



A mad style



GlucoseGoddess[®]

but first things first

la playlist sucrée.\



Jessie!!

This playlist curated by me is a
dulce de leche-flavored treat you
can savour while scrolling down
this styleboard.



Press play and Enjoy!

including

honey by mariah carey

j'aime pas le gout by lynn

lick it by 20 fingers feat. roula

and more...

the case study.\





Jessie has a last-minute conference invitation in **London**. It will be a seated Q&A on stage. The stage is **beige**. Build an appropriate look for it based on this **inspiration photo** that Jessie sends you. Share your thought process. You can use established designers, emerging, or vintage pieces, and you can include different options to present. **Don't use any pastel colors for the top**, prefer rich deep tones.



the process.\



1. the stage is beige

I will use the beige color as my framework since it was the big picture that popped in my head while reading the case.

beige is a neutral earth tone so basically can match with a lot of other colors

My first vision is the use of green as the main color on the outfit, a deeper earth tone to clash

with the beige color, and the first type of outfit idea that comes to mind is a suit.

The event is a seated Q&A so you will need to manage your emotions and be comfortable with your outfit.

Green has a soothing power and it perfectly fits with this type of event in which you need to reach your audience on the same level as yours.

2. go green

3. twist it

We can either add orange-brownish type of colors to harmonize the outfit and/or purple-pinky touches to boost it, I will also mix high-end fashion alongside second-hand brands and emerging creatives.

And I will eventually propose you another option with an electric blue vibe.

4. build around the shoes

Last but not least I decide to use the pair of shoes as a pillar to

help me define patterns, fabrics, layers and tiny details.



the vision.\

my first vision



SEE HOW GREEN & BEIGE CAN CLASH
EVEN IF THEY ARE BOTH EARTH TONES

suit ideas

NINA RICCI

AQUA LIXUN SU

ELIE SAAB

DEL CORE

TOM FORD



feature on this page
MIU MIU
VERSACE
ACNE STUDIOS
GERMANIER
TOM VAN DER BORGH
CELINE KWAN
SOUL OF DESIGNER



TARTAN

BUBBLES



fabric focus

feature on this page
CHET LO
RICHARD QUINN
WINDOWSEN
CASTANEDA
SHAHAR AVNET
CHENPENG
ANCIELA

KNIT

SILK

TAFFETA

ORGANZA

DOWN



bluish alternative



feature on this page

MAISON J.SIMONE

JULIEN FOURNIE

RAHUL MISHRA

CASABLANCA

VALENTINO

TABBE

the creations.\



chameleon or camouflage?



↖ MUGLER



↖ ALICE + OLIVIA



↗ VETEMENTS

creation pt. 1

YOUR SILHOUETTE IS INGENUOUSLY
IMPROVED THANKS TO THE BOOT CUT OF
BOTH THE TROUSERS AND THE JACKET

OSCAR DE LA RENTA ↗



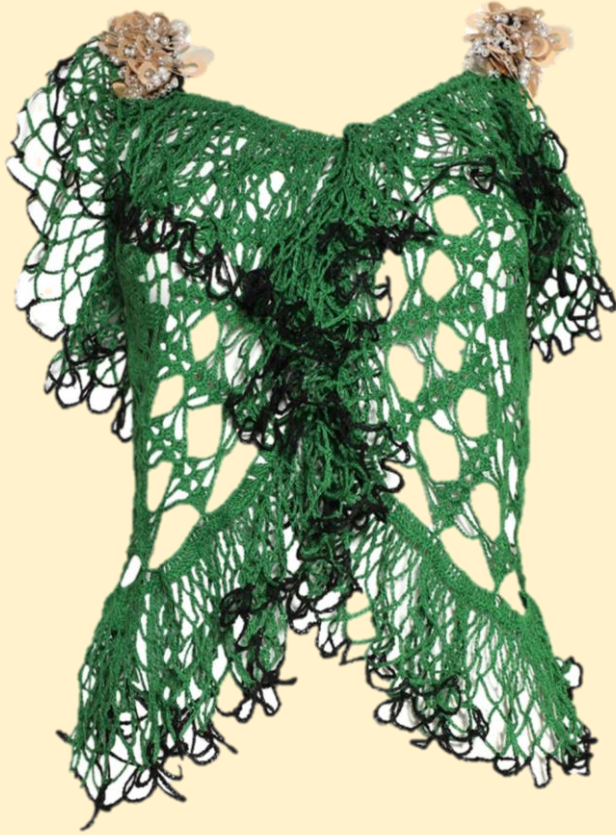
creation pt. 2

THE TOP OVER SHIRT

THE SHIRT OVER THE SKIRT

AND THE STONES...

