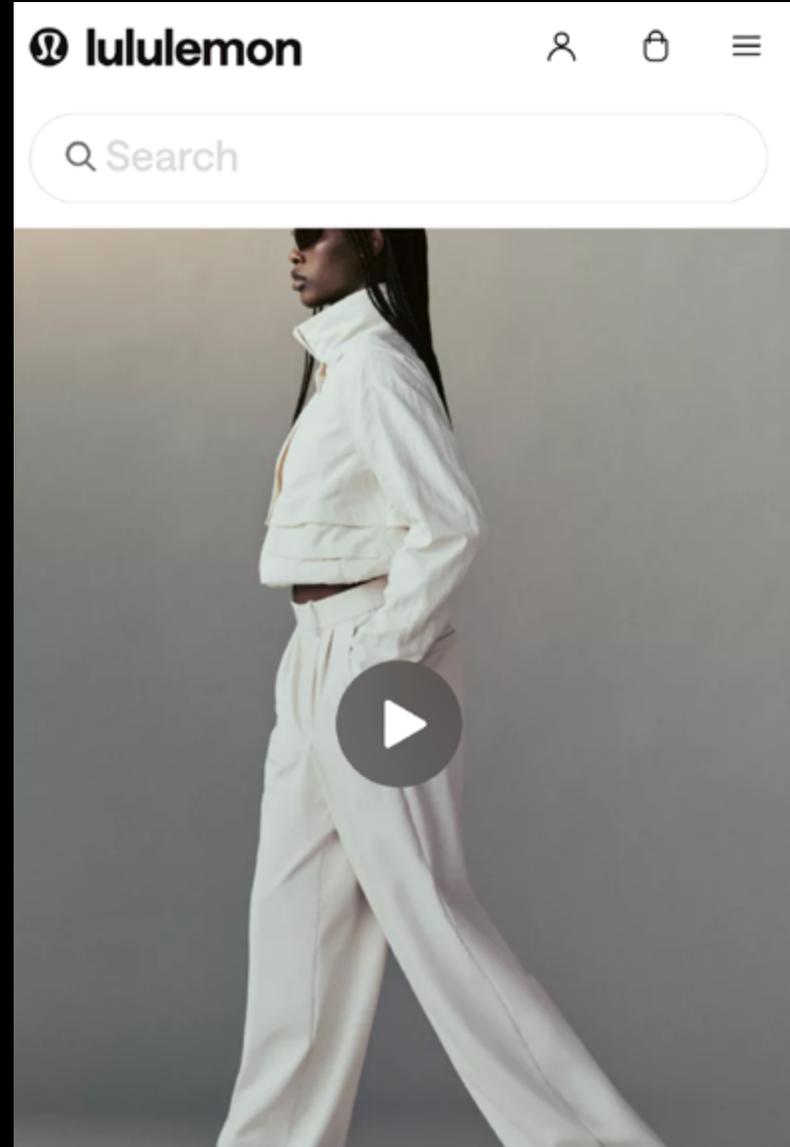


A
B S
L
C U
O

Art director, photographer : I work on creative concepts & art direction for brands, social media campaigns, visual campaigns (both print and digital), and photography

Clients : Lululemon, Bellerose, Les Others, Asos, Columbia, DIOR, Guerlain, Chloé, Club Med, My Little Paris, Maison & Objets, 100BON, Organic Basics, 4AD music label, Noo, Hara the label, Swiss tourism







