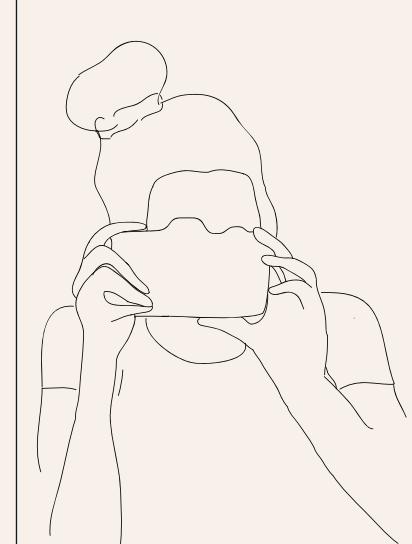
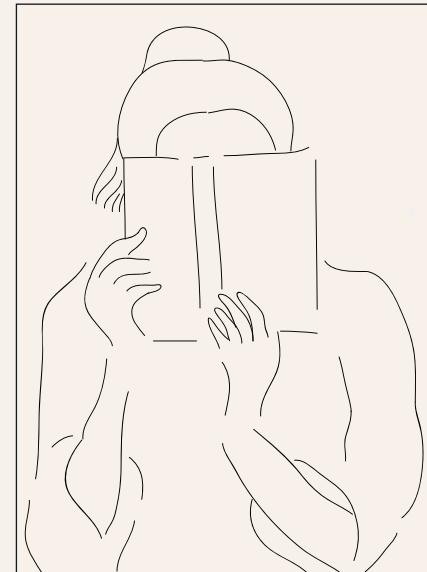


# PORTFOLIO

2024



Morgan Cerneau



# SOMMAIRE

00

Présentation

02

Identités visuelles

01

Grace & Mila

03

Photographies

À travers ce book, laissez vous transporter dans un univers ponctué de douceur, légèreté et précision.

Je vous propose une balade entre la photographie, le graphisme et la direction artistique.

Concevoir, créer, colorier, dessiner, gommer, photographier, filmer...

La création n'a pas de limite, l'imagination non plus.

