

J J CHAPMAN

C S A T N U T D I I N O A

PORTFOLIO 2015

PROFILE

Located in Camden, London I am a multi-disciplined art director and design consultant with an excess of six years commercial design experience in both digital and print. Each project taken on is approached from a luxury point of view, ensuring high attention to detail both consumer facing and at operation level.

Using a strong work ethic of personal discipline, honesty and open communications, I'm known for getting the job done both efficiently and effectively. I'm well versed in production, project management, team leading and with intense working environments and tight deadlines.

CLIENTS

JIMMY CHOO

Moët Hennessy

Jack Wills

habitat[®]

Daily Mail



DIGITAL PROJECTS

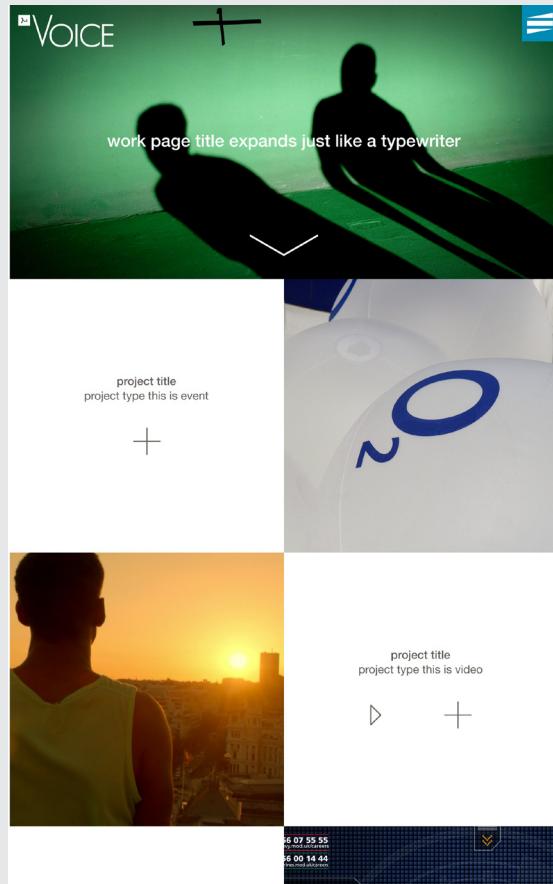
M-IS VOICE



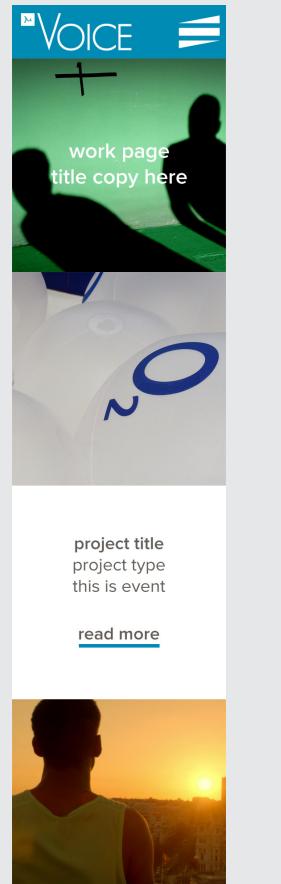
RESPONSIVE WEBSITE ART DIRECTION & DESIGN

Part of the M-is group, M-Voice which handles all digital and interactive features for it's clients, wanted a website that reflected not only what they did but a place to show off previous projects to potential clients.

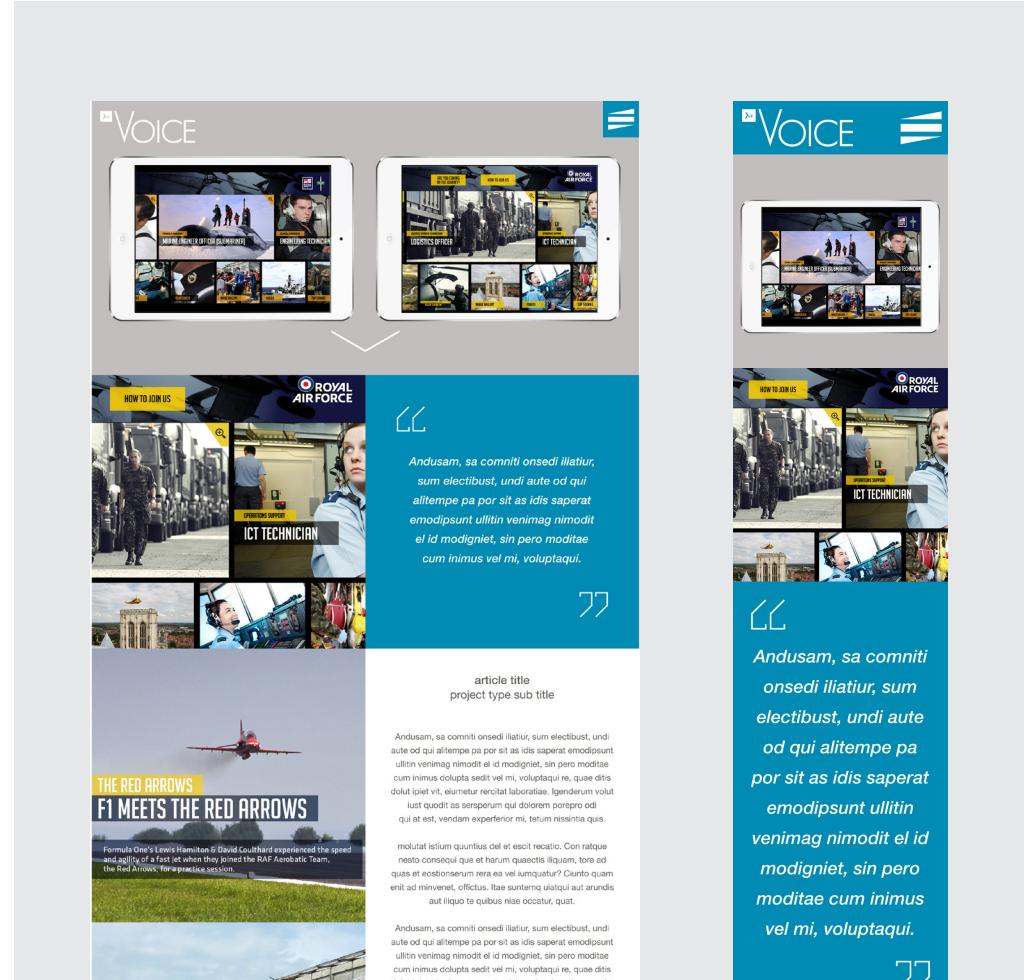
Taking on the art direction and design part of the project, a fully responsive website that would be adaptable over desktop, tablet and mobile was put together working with a third party developer. The website features smooth scrolling, time-lapse videos and reactive elements to make the user experience highly interactive.



CASE STUDY LANDING DESKTOP & MOBILE



CASE STUDY ARTICLE DESKTOP & MOBILE



CASE STUDY ARTICLE DESKTOP & MOBILE

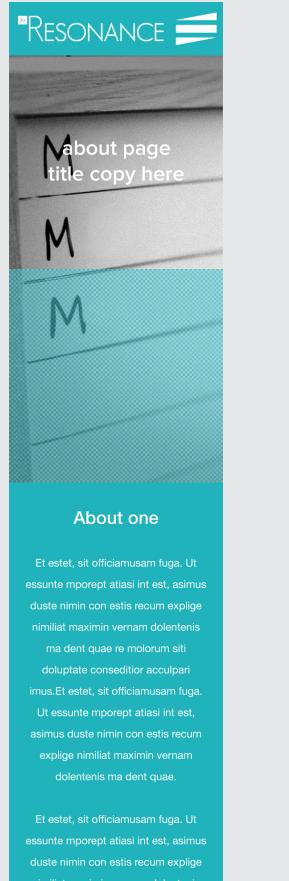
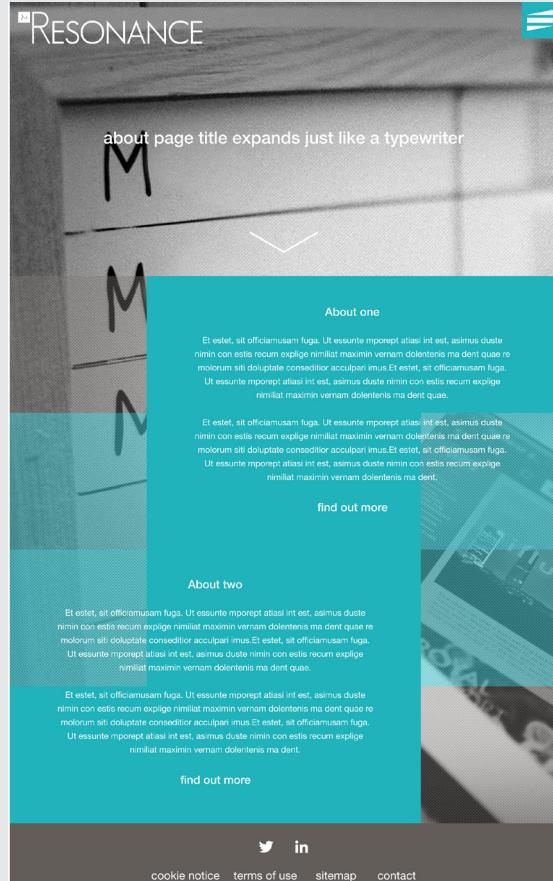
M-IS RESONANCE



RESPONSIVE WEBSITE ART DIRECTION & DESIGN

Another part of the M-is group is M-Resonance; they provide public relations and business management to their clients. This responsive website also needed to represent what the brand was all about.

