

ÉCLECTIQUE

UPCOMING
TRENDS
FOR
F/W 2020

Tomo Koizumi
A NEW EMERGING
DESIGNER

Fashion Label,
Public School NYC Joins
Sustainability Efforts



Elegantly Eclectic

"I like to mix traditional with modern and pair maximalist notions with more restrained sculptural items. This luxuriously feminine blush pink, deep burgundy and pale mint palette - my favourite

colour scheme at the moment - is balanced by the graphic simplicity of all the black and white. The old-world-inspired wallpaper and glamorous floral garland (I always

say think beyond standard Christmas garlands!) enhanced the dimension of this look, and the overall result has a more 'more is more' feel."
-CHRISTINE DOWDY, BLOU & BOWNE

ÉCLECTIQUE

"Deriving ideas, styles, or taste from a broad and diverse range of sources"



Photo: Erin Maloney
Model: Madeline McWhorter
of Salt Agency



Hubba Bubba

EDITOR'S NOTE



Oh, hey you. Welcome to *éclectique* - your new go-to lifestyle guide to all things fashion, beauty, runway, and culture. At *éclectique*, we strive to offer our readers a first look into all current and upcoming fashion trends. In this issue, you'll find all the inspiration necessary to make a stylish transition into this holiday season, as well as an exclusive look into the hottest trends of the new year.

ÉCLECTIQUE:

adj. - deriving ideas, style, or taste from a broad and diverse range of sources
(French)

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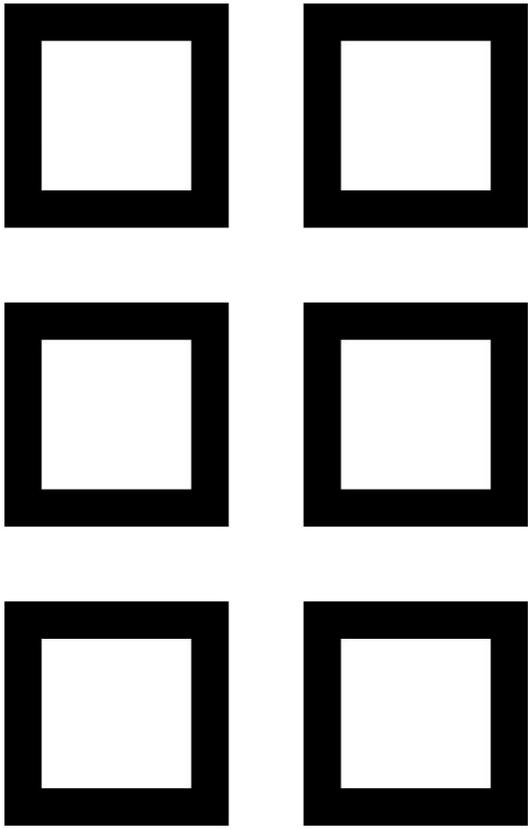
MEET THE TEAM



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ZEITGEIST OF TODAY

By: Sheradyn Laughridge

LGBTQ people around the world face violence and inequality—because of who they love, how they look, or who they are. "Human Rights Watch" works for lesbian, gay, bisexual, and transgender peoples rights, and with activists representing a multiplicity of identities and issues.

BURBERRY 2018 LGBTQ SHOW

Burberry showed their support for the LGBTQ community last February. Bailey became the first openly gay head of a company on London's benchmark FTSE 100 index when he was named Chief Executive of Burberry in 2014. Bailey's last hoorah turned its lens to rainbow motifs — a reference to the internationally recognized gay pride flag which was incorporated into the signature check designs and puffer jackets



F E M I N I S T

Designer Prabal Gurung punctuated his fall presentation with a bold statement: Models, including Bella Hadid and plus-size women Candice Huffine and Marquita Pring, marched down the catwalk in tees bearing feminist phrases such as "The Future is Female," "Voices for Choices" and "We Will Not Be Silenced."

Feminism incorporates the position that societies prioritize the male point of view, and that women are treated unfairly within those societies. Efforts to change that include fighting gender stereotypes and seeking to establish educational and professional opportunities for women that are equal to those for men.



SUSTAINABILITY

Sustainability supports that mission by striving to improve environmental health and quality of life for our world and community.

Sustainability is important for many reasons mostly including environmental quality.



LOUIS VUITTON

As an LVMH label, Louis Vuitton is committed to the conglomerate idea of sustainability. Louis Vuitton designed the Gaia Monogram Cerise handbags by using only vegetable-tanned leather. According to Rankabrand.com, LV received a D score report, meaning it sticks to the code of conduct as well as recycling within their packing system.

ROCKETMAN 2019

Young Reginald Dwight changes his name to Elton John and collaborates with singer-songwriter Bernie Taupin to become one of the most iconic figures in pop history. This is the epic musical story of Elton John, his breakthrough years in the 1970s and his fantastical transformation from shy piano prodigy to international superstar. While taking on this big transformation, Elton John also takes on his new identity of being "homosexual".



FUTURE

The bold colors in the outfit choices of Elton John set the future of expressionism and identity through clothing. Elton John was known for his amazing outfits and expressing himself and his homosexuality through them

FALL/WINTER 2020



This theme was inspired by the American working woman. An entire theme was built around adjectives used to describe this type of woman: bold, fast paced, empowering, versatile, timeless and energetic.

