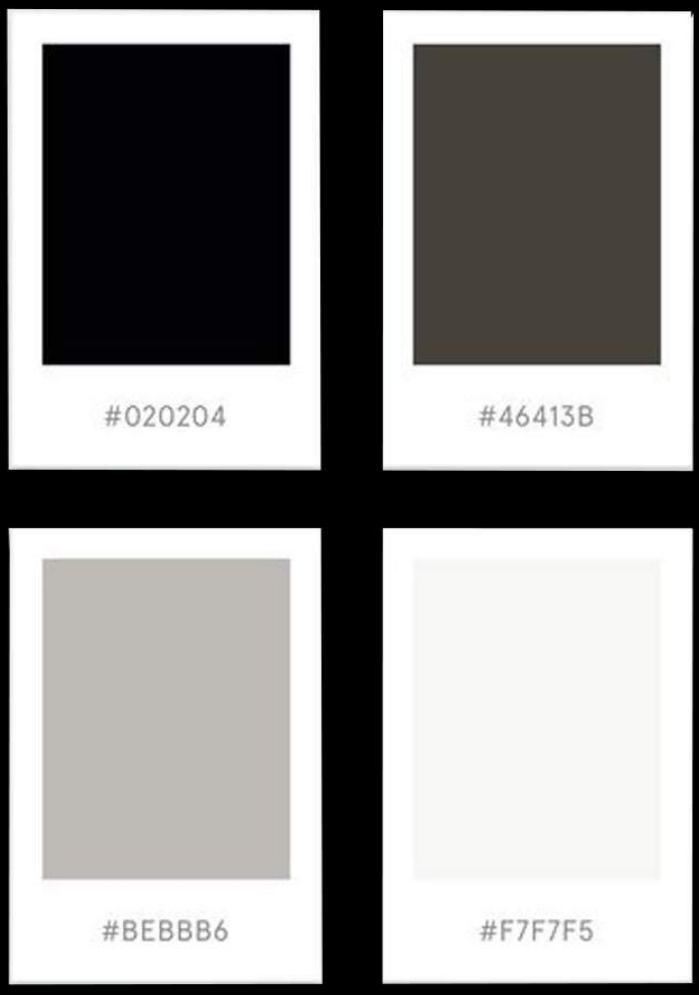

CYBER

CYBER is a project which looks into how digital luxury streetwear is represented in the fashion industry. I wanted to explore the possibilities luxury digital fashion had to offer by identifying this gap in the market and bringing my idea to life. Through the use of stylist, brand and film influences I have been able to bring CYBER to life through still and moving image.



DIGITAL WAVES https://i.pinimg.com/564x/bb/dc/8e/bbdc8e43f907a8c89a84846fa5c67b9f4.jpg

