



466 Days Since I Met You

by Tanishq Aujla

- ① Introduction // Grand Narration
- ② Photo/Video // Long exposure, time-lapse
- ③ Couple Dance // Stop motion on film animation
- ④ Solo Dance // 24 fps // Jittery video recording
- ⑤ Bedroom // Photo diptych // Pinup art
- ⑥ Beach // 35mm // Sound effects // Breakdown of
- ⑦ Record like a comic book strip // 30 sec is filler
- ⑧ 2nd half // Solo dance in front of many locations
- ⑨ Add layers // Text - voice - subtitles - Your handwriting
- ⑩ Beyond Domain photography // Pages reserved

ABSTRACT

In this AI driven hyper real world, there's this existential crisis within humanity where they're getting more out of touch with their humane selves.

With every third person being an influencer, people have influenced out of their own identity to form a common identity that defines millions of people at once.

The great realisation isn't far off, maybe it's even happening right now in the background, below the noise of what's trending.

-Who are you?



TANISHQ AUJLA

TANISHQ AUJLA

PRESENTS

"466 DAYS SINCE I MET YOU"

THESIS 2021
FASHION FILM

300120
100521

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ENTER WITH AN OPEN MIND

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ACKNOWLEDGEMENT

This is so different from what I initially planned on doing for my thesis, I've been back and forth several ideas and after every idea I rejected I've felt worse and worse.

But here we are now, and honestly more than anything I'm proud of myself that I made it this far and didn't give up.

On that note I would like to thank myself firstly to have kept going, to a point where everything, looks nearly complete.

I would like to thank Tanvi and Virti to have constantly been there to support and guide me. Without them I probably wouldn't have been presenting this.

I would also like to thank my faculty, Poonam Mishra, Mohan Neelakantan and Mahi Khare who have been giving me direction and have been so understanding in terms of my process.

I don't believe that this has been my best year, it's far from that. At the end what really matters is that no matter how grim it seemed while at it, I'm here, proud for I have grown so much in the last one year.

LITERATURE REVIEW

01 THE STATE OF SOCIAL MEDIA



- 70%** Increase brand awareness
- 59%** Sales/lead generation
- 48%** Increase community engagement
- 46%** Grow my brand's audience
- 45%** Increase web traffic

**WAKE ME UP
WHEN I'M**

SELF IDENTITY BY RIDING TRENDS?

I have been in close vicinity with the fashion industry since the past couple of years, I've been noticing the changes that take place year after year, the consumer behaviour, what do people buy. The growing trends and how people just to find themselves merely in tune with the current times would ride trends to stay relevant.

Everyone wants attention, I mean everyone who consider themselves influencers. I don't know why this thirst of staying in the limelight, and for what reason? They want to stand out but then end up being like everyone else, self identify is lost in many ways. This generation i feel is so much about impressing. Impressing strangers. I don't know. It's a weird bunch, this generation.

AIMLESSLEY.



HEARD ABOUT THE HERD MENTALITY?

This algorithm, that they worship so much is really like a DJ at a club, The DJ plays the music and the people dance on its beats, same with the algorithm,

Instagram plays the music with the algorithm, and people dance to the beats of what suits the algorithm. Until of course the algorithm changes. Then they change their style of dance too, that's quick.

This isn't self identity, this is herd mentality and peer pressure. The same peer pressure that people face when bad songs are played in the club but they yet dance to its atrocious beats just because someone with more 'influence' is dancing. No sense of taste, just blind cattle being escorted by the cattle owner.



Source: Pinterest

#kapwing #tiktok #trend

How to Do the Runaway Aurora TikTok Trend (Filter, Filming, and Editing Tips)

92,783 views • 14 Apr 2021

2.3K 28 SHARE SAVE ...

WHORES TO THE CLOUD*

PS: IT'S ALL ABOUT
THE SHOCK VALUE INNIT?