Leading the art direction and design, a similar structure was used in the design process to keep the website in line with the other group brands. With a heavy copy content and a more conservative approach, strong still imagery and a square grid panelling design brought the website together.



ABOUT LANDING DESKTOP & MOBILE



SERVICES LANDING DESKTOP & MOBILE

OPERATION ALCHEMY ROYAL NAVY



CAREERS QUESTIONNAIRE ART DIRECTION & DESIGN

To drive recruitment at a University level for the Royal Navy and Royal Marines, Operation Alchemy was put together to present a series of scenarios broken down in to questions in which the user would be judged on the outcome. The online version was to build interest in the project with the on-location setup on different University campuses aided towards career advice in the Royal Navy.

Leading the art direction and design, a fully responsive website and in-built questionnaire app was developed that could be adaptable both online and on-location.

PIRACY ON THE INDIAN OCEAN - SAFEGUARDING SEA-LANES

HMS Kent is working under the command of the Combined Maritime Forces for the anti-piracy Counter Piracy Task Force. The force was created to disrupt piracy and armed robbery at sea and to engage with regional and other partners to protect global maritime commerce and secure freedom of navigation.

HMS Kent has been directed to investigate, intercept, call up and possibly board the suspected pirate vessel.

An interception plan must be formulated: Intelligence suggests that the small vessel's crew is heavily armed. Which of the following do you see as suitable preparation?

QUESTION FIVE

00:39.23

1 2 3 4 5 6 NEXT

ROYALNAVY.MOD.UK/OFFICER CALL 03456 07 55 55 #LEADINGTHEWAY

RECENT ACTIVITY

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SEIUS QUITUS VELIM. ETIAM TEMPOR INCIDUNT UT LABORE ET.

EXERCITION ULLAMCO LABORIS

RT LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SEIUS QUITUS VELIM. ETIAM TEMPOR INCIDUNT UT LABORE ET.

EXERCITION ULLAMCO LABORIS

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EXERCITION ULLAMCO LABORIS

OPERATION SCENARIO & QUESTIONNAIRE

OPERATION COMPLETE

CONGRATULATIONS YOU HAVE COMPLETED THE OPERATION ALCHEMY DISASTER RELIEF CHALLENGE

Your invitation to the Friday Night Social has now been emailed to your registered address. Make sure you're there to be in with a chance of winning! The draw will take place on campus on Friday October 24th. We look forward to seeing you there.

YOUR OFFICER ASSESSMENT:
YOU PERFORMED BEST IN MOTIVATION AND LEADERSHIP

These are ideal personal qualities for anyone taking part in disaster relief operations across the globe - or anyone INTERESTED IN A CAREER AS AN OFFICER IN THE ROYAL NAVY - thank you for taking part.

This challenge was based on a real-life event.
READ MORE ABOUT IT HERE

SHARE ON FACEBOOK
TWEET THIS
INVITE YOUR FRIENDS

TAKE THE CHALLENGE AGAIN

ROYALNAVY.MOD.UK/OFFICER CALL 03456 07 55 55 #LEADINGTHEWAY

RECENT ACTIVITY

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SEIUS QUITUS VELIM. ETIAM TEMPOR INCIDUNT UT LABORE ET.

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EXERCITION ULLAMCO LABORIS

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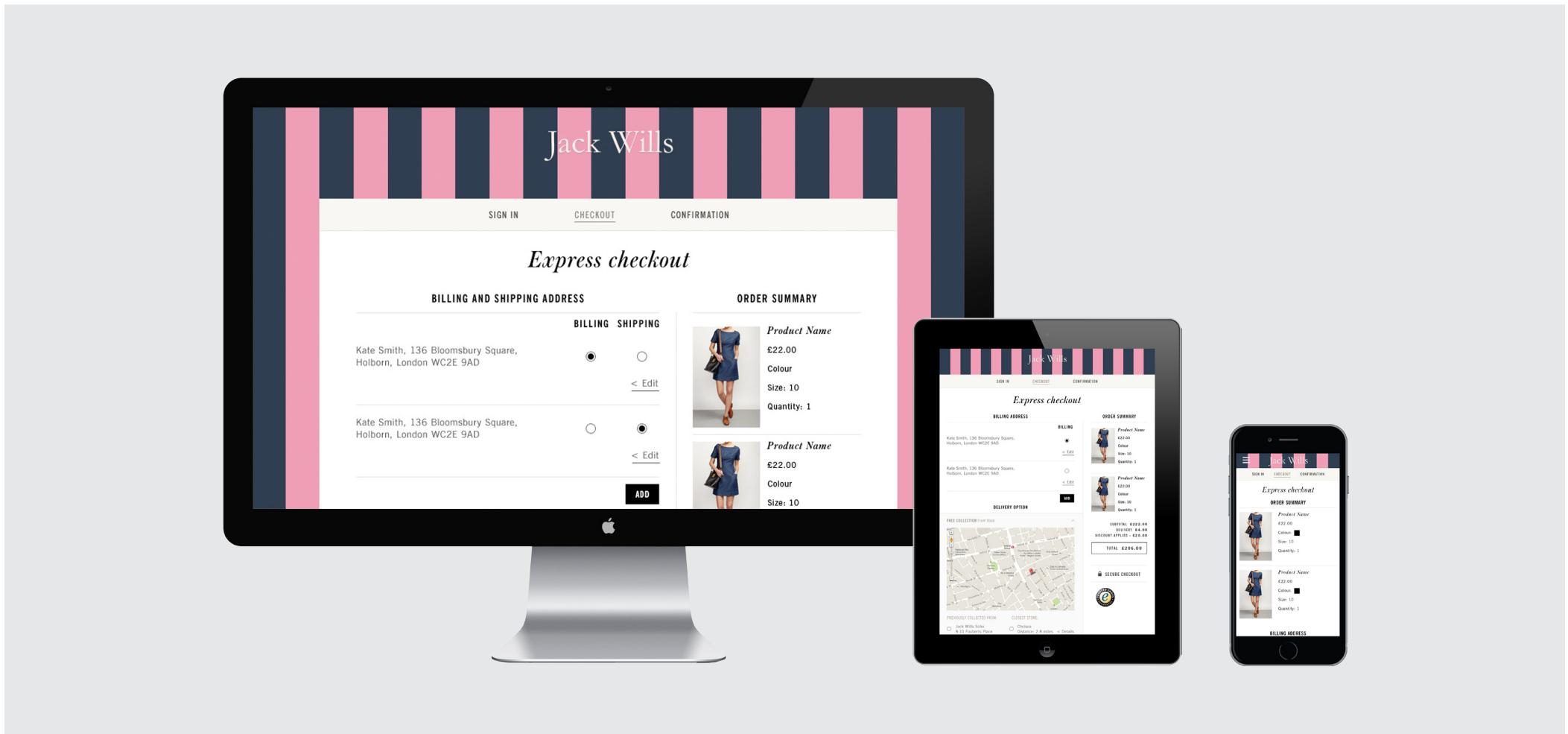
EXERCITION ULLAMCO LABORIS

RT LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SEIUS QUITUS VELIM. ETIAM TEMPOR INCIDUNT UT LABORE ET.

