Alex Aráez

### Art Director Creative Designer

Print, Digital & Spatial Design

<u>www.alexaraez.com</u>

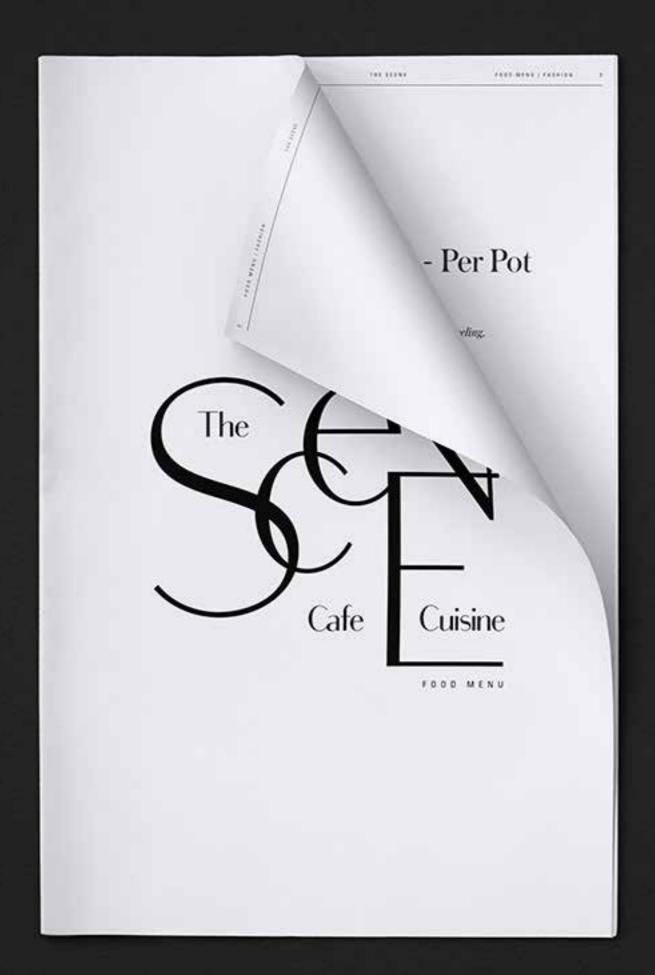
## The Scene

Art Direction, Brand Identity & Graphic Design









#### Menu

#### - Starters

Roquefort Cheese Twice Baked Soufflé Petit Salad, Endire Walnuts Purmesan Crisps,
Rouille and Tomoto Salsa
Cruidities: Anchoisade and roasted chiekpea tahini to dip
Soup Foigunou gratinee
Ravioli Sloce cooked beef Rosemary broth
Grilled Asparagus, Herb Creme Fraiche; Sour Dough Crostini Charcuterie - Freshly Made
Bread
Hot Smiked Salmon, Tarragon Crob Beignet

#### - Classics and Grill

Steak am Poiere - Peppercorn Sauce, Handmade frites and watercress horseradish sahad Roast Loin of Lumb, slore cooked breast, Gratin Damphinoise, gurlic and thyme roasted ambergine Chicken Seallopini - garlic parkey creedtes. Lebster, Macaromi Thermidow Seabass, Shaced Fennel, Fierge—Tomato Olive Oil Corriander Marimaded Chicken Brochette, Zaatar Flat Broad

#### - Salads

Golden Beets Pistachio, Cherve French Dip Sandwich Frites Flat Iron Steaf: Salad Tima Cerviche Crevette Salad Herbs Salad