WORK

*Colors from Top to Bottom:
Empire State of Mind, Urban Sunrise, Rockefeller
Navy, Blue on Broadway, Brooklyn Fog, Lady Liberty*

Our inspiration for this color story is the fast-paced urban streets of New York. The names of our colors are inspired by the staple landmarks of NYC that are recognized far outside the city's parameters. The heavy use of neutrals juxtaposed with a pop of muted warm and cool colors makes this color story appeal to naturalists, minimalists and maximalists of all ages. The story is made primarily of neutrals and cool tones, adjacent to the cold city of New York in the winter, combined with a pop of orange that adds an element of chaos reflective of the city streets.

of ART



Color Patterns
neutrals, muted, minimalistic, plaid
Embellishments
large buttons, metal hardware, sequin accents
Silhouettes
structured, oversized, rectangle
Fabrics
twill, wool, cupro, cashmere, leather, viscose
Labels
Givenchy, Yves St. Laurent, Tibi, Laveer



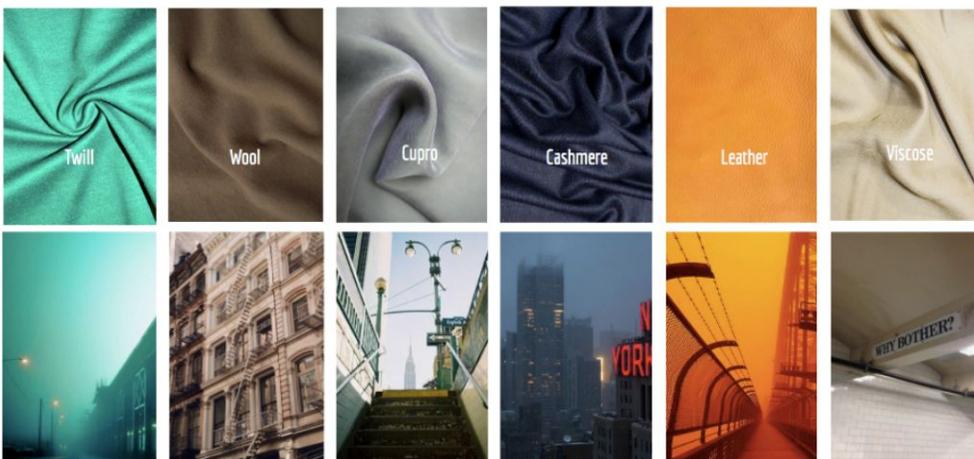
*She works Monday to Friday, always on the move
in this fast paced world*

The inspiration behind our materials comes from the fast-paced urban streets of NYC juxtaposed with the rigid femininity of working women in the city.



"IT'S JUST ANOTHER DAY IN THE OFFICE, BUT NOT FOR HER OUTFIT. SHE STRUTS IN HER PANTS SUIT LIKE SHE IS THE CEO. HER MINIMALISTIC, NEUTRAL LOOK TELLS PEOPLE SHE'S GOT POWER. WHILE TAKING ON THE "WORK" LOOK AND MINDSET HER OUTFIT IS WAY MORE THAN THAT. WITH EVERYTHING FROM HER STATEMENT BUTTONS, TO HER NEUTRAL OVERSIZED BLAZER, SHE CAN FEEL POWERFUL AND CLASSY WITHOUT COMPROMISING HER TRENDY AND UNIQUE STYLE."

Our textile story includes thick, crisp textures including twill, wool, and leather using warm, neutral colors to evoke the feeling of warmth and comfort in the frigid winter city streets. To contrast, we included smooth, lightweight fabrics including cashmere, cupro, and viscose using cooler shades for inside the office and crowded subways.



