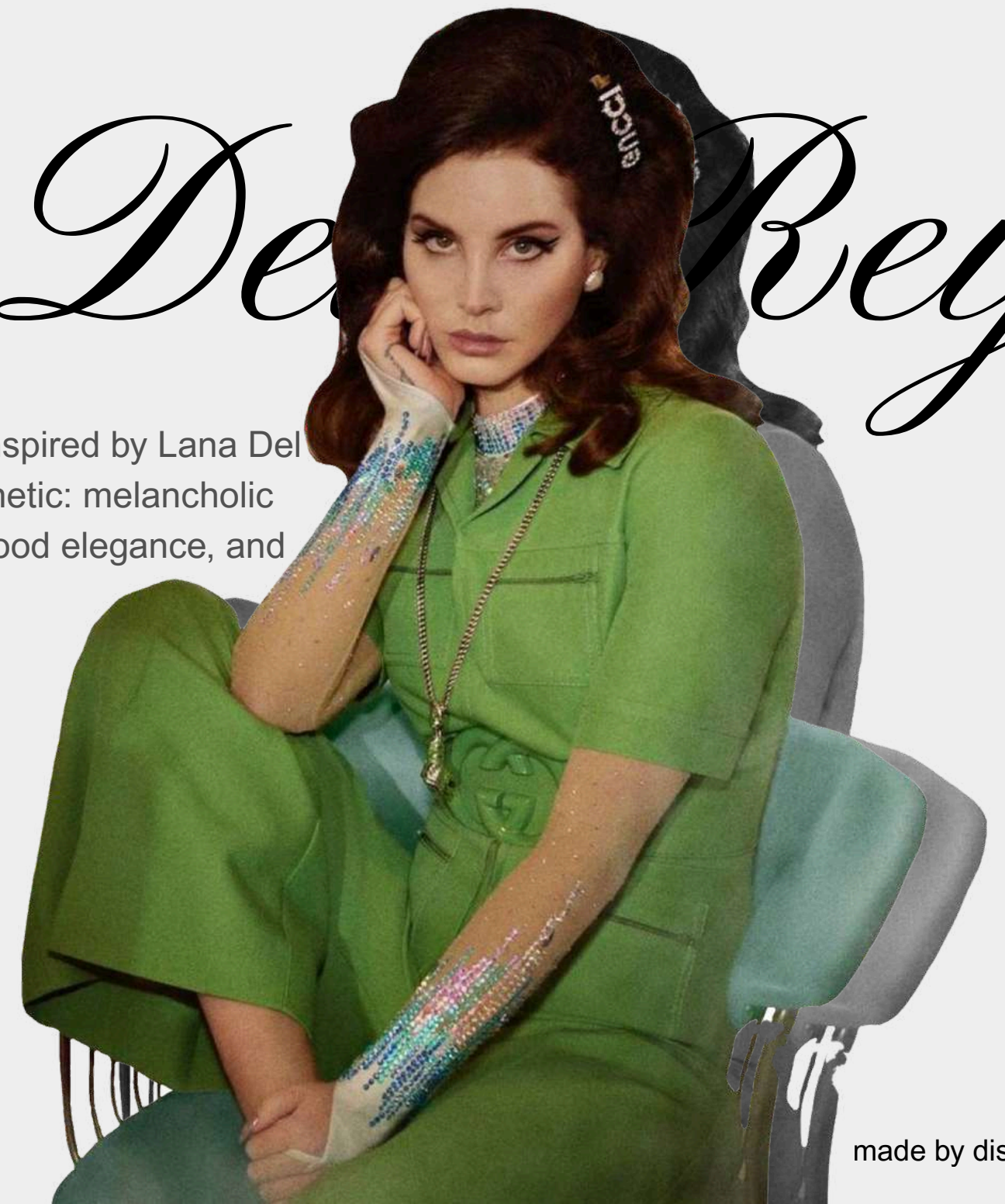


Portfolio

Born to be iconic

Lana Del Rey

A visual concept inspired by Lana Del Rey's unique aesthetic: melancholic beauty, old-Hollywood elegance, and soft rebellion.



Elizabeth Woolridge Grant

Lana Del Rey (real name Elizabeth Woolridge Grant) is an American singer, songwriter, and poet known for her nostalgic style and melancholic persona. She rose to fame with her unique blend of vintage Hollywood glamour, tragic romance, and dreamy Americana.

