

From reimagining Ohmme activewear to his seminal role and 10-year tenure as Creative Director at the prestigious Italian brand fi'zi:k, his vision has consistently pushed boundaries and redefined 'elegance'. As the creative force behind luxury menswear label Understated Era, Simon continues to captivate with his ability to blend simplicity with sophistication.

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Uniquely positioned at the intersection of brand and product creation, delivering a forward-thinking and visually captivating approach to design that balances both art and commerce.



**Simon has an entrepreneurial mindset. A conceptual thinker and leader who excels in driving change and embracing challenges beyond the comfort zone. Committed to diversity, inclusion and identity, he designs with purpose, aiming to provoke thought and disrupt the norm. Always striving for improvement and dedicated to delivering impact and driving transformation.**

Standing at the forefront of brand and product creation, blending innovation, progressiveness, and aesthetic excellence. His distinctive approach has garnered acclaim from global brands, establishing him as a future-forward Creative Director. With a visionary eye and a commitment to pushing boundaries, Simon consistently elevates brand experiences to new heights.

Simon has developed an illustrious career as a Creative Director, acquiring a wealth of skills in design, fashion, and product creation. His agility, versatility, and adaptability have enabled him to stay ahead of the curve, creating with verve, edge, and attitude. Unafraid to try new approaches, Simon continually strives to provoke, acquire, and retain customers and global audiences. An avid lover of Asian culture, he is heavily influenced by Japanese and Korean design.

He is a hands-on expert in fashion, graphic and digital design, art direction and film. He possesses comprehensive experience in the fashion manufacturing process, from initial sketches to final garment production. As a standout brand creative, he has spearheaded brand creation, naming, brand refreshes, and complete overhauls. His creative and critical thinking skills enable him to strategise effectively and infuse purpose into every project.

Originating a new luxury English menswear brand during the era of quiet luxury, Understated Era was created for Charlie March (Goodwood). From inception to realisation, the pre-collection draws inspiration from traditional English wear, blending it with technical fabrics and a contemporary minimalist design aesthetic, influenced by sartorial, street, and sportswear. The brand emerges as a pioneering force in the evolution of non-binary fashion, setting a new standard for sophisticated, inclusive style.

From creating the brand name to developing its identity, art direction, and fashion design, Simon meticulously conceived every element of Understated Era. The digital design is clean and minimalistic, offering a luxurious yet user-friendly experience.

**UNDERSTATED.ERA**  
**ENGLAND**



Understated Era

Case

001













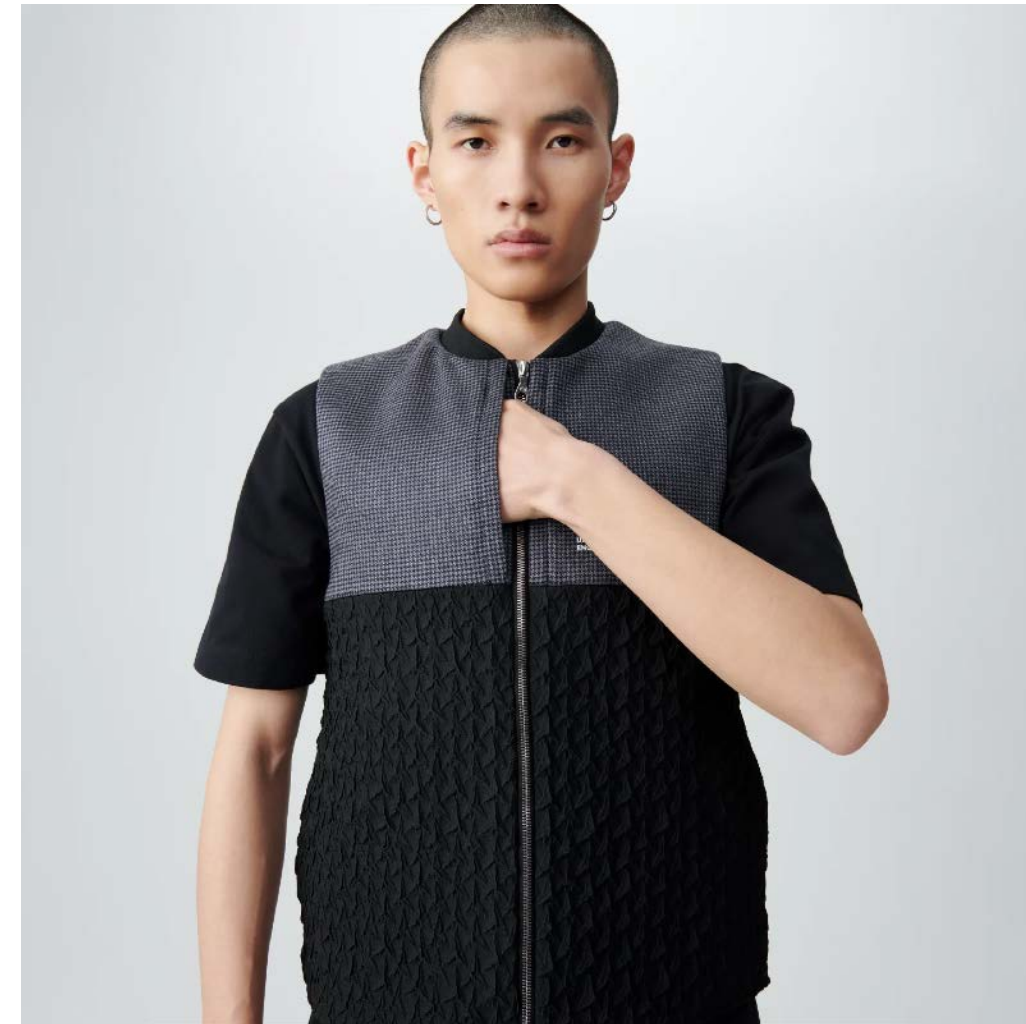
Reimagining 'British style' by updating traditional tailoring and materials with fluidity, technical fabrication and avant-garde streetwear design.











The product range included both basics and elevated pieces, spanning from tailored pieces to outerwear, and featured a luxurious collection of cashmere and merino knitwear. The overall aesthetic was defined by the integral use of recycled materials and technical fabrics, which added both sustainability and innovation to the collection.





With fluidity as a key element of the brand, men's skirting was introduced to challenge norms and redefine the brand's gender identity. This innovative approach aimed to deconstruct traditional gender boundaries, promoting inclusivity and diversity in fashion.





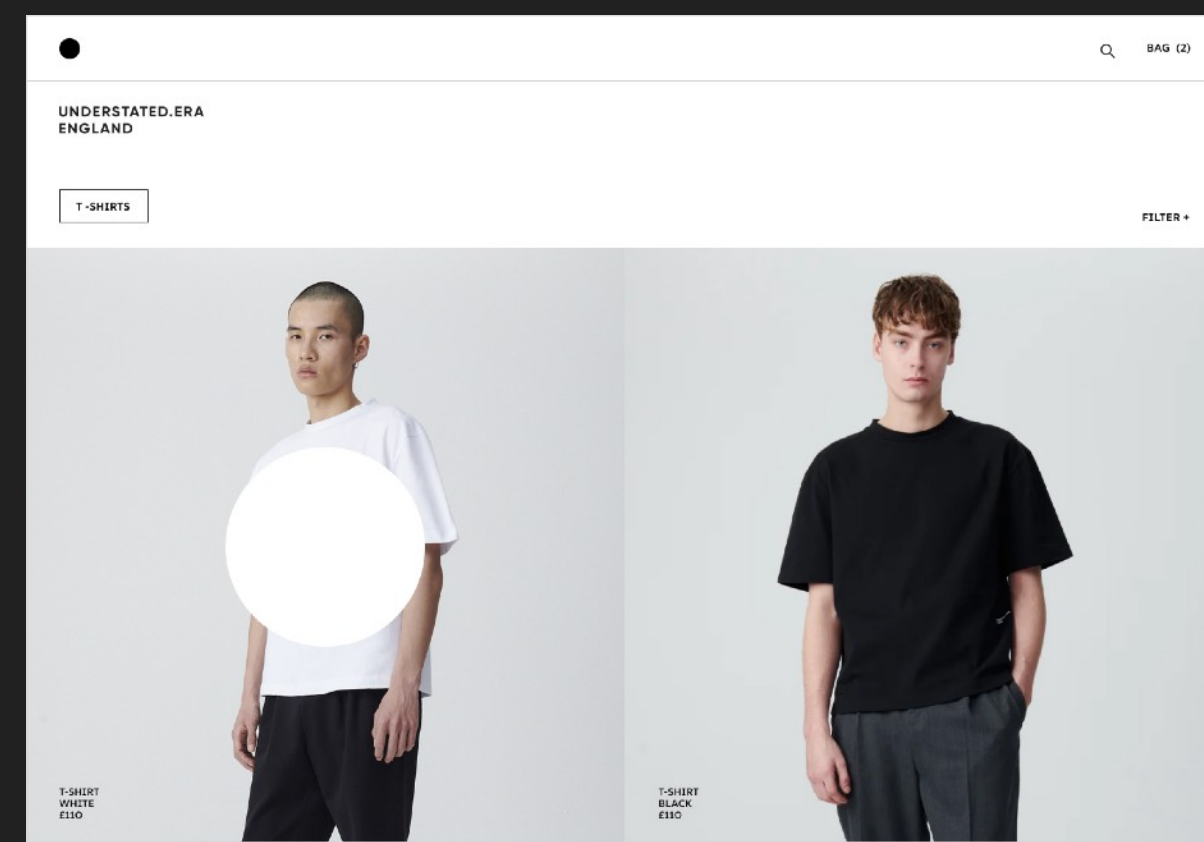
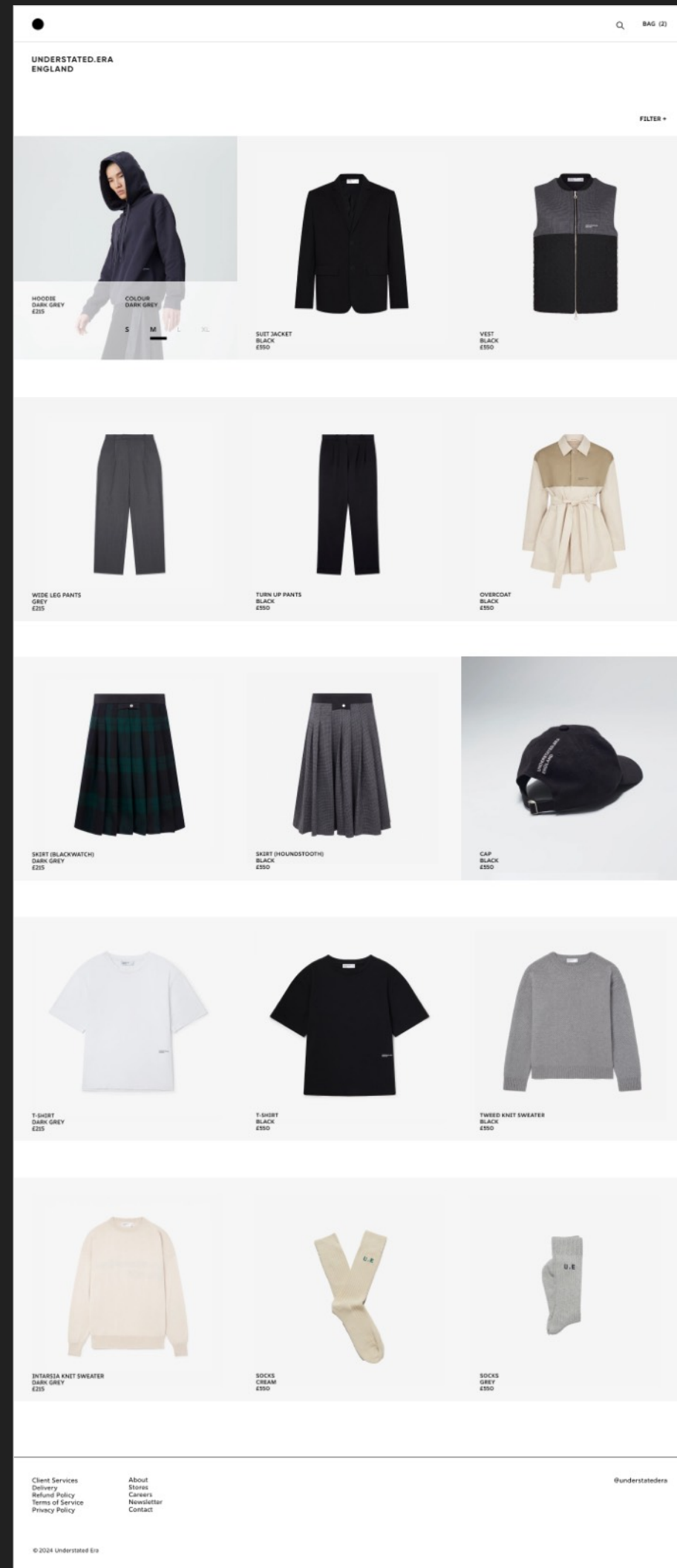
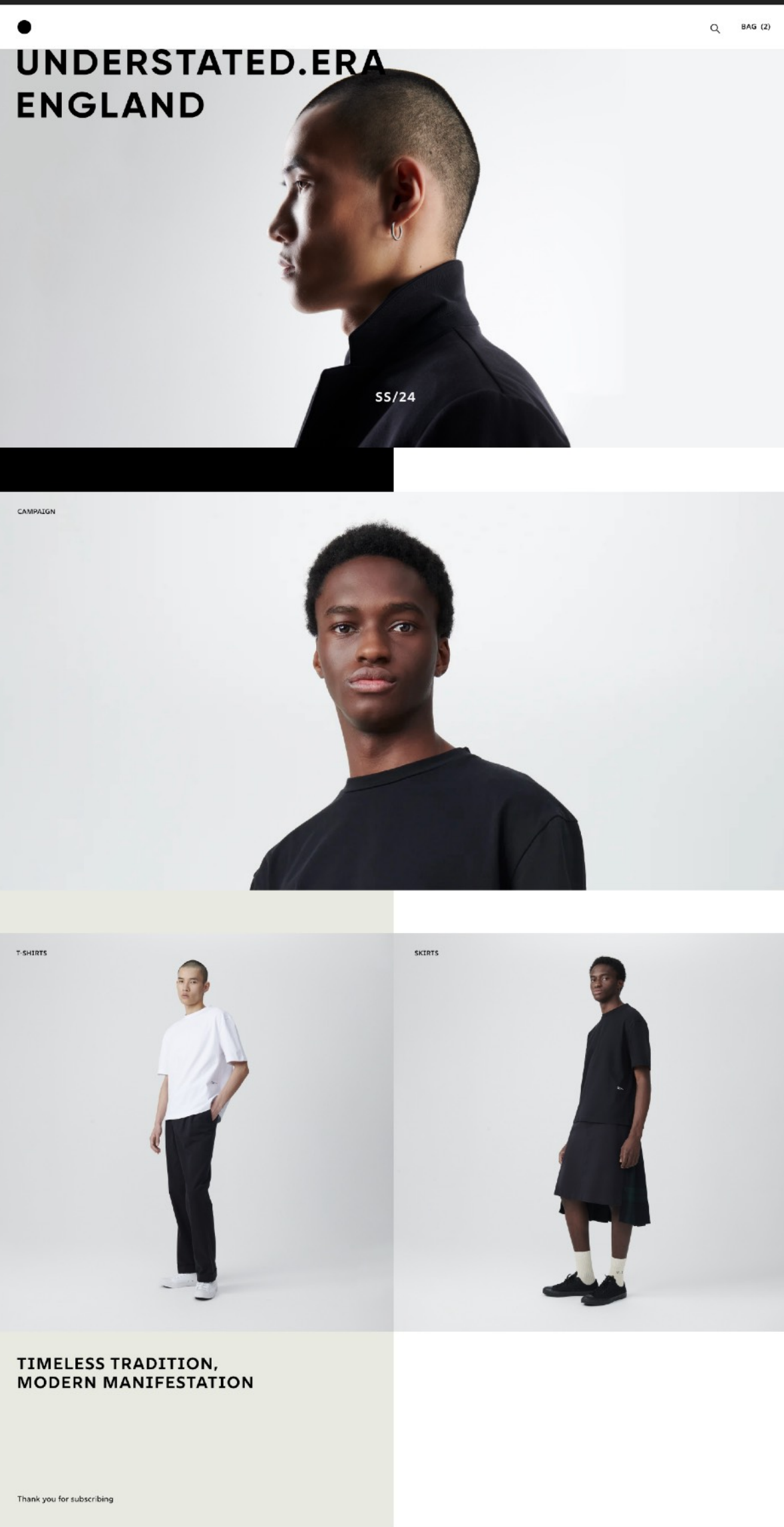


