



# BRAND ME

## SKETCHBOOK

Verity Buckley-Jones

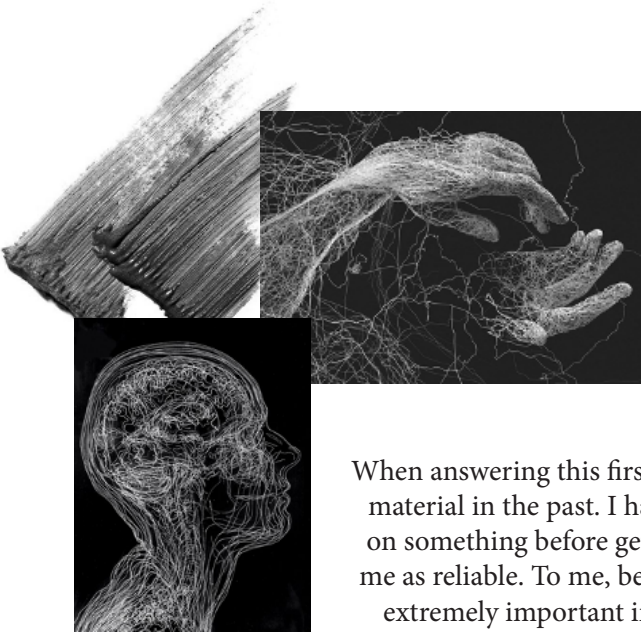
Over the summer of 2020 I was given tasks to carry out in order to respond to my 'Brand Me module'. The tasks consisted of researching about myself and also on topics such as Anti-Fashion. I have made both a book and sketchbook out of my findings and used both primary and secondary images throughout.

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# HOW SAFE AM I AS A COMMUNICATOR?

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When answering this first question I think about how I have communicated material in the past. I have always been somebody who wants to be 100% on something before getting the message across in order for people to see me as reliable. To me, being a strong, effective communicator is something extremely important in order to be successful and trustworthy. We use communication to pass on information to other people through words and visuals in order for people to understand the message being communicated. If you are a strong communicator who takes more risks than others in order to excel, then I personally think people will see you as someone who is confident in their work and being a strong communicator is something which I want to shine in. When thinking about how safe I am when it comes to communicating, I think back to previous messages I have got across. I would say that as a communicator I am not really safe but nor do I take big risks. I research and understand the topic I am communicating to the full extent before getting the message across in order to be certain I am correct and not risking the possibility of being wrong. I personally think that if you are too safe and stick to what you only know as a communicator then people may label you as someone who is slightly more guarded. I don't see myself as someone who is guarded when it comes to communicating but I see myself as someone who sees more possibility in things.

When communicating, I like to be precise with my message and 100% on what I'm producing. I don't always take the easy option as I like to challenge and push myself. I want to be the best person I can be so by challenging myself in different scenarios I am able to do this and communicate my message in a more challenging way which is still successful. I have had previous experiences where I have been safe in my way of communicating but I have also had times where I've pushed the boundaries. All in all, I would say that I am in the middle when it comes to safe or risk-taking communication. I like to have the right balance and be confident in my communication.



**The most  
important thing in  
communication is  
hearing what isn't  
said.**

WHAT IS MY  
MESSAGE NOW?

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focus  
on the  
good

As somebody who has grown up surrounded by social media and the internet, I see things differently to perhaps someone who is 20 years older than me. With growing up in this digital era I have been able to understand what is truly important through the use of social media platforms and people around my age using our voices. As a person I am someone who is very positive and has strong beliefs in certain areas which is down to past experiences. I have become a strong person and I stand up for what I believe in. There are so many different messages I would like to get across, but I am only going to talk about my main ones which I think are most important.

The main message I use in everyday life is to be positive. This may be a message which not all people understand or believe in, but I think that being positive is key to a happy and successful life. I really believe in this simple message because being positive rather than negative can make all the difference in the world. It is a message which I think can help you overcome many situations or obstacles which you may face. Another message which I tell myself every day is not to let other people get to me or put me down. In the past, I have unfortunately let people push me about simply because I didn't understand the concept of standing up for myself but over my years growing up in my teens, I learnt to not let this happen. I have been able to realise my worth and not to let what other people say get to me. Sometimes my friends say they don't want to wear something because of what other people might say but I always tell them who cares? You're dressing for yourself not for anyone else. I stand for this message in a very strong way because I believe that if you worry about what other people think of you all the time then you won't get far. I hate that the world we live in is so judgemental and people worry about what other people's opinions might be of them. I think we should be whoever we want and wear whatever we want without having the thought of what other people might say in the back of our head. I guess this message relates to my first one because to me it's all about being positive. Negativity will only bring you emotions of worry and sadness and I think life is too short to be negative.

My message now is to be positive and not let other people get you down!

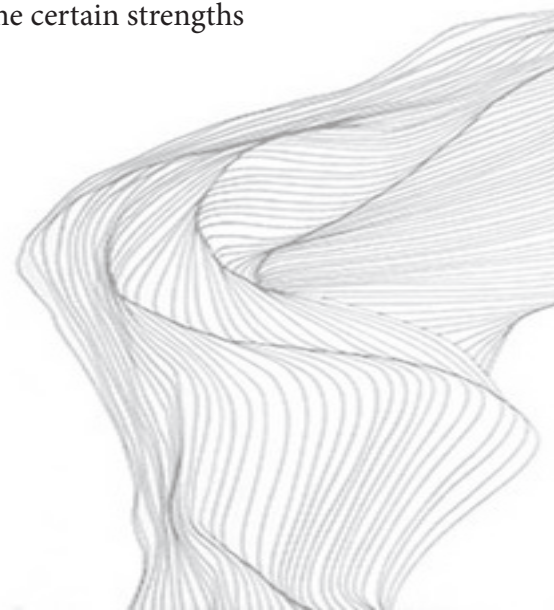


# MY STRENGTHS

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This is a question which I always have to think about before answering, not because I struggle to answer it but because I put myself in previous situations and think about my strengths and weaknesses from that moment in time. My strengths definitely overrule my weakness, but everyone has weakness. I'm going to talk about my strengths first as I want to start on a positive note. As a fashion communicator I have been able to gain and broaden my strengths in certain areas. Some strengths which I have been able to improve on are communication, creativity, developing my ideas and strengths in computer software. I would say my main strengths are being creative and bringing my ideas to life. I am someone who's strengths lie in creativity as appose to more academic areas such as writing or numbers. My creative strengths have been highlighted in previous work and in this sketch book. Being creative is one of my main strengths because it has always been something, I've been passionate about from a young age. Being creative is something which makes me happy and I think this makes my strengths in creativity stronger as I have such a passion for it.

If I answer this question from a personality point of view, I would say my strengths are being as positive and happy as I can and making the most out of life. I see myself as someone who tries to make other people happy and put others before myself and I think this mindset has given me certain strengths in my personality.

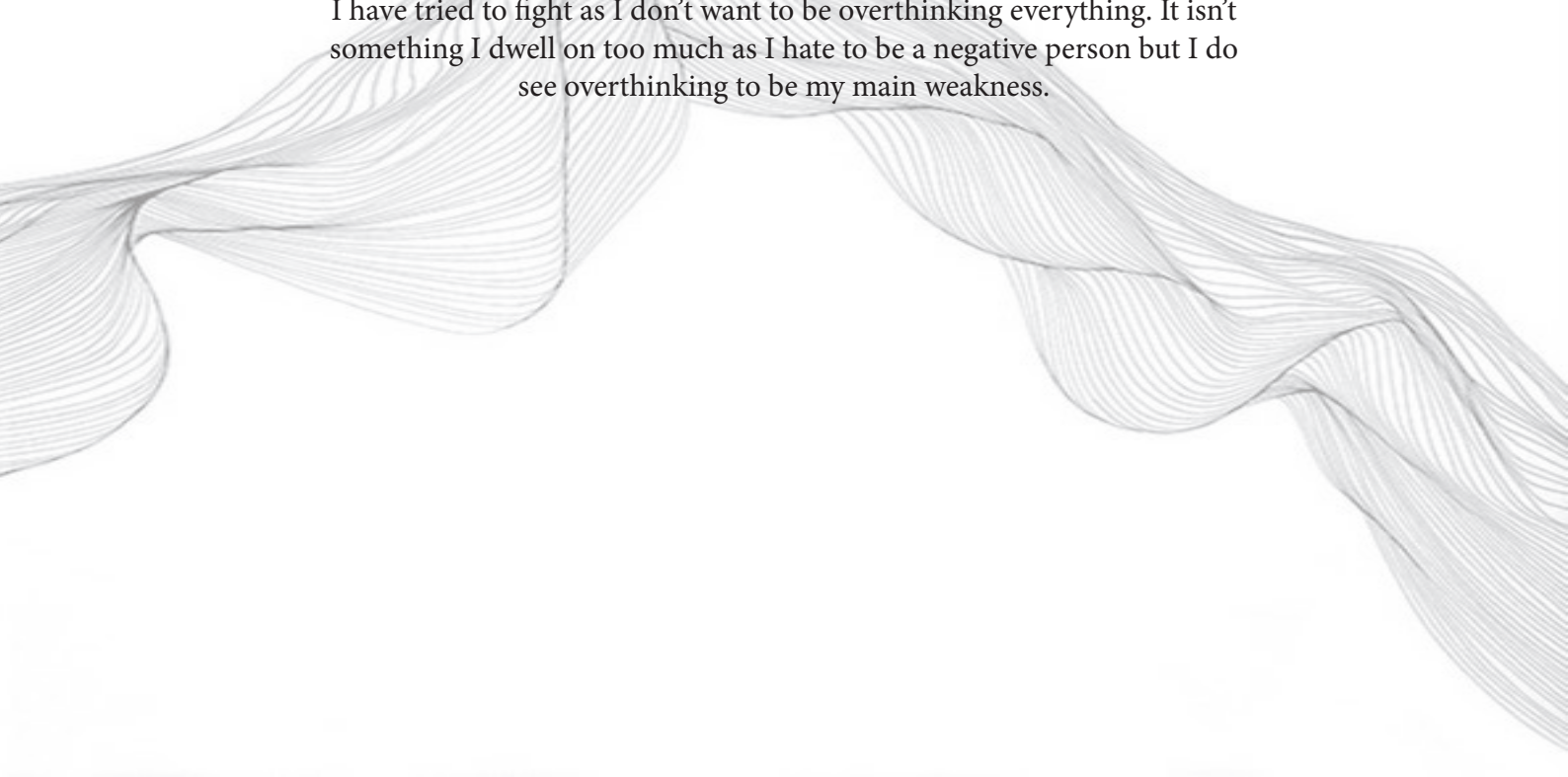


# MY WEAKNESSES

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When moving onto my weakness' I don't want to dwell too much on them as I don't want to be negative but as it is part of the question there are a few of my weakness' which I can talk about. One of them being that I'm a perfectionist. I know this in itself isn't a weakness, but it can hold me back as I want everything to be perfect and be in place which can be seen as a negative. Although I distribute my time between research and creating equally, I tend to end up having more time on creating due to this which isn't always positive. Another of my weakness' is that I can be an overthinker. This is a weakness to me because I tend to overthink situations which don't need to be thought too much about.

