

VOL # 1

I'VE BEEN THINKING

ABOUT IT A LOT AND IT SEEMS LIKE

I DON'T KNOW

I WISH I COULD TELL YOU
WHAT I FEEL

BUT

IT'S ALL SO HARD

BUT SHIT

I CAN'T EVEN
TELL YOU WHAT TO
DO WE HAVE
FOR DINNER
SO I STARVED FOR
4 DAYS

ZAFRAN ZAKARIA. FASHION COMMUNICATOR. PORTFOLIO.

**“ZAFRAN IS A
DEDICATED
INDIVIDUAL WHO
APPLIES CRITICALLY,
INNOVATION, AND A
CALMING PRESENCE
TO EVERY CREATIVE
TASK.”**

ABOUT ME.

**YOUTH CULTURE
INSPIRATION.
PROCESS.
REALISATION.**

**AF-BINARY
INSPIRATION.
PROCESS.
REALISATION.**

**FC X *YEAH!*
INSPIRATION.
PROCESS.
REALISATION.
EVENT STRATEGY.**

**CANCEL ME, NOT!
INSPIRATION.
PROCESS.
REALISATION.**

CV.

ABOUT ME.

A BA (Hons) Fashion Management and Communication graduate from Sheffield Hallam University, specialising in visual communication and image-making. Approaches the subject with an abstract, progressive perspective, using fashion as a medium to express persona and emotion. Work is described as raw and unapologetic, with a strong focus on contemporary themes. Deeply engaged in cancel culture, with the final project, Cancel Me, Not!, presented as a zine and Instagram campaign exploring power, accountability, and the future of fashion in a world that thrives on judgment. Technically skilled in InDesign, Photoshop, and Premiere Pro, with growing awareness of Augmented Reality (AR) apps. Confident in marketing, photography and graphic design, with hands-on experience in industry collaborations. Previously partnered with USP Trend on a university-based project investigating new styles and strategies for fashion's future. Recently collaborated with French Connection on an exclusive industry project, taking on roles in art direction, image-making, and event hospitality. Drawn to a mix of alt-pop, indie pop, and moody R&B, with a love for immersive sounds, deep lyrics, and cinematic production, a dedicated regular at Les Mills Body Pump, and someone who enjoys being outdoors—but not at the same time. Looking to bring a distinct creative perspective to a forward-thinking agency that values bold storytelling and visual innovation. Would like to work full-time with forward thinking agency who can help to realise their creative dream.

zafranzak98@gmail.com
www.zafranzakaria.myportfolio.com
@zafxhiswork

Zafran Zakaria



YOUTH CULTURE INSPIRATION. PROCESS. REALISATION.

This project, developed as part of a creative agency brief, focuses on supporting Forage Vintage, a small vintage shop based in Hagglers Corner, Sheffield. Run by Meg and Amy, Forage opened on June 10, 2023, and has since built a reputation for its commitment to sustainability, ethical sourcing, and wearable vintage fashion. However, the shop faces several challenges, including the cost of living crisis, competition from larger local retailers, and limited visibility on Depop, which affects their profits and audience reach. Our goal was to help Forage grow its presence both online and in-store, particularly among students and younger audiences.

To achieve this, we proposed the development of a visually cohesive website to strengthen their digital identity and reduce their reliance on Depop. This new platform would reflect their core values while offering a more engaging and accessible shopping experience. To further elevate the brand, we created fashion shoots inspired by British youth culture, using clothing from Forage's collection. These shoots were designed to showcase the versatility of their pieces and to provide impactful, shareable content for social media.

The visual storytelling reinforces the brand's personality while resonating with younger consumers. Forage has previously run swap shops and markets, and building on this, we developed new event ideas aimed at increasing footfall, encouraging community engagement, and boosting sales. Through these combined efforts, the project aims to position Forage Vintage as a key destination for students and young people seeking trend-led, sustainable fashion that doesn't compromise on individuality or values.



YOUTH CULTURE INSPIRATION. PROCESS. REALISATION.

“THERE’S ALWAYS
A MOVEMENT
OF MUSIC AND
FASHION IN YOUTH
CULTURE - EVERY
DECADE INSPIRES
THE NEW ONE.”



