PORTFOLIO

SELECTED WORK

2025

JACK NORMAN



I help brands move with meaning.

Over the last decade, I've worked across creative strategy, storytelling and brand experiences — connecting ideas to culture in ways that feel sharp, human, and grounded.

My work lives at the intersection of sport, identity, and expression. From global campaigns to self-initiated projects, I bring big ideas into the world with clarity and care; shaping projects that people remember.

I turn ideas into thoughtful, creative work that connects.

Where I've left my Mark:

- Owned concept-to-consumer projects for global brands.
- Built slick marketing strategies: quick wins to game-changers.
- Teamed up with the right partners to create campaigns that vibe
- Dropped trendsetting activations across golf, sports, and lifestyle.

From idea to impact — sharp strategy, bold creative, and work that hits. Whether it's a brand launch, a cultural moment, or something harder to name, the aim is simple: make it land, make it last.

How I add value:

Creative strategy with clarity
Helping brands define what they're really
trying to say, and how to say it with purpose
and precision.

Ideas that live in culture
Concepts are built from real insight,
grounded in relevance, and designed to
resonate.

Storytelling that connects
Crafting narratives that people actually
want to follow. Across brand, campaign, and
product.

Visual and verbal alignment Ensuring every word, image, and execution feels part of the same language.

Confident creative execution
From concept through rollout — directing campaigns with focus, consistency, and intent.

Collaborative, not performative
Creative partnerships that listen deeply,
adapt easily, and aim for work that actually
lands.

Bringing purpose to the surface
Not just louder messaging, clearer meaning.
Helping brands show what they stand for in a way people can feel.

Flagship Projects:

Notes on Mental Health

A self-published project exploring the mental side of golf — sold out in pre-orders and sparked collaborations with Quiet Golf and Gumtree Golf & Nature. Sold 250 copies worldwide.

Robbie Williams x J. Lindeberg x The Open

A milestone campaign for the 150th Open at St Andrews — blending sport, fashion, and music at golf's biggest stage.

Manors Golf Rebrand and Relaunch

Repositioned the British brand with a bold activation at the Home of Golf, setting a new tone for modern golf culture.

GANT Mulberry St. Launch

Creative direction for GANT's flagship NYC opening — marking the Ivy League brand's reentry into the U.S. market.



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03-04 NOTES ON MENTAL HEALTH AND GOLF

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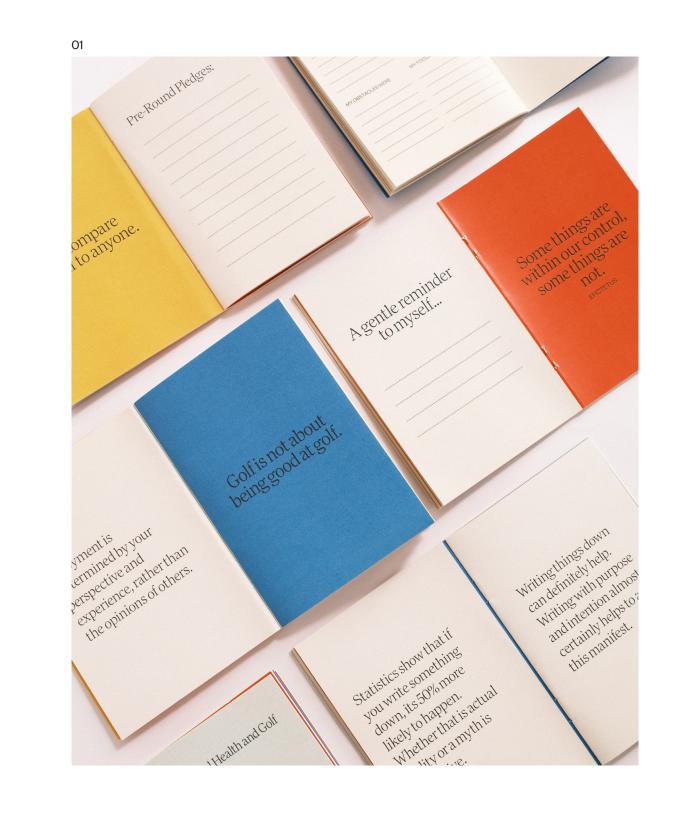
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01-04 PRESS KIT BY KARSTEN JURKSCHAT
05 SPECIAL EDITION COPY WITH GUMTREE GOLF AND NATURE CLUB
DESIGN, WORDS AND ART DIRECTION BY JACK NORMAN

