

PORTFOLIO

2024

**SELECTED
WORK**

**JACK
NORMAN**

Connecting brands to culture.

Notes on Mental Health & Golf: An original publication that sold out in pre-orders and led to collaborations with Gumtree Golf & Nature, The Mallard, and Quiet Golf.

I bring bold ideas to life—guiding projects from spark to standout execution with sharp strategy and a unique creative edge. My work blends creativity, curation, and big-picture thinking to deliver campaigns that turn heads and make brands unforgettable.

From concept to consumer, I'm all about flipping the script and pushing boundaries—leading with sharp strategy, bold execution, and meaningful partnerships. Whether it's creative direction, standout marketing, or campaigns with impact, I make work that connects, resonates, and leaves its mark.

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.

Flagship Projects:

Robbie Williams x J.Lindeberg x The Open: A benchmark campaign at the 150th Open, St Andrews.

Manors Golf Rebrand & Relaunch: A unique activation at the Home of Golf to reintroduce the British brand.

GANT Mulberry St. Launch: Driving the Ivy League giant's return to the U.S. market.



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01



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

02 03
04 05





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- 03 GOLF DI NATURA
- 04 NATURE CLUB
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- STYLING
- CREATIVE DIRECTION
- ART DIRECTION
- MODEL

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 02
03 04



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GUMTREE GOLF AND NATURE

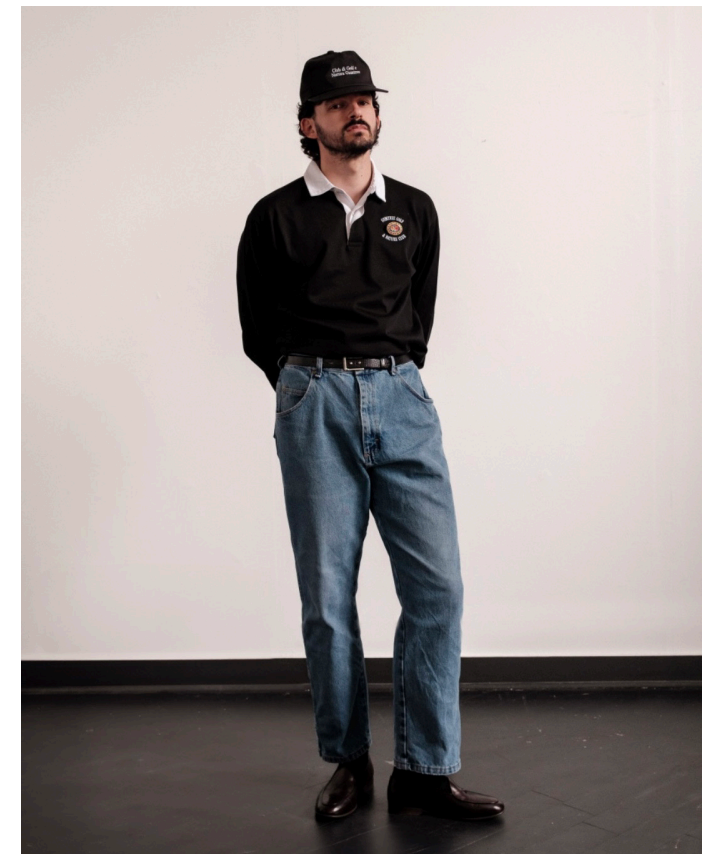
2023-24

01



CLUB DI GOLF E NATURA GUMTREE
 01 HERO IMAGE
 02 STYLING IMAGE FEATURING VINTAGE JEANS

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- ← **JUST OUT FOR A WALK**
 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



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

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SELECTED WORK

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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

GUMTREE GOLF AND NATURE

2023-24

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ROBBIE WILLIAMS, JULY 2022

Brand: J.Lindeberg
Role: Project Manager
Budget: \$1m

Robbie Williams, a British Pop icon collaborates with progressive Scandinavian brand, J.LINDEBERG at the 150th Open Championship.

It feels like projects of this nature don't come around often. Having admired Robbie Williams for most of my life and having recently started as UK Head of Marketing for JL, it seemed like fate. The mission behind the project was ambitious; deliver a loud collection based on RW's lifestyle and love of golf - but in all pink (his request). Then, create a social campaign that celebrates RW's eccentric lifestyle and personality, whilst making the collection accessible, cool and wearable.