02 HYPE CULTURE



Source: Hypebeast



Source: Pixels

today's fashion consumer is more susceptible to influence than ever before. He is interested in the right image, the right brand, the right Instagram selfie. He wants to stand out and fit in at the same time. He wants to be cool and socially accepted at the same time. He wants to be an individual who is a part of the mass. Fashion terms this amounts to the right hoodie, the right pair of jeans, the right t-shirt.

the virgin hypebeast

wears a beanie, 80°+ outside

entire outfit costs \$10000+

only other hypebeasts care about what he is wearing

doesn't support Donald Trump because Supreme doesn't

@supreme.sponge

watches RiceGum religiously

carries acne ointment in Louis Vuitton bag

thousands in debt

illusion of scarcity

thinks girls like his fashion sense

wears Yeezys, doesn't listen to Kanye West

Source: Reddit

1981 book *Simulacra and Simulation* describes living in the world of the "hyperreal" where simulation becomes more significant than reality. We live in a world where there is more and more information, and less and less meaning.



Source: Highsnobiety

A SENSE OF / "OFF"

Logos are valued more than the product, supreme sells fucking bricks. Could I give you any better example to support my statement? Bricks, like legit bricks. I don't want to look at the world in a very black and white filter which devours me of all empathy, but logos are what it's all about, the authenticity of the actual product comes secondary.

Just to see this is in action, I went to a grey market where they sell first and second copy products. The demand for these products is uncanny. It's like people are buying logos, and that's just about it. Broke ass people trying so hard to look like millionaires, life in general is become this illusion.

We do live in a simulation, the simulation is created by us only, collectively and we live everyday in it without realising how much of this simulation has actually become our reality.

"BELONGING"

03 CAPITALISTIC MINDFUCK



MONEY IS GOD

Humanity is so far off being humane that our situation is laughable more than worrying. Everything, and I mean everything comes at a price, and everything is designed to make money off of each other.

If someone finds a genuine problem, much more time and effort will be put in on the idea of how to capitalise on the situation rather than coming up with the solution itself.

Even if that someone is selling the solution to that particular problem, the solution wouldn't be a hundred percent effective, there will be certain gap left, that leaves room for that someone to sell another solution to fill that gap which bridges the initial solution to the problem itself. This works on infinite levels.

People call it a good business model.

What about the one's who want to get rid of that problem once and for all?

