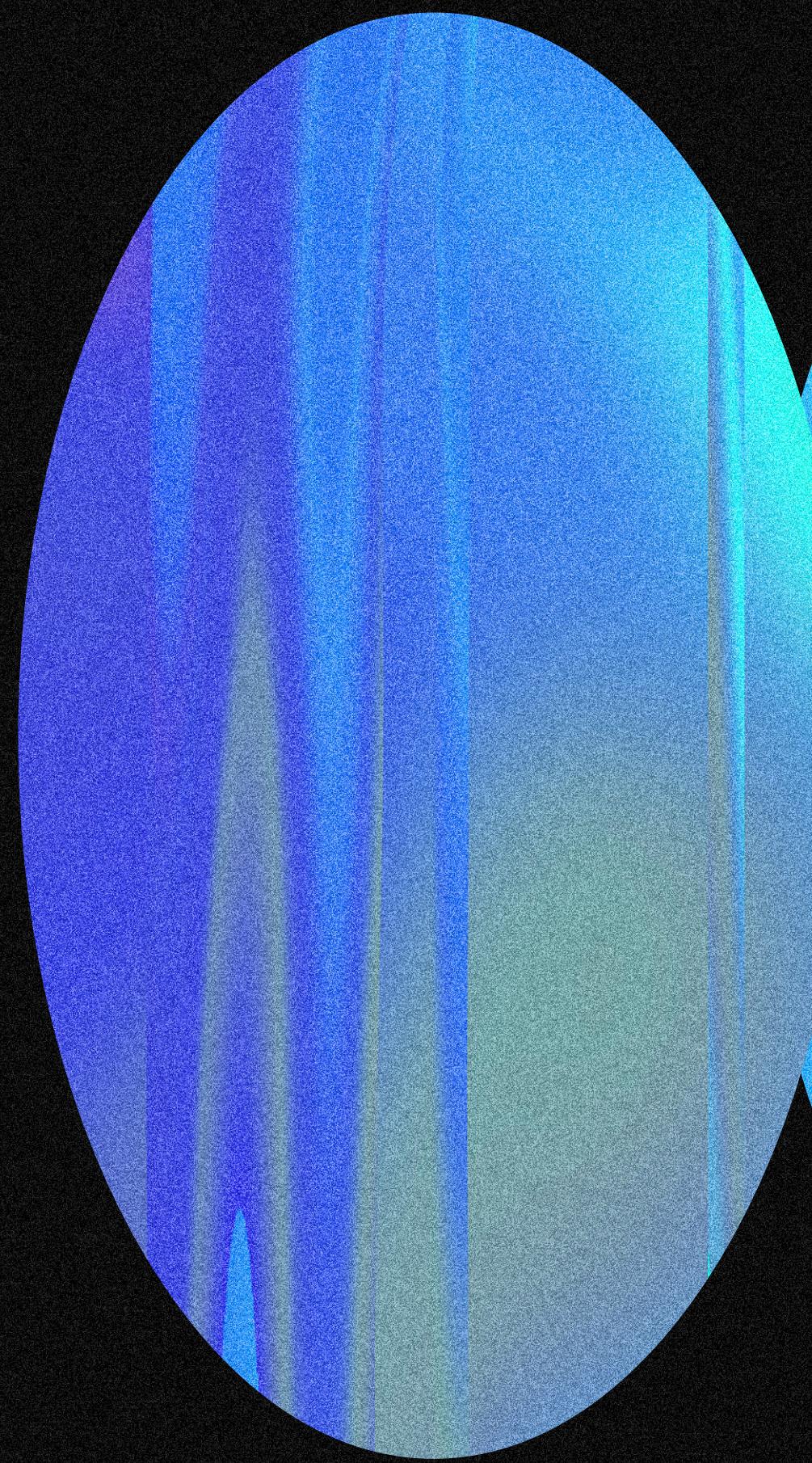
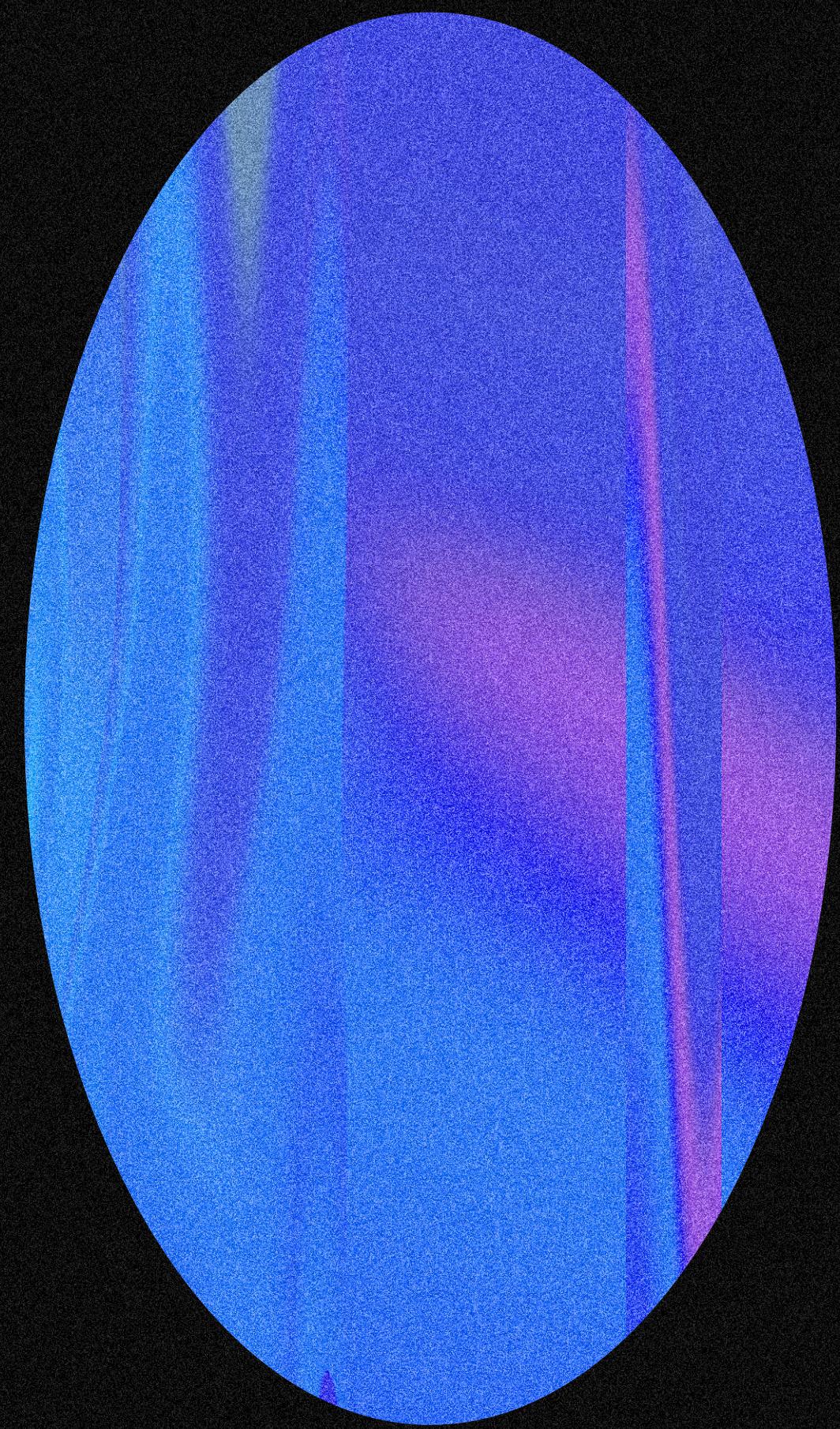
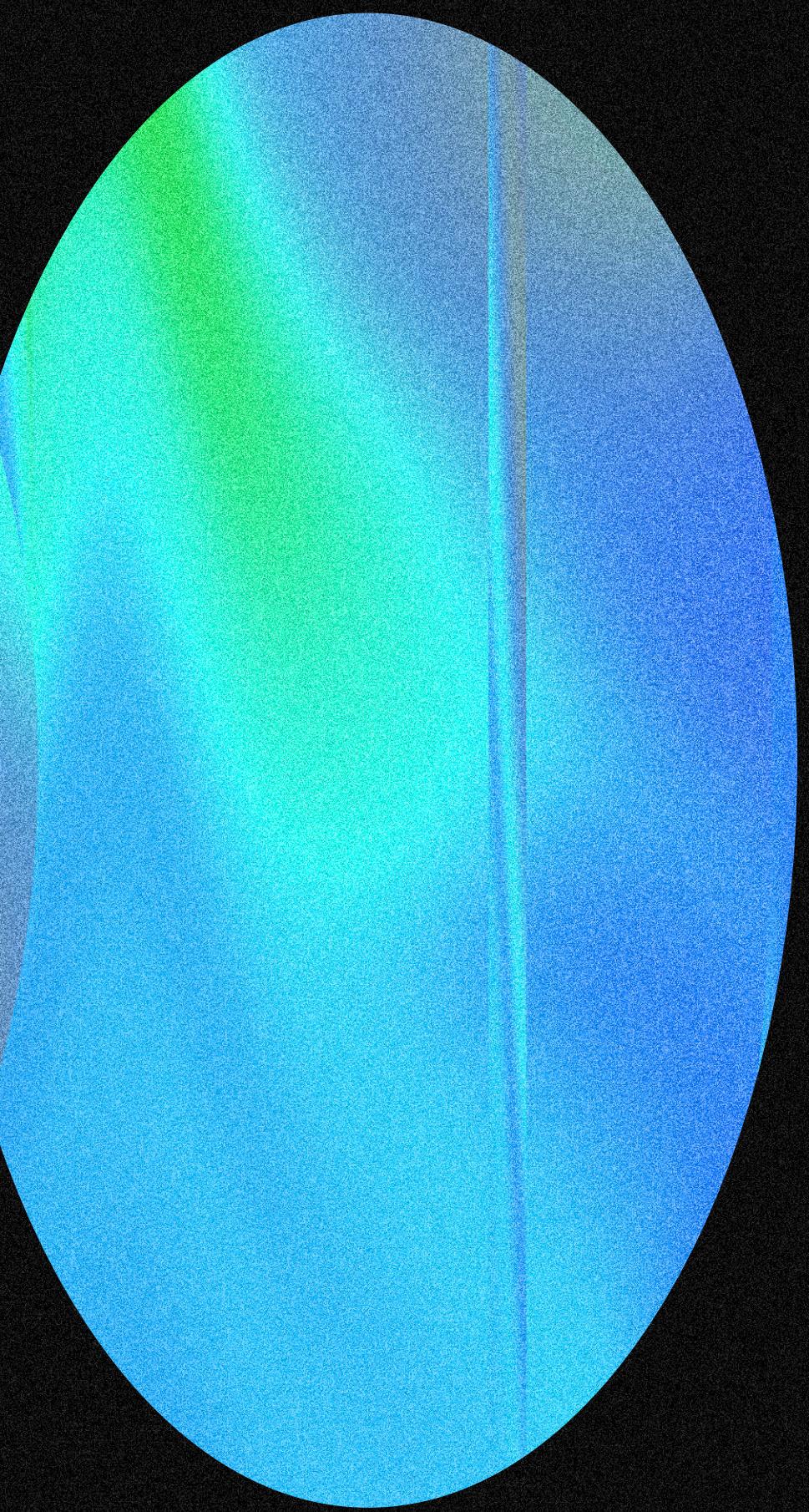


