

# worldbuilding wheeee

Emily May

Background:

- In college, post-freshman summer
- Interns at analine's fashion design company as social media manager
- wants to be a fashion designer, is currently an business major/ advertising minor

Personality:

- Shy, soft spoken. Keeps quiet about her issues and always strives to do her best
- bad at self-care and doesn't know when to take a break
- doesn't really have many friends bc she doesn't speak up or socialize
- hobbies include window shopping and museum touring
- dislikes strong perfume and alcohol

Motivations:

- Primary motivation: wants to win the indie runway contest – \$50k prize + creative studio office pack for college
- >> Family is not in a great financial state; she wants to start paying off her loans early
- >>>> also family doesn't want her in design
- secondary motivation: wants a career in fashion
- tertiary motivation: wants friends

Appearance:

- blonde/pink hair, medium light skin, green eyes w/ diamond pupils
- 5'0"
- typically wears blouses and shorts and a flower hairpin
- blind as a fucking bat (pink clear rimmed glasses)

Analine Hildyn

Background:

- Lead designer/creative director/company CEO of Aelvyra
- around 500+ years old, she's lost count
- actually a witch. Magicks fabric to look impossibly pretty (and shiny), among other things
- every couple of decades she magicks an aged-down clone to take over the family business

#### Personality:

- no nonsense, straight to the point.
- kind of tired immortal
- doesn't really care for much besides her fashion company (and the well being of her employees)
- expects her employees to "don't reinvent what's been invented. Invent something better than what's been invented"

#### Motivations:

- Not much. Sort of a perpetual motion machine; she's a tired immortal
- Wants Emily to succeed because she thinks she has potential, just not polish
- Also because Emily is a reincarnation of her past wife and she's projecting.

#### Appearance:

- Black, purple-blue hair, gold eyes
- 5'8"
- Suit/suit-dress person

### **Aelvyra company structure**

Analine (creative director/lead designer/company ceo)

Advertising and marketing director

Sales and brand manager

Logistics manager

–

Senior designers

Textile designer

photographer

retail manager

accountant

—

production artists

makeup and hair stylist

accessory stylist

footwear stylist

fashion designers

sample seamstress

customer service representative

social media manager

models

event coordinator

assistant designers

### **Emily's family**

Has trace amounts of fae blood. As magic basically disappeared during the industrial revolution, they are basically no longer aware that they had any magical history. Fae Queen Elsie's younger brother married into a human family and gave up his immortality over 500 years ago, granting the family their distinct star-shaped pupils. In older generations, Analine kept an eye on them, more or less like a family friend, but as the later generations forgot about magic, she stepped away as well.

Currently the May family is in a bit of a tough financial state; while they aren't poor by any means, they don't have much money for luxury and certainly not the money to send two kids to college.

That's why Emily's parents want her in a profession that earns good money, not one that is tough to get going with and is an unstable source of income.

### **Elsie and Analine's history**

Elsie was queen of the fae for several hundred years before she met and fell in love with Analine, a human witch. They got married not long after, and after a tragic accident, Elsie gave up her immortality so Analine could live on and fulfill her dreams, and passed on the throne to her middle sister. Analine lived on, one foot

in the fae kingdom, and one foot in human society, not quite fitting in either. During the industrial revolution, Elsie's sister moved the fae kingdom into lands unknown and unreachable to Analine, and several decades later, Elsie's brother's family moved to America. Seeing no other reason to stay in England, Analine followed, and finally started pursuing her dreams of starting a fashion company in America. She's a bit guilty of spending over two hundred years wallowing in depression, but in the modern day, she's the CEO of a wildly successful (but small) fashion company and lives a rich and comfortable life.