GOD IS MONEY

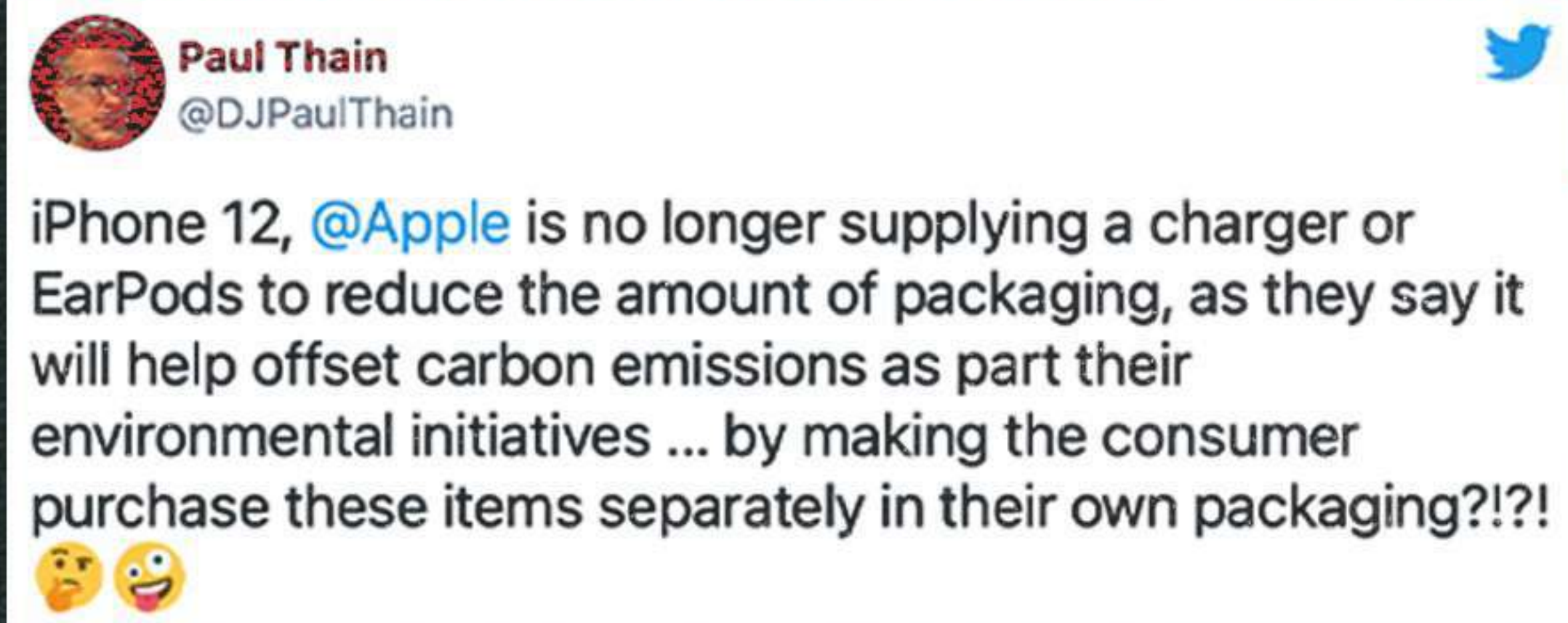


Source: Pinterest

THE APPLE



Source: CleanTechnica



Source: Digital Infomation World

EXAMPLE

Take a look at Apple, the two trillion dollar company, a year or two ago, they pitched that they're making the iPhone boxes smaller to help save space which in turn helps reduce their carbon emissions.

The way they could reduce the size of the box was to get rid of the charging brick that phones usually come with. The box only included the phone and a charge cable.

They said at this point everyone has their own charging bricks that they've used for their previous iPhones over the years, so there wasn't a need of producing more charging bricks.

I was onboard with the idea, genuinely.

But it turns out that the charging cable that they shipped the new phones with was not compatible with any charging brick that they've ever sold with their phones. They sold the charging bricks that support the cable separately now.

They found a problem, they sold a solution, but not completely, they sold another solution alongside the initial solution to cover that single problem which in the end defeated the entire purpose.

In one go, they made all the the previous charging bricks obsolete or they made the new cable unusable with the lack of the supported charging brick. They increased their carbon emissions much much more with the separate packaging for the bricks and the phones, which meant more number of trips of delivery trucks to warehouses, you get the point. And the motherfuckers had the audacity to say they're reducing the carbon emissions with this.

Fucking hypocrisy at its finest.

04 THE PANDEMIC EMOTIONAL ROLLERCOASTER



Source: Global News

An example of a child's artwork during the COVID-19 pandemic is shown in a handout.

THE CREATIVE BLOCK

Right when the pandemic hit, everyone was forced into their homes, we all thought we'll come back in a week or two, it's been more than a year and it's been, well it's just been.

Creatives were to work from home like everyone else, the situation was so abstract to the human brain that we were traumatised for breakfast. Everyday you'd wake up to a worse situation.

It were as if someone had stopped time, it was such a limbo and people were losing their minds, me included. There was this mass creative block that majority of the people were going through. The rising work pressure didn't do any better. Let alone people who were experiencing the deadly effects of the virus first hand.

It all seemed to surreal, like from a fiction movie or so. Limbo. Is what it felt like, a certain void that everyone developed, and the ones who did claim to be unaffected were in denial of the situation.



Source: Dhruvi Acharya

"I felt in a standstill with ideas, and my productivity dropped. My brain was like mushy peas"

