

 Welcome to my **Portfolio!**

RENEE 
ALVAREZ

Graphic Designer//
Illustrator

Contact:
reneealperera00@gmail.com
reneealvarezp.com
(647) 531 6276
Toronto, ON, Canada



LE GOURMAND BRAND MANUAL/REFRESH

Editorial Design · Corporate Design · Brand Design

Le Gourmand is a coffee shop and bakery located in Toronto. It was first opened in 2002. With a warm and cozy European inspired vibe, they are known for making some of the best cookies in Toronto and offering a large selection of high quality pastries along with great coffee. Their branding has been the same since 2002 and while it has worked well until now, with constant development in the design and market industry, it has been outdated. They have a lot of potential for an innovative and creative branding design and it needs a refresh in order to achieve a more modern approach and with the purpose of being more appealing to a wider audience.





LE GOURMAND BRAND MANUAL/REFRESH





MUJI ANNUAL REPORT

Editorial Design · Corporate Design

MUJI is a Japanese retail company founded in 1980. Its purpose is to create simple, low-cost, good quality products. MUJI brand's design philosophy highlights minimalist style and focuses on sustainable production, creating high quality but affordable products.

The theme for this annual report is Timeless Simplicity, it highlights MUJI's minimalist approach to their product design where with fewer elements they create greater value for a customer. It's reflected in the report with a minimalist layout and a neutral color palette sticking to MUJI's signature colors.





The scope of our activities has greatly expanded since the creation of MUJI 43 years ago, but our core philosophy has remained the same. We envision a future where a truthful and sustainable life for all[®] is a reality.

We will provide various products based on our concept of "conscience and creativity," and help solve social issues through our businesses and services.



"A TRUTHFUL AND SUSTAINABLE LIFE FOR ALL"

A store with all lifestyle essentials

Our Apparel line features comfortable, versatile clothing made from natural materials, designed for everyday wear. Household Goods include practical, minimalist items that enhance daily life, from furniture and storage solutions to kitchenware and skincare products.

In the Food Products category, MUJI emphasizes high quality, ready to eat meals and pantry staples, often inspired by Japanese cuisine and crafted with natural ingredients. Across all categories, MUJI aims to provide well designed, affordable products that support a sustainable and thoughtful lifestyle.

Local Community Centers

We support local communities through events and workshops that bring people together, as well as Community Market events featuring fresh, locally sourced produce. By collaborating with nearby communities to develop unique local products, we offer fresh food options and sell local products in our stores supporting local businesses.

We promote circularity by partnering with customers to reduce waste through initiatives like MUJI CYCLE, which encourages product recycling. ReMUJI, a program that revitalizes used items, and the Material Market, where repurposed materials are available for creative reuse.

Platforms for the Goal

At MUJI, we are committed to designing spaces that reflect our core values. Through our Space Design Business, we create thoughtful Residential Designs and engaging Public Spaces, and we take on Renovation Projects that breathe new life into existing structures. In our Regional Revitalization efforts, we work closely with communities to preserve local traditions by restoring old architecture.

Our Accommodation Services—including MUJI BASE, MUJI HOTEL, and Campsites—offer unique, locally inspired experiences for guests. We support Community Engagement through TSUMO MACHI-MO Events and Setama Landscape Conservation.

GLOBAL NETWORK



We operate directly managed MUJI stores and a wholesale business in Japan and overseas, with more than 1,200 stores in 32 countries and regions. Although points of emphasis differ depending on the region, by enhancing our lineup of locally developed products and services that match lifestyles in each region, we establish a locally rooted business model.

We also focus on hiring employees locally. We will continue to expand globally with the aim of being useful to the people of each country and region where we operate to help realize "a truthful and sustainable life for all."

OUR PHILOSOPHY

Our Corporate Purpose

Our goal is to contribute to the creation of a "truthful and sustainable life for all" through our products, services, stores, and business activities. We believe in fostering a society rich in heart, with a balanced relationship between humans, nature, and objects.

Our Two Missions

To offer daily necessities and services with genuine quality and ethical value at fair, affordable prices. To make a positive impact on local communities by operating stores that function as community hubs—sharing concerns and values with local residents and collaborating with them to address regional issues.