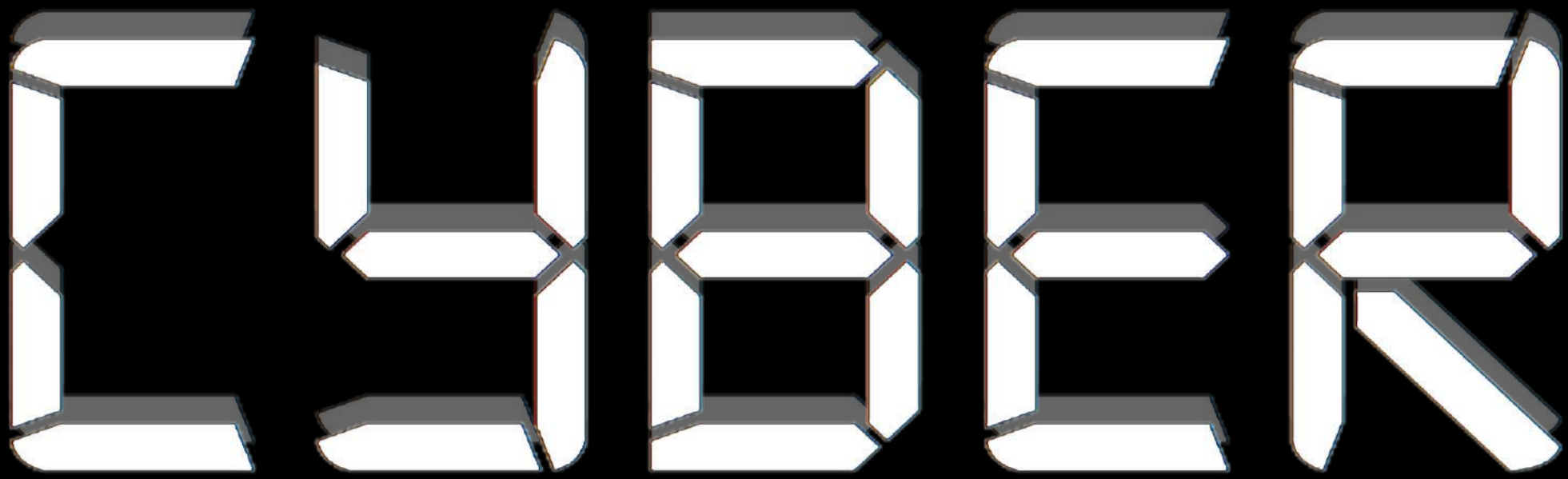
https://www.jackwatkins.co



CYBER COLOUR PALETTE

With the styling in my project being about streetwear and monochrome colours, I stuck to this theme throughout and created luxury outfits which can be defined as streetwear. CYBER is aimed at millennials due to their techy savvy nature and digital upbringing as well as them being the most socially, politically and environmentally aware generation.

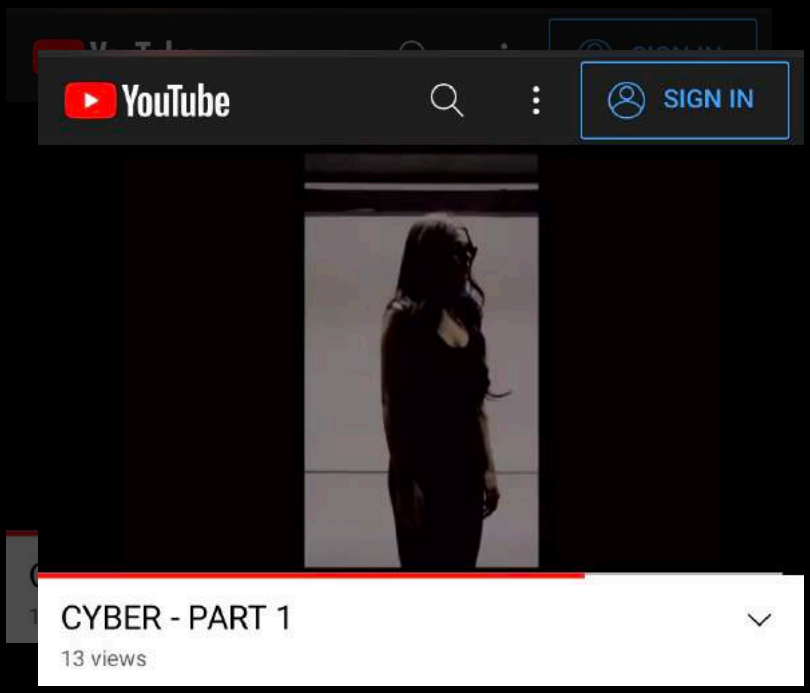
All outfits on the images are edited onto my model as I wanted to show how digital garments can look on everyday people. I also wanted to grab people's attention as digital fashion is something which is present but also very niche, so I wanted to highlight this concept more.

