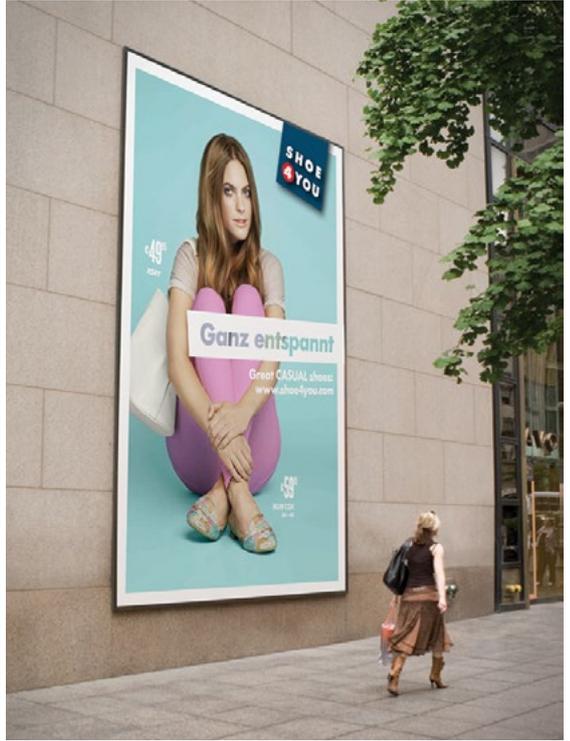




# SHOE 4 YOU

Member of Leder & Schuh family, Shoe Retailer, Austria & Germany

Responsible for SS 13, AW 12 and SS 12 campaigns from start to finish: proposal and development of concept, art direction and design of all additional collateral and marketing material.



SPRING/SUMMER 13



AUTUMN/WINTER 12



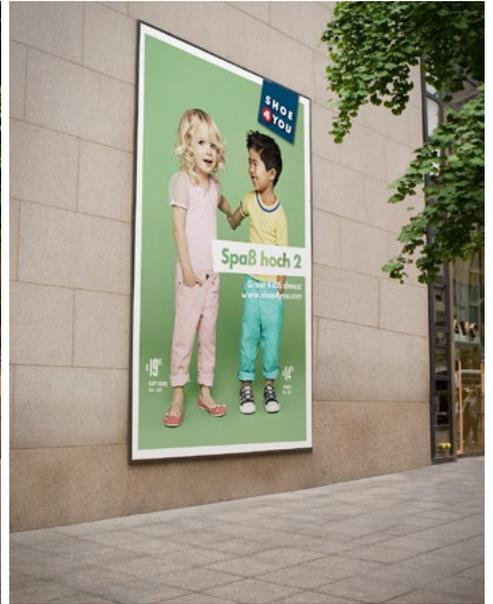
SPRING/ SUMMER 12



# SHOE 4 YOU

Member of Leder & Schuh family, Shoe Retailer, Austria & Germany

SS13 campaign responsible from start to finish: proposal and development of concept, art direction and design of all additional collateral and marketing material.





# SHOE 4 YOU

Member of Leder & Schuh family, Shoe Retailer, Austria & Germany

**AW12** campaign responsible from start to finish: proposal and development of concept, art direction and design of all additional collateral and marketing material.





# SHOE 4 YOU

Member of Leder & Schuh family, Shoe Retailer, Austria & Germany

SS12 campaign responsible from start to finish: proposal and development of concept, art direction and design of all additional collateral and marketing material.





# SHOE 4 YOU

Member of Leder & Schuh family, Shoe Retailer, Austria & Germany

S4Y Brand Book was designed to provide essential information about S4Y's brand values and philosophy. I was responsible for the design, as well as, heavily involved in content generation and brand direction.





# HUMANIC

Member of Leder & Schuh family, Shoe Retailer, Austria & Germany

A new and exclusive shopping bag was designed for Humanic's newest store in Stephansplatz, sitting at the center of Vienna and across the famous Stephansdom. Additionally, a series of gift wraps were created for Christmas & New Years.

