Alex Aráez
Art Director
Creative Designer
Print, Digital & Spatial Design

www.alexaraez.com
The Scene
Art Direction, Brand Identity & Graphic Design
Menu

Starters

- Smoked Seafood Platter
- Grilled Octopus
- Nicoise Salad
- Caprese Salad
- Bruschetta with Tomato and Mozzarella

Starters with sides:
- Grilled Fish with Potato Salad
- Beef Wellington
- Lamb Shank

Main Courses

- Roast Chicken
- Beef Wellington
- Pasta Carbonara
- Grilled Salmon
- Grilled Ribeye Steak

Salads

- Greek Salad
- Caesar Salad
- Tuna Salad
- Quinoa Salad
- Mixed Green Salad

Appetizers

- Antipasti Platter
- Mozzarella Sticks
- Bruschetta
- Nachos
- Guacamole

Desserts

- Chocolate Cake
- Cheesecake
- Tiramisu
- Ice Cream
- Sorbet

Drinks

- House Red Wine
- House White Wine
- Beer
- Soft Drinks
- Sparkling Water
- Soda

Price List

- Appetizers: $8 - $15
- Starters: $10 - $20
- Main Courses: $20 - $35
- Salads: $10 - $15
- Desserts: $5 - $10
- Drinks: $5 - $10
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

Makeup
ADAM SLEE

Maich
ANASTASIA IVANOVA
HANNAH HOLMAN

Casting Director
SHAUN BEYEN

Photo Assistant
GARETH HORTON
JAMES DEACON

Digital Operator
JAX HARNEY

Assistant Stylist
MHAIRI GRAHAM
A BEAUTY ADVENTURE
Aniza Design

Creative Concept, Brand Identity & Web Design
Our home collection combines Mexican artisan textiles with refined European fabrics, bringing together design and ancestral craftsmanship.

Collection

LUACOLLECTION
MAT
LUA
MAT
MIT
NAH
OTO
ZAP
ZIN

Collection
Hilfiger Denim Live

Art Direction, Brand Identity
Graphic Design
Another Coffee, please.

Creative Concept, 
Brand Identity & Graphic Design
ANOTHER
coffee, please.
The Food Haven

Creative Concept, Brand Identity & Graphic Design
Taormina Film Festival

Creative Concept,
Window Display Design
& Production on location
Tonight's Tommy Hilfiger Premieres

Pre-Fall '12

"A hundred steps ahead of any collection this year"
Meteórica
Creative Concept,
Brand Identity & Graphic Design
METEÓRICA
ENTERTAINMENT
The Write Co.

Creative Concept,
Brand Identity & Graphic Design
Scotch & Soda

Creative Concept,
Window Display Design
Sandwich_

Brand Development
Graphic & Web Design
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.

Gotham celebrates the attractive and unassuming lettering of the city. New York is teeming with such letters, handmade sans serifs that share a common underlying structure, an engineer’s idea of “basic lettering” that transcends both the characteristics of their materials and the mannerisms of their makers. These are the cast bronze numbers that give office doorways their authority, and the markings on cornerstones whose neutral and equable style defies the passage of time. They’re the matter-of-fact neon signs that emblazon liquor stores and pharmacies, and the names of proprietors plainly painted on delivery trucks. These letters are straightforward and non-negotiable, yet possessed of great personality, and often expertly made. And although designers have lived with them for more than half a century, they remarkably went unrevived until 2000, when we introduced Gotham.
AN OPEN CANVAS
IDEAS EVOLVE
THE SANDWICH ATELIER
july
SHOPDROP 7A
INSPIRATION
Holiday Packaging

Brand Identity, Packaging Design
Color my Chino

In-store installation
De Bijenkorf
Two Points Copy

Creative Concept, Brand Identity & Graphic Design
Tact is the art of making a point without making an enemy.

Howard Nielson

The point of a story can penetrate far deeper than the point of a bullet.

Lawrence Nault

Arriving at one goal is the starting point to another.

Fyodor Dostoevsky
Gallery
Rob Koudijs
Art Direction & Photographer
Holiday Press Kit

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

With a premium lifestyle brand portfolio that includes Tommy Hilfiger and Hilfiger Designs, the Tommy Hilfiger group is one of the world's most recognized designer apparel groups. The focus is designing and marketing high-quality men's wear, women's wear, children's apparel and denim collections. Through licensees, the group offers elementary lifestyle products such as accessories, fragrances and home furnishings. Moreover, under the Tommy Hilfiger brand, it is available to consumers worldwide through an extensive network of Tommy Hilfiger retail stores, leading specialty and department stores and other select retailers and retail channels.

For additional information about the Tommy Hilfiger Group, please visit www.tommy.com.
What is the title of this page?

DGA

What is the inspiration behind the Poppy collection?

