

LOOKBOOK

*"I look around so much fake love
Nothing surprise me no more"*



ZELENI

PHOTOS BY SASKIA ADOM

MERCY

DESIGN BY CELINE NIEBIOSSA

This lookbook was created in collaboration
with the artist Zeleni for her music video „MERCY“.

Y2K-Fashion carefully describes a certain fashion trend, that was worn in the
social mainstream and pop & Hip-hop culture from 1995 to 2004.

The short form Y2K was used to describe the decade after the 2000s.

The Letter „K“ remains a linguistic way of expressing the number 1000.

The letter Y stands for the English word „Year“.

Aesthetics were typically characterized as a futuristic fashion.

In the mid-1990s, the world experienced a technology boom. Progressively
people had an access to the Internet, which continued to grow and become
more popular. In addition to that, technological advances and the optimistic
view of the future brought changes in modern culture, the music and film
scene, interior, product, and graphic design. The fashion industry was also
caught up in this hype. The slightly futuristic style also started dominating.
The technological component was reflected in clothing. Typical examples of
this were the frequent use of metallic colors, shimmering fabrics, and strict
cuts. Typical of the Y2K aesthetic of this is the Matrix film trilogy.

In particular, the sunglasses with small timeless glasses with smoky or
color-tinted lenses becomes Y2K cult accessories. In contrast to this, another,
carefree and happier version of Y2K fashion was developed, which was
characterized by oversized designer logo prints, colorful accessories, huge
belts, the collection of tiny designer bags. Low-rise flared jeans,
Pearl necklaces, and platform sneakers. Glowing colors, aggressive patterns
represent the Y2K Trend. Not to forget are trucker caps, one of the most
common accessories of the Y2K Style. Glitter and a futuristic aesthetic mixed
with a kinda cheap glamour.

And now Gen Z dictates the return of the noughties, after 90s minimalism
ruling the catwalks and streets.

That is exactly what this Lookbook represents: Noughties Nostalgia!



A

A - COSTUMIZED POLO SHIRT

White customized poloshirt with outside seams in a distressed look. Brand: Ralph Lauren Corporation



B

B - RIMELESS VINTAGE SUNGLASSES

Leightweight vintage sunglasses without a frame. Tinted glasses and silver details.





C - HF LOGO TRUCKER CAP

White/black trucker cap decorated with a black logo embroidery.
Brand: Hood fiancé
Color: black



C



C

C - CAM CORDER

The camcorder is an electronic device originally combining a video camera and a videocassette recorder.







MOOD
BIANCE

NIKE

AFT







A



B - GLITTER TRUCKER CAP BLACK

Black trucker cap decorated with a glitter Print.
Brand: Hood fiancé
Color: black



B



A - CRYSTAL HOOPS

Extra large crystal hoops decorated with rhinestones.
Color: silver



C - OVERSIZED GLITTER HOODIE

Oversized glitter hoodie with a glitter print on it. Oversized fit with drop shoulders.
360 GSM 80 % Cotton | 20% Polyester
Brand: Hood fiancé
Sizes: S-XL

D - FLARED JEANS

Destressed flared washed denim jeans with a lot of destroyed details.
Thrifted.



C

D



HOOD
fiancé

HOOD
fiancé





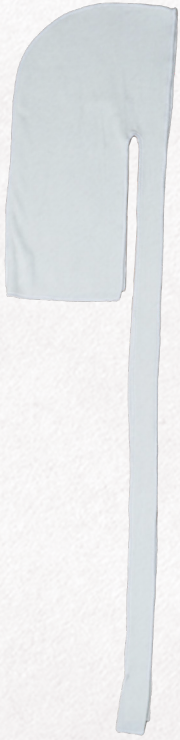


HOOD
fiancé

HOOD
fiancé

A





A - VELVET DURAG CREAM

Handmade durag in soft cream velvet fabric.
This accessory can be tied in any way possible
92% POLYESTER | 8% ELASTHAN
Brand: Hood fiancé
One size fits all.

B - COSTUMIZED DENIM DRESS

Bleached denim dress with blue details.

B













**A - VIVIENNE WESTWOOD
MINI BAS RELIEF CHOKER**

Pearl necklace with the famous
Vivienne Westwood Logo decorated with crystals.
Brand: Vivienne Westwood



A

B

B - PINK Y2K SET

Matching pink Y2K Set with an eye-catching
digital print in vivid colour schemes, including
patterns that have a trippy and psychedelic
feeling.











**A - VIVIENNE WESTWOOD
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Pearl necklace with the famous
Vivienne Westwood Logo decorated with crystals.
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A



B - GUESS BOOTS

Brown platform boots with printed monogram
pattern and golden details.
Brand: GUESS



C



C - BROWN FAUX 2-PIECE SET

Thrifted faux set including cropped top with asymmetrical straps and a faux flared leather pants.









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Model & Artist: Zeleni
Photographer & Videograph: Saskia Adom
Stylist & Creative Direction: Celine Niebiossa