WORK OF ART
FALL/WINTER 2020

FAMILIAR FACES IN WORK



Olivia Culpo



Rosie Huntington
Whiteley



Kendall Jenner



Blake Lively

THIS TREND ON THE RUNWAY



Givenchy
F/W 2019



Givenchy
F/W 2019



Alexander McQueen
S/S 2020



Tibi
S/S 2020

FALL / WINTER
2020



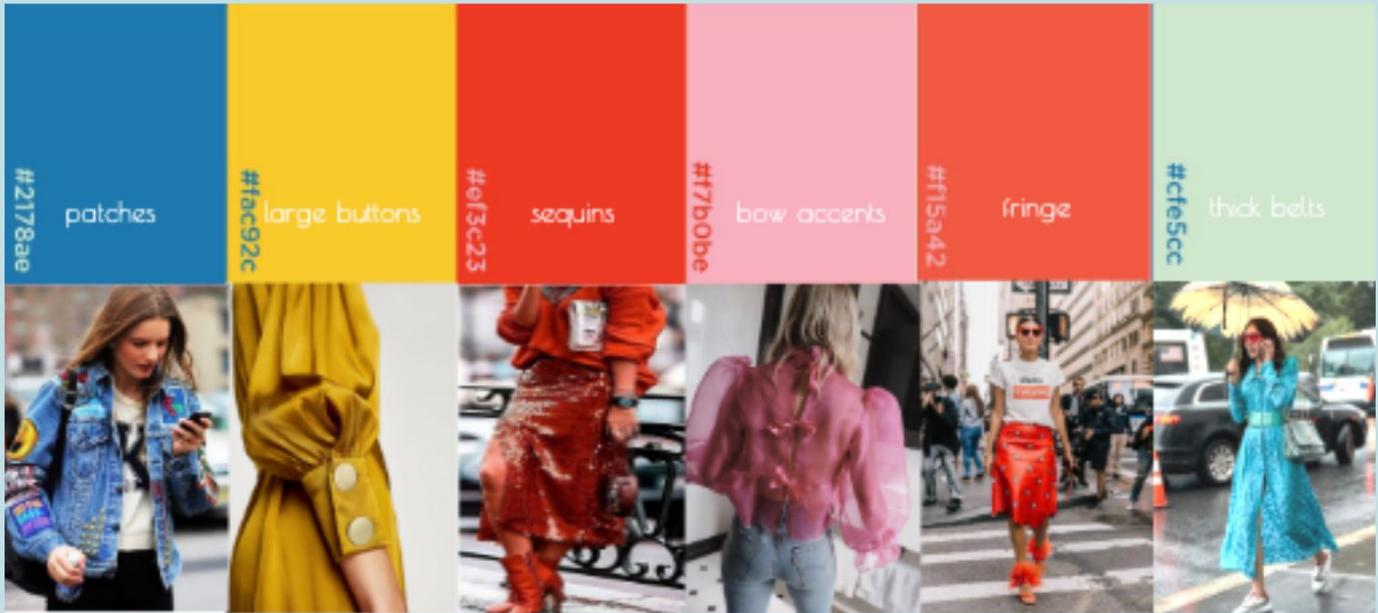
PLAYPLAYPLAYPLAYPLAYPLAYPLAYPLAYPLAYPLAYPLAY

Our inspiration for our play color story comes from everything around us. Finding inspiration in the world around us and turning it into a fun, colorful masterpiece that emphasizes individuality is what play is all about. We want to make people comfortable with self expression through bold, vibrant colors. This theme encourages people to use patterns and to be playful with their style.



Colors from Top to Bottom:
Ride the Wave, Bloom, Cherry Pop, Bubblegum, Watermelon, Sea Foam

This theme was inspired by the woman getting off work and is ready to relax and have fun. The entire theme was molded around adjectives to describe this woman: whimsical, vibrant, glamorous, bright, vivacious, and flirty.



The inspiration behind our materials comes from a relaxed yet fun style. Our textile story includes light and thick materials that compliment each other, like the silk and leather. The material story includes statement pieces such as large buttons, thick belts, and sequins that work well with the textiles used in the textile story. Play highlights femininity and self expression with fun pieces that have contrasting elements, mixing light weight with heavier, bulkier accents.



EMERGING TREND: BELT BAG

Blogger:
Sincerely Jules



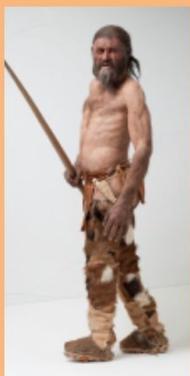
FALL/WINTER
2018

SPRING/SUMMER
2019

FALL/WINTER
2019



EVOLUTION OF THE BELT BAG



3400-3100
BCE



1980'S



1990'S



2014-2017



PRESENT



Have we seen the last of leopard print?
The answer is... maybe.

O

U

EVOLUTION OF LEOPARD PRINT



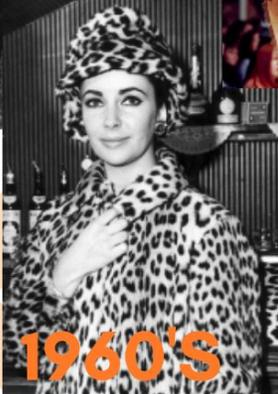
1920'S



2012



NOW



1960'S



2015



SPIRIT OF THE TIME: HEALTHY

Being Alive: awareness that good health extends longevity and leads to a new way of life. The “being alive” trend is one that has a lot more to it than just health. This trend is one where people are obsessed with living a healthy lifestyle because they think it will lead to a longer and newer way of life.



We see this in grocery stores, on instagram, and around town at various workout facilities. Not only is this a “health and body” lifestyle, but it also includes fashion. This trend of being healthy has to do with exercise and 99% of the time certain clothes are needed when working out.

SPIRIT OF THE TIMES CONT:

This is where “athleisure” comes into play. Not only does athleisure give off the “I just went to the gym look”, but it is also super comfortable. This is why so many people (even the ones who don’t work out) are changing their slacks to sweats. This is why LuluLemon has taken off and companies that are leaning more towards athleisure are also doing well. One main way people give into the “being alive trend” is working out, whether it’s yoga, the gym, or pure barre, all of these things don’t have a “negative” connotation to them. Working out is pretty much always considered a good thing, unless it’s excessive. This is when people who are super into the “being alive” trend take it too far.



is proven that wearing gym clothes will actually help you work out and eat healthier because wearing workout clothes makes people feel better and healthier. At least 50% of people in america are on a diet; this means that more athletic clothes are being purchased as well as healthier foods. When looking at the athleisure market, forbes states that athleisure has been the lone star in a waning apparel industry, with an estimated market size of \$44 billion in the US alone, according to research firm NPD Group. While the apparel sales, as a whole, increased 2% year-on-year in 2015, the rise in activewear sales was a whopping 16%. If this category is excluded, the total clothing sales would have declined 2%, NPD stated. I do not think that athleisure and the “being alive” trend is going anywhere, anytime soon. What we can hope is that more people will get more educated on what it means to be healthy and what a good balance looks like. It’s hard to have a negative look on such a positive thing that is living healthy.