Our Core Values

We are committed to reducing our environmental impact and respecting individual human rights through our product development, services, and actions. Our guiding principle

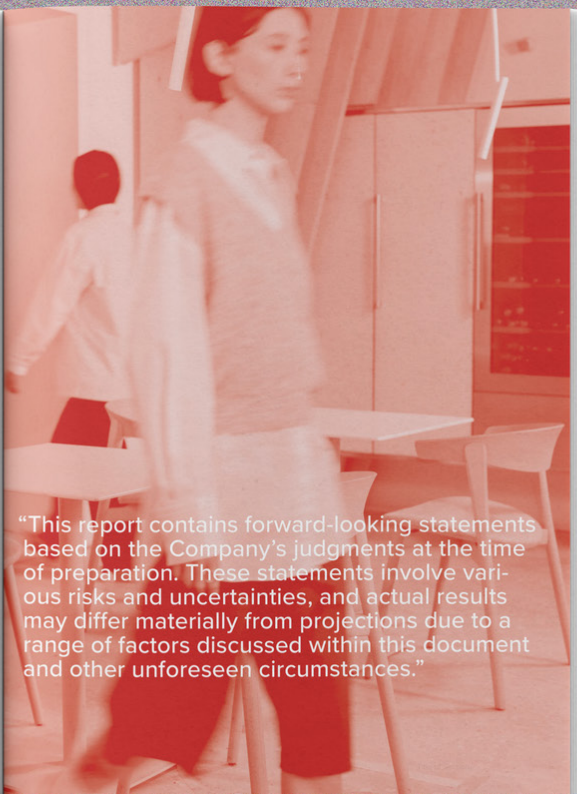
of "contributing to society and people" motivates our employees and associates to proactively respond to societal and environmental challenges.

Our Management Policy

We practice public interest and people centered management, where each of our employees and associates contributes to the public good through our business activities.

Enhancing Our Corporate Values

Through our activities, we aim to establish a highly profitable business structure, pay taxes responsibly, and provide fair returns to shareholders. Furthermore, we are committed to creating long-term value by making a positive impact on society in partnership with our stakeholders.



"This report contains forward-looking statements based on the Company's judgments at the time of preparation. These statements involve various risks and uncertainties, and actual results may differ materially from projections due to a range of factors discussed within this document and other unforeseen circumstances."

OUR HISTORY

Ryohin Keikaku's "Grand Strategy" aims to realize "a truthful and sustainable life for all." This strategy defines who we are—dedicated to serving people and society. As a business, profit is essential, but our top priority is fulfilling this Grand Strategy. Since its founding, Ryohin Keikaku has been committed to making a positive contribution, particularly in addressing social issues and environmental concerns. This mission guides Ryohin Keikaku to this day.

1980-2000

Our Perspective: Redefining the Value of Goods

Our goal was to eliminate unnecessary elements and create products that are valuable and practical from the perspective of materials, streamlined processes, and simple packaging.

2001-2015

The Relationship Between Life and Goods

We aimed to give customers a sense of satisfaction, not based on "This is what I want" but rather "This will do."

2016-2020

A Truthful and Sustainable Life

We began to offer functional, streamlined products that add simplicity and beauty to people's lives. Our products are based on the concept of "conscious and considerate choices," emphasizing solutions for peaceful, relaxed living.