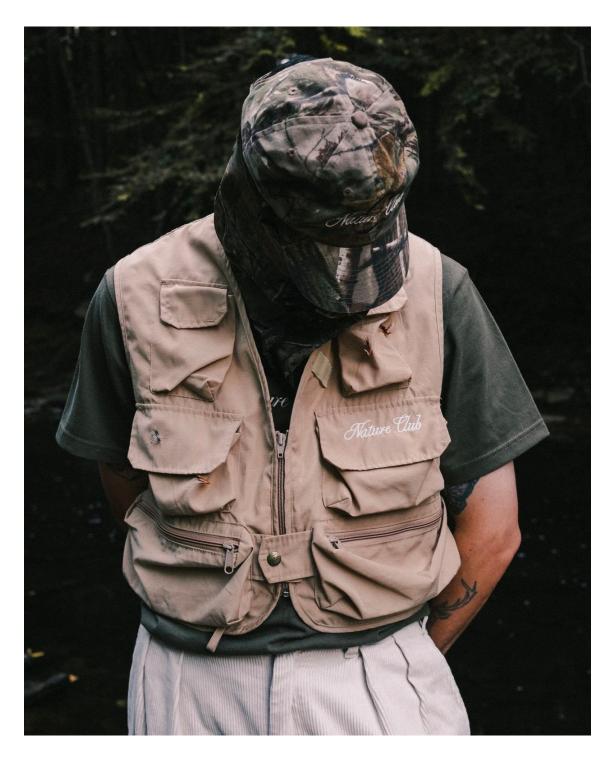
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05

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O1 STATE FLOWER
O2 JUST OUT FOR A WALK
O3 GOLF DI NATURA
O4 NATURE CLUB
O5 MADE IN MANHATTAN

STYLING CREATIVE DIRECTION ART DIRECTION MODEL

Gumtree Golf and Nature Club Creative and Brand Development

Gumtree Golf & Nature Club is more than a golf brand. It's a reflection of a slower, more intentional way of playing, connecting, and being. From the beginning, the project felt aligned with my own values: golf as a space not just for competition, but for stillness, nature, and community.

Partnering with the founder in a collaborative, ongoing creative role to help bring shape, voice, and clarity to the brand as both a product and a mindset.

Creative Strategy and Storytelling

Worked closely with the team to articulate Gumtree's positioning: not just as a brand, but as a belief system within golf.

Helped define the tone of voice, visual references, and broader cultural context the brand could sit within — soft, reflective, natural.

Supported content direction across key touchpoints: campaigns, collection launches, and event storytelling.

Community Activation

Offered input on how to evolve Gumtree beyond clothing — toward something that felt lived and shared.

Supported the team in curating physical and digital spaces for the community to connect; from intimate activations to brand-aligned editorial content.

2023-25

Acted as a sounding board and collaborator during formative moments of growth, keeping the brand grounded in it's original values.

Why it Matters

06

At a time when much of golf remains wrapped in tradition and exclusivity,
Gumtree is doing something different.
Something quieter and more human. My role was less about creating a marketing campaign, and more about helping a brand stay close to what made it meaningful in the first place.

This work continues to influence how I think about brand building — as something less about noise and more about depth.

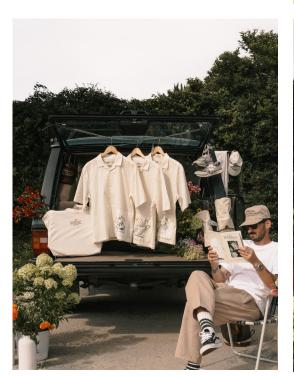
STATE FLOWER
01 1 OF 1 VINTAGE PATCH SHIRT IN COLLABORATION WITH CARLEEN 02 AT THE FLOWER SHOP 03 HERO IMAGE

