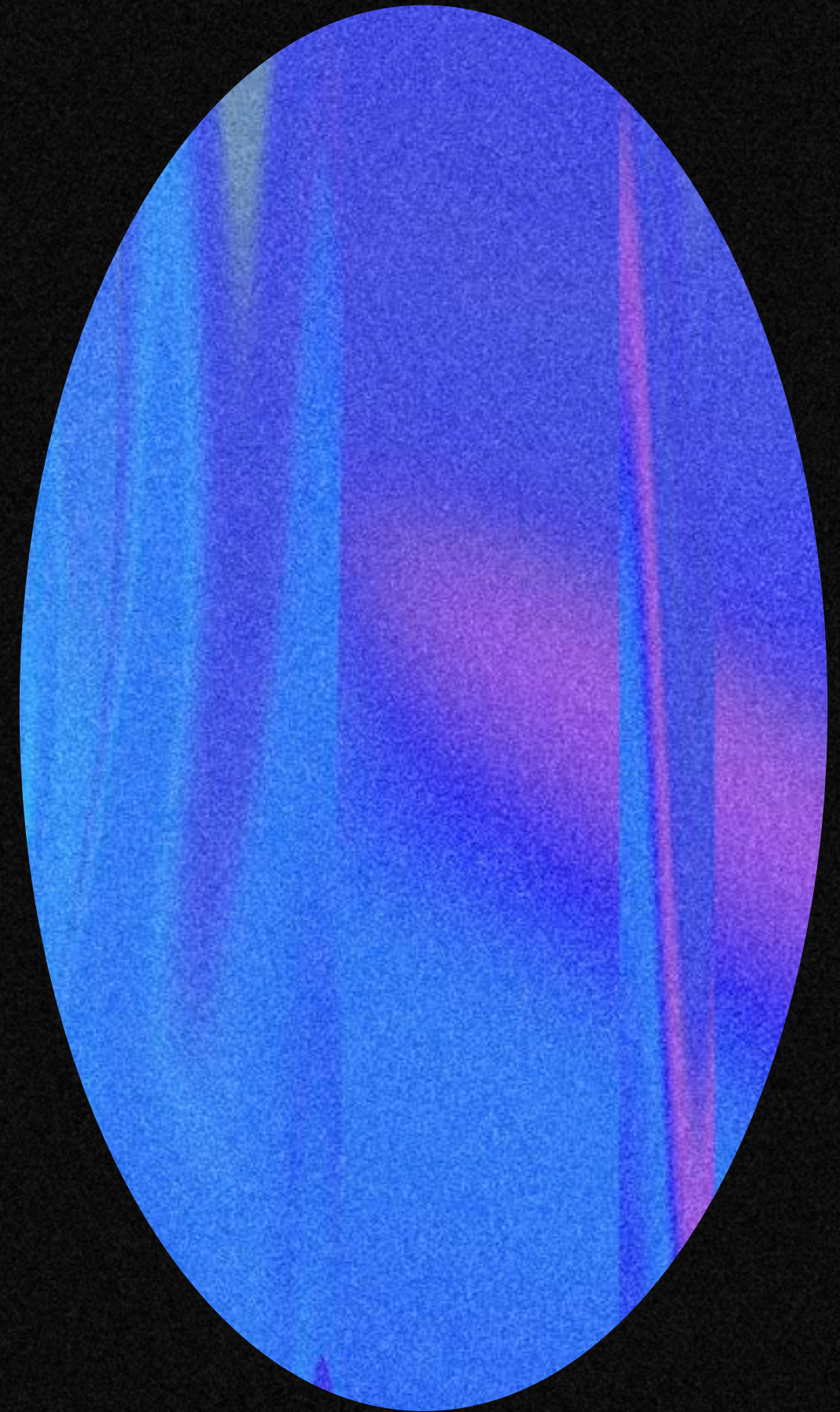
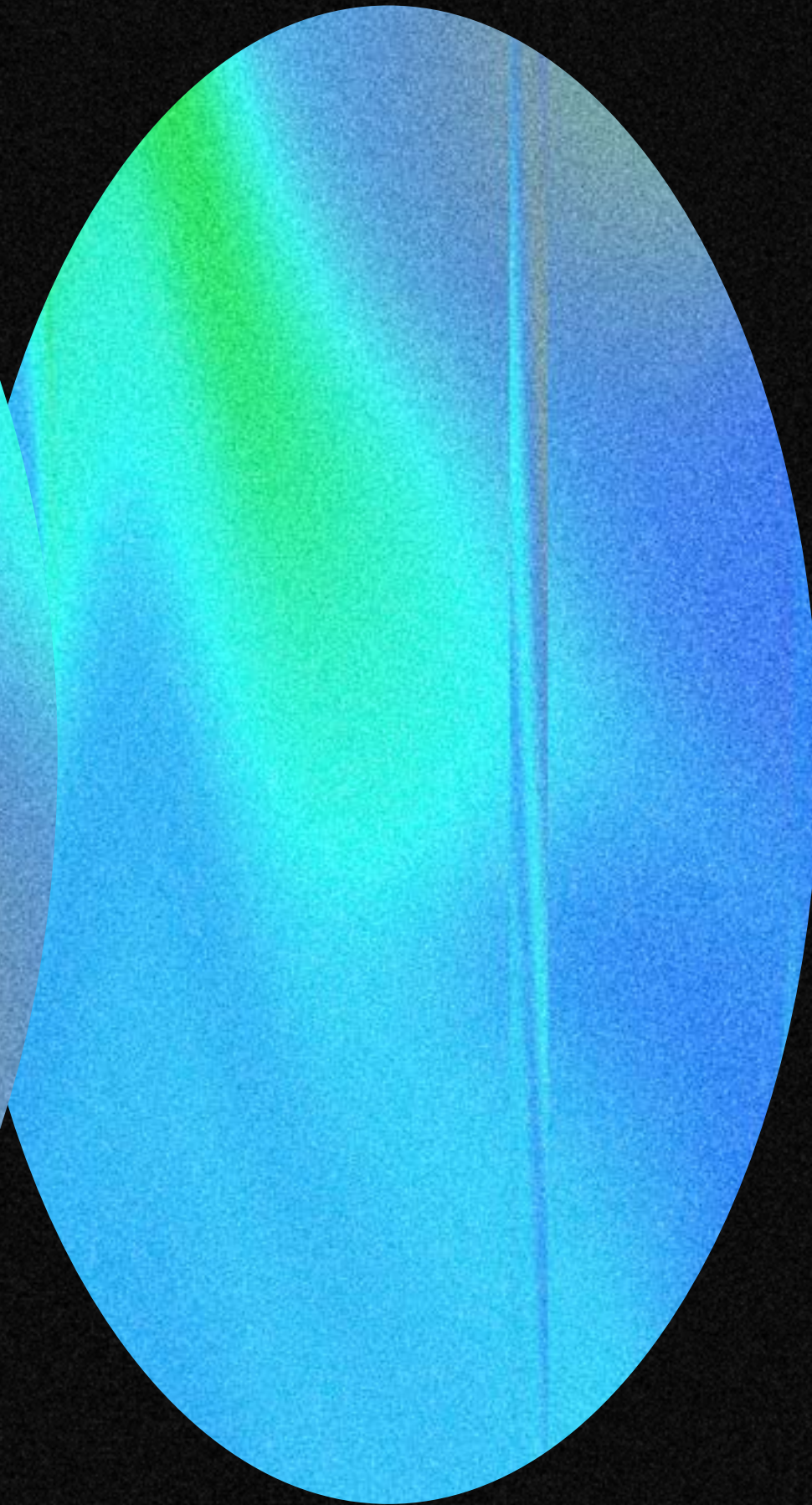