YOUTH CULTURE MOODBOARD BY ZAFRAN ZAKARIA

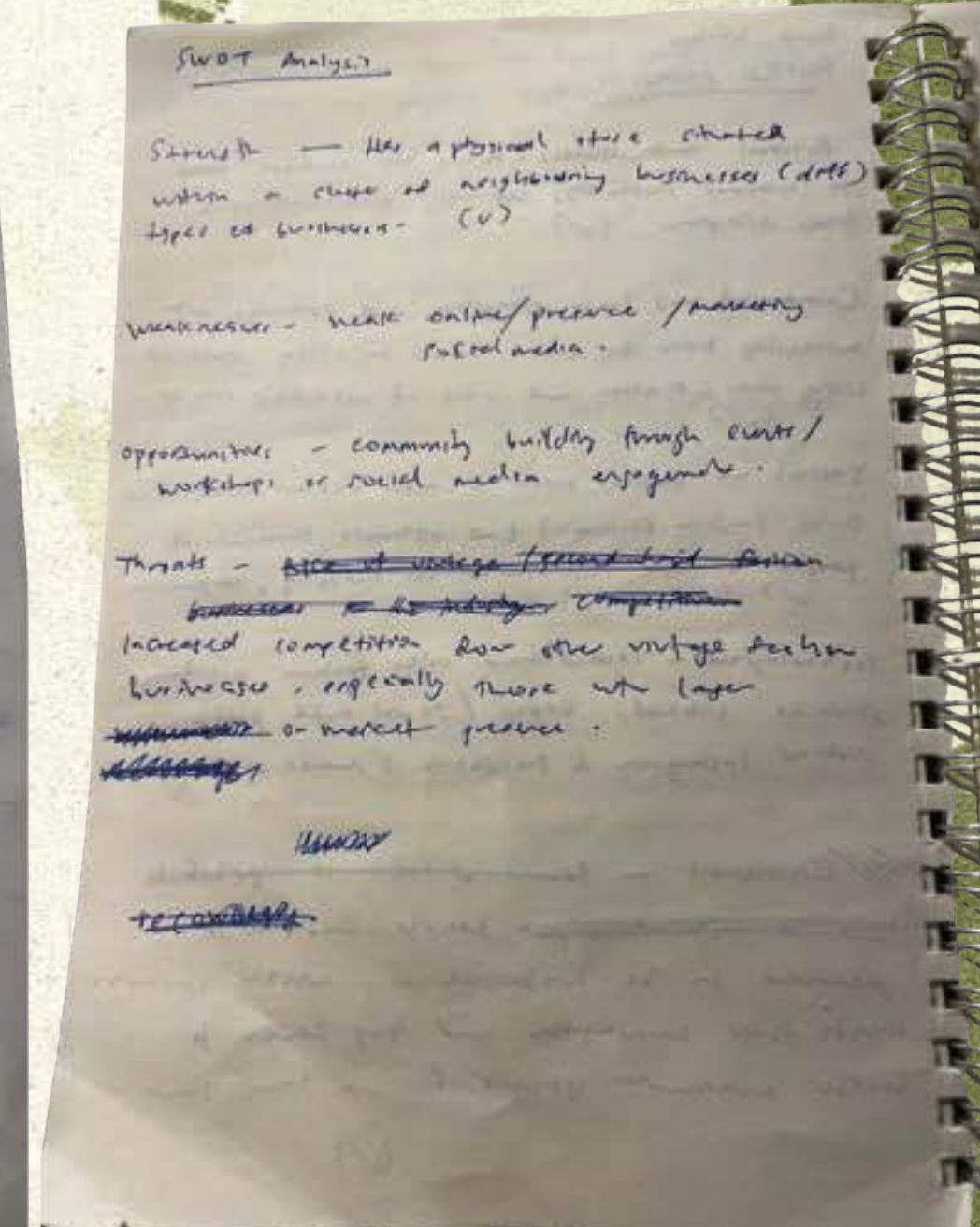
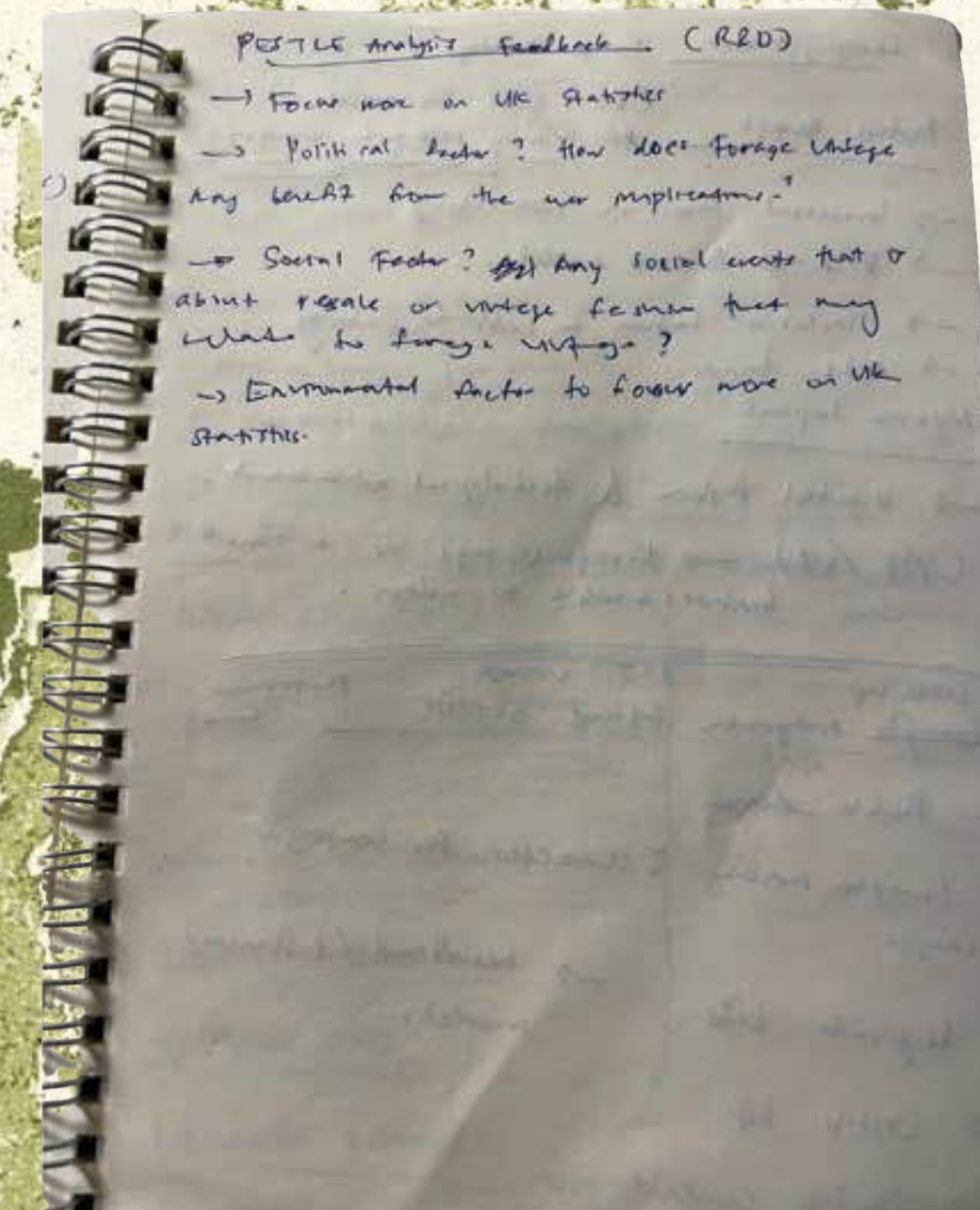
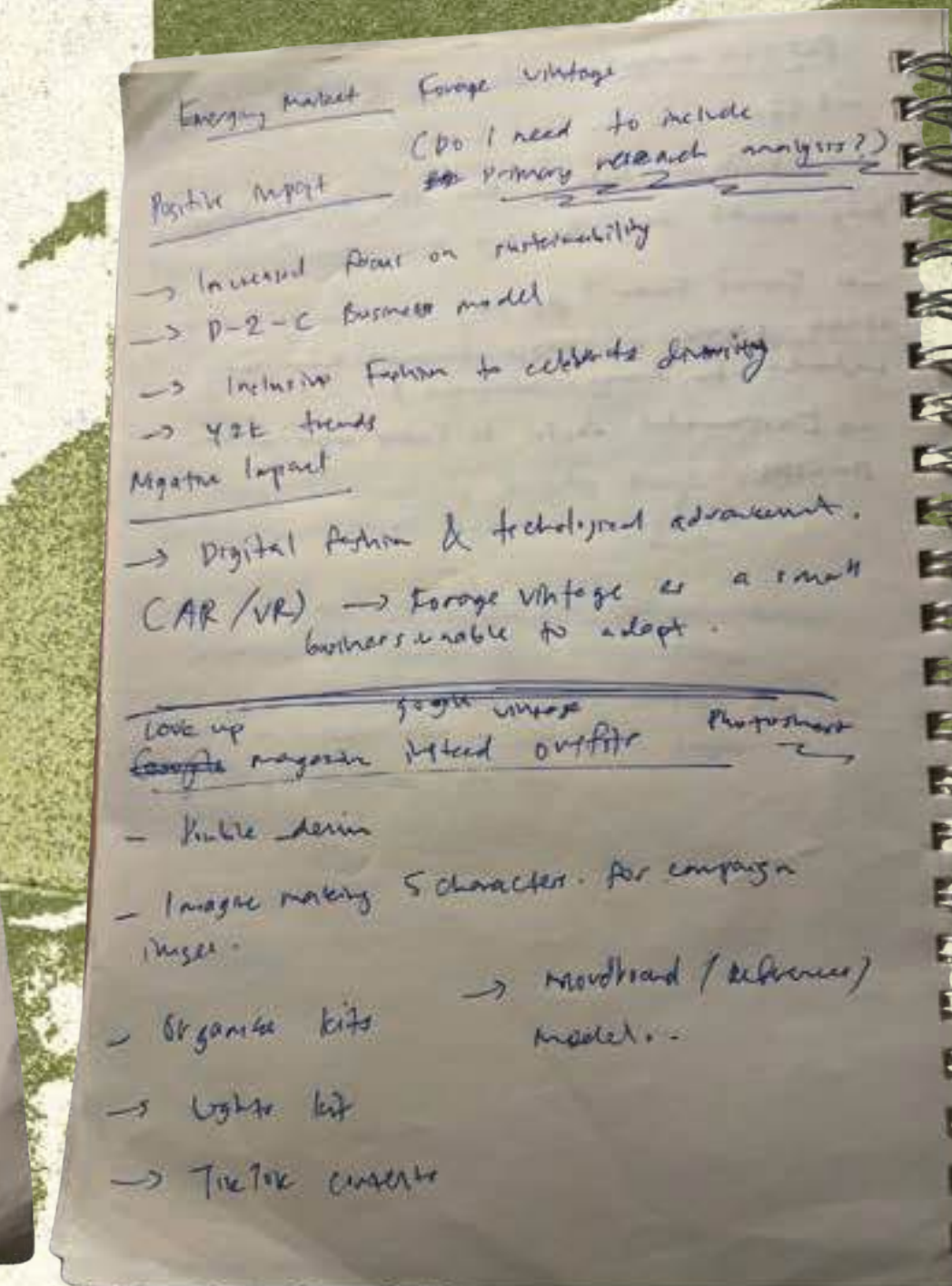
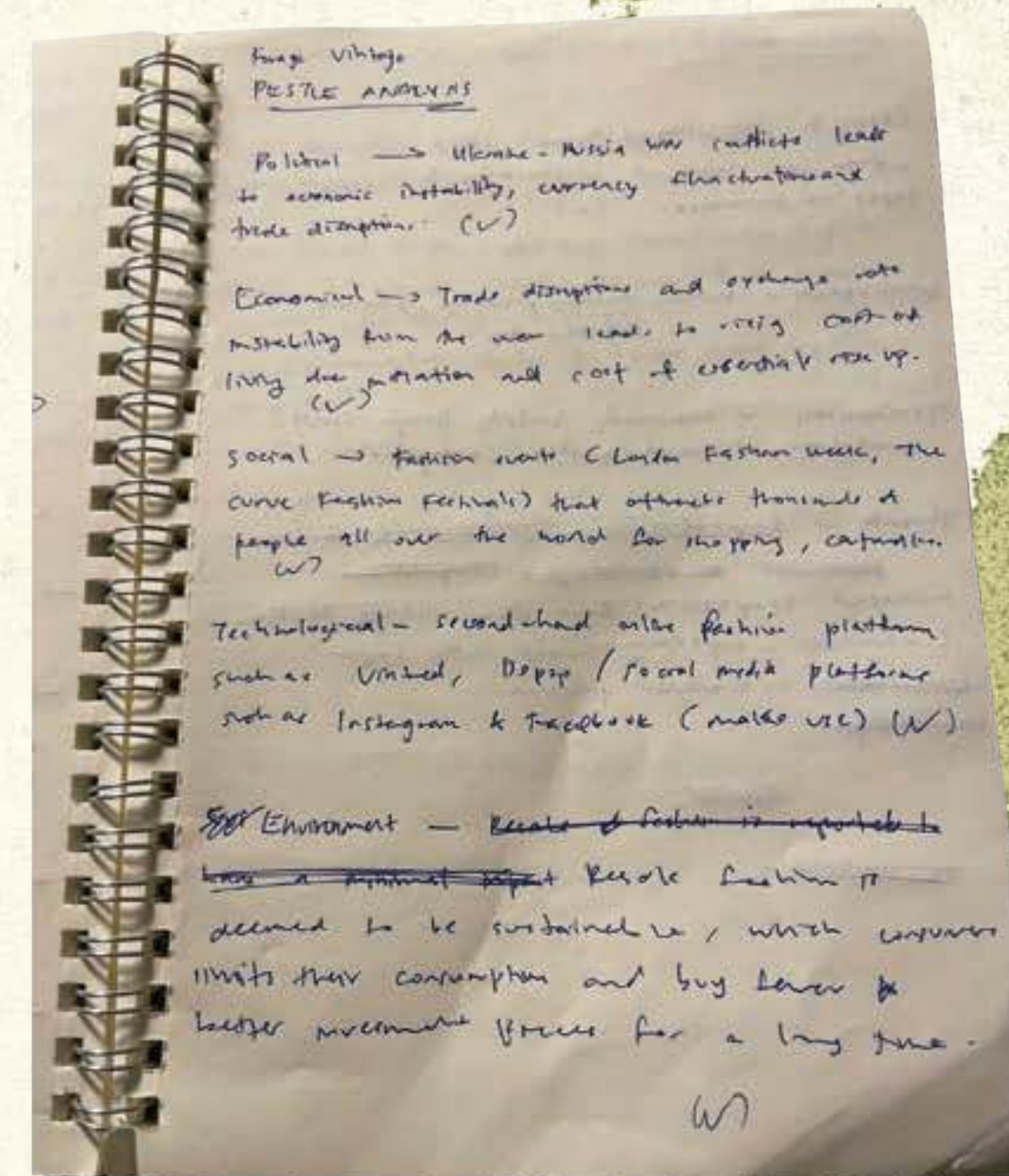