Appetizers: Loalers Shoes -Ref 010

Bag - Ref OH

Louis Voutton

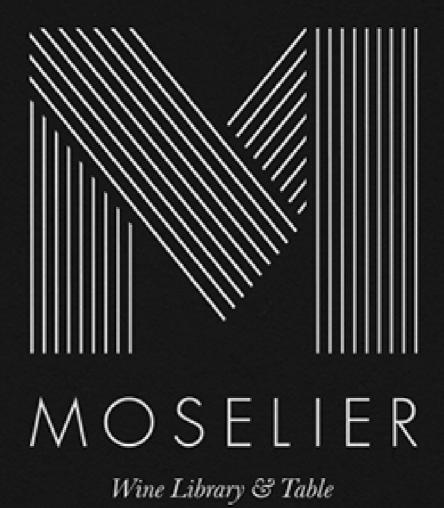
Ray Ban's Prada Singlasses -Ref Ol3





#### Moselier

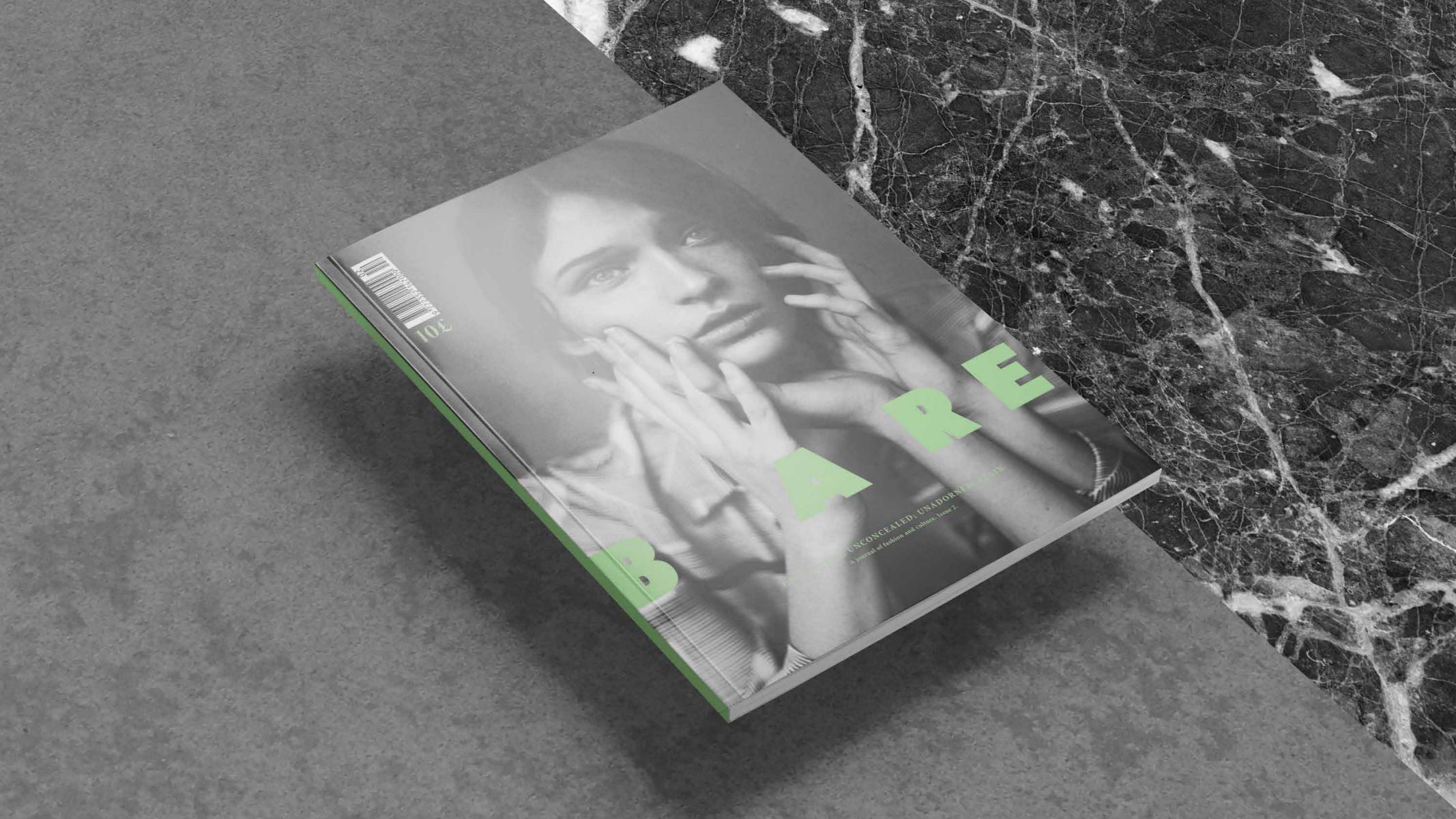
Brand Identity & Graphic Design

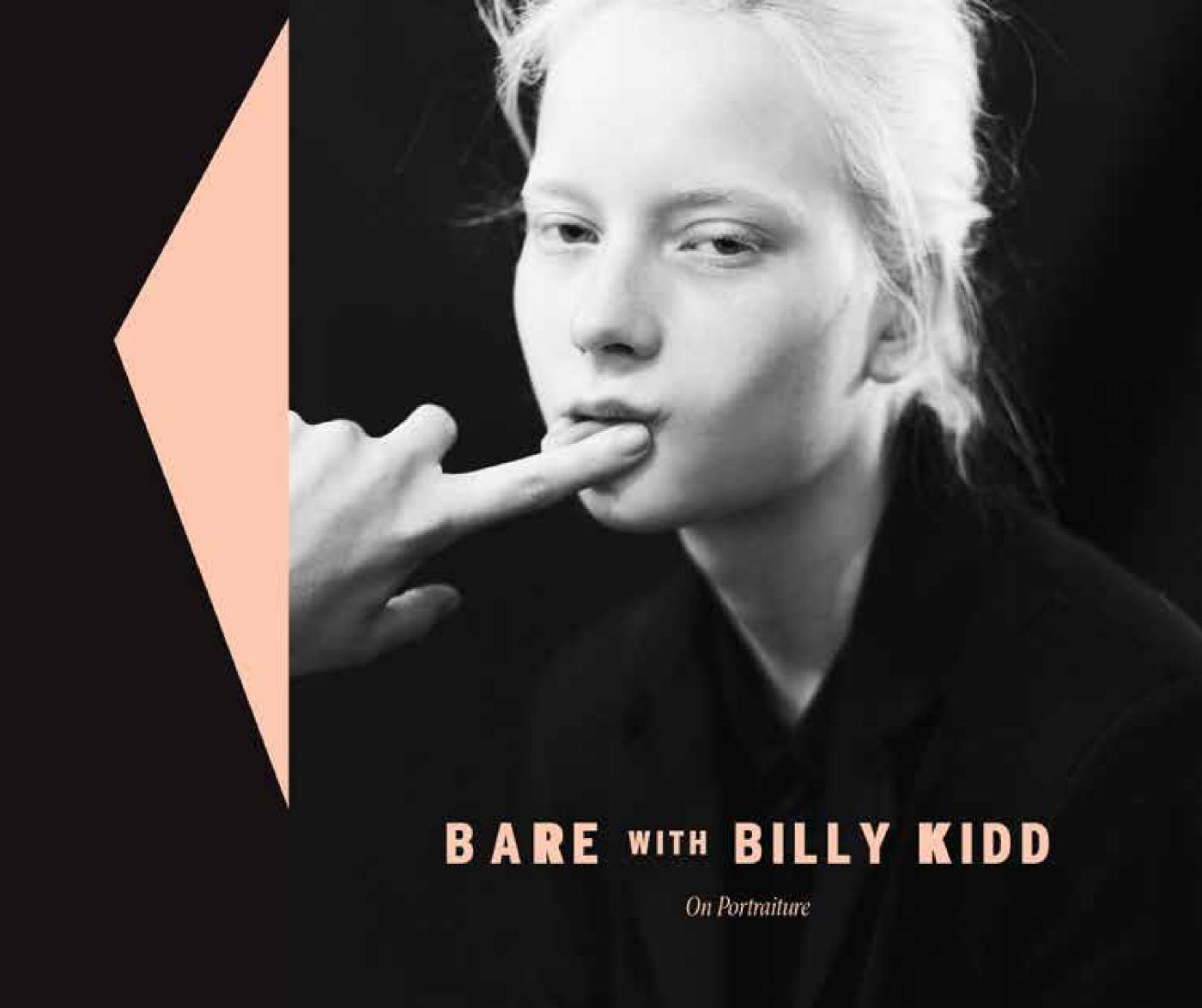




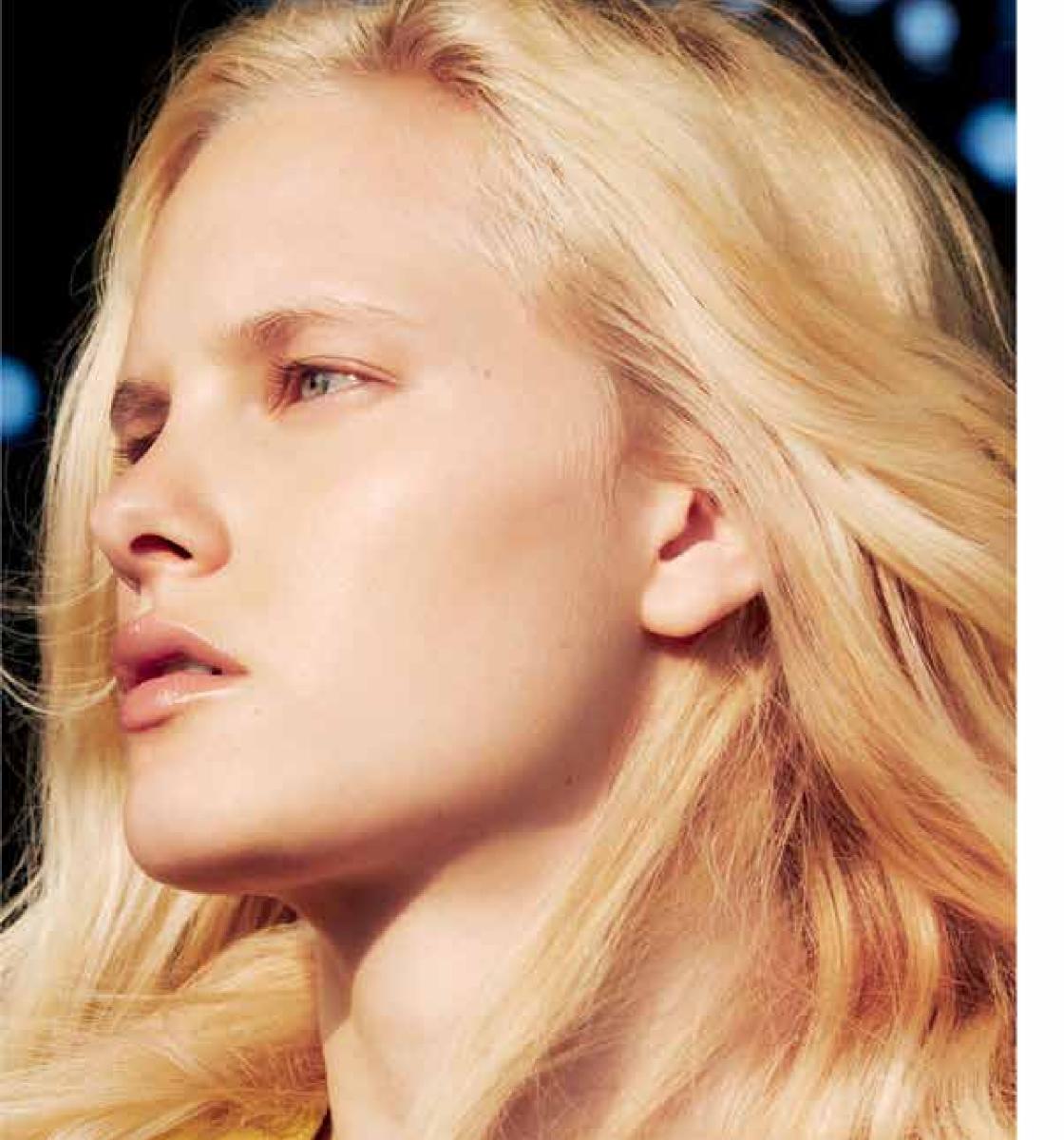
## Bare Magazine

Art Direction, Brand Identity & Graphic Design









#### WILDERNESS

Photographer

## JEM MITCHELL Fashion Editor

#### JOANNA SCHLENZKA

Hair Stylist

KARIN BIGLER

Manicurist

ADAM SLEE

todels

ANASTASIA IVANOVA HANNAH HOLMAN

Casting Director

SHAUN BEYEN

Photo Assistants

GARETH HORTON
JAMES DEACON

Digital Operator

JAX HARNEY

Assistant Stylist

MHAIRI GRAHAM

## A Beauty Adventure

Editorial Design











