



Say cheese!

This collection wants to highlight the overrated emphasis the human being puts on himself and on the perception by others and how as a society in different cultures artifice and social norms have been created to organize and synthesize what defines individual character.

Also it is a critic based on my perception on the western world over the past years on how as a society we have entered a time of collusion and division. The rising of the ultra conservative and far right ideologies once more due to humanitarian and environmental crisis and the obnoxiousness of well lived people has created a wall against the progressive direction we all should be taking to create a brighter future.

This feeling of instability is visible and palpable in the youth and specially in fashion with the “Throwback phenomenon” and the adoration of the past. And when taking everything into account I wonder, what is the reaction? How is one suppose to react and take when looking at all the information? Irony, ridicule and pathos is what I personally feel. Smile and pretend everything is fine or smile and face the situation as an act of rebellion?

These concepts are taken through a humorist and self critical view in order to create a joyful yet critical collection.















SAY CHEESE!

Graduate Collection 2020

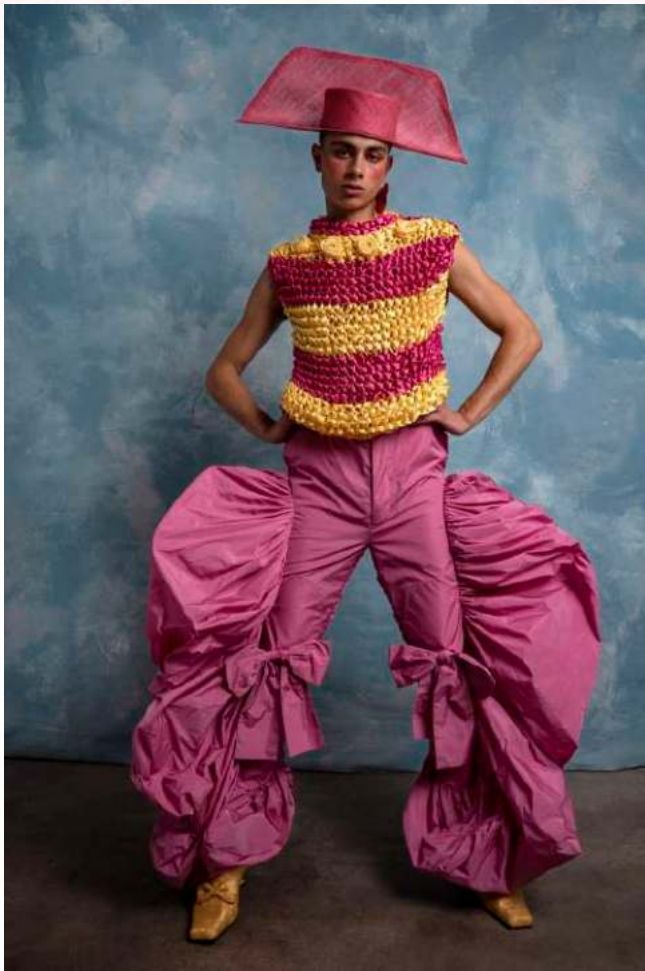
Photography **Vinyet Feliubadaló** - *Hair and Makeup* **Elena López Ruiz, Mabel Daisy Boon** - *Starring* **Uri Valls** (Site Management), **Marc Román** (Trend Models), **Yesid** (Two Management) and **Victor Maxner** (Two Management)