2020/2021 ANONYMITY

05 A SENSE OF

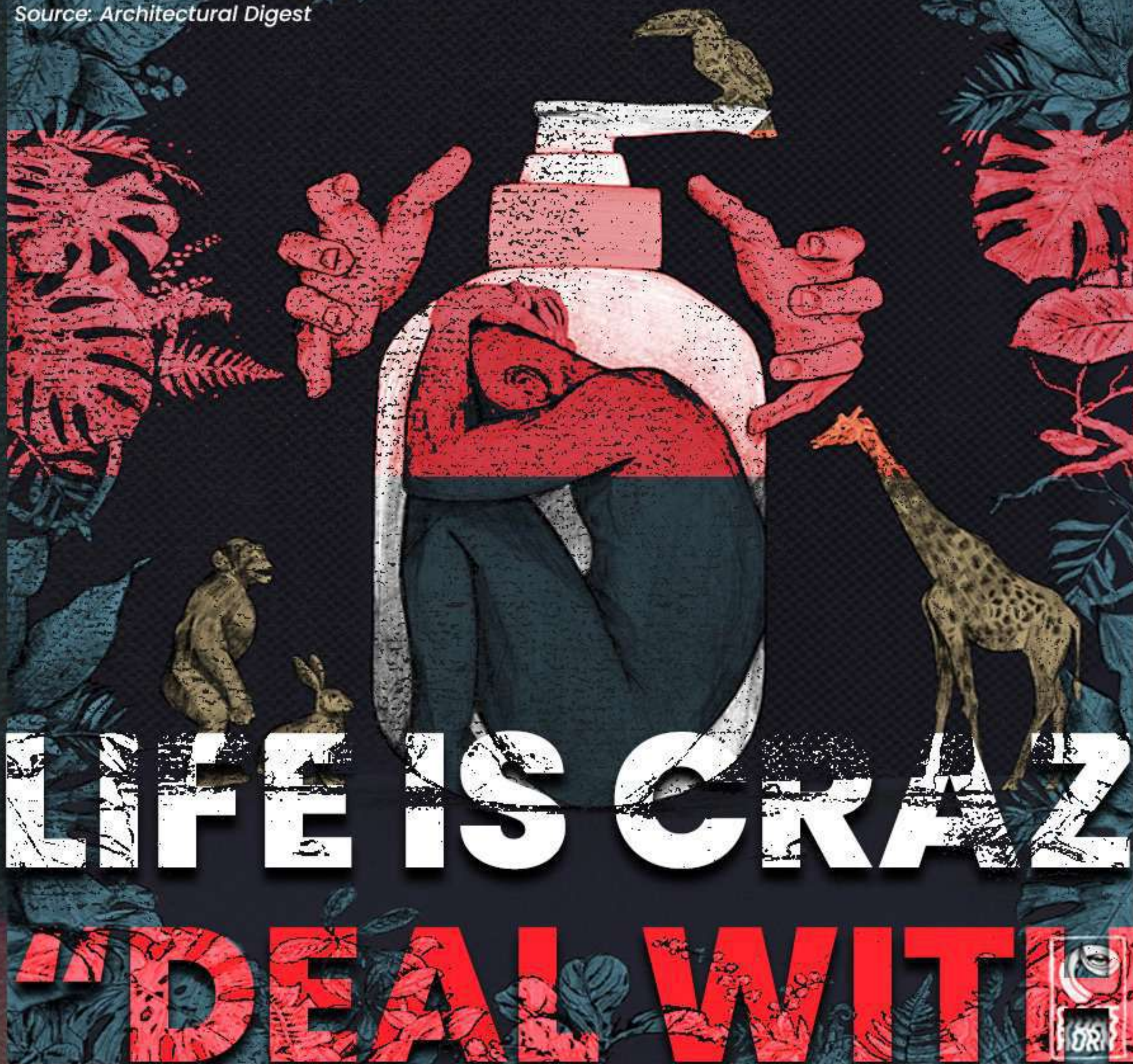
EXPRESSIONISM,

BELONGING AND

VALUE

BACK TO FEELING THINGS

Source: Architectural Digest



Collectively a lot of people developed outlets for self expressionism, I remember myself painting the walls and doors of my room. My friends that I spoke to zoned themselves out when they poured their feelings out on the canvas.

People looked at the beauty in doing the simplest of things and felt, they felt things. For once they felt the humane feelings that they were so devoid of, during the rat race of life.

In a way it was a very beautiful thing to have, the beauty of people expressing themselves while the world around them collapses. It really felt like the moment in the movie Titanic, while the ocean liner sank, the band continued to play. I think it's poetic.

LIFE IS CRAZY, THEY SAY, "DEAL WITH IT"

THIS IS A TIME MACHINE.

People found themselves revisiting their past memories, to be all so very grateful to the day when the world stood still. It was a certain nostalgia that aired, a sense of belonging to the past that seemed so very distant.

Anemoia, //. //

A sense of belonging to a past that they've never experienced, it felt like home, just the feeling.

I don't know if anyone relates to this, but I do have that sense of anemoia when I listen to old music remixed as lofi, with a cordial gif played through the infinity of time. It's not defined, it's a state of mind.

A sense a value grew towards the things or objects that have a memory attached to a certain past of ourselves, we clinched onto them as that was the only way the world made sense.

A value, devoid of the materialistic ideologies that once was put in the same sense of value. There was so price to things, it's so much more.



Source: 3am.in.jupiter

ANEMOIA / NOSTALGIA FROM A TIME NEVER EXISTED.

