

BORN TO STAND OUT,

NOT TO FITIN

IMPERFECTION BECOMES

WHEN

THE NEW ICON



TIMELESS DREAMS

We wanted to break the rules. To move away from polished beauty and explore something deeper, more human. That's how this project was born an editorial that celebrates beauty as something emotional, painterly, and perfectly imperfect.

We imagined the photos like painted canvases timeless, vintage, and rich with story. Choosing the model was essential. Her face is unique, unforgettable. Not a conventional beauty, but one that captures attention and emotion. An imperfection that becomes perfection. A new kind of icon.

Every detail was chosen to bring this vision to life: the location, with its nostalgic, vintage charm; the clothes, created by emerging designers who dared to dream and express something bold, poetic, and true to the theme. And most of all, the people. A team that believed in the project from the very beginning:

photographer, assistants, stylists, makeup artists, videomakers different souls united by the same vision, turning an idea into visual emotion.

ICONIQUE is more than an editorial. It's an invitation to look beyond appearances, to find beauty in what's raw, in what's real. It's a tribute to creative freedom, and to the power of expression.

The Project





DREAMS by Anna Carla Enrico

From her collection Couture Poem, Dreams is a tribute to the silent strength that hides within every woman.

The garment carries the soul of a poem light and dramatic, delicate yet bold.

Inspired by the verses of Alda Merini, it speaks of beauty touched by sorrow, of grace blooming from a place of imperfection.

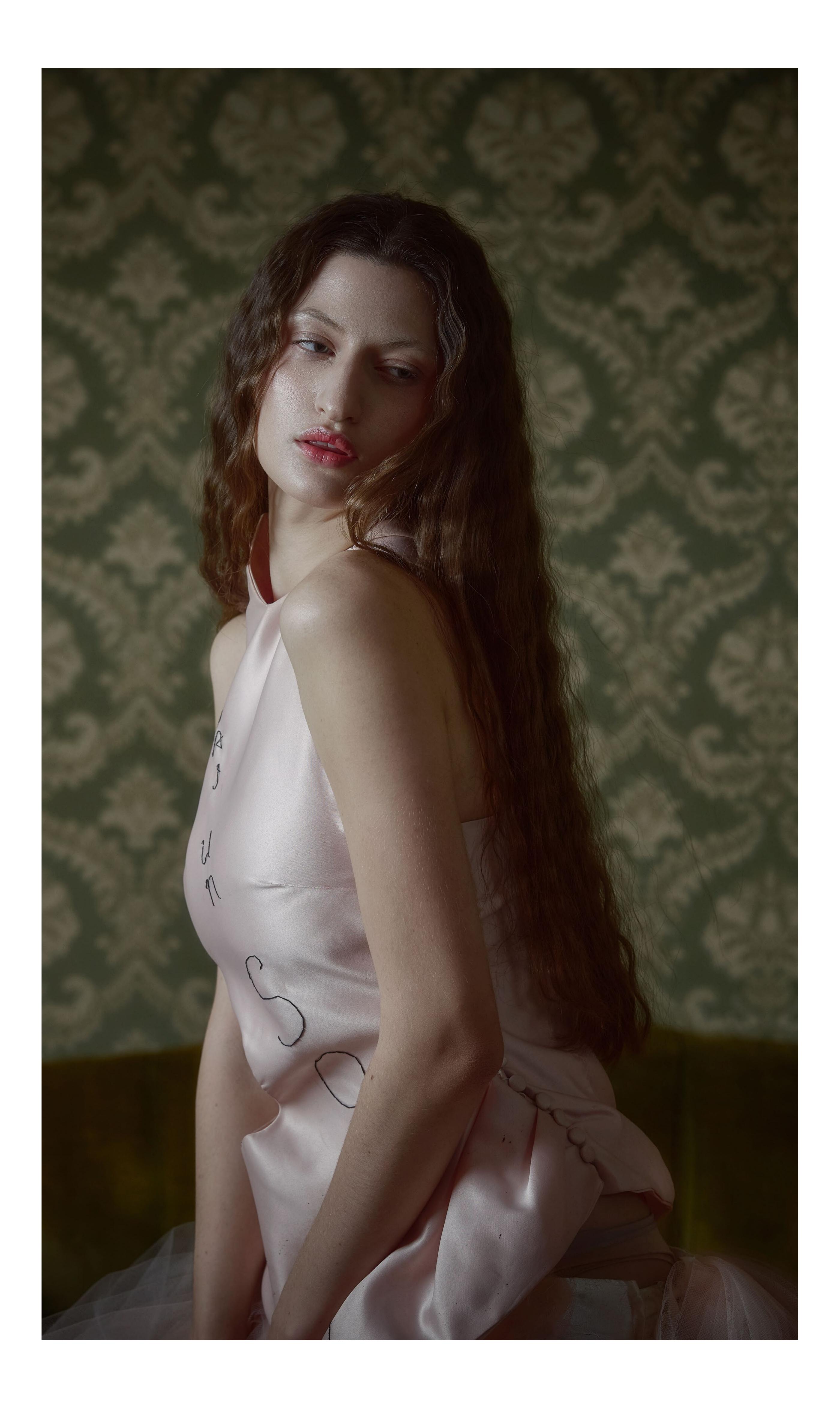
The embroidered words become a second skin, a whispered message, an intimate declaration.