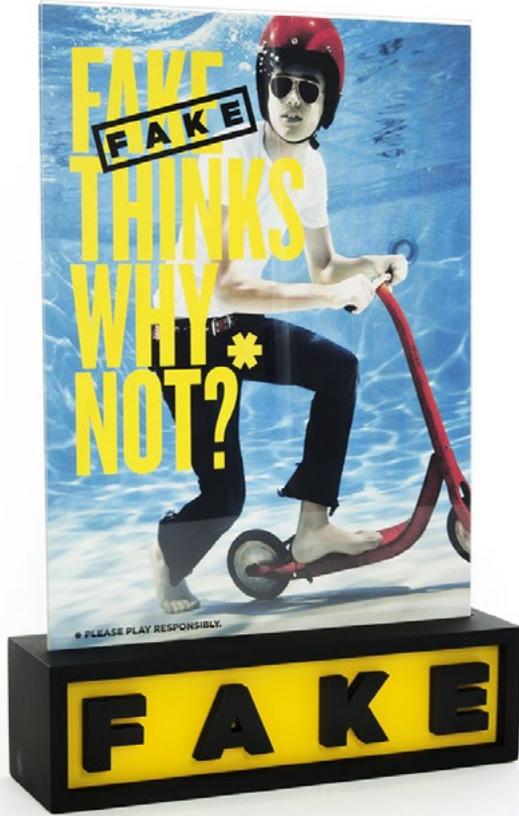




# HUMANIC

Member of Leder & Schuh family, Shoe Retailer, Austria & Germany

A private urban street label re-branding project completed for Humanic. The re-branding included a number of elements; from concept development to new identity, box design, table talkers, POS and application of identity to specific shoe components.



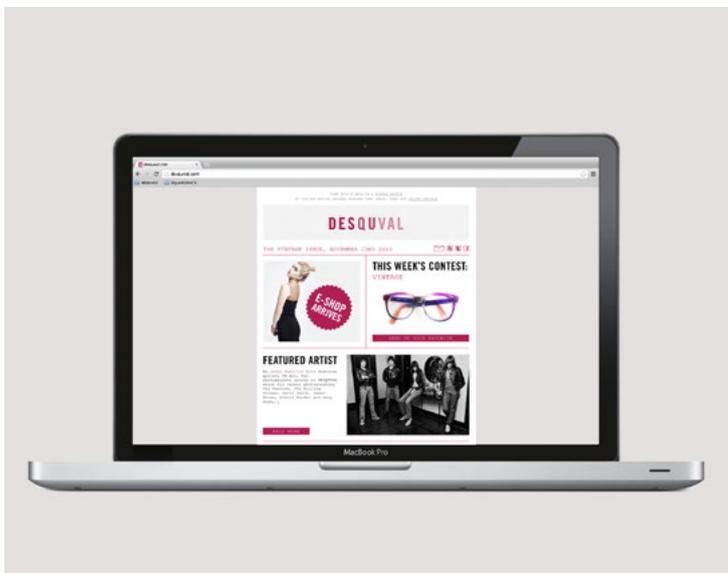
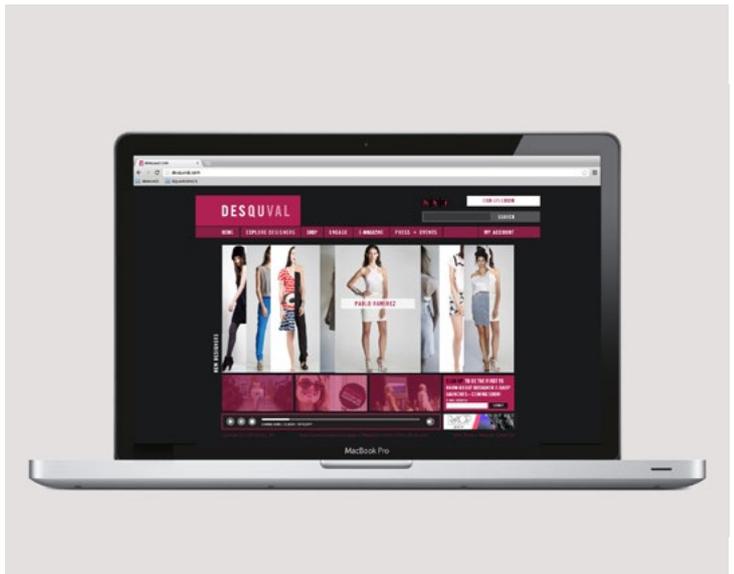
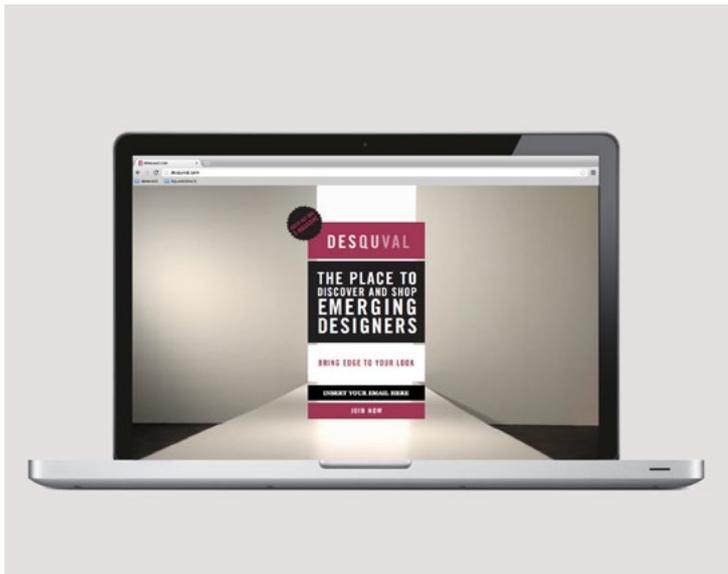