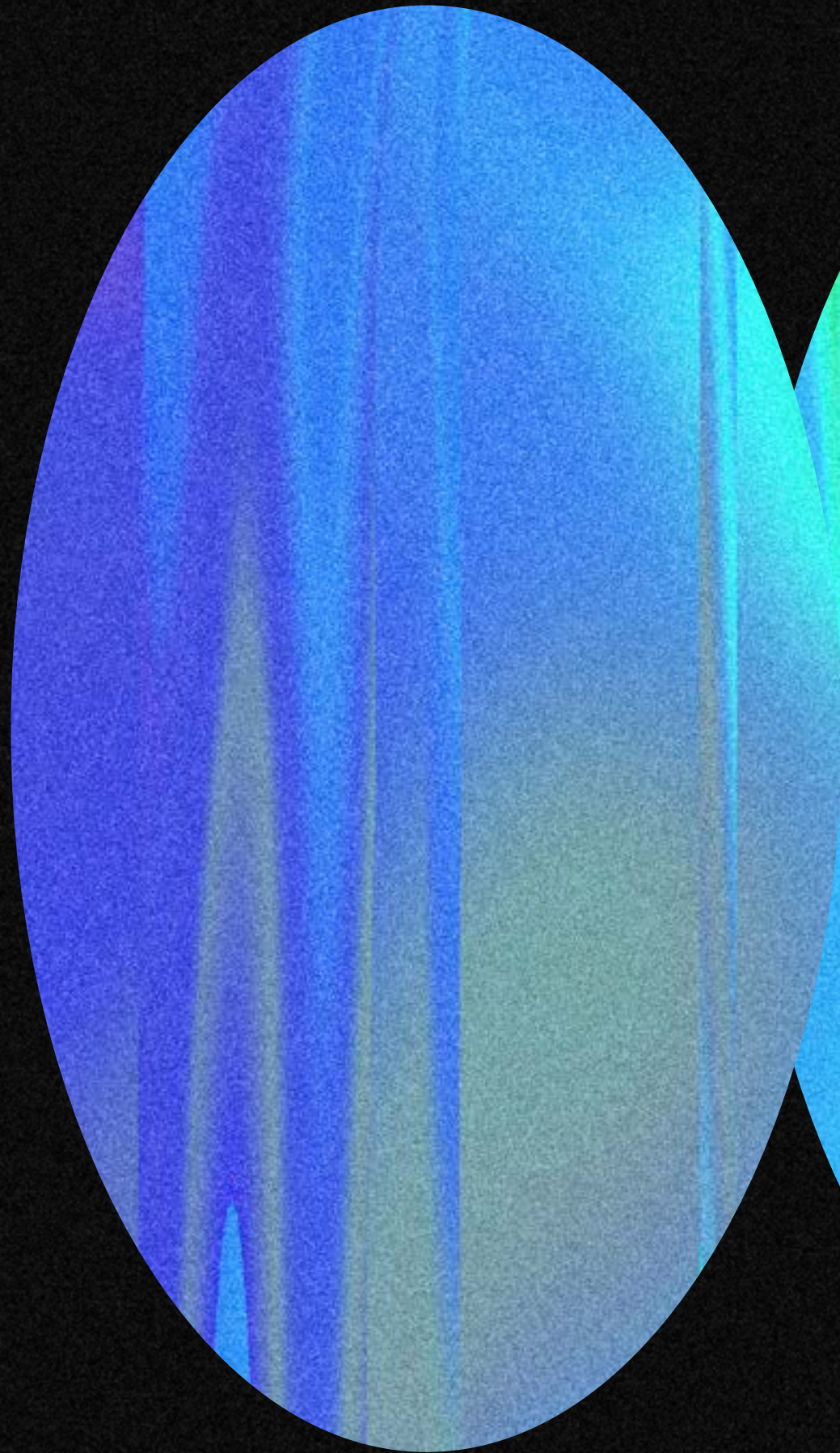