YOUTH CULTURE MOODBOARD BY ZAFRAN ZAKARIA

Our intention as a creative agency was to strengthen Forage Vintage's brand presence, with a particular focus on engaging younger audiences — especially college and university students across Sheffield. Recognising Forage's core values of sustainability, individuality, and carefully curated vintage fashion, we aimed to craft a visual narrative that not only reflected the brand's ethos but also resonated with the aesthetics and interests of a new generation of conscious consumers. By aligning the brand with youth culture and tapping into the nostalgic yet trend-driven appeal of vintage fashion, our goal was to elevate Forage's visibility and relevance within a competitive retail landscape.

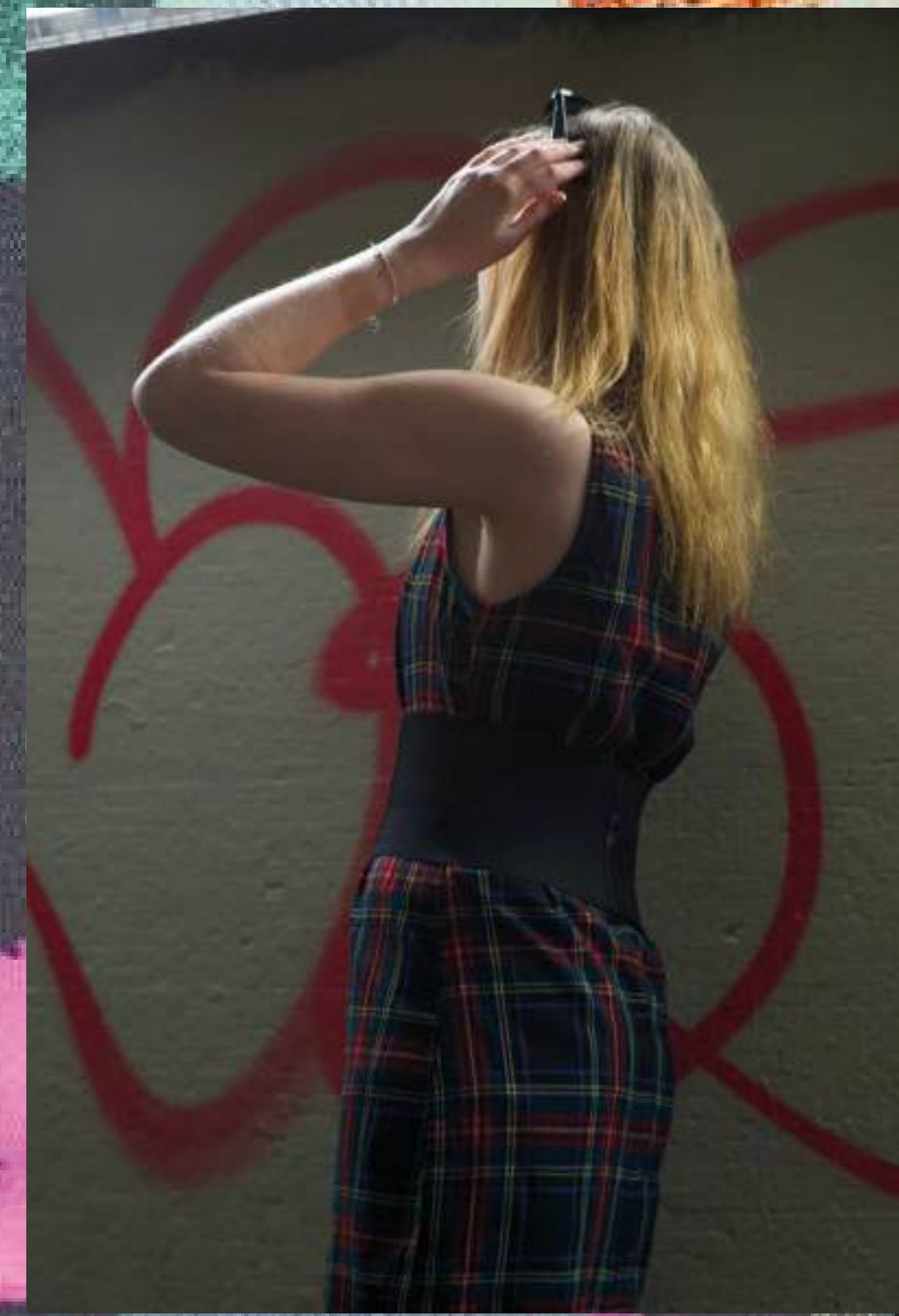
YOUTH CULTURE INSPIRATION. PROCESS. REALISATION.