TO MAKE YOU SHINE



DIOTIMA ↗

crystals souvenir

PRADA ↗



hyperoversized

creation pt. 3

MAXI SHOULDERS MAXI FLARE TROUSERS
& FITTED BUSTIER TOP TO CREATE
THE BALANCE IN THE SILHOUETTE

DRIES VAN NOTEN

LOE

ASOS



creation pt. 4

EACH PIECE OF THIS LOOK TRICKS THE EYE 2
WAYS WITH BOTH PATTERN AND FABRIC
YOU ARE A WORK OF ART

VERSACE JEANS COUTURE



BLUMARINE



PRADA



creation pt. 5

A SIMPLE COLOR

A SIMPLE PATTERN

A SIMPLE CUT

A SIMPLE BRAND

A SIMPLE LAYER

AND...

...A SIMPLE FAVOR



VERSACE JEANS COUTURE

a simple dress

A complex digital collage. The background is a mix of various elements: a woman's face with dark hair and bangs, a man's face with glowing yellow eyes and red markings, a cityscape with a bright sun or moon, and two men in the bottom left corner. The text "the details.\" is overlaid in the center.

the details.\



put a ring on it



feature on this page
FRANKIE PLAYGROUND
HUGO KREIT
NIKE
PRADA



(h)ear me out and choke me





watch me watching you





feature on this page
SECONDE VUE
VOA COLLECTIVE
ANTHONY PETO

eye candy





the infinity gauntlet

feature on this page
C'EST JEANNE



secure the bag



feature on this page
MARSHALL COLUMBIA
GERMANIER
OZIAS
ANDA
FENDI
JACQUEMUS

A woman with dark skin and her eyes closed, wearing a vibrant red, ruffled, high-necked dress. She is positioned on the left side of the frame, with her arms slightly outstretched. The background behind her is a dark, ethereal space filled with soft, glowing pink and orange nebulae and numerous small, bright stars. The overall mood is dreamlike and celestial.

la goddess.\





Since the role is about much more than clothes, please allow me to share **my thoughts and feelings** to carry forward your science-meets-fashion ID.

I am
the fashion.



You are
the science.

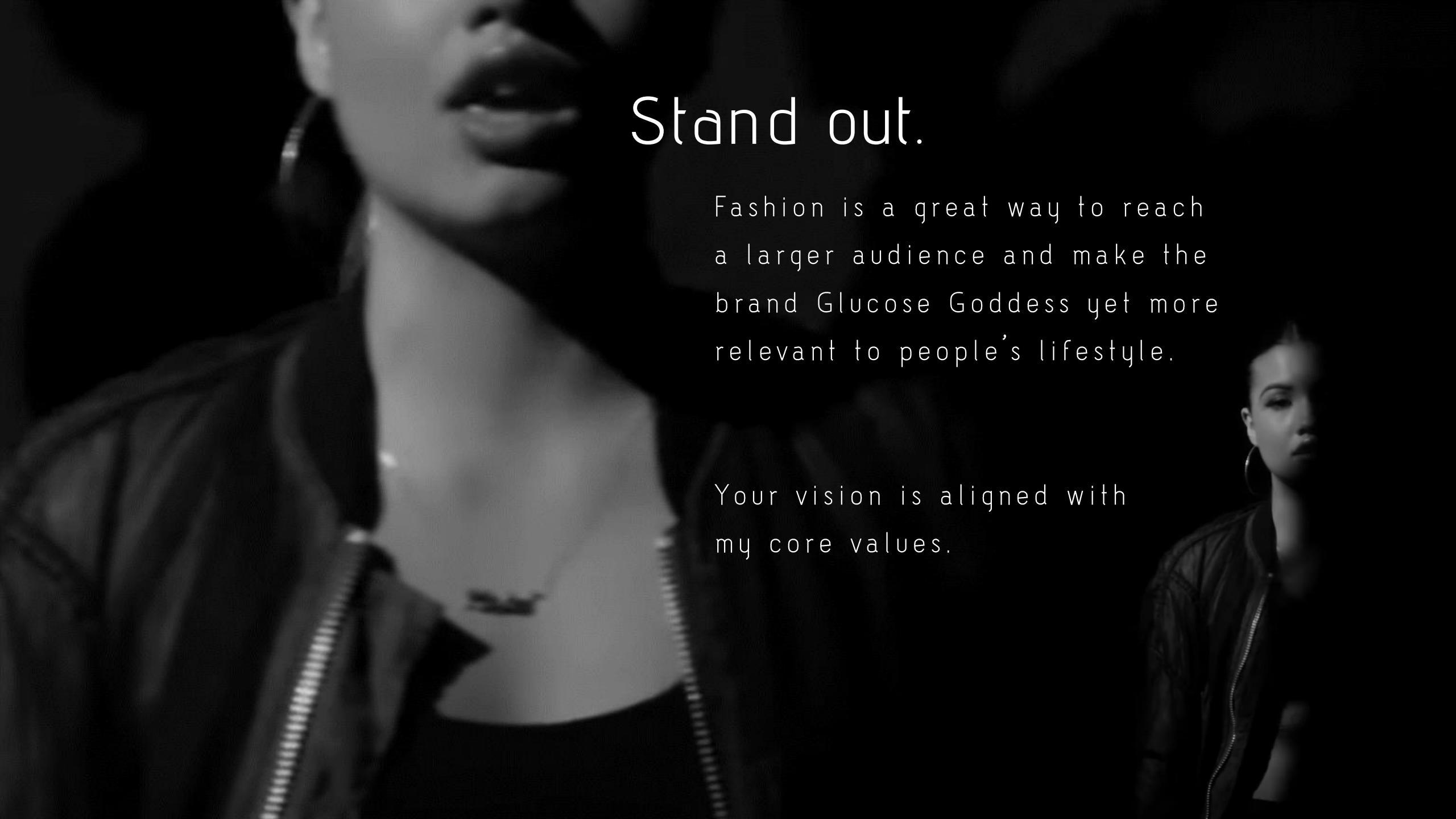
Imagine a world where **fashion & science**
are the new dream approach to not only
health but also

mental health.