04 SHIRT AND SHOP DETAILS

01









GUMTREE GOLF AND NATURE

CLUB DI GOLF E NATURA GUMTREE 01 HERO IMAGE

2023-25

02 STYLING IMAGE FEATURING VINTAGE JEANS







SELECTED WORK











01 HERO IMAGE

02 T-SHIRT DETAIL 03 KEENAN

04 BIRD BOOK

05 ALEX

06 SENTINEL COLLABORATION RANGEFINDER CASE

07 ALEX, KEENAN AND KEENANS DOG

08 VINTAGE BINOCULARS

09 BIRD CALLER

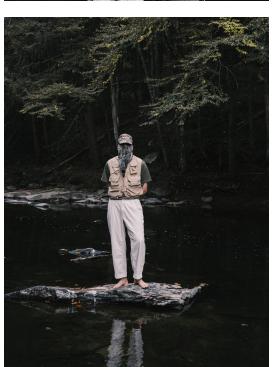




SELECTED WORK **GUMTREE GOLF AND NATURE** 2023-25









01 02 03 04

NATURE CLUB

01 ALEX WITH VINTAGE VEST

02 REALTREE CAMO LONG SLEEVE TSHIRT

03 HERO IMAGE

04 DETAILS ON ALEX

05 NATURE CLUB SOCKS

06 HERO IMAGE 2

07 NATURE CLUB DETAILS

08 NATURE CLUB EMBROIDERED TROUT DAD CAP















MADE IN MANHATTAN 01 CUSTOM LABEL

02 EMBROIDERY TESTING OF GUMTREE NY LOGO

03 FLAT LAY OF KEY OUTFIT 1

04 ALEX ON THE ROOFTOP

05 VINTAGE MTA TOKENS

06 NY SKYLINE

07 EMBROIDERY DETAILS

08 FULL LOOK

09 HAT DETAIL

10 HERO IMAGE

11 HOODIE EMBROIDERY DETAIL





















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ROBBIE WILLIAMS, JULY 2022

Robbie Williams x J.Lindeberg x The 150th Open

A rare moment where culture, sport, and music collided on golf's biggest stage.

In my first campaign as UK Head of Marketing at J.Lindeberg, I helped lead a bold collaboration between British pop icon Robbie Williams and the progressive Scandinavian brand, timed with the historic 150th Open Championship at St Andrews.

Robbie came with a clear ask: an all-pink golf collection that reflected his personality, lifestyle, and love of the game. We answered with a loud, fashion-forward capsule — supported by a social-first campaign that balanced eccentricity with wearability.

The launch wasn't just a product drop — it was a full experience. We hosted 120+ guests in St Andrews across a week-long activation, including VIPs, influencers, wholesale partners, and friends of the brand. Each received bespoke gifting, with one-of-a-kind items and elevated packaging.

We built a custom 600sqft event space in partnership with Veco Display, on the Fairmont driving range with panoramic views over St Andrews — especially golden at sunset.

Highlights from the week included:

- A launch event with Robbie and PGA Tour player Viktor Hovland
- A private brand dinner and DJ set by DJ Spoony
- Golf outing at a Championship course
- A group outing to The Open Championship itself
- Press and Media day with Robbie.

A benchmark campaign that pushed brand visibility, redefined personality in golf, and reminded people that a serious sport doesn't have to take itself too seriously.

SELECTED WORK J.LINDEBERG 2022









01 02 03 04

ROBBIE WILLIAMS X J.LINDEBERG COLLECTION SHOOT SHOT AT FOXHILLS COUNTRY CLUB ALL PHOTOS BY MTO CREATIVE











2022

- 01 DIGITAL RENDER OF PROPOSED EVENT STRUCTURE
- 02 ACTUAL IMAGE OF FINAL STRUCTURE
- 03 DETAILS INSIDE THE STRUCTURE
- 04 CUSTOM WRAPPED DJ BOOTH
- 05-07 REUSABLE LIGHT BOXES
- 08 STRUCTURE MID-BUILD
- 09 BUILDING THE BRANDED LOGO WALL
- 10 CORNER MANNEQUIN LOCATION WITH ORIGINAL ART









