

**ADS / PUBLISHING / MERCHANDISING / PROMOTIONS**

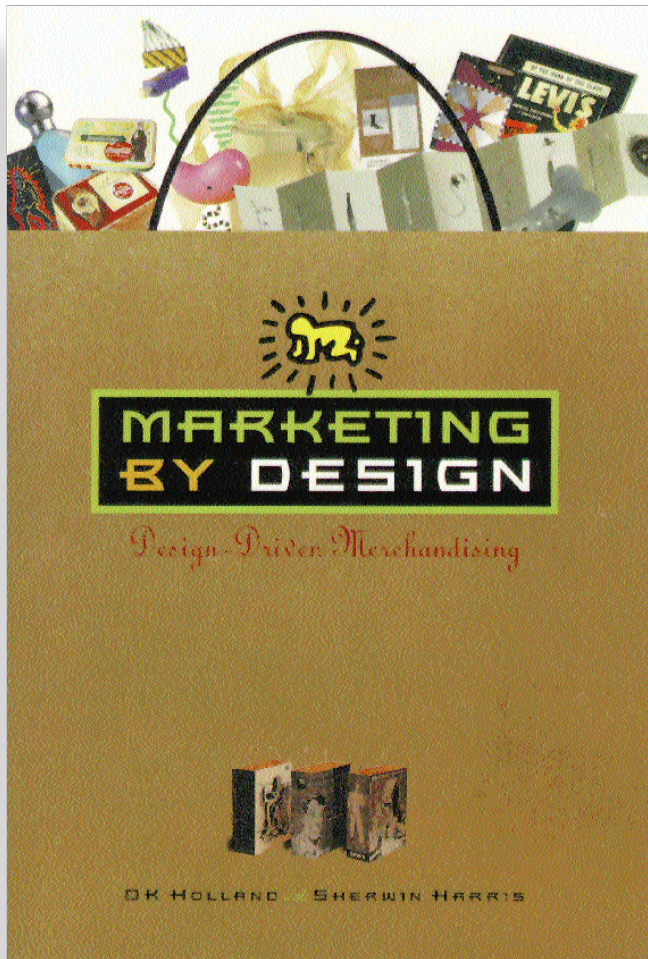


**SHERWIN HARRIS**

*Art Direction & Design*

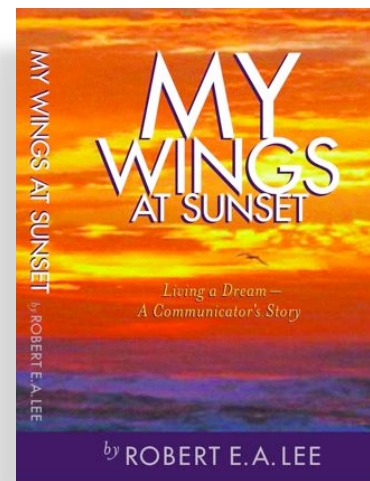
812 GRAMATAN AVENUE, CARRIAGE HOUSE, MOUNT VERNON, NEW YORK 10552-1048

T 914 667 7958 F 914 667 7968 c **917 864 4690** me@sherwinharris.com



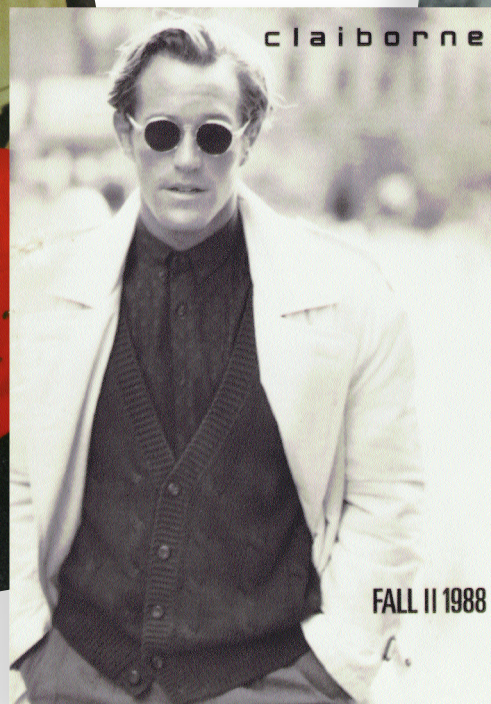
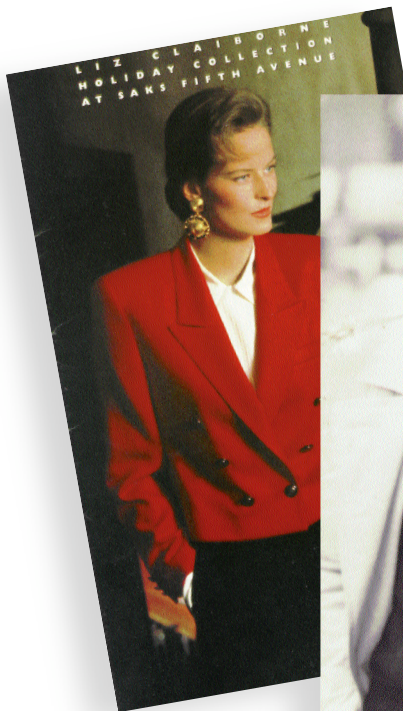
*Design-driven merchandising is one key to success.*

*Increased sales are usually a direct result of market savvy, intuition, strategy and high quality