

'The vocabulary according to Virgil Abloh' A liberal definition of terms and explanation of ideas.

#

3%

The exact ratio needed to twist a normative object into something special.

Α

Accessomorphosis

A portmanteau describing the transformation of an accessory into a garment, effectively evolving its functional form.

After party

A social gathering following a fashion show intended for industry guests but made great by the civilian fans of the brand in guestion.

В

Bags

The ultimate expression of utility. For Spring-Summer 2019, bag designs are derived from the icons of Louis Vuitton and treated with Virgil Abloh's 3% methodology.

Biography

Born in 1980, Virgil Abloh was

raised in Rockford, Illinois. He earned a civil engineering degree from the University of Wisconsin in 2002 and an MA in architecture from the Illinois Institute of Technology in 2006. Abloh served as creative director for Kanye West until launching his first label, Pyrex Vision, in 2012. The year after, he established Off-White. Virgil Abloh joined Louis Vuitton as Men's Artistic Director in March 2018.

C

Collaboration

A creative partnership between people or brands in which Virgil Abloh has often engaged in the past. Likewise linked to the business of Louis Vuitton for over a century, the Spring-Summer 2019 collection features no collaboration.

Collar

A shirt or jacket component indispensable in the codes of formalwear — a sector native to Louis Vuitton and foreign to its designer — its tips are clipped as a mark-making

gesture of irony.
"Virgil Abloh was here."

D

Denim

A workingman's fabric typically elevated in high fashion, this common material relies on its unrefined familiar appeal to trigger the desired emotional connection. Virgil Abloh was raised on 1990s' washed-out Levi's jeans, stiff and vintage-found.

Designer

"I don't call myself a designer, nor do I call myself an image-maker. I don't reject the label of either. I am not trying to put myself on a pedestal, nor am I trying to be more, now. I would like to define the title of Artistic Director for a new and different era." -Virgil Abloh.

Disc Jockey "I like loud music." -Virgil Abloh.

Dorothy

A farm girl from the Midwest transported to Oz, a fairy tale land where she experiences things beyond the reach of her imagination. As an outsider, she soon discovers she was taken to Oz for a reason.

Ε

Exposure

An apparatus recognized by designers in the social media

age of fashion. Can lead to Artistic Director positions at Louis Vuitton.

F

Fandom

A two-way worship between a designer and his clientele, fashion fandom mimics the codependent relationship between performer and supporter, a connection native to music and sports scenes.

G

Gloves

Coverings for the hands employed by Virgil Abloh to accentuate the signature accessories of Louis Vuitton, the colors of gloves are purposely matched to the leather goods with which they are paired.

Graphics

A signature facet in the work of Virgil Abloh, graphic ornamentation no longer takes the form of prints but evolves into artisanal insignia, handembroidered, flocked and off the grid. It is hand-placed individually by Virgil Abloh.

Halo

A circle of light formed around a fashion house and its collections encompassing the complete creative sphere and significance of a designer.

Harnessing

A term denoting a means of safekeeping, and the conversion of a decorative object into useful ornamentation.

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Irony

The philosophy of a new generation. The presence of Virgil Abloh at Louis Vuitton.

J

Jewelry

Objects of decoration often characterized by an all-that-glitters-is-gold understanding of ornamentation, the Spring-Summer 2019 jewelry appears in ceramics or unrarefied metals denoting a contrasting celebration of non-precious materials.

K

Kanye West

A mentor and friend to Virgil Abloh.

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Long-windedness

"A blessing and a curse."
-Virgil Abloh.

Louis Vuitton

Parisian purveyor of leather goods founded in 1854. Defined by its Monogram, the House invented logomania. Its brand value retains unparalleled standing across cultures and classes.

Luxury

A label determined by values, codes and qualities, its use and definition were the privilege of few until a new generation conquered its dominion and shifted the paradigm for good.

M

Margielaism

A term applied to garments or accessories which reflect the normative fashion religion of a reverent generation of young or younger designers to which Virgil Abloh belongs.

Millennial

A term applied to consumers born between the late 1980s and 1990s, often linked to markets associated with Virgil Abloh, a non-millennial designer with millennial sensibilities.

Model

A person identified by the anatomical, racial and cosmetic features of his appearance.

