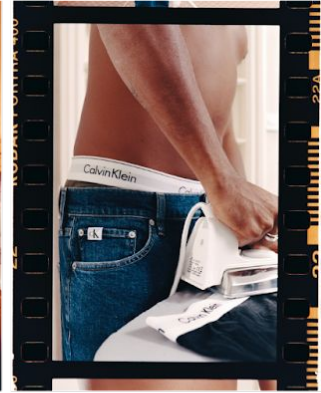


FELICIA MAY

ART DIRECTION, CREATIVE CAMPAIGNS & STRATEGY

ASOS X CALVIN KLEIN

Art direction for Calvin Klein "Shaped with CKJ" campaign by showing how CKJ is with us for the moments in time which shape our identities - both online and offline.
Photographer: William Arcand, Styling: Kelly-Ann Hughes, Production: ASOS Creates



ASOS X TOMMY JEANS

Art direction for Tommy Jeans "Making moves with Tommy Jeans" campaign featuring 20-something multi-hyphenate creatives from the emerging roller-skate community in London, Photographer: Carly Scott, Styling: Kelly-Ann Hughes, Production: ASOS Creates



ASOS X TOMMY JEANS

Art direction for Tommy Jeans “Making moves with Tommy Jeans” campaign featuring 20-something multi-hyphenate creatives from the emerging roller-skate community in London, Photographer: Carly Scott, Styling: Kelly-Ann Hughes, Production: ASOS Creates



The Opportunity

The 90s were Tommy's reign supreme. A time that showed clear links between music and street culture and how people in street culture respond to music through self-expression.

We see the same need to demonstrate free expression in our 20-somethings today. Making this the ideal moment for Tommy Jeans to recreate the hype of its 90s hey day, connecting the brand to increasingly influential creatives associated with street culture in London.

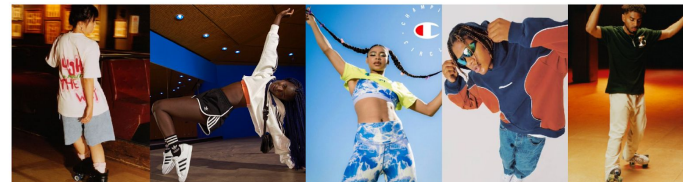
We will showcase four key faces from an emerging roller-skate subculture, getting a glimpse into how music inspires and drives creative self-expression through the lens of those living it.



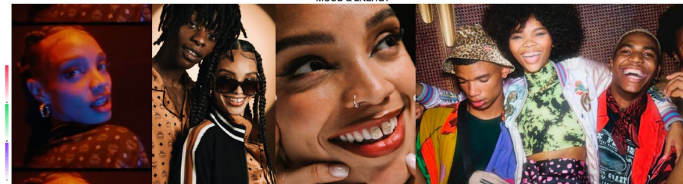
Our Approach

We will capturing the sense of community and expression that comes to life a neutral location for our protagonists to display fearless 20-something attitude in a series of group-, individual full-body- and portraits shots.

We will recreate the candid and nostalgic feel of the 90s by shooting with flash film photography and using gels lights to flood the images with colour to create a space that puts the spotlight on our talent and Tommy Jeans AW2022 collection.

