HELLO
my name is

Vishmi Narthana

PROJECT

Director

Portfolio

I am Vishmi, a Creative Director and fashion storyteller based in London. My work merges cultural critique with experimental visuals, exploring how digital-age aesthetics shape identity. For st styling it's translating ory, chaos, and emotion nto visual narratives.

core overload

STYLE SPIRAL is a live extension of the Core Overload campaign, designed as a satirical fashion rave where trend culture takes over the dance floor. The event invites guests to RSVP under an “aesthetic core” and wear their chosen style as a playful identity.

How do you stay true to your own style when social media is always pushing a new one?

“Which Core Are You Today?”

STYLE
SP♥RAL
.project

STYLE SP♥RAL *project*

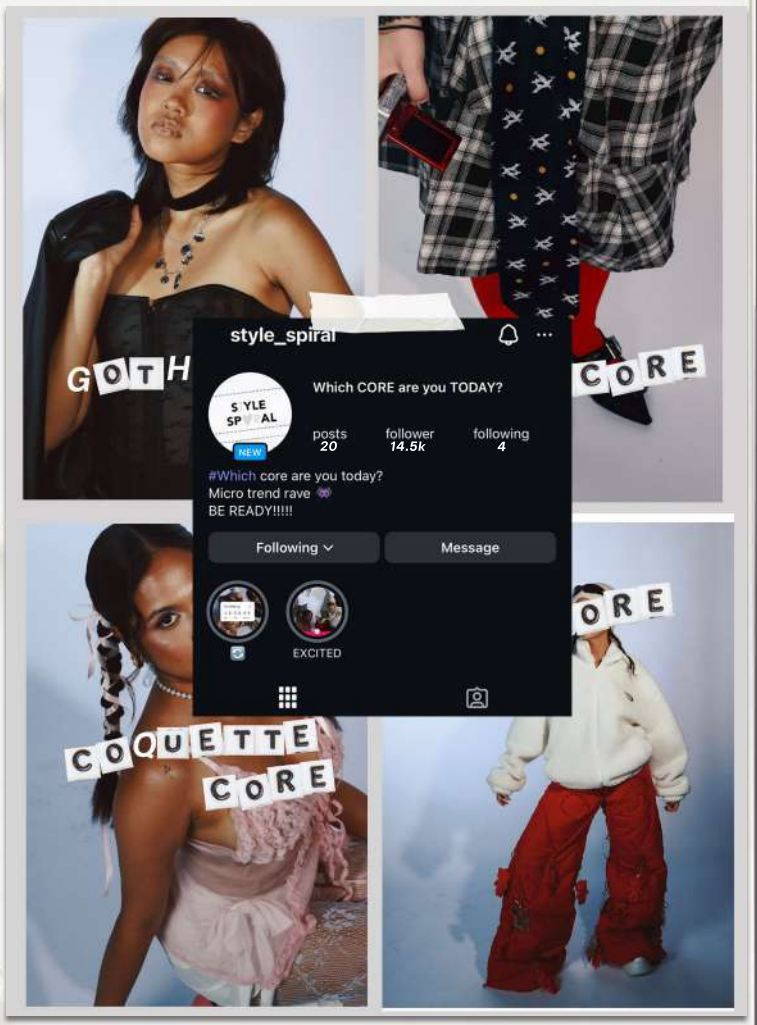
"Core Overload" is a campaign that satirises Gen Z's style fatigue and the chaos of Tik-Tok-driven 'core' aesthetics.

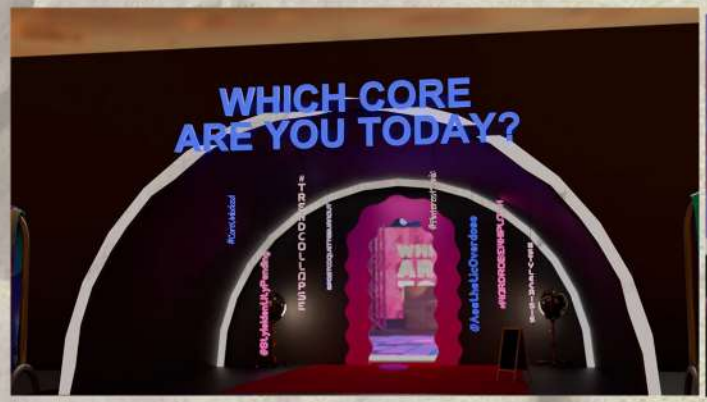
It reflects on how hyper-compressed trend culture destabilises identity, transforming fashion into performance and exhaustion