Or, by his artistry, individuality and personality.

Motto

"Good style is always off-putting." -Virgil Abloh.

Ν

Normcore

The irony of a generation raised on extravagance, and the make-do and mend sensibility of those with access to it.

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Off-White

A greige gradient of white, which alters a component familiar to all. It serves as a blank canvas for perception and interpretation.

Oz

A fantasy land visited by country girl Dorothy in the 1939 film The Wizard of Oz. Upon arrival after a cyclone transports her there, she tells her dog, "Toto, I've a feeling we're not in Kansas anymore."

Ρ

Palette

Black, white, off-white, and taupe. Ruby shoe red, brick road yellow, tin man metallic, garland green, and rainbow.

Poppy

A ruby red flower, whose exceptionally fragile structure is contrasted by its psychedelic, narcotic properties and hallucinogenic powers.

Production

A metaphor for finding drama in subtlety, the Spring-Summer 2019 audience of three-thousand people is formed by the fashion industry and specially invited students. It creates an atmosphere representative of the dual demographic which will be wearing the collection at hand. Set in the gardens framed by the galleries of the Palais-Royal,

sand is rendered like a rainbow while selected guests wear corresponding t-shirts, effectively activating the show through attendance.

Psychedelia

Originally a term for art created through means of intoxication, it describes an innocent sense of elation observed in trippy color formations and kaleidoscopic motifs.

R

Rainbow

A kaleidoscopic palette evolving from off-white to polychromatic, synchronously forming a holographic archway known to represent dreams. A motif in The Wizard of Oz, which provides construct to the Spring-Summer 2019 collection.

Rationale

The underlying method of the Spring-Summer 2019 collection, looks are generally designed and styled employing the construction of a top layer, a bottom layer, a mid-layer and an outer layer.

Rockford

The Illinois town in which Virgil Abloh grew up, where Midwestern practicality and utilitarian workwear defined the popular dress sense, effectively creating an unintentional take on anti-fashion.

S

Shoes

The wardrobe component most immediately indicative of an era or movement, each shoe design finds its origins in a sports or vintage culture, from 1960s' Chelsea boots to the golden era of 1980s' basketball trainers.

Silhouette

"Revert against stiff and formal. Look as comfortable as you feel." -Virgil Abloh.

Sock

An unsung everyday necessity first covered in rhinestones by Michael Jackson in 1983, inspiring a generation of kids to elevate normality. As a child, Virgil Abloh became an early appropriator of the glitter sock.

Soundtrack

An inherent musical juxtaposition staged between a psychedelic jazz intro by BADBADNOTGOOD, which crescendos into I Thought About Killing You by Kanye West.

Staple

A twisted piece of metal that holds two elements together. A term for the essential garments and accessories in a wardrobe.

Streetwear

A predictable clothing genre in a renegade designer's debut collection as part of the fashion establishment, but one whose sportswear properties are undergoing a critical transformation into luxury.

Styling

Once simply the addendum to a designer's collection, it now serves as a contemporary fashion tool offered by a designer to the public as an initiation of ideas and ultimate self-expression.

Sunglasses

An accessory that gives the impression of a complete look in an instance. For Spring-Summer 2019 sunglasses reference eyewear from the Al Capone era of Chicago — Virgil Abloh's former stomping grounds — and riff on the 2005 Louis Vuitton collaboration between Pharrell Williams and Nigo.

Sweats

"Fashion can either ignore what's happening in the real world, or partake in it."
-Virgil Abloh.

Т

Tailoring

The paradoxical uniform of the business man, its suitcaseafflicted creases have become engrained in the anatomy of the blazer, forever folded for travel.

Taupe

Virgil Abloh's favorite color since 1980.

Tie-dye

A homespun take on psychedelia, its trippy effects is often used to illustrate a state of euphoria. The DIY dying technique will hold nostalgic value to those educated at the University of Wisconsin, the foremost hippie college of all time.

Timepieces

Functional fusions between jewelry and clocks that effectively create a process of accessomorphosis, timepieces have been turned into true accessories through the employment of ceramic links in double-wrap configurations.

Tribal

A wealth of motifs identifying a designer's most original origins and generational pride, they serve as the earliest memory of a boy raised by a Ghanaian tailor mother and her traditional West African garb.

