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# PORTFOLIO

Liberty Holloway

Creative Strategy

Art Direction





# WELCOME

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Hello there!

I'm Liberty, a recent graduate of Northumbria University.

My studies across these four years have been within design practice and Fashion Communication.

My journey within the industry has strengthened my knowledge and interest in creative strategy, visual storytelling, and art direction.

My portfolio will provide you with examples of my conceptual outputs and creative capacity.

A multi-faceted, diligent, and persevering individual, I look forward to furthering my career within the industry.

Originality and curiosity are at the forefront of my workings, shown through my adaptable skillset over a range of briefs.



# Final Major Project



## What is it?

Unruly Bodies is a conceptual research project, surrounding research into female sculpturists who build their final pieces upon ideologies surrounding formats and perceptions of the female body.

Unruly Bodies specifically investigates topics that contribute to the subsequent containment of the female body, and its portrayal within fashion media.

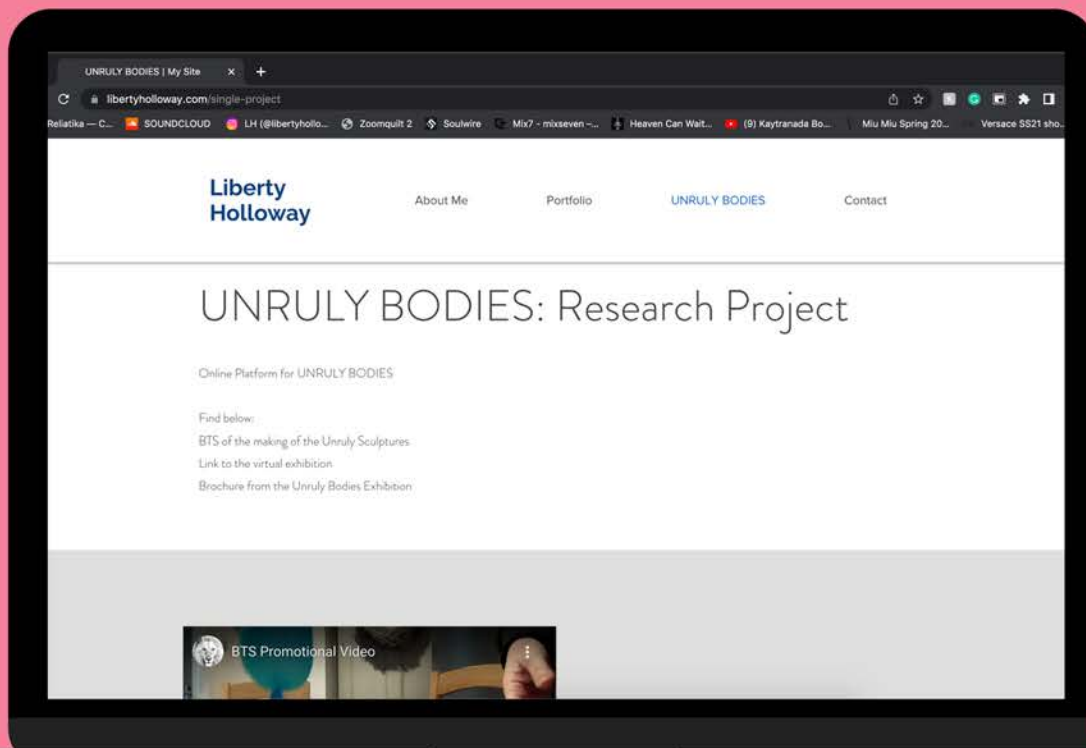
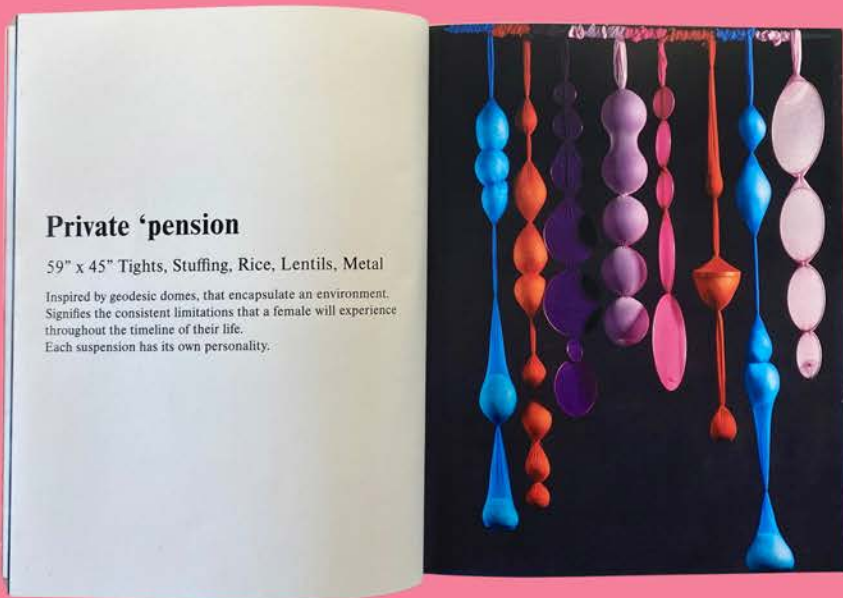
Translating produced sculptures onto an online platform, and building the Unruly Bodies project as one which allows others to understand retaliation towards containment in a visual form.