In Dreams, drama and elegance embrace each other in soft volumes and flowing lines, like a flower that has weathered the storm, yet still chooses to bloom.

It is not just a dress it's a story woven in thread, a poetic rebellion against the idea that beauty must be flawless.















This look reimagines tradition through quiet rebellion and poetic contrast. At its core is a reversed men's blazer, cinched with ties made from authentic beetled linen by William Clark in Northern Ireland, one of the last linen beetlers in the world.

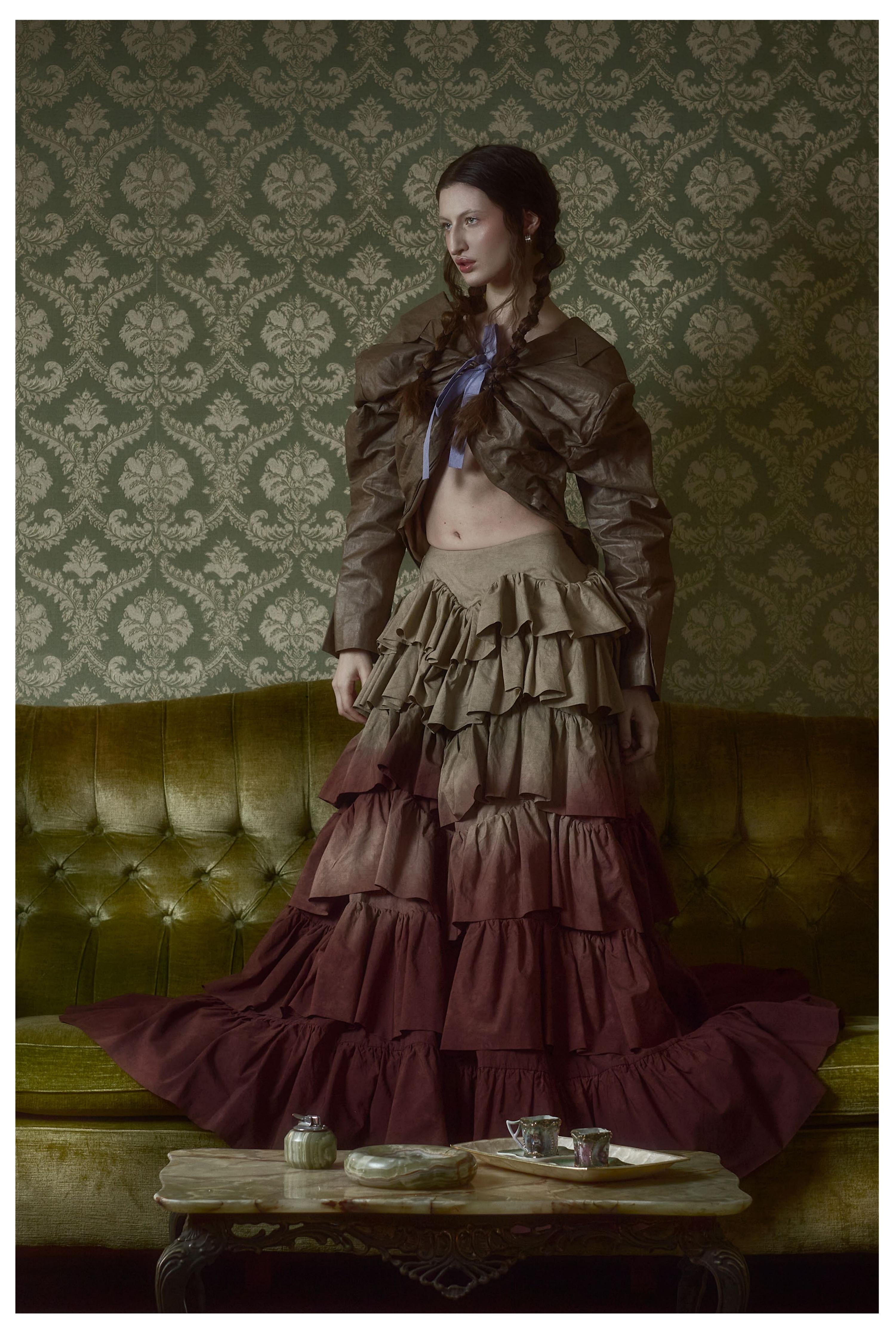
The design blends early 1900s Northern Irish menswear with feminine details inspired by period aprons, creating a dialogue between structure and softness.