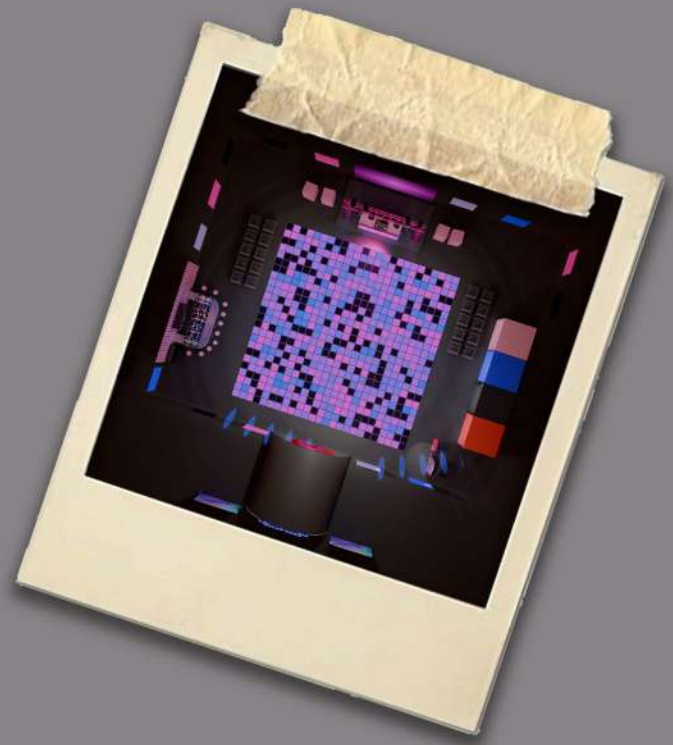
Fashion Campaign

Event Concept

Critical Design







STYLE SPIRAL is a satirical micro-trend rave that transforms a party into a live experiment of aesthetic overload, where guests dress in different “cores” and experience the chaos of trend culture through music, visuals, and interaction.