2021-NOW

"A Truthful and Sustainable Life for All" and Beyond

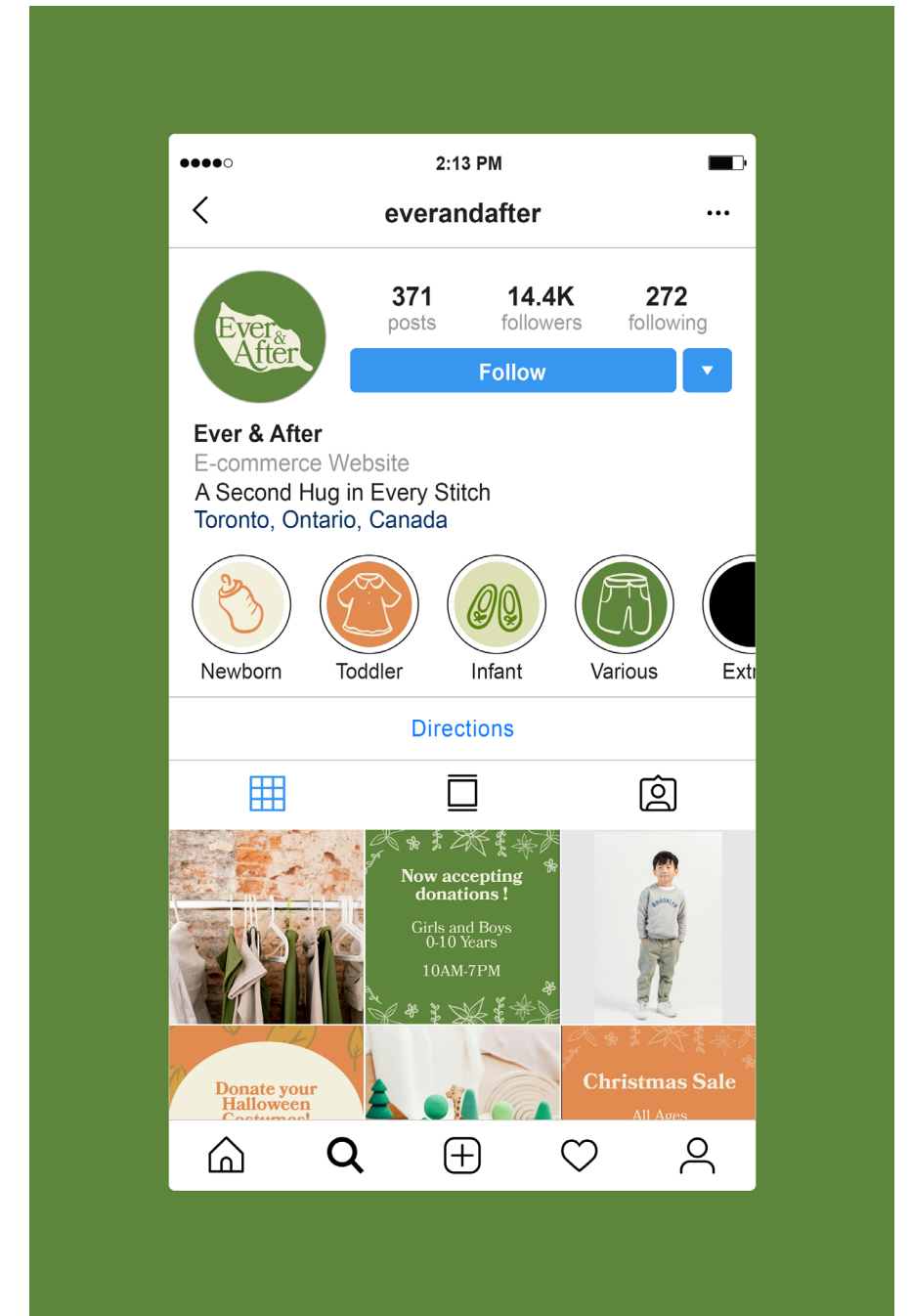
Our focus shifted to creating affordable and useful but also beneficial for the environment, products, and communities. We also work with local cultures to promote harmony between daily life, society, and the environment.

