

“ Gold Drops “

Designers : Manon Nicolas & Elise Flandinette

Model : Manon Nicolas

For the 2017 Couture competition with the theme “CreARTivity”, we were inspired by French artist Zevs, best known for his use of liquidation technique on logos of fashion, financial and pop cultural brands.

To begin with, we chose black as the colour of our dress to allow the smaller details to stand out. Then, we cut the bottom of the dress into loose pieces to recreate the falling drops and to represent the liquidation as Zevs had used in his piece “Liquidated Louis Vuitton”. We then chose to spray-paint the drops in 3 eye-catching colours to represent street art. Finally, we decided to add a golden V neck to the top representing the V of “Louis Vuitton”. The model’s makeup is nude and has one particular detail that adds a pop art aspect to the outfit.





Material

Black duct tape

Canvas

Black paint base

Scotch

Spraypaint

String

Black and Gold silk paper

Zevs

Zevs has become one of the most prominent figures on the contemporary street art scene. He combines a street art mentality with a pop art usage of popular culture. He is best known today for his trademark “liquidation” technique, in which he transforms solid images into dripping ones. In his liquidated logos, Zevs shows that despite their apparent strength in our culture, these icons are not invincible.