01

GRACE & MILA

# PRINT

Stickers



# PRINT

Cartes colisage



# PRINT

Affiches

## Grace & Mila



### LA MAISON

9 rue de la Cossonnerie, Paris 1er  
Novembre 2023

## Grace & Mila



### LA MAISON

9 rue de la Cossonnerie, Paris 1er  
novembre 2023

# PRINT

PLV boutique

**DES IDÉES  
CADEAUX  
POUR  
MAMAN**  
*d'amour*



Grace & Mila  
*pain*

#1ANENSEMBLE

Atelier herboristerie  
by Grace & Mila



Grace & Mila x Blissim



#BACKTOWORK

Atelier  
personal shopping  
by Grace & Mila



# PRINT

Documents commerciaux



Grace & Mila  
Fall IN love

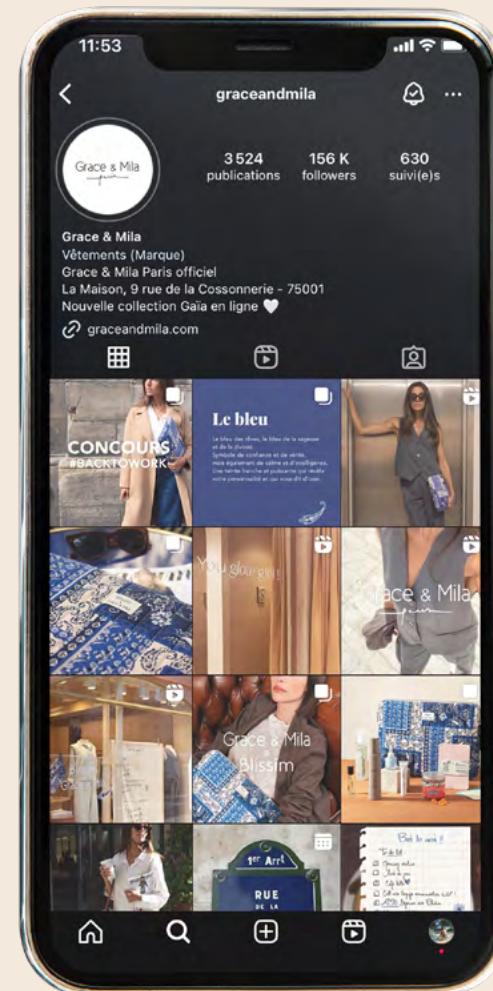
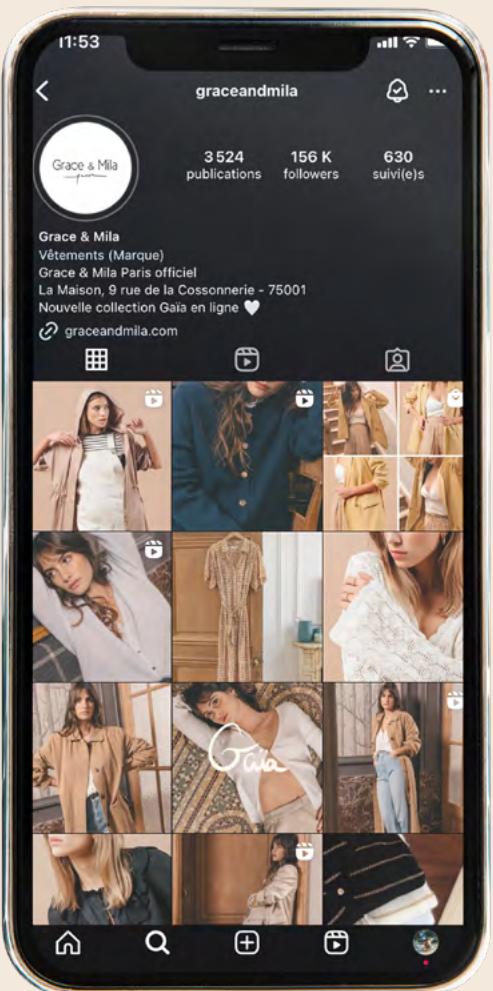
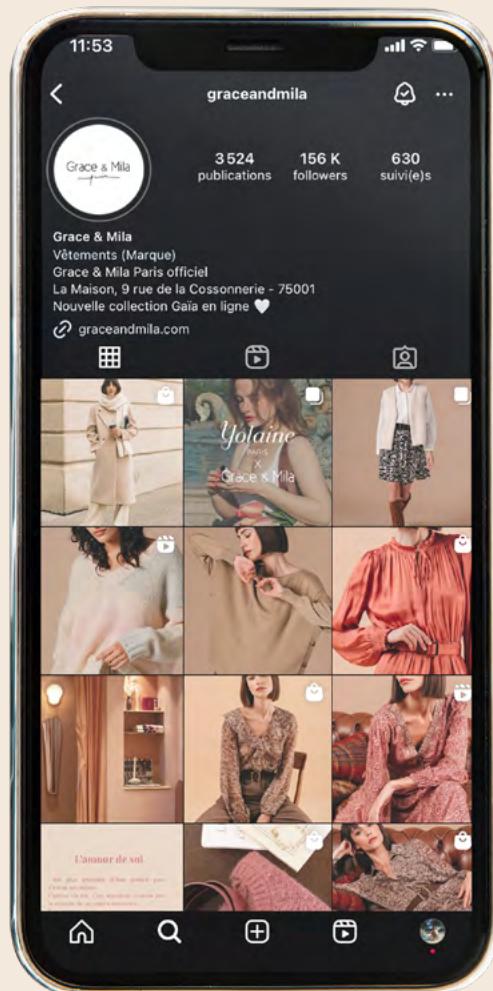


EMPREINTE  
FALL / WINTER 2024

Grace & Mila

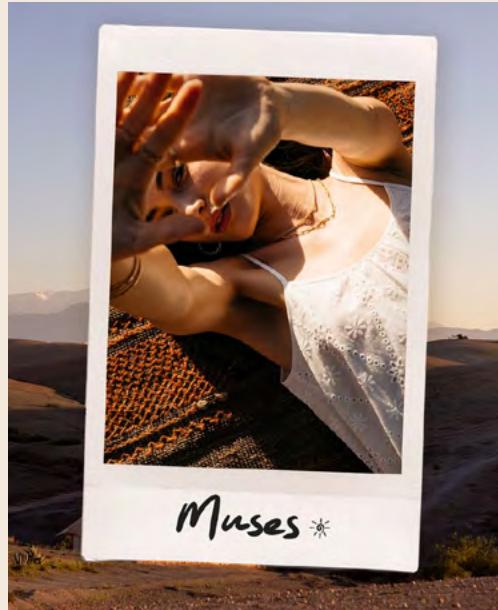
# DIGITAL

## Feed Instagram



# DIGITAL

Posts Instagram



# DIGITAL

## Reels Instagram



[Voir le reel](#)



[Voir le reel](#)



[Voir le reel](#)



[Voir le reel](#)

# DIGITAL

Site internet

The image displays a digital marketing campaign for Grace & Mila, showcasing their website, mobile application, and a dedicated landing page.