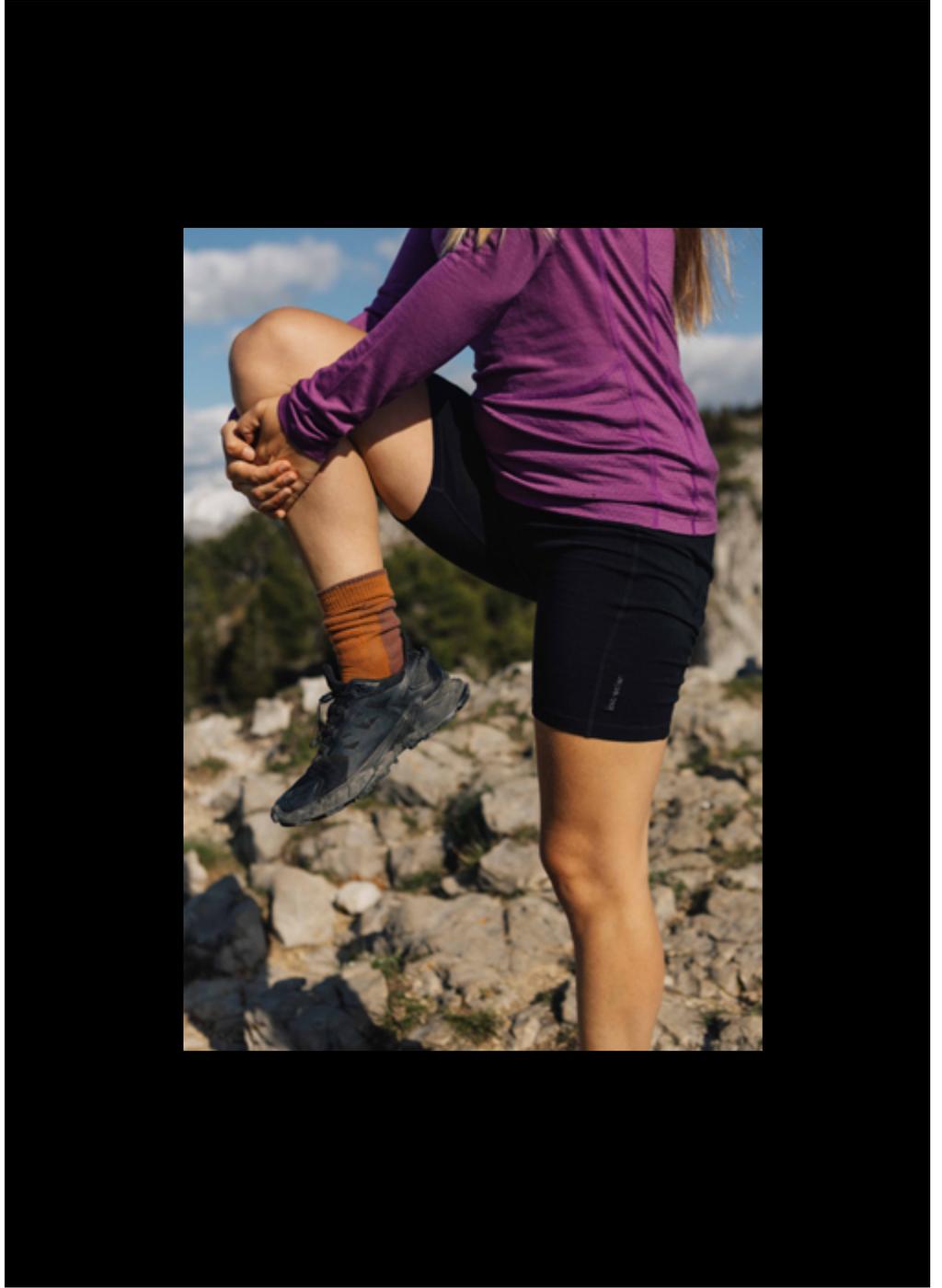
icebreaker
Move to natural

ICEBREAKER

Art direction & photography for Icebreaker, published on social platforms







GUERLAIN

GUERLAIN

Art direction, graphic & editorial design for a seasonal magazine for the high end beauty brand Guerlain



L'ÉMOTION À FLEUR DE PEAU



02

Depuis toujours, Guerlain s'inspire de la nature pour créer des parfums qui célèbrent sa beauté infinie. Avec la collection *Aqua Allegria*, la Maison capte ses nuances les plus pures et ses émotions les plus vibrantes. Née en 1999, cette ligne emblématique rend hommage à la diversité des paysages et des senteurs qui façonnent notre monde.

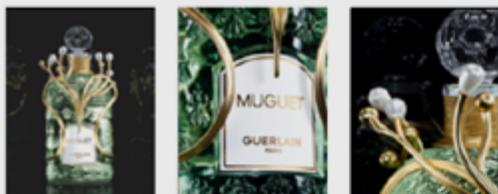




04

UNE TEXTURE SENSORIELLE UNIQUE
Sa texture huile-en-eau infusée de micro-billes fusionne immédiatement avec la peau, la laissant plus ferme, plus éclatante et plus lisse. Composée à 99% d'ingrédients d'origine

ÔDE



MUGUET

Depuis toujours, Guerlain s'inspire de la nature pour créer des parfums qui célèbrent sa beauté infinie. Avec la collection Aqua Allegoria, la Maison capte ses nuances les plus pures et ses émotions les plus vibrantes. Née en 1999, cette ligne emblématique rend hommage à la diversité des paysages et des senteurs qui façonnent notre monde.