EXERCITION ULLAMCO LABORIS

OPERATION COMPLETE SUMMARY

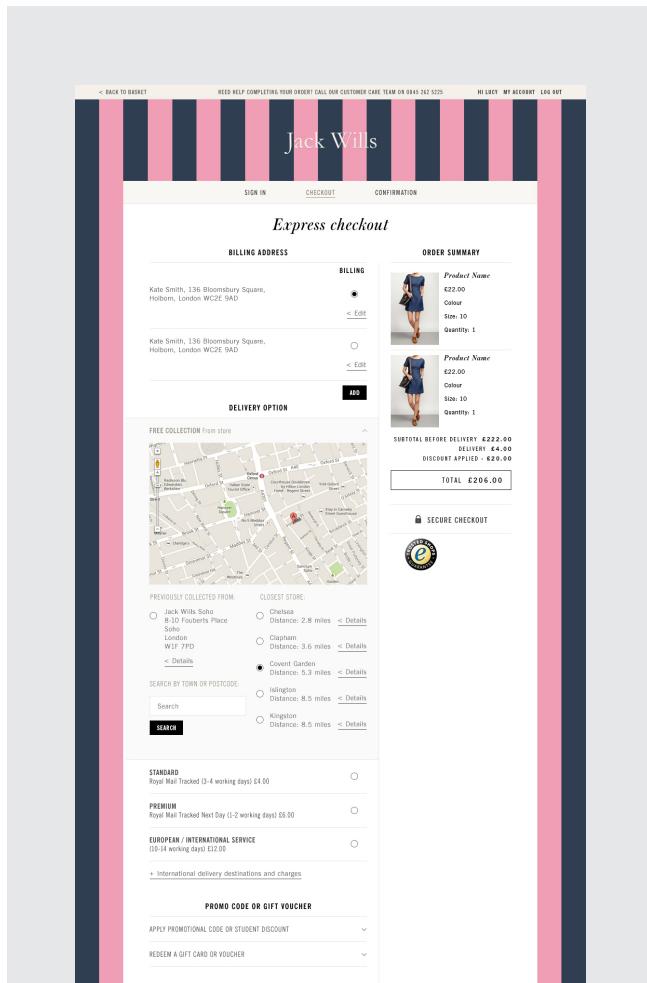
JACK WILLS



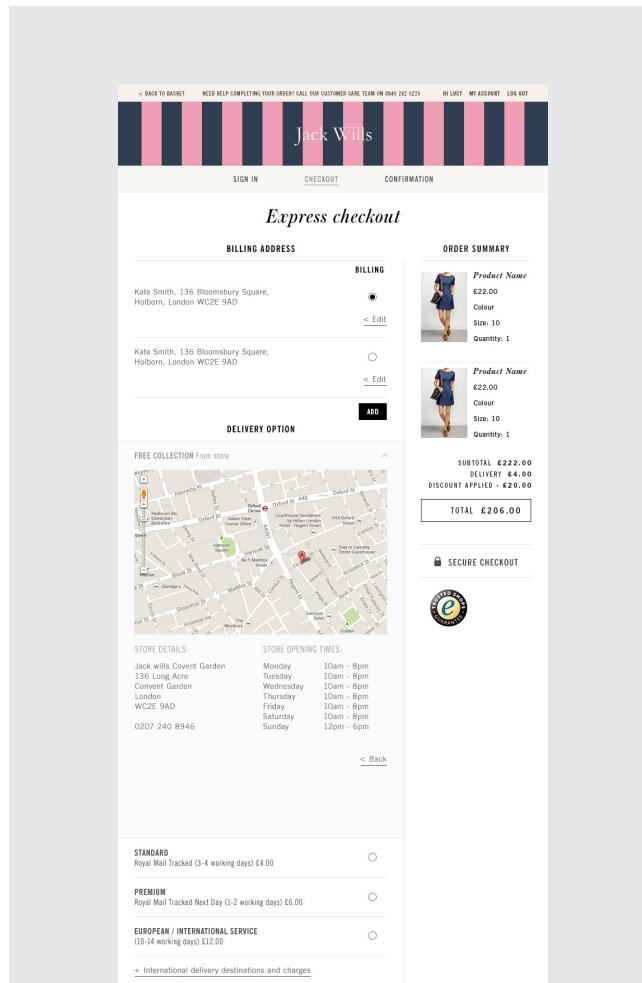
RESPONSIVE DESIGN FOR PURCHASE PROCESS

As part of the website redesign for Jack Wills, a responsive layout was needed for the checkout, express checkout and store locator.

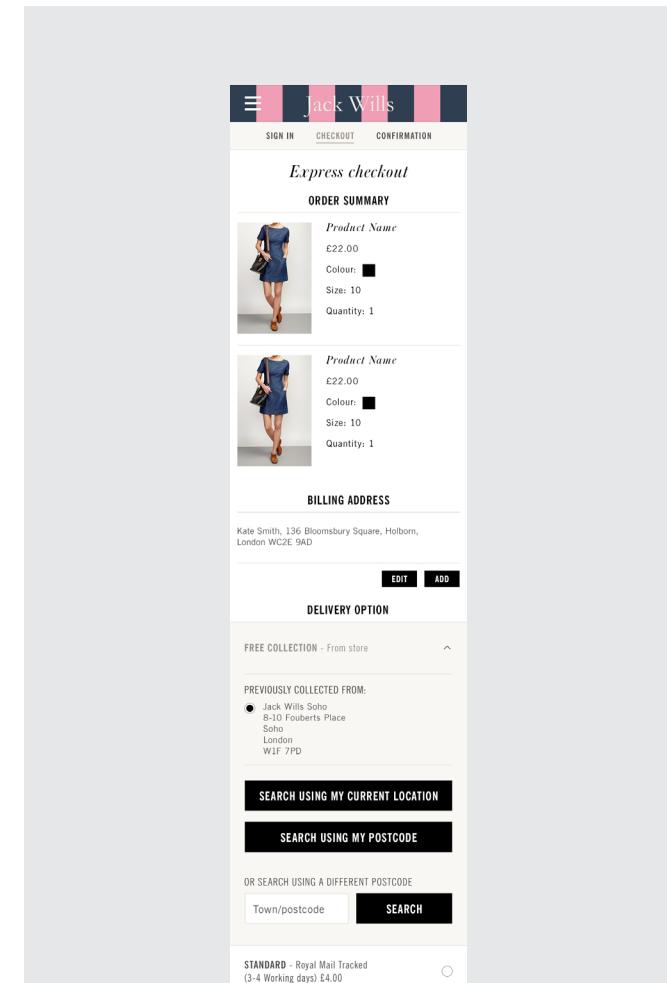
The designs had to take into account the platform limitations as well as the differences over three device formats, desktop, tablet and mobile. Paying attention to the details that would normally be missed was key in the success of this project.



