



# EYE EYE

WAYS OF LOOKING AT FASHION



EYE magazine aims to present different ways of looking at fashion, as inspired by everyday objects, art, nature, and culture. For this magazine, I took pictures in Central London, created illustrations, and edited collages. Through images of anonymous people, but also of flowers, animals and everyday objects, the world can be viewed, and valued, both in its parts and as a whole, inspiring street fashion for everyone.

As an aspiring Creative Director, I am currently studying Fashion at Condé Nast College, in London, while majoring in linguistics at a university in Japan. My personal background has given me different perspectives from which to see an object: The title of the magazine refers to the “eye”, and my vision and interpretation of the world; the term ‘eye’ is also a play on words and sounds like “I”, meaning myself. While exploring unique ways to see fashion, from visual metaphor, through metonymy to storytelling, I believe the images that I created for the EYE magazine show how fashion is influenced by our interpretation of the world and our use of language.

# C

## ontents

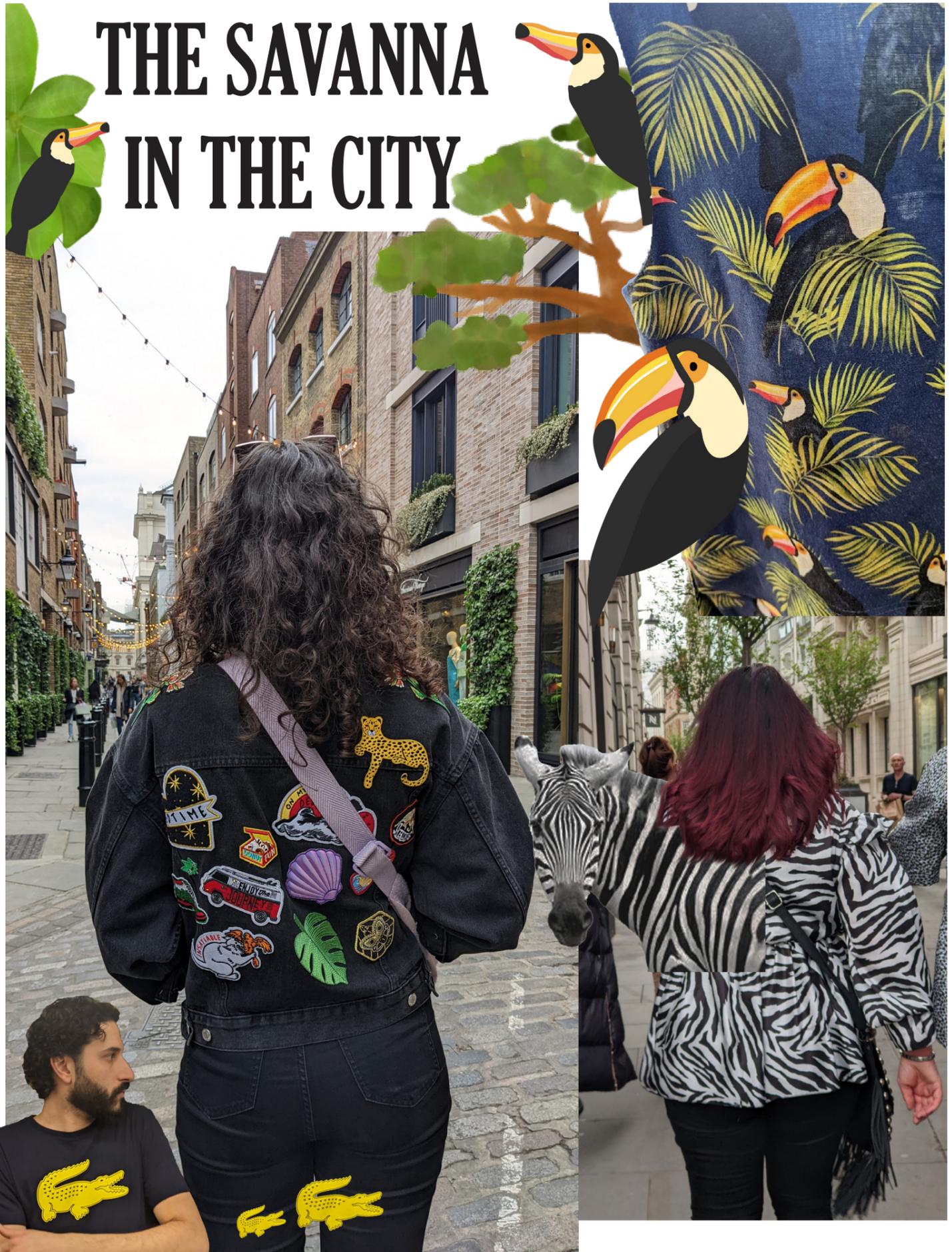
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# CURRENT FUTURE HUNT