02

DE MAI



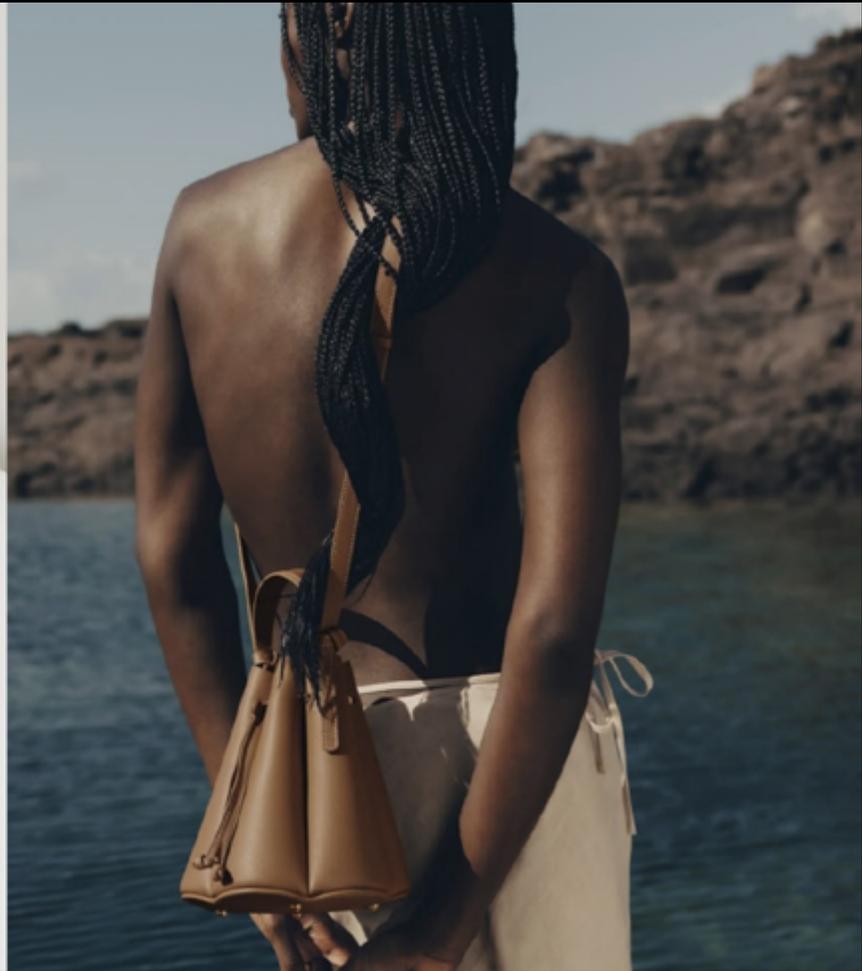
POLÈNE

POLÈNE

Art direction, visuals and moving images for a partnership between Polène (marroquinerie) & Oros (artisanat), around table objects

POLÈNE +

OR02





polene_paris Suivre Contact ...

1254 publications 2,6 M followers 1704 suivie(s)

POLÈNE
Créations de haute maroquinerie - Fine leathercraft creations
• Designed in Paris. Shipping worldwide.
• Stores in... plus
🌐 www.polene-paris.com/tutm_source=insta et 1 de plus

Membres: @lochebel et 34 autres personnes suivent

Lately Campaigns Fil Upcycling Savoir-Faire Stores Special Proj... Icons

PUBLICATIONS REELS IDENTIFIÉS

A grid of 12 images showcasing various leather goods and fashion items. The images include: a close-up of a woven texture, a person in a white outfit with a black bag, a close-up of a textured surface, two small brown leather rings, a person in a white outfit with a black bag, a close-up of a textured surface, a person in a white outfit with a black bag, a close-up of a textured surface, a person in a white outfit with a black bag, a close-up of a textured surface, a person in a white outfit with a black bag, and a close-up of a textured surface.

