

JOSHUA'S

AN ASPIRATIONAL LIFESTYLE



WITH:
MAISON KITSUNE • VEUVE CLICQUOT • VERTU • NIKE + ENGLAND • ROLLS-ROYCE • HIROFUMI KIYONAGA • BAXTER FINLEY • LEICA • BELSTAFF

ONE

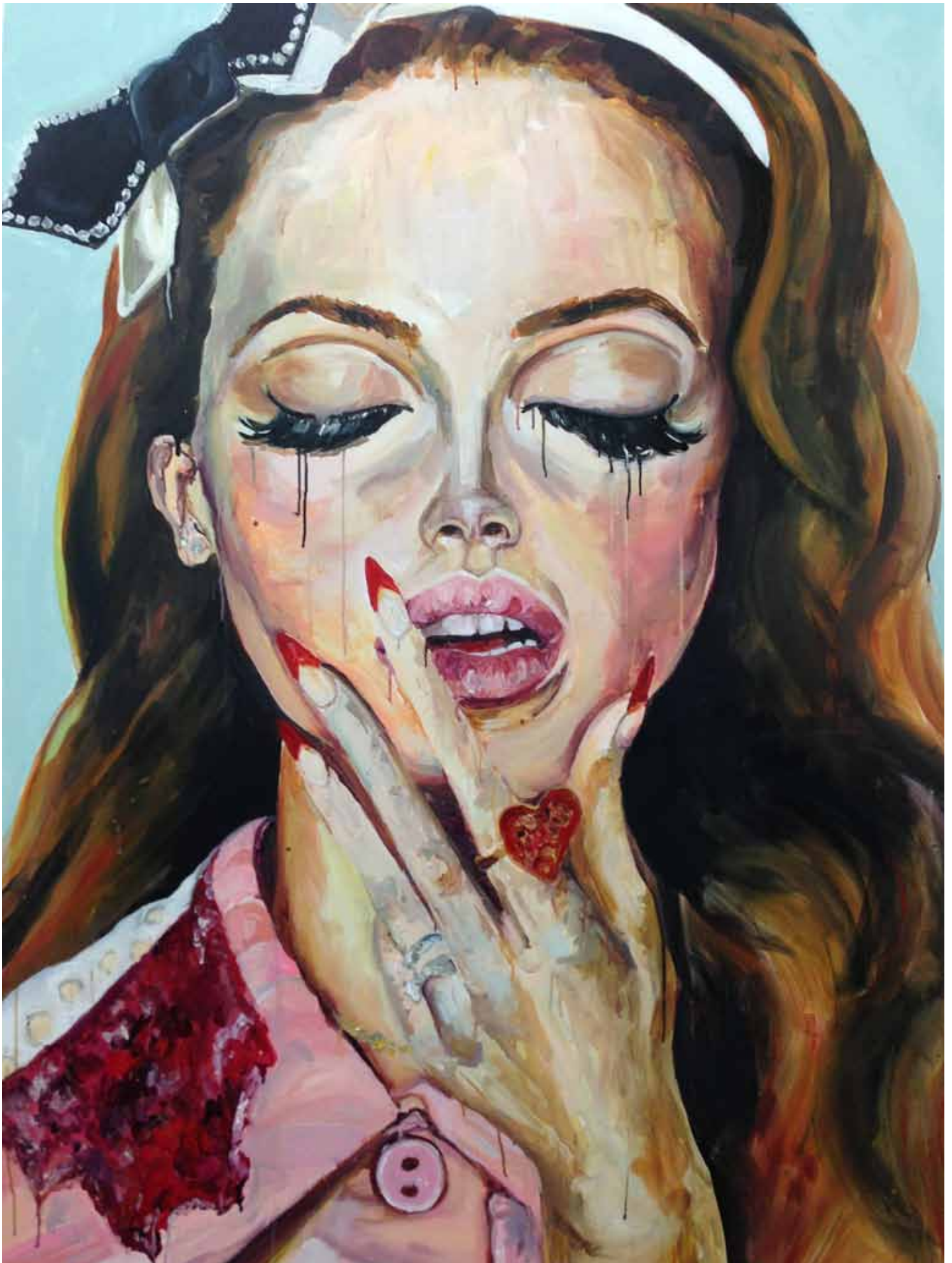
RE-FASHIONING THE GAZE

Our notion of beauty is constantly under scrutiny and reevaluation as the boundaries of 'what is possible' are extended on a daily basis. In the past, what was genetically handed down to you was your lot, nature's ranking system if you will. Now to an extent, these rules no longer apply, with the cosmetic surgery, beauty and hair treatments able to transform those that feel unattractive, into the ranks of 'glamour'. In a reversal of this ideal, artist Jennifer Louise Martin takes those that nature has blessed, and overemphasized ideal characteristics of beauty through disproportionate features hence exploring society's preoccupation with perfection, versus reality. Her work is imbued with an intrigue at the female psyche's desire for unattainable beauty and perfection.