UNDERSTATED. ERA  
ENGLAND





The contemporary knitwear collection was designed with a clean and simple aesthetic. It featured merino pieces finished with an intarsia logo on the back, alongside a tweed-knit cashmere sweater, offering both style and luxury.



Contemporary, minimal yet experiential, the digital flagship serves not only as an online look book but also as a retail store and cultural portal. This platform allows the brand to further express its story and maintain an ongoing conversation with its customer base, offering an immersive experience that goes beyond traditional shopping.

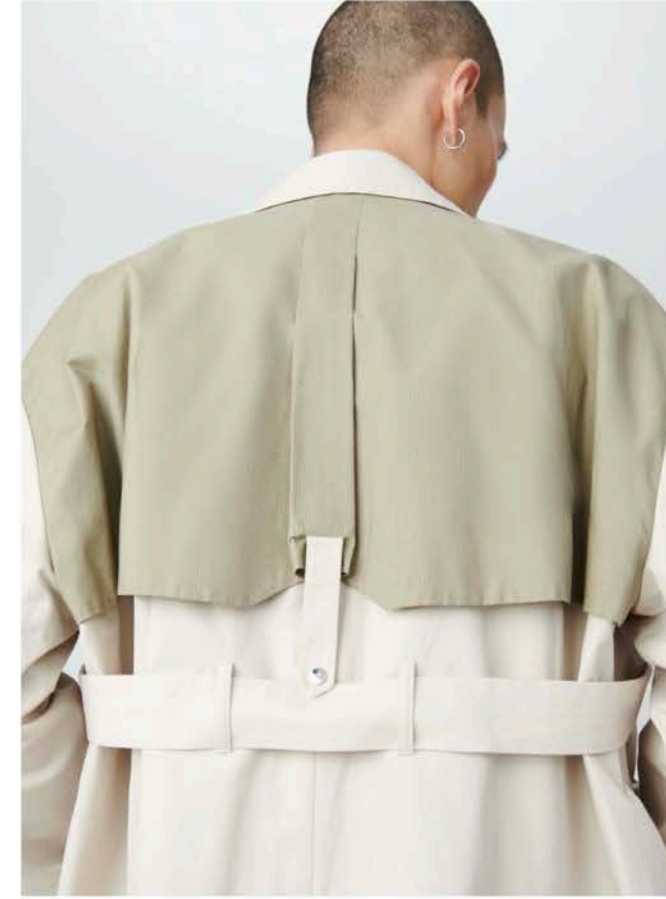






UE2315 OVERCOAT

Understated Era's cotton gaberdine overcoat in ecru, features two front pockets, a belt and waxed ripstop cotton yoke, and a rear storm-flap with a box pleat and snap. Cut to a relaxed unisex fit.







UNDATED  
ERA

Embodying the perfect fusion of  
modernity and English heritage.  
Taking inspiration from the visual  
elements and symbols of the past  
to create a new, trendy piece that  
is both modern and timeless.

In addition to our product  
offerings, we are actively seeking  
ways to reduce our carbon  
footprint, promote a circular  
economy, and foster sustainable  
practices across all aspects of our  
operations.

UNDATED.ERA  
JAPAN

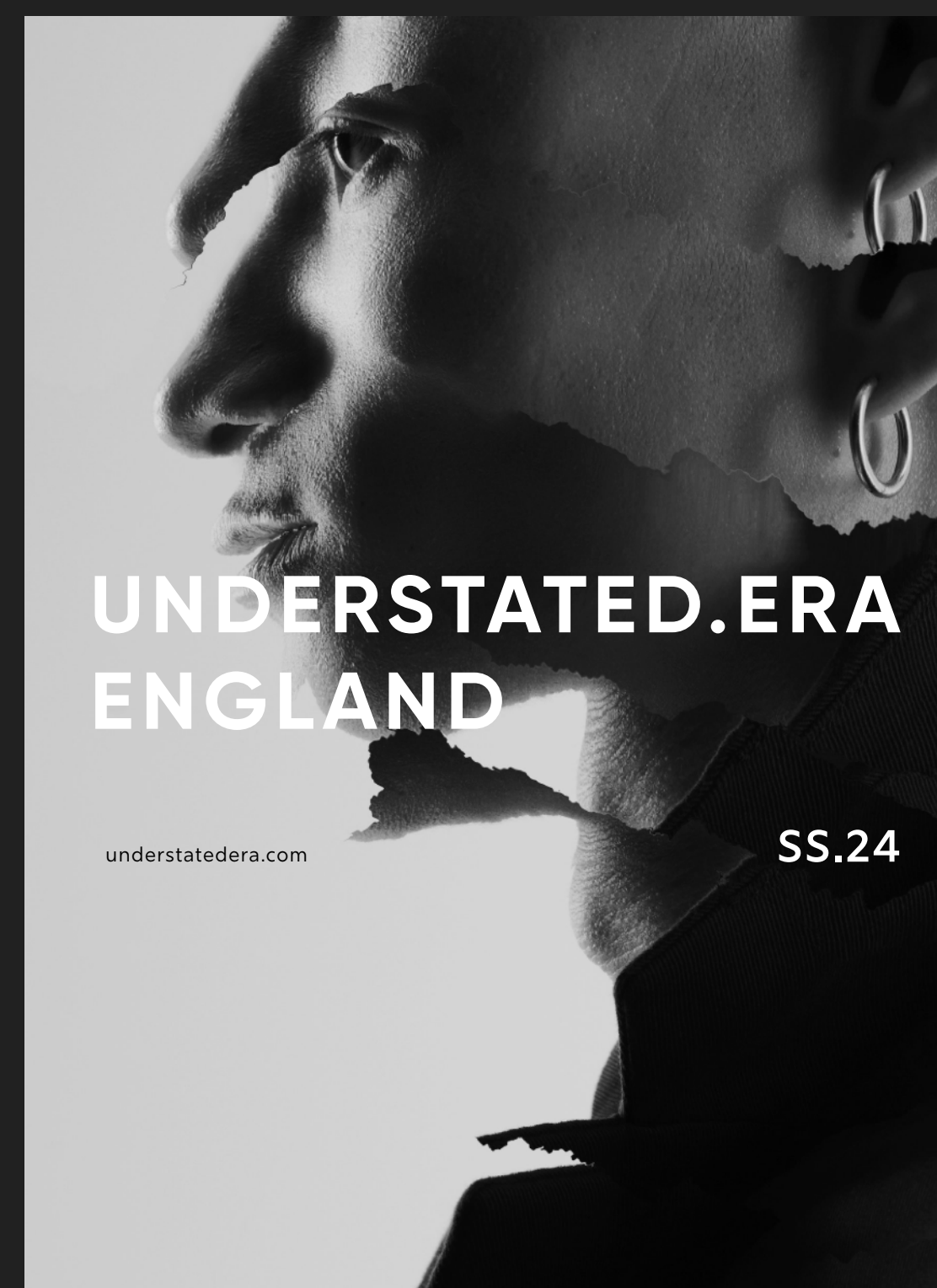
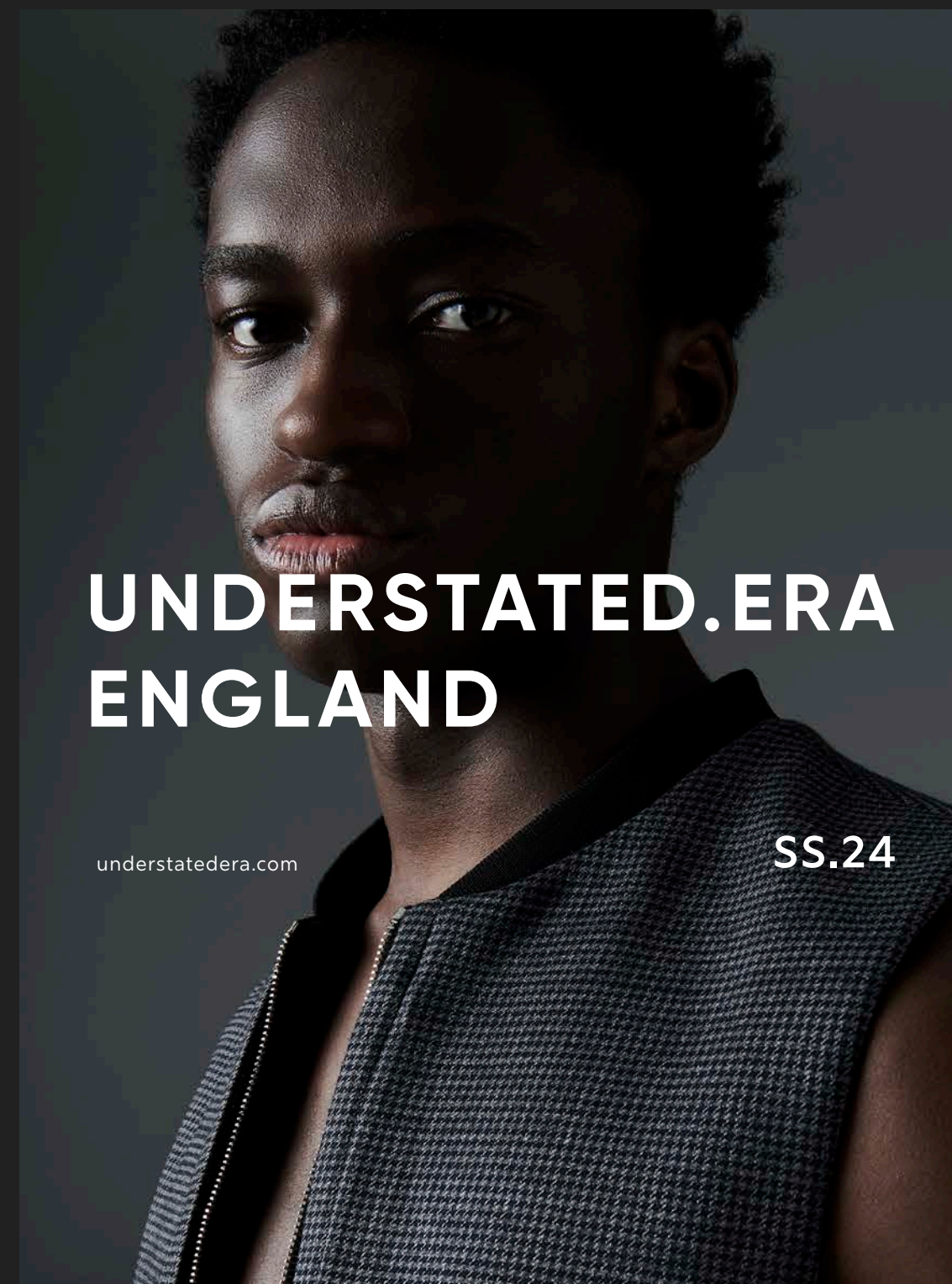
無類と有類の両方を併せ持つブランド。  
過去の要素と現代の要素を融合し、  
新たなスタイルを生み出す。現代と  
伝統の両方を兼ね備えたブランド。

環境にやさしい製品を提供し、  
持続可能な生産プロセスを採用し、  
社会に貢献するブランド。

UNDATED.ERA.COM



A poster campaign was developed for the SS24 launch, featuring distorted imagery designed to evoke intrigue and encourage discovery of the new brand. This visual approach aims to captivate audiences and generate curiosity, making the introduction of the brand a memorable experience.