GIULIA

STRACCAMORE



SENIOR GRAPHIC DESIGNER, ART DIRECTOR

2023

Works:

Levi's/ Napaijri

Superlight/ AW LAB

Generation/ Napapijri

Futurehood



Levi's

Levi Strauss & Co. is one of the world's largest clothing companies and the world leader in jeans. They have around 500 stores worldwide and their products are available in more than 100 countries.



As a Senior Graphic Designer at Levi's, my primary responsibility is the conceptualization and execution of window displays and Point of Sale (POS) materials for various campaigns.

This pivotal role involves adhering to Levi's established toolkit while customizing artwork to suit the diverse retail environments across Europe and Russia.

Design Process:

The creative journey commences with a comprehensive briefing session with the client.

This ensures a clear understanding of their requirements. Subsequently, I develop master files, a crucial phase for mock-ups. These in-store sessions serve as a testing ground for our designs, providing an opportunity to fine-tune elements such as sizing, material choices, and feasibility. This dynamic process also facilitates immediate feedback, allowing for swift adjustments when needed.

Finalizing Artwork:

The culmination of this process involves crafting master artworks. These serve as comprehensive references for fellow creatives, ensuring precise adaptation and alignment with campaign goals. In addition, I create detailed guidelines and how-to documents, providing the client with the necessary tools to navigate the campaign seamlessly.

Artistic Direction and Decision-making:

Integral to my role is interpreting and

implementing Levi's Toolkit, which serves as the foundational framework for artistic direction. When the Toolkit isn't entirely clear or when certain aspects of a campaign require additional attention, I take the initiative to generate new designs.