The inspiration behind the Poppy collection is the warmth and joy of the holiday season. It draws upon classic Yuletide imagery, with a modern twist that is both timeless and fashionable.

What are some key features of the Poppy collection?

The Poppy collection includes a variety of items, such as cozy scarves, gloves, and hats, all designed to bring a touch of warmth and style to the chilly winter months.

What is the significance of the Poppy flower in this context?

The Poppy flower is a symbol of remembrance and hope, and its inclusion in the collection adds a layer of meaning and sentiment to the items.

What are some of the materials used in the Poppy collection?

The Poppy collection is made from a variety of materials, including cashmere, wool, and silk, which are all sourced sustainably and ethically.

What is the target audience for the Poppy collection?

The Poppy collection is designed for anyone looking to add a touch of elegance and comfort to their winter wardrobe. It is particularly suited to those who appreciate fine craftsmanship and thoughtful design.
The Collection
Outlet Collection

Art Direction,
Graphic Design
BUY 2 SHIRTS & get 20% OFF

2 POLOS for 60€

SPEND 120€ & get A FREE TOWEL
BUY 2 SHORTS & get 20% OFF

2 DENIM PANTS for 120€

BUY 2 SWEATERS & get 20% OFF
Ams

Creative Concept,
Brand Identity & Graphic Design
Van Diermen
Web Design & UX
It is said that Antonin Carême – chef pâtissier to French emperors, English kings and Russian tsars. A third line on mouse over. French emperors, English kings and Russian tsars. It is said that Antonin Carême – chef pâtissier to French emperors, English kings and Russian tsars.

Eclairs

Luscious, fluffy, delicious cream puffs. Producing the ultimate cream puff, and this is why Van Diermen’s eclair assortment comes in a variety of sizes and fillings, such as custard, whipped cream or coffee cream.

Today, the eclair is still a delectable creation loved by royals and commoners alike throughout the world. Van Diermen Masterbakers, we are dedicated to loving care of our veteran masterbakers. The result? Just the right mix of ingredients and conditions. At Van Diermen Masterbakers, we are dedicated to choux pastries is finesse baking, which calls for ingredients – eggs, butter, water, flour, and fresh cream – they are by no means easy to bake. Baking ingredients – eggs, butter, water, flour, and fresh cream – they are by no means easy to bake. Baking ingredients – eggs, butter, water, flour, and fresh.
French emperors, English kings and Russian tsars were devoted to sweet things. It is said that Antonin Carême – chef pâtissier to French emperors, English kings and Russian tsars – invented the first eclairs around 1820. Using choux pastry, the masterchef created an oblong, coffee cream-flavored pastry. The result? An elegant creation well-adored by the sophisticated elite of the 19th century, for no other reason than the delicate and refined taste of coffee cream. Even though cream puffs are made with only five ingredients – eggs, butter, water, flour, and fresh cream – they are by no means easy to bake. Baking ingredients – eggs, butter, water, flour, and fresh cream – are by no means easy to bake. Baking demands the utmost precision in the right mix of ingredients and conditions. At Van Diermen, we are dedicated to producing the ultimate cream puff, and this is why loving care of our veteran masterbakers. The result? Luscious, fluffy, delicious cream puffs.
**Cream Puffs**

Even though cream puffs are made with only five ingredients – eggs, butter, water, flour, and fresh cream – they are by no means easy to bake. Baking choux pastries is finesse baking, which calls for just the right mix of ingredients and conditions. At Van Diermen Masterbakers, we are dedicated to producing the ultimate cream puff, and this is why we have added an extra ingredient to the batch: the loving care of our veteran masterbakers. The result? Luscious, fluffy, delicious cream puffs.
Mini

UX & App Design
LET THERE BE LIGHT

GO ON. TAKE IT FOR A SPIN.
RIMS SAY A LOT. SPEAK UP WITH ONE OF MINI’S 12 OPTIONS.
THE WOMEN’S LOOKS FALL 2012
We Social Men

Brand Identity
Web/Mobile Design
GOALS

1. Goalsetting: figuring out where you want to go.
   - Create the why: write reasons you are worth connecting to.
   - Target the what: where do you want to go? Work, personal development, health and wellness?
   - Outline the how: map out steps to achieve your four key goals.

2. Inside Out: living your life based on what you want and who you are.
   - Name and own your strengths.
   - Describe your unique experiences and gaps.
   - Create new connections.

3. Action: taking concrete actions to achieve your goals.
   - Make a map of your work.
   - Communicate your value against others.
   - Discover your unique identity.
   - Build a network with people.
Ericsson

Digital Design
Velo de Ville

Branding / App Design
VÉLO de VILLE
VÉLO de VILLE
David Verburg
Website Design
Blauer
X Tommy
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 governing 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 Thermore removable liner, which makes the garments useful all year round. Blauer’s main purpose is, in fact, to equip its specialized customers with cold proof, 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, Dino 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