Creating a French fragrance brand from concept to naming and product development, A-chromiq emerges as a gender-neutral, contemporary luxury brand positioned at the niche level. Embracing a minimalist aesthetic that aligns with its name "without colour," every element of the brand was meticulously crafted from scratch.

This includes sophisticated packaging and innovative product development, achieved in collaboration with the renowned Master Perfumer Nathalie Feisthauer.

**A—chromiq-**



A-chromiq

Case



002







Unbound by convention. Unrestricted by gender.  
Liberated by scent.











ODR-211 LUCENT  
EAU DE PARFUM

ODR-212 OPAQUE  
EAU DE PARFUM

ODR-213 OPAQUE  
EAU DE PARFUM

ODR-212 FLORESCENT  
EAU DE PARFUM

ODR-212 FLORESCENT  
EAU DE PARFUM

ODR-211 LUCENT  
EAU DE PARFUM





Neutral,  
Indifferent,  
Unbiased,  
Unprejudiced,  
Transparent,  
Uncomplicated,  
Understated,  
Honest, Real,  
Sustainable,  
Open, True,  
Apt.



For external use only.  
A usage exclusivement externe.

Avoid spraying into eyes. Keep out of reach of children. Flammable, do not dispense near a flame and avoid applying onto sensitive skin.

Vaporisateur inflammable, ne pas vaporiser vers une flamme ou un corps incandescent, éviter de vaporiser vers les yeux, ne pas fumer, éviter de s'exposer au soleil juste après, tenir éloigner des enfants, ne pas vaporiser sur peau abîmée.







Tester Bar

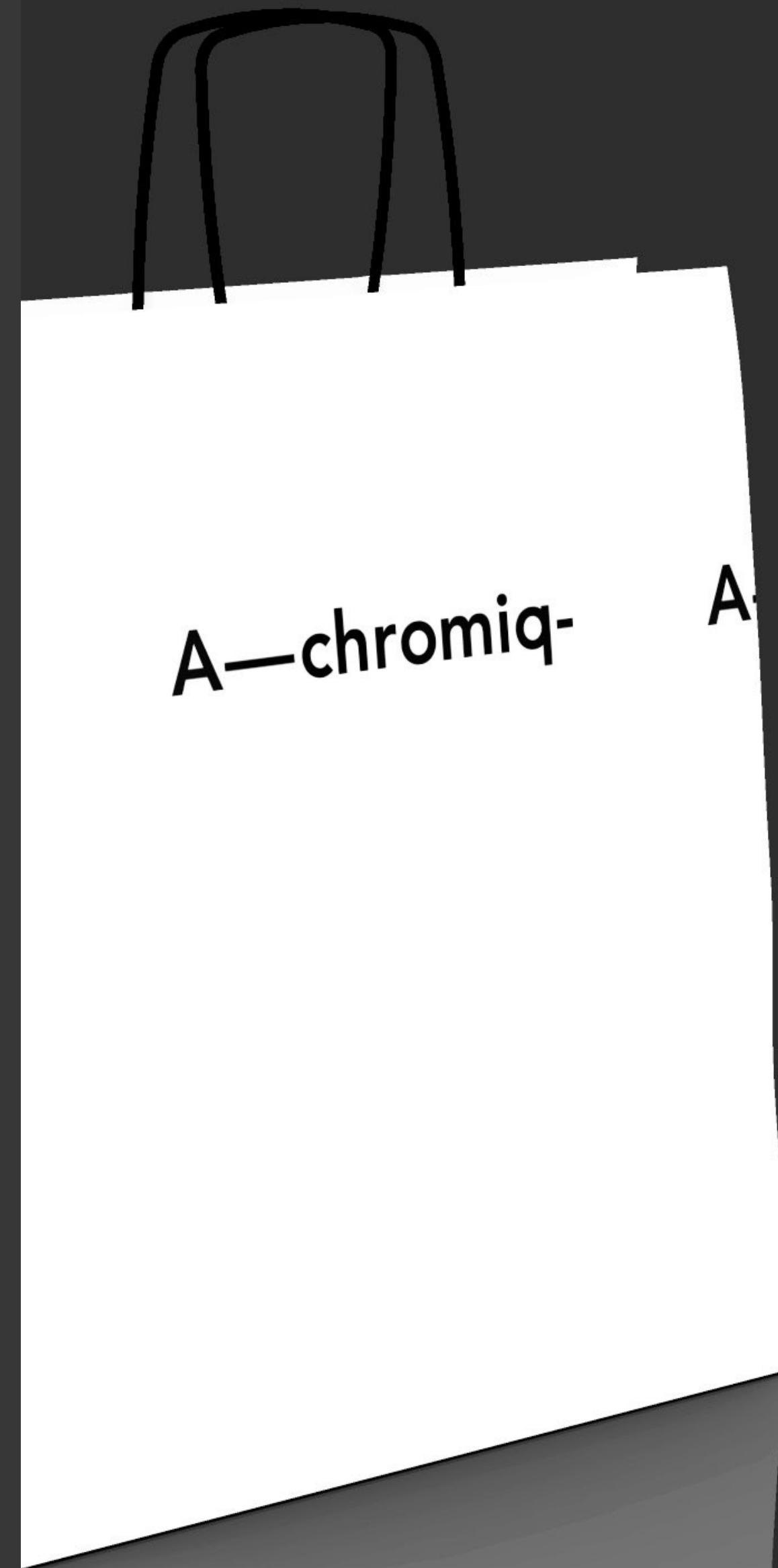
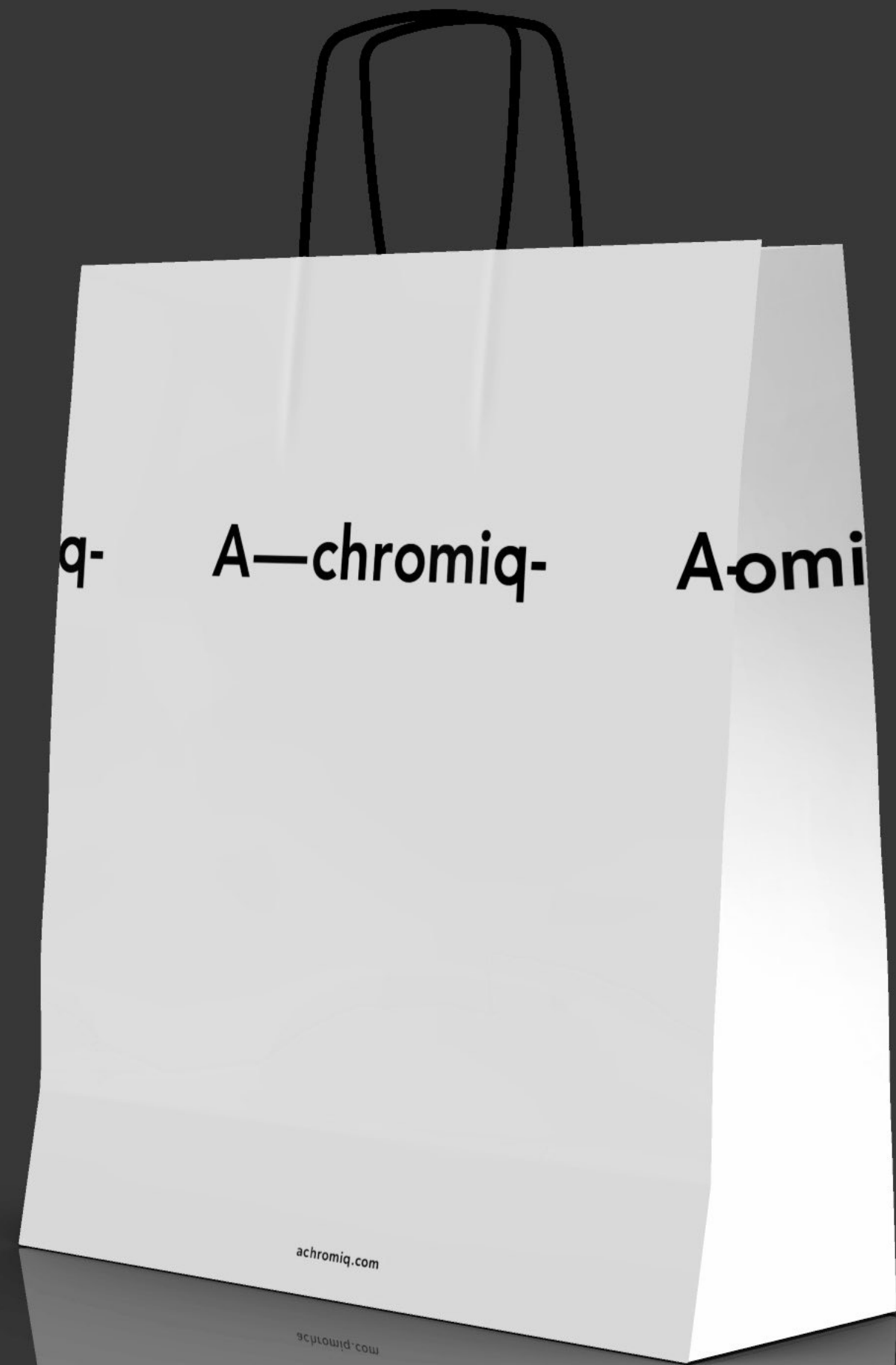


Gender-Neutral  
Vegan. Cruelty-free. Made in France.