Unruly Bodies also explores the process of turning sculptures into an NFT form, and the possibilities that arise from a digital format.









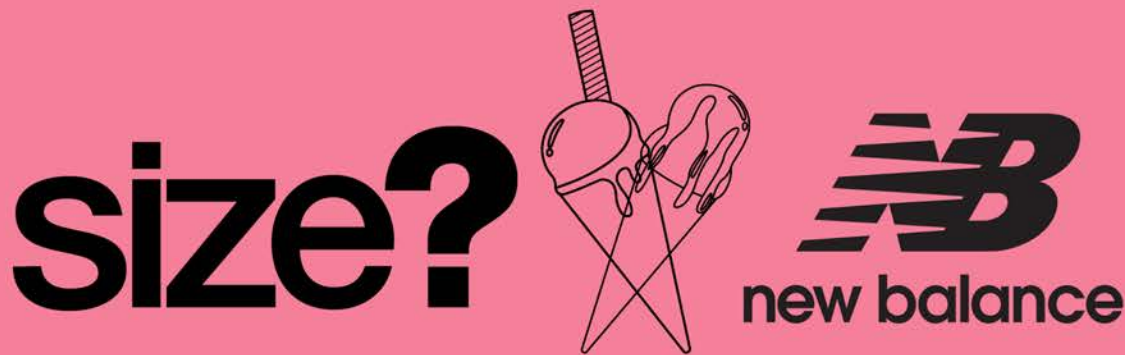
[www.libertyholloway.com](http://www.libertyholloway.com)



# Size? x New Balance

## Balance

### Digital Marketing - B2B Research



Set Brief: Create a marketing campaign that Size? can utilise to house New Balance's Made in the UK shoe collection

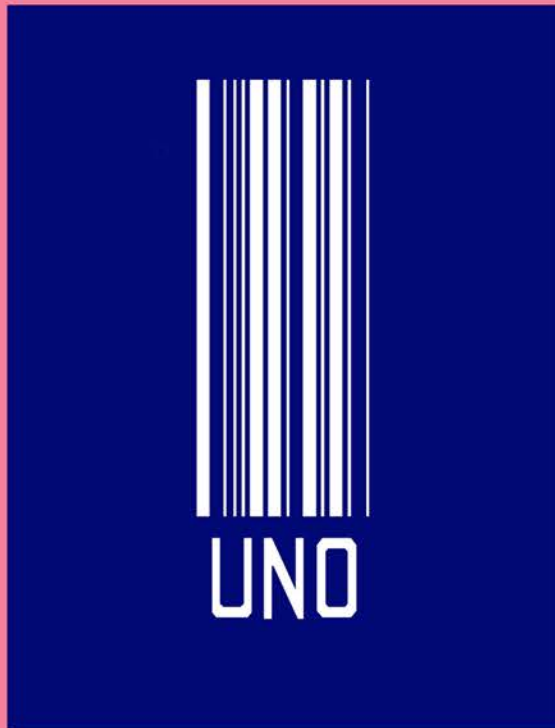
My response to the brief explores the possible narratives from a visually led campaign. Using pictures as an axis to provide a sense of nostalgia allows for more engagement and acknowledgment. Follows are five main concepts that can be used as a 'starting point' when advertising and exposing the collaboration between size? and New Balance Made in UK collection.

It follows the idea of storytelling through a simple and efficient visual lens. To tailor the photography style to each brand's aesthetic while incorporating storytelling tactics that are easily picked up upon. Create a pack of photography that can be utilised through an omnichannel approach. On platforms that are oversaturated with loud visuals these packs of content serve as a short respite.



# Uno Zine

## Photography / Product Design



My first zine brief, the only requirement was to focus on implementing numbers into our creative capacity.

I wanted to portray a theme of presenting something peculiar when photographing a subjects existing space. By offering 1 thing that the individual possesses, that they hold valuable, the reasoning offers a more intrinsic and personal edge when looking at 2D visuals.

I wanted to focus on my method of creating the zine as-well, as it was my first publication, I was deterred by the idea of arctic white paper print, and found myself in a worm hole exploring all the wonderful aspects of zine creation.