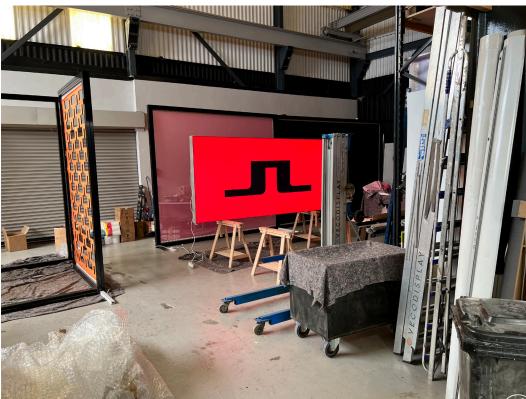


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SELECTED WORK J.LINDEBERG 2022



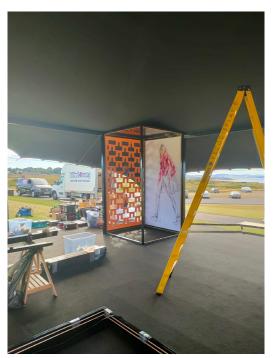




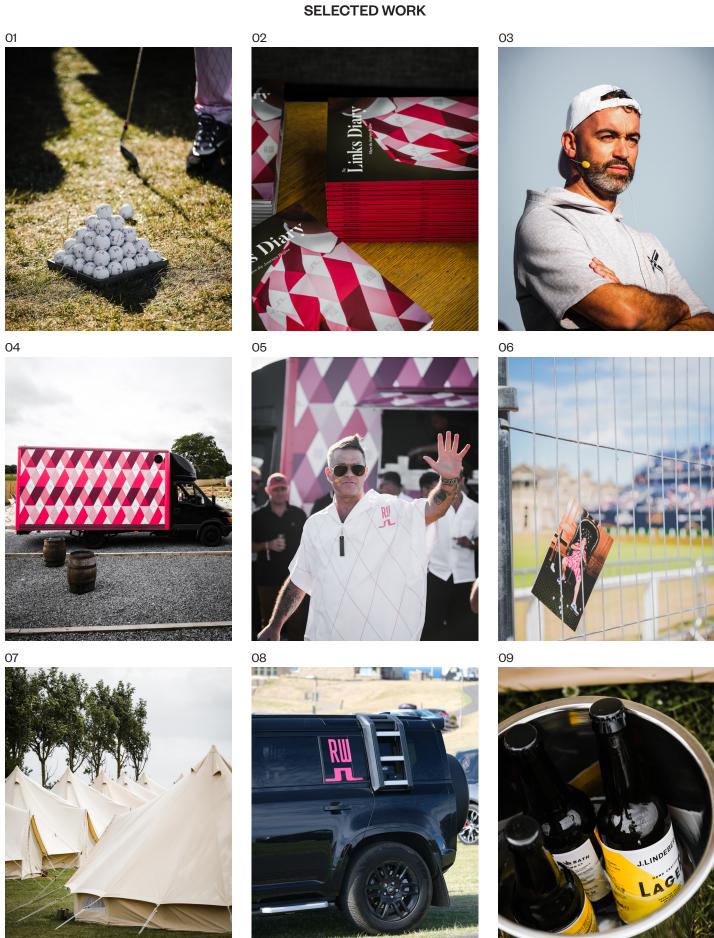
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J.LINDEBERG

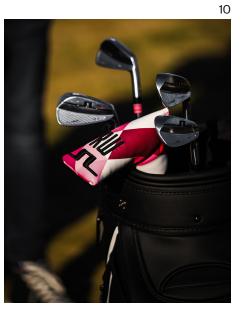


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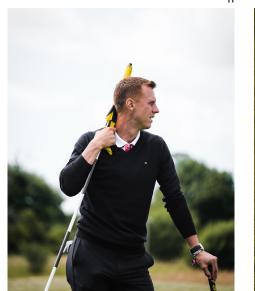














2022

03 PRESENTER, ZANE SCOTLAND 04 BRANDED FOOD TRUCK

06 POSTCARDS FROM ST ANDREWS

11 FOOTBALL PUNDIT, STEVE SIDWELL

02 SPECIAL EDITION OF THE LINKS DIARY

05 ROBBIE WILLIAMS AT THE LAUNCH EVENT

01 BRANDED GOLF BALLS

08 BRANDED CAR SERVICE 09 BRANDED BEERS 10 CUSTOM GOLF CLUBS

13 BRANDED TEE MARKERS 14 THE MARQUEE GROUP 15 MICHAEL LONEY

07 GLAMPING

12 RW X JL SOCKS







GANT 240 Mulberry St, NYC

After exiting the U.S. market in 2019, heritage sportswear brand GANT returned with intent — re-establishing presence and identity through a flagship activation in the heart of Nolita.

