

MATERIAL GIRL



RIM ON!
CHODY
CREW

MATERIAL GIRL

CONCEPT + STORY
HEIR

LINEART
CRIMSON

COLORS
CHOUX CREME

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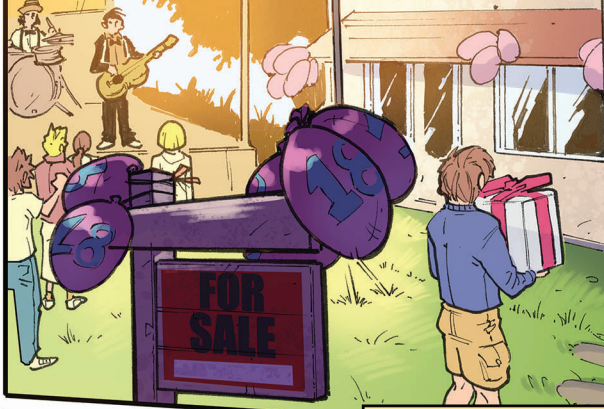
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...FOR HER WHOLE LIFE POPPY WAS NEVER LEFT WANTING ANYTHING, SO WAS THERE ANY SURPRISE THAT SHE GREW UP WANTING EVERYTHING?



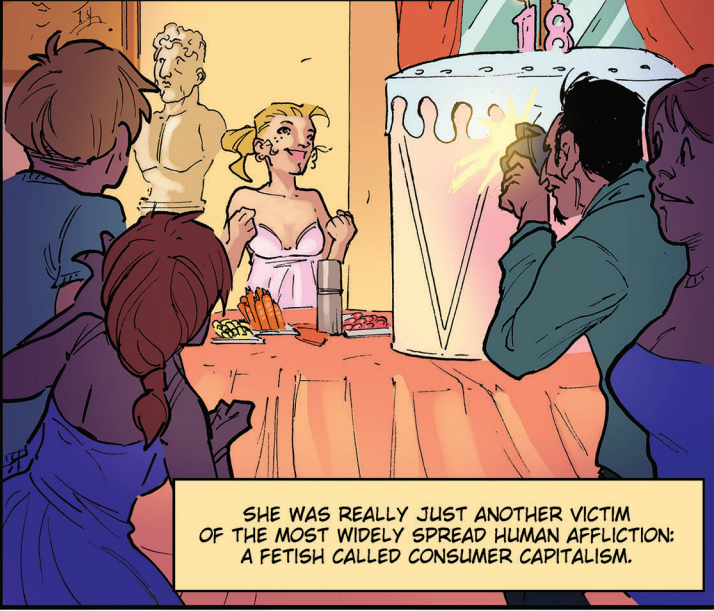
IT WAS HARD TO SAY WHETHER POPPY WAS SPOILED. BUT IT'S FAIR TO SAY THAT NOT EVERY GIRL GETS A PONY FOR THEIR BIRTHDAY...



...AS WELL AS A CONVERTIBLE SPORTS CAR.

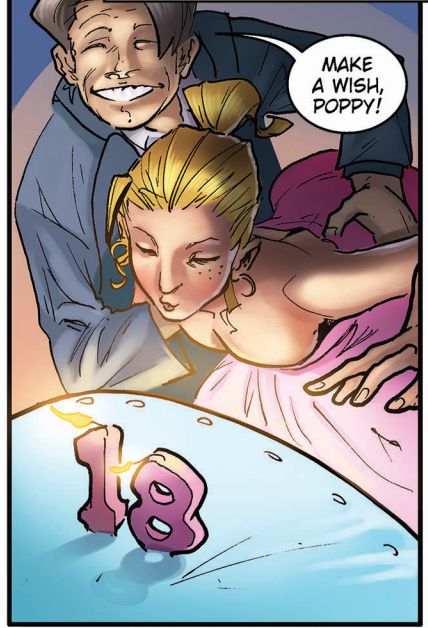


BUT SHE DIDN'T KNOW OF A DIFFERENT LIFE. SHE HAD BEEN SHOWERED WITH MATERIAL POSSESSIONS FOR HER ENTIRE 18 YEARS IN THE WORLD. SHE DIDN'T KNOW ANY DIFFERENT.

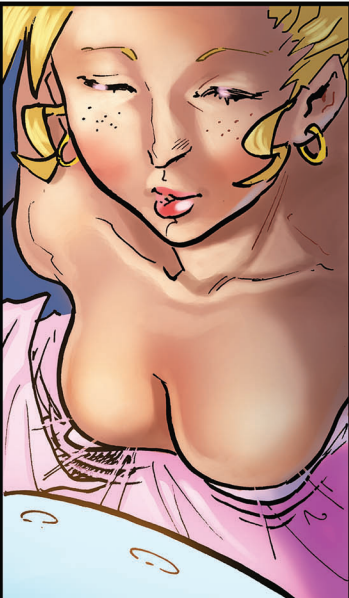


SHE WAS REALLY JUST ANOTHER VICTIM OF THE MOST WIDELY SPREAD HUMAN AFFLICTION: A FETISH CALLED CONSUMER CAPITALISM.

SECRETLY IT WASN'T ALL SO EASY FOR POPPY. UNFORTUNATELY AT 18, SHE STILL LOOKED LIKE A KID AND SHE WAS STILL TREATED LIKE A KID TOO... THAT'S WHY SHE PERSISTED WITH ACTING LIKE A KID.

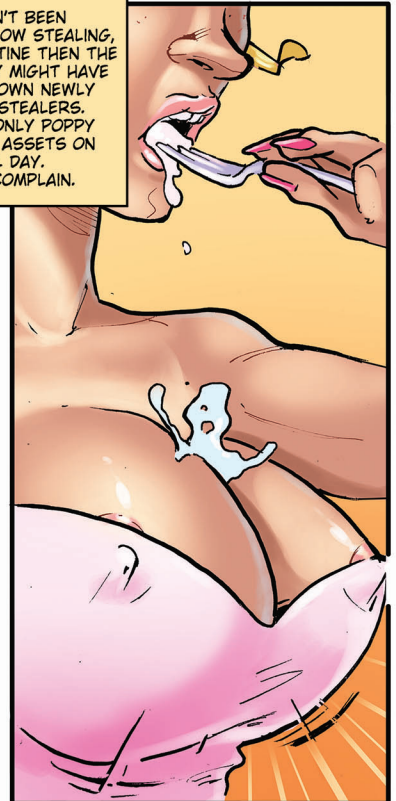
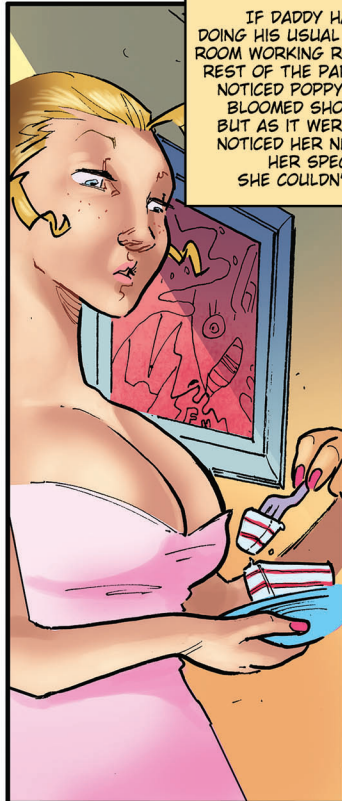


MAKE A WISH, POPPY!