POLÈNE +

OR02





POLÈNE +

OR02



POLÈNE +

OR02



les others  **Columbia**

LES OTHERS x COLUMBIA

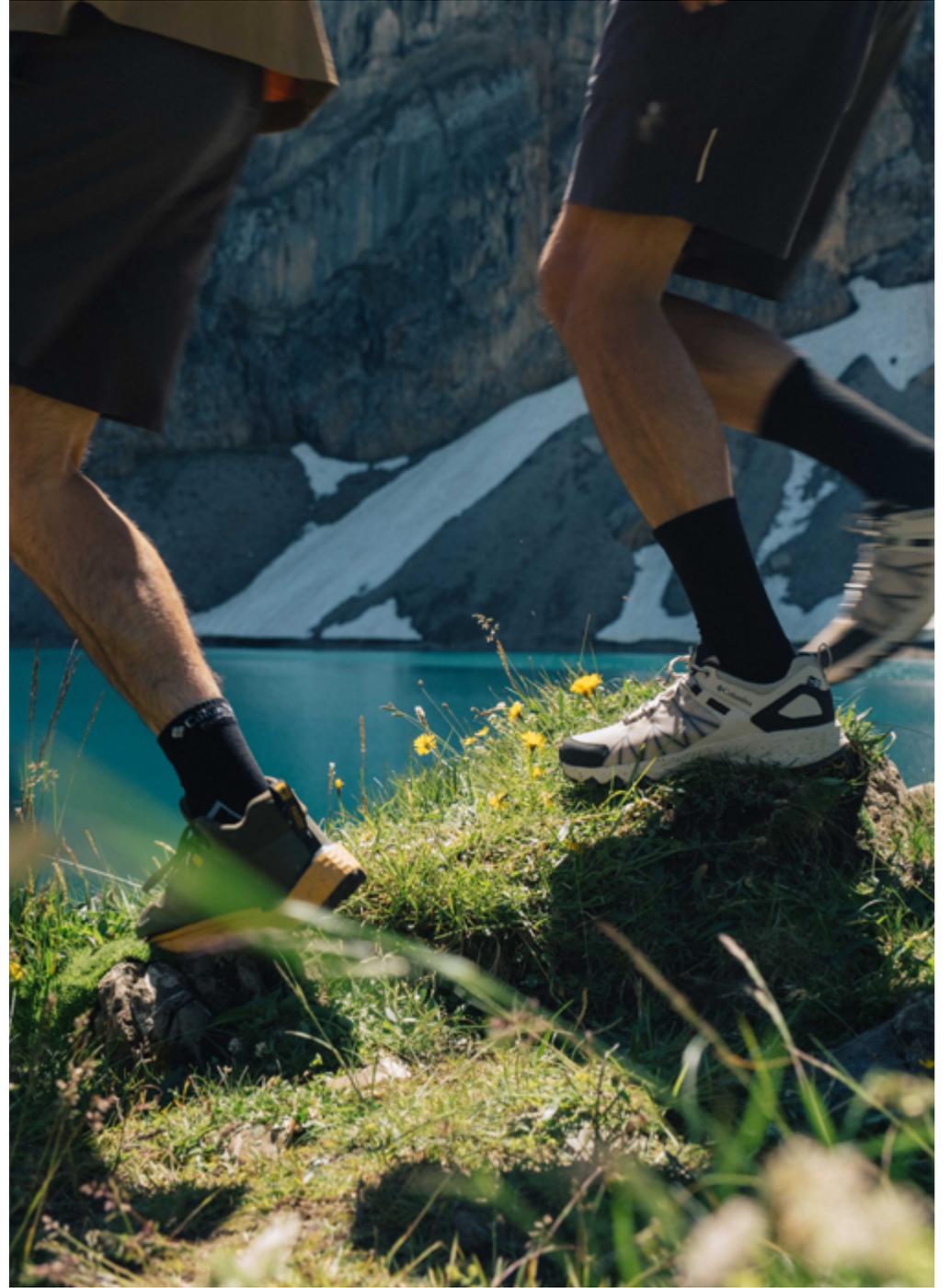
Art direction & photography for Les Others x Columbia, to be published on social media, Les Others magazine

les others



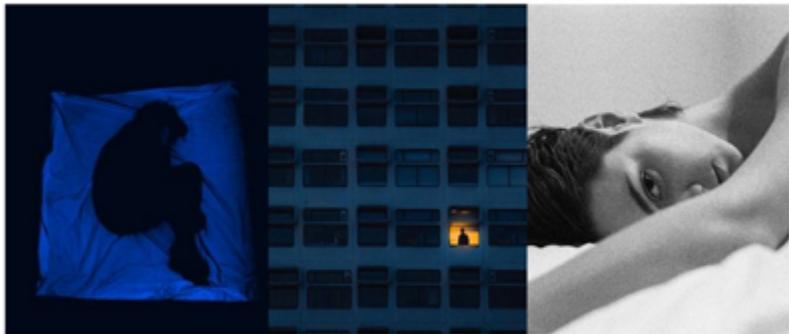






MUSIC

Art direction, creative concept & photography for musicians





Falkean talisman tour autumn23

02.09 **LA POMMEAYE** Rêves à Son
08.09 **LA PALMYRE** Palm Fest
16.09 DJ SET **PARIS** Big Mama Fest
23.09 DJ SET **CHARMES** Chateau Floor Festival
28.09 **NANCY** L'Autre Canal
29.09 **MULHOUSE** Le Noumatrouff
30.09 **GRENOBLE** La Belle Electrique
06.10 **LE MANS** L'Oasis
07.10 **SAINT ETIENNE** Le Fil
12.10 **TOULON** Omega
13.10 **AIX EN PROVENCE** 6Mic
14.10 DJ SET **SANNOIS** Emb
15.10 DJ SET **MAGNY LE HONGRE** File 7
20.10 **COGNAC** Les Abattoirs
21.10 **ROCHE SUR YON** Quai M
22.10 DJ SET **CALVI** Green Horizonte [w/hocve](#)
27.10 **BREST** La Carène

