

# **INSPOGRAFIK STUDIO**

**A CREATIVE STUDIO**

GABRIELLA ORTIZ  
SEBASTIÃO HUNGERBÜHLER

PORFOLIO SAMPLE

2022

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\*\*DIESE DOKUMENT ENTHÄLT VERTRAULICHE UND RECHTLICH GESCHÜTZTE INFORMATIONEN. WENN SIE NICHT DER RICHTIGE ADRESSAT SIND UND DIESE E-MAIL IRRTÜMLICH ERHALTEN HABEN, INFORMIEREN SIE BITTE SOFORT DEN ABSENDER UND VERNICHTEN SIE DIESE E-MAILS. DAS KOPIEREN VON INHALTEN DIESER E-MAIL, DIE WEITERGABE OHNE GENEHMIGUNG IST NICHT ERLAUBT UND STELLT EINE URHEBERRECHTSVERLETZUNG DAR.

INSPOGRAFIK WAS BORN OUT OF AN ASPIRATION TO DESIGN AS A MEANS TO ENGAGE IN CULTURAL EXCHANGE. BY TYING DESIGN TO ART AND CULTURE THROUGH A NARRATIVE, OUR WORK ATTEMPTS TO REVIVE AUTHENTIC DESIGN PRACTICE.

SERVICES — STRATEGY, RESEARCH, BRANDING, DIGITAL, SPACE

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INSPOGRAFIK.STUDIO

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TEAM@INSPOGRAFIK.STUDIO

cou  
cou



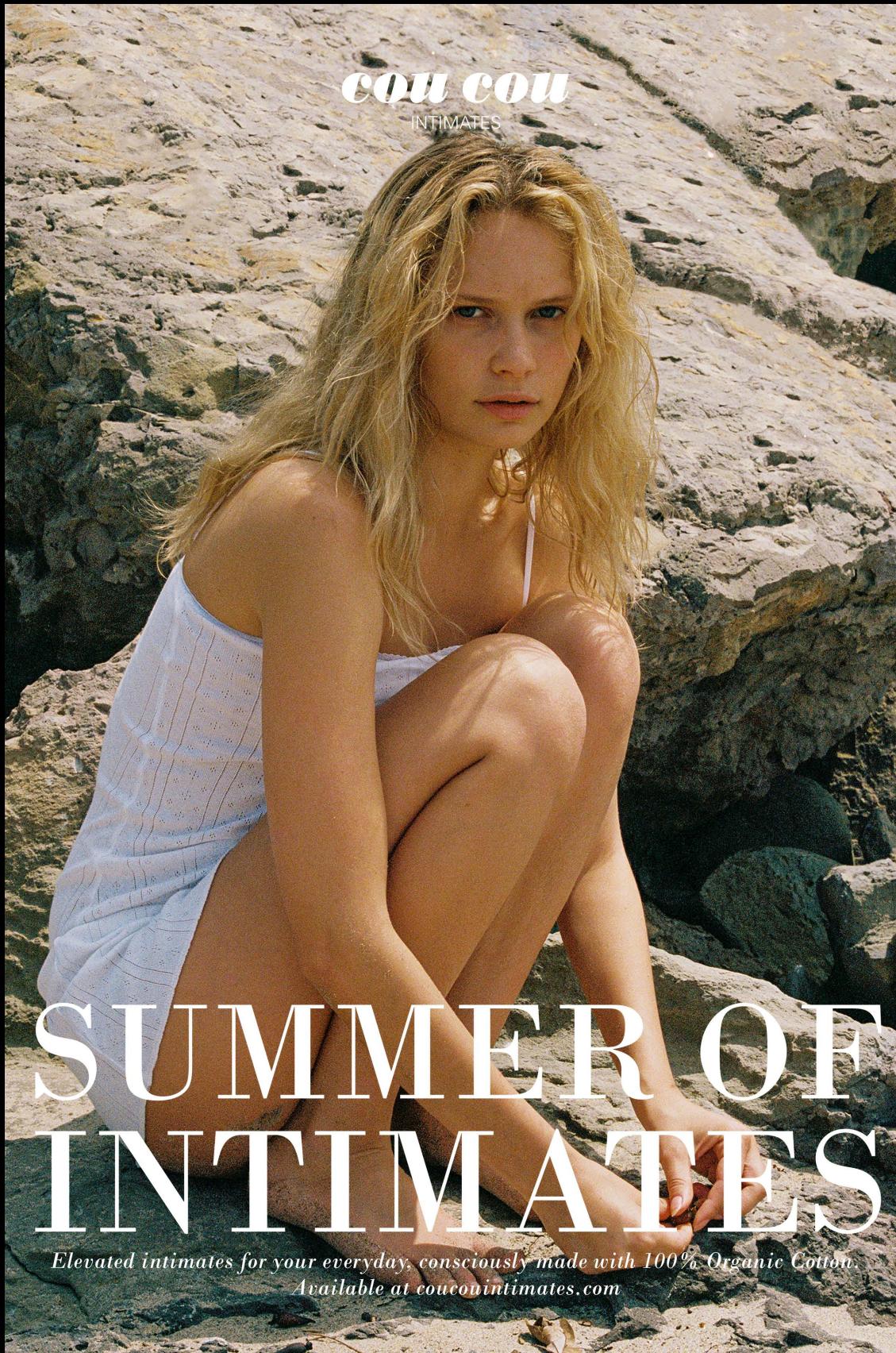
COU COU INTIMATES— CREATIVE DIRECTION, IDENTITY, CONSULTING, PRINT DESIGN, DIGITAL DESIGN, TYPOGRAPHY, PACKAGING, WEBSITE DESIGN.



**cou cou**  
INTIMATES

# SUMMER OF INTIMATES

*Elevated intimates for your everyday, consciously made with 100% Organic Cotton.  
Available at [coucouintimates.com](http://coucouintimates.com)*



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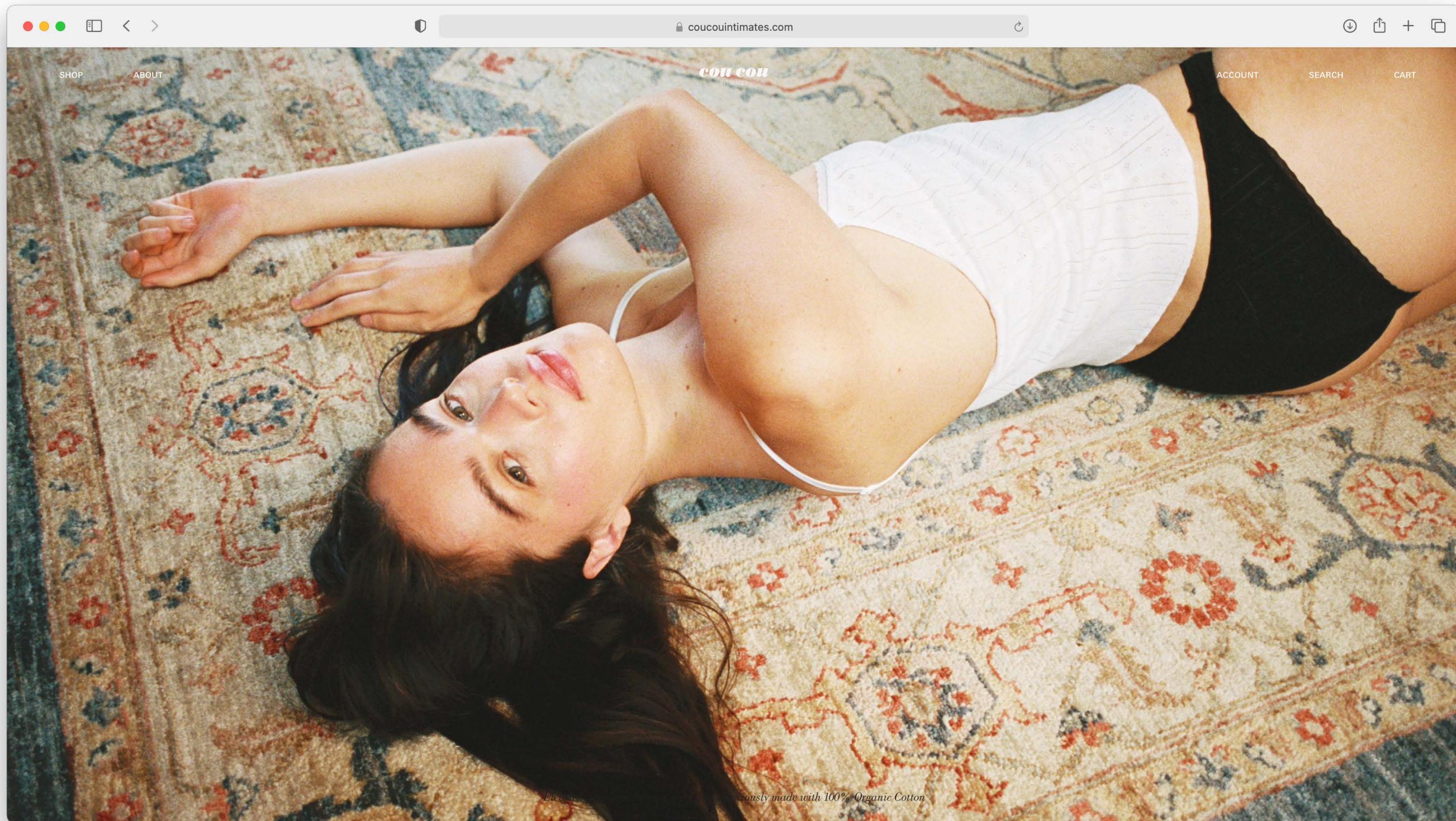


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INTIMATES

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*Elevated intimates for your everyday, consciously made with 100% Organic Cotton.  
Available at [coucouintimates.com](http://coucouintimates.com)*

COU COU INTIMATES— SUMMER OF INTIMATES CAMPAIGN: CREATIVE DIRECTION, DIGITAL DESIGN, BRANDING.



**COU COU INTIMATES— WEBSITE DESIGN, WEB DEVELOPMENT, ART DIRECTION.**

The screenshot shows the homepage of the Cou Cou Intimates website. At the top, there's a navigation bar with links for SHOP, ABOUT, ACCOUNT, SEARCH, and CART. The main header features a large, textured background image of a woman's hair and shoulders. The brand logo 'cou cou INTIMATES' is centered above a slogan: 'Liberated accessories for sustainable intimacy, consciously made with 100% Organic Cotton'. Below the header, four product cards are displayed in a row:

- THE CAMI: TWO PACK** £82: A woman stands in a white camisole and white briefs.
- THE PICOT TANK: TWO PACK** £78: A woman sits in a black tank top and black shorts.
- THE CAMI SLIP  
Pointelle** £74: A woman sits in a white pointelle camisole and white briefs.
- THE SHORT: TWO PACK** £105: A woman stands in a black tank top and black shorts.