An example is that if I make a mistake in my work then I will think about it even if I correct myself. I can be an overthinker in my day to day life even when I'm not in work or university. It is something which I have tried to fight as I don't want to be overthinking everything. It isn't something I dwell on too much as I hate to be a negative person but I do see overthinking to be my main weakness.





# FIGHT OR FLIGHT?

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Fight or flight is a choice and it's a choice which will represent and define you. It is something which plays a role in how we deal with environments and situations surrounding us but being fight or flight can all depend on the situation you're in. In most cases I would say I am very much a fighter as I stand up for things which I believe in and understand the importance of this. I have always been a person to use my voice in situations where others may feel afraid or in danger. I think it is so important to be a fighter as it can help to define you as a person and shows that you are someone who is strong and willing. Although I say I am a fighter there have been situations in my past where I have very much been flight but like I said above, it is all down to the situation you're in. As there is so much going on around us in current day I think it is great to fight for what you believe in, even if you're just writing a blog post about what you believe in and want to fight for then you're still making a difference for the better. I completely understand why some people are more flight as they want to avoid confrontations, but I see myself as someone who is very tuned in with reality, so I understand the importance of using my voice and fighting for what I believe in.

Overall, I would say I am very much a fighter and I will always be someone ready to defend the people and values which I care about most.

# THINGS I HAVE FOUGHT FOR...

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FAMILY

EQUALITY

SUCCESS

STRENGTH

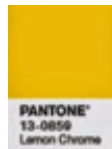
ANIMALS

FRIENDS

MYSELF

OTHERS

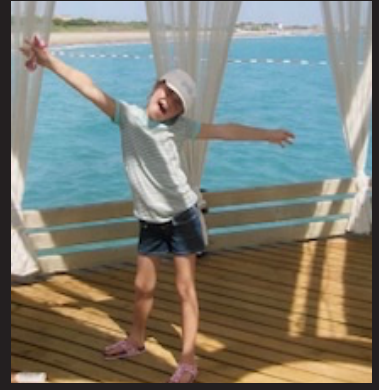
# HOW HAS MY CHILDHOOD INFLUENCED WHO AND HOW I AM TODAY?



I have so many amazing memories from my childhood. Everyone's childhood is different, and this is what helps to define us as people when we grow up. I have been very fortunate in my life to be surrounded by the most amazing family and I had the best childhood and upbringing possible. I feel like I am a very lucky person to have the family I do as they really are the most incredible people in the world. As a child I was always taught my manners, what was right and what was wrong. I have been taught so many different things in my childhood which I still remember to this day. My mum and dad always told me to be myself, be confident and it doesn't matter what anyone else thinks. They taught me to try my hardest and be the best persona I can be. To this day I always think about what they taught me, and this has defined the person I am today. My childhood has influenced the person who I am today in the most positive ways and I was lucky to have the most amazing parents and upbringing. Having such a happy and loving childhood has made me the positive and happy person I am today.

I know everyone will say this, but I really do have the most amazing parents, sister and family in the world. They have really shaped me to be the positive and happy person I am today, and I am eternally grateful to have them. I think having such amazing people surrounding me, I have been able to grow up and make the most of life. My sister has been a huge influence on me growing up as she is 5 years older. I have always admired her and seen her as a role model. She is someone who has helped me to grow stronger through experiences where I felt I'd never get back from. My parents are the same, they have taught me that life is too short to be unhappy and to always have a smile on my face and make the most out of bad situations. They really are the best people ever and I will always thank them for the person I am today.

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My childhood was always fun. I had a lot of friends growing up and I was always a happy little girl. I think that having such a positive support bubble around you is one of the most important things in life and will define how you act and how you feel. I had the best childhood and was never bored. I went on trips abroad a lot and went on many days out which gave me an early insight into the beautiful world surrounding us. These experiences helped me to learn a lot about different people and cultures which I think is why I am so understanding of other people in current day.

There have been times as I've grown up where I have had really bad times due to being picked on by not nice people. When something happens to you which affects you mentally then it really sticks with you. Like I said earlier, I have always had a strong support bubble around me, so I have been able to be the better person in bad situations. I have also become a much stronger person and tell myself everyday not to let other people get me down.

All I have ever wanted to do since I was little is make my parents proud and be myself. I think I have been able to do this, but I can only thank them for the amazing childhood I had which has defined the person who I am today.

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# 10 IMAGES I LOVE

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I have chosen 10 images which I love. Each one is different from another and has a different meaning to me. I have picked a mix of personal photos and photos from the internet. They all also range from different things such as my favourite animal to fashion. Some of the photos I love more than others but overall the 10 I have chosen are my favourite photos and ones I love.

They all reflect on me and have different meanings to me. for example some of the photos are personal ones which mean a lot to me and include people who have helped to shape who I am today. Other photos are from the internet which I truly admire and love. They are all very different from eachother but all relate to me as a person and are photos which I hold close to my heart. I have included photos of animals as I am very passionate about animals and thir welfare which is something I want to touch on when it comes to my personal branding. The photo of the world also relates to this as I care about the environment around me and want the fashion industry to become as ethical as possible. Overall, even though all the photos are different, they all connect to me in the end and define me as a person and this is something I want to show when it comes down to my brand me.



This is a photo I love because it is me and my mum in front of Sydney Opera house, a place I love with someone I love.



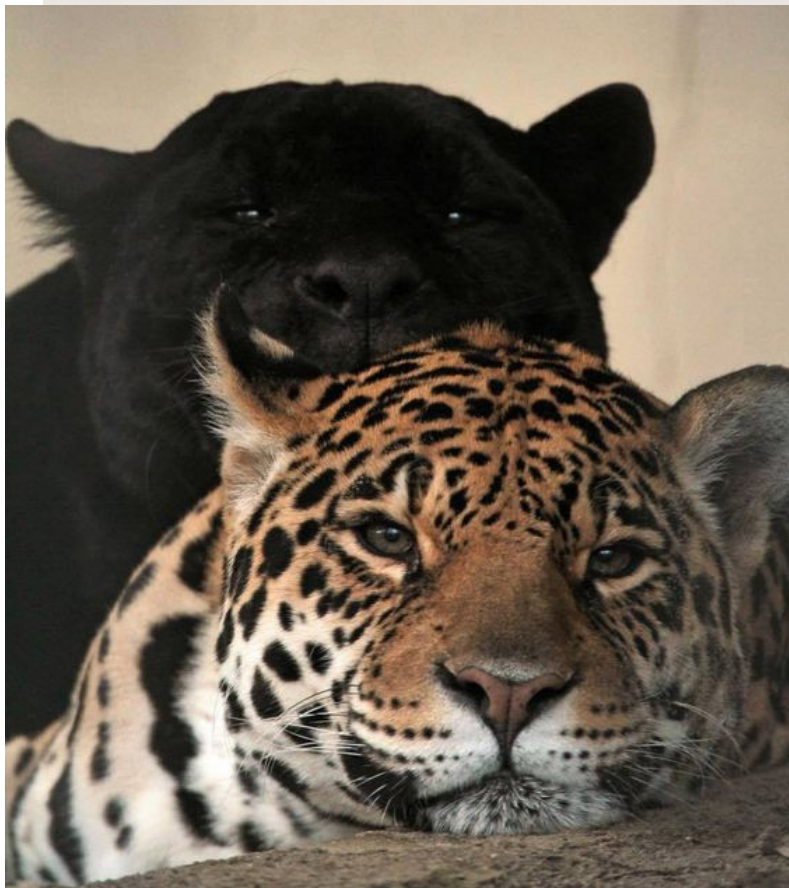
This is a photo of my puppy, Roo. I love this photo so much and it reminds me of how gorgeous and special she is.