The cotton ruffle skirt, dyed in distressed tones, evokes the image of someone standing in a bog where flax, the origin of linen, was once farmed.

A piece that honors heritage and craftsmanship, while reflecting on memory, labor, and the quiet beauty beneath the surface.

WILD ELEGANCE by Emily Ruth















SOFT ECLIPSE from the collection Devotion by Paola Preti

The moon and the sun have always been lovers, forever drawn to one another yet destined to remain apart. This look, from the Devotion collection, captures that quiet longing.

A silver feathered dress floats like light on water, delicate and elusive, evoking the essence of something you feel deeply but can never truly hold.

Set between mirrors and chandeliers, it glows with a lunar softness while carrying a flicker of hidden fire. It speaks of contrasts: presence and absence, light and shadow, closeness and distance. Like the sun and the moon, forever devoted yet forever apart.

> Soft Eclipse is a moment suspended. A vision of love that transcends touch, living only in reflection and memory.





B

INNER BLOOM by Emily Ruth

There is a quiet magic in garments that seem to breathe. This look captures that feeling. A white blazer, inspired by early 1900s Northern Irish menswear, is reworked with hand-sewn pleats that soften its form and open it to transformation.

From within, a delicate eruption of over 200 hand-cut flowers appears. Inspired by flax blossoms, they seem to grow from the heart of the garment, as if the fabric were remembering its origin. The lilac ruffled skirt echoes this bloom, both in color and in rhythm, adding a sense of gentle movement and grounded femininity.

This piece is part of a collection born from a deeply personal story. In 1931, a family tragedy struck when two sisters were killed by the father of one's child. The collection pays tribute to their memory while exploring Irish farm life and the linen industry, which remains central to the designer's heritage.

Using sustainable beetled linen from William Clark & Sons, one of the last remaining linen beetlers in the world, Emily Ruth weaves together past and future, memory and transformation.

> Inner Bloom becomes a quiet act of resilience. A reflection of what lies beneath the surface, waiting to grow.