**Website (graceandmila.com):** The main website features a navigation bar with links to BOUTIQUE, LOOKBOOK, LA MAISON, NOS ENGAGEMENTS, ARCHIVES, and a search function. A prominent section titled "COMMENT ÇA FONCTIONNE ?" (How does it work?) details the four steps of the recycling process: 1. Tri dans votre dressing (Sorting in your closet), 2. Sélectionnez un point de collecte (Select a collection point), 3. Validez votre dépôt (Validate your deposit), and 4. Recevez votre code promo (Receive your promotional code). Each step includes an illustration and a brief description.

**Mobile Application:** The app interface shows a "NOS ADRESSES" (Our addresses) section with a map of France and a list of partner locations. It also features a "BACK TO WORK" section with a selection of items and a "10€ de réduction sur nos collections" (10€ discount on our collections) offer.

**Landing Page:** This page provides a visual summary of the recycling process, showing a person sorting clothes into a box, a smartphone displaying a photo of a collection point, and a gift box representing the promotional code. A large "JE FAIS LE TRI" (I do the sorting) button is centered at the bottom.

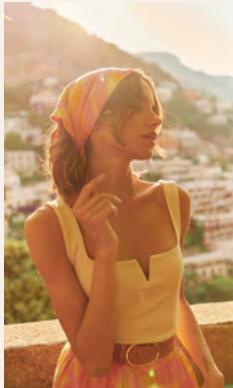
# SCÉNOGRAPHIE

Vitrines boutique



# DIRECTION ARTISTIQUE

Shooting SS24



# DIRECTION ARTISTIQUE

Shooting SS23



# 02

## IDENTITÉS VISUELLES

**INFLUENCE** Logo

Influence



Influence

# INFLUENCE

Packaging



# INFLUENCE

Print



# SD ARCHITECTES

Logo

SDA





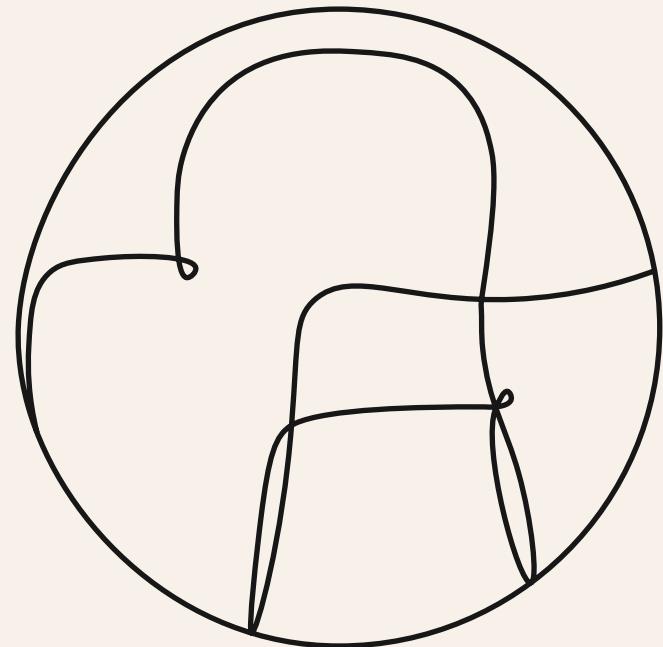
# SD ARCHITECTES

Webdesign



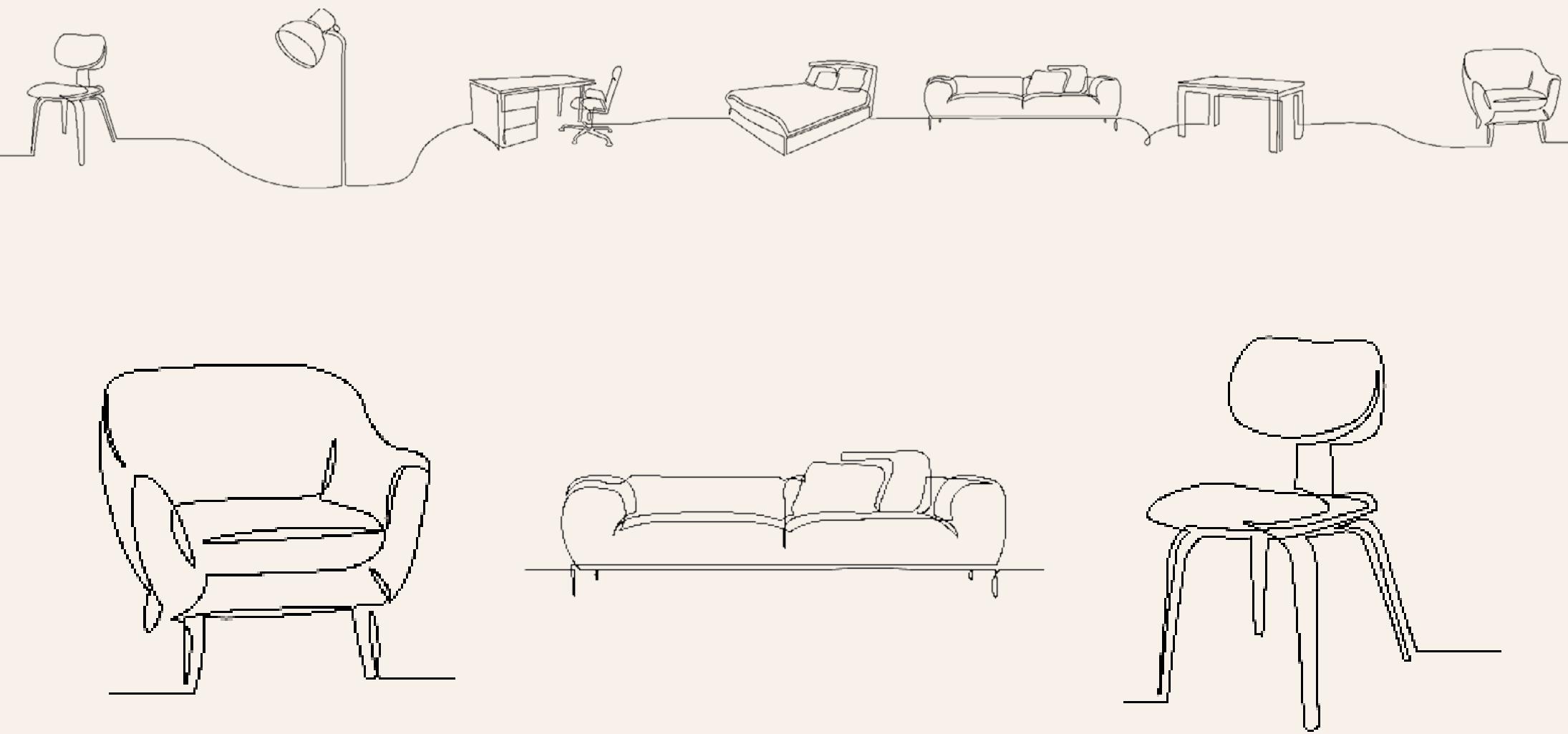
# MOBOO

Logo



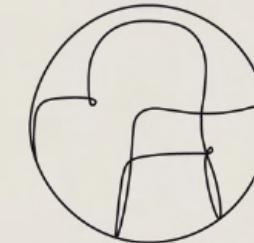
**moboo**





# MOBOO

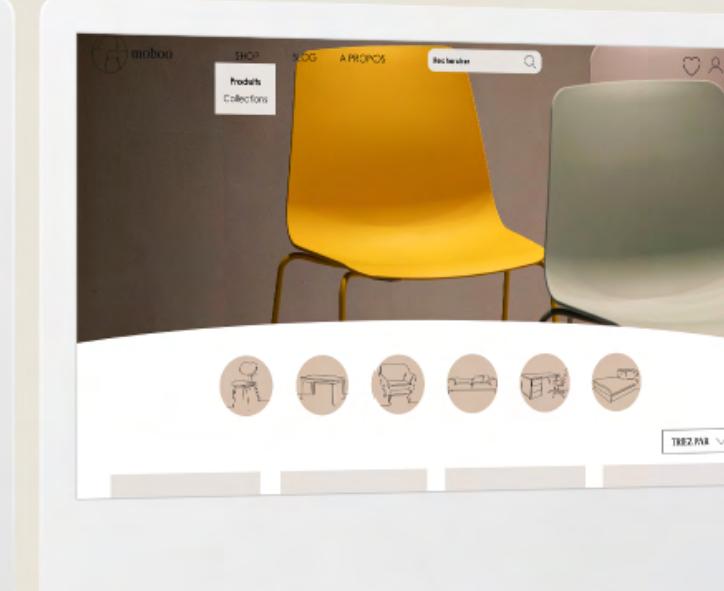
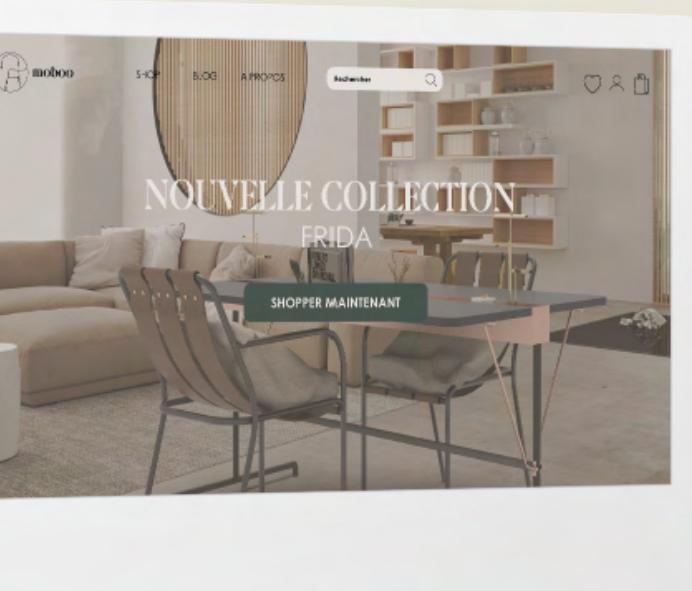
Print



**moboo**

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85 rue Jules Guesdes  
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**NONA** Logo



