

Lily Bollard



Comitative

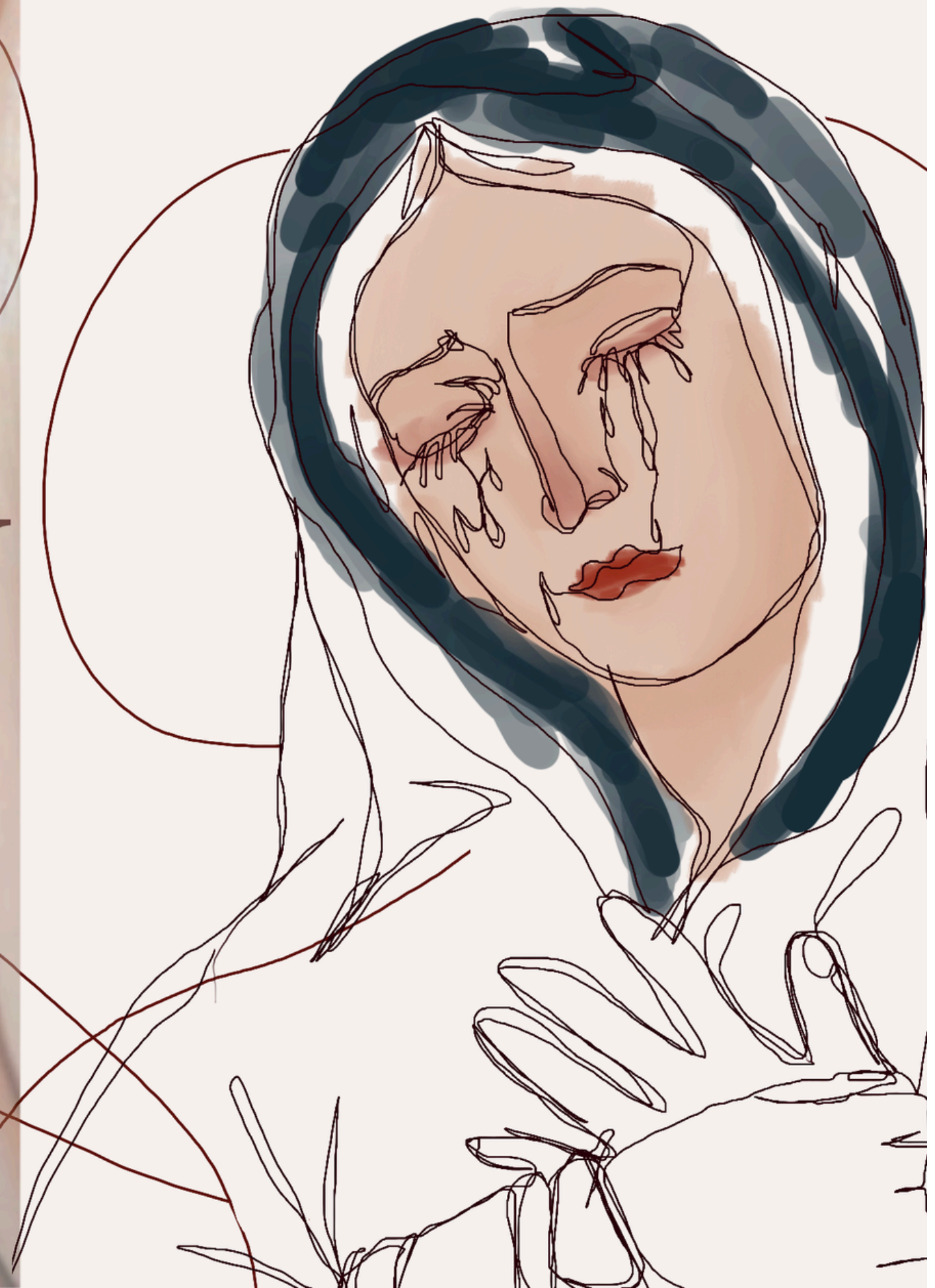
GFW- Fashion Communications Portfolio

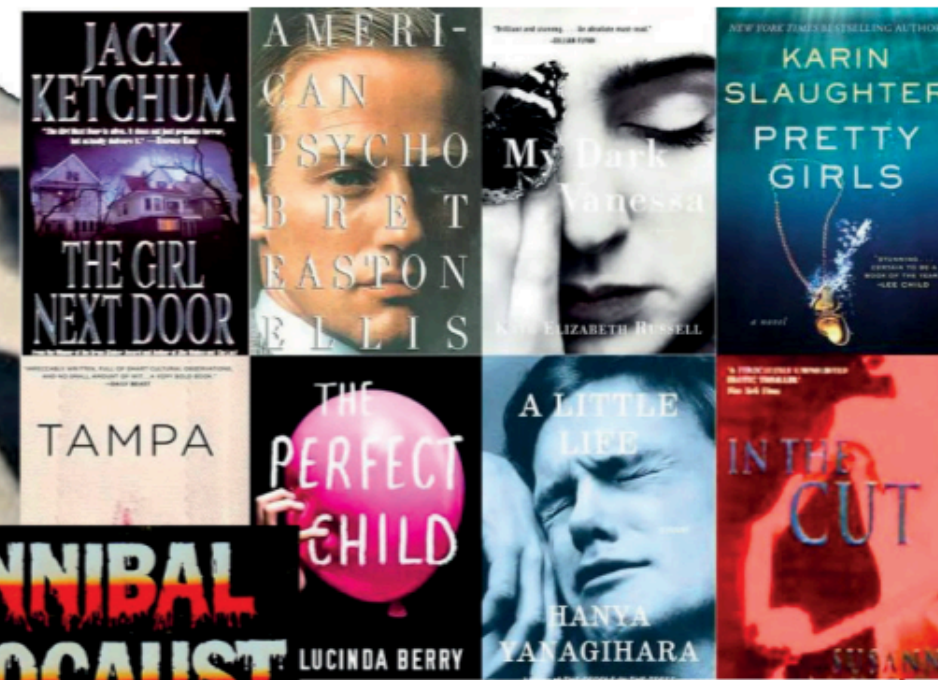
Proposal

I have developed a photoshoot and set inspired by shock-horror movies and media, for example The House That Jack Built This campaign will use dark themes to provoke a sense of unease.



GRIEF
ANGER
BARGAINING
DECAY
ACTIVE
ADVANCED





