PORT-FOLIO/

ART DIRECTION

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This portfolio is an exploration of ideas into over consumption and waste in our vast environments. Created as part of an annual publication titled ‘Skräp’, its aim is to highlight the negativity in waste through conceptual graphics and textual content.

Photography, Styling & Creative Direction for all content by Isobel Brady.

Model (left) Jacket and trousers: **Model own**
Model (right) Blazer: **British Heart Foundation**
Dress **Models Own**

1 o/ The Fast Fashion industry is forever supplying the high street with new trends vastly increasing the rate of consumption. Using new in trends, this series explores the ease of replicating current trends through trash objects.

Blazer: British Heart Foundation
Top: Depop

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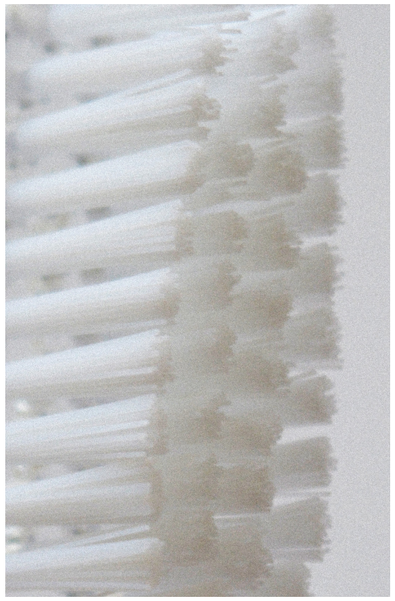
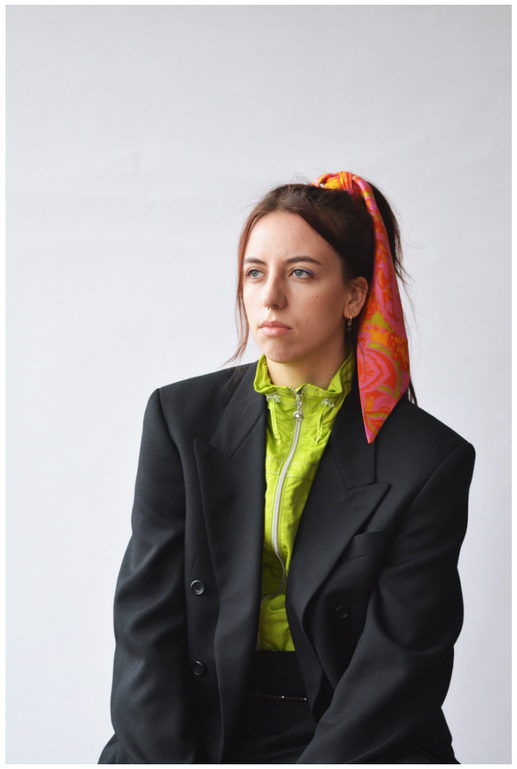
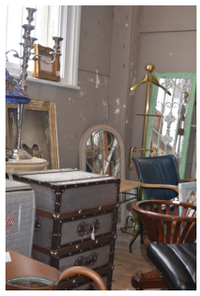
2./ With our society today cling wrapped in plastic, the movement to reduce our plastic consumption and developing alternative materials to combat the crisis is on the rise.
This series shows the dirty, single use plastics that we use day to day, in a delicate and luminous way that highlights the downfall in consuming plastic items.



3./ Vintage and secondhand shops are supplying the fashion concious with stand out looks supplimenting the garment waste that finds its way to landfill.
Styling with second hand clothes broadens the knowledge of the consumer into buying clothes slow rather than buying clothes fast.

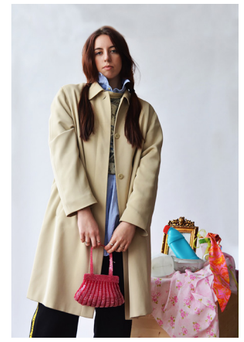


Model (Above)
Green Satin Top & Hat: Oxfam
(Current Page)
Blazer and Trousers: British Heart Foundation
Green Top: Debra Charity Hair Tie: Oxfam



Spot Blouse: Ian Rennie Hospice
Zebra sleeve top:
Models Own Trousers: Depop
Beaded Bag: Debra Charity

CCTV



Coat, Shirt and Jumper: **Models own,**
Trousers: **Depop**
Beaded Bag: **Debra Charity**
Objects (RIGHT):
Recycling and miscellaneous beach waste

4. Waste and consumerism come hand in hand; Distinguishing the difference between the desire to want and the need for new things has blurred, with the support from advertisement and marketing. Discarding objects has become a common practise in our society today, whether it be on the streets of Brighton and Hove to the council funded recycling centres, and this series of images explores the value of these objects.

container
not
in use
Rolawn

5./ The discarding of objects is transferred into the food industry with masses of edible food being sent to landfill each year. These images are a manipulation of food waste, enhanced by distortion techniques to create vibrant and contextual imagery.

SNOOPERS
PARADISE
KENSINGTON GARDENS
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602558

HP2
£1.50

HP2
£1.50