

Andrea Ferrer,
**Creative Director/
Art director/
Publisher/**

Edition, Creativity & Advertising Portfolio

Andrea Ferrer

Obsessed with culture
and entertainment.

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I have worked as creative director for brands such as El Corte Inglés, Pernaut Ricard, Comunidad de Madrid, Metro de Madrid, Peugeot, Teatro Real, Discovery Max, Citroën, CK, UMBRO, Loewe, etc.

My biggest achievement is founding the magazine and platform on female culture, Ponytale Magazine.

My passion as a cultural researcher let me obtain a European grant for the creation of the book Subculturcide. And allowed me to collaborate with artistic entities such as CA2M, Basel Art Book Fair, Tokyo Art Book Fair, Los Angeles Art Book Fair, BYOB, Bianca María Rizzi Gallery Milan, CentroCentro, etc.

“Subculturcide, is the new book by the editor Andrea Ferrer where he analyzes the urban tribes of Madrid in the current decade and through the work of several photographers aims to show us how the Internet generation has abandoned the prejudices imposed by fashion in order to differentiate themselves from the rest” -**I-D**



[Click here to see the video](#)

CALVIN KLEIN

2024 - VP Global content and creation

I led the brand's global content strategy, ensuring its relevance and leadership in the digital space. Managing a team of 30 people across Social, Creativity, and Ecommerce, my role spanned from campaign conceptualization to content optimization, maximizing impact across different platforms and markets.

Responsibilities:

Global Content Strategy Development: Define and execute the brand's creative vision across social media, campaigns, and digital platforms.

Multidisciplinary Team Management: Lead Social, Creativity, and Ecommerce teams to ensure a cohesive approach to content creation (30 persons)

Regional Coordination: Adapt and optimize content for key markets—U.S., Europe, and Asia—ensuring cultural relevance and strategic localization.

Innovation & Digital Trends: Identify new content opportunities and formats to enhance the brand's presence on emerging platforms.

Global Collaborations & Campaigns: Direct and oversee campaigns with brand ambassadors and strategic partnerships.

Key Achievements

Bad Bunny Campaign: Lead the most viral campaign in Calvin Klein's history and the biggest of the year, setting a new standard for digital impact.

Collection Relaunch: Spearhead the return of the runway collection after six years, reinforcing the brand's premium image.





