



C.G.P.

2020-2021 *Personal Work*

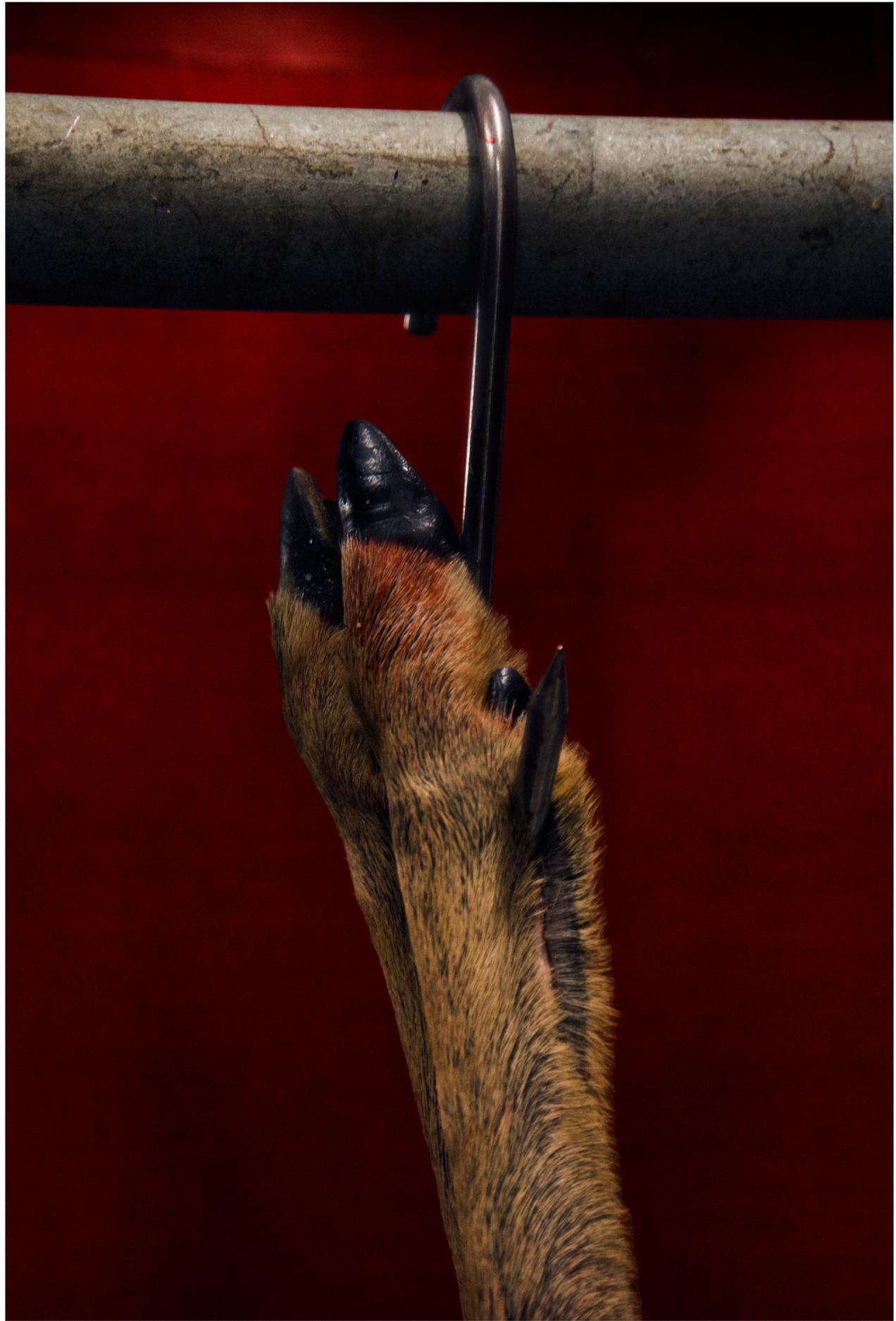
Carl Gustaf von Platen's personal work explores themes of family and tradition, driven by artefact-fetish and imbued sentimentality. Objects' curves and grooves are studied closely, as well as thematics of animal life in the context of cultivation, always captured through a glossy still-life lens.