Just steps from Aime Leon Dore and tucked next to a new speakeasy, the 240 Mulberry St space was designed to feel more like an apartment than a store — blending GANT's rich Ivy League heritage with modern New York culture.

What We Did

The project was delivered in *three phases*:

01 / Space Transformation

Revived a vacant retail unit that had been closed for five years — leading the renovation in partnership with construction and design agencies. Managed build timelines, creative direction, and fidelity to GANT's visual identity and original moodboard.

02 / Interior and Brand Styling

Worked closely with the Creative Director and an interior design studio to style the space with a mix of vintage furniture, archival pieces, and personal artifacts. The aim was to create a space that felt lived-in, layered, and local.

03 / Curation and Community

Curated a product experience that combined present, past, and future — alongside neverfor-sale archive items. Final touches included books, hangers, speakers, and flowers. Built relationships with local institutions including Aime Leon Dore, Upside Pizza, and the upstairs neighbours who had lived on the block for 50+ years.

Activativating the Studio

The space launched with an event for GANT's traveling Archive Collection in partnership with Throwing Fits. Additional programming included an Art Gallery n partnership with NY-born, LA-based artist Brian Lotti, brand dinners, a midsummer flower-making party, and an ice cream popup with Van Leeuwen.

From Thursday to Sunday, the studio welcomed the public. During the week, it became a private hub for influencers, press, and partners — styled in collaboration with a PR agency that sourced New York talent and voices.

SELECTED WORK











02 03 04 05

PHOTOS 01-09 BY CHRIS MOTTALINI

ART DIRECTION, STYLING AND PRODUCT CURATION BY JACK NORMAN









SELECTED WORK GANT 2023



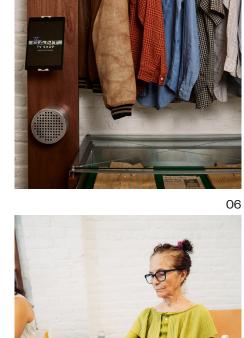
01 MULBERRY STREET ON PARTY NIGHT

02-04 ARCHIVE COLLECTION LAUNCH
05-07 LAUNCH PARTY AND ART CLASS WITH BRIAN LOTTI

08-10 MIDSOMMER FLOWER MAKING CLASS AND PARTY















TOM MCFARLAND OF JUNGLE, MARCH 2023

Manors Golf Brand Relaunch at St Andrews

As Manors Golf repositioned itself as a technical apparel brand in late 2022, they needed a story and a setting to match the ambition.

The Brief:

Design a flagship brand experience for 30 influencers and partners that celebrated the rebrand and set the tone for what was next.

What We Did:

Partnered with Marine & Lawn to secure the ultimate venue: Rusacks Hotel, overlooking the 18th at The Old Course in St Andrews — a location that needed no introduction.

- Led all planning, production, and guest management across the week.
- Curated a balanced, energetic group of creatives, athletes, and partners across all key markets.
- Managed initial outreach, guest comms, and full travel itineraries.
- Sourced and produced bespoke gifting laid out in-room on arrival.
- Coordinated with a luxury car partner for guest transfers and on-site logistics.

Programming and Experience:

- Crafted a week-long experience that balanced golf, culture, and connection.
- Championship golf at Crail and Kingsbarns.
- Two brand dinners, including drinks social at the Jigger Inn.
- A private talk by a golf historian on the sport's roots.
- Moments designed not just for content, but for memory.

A rebrand moment that felt grounded in the game and in good company.



















01, 05, 07-13 CAPTURED BY GRAEME MCCUBBIN 02-04, 06 CAPTURED BY HARVEY JAMEISON

products, but the story behind them.

brand partners and guest speakers.

Men's Designer Street Masterplan

Returned to Selfridges for a second chapter – this time, with a sharper focus on experience over retail. Joined the team delivering a large Masterplan; a full reimagination of Men's Designer Street, designed to redefine streetwear through

The space was transformed into a one-of-akind destination:

- A custom-built Land Rover Defender
- A functioning DJ booth and speaker wall
- Aqua di Parma's first standalone men's

The centrepiece: a full-size indoor Skate Bowl, developed in collaboration with brand partners and skate leadership. I helped lead programming strategy — creating a schedule of lessons, live demos, and open skates. Also trained the skate team on daily engagement and guest interaction.