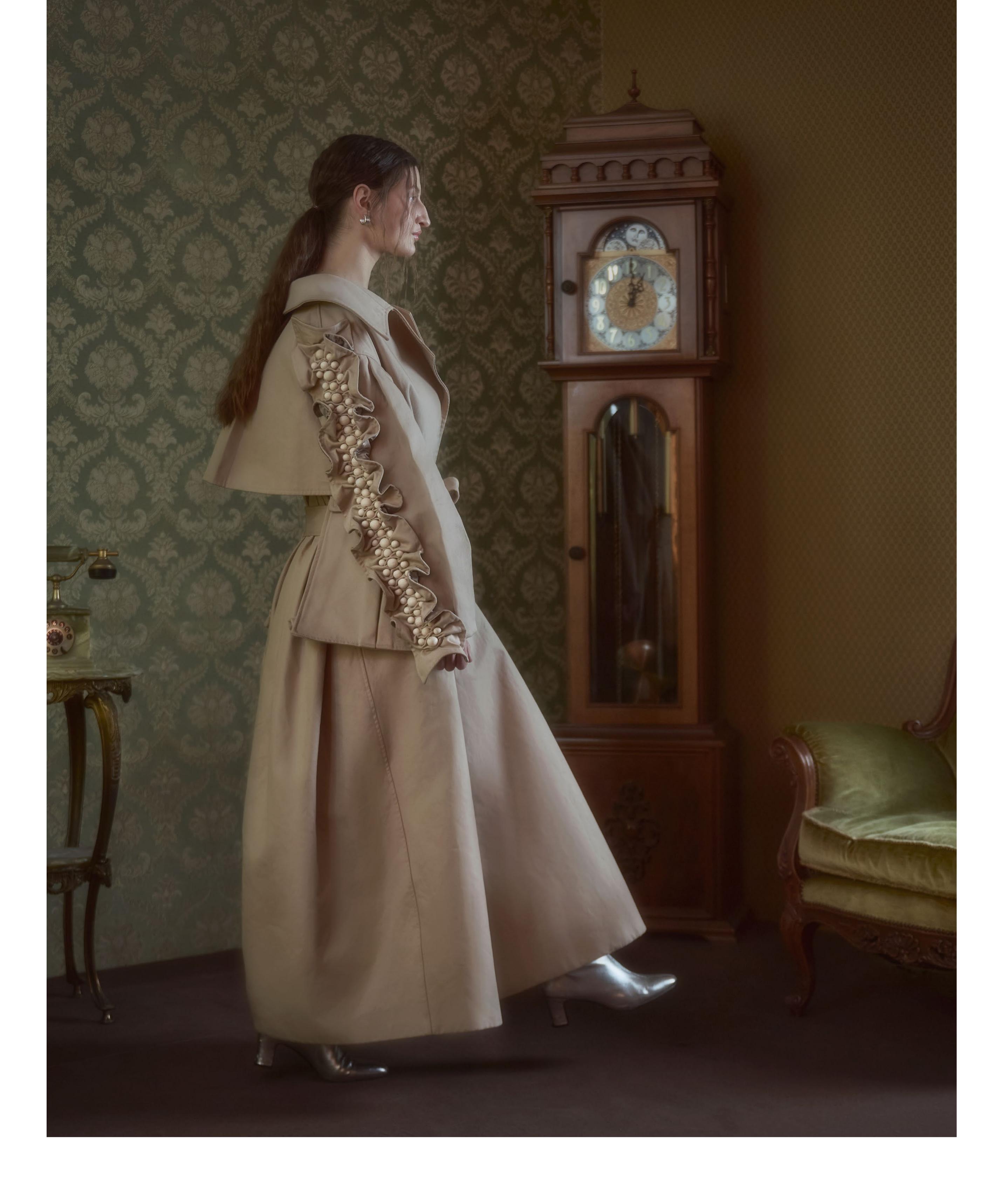
THE STILL HOUR

There is a moment when everything stands still. When the light softens, the air holds its breath, and time folds in on itself. This look lives in that moment.

The sculpted lines of the coat flow like silence. Its wide shape does not shout, it embraces. The textured sleeves add rhythm and depth, like the echo of a memory you can't quite place.

Set against objects that belong to another era, the garment becomes a passage. It speaks of presence without urgency, of elegance without noise. A quiet authority.

The Still Hour is not about fashion trends. It is about a way of being. Slow, grounded, and unafraid to hold space.



This look is a spell woven in thread and instinct. Macramé patterns twist like serpents across the body, wrapping it in tension, in desire, in ritual. Every knot, every bead hand-sewn like a whispered promise. The craftsmanship becomes armor, ornament, seduction.

From the Fatal Obsession collection, this design blurs the line between fashion and jewelry. It doesn't just dress the femme fatale. It becomes her second skin.





Collection by Jack Zhan Pejan







Anima is the heart of Couture Poem. A garment that doesn't just dress the body, but reflects the soul raw, luminous, alive.

Here, pain is not hidden but transformed into art. The silhouette carries within it the contrast between fragility and power, like a verse that wounds and heals in the same breath.

Anna Carla Enrico dedicates Anima to those who feel deeply, to those who carry scars as symbols of strength. The inspiration comes from the darker, more intimate side of Alda Merini's poetry where the ugly touches the beautiful, where love and pain live together in balance.

Anima is a declaration of vulnerability as power, of couture as confession, of poetry as resistance.







I IKE A PAINTING

In a world chasing perfection, this editorial is a quiet rebellion. A return to the imperfect, the textured, the timeless. Each look is a portrait, like a brushstroke from a Renaissance canvas, where beauty is not flawless, but full of soul.

This project is more than fashion storytelling. It is the result of a shared vision, born within our photographic studio from a deep desire to explore a new kind of beauty. A beauty that dares to be raw, emotional, human.

Through vintage atmospheres, bold styling choices, and faces that speak with silence, we built a world that lives between dream and memory. Every detail, every light, every frame was shaped by hands and hearts devoted to creation, to slowness, to meaning.

We chose imperfection because it lives, it breathes, it moves us. Like an old painting that holds your gaze longer than a polished mirror.

This is not just style. It is a feeling. A reverence for what is real, for what lingers. A story told in folds of fabric, in glances, in silence.

A celebration of the kind of beauty that dares to be remembered.







MODEL MODEL AGENCY WARDROBE STYLIST DESIGNER DESIGNER DESIGNER DESIGNER MAKEUP & HAIR STYLIST PROJECT & PHOTOGRAPHY RETOUCHER VIDEOMAKER LOCATION



VIDEO CLIP





BACKSTAGE

CREDITS

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