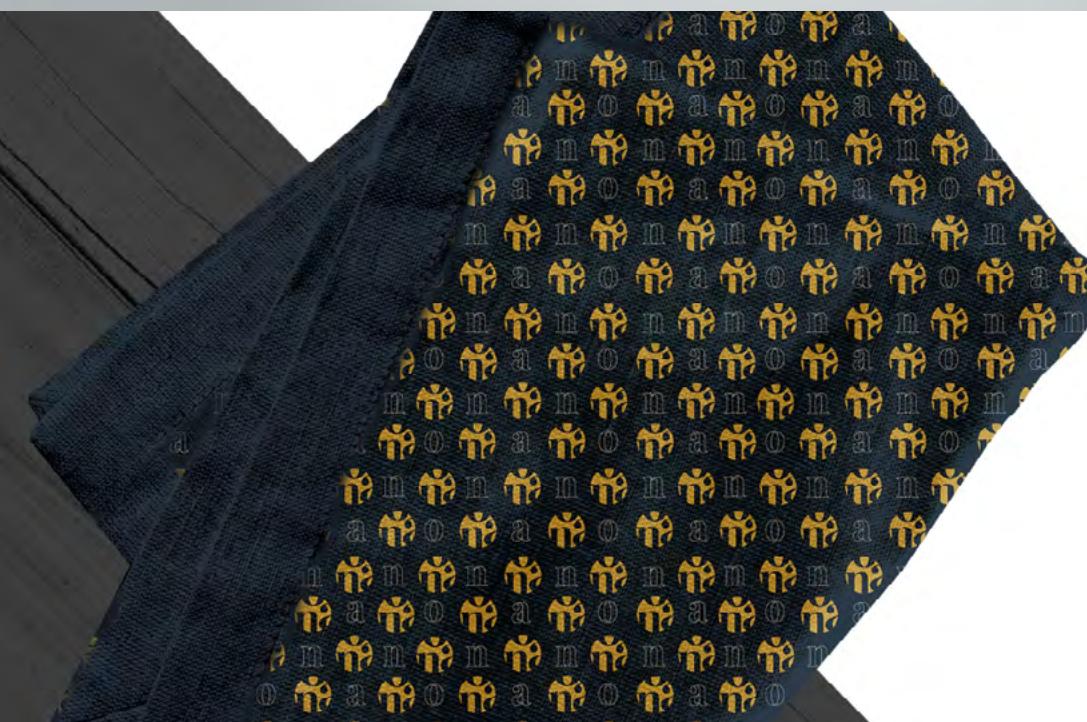
maison nona





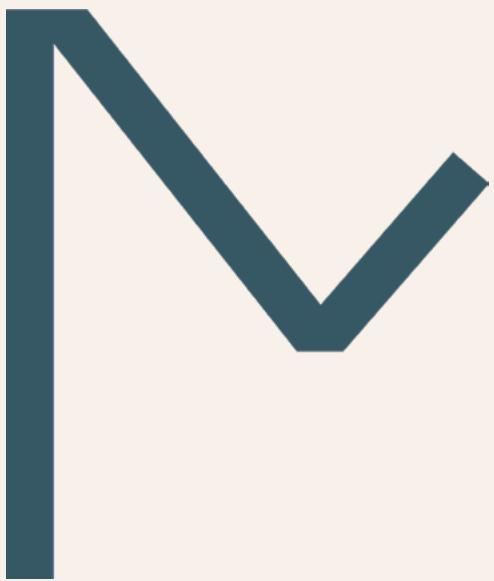