**A—chromiq-**

A—chromiq-











**Paris. 18e.**



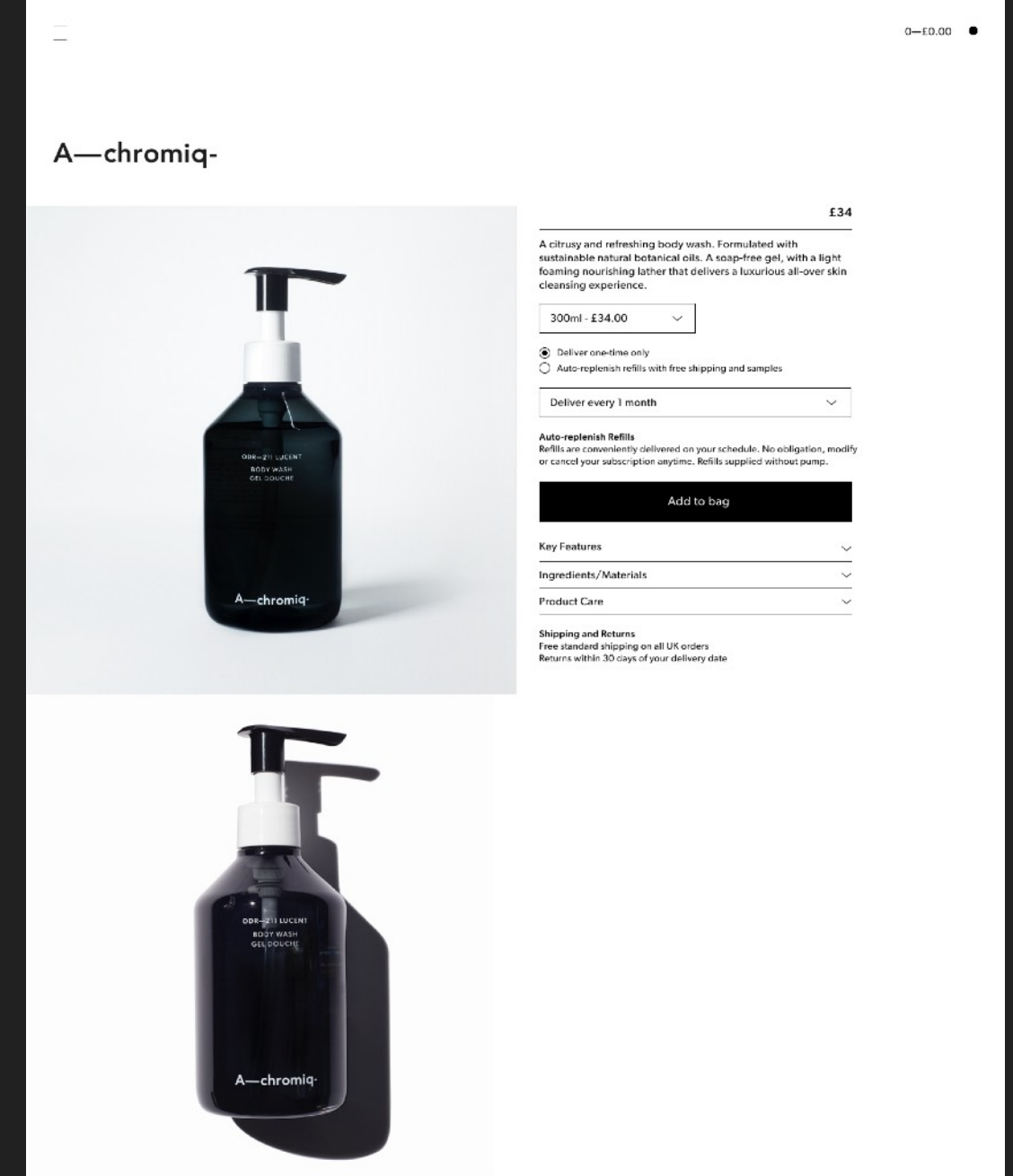
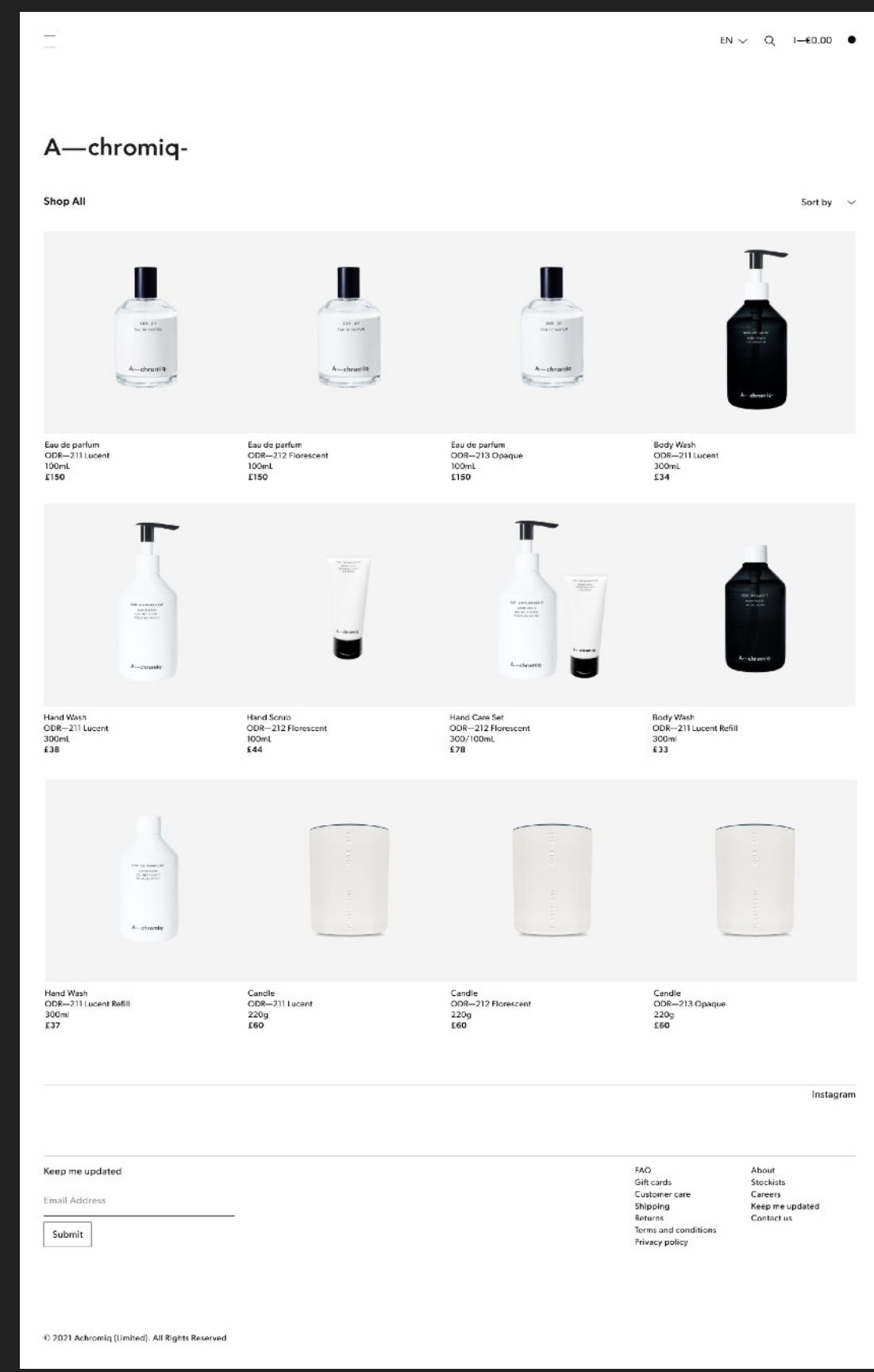
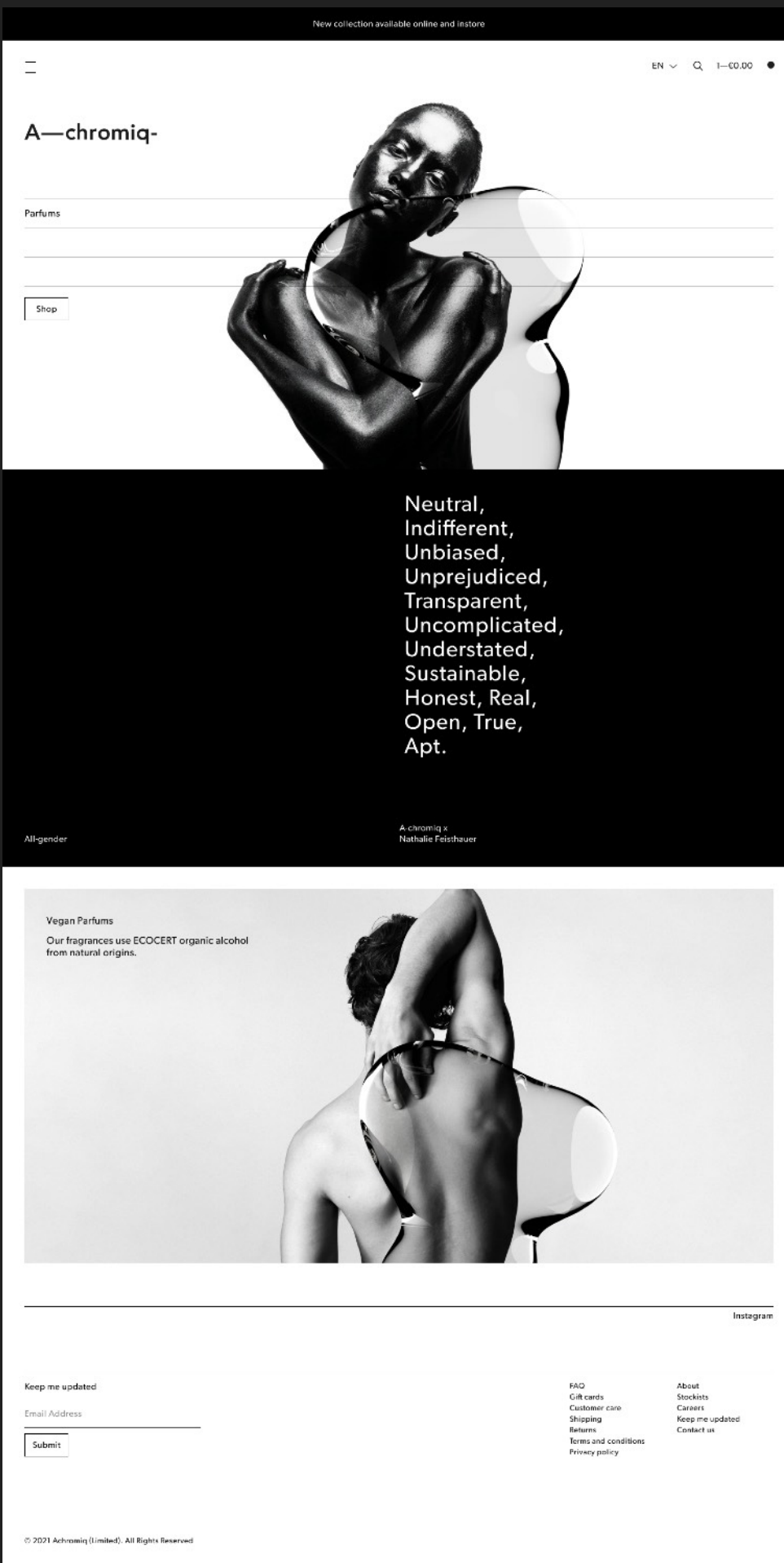




OD T  
FRA LE  
BO E

A— q-





A contemporary, bold, and simplistic approach was adopted for the A—chromiq digital store, featuring intriguing and progressive imagery.



Beyond a mere facelift, Ohmme's branding, positioning, and voice was revolutionised, breathing fresh vitality into its product line. Through meticulous redesign and innovative thinking, I enhanced performance, comfort, wearability, and sustainability credentials across the board. Introducing new diffusion lines and subcategories like Life wear, we reimagined the brand's essence.

Demonstrating expertise in product design across fashion and sports, I crafted standout signature pieces for the brand, such as the renowned RAY jacket AG47 edition.

# OHMME





Ohmme

Case

003







The product range underwent a complete metamorphosis, achieving an unparalleled elevation in every aspect of design, fabrication, performance, and technical intricacies.



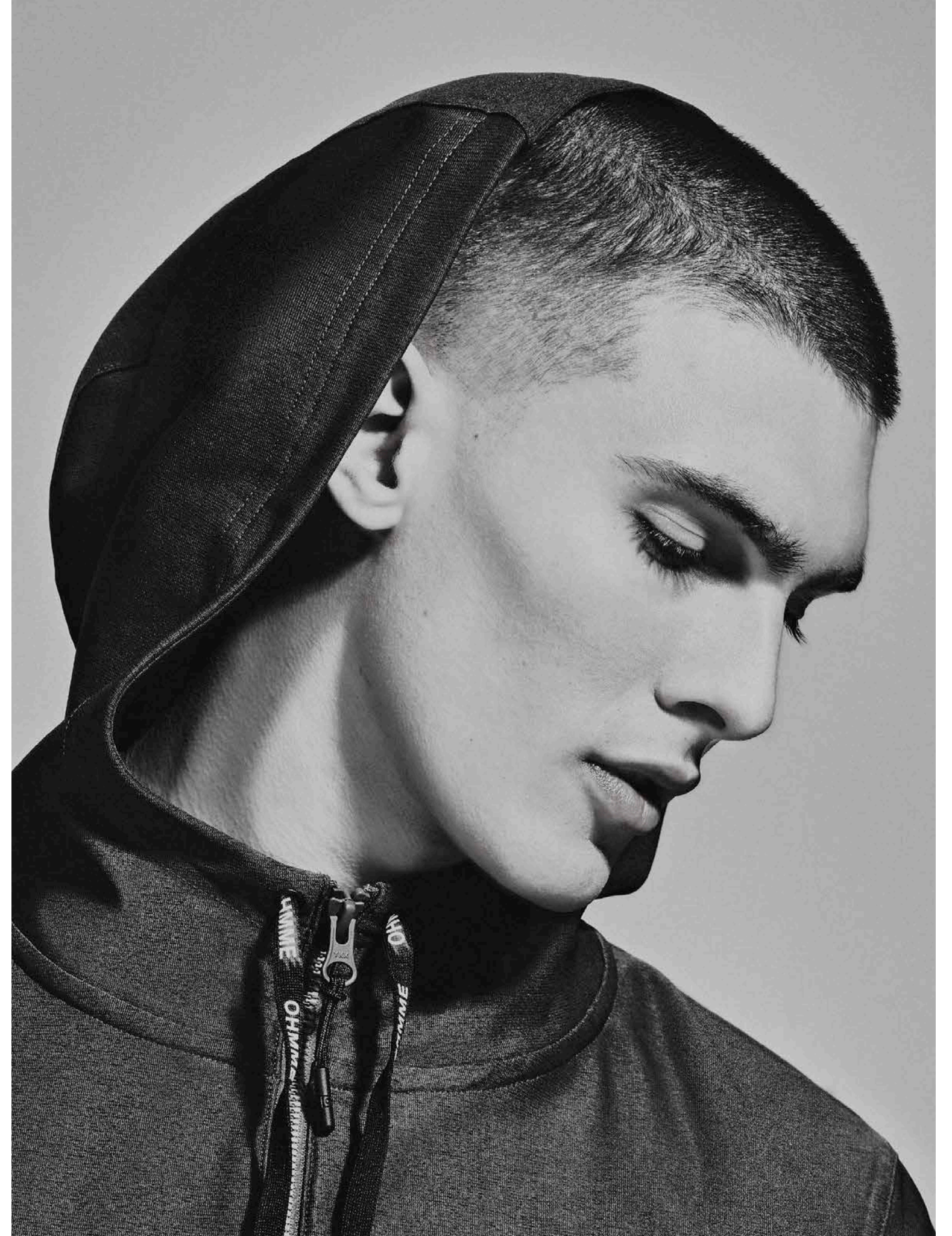




A versatile technical windcheater from the 003 [LIFE] Collection. Creating the design for RAY required a subtle mix of alchemy, brevity and clarity. Allowing the garment to speak with few words. Fabricated in a combination of textiles that pairs contrast Silver (Ag47) reflective laminated Polyester and a recycled mesh lining. Perfect not only for the city, but prepped for both urban and rural terrain.