These creations adhere rigorously to brand guidelines and are directly presented to Levi's European Marketing Team for consideration.

In essence, my role encompasses not only the execution of design, but also the capacity to make informed creative decisions, ensuring each campaign aligns perfectly with Levi's brand identity and marketing objectives. This approach has been instrumental in achieving impactful and visually compelling displays and POS materials that resonate with Levi's diverse customer base across Europe and Russia.



Levi's 150th Anniversary Premium Packaging Concept

Project Overview:

In celebration of Levi's monumental 150th anniversary, I had the privilege of conceiving and developing a bespoke premium packaging concept from inception to realization.

This undertaking commenced with a thorough briefing session with the client, setting the foundation for a creative journey that would redefine the brand's legacy.

Design Exploration and Research:

Extensive research and design exploration were pivotal components of this endeavor. Delving deep into Levi's rich heritage and contemporary design trends, I meticulously crafted a concept that seamlessly bridged the brand's iconic history with a modern, premium aesthetic.

Iterative Proposals and Prototypes:

The concept evolved through a series of carefully crafted proposals, each one a testament to the dedication and attention to detail invested in this project. Prototypes were meticulously produced to refine the sizing and printing, ensuring every aspect met the exacting standards of the Levi's brand.

Client Collaboration and Approval:

A collaborative effort with the client was fundamental in refining the concept to perfection. Through a process of feedback and refinement, we ensured that every element of the premium packaging embodied the essence of Levi's storied legacy.

The final result received resounding approval from the client, a testament to the harmonious fusion of creativity and brand vision.

Exclusivity in European Retail:

The specially curated collection found its exclusive home in selected stores across Europe, including esteemed names such as Slam Jam, END and Highsnobiety. This bespoke packaging not only celebrated Levi's remarkable heritage but also elevated the brand's presence in these iconic retail spaces.

This project stands as a testament to my ability to translate vision into tangible, premium design, offering a distinctive and immersive experience for Levi's discerning clientele on their 150th anniversary celebration.