The secondary part of the collaboration was to host a memorable week trip for 120 guests in the Home of Golf, St Andrew's whilst the 150th Open Championship was being played. Guests included VIP's, Influencers, Wholesale Partners and Guests of the brand. All guests were treated to a bespoke, branded gifting package including one-of-a-kind items.

To host our guests, luxury lodging was provided for VIP's and Influencers, whilst a glamping site was the destination for everyone else. Working with Veco Display, a 600sqft bespoke event venue was built on the driving range at the Fairmont Hotel, boasting the best venues of St Andrews, especially at sunset.

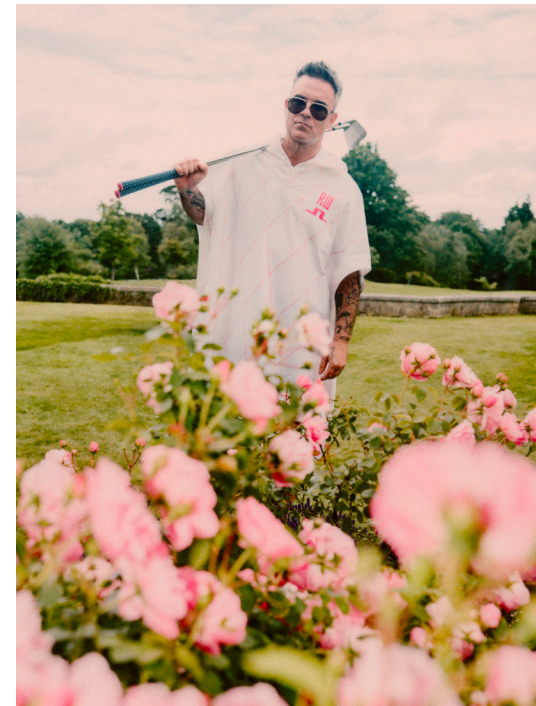
Throughout the week, guests were invited to the collection Launch Party which included an activation with RW and tour player, Viktor Hovland; a Brand Dinner and DJ set by Spoony; a golf outing on a Championship golf course and a day out at The Open Championship.



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

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SELECTED WORK

- 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

Worked on designing and building a bespoke 600sqft event venue that was situated on the driving range at the Fairmont in collaboration with Veco Display based in Harrogate. The structure featured re-usable light boxes, branded walls, vinyl wrapped DJ booth and bar, centerpiece clothing display and mannequinn corner displays.

The venue played host to the launch party with circa 300 guests, a brand dinner for 120 guests with an after party of an additional 200 guests and a media day with press and brand partners.

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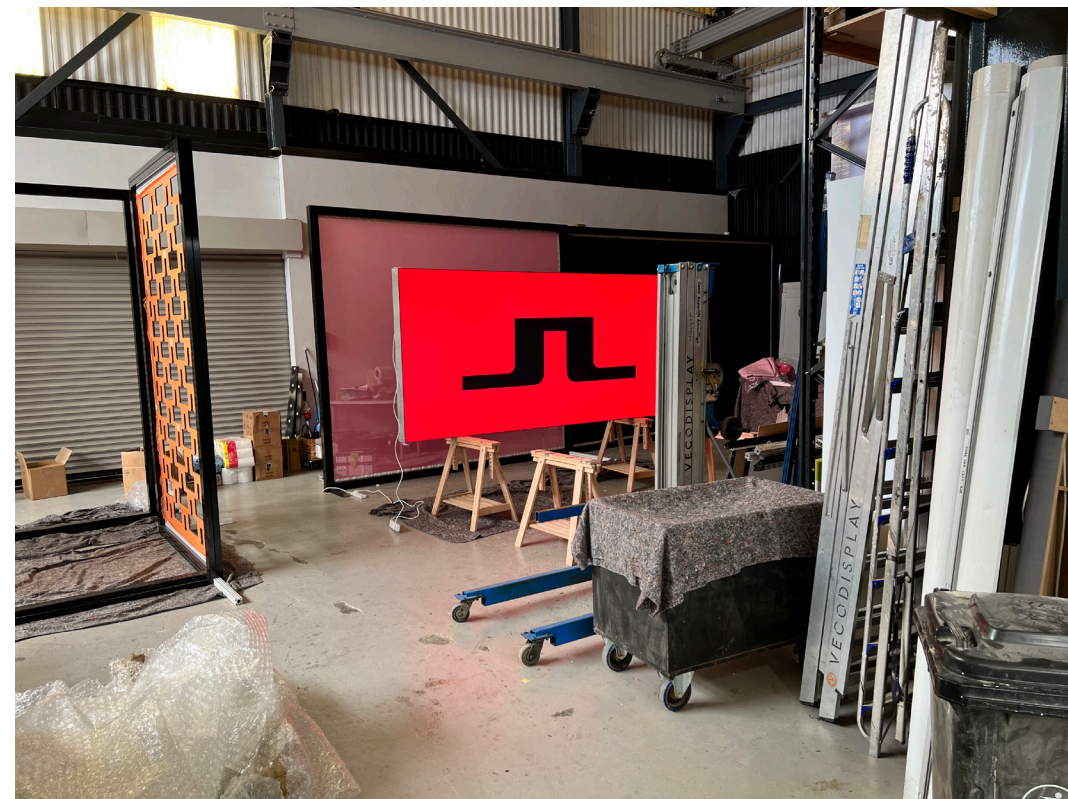