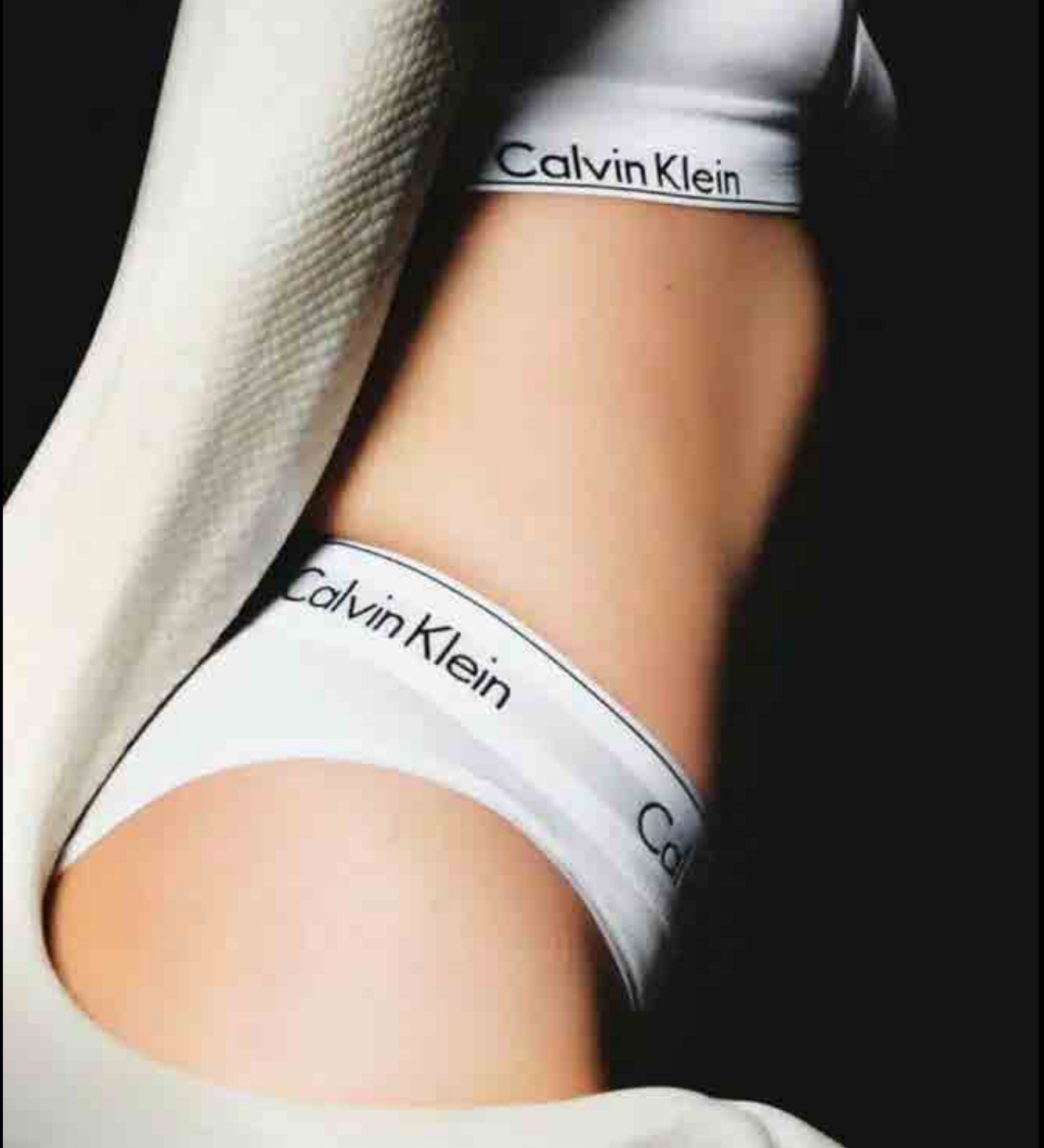
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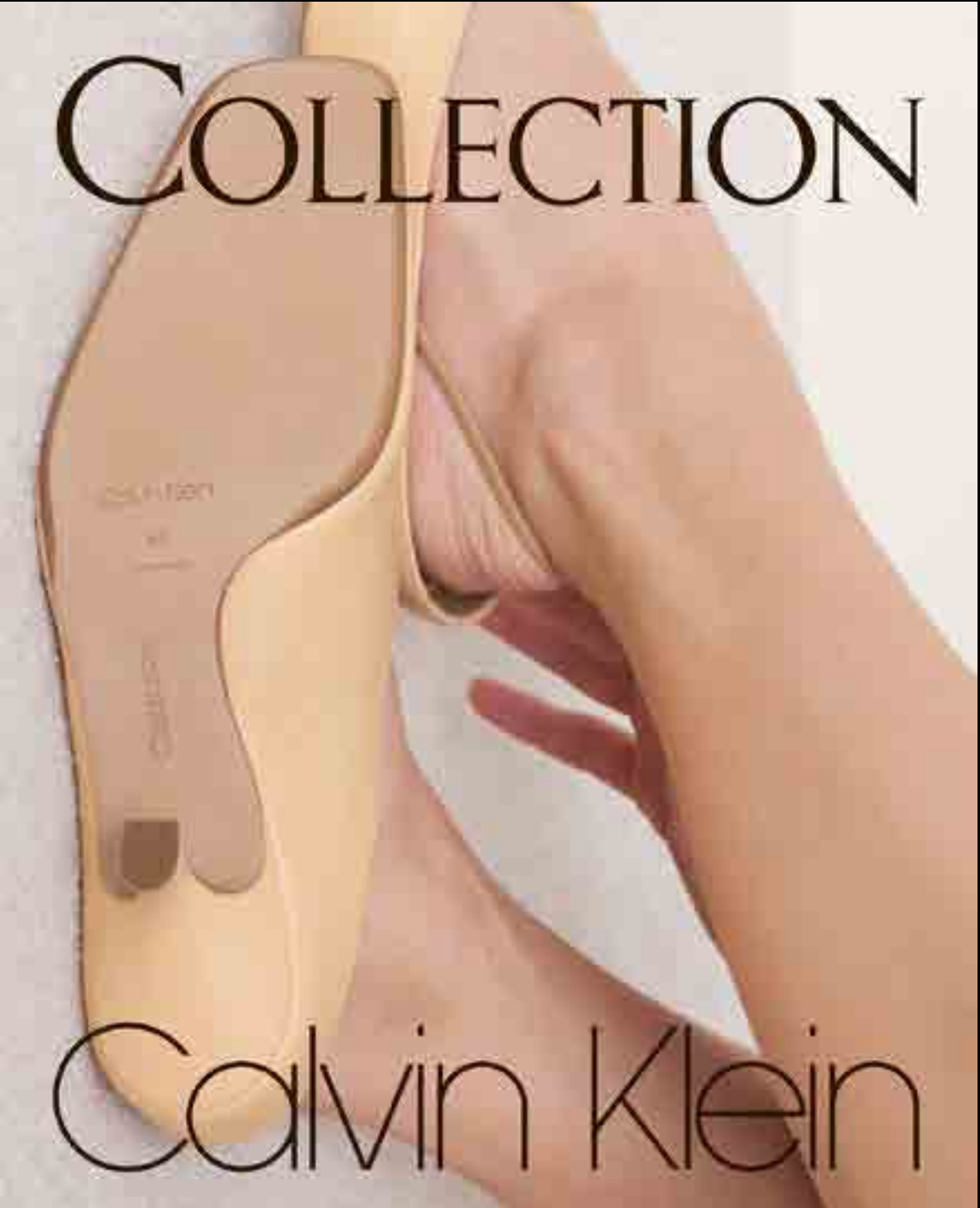
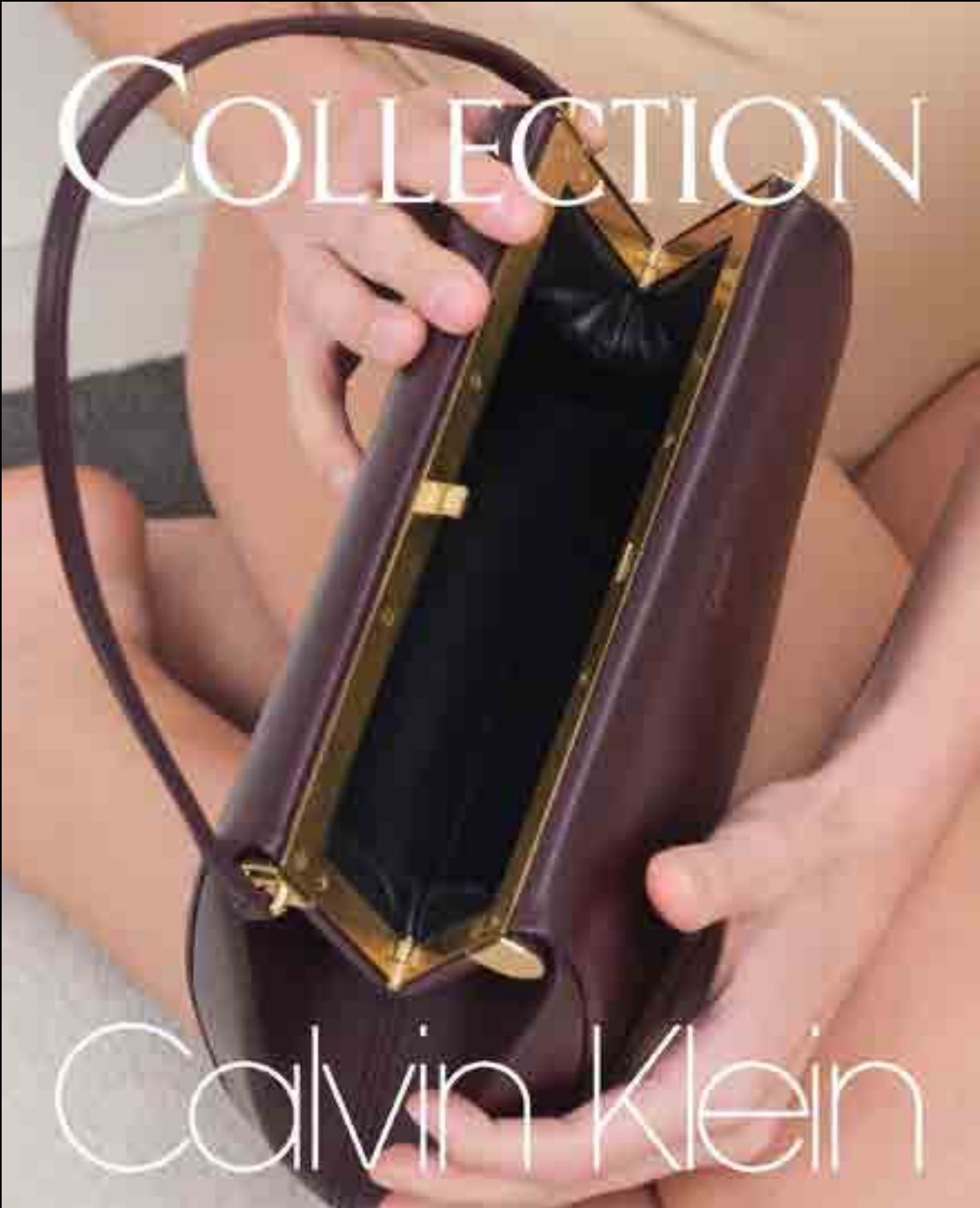
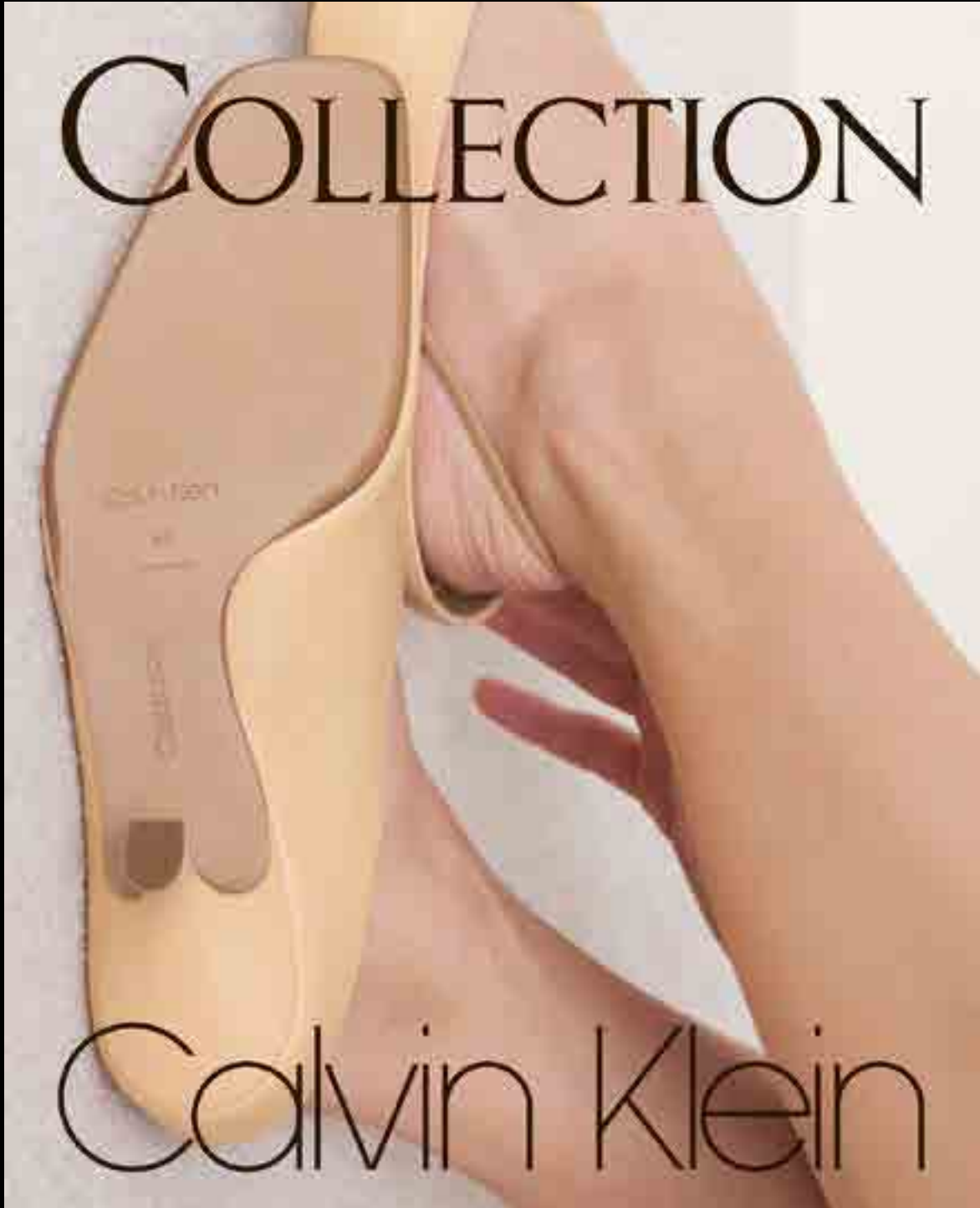