# NONA

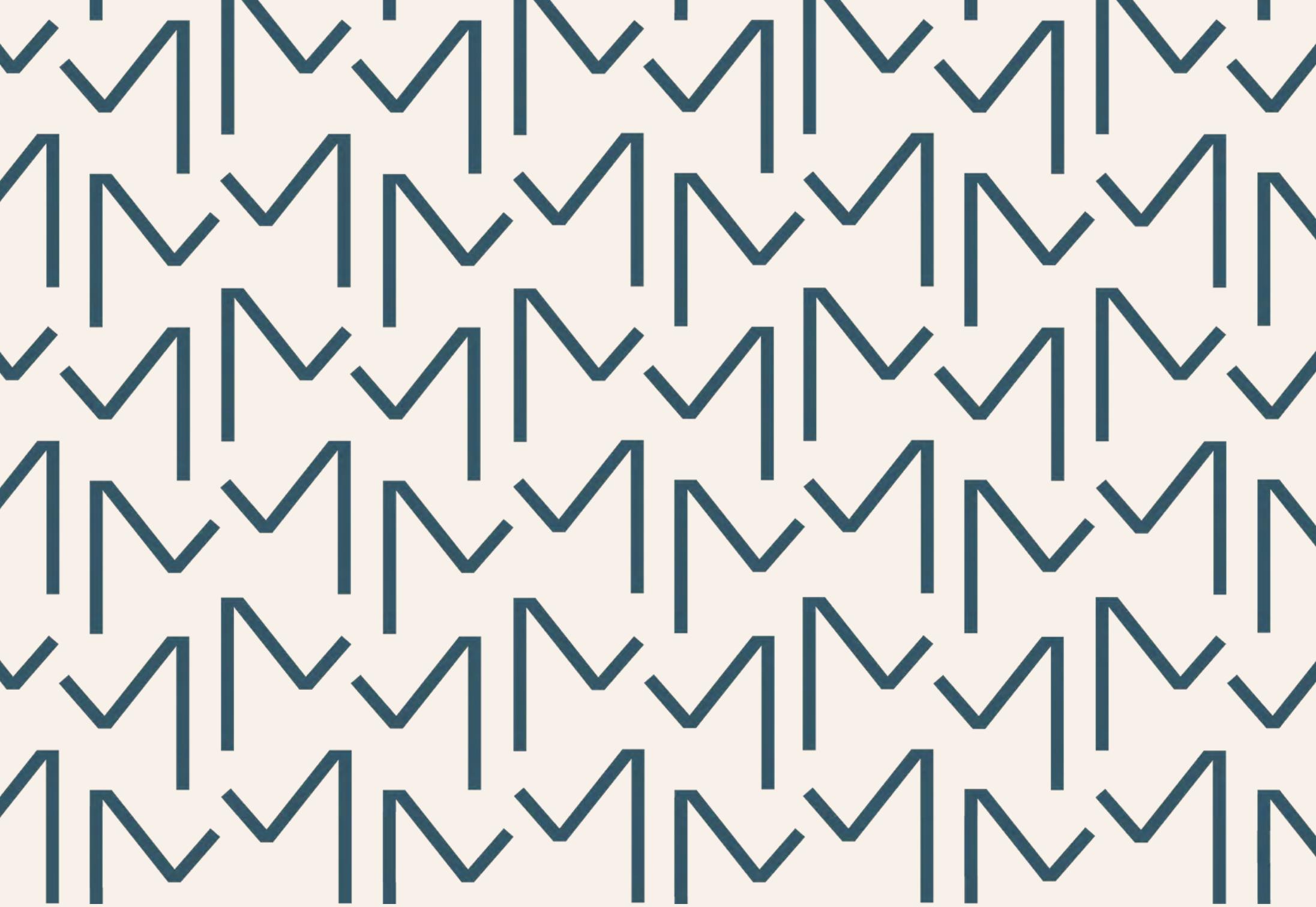
Packaging