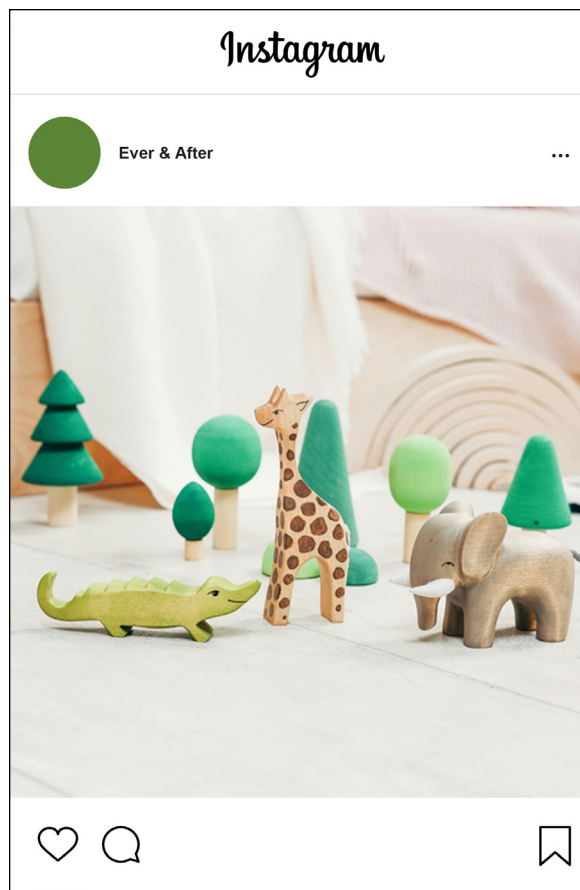


EVER AND AFTER

Brand Design · Corporate Design

This is a privately owned business that specializes in selling quality, gently-used clothing for newborns to 8 year-olds, hoping that one day they can expand trough the region within the GTA. The ideal type of customer profile would be Eco-Conscious Parents who are, between the ages of 25-45, who prioritize sustainability want to reduce their environmental footprint. The Brand Attributes are: cozy, nostalgic and inviting, The meaning of this name is that clothing from the store isn't just temporary; it lasts "forever and after." This captures the idea that second-hand clothes have a long lasting value.







ECHO MAGAZINE

Editorial Design

ECHO was created for Editorial Design class, It's a magazine for people who are interested in music beyond sound. The meaning of the name is something that resonates, like music.

The purpose of this magazine is to explore music as more than just a form of entertainment. ECHO reflects deeply into the ways that music shapes and reflects culture, identity, emotions, and society. It offers readers a deeper understanding of how music influences everything from art and technology to social movements and personal experiences. Through thoughtful analysis, interviews, and features.



SQZ_packaging
// 01

volume 1

#DRKGLSS
#SQEEEEEEZE





ISSUE 01

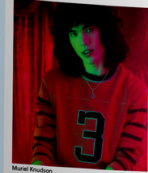
WHAT'S NEW?

CONAN GRAY EMBRACES THE '80s ON 'LONELY DANCERS'

It's the first track to be lifted from his third album, 'FOUND HEAVEN'.

Con 2 pop sensation Conan Gray has today dropped "Lonely Dancers," the "new danceable lead single from his forthcoming EP FOUND HEAVEN, which is slated for release on July 4th. The track, produced by the trio of Alex Hoenes (The Weeknd, Sia, Pink), and shows Gray's embrace of the '80s, with a nostalgic, synth-driven sound, and will also feature the previously released song "Killing Me, Winning," and "Never Ending Song."

Gray's new music is a return to his roots, with a full-length pop album, following years of "alt" indie releases. The full tracklist hasn't yet been revealed, but we'll be sure to keep you updated as we learn more. Check out the official video for "Lonely Dancers" below.



Conan Gray



MILEY CYRUS TEAMS UP PHARRELL WILLIAMS FOR NEW SINGLE 'DOCTOR'

The track comes hot on the heels of Miley's first ever Grammy win.

Having been teasing its release on social media all week, Miley Cyrus and Pharrell Williams have today dropped "Doctor (Think It Over)," their Grammy-winning new single.

The track was debuted at Pharrell's Louis Vuitton Men's Fall/Winter show, and marks the multi-hyphenate's second collaboration of the year. Following "Mood 4 My People" and "Good People," Miley Cyrus is going from strength to strength. Earlier this month, she accepted her first ever Grammy award when she won Best of the Year and Best Pop Solo Performance for her new music.

"Doctor (Think It Over)" and "Best Pop Solo Performance" for her new music. "Doctor (Think It Over)" and "Best Pop Solo Performance" for her new music.

UPCOMING EVENTS

FESTIVAL CALENDAR 2024

MADCOOL FESTIVAL IN MADRID 2024

Mad Cool Festival is a 3-day music festival in Madrid, Spain. It features a mix of indie, rock, and pop acts. The festival is held at the San Vicente de los Caballeros grounds.

03.09



LALA HAYDEN, EVA RUIZ & THE GULPS ARE SET TO PLAY THE GREAT ESCAPE

Eight Spanish acts will be playing this year's edition of the festival, with a mix of indie, rock, and pop acts.

05.18



Lala Hayden

MITSKI ANNOUNCED FOR ALL POINTS EAST

Mitski will be joined by all-star indie rock bands like The National, Big Thief, and more.