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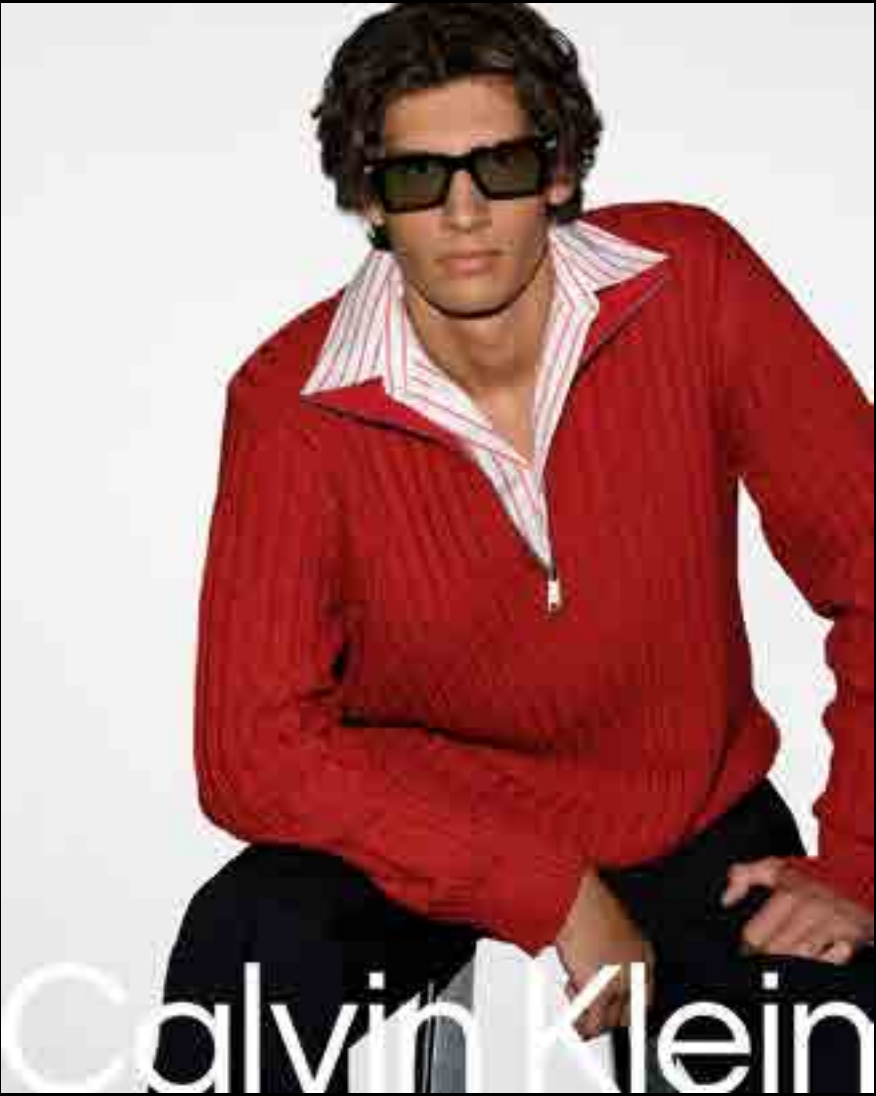
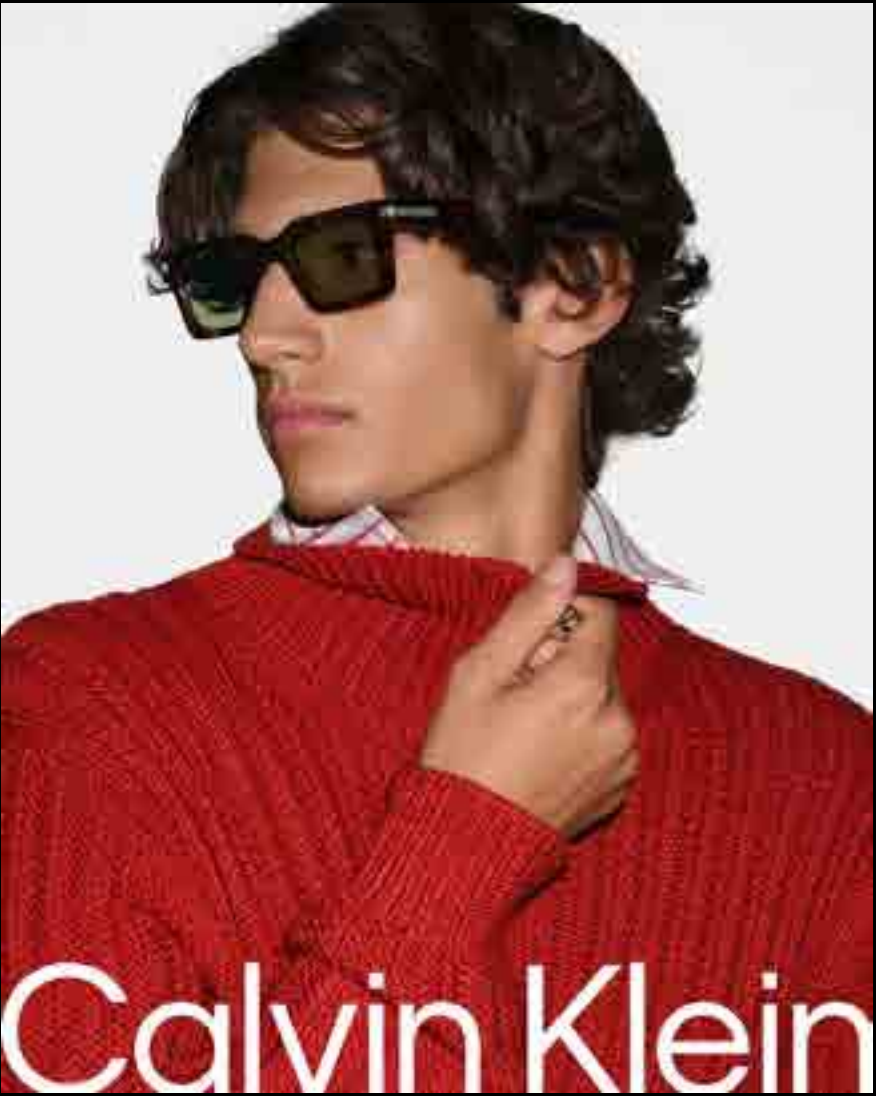