At the bottom left, there's a newsletter sign-up form with fields for email and a dropdown for currency (GBP £). The bottom right contains copyright information: © COUCOUINTIMATES.



The image shows a woman with long dark hair, wearing a white ribbed tank top and matching shorts, leaning against a large, light-colored rock formation. She is looking down and to her left. Her right arm is resting on a rock, and she has a tattoo of a butterfly on her upper arm. The background consists of various rock sizes and shadows.

cou cou  
INTIMATES

THE CORE COLLECTION

## THE PICOT DRESS

£72

[DESCRIPTION](#) [DETAILS](#) [SIZING](#)

*If The Cami Slip lived in Paris with flirty allure, you'd find her more modest, form-fitting sister, The Picot Dress on Bowery. With a subtle scooped neckline, picot trim detailing and classic, clean silhouette ~ she's bound to become your new favourite.*

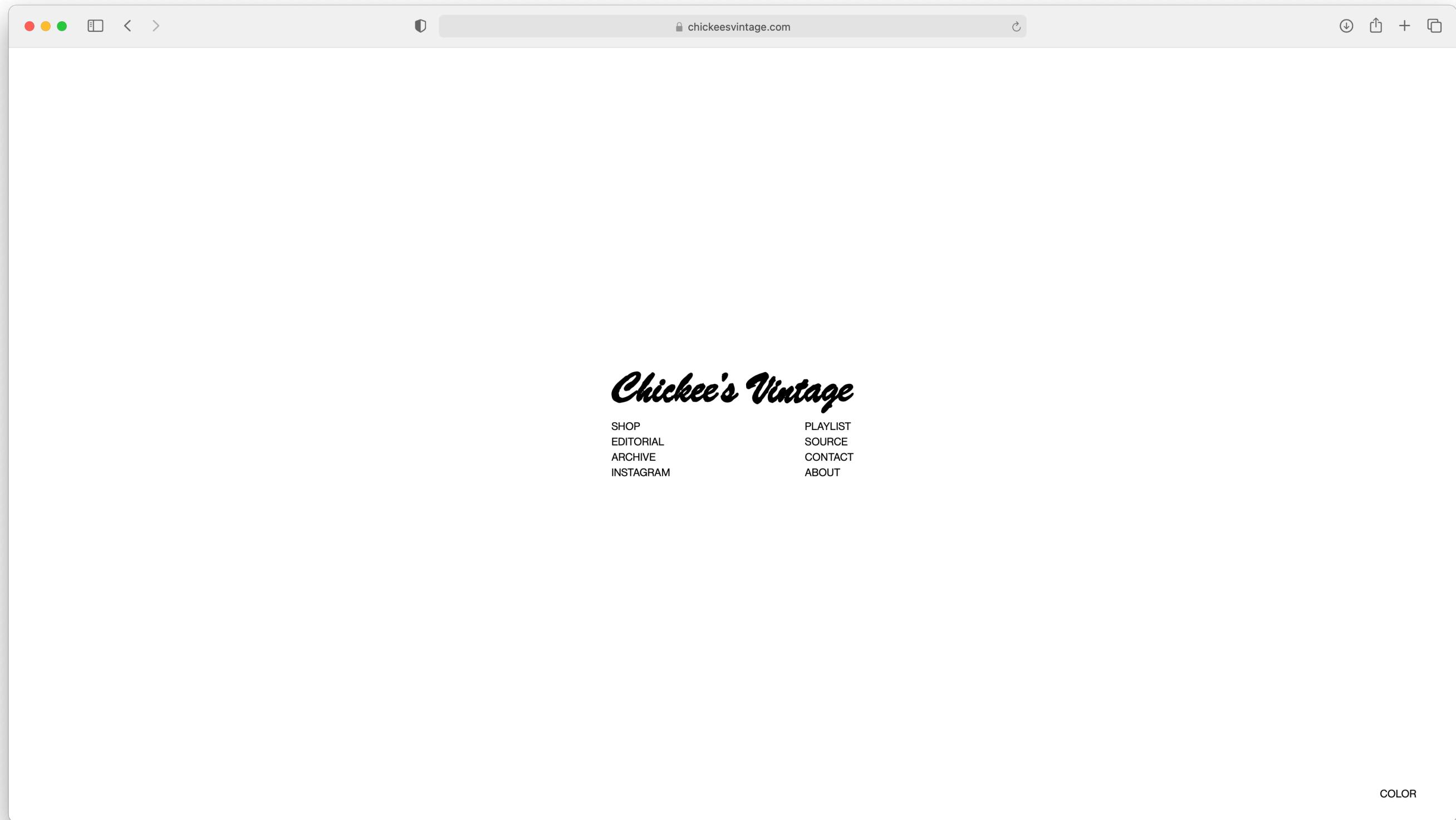
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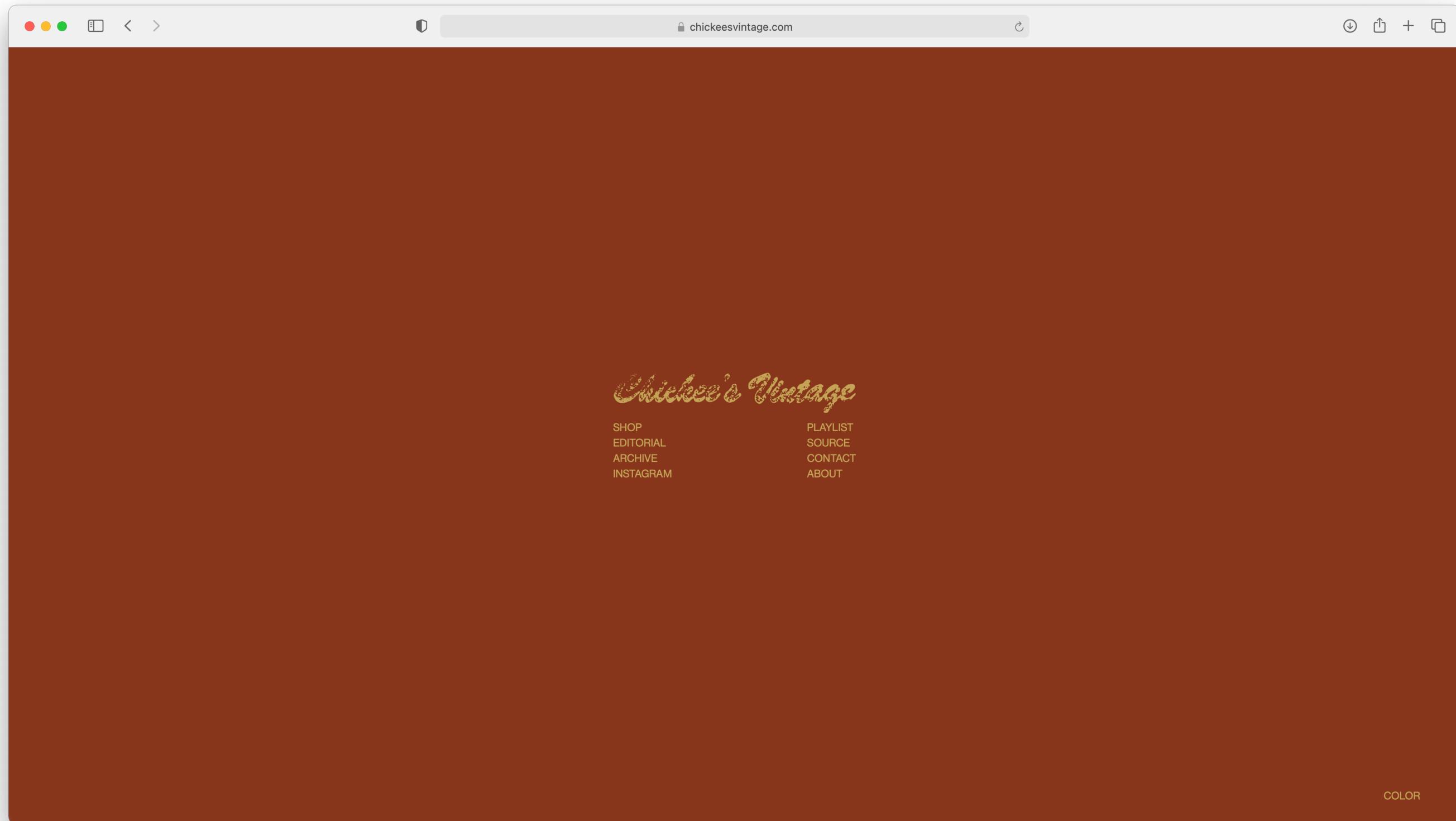
[SIZE CHART](#)

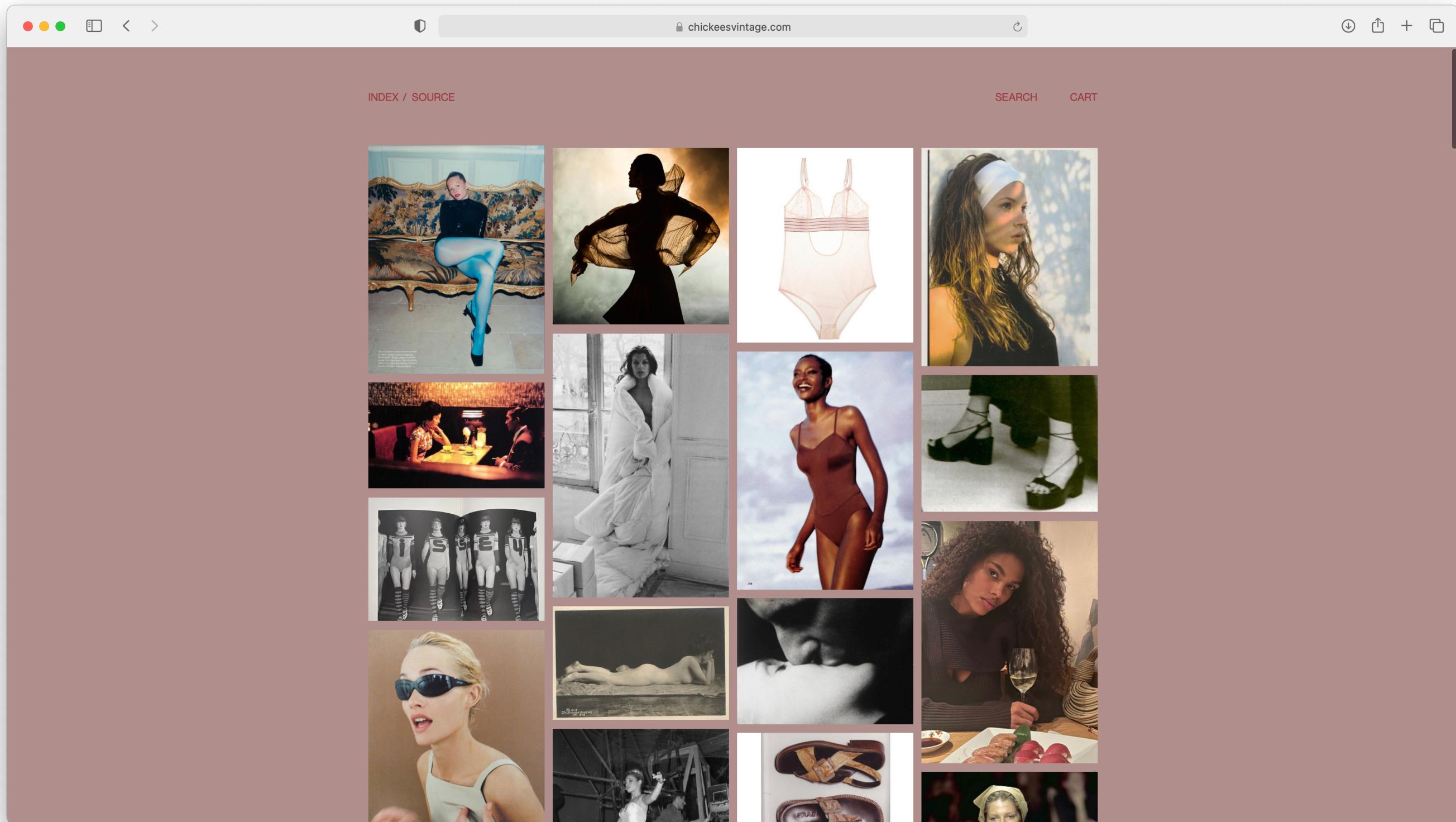
[ADD TO CART](#)