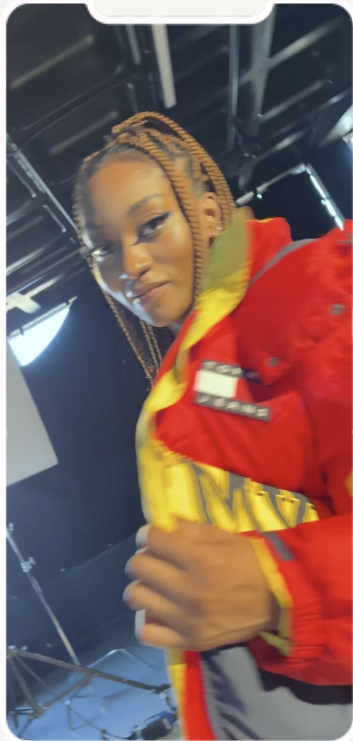


MOOD & ENERGY

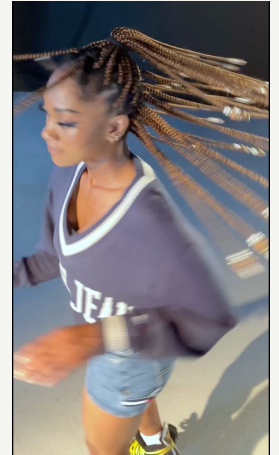


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Art direction for Tommy Jeans “Making moves with Tommy Jeans” campaign featuring 20-something multi-hyphenate creatives from the emerging roller-skate community in London, Photographer: Carly Scott, Styling: Kelly-Ann Hughes, Production: ASOS Creates

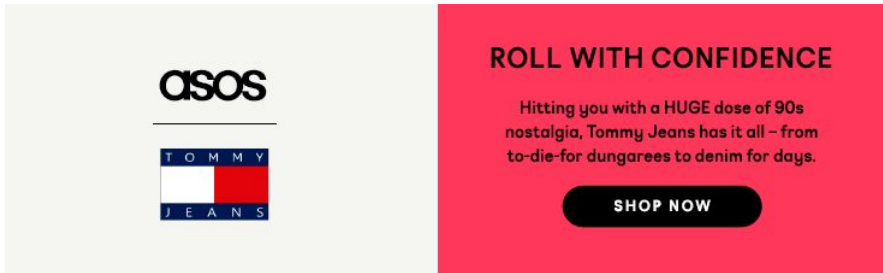
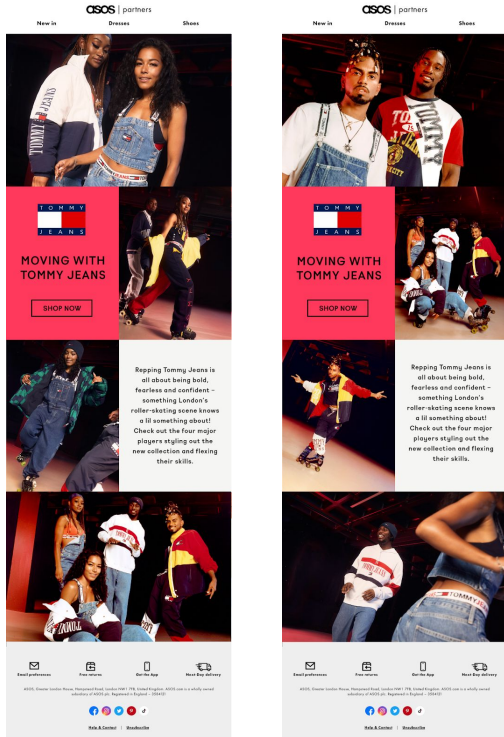


ROLL WITH US
BTS REEL



ASOS X TOMMY JEANS

Art direction for Tommy Jeans “Making moves with Tommy Jeans” campaign featuring 20-something multi-hyphenate creatives from the emerging roller-skate community in London, Photographer: Carly Scott, Styling: Kelly-Ann Hughes, Production: ASOS Creates



ASOS X VANS

Art direction for Vans "Turn the tables with Vans" campaign featuring the female trailblazer Talia through an intimate series of stills and video shot in her natural habitat. Photographer: Aliyah Otchere, Styling: Kelly-Ann Hughes, Production: ASOS Creates



ASOS X VANS

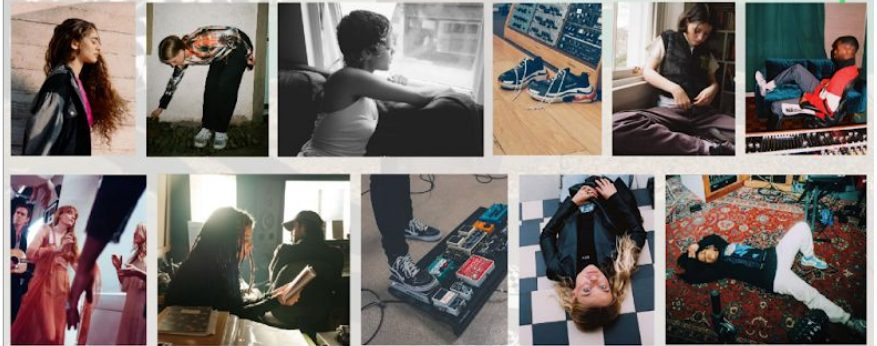
Art direction for Vans “Turn the tables with Vans” campaign featuring the female trailblazer Talia through an intimate series of stills and video shot in her natural habitat. Photographer: Aliyah Otchere, Styling: Kelly-Ann Hughes, Production: ASOS Creates