DESKTOP

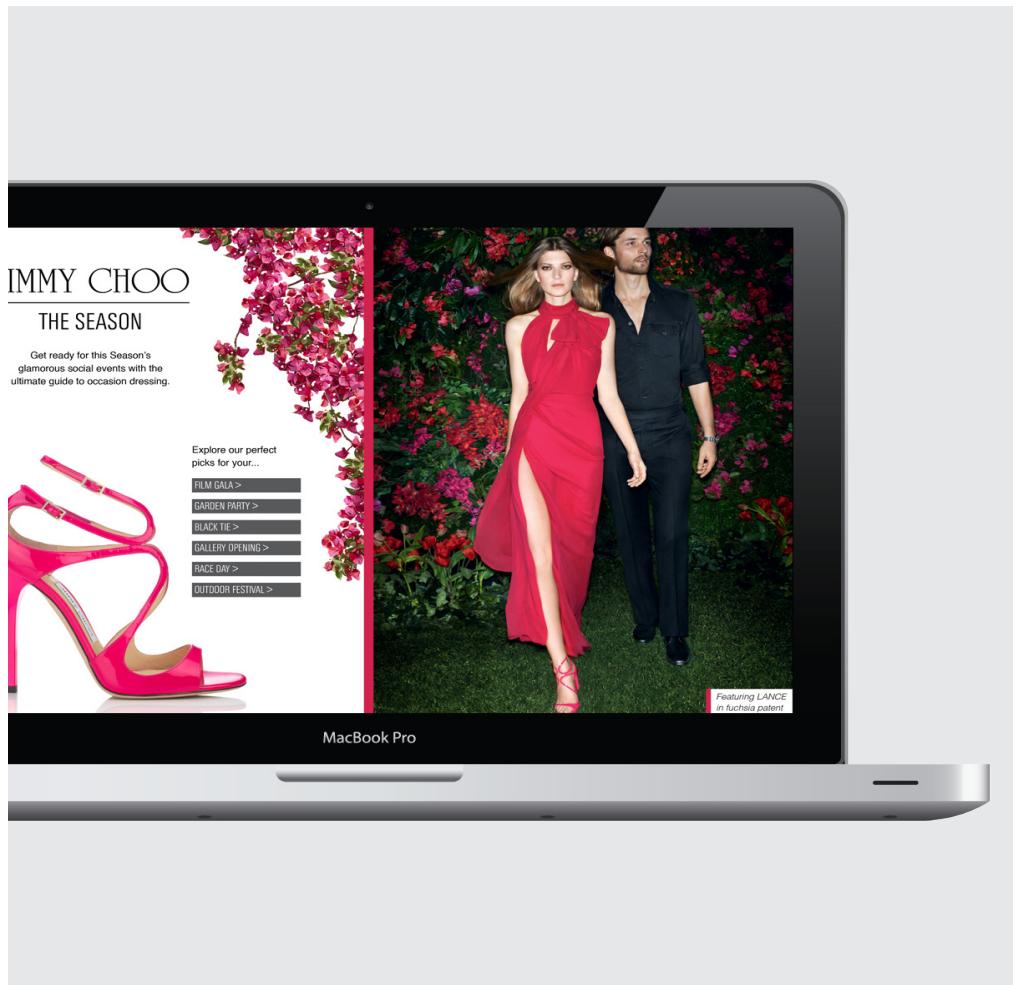


TABLET



MOBILE

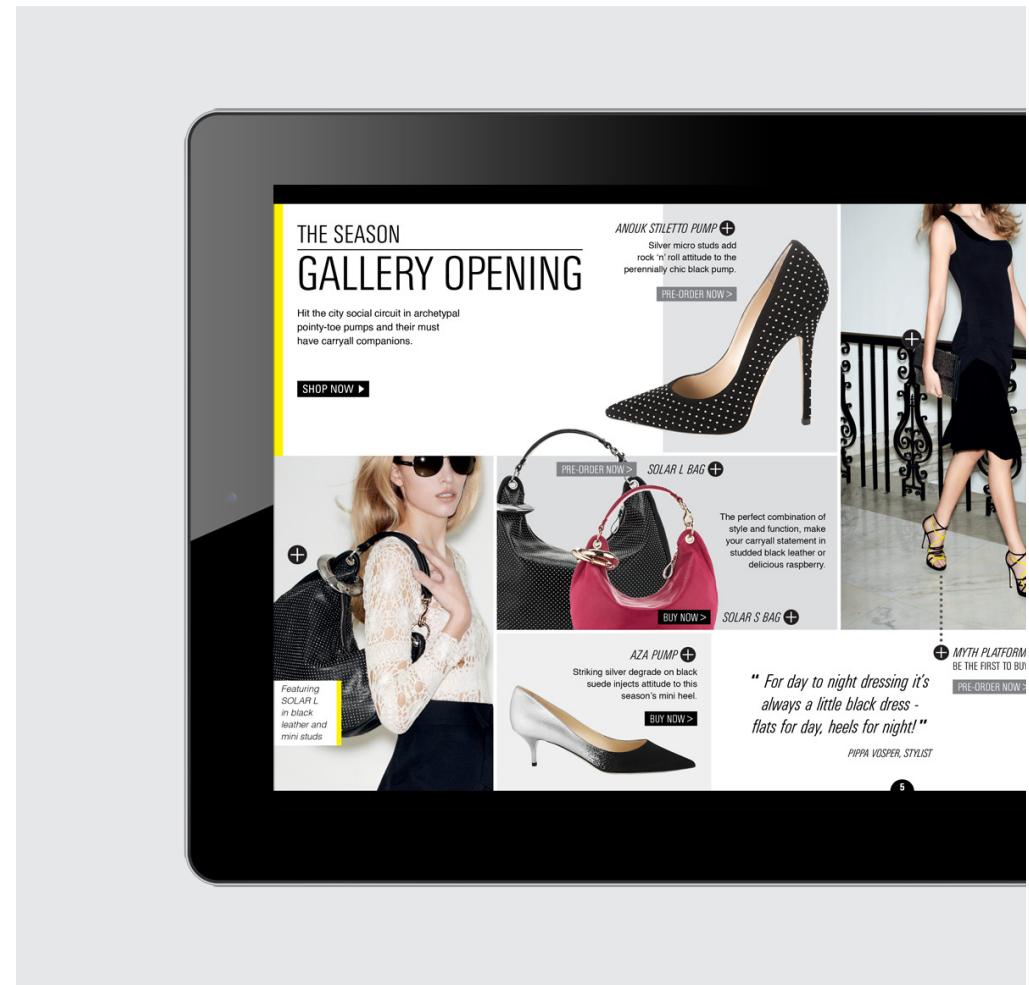
JIMMY CHOO



ONLINE INTERACTIVE MAGAZINE

To promote sales online as well as encourage a more interactive customer journey, the Spring Summer 13 collection was broken down into events and communicated via an online magazine.

Each section had its own colour theme and product selection, offering the customer the chance to purchase while featuring trends, styling tips and celebrity questions and answers.



THE SEASON
GARDEN PARTY

Add flourish to alfresco soirees with strappy sandals and ethereal glitter.

TAVN SANDAL +
Bright berry hues and a cluster of crystals create the perfect sandal for high octane events.
[BUY NOW >](#)

CANDY CLUTCH BAG +
A bright pop of raspberry red makes this acrylic clutch good enough to eat.
[BUY NOW >](#)

KUKI DRESS +
Featuring KUKI in bronze lame glitter, KUKI in nude patent leather

" Throw the rules out the window! Don't be afraid to wear a bold lip with a bold dress in a different color. "
- ROB AND MARIEL, STYLISTS

3

GARDEN PARTY CATEGORY

THE SEASON
OUTDOOR FESTIVAL

Hit the field to rock 'n' roll in style with off duty essentials in edgy finishes.

BEX BAG +
A versatile cross-body bag for laid back festival dressing.
[BUY NOW >](#)

SASHA SUNGLASSES +
These 80's inspired square framed sunglasses are embellished with star studs for a touch of rock 'n' roll glamour.
[BUY NOW >](#)

DEJA PEEP TOE BOOT +
Be the first to buy
[PRE-ORDER NOW >](#)

BIKER BAG +
The iconic biker bag in metallic cracked leather for a love worn, vintage feel.
[BUY NOW >](#)

BIKER BOOT +
Laser cut petal perforations give this much loved suede biker boot a fresh attitude.
[BUY NOW >](#)