**COU COU INTIMATES— CREATIVE DIRECTION, IDENTITY, CONSULTING, PRINT DESIGN, DIGITAL DESIGN, TYPOGRAPHY, PACKAGING, WEBSITE DESIGN.**







A screenshot of a website for Chickee's Vintage, viewed in a web browser on a Mac OS X system. The browser window shows standard OS X controls at the top. The website has a dark blue header and footer, with a white content area in the center. The header includes a shield icon, the URL 'chickeesvintage.com' with a lock icon, and various browser control icons. The footer contains copyright information and a color selection bar.

INDEX / ABOUT

SEARCH CART

CHICKEE'S VINTAGE IS A VINTAGE CLOTHING BOUTIQUE BASED IN THE HEART OF WILLIAMSBURG, BROOKLYN—LAUNCHED IN 2019, KATHLEEN SORBARA LEFT BEHIND THE FASHION INDUSTRY TO LAUNCH HER VINTAGE CLOTHING STORE WITH A DREAM TO SHARE LOVE AND CREATE A SPACE FOR COMMUNITY IN NEW YORK CITY. CHICKEE'S VINTAGE FEATURES VINTAGE CLOTHING FROM EVERY ERA, AS WELL AS A SMALL SELECTION OF PIECES FROM LOCAL, SUSTAINABLE DESIGNERS. KATHLEEN'S TRAVELS THROUGHOUT THE COUNTRY AND THE WORLD INSPIRE HER THOUGHTFUL FINDS.

**ALL INQUIRIES:** INFO@CHICKEESVINTAGE.COM

**PRESS:**

- THE SHOPKEEPERS 02/20
- NY TIMES 04/21
- WWD 09/21
- NY TIMES 10/21
- GQ 02/22
- VOGUE 04/22
- VOGUE 06/22

**SHOP HOURS:**

WOMEN'S STORE:  
OPEN EVERY DAY  
11AM—7PM (*UPDATED MARCH 2022*)  
135 WYTHE AVE, BK NY 11249

MEN'S STORE:  
OPEN THURSDAY-SUNDAY  
12PM-6PM (*UPDATED OCTOBER 2022*)  
97 N 7TH ST, BK NY 11249

**WEBSITE BY:** INSPOGRAFIK STUDIO

© 2022, CHICKEE'S VINTAGE

COLOR

## The LIP FILES

WITH MATISSE



**saie**

1.  
HOW DO YOU SPEAK UP FOR YOURSELF AND OTHERS?  
  
I TRY TO USE MY VOICE TO UPLIFT THE SILENCED WHENEVER I CAN. IT TAKES ABSOLUTELY NOTHING TO COMPASSIONATE AND EMPATHIC TOWARDS PEOPLE WHO NEED IT.
2.  
YOUR GO TO LIP BLUR SHADE?  
  
CLASSIC
3.  
WHAT ARE THE MOST POWERFUL WORDS YOU'VE EVER HEARD?  
  
"WANT TO GO GET FOOD?"
4.  
WHAT'S YOUR FIRST MEMORY INVOLVING LIPSTICK?  
  
MY MOM WAS THE MOST STYLISH AND GLAMOROUS WOMAN ON THE PLANET SO ANY CHANCE I COULD GET MY PAWS ON HER MAKEUP I WOULD TAKE IT.  
  
SEE ATTACHED PHOTO



**saie**

MATISSE



5 SONGS YOU'RE CURRENTLY LISTENING TO...

1. Rock With U — Janet Jackson
2. Cherry Pie — Sade
3. Talk Down — Dijon
4. Gone Daddy Gone — Violent Femmes
5. If it Makes You Happy — Sheryl Crow

All For *Nutrition*.

All For *Energy*.

All For *Taste*.

All For \_\_\_\_\_.

All For *Me*.

All For *You*.

All For *Them*.

\*Play on "All Four"

All For \_\_\_\_\_.

by Coni Foods®

WORDMARK

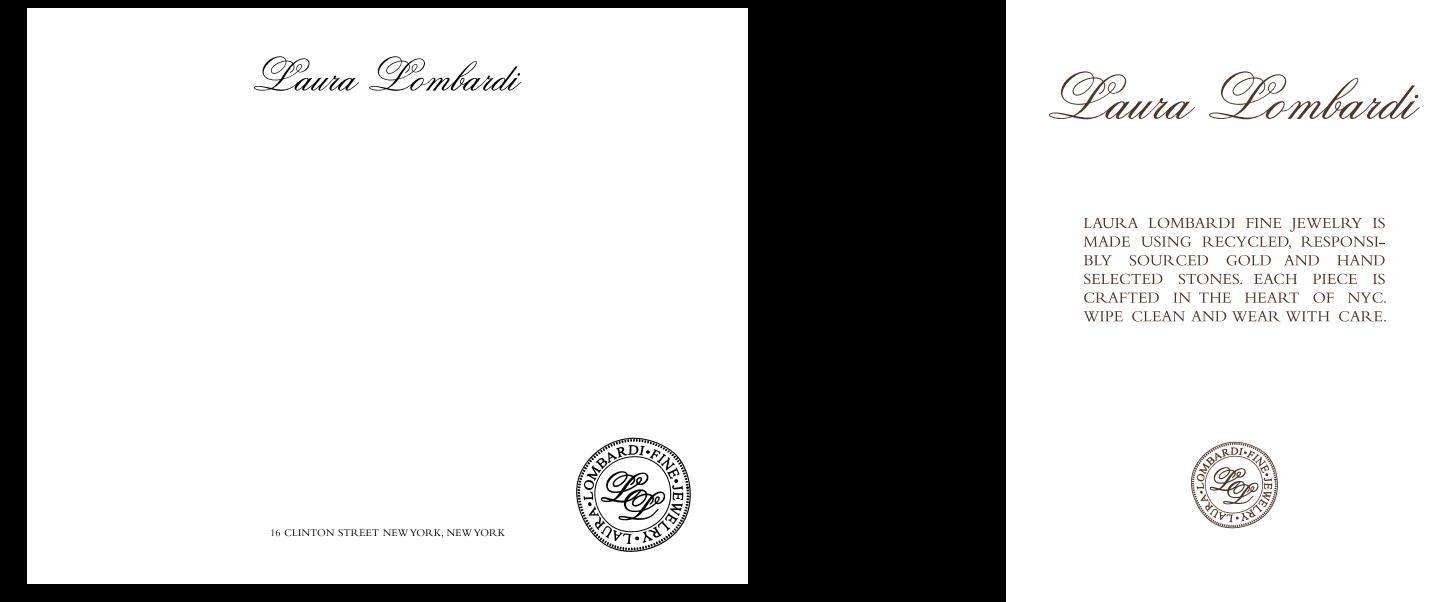
*Laura Lombardi*

MONOGRAM



TO BE USED  
FOR EMBOSsing  
WHEN NEEDED





LAURA LOMBARDI

LAURA LOMBARDI

Skewed Wordmark

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LAURA LOMBARDI

LAURA LOMBARDI

Straight Wordmark

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# LAURA LOMBARDI

Jewelry designed and made in NYC.

## THANK YOU

We hope you love your jewelry as much as we loved making it for you.

## KEEP IN TOUCH

@lauralombardi

lauralombardi.com

Instagram

Facebook

Twitter

LinkedIn

YouTube

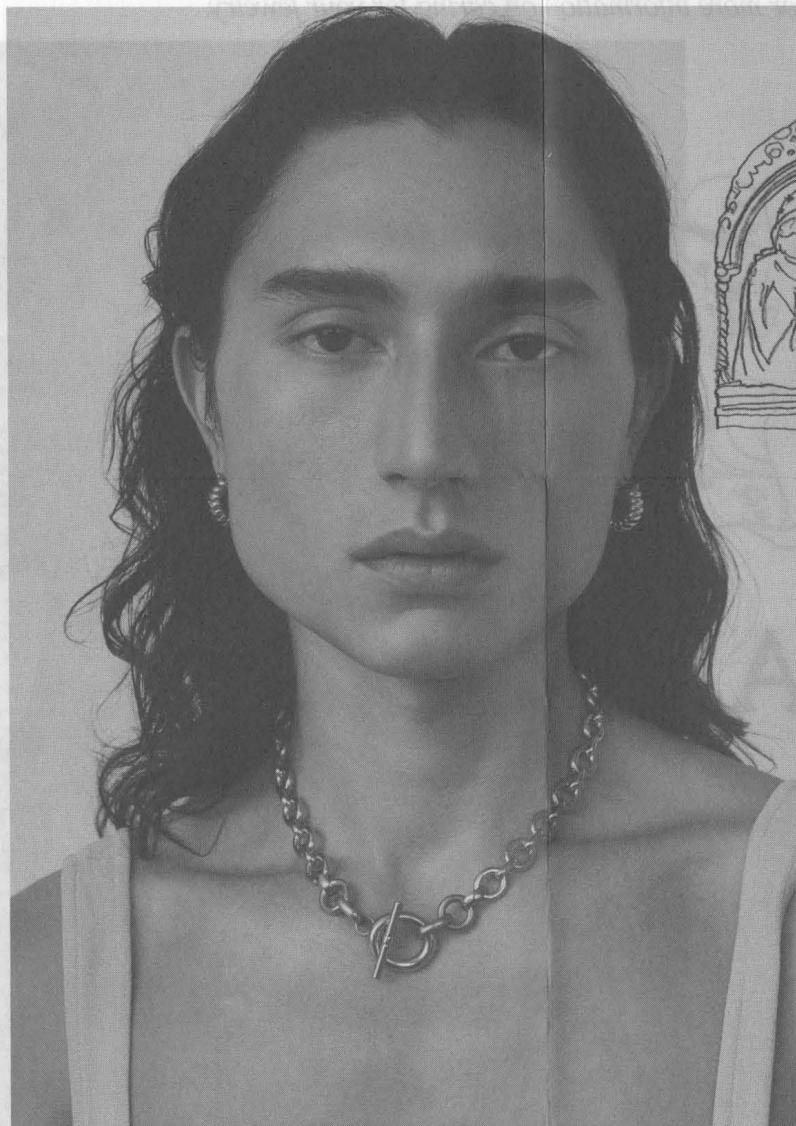
## MATERIALS AND CARE

We employ a range of high quality materials and finishes within the fabrication of our products. Please refer to your item's listing to confirm its composition prior to cleaning. Visit [lauralombardi.com/materials-care](http://lauralombardi.com/materials-care) for more information on caring for your jewelry.



