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BAGS

FOOTWEAR

PRINT

BRAND & PACKAGING

ILLUSTRATION

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HANDBAGS



2017-2020



HANDBAGS

ALDO WOMEN COLLECTION – HANDBAGS.

DESIGNING COLLECTIONS

Functionnal tote, backpack, crossbody, wallet and small leather goods.





STILISH DETAILS

Mindful of materials, colors and hardware.

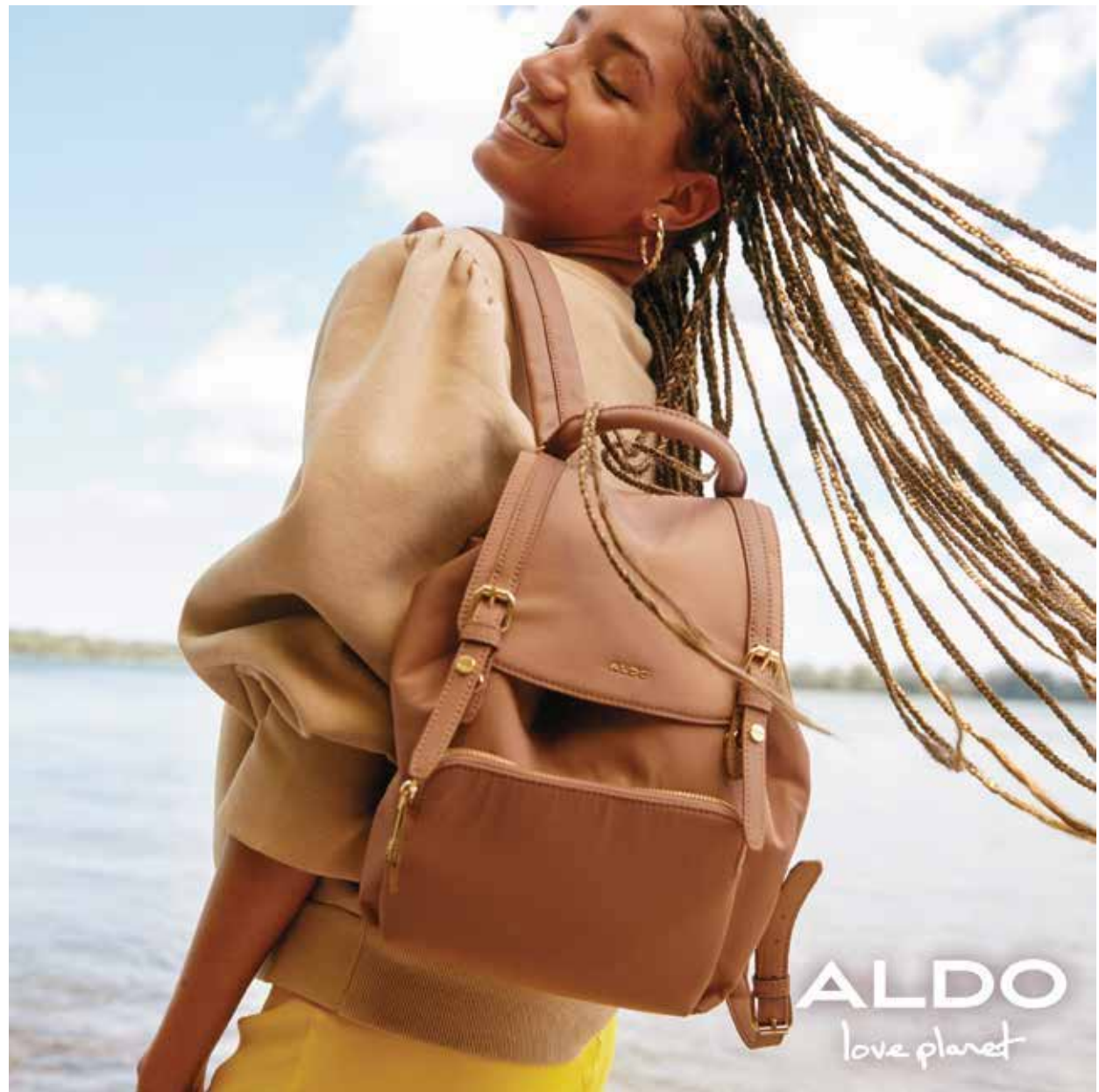




**Exterior and interior lining
made from plastic bottles**

**Trims made of Waterborne PU,
a sustainable material that swaps
chemical solvents for H₂O**

#AldoLovePlanet



SUSTAINABLE FOOTPRINT

ALDO LOVE PLANET Capsule Collection 2020. Handbags made of sustainable material: 16 water bottles kept out of landfills.



IMAGINATIVE AND PLAYFUL ACCESSORIES

Novelty crossbody part of the Capsule Collection Lunar New Year 2019.