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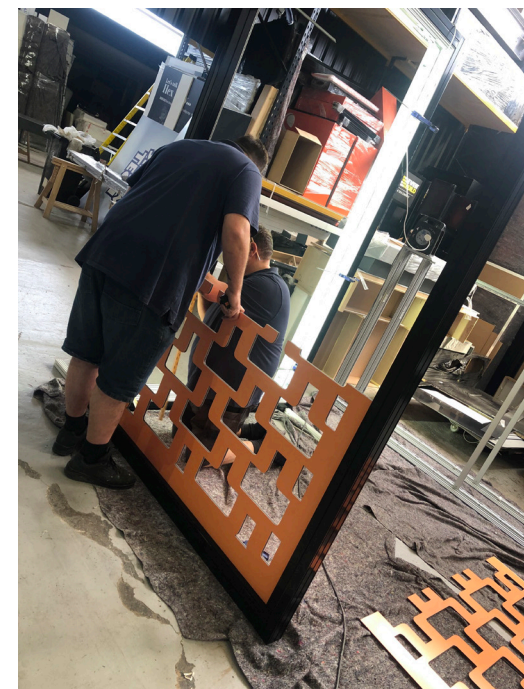
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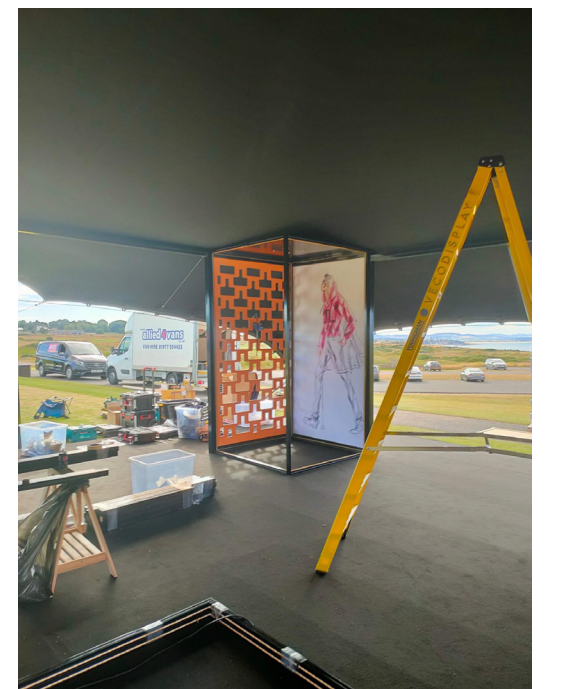
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SELECTED WORK

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J.LINDEBERG

2022

- 01 BRANDED GOLF BALLS
- 02 SPECIAL EDITION OF THE LINKS DIARY
- 03 PRESENTER, ZANE SCOTLAND
- 04 BRANDED FOOD TRUCK
- 05 ROBBIE WILLIAMS AT THE LAUNCH EVENT
- 06 POSTCARDS FROM ST ANDREWS
- 07 GLAMPING
- 08 BRANDED CAR SERVICE
- 09 BRANDED BEERS
- 10 CUSTOM GOLF CLUBS
- 11 FOOTBALL PUNDIT, STEVE SIDWELL
- 12 RW X JL SOCKS
- 13 BRANDED TEE MARKERS
- 14 THE MARQUEE GROUP
- 15 MICHAEL LONEY