Stills shoot — Mood

Documentary-style photography. Never staged or posed. Invite our audience to be a fly on the wall in our talent's world. We'll shoot on film to capture candid moments and a youth-culture aesthetic that Vans is so well known for.



Execution 1 — Stills shoot



ASOS X VANS

Art direction for Vans "Turn the tables with Vans" campaign featuring the female trailblazer Talia through an intimate series of stills and video shot in her natural habitat. Photographer: Aliyah Otchere, Styling: Kelly-Ann Hughes, Production: ASOS Creates



IG Q&A STORY



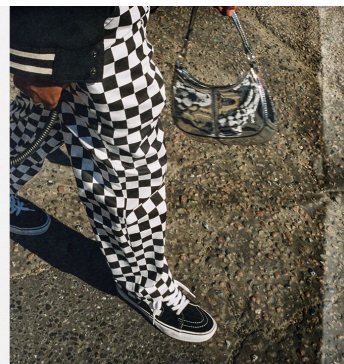
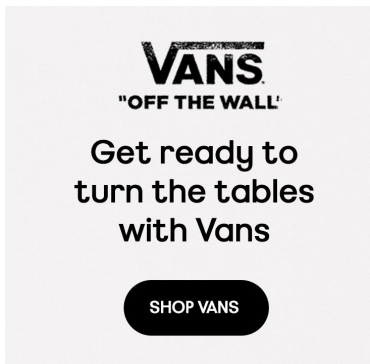
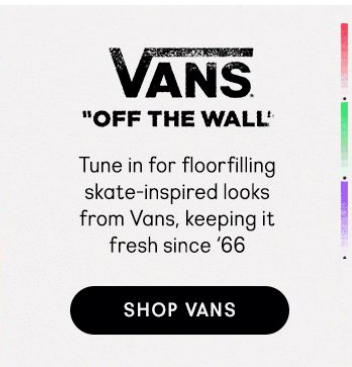
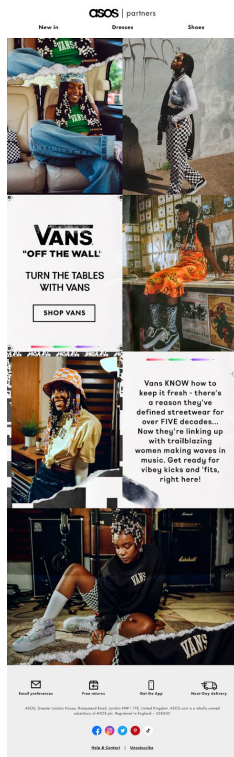
PLAY REEL



STILLS FROM REEL

ASOS X VANS

Art direction for Vans "Turn the tables with Vans" campaign featuring the female trailblazer Talia through an intimate series of stills and video shot in her natural habitat. Photographer: Aliyah Otchere, Styling: Kelly-Ann Hughes, Production: ASOS Creates



ASOS X THE NORTH FACE

Key visuals and art direction for The North Face "As Seen Outdoors" campaign.
Photographer: Daniela K Monteiro (UK), Conrad Bauer (DE)
Styling: Ben Van Den Broek, Production: ASOS Creates



ASOS X THE NORTH FACE

Key visuals and art direction for The North Face "As Seen Outdoors" campaign.
Photographer: Daniela K Monteiro (UK), Conrad Bauer (DE)
Styling: Ben Van Den Broek, Production: ASOS Creates

The idea

As Seen Outdoors

We're going to take our ASOS x The North Face partnership to the outdoors, exploring what warmth means to two communities in our key target territories.