02.02 ²⁰²⁴ **PARIS** Salle Pleyel

BLEUCITRON
développements

nowadays
Paris





100BON

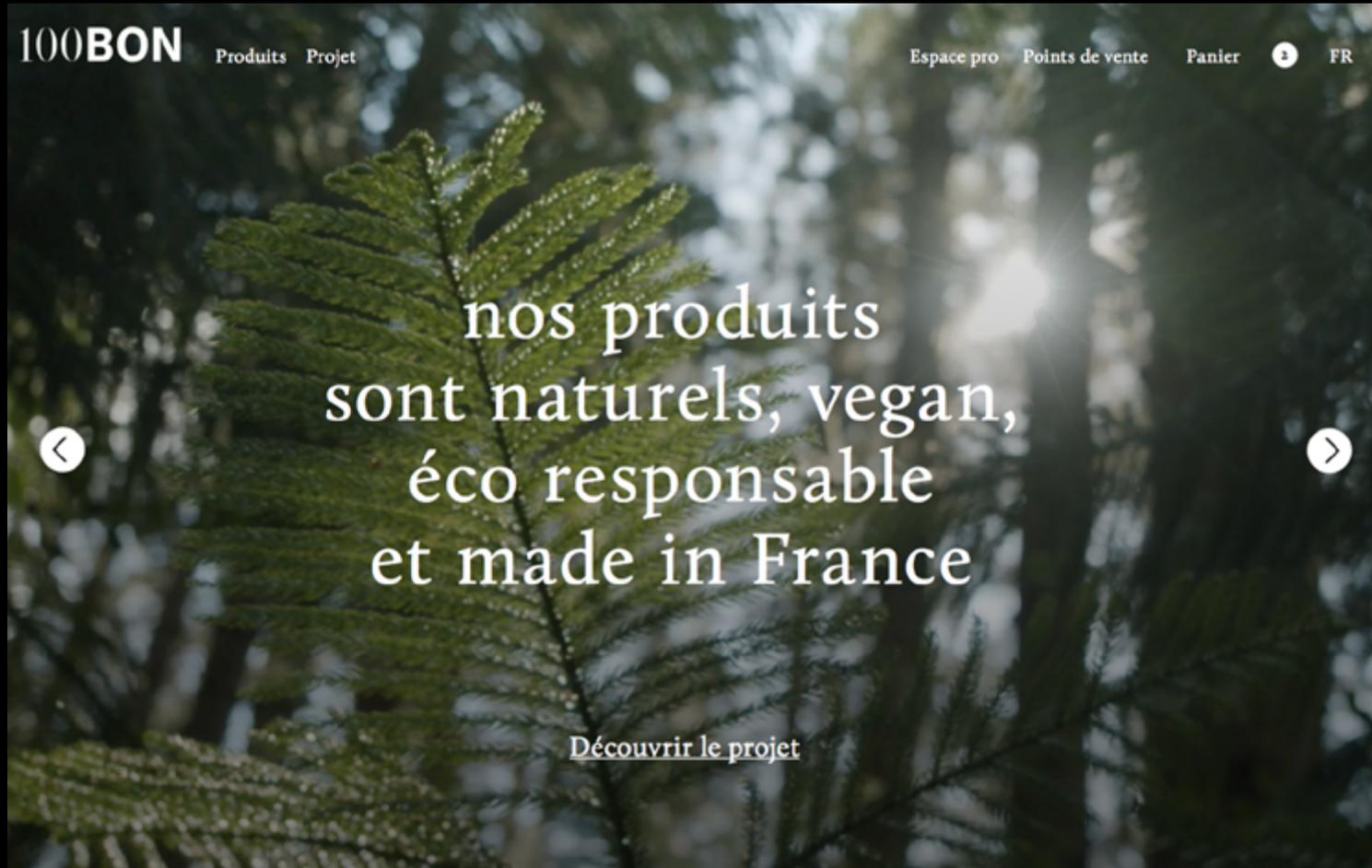
100BON

Art direction, brand identity and graphic design for the french Natural perfumer brand 100BON









100BON

Produits [Projet](#)

[Espace pro](#) [Points de vente](#) [Panier](#) **2** [FR](#)

Aromachologie
99,8% naturel

★★★★☆
[10 avis](#)

I.OI

Nouveau Souffle

Synergie de 11 huiles essentielles dont l'H.E. de Cyprès vert *Cupressus sempervirens* et l'H.E. Aiguilles de sapin de Sibérie *Abies sibirica L.* lorsque la fatigue s'installe et que vous avez besoin de vous oxygéner pour recharger les batteries. Respirez.