design. This coffee table design book was designed by Harris for Rockport Allworth Editions.*



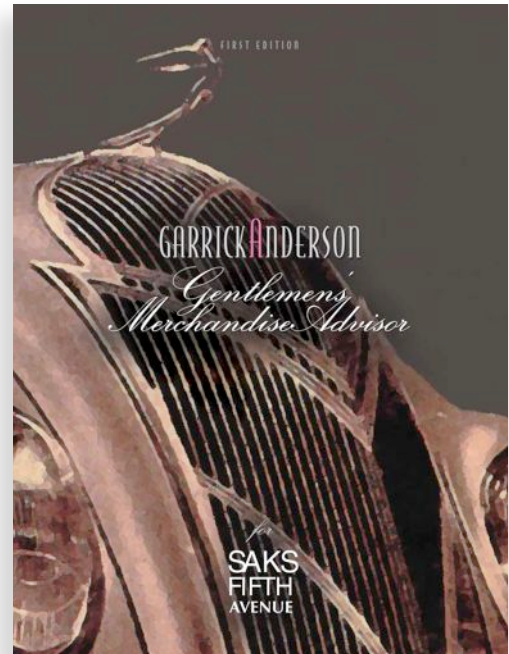


*Fashion image development has been an integral part of my professional history, with direct marketing and advertising for Karl Lagerfeld, Elizabeth Arden, Clinique, Liz Claiborne, and others.*





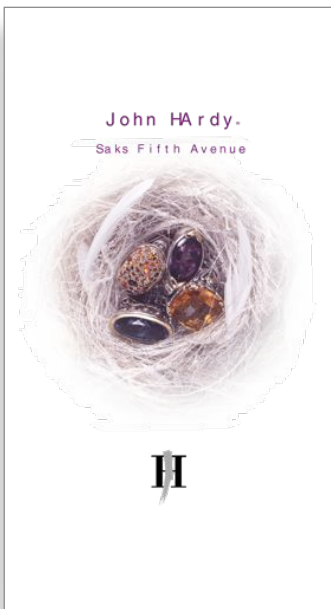
MENSWEAR



High-end menswear designer Garrick Anderson ad for Bergdorf Goodman, and cover for designer promotion for Saks Fifth Avenue, as well as logo and brand identity.