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Brand: Gant
 Role: Studio Manager, Product Curator,
 Prop Curation, Event Planning
 Initial Budget: \$500k

Having exited the US Market in 2019, heritage sportswear brand, GANT wanted to re-establish a presence through the 240 Mulberry St project. Located in a prime spot in the heart of Nolita, a few doors down from the trending Aime Leon Dore and next to New York's hottest new speakeasy bar - The Mulberry. The essence behind the GANT studio was to showcase all lifestyle elements of the brand, alongside its rich history and influence it has had on American Sportswear.

The project was split into stages. The first was to take a space that had not seen life in it for five years and make it beautiful, practical and inviting. Worked directly with construction and design agencies to ensure the smooth running of the build from start to finish, alongside ensuring that the brand's identity and initial moodboard was delivered. This was followed by working with an interior design agency to find furniture, mainly vintage alongside working with the Creative Director to use his personal

artifacts such as artwork and pieces from the GANT Archive in Stockholm to make the space feel like someone's apartment. The final pieces of the puzzle were curation: books, speakers, hangers, flowers and most importantly, product. The product curation explored items that were currently for sale, previously for sale and those which would be for sale in the future, alongside items which would never be for sale.

The space was soft launched through an event for the Archive Collection which was making a worldwide tour as part of the brand's storytelling. The launch event was in partnership with LA based, New York born artist and former skateboarder, Brian Lotti. Other events included brand dinners, midsummer flower making party and ice cream pop up with Van Leewen.

The Studio was open to the public Thursday - Sunday, with appointments being held for influencers, brand partners and wholesale partners from Monday - Wednesday. Worked with a PR agency to find original New York talent to dress for events, outings and everyday life. Built relationships with locals on Mulberry St including a couple who had lived above the studio for 50 years and owners of Aime Leon Dore, Upside Pizza and many more.

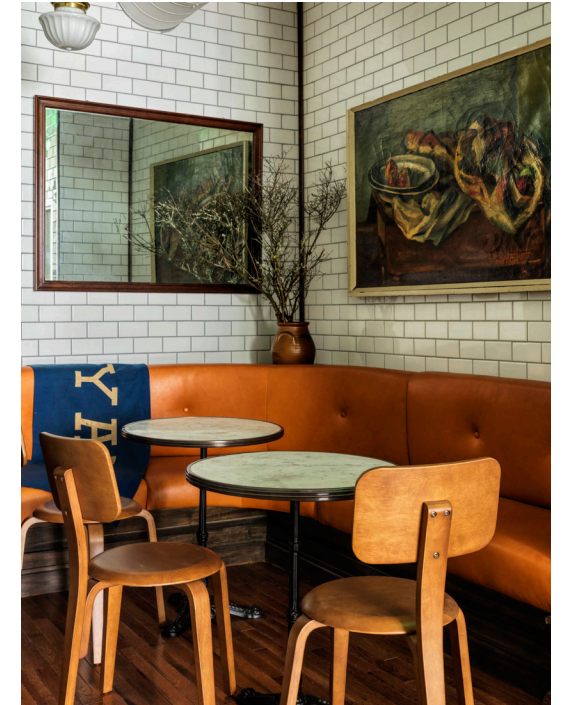
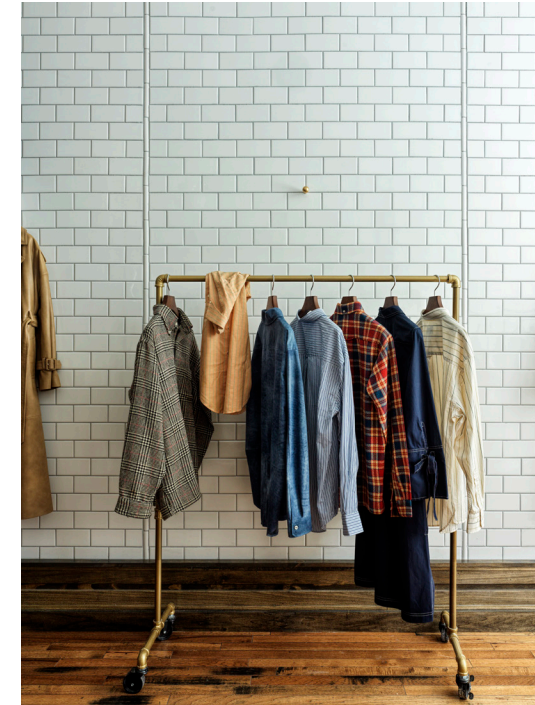