ALDO MEN – BAGS & ACCESSORIES.



FUNCTIONAL AND TRAVEL FRIENDLY

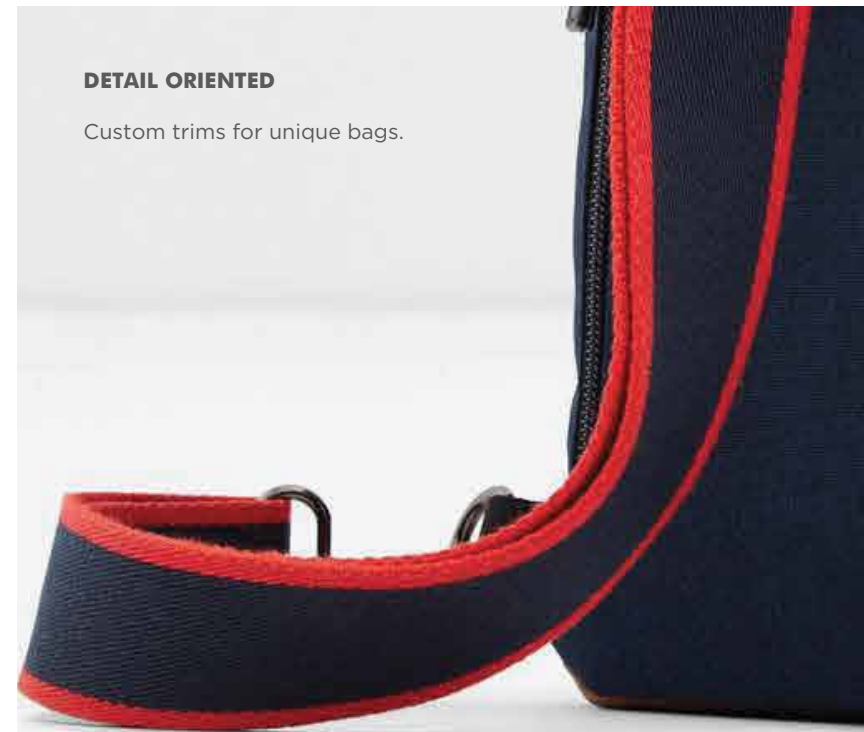






DETAIL ORIENTED

Custom trims for unique bags.



DISNEY X ALDO. Year of the rat.

Capsule collection for a global market: Lunar New Year 2020. Novelty crossbody Minnie Mouse and studded Mickey Mouse backpack.



©Disney



FOOTWEAR



2012-2016

PLAYTIME



PHOTO: KAMIK

COLORFUL
PLAYFUL
BRIGHT



PHOTO: KAMIK



Strong, dependable, resilient footwear for the Kamik - Kid's Brand.