Cult classic films and books

Fan of shock value



Performance art

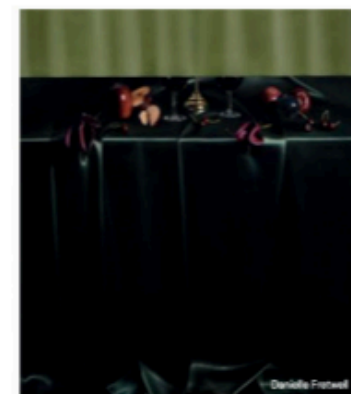
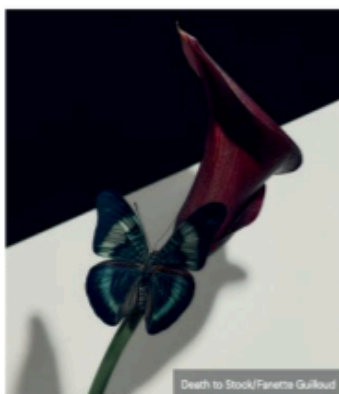
A: Deep Green	E: Mulberry
B: Meadowland Green	F: Dark Bergamot
C: Dark Burgundy	G: Black
D: Aubergine	H: Wet Sand

Colore - A: 082-30-14, B: 050-61-19, C: 004-23-16, D: 148-26-12, E: 149-28-24, F: 026-62-27, G: 153-19-00, H: 033-49-16