GIULIA



STRACCAMORE



GRAPHIC DESIGNER, ART DIRECTOR

2023

Works:

Levi's/ Napapijri
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.



My role in Levi's is designing all windows and POS.

For these campaigns, I've worked as Creative Artworker, which consists in following the toolkit provided by Levi's and adapting every artwork for the stores in Europe and in Russia.

The creative process always starts with a briefing with the client. Once needs are clear, I create master files for the mock-up phase.

The mock-up phase consists in an in-store session, where we can test what was designed, and I can provide the client with more specific info about sizing, possibilities, and materials, getting feedback at the same time on anything which needs to be amended.

The final part is making master artworks in order to brief other artworkers on the adaptations, and creating guidelines and how-to, in order to guide the client during the campaign.

The artistic direction is based on the Toolkit provided.

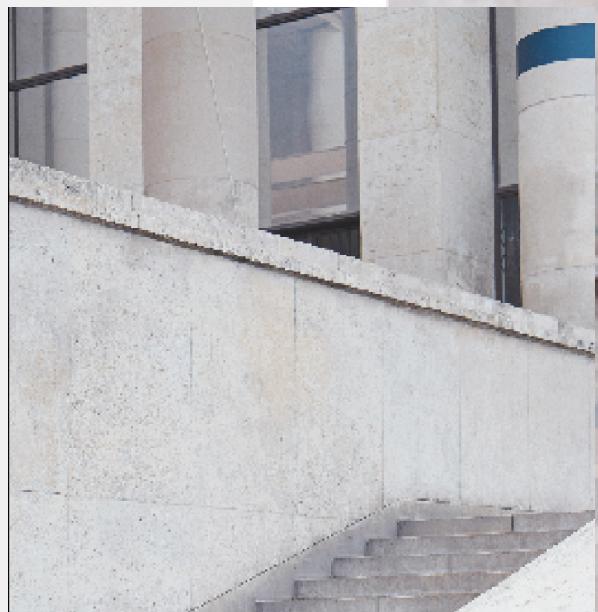
For this reason, my role also involves making decisions every time the Toolkit isn't clear or covering a certain aspect of the campaigns.