10 ML

30 ML

AJOUTER AU PANIER - 10€

Ingrédients

Juniperus virginiana, Abies sibirica L., Lavandula angustifolia, Abies alba, Eucalyptus globulus, Mentha X piperita, Cymbopogon martinii, Cupressus sempervirens, Mentha viridis, Canarium luzonicum et Pelargonium graveolens

Flora São

FLORA SAO

Art direction, photography for Flora Sao, a french organic brand inspired by natural patterns on old tapisseries

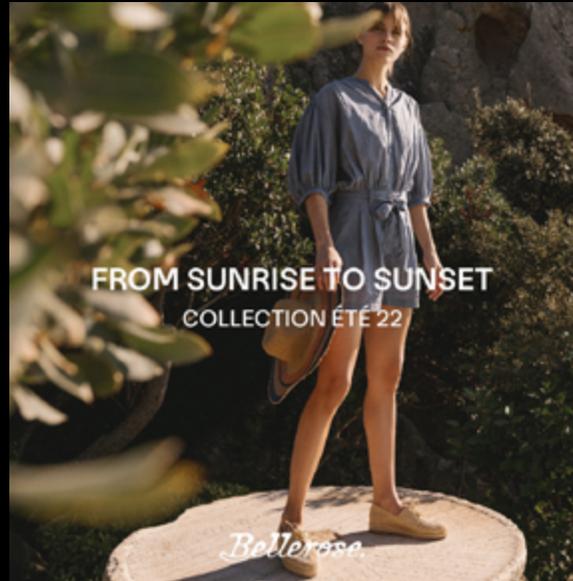
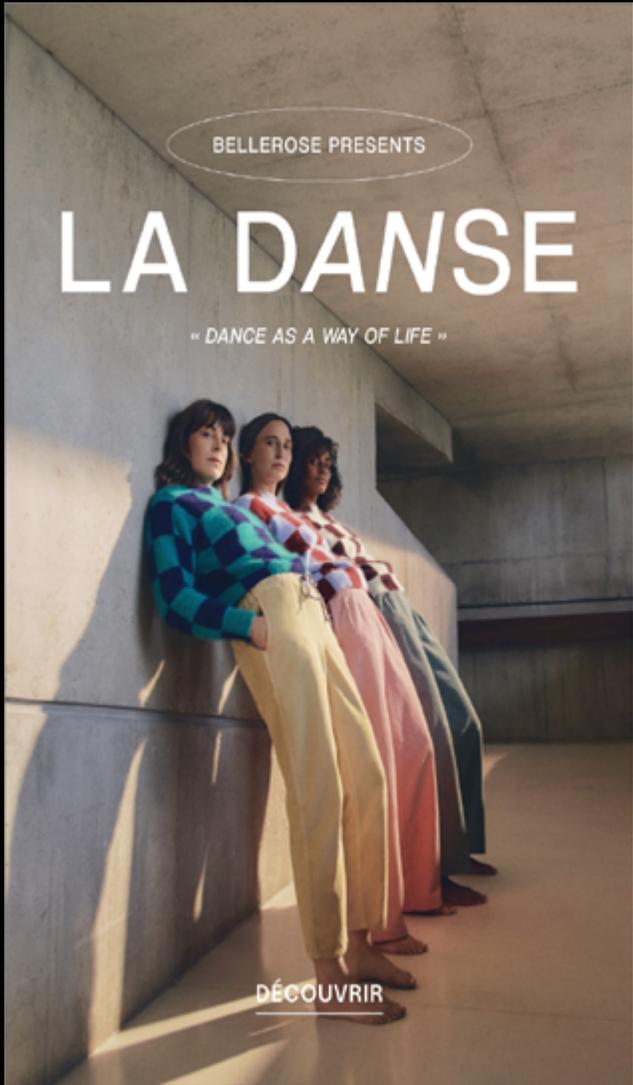




Bellerose.

