

# KRV:

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🔴 **models:** Pava???

+ Aleksandra

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 **location:** Antiga fàbrica de  
Can Batlló, Barcelona

 **duration:** 1-2 min



concept:

**KRV** (krew {f} /krɛf/ = blood) is not just a material experiment; it is a **spell**, a **rebellion**, a **rejection** of imposed purity. A **middle finger** to every **patriarchal structure** that dictated our **blood**, our very **essence**, was something to be **hidden**, something **unclean**. This project stands at the intersection of:

 **ANTI-FASHION,**

 **PUNK,**

## SLAVIC PAGAN RITUALS,

 and **RADICAL RESISTANCE AGAINST PATRIARCHY.**

It transforms the **object** into the **sacred**, the **discarded** into the **wanted**.



## garments philosophy:


Blood isn't just under the skin—it **is** the skin. This is not about hiding it; it is about **exposing** it. Making the **invisible** visible. Making the **taboo** untouchable.

If they fear the **sight** of our blood, we'll give them something to be **terrified** of.



## themes explained:

🔥 **anti-fashion:** Rejecting conventional aesthetics, KRV embraces raw, and unsettling textures. This is not about beauty; it is about confrontation.

 **punk:** A DIY ethos, a refusal to conform, a declaration that we own our bodies, our materials, and our narratives. Piercings, safety pins, bloodstains—each element is a mark of defiance.

🔥 **slavic pagan rituals:** Ancient rites saw blood as a source of power, a sacred link between humanity and the divine. Blood was not impure; it was an offering, a contract, a way to communicate with the unseen forces of nature.

**🔴 radical resistance against patriarchy** Every stitch, every drop of blood, every safety pin embedded into the material screams against the systems that tried to silence us. This garment is not just worn; it is wielded like a weapon.



**messages (written on the walls/ground):**

## WHO OWNS YOUR BLOOD?

THE EARTH DRANK OUR BLOOD BEFORE RELIGION CALLED IT A SIN

IF THEY FEAR THE SIGHT OF OUR BLOOD, WE'LL MAKE THEM DROWN IN IT

🔴 THERE IS NO HEAVEN FOR BODIES LIKE OURS

 I AM MY OWN SACRIFICE

🔴 IF I AM MEAT, LET ME BE RAW

 LEATHER IS JUST DEAD ANIMAL. SO IS THIS

🩸 SILK WAS ONCE A WORM. BLOOD WAS ONCE ALIVE

## 🔴 IF YOU WEAR FLESH, WHY NOT BLOOD?

🔥 THE REAL CRUELTY IS PRETENDING THIS DOESN'T EXIST

🔴 IF THEY FEAR THE BLOOD, GIVE THEM SOMETHING TO BE TERRIFIED OF

 PURE IS JUST ANOTHER WORD FOR OBEDIENT

## 🔴 THIS IS NOT MENSTRUAL BLOOD, BUT YOU'RE STILL SCARED



## shot list + scene breakdown

- Extreme close-up of cracked, dry concrete
- A single drop of blood falls
- A hand dips into a blood mixture—ready to paint
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- Close-up of eye transforming into blood
- Close-up of eye and zoom out
- Deodorant + lighter
- Piercing latex with the safety pin
- Blood being smeared across the wall, chaotic, raw
- Blood dripping from fingertips, illuminated by firelight
- A cigarette burns through latex, creating holes—symbolizing destruction and rebirth
- Blood poured on the skin
- Blurry, hypnotic movements
- Pouring blood on the grass



notes:

- 🔴 Don't be afraid to get weird.
- 🔴 Focus on texture: **blood, latex, corset.**
- 🔴 This is **not** a typical fashion film. **It's a ritualistic performance.** The blood garment is **not just clothing,** it's a **second skin, a wound, a rebellion.**

The final product should **disturb, intrigue, and seduce the audience.**

## Let's curse them.