To do that, I create new designs, referring to the brand guidelines, and submitting them directly to Levi's European Marketing Team.









NAPAPIJRI

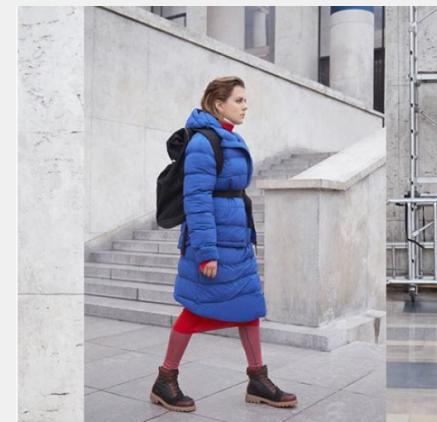
Napapijri
Superlight

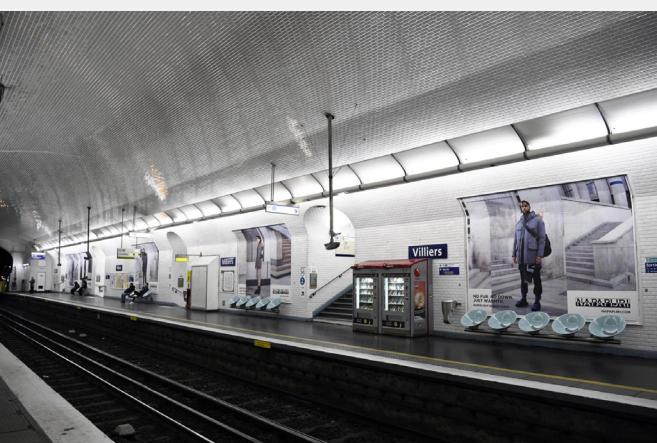
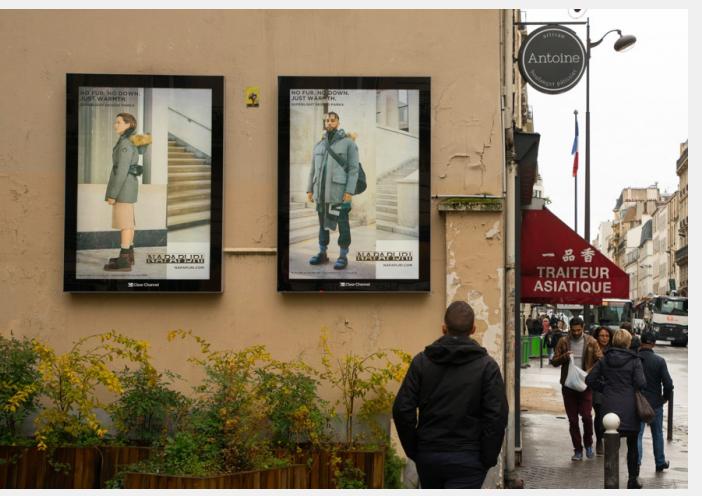
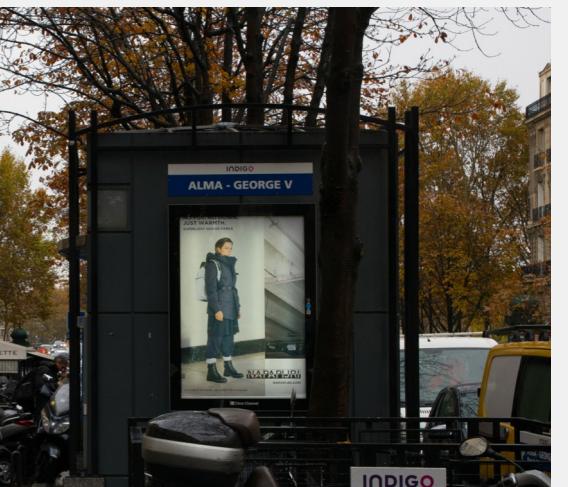
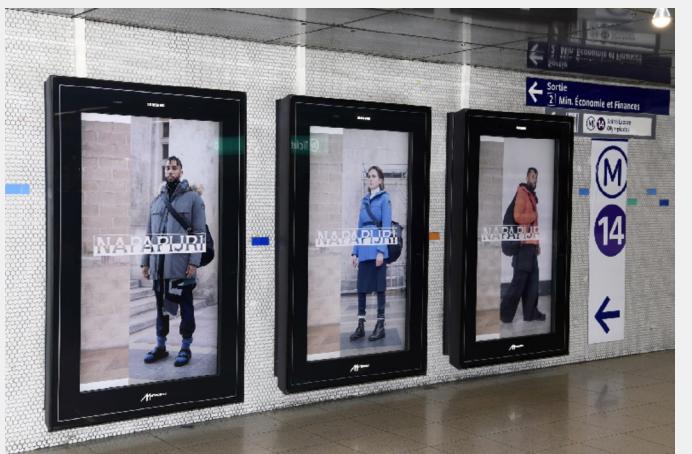
SUPERLIGHT is a Napapijri collection presented with multiple events across Paris. The main event, which was held at Palais de Tokyo has been developed in collaboration with the Argentinian artist Tomás Saraceno.

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.