[Click here to see the video](#)







ROSALIA “TUYA”

2023, Creative Director

Creative direction for promotional photos of the video clip Tuya with Rosalia in Tokyo.

For the photos we were inspired by the movie *Lost in Translation*, which is the main theme of the video clip, for this, we chose very characteristic Tokyo locations reminiscent of the film, such as zebra crossings.

We decided to play with styles that were inspired by the legendary Japanese magazine 'Fruits', which depicted the street style of Tokyo streets in the 00s.





ZARA CHINA IMAGE

2022, Creative Director Zara China

Zara is a global company divided into three regions; World, South America, and Asia.

Asia accounts for 60% of the company's total sales. For this reason, the company established a dedicated team based in Tokyo, exclusively focused on developing ad hoc content tailored to the key markets of China, Japan, and Korea.

Key Responsibilities:

- Develop and execute creative concepts for Zara Asia product lines, including apparel and accessories.
- Collaborate with cross-functional teams, including product development, marketing and sales, to ensure cohesive brand messaging and visual identity across all touch points.
- Conduct market research and stay abreast of trends in the fashion and retail sectors to inform design decisions.
- Lead and manage a team of designers, providing guidance, feedback and direction to ensure innovative and high quality designs.
- Establish relationships with external partners, including photographers and creative agencies, to support the creative vision of the brand.



[Click here to see the video](#)



ZARA LIVESTREAMING

2023, Creative Director Zara China

Every brand is distinguished by having its own image that makes the difference, so Zara has created its own channel within the Douyin platform (Tik Tok) in order to position its sales in relation to the consumption habits of the country.