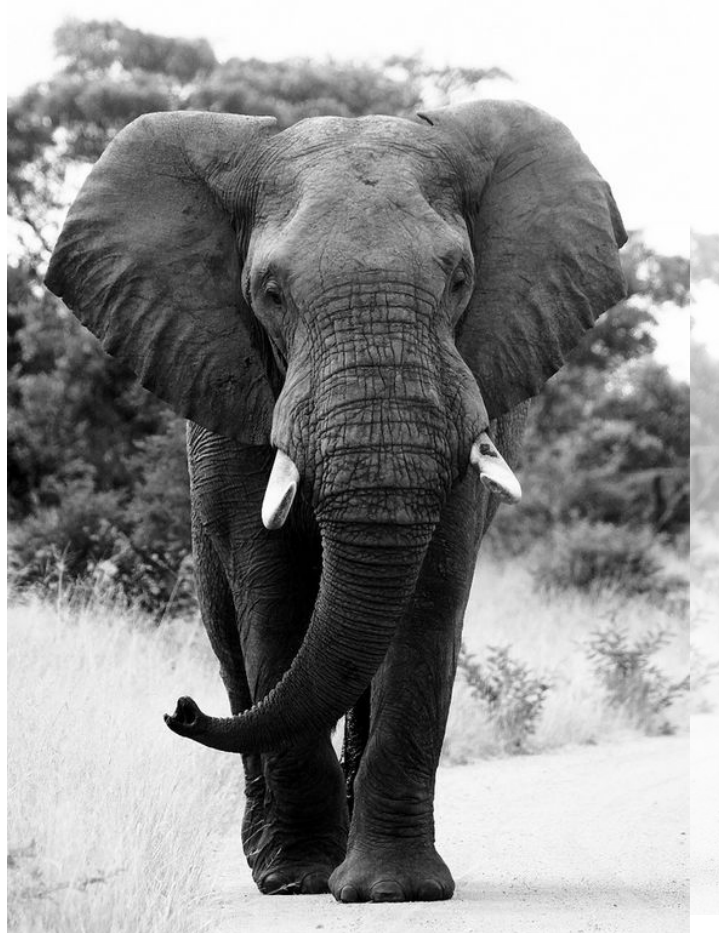
I love this photo because it is special to me and means a lot.



This is a photo of me, my mum, my dad and sister. I love this photo because it brings back special memories of my prom day and is my favourite photo of us all together.



This is a photo from the internet. I love it because it is so beautiful and I love the colours.



I have this as one of the photos I love because elephants are my favourite animals and I just adore this photo.



I have chosen this as one of the photos I love because I love our planet. I think it is an amazing place and I just love it.



This is a photo I love because it is of our family dog, Olive. This is my favourite photo of her and she means a lot to me.



This is a Dior dress which I have chosen as a photo I love simply because I love the dress in the photo. I love the colour, the design and everything about it.



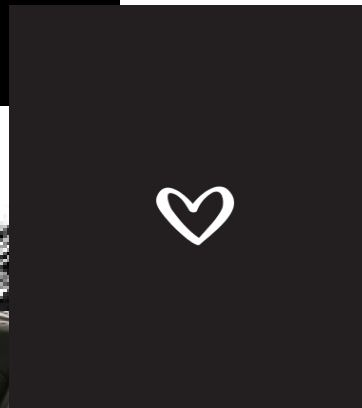
This is my final photo for the 10 photos I love. I love it because I love everything about it, the model, the outfit, the location, the colours.. everything!

# WHAT COLOUR AM I?

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If I was to identify myself as a colour, I would be black. I see this as a colour which has so many meanings behind it which can be perceived in different ways. The colour black is perceived as a colour which is associated with mystery, elegance, rebellion, power and strength. These all reflect on the person I am today. Although black has many beautiful perceptions such as elegance and sophistication, it can also be associated with mourning, feelings of emptiness and sadness. I can relate to these as I have been through things in my past which have put me in dark places but luckily, I have come out on top and am now the happy person I am today. I also wear the colour black every day, even if it is just a pair of socks, it's a colour which I think will always be in fashion just like the little black dress has always stayed in fashion.

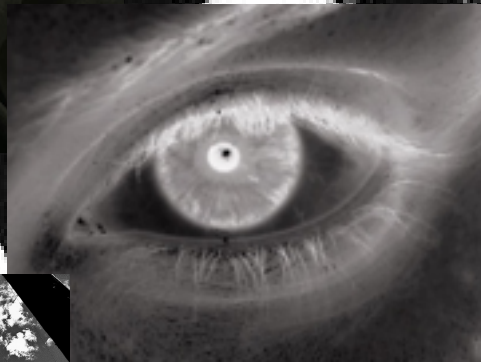
Overall, this is a colour which defines my positives but also reflects on my past experiences too, this is why the colour black is my colour.



She wears black  
but she has the  
most colourful mind



**BLACK  
IS SUCH  
A HAPPY  
COLOR**



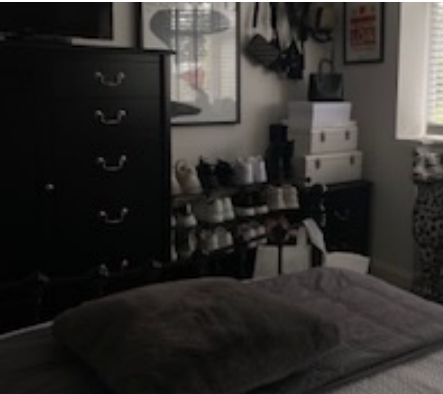
# WHAT BUILDING AM I?

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There are literally millions of buildings in the world which I could choose from to define me but there are 2 in particular which I would say I am. My main one would be my home. I am this because it's my safe place and my favourite place in the world. I have so many memories in my home which have defined me as the person I am today. If you were to visit my house, you would understand why I would describe myself as it. My bedroom also compliments my personality perfectly and is the area where my imagination goes wild. When I am at home, I feel like I am me and can be completely myself without anyone judging me.

If I was to describe myself as a more public building, then I would say I am an art gallery like the TATE. The TATE is always changing exhibitions and bringing something new and exciting out and I think this is what I can be like, changing myself all the time and showing something new about myself to others. I am also a very creative person, so I think the TATE mirrors my creativity perfectly.


These two buildings are complete opposites to each other. One being a public space and the other being one for just family and close friends. I think the people who are close to me will understand why I chose home as the building I would be. I have included just a few photos of my house for you to get an idea of the place I have spoken about and for you to see what I define my 'safe space' as.



# WHAT FLOWER AM I?

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A decorative border of various colored roses surrounds the text. The roses are arranged in a rectangular frame, with colors including white, yellow, red, pink, blue, and purple. Some roses are single-headed, while others are multi-headed or have variegated petals.

If I was a flower, I would be a Rose. They are seen as flowers which symbolize hope, balance, being wise and having passion for all. They can also come in many different colours which have different meanings such as a red rose being associated with love, a pink rose associated with happiness and even a white rose associated innocence and youthfulness. I think all the different colour roses reflect me as a person as they relate to my personality and different feelings of emotion I experience. Roses are also a classic flower which most people like and I see myself as someone who gets along with a lot of different types of people.

I also love roses and was recently gifted some black roses by my sister which were the most beautiful thing I have ever seen. They took my breath away as I had never seen anything like them. I think roses are flowers which have their own style to them and will never be a flower which you will get bored of.

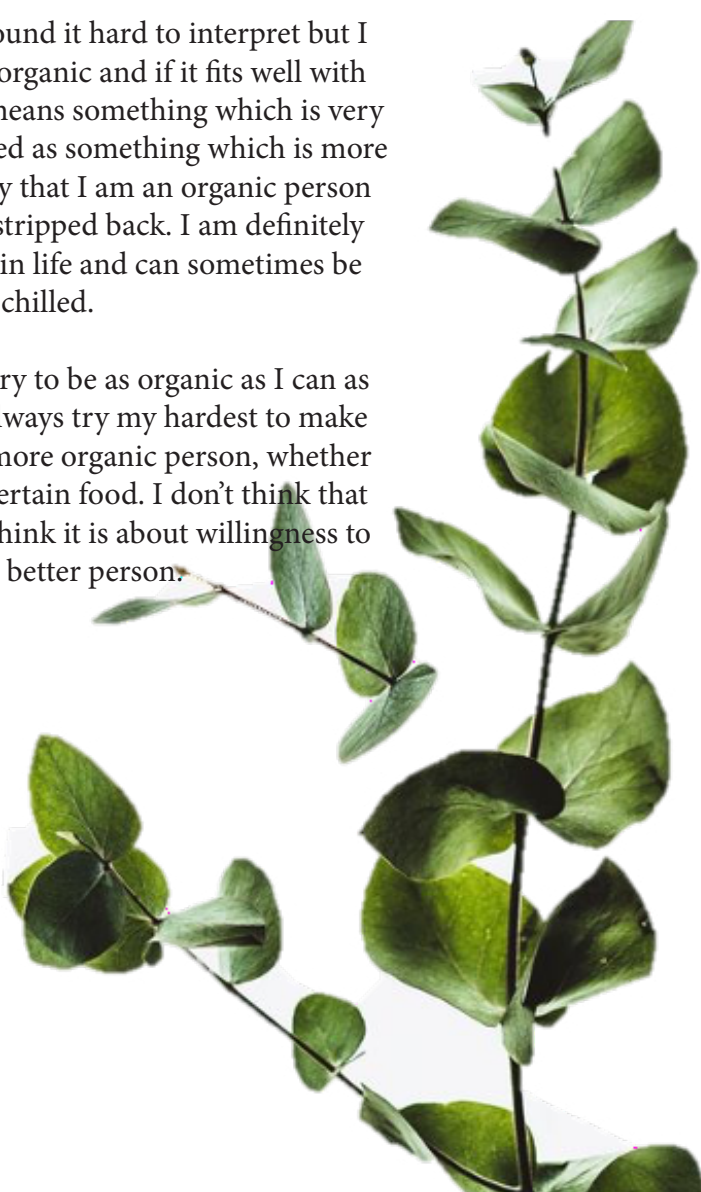


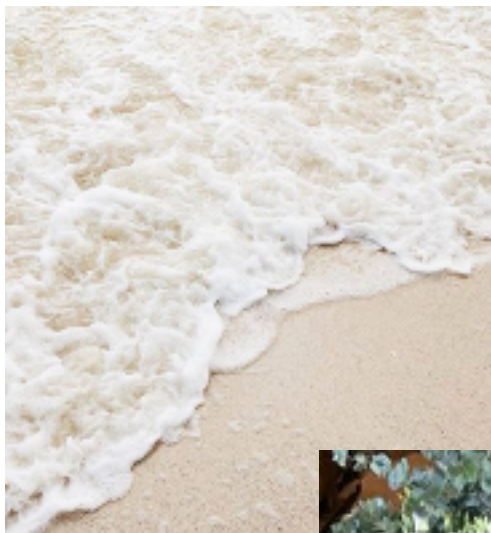
# AM I ORGANIC?

