

# portfolio

# MiNT

# MOODS



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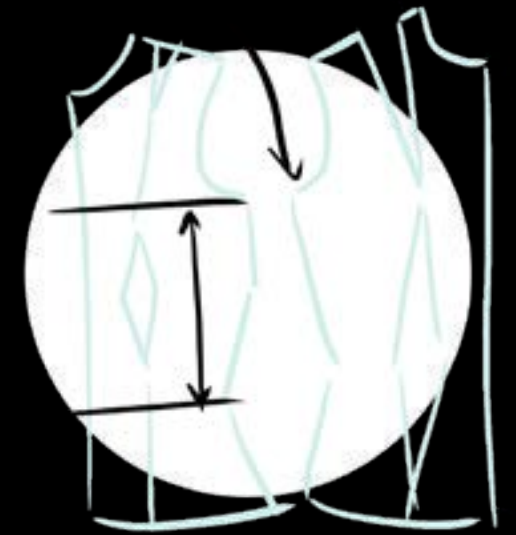
# OUR SERVICES



DESIGN



PROJECT MANAGEMENT



DEVELOPMENT

# YOUR CREATIVE PARTNER

I am Blandine, a **designer** and **product manager** specializing in fashion and graphic design. Thanks to my professional background from **luxury** to **technical** brands, I bring to the table a **comprehensive expertise** and a **unique creative vision**.

available 7 days a week



**8** years of experience

international vision



work with the smile!



ABOUT US

# THEY TRUSTED US



**SOME OF**  
OUR CREATIONS

**VILEBREQUIN**

GREECE EXCLUSIVE





EXCLUSIVE

GREECE

EXCLUSIVE

GREECE

EXCLUSIVE

## CUSTOMERS

### Vilebrequin

luxurious swimwear brand

### Brand image

family, fun, eco-friendly

### Greek partner

luxurious clothing brand

### Brand image

family, fun, graphic

## SERVICES PROVIDED

### Design

artworks, mappings, proposal file

### Development

techfiles

### Product Management

follow up

## BRIEF

### From Vilebrequin

create «sea inspired» artworks made for the whole family

### From the greek partner

create artworks that enhance the emblems of Greece for our exclusive swimwear capsule

## STRATEGY

play with a blue palette to bring about an inspiration of the sea, the sky and the paint used on the walls and roofs in the iconic cyclades islands.



## ARTWORK 1 - MYKONOS BAY

### EXPLANATION

An artwork that has been created to have the effect of being a painting. This landscape is of one of the most emblematic view of Mykonos. The gentle blue and turquoise waves are bringing a subtle movement to the structured and colored houses.

### PALETTE



A blue camaieu enhanced by the iconic white from the Mykonos walls and an intense dark pink inspired by the bougainvilliers flowers.





## ARTWORK 2 - PRECIOUS OCTOPUS



### EXPLANATION

This sea inspired artwork is made of some elegant dancing octopus wearing symbolic greek eyes on their eyes and ventouses, as natural jewels. The watercolor background gives a sophisticated touch to the cartoon inspired pattern, in order to balance the artwork between elegance & fun.

### PALETTE



A somptuous camaieu of turquoise blue shades to remind of the preciousness of the greek eye rock under water.





