

L O O K B O O K

BY JENNIFER MILLEDER

# FLORA MAGNIFICA

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FLORA MAGNIFICA FEATURES A SURREAL, ARTIFICIAL DOLL WORLD IN A FLORAL SETTING, INSPIRED BY THE AESTHETICS OF THE RUSSIAN WOODEN DOLL MATRYOSHKA AND THE BEAUTY AND TRANSIENCE OF NATURE BY PRESENTING COLOURFUL AND DOLL-LIKE SILHOUETTES WITH A FOCUS ON PRINT DESIGN AND VOLUMINOUS SHAPES.

THE COLOURFUL ARTISTIC LOOKS PRESENT INDIVIDUAL FICTIVE DOLLISH CHARACTERS AND FOCUS ON FEMININE, VOLUMINOUS AND STRONG SHAPES. THEREFORE, I CREATED MODIFIED CIRCULAR PATTERNS, DUPLICATED THEM, AND BUILT THREE-DIMENSIONAL OBJECTS AND SPHERES FOR PUFF SLEEVES AND THE WHOLE SILHOUETTE TO CAPTURE MATRYOSHKA'S IDENTITY.

THE COLLECTION IS AN EMOTIONALLY AND PROVOCATIVE WORK ABOUT THE RECOVERY OF BOTANIC AND SUSTAINABILITY BY STARTING A CRITICAL DIALOGUE AND CALL ATTENTION TO OUR EXISTING ENVIRONMENTAL PROBLEMS.

FLORA MAGNIFICA FOCUSES ON PRINTS: INFLUENCED BY THE NATURAL PROCESS OF LIFE AND DEATH OF PLANTS, THE COLLECTION CAPTURES NATURE'S BEAUTY AND TRANSIENCE. THEREFORE, I USED BOTANICAL INK TO PRINT ON COTTON BY HAMMERING AND SQUEEZING THE BLOOMS' COLOUR TO CREATE AN ECO-PRINTING METHOD SHOWING FADED OUT BLURRY PURE COLOUR SHADES. CAPTURING THAT RESULT THROUGH GLASS LENSES TO DEFORM AND TRANSFORM THE PICTURE RESULTED IN LUMINOUS AND RICHLY COLOURED FABRIC PRINTS.





F L O R A M A G N I F I C A



**THE THROUGH THE LOOKING GLASS - SILHOUETTE** WITH A FULL BODY PRINTED PRISMATIC CATSUIT LAYERED WITH A WAISTED SUIT AND AN ICE BLUE SEMI-TRANSPARENT CORSET ATTACHED WITH RESIN GLASS SPHERES. COMBINED WITH A FLOWERED RESIN HAT ON TOP.



**THE FLORESCENCE - SILHOUETTE** - A TRENCHCOAT WITH VOLUMINOUS SHAPED SLEEVES, LAYERED DETAILS AND RUFFLES AT THE HEM; COLOURED WITH A PRISMATIC MIRRORED PRINT CREATED ON THE BASE OF BLOOMS.





**THE MAGNIFICENT - LOOK** - AN IMAGINATION OF A FLOWERED, DREAMY DOLL WEARING A CROPPED JACKET WITH PUFF SLEEVES AND A SUPER-WIDE RED DRESS-APRON WITH RUFFLES AT THE HEM. COMBINED WITH A FLOWERED, TRANSLUCENT RESIN FACE SHIELD WITH SPHERES ATTACHED.





**THE TRANSIENCE - LOOK** FEATURES A FLORAL COTTON SHIRT-DRESS WITH WAVY SHAPED SLEEVES AND RUFFLES AT THE HEM - COMBINED WITH A MATCHING HAT AND SHOES.





**THE MATRYOSHKA - SILHOUETTE** FEATURES A FULL BODY PRINTED CATSUIT AND A SKIN COLOURED SEMITRANSSPARENT SCULPTURAL COAT WITH PUFF SLEEVES AND HEADPIECE.