Pantone - A: 19-5230 TCX, B: 16-0532 TCX, C: 19-1522 TCX, D: 19-2816 TCX, E: 19-2428 TCX, F: 16-150 TCX, G: 19-4203 TCX, H: 17-125 TCX

Colour combination strategies

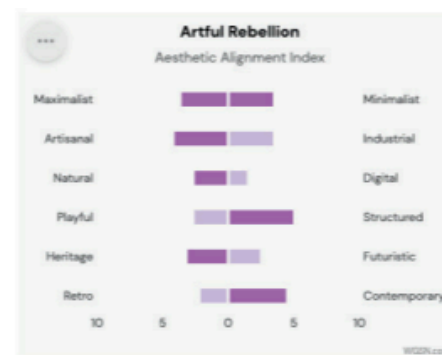
- This palette of #ShadowyDarks brings an alluring quality to the A/W season, with Deep Green being supported by long-term shades of Dark Burgundy and Black
- As the importance of darks remains prevalent, invest in shades that offer transseasonal appeal



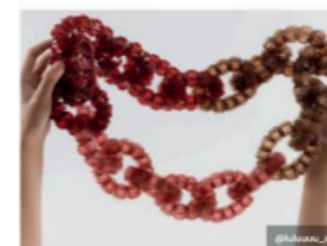
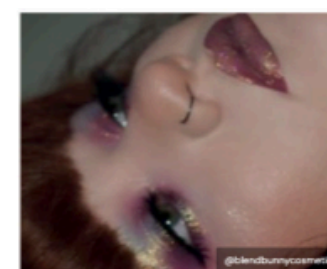
MARINE SERRE A/W 2025



ROBERTO CAVALLI S/S 2003



Created by WGSN's global experts through AI-led analysis of market trend imagery, this tool scores and maps trends based on their alignment with our list of core perennial aesthetics.



Unfiltered: Artful Rebellion

The beauty and drama of subversion

A: Nurturing Pink (LT)	F: Maze (5*)
B: Robust Grey (LT)	G: Deep Green (A*)
C: Crimson (LT)	H: Luminous Blue (A*)
D: Mulberry (A)	I: Black (LT)
E: Aubergine (S)	

Colore - A: 014-82-07, B: 030-37-02, C: 010-38-36, D: 149-28-24, E: 148-26-12, F: 036-65-23, G: 082-30-14, H: 125-28-38, I: 153-19-00

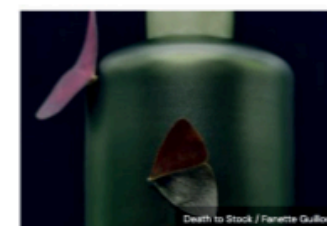
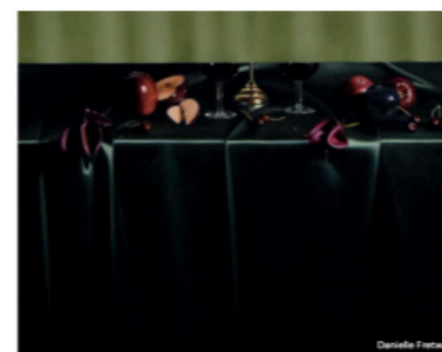
Pantone - A: 13 1504 TCX, B: 18 0403 TCX, C: 18 1657 TCX, D: 19 2428 TCX, E: 19 2816 TCX, F: 15 0942 TCX, G: 19 5230 TCX, H: 19 3952 TCX, I: 19 4203 TCX

Design strategies

- Design against expectations, bringing subversive influences into designs and challenging expectations with a fusion of minimalism and maximalism
- Create design shrouded in mystery and Gothic drama with historically ornate and patinated materials. Develop spaces and products that draw on heritage and artisanal influences for a constructed yet ornamental look

