

E-GEEES

Dutch photographer Ari Versluis and people profiler Ellie Uyttenbroek have been documenting global style and subcultures since 1994 via their Exactitudes portrait project. A simple idea that manages to avoid looking predictable two decades later, Exactitudes straddles the line between street style documentary and anthropological study.

The pair cut their creative teeth capturing gabber in their hometown of Rotterdam, back when everyone was listening to hardcore dance music and Australian L'Alpina tracksuits were the look du jour. But things have changed since then. Thanks to the eclecticism-enabling power of the internet, scouting out style purists isn't as simple as it once was.

The individuals in Versluis and Uyttenbroek's work are cemented in fashion history via portraits arranged into three-by-four grids. Despite the identical poses employed, their nuances remain front and centre. "It's not about people losing their identity or their individuality," says Uyttenbroek.

"Each study shows 12 people who we think wear it well. The people who've made an effort, not those wearing a commercial look."

Versluis and Uyttenbroek's latest study zooms in on E-Gee, a style movement first popularised by E-Boys and E-Girls on TikTok, before making its way on to Instagram. They prefer to be referred to as E-gees, characterised by their ability to mix alt-aesthetics – think skater fits, late 1980s grunge, goth make-up, Hello Kitty naivety, punk jewellery and Harajuku eccentricity, all packaged into one cute-emotional-fierce-feisty look. "There are so many ingredients," says Uyttenbroek. "But for me what's most striking about it is its eclectic feel."

Mirroring elements of style tropes from the not-so-distant past, E-Gee respectfully nods to its precursor – the emo aesthetic adopted by mid-2000s MySpace kids – while sticking two fingers up at the cookie-cutter influencers who saturate Instagram today.

Hair and make-up Liz Martins at Eighteen Management using BUMBLE & BUMBLE and GLOSSIER, Production Rosanna Gouldman, Photography and lighting assistance Peter Butterworth, Casting Joni Casting, Casting assistance Wisam Masri and Amanda Jiang, Production management Katherine Bampton