Vildsvin i Viken, 2021

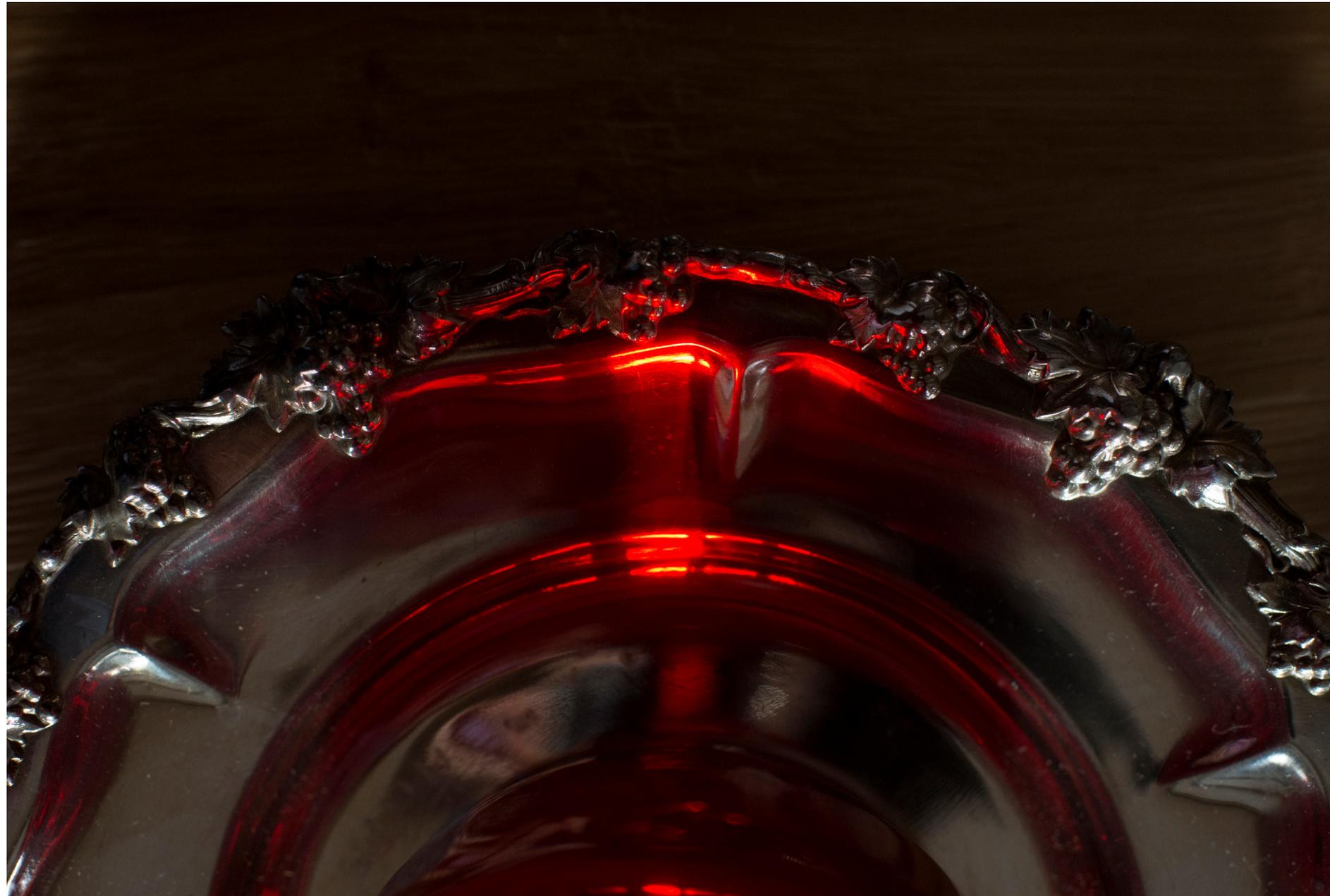


Pojkvän och Flickvän, 2021



Foot Picture, 2021

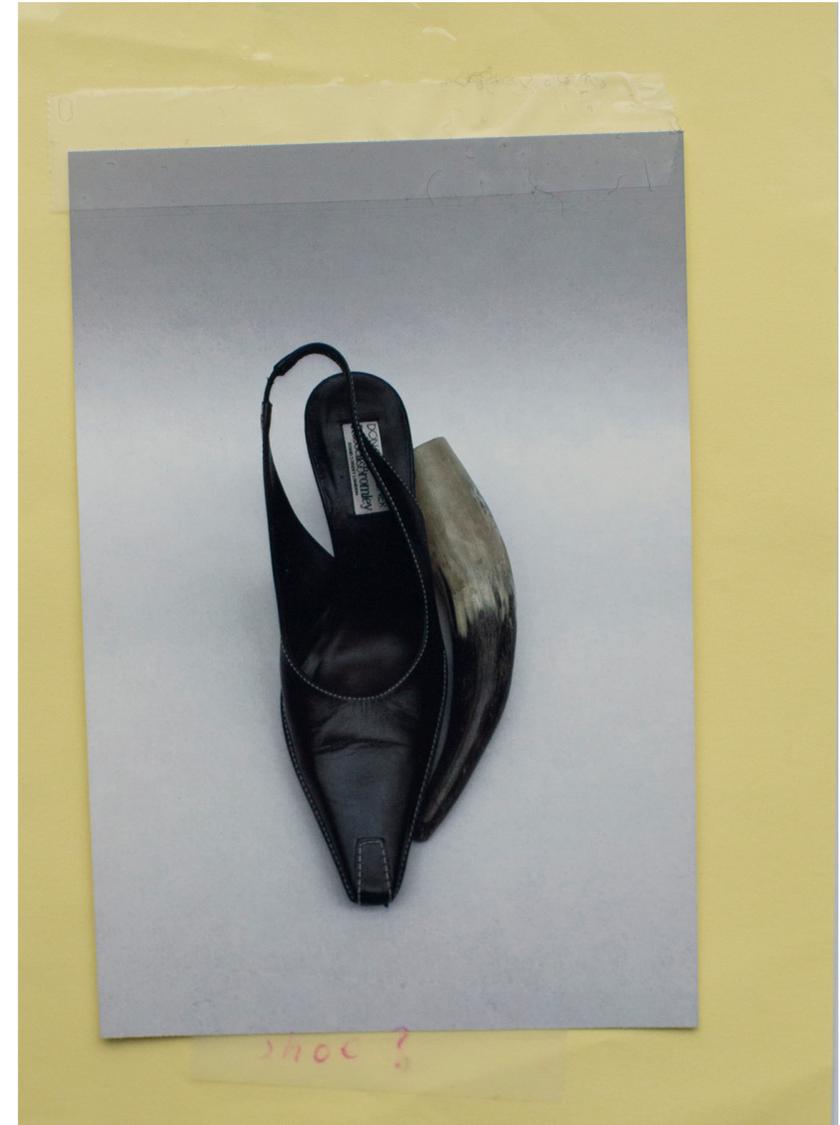




Untitled, 2021



Ice Bar, 2021