GARRICK ANDERSON  
MADE IN ENGLAND



The Seven contrary Virtues

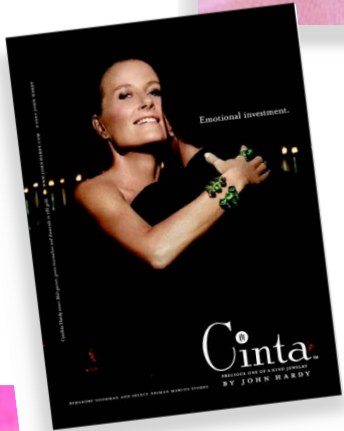
01	generosity	cocktail rings
2-3	Patience	Batu Lava Collection
4-5	Humility	Armadillo® Collection bracelets
6-7	Diligence	Bamboo Collection
8-9	Restraint	Batu Amado® Collection
10-11	Purity	Batu Lava Collection
12	Kindness	Hekhai Cui Batu Collection

Nested Generosity

Front Cover: Cocktail Ring, Amethyst Eye Ring \$376  
Citrine Square Checkboard \$305  
Blue Topaz Seven Continents \$376  
Golden Citrine Batu Lava Seven Continents \$376

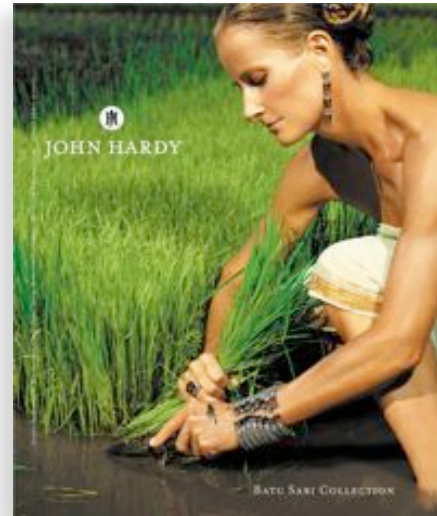
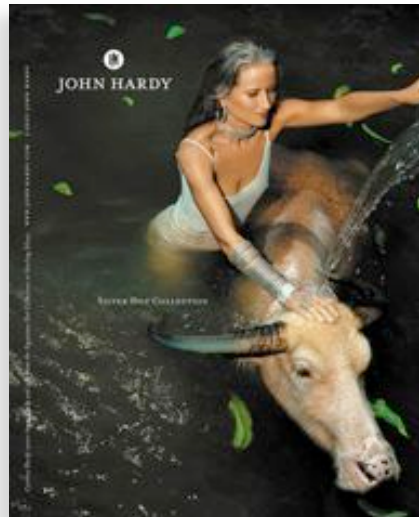
All jewelry is sterling silver and/or 18k gold, with semi-precious and precious stones.

John Hardy logo



John Hardy logo

# JOHN HARDY



Ads for high-end jewelry designer John Hardy, as well as logos.