At Zara, our goal was to build a lifestyle channel that matched the quality and standards of the content featured on our web platform.

Key Responsibilities:

- Concept & Storytelling
- Set design
conceptualization
- Narrative & storytelling
- User Experience
- KOL's casting



[Click here to see the video](#)



[Click here to see the video](#)



ZARA

ZARA WEB & APP

2023, Creative Director Zara China

One of the main challenges we faced was the significant drop in our online sales in China after the pandemic. Since Chinese consumers do nearly 90% of their shopping through apps, we decided to develop a dedicated app for the Chinese market to address this issue and support us with:

- Understand the mobile-first behavior and cater to user preferences.
- Customize the user experience, content, and features to align with the local market's expectations and demands.
- Provide content, language options, and features that are tailored to the local culture, increasing user engagement.
- Better control over the product, adapt to local regulations and requirements and optimize the app's performance for the Chinese market.
- Integration with other digital platforms as We chat, Alipay, Baidu.

[Click here to see the video](#)



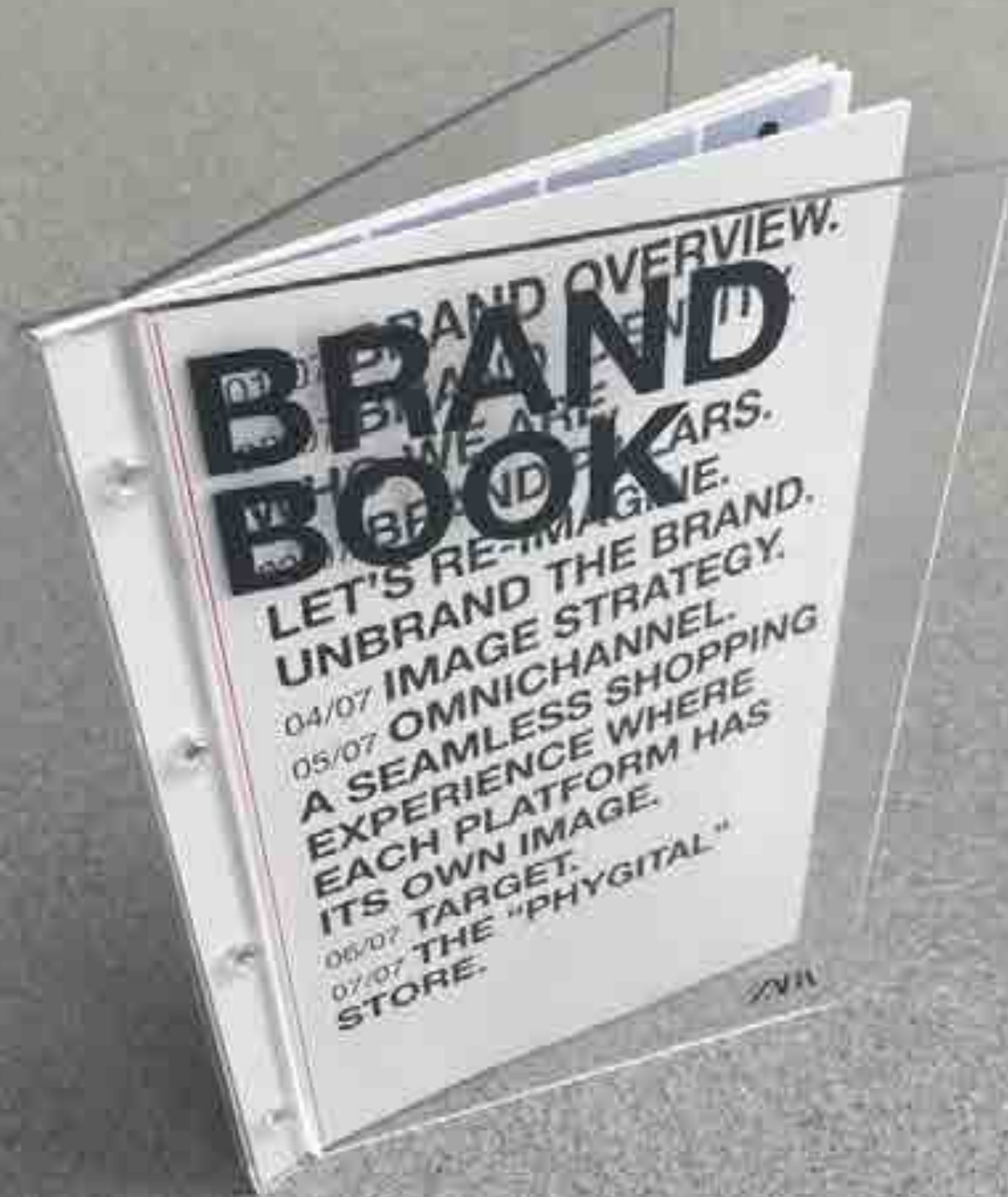
[Click here to see the video](#)

ZARA CHINA BRANDBOOK

2022, Creative Director Zara China

The creation of the new China department brought additional challenges to those already in place. In such a rapidly evolving market, and in the aftermath of the pandemic, the company was entering a new stage of both market dynamics and consumer behavior.

This required us to reinterpret the foundations of our brand through a China-specific lens. To achieve this, we developed a comprehensive brand book that established a strong and consistent identity for Zara China, outlining the core elements of our brand: strategy, vision, values, personality, and visual identity.



- 01/07 BRAND OVERVIEW
- 02/07 BRAND IDENTITY. WHO WE ARE
- 03/07 BRAND PILLARS. LET'S RE-IMAGINE. UNBRAND THE BRAND
- 04/07 IMAGE STRATEGY
- 05/07 OMNICHANNEL. A SEAMLESS SHOPPING EXPERIENCE WHERE EACH PLATFORM HAS ITS OWN IMAGE
- 06/07 TARGET
- 07/07 THE "PHYGITAL" STORE

BRAND OVERVIEW - 01 / 07



BRAND PILLARS - LET'S RE-IMAGINE - 03 / 07



"It takes confidence to be reductive"

The new website aims to be "user-friendly and clearly focused in its simplicity". The result is a basic grid system that guides customers through collections, as well as leading to a "fast and fun" check-out on its online shop.

There's little brand presence, with Zara's logo appearing tentatively in the top left corner and imagery focused purely on the products, creating a consistent online design.

ICONIZE THE PRODUCT

The pandemic has prompted people to rethink the meaning of consumption. Purchases are now considered an investment.

