

EMMA BLYTHE: FIRST COLLECTION 2023
FASHION FILM + LOOKBOOK
DIRECTED BY MALTHUS

INTRODUCTION TO EMMA BLYTHE

UPCYCLED DESIGN

'MASCULINE' CUTS MADE ANDROGYNOUS

GENDERLESS

A SOFTNESS TO TAILORING

HISTORY

POETIC

DANCEABLE

ROMANTIC





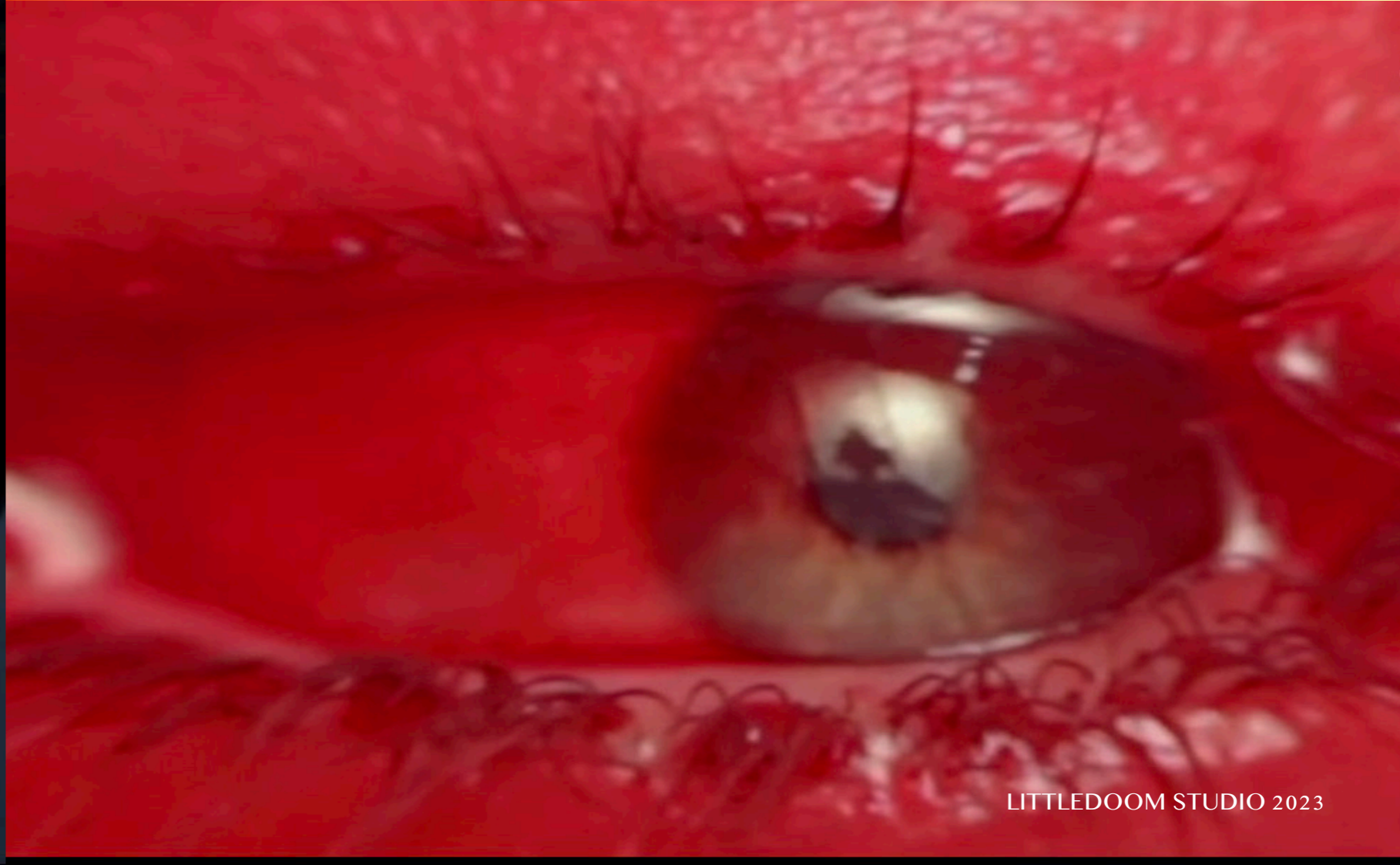
PROPOSAL: THE TONE

EXPLORING THE HISTORICALLY 'MASCULINE' GARMENTS UPCYCLED BY EMMA BLYTHE
THROUGH THEIR NEW FOUND GENDERLESSNESS

WE FIND THE GARMENTS PERSONIFIED, HAUNTED BY THEIR HISTORY AND THEIR FUTURE

THE TENSION OF CHOPPING UP HISTORICALLY GENDERED CLOTHING INTO A NEW
EXPRESSION OF POWER