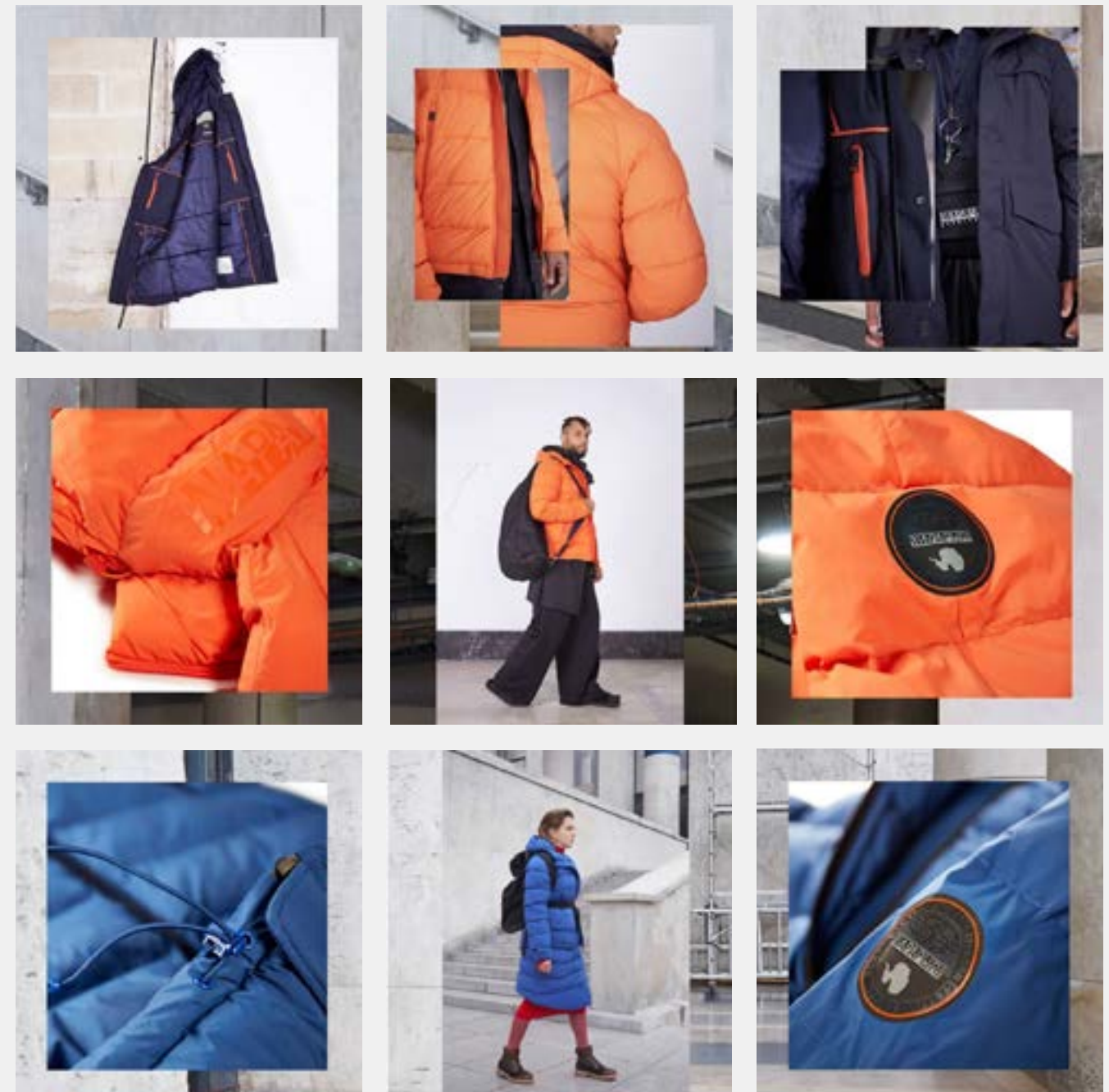
Napaijri Superlight

SUPERLIGHT is a Napapijri collection presented with multiple events across Paris. The main event, which was held at Palais de Tokyo has been developed in collaboration with the Argentinian artist Tomás Saraceno.

The testimonials, which are two Parisian influencers, have been chosen in order to engage a young target (16-30).

The engagement has been created using a fresh and catchy style both online and offline.

IG feed posts.





OOH Across Paris

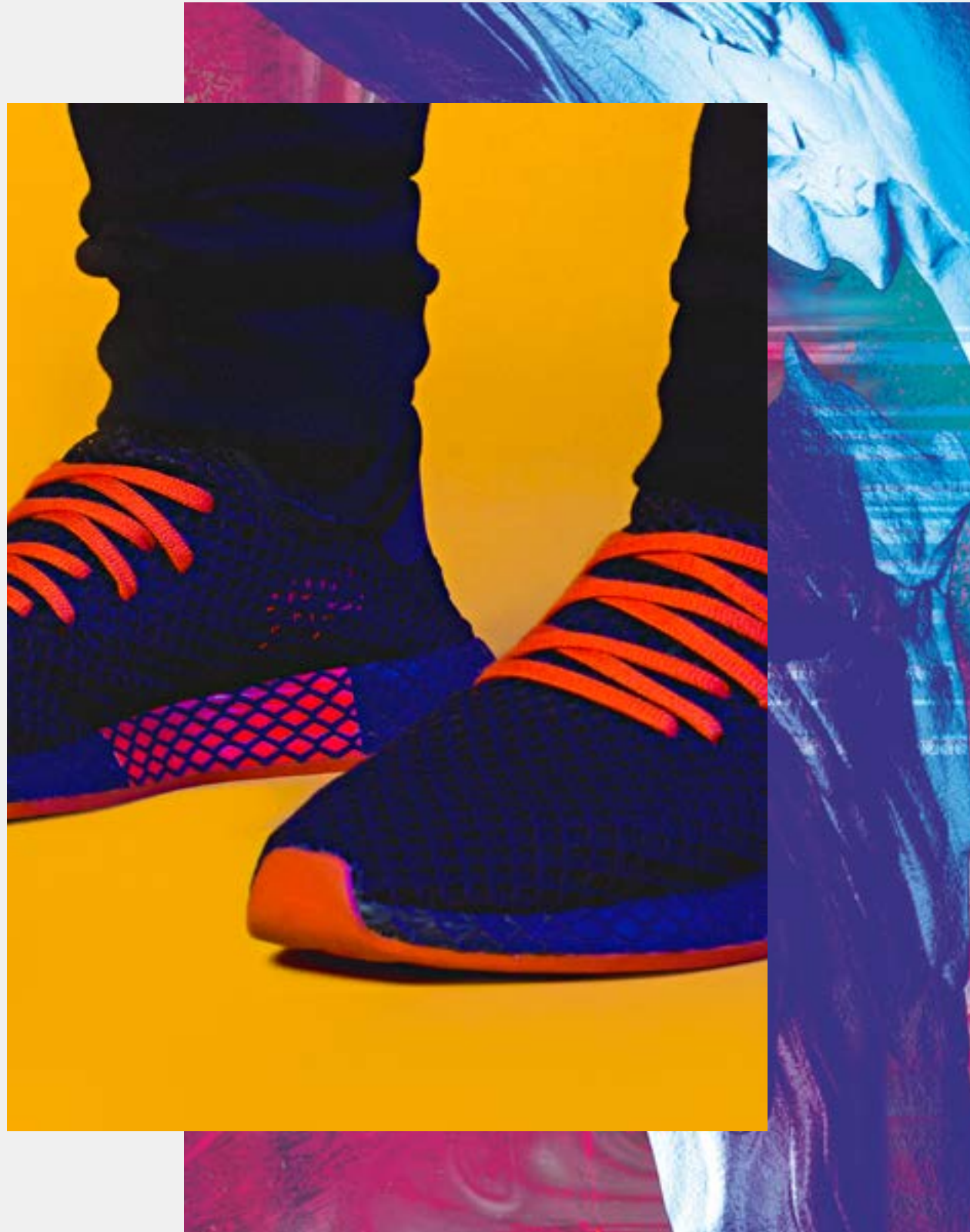
In this project, I collaborated closely with the Creative and Senior Art Director to bring forth a series of layouts in alignment with our jointly crafted mood board.