## Aniza Design

Creative Concept,
Brand Identity & Web Design

## ANZA

design meets artisan



#### Accessoires



Design meets heritage











Ang ita Castro Villa Motroso

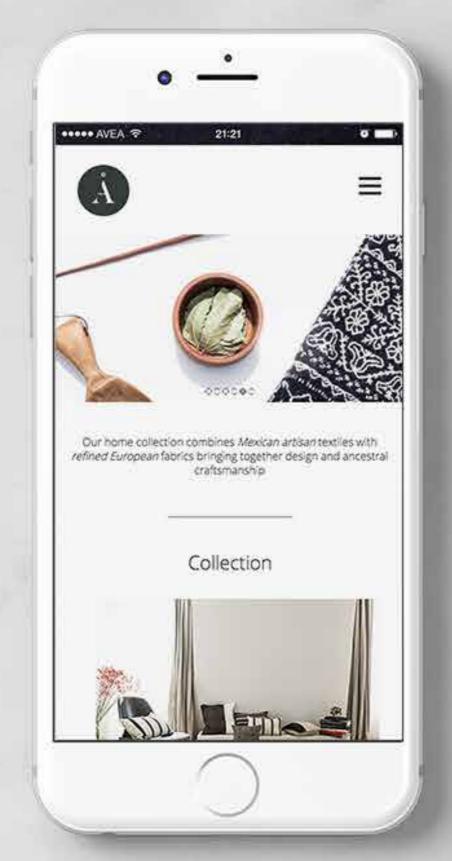






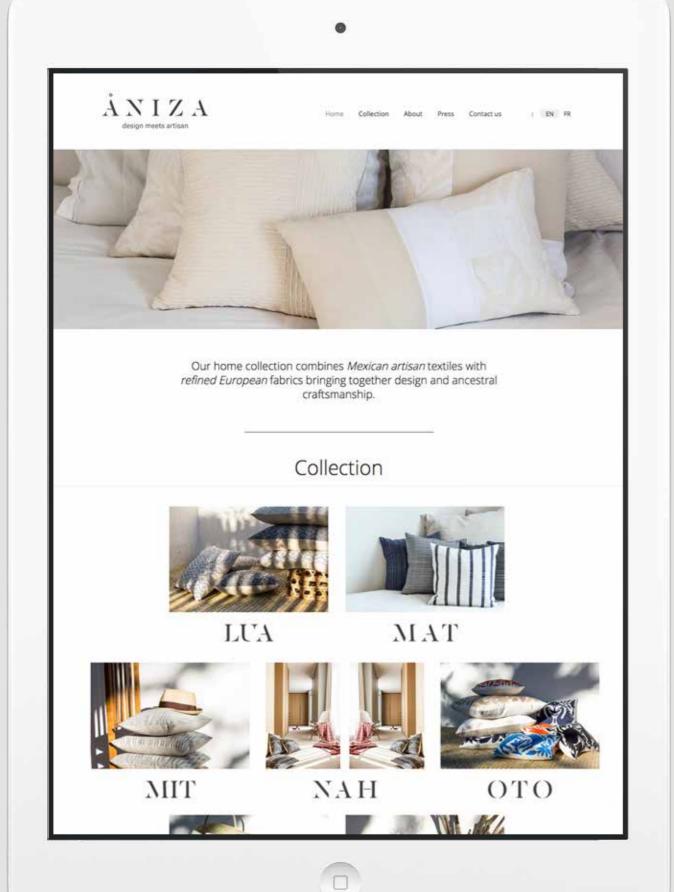


#### $\mathring{A} \underset{\text{design meets artisan}}{XIZA}$





ÅXIZA



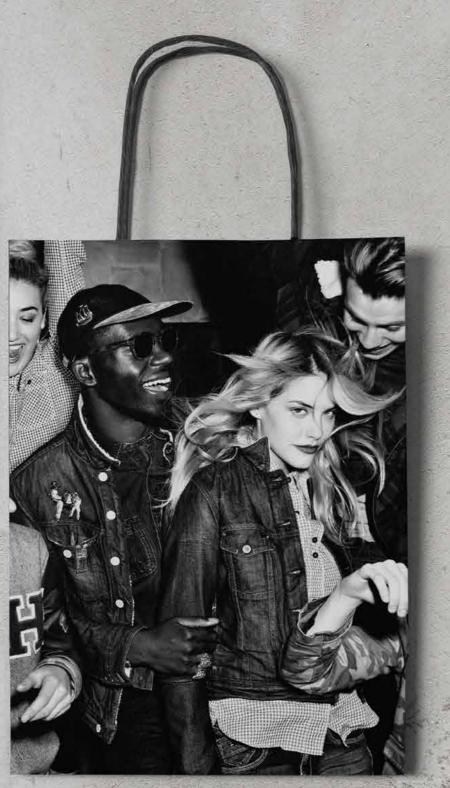


### Hilfiger Denim Live

Art Direction, Brand Identity Graphic Design















## Another Coffee, please.

Creative Concept, Brand Identity & Graphic Design

# ANGTHER coffee, please.















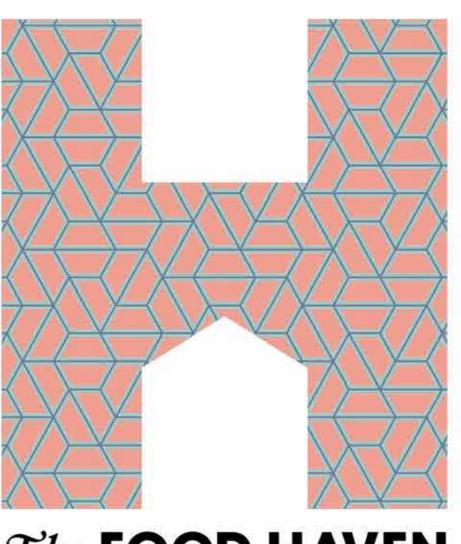
## The Food Haven

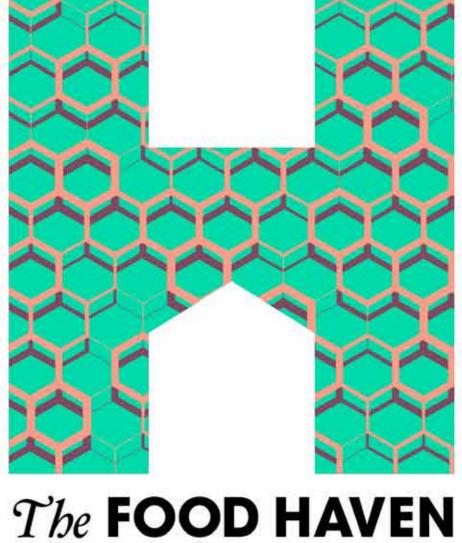
Creative Concept, Brand Identity & Graphic Design









