

Head always faces forward



# SHENNUIS 2024

# BRIGHT



# BEACHY



Glow in the dark



"Rays" follow head turning

head is lighter w/ thin lines



She/Her  
**LUNA**



Round fingers

light palms

Inspo. Board

body has varying thickness

tattoo

flipflops are like bricks

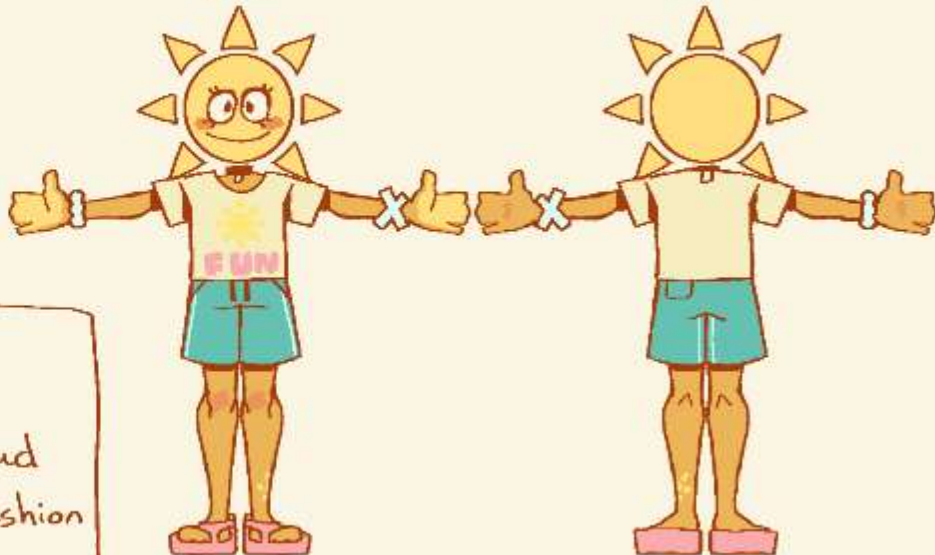
Loves the beach



- Cheery
- Fun
- Air-head
- Loves fashion

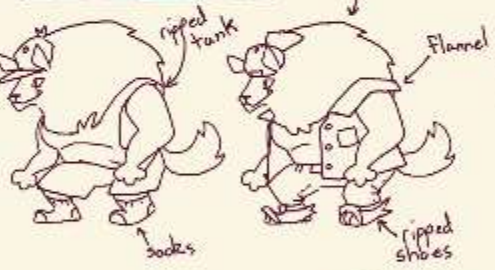
Front

Back

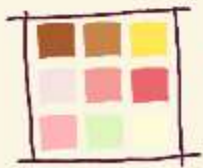


# VIKTOR

# & ROLF



- Friendly
- Active & loud
- Simple



Menacing but cute features



Fatherly Vibes

Too big!!



Hooded/Mysterious

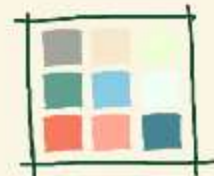
Exaggerated

Mysterious Vibes

Partners



- Quiet
- Big coat in warm weather
- Monotonous
- Big words



Frankenstein-esque

Oversized



Obscured



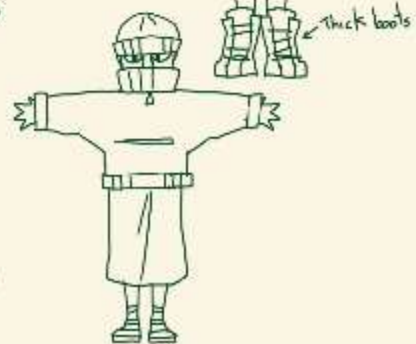
Big coat

Overdressed

Bold silhouette



winter gear



thick boots



Pretty + cool



# VIVIENNE

[WESTWOOD]



VIA WGSN.com

Pattern-heavy ♡  
Jewellery

bright hair

Debonair/  
femme fatale

- Chill
- Tomboyish
- Barbie Girl
- Looks pretty, acts brash



bold lip

"perfected" looks  
↓  
"Down to earth" personality

model body

Heels?!