BELLEROSE

Concept & Art direction, graphic design for seasonal compaigns, social media, newsletters for the Belgium fashion brand



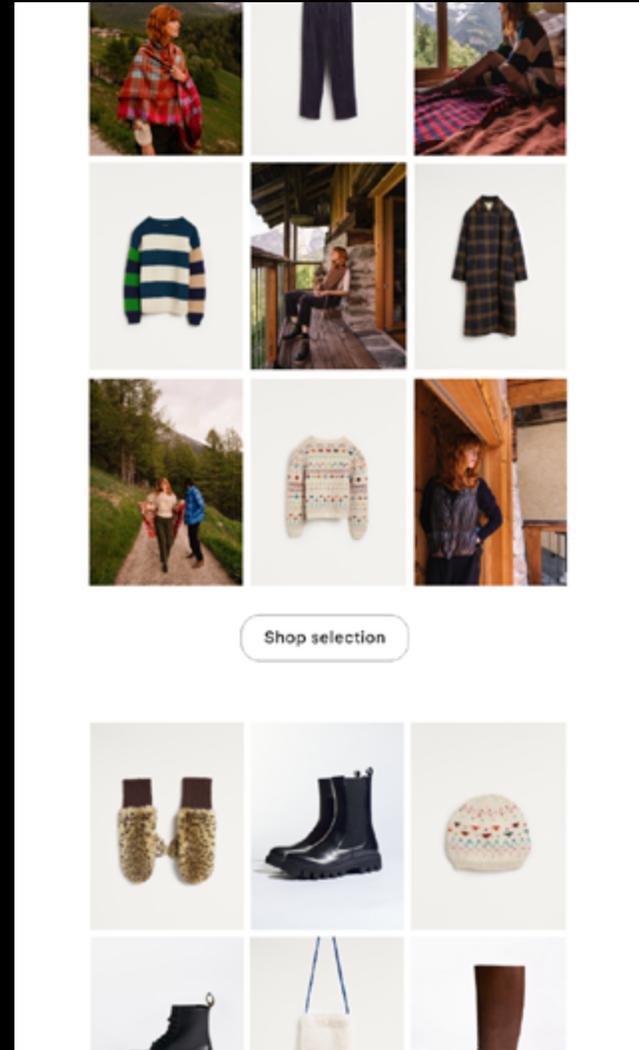
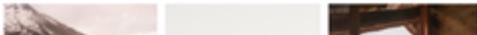




Winter selection

Our new collection is rolling in and we're falling in love with literally everything! So to keep our cool, keep our closets from bursting open — and keep our banker from having a heart attack — we called on the experts.

[Discover the story](#)



