



C

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D

S

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R

S t a
g g e 1
C ons u
m e.

The Symbolic Desires & Self-Deception
the psychological allure of consumerism





M o d e l
J e n n i f e r
Q i a n



S t y l i s t
K a m r y n
S u n



P h o t o g r a p h e r
L i n a W u

A s s i s t a n t
Z i l a
D e n g



S h e w o r e d e s i r e l i k e i t



w a s s t i c h e d i n t o h e r s k i n .







A B o d y f o r S a l e .

T h e P r i c e o f E x c e s s i s M e .



A L i f e f o r C o n s u m p t i o n .

W e B u y T h i n g s W e D o n ' t N e e d



t o I m p r e s s P e o p l e W e D o n ' t L i k e .

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From 'Sacred Symbols' to Trash
where the excitement of shopping fades, leaving behind waste and regret.

r

d.





S t y l i s t
K a m r y n
S u n

P h o t o g r a p h e r
L i n a W u

M o d e l
D e q i a n y a n g z o n g

WASH!

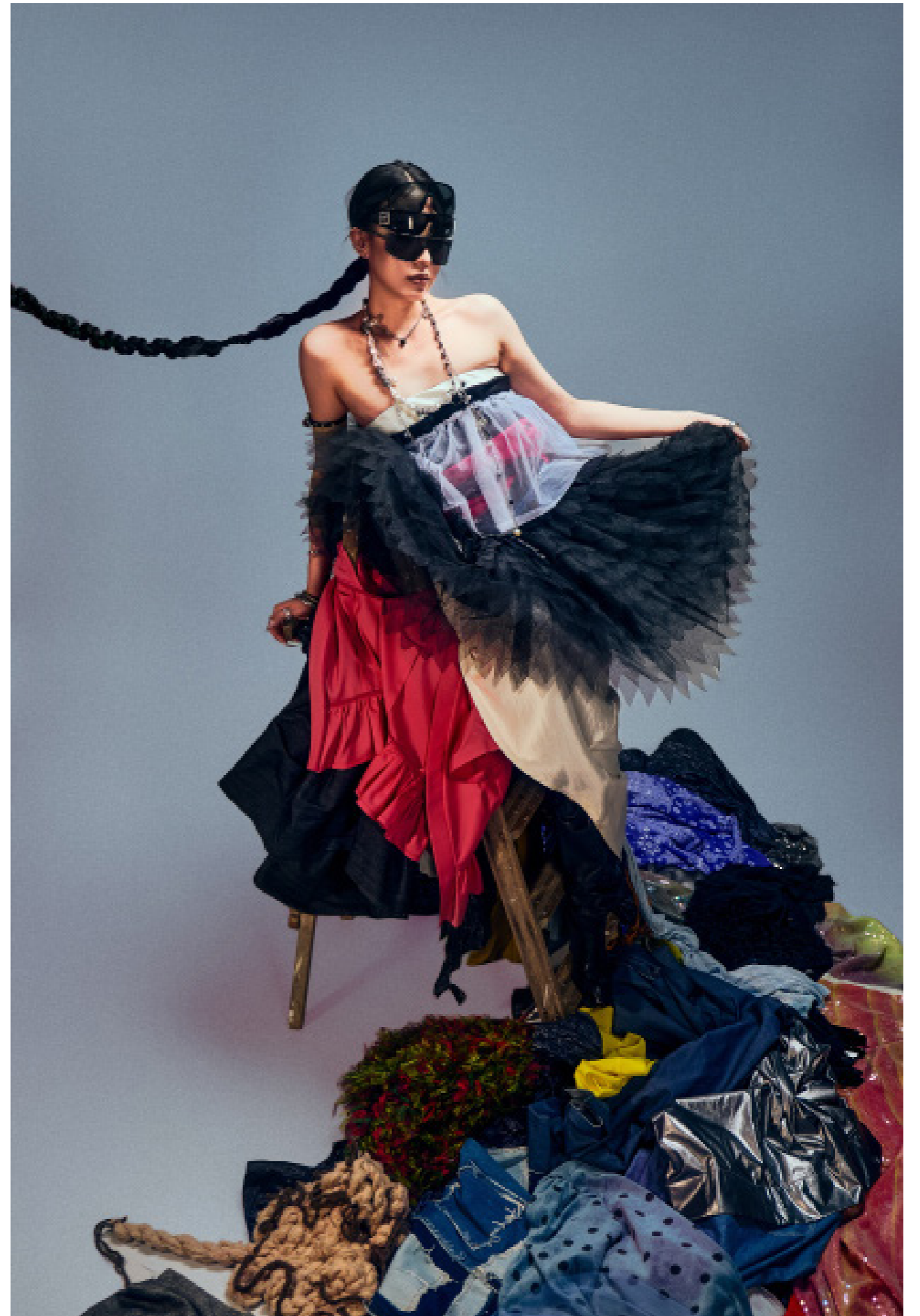




STOP
BUYING,
START THINKING.



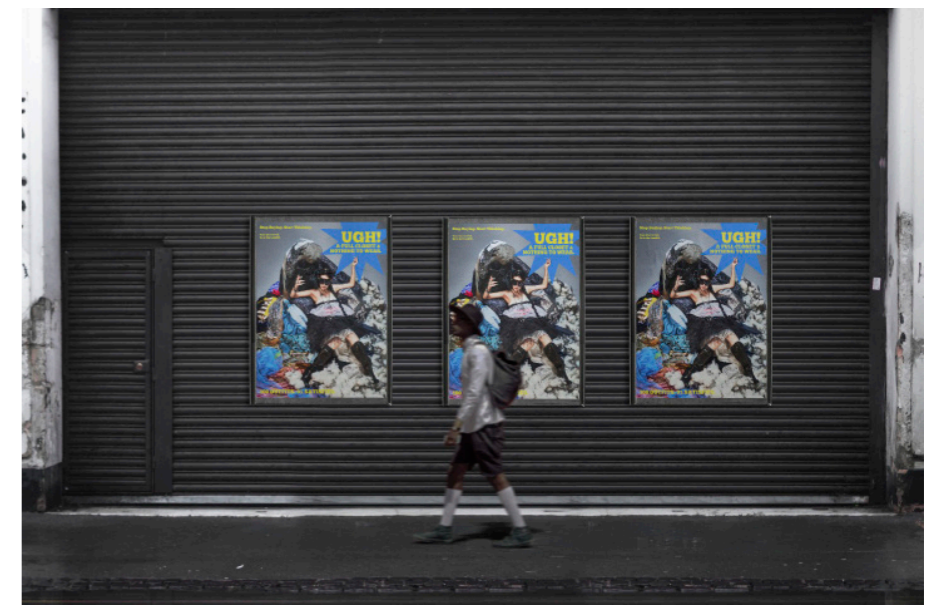






CLOTHES EVERYWHERE. STILL NAKED?

Buried beneath piles of fabric:
forgotten moods,
impulse desires,
last season's self.



S t a
g e 3

R e p e

The Emptiness After the quick thrill
where consumption becomes a compulsive cycle—emptier with each round, yet harder to escape.

a t.



S t y l i s t
K a m r y n
S u n



We promised to stop, after the last haul. Then came the next drop.





The pile grows. The hunger stays. What are we really trying to fill?



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