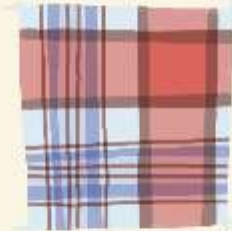
Cool, pretty, fun

Like a young Vivienne Westwood

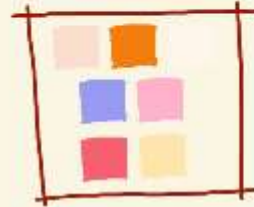
heels on the beach?

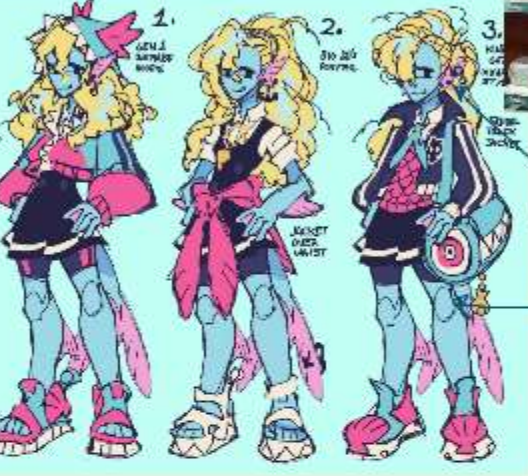


Hair options



overlayed on outfit





Typical mermaids

Scavenger vibes

chill vibe  
Big Ponytail

# MARINA & SUMMER Merms



Deep sea colours



- \* Twins
- \* Both super laid-back
- \* Live in water
- \* Street style influences



complimentary colour schemes

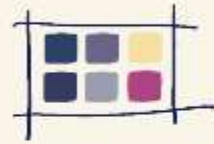




# BAB

She/Her

+Meek  
+Loves astrology  
+Soft gothic



hooves ↷





feminine

summer hat

slick bob

House wife vibes

Bold shape

Pop of colour

abnormal features

Retro futurism

Pierre Cardin

multitasker



# KATHY THE COOL MOM



Always comes prepared

extra arms?

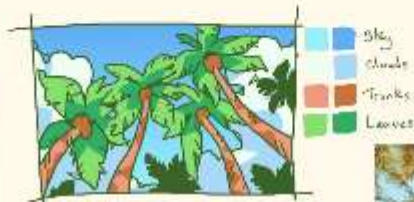
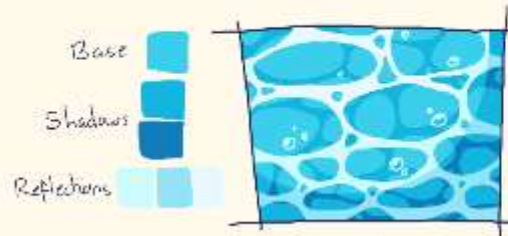
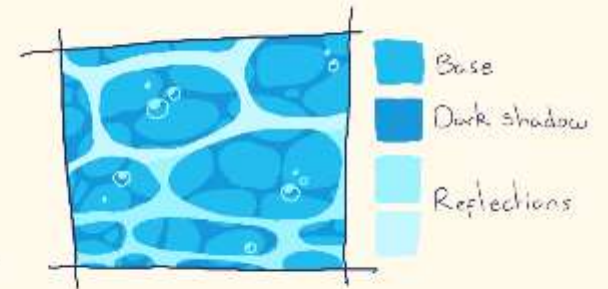
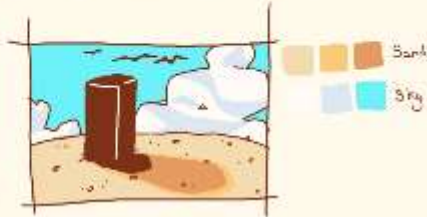
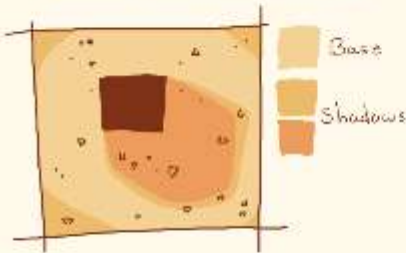


- \* Hip + fun
- \* An alien
- \* Linda Belcher vibes



Eyes never visible

# BACKGROUND - PRACTICE



This project has been such a fun ride for me to partake in. The idea for it started much differently; focusing on the mundanity of my everyday life, and slowly evolving to be a carefree and fun illustrative project!