**RETURNS AND EXCHANGES**

Items may be returned for store credit or exchange within 15 days of receipt. Visit our website at [lauralombardi.com/returnportal](http://lauralombardi.com/returnportal) to initiate your return.

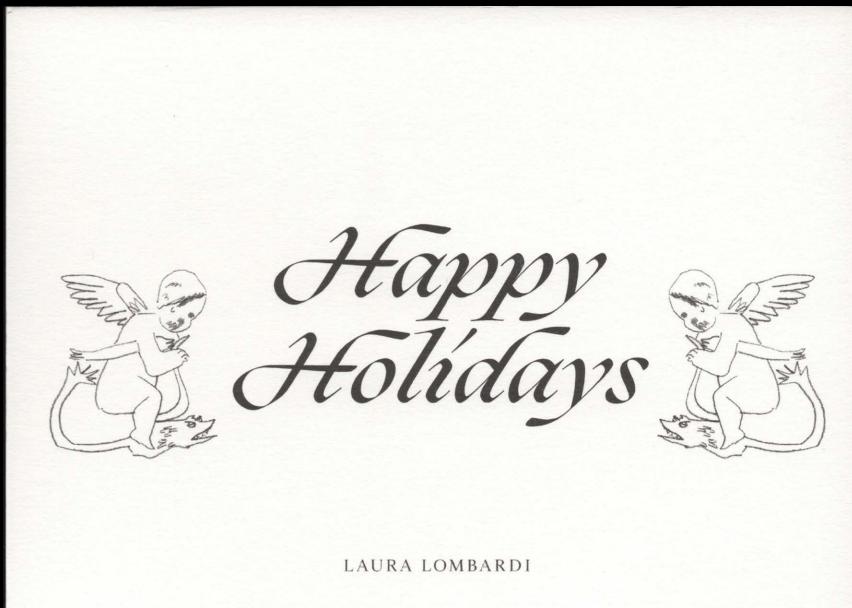


**KEEP IN TOUCH**

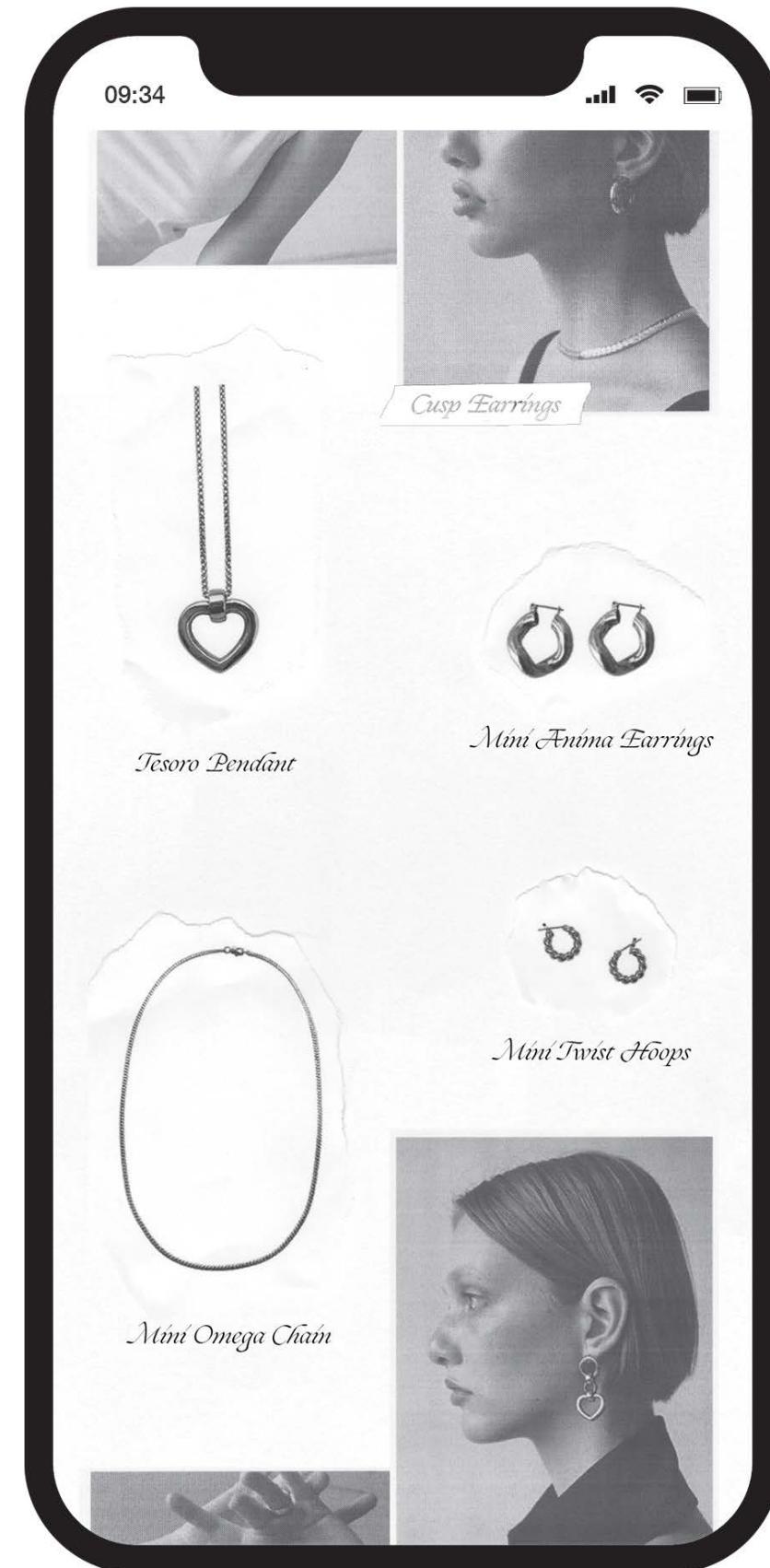
@lauralombardi  
[shop@lauralombardi.com](http://shop.lauralombardi.com)  
1-718-213-8847

Visit our showroom  
16 Clinton Street  
NY, NY 10002

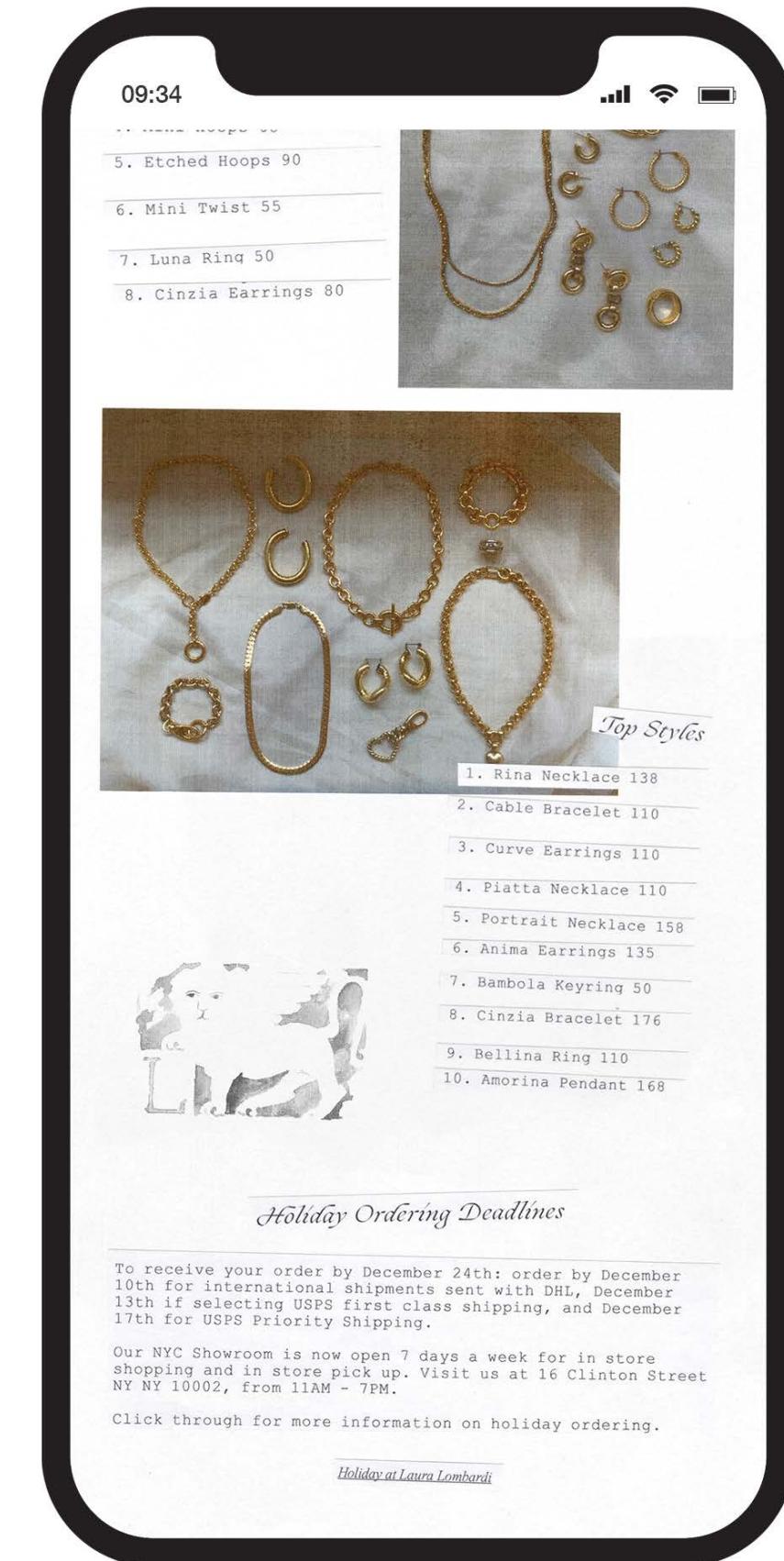




LAURA LOMBARDI— HOLIDAY CARD 2020.



