

ICONIC

is a word widely-abused, now liberally applied to people and objects for their passing blip on the cultural radar, re-packaging them as the definition of their kind. But then to be worthy of such status, to be held in esteem as the ultimate symbol of a bigger idea, no longer just belongs to the truly iconic. The consumer, desperate for the validation of their fleeting choices, seeks the label everywhere. And the salespeople provide....

Photography by PHILIP MEECH philipmeech.com
Styling and Creative Direction by HOPE VON JOEL clicksandcontacts.com
Art Direction by BIANCA WENDT biancawendt.com

Gold jacket by Fyodor Golan;
wooden hand carved headpiece
by Eye Of The World Designs,
custom made by Liam Motyer