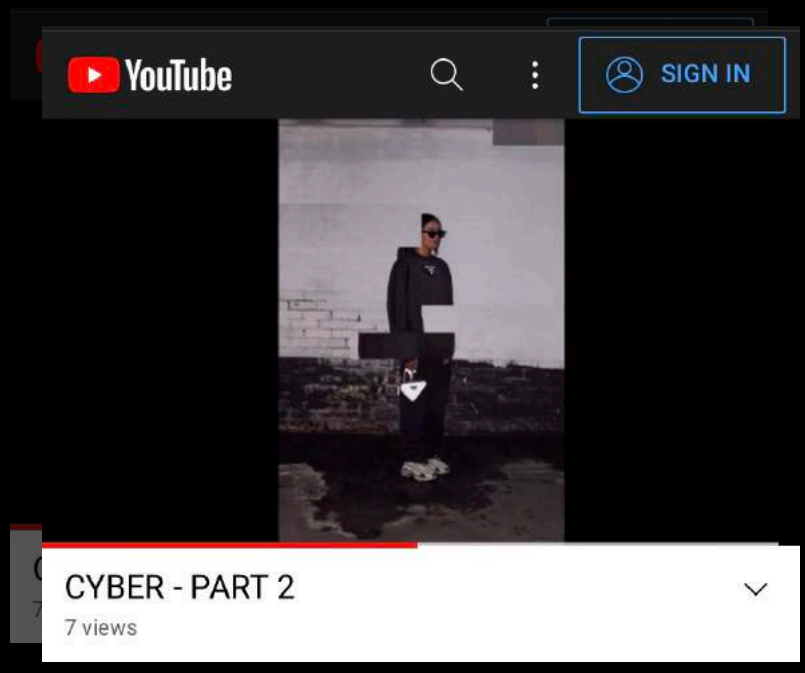

CYBER

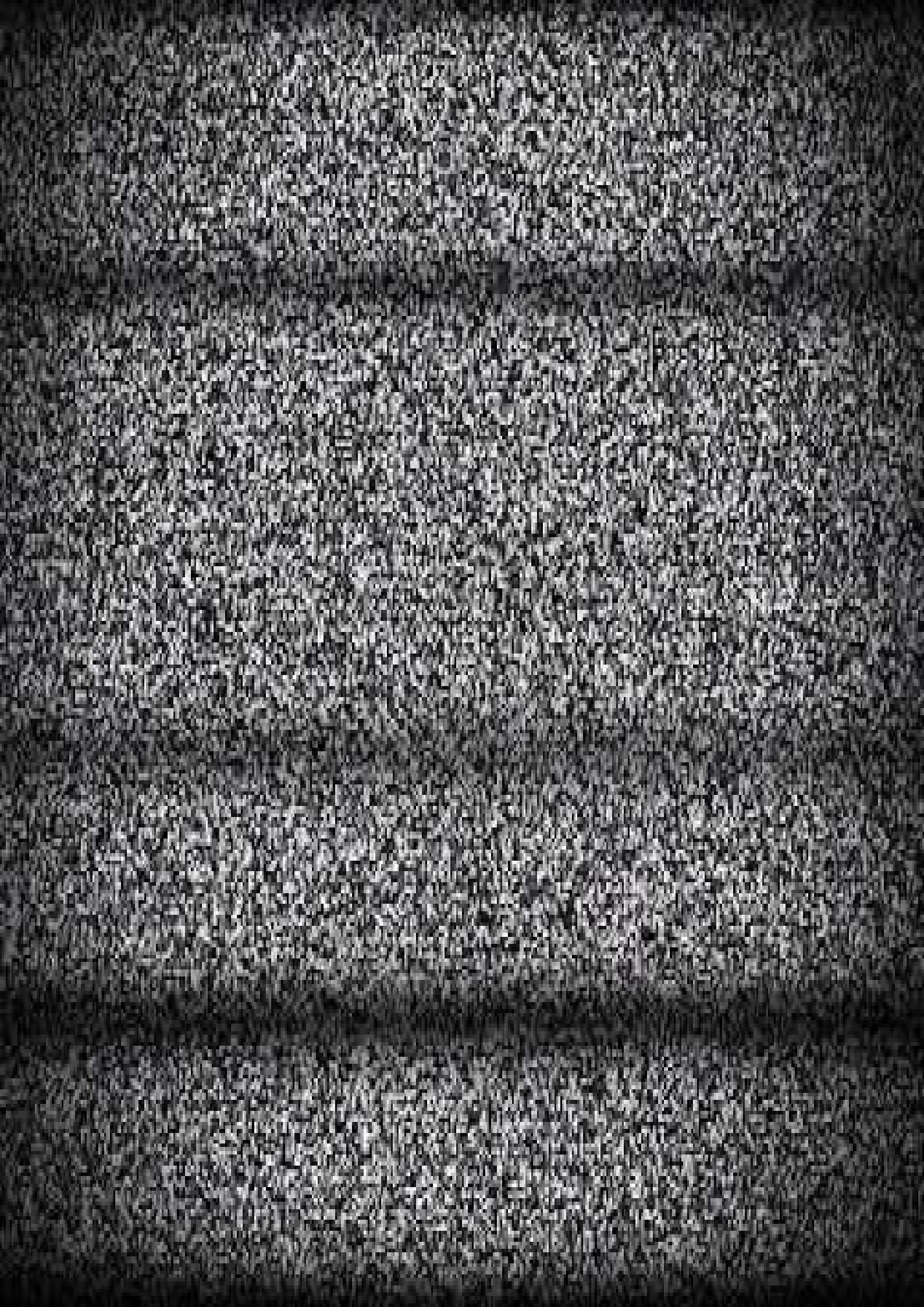
PRADA

CYBER is also a short fashion film which is split into 2 parts, CYBER – PART 1 and CYBER – PART 2. Part 1 explores the glitch in digital fashion industry through strobe lighting and dark colours. Part 2 is about the outfits themselves and shows the looks before and after the digital garments are put onto the model. The main aim of CYBER is to make people more aware of digital fashion, specifically focusing on streetwear and luxury brands.