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PHOTOS 01-09 BY CHRIS MOTTALINI

ART DIRECTION, STYLING AND PRODUCT CURATION BY JACK NORMAN

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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

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TOM MCFARLAND OF JUNGLE, MARCH 2023

Brand: Manors Golf
 Role: Event Planning, Guest Matrix,
 Package Planning, Gifting Programme,
 Partner Management
 Budget: \$50k

Manors Golf embarked on their re-brand journey in late 2022, with the intention of becoming a technical focused apparel brand. To celebrate their rebrand, they needed a project manager to tell the story of their new direction and the ambitious journey for the future.

The brief was to create the most memorable experience for a group of 20 influencers and brand partners, which included Championship golf.

Initial outreach was made to Marine & Lawn and they were onboard and open to hosting the group at any of their properties. Of course, there was no choice - Rusacks, overlooking the 18th at The Old Course. It couldn't get much better than that.

Worked with multiple brands and manufacturers overseas to create a bespoke, branding gifting package which was laid out on every guests bed as they arrived.

Built a matrix of guests to ensure all markets and demographics were covered, alongside create a cohesive group that would bring atmosphere and fun. Made initial outreach alongside creating more formal plans, including booking travel and providing itineraries. Worked with a luxury car partner to organise transfers for the week.

Created the week's schedule which included golf at Crail Golfing Society and Kingsbarns. Two brand dinners, drinks at the Jigger Inn and a talk from a historian were all enjoyed by guests.

SELECTED WORK

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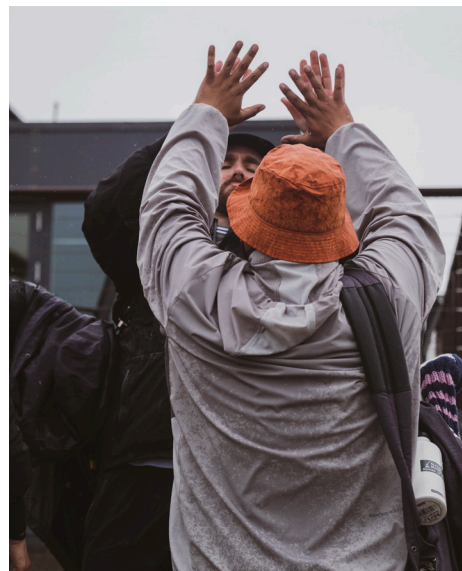
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MANORS

2023

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

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02

Brand Selfridges
Role: Experience Manager

provide the team with as much knowledge as possible pre-opening and whilst the room was operating.

Returned to Selfridges in a second stint, which was much more focused on experience rather than selling products. Was approached to be part of the team for the Masterplan project of Men's Designer Street, where the objective was to redefine men's streetwear through offering immersive experiences for customers whilst shopping. A Land Rover Defender was built from scratch, and could be watched throughout this time via a viewing gallery. A speaker wall was built with DJ booth for events and activations, alongside the first men's grooming shop for Aqua di Parma outside of Italy.

Out of this team engagement initiative, Knowledge Sessions were born. Held in The Bowl to make them feel extra special for the team and those who were hosting, it also allowed for the general public to interact with brand partners and guest speakers. The team thoroughly enjoyed this initiative, outlining they would always be very excited to see the release of the month's programming.

The success of Knowledge Sessions led me into project managing a company wide initiative called: How We Do Things Around Here. The brain child of the Deputy Store Director, this project revolutionised how everyone in the business viewed their work. The objective for business leaders was to provide tools to make it easier to communicate with managers and the wider business. For the teams, it was giving something back to them to excite and engage them. Worked with a designer to create a brand identity for the project as a whole. Then made a toolkit for every department with 50+ designed tools for the senior leaders to use with their teams.