**VILEBREQUIN**

X ST REGIS DOHA

## CUSTOMERS

### Vilebrequin

luxurious swimwear brand

### Brand image

family, fun, eco-friendly

### St Regis

luxurious hotel

### Brand image

chic, timeless

## SERVICES PROVIDED

### Design

artworks, mappings, proposal file

### Development

techfiles

### Product Management

follow up

## BRIEF

### From Vilebrequin

create a fun artwork underwater using blue colors and timeless pieces

### From St Regis

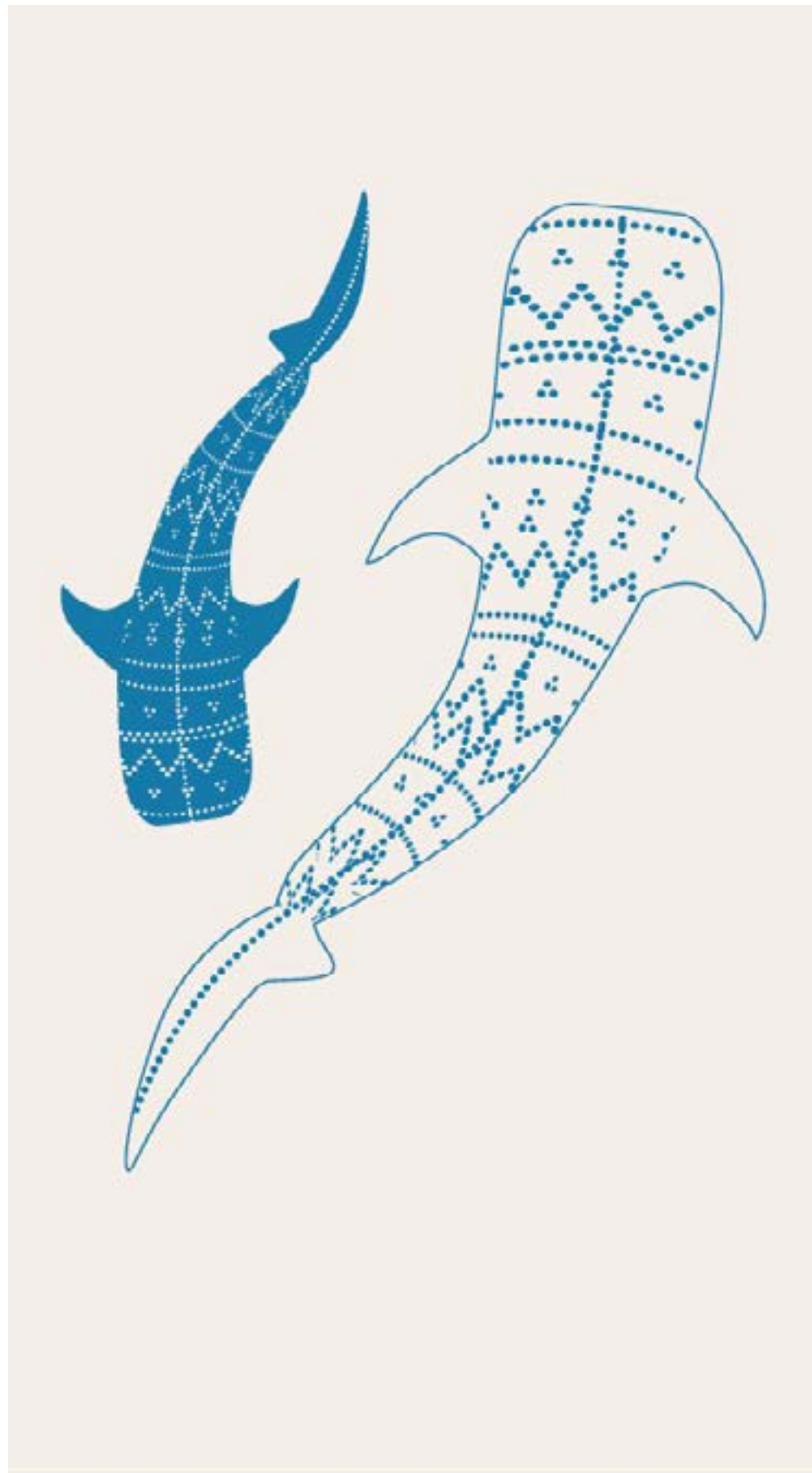
create a chic capsule of swimwear and accessories with whaleshark artworks, to promote the opening of our new hotel in Doha

## STRATEGY

Create a minimalistic artwork to correspond to the chic and timeless image of St Regis, and an underwater print to give a reminder of the ocean inspiration of Vilebrequin.



# ARTWORK 1 - WHALESHARKS EMBROIDERY



## EXPLANATION

This whalesharks artwork evokes a dance between two friendly whalesharks who proudly wear the print of the ancient dovecote of Katara.

## PALETTE



A timeless off-white and a deep blue sky, as a reminder to the ancient monuments under the sky of Doha.