LAURA LOMBARDI— SILVER COLLECTION EMAIL.



LAURA LOMBARDI— GIFT GUIDE EMAIL 2021.



LAURA LOMBARDI— GIFT GUIDE EMAIL 2020.

# PURE WINE

86 EAST 10TH ST

EAST VILLAGE, NEW YORK

WORD MARK - DISINTEGRATION INDICATING PRODUCT AGE

PURE WINE  
PURE WIN  
PURE WIN  
PURE WIN  
PURE WIN  
PURE WIN

## PURE WINE

86 EAST 10TH STREET, MANHATTAN

A SOMMELIER OR WINE STEWARD, IS A TRAINED AND KNOWLEDGEABLE WINE PROFESSIONAL, NORMALLY WORKING IN FINE RESTAURANTS, WHO SPECIALIZES IN ALL ASPECTS OF WINE SERVICE AS WELL AS WINE AND FOOD PAIRING. THE ROLE OF THE WINE STEWARD IN FINE DINING TODAY IS MUCH MORE SPECIALIZED AND INFORMED THAN THAT OF A "WINE WAITER".

WINE GLASS

CA. 1883-88

NEW ENGLAND GLASS COMPANY AMERICAN

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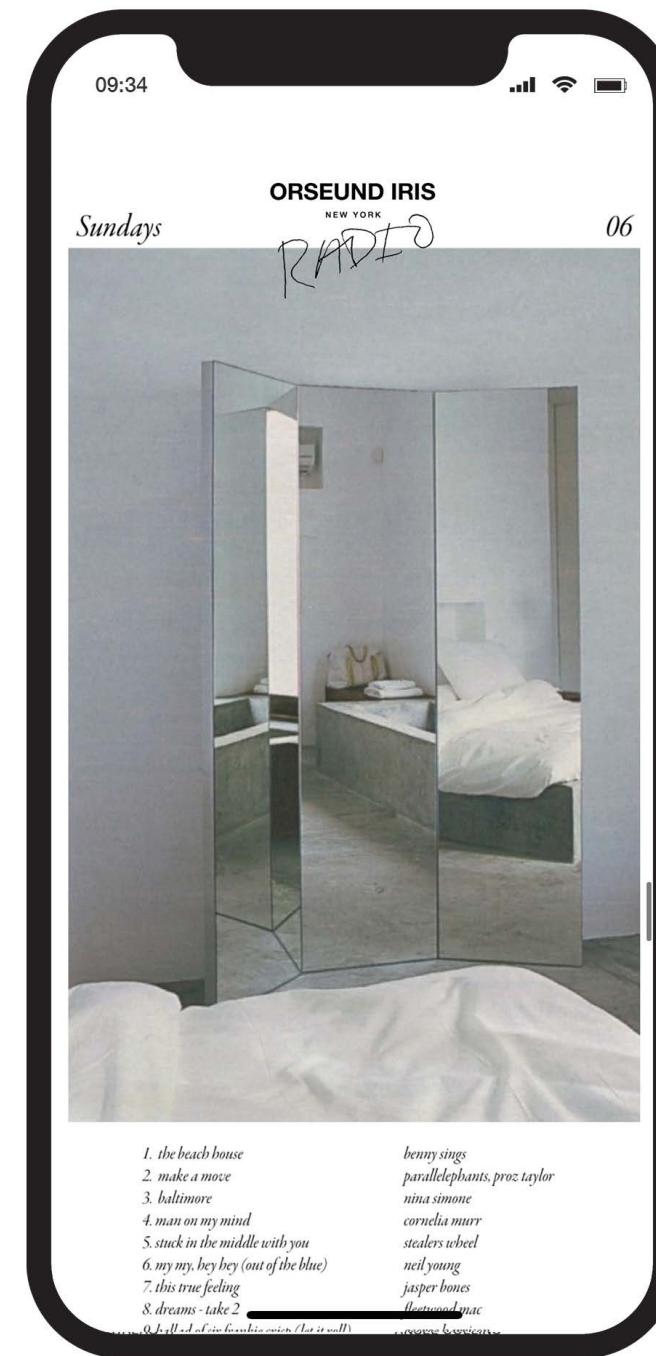
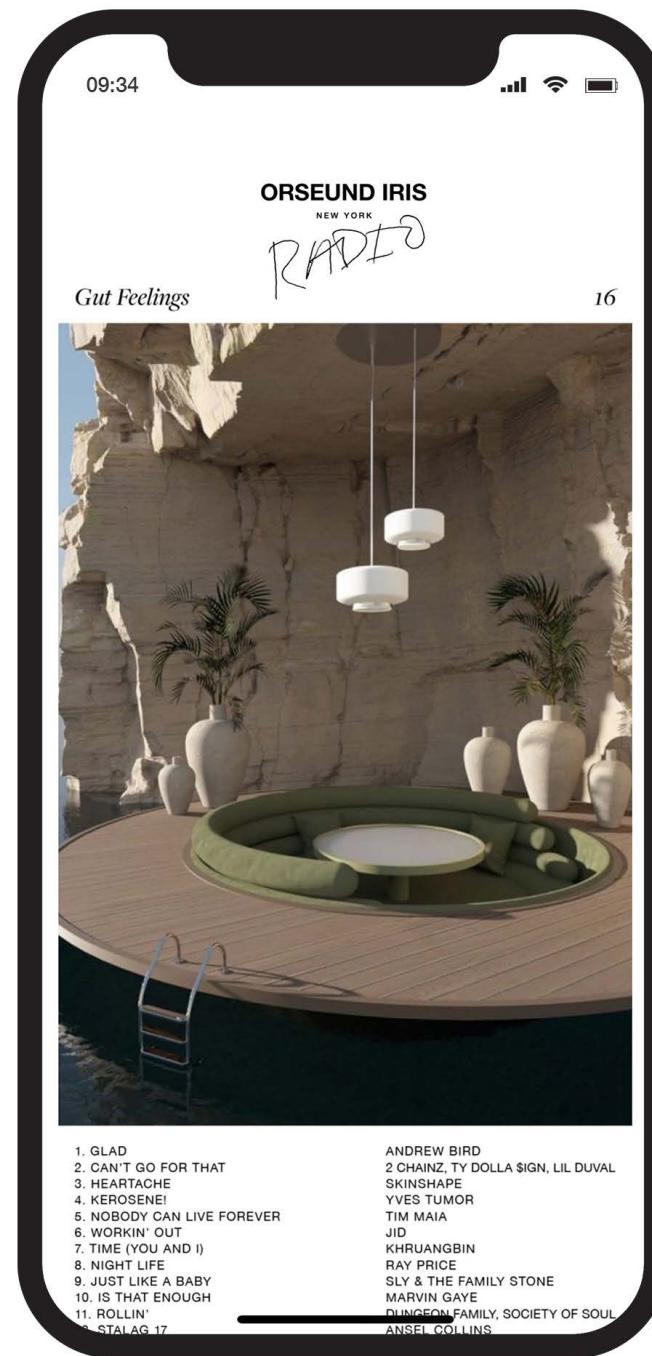
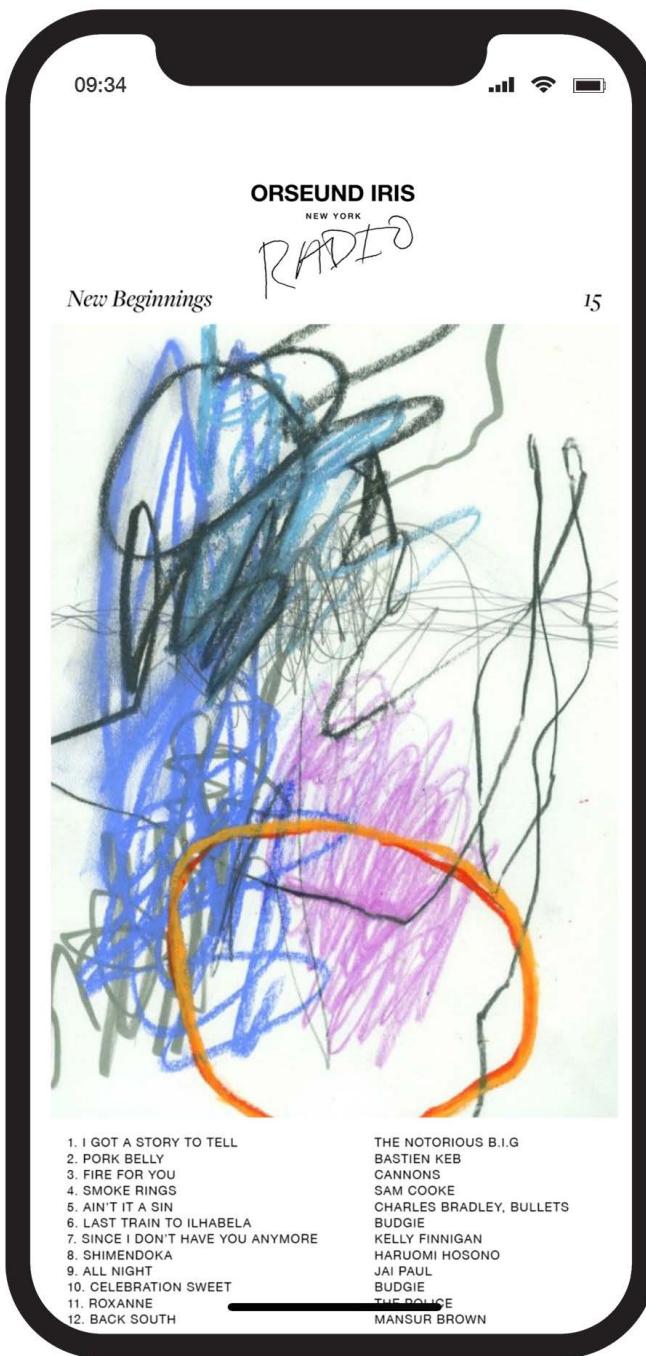
*pronounced*

OAR — SÜND — EYE — RISS

**ORSEUND IRIS**— ART DIRECTION, DIGITAL DESIGN, CONTENT CREATION, IMAGE CURATION, VIDEO EDITING, DIGITAL ASSET CREATION, CREATIVE PRODUCTION.



ORSEUND IRIS— ECOMMERCE ART DIRECTION, 2021.



ORSEUND IRIS— RADIO NEWSLETTER.

Screenshot of the Pinterest Business account for ORSEUND IRIS.

**Header:** Pinterest.com

**Navigation:** Business ▾, Create ▾, Analytics ▾, Ads ▾, Search icon, Notifications (43), Direct messages (1), Pins (50), Profile icon.