OLD HEARTWARMING TENDENCIES WHEN YOU LOOK BACK AT THINGS THAT REMIND YOU OF YOUR PAST

THE PROCESS



Longexposure time-lapse



Videography



Photoshop art



STORYBOARDING

[storyline] — while sleeping —
 Ni & T enter in a really weird & funny way: — ~~transition~~ [—] refer Dango Unchained.
 [First first — pan to the body]
 T — wears fitted charcoal denim look.
 Ni gift him '14 511 denim
 x [A very film transition — spin] x
 T changes into them & Ni;
 Spans him on his 'xs' on the denim bsth
 T rotates Ni like he dance —
 in a cute manner.
 [Points to a location & both wave]
 T removed pizza from the denim bag backpack & Ni & T have the pizza.
 T takes pictures of Ni with the old camera.
 — iPod/PSD/old camera —

Ni & T make tattoos on each other with a marker [I need 666 & 999]
 T makes Ni wear the princess tiara. & calls her a princess & Ni plants & exaggerates by her hand.
 [include the use of the skateboard in the film]
 The entire scene can be around a cute photoshoot

Scene 01 ends with either T or Ni fall asleep in one another's lap.
 Scene 02 starts with T waking up from a nap. & then starts to design the collection or work on the jeans.

Song of choice: Amar Priyo Caffe

Vibe: Old nostalgia giving flicker. dreamy vibe.

Tone: cute, cheesy, innocent, awkward thing.
 [Tavarnine] — diano undrined.

fashion: Denim on Denim

Looks: Niyah Tavarnine

Full-lacket-
 Foot 2020.
 with blue
 converse

Fitted charcoal
 look
 with brown leather
 boots.

Halter neck
 Buck 2020?

Denim shirt
 +
 511 jeans

Levi's®

LEVI'S X TANISHQ



BEING MINDFUL ABOUT THE WAY WE CONSUME.

There was this brief period of time when people couldn't go on their usual shopping spree. Which led to agitation, but yet creativity in a way, where people wanted to re-visit the clothes that they had, and never used in a way that is relevant to them in the times.

But speaking of sustainability, shopping sustainably is still shopping and hence not really sustainable if you see it in a black and white fashion.

Fast fashion doesn't really need an introduction at this point, and the devastating effects of fast fashion is seen in so many aspects, be it it being a catalyst in the climate crisis or exploiting labourers.



Source: NeoMam Studios



Source: Forbes



Source: Behance



Source: EcoTextile

THE MOTIVE.

Levi's wants to promote the longevity of its jeans at the same time wants to take steps in reducing its carbon footprint.

Levi's collaborated with a group of artists to make art on their already owned Levi's denims and promote self expression to the individuals out there, whilst speaking of how the the denim that one owns get better the more the person uses. The denims have a character which is an extension of the one wearing them, more the person wears them the more personal and exclusive the jeans get.

The ensemble of artists have their individual take on their jeans and it is done in to promote people to expressive themselves on their jeans too, in any manner they find therapeutic.



Source: Sourcing Journal

466 DAYS SINCE I MET YOU.

466 days since I met you, is my take on my Levi's 511 jean that I bought back in 2014, it's been through a lot since then, and it has been used in lot of styling photo shoots as well.

In terms of the current scenario, I worked on them keeping in mind how I miss meeting my friends from college and how I miss working around like minded people and bounce off ideas and energies off of each other.

On the date of curating, 466 days, dates back to the 30th of January 2020, when I did a styling photoshoot with Simar and Niyati and how that particular date reminds me of one of the the best times I've spent working in college and how that particular photoshoot ended up in Vogue India a couple of months later.

466 days is an ode to self, a reminder that we've been through a lot since the brink of the pandemic and now we're graduating, online, but graduating nevertheless.

I honestly didn't expect this, but here we are.

LEGACY LEGACY LEGACY



INTRODUCTION

The world is moving so much faster than you can even think of, I mean for real, you go off grid for a week and then you return to a different world in a way. Every week is like a software update for humanity.

With this thesis I venture out, actually venture deep within myself to explore self expressionism, and what really holds value in this state of the world and me.