As Seen Outdoors will be anchored by two talent activations – one in the UK, one in Germany – resulting in a campaign with hyper-local relevance and maximum accessibility in the regions with which we want to resonate. We'll work with two groups from each territory, known for their style and cultural impact but with a lesser-known love for the outdoors. We'll open up an unexpected but exciting new side of them, allowing them to immerse us in their local surroundings and show our audience their version of nature. Through them, we will draw out relevant, hyper-local stories around exploration, connecting with the outdoors and the value of warmth – both physically and metaphorically.

We'll explore warmth from two angles, showing our audience the importance of being equipped properly and stylishly in order to best explore your surroundings, as well as the value of community in creating a sense of emotional warmth.

MOOD



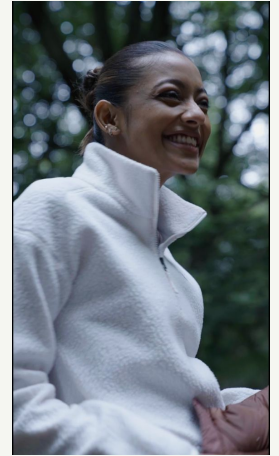
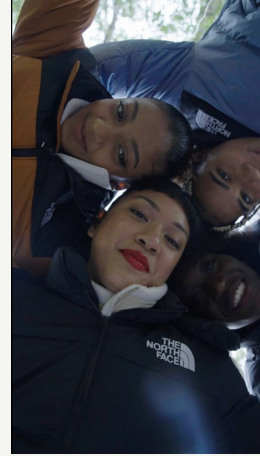
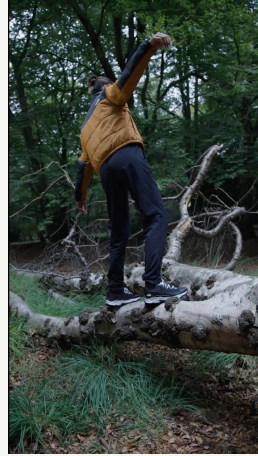
Candid, joyful, exploratory, expressive, warm

ASOS X THE NORTH FACE

Key visuals and art direction for The North Face "As Seen Outdoors" campaign.
Photographer: Daniela K Monteiro (UK), Conrad Bauer (DE)
Styling: Ben Van Den Broek, Production: ASOS Creates



PLAY REEL



FELICIA MAY

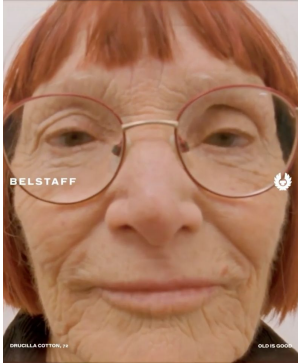
BELSTAFF

Key visual shot-lists, storyboard and direction for the Belstaff “Old Is Good” campaign including stills, product shots and video interview series with older and younger influencers and wave-makers from London. Photographer: Ian Kenneth Bird



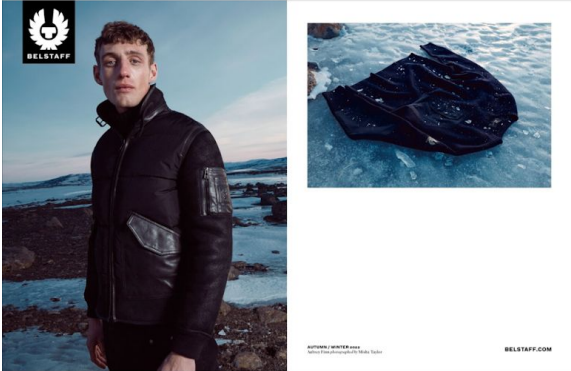
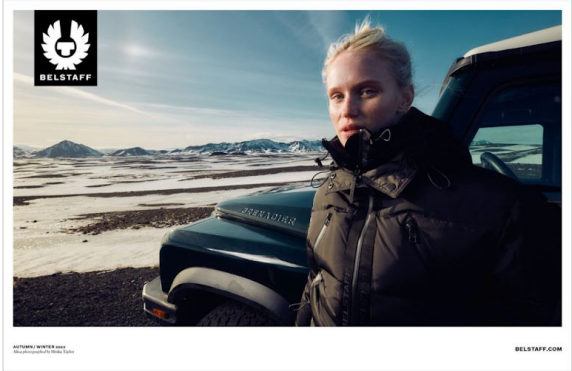
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BELSTAFF

