



FAKE IS THE NEW REAL





IDENTITY PLAY

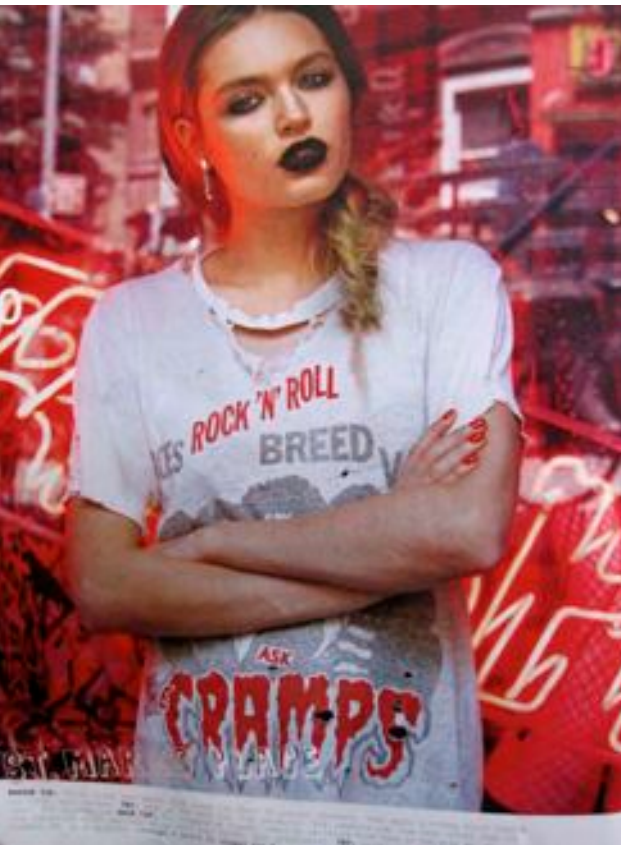




ILLAMASQUA

Make-up for your alter ego





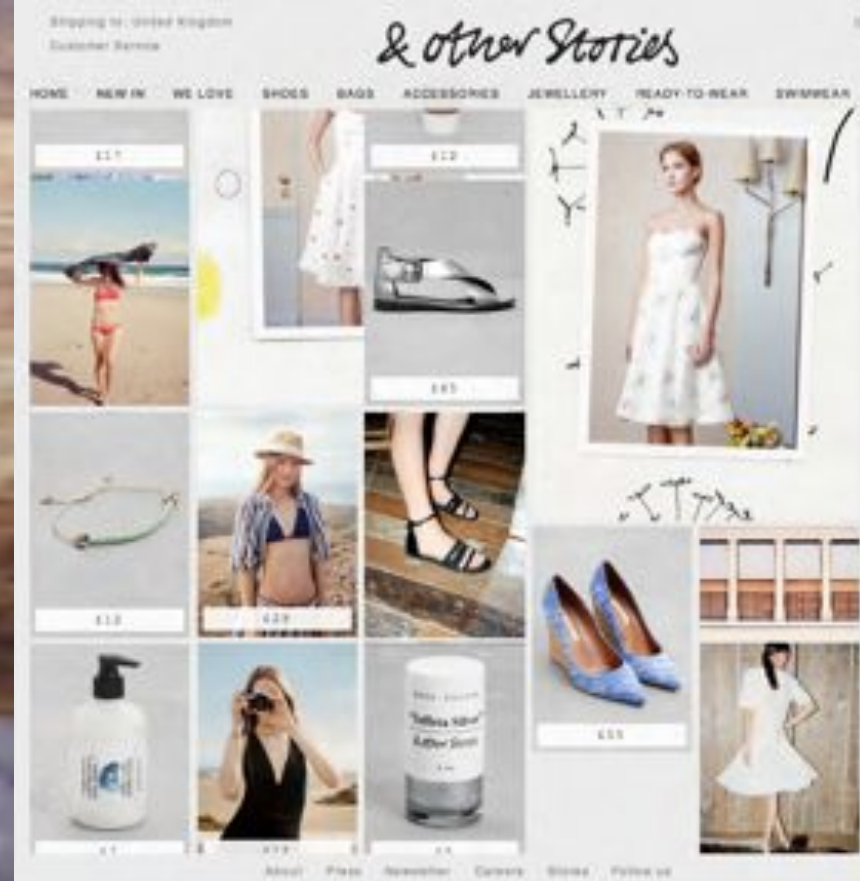
3 PERSONAS, 1 BEAUTY EDITORIAL –
***NYLON* SEPT 2013**



PRETTY, PAID,
PROENZA



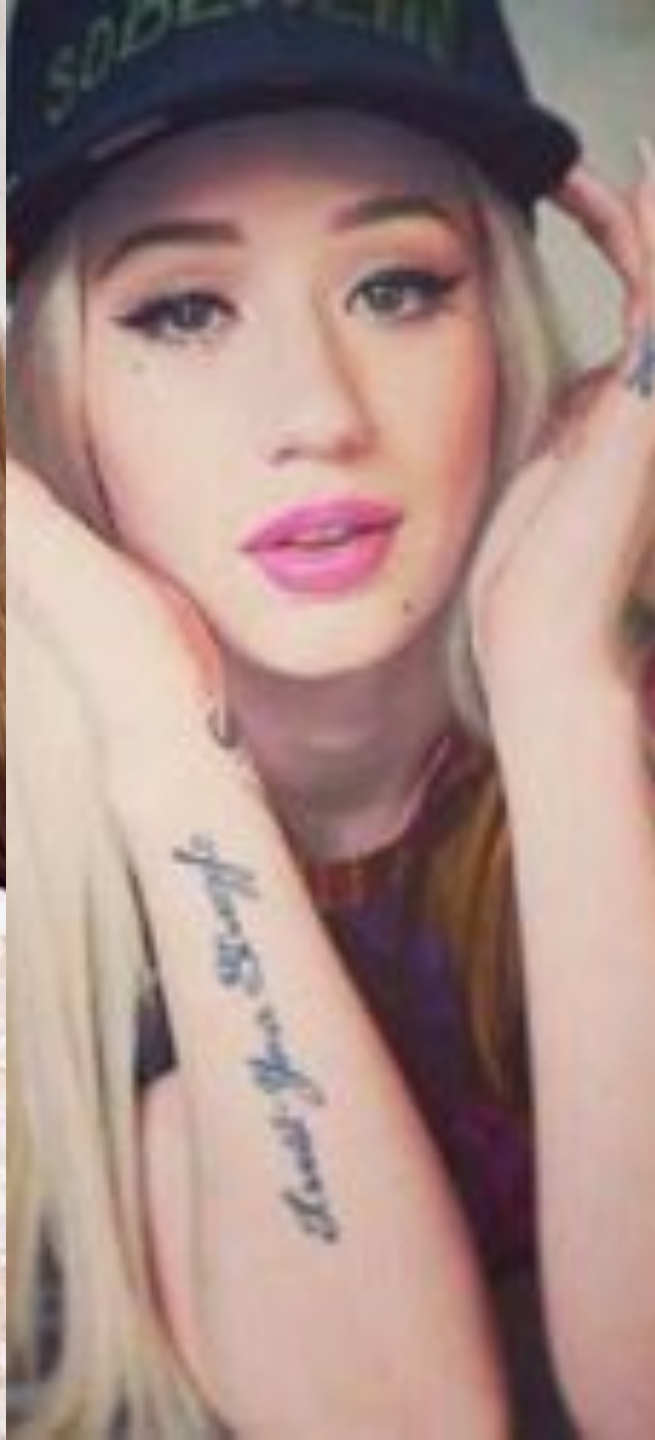
PICK 'N' MIX



“Today, a woman with a love for fashion creates her own style.”



“She has no social agenda, no cultural agenda and no political agenda.”





DOUBLE-THINK

**The aim... is
to design and
develop
clothing that
looks and feels
as if it had
been designed
by a friend or
found
somewhere.**

**Design
pieces that feel
as if they have
always been
around.**

WAVE 15



FAKE IS FUN



PLAYFUL **AMBIGUITY**





PARODY



MAINSTREAMING





SPECTACULAR ILLUSION





LOOKING AHEAD...

A NEW KIND OF BEAUTY
Phillip Toledano



“Perhaps we are creating a new kind of beauty. An amalgam of surgery, art, and popular culture? And if so, are the results the vanguard of human induced evolution?”