

The Ghost of Gulliver

PER GOTESSON AW17, SS18, SS19, AW19, SS20, AW20

Connection almost seems an overused term these days and its meaning fleeting (internet connection?) The idea of this shoot comes from how we react to the lack of human touch and reflecting on togetherness and loneliness:

Our need to express ourselves and our identities and connect with our communities.

Gary and Jessie went to the seaside to take pictures, scouting for abandoned spaces and revisiting the maritime spirit of Per Gotesson, like looking for the ghost of Gulliver.

Photographs of Tony's studio were worked into the final pictures: Home, a place you create through your hands and in your imagination.

Patrick collaged Jethro into a scenic dreamscape, reflecting how our minds are trying to find a way through the disconnect.

Creating newness for its own sake seemed a frivolous task and using the archive was a kind of introspection and analysis of what Per Gotesson is about at its very heart. Our signature expressive silhouettes, the democracy of denim, precious trinkets from Husam - subverted and idealistic with a touch of the poetry.

The outcome, a distanced yet close collaborative effort.

Words: Husam El Odeh

CREDITS:

Styling : Gary Armstrong

Photography: Jessie Lily Adams

Animation & collage: Patrick Waugh

Set design: Tony Hornecker

Jewellery: Husam El Odeh

Model: Jethro Sapon @ SUPA

Casting: Shelley Durkan

Assistant: Sam Jamieson