The largest project was to build a Skate Bowl inside the room. Worked with brand partners and the head of the skate bowl to maximise potential. Then worked on a way to programme 'The Bowl' through lessons and events. Trained the skate team to help with attainment of skaters throughout the day.

A large focus in this role was team engagement. Ensuring the team were fully immersed in the product was extremely important. Worked with brands and other key stakeholders to

Delivered training and a roll out programme of all elements to all stores and departments within the company.

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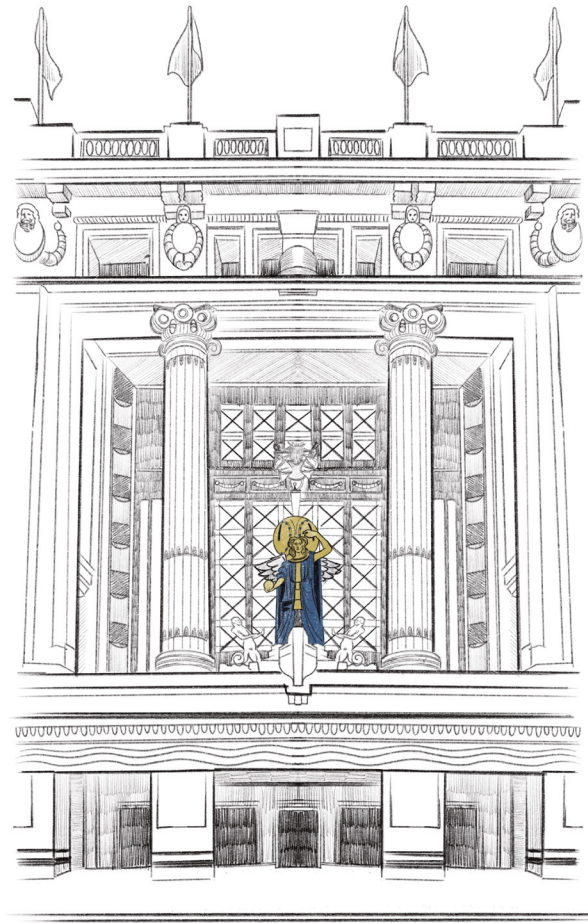


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MENS DESIGNER STREET

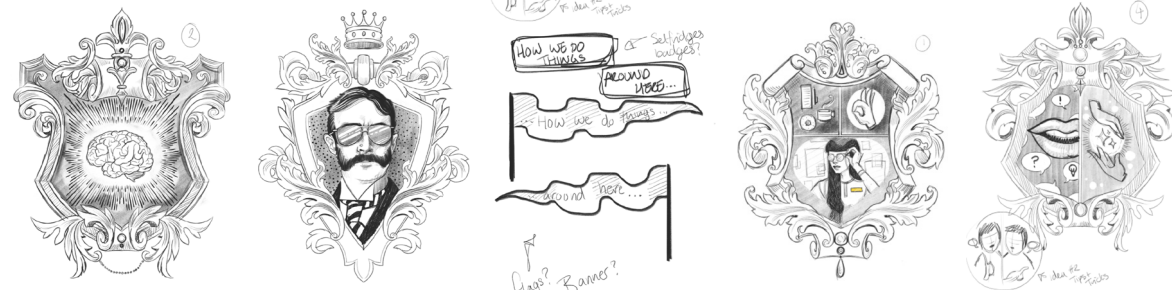
- 01 LAND ROVER DEFENDER PRESS SHOT
- 02 OPENING DAY PRESS SHOT
- 03 PRESS SHOT FOR SKATE BOWL
- 04 ROOM DETAIL SHOT
- 05 BUILD PROGRESS
- 06 BOWL SHAPE DETAILING
- 07 PROGRESS OF BUILD