Public School designers Dao-Yi Chow and Maxwell Osborne are two of many industry leaders paving the road towards a more sustainable future.
 HERRING & HERRING, GROOMING: SCOTT MCMAHAN/KATE RYAN INC.

With an ongoing push for sustainability by consumers, specifically members of the Gen Z and Millennial generations, leaders in the fashion industry have been faced with reconsidering more ethical and eco-friendly alternatives to production. The defiant New York fashion label, Public School, has risen to the occasion and developed a new tactic by recycling old clothes into new. The company has opted to use as many excess fabrics that they can get their hands on, that would otherwise be disposed of, and repurposing vintage clothing. Public School isn't the first to take on this ambitious endeavor, as brands like Polo Ralph Lauren, Vetements, and Missoni have also joined the eco-friendly effort of refashioning styles from archived collections. In

fact, even retailers such as Macy's and JC Penney have opted to start selling used clothes in their stores. In addition to helping the environment and raising awareness for the cause, Public School is using this as an opportunity to rebuild their brand and gain exposure. The push for more sustainable practices within the fashion industry has been ongoing for decades, but with the influence of social media platforms and celebrities such as Kim Kardashian West and Hailey Bieber who choose to wear vintage designer clothing as an alternative to fast fashion, the demand for vintage clothing has gained a new allure.



Maya Cropped Parka, \$875 by Public School
 publicschoolnyc.com

For Fashion Label Public School, It is In with the Old, Out with the New

BY TESSA THOMPSON

The referenced article was published to WSJ.com (The Wall Street Journal - Life & Style) by Ray A Smith on August 21, 2019.

Public School NYC S/S19 Menswear



With the reemerging trend of sporting secondhand clothing combined with the increasingly negative stigma surrounding fast fashion, consumers are turning to far-reaching apps such as TheRealReal and thredup that deliver trendy lightly work clothing right to your door. As the awareness of harmful fast fashion practices continues to spread the desire for sustainably sources apparel is increasing amongst consumers. Additionally, with the



current zeitgeist reflecting trends specifically from the 70s, 80s, and 90s, combined with millennial's desire to stand out in what can sometimes feel like a monotonous society thanks to social media platforms such as Instagram, vintage clothing is increasingly desirable amongst young people. As leading designers, retailers, and influencers continue to implement sustainable practices, especially be utilizing technology, we will see what has previously been considered a recurring ethical trend transform into an entirely new structure of the fashion industry and society in general.

she is...

FANCY

& sophisticated

F/W 2019



*“Simplicity is the
ultimate form of
sophistication”
- Leonardo Da
Vinci*

Fancy was inspired by women in movies and tv shows that have influenced many, through their fashion and character.

This woman is all things sophisticated, graceful, and a true beauty.

"She never leaves the house without her bed made or without a cup of tea. She's always looking for the next event to attend. Her outfits always vary, from sheek blazers to silk dresses, she always turns heads. She moves with elegance and grace. She's classy, she's sophisticated, she's a fancy woman."



The color story was inspired by the characters we have watched on our screens and aspired to be like.

carrie

charlotte

serena

blair

miranda

rachel

suede accessories

lace accents

structured hemlines

statement buttons

corsets

asymmetrical accessories



FANCY F/W 2019

materials

this theme focuses around statement materials that are bold and add character to the simplicity of the garments



textiles

this themes allows for many different textiles, from heavy structured looks made of twill to flowy garments made of silk



suede

linen

leather

twill

cotton

silk



Color patterns:
 neutrals, muted,
 statement pastels

Embellishments:
 buttons, ruffles, pleats

Silhouettes: hourglass
 column, oversized,
 shift

Fabrics: silk, linen, twill,
 leather, suede, cotton

Labels: tibi, zara,
 chanel, dior,
 zimmerman

Fancy on the Runway F/W 2019



Zimmerman
 F/W 2019



Tibi
 F/W 2019



Khaite
 F/W 2019



Zimmerman
 F/W 2019

Footloose

F/W
2019

“I’ve always loved the idea of not being what people expect me to be”
-Dita Von Teese





Footloose was inspired by the rebel soul in all of us waiting to be set free.

This woman is captivating in her free-spirited and spontaneous ways. She may not be the girl next door, but she is unapologetically herself. Her fun nature and bold personality make her the life of the party and impossible to forget.

CANDIED
APPLE

NUTELLA

LICORICE

The color story is inspired by novelty sweets that are sure to leave a bold taste in your mouth. You know it's bad for you, but that only makes you want more.