During the process of creating a creative platforms, underscored the importance of consultancy package for Forage Vintage, we modernizing Forage's online presence, while conducted a SWOT and PESTLE analysis to assess legal and environmental factors aligned their brand positioning and market potential. Our SWOT analysis highlighted their strengths, these insights, we developed a cohesive and well-rounded branding strategy aimed at vintage pieces and a strong local presence, helping Forage Vintage resonate more deeply while identifying weaknesses such as limited with its audience. This included a youth-brand awareness among students and reliance focused social media campaign tailored to on Depop's profit-reducing fees. Opportunities platforms like Instagram and TikTok, a dedicated website to strengthen their online presence, campaigns, and in-person events, while threats and a series of fashion shoots inspired by like competition and the cost-of-living crisis British '90s youth culture — drawing on influenced our strategic approach. The PESTLE nostalgic visuals and styling that align with analysis provided further insights, emphasizing the brand's identity. Altogether, the strategy was designed to help Forage Vintage connect the impact of sustainability policies, economic more meaningfully with its target audience challenges, and shifting social trends like while also strengthening its visibility and the rise of thrift culture. Technological position within the vintage fashion market. advancements, including AI-driven resale



YOUTH CULTURE INSPIRATION. PROCESS. REALISATION.

We conducted a test shoot to try-out the visual direction we had in mind, rooted in the theme of British 90s youth culture. Our goal was to explore how styling, location, and photography could come together to represent the raw, rebellious, and expressive energy associated with youth. We began by visiting the Forage Vintage store, where we curated a small selection of clothing that matched the aesthetic we envisioned—think oversized denim, bold patterns, and retro sportswear, all of which nodded to nostalgic subcultures while still feeling wearable today. The shoot took place around Arundel Gate Car Park in Sheffield—a location chosen for its gritty, concrete setting and urban textures that added authenticity to our concept. It provided the perfect contrast to the soft vintage styling and helped us communicate the clash of eras that defines youth identity. With our team members Hannah and Katie present, we collaborated on styling, direction, and photography, treating the shoot as a space to experiment and creatively explore the vibe we wanted Forage Vintage to channel through their branding. This test shoot was crucial not just for gathering imagery, but for helping us define the tone and energy of our overall campaign. It gave us insight into how we could build a stronger narrative for the brand while engaging a younger, fashion-conscious audience through authentic and visually compelling content.



STYLING: HANNAH ROWBOTHAM & KATIE HOLMES
PHOTOGRAPHY & ART DIRECTION: ZAFRAN ZAKARIA



YOUTH CULTURE
INSPIRATION.
PROCESS.
REALISATION.



STYLING & ASSISTANT: ELLA COLLINS & KATIE HOLMES
PHOTOGRAPHY & ART DIRECTION: ZAFRAN ZAHARA



YOUTH CULTURE REDEFINES
THE PAST – VINTAGE IS ABOUT
MAKING HISTORY FEEL FRESH
AND NEW....

We conducted the final photoshoot with two volunteers from the Hallam Pole Society, a male and female model who were eager to participate. Ella took the lead on styling, with Katie assisting her, while I was behind the camera as the photographer.

The photoshoot went smoothly and took place around the Sheffield town area, primarily near the Castlegate Graffiti walls. We also aimed to capture the essence of England's architectural landscape, which was a key element of our concept.

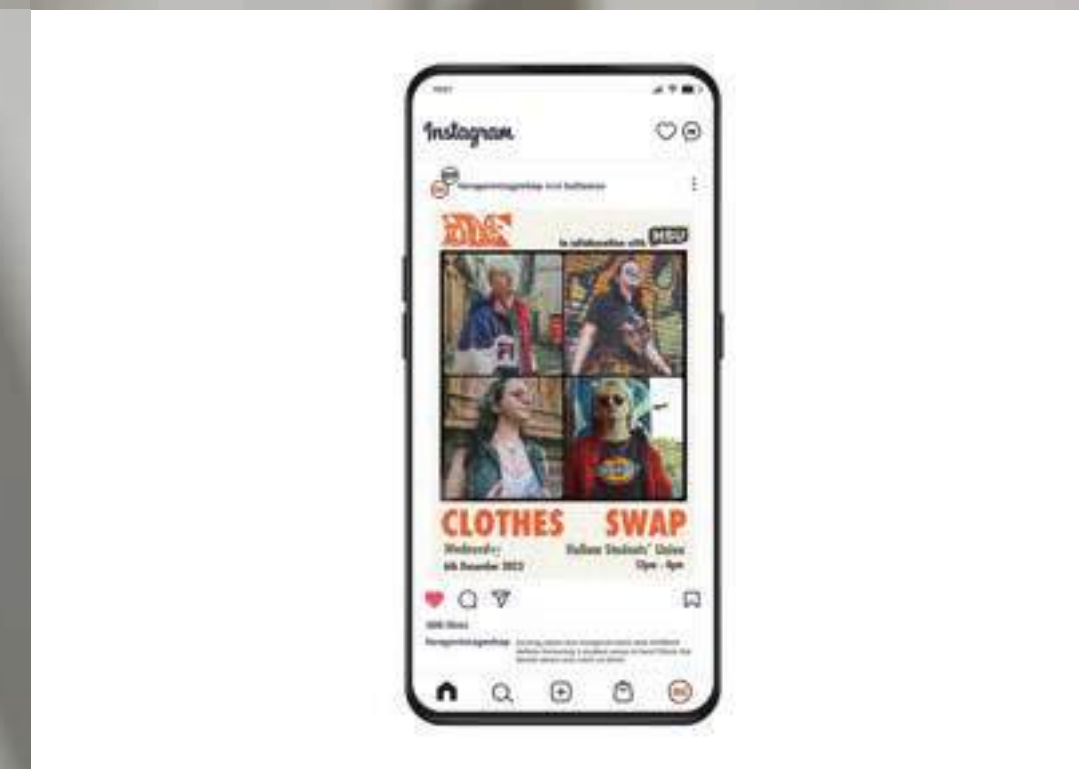


YOUTH CULTURE INSPIRATION. PROCESS. REALISATION.

After gathering enough content, we moved on to the visual mock-ups, repurposing the designs into various formats to expand the campaign's reach. These included posters, merchandise such as tote bags and stickers, and social media posts. We also mocked up a collaborative post with the Hallam Student Union to be shared on Instagram, allowing us to connect with a wider student audience and extend the campaign's presence across both physical and digital spaces. The purpose was to reimagine and elevate the brand's visibility through our creative agency's rebranding strategy, using visual mock-ups and merchandise to communicate a refreshed, youth-driven identity.



