

EMPIRE ARTIST

PRESENTS

JEREMY
LORD



ARTIST INTERVIEW

Full Name: Jeremy Lord
Age: 40
Birthplace: France

Tell us a bit about yourself

I'm a French/Australian digital illustrator, originally from Paris, now based in Sydney. I grew up watching Manga in the 80s-90s - things like Space Cobra, High school Kibengumi, Ranma 1/2, Dragon Ball... and that's probably the reason I got into drawing to begin with.

Other hobbies aside from art and design?

Surfing, gaming, drawing, using colour, thinking about the physics behind blackholes.

Stuff I listen to: Synthwave, 80s music, hip-hop (only up to the 2000s tho), and movie soundtracks to get me in the mood.

What about art makes you happy?

The things I like most about creating art is exploring and trying shit out, and getting the viewer to discover it bit by bit.



ARTIST INTERVIEW

What has influenced the style of art you create?

My work is like taking a trip through "Bladerunner" if it was set in feudal Japan. My 80s childhood means Manga and Japanese culture, skateboarding, video games and pop culture references all go into my work in varying measures. The result is Geishas done in neon tones, Sexy demon androids, and 80s sunsets. Beyond that, I really like the idea of mixing old and new together. One of my favourite buildings is the Louvre in Paris. It mixes old and new architecture in just the right way and I really dig that.

This is also one of the reasons for Japanese traditions (Geishas, Samurai, deities...) getting thrown into future neon cyber-punk worlds or mixed with modern pop culture references.

This mix of old and new together is super interesting and fun to work with and something I try and find in a range of different pieces. I really like to work of artists like Wenjuinn, Hajime Sorayama, or Shohei Otomo for these very reasons.



ARTIST INTERVIEW

Tell us about your journey becoming an artist

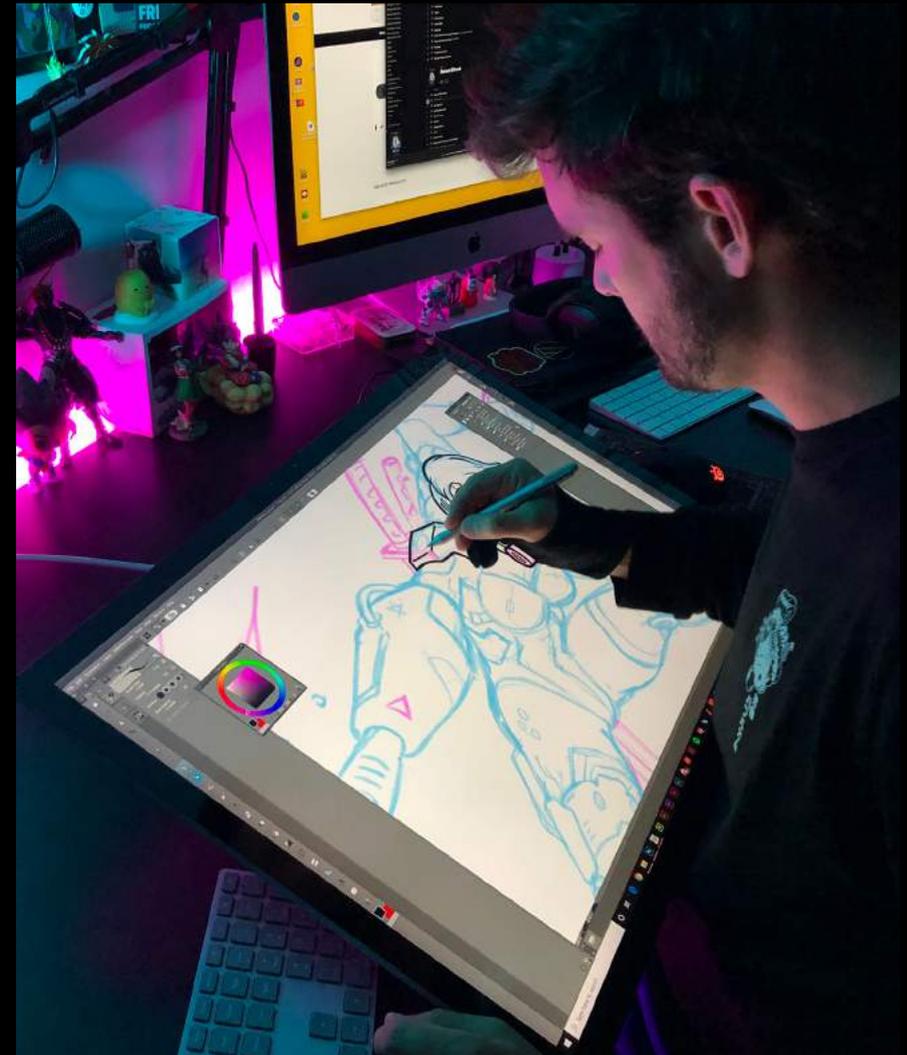
I spent the bulk of my high school years gaming and drawing and that lead me to getting into an Animation school after graduating. From there, I thought I'd broaden my horizon a little and decided to study graphic design at ESAG Penninghen in Paris. While I did go into design and branding straight after college, it wasn't too long before I started getting the illustration and drawing itch again. So I quit, moved to Sydney and started freelancing illustration for a range of different clients. That was about 15 years ago and haven't looked back since.

What is your favourite work of art?

Error // data overload...

If you could give one piece of advice to aspiring artists, what would it be?

Work hard sure, but actually really work smart. Work smart means don't just draw for the sake of drawing. take your free time to work on the things you'd like to asked to do in your professional career.



