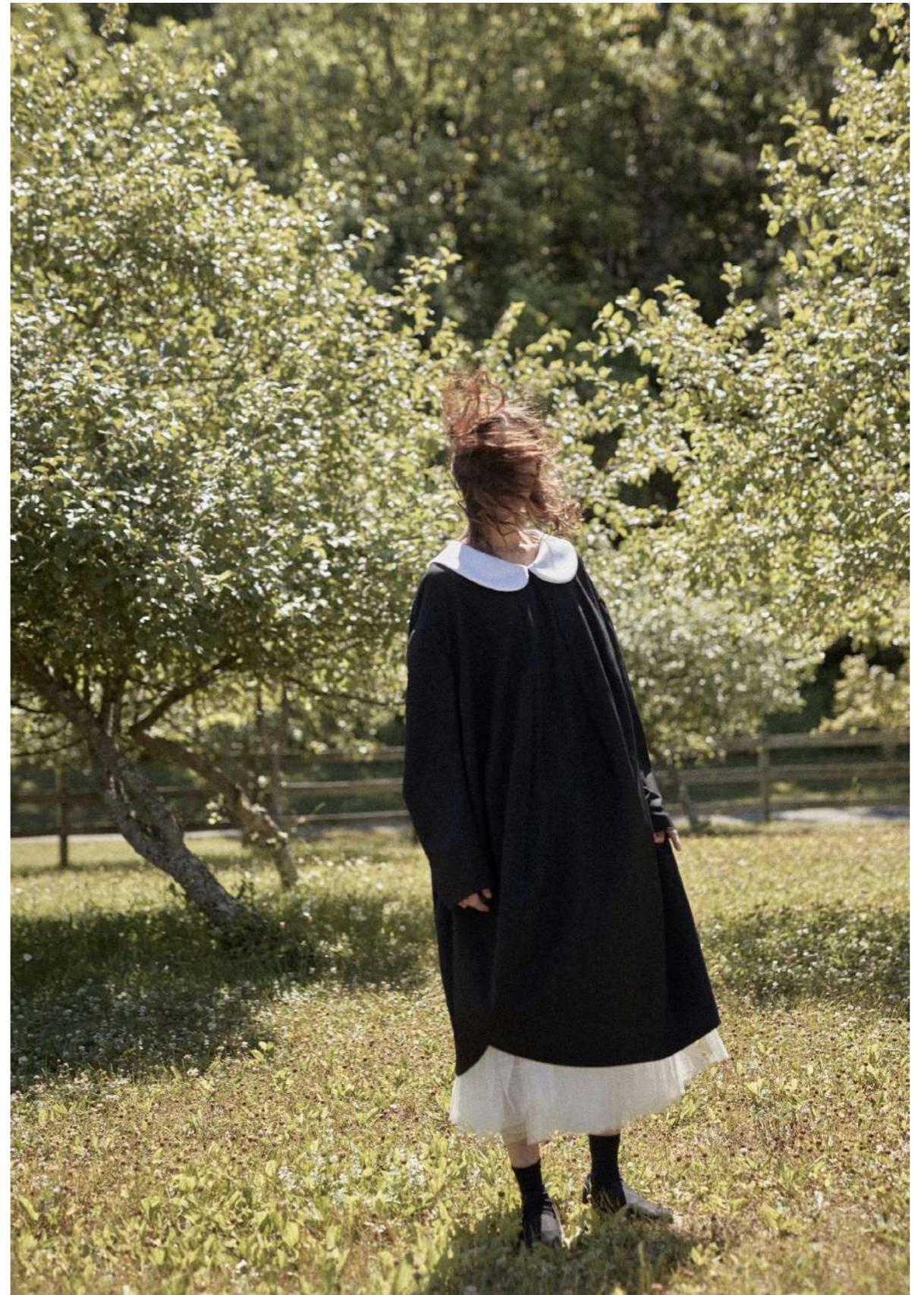


COMME des GARÇONS | COMME des GARÇONS

Green is a Primary Color

Comme des Garçons Comme des Garçons X Purpose and Perspective



TASHA WEARS COMME DES GARÇONS COMME DES GARÇONS EXCLUSIVELY THROUGHOUT THIS PORTFOLIO.