Once the foundational layout received client approval, I assumed responsibility for all adaptations, spanning both print and digital advertising.

It was imperative to meticulously preserve the integrity of image compositions and maintain a cohesive look and feel across diverse media platforms and formats. This ensured a seamless and harmonious visual experience for our audience.



Superlight Skidoo Experience



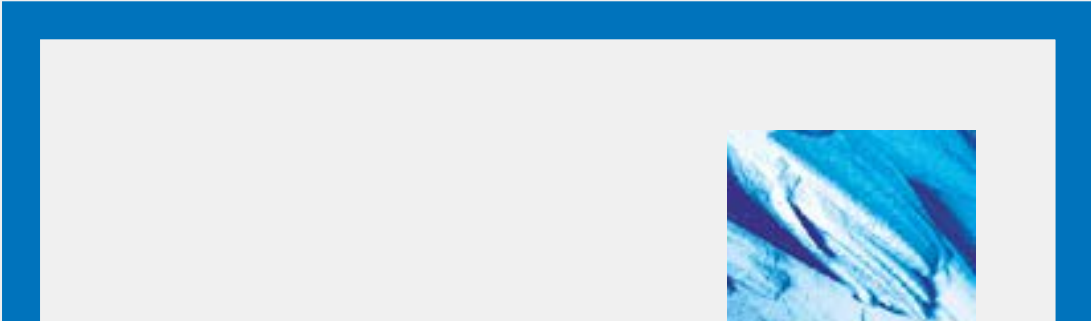
AW LAB Generation

AW LAB GENERATION is an in-store brand awareness campaign launched in late 2018 summer with the purpose of promoting the brand and the people who contribute in creating its identity.

The testimonials, which are young influencers, have been chosen through a contest previously promoted by AW LAB. They have been asked to describe what "play with style" means to them.

The guys have been flanked with the Dark Polo Gang in order to give more visibility to the campaign.





#PLAYWITHSTYLE





AW LAB GENERATION
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In my engagement with AW LAB, I collaborated closely with the Art Director to establish a compelling visual direction, commencing with the creation of a mood board and defining a distinctive visual style to ignite the creative process.

Following the style's determination, I conducted thorough research to explore various options for retail window displays and in-store presentations. This involved the creation of detailed mock-ups and renders, providing a tangible preview of our vision.

Furthermore, I played a vital role in coordinating with post-producers and photographers, offering valuable input on required assets and actively participating in the campaign's photo shoot.

This hands-on involvement ensured that the agreed-upon visual language was meticulously maintained, guaranteeing a seamless translation of our creative concept into reality.