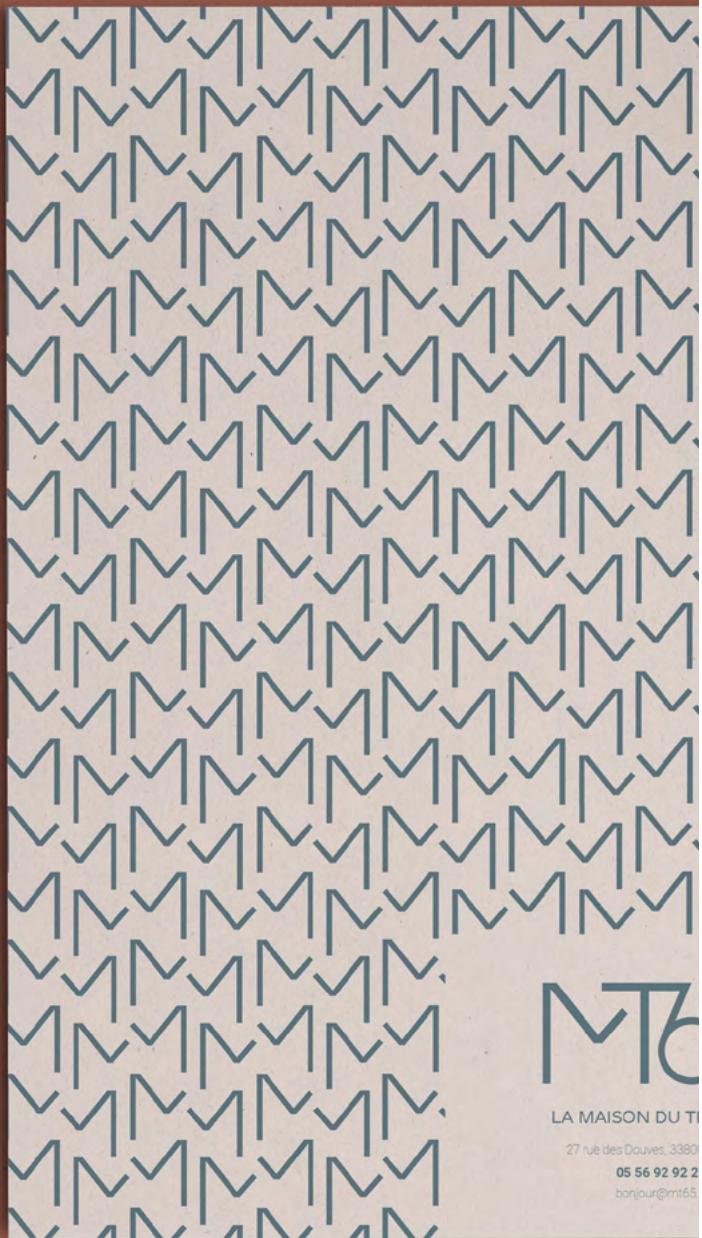
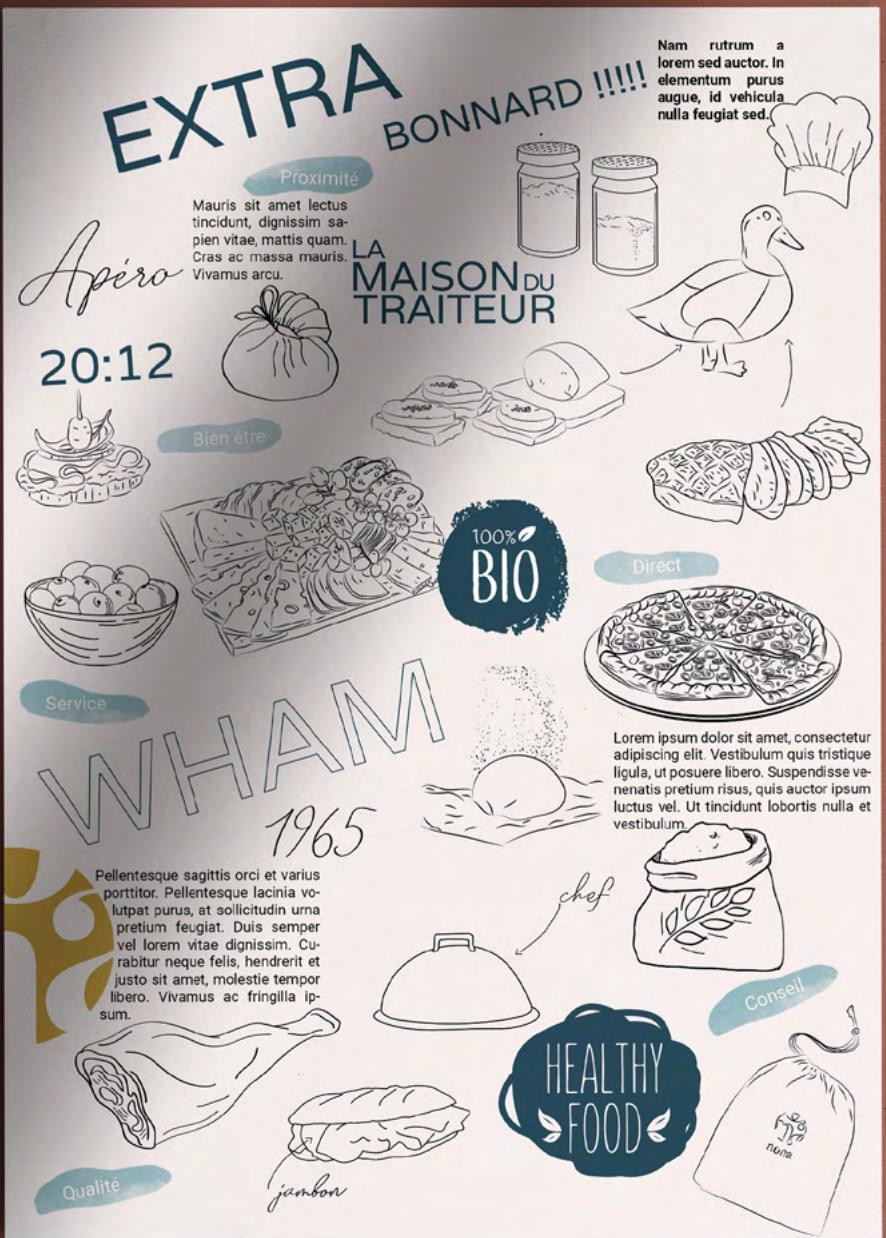