Accessories featured a compact utility bag range crafted from durable Cordura® fabric, offering both style and functionality. With customised bag hardware.







Reuse, recycle, reduce. Care deeper. Live greener. Not only are all our garments technologically innovative, they're also made from ethically, sustainably sourced fabrics containing no carcinogens, toxins or other harmful chemicals. Ohmme is the choice for those who task their minds as strenuously as their bodies and exercise more discretion.

Let the gym and the roads be the only places your impact is felt.

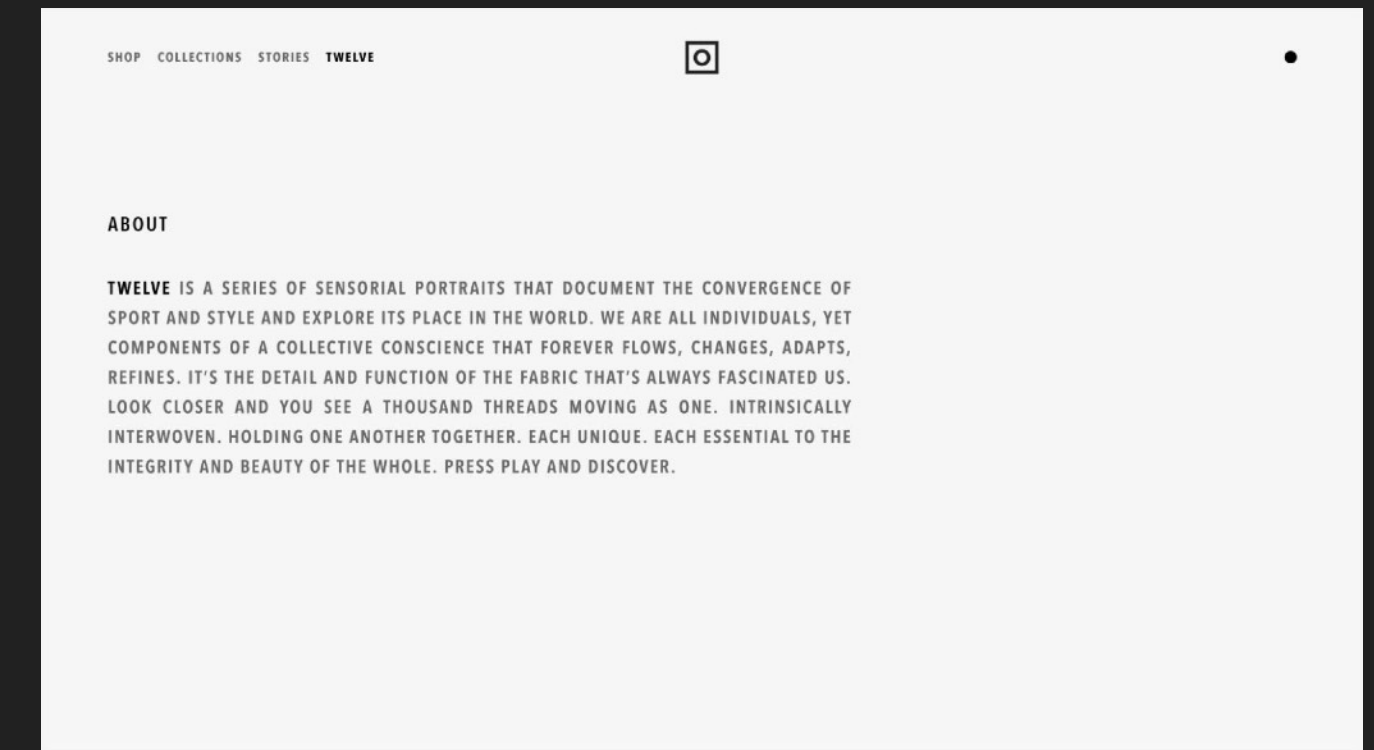
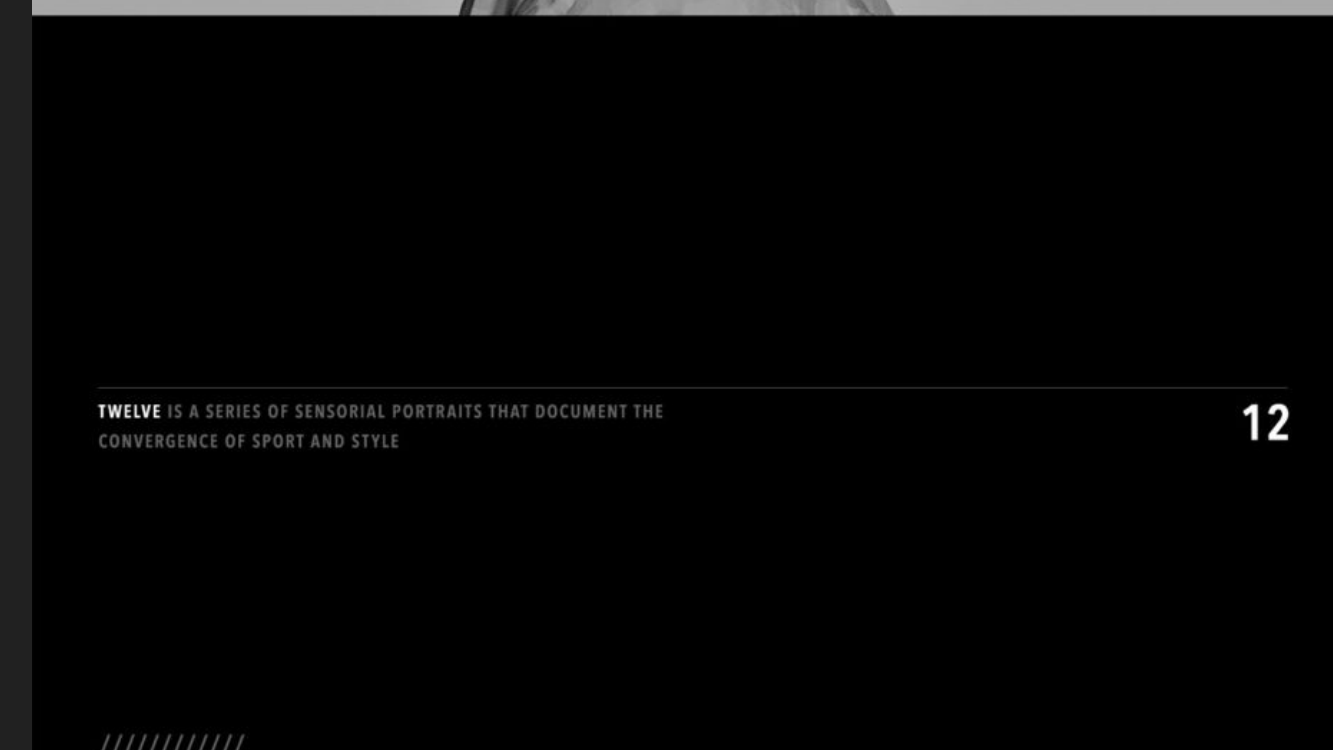
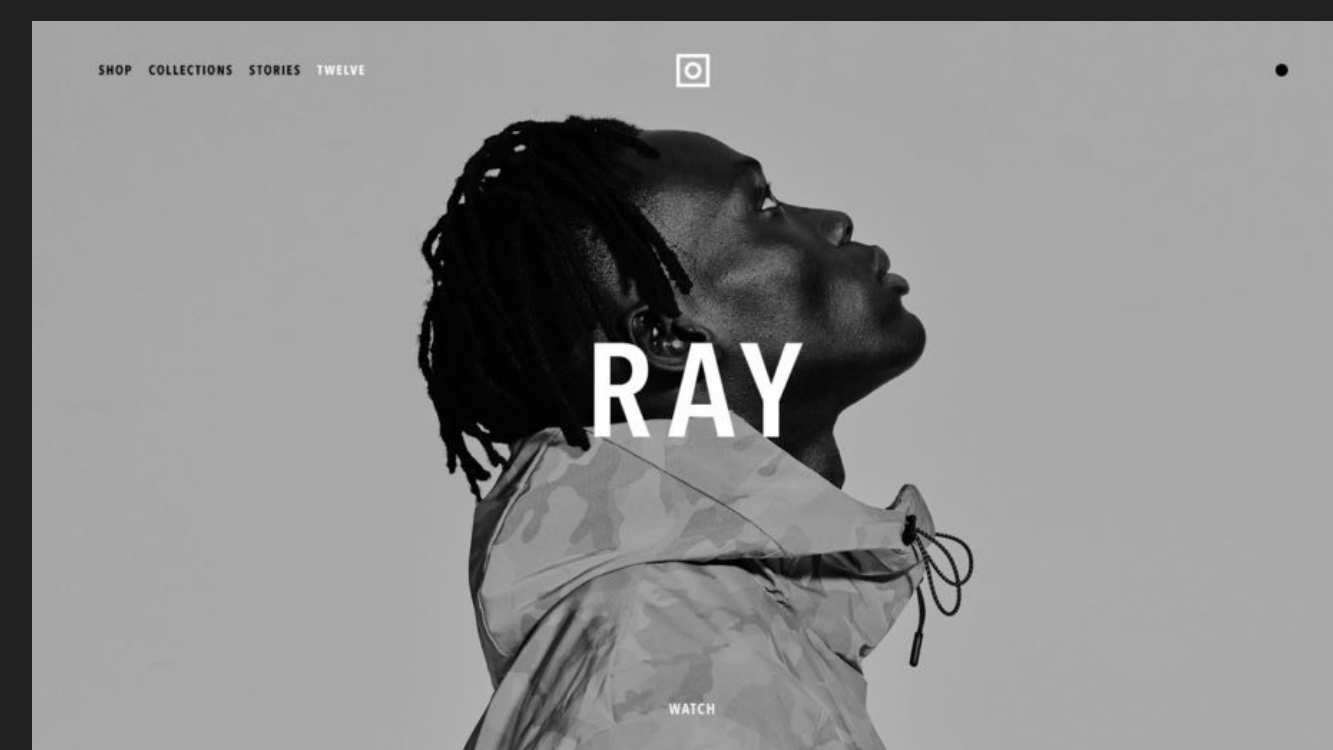
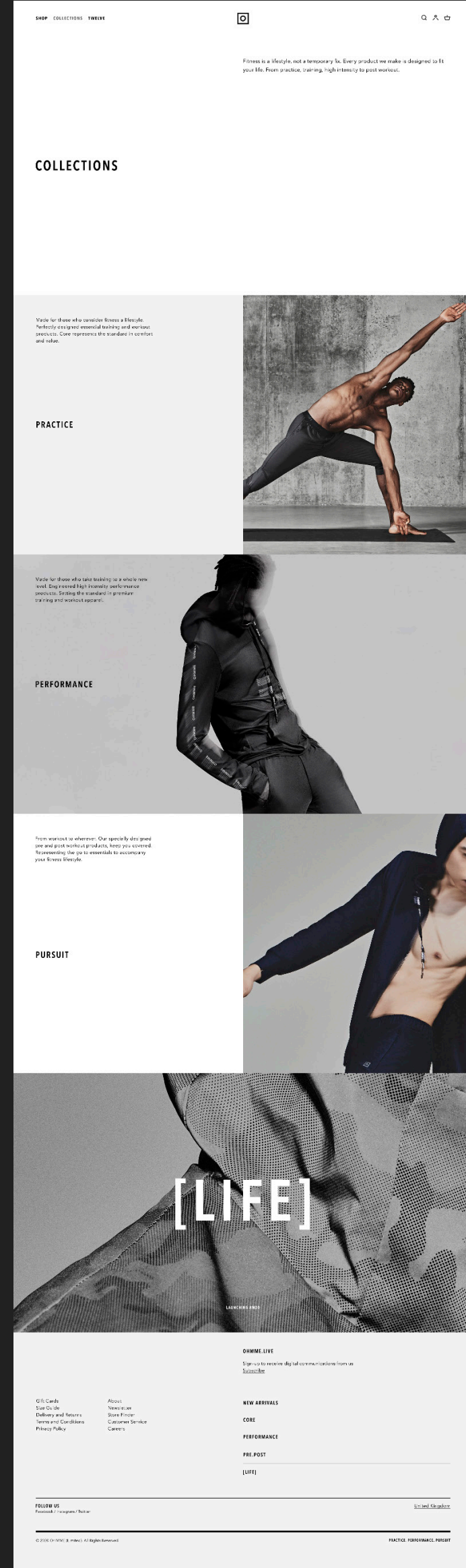
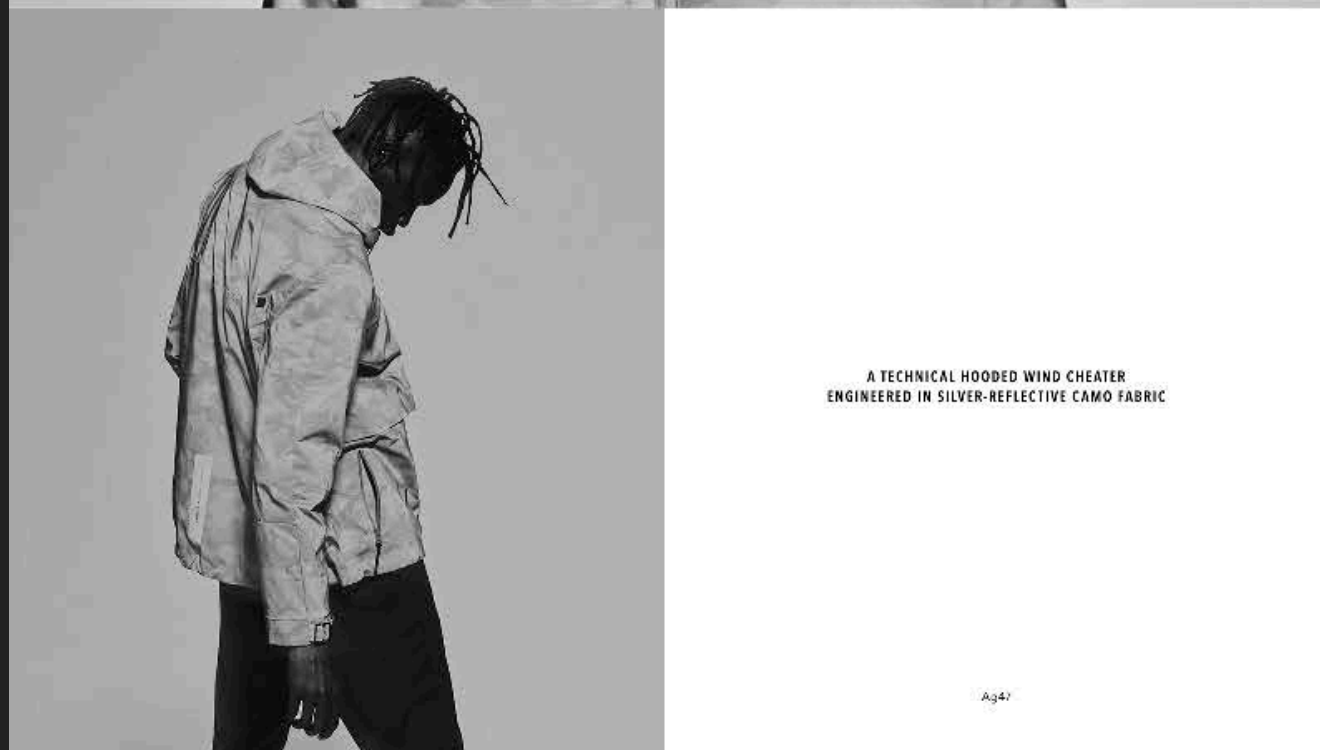
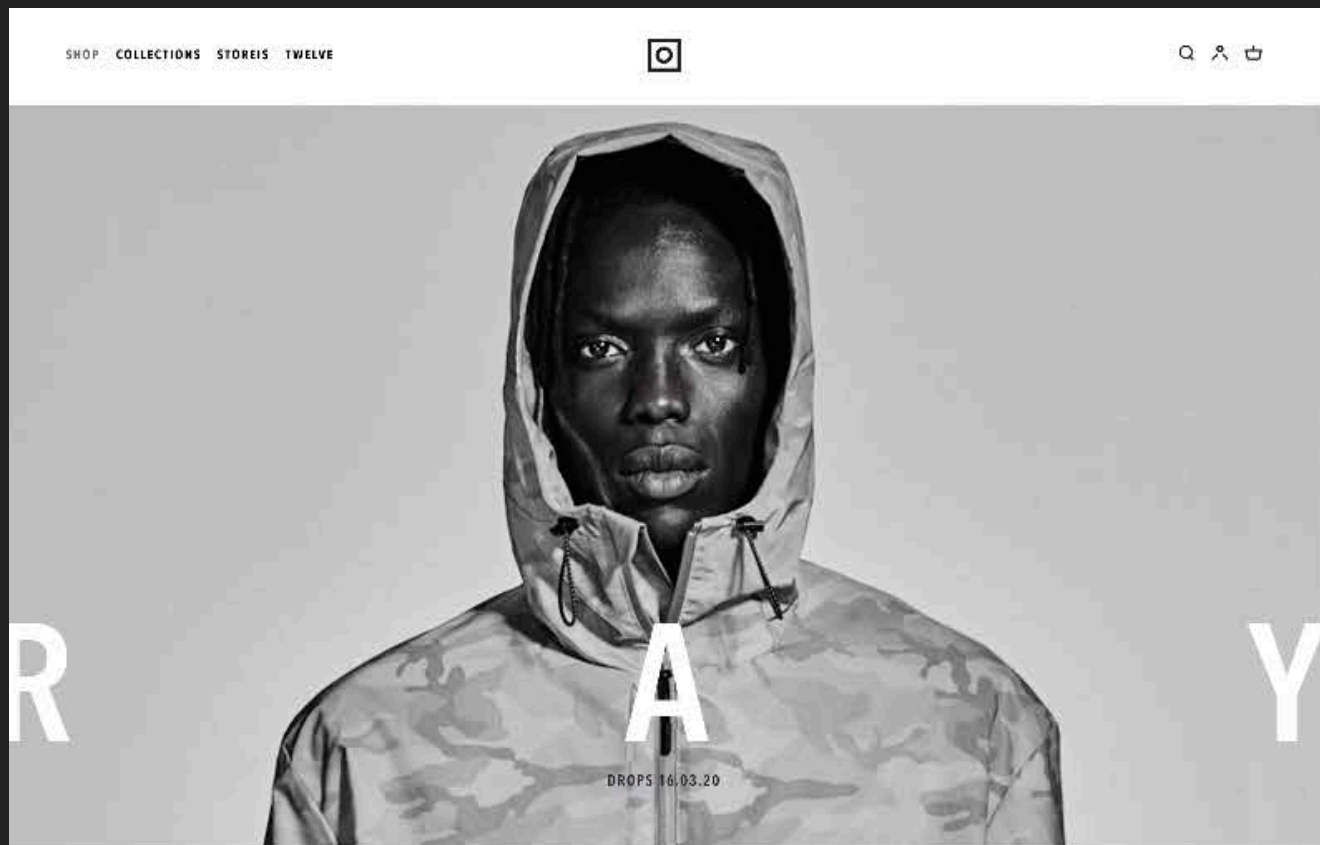