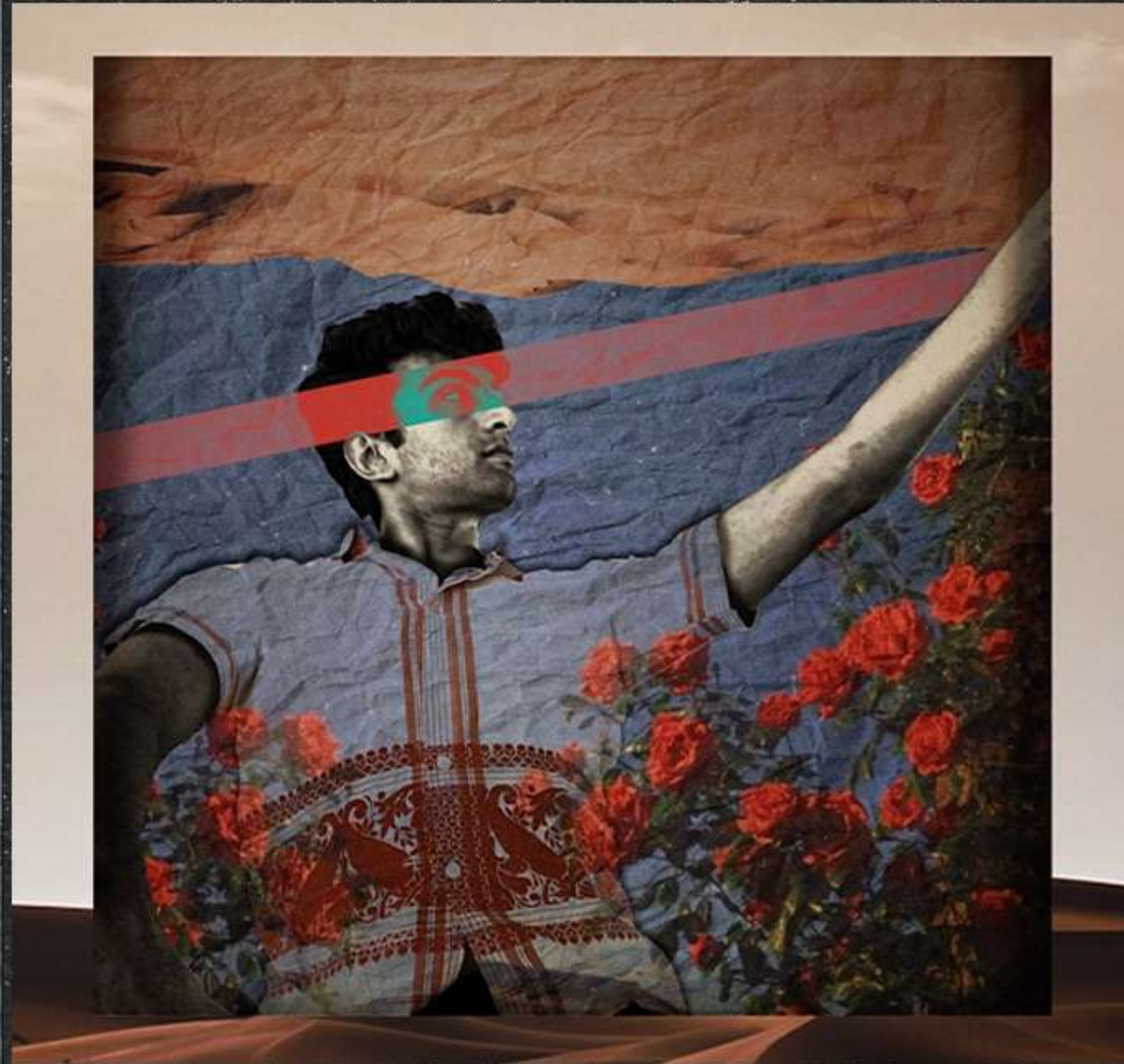
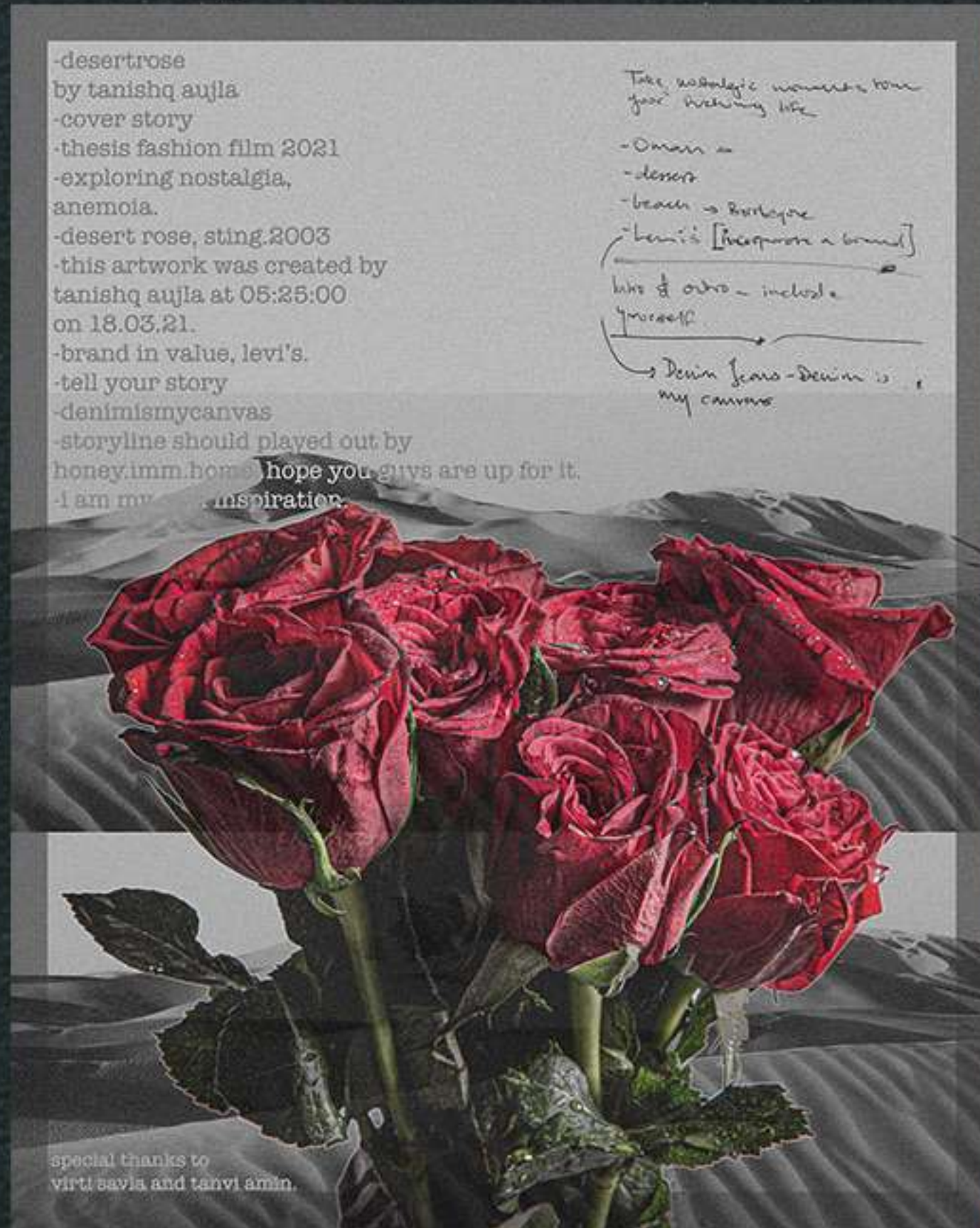
I think it's about time to we really explore ourselves and give time to the little things that shape up one's life, and really cut down on searching and looking for inspiration in what the algorithm seems it worthy and start looking within ourselves and our natural environment.