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I thought about this question because I found it hard to interpret but I have thought about the meaning behind organic and if it fits well with me as a person. To me, the word organic means something which is very stripped back and free. It can also be defined as something which is more natural and simpler. From this I would say that I am an organic person as I like to keep things simple and more stripped back. I am definitely someone who prefers the simpler things in life and can sometimes be more laid back and chilled.

When thinking about lifestyle choices, I try to be as organic as I can as I am very environmentally conscious. I always try my hardest to make small changes in my life in order to be a more organic person, whether it is walking to the shops or giving up a certain food. I don't think that being an organic person is hard either, I think it is about willingness to make a difference and be a better person.

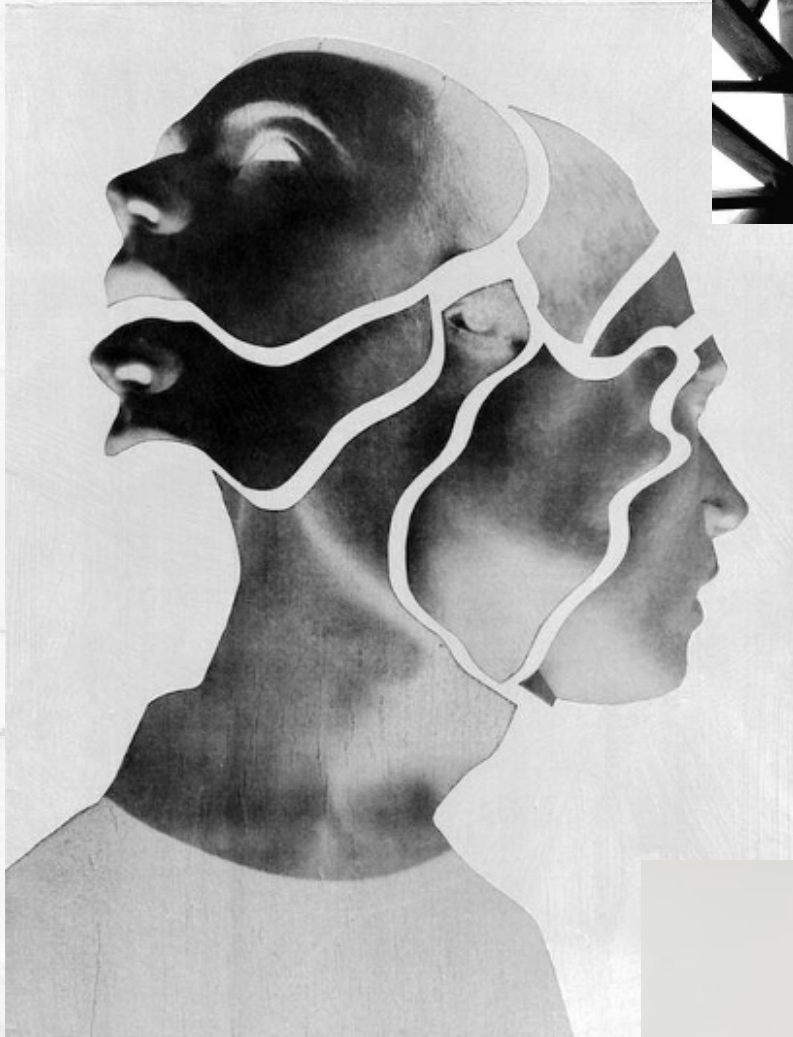




# AM I STRUCTURE?

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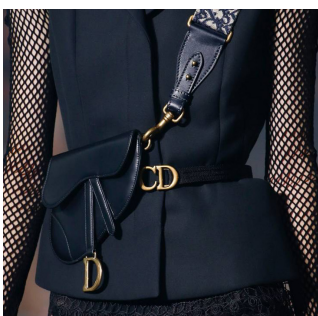
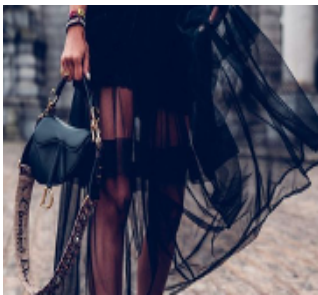
I would 100% say that I'm a structure person. I am someone who likes to have their day planned out and things in place. When I have ideas, plans or arrangements put together I feel at ease as I have a routine which keeps a structure on my everyday life. I also have an everyday routine which enables me to go through my day feeling put together and hassle free. When asking the same question in a work environment I would still say I'm a structured person, if not a more structured person! I make sure that everything to do with my work and projects are organised in order to complete my task to the best of my ability and in the time scale given. I think that being a structured person has made me a more focused, motivated and organized individual. As a structured person, I have a stronger idea of things and how I plan for them to go, simply because I have a lot of it in place. Although a lot of people are freer flowing, I like to have a structured life and be a structured person. It's a positive for me and makes my life a lot easier and more positive for me.



# WHAT BRAND AM I ?

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If I was to put myself as a brand, I would be DIOR. There are many reasons for this which I think suit me best. DIOR is a luxury brand which is known for its beautiful time pieces, elegance and classic monogram print. Most of DIOR's iconic pieces are elegant dresses and accessories which reflect by girly personality but more recently have started adding a touch of streetwear to their collections which also reflects my personality of being more laid back and casual. DIOR doesn't necessarily use really bright bold colours either, but instead tend to stick to more watered-down monogram colours which is definitely more my style. I love the brand so much and always use it as my inspiration. I would wear most of their collections because I just love them all and it's a brand which I will never get bored of.



# Christian Dior

SPRING 2019 READY-TO-WEAR

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LOOK 14



LOOK 68



LOOK 3



LOOK 16



LOOK 57



LOOK 67

# WHAT DO MY FRIENDS AND FAM- ILY HAVE TO SAY ABOUT ME?

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I messaged my close friends and family and asked them to write a small sentence or paragraph about me as a person to see what they would say. I asked a few people as I thought it would be good to get different perceptions on how my friends and family see me.

## MY MUM

Verity is remarkable and adorable. She is funny and kind, caring and considerate of others, especially Olive and Roo (Her dog and puppy) she adores her love of fashion and is amazing. She is thoughtful and so easy to be around.... She's lovely :)

## MY SISTER

You are super creative and individual, but also a really hard worker and take pride in what you produce! You are inspiring and are strong willed which I love and is very important so you can make your own mark on whatever you do. You're an amazing sister and friend and always think about those that you care for and want to do your best for them and also yourself! You also know how to dress yourself and style up outfits that are both on trend and individual to you!

## CIAL

(my boyfriend)

Verity is the most selfless person I know, and she is infectious with positivity. Although sometimes she can be her own worst enemy, she doesn't let her anxiety in life get the best of her and experiences life to the full. She is nothing short of a creative spark when it comes to anything artsy, fashion or design. I also love her passion for animals, and she has suited her life to the best it could be in terms of animal cruelty free, from diet to clothing. She is kind-hearted and caring of others. She has a keen eye for fashion also.

## SHANNON

(close friend)

Verity is a gorgeous girl. She's very kind, a good listener and a really good friend. I'm envious of her clothes and shoe collection because she has some very cool and swag pieces.

## KIRSTY

(close friend)

You are a caring and kind girl who is always there to support her friends. You are passionate about fashion and loves her doggies. Also, very fun and makes me laugh a lot, mostly for saying stupid but funny things! I'd also describe you as very organised and hardworking.

## ANNABELLE

(close friend)

I'd describe you as somebody who is always up to date with trends, a big animal lover and somebody I could go to if I needed advice. You're a good listener and always think rationally about situations before acting. You have quite a calm nature but also a crazy side that comes out when you're around people you're comfortable with.

## SOPHIE

(close friend)

Verity is very friendly, kind and very hardworking. She is extremely caring towards people and also animals. She is always happy to give out advice and help out others when they need it.

## HANNAH

(close friend)

Verity is very loyal and caring. I've known her now for many years and has since been a very good friend of mine. I've known her not only as a friend but as a work colleague in which she has always been very reliable and confident. Her creativity has always been apparent which is reflected through her good sense of style and eye for not only fashion but detail. Verity is very determined and passionate for the things she loves which is something I really admire about her!

## LOWRI

(close friend)

I would describe you as someone who is always happy and smiling and as someone who makes the best out of a bad situation. You are a good friend to others, always being kind and caring towards your friends, and are someone I feel comfortable going to for advice.



# HOW DO I SEE MYSELF?

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I see myself as a person who has great strength and positivity. I have had some experiences in my life which have helped to shape the positive person I am today which has enabled me to gain great strength. I am someone who tried to outweigh negative situations with positives and as someone who puts others before myself.

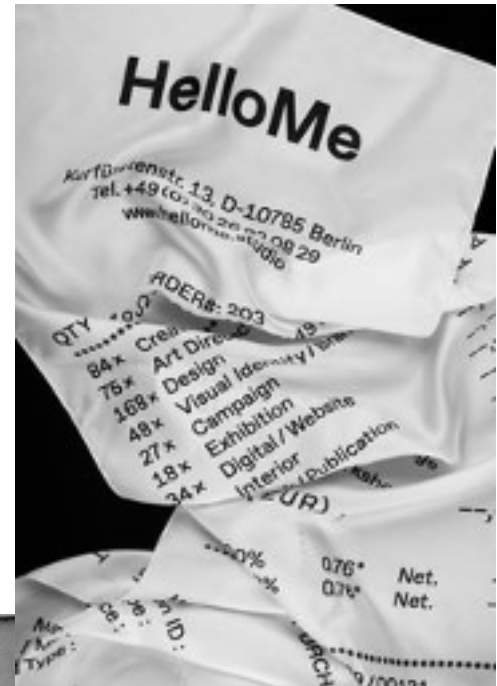
I have always been taught to be kind to others as you don't know if they're going through a hard time or are in a bad situation, so this has shown me that I'm someone who is caring of other people. I am someone who has strong beliefs and I will use my voice to speak about what I believe in. I'd say I am a strong character and someone who tries to make the most out of a bad situation. I would also say I'm a bit crazy when surrounded by my close friends and family and would describe myself as the clown out of my friends. Although I have been able to talk about myself whilst answering this, I think it is quite hard to answer a question about yourself, it will happen many times in life, so I think that it's a good thing to talk about yourself in a positive light. I'd like to think that I'm someone who can make people who surround me happy as I always want the best for everyone. I also think I am someone who is sympathetic towards people in tough situations such as bullying as I have been through bad times and understand the emotion of feeling in a dark place. I try to be the most positive person I can be, no matter the situation and I think this is a trait which most people would notice about me.