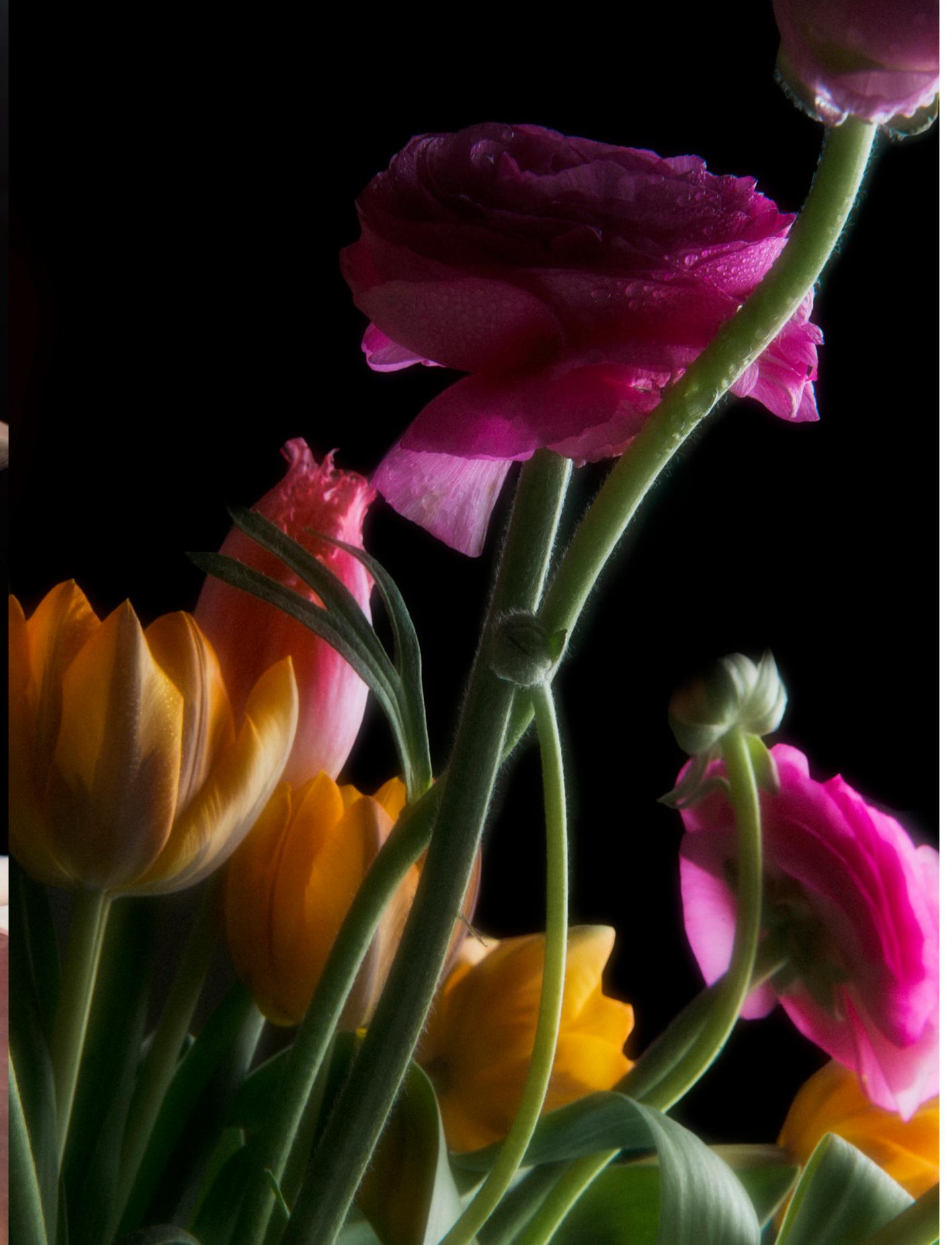
Horny Shoe, 2020



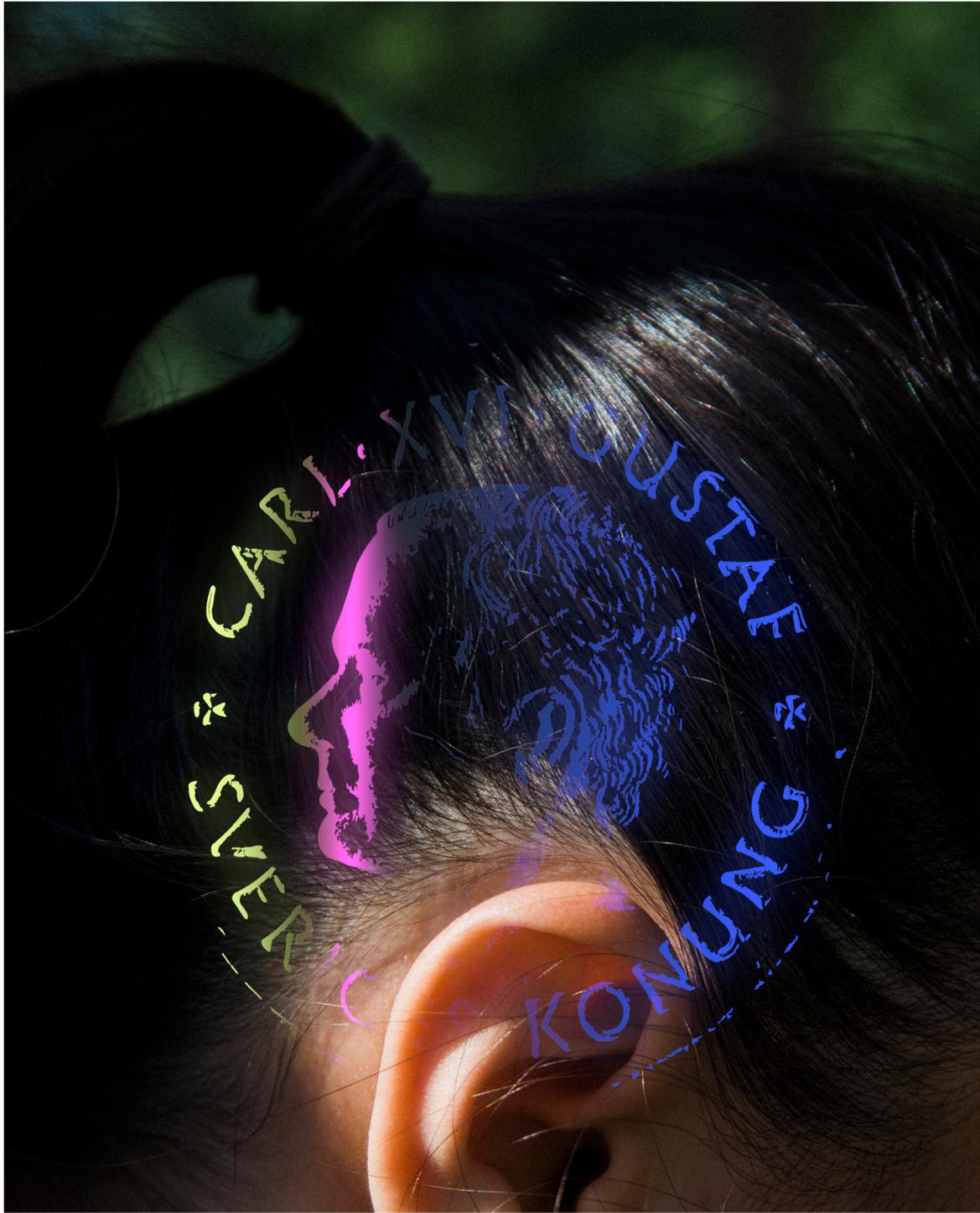
Biff Nöt 0,5kg, 2021



Sweaty Orchid, 2020



Sweaty Flowers, 2020



Money on My Mind, 2021



Petals Playing, 2021



Cow eat Carb, 2021

2021

Viscose Journal

In 2021, Viscose Journal—independent journal for fashion criticism—commissioned von Platen to develop a set of still-life photos for their second issue on “Clothes”.