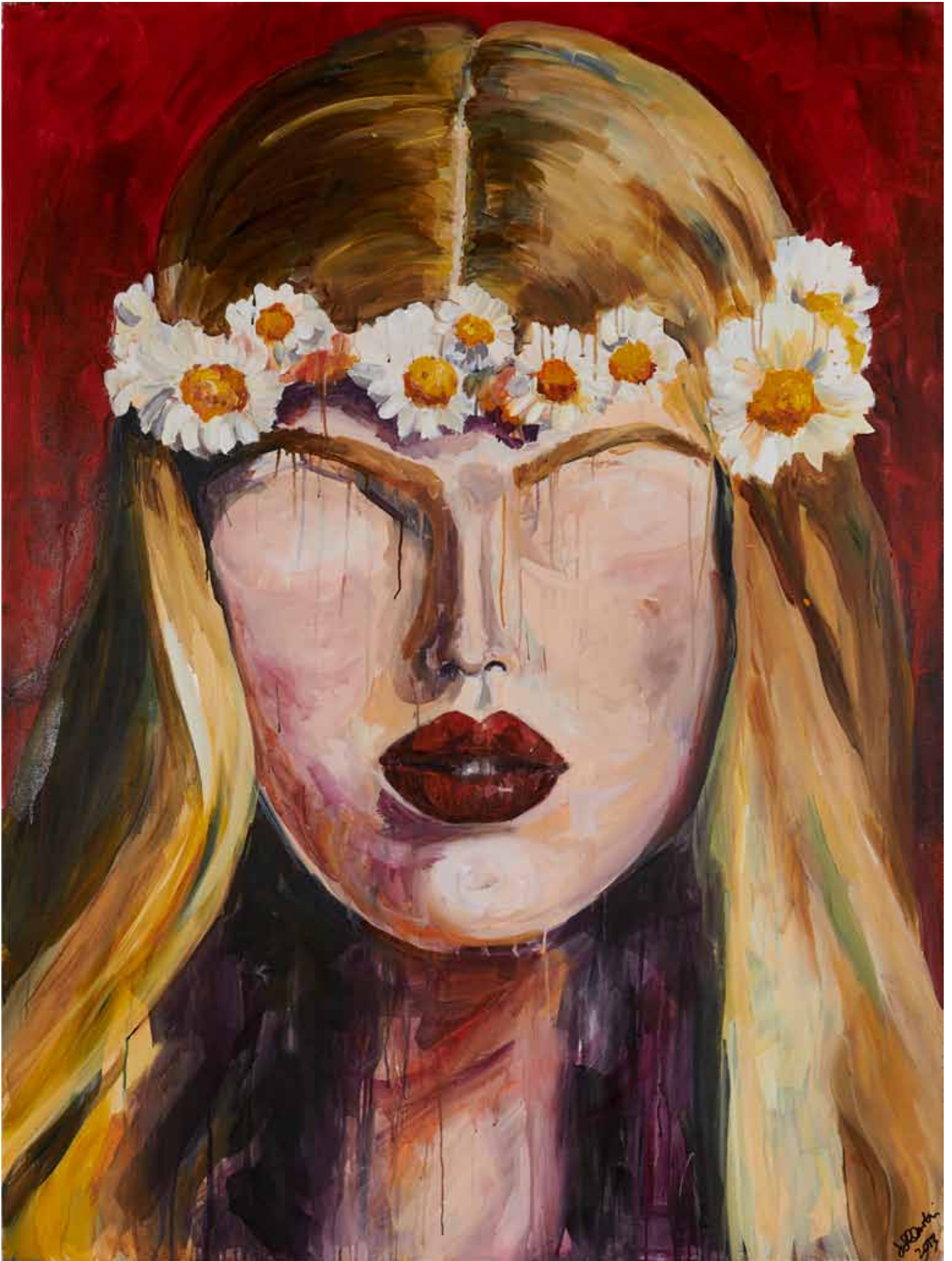
Using carefully selected images inspired by the allure of high fashion photography, Martin manipulates them to create bold, arresting statements about the pursuit of perfection. Her works highlight how the conflict between our perceptions and reality can control the contemporary psyche. Hiding within the layers is an inquiry and response towards societal perception of where and how true beauty exists, creating a liberating journey away from the illusion of perfection. "If I could say it in words, there would be no reason to paint. No rain, no rainbows.

