

DARNEKA MCCANN

(Fashion Illustrator & Visual Storyteller)

Where style becomes story.



I'm Darneka McCann, a fashion illustrator creating clean, modern visuals inspired by travel, style, and real-life moments. I focus on elongated silhouettes, movements, and color to tell stories through fashion.

WHAT I CREATE:

Fashion sketches
Travel palettes
Editorial silhouettes
Mood-boards & visual storytelling

APPROACH:

Minimal, elegant, intuitive

About Me



Celebrating moments of inspiratioin, color, and joy- the same pasion i bring to my illustrations.

I'm Darneka (DJ) – a fashion illustrator and creative based in the U.S. who loves capturing style the moment it comes alive. I've always been drawn to the little details: the way fabric moves, the curve of a silhouette, the energy a great outfit creates. My illustrations blend what I love most: fashion, travel, color, and the feeling behind a look.

I sketch from instinct. Sometimes it starts with a café moment in a new city, a runway clip I can't stop thinking about, or a color palette that hits me out of nowhere. My process is intuitive and emotional, and I'm always chasing that spark of "this feels like something."

I collaborate with designers, brands, creative teams, and editors who want visuals that feel elevated and stylish but still personal and expressive. My style mixes clean luxury with bold color and fluid movement, creating images that feel modern, feminine, and cinematic.

Whether it's a runway-inspired look, a travel-infused outfit, or a character with a story behind her clothes, I draw fashion the way I experience it: as emotion, identity, and imagination.

Darneka McCann

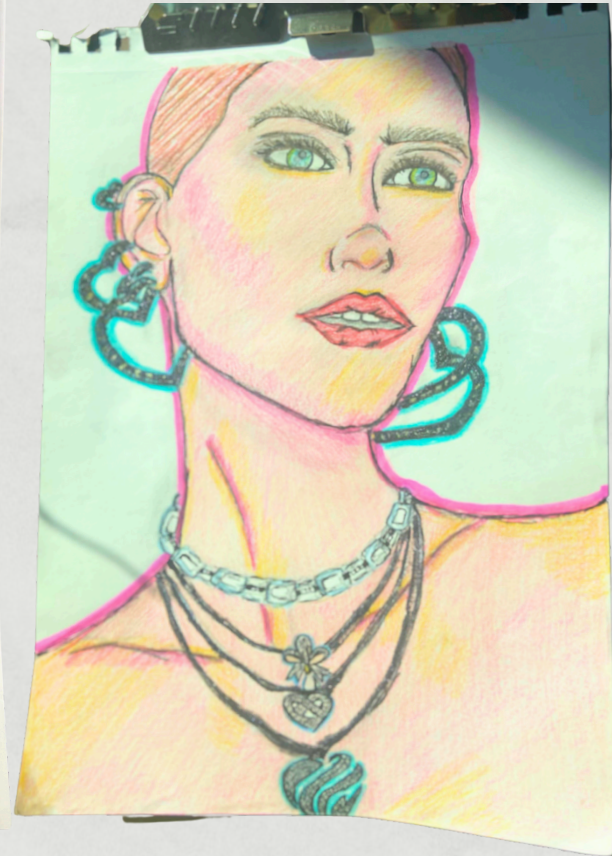
Fashion Illustrations: Elegant Silhouettes



Left: VALENTINO Runway. (Look 26- Haute Couture Spring/Summer 2020)

Right: VALENTINO Runway. (Look 14- Haute Couture Spring/Summer 2020)

Fashion Illustrations: Bright Colors



Left: PRADA Ad. (American Vogue- January 2020)

Middle: HARBISON STUDIO (Harbison Website- Resort 2024)

Right: SWAROVSKI CRYSYAL Ad. (American Vogue - Winter 2023)

Fashion Illustrations: Bright Colors (Continued)



Left: Met Gala Season (Superfine: Tailoring Black Style) – (Model Adut Akech in Marine Serre Coat for GQ/American Vogue – April 2025)



Right: GERMANIER Runway (Look 16 – Haute Couture Spring/Summer 2025)

Fashion Illustrations: Black & White



Left: Pop of Color with Creative Director Juliette Foxx in her self-made hat and skirt (2024)