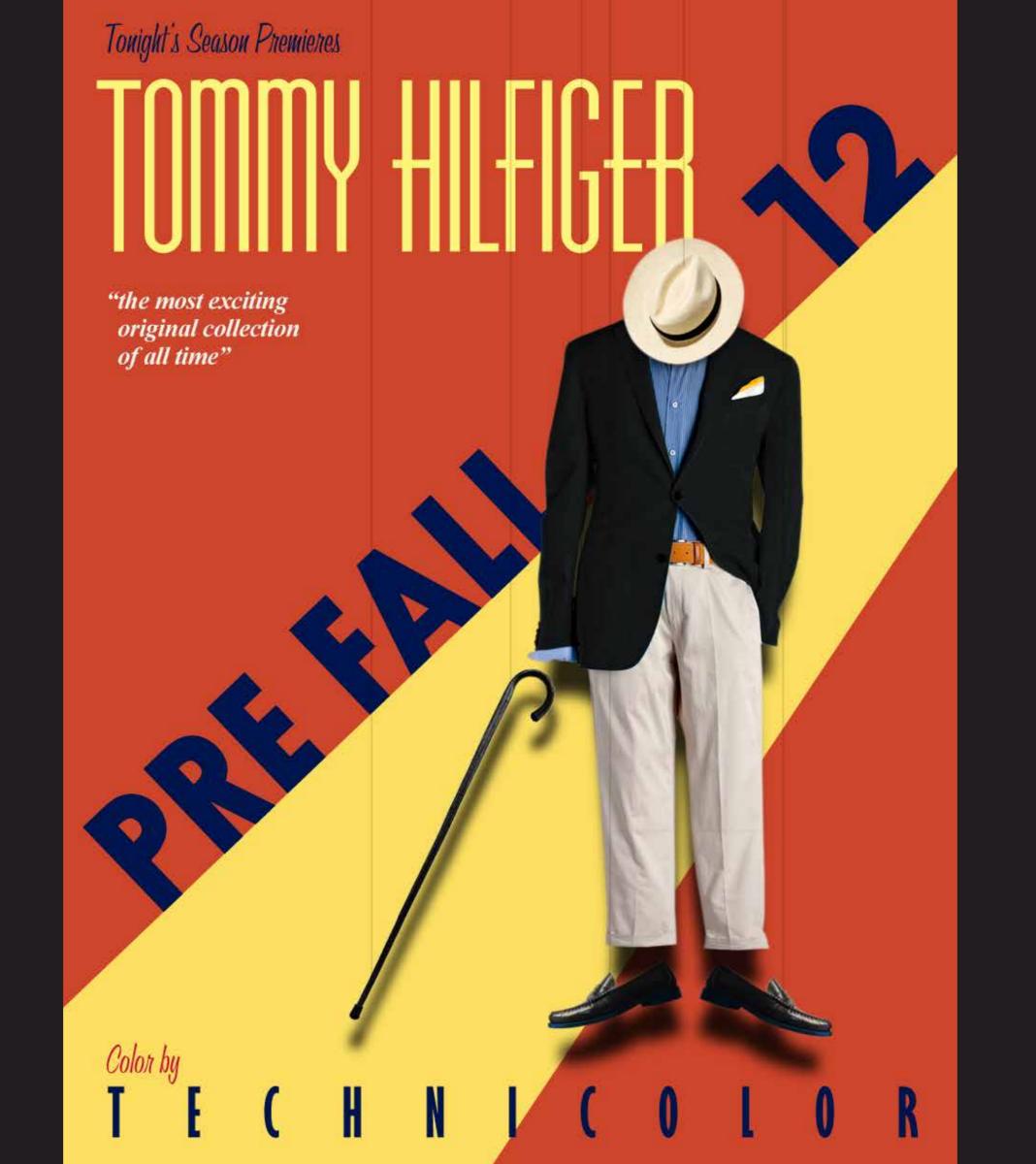


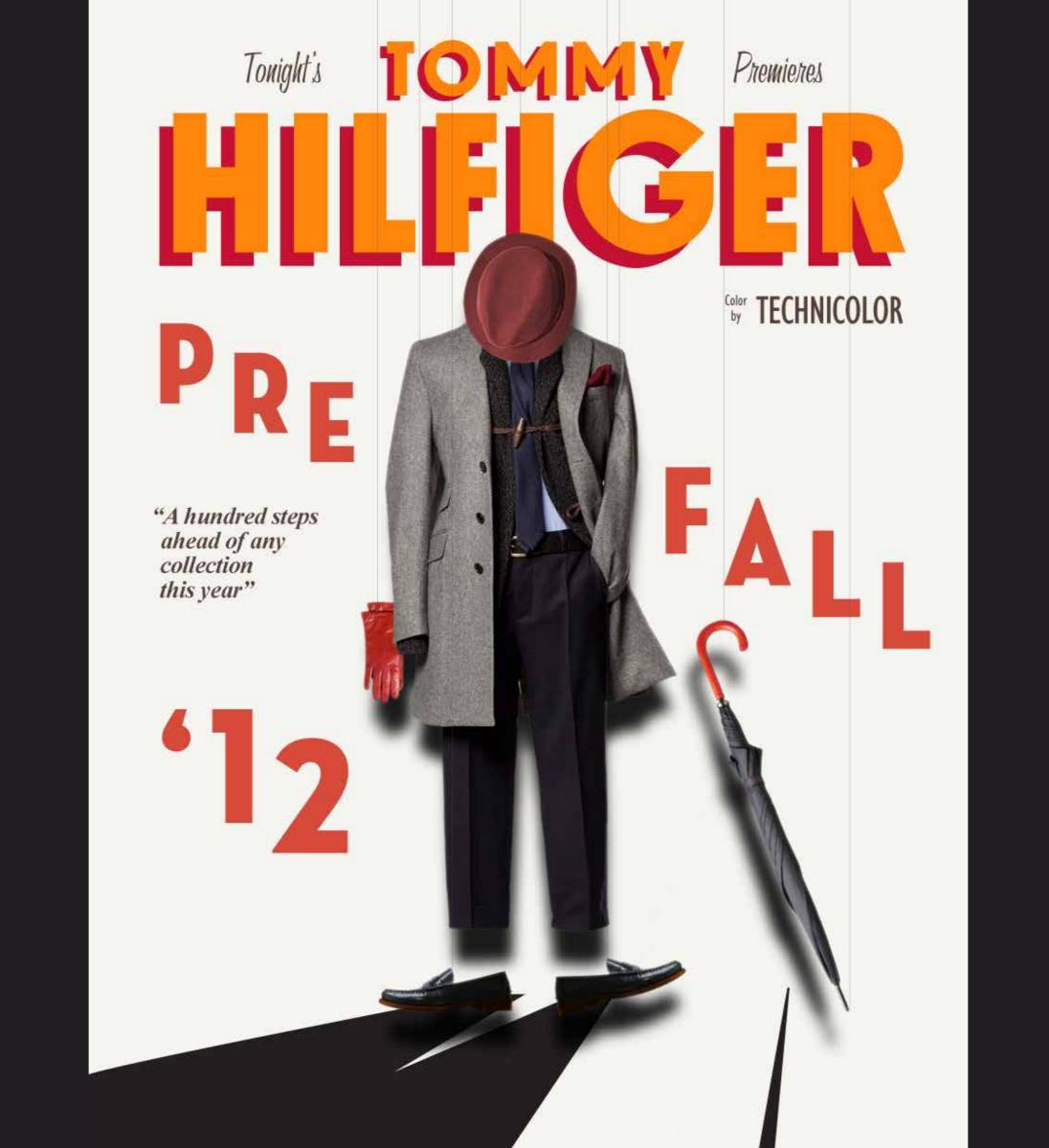
The FOOD HAVEN



#### Taormina Film Festival

Creative Concept,
Window Display Design
& Production on location







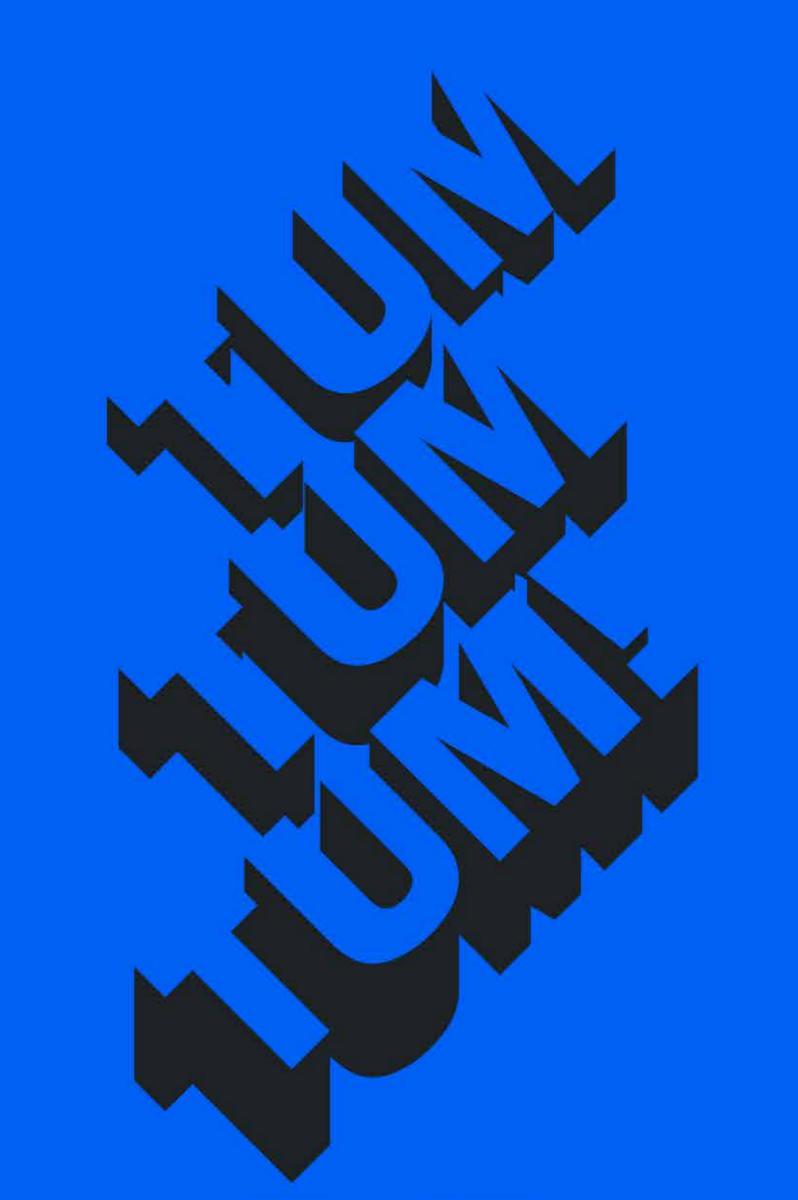


## Meteórica

Creative Concept,
Brand Identity & Graphic Design

















METEÓRICA

METEÓRICA

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METEÓRICA









#### The Write Co.

Creative Concept,
Brand Identity & Graphic Design

WRITE		
		——CO·Writing & Design





### Scotch & Soda

Creative Concept, Window Display Design





# Sandwich\_

Brand Development Graphic & Web Design



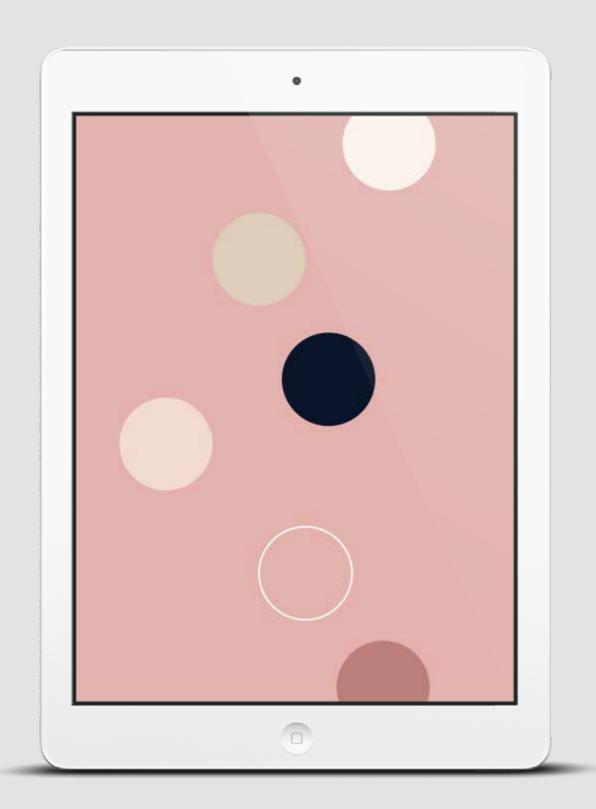




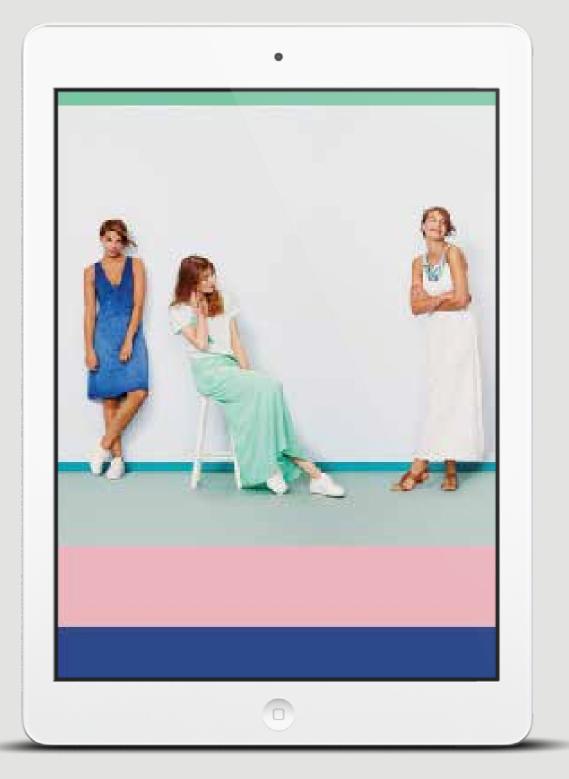


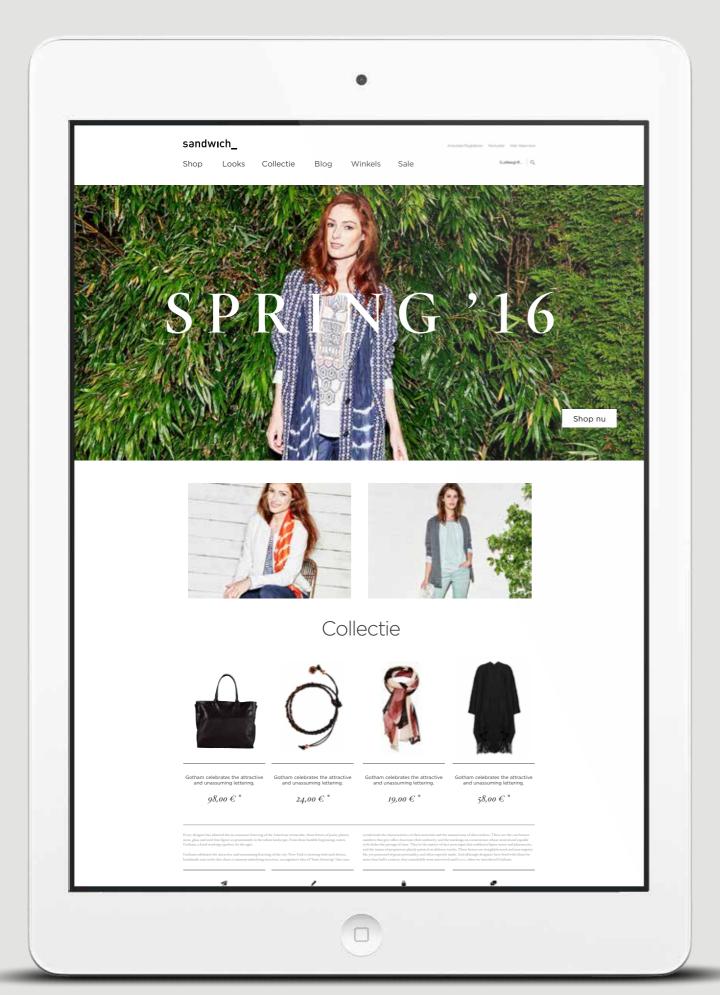












Shop
Looks
Collectie
Blog
Winkels
Sale
Every designer has admired the no-nonsense lettering of the American vernacular, those letters of paint, plaster, neon, glass and steel that figure so prominently in the urban landscape. From these humble beginnings comes Gotham, a hard-working typeface for the ages.



Kostenloser Versand



Zahlen Per Vorkasse



Sicheres Einkaufen



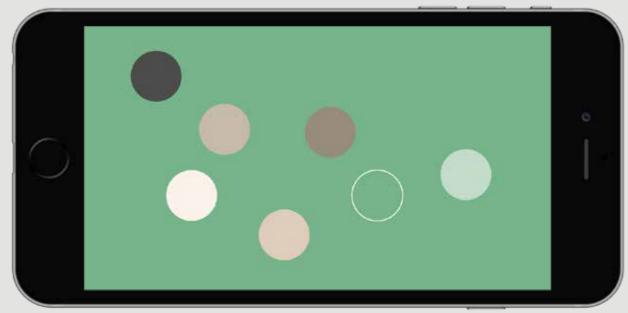
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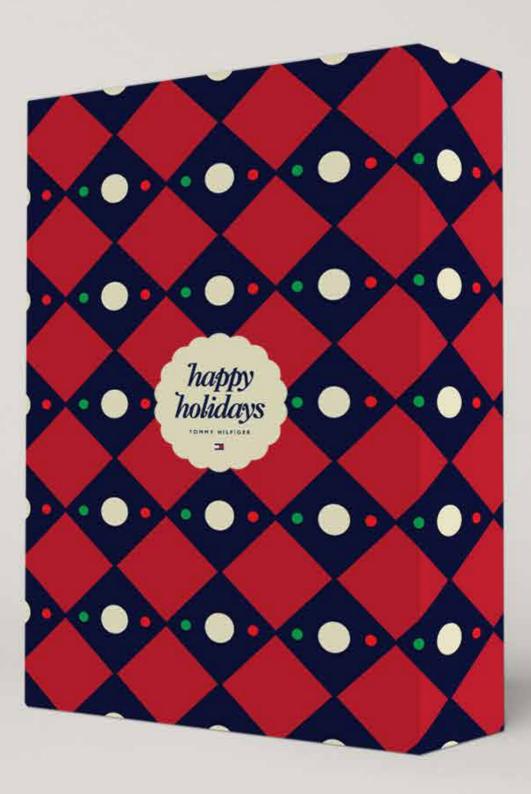


