

**NASTASSJA**

**BONNABEL**

**GUAY**

***INDEPENDENT  
CULTURAL & CREATIVE STRATEGIST  
BASED IN AMSTERDAM***



**I guide brands to relevant and aspirational playgrounds and help them connect with their audience culturally and emotionally. By blending observation, research, strategy, creative thinking, and intuition, I unearth actionable insights and translate them into tailored provocations, unexpected ideas, and inspiring perspectives. Passionate about inclusivity and representation I will always make sure to bring those important topics to the table.**

**Services :**

- ~Brand, Creative & Editorial Strategy
- ~Trends Research & Analysis
- ~Audience & Cultural Insights
- ~Ideation & Creative Development
- ~Stories, Talents & Partnerships Curation

**AREAS OF EXPERTISE :**

Luxury, Fashion, Beauty, Lifestyle, Youth Culture,  
Visual Arts, French Culture & Art de Vivre

**Brands I've helped:**

adidas, Audemars Piguet, Bols, Glenmorangie,  
Google, Hennessy, Jaguar, Karl Lagerfeld, Lancôme,  
Land Rover, LVMH, Mad et Len, MasterClass,  
McLaren, PVH, Samsung, Tommy Hilfiger, Woolrich ...

**Agencies I've partnered with:**

72andSunny, Anomaly, Wieden+Kennedy, Virtue,  
Herc, Proud Robinson, Caya Studios, TBWA, DDB...

2019-Present / Independent Cultural & Creative Strategist

Brand Positioning, Repositioning, Editorial Platform  
Creation, Content & Experience Strategies, Trend & Culture  
Analysis, Competitor & Landscape Reviews, Audience  
Research, Creative Concepting, Partnership Curation

2013-2021 / Co-FOUNDER

Co-founder of Paris Nord, project celebrating the North of  
Paris through capsule collections of clothing, objects and  
images.

2015-2019 / CULTURAL RESEARCHER, 72ANDSUNNY, AMSTERDAM

During my 4 years at 72andSunny Amsterdam, I led the mini  
Cultural Research department - as part of the strategy team-  
and worked on a wide range of projects: from adidas 2018  
World Cup Campaign to the internal wellbeing program.

2014-2015 / Communications Consultant, Paris

I started being freelance in Paris, to help small businesses  
finding their voice. Then I took a Thalys and went to  
72andSunny Amsterdam to work on Les Heures Magiques,  
a Google social initiative for Parisians. For one year, I was a  
hybrid strategist-creative on Axe, Carlsberg and Smirnoff,  
and in the end, I helped create and grow a new department  
within 72andsunny: Cultural Research.

2012-2013/ PR Manager, French Connection, Paris

Creation and development of FCUK Press Office in Paris  
showroom : Strategy - Brand Communication / Events  
conception and organization / Coordination with sales  
management / Merchandising / Translation & Adaptation (   
Press releases - Social Media)

2010-2011 / SALES MANAGER, GIORGIO ARMANI, PARIS

In charge of the sales development of Armani Collezioni Donna for the French market.Multibrand and Department Stores ( Galeries Lafayette, Printemps, Bon Marché )

2009-2010 / ASSISTANT SALES MANAGER,, GIORGIO ARMANI, PARIS

Showroom sales, multibrand and department stores in France and Belgium. Showroom merchandising.

2007-2009 / Sales administration, Giorgio Armani, Paris

Client services. Showroom merchandising.

2005-2007 / Intern, Icon Magazine, Paris

Assistant Art Director & Editor

Education :

2007 Higher National Diploma in Visual Communication - Ecole Nationale Supérieure Estienne Paris

2003 Baccalauréat Visual Arts & Art History Annecy

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