# Jisoo’s Self-Portrait campaign blends ‘60s retro flair with AI-driven fashion innovation



# Jisoo’s Retro-Futuristic Campaign: A Dreamscape of Fashion

In a striking blend of nostalgia and innovation, Jisoo, member of the globally renowned K-pop group BLACKPINK, stars in the latest campaign for London-based fashion house Self-Portrait. Titled *Dreams of Past Lives*, the pre-fall 2025 collection showcases Jisoo in surreal, AI-generated dreamscapes that evoke the vibrant aesthetics of the Swinging '60s. The campaign, shot in Seoul by photographer Drew Vickers, invites viewers to navigate a visually rich landscape where retro styles meet futuristic sensibilities.

Jisoo is dressed in key pieces that encapsulate this unique mix, including a nylon windbreaker adorned with gingham, a laced blouse paired with a beaded denim skirt, and a crisp white minidress complemented by a chic bow basket bag. These styles reflect a creative exploration of time and identity, aptly suited to Jisoo’s multifaceted appeal. Han Chong, the founder of Self-Portrait, articulated the vision behind this collaboration, emphasising that AI is not meant to replace human creativity but to enhance it. According to Chong, the collection aims to present something “familiar but surreal, nostalgic but completely new.”

The buzz surrounding Jisoo’s partnership with Self-Portrait has been staggering; within just two days of the campaign's announcement, it generated over $2.7 million in Media Impact Value (MIV). Harboured partly by the immediate success of a vibrant pink dress featuring black details and floral embellishments, Jisoo's influence was immediate and palpable. The brand’s Instagram post alone contributed substantially to this figure, signalling the significant impact that celebrity collaborations hold in contemporary fashion marketing.

This partnership marks a significant milestone, as Jisoo is the first musician to represent Self-Portrait. Her role is not just a reflection of her popularity but also a testament to the evolving landscape of fashion, where artists are increasingly taking centre stage. This shift goes beyond mere aesthetics, as bridging the gap between music and fashion allows for more nuanced narratives around identity and self-expression. The concept of a "chameleonic style" resonates with Jisoo's artistic persona, showcasing her ability to fluidly transition between different fashion trends.

As the industry advances, the intersection of technology and fashion has become a hotbed for innovation. The campaign is a prime example of how AI is being leveraged for artistic endeavours. This reflects a broader trend where the creative arts are increasingly harnessing AI as a tool for crafting hyper-realistic and imaginative visual content. The move towards AI-generated elements has allowed brands not only to stand out but also to evoke deeper emotional connections through surreal branding techniques.

Moreover, the response to Jisoo’s campaigns—both her initial appearance with Self-Portrait and the subsequent pre-fall collection—illustrates the growing importance of social media in establishing the impact of fashion collaborations. With the rise of influencer culture, campaigns have transcended traditional advertising methods, making them more interactive and engaging than ever. The successful unveiling of this latest collection not only sets a precedent for future projects but also augurs a new era in which celebrity influence and AI technology converge, giving life to imaginative fashion landscapes.

In this continually evolving fashion narrative, Jisoo's role embodies an exciting convergence of past inspirations and futuristic visions, creating a dreamscape that resonates with diverse audiences and captures the spirit of the modern fashion world.

## Reference Map:

* Paragraph 1 – [[1]](https://www.trendhunter.com/trends/retro-futuristic)
* Paragraph 2 – [[1]](https://www.trendhunter.com/trends/retro-futuristic), [[2]](https://www.allkpop.com/article/2024/03/blackpink-jisoos-self-portrait-campaign-generated-over-27-million-in-media-impact-value-miv-in-just-two-days)
* Paragraph 3 – [[1]](https://www.trendhunter.com/trends/retro-futuristic), [[6]](https://www.vogue.co.th/fashion/news/article/jisoo-self-portrait-pre-fall-2024-campaign), [[4]](https://www.designscene.net/2024/03/jisoo-self-portrait.html)
* Paragraph 4 – [[1]](https://www.trendhunter.com/trends/retro-futuristic), [[5]](https://fashionista.com/2024/03/jisoo-self-portrait-spring-2024-campaign)
* Paragraph 5 – [[3]](https://www.self-portrait.com/collections/diary-of-a-pop-star), [[1]](https://www.trendhunter.com/trends/retro-futuristic)
* Paragraph 6 – [[1]](https://www.trendhunter.com/trends/retro-futuristic), [[5]](https://fashionista.com/2024/03/jisoo-self-portrait-spring-2024-campaign)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.trendhunter.com/trends/retro-futuristic> - Please view link - unable to able to access data
2. <https://www.allkpop.com/article/2024/03/blackpink-jisoos-self-portrait-campaign-generated-over-27-million-in-media-impact-value-miv-in-just-two-days> - BLACKPINK's Jisoo's collaboration with Self-Portrait generated over $2.7 million in Media Impact Value (MIV) within two days of its announcement. The campaign featured Jisoo in a bright pink dress with black details and floral embellishments, marking her as the first musician to represent Self-Portrait. The brand's Instagram post alone garnered $590,000 in MIV, highlighting the significant impact of this partnership.
3. <https://www.self-portrait.com/collections/diary-of-a-pop-star> - Self-Portrait's 'Diary of a Pop Star' campaign showcases Jisoo in the recording studio, wearing pieces from the Pre-Fall 2024 collection. Captured by Yoon JiYong in Seoul, the campaign emphasizes Jisoo's versatility and chameleonic style, with founder Han Chong noting her love for experimenting with her wardrobe. The collection includes mini dresses in taffeta, denim, Guipure lace, and elegant evening designs in red and black taffeta.
4. <https://www.designscene.net/2024/03/jisoo-self-portrait.html> - Jisoo, a member of BLACKPINK, is the new face of Self-Portrait's Spring Summer 2024 campaign. Photographed by Yoon JiYong in Seoul, the campaign features Jisoo in pieces like a pale pink sequin mini dress and an orange and pink rhinestone-embellished mini dress. This collaboration marks the first time Self-Portrait has partnered with a musician for a campaign, and Jisoo's debut in a contemporary fashion campaign.
5. <https://fashionista.com/2024/03/jisoo-self-portrait-spring-2024-campaign> - Jisoo is the new face of Self-Portrait's Spring 2024 campaign, marking her first contemporary fashion campaign. The campaign features Jisoo in a pink sequined mini dress with a flower-adorned halter neckline and an orange-and-pink rhinestone-covered one-shoulder bodycon style. This collaboration follows Jisoo's previous association with the brand and her recent launch of her own agency, Blissoo.
6. <https://www.vogue.co.th/fashion/news/article/jisoo-self-portrait-pre-fall-2024-campaign> - After becoming the first musician to front a Self-Portrait campaign, Jisoo continues her collaboration with the brand in the Pre-Fall 2024 collection. The campaign, shot in a recording studio in Seoul, captures Jisoo's authentic self and showcases the brand's fashion. Han Chong, founder and creative director of Self-Portrait, highlights Jisoo's versatility and the campaign's focus on her chameleonic style.
7. <https://us.self-portrait.com/collections/diary-of-a-pop-star> - Self-Portrait's 'Diary of a Pop Star' campaign features Jisoo in the recording studio, wearing pieces from the Pre-Fall 2024 collection. Captured by Yoon JiYong in Seoul, the campaign emphasizes Jisoo's versatility and chameleonic style, with founder Han Chong noting her love for experimenting with her wardrobe. The collection includes mini dresses in taffeta, denim, Guipure lace, and elegant evening designs in red and black taffeta.