A digital flagship store was created to showcase the new branding, product collection, and brand repositioning. This site, managed via Shopify Plus, operated globally with three versions for the UK, US, and EU markets.





A collection of films were produced for all product launches. The OHMME reel is available in the Reels section of the site.





The KASK Snow 20 (XX) collection underwent a total brand refresh and relaunch, featuring a new art direction, branding, and image style. This revitalised approach was designed to complement a launch event in Munich and a rollout across retail stores. As an Italian global brand known for its high-quality cycling and ski helmets, Kask aimed to enhance its visual identity and market presence with this update.

A film to accompany the refresh and the launch of the two signature helmets was also produce along side a collection microsite.

The KASK logo is rendered in a bold, white, sans-serif typeface. The letters are thick and closely spaced, with a distinctive slanted cutout in the 'A' and 'S' characters. The logo is positioned on the left side of the page against a solid black background.



KASK

Case



004













A lookbook was crafted with buckram binding and a blind embossed cover featuring the tone-on-tone word "Snow." It was primarily used as a sales driver at the Munich event.









The event design was kept simple, featuring large format imagery, elegant plinths, and a large-scale projection of the film.



A microsite was designed to showcase the new brand refresh and Snow collection.



KASK



### Helmet for head and heart

We believe a helmet should make you feel more than just safe. **SNOW-XX** is an exclusive collection of two elite helmets: **PIUMA-R** and **KIMERA** — designed to help you fly into a new decade with a new level of comfort, protection and also style. It's protection elevated to an art form, lifting your slope confidence and presence to new altitudes.



PIUMA-R

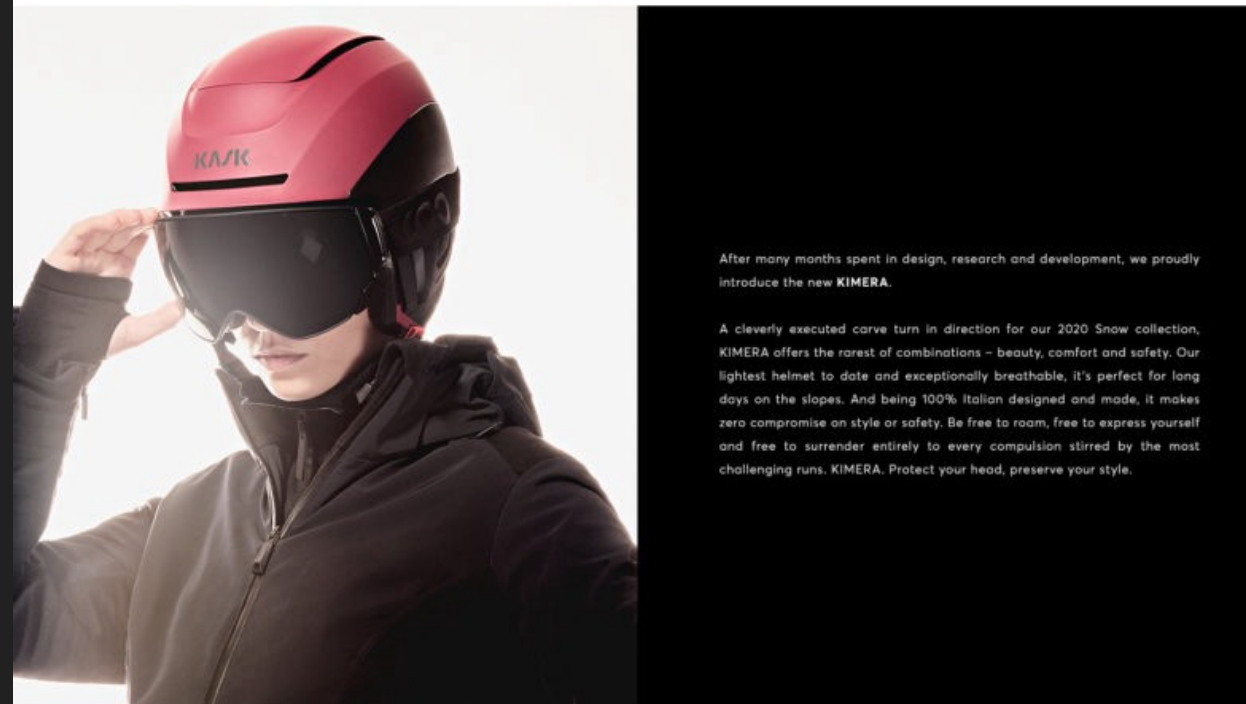
AN ICON REIMAGINED



KIMERA

DRAG TO ROTATE

A NEW ERA



After many months spent in design, research and development, we proudly introduce the new **KIMERA**.

A cleverly executed curve turn in direction for our 2020 Snow collection, **KIMERA** offers the rarest of combinations — beauty, comfort and safety. Our lightest helmet to date and exceptionally breathable, it's perfect for long days on the slopes. And being 100% Italian designed and made, it makes zero compromise on style or safety. Be free to roam, free to express yourself and free to surrender entirely to every compulsion stirred by the most challenging runs. **KIMERA**. Protect your head, preserve your style.



KIMERA



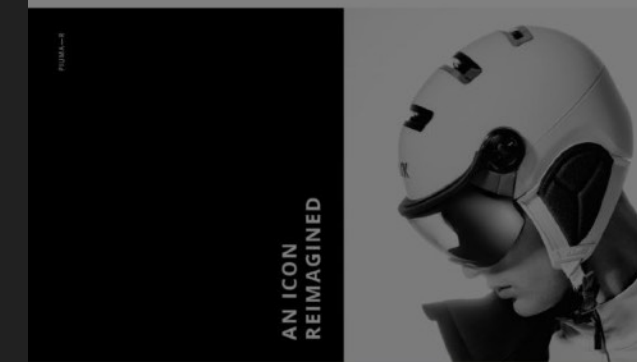
KASK

HOME  
PIUMA-R  
KIMERA

004

### Helmet for head and heart

We believe a helmet should make you feel more than just safe. **SNOW-XX** is an exclusive collection of two elite helmets: **PIUMA-R** and **KIMERA** — designed to help you fly into a new decade with a new level of comfort, protection and also style. It's protection elevated to an art form, lifting your slope confidence and presence to new altitudes.



AN ICON REIMAGINED



XXX



A NEW ERA

### Peace of mind in a place of euphoria

We believe a helmet should make you feel more than just safe. **SNOW-XX** is an exclusive collection of two elite helmets: **PIUMA-R** and **KIMERA** — designed to help you fly into a new decade with a new level of comfort, protection and also style. It's protection elevated to an art form, lifting your slope confidence and presence to new altitudes.



During his ten-year tenure as Creative Director at fi'zi:k, Simon oversaw all aspects of design, branding, packaging, digital, advertising, and film. This pivotal period in his career was marked by the creation of award-winning work that significantly contributed to the brand's most successful years in sales and product launches, including the notable first launch of shoes for the brand.