**Profile Section:**

- Profile picture: A collage of various outfit photos.
- Business Name: ORSEUND IRIS NEW YORK
- Follow button: Red "Follow" button.
- Followers: 40.5k followers, 237 following, 2M monthly views.
- Website: orseundiris.com
- Description: nonseasonal fashion label
- Contact: info@orseundiris.com

**Shop Section:**

- Shop tab: Active.
- Created tab: Inactive.
- Saved tab: Inactive.
- Product Categories (with counts):

  - All Pins: 35,982 Pins, 11w
  - VIBES: 41 Pins, 13w
  - LE PLAYSUIT: 22 Pins, 21w
  - HALTER TIE TOP: 97 Pins, 9w
  - POCKET PANTS: 123 Pins, 26w
  - IRIS LADY: 544 Pins, 26w
  - ABSTRACT TUBE...: 131 Pins, 9w
  - RUFFLE WRAP TIE...: 85 Pins, 9w
  - HOLLYWOOD DRESS: 44 Pins, 27w
  - GAMINE SKIRT: 35 Pins, 11w
  - BASIC TANK: 28 Pins, 13w
  - TUBE TANK: 32 Pins, 21w
  - OFF THE...: 45 Pins, 9w
  - LE CARPENTER...: 38 Pins, 26w
  - THE WEEKEND KNI...: 42 Pins, 9w
  - NIGHT OUT MINI...: 30 Pins, 9w
  - WEDDING: 20 Pins, 27w
  - STUDIO: 15 Pins, 27w

LAUNCHED AND MAINTAINED  
PINTEREST BUSINESS  
ACCOUNT ACCORDING TO  
OWN PROPOSED GROWTH  
STRATEGY.

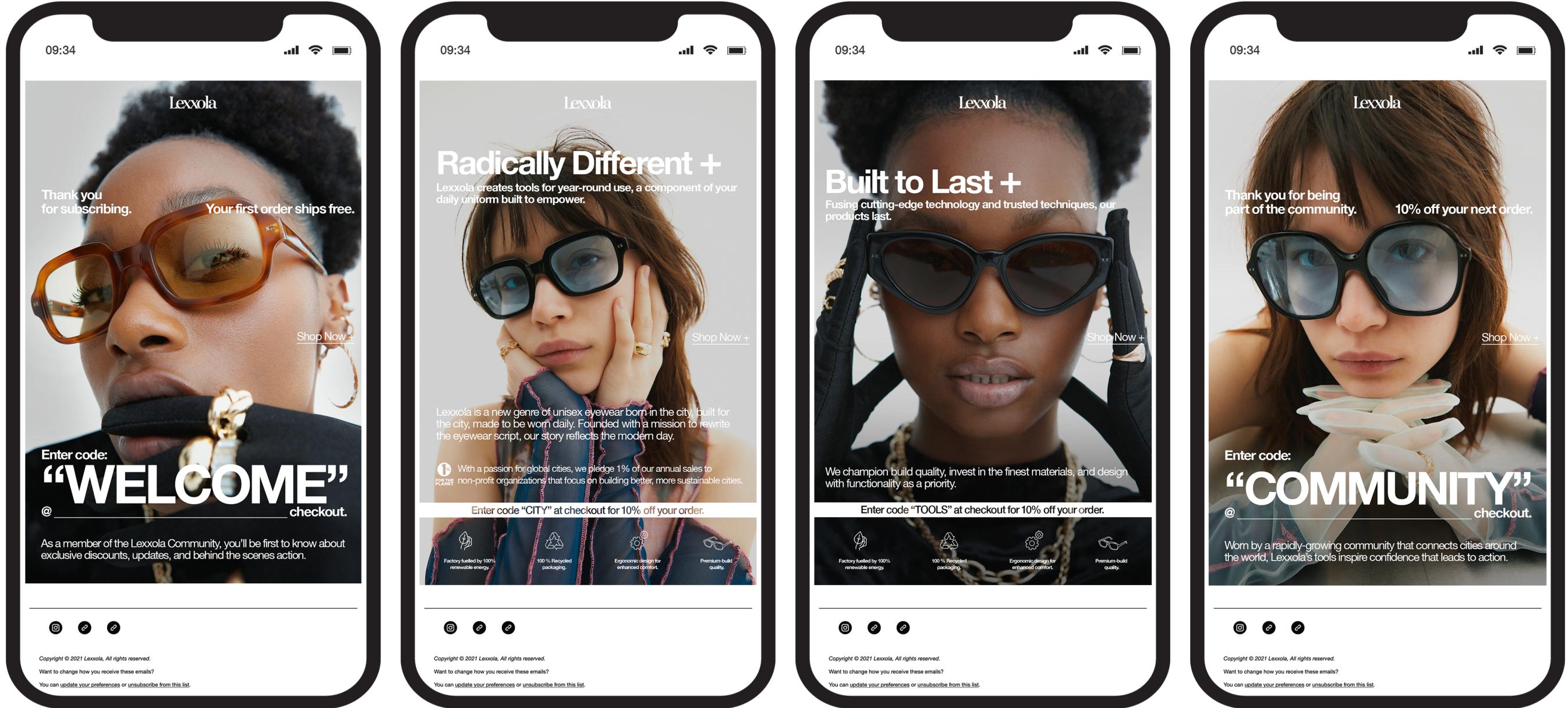
MONTHLY AVERAGES:  
10M+ VIEWERS  
55+ CONVERSIONS  
(CHECKOUTS)  
40K+ PAGE VISITS  
15K+ PINS



ORSEUND IRIS— PROP STYLING CONTENT.



GLOSSIER— CONTENT CREATION, PROP STYLING, IMAGE CURATION, IMAGE EDITING.



LEXXOLA— WELCOME NEWSLETTER SUITE: MARKETING STRATEGY, DIGITAL DESIGN.



**TIGER=HOF**

**WOHNEN** **GEWERBERÄUME** **ORT** **GESCHICHTE** **KONTAKT**



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**DE/EN**

  
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**TIGER=HOF**

**WOHNEN** **GEWERBERÄUME** **ORT** **GESCHICHTE** **KONTAKT**

**MIKRO** **MIDI** **MAXI**

Die Maxi-Wohnungen sind zwischen 86 und 96 m<sup>2</sup> groß und eignen sich perfekt für Wohngemeinschaften oder kleine Familien. Die meisten Maxi-Wohnungen verfügen über 2 geschlossene Schlafzimmer, 1 Badezimmer und 1 voll ausgestattete Küche mit Kochinsel.

**MAXIEINHEITEN**  
11 MAXI | 24 MAXI | 34 MAXI

**BITTE BEACHTEN SIE**  
Alle Einheiten im ersten Stock haben Eichenparkettböden. Die Wohnungen im 2. OG und 3. OG sind mit Sichtbetonböden und Fußbodenheizung ausgestattet. Waschmaschine und Trockner befinden sich auf allen 3 Etagen. Alle Wohnungen verfügen über eine voll ausgestattete Küche mit Granitdeckung, Geschirrspüler, Kühlschrank, Gefrierfach und Backofen. Die Badezimmer sind mit einer vollständig ge leisten Dusche mit Glastrennwand versehen. Zum Eingangsbereich gehören ebenfalls eine Garderobe mit Stauraum und Gegensprechanlage. Glasfaseranschluss, Keller- und Fahrradkeller sind auf Anfrage erhältlich. Einige Einheiten enthalten freiliegende Stahlpfosten. Es ist kein Parkplatz vorhanden, und die Einheiten sind nicht mit dem Aufzug erreichbar.



Visualisierung repräsentiert 34 MAXI

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**TIGER=HOF**

**WOHNEN** **GEWERBERÄUME** **ORT** **GESCHICHTE** **KONTAKT**

**MIKRO** **MIDI** **MAXI**

Im Herzen St.Gallens entstehen 13 neue Wohnungen darunter 3 Loft-Wohnungen und 10 modulare Wohneinheiten. Das Konzept der Mikro / Midi / Maxi Wohnungen wurde entwickelt, um den optimalen Platz für individuelle Ansprüche zu bereitstellen. In allen Wohnungen werden hochwertige Ausstattungen wie eine Wohnküche mit Granit Oberflächen, Glasfaser, Sichtbeton Bodenbeläge mit Fußbodenheizung und Schiebewänden umgesetzt. Der zweistöckige Anbau vermittelt das Gefühl einer eigenständigen Einheit; das Haus im Haus. Die lichtfüllte Loft-Wohnung liegt direkt über einem Gewerberaum und bietet sich als Kombination aus Wohnen und Arbeiten an. Beide Einheiten können aber auch getrennt voneinander angemietet werden. Der Anbau wird über einen separaten Eingang erschlossen.



SÜDFASSADE

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**TIGER=HOF**

**WOHNEN** **GEWERBERÄUME** **ORT** **GESCHICHTE** **KONTAKT**

**MIKRO** **MIDI** **MAXI**

Die Midi-Wohnungen sind zwischen 49 und 67 m<sup>2</sup> groß. Sie eignen sich perfekt für Singles oder Paare und haben eine Wohnküche und 1 oder 2 Schlafzimmer.

**MIDIEINHEITEN**  
12 MIDI | 25 MIDI | 35 MIDI | 13 MIDI

**BITTE BEACHTEN SIE**  
Alle Einheiten im ersten Stock haben Eichenparkettböden. Die Wohnungen im 2. OG und 3. OG sind mit Sichtbetonböden und Fußbodenheizung ausgestattet. Waschmaschine und Trockner befinden sich auf allen 3 Etagen. Alle Wohnungen verfügen über eine voll ausgestattete Küche mit Granitdeckung, Geschirrspüler, Kühlschrank, Gefrierfach und Backofen. Die Badezimmer sind mit einer vollständig ge leisten Dusche mit Glastrennwand versehen. Zum Eingangsbereich gehören ebenfalls eine Garderobe mit Stauraum und Gegensprechanlage. Glasfaseranschluss, Keller- und Fahrradkeller sind auf Anfrage erhältlich. Einige Einheiten enthalten freiliegende Stahlpfosten. Es ist kein Parkplatz vorhanden, und die Einheiten sind nicht mit dem Aufzug erreichbar.