U

Utility

Once the luxury of workwear, utilitarian elements now provide fashion with equal parts functionality and pleonasm. It is the usefulness of a multipocket gilet, and the irony of wallet situated at the ankle.

Z

"If you've made it this far, thank you for your time."
-Virgil.

6 - 'The Vocabulary according to Virgil Abloh'



"We Are The World"

Map key

^{• =} Model's place of birth

⁼ Model's mother place of birth= Model's father place of birth

"We Are The World"

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"We Are The World"

Map key

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⁼ Model's mother place of birth= Model's father place of birth

Look 1, Lash

- White wool mohair doublebreasted suit jacket
- White wool mohair two-pleat pants
- White crocodilian leather cut-out bib with pencil case pocket
- White poplin classic shirt
- Mismatched white enamel cufflinks
- White ceramic LV initials
 Cuir Taurillon leather belt
- White crocodilian leather Keepall bag
- White suede vintage LV Runner sneakers with tonal gaiters

Look 2, Omari

- White oversized drawstring silk shirt
- White technical wool canvas two-pleat pants
- Mismatched white enamel cufflinks
- Rock crystal mini-hoop earring
- White Cuir Taurillon leather
 Petite Malle trunk
- White suede vintage LV Runner sneakers

Look 3, Vetle

White neoprene velvet
 Monogram jacquard track top

- White neoprene velvet
 Monogram jacquard track pants
- White and black friendship bracelet with scarecrow charm
- White Cuir Taurillon leather Polochon bag
- White suede vintage LV Runner sneakers with tonal gaiter

Look 4, Bakar

- White technical cotton
 Monogram debossed doublebreasted suit jacket
- White technical cotton Monogram debossed cigarette pants
- White silk crepe classic shirt
- Mismatched white enamel cufflinks
- White crocodilian leather thigh bag
- White LV Formal derbies with fluorescent yellow laces

Look 5, Kassim

- Transparent technical jacquard Monogram organza army parka
- White technical denim staple flared jeans
- White cotton jersey tee-shirt
- Ceramic white curved chain necklace
- Ceramic white square chain necklace

- Black and white leather friendship bracelet
- Black and white leather friendship bracelet with Wizard of Oz LV charm
- White Cuir Taurillon leather belt
- White suede and leather
 LV Creeper ankle boots

Look 6, Steve

- White LV prism jacquard tee-shirt
- White garment-washed cotton cargo pants
- Ceramic white curved chain necklace
- Ceramic white square chain necklace
- Black and white friendship leather bracelet
- Black and white friendship with Wizard of Oz LV charm
- White vintage LV Runner sneakers with tonal gaiter

Look 7, Octavian

- White cashmere Melton oversized army parka
- White knitted cotton tee-shirt
- White wool mohair belted pants
- Ceramic white curved chain necklace
- Ceramic white square chain necklace
- White crocodilian leather cross-body harness
- White suede vintage LV Runner sneakers

Look 8, Nast

- Natural white mink fur jacket
- White wool mohair belted pants
- White cotton jersey insideout sleeveless tee-shirt
- Ceramic white curved chain necklace
- Ceramic white square chain necklace
- White Cuir Taurillon leather Christopher backpack
- White suede and leather
 LV Creeper ankle boots

Look 9, Moriaby

- White lightweight leather over-shirt with a belted collar
- White python running shorts
- 2 Rock crystal stacking rings
- Rock crystal stud earring
- White Cuir Taurillon leather Sirius bag
- White suede vintage LV Runner sneakers

Look 10, Dev

- White crocodilian leather trench coat
- White garment-washed cotton cargo pants
- White inside-out jersey tee-shirt
- White ceramic curved chain necklace
- White ceramic square chain necklace
- Rock crystal mini-hoop earring
- Rock crystal stud earring
- White suede vintage LV Runner sneakers

Look 11, Rolinho

- White technical cotton belted shirt with archive pockets
- White broken twill cotton one-pleat pants
- White Cuir Taurillon leather
 Sac Plat bag
- White leather and suede
 LV Creeper ankle boots

Look 12, Idris Marcus

- White cut-away wool twill jacket
- White flared wool twill pants
- White jersey tee-shirt
- 2 Rock crystal stacking rings
- White Cuir Taurillon leather mini Polochon bag
- White suede vintage LV Runner sneakers