**fi'zi:k**





fi'zi:k

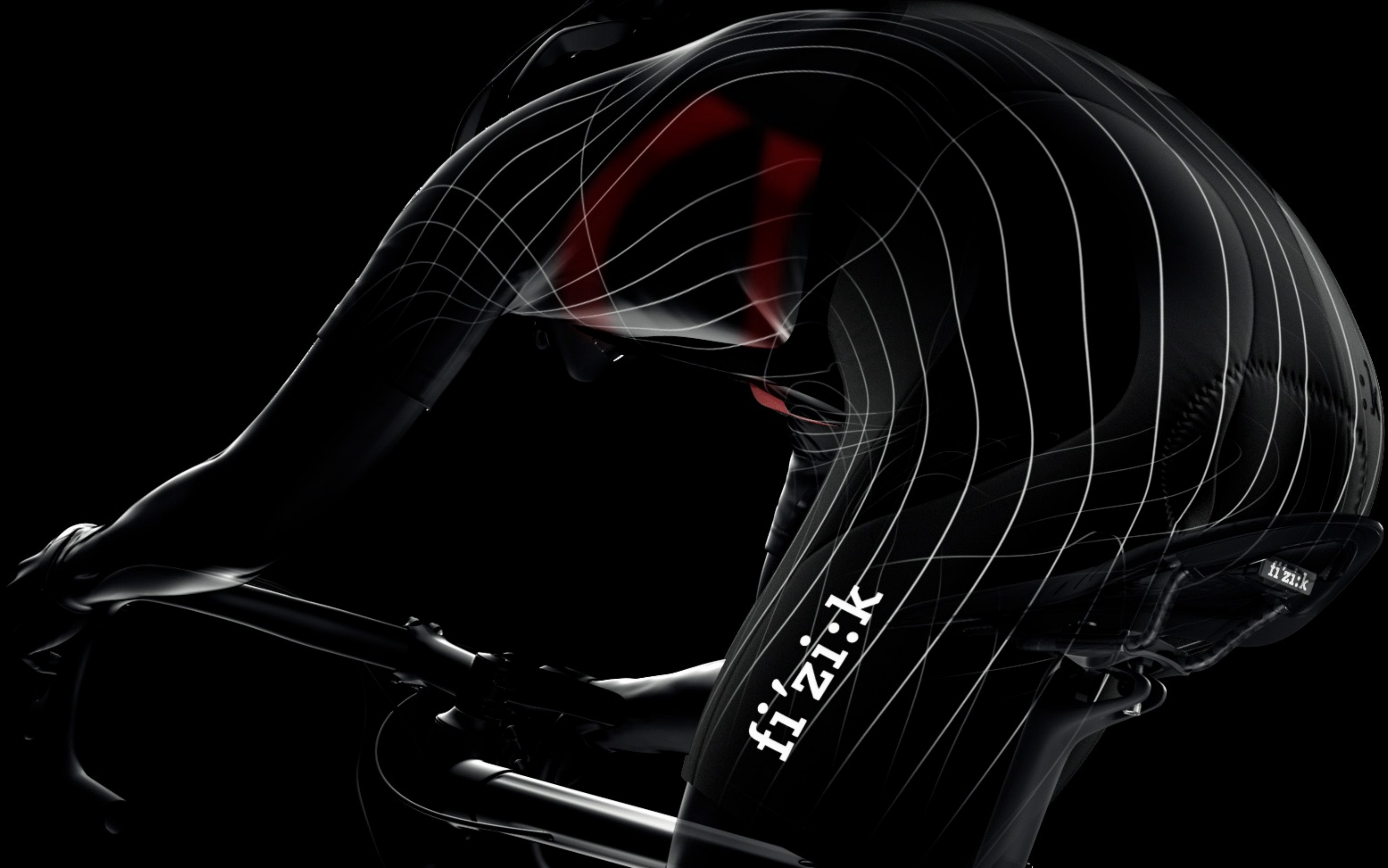
Case

k

fi'zi:k

005





fi'zi:k

fi'zi:k





Distributer details are printed here.

*fi'zi:k.com/makingofchampions*  
ROHAN DENNIS, WORLD HOUR RECORD BMC RACING TEAM.  
CHOOSES R18 UOMO.

fi'zi:k



Distributer details are printed here.

*fi'zi:k.com/makingofchampions*  
MICHELLE VESTERY, TRIATHLETE AND GOLD MEDALIST.  
CHOOSES R68 DONNA.

fi'zi:kWomen



Distributer details are printed here.

*fi'zi:k.com/makingofchampions*  
GERAIN'T THOMAS MBE, OLYMPIC GOLD MEDALIST.  
CHOOSES R18 UOMO.

fi'zi:k









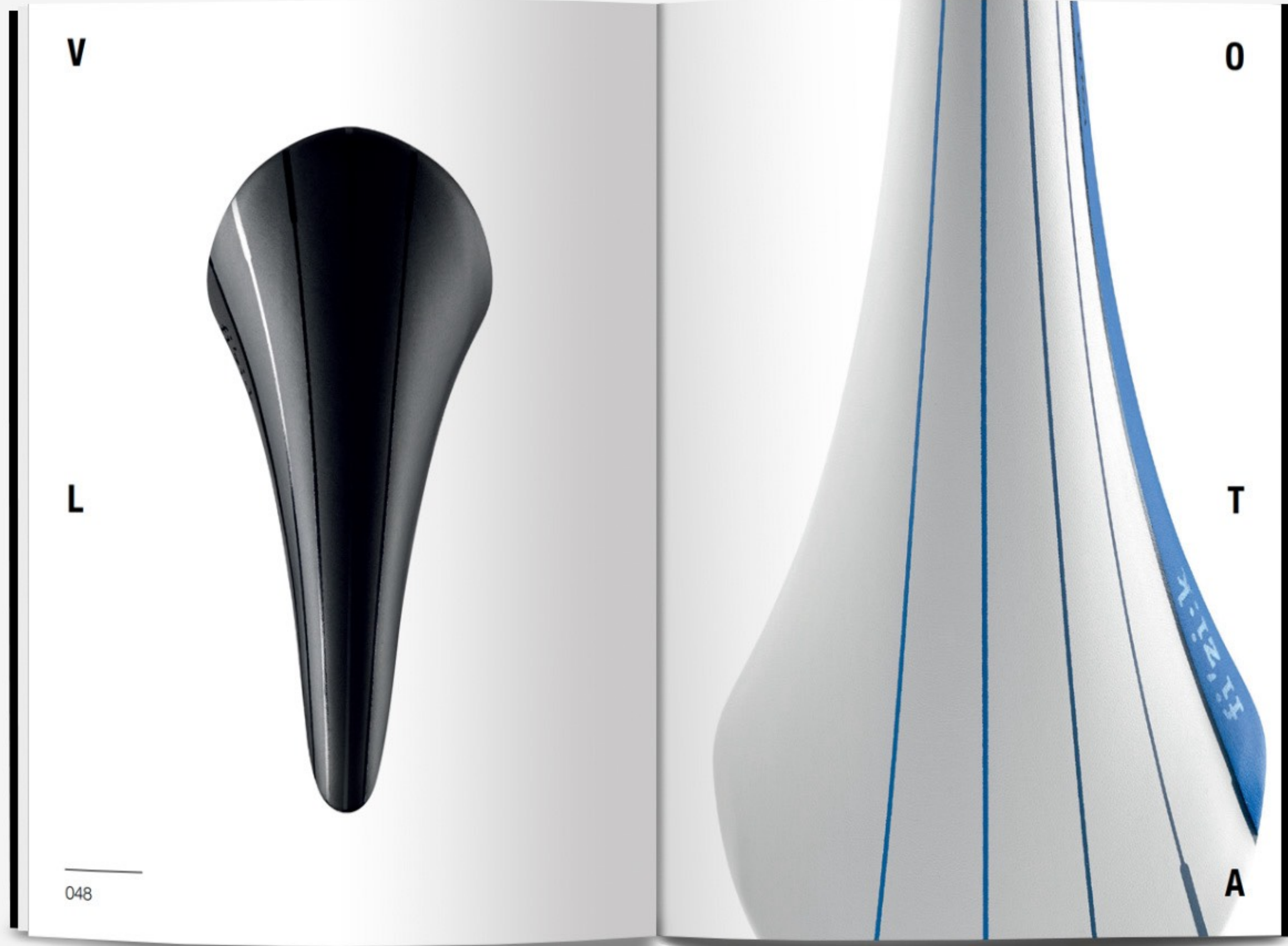








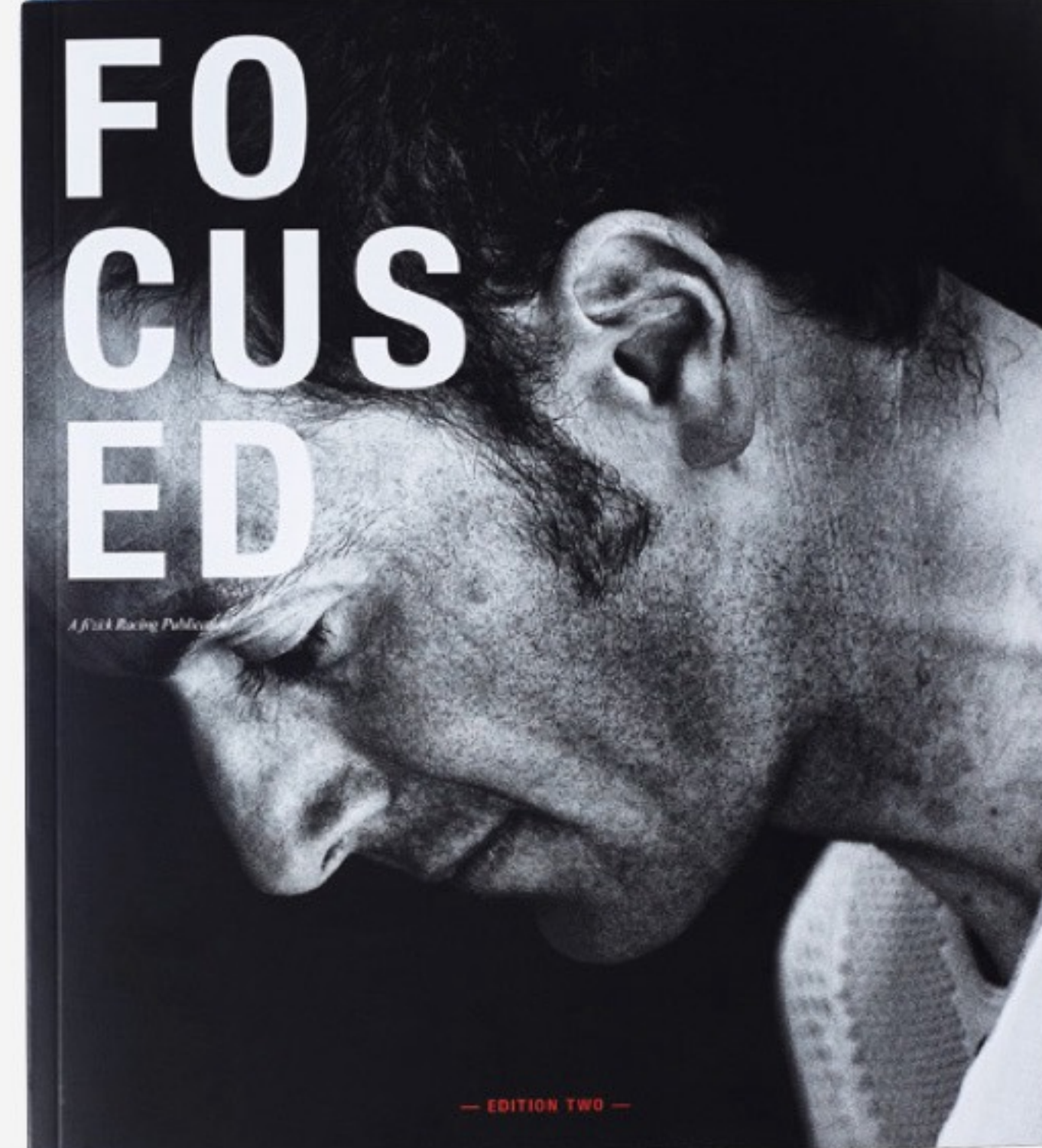
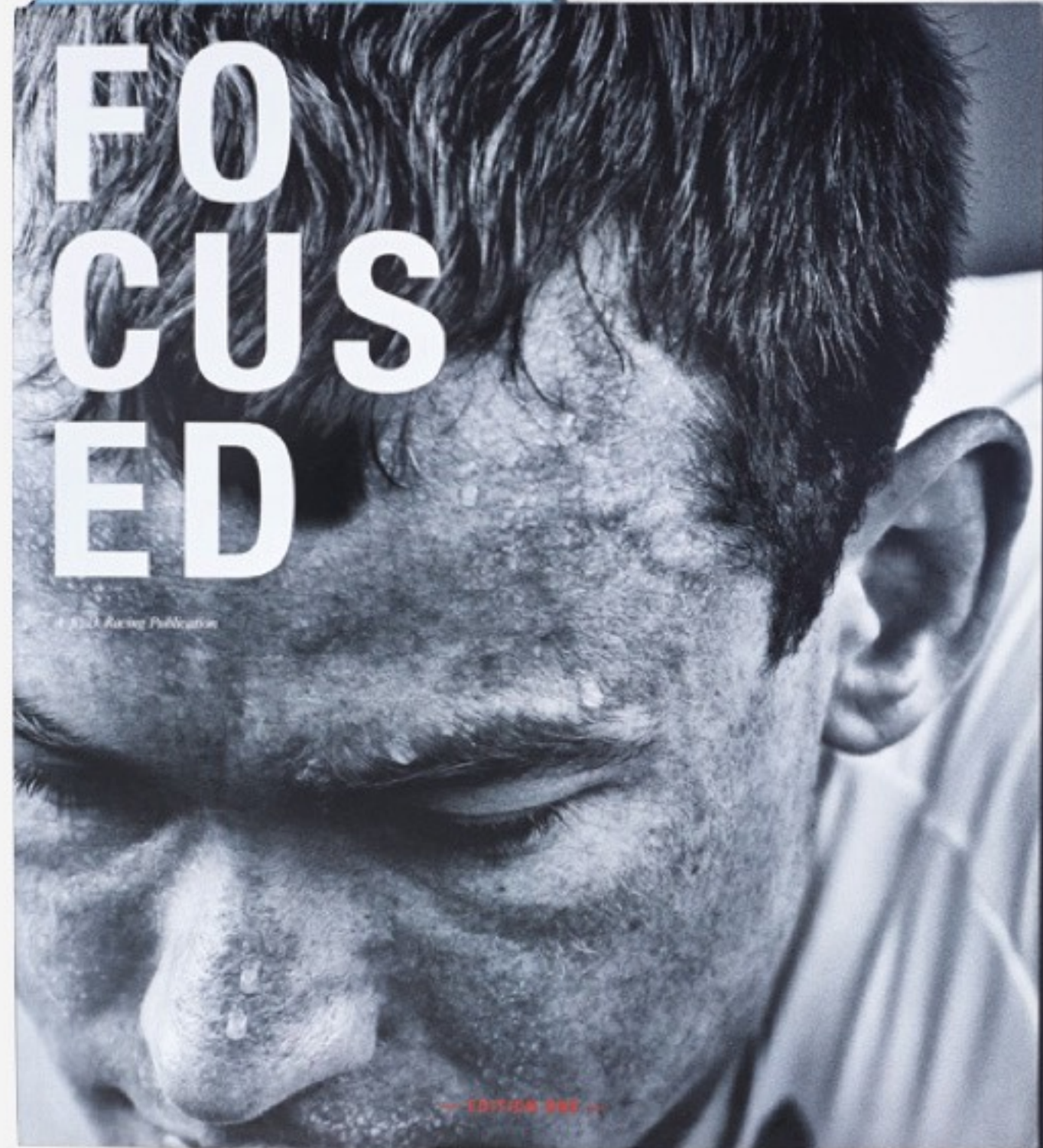