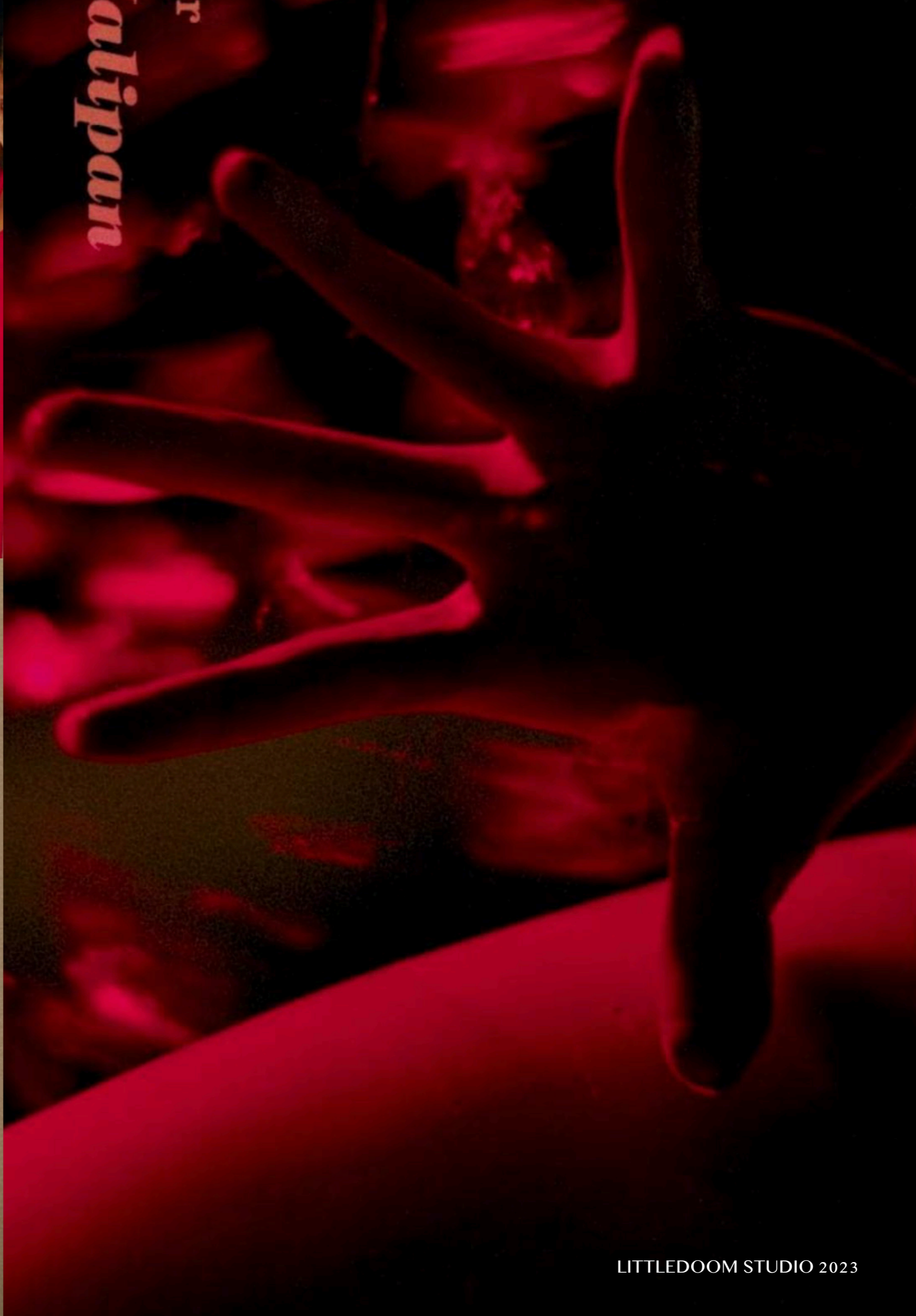
PROPOSAL: THE NARRATIVE

WE FOLLOW ONE PROTAGONIST AS THEY DISCOVER EMMA BLYTHE'S COLLECTION

THE JOURNEY IS ABSTRACT, THE SPACE NON-SPECIFIC AND TIMELESS

AS THE PROTAGONIST WEARS EACH GARMENT, WE SEE THAT THE CLOTHING HAS A LIFE OF
ITS OWN: HAUNTED BY ITS PAST

THE HAUNTING IS ARTICULATED THROUGH THE PERFORMANCE AND MOVEMENT





THE PERFORMANCE

VISUALISING THE TENSION OF CHOPPING UP HISTORICALLY GENDERED CLOTHING INTO A NEW, GENDERLESSNESS

THE HORROR OF THIS TENSION:

WHAT IF THE GARMENTS' 'MALE' GHOSTS TOOK OVER THE NEW WEARERS' BODIES?