Lana studied philosophy and metaphysics before pursuing music, and her deep interest in poetry and film heavily influences her work. Her image combines vulnerability and strength — often portraying a woman caught between love and loss, reality and illusion.

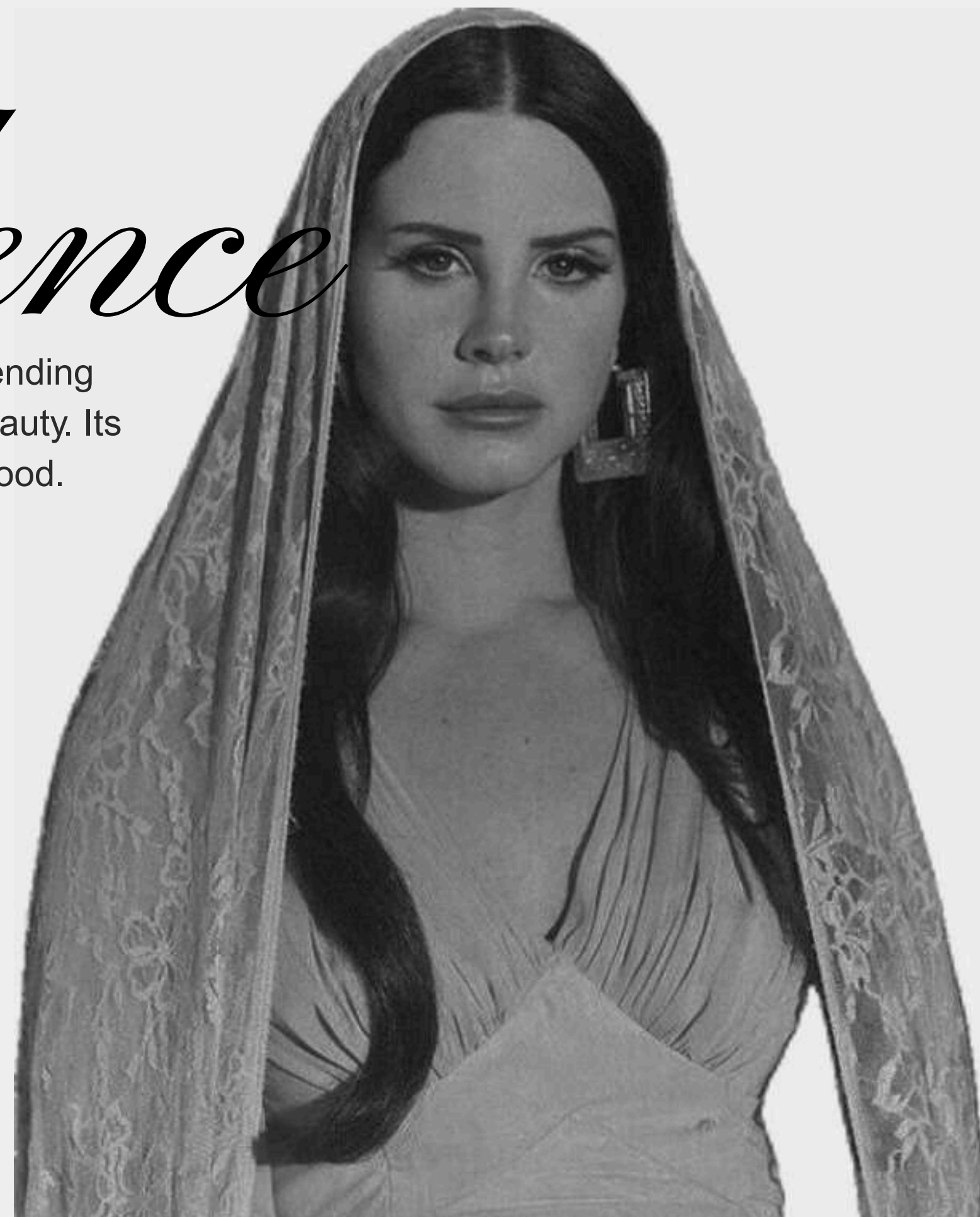
She's also a visual storyteller, often involved in the direction and styling of her videos, covers, and live performances. With her distinctive voice and aesthetic, Lana has become a symbol of modern romanticism and artistic individuality.