FORAGE VINTAGE REBRANDED LOGO



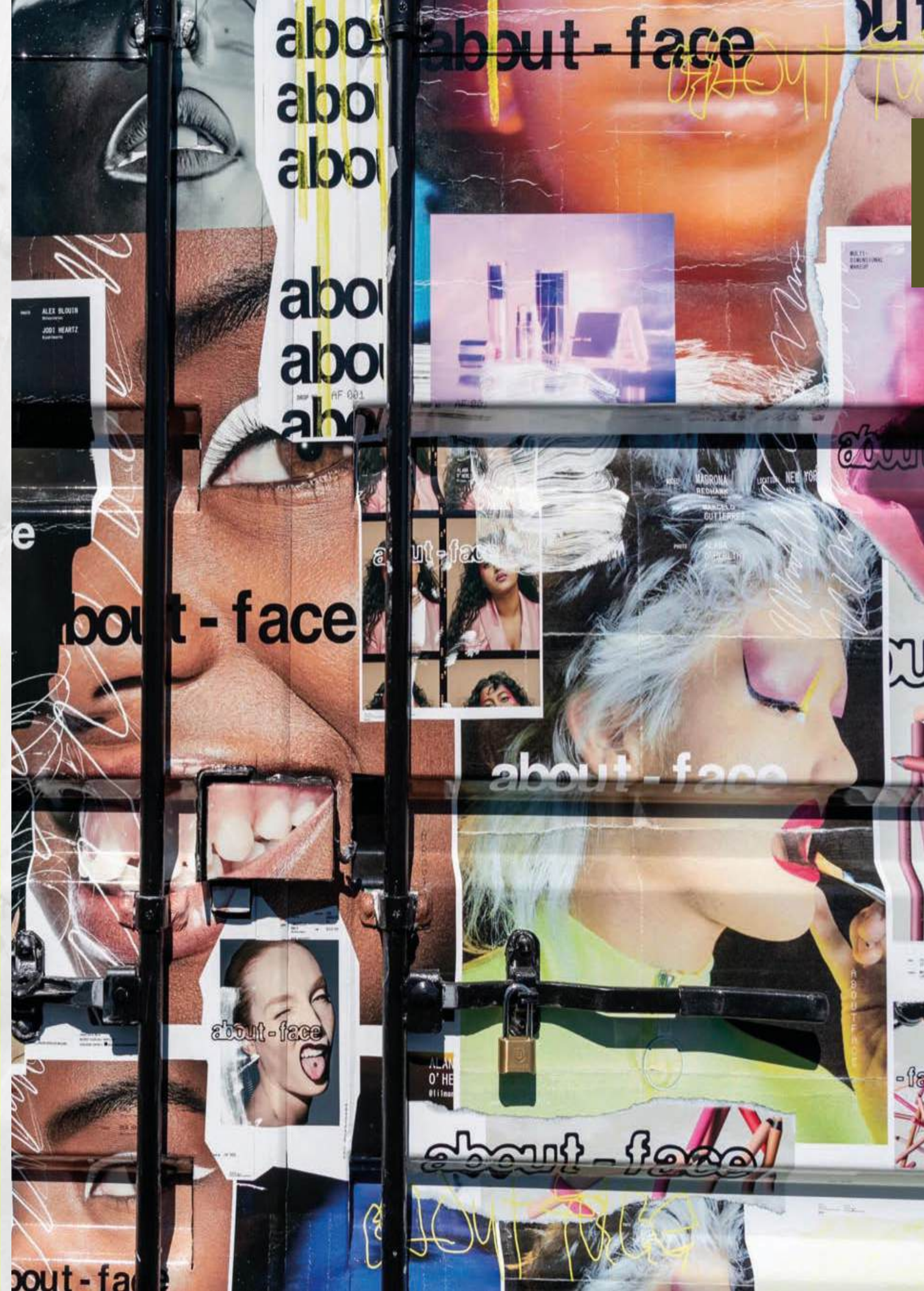
AF-BINARY INSPIRATION. PROCESS. REALISATION.

AF-BINARY

AF-Binary is a conceptual brand proposal created in response to the Beyond Binary Spring/Summer 2024 micro-trend. This trend focuses on celebrating the fluidity of identity, the power of self-expression, and the importance of inclusivity within fashion and beauty. Drawing influence from the theatrical nature of New Romanticism and the experimental approach of Maison Margiela, Beyond Binary challenges the expectations of traditional gender norms and reimagines what beauty can be today. In collaboration with About-Face Beauty, a brand that champions individuality and inclusivity, AF-Binary brings this trend to life through a campaign that merges digital technology with bold creative expression.

Using Instagram Augmented Reality (AR) filters, the proposal highlights About-Face's Matte Fluid Eye Paint collection in a way that invites playful experimentation and encourages people to explore their identities in a more open, expressive way. The AR filters act as an entry point into a virtual space where users can try on makeup, reimagine their appearance, and embrace beauty as a fluid and personal experience. Rather than relying on rigid definitions or polished perfection, AF-Binary embraces imperfection, uniqueness, and creative freedom.

This campaign isn't just about promoting a product. It's about creating a safe space for people to feel seen and understood. The visual direction is loud, raw, and expressive, reflecting the authenticity and energy of Gen Z and younger millennial audiences who are seeking deeper connections with brands that understand them. AF-Binary expands the way we think about beauty, offering an experience that is personal, experimental, and inclusive. It supports the values behind the Beyond Binary trend and encourages a future where beauty isn't defined by one standard, but shaped by the people who wear it.



AF-BINARY INSPIRATION. PROCESS. REALISATION.

Who are you?

QUEER

GENDER.EXE

- ☐ MALE
- ☐ FEMALE
- ☒ FUCK IF I KNOW

PANTONE®
18-2133
Pink Flambé

PANTONE®
17-1755
Paradise Pink

PANTONE®
17-3938
Very Peri

PANTONE®
17-1341
Tawny Orange

Top Hat

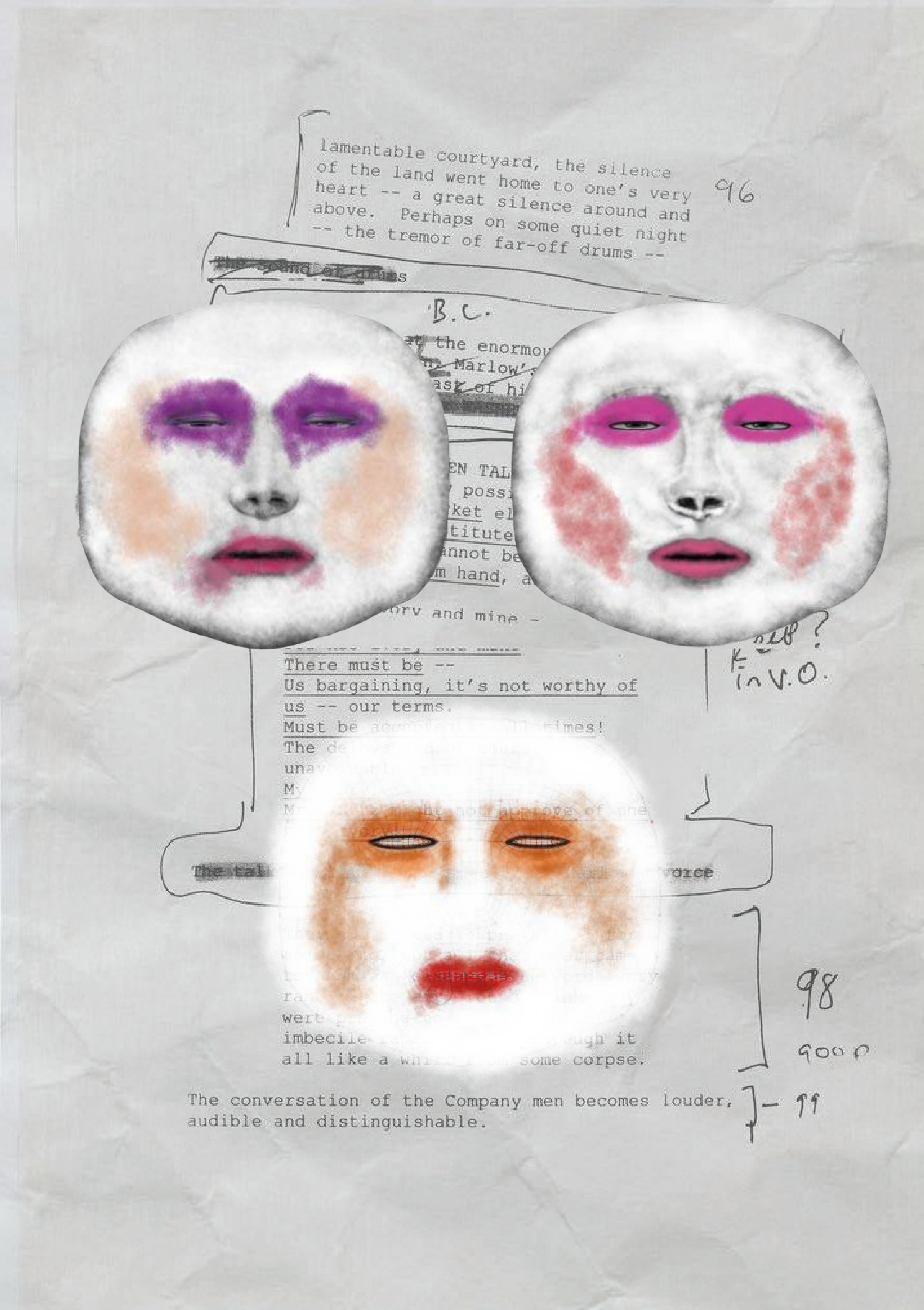
Large Eye

[illegible][illegible]

AF-BINARY INSPIRATION. PROCESS. REALISATION.