## Holiday Packaging

Brand Identity, Packaging Design



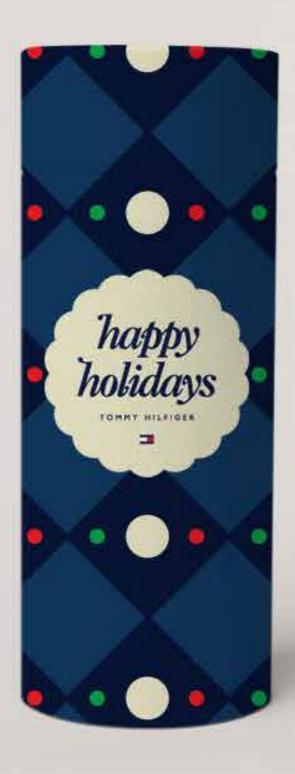


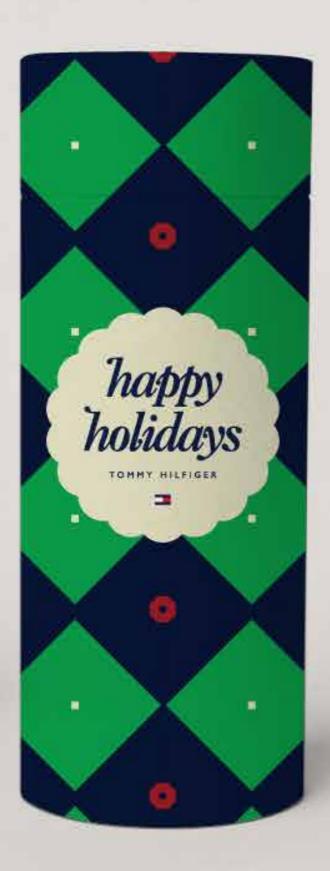


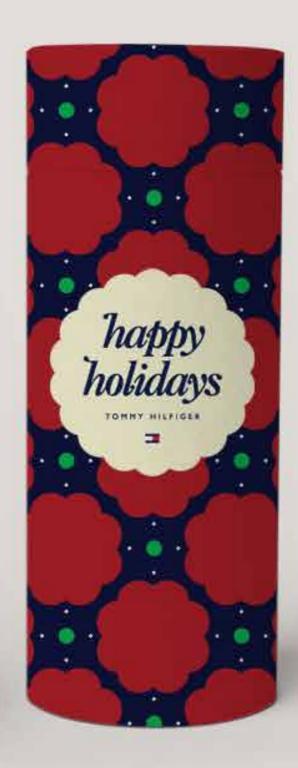












## Color my Chino

In-store installation De Bijenkorf





# Two Points Copy

Creative Concept, Brand Identity & Graphic Design



Native English Copy



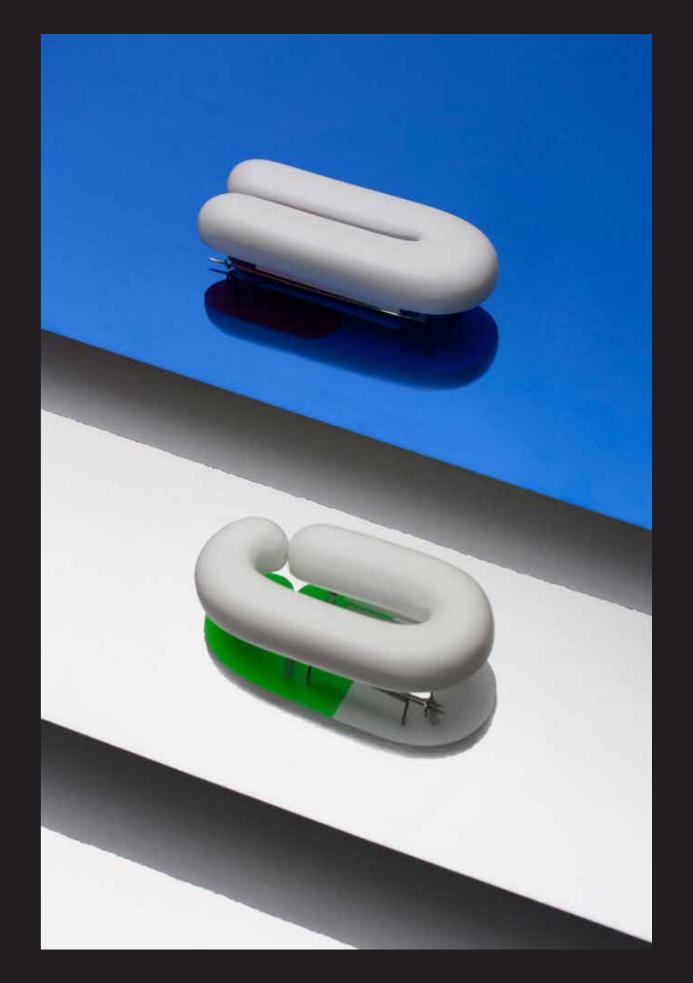


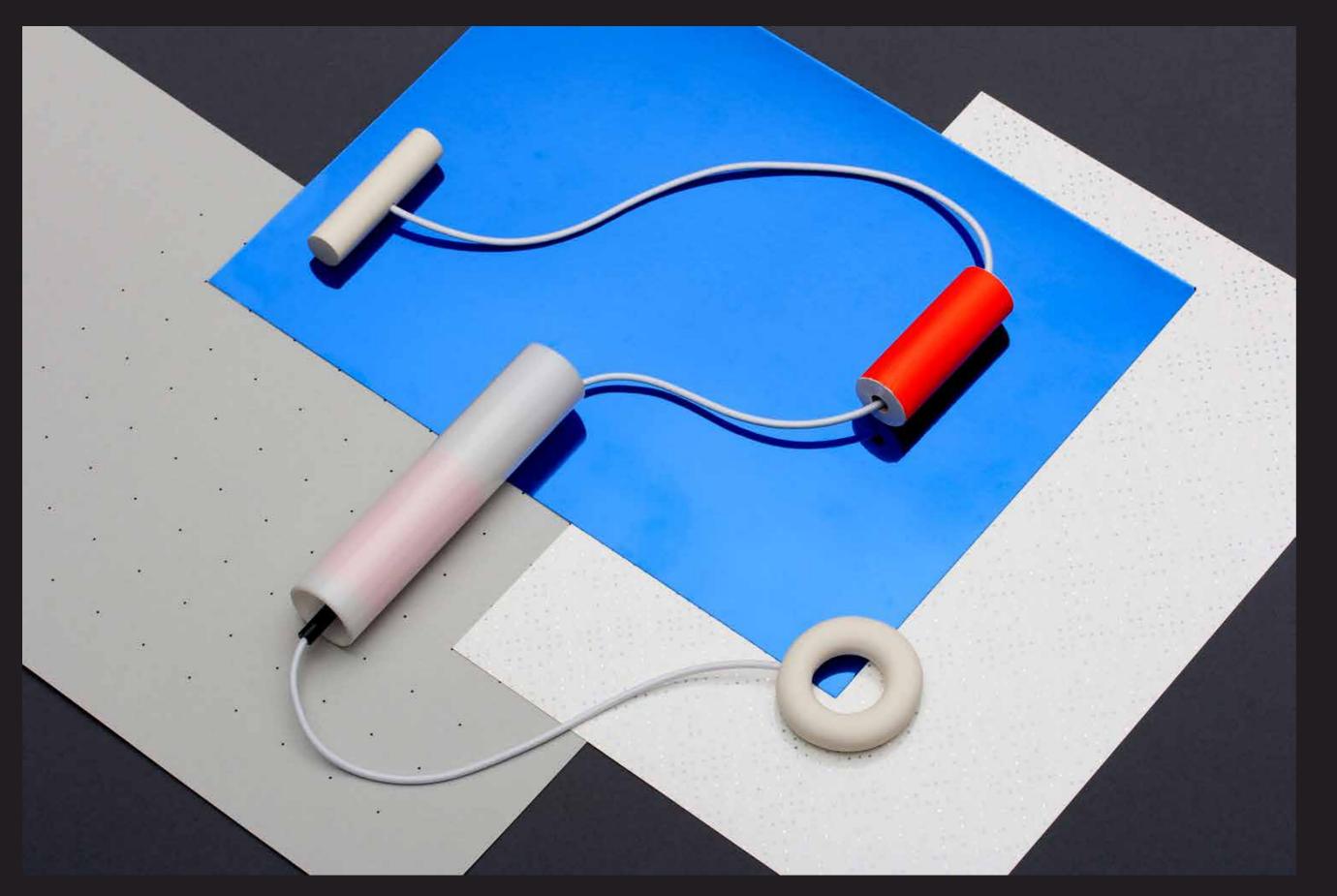
# Gallery Rob Koudijs

Art Direction & Photographer

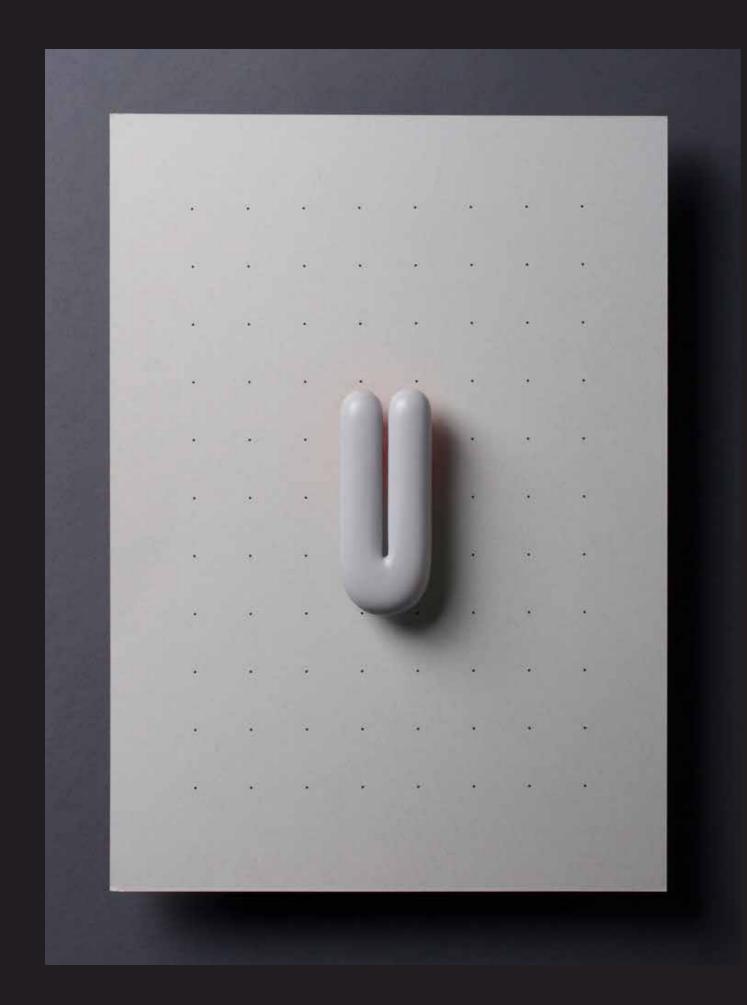


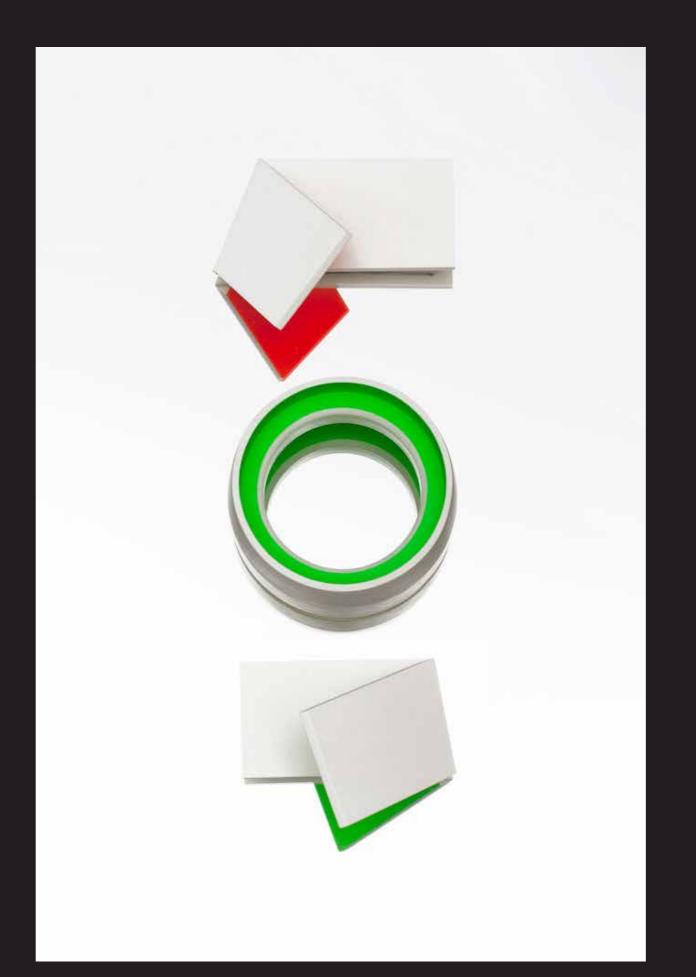


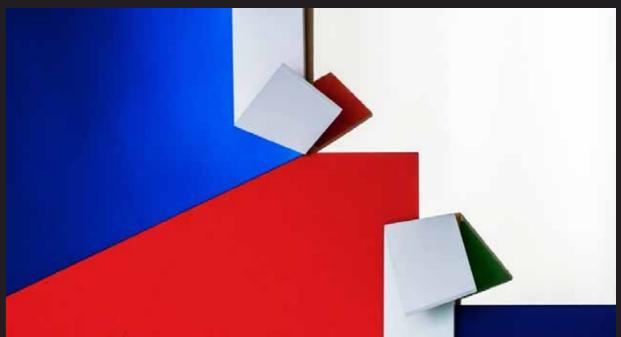






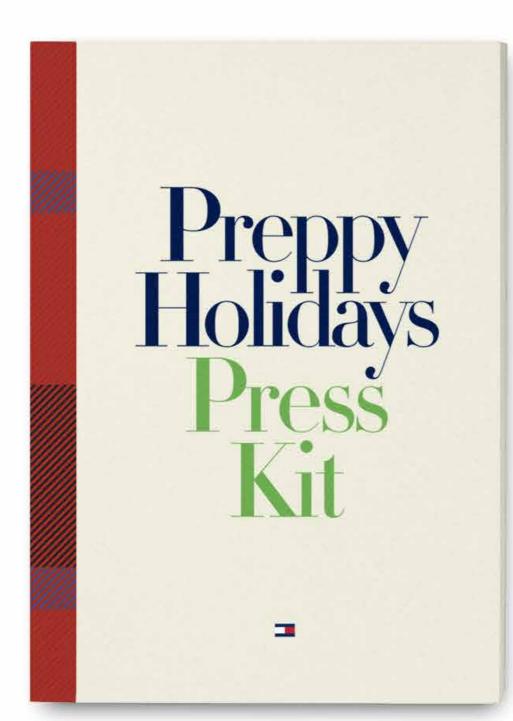


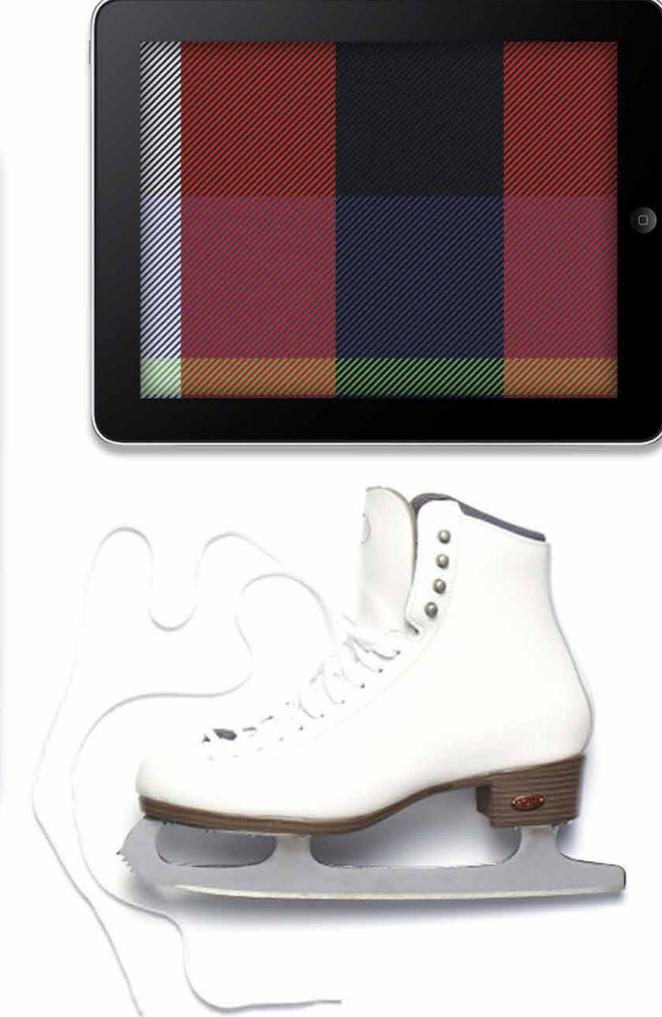




## Holiday Press Kit

Brand Identity, Packaging Design Editorial, App Design & Photography Art Direction









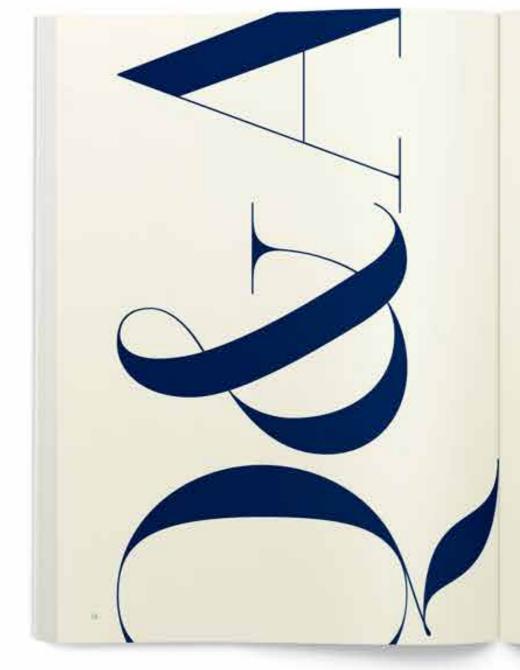












#### TOMMY BILLIGHBUTALKS ABOUT PERFECT PREPRY RELIDAYS

What do the holidays mean to you? Everyone loves the holidays and I'm no different for me, they can be summed up in a single word. Tamily, It's a time for fun, laughter and warmth, surrounded by loved ones. No matter where we are in the world, my Scottish tartan. I wanted to re-interpret it family makes every effort to come together. We—for a preppy crowd and use it in unexpected fact of being in each other's company.

Why did you decide to launch this season's capsule collection, Preppy Holidays? For the holiday season, I wanted to offer something really different to people. Each item in the capsule collection is totally unique. Each is quirky and fun. That's the spirit of Tommy Hilliger