Art direction and storyboard for the Belstaff 'Topographica' campaign.
Photographer: Misha Taylor, Styling: The Non Place
Production: Rachel Nell/True North TV



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Art direction and storyboard for the Belstaff 'Topographica' campaign.
Photographer: Misha Taylor, Styling: The Non Place
Production: Rachel Nell/True North TV



Adidas original XBYO - *crafted by style*

Scope: 360 Campaign Key visuals and art direction for the adidas Originals XBYO 'Crafted Style' campaign.
Photographer: Tyrone LeBon, Styling: Imogene Barron,
Production: Rosco Productions



Adidas original XBYO - *CRAFTED BY STYLE*

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Photographer: Tyrone LeBon, Styling: Imogene Barron,
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Adidas original XBYO - *CRAFTED BY STYLE*

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Adidas original XBYO - CRAFTED BY STYLE



Adidas ATHLETICS - *FIND FOCUS*

Scope: 360 Campaign Key visuals and campaign concept for the adidas ATHLETICS 'FIND FOCUS' Campaign



FELICIA MAY

Adidas ATHLETICS - *FIND FOCUS*

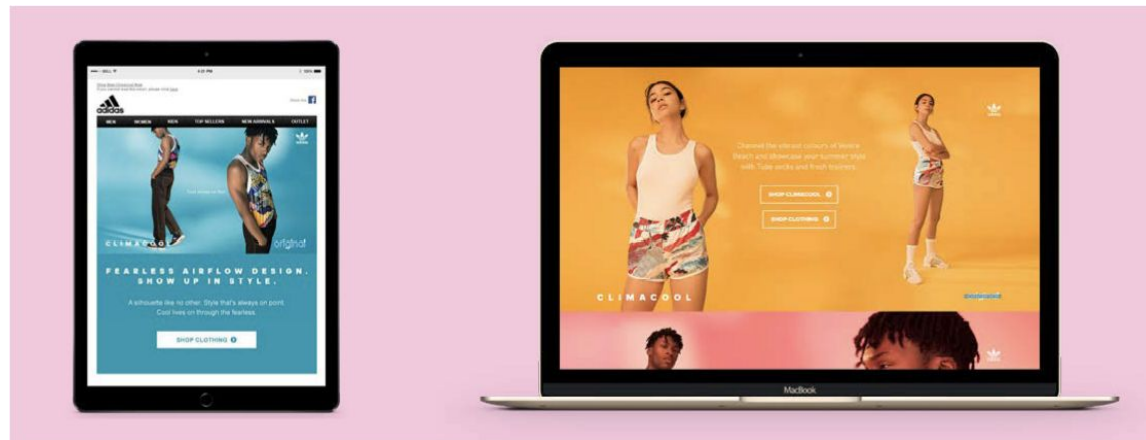
Scope: 360 Campaign Key visuals and campaign concept for the adidas ATHLETICS 'FIND FOCUS' Campaign



Adidas original - CLIMACOOL "Cool shows no fear"



Adidas original - CLIMACOOL "Cool shows no fear"



Adidas original - *CAMPUS* "No time to think"

adidas Originals Key visuals and direction for the adidas Originals Campus "No time to think" campaign. Photographer: Kenneth Capello, Styling: Imogene Barron, Production: Rosco Productions



original

CAMPUS

Calling all coasters.
When you're finished cruising along, figuring out what to do,
what will you remember most?
Tagging people and taking pictures of food here on place here.
That's backseat talk. Leave it to the passengers.

No time to think



adidas

CAMPUS



adidas

CAMPUS

Calling all coasters.
When you're finished cruising along,
figuring out what to do and how to
do it, what will you remember most?
Tagging people and taking pictures
of food here on place here.
That's backseat talk. Leave it to the
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No time to think.

Adidas original - *CAMPUS* “No time to think”

adidas Originals Key visuals and direction for the adidas Originals Campus “No time to think” campaign. Photographer: Kenneth Capello, Styling: Imogene Barron, Production: Rosco Productions