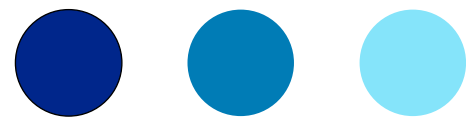




## EXPLANATION

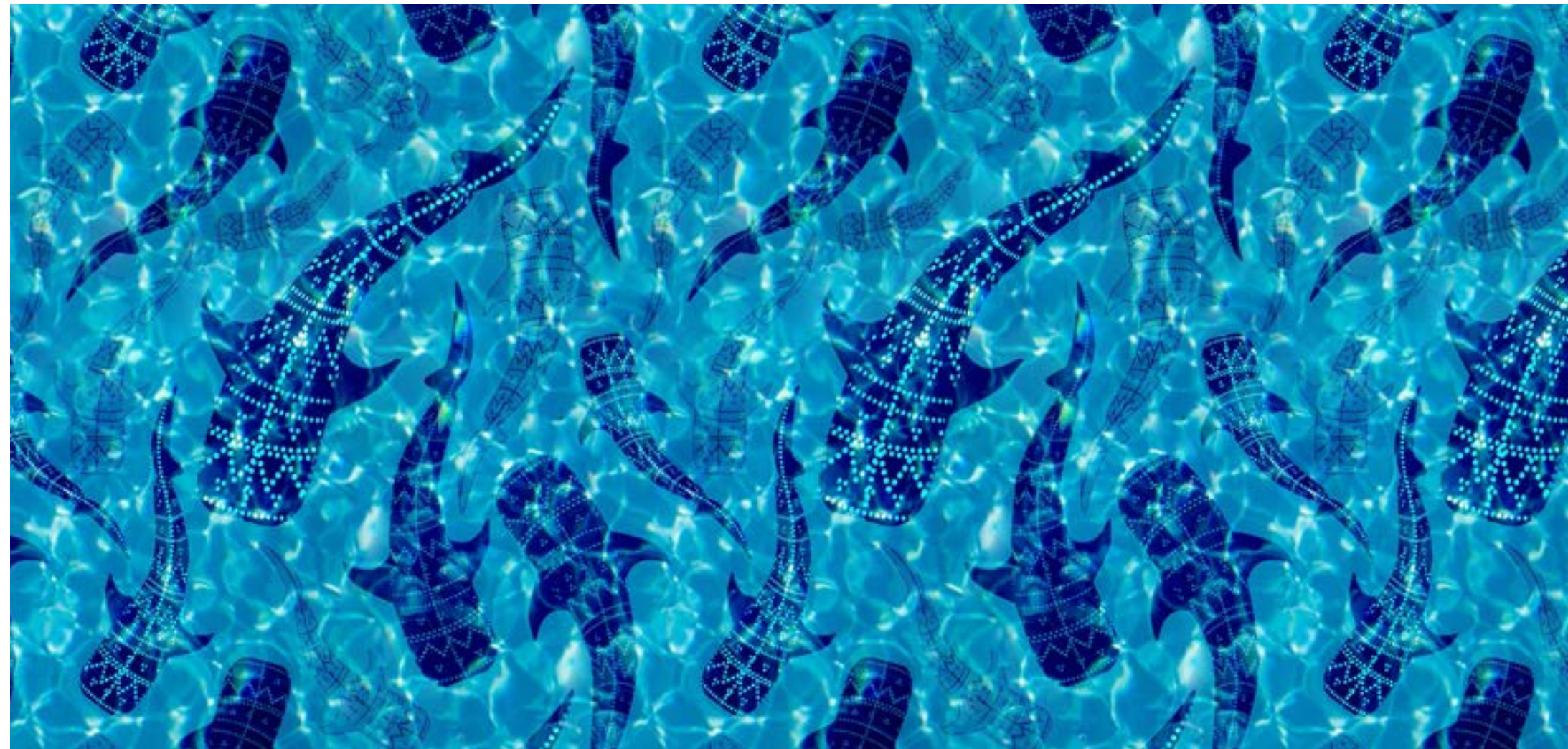
This refreshing artwork represents the parade of several beautiful whalesharks under the sea of Doha. The different sizes used for each whaleshark provide a large profundity that resonate like an echo in the deep seas.

## PALETTE



A precious camaieu of blue shades inspired by the depths of the Persian gulf.

## ARTWORK 2 - WHALESHARKS PARADE









**VILEBREQUIN**

x VEUVE CLICQUOT

# CUSTOMERS

- Vilebrequin**  
luxurious swimwear brand
- Brand image**  
family, fun, eco-friendly
- Veuve Clicquot**  
luxurious wine brand
- Brand image**  
chic, sunny, sparkling

# SERVICES PROVIDED

- Design**  
artworks, mappings, proposal file
- Development**  
techfiles
- Product Management**  
follow up



# BRIEF

- From Vilebrequin**  
create a fun and classy artwork, inspired by the first striped swimsuits
- From Veuve Clicquot**  
create a chic capsule of swimwear that suits our timeless brand image, using our emblematic yellow color

# STRATEGY

Create two minimalistic artworks to obtain a chic strcture and bring about some fun by using the yellow emblematic color of Veuve Clicquot.