EVERYBODY WONDERED WHAT DADDY'S LITTLE GIRL HAD WISHED FOR. WHAT WAS THERE TO WISH FOR WHEN A GIRL HAS EVERYTHING? WHAT IS THERE TO WANT FOR? BESIDES MORE.

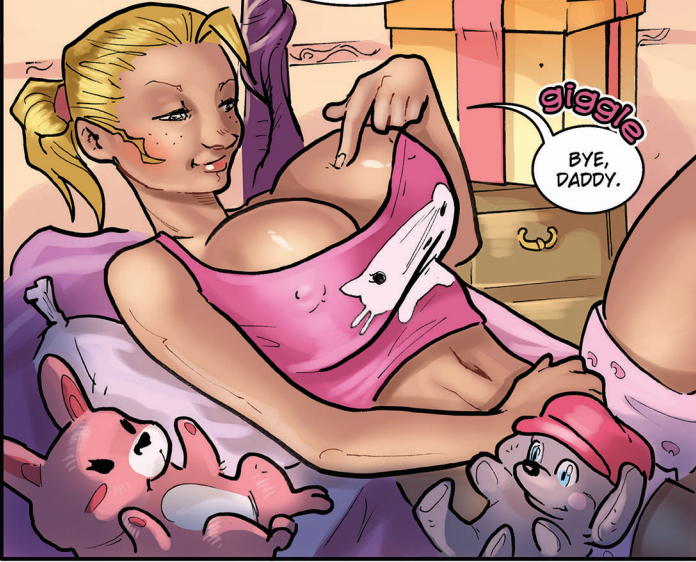
IF DADDY HADN'T BEEN DOING HIS USUAL SHOW STEALING, ROOM WORKING ROUTINE THEN THE REST OF THE PARTY MIGHT HAVE NOTICED POPPY'S OWN NEWLY BLOOMED SHOW-STEALERS. BUT AS IT WERE, ONLY POPPY NOTICED HER NEW ASSETS ON HER SPECIAL DAY. SHE COULDN'T COMPLAIN.



OUT OF ALL THE GIFTS POPPY HAD RECEIVED ON HER BIRTHDAY, TWO OF THEM WERE HER CLEAR FAVOURITES.

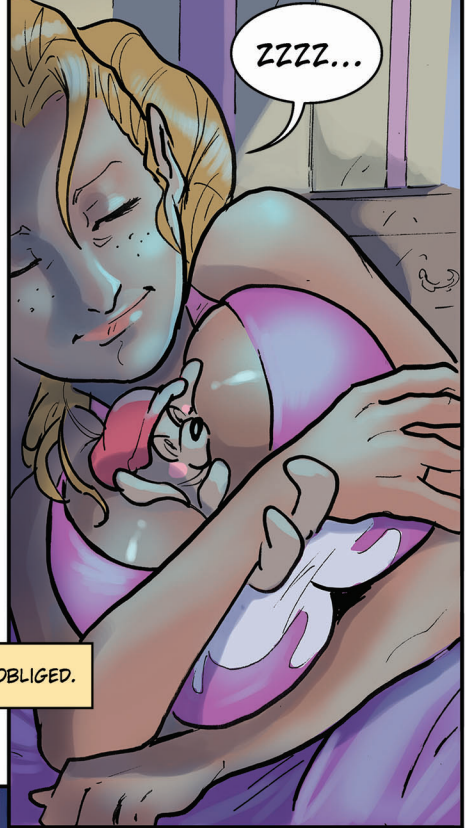
GOODNIGHT POPPY, I'M GOING NOW, SO ENJOY THE REST OF YOUR WEEK!

giggles
BYE, DADDY.

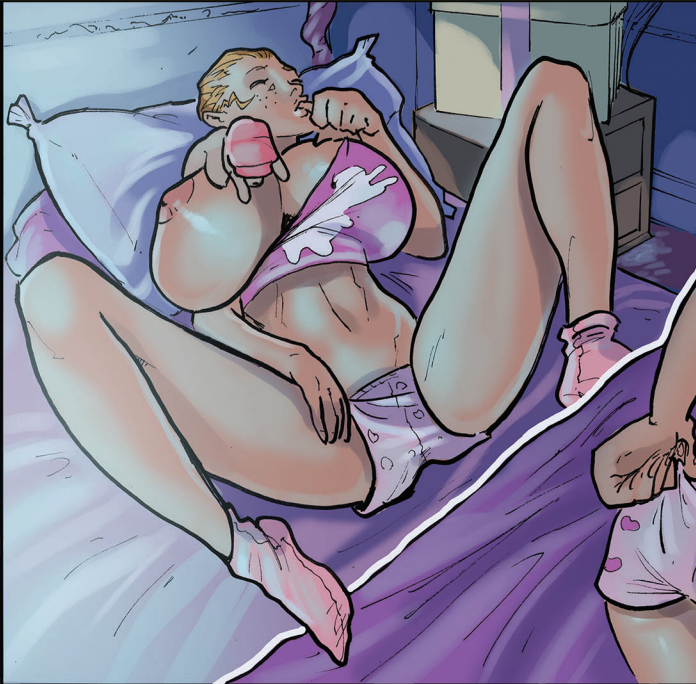


AND AS SHE DREAMT, SHE MIGHT HAVE GREEDILY DREAMT AND WISHED FOR EVEN MORE.

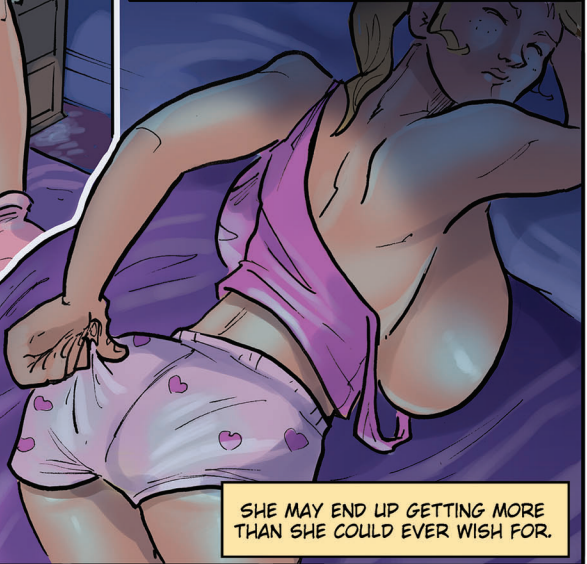
ZZZZ...



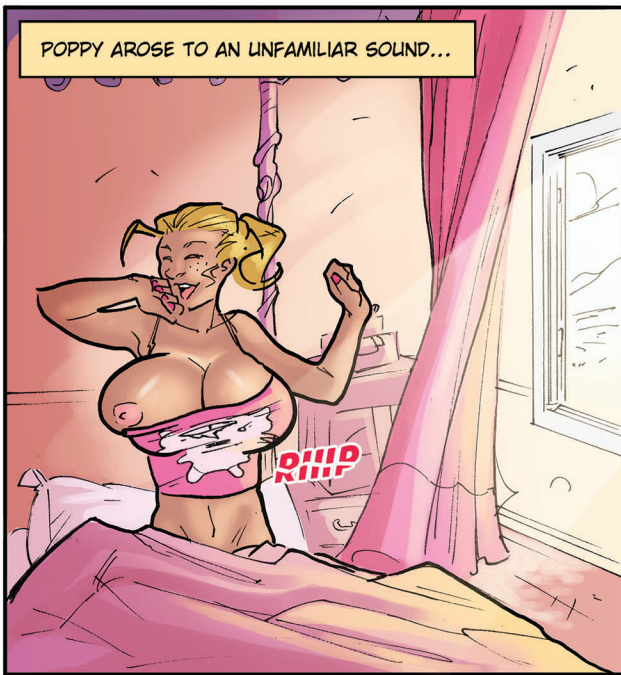
AND THE GIRL'S WISHES, JUST LIKE MOST OF HER WISHES, SEEMED TO BE OBLIGED.