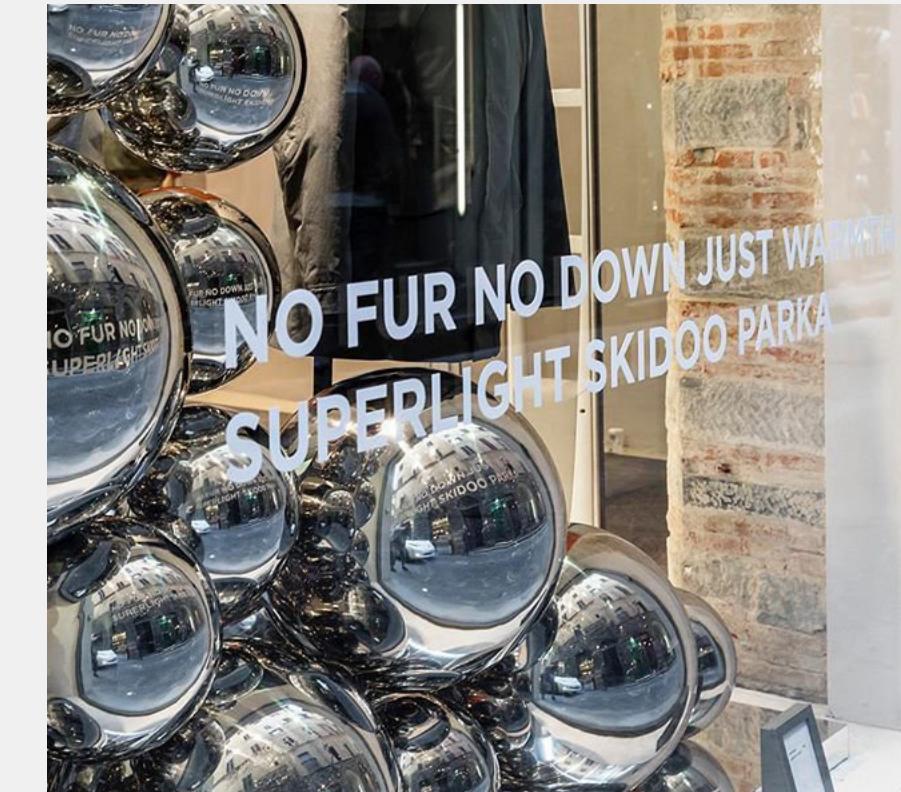
OOH Across Paris

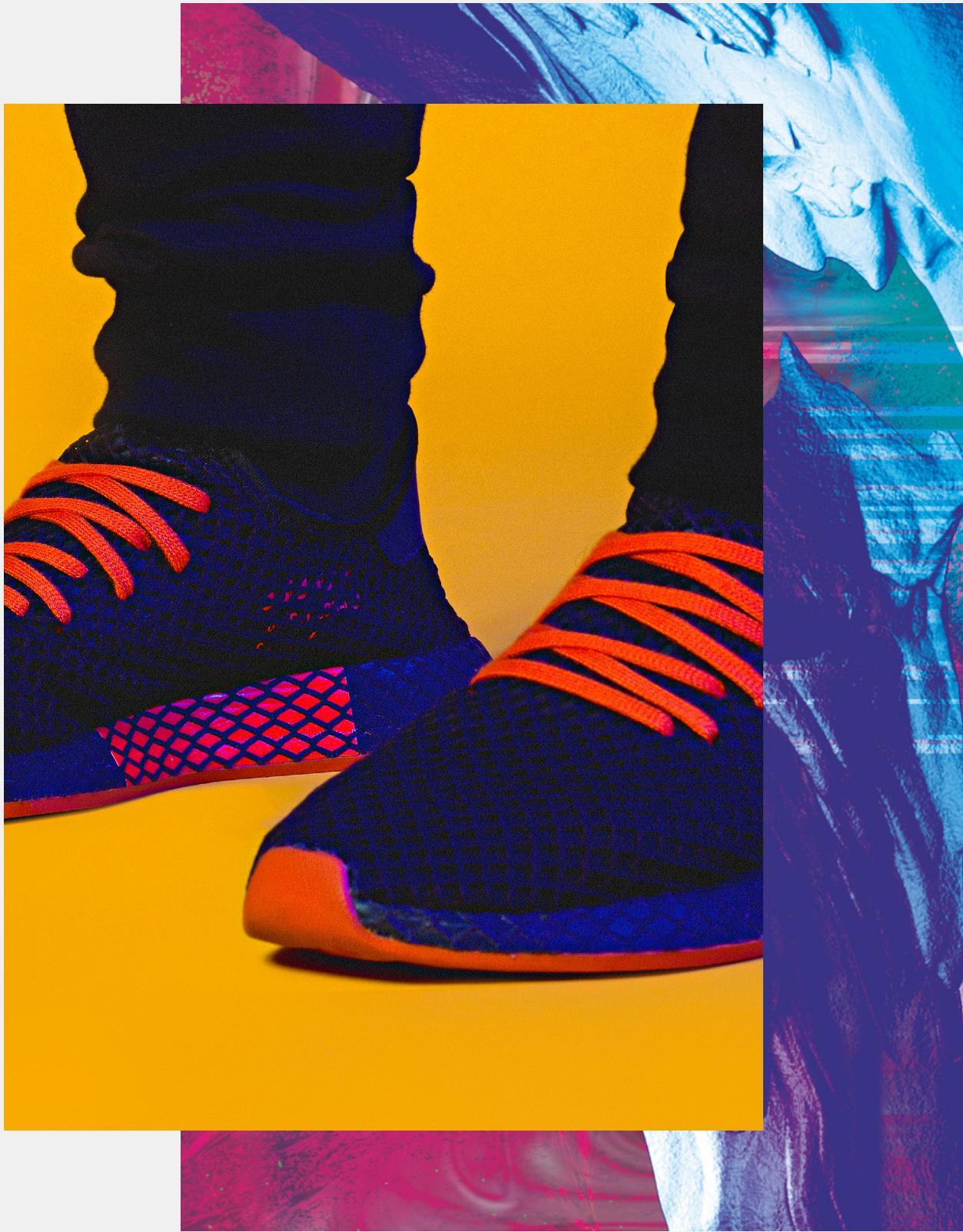
For this project, I've worked closely with the Creative and Senior Art Director, developing a series of layouts according to the mood board realised together.

After the core layout was approved by the client, I took care of all the adaptations, for print and digital ADV, making sure to keep the picture cuts and the overall look and feel consistent across all media and formats.