When looking at my friends and family's answers and comparing them to mine there are clear similarities which stand out. Both me and my friends have pointed out that I am someone who is happy and caring. I have always been someone to look after the people closest to me and always try my best to make them happy and laugh. I am also neutral person with people, meaning I don't single out people and I think this is why a lot of my friends' answers correspond with each other. Overall, I am someone who is happy, positive and lives life to the full!

# MY CONSUMER PROFILE

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I have been finding myself through this research which has enabled me to build my own customer profile on myself. I have been able to identify certain things I like which I have already discovered but this page is dedicated to everything I like and how I would describe myself. I have included just a couple of photos and quotes which I would use to describe me along with images of brands, colours and things I like.



**BLACK IS SUCH A HAPPY COLOR**



IF MONEY WAS  
NO OBJECT...



# WHAT LABELS WOULD I WEAR?

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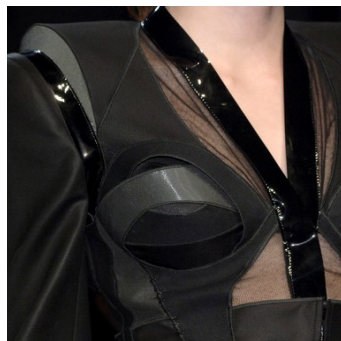
If money was no object there are 2 luxury brand which I would wear. DIOR and BALENCIAGA. They are two brands which I adore and would love to wear if money was no object. Both brands have very different styles with Balenciaga being more streetwear and casual whereas DIOR is a lot more elegant and high fashion. I love how Balenciaga use a lot of oversized garments and footwear in their collections and this is something which I like to wear myself. DIOR on the other hand is a lot more sophisticated and elegant but have so much beauty in their garments so I would also love to wear DIOR if money was no object. I have chosen these two brands because they are both opposite from each other and have different styles to them, but this reflects on the way I dress currently, as I like to switch my styles up every now and then. I dress on the way I am feeling because some days I will wear an oversized tee with straight cut jeans and chunky trainers, but other days I'd rather wear a dress with a nice bag and some accessories. This reflects on the brands styles as Balenciaga is the more casual brand and Dior is the more elegant and sophisticated brand. DIOR is also seen as a highly luxury brand which is one of the most expensive brands out there. It's very rare for people to own DIOR items so wearing it all the time would be a dream to me. Balenciaga is also a very expensive luxury brands and is slightly more affordable to DIOR, but it's a brand id wear if money was no object. Both brands also use very monochromic and subtle colours in their garments which is my style and something I prefer to bright and bold colours. Balenciaga and DIOR are two brands which I have always had a huge interest in, and I have been to both the 'Balenciaga – Shaping fashion' exhibition and 'Dior – Designer of Dreams' exhibition. Ever since I visited these exhibitions, they have always been two brands which I have adored, and they really inspired me. Overall, if money was no object and I could wear any brand or brands then it would be DIOR and Balenciaga without a doubt.

A black circle containing the word "DIOR" in white serif font.

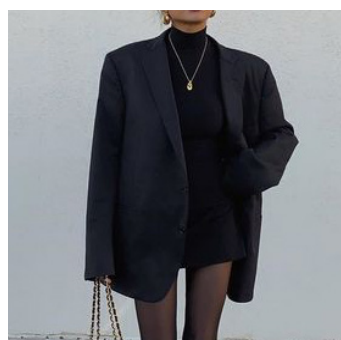
DIOR

A black circle containing the word "BALENCIAGA" in white sans-serif font.

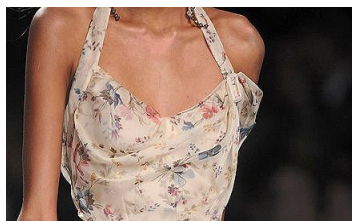
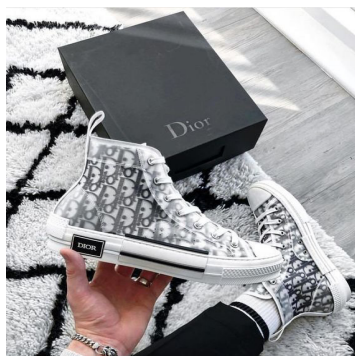
BALENCIAGA



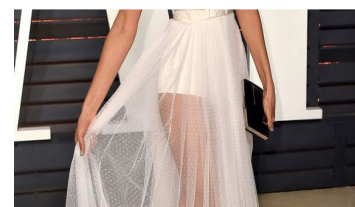
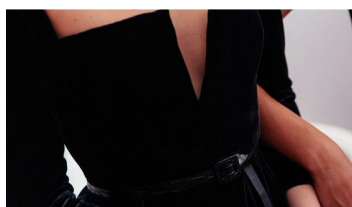
# BALENCIAGA







# DIOR





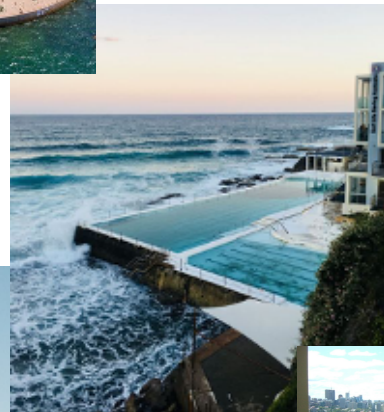
# WHAT CITY WOULD I LIVE IN?

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The city I would love to live in if money was no object is Sydney in Australia. Since I was little I have always wanted to move out to Australia and me and my family almost did at one point. My dad's side of our family come from Australia but moved across to North Wales so I have always been inspired by their big move decision, but I would be doing it the other way around and be moving from North Wales to Sydney. It has always been a city which I have admired due to its beauty and relaxing way of life out there. It is a city with so many amazing landmarks such as Sydney Opera House which is just incredible. When I was younger my family and I visited friends in Australia for a while. I always remember how much I loved the trip and how much I loved Sydney. To this day I still think about how much I wanted to stay out there and not come home. It's the only city in the world which I fell in love with and would move there in a heartbeat if I could. Although he wasn't based in Sydney, one of my biggest inspirations, Steve Irwin, was based in Australia. I always watched his show when I was younger and was constantly looking him up for his new adventure. As I was young when I went to Australia, I visited his zoo and actually got the chance to meet him. His love for Australia inspired me and I loved his passion for what he did. The whole idea of living in such an amazing place with amazing people has always been something which I have thought about. I love Australia so much and think it is the most beautiful place and Sydney is the city I would move to if money was no object.



This was the time I met Steve Irwin at the Australian Zoo



# WHO WOULD BE MY CELEBRITY BEST FRIEND?

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I'm not someone that keeps up with celebrities and their lifestyles, I am someone who is more tuned in to reality and is more down to earth but if I had to choose a celebrity who would be my best friend then I would choose Angelina Jolie. She is someone who stands up for what she believes in and promotes causes such as women's rights, education, conservation and advocacy on behalf of refugees. I also look up to her as she adopted 3 children with her ex-husband Brad Pitt. Adoption isn't something which everyone does, and I admire her for this. She seems to be someone who is caring of other which is the type of person I am. I admire her strength for what she has been through and I am really inspired by her. To me, most celebrities don't really appeal to me as a lot of them seem to be just famous people with a lot of money but even though Angelina Jolie is classed as a celebrity, she uses her platform and celebrity status to speak out on really important topics. She has actually been named as one of the most influential people in the American entertainment industry in the past which shows that she has been recognised for her inspiration on others before. In more recent years (2013) Angelina Jolie underwent a double mastectomy as she had a high chance of getting breast cancer. This was such a huge operation and I think it truly shows her strength and courage. She really inspires me, and I appreciate that she uses her large platform to speak out and is a celebrity who I would want to be best friends with.





*“People say that you’re going the wrong way when it’s simply a way of your own.”*

*- Angelina Jolie*

# WHO WOULD BE MY STYLIST?

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There are many stylists out there which inspire me, but this question was hard as I have such a varied taste in clothing. There is one person in particular who I would love to style me every day and her name is Kim Duong. She has an Instagram page under the name @blvckd0pe with 1.2 million followers and is based in Germany.

She isn't a stylist, but her style is amazing, and I would pay her every day to style outfits for me to wear. Her style of clothing is oversized with minimal colouring and includes a luxury item to pull the outfit together. She is an ideal representation of how I would dress if I had a lot of money and I think if she was my stylist, she would 100% understand the way I dress. She always styles her outfits with a really cool pair of trainers, a luxury bag and some amazing jewellery which really pulls her outfits together. I also love the colours she wears as they quite monochrome and she doesn't always wear colour but when she does, she wears it in a way which doesn't stand out too much which I love as I am not a colourful person. She is the only person who I really look at for inspiration as her style is exactly like mine and she is also very individual and doesn't follow or copy trends. I have always been someone to say wear what you want and not care what other people think and I think she is someone who would say the same thing. She has always been someone I've looked up to for inspiration and it would be a dream if she was to one day be my personal stylist.