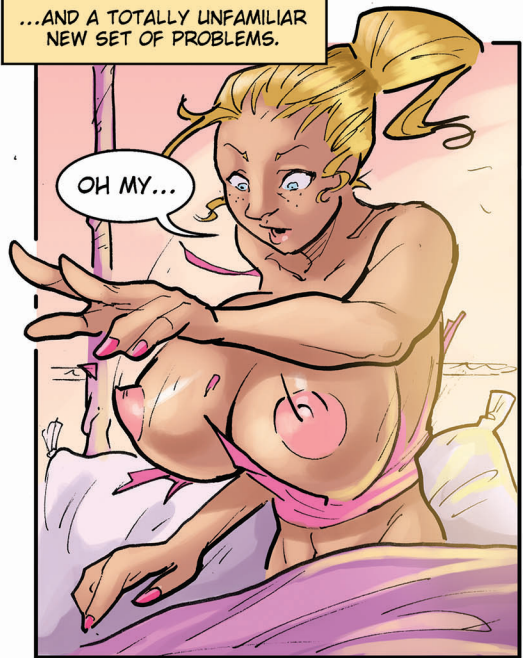
SHE MAY END UP GETTING MORE THAN SHE COULD EVER WISH FOR.



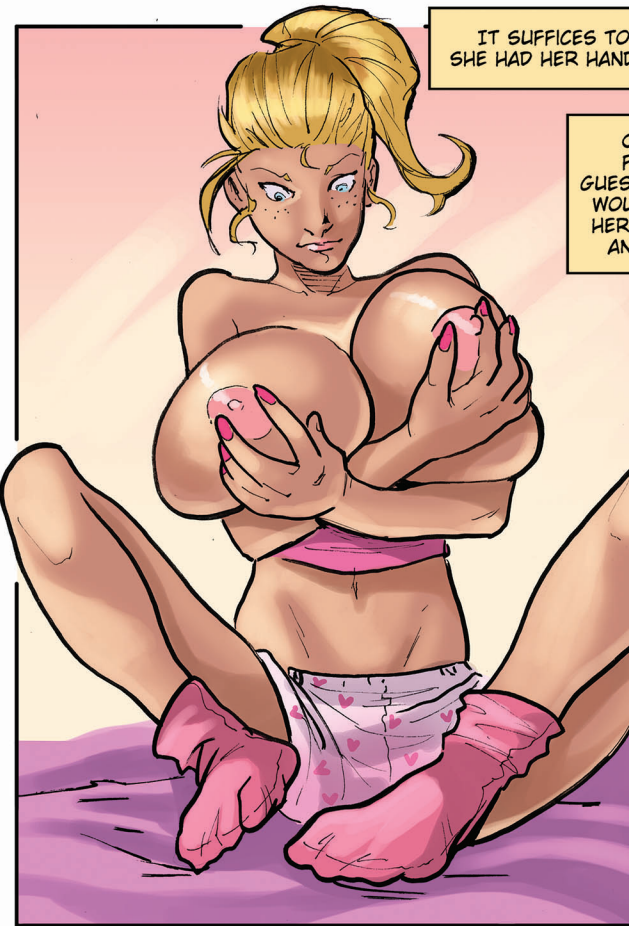
POPPY AROSE TO AN UNFAMILIAR SOUND...



...AND A TOTALLY UNFAMILIAR NEW SET OF PROBLEMS.



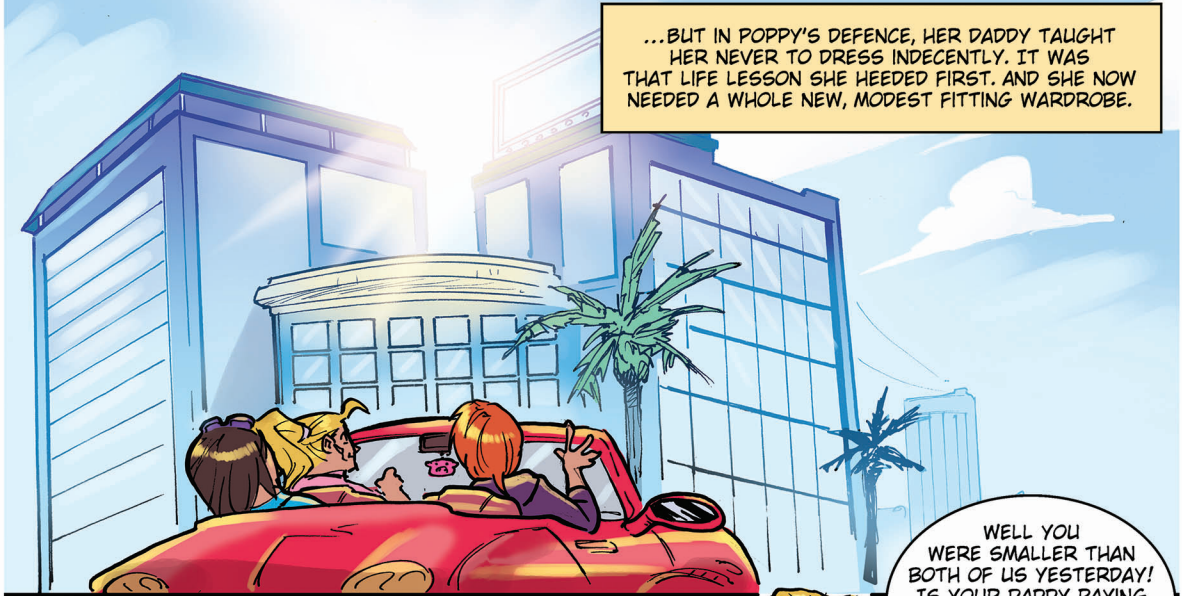
IT SUFFICES TO SAY, SHE HAD HER HANDS FULL.



ONE COULD BE FORGIVEN FOR GUESSING THAT POPPY WOULD HAVE CALLED HER DADDY, OR EVEN AN AMBULANCE...



...BUT IN POPPY'S DEFENCE, HER DADDY TAUGHT HER NEVER TO DRESS INDECENTLY. IT WAS THAT LIFE LESSON SHE HEDED FIRST. AND SHE NOW NEEDED A WHOLE NEW, MODEST FITTING WARDROBE.



WELL YOU WERE SMALLER THAN BOTH OF US YESTERDAY! IS YOUR DADDY PAYING FOR YOU TO HAVE SOME KIND OF HORMONE TREATMENT OR SOMETHING?