OUTERWEAR



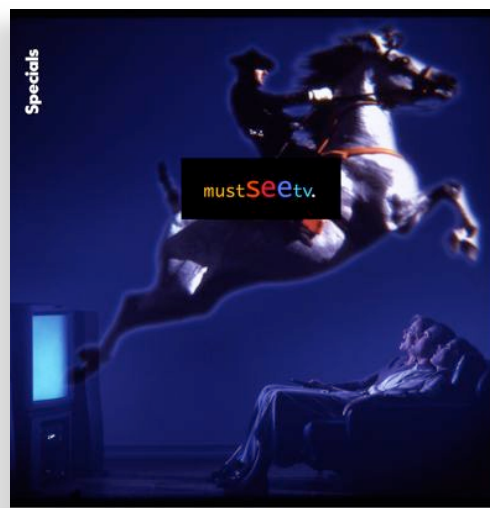
WEATHERPROOF.  
GARMENT COMPANY







Campaign for NBC-TV

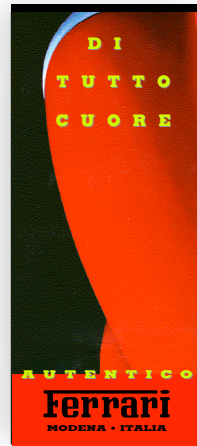


**The Faces of LATV**

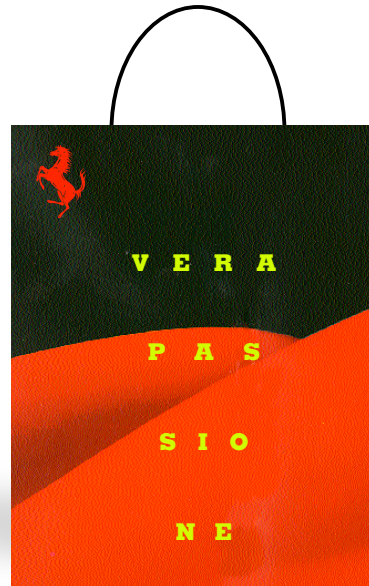
<b>David</b> Young Blooded Latino Mexican American? Likes Electronic	<b>Monica</b> Young Blooded Latino Dominican American? Likes Reggaeton	<b>Aysha</b> Young Blooded Latino Cuban American? Likes Dance	<b>Tricia</b> Young Blooded Latino Mexican American? Likes Regional Mexican	<b>Mercedes</b> Young Blooded Latino Hispanic American? Likes Latin	<b>Constance</b> Young Blooded Latino Puerto Rican American? Likes Hip-Hop
<b>Isabella</b> Young Blooded Latino Hispanic American? Likes Spanish Alternative Rock	<b>Viviana</b> Young Blooded Latino Argentinian American? Likes Reggaeton	<b>Paul</b> Young Blooded Latino Peruvian American? Likes Classic Rock			

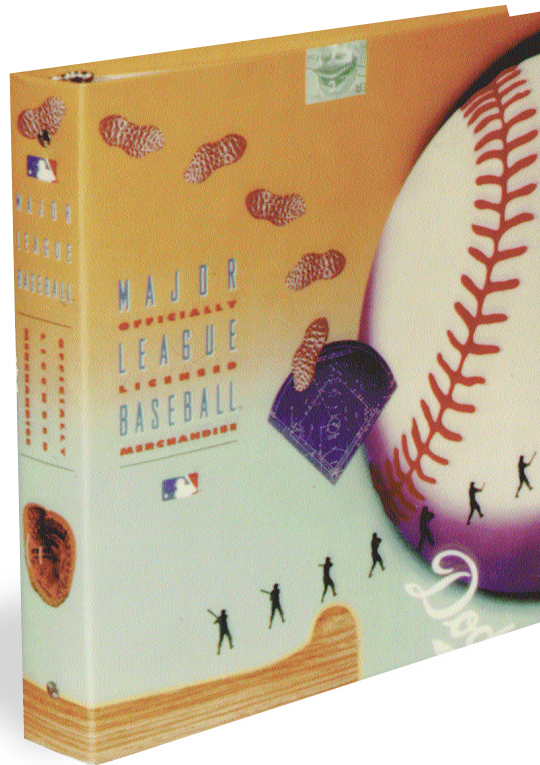
Campaign for LA-TV



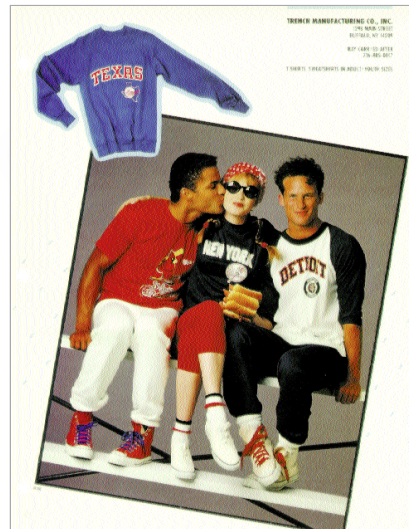


Retail brand identity for Ferrari, including hangtags, labels and shopping bags.





Catalogue of Major League Baseball officially licensed merchandise, designed and produced for Time Warner's licensing division.



Manhattan Key Lime  
& VIDITalk from VidiSolutions



**manhattan**  
**key lime**  
...A SUPERB MIXER!

The exotic keylime is a thin-skinned, yellow, golf ball-sized fruit, not often seen in the market place. Ours are picked at their prime and squeezed at the moment of perfection. It takes over sixty key limes to make one quart of Manhattan Key Lime Juice!

**SWEETENED KEY LIME JUICE**  
ALL NATURAL 100% Key Lime Juice. Gently filtered for clarity. Sweetened with pure cane sugar. No artificial coloring.  
700 ml / 23.7 fl. oz.