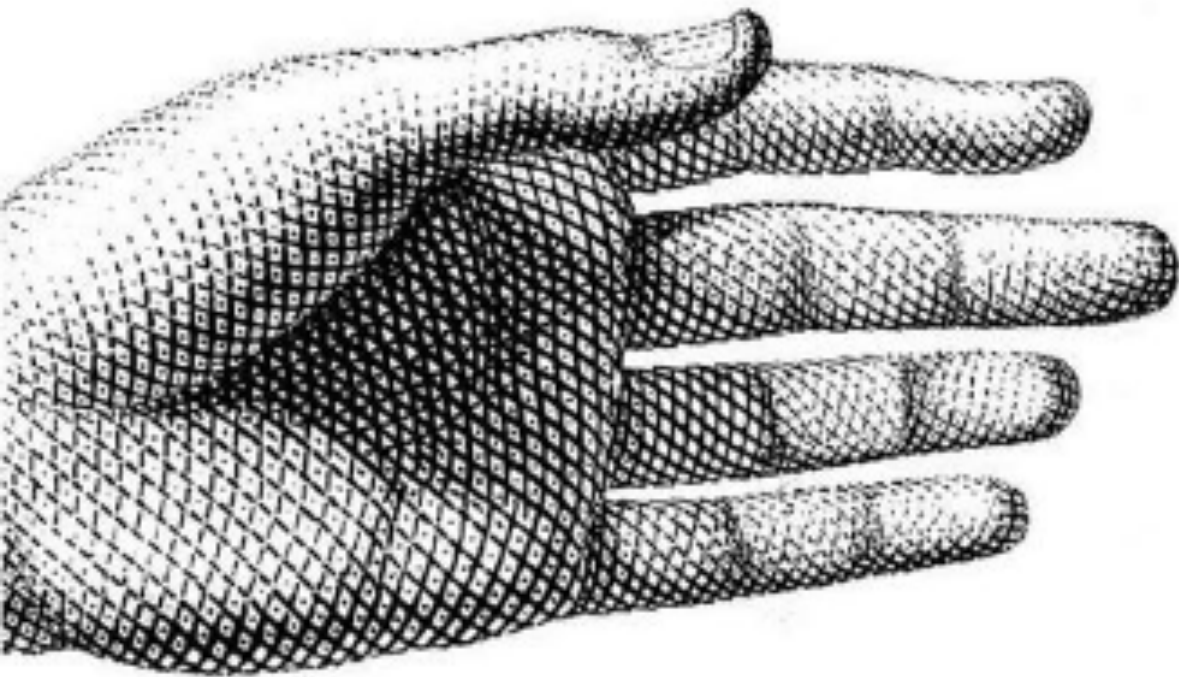






WHAT DO I  
STAND FOR?

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There are a lot of things I stand for which are truly important to me. I am a believer in using your voice to get your message across to people and I have always been someone to fight for what I believe in. The main 3 topics I use my voice and stand for are climate change, black lives matter and animal rights. These 3 topics matter so much to me and I have spoken many times on my social media about how to make a difference. Climate change is something which everyone should stand for because if us humans don't get our act together then we will be gone sooner rather than later. I have also done projects in previous university work about climate change as it is such a massive factor in the fashion industry in current day mainly due to fast fashion, cotton production and clothing dyes. I think it is a topic which should be spoken about a lot more on platforms such as social media and the news. I have also spoken a lot about the Black Lives Matter movement on social media. Unfortunately, I have had people close to me experience racism and inequality simply due to the colour of their skin and it is something which is not okay, and it doesn't sit right with me. I wrote a blog post on Black Lives to show that I'm actually standing with them and I'm not just posting a photo on Instagram as a 'trend'. I really believe that black people should be treated the same as non-black people and it's something I really strongly believe in and is so important to me. The final topic which I stand for is animal rights. A lot of people just see them as something they consume but as a vegetarian and major animal lover, I see them as a living creature with feelings. There is a stereotype around people who stand up for animal rights and I think it is sad because those people, like me, are just trying to do something which they strongly believe in. Since making changes in my life to support animal rights I have become so much happier in myself knowing I'm not consuming or harming a creature which has emotions. Some people may call me hypocritical as I stated the brands I would love to wear, Dior and Balenciaga, both use animal skin in their garments. It's hard for me to argue against but I have educated myself on the topic of animal rights and understand it in a lot more depth than other people. It is something really important to me and I have a strong passion to show I stand up for it. These 3 topics are close to my heart and something I will always stand for.

NEVER BE ASHAMED  
OF SOMETHING YOU  
LIKE OR BELIEVE IN

...AND  
JUSTICE FOR  
ALL.

I AM  
A VOICE  
FOR THE  
VOICELESS



DO NO HARM, BUT  
TAKE NO SHIT

TEACH  
PEACE

BLACK LIVES MATTER  
BLACK LIVES MATTER  
BLACK LIVES MATTER  
BLACK LIVES MATTER

SAVE THE  
ANIMALS  
SAVE THE  
PLANET

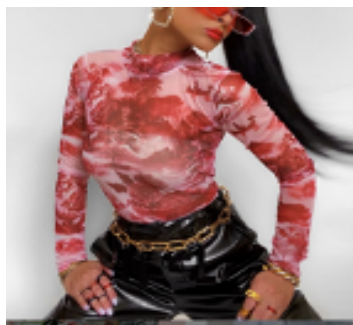
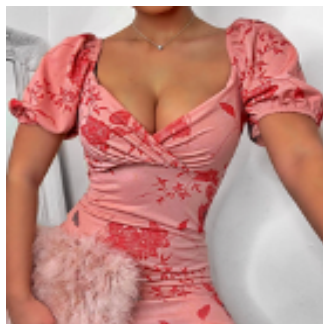
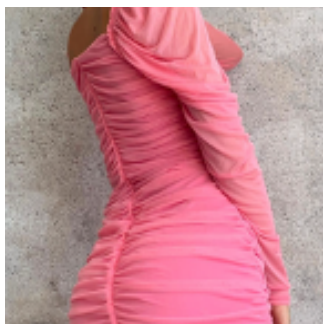
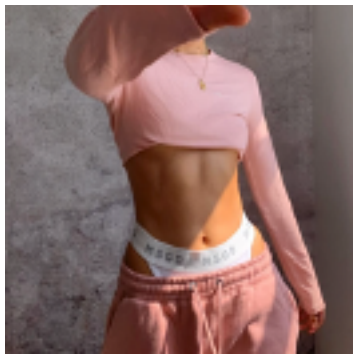
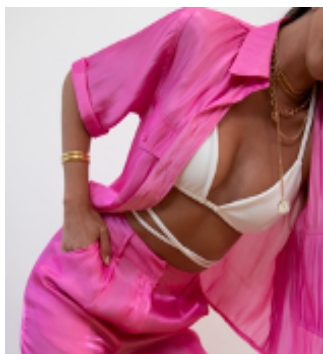


“BE THE CHANGE  
YOU WANT  
TO SEE IN THE  
WORLD”

- Gandhi

# MISSGUIDED

For the next part of this research I have watched the docuseries on Missguided. It was called 'Inside Missguided: Made in Manchester' and gave viewers an insight on how the business works and the jobs of the people who work there. Altogether there were 4 episodes to watch which were around an hour long each. Each episode focused on a different topic such as episode 1 focusing on the design team and episode 4 focusing on the black Friday sales. I spent some spare time watching the episodes in order to respond in this book. Each episode was different, so I've decided to do an overall opinion. I have shopped on Missguided before, I can't actually remember the last time I did but when I was a teenager it was somewhere, I always went to for the new styles. As I've grown up, I've understood the importance of sustainability, fair practices and the effect the fashion industry has on the planet. Unfortunately, fast fashion is the worst for it with having turnaround times of 3 days for certain items. Personally, I think 3 days is crazy for a garment to be designed, have a sample and then for it to be finalised and have hundreds made to sell. I have very much gone off fast fashion due to the effect it has on the world, but I still wanted to watch the episodes to see if my mind would change, which it didn't. I thought it was very interesting to see how they work at Missguided and the type of people that work there. It isn't somewhere which I want to work in the future as I don't like how fast the turnover is. I am also someone who wants to work with luxury fashion so fast fashion is the complete other end to where I would like to be. Overall, the series was interesting and it was good to see how they do things, but I also think this is a negative because they have almost exposed themselves in a way by showing how the fast fashion industry works. Amongst the negatives there were some positives such as their body positivity campaign and them trying to be as ethical as possible. Although there were some positives, I didn't thoroughly enjoy the episodes simply due to the fact that I don't like the way their industry works but overall it was interesting and it's good for people to see what goes on behind closed doors in the fast fashion industry.



# FFBR

Fashion for Bank Robbers



"Corona series - Disconnected"  
by @monika\_supe  
Model @supeben

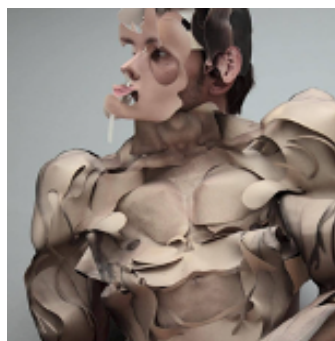
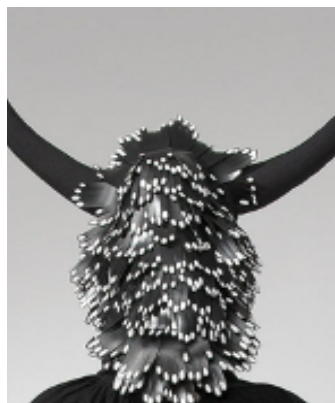
As part of this project I have been asked to look at 'Fashion for Bank Robbers'. It started by an artist called Carina Shoshtary in order to research masks and headpieces. She is also a jewellery artist so understands the meaning behind contemporary art. The Instagram page now has over 200K followers and posts wonderful examples of headpieces. In an interview from [blowupguild.com](http://blowupguild.com), Shoshtary was asked the meaning behind the name Fashion for Bank Robbers and she said, "If you have to rob a bank, why not do it in style".

