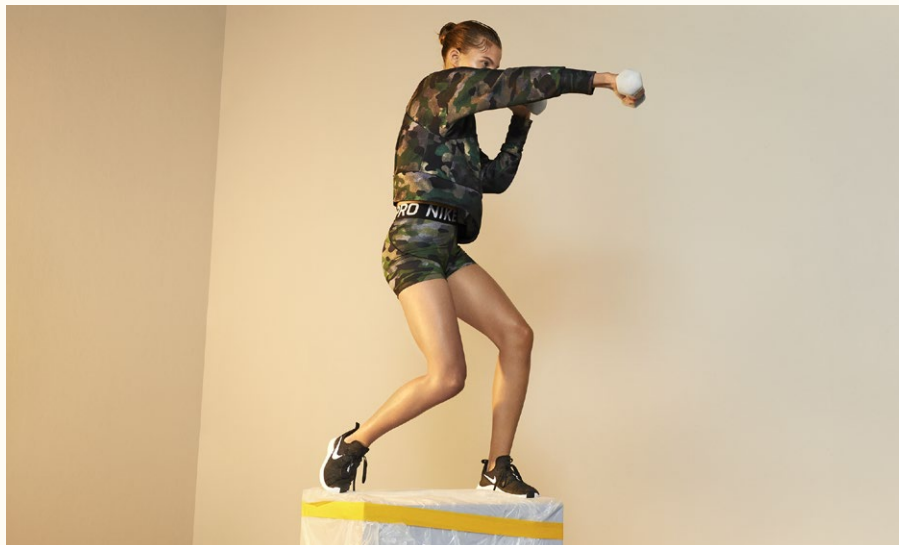


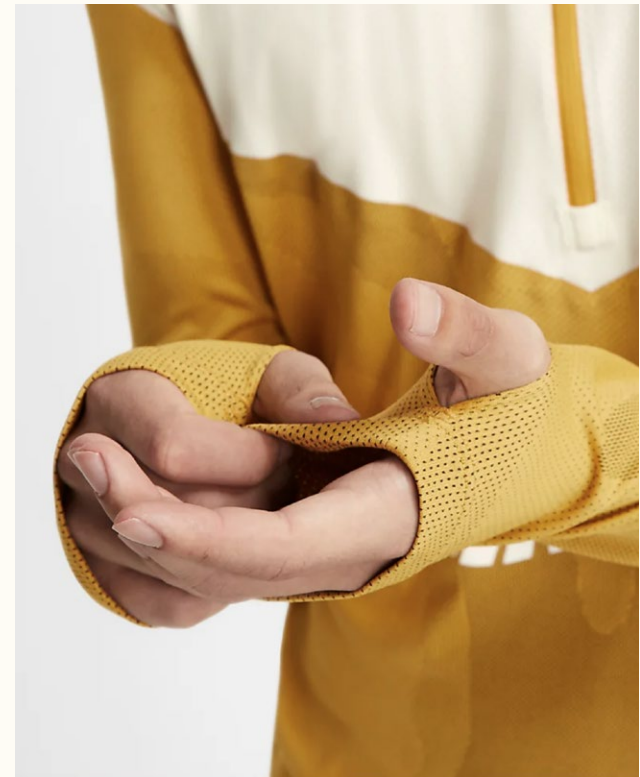
*mk*

**ART DIRECTION**

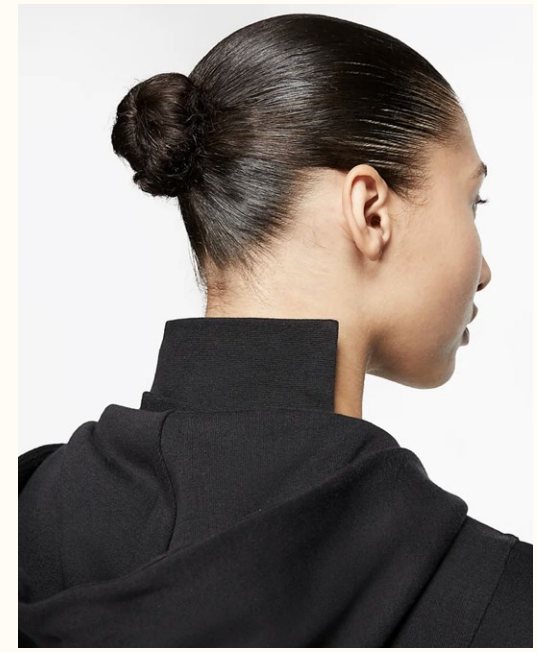
N I K E











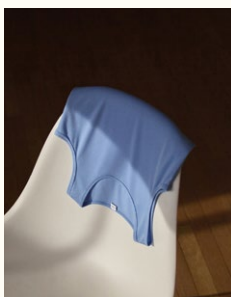
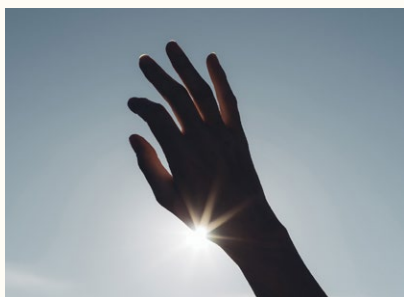




# U N I Q L O

## UNIQLO AIRism

AIRism is Uniqlo's summer innerwear that aids in keeping cool in warm weather. Completed with the team at MP Creative, our challenge was to make AIRism appealing by placing the garments in context to better explain what it is and teach consumers how to wear it. As it is a puzzling idea to wear an additional layer in order to keep cool, we had to ensure that styling (Jodie Barnes) and photography (Geordie Wood) clearly convey airiness and lightness.





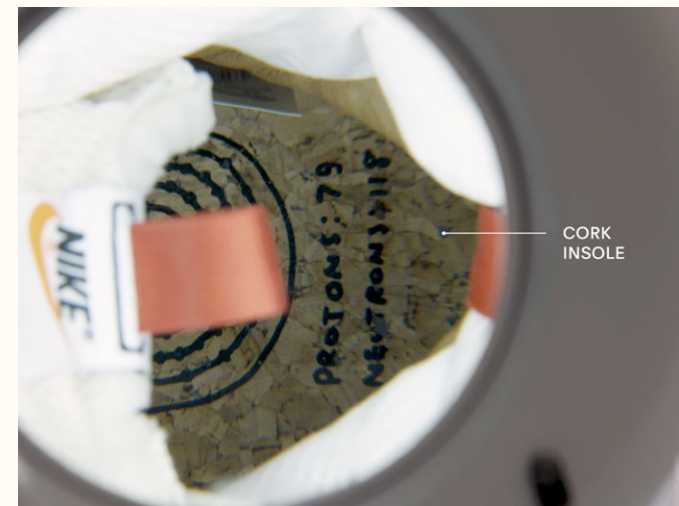
### UNIQLO Spring Summer 2017

Uniqlo's criteria for Spring Summer 2017 was that the photography express different emotions, yet remain quiet and minimal due to the fact that these images had to live both in-store and editorially in the LifeWear Book (see next page). We decided to have Charlotte Wales shoot the collection because of her fun energy and ability to engage with the models, and the models pose in front of a minimal set that allows for subtle layers of color, shapes, and shadows.





# G O A T



BOONTHESHOP



BOONTHESHOP

FALL WINTER 18/19



1 - Lorem Ipsum Dolor Sit Amet orci Varius Natusque  
Pentibus Et Magna Aliquam Dolor Sit  
Lorem Ipsum Dolor Sit Amet orci Varius Natusque Pentibus Et Magna  
Aliquam Dolor Sit  
Ipsum Dolor Sit Amet orci Varius Natusque Pentibus  
Et Magna Aliquam Dolor Sit







1 - Lorem ipsum Dolor Sit Amet nisi Velit Hicque  
Penatibus Et Magna Aliquam Dolor Sit  
Lorem ipsum Dolor Sit Amet nisi Velit Hicque Penatibus Et Magna  
Aliquam Dolor Sit



1 - Lorem ipsum Dolor Sit Amet nisi Velit Hicque  
Penatibus Et Magna Aliquam Dolor Sit  
Lorem ipsum Dolor Sit Amet nisi Velit Hicque Penatibus Et Magna  
Aliquam Dolor Sit



**K A H L E**  
**N Y C**







**THANK YOU**



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