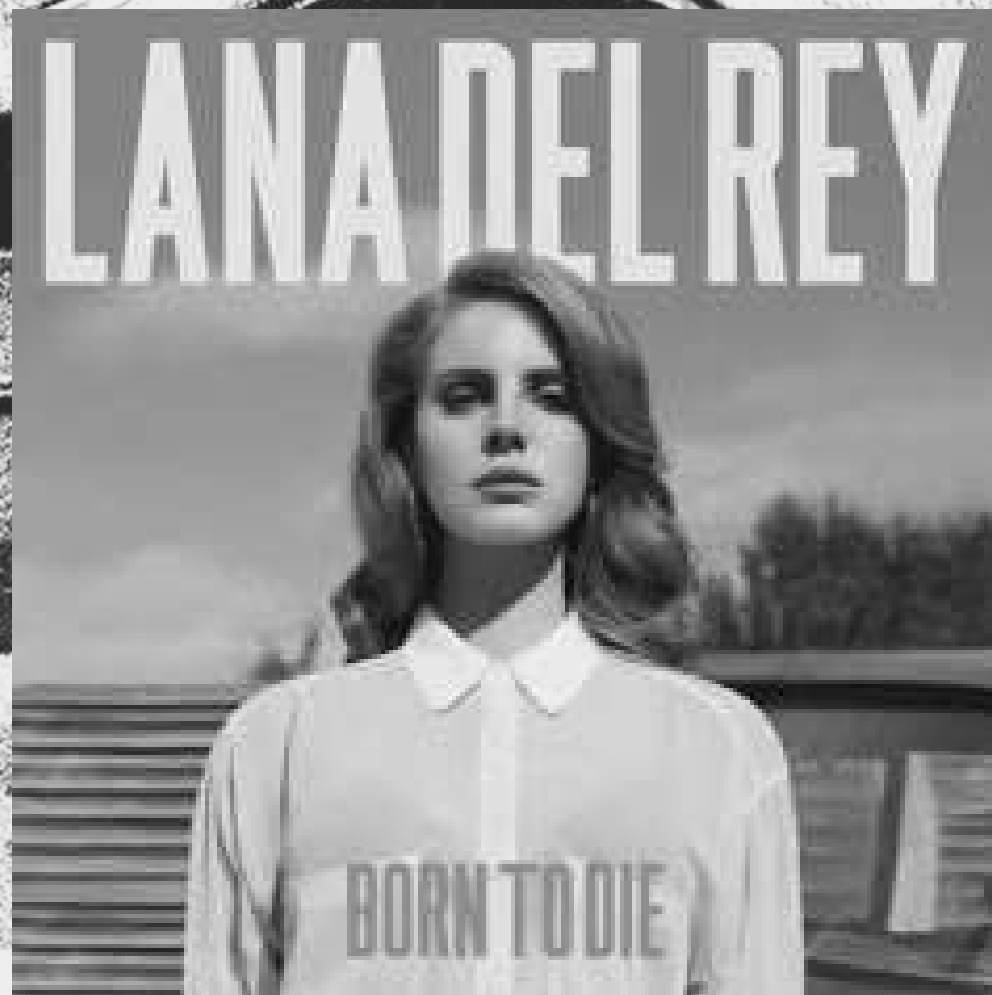




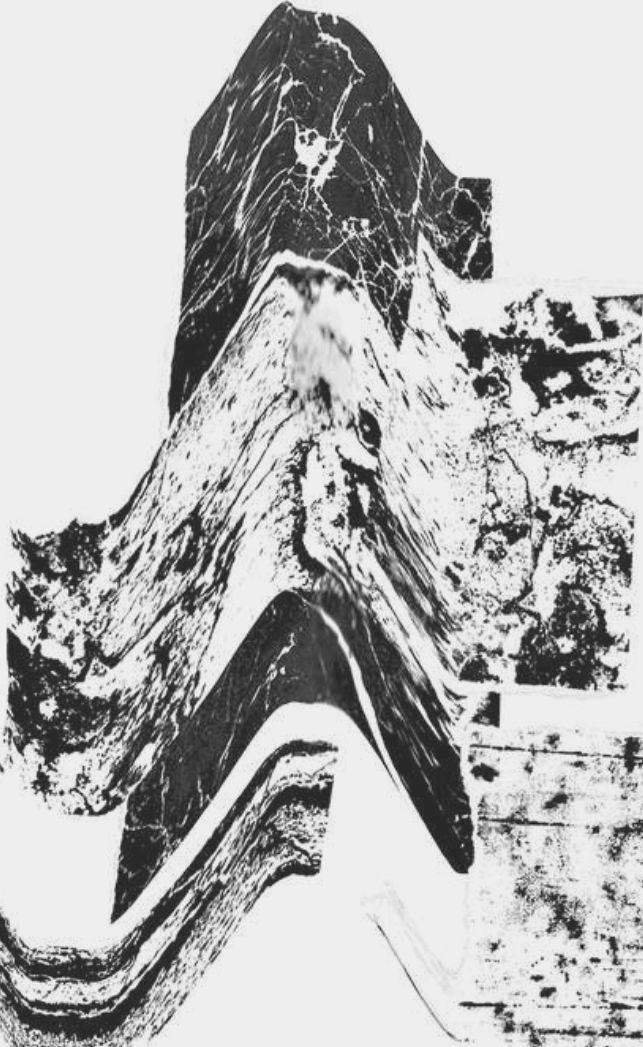
Ultraviolence

Ultraviolence is a dark, dreamy, and cinematic album by Lana Del Rey, blending psychedelic rock with themes of toxic love, self-destruction, and fragile beauty. Its sound is raw and vintage, with haunting vocals and a tragic, glamorous mood.





Born to Die

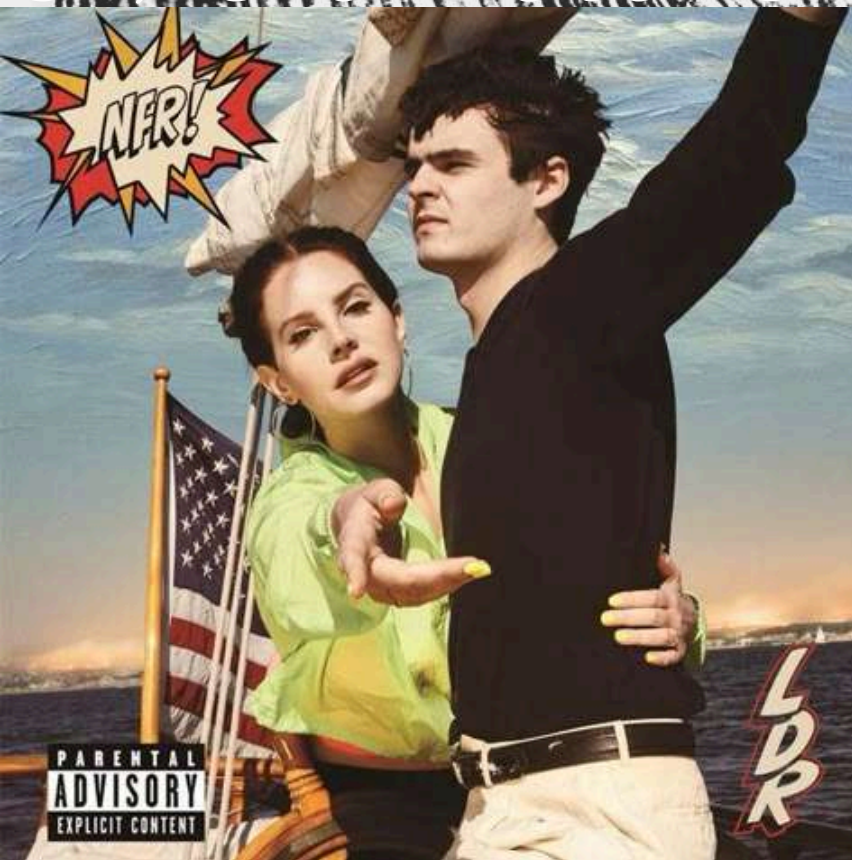


Born to Die is the debut major-label album by American singer Lana Del Rey, released in 2012. The album blends baroque pop, sadcore, and trip-hop, creating a cinematic and melancholic sound. Its lyrics explore themes of doomed love, fame, death, vulnerability, and the dark side of the American dream.



Del Rey's persona — a tragic yet glamorous heroine — is central to the album's identity. Songs like Video Games, Summertime Sadness, and Born to Die capture a nostalgic yet modern longing, wrapped in vintage aesthetics and dreamy production. The album established Lana's unique artistic voice and cultural impact.

Norman Fucking Rockwell!