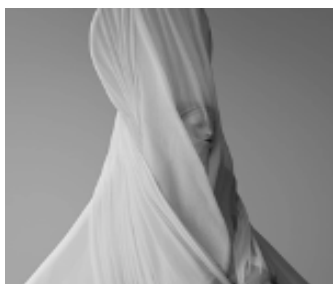
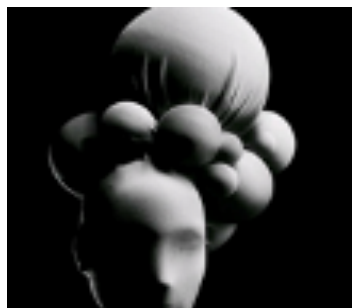
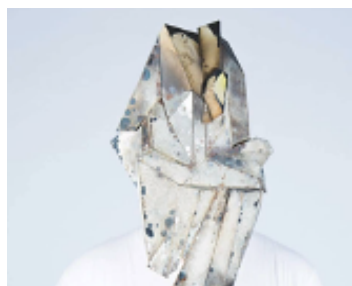
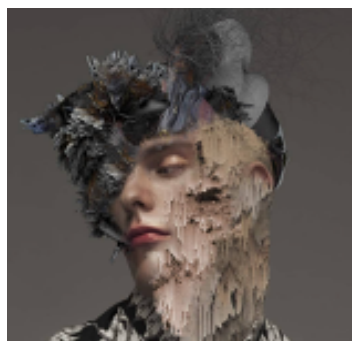
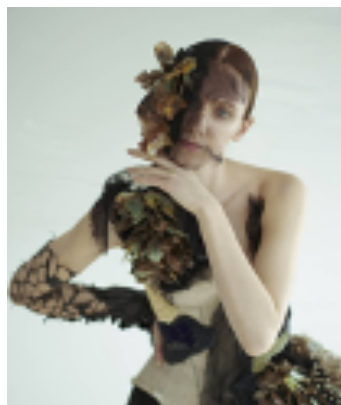
When looking up the Instagram page for the first time I thought it was amazing. I had never really seen fashion like it before and I was blown away with the creativity, beauty and imagination. Some of the masks and headpieces which are featured aren't something you will see in everyday life, so it was kind of like being in another dimension when looking at them. I love the idea that Shoshtary originally started the page for research purposes but has now made a brand out of it. I love the idea that the work she reposts is from known names from the fashion industry such as Craig Green but also includes lots of graduate's work which gives them publicity to move further in the fashion industry. If I was to place them in a market I would 100%. Put them in the visionary market, no doubt. The work that's exhibited on the Instagram is so creative and out of the ordinary. There is an aspect of luxury to them as not everyone will have the luxury of owning one of the headpieces featured. To relate to this, I would also say their consumer will be people who are visionaries and who understand the beauty behind the creations. Some of the headpieces featured aren't to everyone's taste so the consumer really has to have a visionary way of seeing things in order to appreciate what they're seeing. I'd also say the people who would buy these headpieces and masks are people who are a lot more eccentric. I also think people would buy them for their beauty and not to necessarily wear, like a piece of art and something they will cherish. I believe the headpieces will be on the expensive side so I also think people with a lot of money and are into having something luxurious would be a consumer for the brand.

When looking deeper through the Instagram page I tried to see if there was a narrative throughout the work. From what I can see, the work she uses are ones which have their own narrative behind them as they are all so different. If I was to talk about a narrative, then I would say that all the work featured is really out there over the top but in a good way. This is showing that the artists and designers behind the work aren't afraid to push boundaries. All the work is detailed to perfection and you can tell many hours of work has gone into them to create the final product.

One thing that goes through my mind is, could I work for them? My answer is simply yes. I am someone who would like to work for a creative and high-end brand as these fits in with my personality and my passions. I think that working for them would be really interesting and something I would thoroughly enjoy. I also love the idea of working for them because of all the different creations I'd get to see, each mask and headpiece is different from each other and none of them are the same so it would always be looking for the next new thing.

Overall, Fashion for Bank Robbers is a brand which I think is amazing, I truly admire the work they feature and think they're incredible.





# LOUIS VUITTON

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Fall/Winter 2020 campaign





In August 2020, Virgil Abloh released his new Louis Vuitton campaign which 'uses the metaphorical language of clouds to express freedom, unity and peace'. (Louis Vuitton Instagram, 2020) The campaign has been photographed by Tim Walker who is the perfect person to photograph this campaign.

I've decided to look more in depth at the ad campaign so I can give my opinion on it and discover the meaning behind it. At first glance all I see is bright blues and clouds, like the sky. It is something different to anything they've done before, but I think that this is great! From looking at the photos Tim Walker has photographed; I get real Alice in Wonderland vibes as it is almost like a dream world. I think that this campaign is stunning, through the use of colour, the outfits themselves and the way everything has been directed, it all comes together to create this beautiful campaign. Like stated on Louis Vuitton's Instagram, Virgil sees clouds to convey a sense of freedom, unity and peace. I think this really reflects in the ad and throughout the photos. Although this campaign is really beautiful and dreamlike, I also think it has a deeper meaning behind it. I looked into Virgil's thoughts behind this campaign and one thing he mentioned was black representation. As you can see from the photos the ad uses different diversities which isn't always present in the fashion industry. 10 magazine said 'the campaign falls in tangent with Virgil's black imagination philosophy; uplifting black creatives from all fields as much as possible through his current platform' (Toner, 2020). I think that this is extremely important in current day after the BlackLivesMatter movement. It is also refreshing to see black creatives get recognised for their amazing work. Although this advert is very elegant and peaceful, I think this story behind it also really stands out.

I have also looked into whether this ad would fit into me as a brand. I am someone who is very minimal and doesn't like too much colour being involved, although if I was to use colour it would be blue. I am also someone who is very creative and sits in the luxury market. Therefore, I believe that this ad campaign would fit in with my branding. I love the idea of the ad expressing freedom and peace as this is something, I really believe in. I have also always been a fan of Louis Vuitton and think that some of the past campaigns have been great. I very much prefer the things Virgil does for Louis Vuitton as it is more creative and a tiny bit visionary.

Overall, I love this ad campaign, it creates a dream like world with how it's been executed, and I think that it's amazing. It is one of my favourite Louis Vuitton campaigns and I look forward to future ones from Virgil.





# THE FABRICANT

## DIGITAL FASHION HOUSE

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For the next part of my project I have looked into digital fashion house, The Fabricant. They specialize in photo 3D fashion design. All of their fashion is digital and never physical. This is because they believe the future of fashion is digital and one day fashion will just be piles of pixels rather than on landfill.

I've been on the fabricant website to look more in depth at what they are and why they do it. I think their morals and story behind them is really interesting and its clear to see that they think the future is going to be digital. I love the concept of what they do, I think their clothing is really cool, but I personally can't understand it properly. Although I have grown up in the digital generation, I can't imagine a future where physical clothing isn't present. I believe the future will be must more technical, digital and advanced and I think the fashion industry will start to turn digital such as digital fashion shows and the advancement of online shopping.

When looking at videos on their website I think they're amazing and really interesting to watch. The way they have been put together looks so real even though it is all digital. I actually think the whole idea is very interesting and isn't something which I haven't seen before, but I can't imagine this being the future of fashion. I actually downloaded one of their free downloads to see what would be included. In order for me to actually use the virtual clothes I had to download certain apps which I was unable to do as they were very costly. I received lots of free photos of the clothing garment which weren't available to view unless you did the download. I also think some of the clothing of their website is really cool and, in some way, very futuristic. This reflects on the fact that the brand thinks the future of fashion will be more advanced and digital.

Overall, I think the whole concept is really cool and they have marketed themselves very well. Personally though, I don't quite understand it and don't think it will be something which will overrule physical fashion in the future.







# ANTI FASHION MOVEMENT

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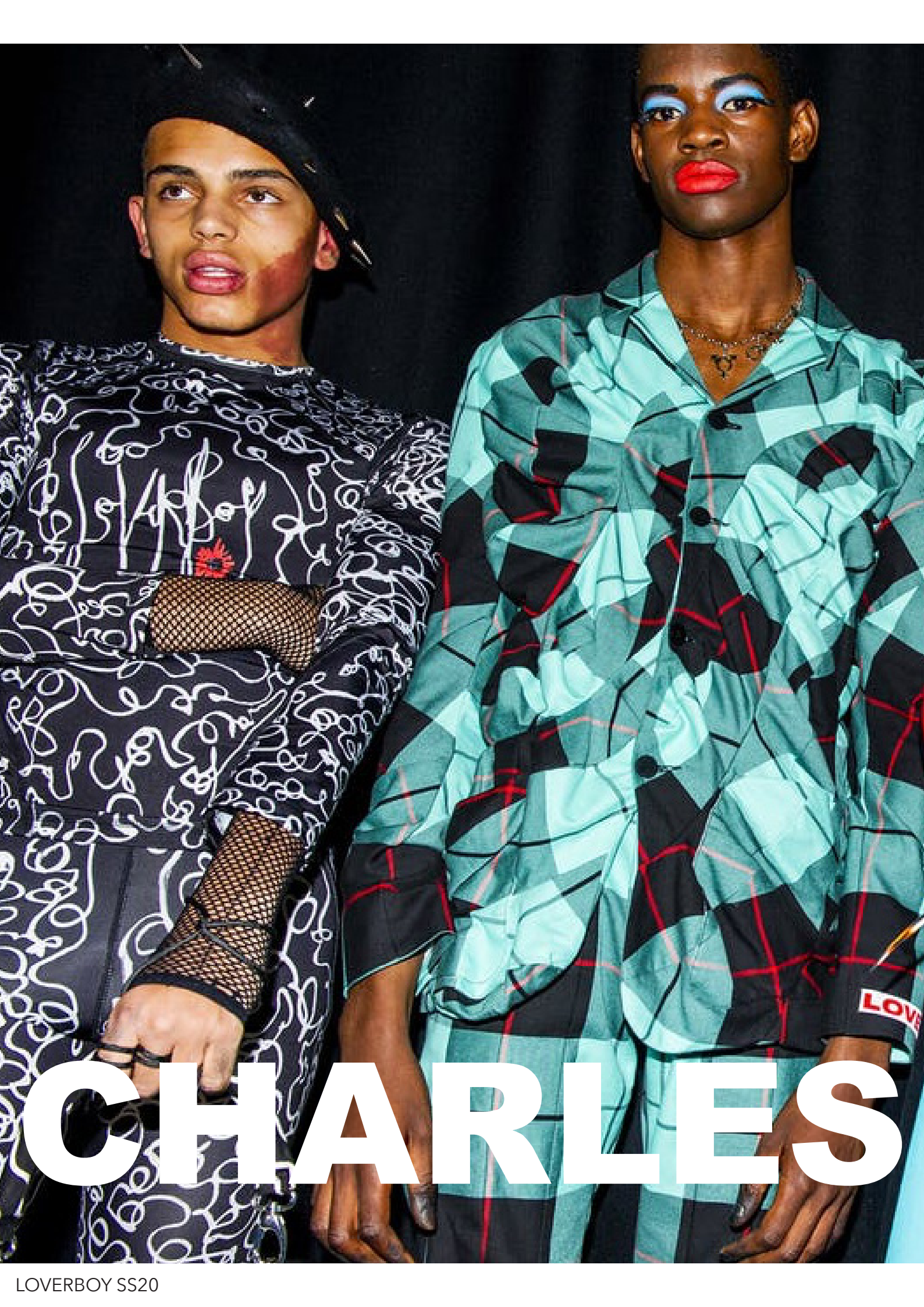