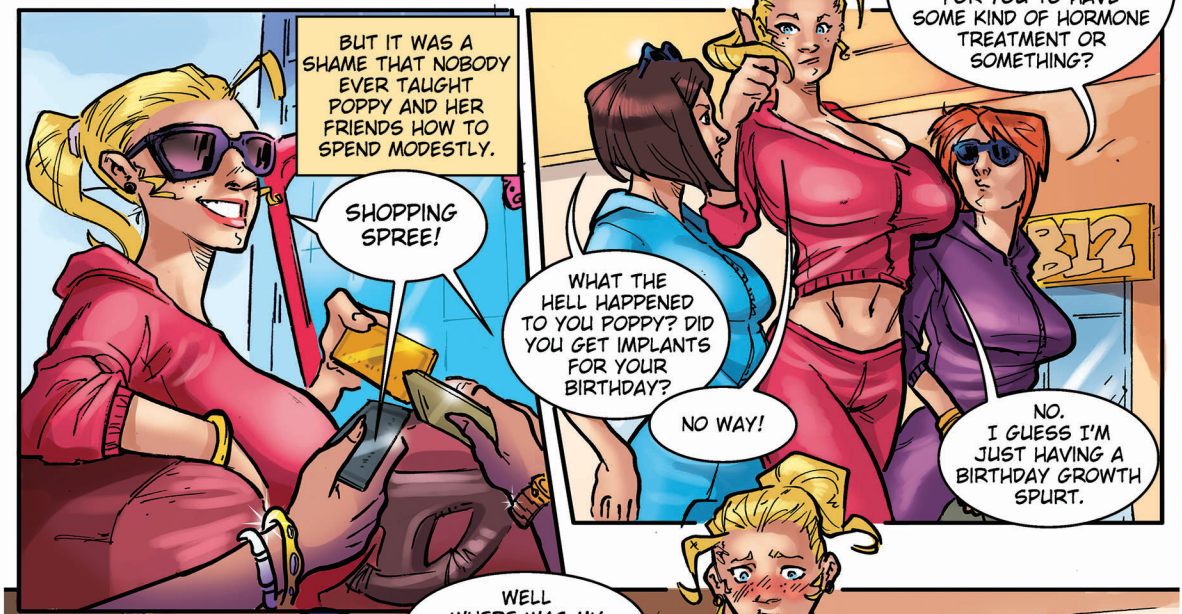
BUT IT WAS A SHAME THAT NOBODY EVER TAUGHT POPPY AND HER FRIENDS HOW TO SPEND MODESTLY.

SHOPPING SPREE!

WHAT THE HELL HAPPENED TO YOU POPPY? DID YOU GET IMPLANTS FOR YOUR BIRTHDAY?

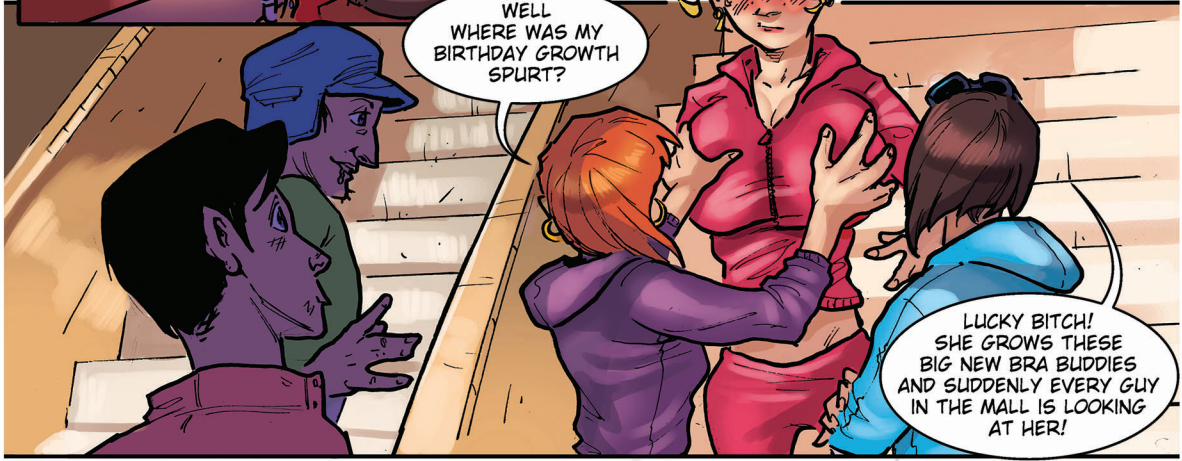
NO WAY!


NO. I GUESS I'M JUST HAVING A BIRTHDAY GROWTH SPURT.



WELL WHERE WAS MY BIRTHDAY GROWTH SPURT?

LUCKY BITCH! SHE GROWS THESE BIG NEW BRA BUDDIES AND SUDDENLY EVERY GUY IN THE MALL IS LOOKING AT HER!





BUT THEIR APPRECIATION FOR CLOTHES UNFORTUNATELY DIDN'T AFFORD THE PRICELESS CLOTHES ANY DUE DELICACY. THEY WERE DETERMINED TO MAKE THE PERFECT DRESS FIT AT ANY EXPENSE.

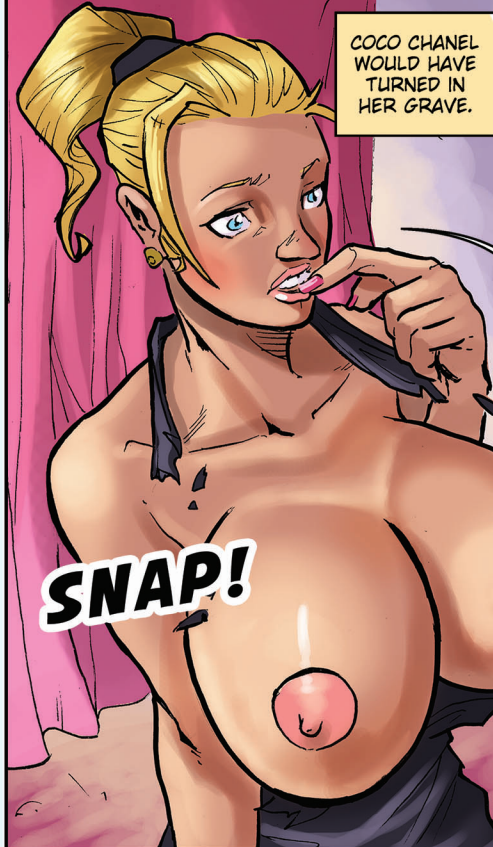
POPPY AND HER FRIENDS LIKED TO THINK OF THEMSELVES AS LITTLE FASHIONISTAS.



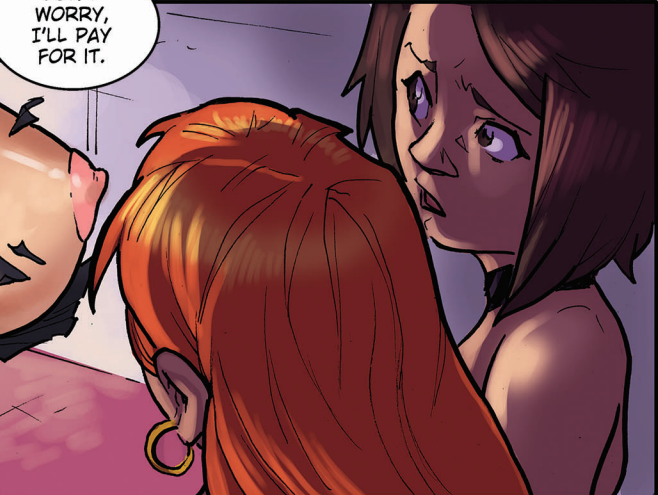
BE CAREFUL WITH THAT DRESS, MISS, IT'S EXPENSIVE...

COCO CHANEL WOULD HAVE TURNED IN HER GRAVE.

DON'T WORRY, I'LL PAY FOR IT.



SNAP!



REAL FASHIONISTAS WOULD HAVE CALLED THIS MURDER...