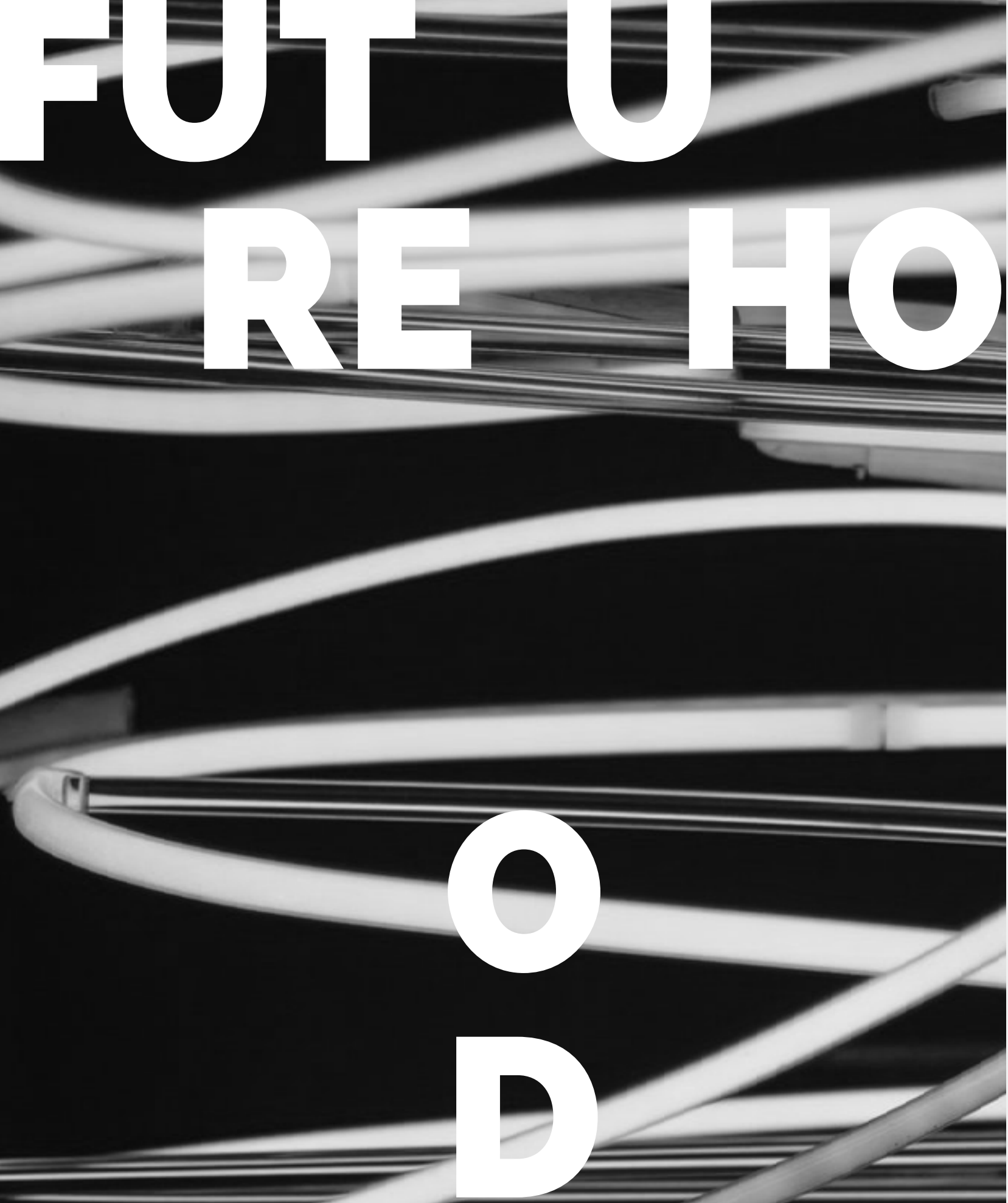




Instore materials / European brand campaign



Instore materials / European brand campaign



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Napapijri
Futurehood

Futurehood is the concept of the Napapijri's collection made with sustainable materials. Focusing on a new way to conceive the brand and the collection itself, we realised a digital and print campaign. We also took care of the promoting event held during the Milan Design Week.





Campaign Shooting

Within this project, I assumed responsibility for the comprehensive development of all artwork for the event. This involved the creation of multiple distinct proposals, each meticulously crafted to encapsulate the essence of the occasion. These proposals were then thoughtfully presented to the Senior Art Director for evaluation and valuable feedback.

I placed a strong emphasis on preserving the event's unique look and feel throughout the creative process. Ensuring consistency in both visual and experiential aspects was paramount. Additionally, I managed the creation of all print-ready files and digital advertising materials, guaranteeing a seamless transition from concept to execution.