In his editorial von Platen explores the format of fashion product photography, strictly disobeying the typically commercial function that mediates the objects’ curation. Instead, von Platen’s visual language is guided by found objects that are then curated carefully with contemporary sartorial creations. von Platen produced nine images that were all published in issue two of Viscose.



Doll Stretching behind cracked screen 2021



Manolo Blahnik x Habitat Shoehorn and dismantled candlestick , 2021



Mannequin and hand blown perfume bottle, 2021



Acupuncture London shoe and ROH ballerina, 2021



ROH Ballerina in Horn with rusty wand and butter belt, 2021



Parakeet facinator, 2021



Sterling silver rosary and caged raw emeralds, 2021



Mannequin wearing diamanté Margiela belt, YSL Rive Gauche earring, and Hurtence feathered fascinator, 2021



HELMUT LANG
MADE IN ITALY

WARNING

...water
...appliance, empty the water from the sump and
...water tank should be cleaned every 2 weeks,
...and water area.
...and tank if the appliance is not to be used for

2019-2021

AYU 25

Ayu25 is a Seoul based skincare brand with a dedicated focus on Ayurvedic and TCM skin science.

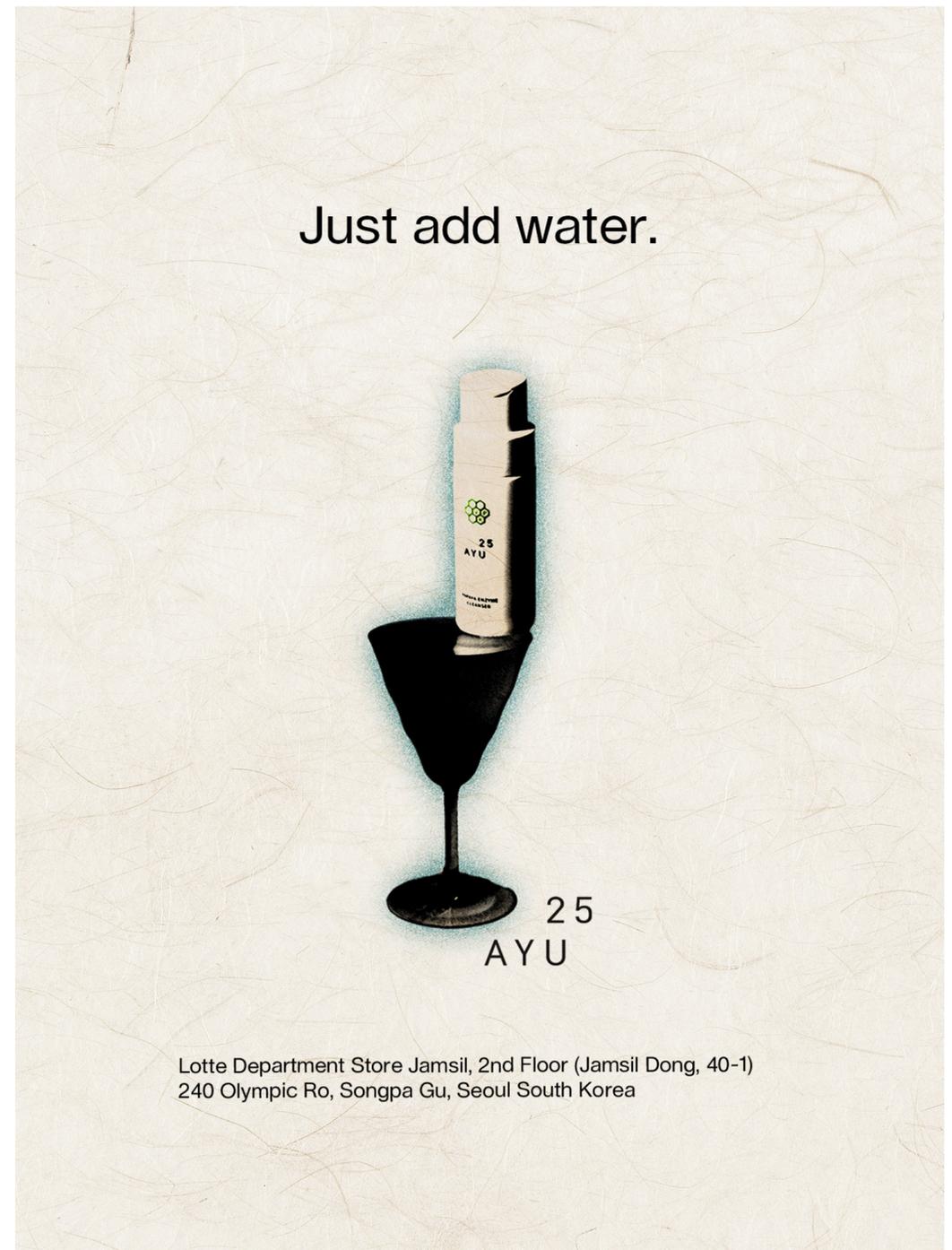
Carl Gustaf von Platen's role at Ayu25 as a freelance content creator has been to develop their brand identity through both video and image, including online + offline campaigns.