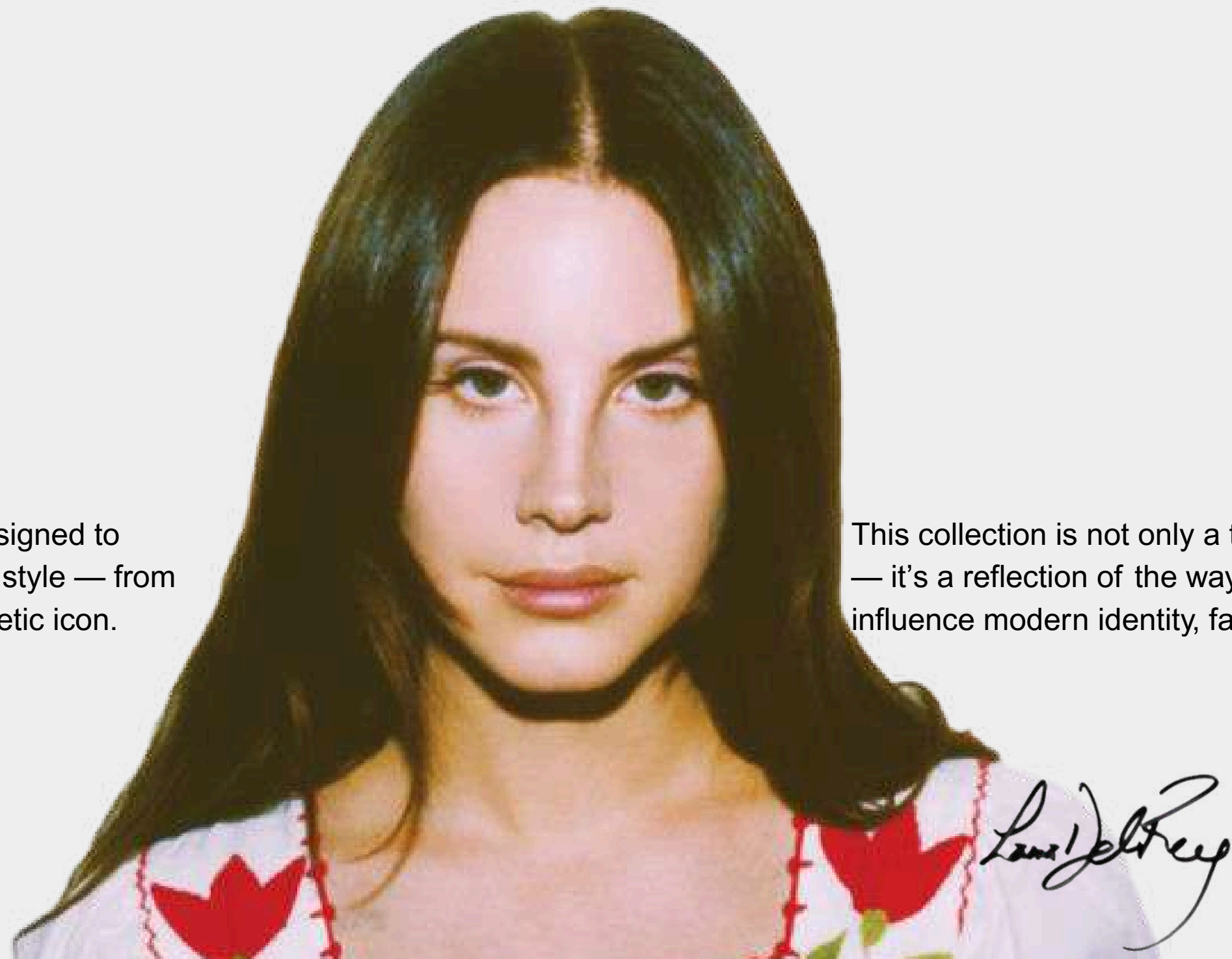


Norman Fucking Rockwell! is a critically acclaimed album by Lana Del Rey, known for its poetic lyrics, soft rock sound, and emotional depth. It explores themes of heartbreak, self-awareness, and the collapse of the American dream, all wrapped in melancholic beauty and vintage California vibes.

Thank you!

Each outfit in this lookbook is designed to reflect a different “era” of Lana’s style — from retro femme fatale to modern poetic icon.

This collection is not only a tribute to Lana’s aesthetic — it’s a reflection of the way music and visual culture influence modern identity, fashion, and femininity.



Lana Del Rey