Project Overview

In a creative partnership with Comme des Garçons Comme des Garçons, Purpose and Perspective brought the iconoclastic looks of the French Japanese house to the unexpected landscape of a bio-dynamic farm in Hudson, New York. Generally thought of as two disparate worlds, the high fashion Paris runways, and the grounded farming eco-system were shown to seamlessly and beautifully exist. This multi dimensional narrative was illustrated by model, farmer and CDG muse, Tasha Tilberg. This portfolio initiated a conscious shift and interest in the roots and natural beauty of our food and our material possessions.

Scope

Concept Narrative and Execution

End-to-end Production

Casting

Copywriting









While the worlds of fashion and farming may seem like entirely disparate realms, model Tash Tilberg has always sought solace in mother nature and its bountiful offering. In fact, it's been an inescapable path.

"I think it's in my DNA because my ancestors were farmers. I feel like there's been such a connection with the land through my grandparents and great-grandparents." Tilberg's paternal grandparents were Swedish and Finnish farmers. "So, I was always drawn to it, even though I grew up in a city. We moved around so much and were mostly in the city, but I always, always felt completely drawn to the natural world and I grew up listening to stories about my mom's farm and the one my sister was raised on, which I didn't have the pleasure of being raised on. So, I was always longing for it."

At fourteen, Tilberg began modeling and at sixteen purchased her first farm. "I was able to purchase a plot and it was such a wonderful feeling to own land, especially being an apartment dweller. It was better than having a house, it was so much more. I could really do something with it. I felt like it was just so special and so pure."

While most sixteen year olds buy cars as a conduit to freedom, for Tilberg, whose 'day job' had her persistently flying around the world, buying a farm seemed like a natural antidote for someone who spent more time in the clouds than feet planted on the ground. "I needed a complete grounding, because the modeling industry, it's wonderful—there are many amazing opportunities in fashion, but you have to harness the opportunities. When you fly all over the world and you're in different cities, for me anyways, felt like I also needed to be able to say, Oh it's spring time, I'm going to plant a seed and in the summer, I am going to harvest a vegetable. I needed that. I'm sure many people have that urge to get into the earth and have something that they can nurture."

Constructing a timeline associated to physical growth could be perceived as an effort to maintain a semblance of control and slowing down, because as Tilberg will attest, when you're an in-demand model your schedule is largely out of your hands.

Perhaps also projecting a sense of slowing down "you feel like you miss aspects of the changing of seasons sometimes when you're flying around, but when you have something constant, even if I flew away for two weeks, the farm would still be there. I wanted to be more of a land steward—having big trees, having gardens and I don't know, it just felt really real, you know?"

A few years ago, Tilberg pressed pause on full-time modeling to raise her twins with her wife. A family move to remote Powell River, B.C. was as far from the fast lane as one could get. "I really wanted to be there as much as I could for my kids, especially when they were infants. I worked occasionally, but I really needed to be there with them and for them."

While nurturing her family, Tilberg also cultivated the land around her. "I think being able to provide for your family, and for yourself, having the knowledge that you can improve something, nurture plants, nurture the surroundings and develop something over time. You could see immediate results, but you could also, over time, make something so much better. That in itself is so appealing."

In the future, Tilberg hopes her children continue to have a close connection to the natural world and farming, but recognizes they are on their own journey. "It's really hard to know at this point what they're going to be in to, but, at least I know they have a really good base. They have the start of an appreciation of the natural world and they know how to grow things, they know how to plant seeds, they know how to harvest." At a time when many children have a closer connection to screens than nature, it's inspiring to think her kids have been given the tools to be resourceful, to love and nurture the land, and are taught the idea of empathy. "A really big part of my thing is having respect for animals and our symbiotic relationship with animals. I do instill that in them to make sure they make good choices in their lives."

When her children went to kindergarten, Tilberg said she felt "freer to work again—a complete freedom to be able to put my effort into more things. Because they're that much older, and they could