Walking on a street is always an adventure. We can come across dangerous animals with no cages, sea animals moving around above ground, or even otherworldly beings, such as demons, dragons and aliens. All of these creatures are portrayed on people's clothes. Shall we go out on a fashion hunt in central London, in spring 2022, and see what we can find, as illustrated below?







# SHAPES IN THE SEA

When we get to spring, winter has ended. So, also in spring 2022, as the ice melts and turns into freshwater, becoming a part of the sea, we can find the shapes, colours and texture, typical of the sea, on people's and accessories around London.





# Mysterious Mythical Creatures

Beauty of mystery -  
we are all attracted by  
monsters, devils, and  
aliens.



## Oni

Oni is a type of evil demon in Japanese mythology. It is a giant creature, often depicted in a human shape; it has great power and a scary appearance such as sharp teeth and horns. Oni is characteristically represented in different colours, referring to different emotions. For instance, a red Oni is associated with greediness and wildness. Although cruel and malicious, Oni creatures have been loved by people in the Far East for centuries; they have appeared in art, fashion, folklore, and literature, and are often featured in children's stories and on clothes.



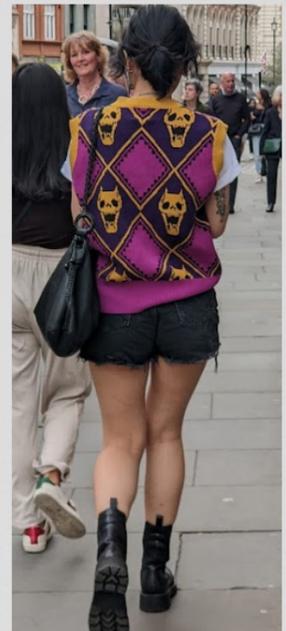
## Dragon

A dragon is a legendary creature, often appearing in folklore. Interestingly, dragons' reptile features are quite similar in many cultures worldwide, and their stories frequently involve dragons-versus-heroes clashes. However, their appearance may vary depending on the area and culture. Dragons have been depicted as winged, horned, and four-legged creatures in western cultures, while in eastern cultures they are represented as wingless, four-legged and often as highly intelligent snake-like creatures. Dragons are some of the most well-known mythical creatures imagined by humankind; they occur in cultures that are geographically remote from one another.



## Demon

According to the encyclopaedia Britannica, the term 'demon' comes from the Greek word daimōn, which means a "supernatural being" or "spirit." Through time, the meaning of the word demon has gradually become less of a spirit, and more like a demon or malevolent creature, as portrayed in books, movies, and anime. Of course, demons have been popular motifs also in fashion. A 1983 Vogue cover features the mirror reflection of a woman with a demon looming overhead, whilst many brands, such as Miu-Miu and Calvin Klein, have produced collections inspired by satan and demons in 2020.



## Alien



From aliens to UFOs, people are always attracted to otherworldly creatures and objects. Aliens have also influenced fashion, becoming a source of inspiration for designers, such as André Courrèges's Moon Girl (1964), which showed the futuristic aesthetic with iconic white and silver outfits, and Gucci's Fall/Winter 2018 fashion show (produced in 2017), which was inspired by Star Trek. As Gucci returns to the theme of aliens in Fall/Winter 2018, and transforms models into 'post human' creatures with three eyes and two heads, it is obvious that the alien world keeps inspiring designers and audiences, although no one has ever met a single alien.

# BEAUTY IN NATURE



AUTUMN  
2022

Mayfair

WINTER  
2022

Piccadilly Circus



# SPRING 2022

Soho

# SPRING 2022

Brick Lane



# LANGUAGE OF FLOWERS FASHION

Fashion has always been influenced by plants and flowers, embracing their exquisite colours, peculiar shapes and ephemeral beauty. As flowers have their own characteristics and symbols, your fashion can be linked to the language of flowers.

## Alyssum



**Symbols: worth beyond beauty**  
Alyssum's small and dense clusters of blossoms are just perfect for those who love small cute things. Miniatures are fully packed with beauty.