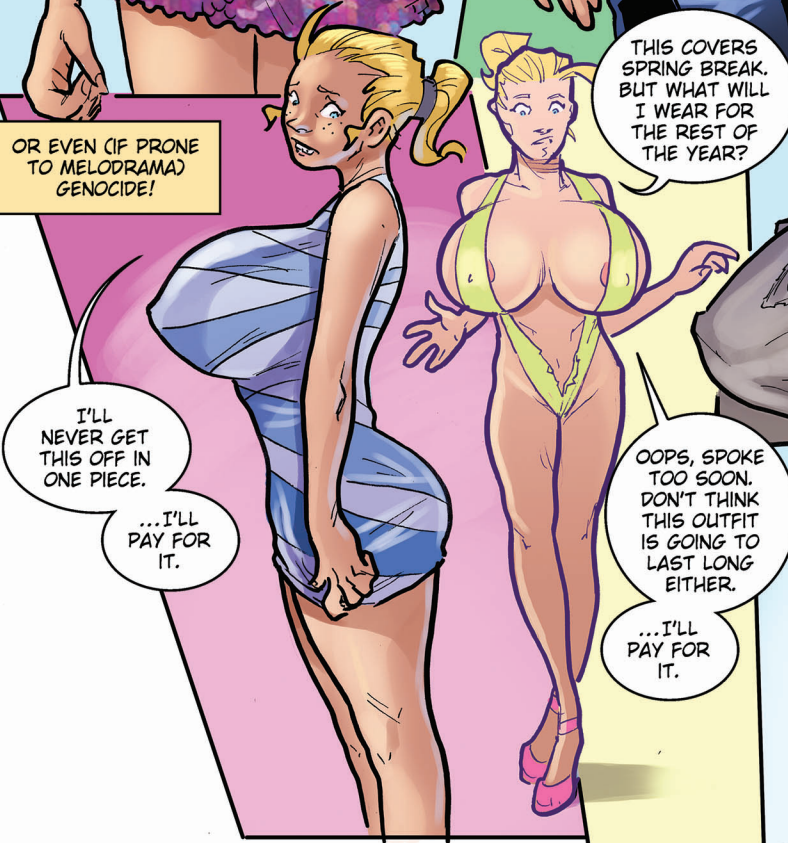
PING PING PING PING

ZZZZTTTT



CAN'T BREATHE!
...I'LL PAY FOR IT.

OR EVEN (IF PRONE TO MELODRAMA) GENOCIDE!



I'LL NEVER GET THIS OFF IN ONE PIECE.
...I'LL PAY FOR IT.

THIS COVERS SPRING BREAK. BUT WHAT WILL I WEAR FOR THE REST OF THE YEAR?

OOPS, SPOKE TOO SOON. DON'T THINK THIS OUTFIT IS GOING TO LAST LONG EITHER.
...I'LL PAY FOR IT.



BUT IT WAS ALL COLLATERAL DAMAGE AS FAR AS POPPY WAS CONCERNED.

THIS ONE IS PERFECT!
...I'LL PAY FOR IT.

OF COURSE POPPY MEANT THAT HER DADDY WOULD PAY FOR IT.

AND THE PAPER TRAIL WAS CATCHING UP WITH HIM NOW.

POPPY DEAREST, DIDN'T I ASK YOU TO GO EASY WITH THE CREDIT CARDS THIS MONTH?

BUT I NEEDED CLOTHES, DADDY...

IT WAS OBVIOUS THAT HIS LITTLE GIRL WAS BECOMING A HEAVY WEIGHT ON THEIR FINANCES. BUT THE OBVIOUS SOLUTION WAS LESS OBVIOUS TO SOME PEOPLE.

YOU WOULDN'T WANT ME WALKING AROUND NAKED, WOULD YOU NOW?

WELL... NO.

PERHAPS SOME PARENTS WOULD BE MORE SHOCKED AT SEEING THEIR DAUGHTERS OUTGROW THEM IN FRONT OF THEIR VERY EYES, BUT POPPY HAD ALWAYS BEEN DADDY'S LITTLE GIRL...

... SO PERHAPS HE COULDN'T BRING HIMSELF TO SEE HER IN ANY OTHER WAY DESPITE WHAT WAS RIGHT IN FRONT OF HIS EYES

IT'S NOT LIKE WE'RE GOING TO GO BUST OR ANYTHING, IS IT, DADDY? WE'RE RICH PEOPLE AREN'T WE?

WELL I'M SORRY DADDY, BUT CLOTHES ARE EXPENSIVE... ESPECIALLY WHEN YOU'RE A GROWING GIRL LIKE ME.

YES, OF COURSE WE'RE RICH PEOPLE. WHAT I MEANT WAS LET ME BUY YOUR CLOTHES FOR YOU IN FUTURE, DEAR.

I'M A GLOBAL BUSINESSMAN. I DON'T WANT MY DAUGHTER BUYING CLOTHES OFF THE RACK FOR THE RRP LIKE ALL THE OTHER CHUMPS!

OH THANKS DADDY!

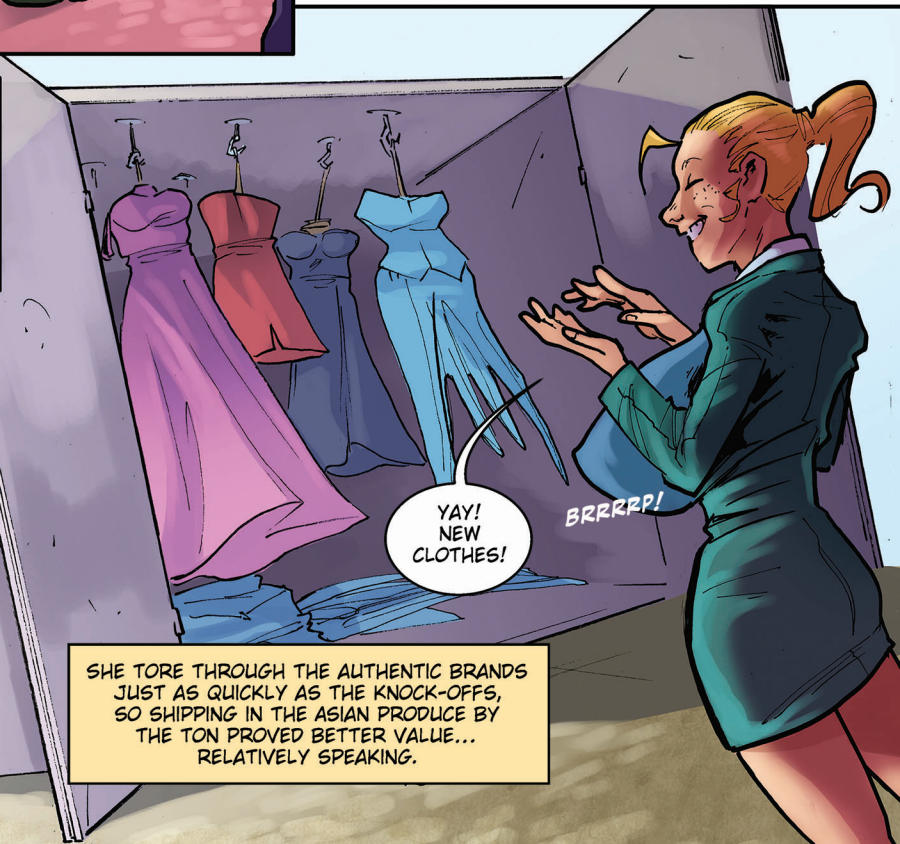
TRUE TO HIS WORD, HER DADDY TOOK OVER THE LOGISTICS OF DRESSING HIS OVERSIZED DAUGHTER FROM THEN ON. EVERYTHING WAS CUSTOM MADE WITH CUSTOM MEASUREMENTS. SHE FELT EXTRA SPECIAL.