Superlight Skidoo Experience



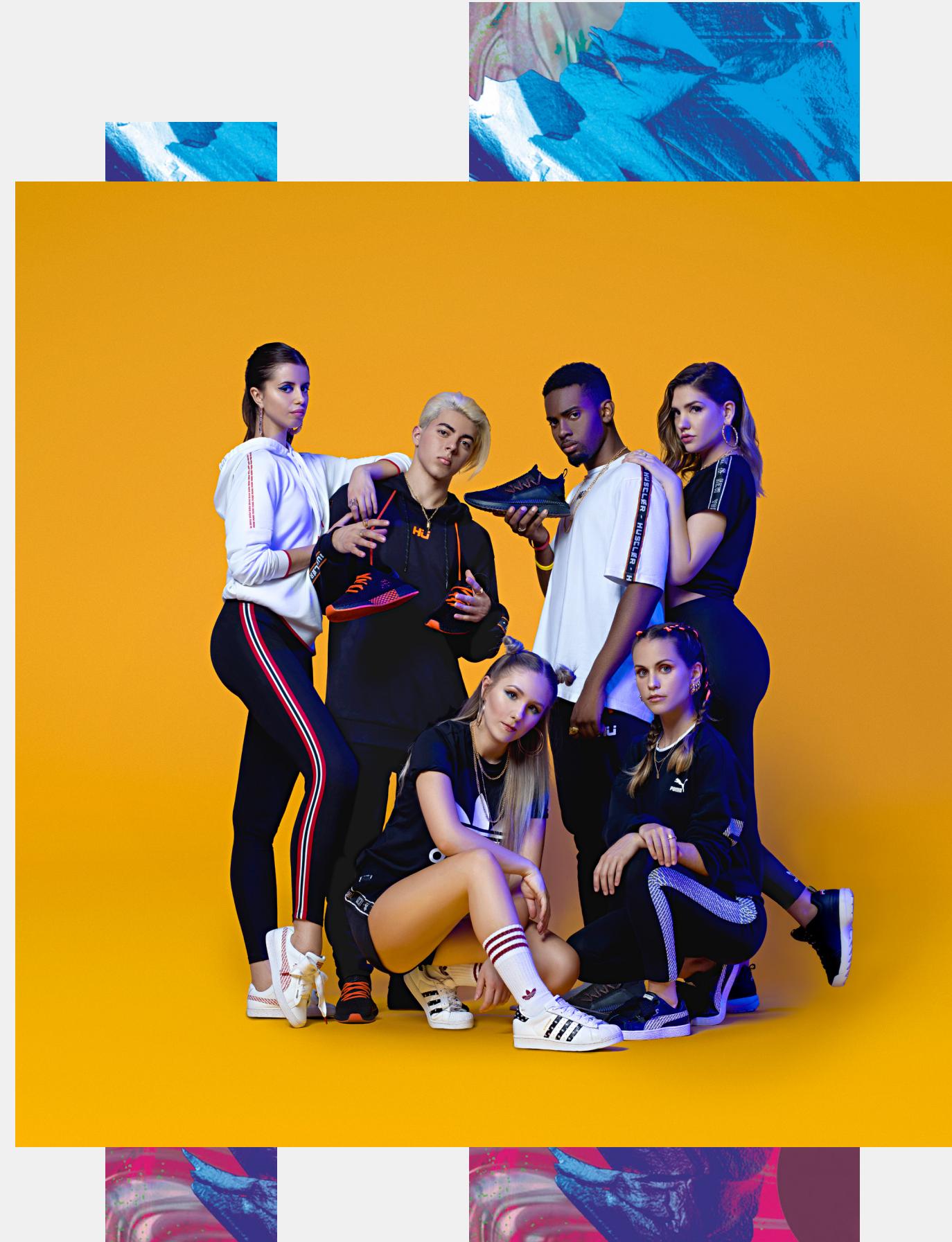


AW LAB
Generation

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.

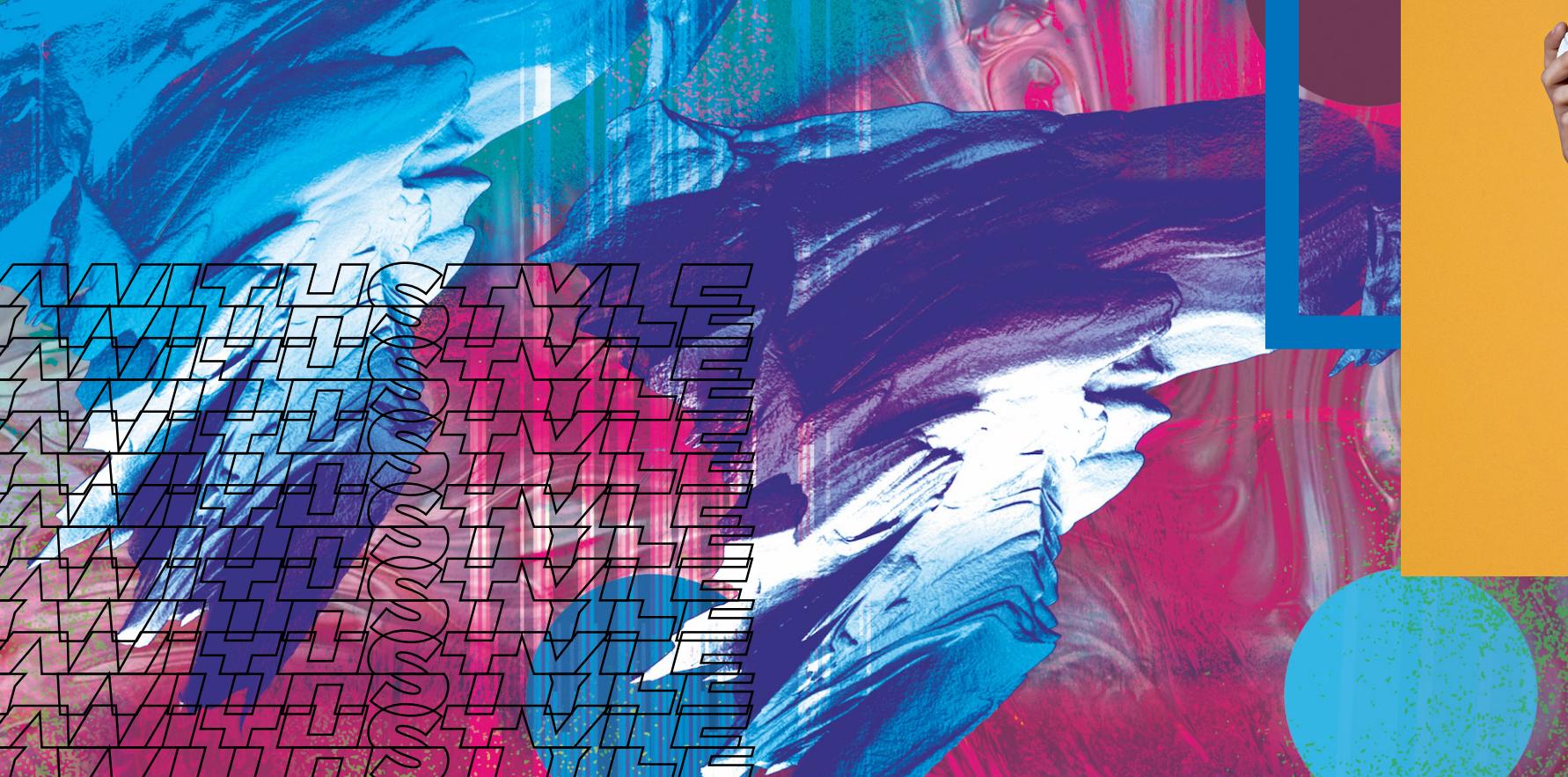
The testimonials, which are young influencers, have been chosen through a contest previously promoted by AW LAB. They have been asked to describe what "play with style" means to them.