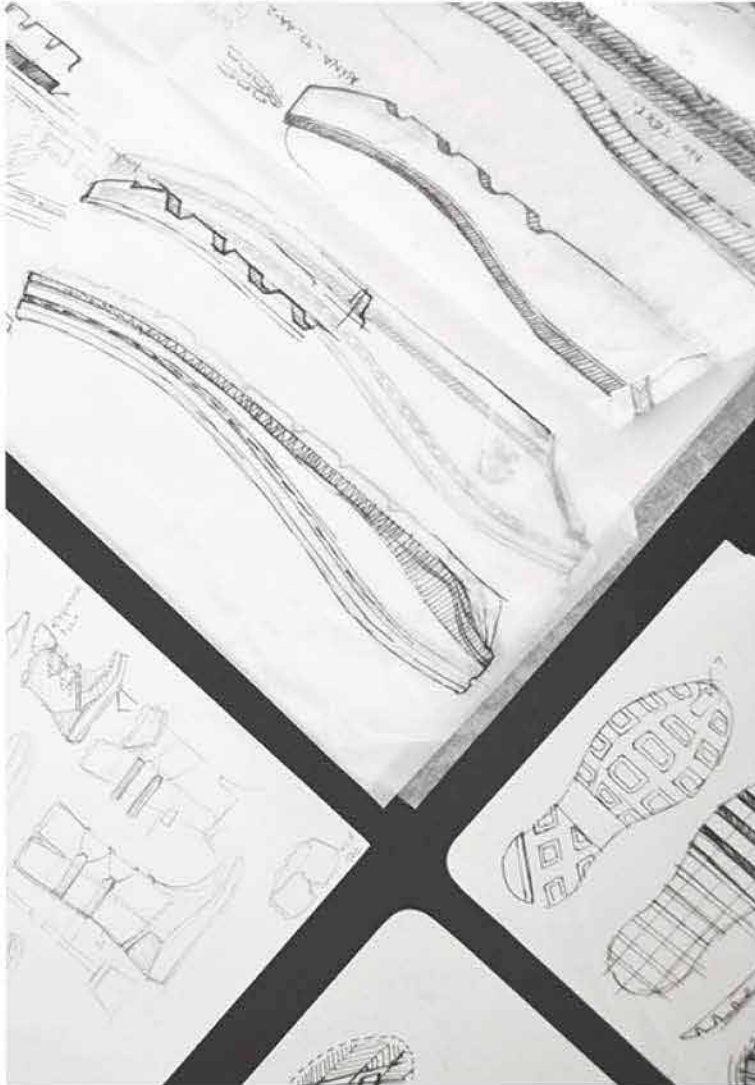


A detailed design process: trend research, material mood boards, concepts boards and colorways. Always visual and comprehensive.



Keeps safe, dry and comfortable year round - from summer rainstorms to winter blizzards.





Building new women's collections for the Kamik brand.

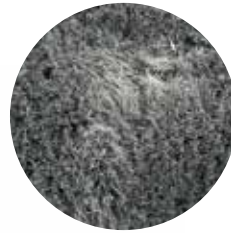
DESIGNING COLLECTIONS

Inspired by the brand's Canadian roots and weather.

WATERPROOF
EXTERIOR



LINING



LIGHTWEIGHT EVA MIDSOLE
MULTI-DIRECTIONAL TRACTION LUGS



RAIN + SNOW

WARMTH



Designed for the real world.



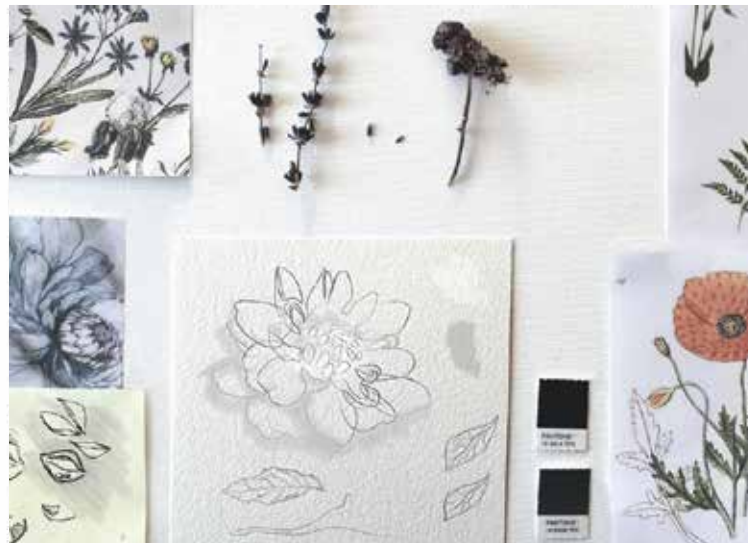
Unique graphics and colorways were created on an extended trend and color research, on boys and girls themes.







Nature and traditional textiles inspired to extend and to create the KAMIK's women print collection.



Every season, multiple sketches and renders were created to visualize graphic elements and patterns to be applied on the rainboot collection.