What is the inspiration behind the Proppy Holidays capsule collection? Think of a crisp, fresh winter's day as the extended Hilfiger family gathers together in the item is made using only the finest materials, morning. Then, there's a fun-filled afternoon and each is beautifully packaged - a specially spent outdoors, filled with laughter and games. designed box and bag add that final 'wow' Afterwards everyone returns to the house to get - factor. That's really how you put a smile on warm, out and exchange gifts. Spending quality time with family and giving fantastic gifts—piece in the collection for literally anyone, that's what Preppy Holidays is about.

What sort of items does the collection include? Items will be available in selected Tommy There's the scented candle and the hot-water Hilfiger stores and we've also placed them in bottle for cold winter nights, the champagne cooler, perfect for the holiday table. For him, everyone has the chance to purchase the there are cufflinks, bow ties, a plush cardigan — pieces, they'll also be available online – so and a luxurious dressing gown; for her, a playful—there's no excuse not to treat yourself, your jacket and skirt. And for the kids—who should—family and your friends.

never be left out - there's a cute and fun stuffed toy. Each item is recognizable by the classic deluxe plaid I've used.

And why did you use the distinctive plaid and

Those patterns are key to the collection; it's where it all starts. I was inspired by classic exchange gifts and take pleasure in the simple places; you catch glimpses of it in the turn-ups and lining of chino pants; it adds fun to the girl's dress; it's playful when used for the pyjama; and it's cute when it's the pattern of the kids toy. That's the distinctive twist of this collection. You could see it as a celebration of tartan and plaid!

Who do you imagine will receive items from the capsule collection?