# DESQUVAL

Fashion E-commerce Website, NYC USA

Desquval: Design, Quality & Value. Sole designer of a high-end fashion e-retail website concept. Responsible for all design needs, from concept development, to creating the identity, marketing materials, web design and everything in between.

# DESQUVAL

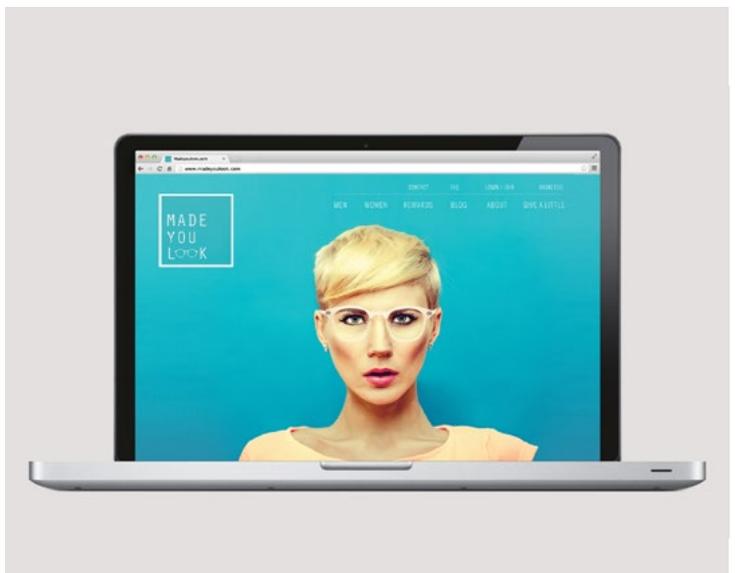
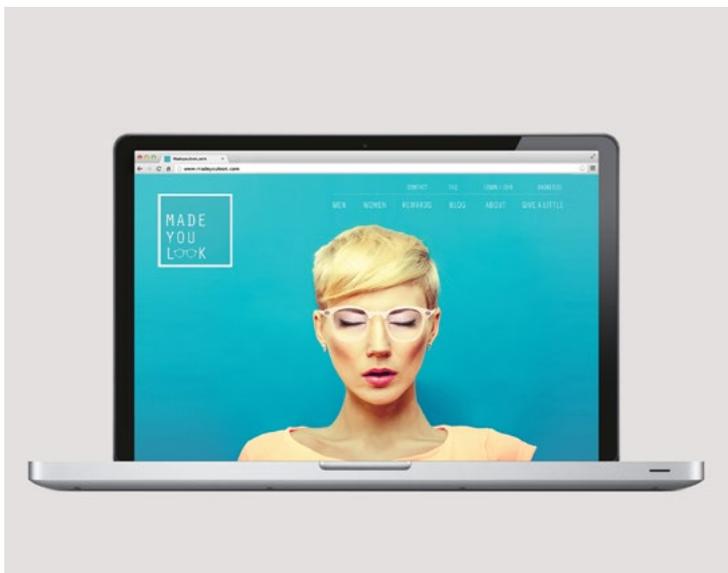
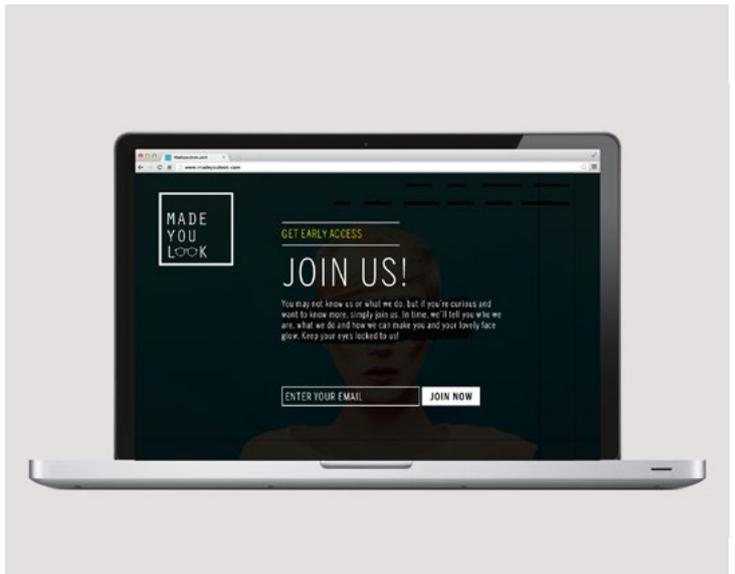
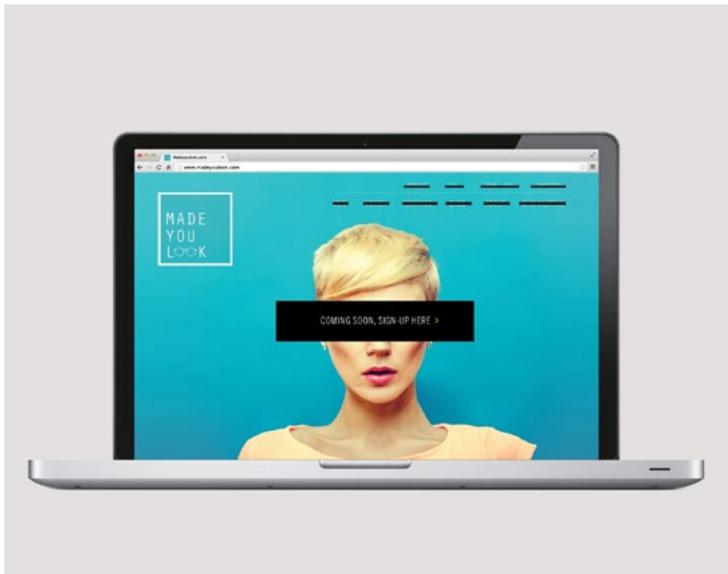




# MADE YOU LOOK

Eyewear company, London UK

Logo and concept proposal for a brand new eyewear company based in London, UK. The website design is visualised in two phases: pre-launch and launch. The pre-launch phase makes use of the idea of censorship to create a sense of mystery and mystery. The launch inevitably allows for all to be revealed. An eye opener, literally!





# {KABUK} LONDON

Leather Handbag Brand, London UK

Responsible for concept, brand identity, website and art direction. The concept for the brand was inspired from the idea that like a shell, bags also encase, frame and protect our most personal treasures. The varying universal bracket shapes elude to the idea of differing shapes and styles of a shell while maintaining its function to protect and frame.