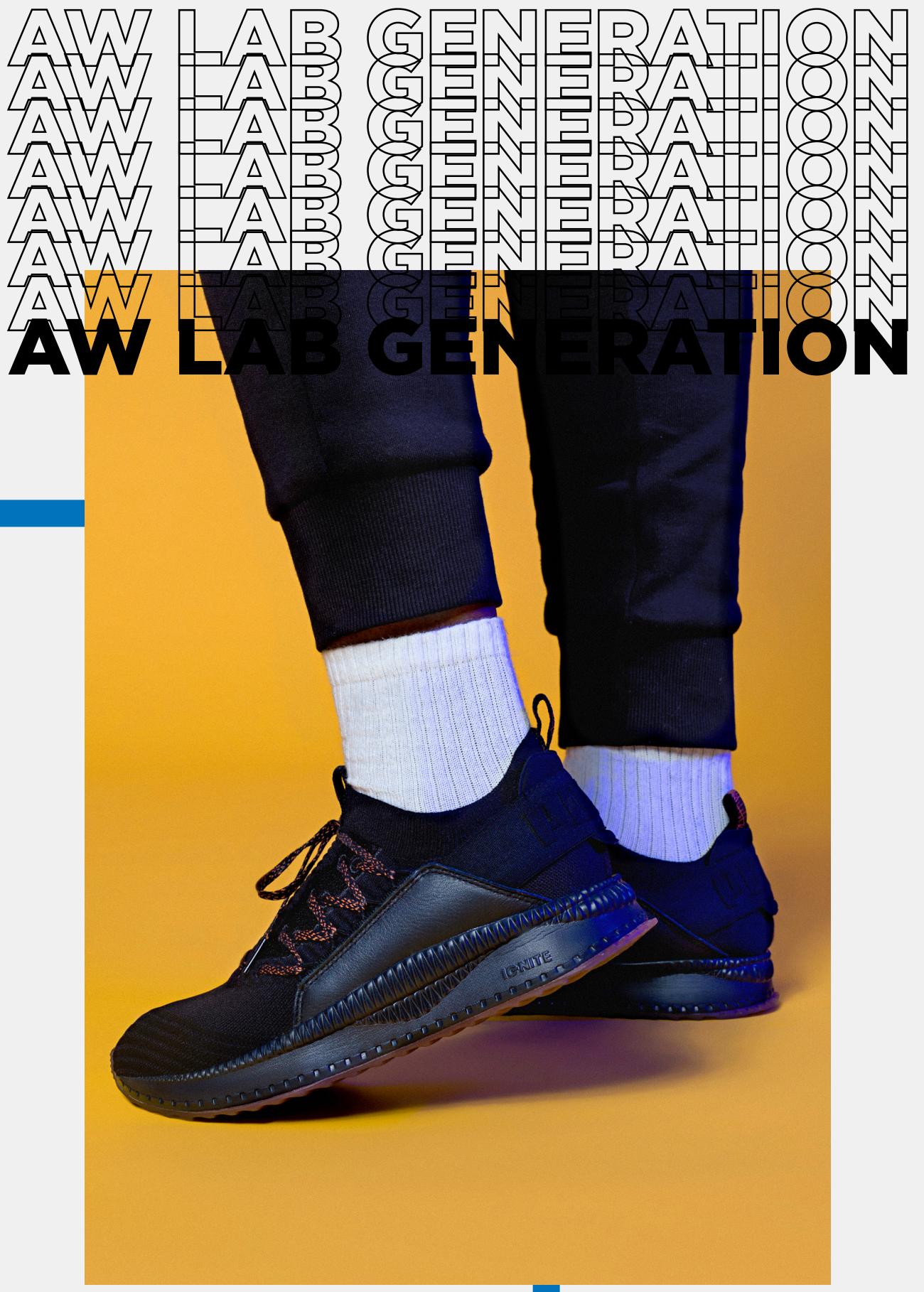
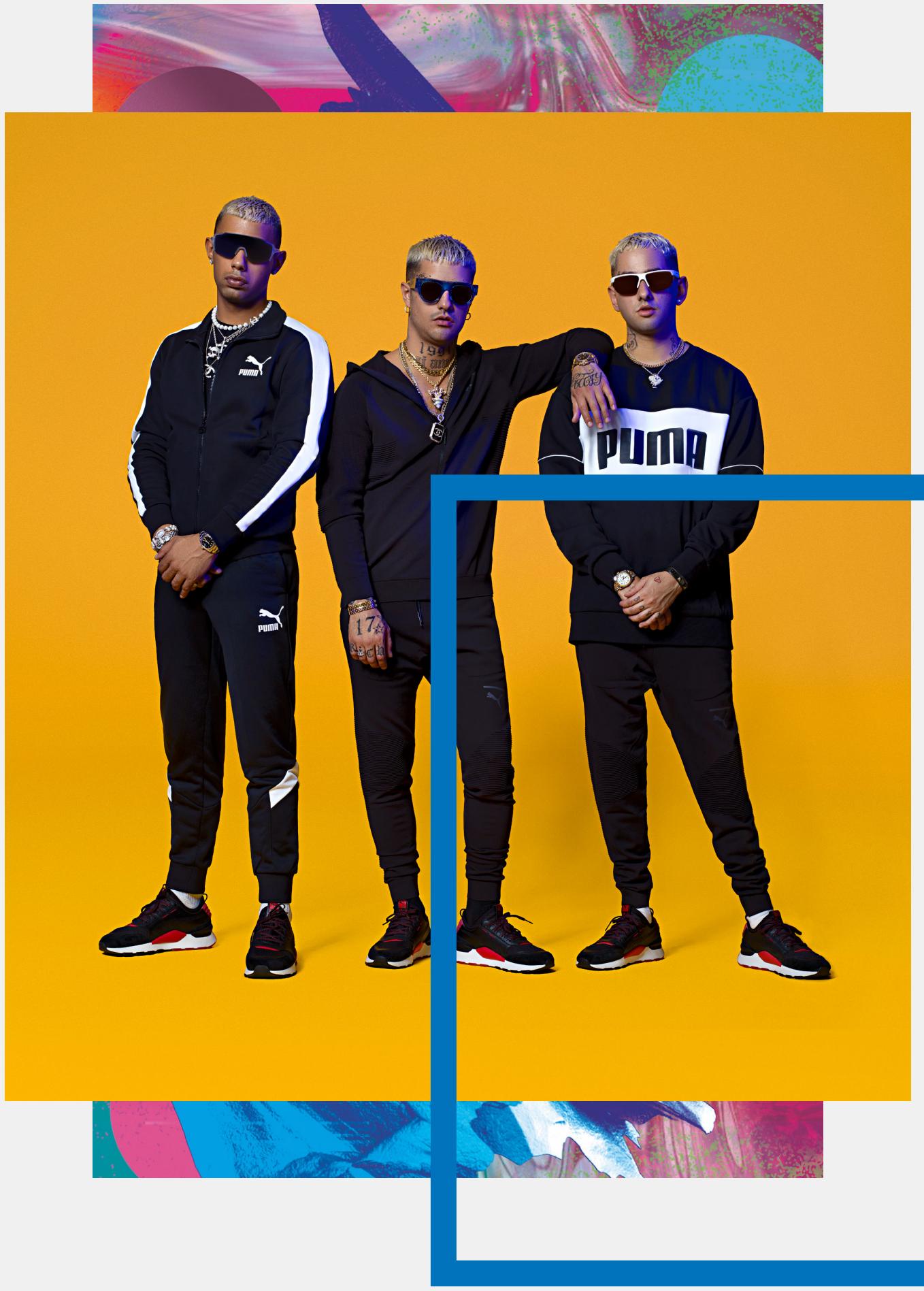
The guys have been flanked with the Dark Polo Gang in order to give more visibility to the campaign.