THE FUTURE IS COBRANDING

We live in a time where traditional spaces to be consumed and understood at the same time, where attention spans are short, and real time demand for content and news is ever-growing. We are moving into the world of co-branding and real-time value being generated increasingly across in China and a new way of showing Chinese consumers that the brand understands and addresses their interests.

CO-BRANDING is about creating buzz around the brand.

CO-BRANDING is about getting immediate feedback from your loyal fans.

CO-BRANDING is Co-creation.

CO-CREATION allows people to participate in creating the brand.

OMNI CHANNEL - 05 / 07



- 01/07 BRAND OVERVIEW
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ZARA JOIN LIFE

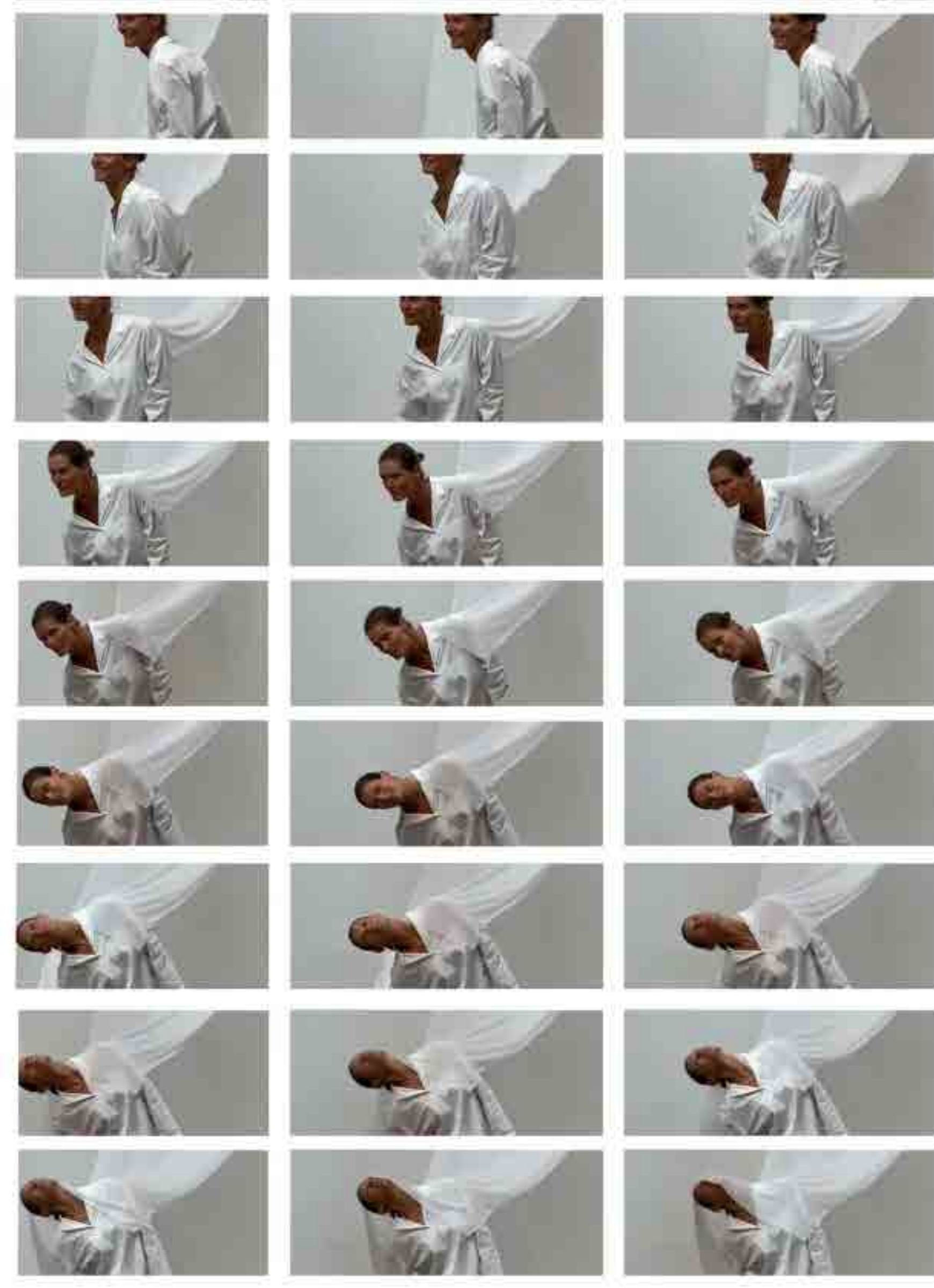
2021, Creative Director

#BoostYourPower project initiative was created to educate our people about sustainability and that awareness is helping us to integrate them into all areas of the company.

This initiative gave rise to the Sustainable Fashion School, a learning and inspirational forum designed to help our buying and design teams stay up to date on the latest innovations in sustainability. More than 1,000 people participate in the program, which we developed in partnership with the University of Leeds and will end in 2022.