Colour strategies

- Embrace tinted darks to align with subversive and rebellious attitudes
- Use Deep Green as a transseasonal dark and an alternative to Black



GRIEF



- Anger is associated with sharpness and hot colours
- Thinking spikes and blood motifs
- Mix in with metal?
- Definitely going to be the easiest to make bloody



STAGE 2 - Anger



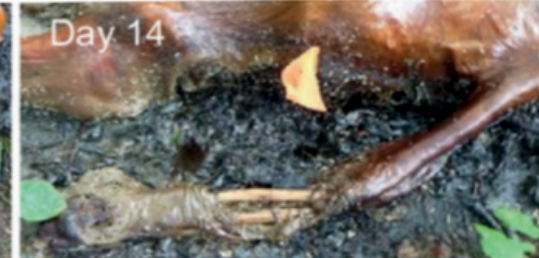
DECAY



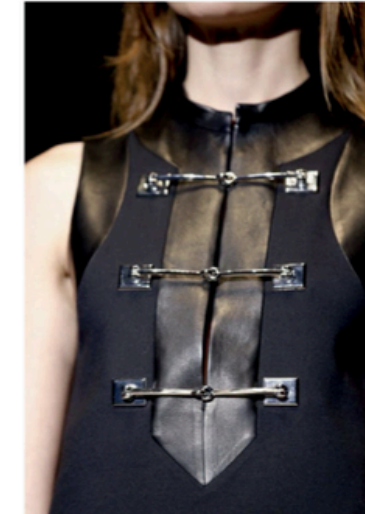
- Mainly bones left, rate of decay slows.



- Browns and yellows
- Tight, hard materials



STAGE 4 - ADVANCED DECAY



Gucci fall 2014
- Hardware + mixed fabrics



Heidi, Strait-laced Dame Corsetry, 2019

DECAY

-Soft tissues break down and the body releases fluids.
 -Hair, bones, and cartilage remain while soft tissues such as organs begin to liquefy.

-Reds and yellows (blood and oil/puss).
 -Cutouts?
 -Layering



Moschino Fall 2016
 • Burn elements look cool, like patches of decay
 • Red & yellow colours

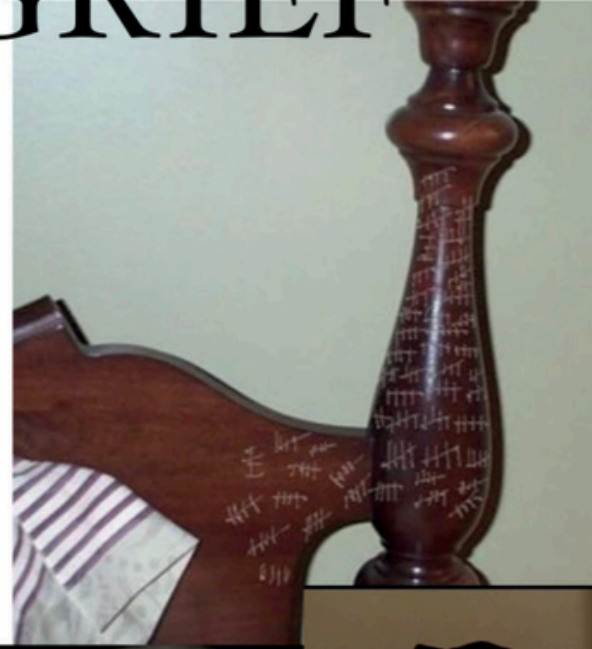


Mueller, 1997. Fly elements

STAGE 3 - ACTIVE DECAY

GRIEF

-Religious imagery
 -Many people turn to religion in times of need
 -Maybe elements of forcefulness? As if forced into religion due to helplessness



