

SAMANTHA

BA (H) FASHION COMMUNICATION & PROMOTION

I'm a visual story teller who is passionate about fashion styling, social media marketing and supporting brands and organisations that align themselves with my personal values. Some of these values include diversity and positive representation of misrepresented people as well as supporting localism and brands that are challenging the cultural narrative. The big idea for my self devised project was, to empower black women by promoting sisterhood in the black community inspired by African goddesses to show joyful representation of black women. The idea came from the problem which the project aims to solve, which is, misinterpretation and misrepresentation of black women, which comes from negative stereotypes of black women. These stereotypes come from black matriarchal myths which emerged during the colonialism era and were solidified during the 60s liberation movement. My final outcomes were a fashion film and a zine, Alluring glow. My future plans include publishing my own zine.

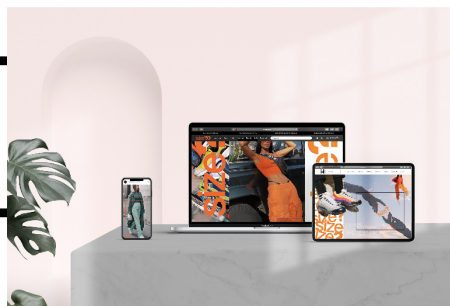


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