**23 DAYS OF BLOOD, SWEAT, TEARS, LOVE,  
LAUGHTER AND CHEERS; HEARTBREAK,  
CELEBRATION, JOY, STAMINA, DETERMINATION  
AND FOCUS; PAIN, ENDURANCE, ACHIEVEMENT  
AND AMBITION. 104 YEARS OF HERITAGE,  
LOYALTY AND HONOUR. 96 EDITIONS, 96 RACES  
WON AND 96 PERSONAL BESTS REACHED.  
PROUD TO BE A PART OF ITALIAN CYCLING  
HISTORY. VIVA IL GIRO**





ALI  
R1

R3B  
UOMO

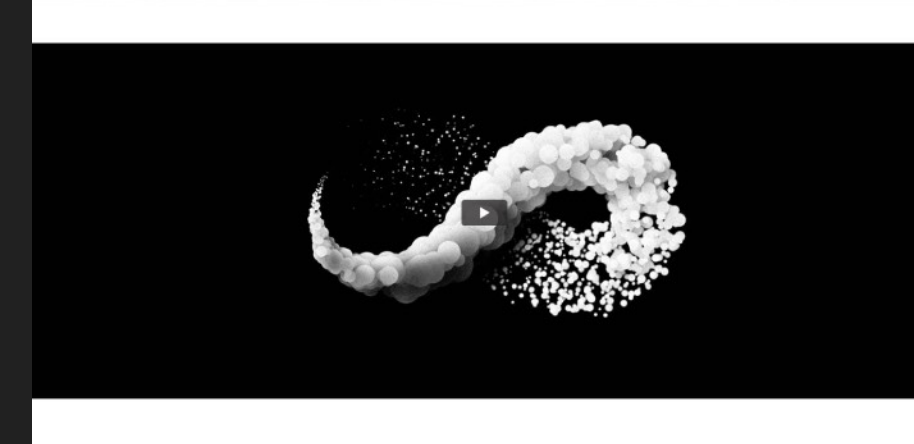
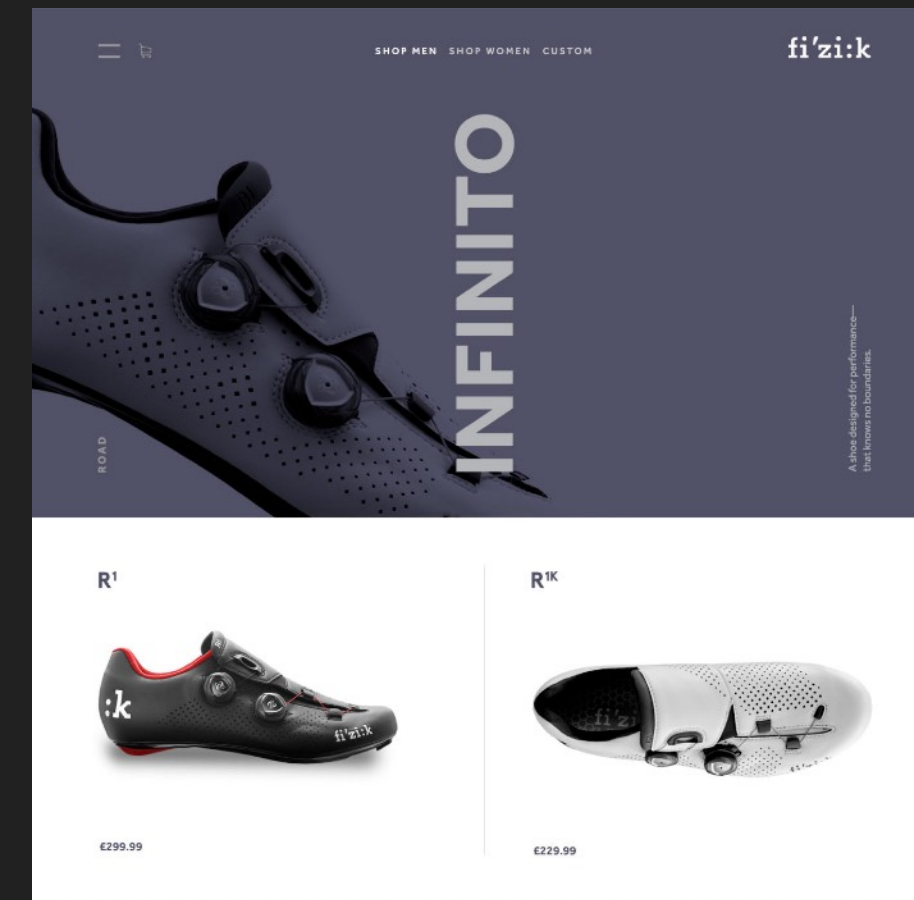
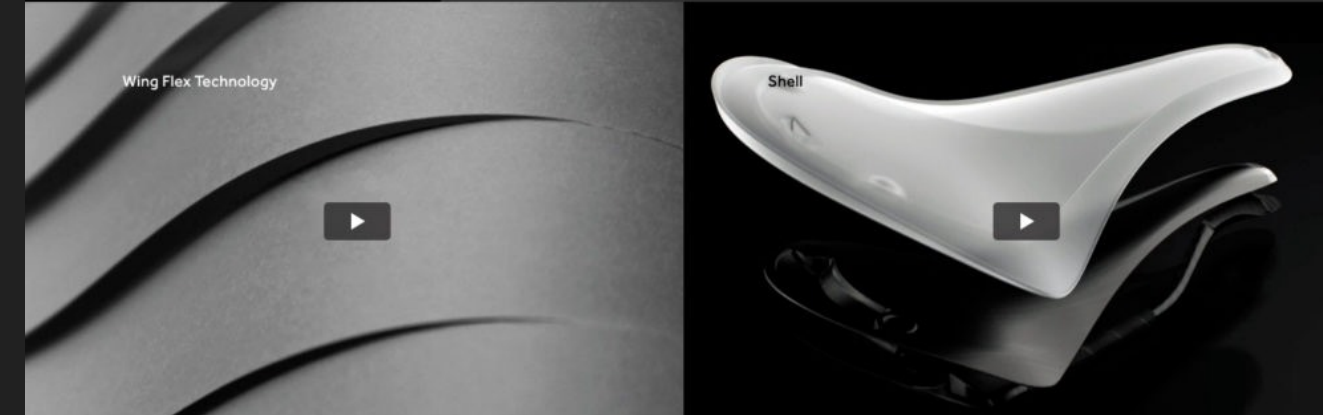
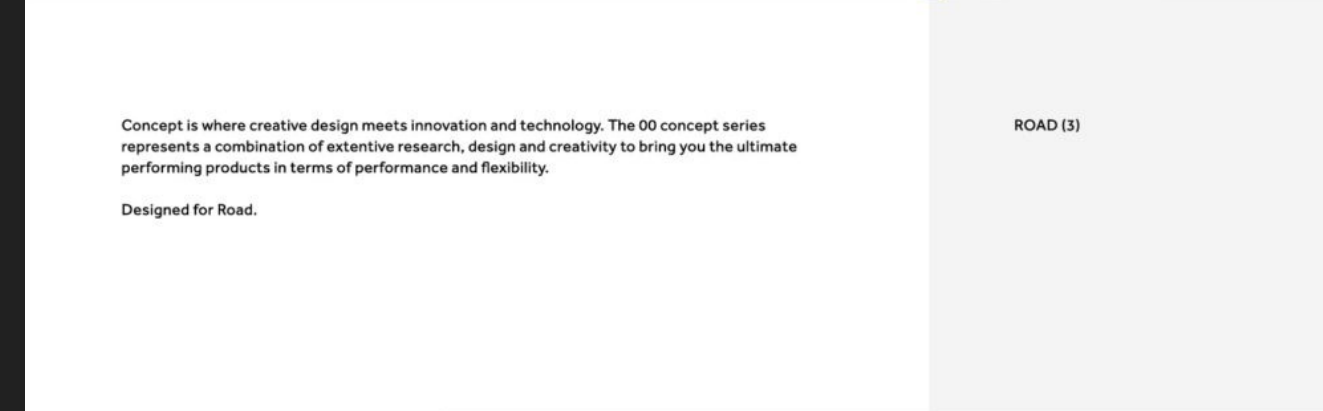
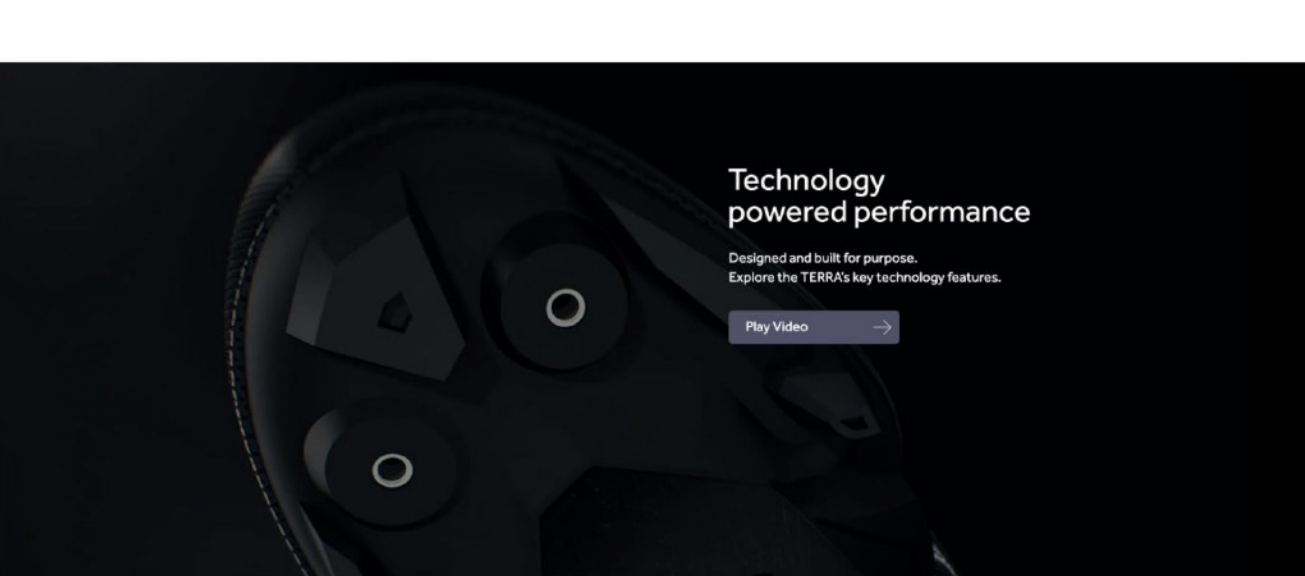
# WITH A TWIST

*Introducing the all-new R3B Uomo Cycling Shoes.*

FOCUSED 29  
R3B UOMO  
CYCLING SHOES

fizik





The digital flagship redesign inline with the launch of the new season collection.



A vast collection of films were produced for all product launches. The fi'z:k reel is available in the Reels section of the site.





[www.simoncrofts.com](http://www.simoncrofts.com)