**KEY LIME JUICE**  
FULL STRENGTH with pulp can also be used for cocktails and keylimeade. Use in any recipe calling for lemon or lime. Sauces, glazes, salad dressings and marinades. Our traditional Key Lime Pie recipe is on the bottle.  
32 fl. oz.

**MAKES THE BEST DRINKS!**  
MARGARITAS  
MOJITOS  
MASTERS  
SHRUBS  
DAIQUIRIS  
CAPIRISAS  
SOTTI DRINKS

Manhattan Key Lime Juice is featured in "Gourmet Magazine" and in other cookbooks, as the "only" clear ingredient.

Use our 100% Key Lime Juice with pulp for: pies, tarts, cheesecakes, mousse, sorbet, pastries and other confections.

To Order, or for more information, call Jeannette Richards at (646) 360-8188

manhattankeylime.com

 **Powering Your Communications**

**VIDITalk™** The Convergence of Video, Audio, Text & Translation



"There will be a day I promise you, when every corporation will view it as routine to communicate with its employees via streaming media over the corporate intranet." - Steve Ballmer, Microsoft CEO

**VIDISOLUTIONS** delivers advanced video communications software for your enterprise. VIDI's newest application, VIDITalk™, is a powerful communication tool for sales, marketing, corporate communications, CRM and E-Learning.

**Capture and transmit video right from your desktop.** VIDITalk enables you to add streaming media content to a broad range of email, instant messaging and electronic documents. VIDITalk's universal compatibility allows seamless integration with today's most widely-used communications and business utility applications, such as MS Outlook, Lotus Notes, Word, Excel, and PowerPoint. This high-impact, cost-effective application enables you to achieve bottom-line cost reductions in print, travel and distribution, while recognizing increased efficiency and productivity in your internal and external communications.

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**VIDI Delivers!**

- Easy to Use Video/Audio Capture
- Integration into email, IM, documents
- Compatible w/ Outlook, Exchange, Lotus
- Internal Network Hosting
- Online and Offline Functionality
- Remote & Wireless Access
- Video Tracking
- Measurement & Reporting



**VIDI Empowers!**

- Internal & External Sales
- CRM / ERM
- Corporate Communications
- Training / Distance Learning
- Rich eMail Messaging
- Marketing & Promotion
- Human Resources
- Brand Loyalty & Recognition





## SHERWIN HARRIS

### **PARTIAL PROJECT LIST**

#### **ENTERTAINMENT**

ALMI FILMS  
CABLEVISION  
COMCAST  
LATV  
MERCHANT IVORY PRODUCTIONS  
NBC-TV  
TALKING WALL PICTURES

#### **FASHION / BEAUTY**

BEAUTY.COM  
BERGDORF GOODMAN  
CLINIQUE  
DAVID YURMAN  
DLS OUTFITTERS/JUDSON WADE  
ELIZABETH ARDEN  
ESTÉE LAUDER  
GARRICK ANDERSON  
THE GREENHOUSE SPAS  
JOHN HARDY COLLECTION  
KARL LAGERFELD  
MAINE CHANCE SPA  
NICK & NORA WORLDWIDE  
PERRY ELLIS  
SAKS FIFTH AVENUE  
SWATCH  
TRAFALGAR  
WEATHERPROOF  
YOUNIQUE JEANS

#### **FOUNDATIONS**

CRICKET ISLAND FOUNDATION  
KINGS RIVER WATERWAY KEEPER  
RONALD McDONALD HOUSE

#### **HOSPITALITY**

BOUTIQUE HOTEL GROUP  
CLUB MED  
THE MANSFIELD  
THE SHOREHAM  
STARWOOD HOTELS & RESORTS

#### **TECHNOLOGY**

ASSISTEK  
INTERDYNE

#### **TRAVEL & LEISURE**

CRYSTALLINK  
FIA FORMULA ONE RACING  
FERRARI  
LIGUE NACIONAL DE FOOTBALL  
PLAYBOY CIGARETTE RACING TEAM  
GENERAL MOTORS RACING  
USIA: USA PAVILION/EXPO 98 LISBON