AND THANKS TO DADDY'S LOGISTICS COMPANY, HER WARDROBE SOON BECAME CARGO-SIZED.



CLINK!



YAY!
NEW
CLOTHES!

BRRRRP!

SHE TORE THROUGH THE AUTHENTIC BRANDS JUST AS QUICKLY AS THE KNOCK-OFFS, SO SHIPPING IN THE ASIAN PRODUCE BY THE TON PROVED BETTER VALUE... RELATIVELY SPEAKING.



AND DADDY KNEW OF CHEAPER LABOUR MARKETS ABROAD. SINCE A PLANE FARE WAS CHEAPER THAN WHAT POPPY WOULD USUALLY SPEND ON A DRESS BACK HOME, A BUSINESS TRIP TO THE EAST WAS A NO BRAINER.

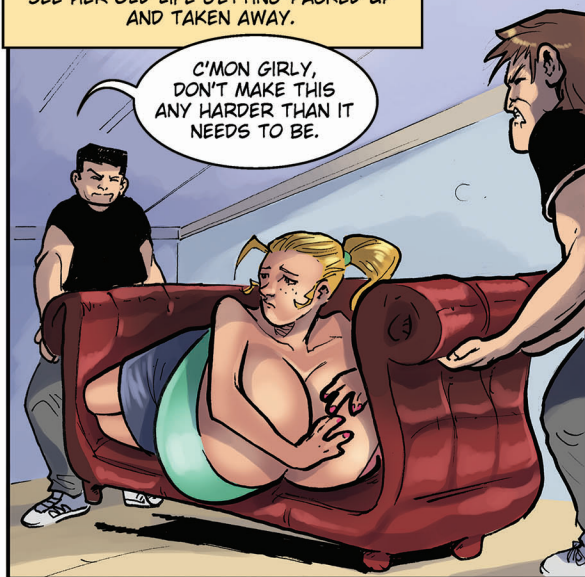


THE LOCALS LOVED POPPY. THEY BELIEVED THAT SHE WAS A REINCARNATION OF THEIR FERTILITY GODDESS. THEY PATTED HER CHEST FOR GOOD LUCK.

IT WAS PRIDE, NOT LOGIC THAT DROVE HER DADDY TO KEEP SPENDING MONEY ON HER FOR LONG AFTER THE FINANCES WENT INTO THE RED. IT'S A SURPRISE THAT SHE DIDN'T SEE THE WRITING ON THE WALL BEFORE SHE SAW THE WRITING ON THE SIDE OF THE TRUCKS.



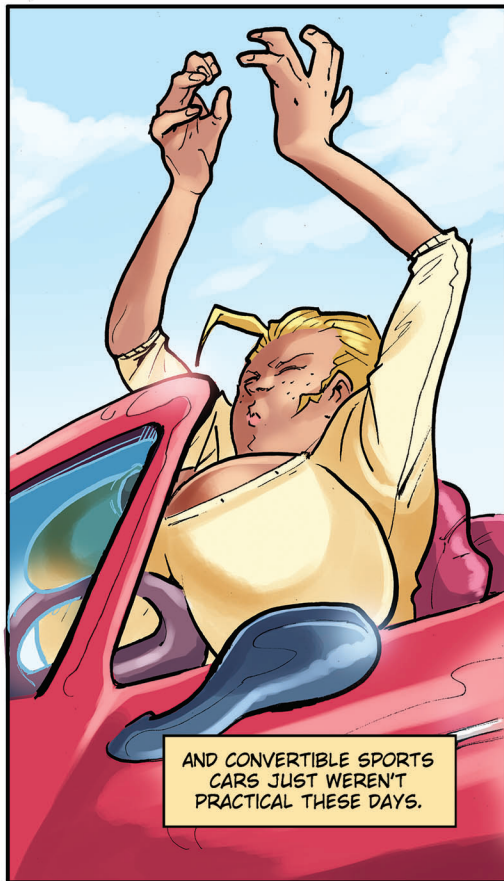
POPPY LOVED BEING LARGER THAN LIFE. BUT SHE WAS STILL VERY SAD TO SEE HER OLD LIFE GETTING PACKED UP AND TAKEN AWAY.



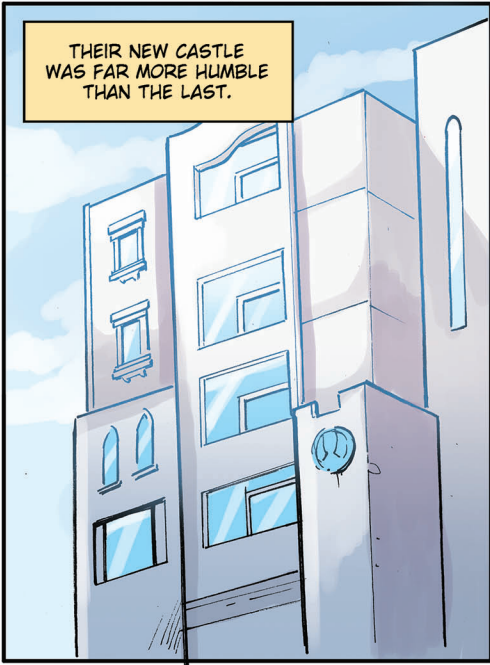
SOME CUTBACKS POPPY COULD APPRECIATE MORE THAN OTHERS.



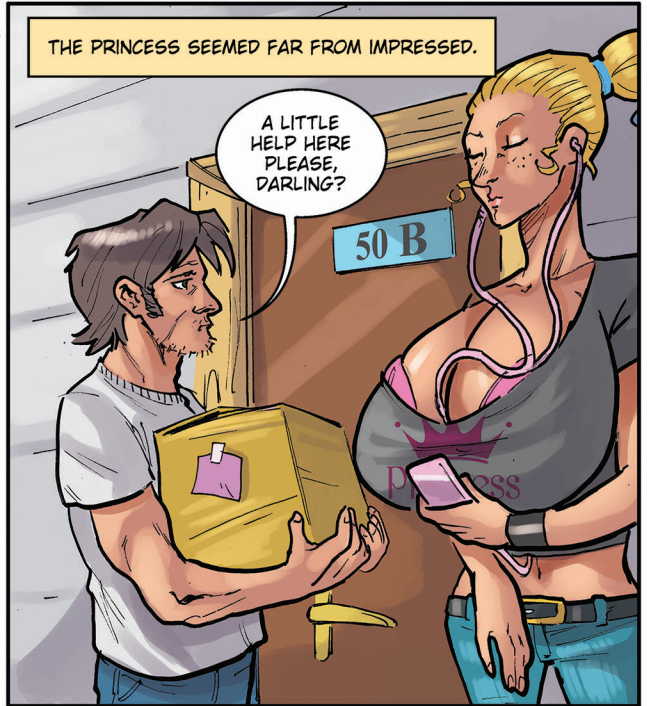
AFTER ALL, IF PARIS THE PONY TRIED TO TAKE HER FOR ANOTHER RIDE, THEN PARIS WOULD HAVE CERTAINLY ENDED UP IN THE GLUE FACTORY.