Right: Model Sessilee Lopez in Vogue Italia – “All Black Issue” (July 2008)

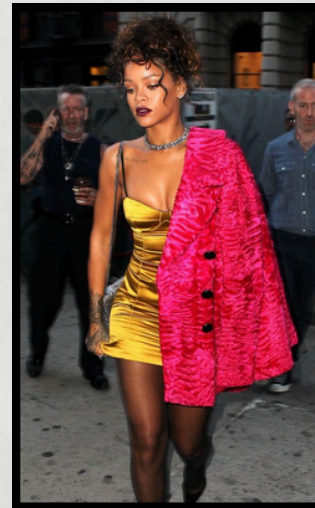
The Art of the Heel



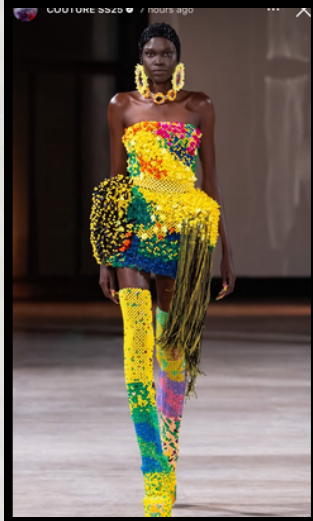
My original high heel design was created for a Jimmy Choo Sketch Competition. The shoe features an exaggerated, collectible heel – layered with stacked geometric shapes, including a layered yellow and light blue orb, textured rings, and a faceted base. The toe is adorned with crystal-like formations, while the back strap fans into a pleated sculptural flourish topped with violet cubes. Hand-drawn with colored pencil and marker on paper, the design merges elegance with imaginative, almost architectural play.

From Runway to Sketch: A Visual Dialogue

Ready To Wear



Couture



I'm deeply inspired by runway fashion and editorial design. One of my favorite ways to work is by studying looks that move me – translating them into expressive sketches that reflect my own artistic language. For me, it's a visual dialogue between reference and interpretation.

Darneka McCann

A Visual Dialogue (Continued): Rihanna's Streetstyle

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Image 1: Reference mood + inspiration

Image 2: Initial silhouette + pose exploration

Image 3: Refining color + structure

Image 4: Final rendering

My process is intuitive followed by color, movement, and emotion

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Darneka McCann

Case Study: Treeman - Fashion Illustration & Sunglasses Concept

New Collection Illustration Review

DARNEKA J. - ILLUSTRATIONS



Treeman

Treeman isn't just a brand, it's a way of life.

October 9, 2025

Darneka
Illustrates



New Collection
Illustration Review

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Project Overview



Product Naming



Product Illustration



Product Illustration



Product Illustration



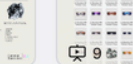
Product Illustration



Product Illustration



Product Illustration



Product Illustration



Product Illustration

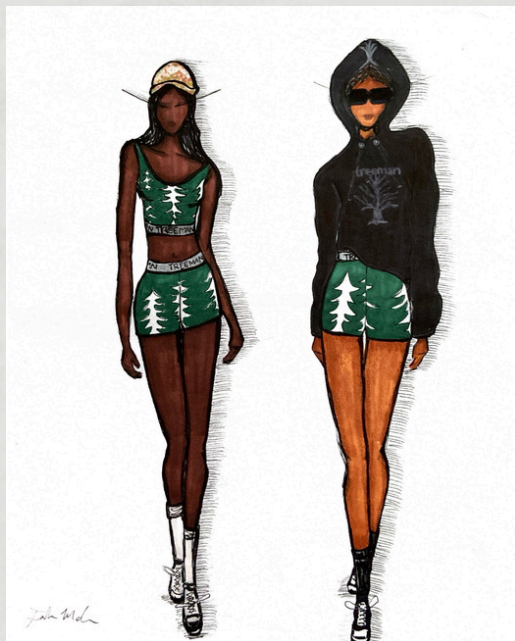
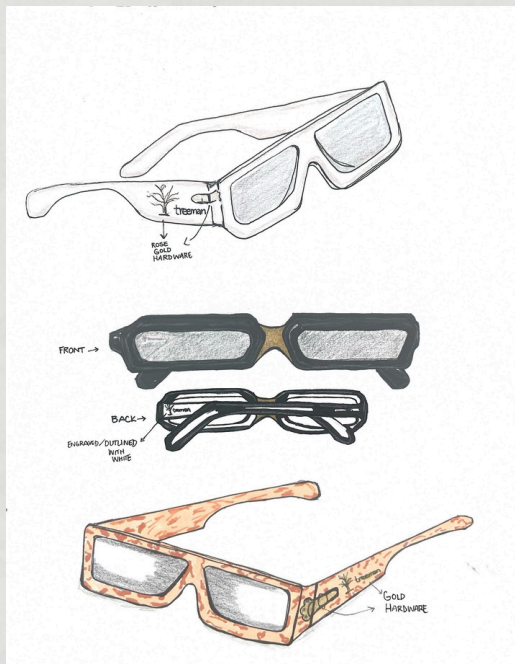