OUTDOOR FESTIVAL CATEGORY

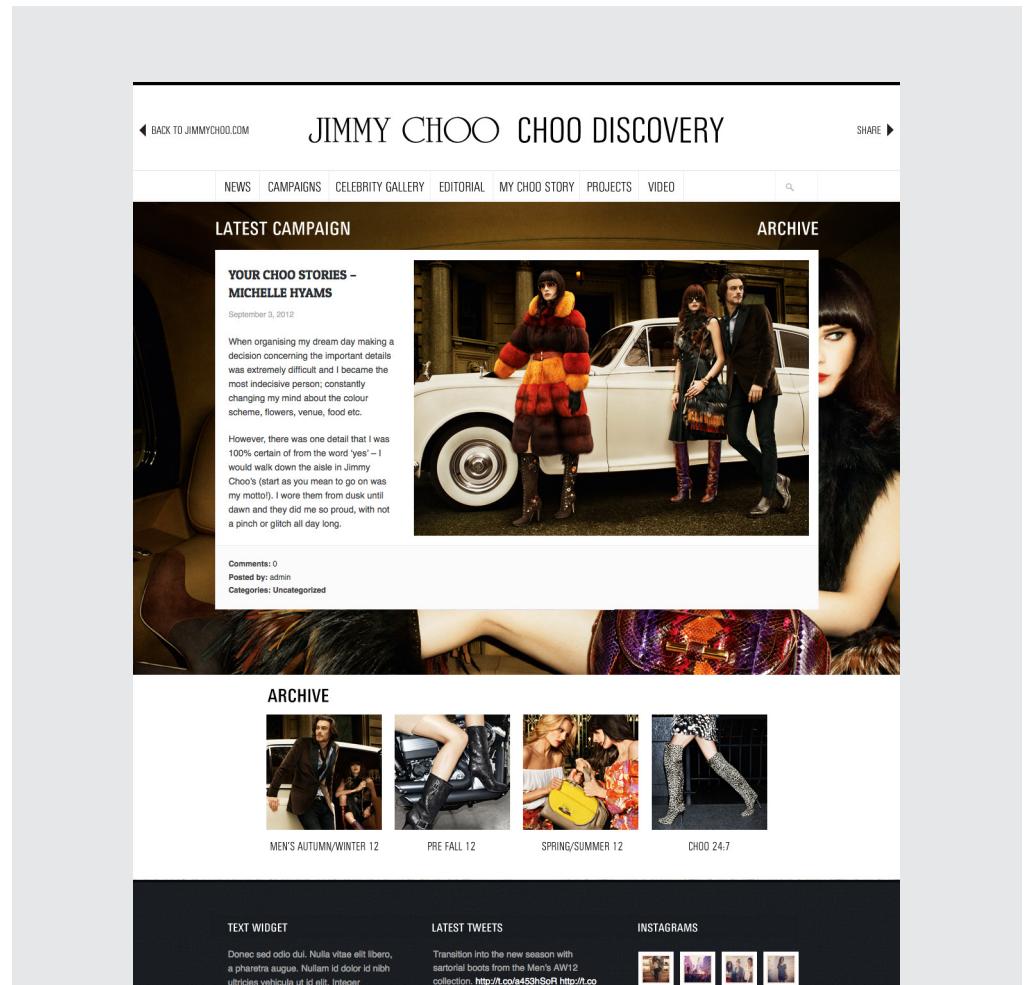
JIMMY CHOO



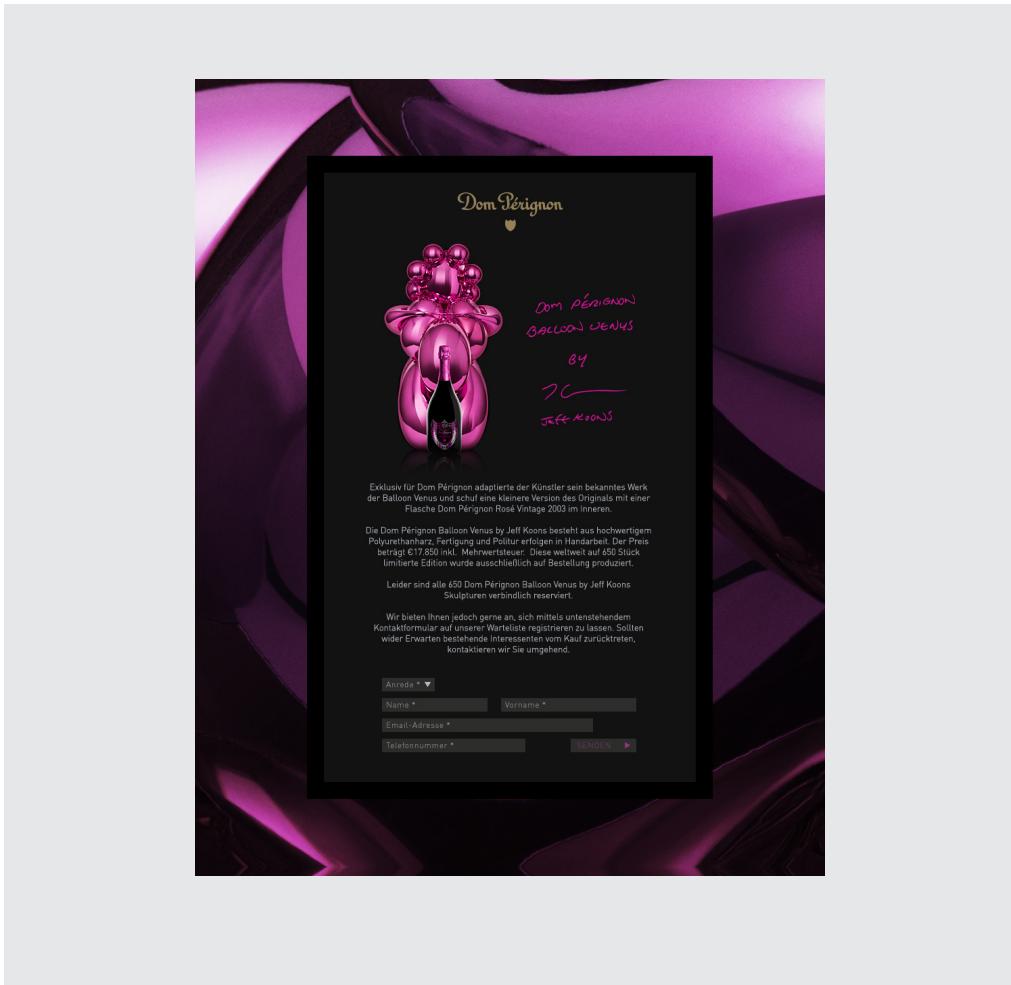
BRAND HERITAGE MICRO BLOG

Micro blog to promote user driven content by engaging the audience to share their own passion for the brand, the space was also used for press related content, announcing news items and featuring the latest celebrity and press imagery.

The concept was based on a WordPress framework, enabling the administrator to customise the content and theme around the latest campaign.



DOM PÉRIGNON BY JEFF KOONS



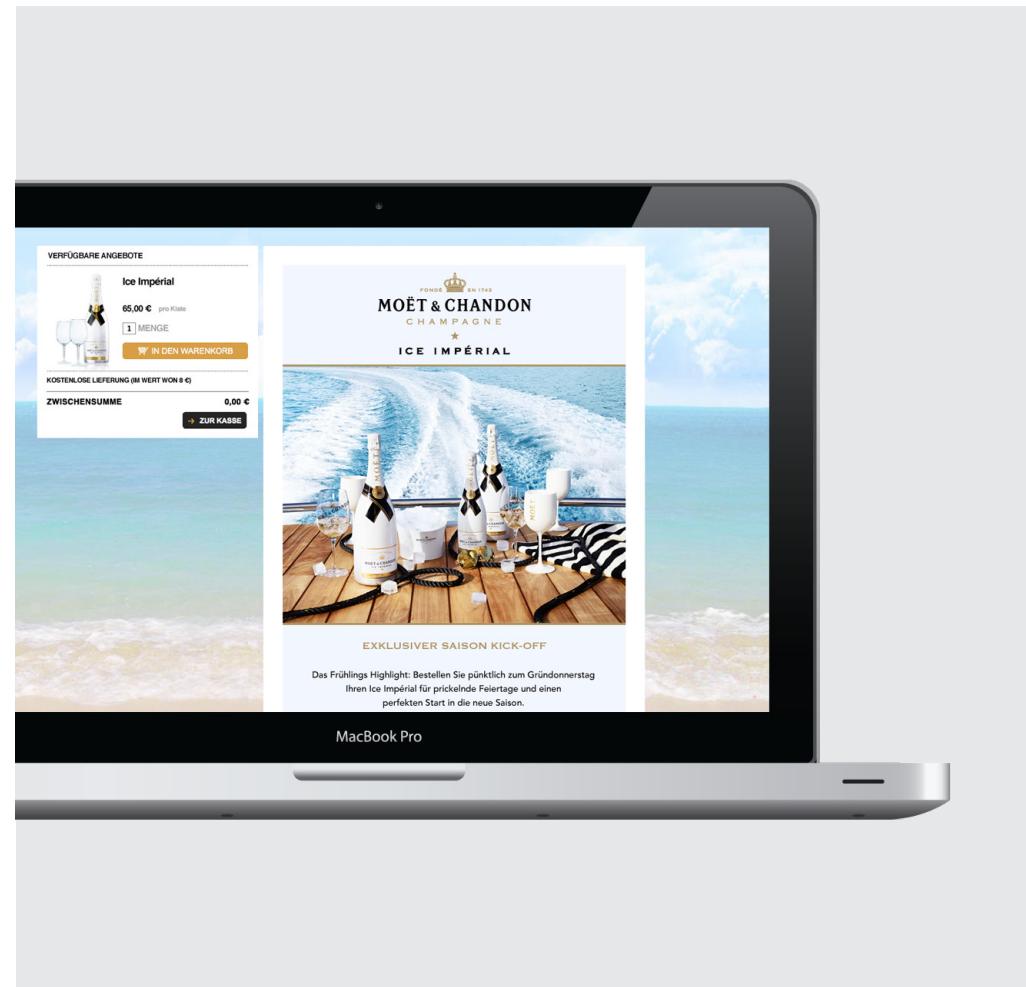
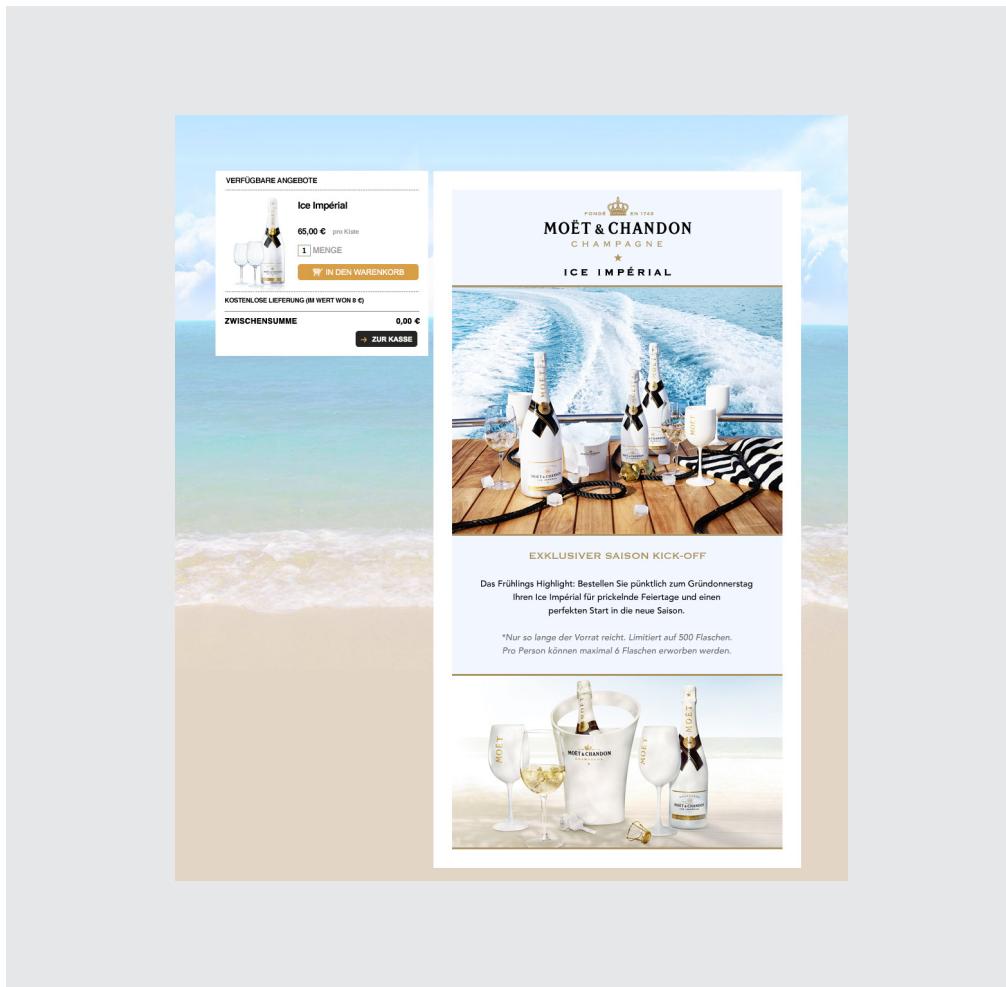
A screenshot of a product page for the Dom Pérignon by Jeff Koons collaboration. The top section shows a large image of Jeff Koons kneeling next to a Balloon Venus sculpture. To the right is a box containing the text "LIMITED EDITION: DOM PÉRIGNON BY JEFF KOONS". Below this are two product cards: one for "Jeff Koons Dom Pérignon Rosé Vintage 2003" (0.00,- € pro Palet) and another for "Jeff Koons Dom Pérignon Blanc Vintage 2004" (0.00,- € pro Palet). Both cards have a "ZUR KÄSSE" button. At the bottom, there are images of the two bottles: "DOM PÉRIGNON ROSÉ VINTAGE 2003" and "DOM PÉRIGNON BLANC VINTAGE 2004". On the far right, there is a large image of the Balloon Venus sculpture with a pink signature "JC" over it, and the text "DOM PÉRIGNON BALLOON VENUS BY JEFF KOONS". A note below states that it's an exclusive edition for Dom Pérignon.