Gaultier 2007 →



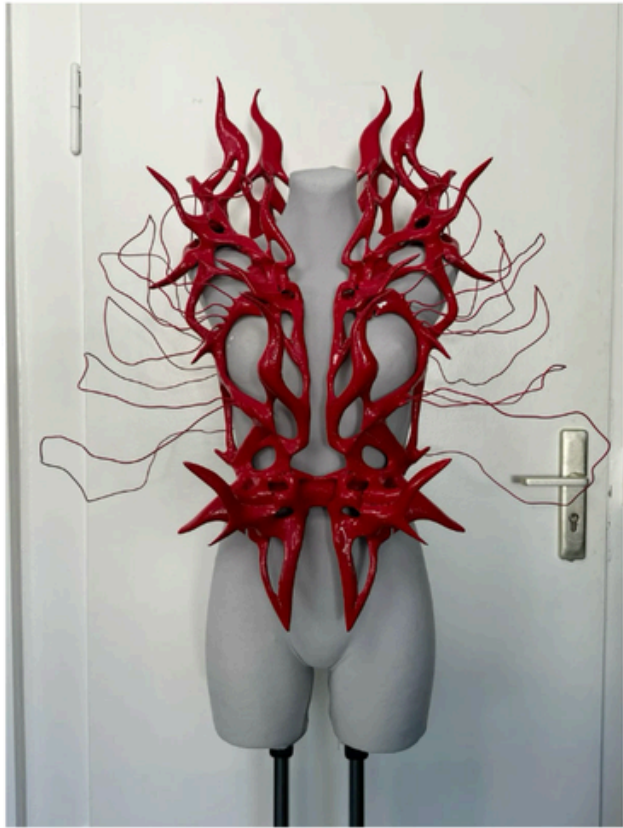
Dior (Galliano) 2001 →



Mowalola 2023 →

STAGE 3 - Bargaining

ANGER/ADVANCED DECAY



Hard plastic



Sharp shapes



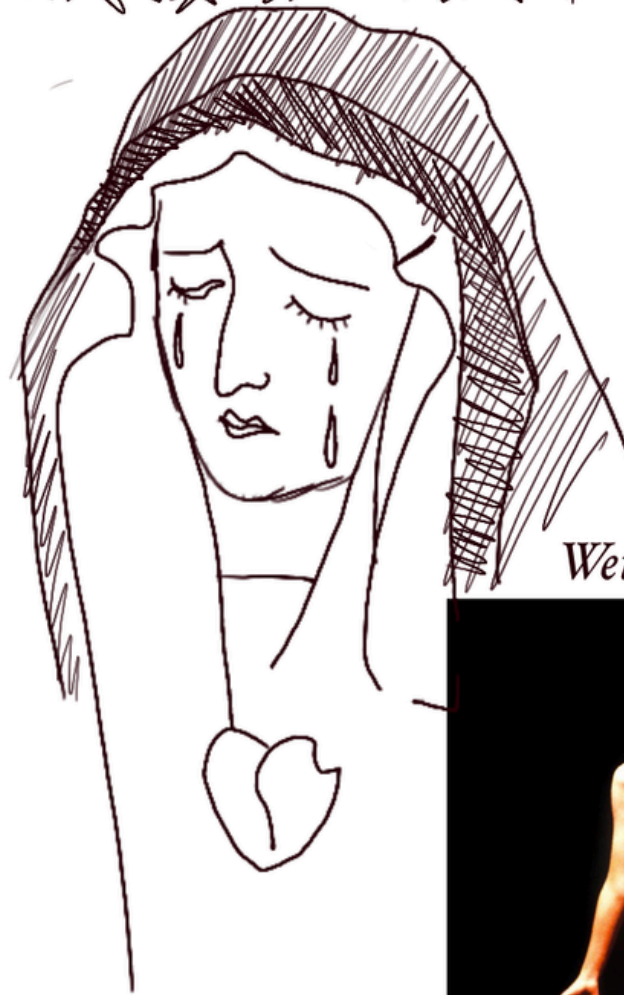
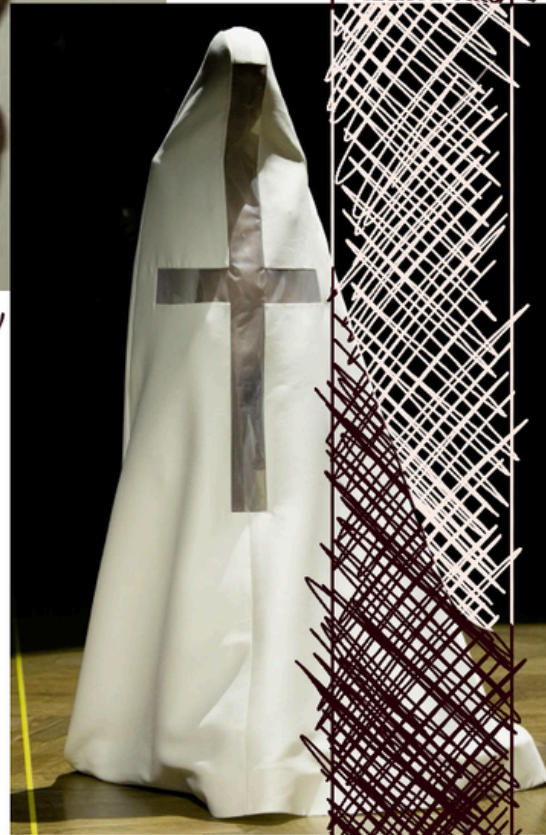
Embroidery on plastic - veins on tight skin