A huge thank you to my supportive friends and family, as well as Lily Bollard and Maddy King for their contributions!

- Bailey Cartlidge

# SHENNUIS

## 2024

An illustrated zine



Scan for a digital copy







*DOPAMINE DRESSING* – THE ART OF  
DRESSING FOR JOY.

COINED BY FASHION PSYCHOLOGIST  
Dawnn Karen DURING THE COVID-19  
PANDEMIC.

IT'S ALL ABOUT FINDING THE JOY IN WHAT  
YOU WEAR, AND DRESSING IN A WAY THAT  
BRINGS YOU HAPPINESS!





**STREET  
STYLE**



**POWERFUL**

**CONFIDENT**

**COMFORTABLE**



SUNLIGHT HAS A LOT OF BENEFICIAL EFFECTS ON THE PRODUCTION OF SEROTONIN IN HUMANS!

FROM IMPROVING MOOD AND AIDING STABILITY, TO PROVIDING ENERGY!

EVEN COLOUR CAN HELP IMPROVE HOW PEOPLE FEEL!

COLOUR AND LIGHT THERAPY ARE SOME WAYS WE CAN ALL IMPROVE HOW WE FEEL!



EUNGENHINE

EMPOWERED LIFE

TO GROW

AND THRIVE

- BENJAMIN DORFMAN

RESEARCH CREDIT TO:

ALI REDHA HUSSAIN

EFRAIN C. AZMITIA

BENJAMIN DORFMAN

# SHENNUIS

2024



# Shennuis: Second edition mood board



Creating my zine was a new and totally enjoyable experience from start to finish. Shennuis Evenfall is an extension of the first edition and explores the topics in more detail. I wanted to make sure the effort put in by everyone shows through! A huge thank you to my supportive friends and family, as well as Lily Bollard and Maddy King for their contributions!

- Bailey Cartlid



An illustrated zine

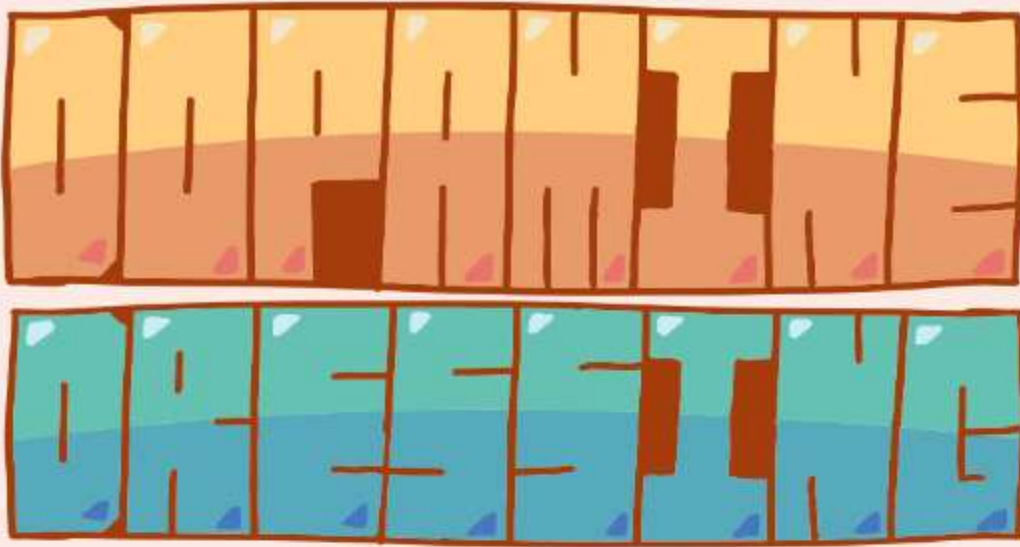
# SHENNUIS

## EVENTFALL

### 2024



Scan for a digital copy



**DOPAMINE DRESSING** – Dressing for joy. A term coined during the COVID-19 pandemic by fashion psychologist Dawnn Karen.