## EXPLANATION

A good balance between a minimalistic design and a powerful color. The tone on tone embroidered logo brings a discreet edge to this plain capsule.

## PALETTE



The emblematic yellow of Veuve Clicquot, enhanced by a slight darker yellow to bring about depth.



## ARTWORK 1 - PLAIN CHIC





## ARTWORK 2 - CHIC STRIPES



### EXPLANATION

The thin vintage yellow stripes are giving the swimsuit a chic timeless style. The emblematic navy color of Vilebrequin enhances the yellow in a classy way.



### PALETTE



From light to dark, to obtain a beautiful vintage and unforgivable structured artwork.



**VILEBREQUIN**

X HÔTEL

CHRISTOPHER

ST BARTH



## CUSTOMERS

### Vilebrequin

luxurious swimwear brand

### Brand image

family, fun, eco-friendly

### Christopher St Barth

luxurious hôtel

### Brand image

chic, sunny, intimate

## SERVICES PROVIDED

### Design

artworks  
mappings  
proposal file  
logo design

## BRIEF

### From Vilebrequin

create a fun artwork using our logo and emblematic navy color

### From Hôtel Christopher St Barth

create a capsule of swimwear and accessories that correspond to our classic and sunny image, using our emblematic orange color

## STRATEGY

Use the logo of both brands to create a chic artwork, energized by a circular movement.





## LOGO 1 - SUN TURTLE



Vilebrequin Logo



Christopher St Barth Logo



approved logo for the collaboration

## EXPLANATION

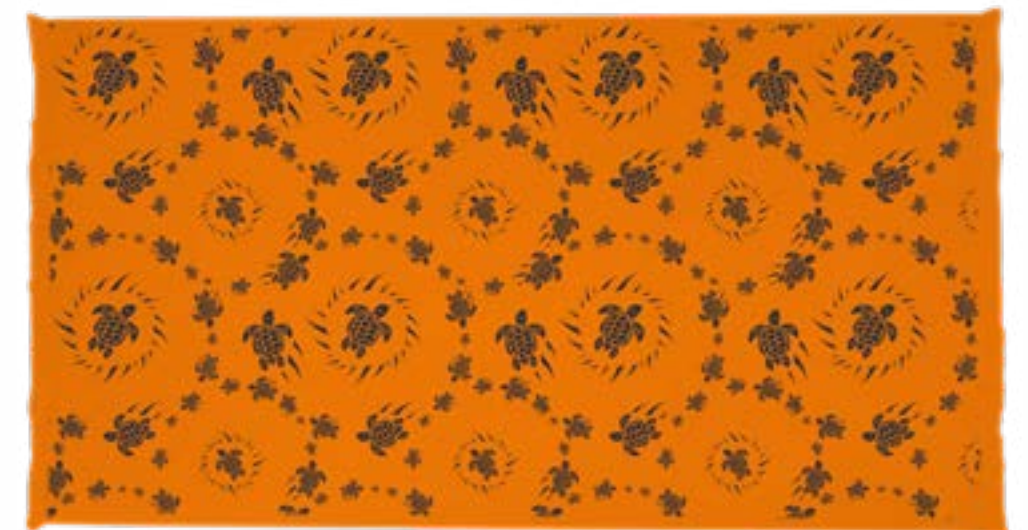
The circular movement of this print evokes the famous «ronde des tortues» print of Vilebrequin. The turtles are swimming in the deep seas. The three lines of the Hôtel Christopher logo are subtly placed behind each of them, as a groove in the sea.

## PALETTE



A navy blue inspired by the deep seas and a warm orange to evoke the burning sun of St Barth.

## ARTWORK 1 - SUN CIRCLES









## CUSTOMER

### MP Consulting

Accountant consulting

### Brand image

structured, defined

## BRIEF

### From MP Consulting

create a logo using the letters M & P, with blue and white colors

## SERVICES PROVIDED

### Design

logo design

business card design

mapping

## STRATEGY

Use a shading of blue colors to give a modern touch to a geometric logo. Create an arrow that goes up above the M & P letters, to inspire positivity and trustworthiness.



## LOGO 1 - THE MP ARROW



Version 1



Version 2



C O N S U L T I N G

Approved logo





**NOW IT'S**  
YOUR TURN

**LET'S**  
COLLABORATE!

**MiNT**  
MOODS



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