#PLAYWITHSTYLE





For AW LAB, I have worked closely with the Art Director, developing a mood board and a visual style to kick-off the creative process.

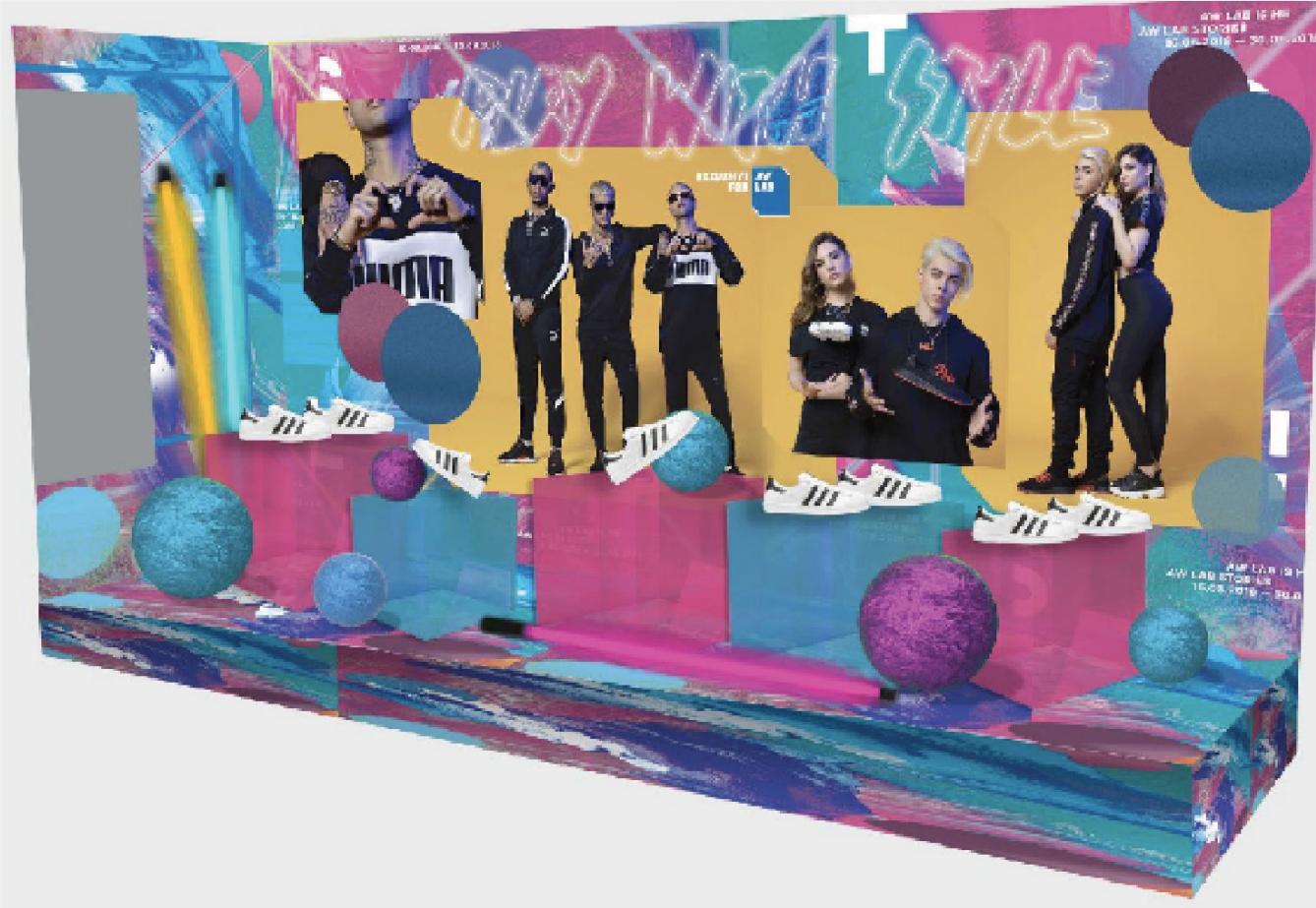
After the style was defined, I researched into multiple possibilities for the retail windows or instore display, realizing mockup and renders.

I collaborated with post-producers and photographers providing feedback on assets needed and took part in the shooting session for the campaign, making sure the agreed visual language was maintained.





Instore materials / European brand campaign



Instore materials / European brand campaign



FUTURE
RE-HOOD



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.