REGISTRATION & PRODUCT PAGE

This product page and newsletter was to promote the collaboration between Don Pérignon and Jeff Koons. A special edition made to order 'Balloon Venus' bottle case and bottle was the main focus with a £15,500 price tag.

Using a registration page to build the waiting list and grow hype around the campaign, when the product was available the customer would be invited to purchase the special edition as well as the standard collaborative Rosé or Blanc bottles.

MOËT & CHANDON ICE IMPÉRIAL

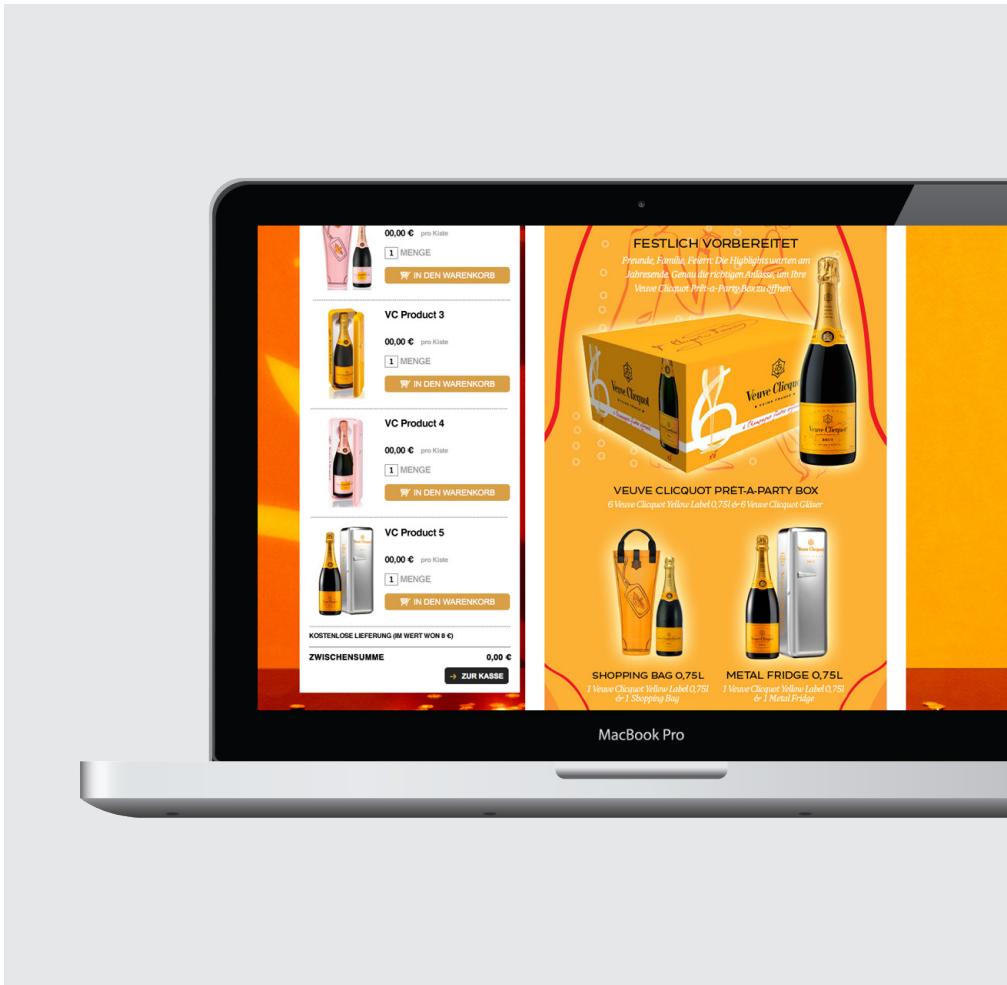


PRODUCT PAGE

To celebrate the summer and to work along side promotional events Moët & Chandon put together throughout Europe, an exclusive to purchase the Ice Impérial gift set was offered to the top customers of the Moët Hennessy Selection website.

A product page capturing the essence of the brand and pushing the 'on the yacht' or 'by the beach' experience was put together using the latest campaign imagery.

VEUVE CLICQUOT



PRODUCT PAGE PARTY & FRIDGE PACK

Three individual product page offers were created to build sales in the run up to Christmas. Each one of the offers focused on a different Veuve Clicquot packages, a choice between a party pack, fridge pack and a shopping cooler pack. Initially launched in Germany and rolled out to other regions throughout Europe.

PRINT PROJECTS

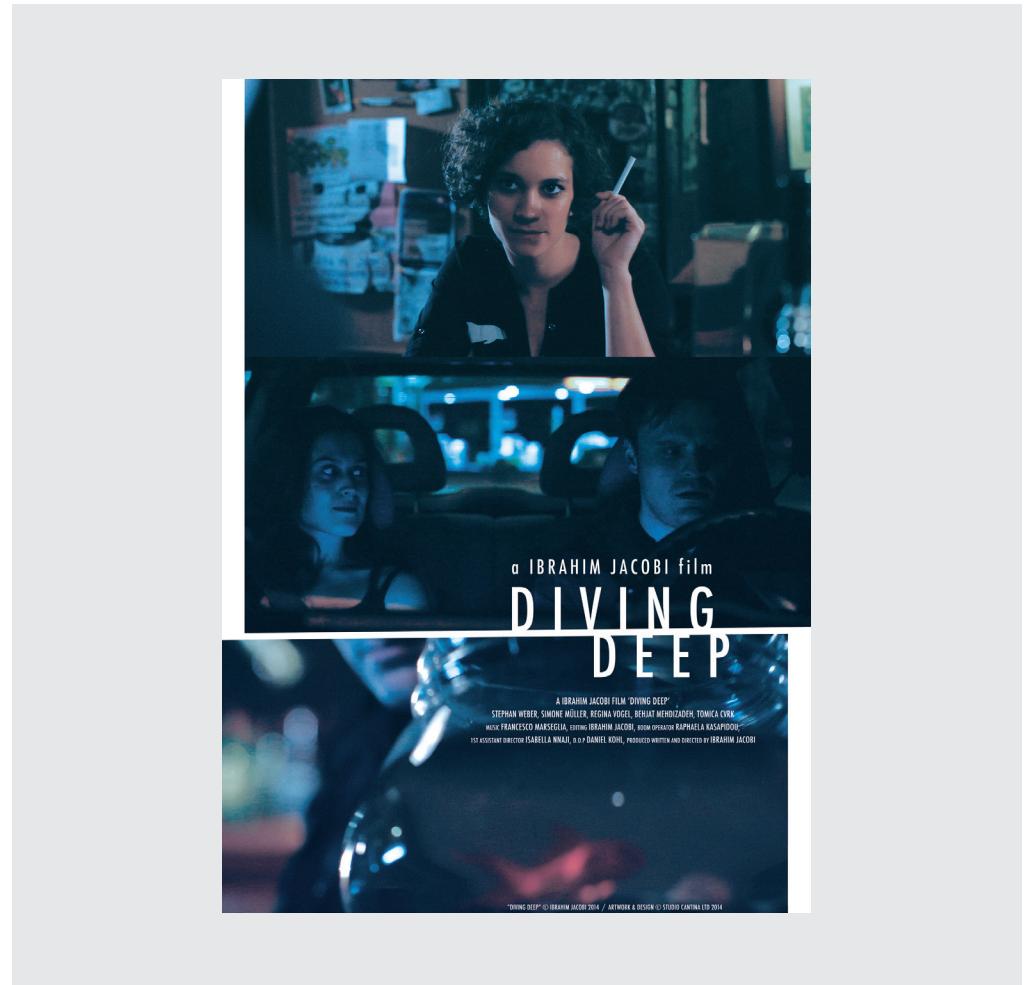
DIVING DEEP SHORT FILM



DVD CASE & A3 PROMOTION POSTER

The short film 'Diving Deep' by Ibrahim Jacobi needed a DVD cover and promotional poster designing to finalise the look and to generate awareness for upcoming film festival submissions.