ELECTRIC
BUBBLEGUM

BLUE
RAZ

SILVER
FOX

VINYL



SILK



COTTON



MYLON



TWILL



DAMASK



VINYL



Textiles

Footloose includes a variety of textiles with varying structures, knits, textures, and flow that are meant to mix & match.

materials



Footloose includes statement materials that add a pop of color and detailed contrast to an already bold look. In this case, more is more.



LACE UP
CLOSURE



STRUCTURED
HEMLINES



GRAPHIC
PRINTS



ANIMAL PRINT
ACCESSORIES



UNCONVEN-
TIONAL
HEEL



SEQUIN
EMBELL-
ISHMENT

Footloose



LONGCHAMP



PETER PILOTTO

F/W 2019



PACO RABANNE



GUCCI

WHO?

TEZZA

A CREATIVE DIRECTOR, PHOTOGRAPHER, BLOGGER AND MUSICIAN



WHERE?

NYC - HOME BASE / ALWAYS TRAVELING THE WORLD

WHY IS SHE CONSIDERED A TRENDSETTER?

- CONSTANTLY TRYING NEW LOOKS AND EXPLORING NEW WAYS TO STYLE PIECES
- SHE HAS 786,000 FOLLOWERS ON INSTAGRAM THAT ARE CONSTANTLY VIEWING HER NEWEST LOOKS
- SHE IS A LARGE INFLUENCER AND HAS CREATED AN INCREDIBLE BRAND IDENTITY, MAKING PEOPLE WANT TO ASSOCIATE THEMSELVES WITH HER STYLE

TARGET MARKET?

GIRLS/WOMEN AGES 15 - 30 THAT ARE INTERESTED IN FASHION, BLOGGING, PHOTOGRAPHY, AND KEEPING UP WITH THE NEWEST TRENDS



Example of Trendsetting Through Fashion...

TEZZA USES HER STYLE, PHOTOGRAPHY SKILLS, AND HER CREATIVE EYE TO EARN THE TITLE OF BEING A TRENDSETTER. ONE EXAMPLE OF THIS IS HER POSTING A PICTURE LEANED BACK. SHE CHALLENGED HER FOLLOWERS TO EXPLORE THEIR OWN LOOK - BY POSTING A SIMILAR PICTURE, USING HER HASHTAG OF #BENDITLIKETEZZA. IF YOU LOOK UP THIS HASHTAG TODAY, THERE ARE ALMOST 4,400 OF HER FOLLOWERS WHO DID THIS.



TEZZA

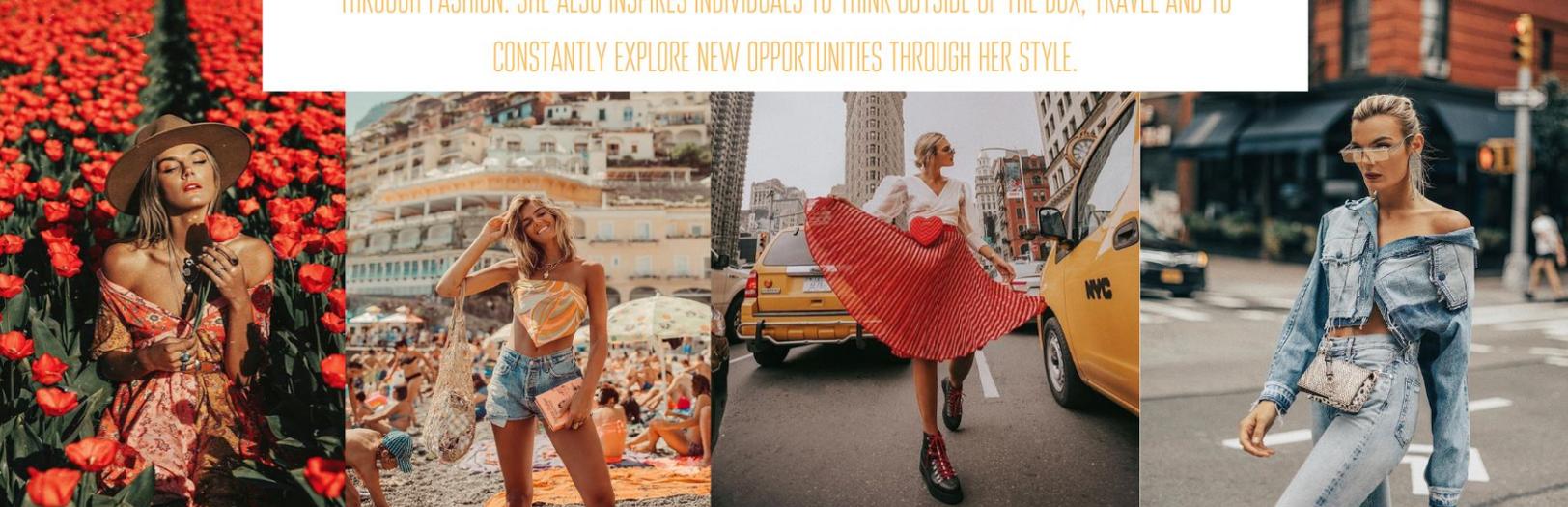


TREND FOLLOWERS





INSPIRES WOMEN TO BE THEMSELVES, TO BE DIFFERENT THAN THE NEXT WOMAN, AND EXPRESS THEMSELVES THROUGH FASHION. SHE ALSO INSPIRES INDIVIDUALS TO THINK OUTSIDE OF THE BOX, TRAVEL AND TO CONSTANTLY EXPLORE NEW OPPORTUNITIES THROUGH HER STYLE.