To bring the AR filter concept to life, I used Meta Spark Studio alongside custom-designed templates crafted in Photoshop. I began by carefully designing the makeup looks using a variety of Photoshop brushes, paying close attention to the details of each stroke, shade, and texture to ensure the final result aligned with the visual aesthetic of the *Af-Binary* concept. Once the makeup design was finalised, I exported the layered template and prepared it for integration into Meta Spark Studio. This stage involved refining the placement and blending of each element to ensure the filter worked seamlessly on different face shapes and lighting conditions. The process combined both creative design and technical precision, resulting in visually engaging makeup filters that translated the campaign's values into an interactive digital experience.

After uploading the template into Meta Spark Studio, I began the process of fine-tuning the design through subtle adjustments. This included refining elements like opacity, brightness, and placement to ensure the final look matched the intended aesthetic. Meta Spark Studio's flexible interface allowed for precise control, enabling me to carefully polish each detail. This stage was crucial in ensuring that the makeup filters were visually cohesive, well-balanced, and fully aligned with the expressive, gender-fluid concept behind the project.



AF-BINARY INSPIRATION. PROCESS. REALISATION.

I developed a series of custom makeup filters as part of a mock collaboration with About-Face Beauty. These filters were thoroughly tested on Instagram in preparation for a simulated launch. The concept focused on promoting the brand's flagship product, the Matte Fluid Eye Paint. Each filter showcased a bold and expressive eye makeup look, featuring vibrant shades of orange, purple, and pink designed to engage and inspire users. Although the designs maintained a cohesive aesthetic, each filter introduced a unique variation, offering a diverse range of styles to reflect different preferences and encourage playful self-expression.. After launching on Instagram, the filter was given the name *Af-Binary* to align with the campaign's concept and identity.



WHERE SELF EXPRESSION MEETS SIMULATION.

AF-BINARY INSPIRATION. PROCESS. REALISATION.



The *AF-Binary* project was a mock collaboration created for portfolio purposes, imagining a partnership between myself and About-Face Beauty. The concept aimed to explore how AR technology could be used to enhance user creativity and self-expression through interactive digital makeup filters. Three distinctive AR filters were developed to promote the brand's Matte Eye Fluid Paint, each featuring bold eye and lip colour combinations in shades of orange, pink, and purple. These filters were designed with user engagement in mind, allowing for small customizations such as adjusting colour intensity, adding shimmer effects, or switching between lipstick finishes like matte or satin. The interactive nature of the filters encouraged experimentation — users could layer effects from different filters or tweak individual elements to create unique, personalized looks. This playful approach reflected the growing demand for individuality and digital self-expression within the beauty space. While the project wasn't an official brand partnership, the mock launch was visualised through About-Face Beauty's Instagram page to simulate how the campaign could engage audiences and boost product visibility. Through this speculative project, I was able to explore the possibilities of integrating beauty with AR technology, creating a campaign that celebrated identity, creativity, and innovation within the digital beauty landscape.

FC X **YEAH!** INSPIRATION. PROCESS. REALISATION.

As part of a collaborative team project, we were tasked with developing an innovative fashion event in partnership with iconic high street retailer French Connection, scheduled for Tuesday, 19th November 2024. The concept was rooted in the brand's golden era of the 1990s, leading to the creation of "The New 90s Rebellion" — a theme designed to reignite French Connection's charismatic appeal and reinforce its bold identity.

The event, titled **YEAH!**, reimagined French Connection's A/W 24 collection through a nostalgic yet forward-looking lens. Inspired by the brand's cultural relevance in the 90s, the experience combined fashion, music, and branding into a high-energy celebration of style. The event featured an exclusive runway show and a live DJ set delivering the ultimate 90s soundtrack, alongside themed cocktails and curated goodie bags filled with limited-edition items such as **YEAH!** logo keyrings and a bespoke zine showcasing exclusive campaign imagery.

The campaign visuals paid homage to French Connection's 90s legacy, drawing influence from the iconic aesthetics of Calvin Klein and United Colors of Benetton. The use of black-and-white photography, paired with a vintage-inspired colour palette, evoked a sense of nostalgia while maintaining a clean, contemporary edge. The final outcome successfully bridged the brand's rich heritage with a revitalised image fit for today's fashion landscape.



FC X YEAH!
INSPIRATION.
PROCESS.
REALISATION.



MOODBOARD

The original mood board I developed strongly reflected our class theme, "The New 90s Rebellion," as well as our tutor Siobhan's suggestion that 90s editorial imagery was heavily influenced by the idea that "sex sells." I curated references that embodied this spirit, including laundrette settings, Gucci campaigns, Calvin Klein ads, and American Apparel editorials, all of which captured the raw, rebellious energy of the era. However, once we secured Neepsend Social Club as the location for our shoot, I reworked the mood board to better match the venue's aesthetic. The updated version evokes a sense of timeless sophistication and understated elegance, while still being deeply rooted in a 90s sensibility. Settings such as retro wooden panels, leather furniture, and mid-century modern decor create a nostalgic yet contemporary atmosphere, blending the past with the present. It demonstrates how 90s elements can be thoughtfully reimagined for modern audiences, focusing on simplicity, comfort, and subtle sensuality. Importantly, this revised mood board complements the overall aesthetic and atmosphere of Neepsend Social Club, tying the concept together cohesively and strengthening the visual direction of our campaign.



FC X **YEAH!** INSPIRATION. PROCESS. REALISATION.

We held our campaign shoot on 29th October, with the assistance of Fraser Haverhand. As the models arrived at the venue, we began setting up the lighting and preparing the space to match the mood we had envisioned. Before the shoot, we arranged the running order with Fraser and presented him with our mood board to clearly communicate the creative direction and overall aesthetic we aimed to achieve.

To ensure my mood board aligned with the environment at Neepsend Social Club, I incorporated elements like blue chairs, wide crops to three-quarters, furniture setups, dynamic seated poses, and tight close-ups. These details helped blend the venue's retro charm with our 90s-inspired concept, creating a nostalgic yet modern atmosphere.

Throughout the shoot, I was actively involved in overseeing the compositions and making small styling adjustments to maintain visual consistency. After the shoot, I produced and edited the final images, enhancing their visual appeal through colour grading and retouching. The final outcome reflects the spirit of "The New 90s Rebellion", balancing a sense of boldness, intimacy, and timeless style true to our campaign's vision.



PHOTOGRAPHY & ART DIRECTION: ZAFRAN ZAKARIA

FC X YEAH!
INSPIRATION.
PROCESS.
REALISATION.

The Image Makers team conducted our final campaign shoot at the FMC Studio, transforming the space into our photography setting. We worked with the same models from our Neepsend shoot, along with a few additional models we had selected. Initially, we had planned to use the university's photography studio for our Calvin Klein-inspired shoot, but the space was too small to accommodate the number of models and photographers on set. Although we managed to capture a few shots there, they did not meet our expectations. As a result, we moved the shoot to the FMC Studio, using its clean white walls to better align with the stripped-back, minimalist aesthetic we wanted to achieve.



PHOTOGRAPHY & ART DIRECTION: ZAFRAN ZAKARIA

FC X YEAH! INSPIRATION. PROCESS. REALISATION.



The **YEAH!** event was officially held on 19th November 2024 at 6 PM at Kommune, Sheffield. We anticipated approximately 200 guests for the event.

Set-ups took place both the day before and on the morning of the event to ensure everything was completed correctly and smoothly. Careful attention was given to the overall presentation to make sure the venue reflected the energy and theme of our campaign. As part of the Image Making team, we prepared a set of 30 printed images from our campaign photoshoot. These prints were thoughtfully distributed throughout both the runway room and the communal area to enhance the overall mood and visual aesthetics of the event.

Some of the standout pieces included life-size individual cut-outs and a large-format window print, which served as key visual highlights and points of interest for the guests, adding an immersive, gallery-like feel to the experience.

In addition to helping set up the visuals, I was responsible for capturing event footage throughout the evening. Using my personal camera and a speedlight flash, I documented key moments from the communal area as guests arrived and mingled, capturing the atmosphere and candid interactions that brought the event to life.



CANCEL ME, NOT! INSPIRATION. PROCESS. REALISATION.