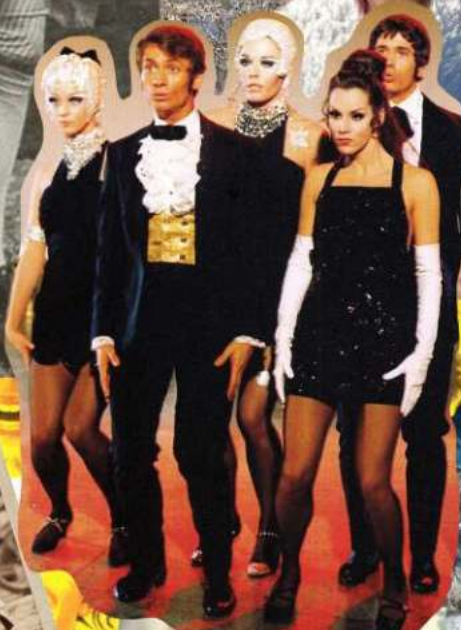














SAY CHEESE!
SKETCHBOOK AND DEVELOPMENT

CINDY SHERMAN



CINDY SHERMAN AND THE FRENCH ROCOCO 18TH CENTURY

- ↳ Several works morphing herself through ages and are meant to enhance one's appearance
- ↳ take to the extreme transforming into grander characters
- ↳ strive to be taken obsession with always appearing attractive and be playful with
- ↳ social media filter
- ↳ stay litation in French perspective with shared camera to follow: round eyes, pink cheeks, small mouth // DEBENT BEAUTY STANDARDS



REFLECTIVE ANAMORPHOSIS

ANAMORPHOSIS

↳ distorted perspective or perspective resulting in viewer to occupy a specific angle point in space and it can be horizontal or vertical

MIRAGE ANAMORPHOSIS

↳ image occurs using the laws of the angles of the incidence of the reflection, reducing the height of the flat drawing's width

↳ distortion is to give perspective to the drawing

↳ measure of a flat drawing is not equal to the real world





- "OBSESSION FOR ALL-OVER DELICATE FLOWER PATTERNS"

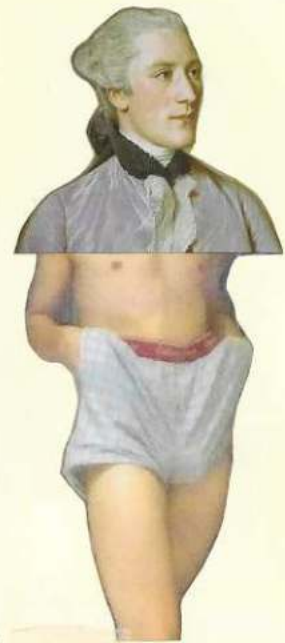
65 MADE ANTIQUATE BEDROOM WALL BROWNE'S



ANAMORPHOSIS AND DISTORTION



BRICHEES BULGE



TRONY, PATHETISM AND RIDICULE

- Our widest social, political and environmental stake is going through a crisis. From violation of fundamental rights by the establishment to the incapacity to work as a unity when faced with authoritarian crisis and the looking to be other way against the class and factual climate change consequences are what made me reflect on what was my reaction to all of that.

NAME IN THE PALACE OF US ALL

Representation de la joie / **PATHETISM**
 MOOD
RIDICULE



JOHN CURRAL - American actor
 by American pathosive almost
 comical and sometimes naive
 but critical
 to the reality i.e. as a representation
 of the time "feeling joy"



FRANS HALS - Flemish painter
 - Depiction of strong emotions and
 their expressions felt right for the
 best representation I was looking
 to represent. The actress playing
 with a play of today's world
 - The drop in the friend is an
 indicator to be surprised that it
 really still we also that one
 is passing and living out



YUE MINJUN

INDIFFERENCE



• **INDIFFERENCE** YUE MINJUN
 "La rira es un acte revolucionari per
 combatre la indiferencia?"
 "Som-hi sempre tan a reus com la
 impotencia?"
 "Rira representacion de un estat de
 impotencia, falta de poder, de participacio,
 desinteresse de les pretes decises que
 el impotent veu a dia a dia de la mateixa manera"



"I SMILE AND PRETEND EVERYTHING IS FINE"
 YUE MINJUN → he smile as a tool to fight against
 indifference
 → smile as a way out of impatience
 → satirical smile as a representation
 of a society without strength and
 lack of will to fight for their
 own rights.



to reach joy out on
 the bag.