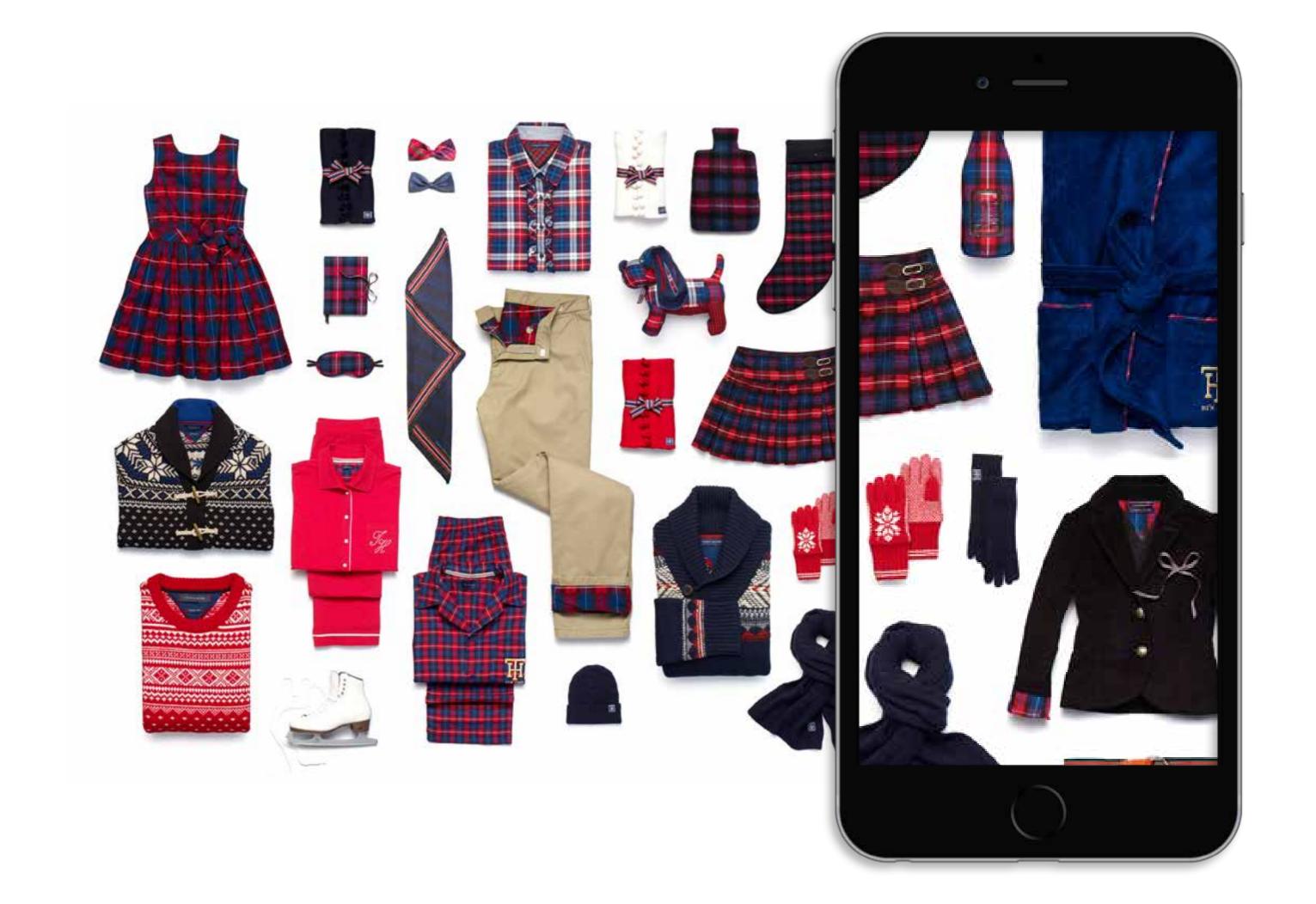
These items make perfect gifts for friends and family members alike - from grandma to the bale, to your trusted hound! They really are for everyone who loves the preppy lifestyle, Each

Where will the collection be available to buy? major department stores. To make sure that



# The Collection





# Outlet Collection

Art Direction, Graphic Design



















## Ams

Creative Concept,
Brand Identity & Graphic Design

HOTEL
DOUBLE ROOMS AND SUITES

CONFERENCE
UP 10-800 GUESTS

WORKSHOP
UP TO 150 COLESTS

RESTAURANT
BUSINESS MEALS / UP TO 50 GUESTS

SKY LOUNGE









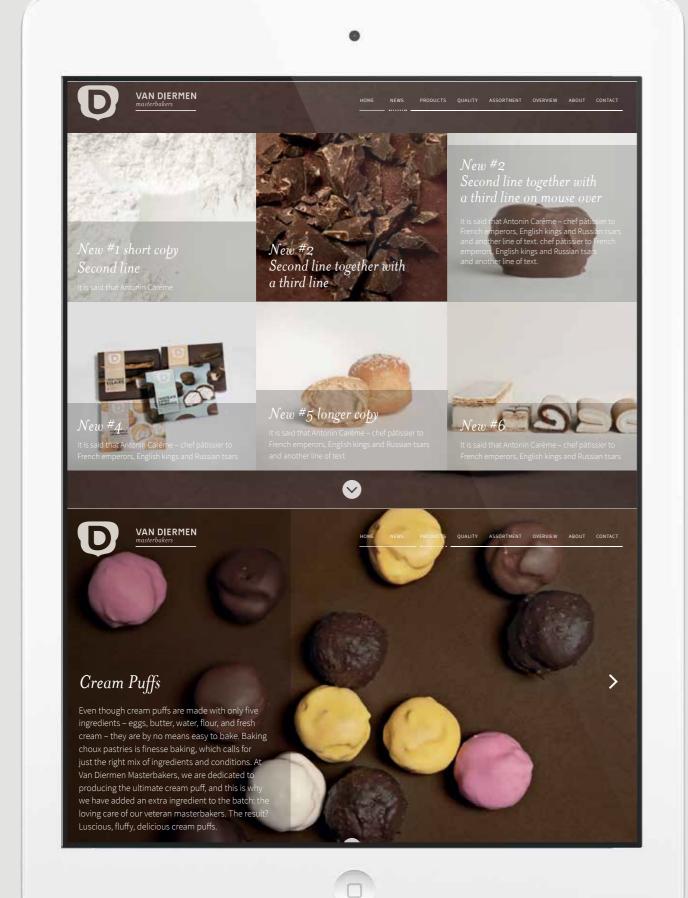


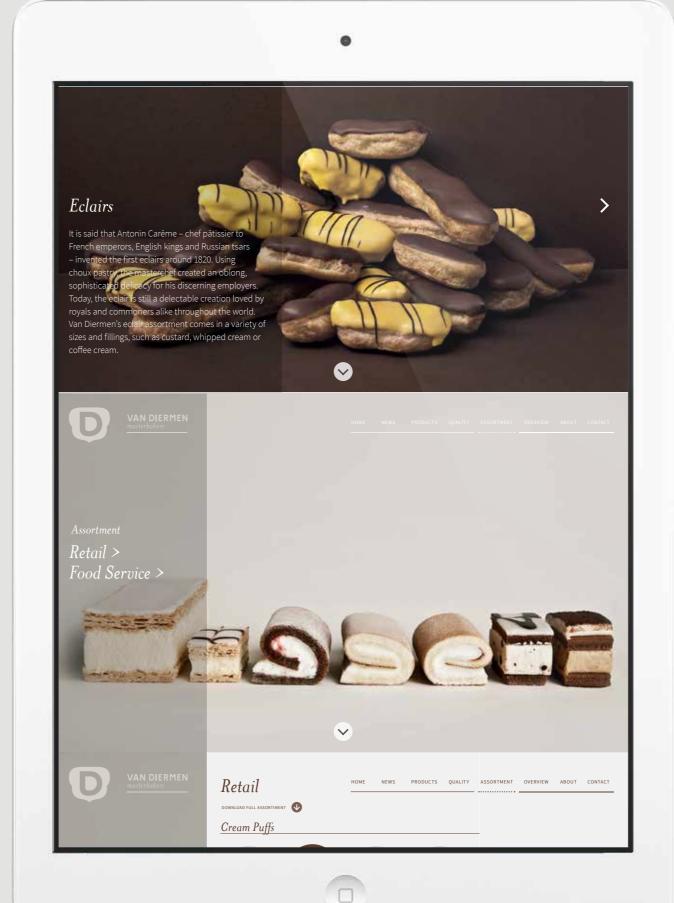


#### Van Diermen

Web Design & UX









# Mini

UX & App Design









STAY CONNECTED. CENTRE INSTRUMENT

# THE NEW ORIGINAL.

















# Tommy Hilfiger

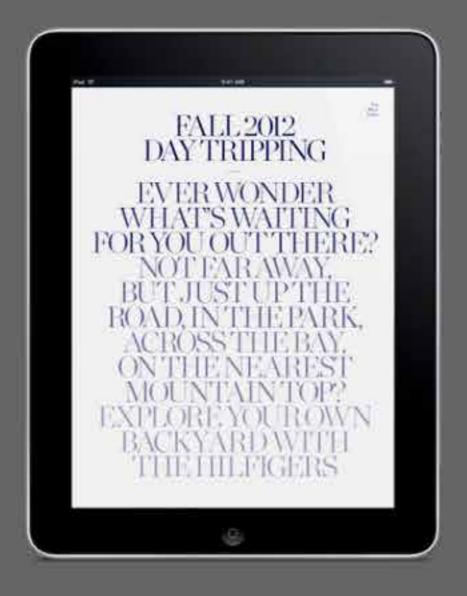
Digital Lookbook Collection















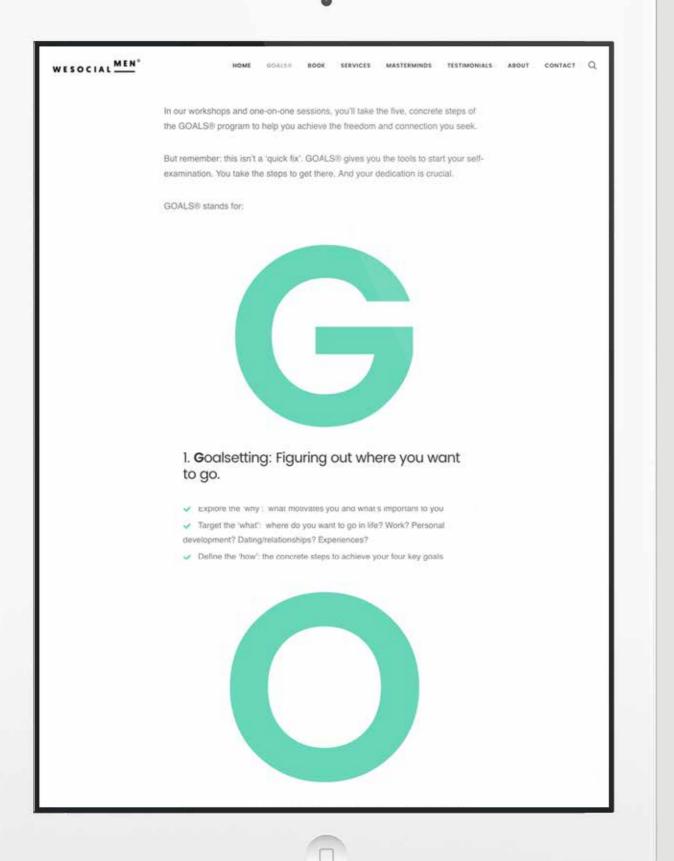
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#### We Social Men