08.25



ENGLISH TEACHER, AND MORE: TEN OF THE BEST FROM ESNS

Following the many events of 2023, we've compiled a list of the best indie acts to watch.

04.12



English Teacher

SZA ANNOUNCED AS BST HYDE PARK HEADLINER

SZA will be joined by special guests like The Weeknd, Ariana Grande, and more.

06.29



SAM SMITH AND MICHAEL KIWANUKA NAMES FOR OPENER

Sam Smith and Michael Kiwanuka will be performing at the festival.

04.24



Sam Smith

"I think in some ways we have always been a little bit delusional"

Echo Magazine



"IT'S A TESTAMENT TO OUR FRIENDSHIP THAT OUR CREATIVE RELATIONSHIP HAS PERSEVERED OVER HALF OF OUR LIVES."

Writers over the past two years, MGMT's fifth album 'Loss of Life' is one that's just as stylistically difficult to pigeonhole as their reputation might suggest. From the acoustic folk rock of 'Mother Nature', to the 'New Orleans' 'Dancing in Babylon' (featuring their first ever guest vocalist in the form of Christine and the Queens), to the Syd Barrett-y, lounge straggles of 'Bubblegum Dog' and out to the title track's twirling, down the sweetness, it would be true to say that 'Loss of Life' has the pair's latest. What does feel like more of an umbrella, however, is the record's warmth and tenderness. It is, we suggest, quite a cozy-sounding record, especially when placed next to the twirly sonics of its predecessor.



Jonah Freeman

"EVERY TIME WE MAKE A RECORD, WE HOPE IT'S INCLUSIVE AND NOT ALIENATING."

"Every album that we make is pretty much the exact amount of songs that we have. I think if we didn't feel the connection and we didn't feel that the music was meeting the standards of who we are and what our band is, we wouldn't make it. It's a testament to our friendship that our creative relationship has persevered over half of our lives."

"They describe 'Loss of Life' as an album that, having come to the end of their previous record, contract with Columbia, came with more pressure. If they didn't want to make anything, they didn't have to feel like they were being pushed by external forces, it allowed them to "get back to some of the more naive, jokey or light-hearted [parts] of the band that, when you're wrapped up in your own bubble and touring all the time and promoting yourself, [is easy to lose]."

"As first we started thinking about it a little bit cynically, having this fatalistic approach to it, but then the more we dug into mining our past and figuring out how to relate to that and come to terms with it, the more fun we started having with it," says Goldwasser. "One of the big parts of recording that record was we opened up our old demos from back then, which sometimes we were still able to open, which was pretty impressive," he notes with a laugh. "And it was that perfectly preserved time capsule of who we were at that time. I had just moved to New York - I guess we both had - as there was this similar feeling of possibility and being over-whelmed and confused by everything. It was a real combination of looking at it like, 'Wow, I was so young and didn't know anything back then', but also being fascinated with these people that are still somehow us."

17 years on from the record that made them stars, the sentiments that permeated the cheeky refrain of "Time Is Pretend" have all essentially come true. MGMT made more music; they made more money; they found some models for, if not wives, then girlfriends at least. But though VanWyngarden and Goldwasser have maintained a career that's turned fantasy into reality, it's the playfulness they've returned to over recent years that feels like the greatest victory. "We're not the vision [New Let's have some fun]," says MGMT back in 2007. In some ways, it's the same as it ever was.

YOU DIDN'T KNOW EVOLUTION OF ELECTRONIC MUSIC

Electronic music's history stands vibrant through time, it has evolved with technology, the creation of digital tools and the rise of new genres. Through innovations and diverse influences electronic music gained popularity quickly and has a great impact in today's musical landscape.