I have looked into the anti-fashion movement from the 50's-90's to understand it more and gain my own opinion surrounding it. It is a term used to describe fashion which 'are explicitly contrary the fashion of the day' (Catin, 2020). In other words, it was a style which was opposite to the trends of the day. I have looked at some examples of anti-fashion and the designers who played a role in it in order to see garment examples. An example of anti-fashion is grunge. It's a style in which people wear androgynous, second-hand clothing which was popularized by music bands such as Nirvana. Some famous designers which are known for their anti-fashion were Rei Kawakubo, Issey Miyake, Vivienne Westwood and Yohji Yamamoto. I have searched the term 'anti-fashion' and looked at images and there are so many different niche styles within anti-fashion. I liked some of the things I saw, and I love the idea of being different and not copying trends. I have included some of my favourite anti-fashion looks to show how much it varies. I have also watched the anti-fashion 90's documentary which Dazed wrote about. It was really interesting and gave a proper insight into the anti-fashion movement. I believe the anti-fashion movement is a great thing which happened in the fashion industry as it allows people to express themselves more.

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JEFFREY

I have had a look into Charles Jeffreys work so I can build an opinion on him. It's clear to see that he uses a lot of colour and patterns in his work. I am not someone who likes colour, but his work does stand out to me, I like that his work is very extravagant and bold. His work is also like nothing I've seen before which I like because a lot of things are very much the same nowadays. His work very much reminds me of the club culture from the 70's/80's due to the nature of the colours and silhouettes used. You can tell he is 100% a creative and visionary and you would understand this if you took one look at his work. Each collection he has done have been vastly different from each other which really shows he can push the boundaries with anything. Overall, I think his work is fabulous. Its individual, colourful, imaginative and something which you won't forget.

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# **EDEN LOWETH**



I have many things to say about Eden, every single one being a positive. I truly look up to him and he is so inspiring to me. When looking at the work he has done it really does blow me away. The beauty within truly shows and is just amazing. His first single collection for Art School called 'Therapy' has to be my favourite collection. I loved the neutral and monochrome colours used throughout and the use of diversity through the models was great. Watching the video of the show made me feel quite emotional. The setting was beautiful, the models were all so different and the clothes were stunning, altogether making a very touching show. I think it was quite emotional with it being his first individual collection for Art School. I love his style and the clothes he creates; I think they're amazing. The work he does seems to always be done to perfection and to the best of his ability which really highlights throughout his work. Overall, I really do think he is amazing and someone who I look up to, I love his work and admire him.

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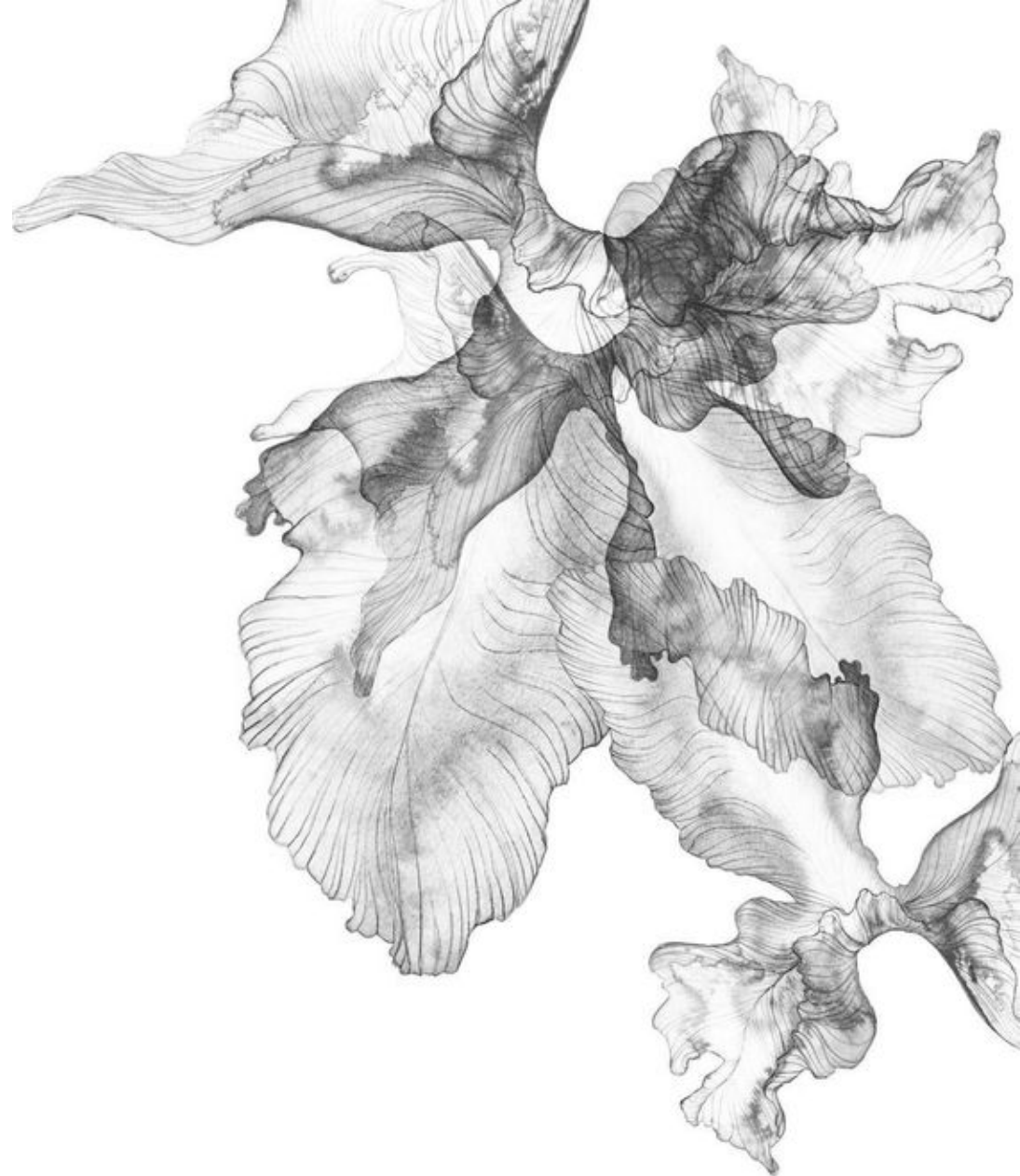
ART SCHOOL SS21 THERAPY



AUTUMN / WINTER 2020

I have learnt a lot about myself through doing this summer research. I have been able to understand more about who I am as a person and how I have grown up to be who I am today. Not only have I found it interesting, but I have thoroughly enjoyed doing the research.

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## LINKS FOR BOOK AND SKETCHBOOK

### BLACK

Black is happy <https://www.playbuzz.com/kristent13/what-type-of-princess-are-you>  
Books <https://www.thezoereport.com/living/the-10-coffee-table-books-every-fashion-girl-needs>  
She wears black <https://www.tumblr.com/privacy/consent?redirect=http%3A%2F%2Fwww.tumblr.com%2Fdashboard>  
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Fist <https://www.rawpixel.com/image/296624/premium-illustration-vector-fist-black-fist-fight>  
Leopard <https://beforeitsnews.com/fine-art/2012/12/black-on-black-by-sue-demetriou-2458640.html>  
Eye [https://hubpages.com/literature/The\\_Meaningless\\_tanka](https://hubpages.com/literature/The_Meaningless_tanka)  
Beach <https://www.avenlylanetravel.com/15-of-the-worlds-most-unique-awesome-beaches/>  
Fruit <https://gucki.it/2013/10/25/blackberry-pattern/>  
Smoke <https://www.clickinmoms.com/blog/black-and-white-photos-from-photography-forum-members/>  
Legs <https://www.dailymail.co.uk/tvshowbiz/article-6318817/Kendall-Jenner-sets-tongues-wagging-racy-shoot-cultural-appropriation-Vogue-cover.html>  
Reality <https://laughingsocrates.blogspot.com/2017/04/twin-flames-alchemy-of-change.html>  
Heart <https://justjeslyn.com/2020/06/04/free-black-wallpaper/>  
Balenciaga <https://i.pinimg.com/originals/9f/ea/6a/9fea6a7962193bee7250067d40612379.jpg>  
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