DVD cover printed on 100g silk, A3 poster printed on 160g silk.
Both printed at high quality CMYK, 150 each in quantity.



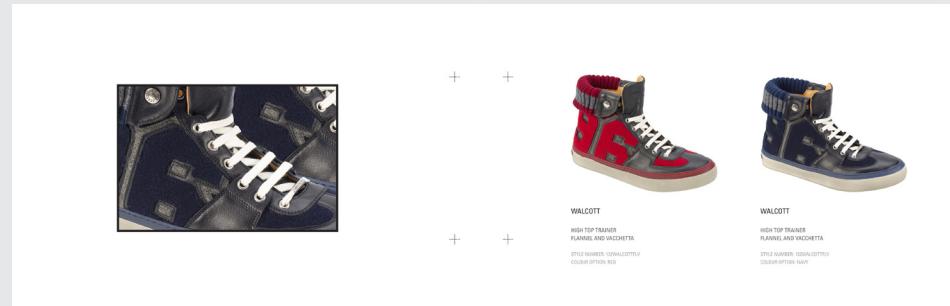
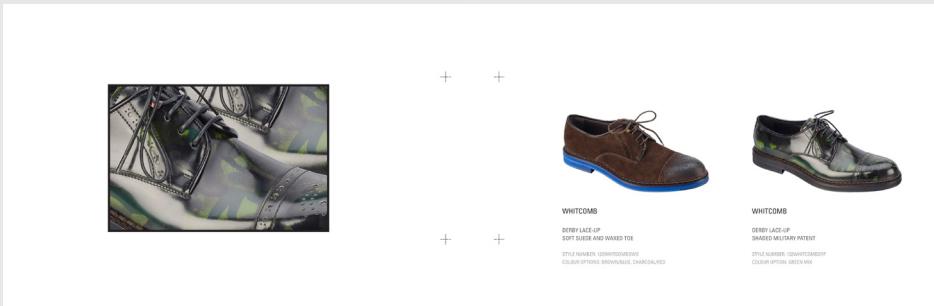
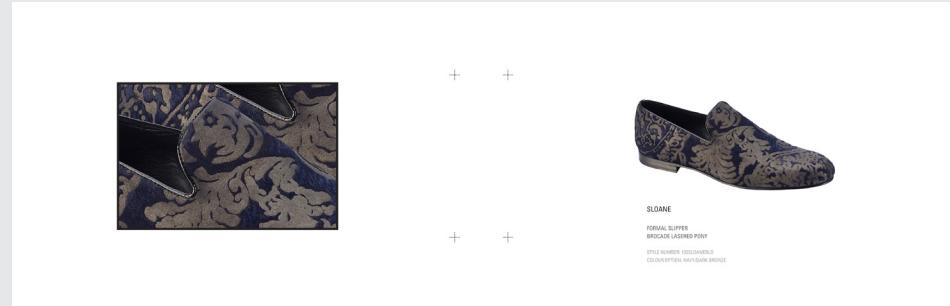
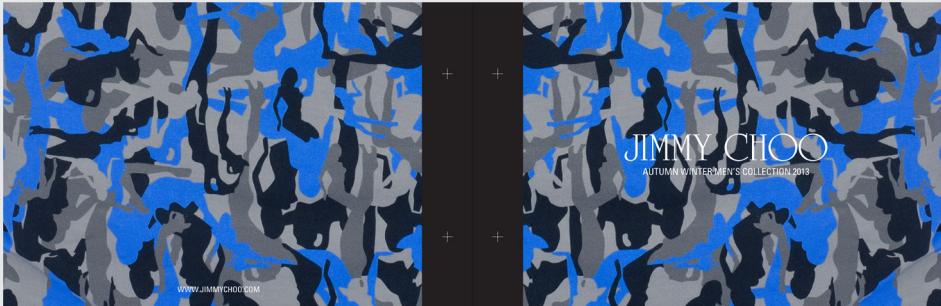
JIMMY CHOO



MEN'S AUTUMN WINTER 13 COLLECTION BOOK

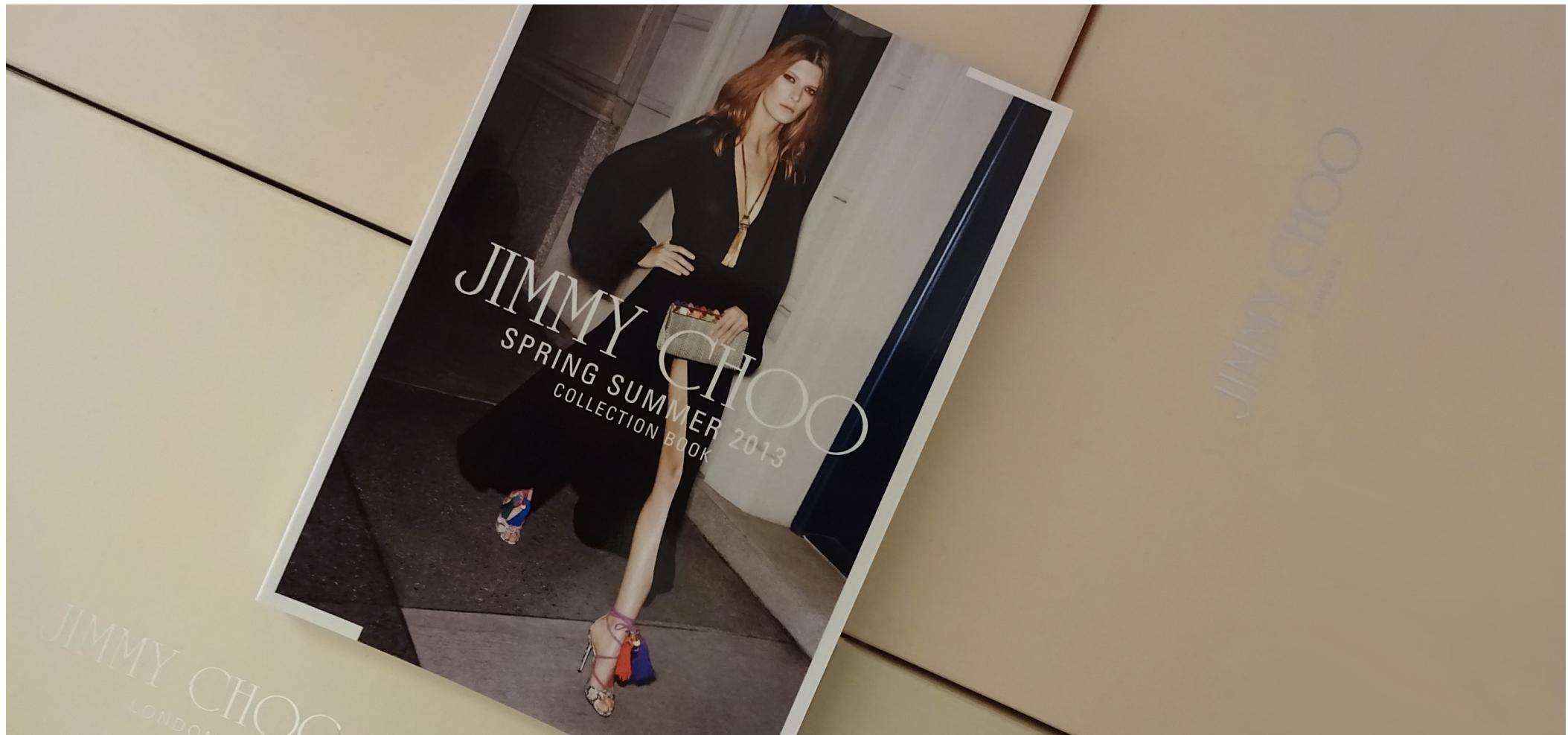
In store Men's Autumn Winter 13 collection book, made exclusively for the launch
of the Jimmy Choo Men's store on Dover Street.

An oversized A5 landscape book bound with silver screws, covers set on heavy matt
laminate card and contents set to a medium fine quality card.



FRONT/BACK COVER & INSIDE SECTION SAMPLES

JIMMY CHOO



SPRING SUMMER 13 COLLECTION BOOK

In store Women's Spring Summer 13 collection book, used as a selling tool to aid the store staff in directing the customer and for offering alternative and pairing options.

