

The background of the entire image is a close-up of a wooden wall with vertical planks and prominent knots. In the upper right corner, a man's head with a full, dark beard is mounted on a wooden plaque, looking directly at the camera. The lighting is warm and slightly dim, creating a moody atmosphere.

# Bloodlandia Lookbook

A SUPERNATURAL HORROR-COMEDY  
WHERE HIPSTERDOM DIES WITH DIGNITY...  
OR AT LEAST WITH KILLER SHOES.



# What Even is Bloodlandia?



A stylized horror-comedy set in Portland, 2012 — peak hipsterdom. Here, identity is curated, death is aestheticized, and craft beer is religion.

“Bloodlandia” blends genre chaos with irony-soaked cool.

Think “Bodies Bodies Bodies” meets “Heathers” meets... Etsy





# PORTLAND 2012: DEAD IRONIC.

Everyone's an artist. Everyone's misunderstood. Everyone dies ironically.  
Welcome to a city where brunch is blood-soaked and self-awareness is deadly.

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# THE DEATHS ARE THE POINT

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Death by growler.

Death by Eddison lights.

Death by charcuterie.



We lean into stylized kills — think “Scream” meets “Instagrammable absurdity.” Every death is a joke... until it’s yours.



# THE “TOO COOL TO DIE” CREW

A curated lineup of Portland’s most ironic residents. From Luci, the secretly basic barista trying to pass as effortlessly hip, to Craigen, the mandolin-wielding sad boy turning murder into music, this crew is style over survival.

There’s Josie, the #fitspo yogi trapped in her own filtered delusions, and Kelly, the gender-fluid activist with a Corgi obsession and five evolving identities. Kevin, the lone chill realist, keeps dodging death like a glitch in the algorithm.

Meanwhile, social-climber Steven, retro-rich Kai, and shamanic mystery Wild Wolf each bring their own brand of beautifully absurd danger. Even Reiki queen Iris doesn’t know she’s become a supernatural vessel.

And at the center? Simon — the outcast turned hipster-slaying spirit with a taste for ironic revenge. They’re tragically cool. Fatally curated. And only one of them might survive.





# MOOD MIX: VISUAL STYLE

- Freaky – Exaggerated kills, slick genre play
- Jennifer's Body – Creepy beauty meets femme satire
- Ingrid Goes West – Filtered loneliness + obsession
- What We Do in the Shadows – Dry, absurd comedy
- Bodies Bodies Bodies – Gen Z social horror tone





# BRAND INTEGRATION, BUT MAKE IT IRONIC

Craft beer isn't just part of the vibe — it's part of the “plot.”  
This world is built for real-world collabs with breweries, art spaces, and tattoo shops.

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Think:

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- Limited-edition “Bloodlandia Blonde Ale”
- Portland tasting events with screening tie-ins
- Pop-up merch at record stores





# WHY BLOODLANDIA WORKS

It's fresh, stylized, and franchiseable.

It's Gen Z and Millennial-fluent without trying too hard.

It's smart horror that laughs at itself while stabbing you in the heart.

“Bloodlandia” is more than a genre film — it's a cultural wink wrapped in fake blood.