BARGAINING/ACTIVE DECAY



Heavy religious imagery

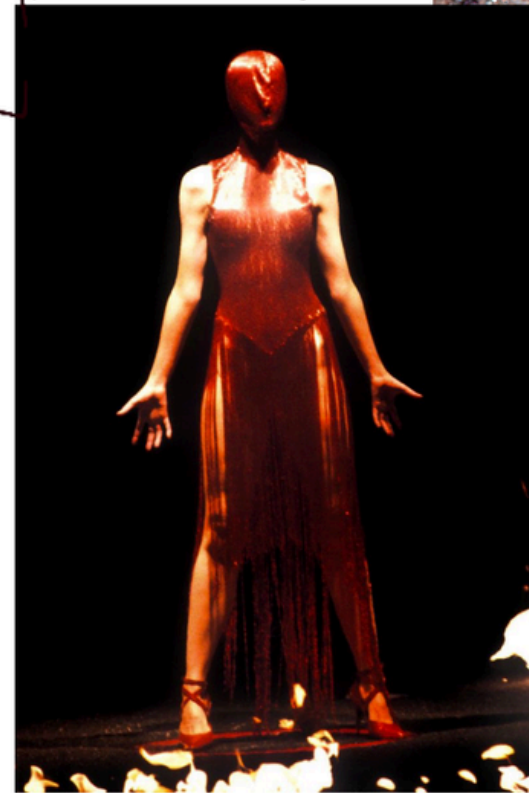


Wet look fabric