A5 portrait perfect bound book, high gloss finish for covers, concept based on the feel of a heavy magazine.



ANGUK



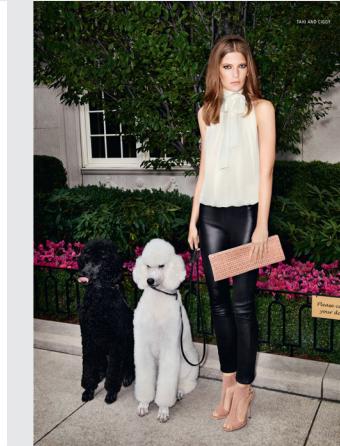
DESCRIPTION: PINTY PUMP
HEEL: 100MM
MATERIAL: PERFORATED NAPPA
STYLE NUMBER: 131ANGUKPN
COLOUR OPTION: BLACK / GOLD

JIMMY CHOO

TAMPA



DESCRIPTION: STRAPPY SANDAL
HEEL: 100MM
MATERIAL: PERFORATED LEATHER/GOLD
STYLE NUMBER: 131TAMPAGU
COLOUR OPTION: GOLD/BLACK



TABA



DESCRIPTION: SANTAL BOOTSIE
HEEL: 100MM
MATERIAL: PERFORATED NAPPA
STYLE NUMBER: 131TABABPN
COLOUR OPTION: BLACK



DESCRIPTION: SANTAL BOOTSIE
HEEL: 100MM
MATERIAL: PERFORATED SUEDE
STYLE NUMBER: 131TABABPS
COLOUR OPTION: GOLD

JIMMY CHOO

FRONT/BACK COVER & INSIDE SECTION SAMPLES

JIMMY CHOO



RETAIL EXCELLENCE FOLDERS

Two binding folders containing all brand, operational and guideline information for the Jimmy Choo brand to be used by in store managers across the UK and Europe.

Each EMEA store received a copy and it is now included as part of the new store opening process. The aim is to expand the project to the US and Japan while integrating an online digital version.

VOLUME 2 - SECTION 7 STOCK MANAGEMENT

- 7.1 ARRANGING THE STOCKROOM
- 7.2 RECEIVING DELIVERIES
- 7.3 TRANSFER PROCEDURE
- 7.4 END OF SEASON RETURNS
- 7.5 FAULTY MERCHANDISE PROCEDURE
 - FAULTY WRITE-OFF FORM
 - FAULTY EYEWEAR FORM
 - RETURN AUTHORISATION REQUEST FORM
- 7.6 STOLEN MERCHANDISE PROCEDURE
 - STOLEN MERCHANDISE FORM
- 7.7 STOCK TAKE PROCEDURE
- 7.8 NEGATIVES AND UNVERIFIED SLIPS

VERSION 1.1

7.1 ARRANGING THE STOCKROOM

PURPOSE

The purpose of this section is to ensure that store stock is organised clearly, effectively and consistently in the stockrooms throughout all Jimmy Choo stores.

PROCESS

A successful store begins with a well organised stockroom. The guidelines below will ensure that you are able to easily locate all items within your stockroom as well as consolidate your inventory and make room for new collections. The format listed below is to be used in every Jimmy Choo store regardless of size or capacity. This is to ensure there is a consistent strategy regarding stock management throughout the brand.

PROCEDURE

Kindly find the procedures for arranging your stockroom broken down by category. These should be followed in every Jimmy Choo store:

GENERAL RULES FOR THE STOCKROOM:

- **ALL ITEMS MUST BE LABELLED!** All items in your stockroom must be labelled with barcodes. This ensures that every piece of stock is ready for the shop floor at all times
- **YOUR STOCKROOM MUST BE CLEAN!** Your stockroom must be as clean, tidy and organised as your shopfloor. You must treat your stockroom as an extension of the shopfloor and this area must meet the same standards.
- **RESPECT YOUR STOCK!** As well as ensuring that your stockroom is clean you must ensure that the items that you are storing remain in a good saleable condition. This requires proper storage techniques that are mentioned within each category section below.
- **BE SAFE!** Be aware of any issues that may make your stockroom area unsafe (i.e. protruding boxes on shelves, stock in walkways, items between the rolling stock racks, etc.).

GENERAL GUIDELINES FOR STORING SHOES

Within every stockroom the majority of shelving space will be used to store shoes. Kindly find below the general guidelines every store should follow for storing shoes:

- Group shoe styles by season (i.e. 24/7, Pre Fall, SS, AW). Each season should have its own section within the stockroom.
- Current season should be in the most readily accessible section(s)
- Once you have placed all of your stock on the shelves by season, style and material you will number each box with an Easy Peel Sticker. (reference :

VERSION 1.1

1024-Easy Peel Sticker). Further stock of this item can be ordered through the Retail Administrator (see example on following page).

- The numbering system denotes where that stock sits within the stockroom. For instance if 24/7 Clue in GFA Champagne is the first item in your stockroom it may be labelled number 247/1 on the stockroom wall chart (please see diagram below and Wall Chart on following page).
- This number corresponds to the Stockroom Wall chart that you will have for each collection. You can find these charts on the S: drive under 20 European Retail Stores in Collection Books.
- For each collection this chart will give you the style and the material. There is a box below each shoe style for you to denote the colour and number of location in the stockroom.
- The chart should be easily accessible in your stockroom.
- As your stock sells out and more stock is delivered you will need to condense the stock down. Therefore this numbering system is the best way for you to locate your stock at all times.
- Top tips: You will need to ensure that your staff knows how the numbering begins in the stockroom, so you may want to add this information at the end of each aisle in your stockroom.

THE TOOLS YOU NEED:

1. EASY PEEL LABELS

Each shoe box in your stockroom should be labelled and uniquely numbered according to season, style, material and colour using an Easy Peel Sticker. See diagram on the left. Please note this sticker must be removed before selling!



VERSION 1.1

STOCK MANAGEMENT CHAPTER BREAKDOWN & CONTENTS

5.2 STAFF DRESS & APPEARANCE

PURPOSE

Working within a Jimmy Choo store / concession you are a representative of our business, our products and the overall brand image. Your appearance and grooming are vitally important in order to give a good impression of the company.

Your appearance should always be neatly groomed and tidy. Employees are required at all times to present a neat and clean appearance during business hours and to dress in accordance with their position.

Uniform is provided for each team member and there are guidelines for appearance whilst at work.

PROCESS

Jimmy Choo Retail Staff will be provided on a seasonal basis with a uniform to an agreed value which will be by way of a loan only and returnable on demand by the company. Such clothing should be worn during your normal hours of work and at such other times as determined by the company.

PROCEDURE

The store will be sent an order form to fill out each season detailing the name of the styles to choose from. This is sent to the Retail Administrator.

Kindly find below the uniform of the company. Please note that this is subject to change at any time and full details will be given.

Women's Uniform Allocation

2x Trousers or Skirts or Dresses (or a combination of the 3)

2x Shirts

2x Cardigans

OR

2x Tops; 1 x Shirt

2x Cardigans

 NICKLE / LIGHT GREY

Men's Uniform Allocation

2x Trousers

2x Shirts

2x Jumpers

2x Ties

 NICKLE / LIGHT GREY

Please note all uniforms are to be worn in line with the directives provided.

GENERAL GUIDELINES - APPEARANCE - FEMALE

1. Women must wear Jimmy Choo shoes whilst working on the Shop Floor. The Company highly recommends that these be flat shoes, for safety reasons. All shoes that are worn as part of the uniform must be authorised by the Manager. Further Guidelines can be found under the chapter on Personal Vouchers within Retail Excellence (Volume 2).
2. Shirts must be tucked in smartly.
3. Heavily/boldly branded non Jimmy Choo accessories are not to be worn.
4. There must not be any visible tattoos.
5. Only one piercing is permitted in each ear and no other piercing may be visible. Earrings must be small and subtle, as should wrist watches be subtle and business like. No necklaces to be worn.
6. Finger nails must be kept short and clean at all times. No nail extensions are acceptable. If nail polish is worn it must be a neutral colour.



7. Hair should always be well groomed and hair accessories should be kept to a minimum and be black or neutral in colour.
8. Make up should be suitable for a business environment.



The images below show how the full women's SS12 uniform is worn correctly, please note that the cardigan can be worn with all three options but must be buttoned accordingly.



GENERAL GUIDELINES - APPEARANCE - MALE

1. Men should wear Jimmy Choo shoes that should remain in excellent condition and be polished as and when required to keep a smart appearance. A list of the Jimmy Choo shoes that is acceptable as uniform has been recently sent out via Pamela. A simple black belt without logo may be worn while working on the shop floor. Further Guidelines can be found under the chapter on Personal Vouchers within Retail Excellence (Volume 2).



2. Shirts must be tucked in smartly.



C S T U D I O
C A N T I N A

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