No dreams, no days." – Jennifer Louise Martin JOSHUA's showcase some of Martin's 'Perfectionistas' from her recent exhibition very aptly entitled (Re)Fashioning The Gaze.

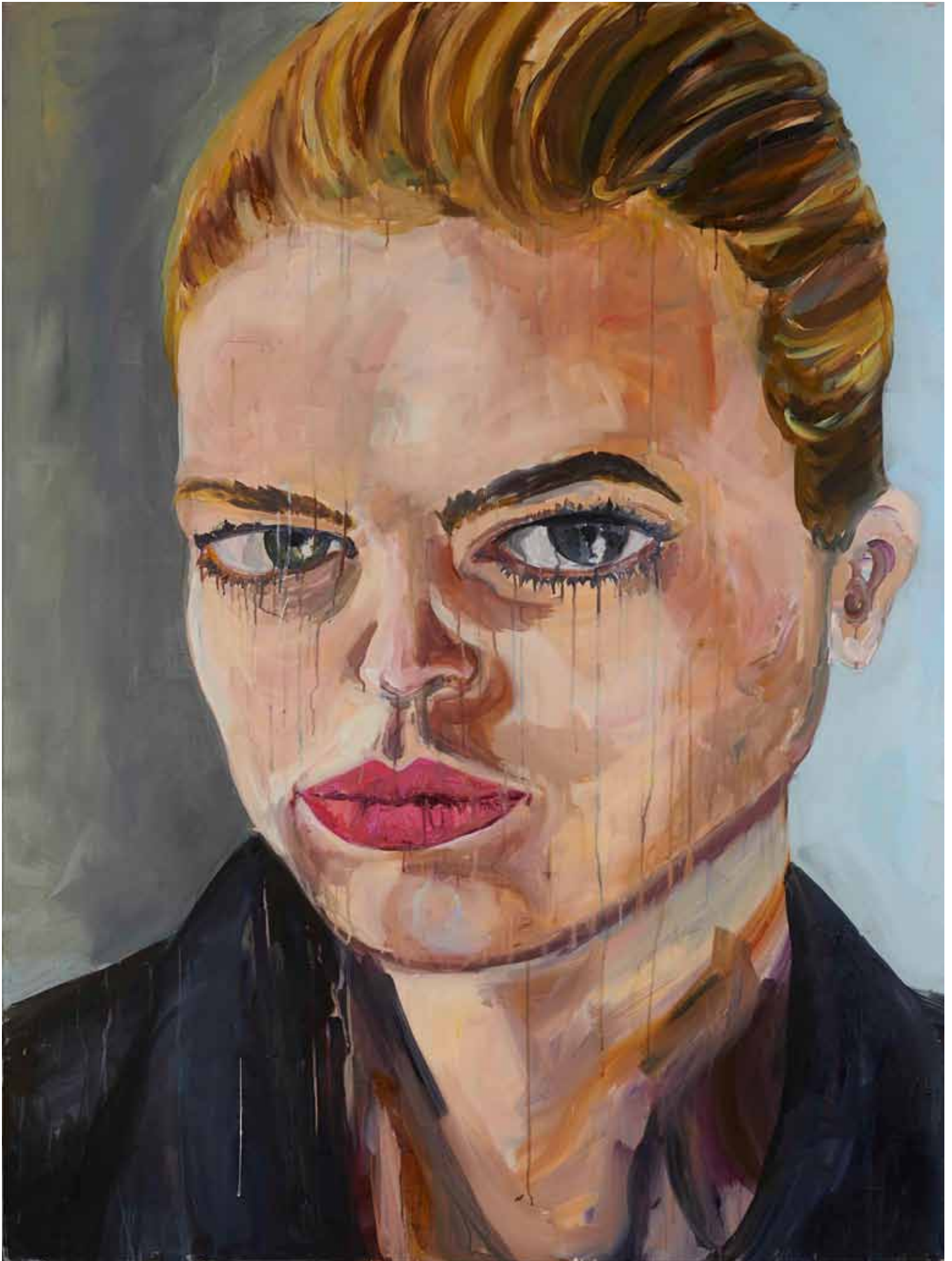
Art: JENNIFER LOUISE MARTIN, jenniferlouiseartin.com