#### **IN HOUSE**

CBS RECORDS  
CONRAN'S  
LIZ CLAIBORNE  
MACY'S  
RCA RECORDS (NOW BMG)  
WARNER BROS.(LICENSING)  
DC COMICS  
LOONEY TUNES  
MAJOR LEAGUE BASEBALL  
NATIONAL HOCKEY LEAGUE

## LIST OF SERVICES

SHERWIN HARRIS DESIGN



### CREATIVE DIRECTION & ART DIRECTION

- ▶ GRAPHIC IDENTITY DEVELOPMENT
- ▶ NAMING
- ▶ BRANDING

### GRAPHIC DESIGN FOR PRINT AND WEB

- ▶ LOGOS & LOGOTYPES
- ▶ LETTERHEAD, ENVELOPES, BUSINESS CARDS, ETC.
- ▶ WEBSITES & INFORMATION HIERARCHY

### GRAPHIC DESIGN PRODUCTION, IMPLEMENTATION AND COORDINATION

- ▶ ART DIRECTION OF PHOTOGRAPHY, ILLUSTRATION  
AND RETOUCHING
- ▶ IMAGE EDITING
- ▶ TYPOGRAPHY AND MECHANICAL PREPARATION OF  
DIGITAL ART FILES FOR PRINTERS
- ▶ PRESS CHECKS
- ▶ COORDINATION WITH WEB PRODUCTION HOUSES

### CONSULTING

- ▶ BRAINSTORMING, STRATEGIZING & NETWORKING

### COPY WRITING & EDITING

### PRINT ADVERTISING & MARKETING STRATEGY

- ▶ CONCEPT, DESIGN & PRODUCTION
- ▶ MEDIA BUYING

### PROMOTIONAL & COLLATERAL MATERIALS

- ▶ BROCHURES
- ▶ POSTERS
- ▶ DIRECT MAIL  
INCLUDING INVITATIONS & POSTCARDS
- ▶ PACKAGING
- ▶ POINT-OF-PURCHASE

### LICENSING AND PRODUCT DEVELOPMENT

- ▶ MERCHANDISING ( T-SHIRTS, HATS, ETC.)

### PUBLICATION & BOOK DESIGN

### SIGNAGE & WAYFINDING

### TEAM-PLAYING

- ▶ CLOSE COLLABORATION WITH CLIENT AND IN-HOUSE  
ART DEPARTMENTS, AS WELL AS OUTSIDE VENDORS



**BIO** **SHERWIN HARRIS** is an art director and graphic designer, with over twenty-five years of experience. In 1990, he founded Sherwin Harris Design in New York City. As principal and creative director, he interfaces and collaborates with photographers, illustrators, production staff and editors. He also hires and is hired by other designers on a project basis.

Harris has designed logos and created visual identities in a variety of industries, including entertainment, hospitality, fashion, and the arts. He has also art-directed and designed national advertising & collateral, direct mail, packaging, point-of-purchase, and websites. In addition, he has taught at Parsons School of Design, in New York.

In 1996, he designed the coffee table book, *Marketing By Design* (Rockport Publishers/Allworth Press). This definitive work on design-driven merchandising de-mystifies the world of graphic design, product packaging, promotion, industrial, and exhibition, giving insight into strategies, while serving as an important resource.

Before forming his own design firm, Harris was an in-house art director for Conran's, where he conceptualized, designed and art-directed the 'new look' for Conran's in America. At RCA Records, he was the senior art director for advertising nationwide. At Time Warner, he designed and art-directed extensive materials for their licensed properties; and while at Liz Claiborne, fashion marketing tools.

Highlights among his early projects include designing an award-winning anthology film poster for Merchant Ivory Productions, co-art-directing a short film for NBC/Saturday Night Live, and designing a national ad campaign for the Clinique line at Estée Lauder.

He now lives and works in his treehouse in Westchester County, New York, with his wife Peg, who is a Senior Associate and Designer at Gensler Architectue and Planning Worldwide, in Manhattan.





SHERWIN HARRIS

*Art Direction & Design*