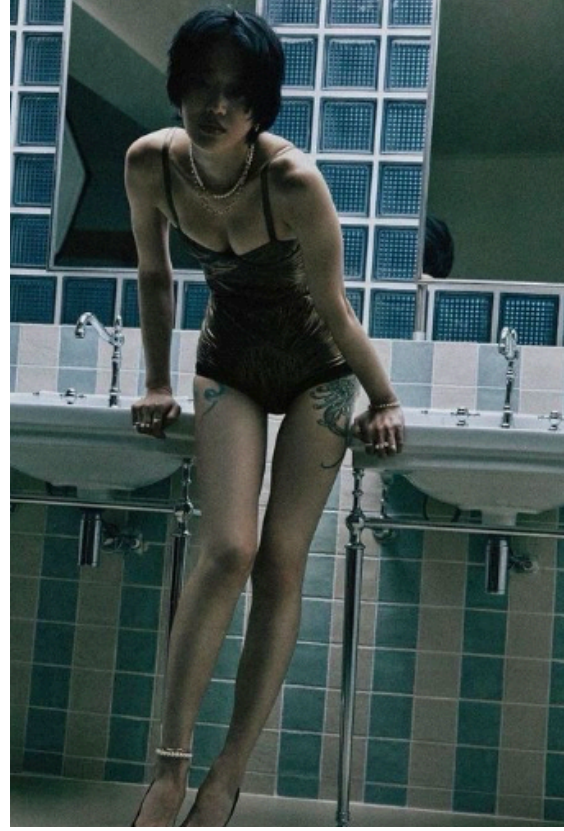
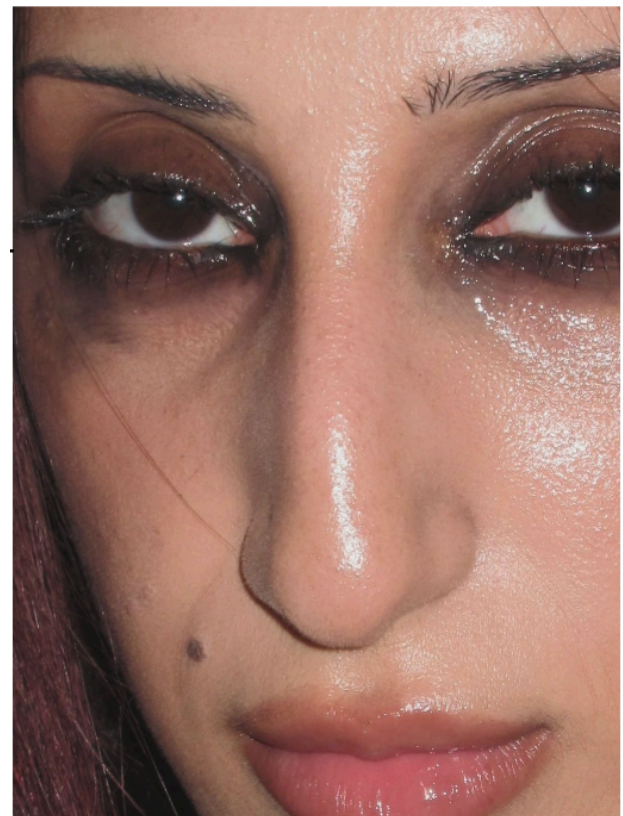
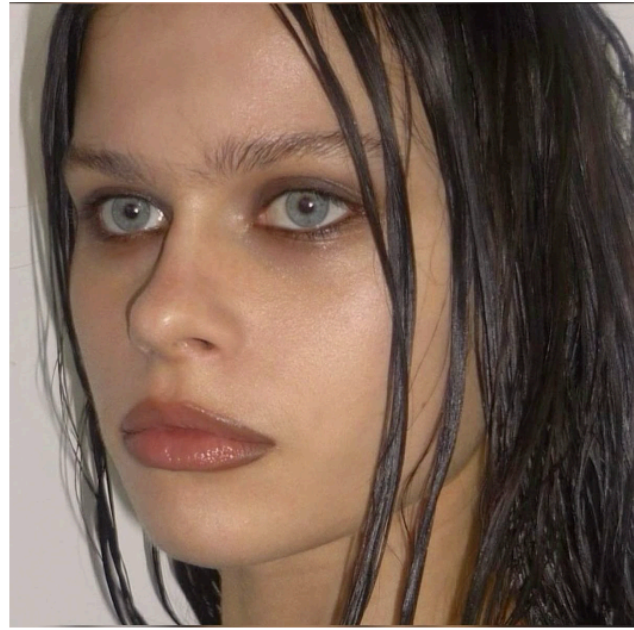
Draping fabrics

