THE BEARABLE ABSURDITY OF BEING
“I see absurdity all around me.
People do strange things constantly,
to a point that,
for most part we manage not to see it.”
- David Lynch

Absurdity around us, but even in ourselves. The contrast between our easy western lifestyle once put in relation to global happenings, the absurdity of first world problems, carefreeness and individual realization. Creating an optical fallacy, a collection which leads people through different stages - at least those who are willing to go with it. They see something known at first, commercial outlines, silhouettes they are familiar with, then they recognize a certain oddity about it not obviously knowing what exactly it is. The collection should trigger the observer to question its meaning. Not wanting to teach people better or be a moralizer, I just want to reveal the absurdity of our Zeitgeist, which we mostly do not recognize anymore.

Fashion is a platform that offers the freedom to make a statement even in a light and humorous way and this is exactly what I want to do!
SHORT MEN ARE MORE LIKELY TO LOSE THEIR HAIR
SHALL WE REALLY BANISH THE WORD BREAST AND CALL IT CHESTCANCER INSTEAD?
WORKING LONGER MAY BE GOOD FOR YOU
THE OFFENDER OF THE FREE WORLD

#4
PEANUT BUTTER ON THEIR CHIN
WHY ARE SO MANY MORE WOMEN STILL SUCKING THEIR THUMBS?
BUMPY ROAD TO NORTH KOREA
HOW TO HELP HUMANS BEAT THE ROBOTS

#9
#10

TRUMP VS. TRUMP
AGAIN AND AGAIN
AFTER GREAT PAIN, WHERE IS GOD?
INSIDE A KOSHER PIZZA WAR

#12
IF WE ARE NOT JUST ANIMAL, WHAT ARE WE?
BRITAIN'S CUSHIEST JAIL

#14
YOU CAN BE FAT AND HEALTHY

#15
PIGS WILL FLY, IF DAD WINS THE POOLS...
PIGS WILL FLY, IF DAD WINS THE POOLS ...
320M POUNDS TO KICKSTART A GRAMMAR REVOLUTION

#19
POLLUTION IS KILLING OUR WILD FLOWERS