WHAT IF THEY BEGAN TO ALIGN WITH AND UNDERSTAND THE NEW WEARERS' GENDERLESS IDENTITIES AND EXPRESSION?

WHAT DOES IT LOOK LIKE TO BECOME ONE WITH THAT WHICH HAUNTS YOU?

ACHIEVE A SENSE OF LONELINESS THROUGH A MULTIPLICITY OF SELVES: FEELING OF BEING HAUNTED AND FOLLOWED





CASTING

A CONTEMPORARY YET TIMELESS FACE

THEIR MOVEMENT CARRIES A TENSION BETWEEN THEM WEARING THE CLOTHES AND THE
HAUNTED CLOTHES WEARING THEM

AN IMAGINATIVE, NON-GENDERED EXPRESSION OF BODY LANGUAGE



DAMSEL



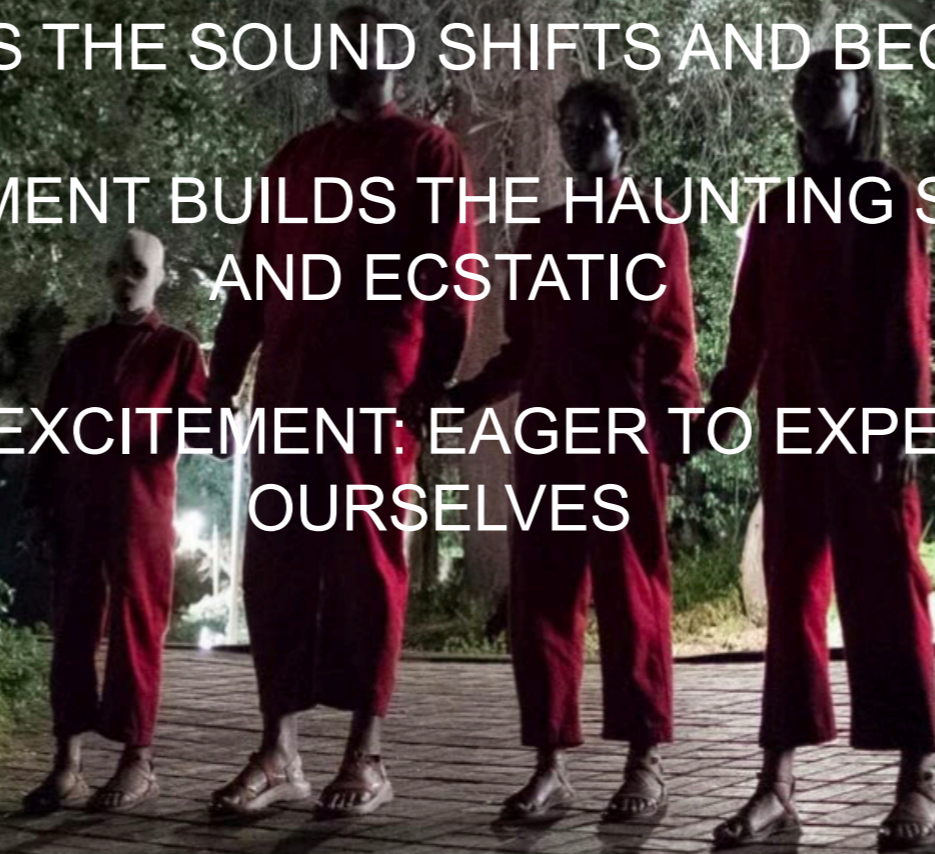
SOUND

THE SOUND STARTS EMPTY, LONELY, MYSTERIOUS: WE ARE LEAD INTO ANTICIPATION

AS THE FILM PROGRESSES THE SOUND SHIFTS AND BECOMES MORE HAUNTING

AS THE PROTAGONISTS MOVEMENT BUILDS THE HAUNTING SOUND BECOMES OPTIMISTIC
AND ECSTATIC

WE ARE LEFT WITH HOPE AND EXCITEMENT: EAGER TO EXPERIENCE THE GARMENTS FOR
OURSELVES





THANK YOU