Simple.

PUTTING HUMANS AT THE CORE OF
THAT ONE SYNERGY.





Stand out.

Fashion is a great way to reach a larger audience and make the brand Glucose Goddess yet more relevant to people's lifestyle.

Your vision is aligned with my core values.

Push back the boundaries.

Shape your eco-conscious
image.



Bring a new vision.

Build customer LOYALTY
with creative innovation as
the main leverage.





Together we can turn science stories into glorious fashion mov(i)es.

Shift

mentalities.





and breathe.

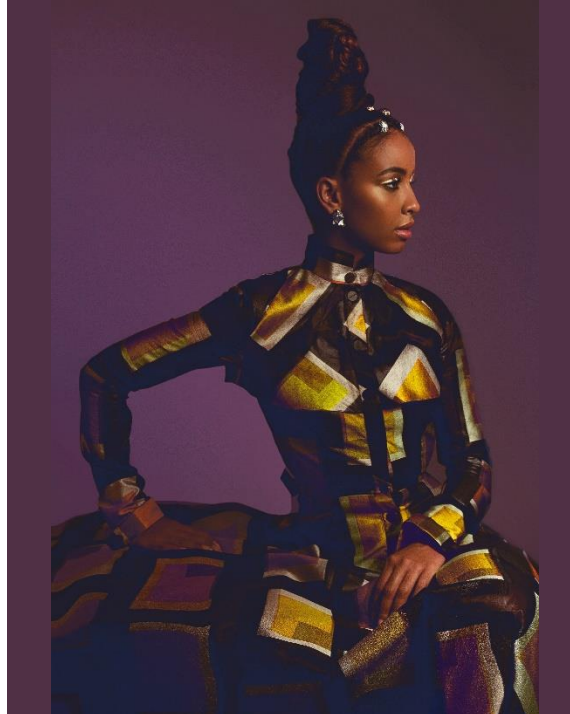


le styliste.\





BEYOND SILHOUETTES



形象设计师
AMAD KAY

- sculpting style, breathing emotions



style architect





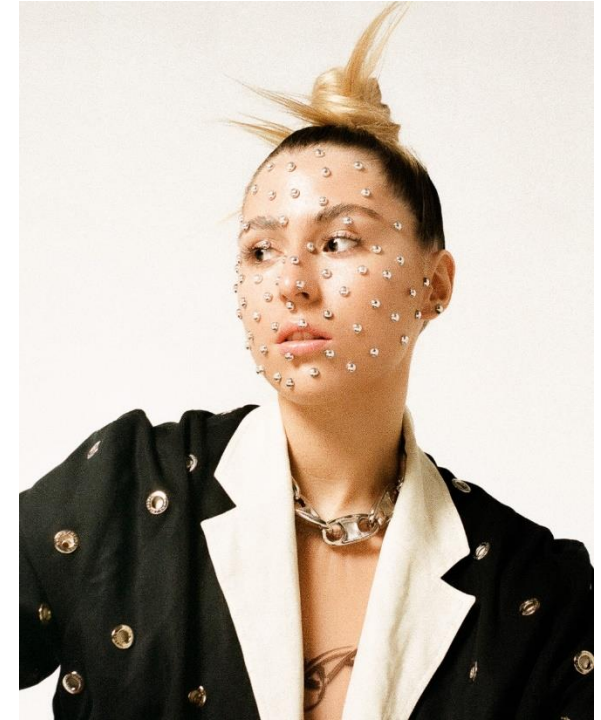
My MASSIVE
TRANSFORMATIVE
PURPOSE



Using emotional intelligence to
create aspirational styling
spread love
awaken cultures



Authenticity. Audacity. Legacy.



My COMMITMENT

as

Jessie's stylist

Be the creative partner and share ideas to
serve an iconic storytelling

Use my expertise to anticipate issues

Unlock your DNA to leverage your lifestyle

Have fun while being proactive
for your vision

Embody the sciences of both fashion & health



My 7

HOLY

INSPIRATIONS



Golden Hour

Music

Movies

Humans

Planes

Food

Lights



形象设计师
AMAD KAY
style architect

CALL ME
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Thank You!

A black and white silhouette of a woman with her arms outstretched, set against a light background. The word "Believe." is overlaid in white text across the center of the image.

Believe.

A mad style

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