Cleansing Oil Campaign, 2020



Aroma Diffuser Campaign, 2020



Poster for Opening of Lotte Jamsil Branch, 2020



Aroma Diffuser Campaign, 2020



Winter Campaign, 2020



Winter Campaign, 2020

2018 *Champagne Selavy*

Founded in 2017, Champagne Selavy is a London/Bonneil- based biodynamic champagne brand. It is the “Queen of Champagne”, with drag queen Jonny Woo and art collector Valeria Napoleone as brand ambassadors.

Since 2018 von Platen has been art director for the brand, developing a distinct visual language that references his own agricultural background in symbiosis with a cosmopolitan luxury, all captured through a fantastically surreal lens.



21st Century Champagne Family, Featuring Valeria Napoleone and Christophe Lefèvre, 2018



Family Portrait featuring Jonny Woo and Christophe Lefèvre, 2018



Degustation Video Still featuring Jonny Woo and Christophe Lefèvre, 2018



Earrings, 2018



Romantic Xtophe, 2018

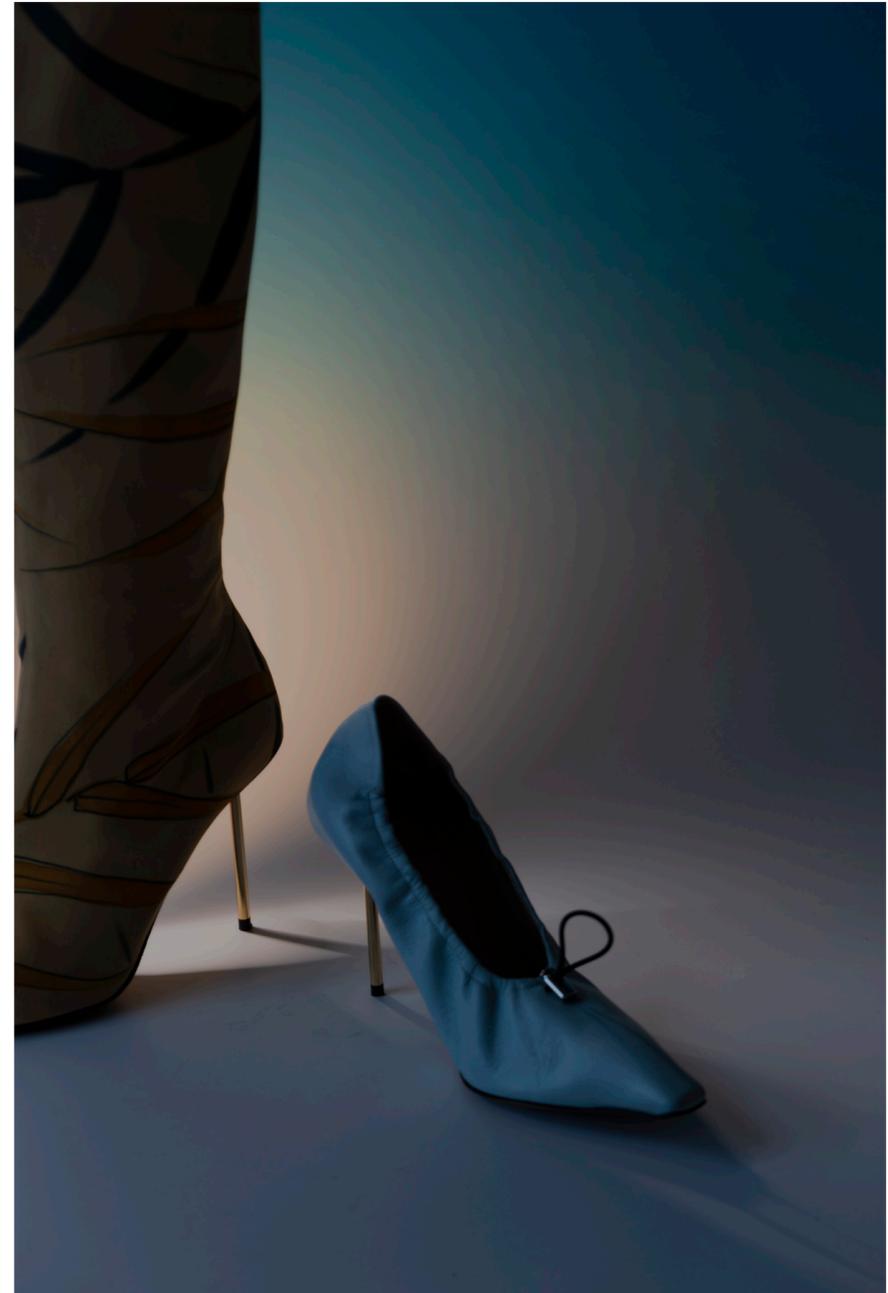
2021 *Conner Ives*

Conner Ives is an eponymous London-based fashion brand. Specialising in reconstituted textiles. In 2020, Ives graduated from a BA in womenswear design from Central Saint Martins along with von Platen.