How We Do Things Around Here



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02 - 06



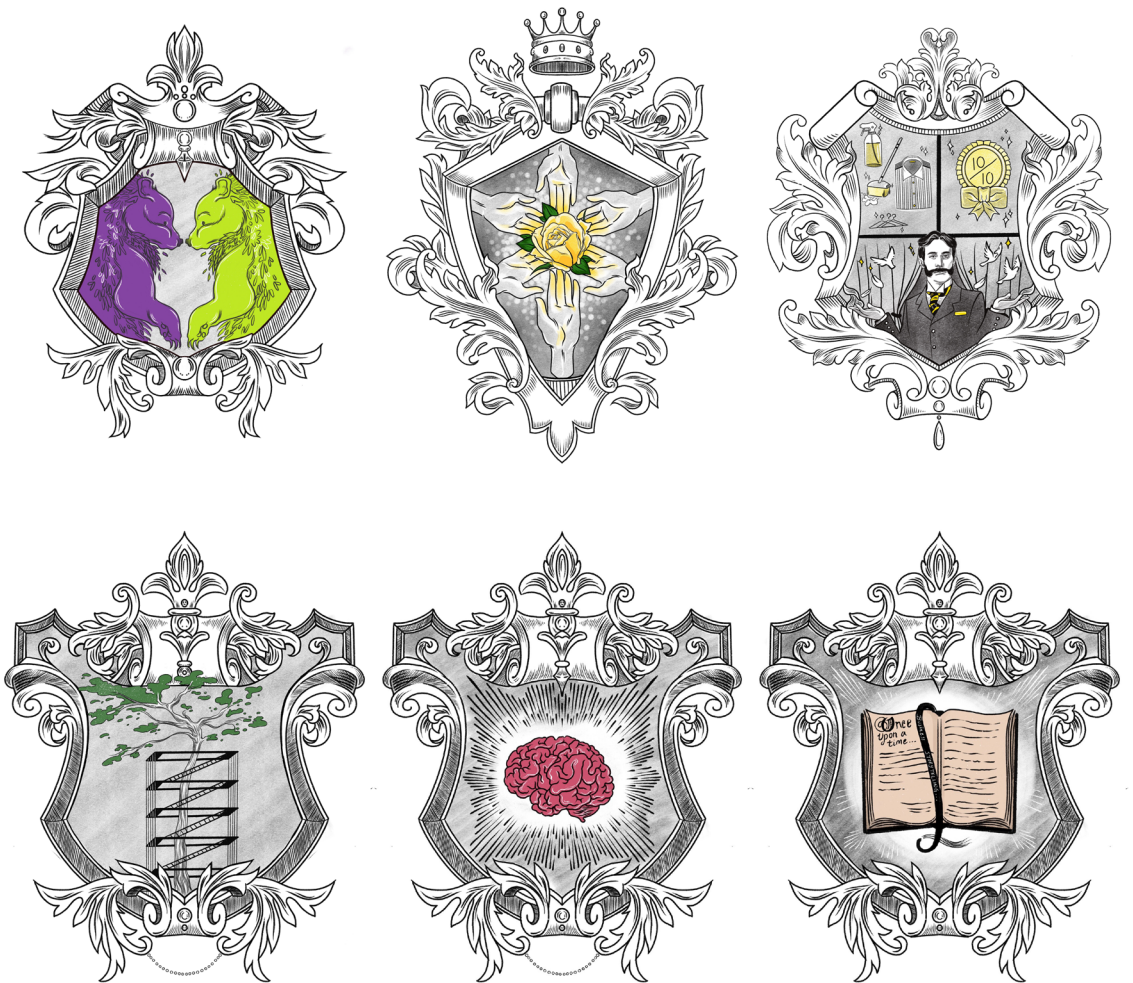
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01 HOW WE DO THINGS AROUND HERE MAIN BRANDING
02-06 INITIAL SKETCHES OF BRAND DESIGN
07-12 FINAL BRANDING ELEMENTS



08 09 10
11 12 13



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01



02

01, 07, 08 MAKESA KAIZEN
02, 05 JASPER LEE
03 BILLY RAINFORD
04 DANIEL EDMUND
06 IGGY LDN

CAMPAIGNVIDEOS
[MAIN VIDEO](#)
[MAKESA KAIZEN](#)
[JASPER LEE](#)
[BILLY RAINFORD](#)
[DANIEL EDMUND](#)
[IGGY LDN](#)

Brand: Chimi Eyewear
Role: Creative Direction, Art Direction, Talent Sourcing,
Styling, Social Media Strategy
Output: 5 short video campaigns for socials, 5 imagery
campaigns for socials.
Budget: \$500
Shot by: Benjamin Hooper
Studio: SAL Studios
Production: Jones Millbank

03 04 05
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THANK YOU

JACKDPNORMAN.COM

END