Thank you!

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Selected slides from the concept presentation I created for 'Treeman', including illustration concepts, product naming ideas, and aesthetic direction for the launch of their new sunglasses line. Treeman is an elevated streetwear and accessories line prioritizing eco-friendly practices in sourcing and manufacturing to reduce environmental footprint.

Darneka McConn



ELEMENT INSPIRED SUNGLASSES

(ALL SUNGLASSES ARE PLACED IN A CATEGORY BELOW AND GIVEN A NAME PAIRED WITH A STYLE)



FIRE/HEAT/LIGHT

- SOL
- SOLAR
- FLARE
- BLAZE
- EMBER
- AURORA
- INFERNO
- WILDFIRES



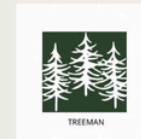
ICE/WATER /COLD

- MIST
- WAVE RUNNERS
- GLACIER
- SHORELINE
- BREAKERS
- GULFS
- LAGOONS



AIR/WIND/SKY

- STRATUS
- AERO
- DRIFTWOOD
- VAPOR
- CIRRUS
- FRONTIER
- VORTEX
- AETHER



*EARTH/
STONE/FOREST*

- MOSS/ MOSSLINE/MOSSED
- UP SAFAREE THE OAK THE
- CEDAR SAGE ROOT
- OBSIDIAN CUT RANGE
- GHOSTWOODS
- .
- .
- .
- .



METAL/INDUSTRIAL

- BRONZE
- IRON
- COPPER
- STEEL
- TREEMAN TECH 1
- CHROME
- COBALT

DIFFERENT STYLES: Aviators, Round, Square, Rectangle, Shield, Oversized, Geometric, Pilot, Wraparound

- 1.E: #12 GLASSES (Solar Shields in Dark Orange)
- #21 GLASSES (Mist Geometrics in Ice Grey)
- #2 GLASSES (Ember Squares in Sunset Bark)
- #14 GLASSES (Mossed Up Aviators in Tortoise w/Green Tint)

Darneka Illustrates 

Case Study: Treeman - Fashion Illustration & Sunglasses Concept

Project Overview

Treeman asked me to develop illustrated concepts and product naming directions for the launch of their first collection. I created custom fashion illustrations, explored design personalities, and proposed naming ideas that aligned with the brand's aesthetic and audience.

Creative Direction Elements

- Naming concepts for the sunglasses collection
- Visual identity notes
- Color & mood suggestions
- Illustrated style stories for marketing use

Result

This project helped Treeman refine its visual language and explore early creative direction ideas for their clothing and accessories launch.

Services



I offer:

Fashion Illustration (hand-drawn)
Lookbook/campaign visuals
Editorial illustrations
Travel-style fashion scenes
Character fashion concept art
Social media creative content
Moodboard & visual storytelling

Industries:

Luxury fashion
Emerging designers
Editorial & print
Lifestyle & travel brands
Creative agencies



Let's Work Together!

For commissions, collaborations, or agency inquiries:

Email: Darnejay.fashion@gmail.com



Instagram: @darnejay



TikTok: @TheDJEdit

Darneka Illustrates: <https://www.darneka.com>

Based In: Chicago, IL (USA), Remote (open to travel)
Available for remote projects and travel-based assignments.