A major focus was internal culture and product education. Pre-launch, I partnered with brands to design deep-dive training and brand immersion for the in-store team, making sure they understood not just the

Selfridges

immersive, in-store environments.

Out of this grew *Knowledge Sessions* monthly talks and product previews hosted inside the skate bowl. These became a key moment for staff engagement, while also opening the door for customers to meet

What We Did

- assembled live behind a viewing gallery
- for activations and guest sets
- grooming space outside of Italy

Team Engagement and Culture-Building

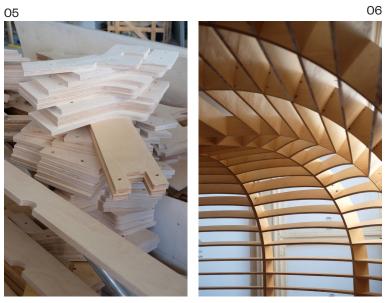


SELECTED WORK SELFRIDGES 2018-2020





04





07

MENS DESIGNER STREET

01 LAND ROVER DEFENDER PRESS SHOT

02 OPENING DAY PRESS SHOT

03 PRESS SHOT FOR SKATE BOWL

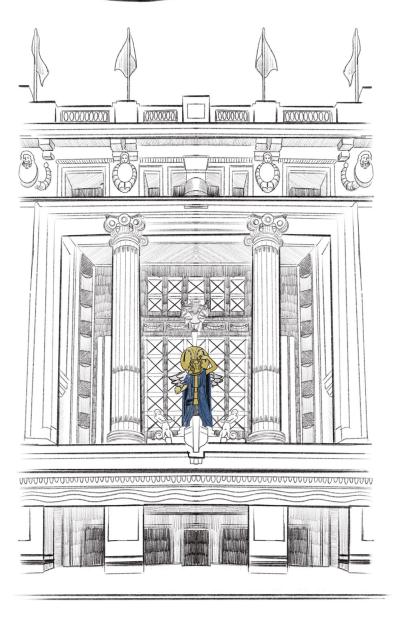
04 ROOM DETAIL SHOT

05 BUILD PROGRESS

06 BOWL SHAPE DETAILING

07 PROGRESS OF BUILD

How We Do Things Around Here



Scaling the Culture How We Do Things Around Here

Following the success of Knowledge Sessions, I was asked to lead a business-wide culture project across Selfridges: a two-year initiative called How We Do Things Around Here. The mission was to reshape how teams engaged with the business, and how leadership communicated with their people.

What started as a culture touchpoint became a full internal brand, reaching over 4,000 team members daily across stores and departments.

Objectives:

- Boost morale and everyday connection to the business.
- Make company messaging easier to share and easier to understand.
- Create a sense of ownership and excitement for teams at every level.

What I Delivered:

Brand Identity – Collaborated with a designer to create a visual and tonal language for the project that felt human, inclusive, and distinct from traditional corporate messaging.

Comms Toolkit – Built a set of 50+ designed tools for senior leaders and managers — from meeting formats and conversation prompts to wellbeing initiatives and recognition frameworks.

Rollout Strategy – Led the national rollout across all stores and business areas, delivering training and toolkits in-person and remotely.

Ongoing Programming – Developed a calendar of regular, structured programming for teams, covering topics from brand campaigns and sustainability, to mental health and everyday motivation.

Impact:

The project became a cornerstone of internal engagement at Selfridges.

Widely adopted across teams and departments as a trusted, practical tool for communication.

Regularly cited by team members and leaders as one of the most helpful culture initiatives in the business.

This wasn't just an HR project — it was a creative, operational, and emotional investment in what it means to show up for work and for each other.