WHICH
CORE
ARE YOU

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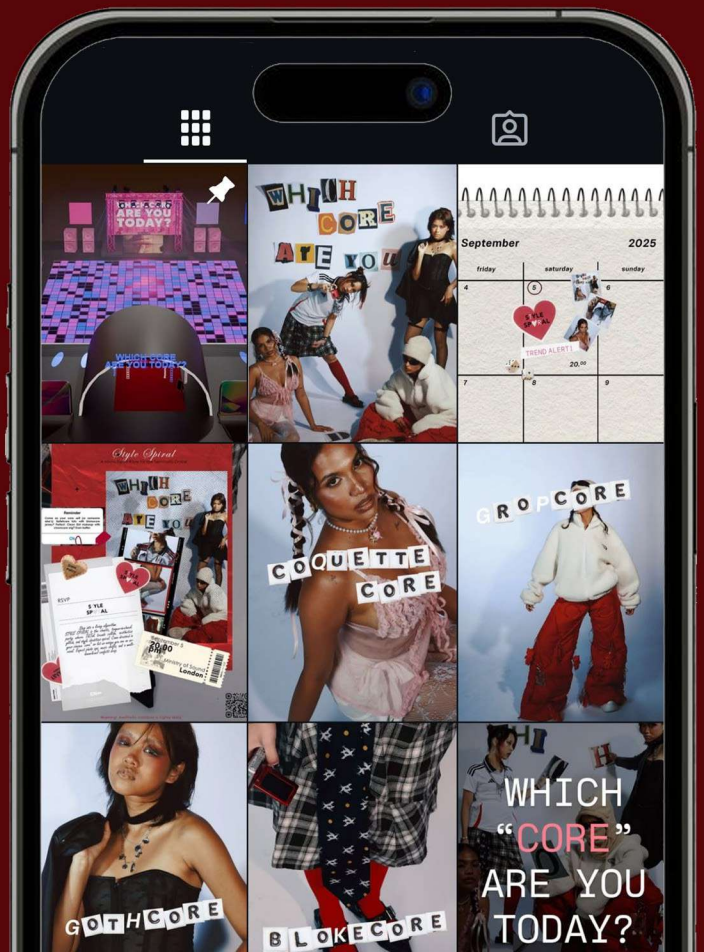
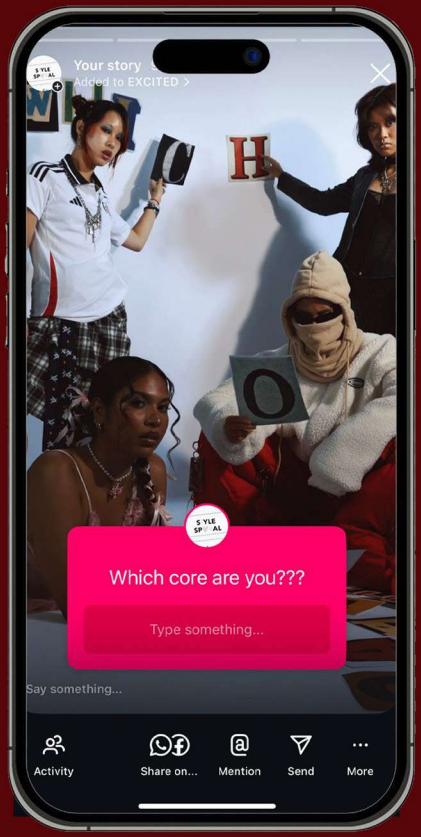
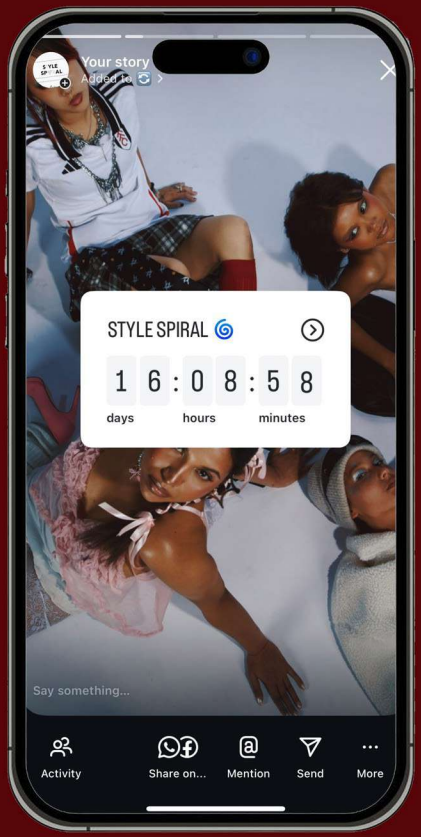
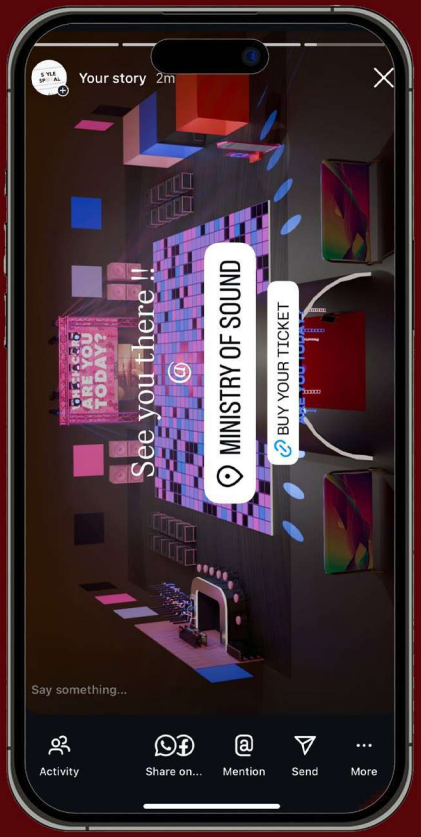

WHICH CORE ARE YOU TODAY?
September
2025
COQUETTE CORE
GROPCORE
GOTHCORE
BLOKECORE
WHICH "CORE" ARE YOU TODAY?


Your story
Added to EXCITED
Which core are you???
Type something...
Say something...
Activity
Share on...
Mention
Send
More


Your story
STYLE SPIRAL
16:08:58
days
hours
minutes
Say something...
Activity
Share on...
Mention
Send
More


Your story 2m
See you there !!
MINISTRY OF SOUND
BUY YOUR TICKET
Say something...
Activity
Share on...
Mention
Send
More

POST CARD

PLACE STAMP HERE

THIS SPACE FOR WRITING MESSAGES

HOURLY EXPRESS POST LETTER STAMP ONE CENT

SENT WITH JOY AND LOVE

WWW.IDEACHIC.NET

TO:

Creative Director / Stylist - Vishmi Narthana

Event Rendering - Artise Connection (Sri Lanka)

Models - Nethmini, Lowyijin, Saragaisan, Amy

MUA - Emily Richer, Natalia

Photography - Sofia

THIS SIDE FOR ADDRESS ONLY

THANK YOU.