Look 13, Ottawa

- White quilted knit cycling top
- White technical wool twill three-pleat pants
- White elasticated LV belt
- White leather and suede
 LV Creeper ankle boots

Look 14, Jesajah

- White crocodilian leather asymmetrical bib with zipped pocket
- White virgin wool canvas cutaway jacket
- White virgin wool canvas cigarette pants
- White silk canvas classic shirt
- Mismatched white enamel

cufflinks

- White Cuir Taurillon leather Steamer bag
- White LV Formal derbies with fluorescent yellow laces

Look 15, Daniel

- White wool mohair asymmetrical suit jacket
- White wool mohair belted pants
- White cotton jersey tee-shirt
- White Cuir Taurillon leather Keepall bag
- Blue LV Skate sneaker boots

Look 16, Theophilus

- Rain poncho in white technical cotton
- White technical cotton oversized cargo pants
- White jersey tee-shirt
- White 1.1 Millionaire sunglasses
- Tambour Horizon watch with double-tour white ceramic bracelet
- Black and white leather friendship bracelet
- Black and white leather friendship bracelet with Dorothy charm
- White suede LV Runner sneakers with tonal gaiters

Look 17, Lucien Clarke

- White embossed Monogram leather vest with archive pockets
- White technical cotton oversized cargo pants
- White cotton inside-out

- jersey long sleeve tee-shirt
- Ceramic white curved chain necklace
- Ceramic white square chain necklace
- Red technical knit gloves
- Red leather LV Skate sneaker boots

Look 18, Luis

- Camel technical wool pressedcrease double breasted coat
- Camel technical wool pressedcrease pants
- White technical knit gloves
- White Cuir Taurillon leather Camera bag
- Red leather LV Skate sneaker boots

Look 19, Daanisj

- Camel wool twill singlebreasted tailored jacket
- Fluorescent yellow quilted knit breast-plate top
- Camel wool twill two-pleat pants
- Cream silk crepe oversized grandad shirt
- Yellow technical knit gloves
- White suede vintage LV Skate sneakers

Look 20, Mustafa

- Camel double-face cashmere hoodie
- Camel technical wool pressedcrease pants
- White technical knit gloves
- White crocodilian leather harness pouch

Red leather LV Skate sneaker boots

Look 21, Montell

- Desert sage technical twill wool pressed-crease double breasted jacket
- Desert sage wool canvas twopleat pants
- Desert sage knitted tee-shirt
- Jade mini-hoop earring
- Jade stud earring
- White ceramic LV initials
 Cuir Taurillon leather belt
- White suede and leather
 LV Creeper ankle boots

Look 22, Hang

- Desert sage cotton quilted knit vest
- Desert sage technical poplin archive pocket shirt
- Desert sage technical wool canvas cigarette pants
- Rock crystal stud earring
- White suede vintage LV Runner sneakers

Look 23, Cudi

- Desert sage leather trenchcoat
- Desert sage pressed-crease cotton twill hoodie
- Desert sage knitted tee-shirt
- Desert sage broken twill cotton one-pleat pants
- Jade mini-hoop earring
- Green LV Skate sneakers

Look 24, Ismael

- Desert sage quilted knit jacket
- Desert sage technical wool three-pleat pants
- Desert sage and white tie-dye mink fur scarf
- Green LV Skate sneakers

Look 25, Xu B.

- Desert sage technical cotton puffer
- Desert sage silk crepe classic shirt
- Desert sage technical wool two-pleat pants
- Mismatched white enamel cufflinks
- Jade mini-hoop earring
- Jade stud earring
- Green technical knit gloves
- Green LV Skate sneakers

Look 26, Mamadou

- Desert sage and white tie-dye leather tee-shirt
- Desert sage and white tie-dye two-pleat pants
- Desert sage and white tie-dye mink fur chest bag
- White Cuir Taurillon leather
 LV Circle belt
- Desert sage and white tie-dye mink fur Christopher backpack
- Green LV Skate sneakers

Look 27, Mathieu

- Desert sage and white tie-dye jacquard mohair jumper
- Desert sage and white tie-dye two-pleat leather pants

- 2 jade stacking rings
- Desert sage and white tie-dye mink fur Keepall bag
- White suede vintage LV Skate sneakers