- 1950s: The Birth**
The genre was defined by the new culture and the rise of techno music. DJs and producers like Carl Cox, Paul Oakenfold, and The Prodigy created high-energy tracks with pounding beats and futuristic sounds, influencing the development of electronic dance music (EDM) as a global phenomenon.
- 1960s: The Rise of Synthesizers**
In the 1960s, the introduction of synthesizers like the Moog synthesizer revolutionized electronic music. Artists like Wendy Carlos brought synthesizer music into the mainstream with albums like "Switched-On Bach," showcasing the expressive possibilities of these new instruments.
- 1970s: Disco and the Electronic Dance Music**
The genre saw the rise of disco music, characterized by its use of electronic instruments like synthesizers and drum machines. Disco tracks often featured repetitive beats and synthesized melodies, paving the way for the electronic dance music (EDM) scene that would follow in later decades.
- 1980s: Synth Pop and the Digital Revolution**
The 1980s marked the mainstream adoption of synthesizers and digital technology in music production. Synth-pop bands like The Police, Devo, and New Order popularized electronic music, blending synthesizers with catchy melodies and lyrics.
- 1990s: Rave Culture and Techno**
The 1990s were defined by the rave culture and the rise of techno music. DJs and producers like Carl Cox, Paul Oakenfold, and The Prodigy created high-energy tracks with pounding beats and futuristic sounds, influencing the development of electronic dance music (EDM) as a global phenomenon.
- 2000s: EDM Goes Global**
The genre witnessed the globalization of electronic dance music, with genres like house, techno, and dubstep gaining popularity worldwide. Artists like Tiësto, Armin van Buuren, and David Guetta became household names, showcasing the diversity and evolution of electronic music.
- 2010s: EDM Dominance and Diversity**
The 2010s saw the continued dominance of EDM, with DJs like Calvin Harris, David Guetta, and Armin van Buuren achieving international fame. The decade also saw the rise of subgenres like trap, future bass, and melodic house, showcasing the diversity and evolution of electronic music.
- 2020s: Innovation and Hybrid Genres**
In the 2020s, electronic music continues to evolve with advancements in technology and production techniques. Artists are blending electronic elements with other genres like hip-hop, R&B, and indie music, creating innovative and hybrid sounds that push the boundaries of what electronic music can be.

Echo Magazine





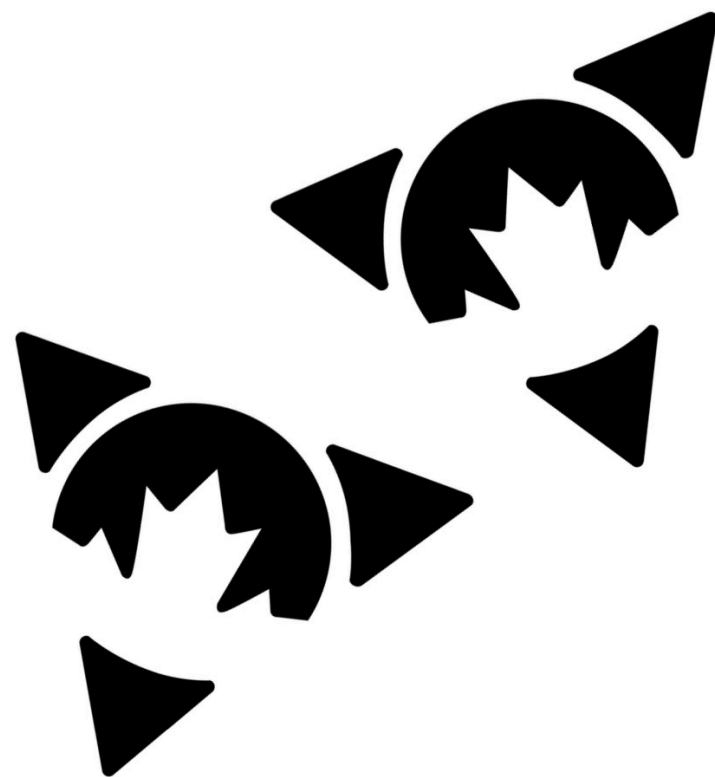
VIVANT

Brand Design · Uniform Design

Vivant is a Japanese/Canadian soccer team based in Toronto, they recently changed their name and were not really sure about their identity as a brand.

The only information I was given was that they wanted black and red as their primary and only colour palette, they wanted the shape of the letter V somehow present in the design in order to have something to symbolize their name in the logo and lastly, they wanted a logo that combined the Canadian and the Japanese flag. They requested a logo design and the redesign of their soccer uniforms applying their new identity.





Contact:
reneealperea00@gmail.com
reneealvarezp.com
(647) 531 6276
Toronto, ON, Canada

Let's create together!