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Fishing in the LA River

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FISHING IN THE LA RIVER



These photos were for a Mojave editorial. Mojave is a brand that currently doesn't have a lot of direction, yet it still allows me and my friends to execute our left field ideas. The idea behind this project was to approach the LA river as a body of water that people can actually fish from, with this, we made a fishing vest that served the practical needs of a fisherman and the impractical needs of a fashionable, young male.

NICK IMBRIALE