Look 28, Benoît

- Multicolor tie-dye jacquard hooded-smock with Louis Vuitton and Wizard of Oz commemorative patches
- Blazing yellow broken twill cotton one-pleat pants
- Monogram iridescent Keepall bag with rainbow gradient chain
- Blue LV Skate sneaker boots

Look 29, Sannicks

- Multicolor tie-dye printed silk organza oversized shirt
- Purple compact cotton belted running shorts
- Fluorescent yellow technical knit gloves
- Black LV Skate sneaker boots

Look 30, Maxime

- Fluorescent yellow quilted knit cycling top
- Multicolor tie-dye jacquard two-pleat pants
- Turquoise mini-hoop earring
- Multicolor leather friendship bracelet
- Black leather friendship bracelet with Dorothy charm
- Blue LV Skate sneaker boots

Look 31, Lucas

- Black and white tie-dye leather hoodie
- Black and white tie-dye leather two-pleat pants
- Red knitted tee-shirt
- Red Cuir Taurillon leather 3 mini trunk belt
- Red LV Skate sneaker boots

Look 32, Kohei

- Black and white tie-dye leather coach jacket
- Black and white tie-dye leather tee-shirt
- Black and white tie-dye leather running shorts
- 2 friendship bracelets with Dorothy charm
- Red Cuir Taurillon leather porta-kite
- Black LV Skate sneaker boots

Look 33, Kristers

- Red satin drawstring overshirt
- Black and white tie-dye leather two-pleat pants
- Mismatched enamel cufflinks
- Red technical knit gloves
- Wavy red Cuir Taurillon leather Keepall bag
- Red LV Skate sneaker boots

Look 34, Blondey

- Red zip-apart technical parka
- Red technical mesh mock-neck crew neck jumper with Louis Vuitton and Wizard of Oz commemorative patches
- Red and white tie-dye leather

- running shorts
- Jade mini-hoop earring
- Red technical knit gloves
- Red crocodilian leather Volga bag
- Red vintage LV Runner sneakers

Look 35, Ilja

- Red technical poplin classic shirt with Keepall bag details
- Red technical wool canvas three-pleat pants
- Mismatched white enamel cufflinks
- White suede and leather
 LV Creeper ankle boots

Look 36, Alton

- Red wool canvas single breasted tailored suit jacket
- Red wool canvas cigarette pants
- Red jersey tee-shirt
- Tanned leather harness white ceramic LV initials belt
- Tanned leather Steamer bag
- Yellow LV Creeper ankle boots

Look 37, Wellington

- Tanned leather trench coat
- Red silk crepe classic shirt
- Red technical wool canvas two-pleat pants
- Red technical knit gloves
- Tanned leather Steamer bag
- Red suede vintage LV Runner sneakers

Look 38, Gilbert

- Fluorescent orange ribbed vest with archive pockets
- Turquoise classic satin shirt
- Turquoise technical cotton cargo pants
- Mismatched black and white cufflinks
- Turquoise stud earring
- 2 turquoise stacking rings
- Black LV Skate sneaker boots

Look 39, Baba

- Fluorescent yellow leather side bib with pocket
- Black wool mohair canvas twopleat pants
- Turquoise technical poplin shirt with archive pocket
- Fluorescent orange technical knit gloves
- Turquoise stud earring
- Black LV Skate sneaker boots

Look 40, Alec

- Blue cashmere Melton oversized army parka
- Fluorescent yellow ribbed vest with archive pockets
- Black canvas classic shirt
- Mismatched enamel cufflinks
- Black wool mohair belted pants
- Blue LV Skate sneaker boots

Look 41, Elvis

- Turquoise leather bib with zipped pocket
- Black technical poplin shirt with archive pocket
- Black technical wool canvas

- cigarette pants
- Fluorescent yellow technical knit gloves
- Turquoise mini-hoop earring
- Turquoise stud earring
- Black headphone Trunk 003
- Black LV Formal derbies with fluorescent yellow laces

Look 42, Vuk

- Green ribbed vest with archive pockets
- Purple cotton pressed-crease classic shirt
- Purple broken twill cotton one-pleat pants
- White technical gloves
- Mismatched white enamel cufflinks
- White Cuir Taurillon leather Steamer bag
- White suede vintage LV Skate sneakers

