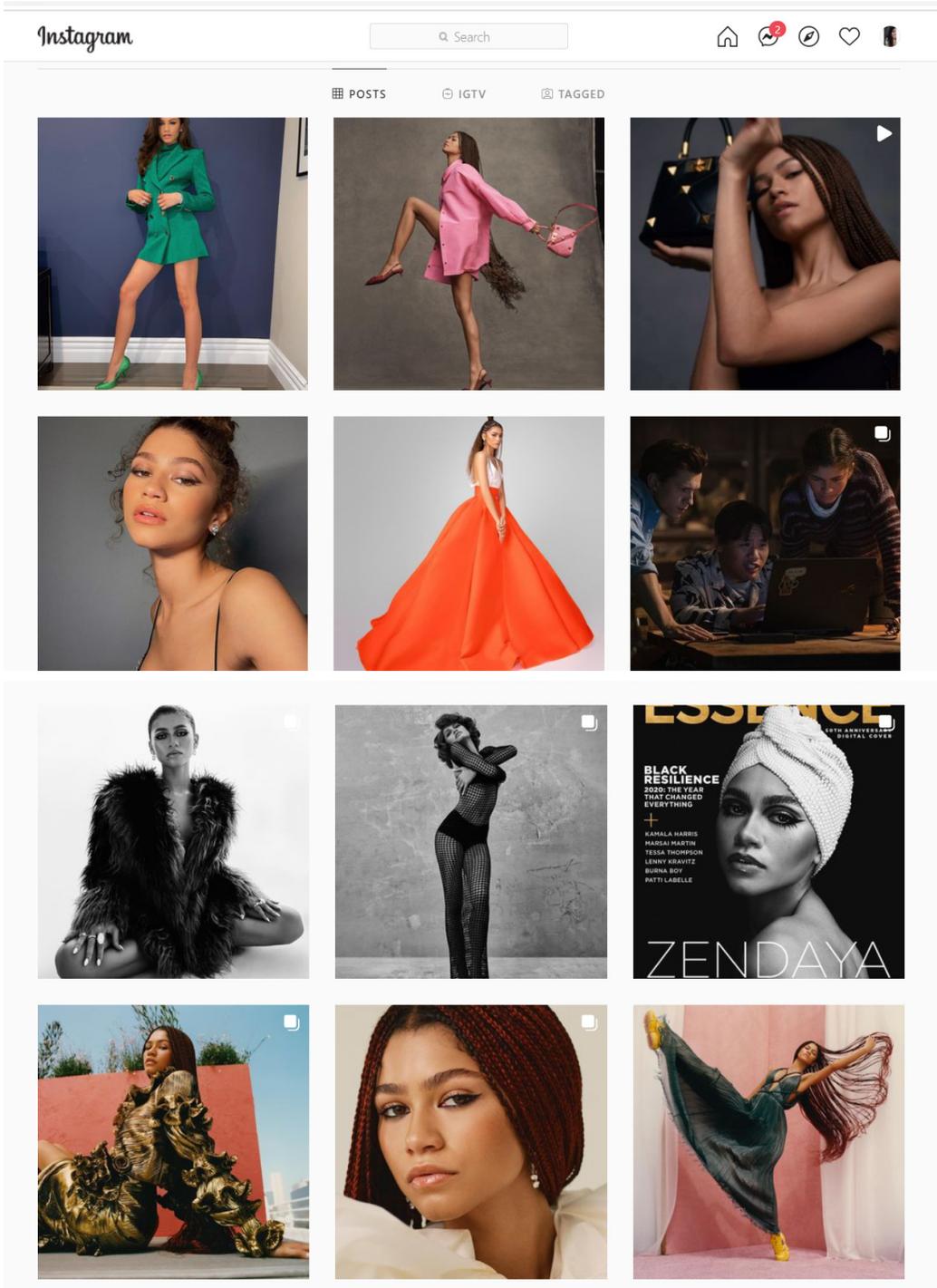




**CURATING
LOOKS FOR**

ZENDAYA

**VMA
2021**



American actor, singer, dancer and producer Zendaya Maree Stoermer Coleman began her career with Disney. As a child artist and model, she got various gigs, but gained popularity with Disney's popular sitcom 'Shake It Up'. At 24 years of age, she has come a long way as an extremely talented performer and smart celebrity fashion icon and influencer.

The reason I chose to curate looks for her in this project is because of the fact that her style is fearless. As a result of that, she can carry almost anything flawlessly, which has encouraged her to don experimental and even avant garde ensembles time and again. Her body type is a slender, petite hourglass- with the ideal measurements of 34-25-34 and a height of 5'8". Her face shape is a square. She wears a lot of fit and flare silhouettes, androgynous styles, sheers, bodycons, pastels and even metallics. As versatile as her acting skills, her fashion sense spans over a wide range of styles that she pulls off confidently.