Theme of the Month:

YOUR JANUARY CALENDAR - TEAM MEMBER



FROM HOME WELLBEING KNOWLEDGE SESSION

Unlocking your

INTRODUCTION **ACTIVITY 1 ACTIVITY 2** REFLECTIONS This Knowledge Session can be Now using your list from your Time to reflect now! "Great work is done by people done any time, any where! It first activity, it is time to bring who are not afraid to be should be completed either by these to reality. You may have a list with 2 or great. 200 items, but now is the time yourself or in pairs. You will need a pen and paper, and it Next to each item on your list, to understand what your next In your first activity, it is write down what action it steps are to bring this to life. is recommended you are in a encouraged that you enter quiet space (however, this is would take for you to get the session with an open mind. not mandatory). Your session started on that particular item. What will you commit to doing Your first task is to write down a today should take no longer This could be a big step, or to make sure you start an item list of hobbies/activities/ than 20 minutes; however, you merely a very small one. See on your list this week? interests/development are more than welcome to the examples below for some opportunities, that you would How will you hold yourself take as much time as needed. auidance/ideas: like to pursue at some point. accountable that you will do as you will be required to think on multiple points. Item: Write a book that action next to that item Your list could look a little like Action: Look on Amazon for on your list? Book writing starter books - Start writing a book There's no fun like work. Why not share your list on - Learn how to make a Item: Learn a new language Yammer to compare notes Sourdough starter

- Become a YouTube vlogger

- Take up gardening

list down

- Learn a new language

It is important that you are

intentional and you write your

Action: See what opportunities

we are offering to learn a

Rosetta Stone website.

language, or check out the

02

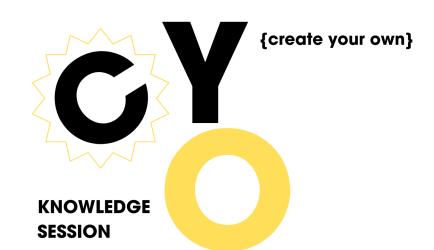
with your colleagues?

Taking the first step takes

courage and bravery."

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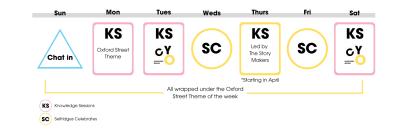
Toolkit

HOW WE DO THINGS AROUND HERE

03

04

01 MONTHLY TEAM MEMBER CALENDAR 02 KNOWLEDGE SESSION FROM HOME 03-04 EXERPT FROM TOOLKIT 05 CHAT IN SHEET 06 PROPOSALS AND DELIVERABLES



HOW WE DO THINGS AROUND HERE





Scrumplings DIY Dumpling Kits, Made at Home

Scrumplings began in lockdown as a side project between my wife and me — born from a shared love of food, comfort, and creating something by hand. With the world slowed down, we found ourselves craving the kind of rituals that made us feel connected. Dumpling-making was one of them.

We turned that into Scrumplings: a small-batch DIY dumpling kit made to bring people together around the table. No machines. No shortcuts. Just everything you need to fold, fill, and cook your own.

What We Built

Naming and Visual Identity

Developed the name Scrumplings to feel warm, fun, and a little cheeky — something that felt like a family nickname. Created the visual identity with a DIY, tactile feel: handdrawn elements, simple typography, and natural packaging.

Product Development

Designed the full kit experience — from dough and fillings to dipping sauces and folding instructions. Prioritised flavour, freshness, and the tactile joy of making food by hand.

Packaging and Experience Design
Focused on unboxing as an experience in

itself. Every element was intentional: ecofriendly packaging, hand-labeled containers, and printed fold guides to teach people how to wrap like a pro.

Growth and Community

Started as a small-batch offering via Instagram and DMs — our first kits sold out through word-of-mouth alone.

Gained wider visibility through social posts from Clerkenwell Boy and a collaboration kit with London on the Inside, introducing Scrumplings to new audiences across food, culture and lifestyle.

Eventually stocked in independent grocery stores across the UK, from specialist Deli;s to curated Concept Stores.

Hosted hot food pop-up stalls around London — giving people the chance to try Scrumplings fresh off the skillet and meet the brand in person.

Why It Matters

Scrumplings wasn't about scale. It was about process. Togetherness. A sense of care and rhythm in the middle of uncertainty.

It reminded us how much joy there is in making something with your hands — and how meaningful it can be to share it.

01 THE DIY DUMPLING KIT
02-04 EARLY DAYS AT SCRUMPLINGS
05 THE SCRUMP MOBILE
06 OUR FAMOUS XO SAUCE



















THANK YOU

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