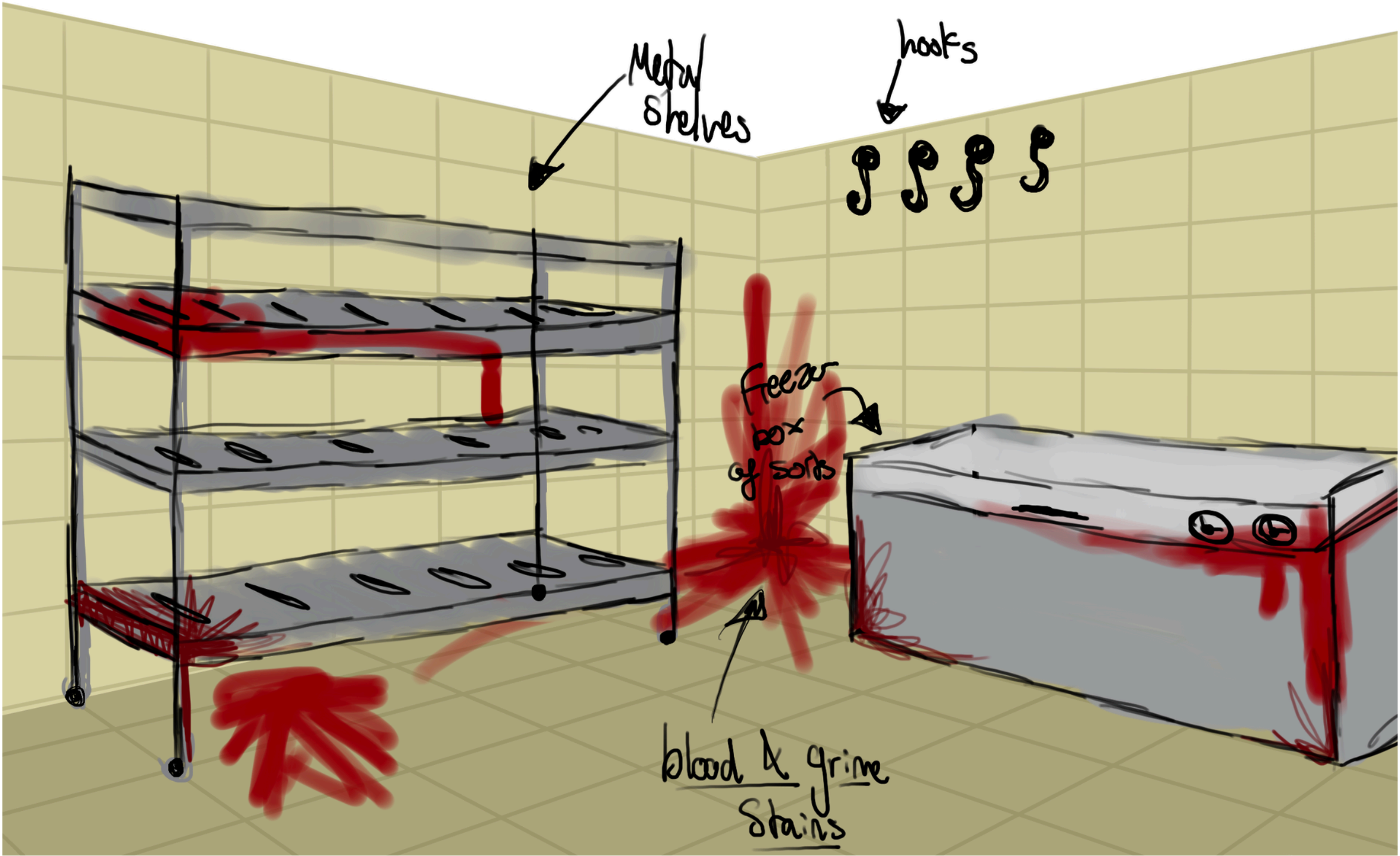


Beading for blood



Alexander McQueen





Metal Shelves

hooks

Finger box of sorts

blood & grime Stains