THEIR NEW CASTLE WAS FAR MORE HUMBLE THAN THE LAST.



THE PRINCESS SEEMED FAR FROM IMPRESSED.



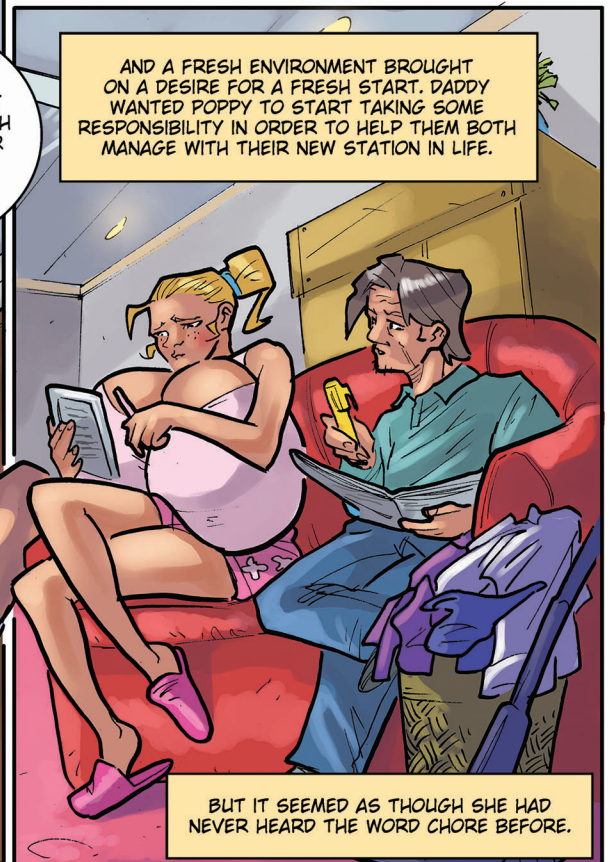
A LITTLE HELP HERE PLEASE, DARLING?

IT'LL TAKE SOME TIME TO ADJUST TO IT, DARLING. BUT I'M SURE WE'LL BOTH GROW TO LOVE OUR NEW HOME JUST AS MUCH AS WE LOVED OUR LAST ONE.

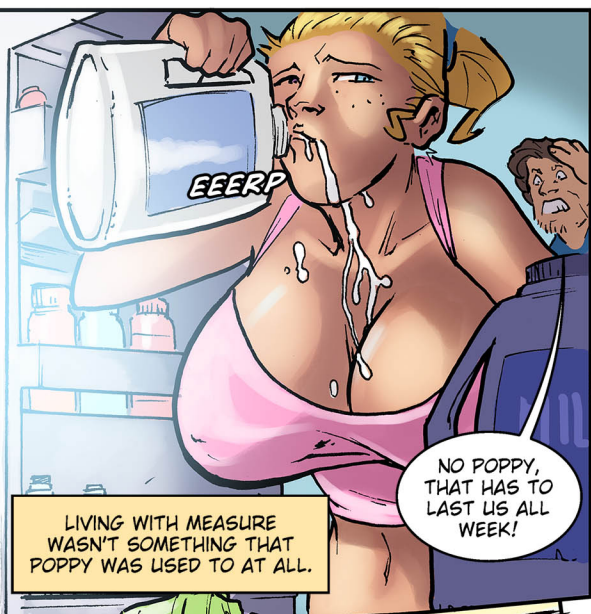
BUT IT'S TOO SMALL!



AND A FRESH ENVIRONMENT BROUGHT ON A DESIRE FOR A FRESH START. DADDY WANTED POPPY TO START TAKING SOME RESPONSIBILITY IN ORDER TO HELP THEM BOTH MANAGE WITH THEIR NEW STATION IN LIFE.

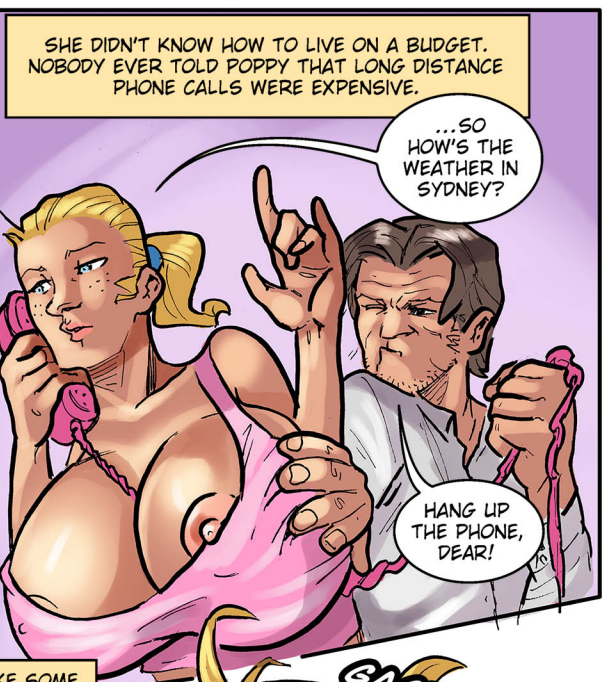


BUT IT SEEMED AS THOUGH SHE HAD NEVER HEARD THE WORD CHORE BEFORE.



LIVING WITH MEASURE WASN'T SOMETHING THAT POPPY WAS USED TO AT ALL.

NO POPPY, THAT HAS TO LAST US ALL WEEK!



SHE DIDN'T KNOW HOW TO LIVE ON A BUDGET. NOBODY EVER TOLD POPPY THAT LONG DISTANCE PHONE CALLS WERE EXPENSIVE.

...SO HOW'S THE WEATHER IN SYDNEY?

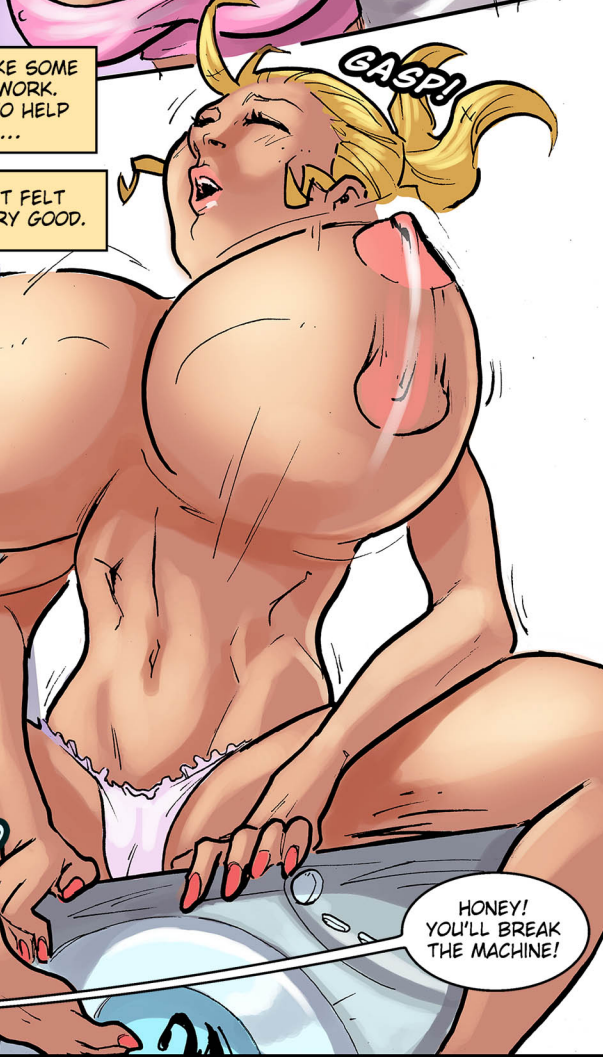
HANG UP THE PHONE, DEAR!