By using colours and patterns that you enjoy, you can greatly increase the production of serotonin in your body, making you feel good, energised and more confident.

Colours have universal connotations. Warm tones for excitement, cool tones for concentration, and neutral tones for quietness.

AMY DE KLERK, 2022

“When we wear these clothes, they have the power to change the way we feel and even change the way we act.”

If a piece of clothing has sentimental or symbolic value to someone, that will reflect when the item is worn!

Dressing for joy is linked scientifically to the psychology of people.

The act of 'dressing for joy' can be broken down into three aspects:

- SELF-awareness.
- RECOGNISING EMOTIONS.
- MAKING DECISIONS BASED ON YOUR EMOTIONS.

R. SMITH AND J. YATES, 2018



I WANTED TO SHOW THE REALITY OF STREET STYLES, AND INTERVIEWED MULTIPLE PEOPLE TO GET THEIR OPINIONS OF HOW AND WHY THEY DRESS IN CERTAIN WAYS, AS WELL AS HOW IT MAKES THEM FEEL.

THE DIVERSITY IN PEOPLE'S OUTFITS WAS INCREDIBLE, AND IT WAS TOUGH CHOOSING A SMALL HANDFUL TO TAKE CENTRE-STAGE IN THE ZINES.



STREETWEAR IS AN IMPORTANT FACET OF EVERYDAY LIFE THAT MOST PEOPLE DON'T RECOGNISE. THE WAYS EVERYONE DRESSES TO FEEL COMFORTABLE, CONFIDENT AND COOL IS DRASTICALLY DIFFERENT BETWEEN EVERYONE.

BUT STREET STYLES CAN SHOWCASE THE EVOLUTION OF FASHION IN REAL-TIME. FROM THE YOUNGER GENERATIONS INVENTING OR REINVENTING TRENDS, TO THE TRICKLING DOWN OF LUXURY OR HIGH-END PIECES INTO COMMERCIAL USE.

THE WAY PEOPLE DRESS NOW WILL INFLUENCE THE WAY WE ALL DRESS IN THE FUTURE.







***LIGHT THERAPY*** IS A SCIENTIFIC METHOD THAT HELPS TO RELIEVE PEOPLE WHO SUFFER FROM DEPRESSION OR **SEASONAL AFFECTIVE DISORDER**.

ADDITIONALLY, **NATURAL LIGHT** IS AMAZING FOR HELPING TO PRODUCE SEROTONIN IN THE BRAIN! **SEROTONIN** IS A CHEMICAL THAT HELPS TO ALLEVIATE NEGATIVE EMOTIONS AND IT IS CREATED WHEN LIGHT BINDS TO THE CHEMICAL **TRYPTOPHAN**. TOGETHER, THESE REACTIONS HELP US TO FEEL GOOD AND **ENERGISED!**

E. C. AZMITIA, 2020

C. EVEN, C. M. SCHRÖDER, S. FRIEDMAN, F. ROUILLON, 2008

***COLOUR THERAPY***, SIMILARLY, HELPS TO CREATE A NEUROLOGICAL REACTION THAT CAN **BOOST** SOMEONE'S MOOD!

WHEN WE PERCEIVE COLOURS, OUR BRAIN **SUBCONSCIOUSLY** REACTS, SENDING **CHEMICAL SIGNALS** THAT HELP US FEEL JOYFUL, CALM, EXCITED, OR EVEN HELP WITH CONCENTRATION!

DIFFERENT **CULTURES** HAVE DIFFERENT CONNOTATIONS FOR COLOUR. **WESTERN CULTURE** ASSOCIATES WHITE WITH **PURITY** AND **HEALTH**, WHILE SOME **EASTERN CULTURES** ASSOCIATE IT WITH **DEATH** AND **MOURNING**.

THE WAY EACH **COLOUR** OR **PATTERN** COMBINATION MAKES A PERSON FEEL IS ENTIRELY **SUBJECTIVE!** WEAR WHAT MAKES YOU **FEEL GOOD!**

S. KUMAR, 2014

A. A. HETTIARACHCHI, U.D.R PERERA, 2021

# SHENNUIS EVENFALL 2024