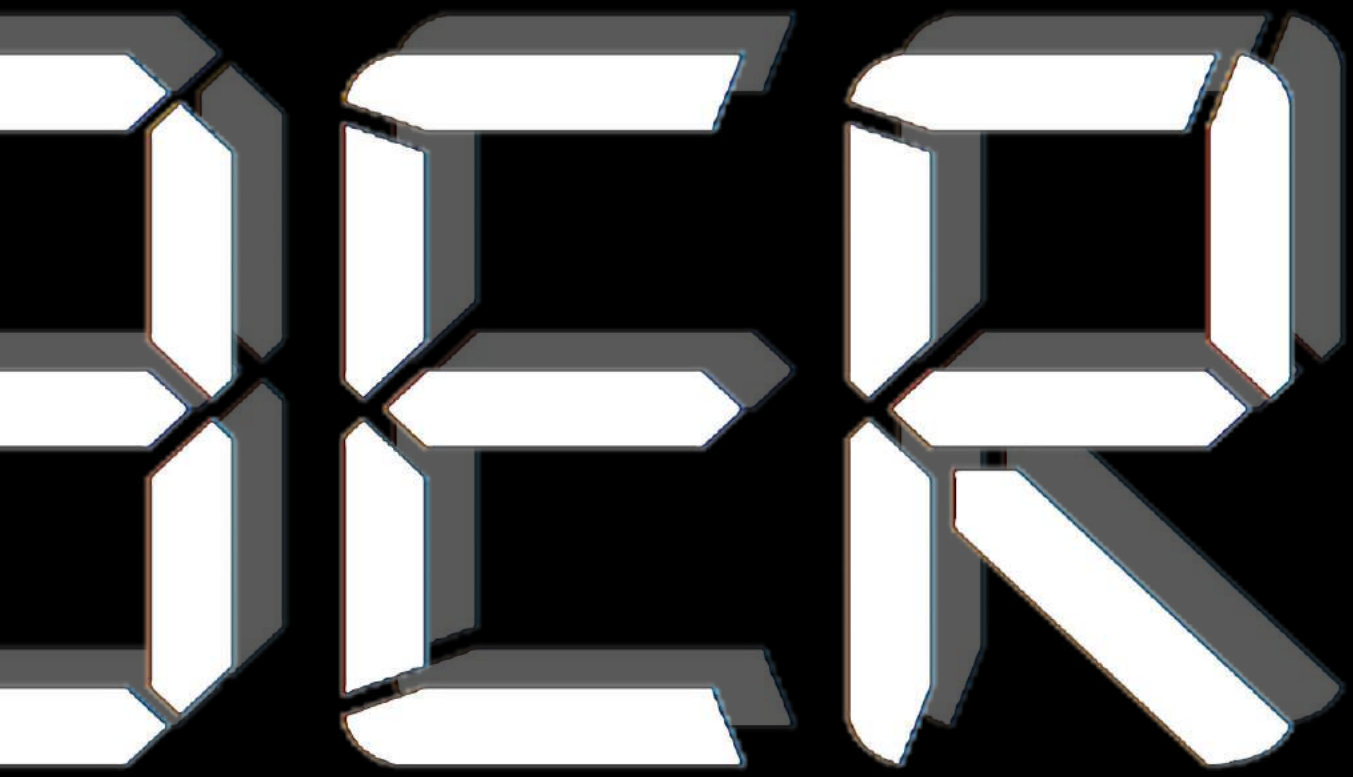
PART 1 - https://youtu.be/NbQRm0z1MNM
PART 2 - https://youtu.be/HFnoOoRej8A


YouTube
SIGN IN
CYBER - PART 1
13 views


YouTube
SIGN IN
CYBER - PART 2
7 views



Overall, CYBER explores the possibilities digital fashion has through the concept of luxury streetwear for millennials and aims to show how digital garments can be manipulated onto ordinary photos in order to give a new look and feel. CYBER also understands and looks at the development social media and technology is advancing at and wants to show consumers that this is something we are going to see develop further going into the future.



CYBER - PART 1

CYBER - PART 2

VERITY BUCKLEY-JONES
1811290