In this project, I shall be curating 5 thematic and trendy looks (as per A/W 21/22 trends for womenswear) for Zendaya for the upcoming MTV Video Music Awards to be aired in September 2021. The reason for choosing the VMAs was also the fact that the event has always encouraged celebrities to sartorially show off their creativity with fashion. Nothing is ever too extravagant or wild at the VMAs. I felt that this event would be the best to experiment with Zendaya's existing personal style of embodying an urban chic young lady redefining elegance, establishing trends and making bold statements.

LOOK 1



Garment



Hair



Makeup



Accessories



A renewed interest in wanting to dress up more, and sustainably so has inspired this look for Zendaya, who is herself very vocal for environment-friendly fashion and often creates statements using it. This black mini dress is a sustainable innovation utilizing 3D printing on fabric to create a biodegradable hybrid of surface embellishments like sequins (study by Sophie Parnaby). The shape of the dress accentuates her curves perfectly, and add to her height. This is a rather avant garde, futuristic look further established as such by using elements such as black high-top combat boots and silver jewellery. The hair is slicked back into a ponytail with extensions, that are then braided. The makeup is a neutral base and nude pink lipstick, but with dramatic brown kohl extended on the outer corners and blended toward the eyelid as well.

LOOK 2



Garment



Makeup



Hair



Accessories

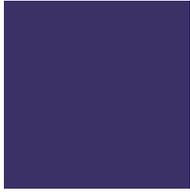


Accessories

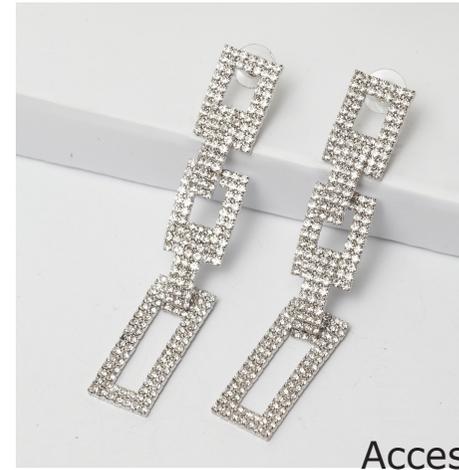


This outfit comprising of a rich navy blue, off-the shoulder jumpsuit with bold floral prints can be categorized as luxurious resort wear. This is in accordance with the new trend of exotica, blending with the gradual shift towards maximalism and comfort in post-pandemic fashion. The fit and flare garment cinched at the waist by a wide ribbon-belt of the same fabric redefines and includes comfort into elegance. To complement Zendaya's complexion, this is paired with a trending golden chain link bracelet and multi-layered chain link choker, and gold hoops. Makeup is kept neutral, with black eyeliner subtly outlined with a vibrant yellow. Her hair is defined into an afro, with braids on each side creating a faux mohawk.

LOOK 3



Garment



Accessories



Hair



Makeup



This mini dress has a deep neckline and double coloured sustainable sequin-like surface embellishments, but the full sleeves voluminous at the shoulders and metallic accents are what make it trendy. With a black belt cinching her waist and thigh-high boots, the ensemble accentuates Zendaya's curves well. Paired with a black clutch with silver edges and embellishments, diamond-studded drop earrings, defined natural curls with a side-part and neutral base makeup, the evening party look creates a sensual appeal. The blue floating eyeliner at the crease of her eyelids are also a bold makeup trend that gives a quirky edge to the look.

LOOK 4



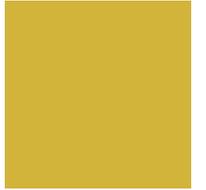
Garment



Hair



Makeup



Accessories

The blurring of gender boundaries and androgynous styles for women are in trend, and that is a look that Zendaya carries really well. A monotone pant-suit combination in rich golden crushed velvet is custom tailored to fit her waist and flare at the end of the trousers- in a somewhat boot-cut silhouette, accentuating her waist, height and elongating her legs. The coat has a deep-cut neckline which contributes to giving a luxurious lounge look to the ensemble, along with the black high-top stiletto boots. Paired with dainty golden jewellery, slicked back straight hairstyle, a bold red lip, well-defined brows and dramatic eyelashes, this ensemble would work well with Zendaya's urban chic style.

LOOK 5



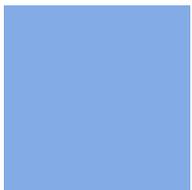
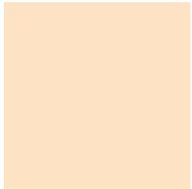
Makeup



Hair

This look comprises of a sheer corset top in pale blue with floral embroidery and lace trims on the bust, subtly complementing the otherwise monotone orange ensemble. The softness of the top pairs well with the sturdiness and zest of the pant-suit. The optimistic colours, loose silhouette and impact dressing are trending for women in A/W 21/22. The colours would also go well with Zendaya's complexion and her bold style in fashion. A small baguette bag and stilettos of the same hue paired with golden hoops, defined curls in messy space buns, glossy, pale blue eyeshadow and red lips complete the look.

Garments



FASHION TREND STUDIES | ASSIGNMENT 2

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