ARTIST
INTERVIEW

What future styles or direction to you want to explore/ take your art?

Going forward I'd like to get back to basics in terms of skills and really get my draing skills up to where I need them to be in order create the things I want to without faltering. Stylistically, I'm not sure where things will go for me. I'm pretty happy sticking to 80s cybergeishas for now, but who knows what happens to my work in the future of this universe.

You're a new addition to the crayon box. What colour would you be and why?

UV reactive neon pink - cuuz who wouldn't dig that?!

If you could steal credit for any great piece of art, song, film, book etc which one would you claim?

I'd like to claim Ninja Scroll or Akira as my own. Both those Manga are just where my soul resides in this reality. A very close 2nd would be taking credit for Einstein's "Theory of General Relativity."

What techniques and mediums do you mainly use when you create?

I'm a digital artist, so I live on Adobe Photoshop, Procreate, and occasionally Illustrator.

"If you had to be shipwrecked on a deserted island, but all your human needs—such as food and water—were taken care of, what two items would you want to have with you?"

Japanese food and French cheese.



JEREMY LORD



"Tap above to visit his Instagram profile"

LOOKBOOK



EDO SHREDDER.

Another mix of old and new themes. This time taking a very traditional illustration style and blending in some TMNT and skateboarding references. These are all things I like in real life so getting to smash them together on this piece was a lot of fun.



ONNA BUGEISHA 5000.

Onna Bugeisha were the female counterpart of Samurai in feudal Japan. This piece is pretty much what I'm all about. Mixing old and new themes - the traditional Japanese Geishas and "cyberpunking" it up a little - is something I like to do a lot.

At the same time, I like to throw some pop and manga references in there, and the crazy amount of hair decorations - Kanzashi - also me to really go to town on the little easter eggs throughout the pieces.

Refs in this piece:

Albator 84, Pokemon, Super Mario, Dragon Ball, Akira, Hieroglyphics, Bladerunner.

LOOKBOOK

CYBER PEONY.

Yet another mix of old and new themes. This one's a rare dabble in Illustrator for me. Trying to get something a little more subtle without all the manga and pop references but still getting those mixed themes of old and new.



**THE
GLITCHES**
メッチャソウル

THE GLITCHES - 9 LIVES ANDROID GEISHA.

This brief is one of my favourite client briefs I've gotten in career. The client - Nine Lives Brand - basically said "we want cyberpunk, Japanese, and traditional vibes mashed up together. Pretty much my ideal brief. The result is this traditional geisha done up as an android.

Nine Lives Brand.
<https://ninelivesbrand.com/>

LOOKBOOK

NIHON 01.

This one started with an image from Hayao Miyazaki's amazing anime "Princess Mononoke." Although the final image doesn't really have any direct references to this character, there's still some solid cyberpunk and Japanese vibes in this image. And again, a bunch of pop culture references like Akira or Zelda...



SANTA MONICA SKATEBOARDS.

This one's a little different. Still with the Japanese and cyberpunk themes, this piece has a much stronger skateboarding vibe than others in my work. Only people who were skating back in the 80s-90s would get this one. There's no real connection between the Natas Coppas pro model boards and Japanese themes, but his decks always had mad 80s looking black panthers on them, so I started with this general idea and went for it...

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THE WRISTBAND



"Tap the card to visit his online profile"

THE WRISTBAND

TIER TWO

JEREMY'S DESIGN

Who's it for?

The dystopian future - a lawless subculture within an oppressive society, dominated by technology and violence. On one side you have powerful mega-corporations and private security forces, and on the other you have the dark and gritty underworld of illegal trade, gangs, drugs, and vice.

This band is dedicated to the CyberPunk. They are culturally and socially aware, just like the fiction from which they take their name. They question everything and anyone and decide for themselves what they believe is true. This path to understanding yields different world views and opinions, but diversity is key to a successful population. A cyberpunk knows that the system isn't in your favor, and the deck is stacked against you. A cyberpunk knows how to hack the system so that it doesn't matter.

Don't fuck with a CyberPunk.



Inside Phrase

"CyberPunk"

THE
POINTS
EMPIRE
SYSTEM

EMPIRE
ARTIST

SUMMARY OF THE EMPIRE POINTS SYSTEM

1 / EARN POINTS

FOUR ways to earn points:

- > Make a Referral
- > Purchase products
- > Post with #EMPIREBANDS
- > Review, Follow Instagram

2 / UNLOCK TIERED BANDS

Use your TOTAL EARNED points (over all time) to unlock Tiers and get access to rare bands.



One

Two

Three

Four

Five

3 / PURCHASE WITH POINTS

Use your POINTS BALANCE to make purchases.

The more bands you purchase - the more value you receive.

THE FIVE PACK



ANY FIVE FOR ~~\$425~~ **\$90** (AUD)
or 900 points

- > Save 28% per band (pre order only)
- > Artist sticker per band
- > Standard shipping free
- > 5% total sale amount to the Artist

THANK YOU

NOT LONG NOW!

EXPECTED SHIPPING DATE

Expect to have your wristbands shipped in July at the latest - check your emails to keep informed.

QUESTIONS?

WHO TO CONTACT

If you have any questions feel free to email us at:

Info@empire-artist.com/

WANT TO COLLABORATE?

If you are interested in making your own custom wristbands or collector cards, visit:

Info@empire-artist.com/collaborate/

GET THE MOST OUT OF YOUR BAND

For our detailed care instructions, visit:

www.empire-artist.com/care-instructions/

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EMPIRE ARTIST

CULTIVATING CREATIVITY

The movement that serves
the Artist and empowers
you to express your inner
creative.

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