Cancel Me, Not! — A visual and critical exploration of cancel culture in fashion.

This project combines research, creative direction, and visual storytelling to examine the influence of cancel culture on the fashion industry. Through a curated mix of graphic design, reworked imagery, Instagram campaign content, and critical analysis, this project explores how fashion brands respond to public backlash and the strategies they use to rebuild consumer trust. The work focuses on visual storytelling as a tool for navigating reputation recovery, highlighting the power of physical and digital media in shaping public perception.

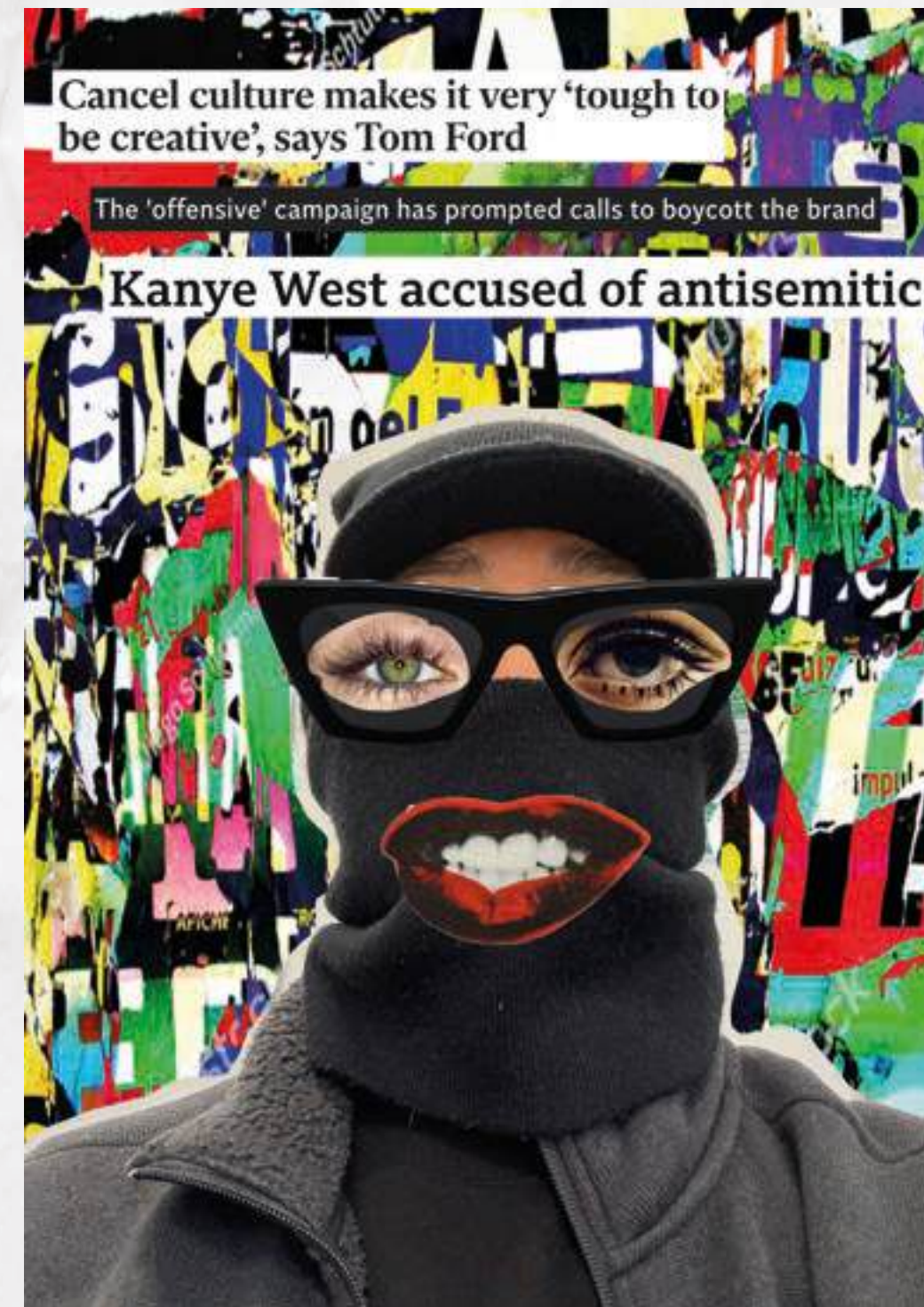
Focusing on redemption narratives, the project investigates how brands use imagery, messaging, and media relationships to reshape their identities after controversy. It also questions the authenticity of these efforts, asking whether true accountability is achieved or if it is often overshadowed by image management.

Drawing inspiration from real-world case studies and media analysis, Cancel Me, Not! presents a visual journey through the complexities of reputation, power, and consumer expectation in contemporary fashion. It reflects on how public perception is shaped, challenged, and sometimes manipulated — and considers what it means for the future of brand loyalty in an era of instant judgment.

CANCEL ME, NOT!



CANCEL ME, NOT! INSPIRATION. PROCESS. REALISATION.

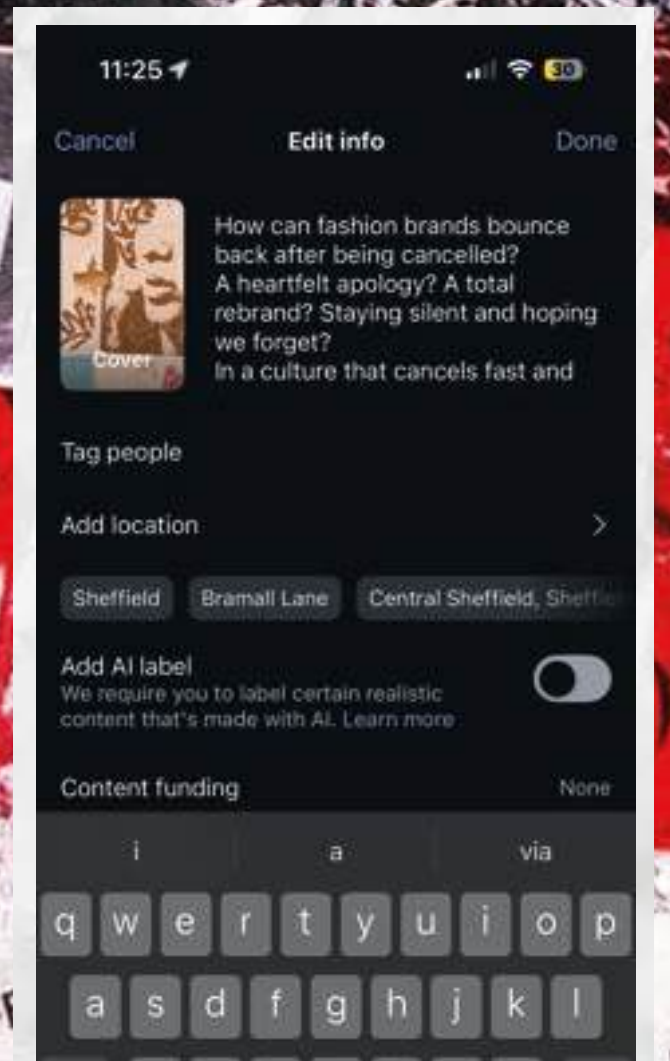


This project draws inspiration from collage culture, protest visuals, and satirical media art—particularly styles that deconstruct beauty ideals, fashion advertising, and public personas. Visually, I was influenced by DIY zine aesthetics, torn poster walls, and graphic layering often seen in street art and guerrilla campaigns. The fragmented faces and distorted typography reflect the chaos and complexity of cancel culture, where identities are pulled apart and narratives are reassembled by the media and public discourse. Key references include vintage fashion editorial cut-ups, bold protest slogans, and internet meme culture, all used to question how image, power, and accountability intersect in today's fashion landscape.

CANCEL ME, NOT! INSPIRATION. PROCESS. REALISATION.

Knowing that my final outcomes would be an A5-sized zine and a complementary Instagram campaign, I began immersing myself in visual research. I explored Pinterest and Behance for inspiration, focusing on references that reflected the raw, unfiltered aesthetic I had in mind. I was especially drawn to visuals that felt rough around the edges—grainy textures, uneven typography, torn paper, and deliberate imperfections that gave a sense of urgency and emotional depth. I wanted the zine to feel like something pulled from the streets, layered with noise, grit, and tension.

