

Hellz Belles Co

an Alternative and Gothic Fashion Brand

CREATIVE DIRECTION

THE BRAND SOUGHT TO CREATE A GOTHIC-INSPIRED BATHING SUIT LOOK BASED ON THE CHARACTER MORRIGAN.

DRAWING FROM THE SULTRY, EDGY FEEL OF THE CHARACTER, I INCORPORATED DARK TONES AND WATER ELEMENTS TO EMPHASIZE A BOLD, MOODY AESTHETIC.

INSPIRATION

VISUAL STYLE