ASOS

ASOS

Art direction, graphic design & talent research for the UK magazine Asos

Everything Spring 19

ASOS



Adwoa Aboah



Pride is a symbol of such resilience... To put on the most loud, public



display possible, in the streets, with music, glitter and Speedos

BEATA

KJ Apa

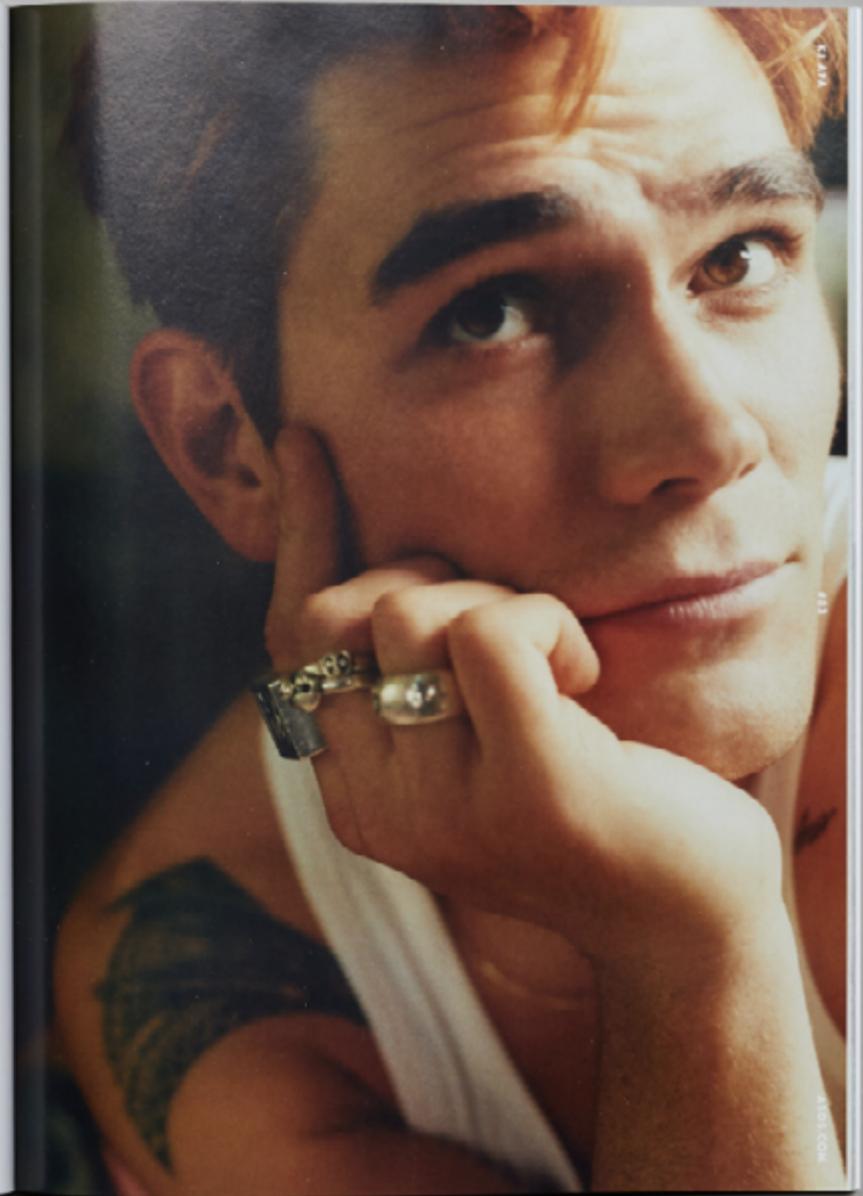


#83

Riverdale's leading man is just starting to figure out fame – and life

PHOTOGRAPHY: PETER CARTER STYLING: LUKE RAYMOND WORDS: HATTIE COLLINS

ASOS.COM

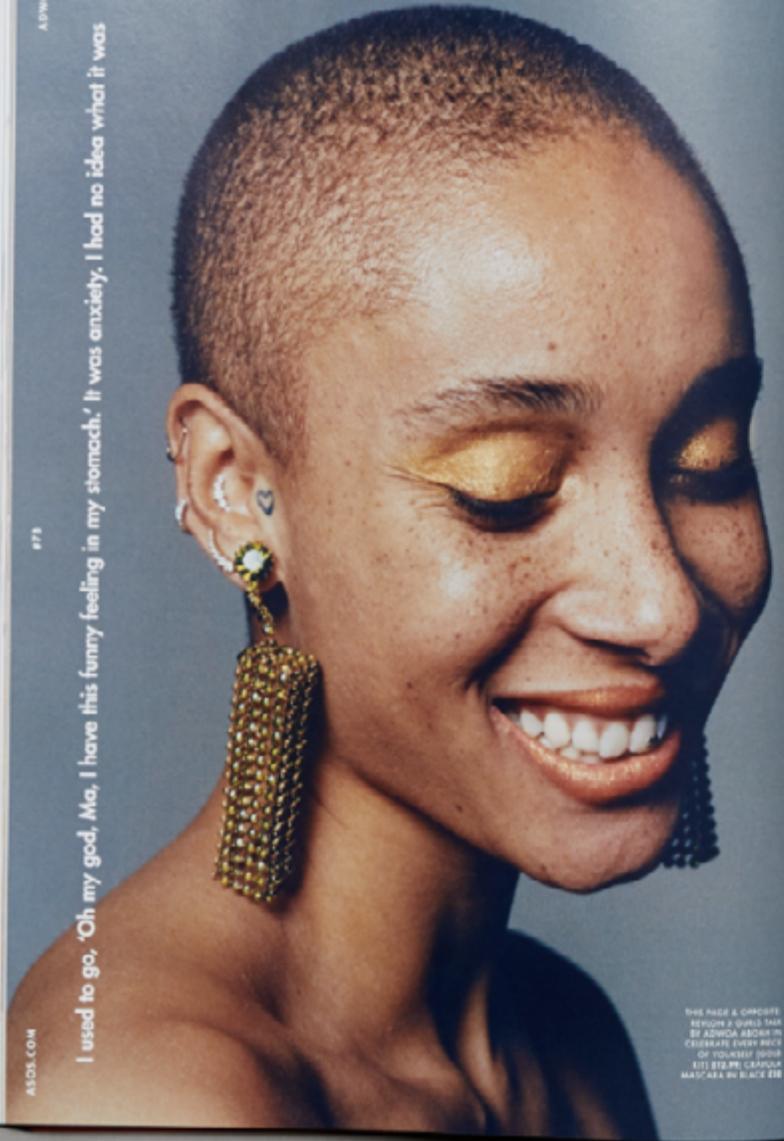


BEATA

#83

ASOS.COM

I used to go, 'Oh my god, Ma, I have this funny feeling in my stomach.' It was anxiety. I had no idea what it was



THE FACE & ORANGE
BEFORE A GUILD TAX
BY ALDWICA ABOU IN
CELEBRATE EVERY PART
OF YOURSELF 0009
EYE SHIMMER CLOUTIER
MASCARA IN BLACK 010





Merci,
Lucie

luciebasoul@gmail.com
+33679699968
@Luciebasoul