Source: Nina Van Volkinburg



Source: Bleep

INITIAL MOODBOARDS



FINAL FILM



Scan to watch the film

CONCLUSION

With whatever has been happening around the world and with whatever will happen in the uncertain future, people are much more aware since we have to surround ourselves with the news.

A great Chuck of the world goes through anxiety on a daily basis.

But in these times, people have been discovering themselves in numerous ways.

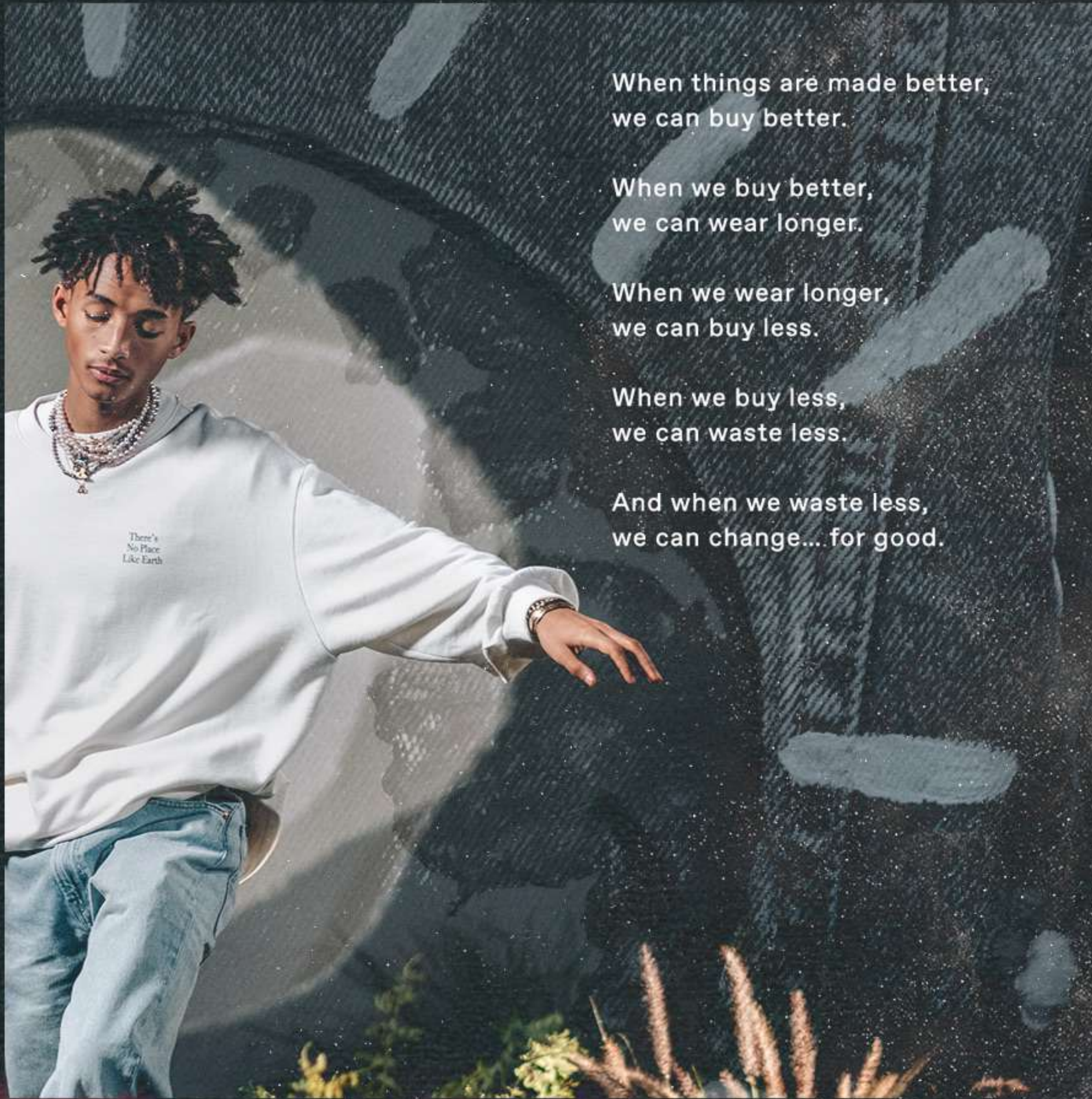
Identity and self expression would play an important role when it comes to getting back in touch with ourselves. Our humane selves. Be it through any medium.

With the mundane state of social media, people will opt for detox and really explore and express themselves without any limitations of exceptions.

People will value the little things more, as nothing lasts forever, as many of us have experienced throughout the pandemic.

Hopefully the world would stop consuming aimlessly and start consuming mindfully.





When things are made better,
we can buy better.

When we buy better,
we can wear longer.

When we wear longer,
we can buy less.

When we buy less,
we can waste less.

And when we waste less,
we can change... for good.

PROSPECTS

Pertaining to the state of social media, people will realise that in search of really standing out they've all just become a part of a herd.

The key to standing out is to be yourself, and for that one should look within themselves other than the hundreds of people that they get influenced from on a daily basis.

In terms of the fashion brands of the world, there will be a need to produce less, there would be more of collaborations and capsule collections. Brands will have to put a lot of light into their CSR, to stay relevant because in this day and age, brands can easily be cancelled out for their tone deaf attitude towards the current state of the world.

In this hyper real world, there will be a shift to having more humane experiences from the things we interact with more than ever.