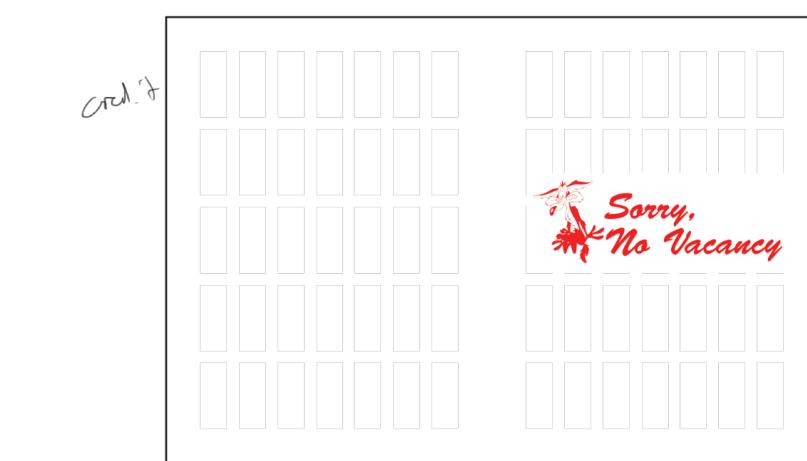
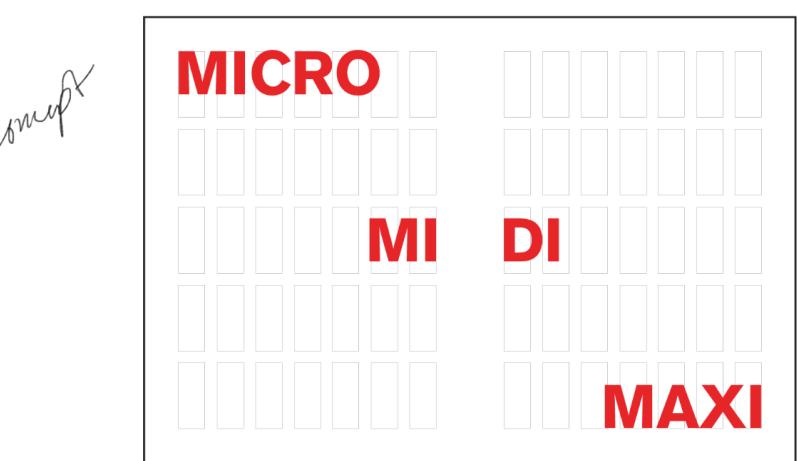
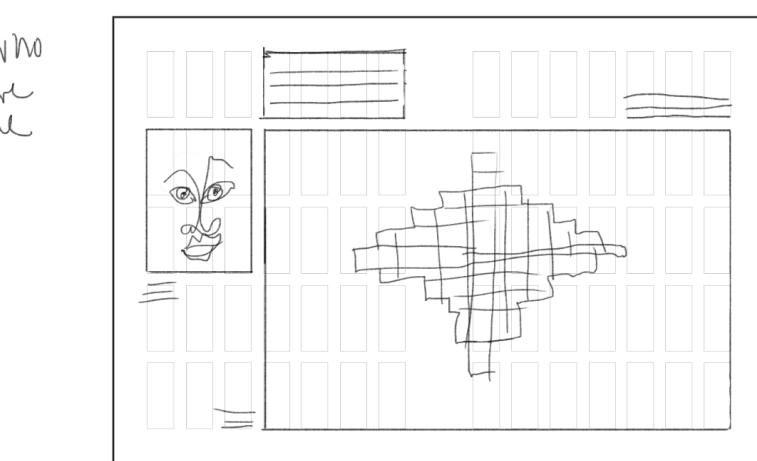
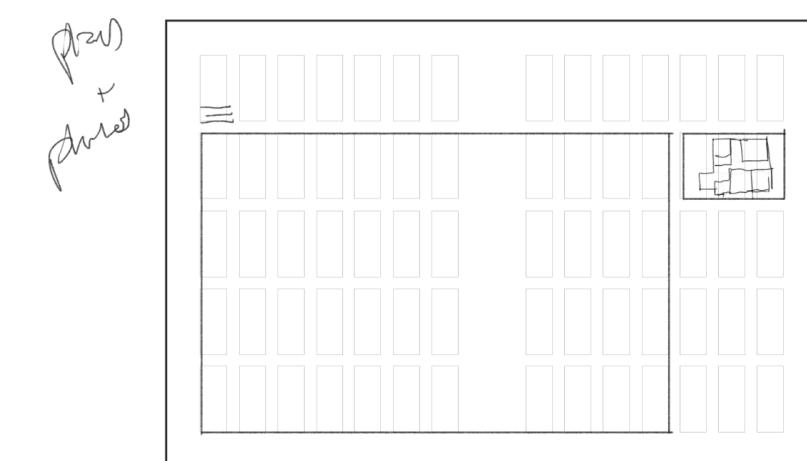
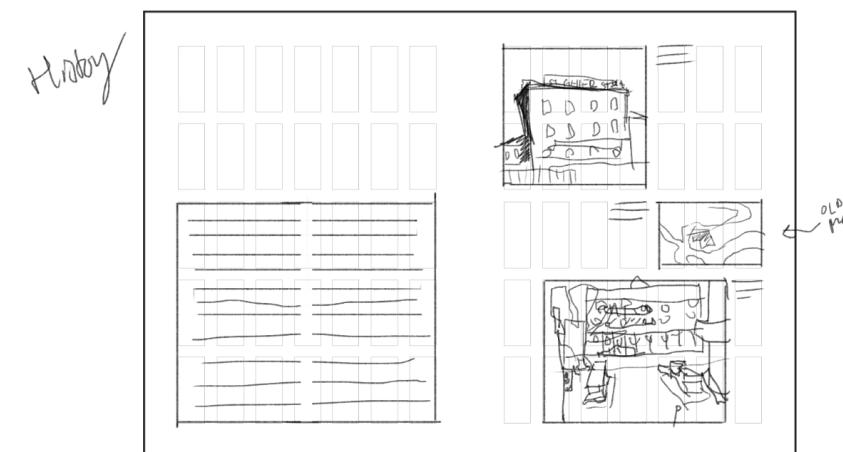
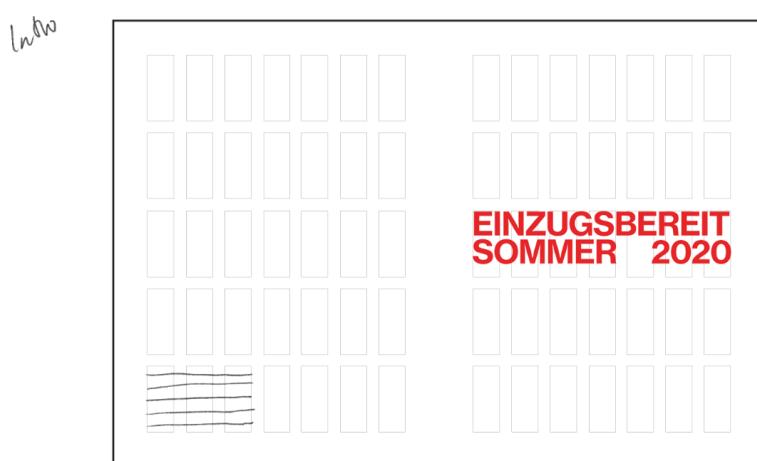
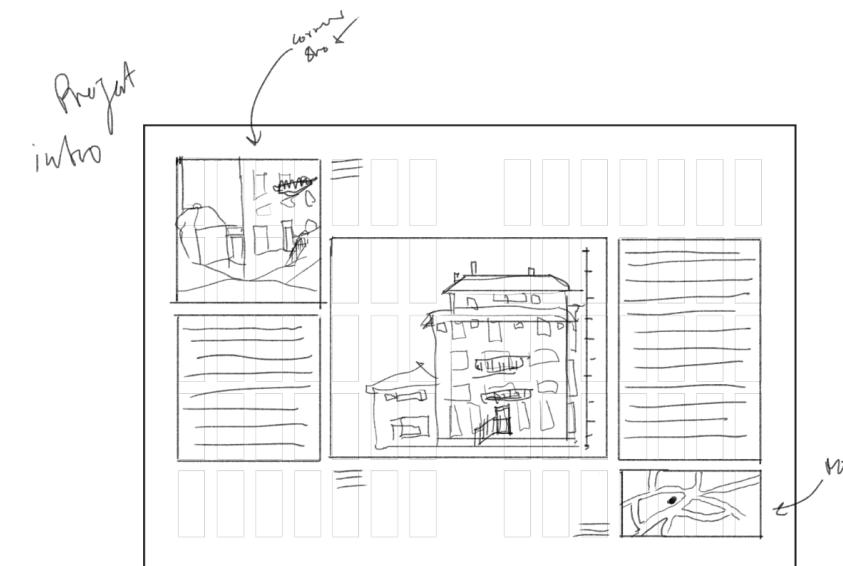
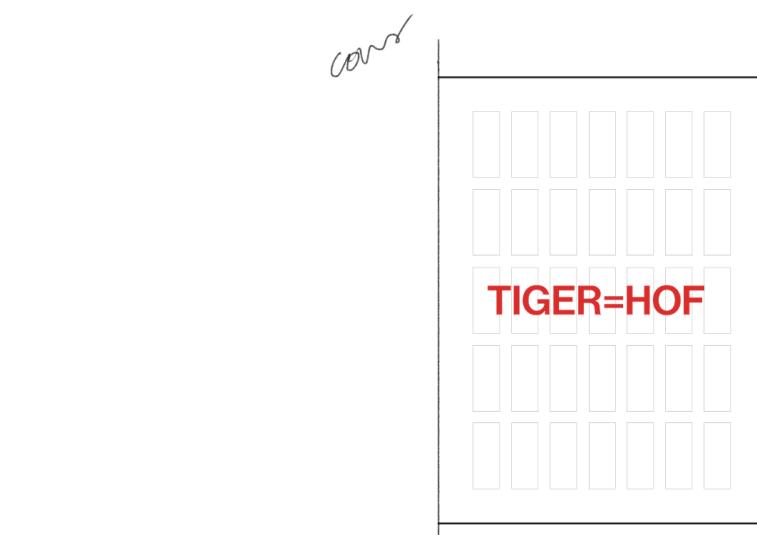


Visualisierung repräsentiert 12 MIDI

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TIGER-HOF— PRINT DESIGN SKETCHES.