SHE GREW TO LIKE SOME OF THE HOUSEWORK. IT FELT GOOD TO HELP SOMETIMES...

IT FELT VERY GOOD.

THUD-THUD-THUD-THUD-THUD-THUD-THUD

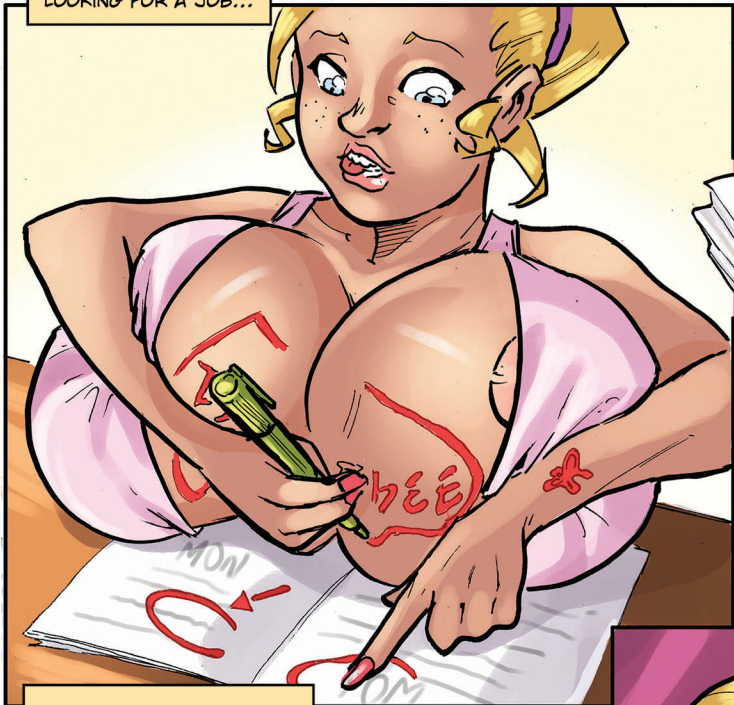


GASP!

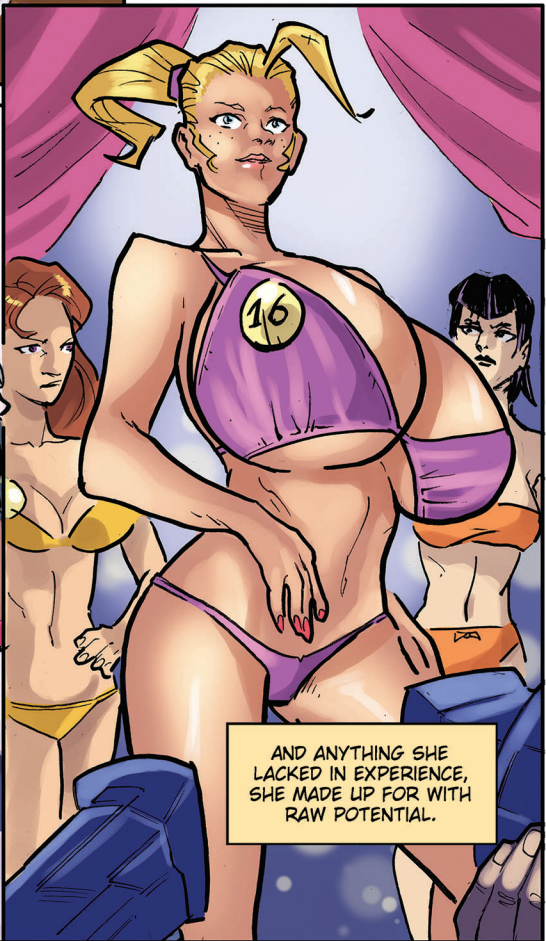
HONEY! YOU'LL BREAK THE MACHINE!

POPPY EVEN STARTED
LOOKING FOR A JOB...

...AND MANAGED
TO FIND ONE WHICH
SOUNDED RIGHT LIP
HER STREET.



THE COMPETITION WAS
FIERCE, BUT THESE DAYS
POPPY SEEMED TO STAND
OUT IN ANY CROWD.



AND ANYTHING SHE
LACKED IN EXPERIENCE,
SHE MADE UP FOR WITH
RAW POTENTIAL.

IRRITATINGLY... FOR THE GIRL THAT EVERYTHING CAME EASILY FOR, SUCCESS CAME EASILY TOO. HER FIRST BILLBOARD CAMPAIGN WAS HUGE SUCCESSFUL. IT ALSO CREATED SEVERAL NEW TRAFFIC ACCIDENT HOTSPOTS ACROSS THE COUNTRY.



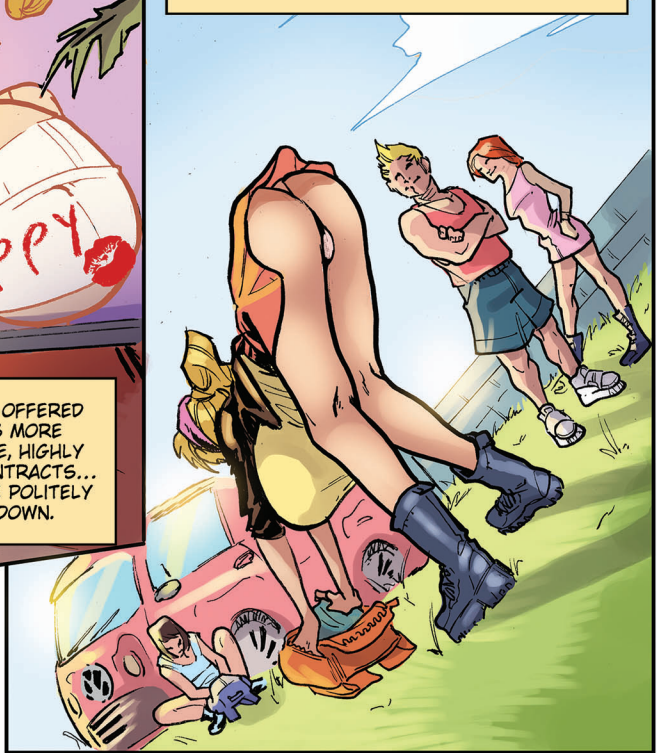
SHE WAS OFFERED DOZENS MORE LUCRATIVE, HIGHLY PAYING CONTRACTS... WHICH SHE POLITELY TURNED DOWN.

POPPY'S DADDY WAS WORRIED ABOUT HER GOING OUT INTO THE BIG WIDE WORLD ON HER OWN, JUST LIKE EVERY PARENT WORRIES.



...NOT THAT SHE WASN'T BIG ENOUGH TO LOOK AFTER HERSELF NOW...

IT WAS HARD TO GUESS WHETHER POPPY'S DECISION TO DATE A GUY WHO OWNED A CAMPERVAN SHOWED A CHANGE IN HER PHILOSOPHY, OR A NECESSITY FOR MORE LEG ROOM. HER ASPIRATIONS SEEMED TO HAVE CHANGED.



BUT BIG OR SMALL, RICH OR POOR, NEAR OR FAR FROM HOME... SHE WOULD ALWAYS BE DADDY'S LITTLE GIRL.

TO BE CONTINUED...