UNIQUE

TRENDSETTER

Talented

ADVENTUROUS



influencer

creative

TOMO KOIZUMI



PRODUCT CATEGORY: WOMEN'S COUTURE & RTW

TARGET MARKET: CATERS TO ELITE & UPPER CLASS WOMEN OF ALL ETHNICITIES

EMERGING DESIGNER

Tomo Koizumi is a 31 year old fashion designer that is based out of Tokyo, Japan. He started his career by making friends custom creations in his early 20's. Tomo worked as a costume artist assistant and stylist assistant early in his career, however he never was professionally trained to be a designer. While studying in China, Japan, he launched his brand Tomo Koizumi and seemed to pop out of nowhere. He was even the newest breakout design star during the Fall 2019 season. He has created many custom made outfits/costumes and is supported by many different actresses and singers such as Miley Cyrus and Lady Gaga.

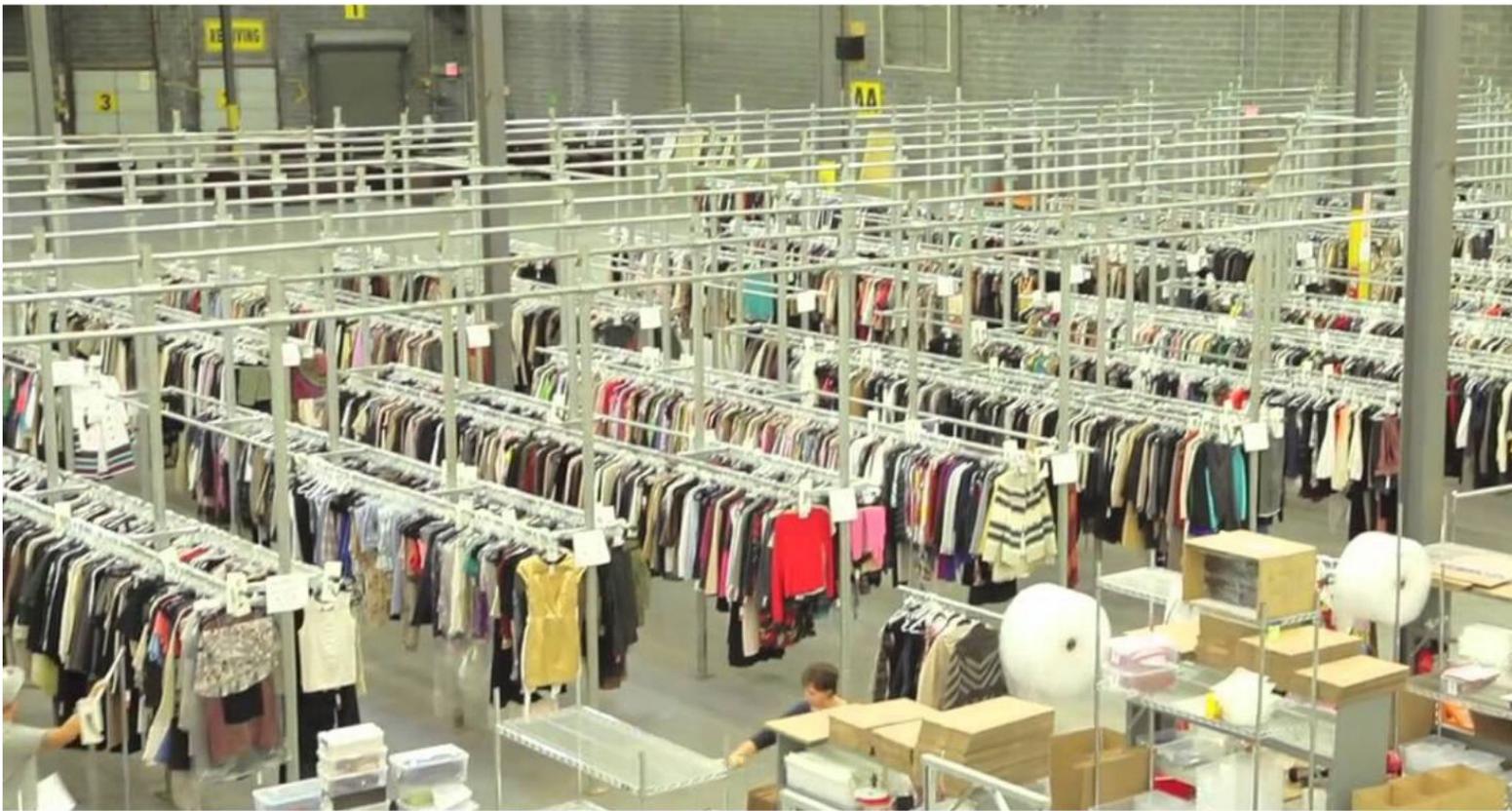
HIS CURRENT PRICE POINTS VARY DUE TO EVERYTHING BEING CUSTOM DESIGNED SINCE KOIZUMI'S DESIGNS ARE NOT YET AVAILABLE AT RETAIL LEVEL, HIS PRIMARY SALES CHANNEL IS HIS WEBSITE. TOMO-KOIZUMI.COM. HE OFFERS A CONTACT TOOL FOR INQUIRIES AND FOR PERSONAL CLIENT'S SEEKING CUSTOM WORK