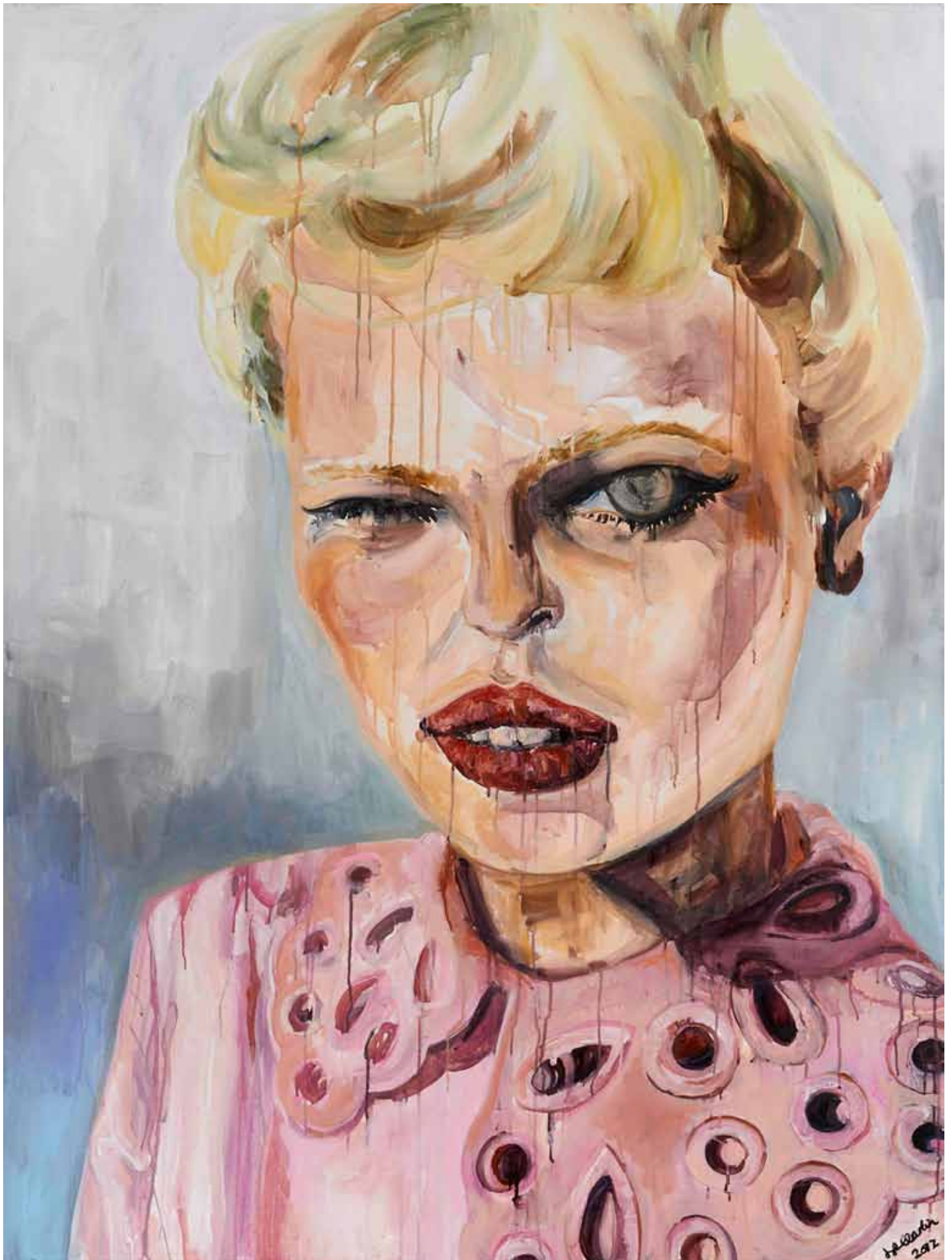
Femme Fatale



Daisy Pose



Daphne I



Daphne II



Catwalk Queen