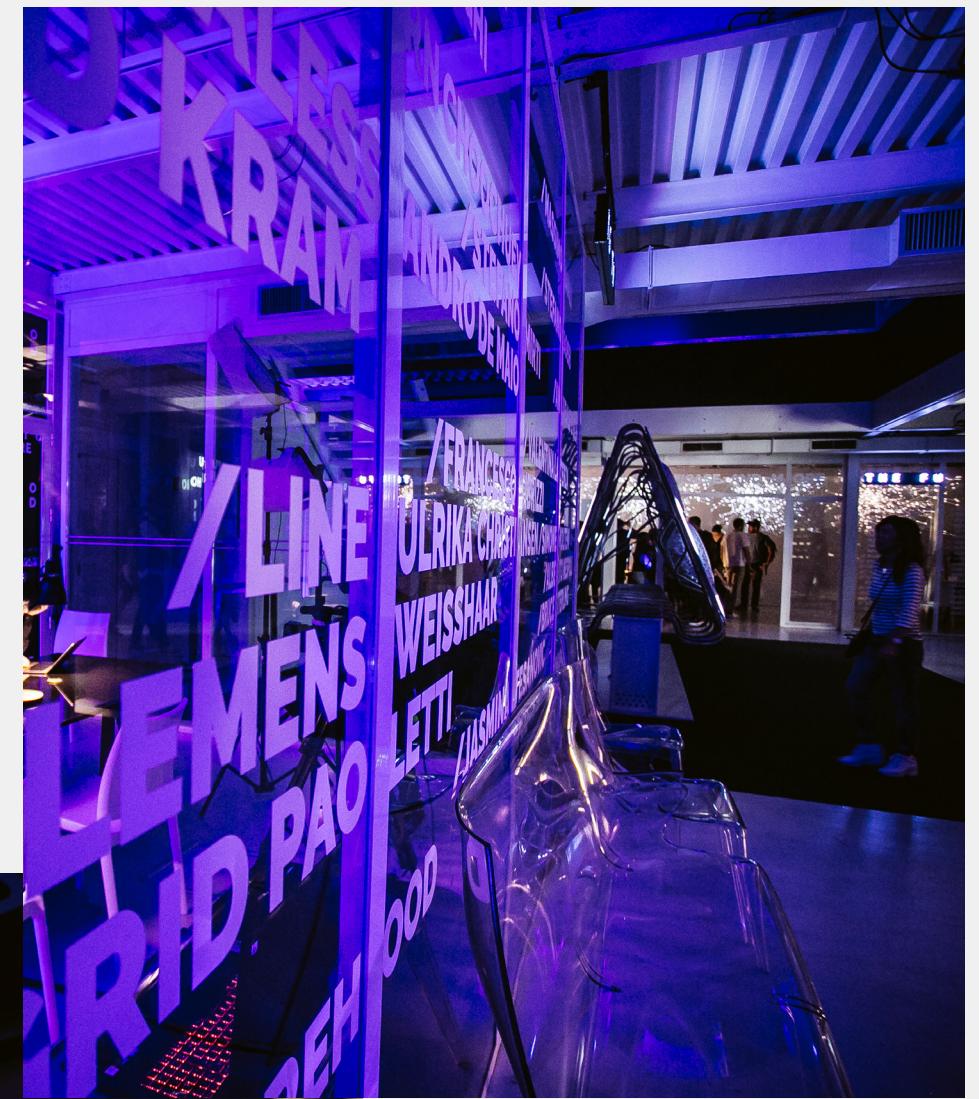


Campaign Shooting

In this project, I've developed all the artwork for the event, realizing different proposals and submitting them to the Senior Art Director for approval and feedback.

I've made sure the look and feel was maintained, and realized all print ready files and digital ADV.

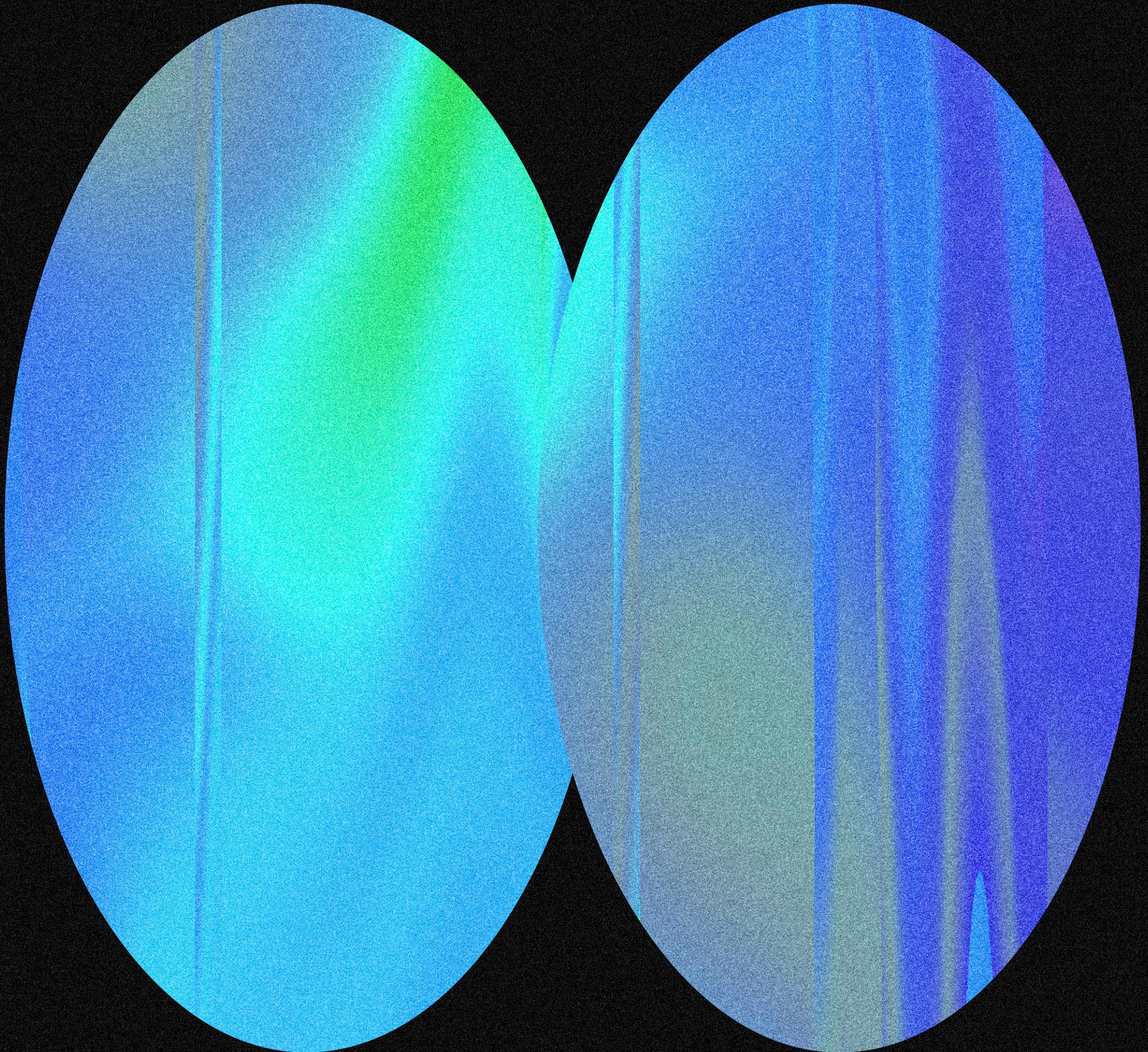
Also, I took care of the casting session, assisting the Senior Art director with the models selection and filing.



Futurehood event during the Milan Design Week

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THANK YOU