

## *Influencer*

2021

Oil and acrylic on canvas

180 cm x 200 cm

A sports babe is reclining on the beach. She's freshly tanned and kitted out in sports gear. A tiny Adidas sports bra and shorts just about conceal her stretched, pin-up figure. She's casually balancing a tennis ball on her knee. Is this her pre or post-workout look? Or has she in fact, staged the scene for social media? In the foreground is a perfectly orbed Eos lip balm. Instantly recognisable, these colourful egg-shaped beauty products found their way into Miley Cyrus music videos and Kim Kardashian tweets; becoming ultimate emblems of influencer/celebrity culture. Attached to her foot: a chunky, neon Balenciaga trainer, as seen on the Instagram Influencers who appear daily on our feed. Wire Apple earphones transport the viewer back in time. Beauty trends and pieces of technology that have already become outdated, brands are unable to keep up with the fast-paced, always changing nature of a consumer culture that they have orchestrated. What has remained the same is Epp's trademark lips that he brandishes his female figures with. Simultaneous feelings of awe and disdain arise when our eyes gaze upon a figure so gorgeous yet so vain. This character is a perfect embodiment of the Instagram Influencer aesthetic: beautiful, posed and empty of real content.