Look 43, Miles

- Purple cut-out leather bib with zipped pocket
- Purple technical poplin shirt with archive pocket
- Purple cotton shorts with archive pockets
- Green technical knit gloves
- Transparent green Monogram Keepall bag
- Black LV Skate sneaker boots

Look 44, Xu Meen

- Purple Wizard of Oz jacquard crew neck jumper
- Purple wool mohair belted pants
- Yellow technical knitted gloves

- Yellow Cuir Taurillon leather
 Volga clutch
- Black LV Skate sneakers

Look 45, Tuhir

- Black technical wool twill double breasted pressedcrease suit jacket
- Fluorescent orange quilted knit vest
- Black wool canvas cigarette pants
- Black silk classic shirt
- Mismatched black and white enamel cufflinks
- Black Cuir Taurillon leather Keepall bag
- Black LV Formal derbies with fluorescent yellow laces

Look 46, Yifu

- Black garment-washed cotton jumpsuit
- Hawk's eye stud earring
- Multicolor leather friendship bracelet
- Multicolor leather friendship with Tin Man charm
- Black Cuir Taurillon leather
 Steamer bag
- Red suede vintage LV Skate sneakers

Look 47, Jairo

- Indigo denim oversized quilted jacket
- Black wool mohair belted pants
- Black jersey tee-shirt
- Monogram canvas Steamer bag
- Black LV Skate sneaker boots

Look 48, Tiago

- Black wool twill single breasted tailored jacket
- Poppies embroidered bib
- Black silk crepe classic shirt
- Mismatched white enamel cufflinks
- Black wool twill two-pleat pants
- Red technical knit gloves
- Red 1.1 Millionaire sunglasses
- Red heart bag charm with Tambour Horizon watch
- Red transparent Keepall bag
- Black LV Skate sneaker boots

Look 49, Hugh

- Vintage-washed oversized denim shirt
- Vintage-washed flared staple denim jeans
- Tanned suede Keepall bag with white chain
- Blue suede vintage LV Runner sneakers

Look 50, Lucien Smith

- "Dorothy in the poppies" nylon printed hooded-anorak
- "Dorothy in the poppies" printed silk organza classic shirt
- Blue LV initials belt
- Vintage-washed flared staple denim jeans
- Blue suede vintage LV Runner sneakers

Look 51, Eduars

- Poppies neoprene velvet hoodie
- Black technical wool twill pressed-crease pants
- Hawk's eye mini-hoop earring
- Hawk's eye stud earring
- 2 Hawk's eye stacking rings
- Black Cuir Taurillon leather Sirius bag
- Black LV Skate sneaker boots

Look 52, Idris Morin

- Indigo "Dorothy in the poppies" discharge-print oversized shirt
- Indigo "Dorothy in the poppies" discharge-print flared jeans
- Yellow Cuir Taurillon leather water bottle trunk
- Black LV Skate sneakers

Look 53, Gautier

- "Dorothy in the poppies" black and white jacquard double breasted tailored jacket
- "Yellow brick road" black and white jacquard flared pants
- "Yellow brick road" beaded breast-plate top
- "Dorothy in the poppies" black and white jacquard silk oversized shirt
- 2 Hawk's eye stacking rings
- Black LV Skate sneakers

Look 54, Tommy

 Wizard of Oz hand knitted and embroidered crew neck jumper

- Black technical wool canvas three-pleat pants
- Black crocodilian leather triple-pocket bum bag
- Hawk's eye mini-hoop earring
- Black LV Skate sneaker boots

Look 55, Leonard

- "Dorothy in the poppies" hand-embroidered letterman jacket
- Black inside-out sleeveless tee-shirt
- Black double-face cashmere hoodie
- Black broken twill cotton one-pleat pants
- Black crocodilian leather chest bag
- Black LV Skate sneaker boots

Look 56, Carti

- Silver leather rain poncho with commemorative Louis Vuitton and Wizard of Oz beaded patches
- White inside-out long sleeve tee-shirt
- Indigo "Yellow brick road" discharge-print flared staple denim jeans
- Turquoise inlay curved chain bracelet and choker
- Iridiscent Keepall bag
- Black LV Skate sneakers