In 2020 von Platen was asked to consult with Conner on the release of his first shoe line. For the release he created product images and a clean graphic language for Ives' inaugural shoe release.



Reconstituted Scarf Boot, 2021



Backlit Beak Toe Scarf Boot and Beak Toe-Pump , 2021

2017



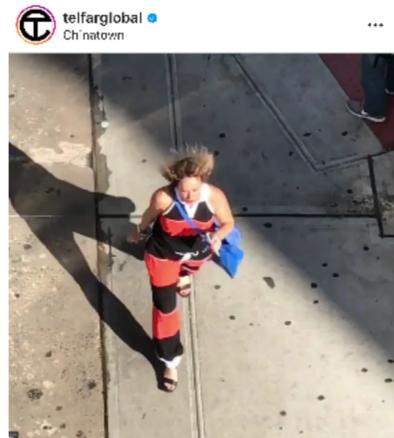
Telfar is a New York based fashion label, founded in 2008. It is headed by Telfar Clemens and Babak Radboy. In 2017 von Platen interned with Telfar working specifically on developing social media campaigns.

#SPOTTED displayed casual video clips of Telfar family + pedestrians walking the streets of NYC, donning full-look Telfar.

#TelfarThrowbacks took archival Telfar pieces and collections to the timeline once weekly.



2,894 views · telfarglobal #2cool4school @nichelsgh #spotted wearing boat cut knit jean and hoodie tunic available soon [shop.telfar.net]



12 views · telfarglobal #crossingtheline @danielclevitt #spotted crossing the street in SS17 stripy halter polo and sweatpants and large blue shopper available at shop.telfar.net [link in bio]



1 view · telfarglobal #360view @tessahara #spotted wearing Telfar signature halter available now at [shop.telfar.net]



2,388 views · telfarglobal #shopCARRYING @venicew #spotted taking the "Customer" Long Sleeve t-shirt with the Signature Halter and white mini shopping bag. All available right now at [shop.telfar.net] #CVFT



1,941 views · telfarglobal #turnitOn @nichelsgh wearing backstage hoodie and circle pocket sweatpants available soon at [shop.telfar.net]



1,377 views · telfarglobal #whereisshegoing? Millie #spotted in khaki jeans and white knit/linen crewneck. Available SOON at [shop.telfar.net]



2,293 views · telfarglobal #FaceTime Millie #spotted wearing the hybrid jean slacks, and patchwork long sleeve. FW17 soon [shop.telfar.net]



1,862 views · Liked by joyceszeng telfarglobal #changeisgood @tessahara #spotted pulling FW17 knit/cotton combination sweater out of TELFAR medium brown shopper. Wearing... more



2,388 views · telfarglobal #oopswrongway @voniccw #spotted wearing the "Customer" Long Sleeve t-shirt with the Signature Halter and white mini shopping bag. All available right now at [shop.telfar.net]



1,647 views · telfarglobal #riskofrain @jackieshuyatan #spotted easily in the SS17 orange Telfar Rain Parka — shop.telfar.net [link in bio]



23 views · telfarglobal #honkifyoulovethelook @tessahara #spotted wearing the cuff pocket t-shirt (available now) and hybrid jean slacks (coming soon) from [shop.telfar.net]

