

Snap Me



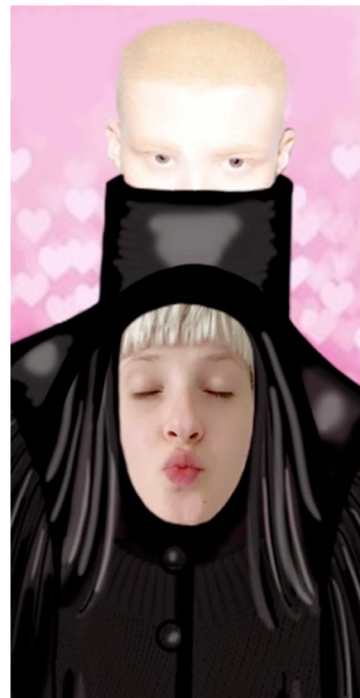
Little girl



Heart hunter



Cupid



Boyfriend / girlfriend coat



Jackie

ABOUT THE COLLECTION

'Unsnap Me' is a collection that concentrates on the appropriation of 'Snapchat filters' what they do to self-image and how people interpret beauty. It is an interactive collection that brings the outfits to life, by interacting and provoking the audience. To push the collection concept, Snapchat filters were developed encouraging the viewer to participate during the fashion show, allowing people to take pictures and share.