POTENTIAL IN THE FASHION INDUSTRY

Designer, Tomo Koizumi, has great potential because America's culture right now is one that is very accepting, forgiving, bold, creative, and one that defies the norms - and his work does all of these things. Koizumi is very different compared to all the current designers in the industry. He has his "own look" which is playful, romantic, frilly, and exciting! Fashion is about making your own statement and being able to create something beyond what this world is capable of seeing. Koizumi's work is transformational and allows us to dream beyond this world - he takes us to a fantasy world that we've dreamed of as we were kids. He is already very well known in the Hollywood scene, Miley Cyrus just slipped into one of the Fall 2019 skirt and bra combinations for the RuPaul's Drag Race season 11 premiere party.

" I WANT TO MAKE SOMETHING THAT IS NOT COMMERCIAL "
-TOMO KOIZUMI





Online luxury consignment store, TheRealReal, aims to extend the life of quality crafted luxury goods with that allow them to stay in circulation for longer.

“The apparel and footwear industries together account for more than 8 percent of global climate impact, greater than all international airline flights and maritime shipping trips combined” (Cerullo). That is the equivalent of almost 4,000 million metric tons of carbon dioxide.

The underlying problem is the rise of fast fashion. Because of rapid advances in technology, large businesses are able to make a quick turn around on their new collections by using enormous quantities of nonrenewable resources in order to lower their price to increase consumption.

Unfortunately, the combination of poor

quality synthetic fibers and social media’s promotion of trend culture leads to over half of these styles being tossed out within a year. Fashion industry leaders are coming together to use their creativity to advert this crisis. Resale and consignment have a heavy hand in the solutions that are beginning to take effect thanks to businesses like TheRealReal, an online luxury consignment store that aims to “extend the life of luxury goods with the quality and craftsmanship that make it possible for them to stay in circulation for longer,” according to the company’s director of

The referenced article was published to cbsnews.com by Megan Cerullo on April 19, 2019.

Fashion industry's carbon impact bigger than airline industry's

CBS NEWS

By Tessa Thompson

strategic initiatives, Allison Sommer. The company combines consignment and luxury investment to provide clients an alternative to constantly updating their closets with fast fashion items. This is a win-win for both consumers, sustainable fashion companies, and most importantly, our environment. More effective contributors to the cause include supply chains and recyclability. "The queen of sustainability", designer Stella McCartney uses up-cycled resources including cashmere, forest viscose fibers, organic cotton, and more, while also cutting out the use of real

leather or fur. In fact, McCartney has partnered with TheRealReal by awarding customers \$100 in credit to her store for their sustainable efforts. In addition, there is also a rise in eco-friendly fabrics and mills that designers are adopting in order to lessen our footprint. There are even companies that regularly accept returns in exchange for store credit to cut down consumption. These include brands such as Theory, Patagonia, and Eileen Fisher. As we start to see the onset of global warming effects, it is imperative that the social and industry push towards



Stella McCartney x TheRealReal Campaign promotes circular fashion



Stella McCartney honors sustainability efforts by offering \$100 in store credit to customers that shop her collection on TheRealReal

sustainability will continue to increase in years to come. We are already beginning to see a heavy shift in habits. According to the Business of Fashion's 2019 report, "the resale market is expected to outpace fast fashion within 10 years. With an increasingly fast-paced evolution of society, consumers prefer to rent rather than own, especially young people. As our generation continues to age and technology progresses, circular fashion will continue to dominate the industry and sustainability will be a main priority amongst both designers and consumers.



TECH + FASHION

By: Markie Stroud

Immense amounts of technology are being developed in today's world. This is pushing consumers towards utilizing a variety of innovative digital platforms and systems. These innovations are allowing individuals a place to express their lifestyle and fashion choices, while simultaneously creating new design options and an abundance of new products. Artificial intelligence is an emerging technological platform that allows marketers to search any subject on any consumer needs.

This contributes to the fashion world in many ways. Forecasters are able to utilize this tool to predict future trends based on data representative of the fast-paced fashion environment. This increases prediction accuracy significantly as opposed to making predictions based on subjective research. This also minimizes the negative impact on the environment caused by harmful production processes, as we waste less by knowing more.



Three-dimensional printing is another trending platform in the industry today. 3D printing is something that industry leaders have only dreamed of until now. This remarkable innovation allows designers to further the boundaries of what they could ever do before. The process allows different materials to be morphed into one, thus providing unlimited amounts of creative outlets for designers. If that appeals to you, the good news is that it is accessible to the public. This opens up immense opportunity for any person who wants to expand the boundaries of their previously conventional work. Another huge trend in technology is apparel customization, which allows garments to be fully customized to one's size, shape, height, etc. With 3D printing, as well as customization being a trend, the future of fashion is at our fingertips.