**THE MET CART**

**2020**

**CART**

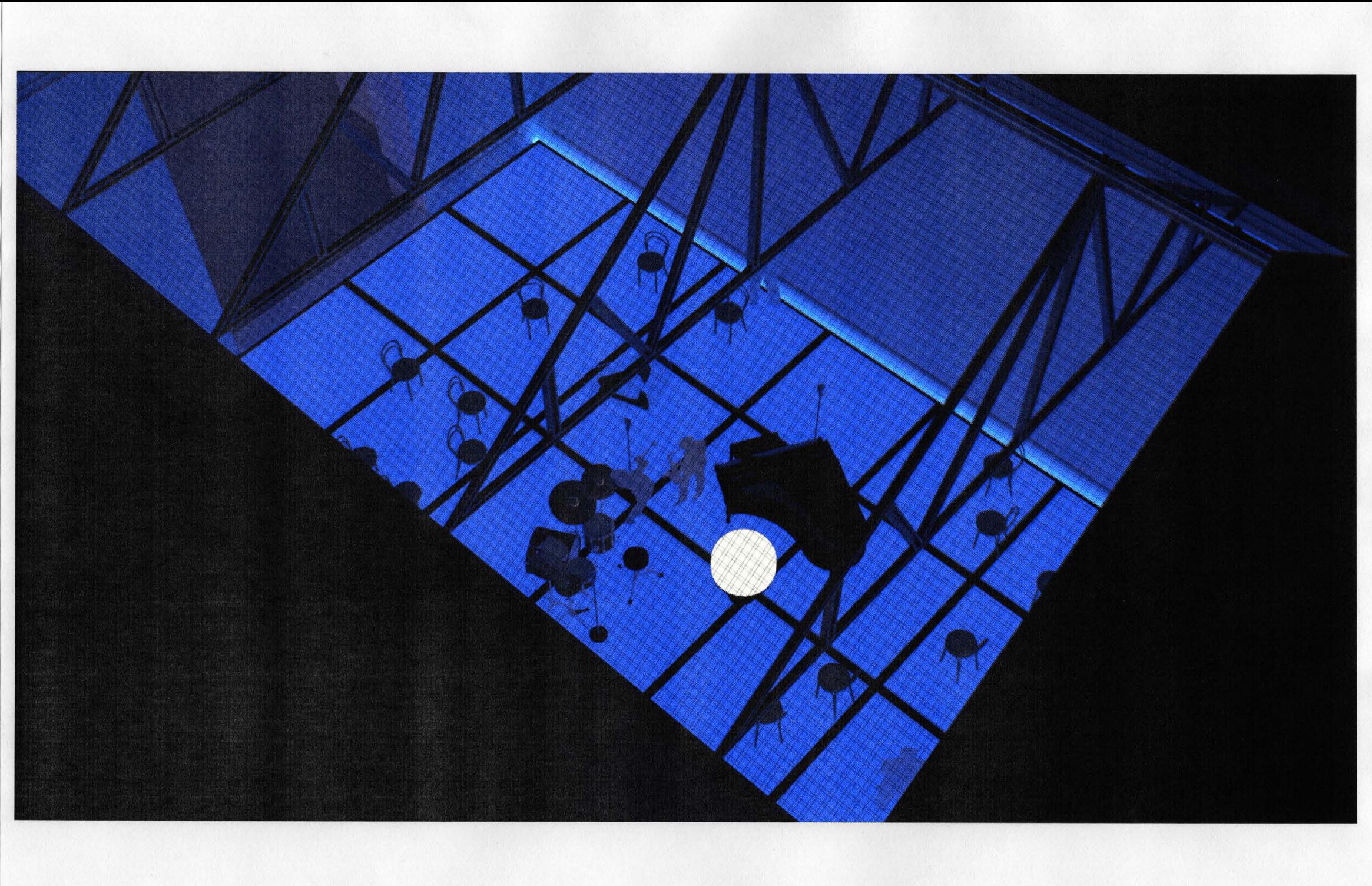
**ARMS AND ARMOUR**

Arms and armor have been a vital part of virtually all cultures for thousands of years, pivotal not only in conquest and defense, but also in court pageantry and ceremonial events. Throughout time the best armor and weapons have represented the highest artistic and technical capabilities of the society and period in which they were made, forming a unique aspect of both art history and material culture.

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**"A PERFECT EVENING"— SET DESIGN, PRODUCTION DESIGN.**



PROPOSAL— EXPERIENCE DESIGN, CAD DRAFTING, 3D MODELING & RENDERING, PRINT DESIGN.



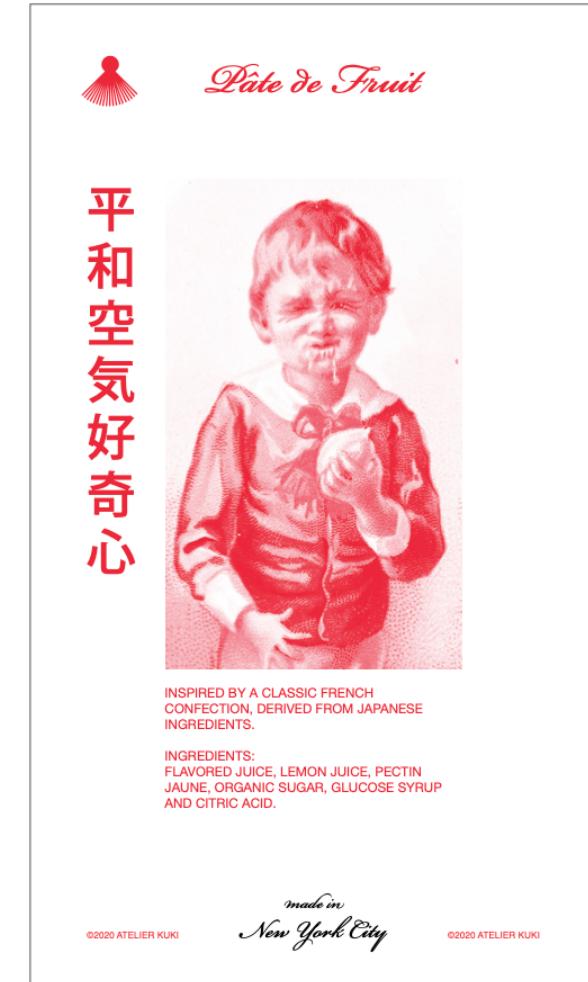
PROPOSAL— EXPERIENCE DESIGN, CAD DRAFTING, 3D MODELING & RENDERING, PRINT DESIGN.



KUKI— CONSULTING, IDENTITY, PRINT DESIGN, PACKAGING, TYPOGRAPHY.



PACKAGING



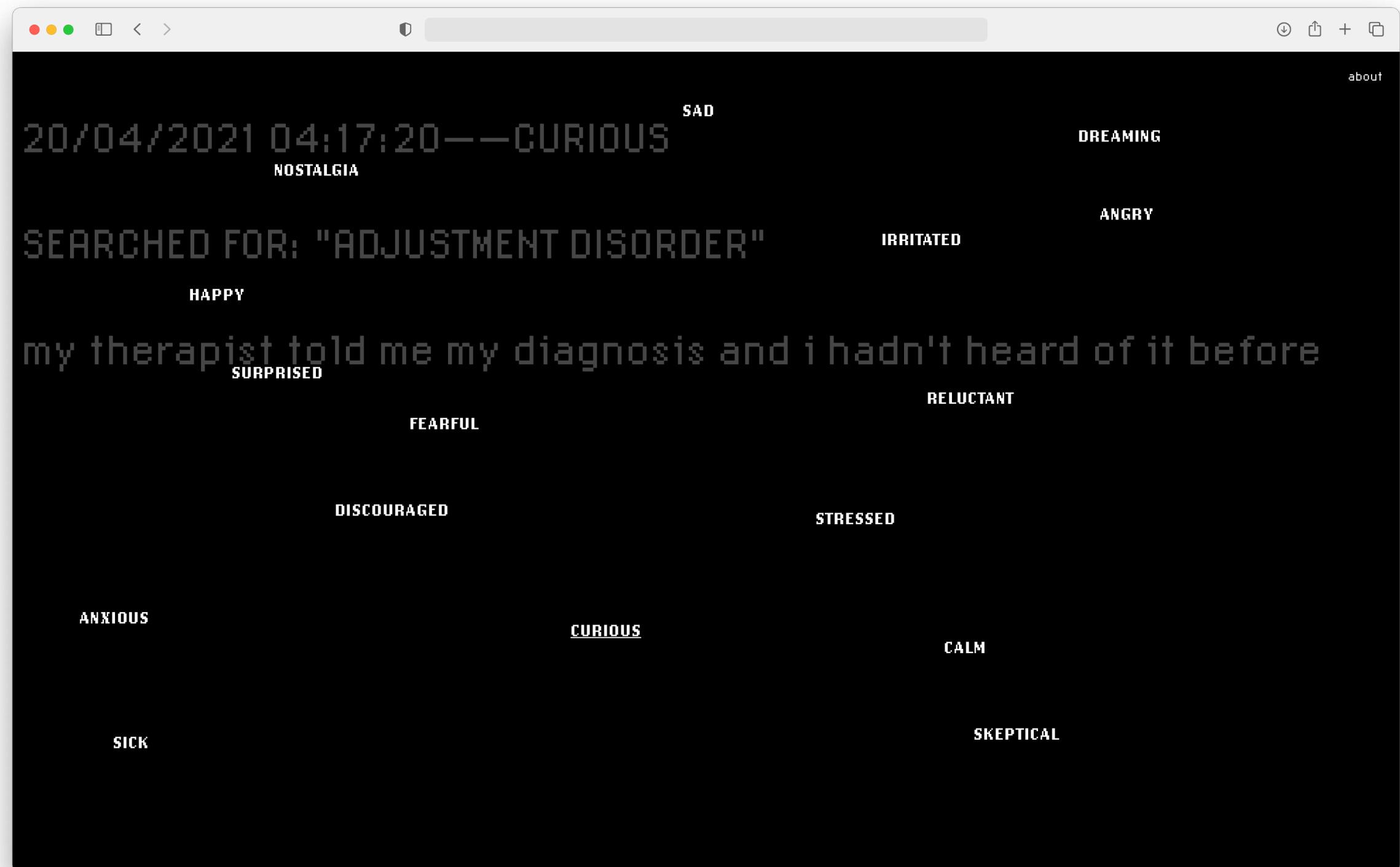
INSIDE LETTER



PROPOSAL— EXPERIENCE DESIGN, IDENTITY, PACKAGING, PRINT DESIGN.



"SEARCHED FOR: QUALIA"— INTERACTIVE WEB EXPERIENCE.



COU COU INTIMATES— CREATIVE DIRECTION, IDENTITY, CONSULTING, PRINT DESIGN, DIGITAL DESIGN, TYPOGRAPHY, PACKAGING, WEBSITE DESIGN.

LAURA LOMBARDI— ART DIRECTION, IDENTITY, CONSULTING, PRINT DESIGN, DIGITAL DESIGN, TYPOGRAPHY, IMAGE CURATION, PRODUCTION.

ORSEUND IRIS— ART DIRECTION, DIGITAL DESIGN, CONTENT CREATION, SOCIAL STRATEGY, IMAGE CURATION, VIDEO EDITING, DIGITAL ASSET CREATION, CREATIVE PRODUCTION.

SAIE BEAUTY— DIGITAL DESIGN, IMAGE CURATION.

ALL FOR— IDENTITY, DYNAMIC BRANDING, TYPOGRAPHY, PACKAGING.

CHICKEES VINTAGE— WEBSITE DESIGN.

GLOSSIER— CONTENT CREATION, PROP STYLING, IMAGE CURATION, IMAGE EDITING.

ONLY NY— SOCIAL STRATEGY.

LEXXOLA— MARKETING STRATEGY, DIGITAL DESIGN.

TIGER=HOF— ART DIRECTION, CONSULTING, WEBSITE DESIGN, CAD DRAFTING, 3D MODELING & RENDERING, PRINT DESIGN.

THE:ARTISTS:NETWORK— CONSULTING, WEBSITE DESIGN.

KUKI— CONSULTING, IDENTITY, PRINT DESIGN, PACKAGING, TYPOGRAPHY.

FROU FROU VINTAGE— IDENTITY.

ALIMENTARI FLÂNEUR— DIGITAL DESIGN.

PURE WINE— CONSULTING, IDENTITY.

ROSALUNA— CONTENT CREATION.

"A PERFECT EVENING"— ART DIRECTION, SET DESIGN, PRODUCTION DESIGN.

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