#Telfar throwbacks

2019

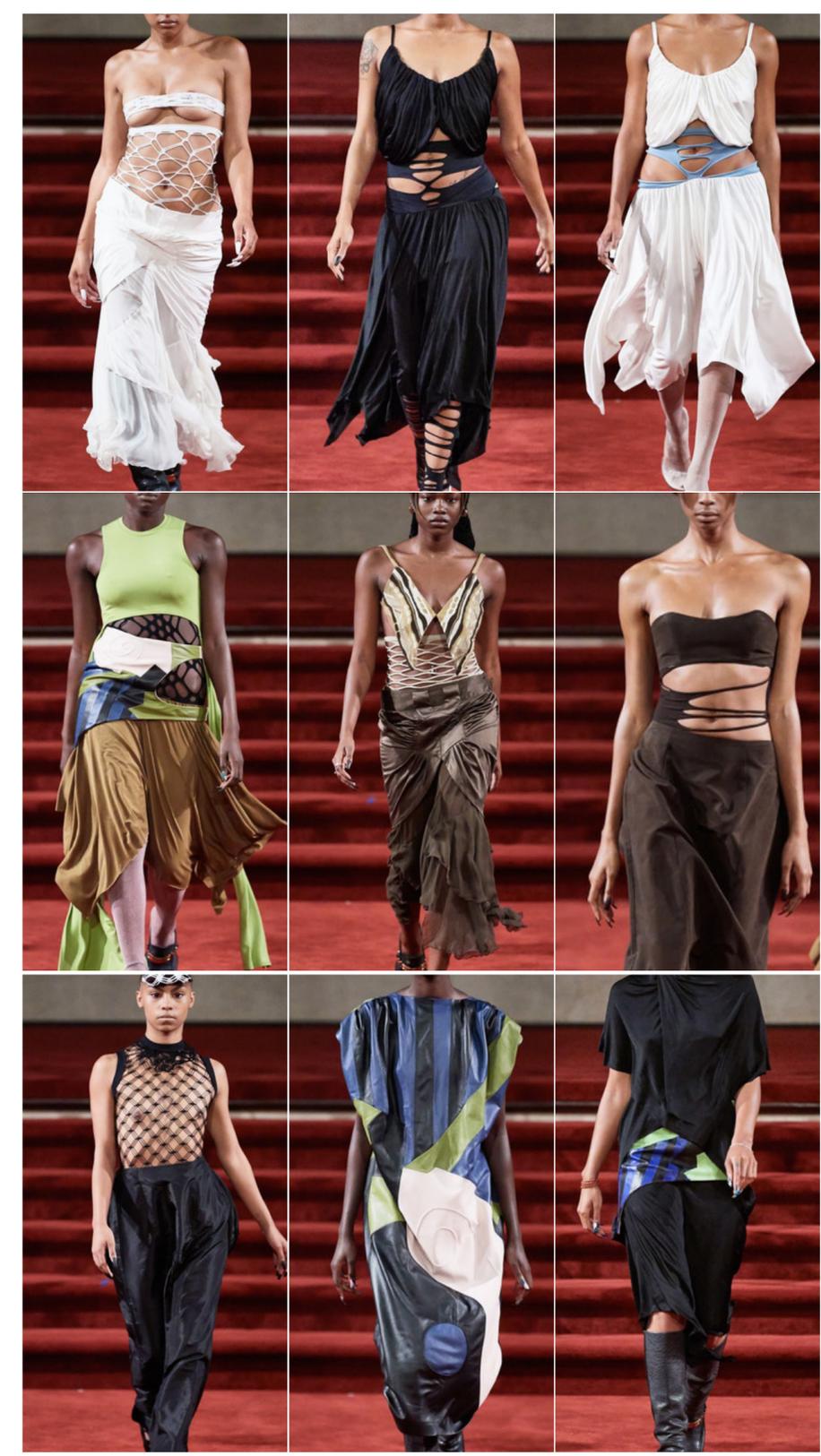
SECTION 8

Section 8 is a New York based fashion label, founded in 2017, it is a moving network of designers and creatives, headed by stylist Akeem Smith.

For their SS2020 collection von Platen was welcomed into the collective as designer. Building the skeleton of the collection in London, von Platen worked with Smith on design research, presentation and development to create the collection that was presented at NYFW in 2019.

TRIPLE SKIRT fabrics: knit, tba, print
 triple layer skirt with knit "stocking"
 base, gathered 8 mini, and napkin under-
 skirt.

SECTION 8
 S/S20 "M.D.P."



VON PLATEN JACKET fabrics: leather, lining
 balloon jacket with low drape, pleated
 back and centre front zip

SECTION 8
 S/S20 "M.D.P."



2020 *Graduate Collection*

For his graduate collection from Central Saint Martins Womenswear, Carl Gustaf von Platen's mind immediately went to heritage and formality, in fashion and in culture: 'I'm from a quite an old-world Swedish family. Very traditional, with a lot of structures, formalities and uptight elegance.'

The starting point was his late father's hunting jacket, followed by 80s Svensk Jakt (Hunting) magazines and Swedish traditions like crayfish parties. He insists that the resulting garments – with their earthy tones and extravagant silhouettes – aren't critique, nor easily wearable. Instead, they take buzzwords like heritage and identity and turn them into something tangible; coated in forest green felt or stuffed to the brim; heavy with history but best served with a side of humour. 'At the end of the day,' he says, 'it was most important to me to make beautiful clothes.'



Jersey Dress with Detachable Felt Hunter's Muff, 2020



Puppet on Dinner Plate with Chantarelle Skirt and Napkin Bra, 2020



Cotton Napkin Bra with Chantarelle Puffer Skirt, 2020



Tweed Poacher's Jacket with Detachable Bustle and SEK Buttons, Duck Cashmere Jumper with Tratt Hat and Fairy Bustle, 2020



Puppet Dressing Up, 2020