Clara Lyon Diaz
“Fluffy”

This alphabet was inspired by the word “fluffy”. To me something fluffy is something covered with soft materials, something that looks cute and that produces a feeling of tender that awakes the desire to embrace it. I did one half of the letters with feathers, for it’s softness and fluffy texture and the other half with a black Sharpie, tracing each line as soft as I could. I used the “M” of this material alphabet in yellow for my logo.