## Oak Leaves



**Symbols: bravery**  
In Greek mythology, the oak sometimes represents the powerful gods. Feel the power, when wearing the shape of bravery.

## Gerbera



**Symbols: innocence, cheerfulness and loyal love**  
The blush pink colours are the best guide to the spring. Enjoy a beautiful spring day with cheerfulness and love with cheerfulness of gerbera.

## Medinilla Magnifica



**Symbols: the friendly goddess of fertility**  
Medinilla's beautiful silhouette recalls the aesthetics of heels. Go out wearing heels for meeting new beginnings.

## Rose



**Symbols: elegance, appreciation, first love, congratulations, or happiness**

An elegant smell, pure light pink with soft blush on the outer petals, and an attractive silhouette. Add a delicate beauty to your outfit, and make you feel fulfilled with love and happiness.



## Iris



**Symbols: wisdom, hope, trust, and message**

In Greek mythology, Iris represents a messenger for goddess. Express your self with clothes with the contrast of colours as iris' blooms are adorned with contrasting beards, crests, and attractive veining.



# FB

## BEAUTY IN LETTERS

From text messages to high brand logos, our lives cannot exist without characters and letters. As hieroglyphs are pictographic writing in ancient Egypt and many Chinese characters are logograms, letters are the beauty of human imagination and history.



# COLOUR PALETTE

Pick a signature colour that is calling you. Make your eyes look brighter with the colours of the street fashion in the UK, in the early spring 2022.



- 01 FULFILLED DREAM
- 02 FLUFFY ORNAGE
- 03 HAY FEVER
- 04 EARLY SPRING



SHADES:  
 -01 FULFILLED DREAM  
 (matte mocha brown)  
 -02 FLUFFY ORNAGE  
 (tangerine)  
 -03 HAY FEVER  
 (canary yellow)  
 -04 EARLY SPRING  
 (light goldenrod)



01 Piccadilly Line London, UK. Thursday, 12 May 2022, 18:10.

02 Piccadilly Circus in London, UK. Thursday, 12 May 2022, 17:54.

03 Leicester Square in London, UK. Friday, 13 May 2022, 09:41.

04 Piccadilly Circus in London, UK. Friday, 6 May 2022, 16:46.

# ROUGE *your mind*

You never know what you could find on the street.



- 01 LOOK AT ME
- 02 TGIF
- 03 SPRING WIND



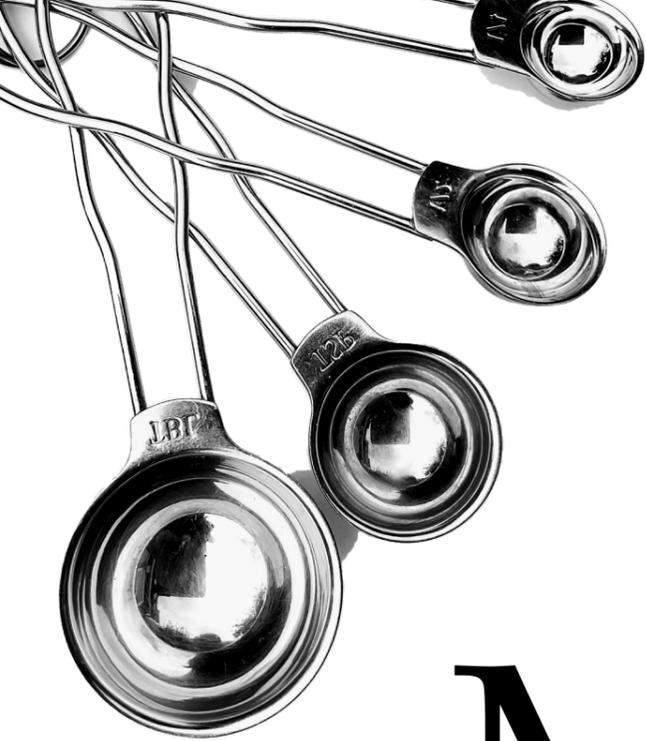
COLOURS:  
-01 LOOK AT ME (mahogany red)  
-02 TGIF (apple red)  
-03 SPRING WIND (sheer fuchsia pink)

01 Brick Lane in London, UK. Monday, 2 May 2022, 12:08.  
02 Piccadilly Circus in London, UK. Friday, 13 May 2022, 16:48.  
03 Oxford Circus in London, UK. Sunday, 8 May 2022, 13:01.

# SWEET TREAT

Indulge your sweet tooth.





# MAKE ME EAT ME