SMILE



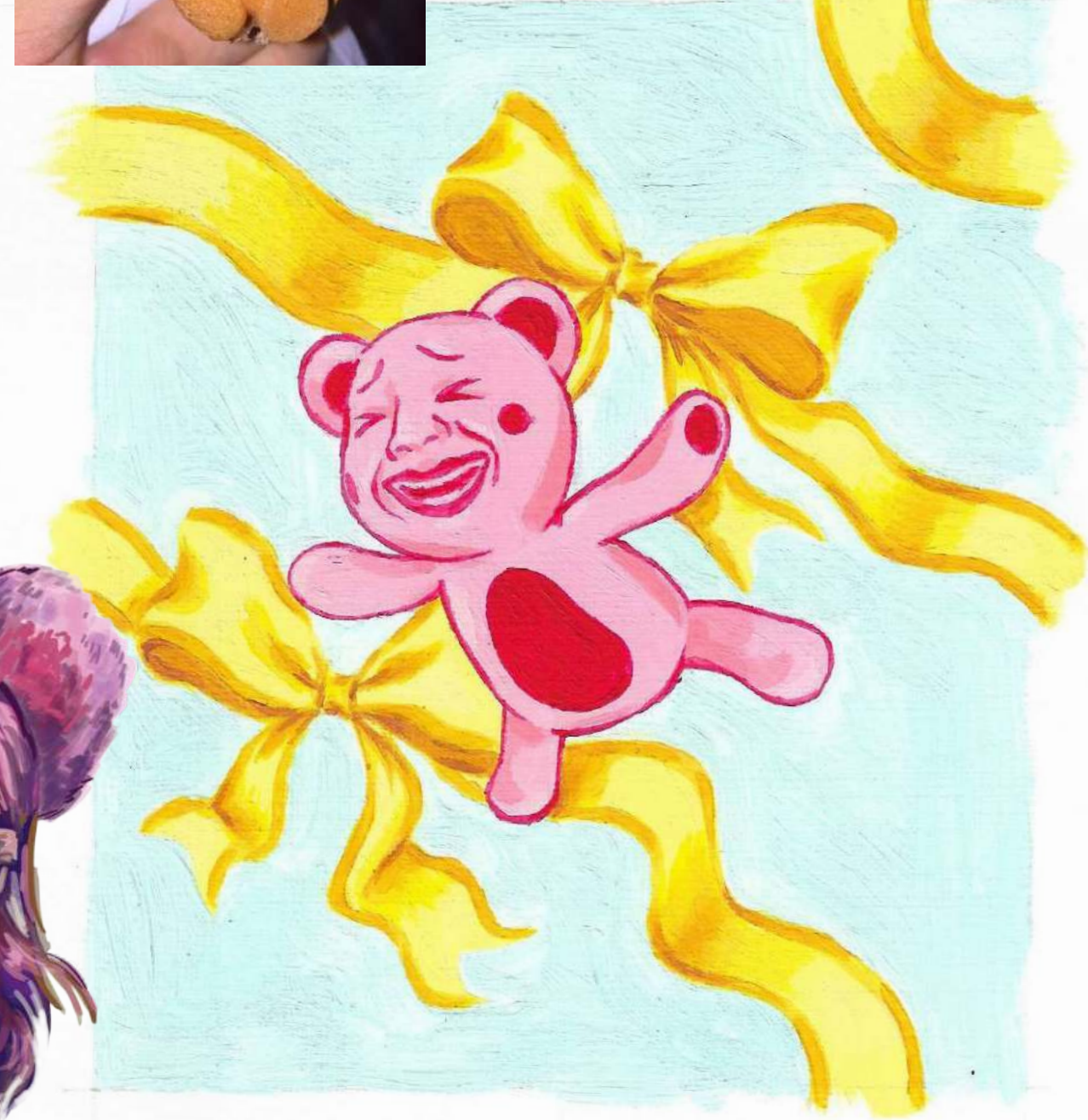
• **PATHETISM**
 Although all people, it remains for
 some / we, since de la propia
 justicia
 - antes de volver a la vida
 cuando no aparece a l'obit
 2011 preclusi, ceticisme, visioes i actituds
 la rigencia per - profunditat del sentit



« LA GRANDE BELLEZZA »

LA GRAN BELLEZZA





**IF I HAVE TO MOCKE SOMEONE LET'S
START BY ME**