BRAND & PACKAGING

PRODUCT 1:
CARD HOLDER



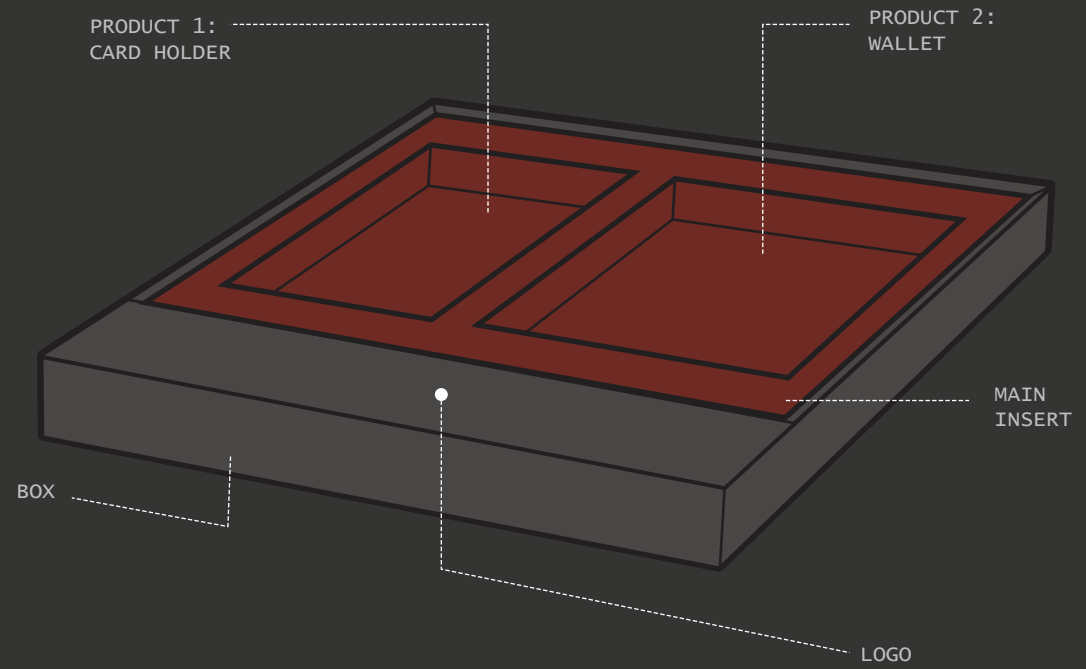
PRODUCT 2:
WALLET

GIFT SET BOX

2017-2021



CONCEPT



SMALL LEATHER GOODS GIFT SET, PACKAGING. Winter 2019.

Gift set box for a men's wallet and card holder. Minimalist and bold to celebrate Lunar New Year 2019.



PRODUCT 1:
FEATURES LABELS



PRODUCT 2:
MR. B LABEL

ALDO HANDBAG, HANGING LABELS. Fall 2020.

New design labels to communicate product's features and fonctions.



ALDO'S Mx.3 ARTIST SERIES, BRANDED ITEMS. Fall 2018.

Packaging and promotional items; celebrating the collaboration between artist and fashion. Showcased artist: Dina Saadi's.

1. Hanging packaging Mx.3 sunglasses.
2. Sustainable and packable Mx.3 dust bag.

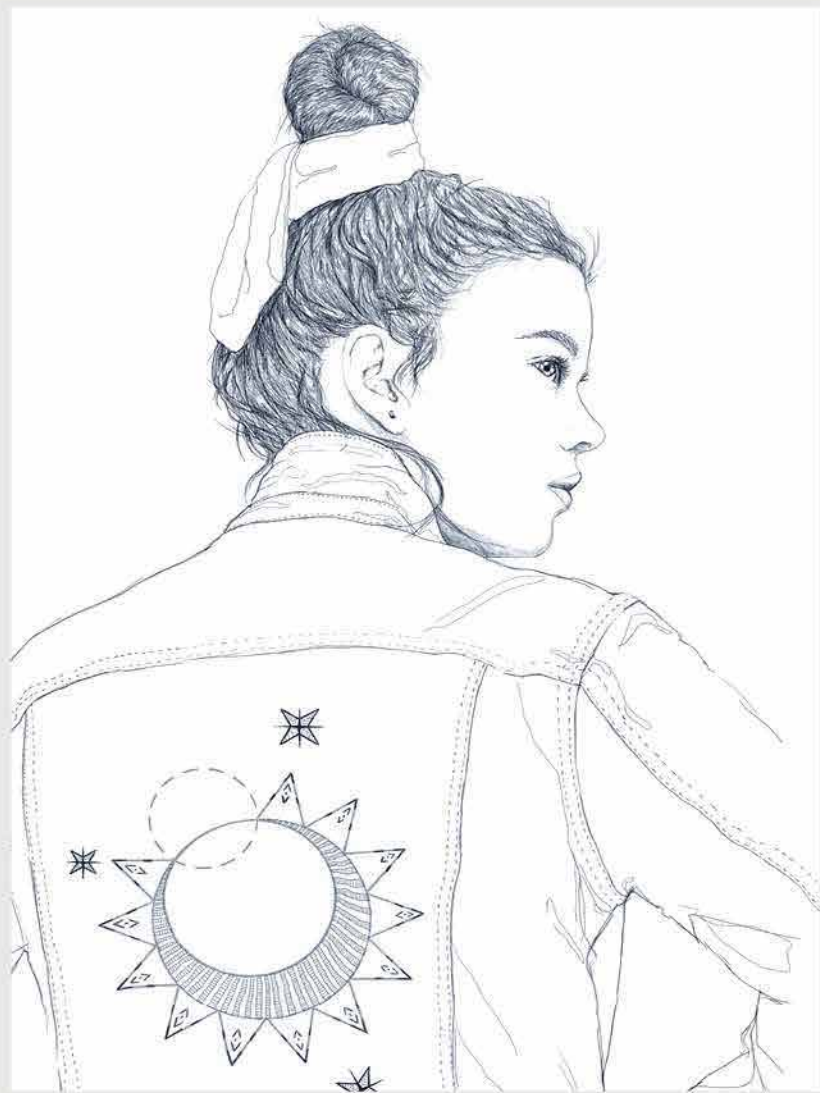
ILLUSTRATION



2012-ONGOING



Inspired by trends and fashion editorials: these illustrations are hand drawn with soft pencils and markers.



LUNA

Digital illustration: Photoshop.





Handrawn with digital enhanced details with Illustrator and Photoshop.



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