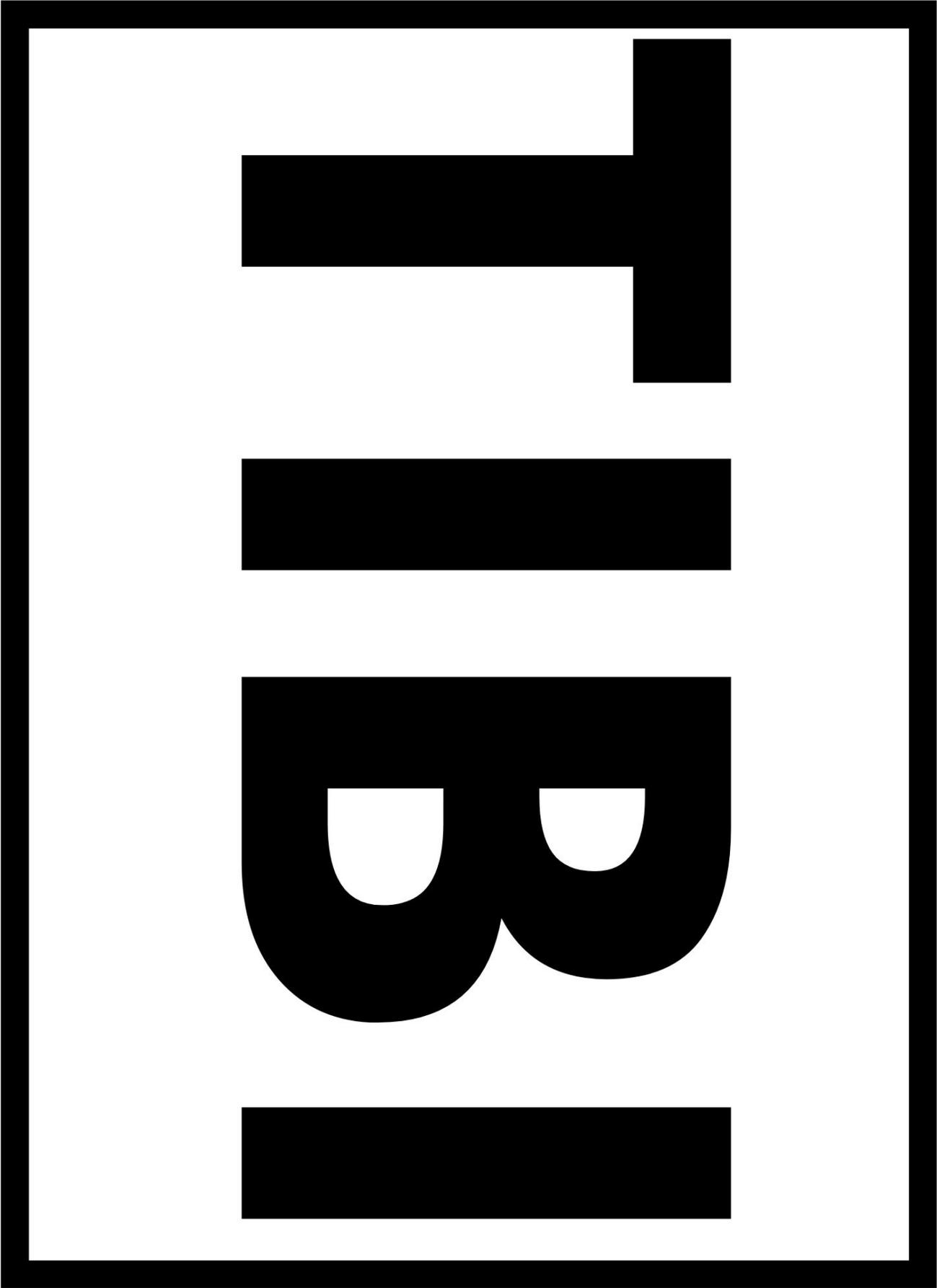
Now more than ever, brands are able to create sustainable clothing by utilizing current technology. This is done by recycling fabrics or producing new organic materials using innovative technology. Stella McCartney for one has already contributed to this by making sustainability a priority throughout her label. She has made very unique strides in the industry by developing textiles and garments in laboratories using natural materials. Unfortunately, not every designer is as on board as McCartney. However there is hope that in the next twenty to thirty years, humans will finally understand the severity of our negative fashion choices on the environment and we will collectively spark change.

It is evident that many incredible things are to come in the future of fashion. The creation of artificial intelligence is a monumental turning point for the industry. It is unbelievable what brands will be able to accurately predict in fashion using this innovative technology. The positive contribution it will make to our environment is also noteworthy. This is a monumental time in fashion history as 3D printing is pushing designers and creators into areas that were considered untouchable just a few years ago. Within the next decade, we should expect many designers and brands to come together to develop sustainable collections. We should also expect more people to be better educated on this issue and how it is affecting our world. Now, we sit and wait in anticipation for the incredible new collections that are to come as a result of new machinery, design systems, and innovations such as 3D printing.

The referenced article was published to WTVOX.com by Claudia Ricci on December 11, 2018.

FALL/WINTER 2019







Photographed by Joelle Taylor
Styled by Tessa Thompson
MUA: Serena Jenkins
Model: Madeline McWhorter
of Salt Agency

ZARA



