

GENEVIEVE DEVINE



# Lignes de désir

## Desire Paths

/dɪˈzaɪə/ /pɑːðz/

noun

variants or desire line

Plural desire lines or desire paths

: The term 'desire path' was coined by French scientist, philosopher and poet Gaston Bachelard in his 1958 book *La Poétique de l'Espace*. A desire path is an unplanned route or path (such as one worn into a grassy surface by repeated foot traffic) that is used by pedestrians in preference to or in the absence of a designated alternative (such as a paved pathway). The path usually represents the shortest or the most easily navigated route between an origin and destination.

Photography by Lara Angelil  
Styling by Kieran Kilgallon  
Film By James Ward  
Makeup by Sunao Takahashi  
Hair by Kei Takano  
Set by Olivia Giles  
Featuring Caitlin and Mimi  
'Swords' by Reinel Bakole

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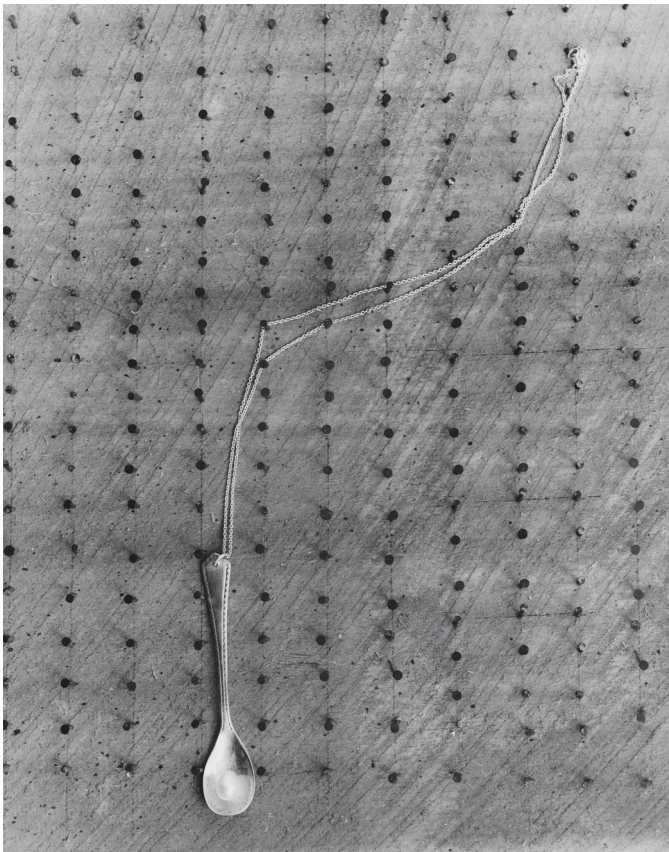
Lignes de désir are the forms that we create through collective unconscious expressions of desire. We carve out pathways to our destination that follow a route undesigned and filled with a pureness of purpose. Each garment in this collection traipsed a route unbidden by convention and guided only by unconscious whimsy.

Like the palimpsests of mediaeval scribes who would scrub and reuse their parchments, this collection retains embedded experiences whispered silently from warp to weft. Antique souvenirs and heirloom whitework splash against the body like waves of seafoam and vessels that once cradled artefacts of another are refashioned to enclose the wearer, evolving from the carrier to the carried.

Each thing in the world has its own memory, we lend our perception to the lived experience of these objects we surround ourselves with and adorn our bodies with. In this world everything was something and we forge new paths with the transformative power of our desire.

*"Thus we cover the universe with drawings we have lived. These drawings need not be exact. They need only to be tonalized on the mode of our inner space."*

- Gaston Bachelard



Born and raised in the North East between the rural countryside and Newcastle, Genevieve Devine graduated from CSM MA Fashion in 2021, debuting her eponymous brand in 2022 with the collection PEARL BITER, a love letter to 'misspent youth, poor time-keeping and disobedient women.'

Genevieve Devine is an emerging label with an emphasis on slow fashion developing organically, embracing artisanal one-offs that exist in a thematic continuum eschewing seasonality.