**MT65**  
Logo

**MT65**  
LA MAISON DU TRAITEUR







COMPTOR INDEPENDANT

LA MAISON DU TRAITEUR  
COMPTOR INDEPENDANT DEPUIS 1965

LA MAISON DU TRAITEUR  
COMPTOR INDEPENDANT DEPUIS 1965

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27 rue des Douves, 33800 Border

PATÉ BREBIS SAUCISSON COP  
SARDINE ROSETTE CANARD  
ROSETTE CANARD  
LARDONS ASSOC  
CHORIZO ASSOC  
COPPA ASSOC  
CHEVRE ASSOC  
SERRINO ASSOC  
SARDINE ASSOC  
TERrine ASSOC  
FILLETTES ASSOC  
JAMBON MANCHEGO ASSOC  
JAMBON PARMESAN ASSOC  
BURRATA ASSOC  
VINAIGRE FUET ASSOC  
FUET CHORIZO ASSOC  
LOMO ASSOC  
CEPES ASSOC  
CHARCUTERIE ASSOC  
CONSERVE ASSOC  
CANEMBERT ASSOC  
FEUET ASSOC  
MAGRET ASSOC  
ROSTELLO ASSOC  
PATE ASSOC  
ROSSETTE ASSOC  
SERRANO ASSOC  
SERRANO VINAIGRE  
SPECK ASSOC  
THON ASSOC  
LOMO ASSOC  
CEPES ASSOC  
CANARD ASSOC  
SERRANO ASSOC  
SPECK ASSOC  
LOMO ASSOC  
GEPES ASSOC  
VINAIGRE FUET ASSOC  
BURRATA ASSOC  
Mozzarella ASSOC  
BELLOTA ASSOC  
RILLETTES ASSOC  
CAMEMBERT ASSOC  
BELLOTA ASSOC

# 03

## PHOTOGRAPHIES









# SEE YOU SOON

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