

Creative Director.

Brand identity · Luxury & retail · Experiential design

The tools have changed completely. The standards of creative judgment haven't.

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01 / PROFILE

BRAND IDENTITY
LUXURY & RETAIL
EXPERIENTIAL
CONCEPT & PITCH
TEAM LEADERSHIP

Twenty-five years of practice, from Réunion Island to Paris, London, Barcelona and Montréal.

I lead brand identities, luxury retail and experiential projects from the first diagnosis to the final call, with the exact team each project needs.

Selected work: Van Cleef & Arpels (Paris), Gucci and Graff (London), Bloomingdale's New York (with Float4), Les Cours Mont-Royal.

Fluent in generative tools for image, video and copy since 2022.

02 / EXPERIENCE

2024–NOW
Montréal

Independent Creative Director

- Fractional Creative Director for GENCO (Montréal and Paris): brand identities for Groupe Immo Alliances, Le Mont Sauvage & Aylmer and Kupa Station, from diagnosis to rollout.

2019–NOW
Montréal

"Her ability to balance brand identity and ingenuity is unparalleled."

J. Geday, Marketing Director

Float4 · Senior Interactive Art Director

Concepts and pitches for large-scale experiential and interactive projects.

- Bloomingdale's New York: around ten window and in-store experiences, including the 150th anniversary and the Barbie movie launch (The Carousel). In 2023, brought generative imagery into The Carousel's holiday video.
- eBay Earth, eBay campus, San Jose: UX design of the screen navigation, delivered with the development team.
- Concepts and pitches for Seminole Hard Rock Hotel & Casino (The Guitar Show), PwC Dubai, TELUS, Montréal-Trudeau Airport and IBM Watson.

2021–2022
Montréal

VMLY&R (WPP) · Creative Director

Led the creative team on a nationwide product launch in Canada, from brand rollout to packaging and prepress across the range.

2022
Montréal

Matt & Nat · Creative direction and content consultant

Omnichannel creative concepts aligned with the brand's vegan, minimalist identity.

2018–2019
Montréal

"A very strong Creative Director."

L.E. Codère, Marketing Director

Les Cours Mont-Royal · Creative Director

Led a team of six: web, social media, motion design, window displays, newsletters.

- Communication for 35 stores, including luxury boutiques: Ralph Lauren, Karl Lagerfeld, DKNY and Desigual.
- Major events, including the fashion show, and the Barbie exhibition.

02 / EXPERIENCE, CONTINUED

2013–2017 Paris, Barcelona	Independent creative consultant Brand development, identity redesign and events. Co-launched a fashion crowdfunding platform in France.
2012–2017 France	French Guitar Contest · Founder International guitar contest: 6,200 participants from 61 countries. Concept, visual identity, global promotion, community.
2010–2012 London	Luxury Recruit · Creative Director on assignment Brand and art direction for luxury houses, including Gucci and Graff Diamonds.
2006–2009 Paris "Very invested, efficient and conscientious." H. Karpov, Art Director	Van Cleef & Arpels · Senior Art Director, in-house Luxury experiential art direction and event visual identity. • L'Atlantide high jewellery collection (2007): immersive visual universe, from ornamental graphic design to event scenography and printed applications. • Une journée à Paris collection; the Maison's centenary at the Tuileries. • Place Vendôme boutique: facade animation for the 2007 inauguration; window displays, motion design, packaging, 3D simulations.
2000–2005 Réunion, Paris, Bordeaux	Earlier career 3D for Enki Bilal's film Immortel at Duran Duboi, real-time 3D for Madame Figaro, TV commercials for Hyundai. Infographics and video compositing at Luvi Ogilvy (Réunion). Art Director, Université Bordeaux 1 (2005).

03 / PUBLICATION

<i>Les Gardiens du Regard</i> Author. A book on visual literacy, creative judgment and the art of seeing in the age of generative AI, written for the next generation of creatives.
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04 / SELECTED CLIENTS

LUXURY Van Cleef & Arpels · Gucci and Graff (via Luxury Recruit)	TECHNOLOGY eBay (with Float4) · Ubisoft
FASHION AND RETAIL Bloomingdale's New York (with Float4) · Ralph Lauren, Karl Lagerfeld, DKNY, Desigual (for Les Cours Mont-Royal) · Matt & Nat	REAL ESTATE Groupe Immo Alliances (with GENCO)
ENTERTAINMENT Mattel, Barbie (with Float4 and Les Cours Mont-Royal)	FOOD AND DRINK Dodo (Heineken) · Freixenet
	TELECOM, AUTO, MUSIC Orange · SFR · Hyundai · Lâg Guitars

05 / TOOLS

Adobe Creative Cloud, Figma, Procreate, SketchUp + V-Ray, DaVinci Resolve, 3D and motion design.
Generative AI, daily practice since 2022: Midjourney, ChatGPT, Claude, Runway, Kling, Stable Diffusion.

06 / EDUCATION

3D Animation, Supinfocom (ILOI)
Film Production, Studio M
2008 · Gemmology Certificate
2026 · Prompt Engineering Bootcamp, Udemy