Brand Identity
Web/Mobile Design

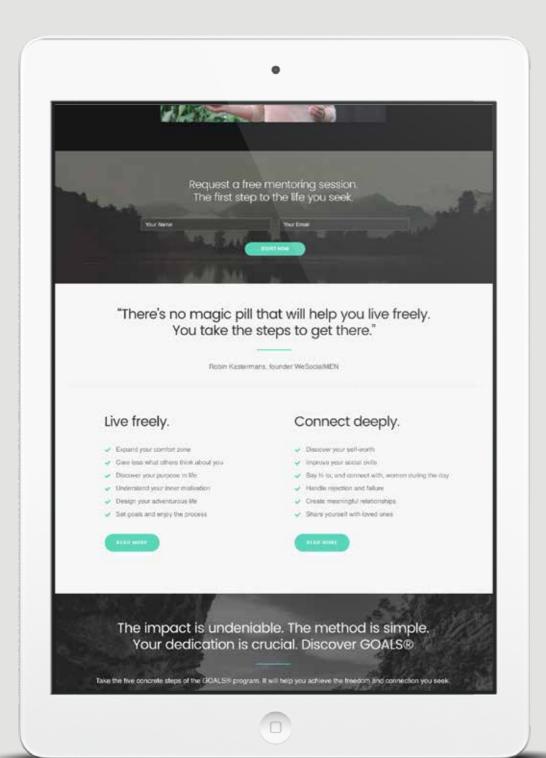
# WESOCIAL MEN®

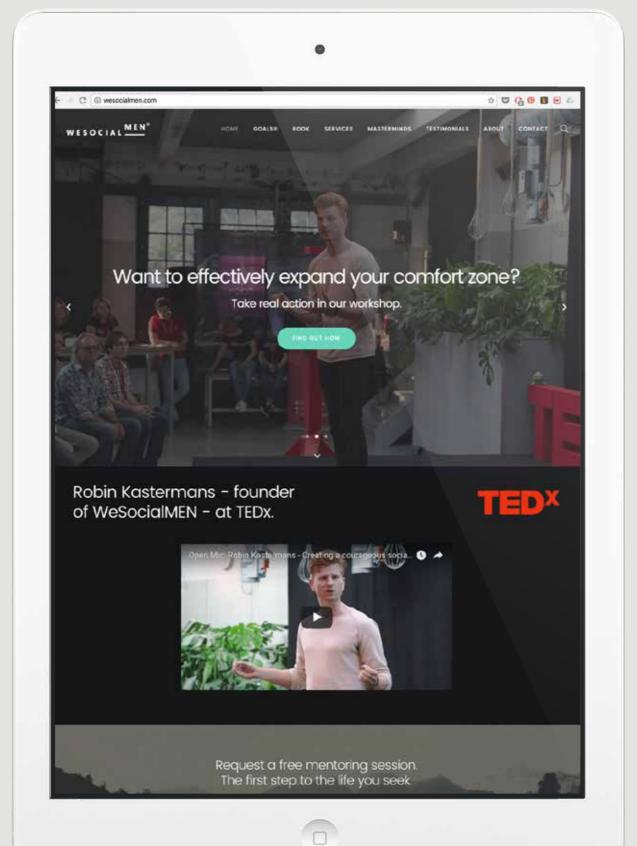


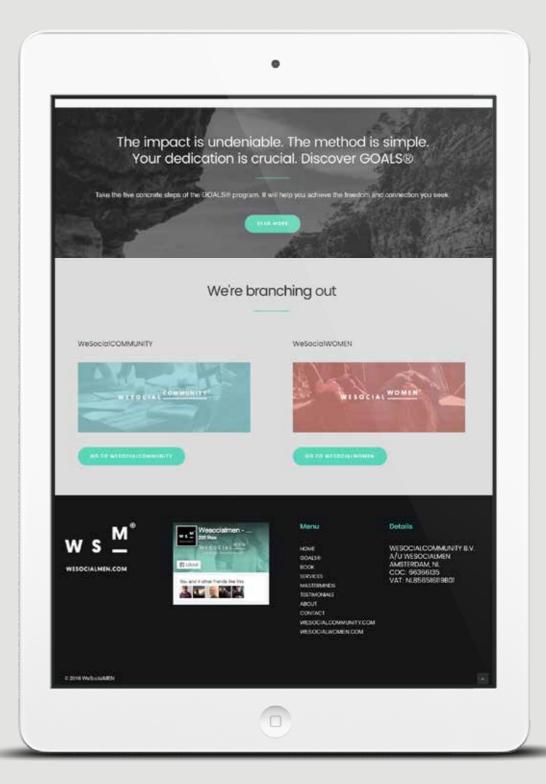
#### 1. Goalsetting: Figuring out where you want to go. √ Expect the why. What previous pourses are expected to pro → Target the what, where do provided to go at the FWork? Proceed development? Extragression extract Experiences? → Darfine this 'how': the concrete theps to achieve your first key goes. inside Out: Living your life based on what you want and who you are. → Lawn must sum and couples and autherful thing. → Be occurriable and required by the year choices and exhone. 3. Action: Taking concrete action to achieve your goals. Pulli your promises house Facing your continues: Built halding nationalism

Overcome your tenss of resorror and farure

Improve your relatorships with Honds, family, women and cobesques.



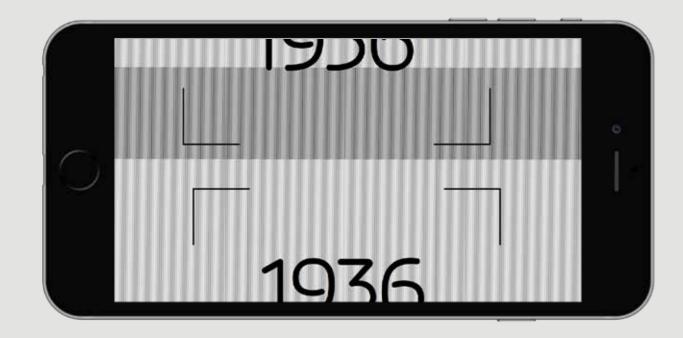




#### Ericsson

Digital Design

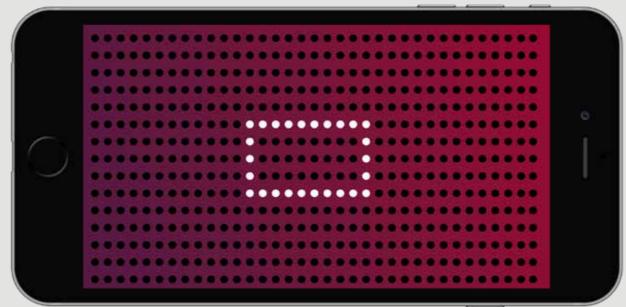






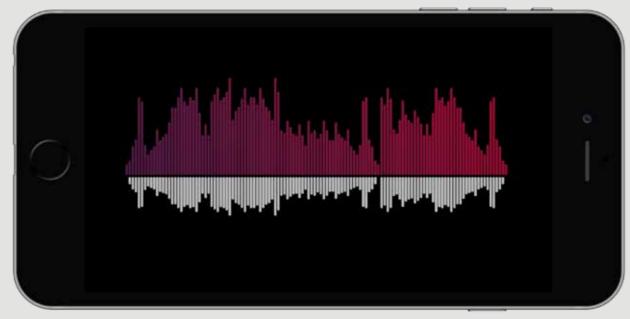














#### Velo de Ville

Branding / App Design

## VÉLO de VILLE

## VÉLO de VILLE

## VÉLO de VILLE

VÉLO de VILLE

VÉLO de VILLE





#### David Verburg

Website Design



DAVID HEADURE / BROWCALD

WILL PARTS - TAK SPEC HUMBUR - TIMES - SELECTE - DICEASE - DRIVES E - SERCIAGOS 
HILL PARTS - TAK SPEC HUMBUR - FLANZE HOUSE - FOUR E FOLIANT - ADRE

HILL STORE - PARTS



EAVES VERSUES / SVONCASS

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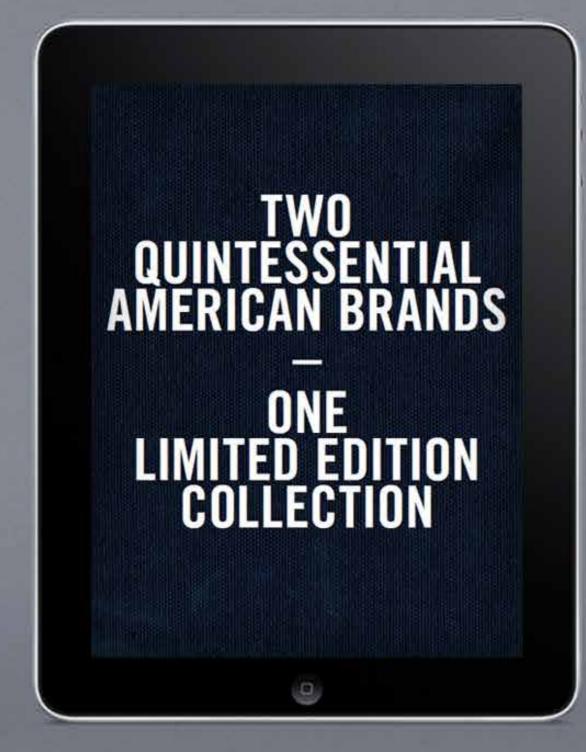
Digital Lookbook



#### The Company "motto" is "Uncompromising Performance"

Since 1935, the Blauer brand has been America's leading supplier of technical clothing to all police forces and certain selected sectors of the army, U.S. Navy officers and the Command guarding the White House in Washington, D.C., The constant attention to the garment's functionality and the stylistic and technical innovation are the distinctive traits embedded in Blauer's DNA and the philosophy behind the brand, the slogan of which is "Uncompromising Performance"! First among all American companies in outerwear, the company has introduced a Thermolite removable liner, which makes the garments useful all year round. Blauer's main purpose is, in fact, to equip its special customers with real tools, absolutely trustworthy even in the most delicate and dramatic conditions without losing sight of comfort and lightness.

In 2001, FGF Industry SpA President and Art Director, Enzo Fusco was inspired to create the first Blauer USA Collection for the worldwide fashion market. A licensing agreement was in fact signed for the production and global distribution of Blauer clothing, which manages to be at the cutting edge and in total alignment with the medium-high level, top quality fashion market trend







### Thank you!

www.alexaraez.com