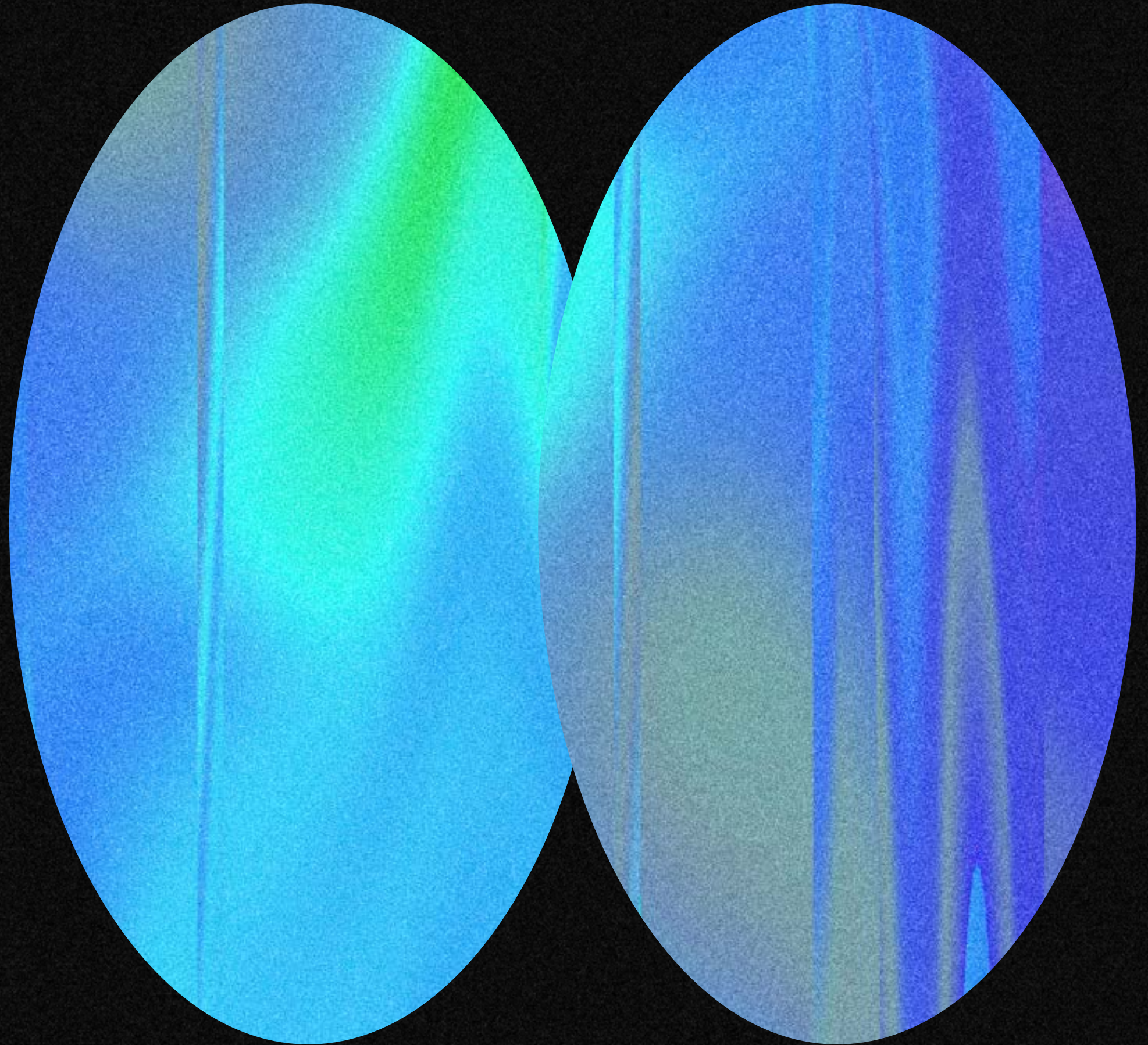
Furthermore, I actively participated in the casting session, working closely with the Senior Art Director to select and organize models, contributing to the overall cohesion of the event's visual narrative. This comprehensive involvement exemplifies my commitment to delivering a holistic and impactful creative experience.



Futurehood event during the Milan Design Week

GIULIA

STRACCAMORE



CONTACTS

giuliatraccamore@gmail.com

giuliatraccamoredesign.com
dualismstudio.com

+31 062 645 44 24

THANK YOU