Adding in different materials, a stained and varnish plywood front cover, handmade and printed paper breaks, different toned and textured paper, Japanese style binding, and the simple pleasures of adding in 350gsm inserts; I felt like I was able to incorporate tangibility into my design also.

I am so happy that I delved into creating this zine, as I really immersed myself into a new design discipline I had once skimmed over.









# Trend Publication

## Analytical Trend Forecasting



<https://indd.adobe.com/view/1d6fa8a6-c863-476d-a561-5cda9af4c7eb>

Detailing my subjective forecasting of fashions trajectory, in regard to a sustainable takeover of the industry; in the next 15-25 years.



# Ahluwalia

## Digital Marketing - Campaign



Falling upon the Ahluwalia brand in a Vogue editorial I entered a rabbit hole getting to know the brand's ethos and aims.

I had an idea to base a campaign around the founder Priya Ahluwalia, an inspiring Westminster menswear graduate, and her efforts to cement sustainable fashion within the luxury market. Allowing her inspiring stature to be recognised by novice creatives within the industry, regarding representation, execution of garment production and the future trajectory of luxury fashion.

"The brand represents the intersection between near and far, past and present. The label combines elements from the designers dual Indian - Nigerian heritage and London roots. Exploring the potential of vintage and surplus clothing by giving existing material a new life through various textile and patchwork techniques."



# Burberry

## Digital Marketing - Installation / B2C Experience

VISUAL VIEWPOINT: Outside Cafe/Entrance



### BURBERRY GARDEN

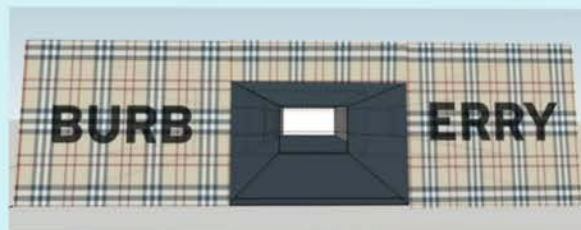
The garden is designed to evoke feelings of comfort, style and relaxation.

The design of the garden aims to represent the British experience that is Burberry on a global scale.

### FRONT

The front elevation of the building is a modern take on a Basingstoke cottage.

With one visual point the visitor isn't overwhelmed but rather curious to what waits inside.



### FINAL CONCEPT



The store will be located and installed in a cottage in Basingstoke, Birthplace and founding of Thomas Burberry.

The aim of the installation is for maximum engagement with the brand and the customer. Burberry's reputation is respected globally, and this should be communicated throughout. The focus on engagement is important, the design of the experience is to target each of the five senses.

The outside facade of the building will be painted in Burberry's nova check to create a bold, uncompromising statement. There will be one innocuous entrance so that it doesn't fight against the exterior. The Burberry name will sit either side of the entrance, the letters 5 foot high.

When entering the visitor walks through the singular entrance. The 'tunnel' effect is achieved by two mirrors. On one is a large campaign figure of supermodel Cara Delevingne and actor Eddie Redmayne. If the visitor recognises himself beside these two Burberry accepted socialites, they will immediately feel part of brand. This focuses on sight, and the initiation of the emotional attachment to the brand soon felt by the visitor.

When entering the main room, they are met with Burberry's store. Railings along the right-hand side holds Burberry's latest collection. The element of recognising the craftsmanship (that has accumulated over a century), will form a strong positive impression of the brand. Sectional sofas offer a comfy seat whilst partners shop for goods. From the main room the large typography in the first instalment 'History of Burberry' can slightly be seen, teasing the visitor to enter the experience and find out about the brand.

When entering the first room an artistic take of Thomas Burberry's portrait can be seen. This is to communicate that with Marco Gobetti's takeover from Christopher Bailey in 2017, he knew that the brand needed to remain British but rebrand in a contemporary way to move with the ever-increasing need for ready to wear luxury clothing. On the right side, a timeline of Burberry's development is shown, it possesses a touch button to stimulate an auditory reading of the timeline. Installed to target both sight and sound, adapting to the visitor's learning type.

Moving into the second room, the overall aim is to inform of Burberry's artistry through visual components and target the sight sense. Each wall is an LED format, showcasing the development of the trench coat by GIF and latest runway collections.

The third room is flooded with light from the large windows leading to the garden. The Burberry Foundation's initiatives are detailed upon five pillars. The visitors can touch these pillars which stand on checkerboard Victorian tiles. The pillars act as 'chess pieces' in Burberry's game, the challenge to support vulnerable and underprivileged individuals and encourage sustainability and ingenuity throughout the creative industry. The room also has a donation bank so the visitor can play a part within Burberry's charitable purpose.

The windows lead to a quintessential English garden cafe, the smell of the flowers and nature and taste of tea gives a sensory fulfillment. One of Burberry's purposes is to represent the British brand on a global scale.





# GET IN TOUCH

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