

Blondey McCoy spent most of his childhood in London's concrete-casted Southbank skate park rather than going to school. Now the 22-year-old works on his own fashion line 'Thames MMXX', making art collages such as his most recent collection "Us and Chem" where he confronts issues relating to him coping with his mental health and isolation. These artworks contain images exclusively from things photographed in his apartment with things such as ashtrays, antique pieces of furniture or beer bottles to show his past experience with mental health. Blondey draws a lot of his influence from the 70s and 80s with images and art that are made into collages. McCoy has also worked with big brands such as Burberry where he created Murals in New York on the side of buildings with the art collecting inspiration from the holiday season with a mix of antiques and other inmate objects chosen by the 22-year-old. These objects were collected by McCoy over the years that in ways reference to British culture and Burberry - to create large murals that have a sense of "a Christmas card" feeling with the typography written placed on each mural "Blondey for Burberry" in a stylish, handwritten font to further possibly create the feeling of the theme of a Christmas card or even just postcard.

"Us and Chem" furthermore contained a highlighted piece which was a collaboration with Damien Hirst which includes a five-foot-tall painting created by the paint being spinned and sprained on with images from Blondey's archived images some being cigarettes, lighter, prescribed drugs in the same art as Mickey Mouse, dead flowers and very decorated imagery of china plates all placed in specific ways on top of the paint.

Another art piece from Blondey's "Us and Chem" collection is very eye-catching image of a liquid being poured out of a jug. This art piece is titled "I can't believe it's not Lorazepam" which is a well-known drug used to treat anxiety disorders and trouble sleeping. Plates of toast and drugs on-top are seen at the bottom left and suggests how Blondey used to take lots of prescribed drugs and the use of toast could suggest the significance as toast could be associated with morning breakfast. This could further suggest how he would be taking these prescribed drugs every morning. More uses of prescribed drug images are used in the top right with the labels being the center of attention the instructions are clearly visible to possibly suggest how he **has** to take these – follow the instructions given to him. This reflects Blondey's past, as he looks back on taking these, whereas he has now given them up. This specific collage also contains an ash trash with lots cigarettes all packed in with a statue of a person standing on them. This captures Blondey's past as he says he 'used to smoke 30-40 cigarettes a day' and how he has now quit due to his grandfather passing - as his grandfather quit when McCoy was born - to honour this, he no longer smokes too. This collage shows his reflection on the past, his addiction and mental health hence the name of the collection being called "Us and Chem" which is a play on words for "Us and Them" possible referring to the title of one of Pink Floyd's song (which talks about people always looking at 'them' and comparing against ourselves). This maybe carries a deeper meaning of how Blondey's past and how he's looking at the past addictions and comparing it to himself. Another note to add here is that this song was released in 1973 which further shows his interest in the 70-80s.

Blondey's first apparel collection released 2017 in Selfridges had an interesting collage piece of his grandfather with his head being overlapped with a cigarette package and another image of a child with a dummy and a cigarette in his mouth. The text above reading "Smoker's children are more likely to start smoking". This is another direct look back at Blondey's past where his grandfather used to smoke until Thomas McCoy was born and how now Blondey, up until recently, smoked too. This collage is very simple but I find it works as it talks and reflects about Blondey's past.