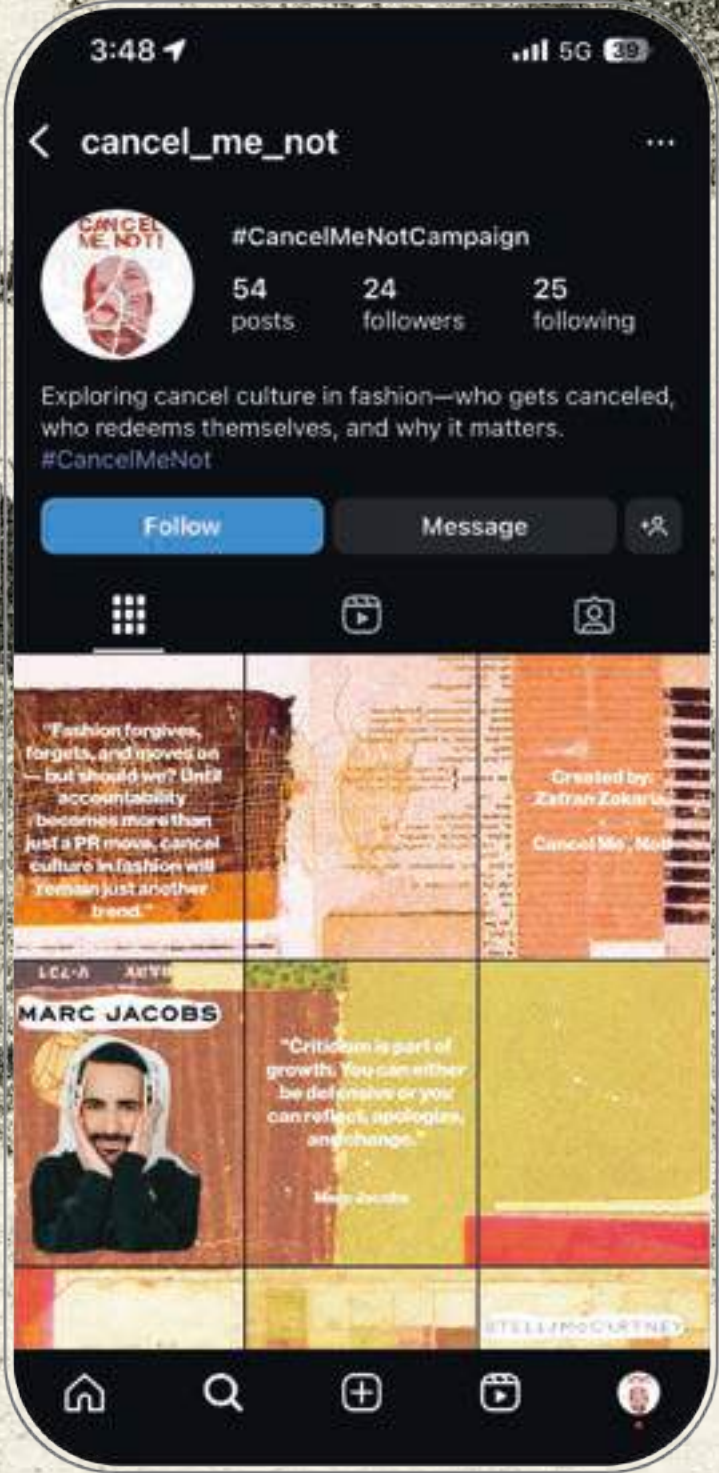
Alongside the visual development, I conducted street interviews with members of the public, asking for their perspectives on cancel culture and accountability. I also sat down for virtual interviews on Zoom with peers from the fashion industry, whose insights added depth and relevance from within the field. These conversations became a core part of the project, shaping the narrative direction. I integrated excerpts into the zine and reworked one of the peer interviews into a stylised branding-style video, edited with overlays and grainy transitions to match the visual language of the project.



CANCEL ME, NOT! INSPIRATION. PROCESS. REALISATION.

The final outcome of Cancel Me, Not! is an A5 zine characterised by a raw, distressed, and deliberately unfinished aesthetic, reflecting the discomfort and complexity at the heart of cancel culture within the fashion industry. Developed as part of a wider exploration into how brands navigate public scrutiny, the zine combines critical research, image-making, and narrative design to unpack how fashion labels respond to backlash and work to rebuild consumer trust. It features interviews with fellow industry professionals, drawing on real insights to examine the strategies behind reputation recovery and the fine line between accountability and image management. A future-facing section looks ahead to how cancel culture may continue to shape the industry's values, communication strategies, and relationships with consumers.

To accompany the zine, an Instagram campaign acts as a digital extension of the project. It includes selected visuals from the publication alongside new content, such as video reels of interviews and street-level commentary. This cross-platform approach emphasises the role of both physical and digital media in shaping narratives, highlighting how public perception is influenced, negotiated, and at times manipulated. Together, the zine and campaign invite reflection on how redemption is performed in fashion, and whether authenticity still holds weight in an era driven by visibility and instant judgment.



zafran zakaria | he/him
fashion communicator.

about me

05 | September | 1998
born in Kuala Lumpur, Malaysia.
residing in Sheffield, GB.

education

Sheffield Hallam
University -
September 2023 to May
2025.
BA Hons Fashion
Management &
Communication.

INTI International College
Subang Jaya -
September 2021 to July
2023.
BA Hons Fashion
Management &
Communication 3+0.

languages

english
malay

technical

indesign
illustrator
photoshop
final cut pro
lightroom
XD design
microsoft Office 365
photography
videography
laser cutting
screen print
digital print

contact

zafranzak98@gmail.com
linkedin.com/in/zafranzakaria
07311166756



employment+ industry

Senior Student Recruitment, Events and
Marketing Ambassador.
Sheffield Hallam University
Part-time work.
February 2024 to present.
– supporting recruitment events
– engaging with prospective students and
families

Zebedee Talent Agency
Fashion Summer Internship.
July 2024.
– managing and updating talent profiles
– assisting the in-house photographer
– designing marketing materials

French Connection X YEAH!
Undergraduate Project.
November 2024.
Fashion Showcase.
– photography & art direction
– event planning
– pr & marketing

FMC X USP.
Undergraduate Project.
April 2024.
Trend Package.
– trend book
– concept film
– brand proposal

FMC X Forage Vintage.
Undergraduate pProject.
December 2023.
Marketing Package.
– look book
– marketing strategy
– branding strategy

skillset+abilities

researching
development
realising
brand auditing
creative writing
trend prediction
fashion commentary
project leading
graphic design
editorial content
videographer
photographer
public relations
social media
styling
art direction
brand analyst
choreography
hospitality
window display/visual
merchandising
marketing lead
event strategist
curation
show production
promotions
project management.

seminars+ exposure

Loverboy
SHOWstudio
Jaywing
Vicky Grout
i-D
The Face exhibition
Leanne Cloudsdale
The September
Issues
French Connection
Graduate Fashion
Week
Dazed & Confused
Cristopher Shannon
USP Trend
Phoebe English
Kemmler Kemmler
Wonderland
Matty Bovan
Gucci

referee

Paul Luke
course leader
BA Hons Fashion
Management &
Communication
p.luke@shu.ac.uk

**“Zafran is a motivated,
dependable and a
dedicated person, who
is ready to achieve his
goals.” – Louise Yee,
Head of Program,
Fashion Management &
Communication
INTI International
College Subang**

APPEARANCES
BEHAVIOURS

POLITE + FAKE

EMPTY + ~~EMPTY~~ ^{EASY} WORDS

PEOPLE ~~FOR~~ POLISHED ACTIONS

FULL OF BULLSHIT
IN THE NET

YOU

~~EMPTY ACTIONS~~

HOLLOW ACTIONS

FORCED GESTURES. SHIT.

YOU

PEOPLE

CALL

SOCIETY.

OR HUMANITY.

EXISTENTIAL CRISIS

NO. 5