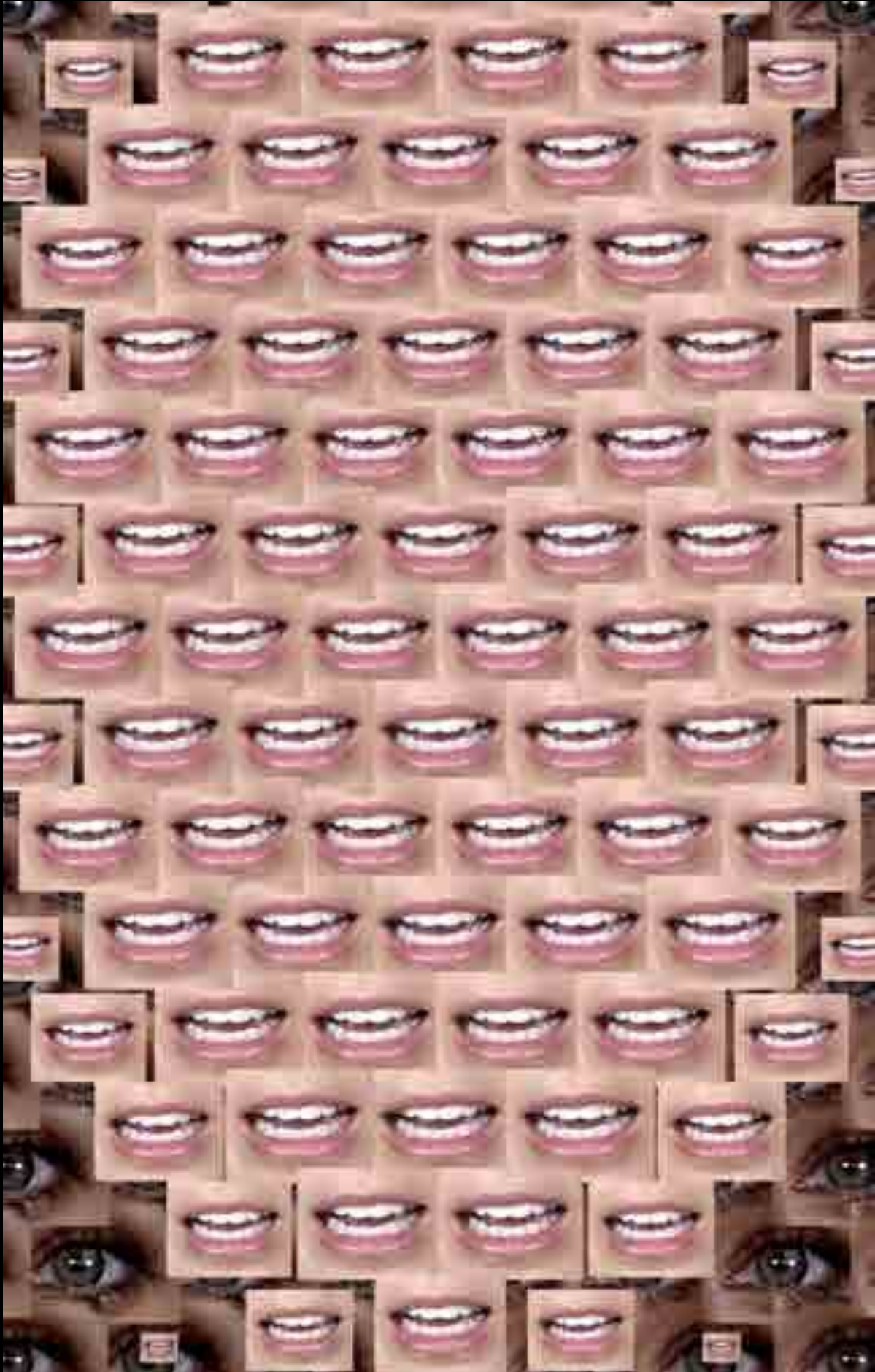
This project was a powerful way to engage customers and promote positive change while showcasing Zara's commitment to sustainability and innovation.

My role as creative director was to bring together the creative vision with Zara's sustainability goals, making a positive impact on the planet and inspiring others.



PEOPLE MATTER

[Click here to see the video](#)



[Click here to see the video](#)



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ZARA TRF

2019 - 2021, Art Director

Zara has become one of the leading brands in the global retail industry. Part of its benefit is implemented by the image of the website, with a design that is closer to that of a magazine than an e-commerce site, making the shopping experience an aspirational one.

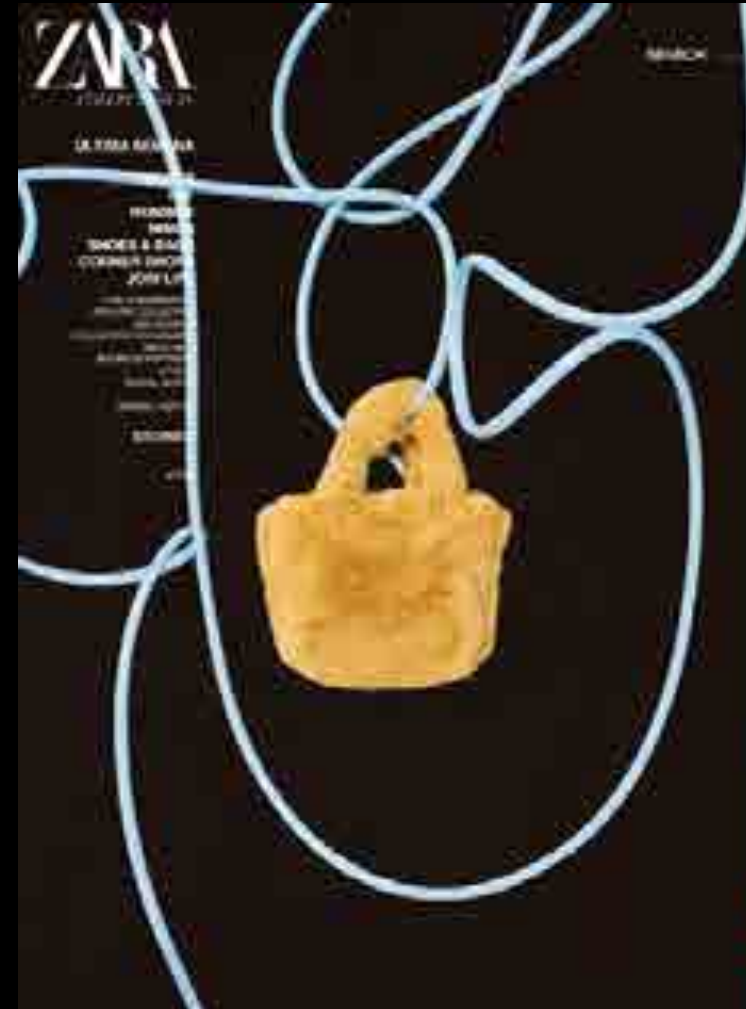
Key Responsibilities:

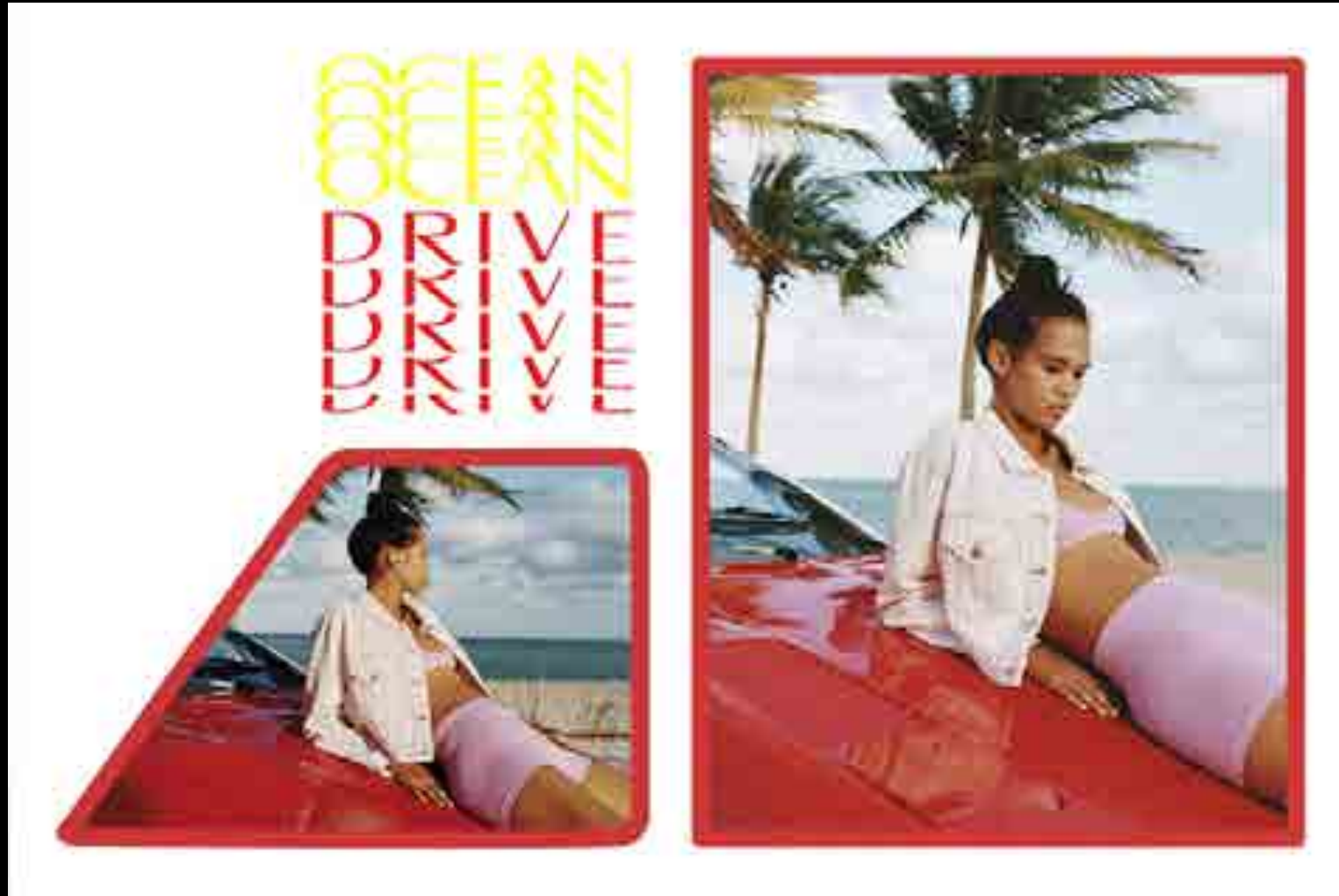
- Develop and conceptualize e-commerce and special campaigns together with the creative director.
- Manage the creative team: Art directors coordinate and manage the work of designers, photographers, and other creative professionals.
- Collaborate with stakeholders such as marketing teams or directors, to align the visual direction to strategic goals.
- Review and approve designs as drafts, prototypes, social media posts, layouts, typographies, and video animations.

Some photographers that I have collaborated with:
Mario Sorrenti, Tyrone LeBom, Tim Elkaim, Julien Martinez Leclerc, Zoe Ghertner, Brianna Capozzi, Mark Kean, Coco Capitán



ZARA







Ponytale Magazine

2012 - 2018. Founder, Creative and Art Director

Ponytale is a magazine based in Madrid and NY that interprets the real female culture of today.

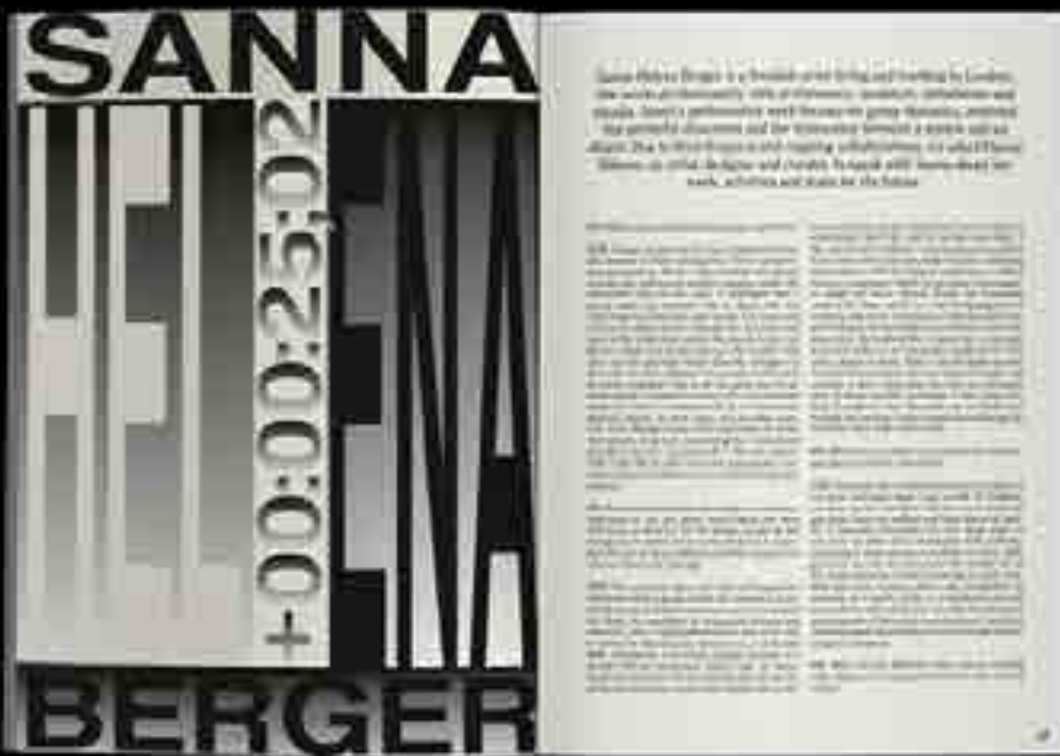
The magazine shows a realistic portrait of the “new girl” who appeared in the twenty-first century exploring life from a post-feminist perspective.

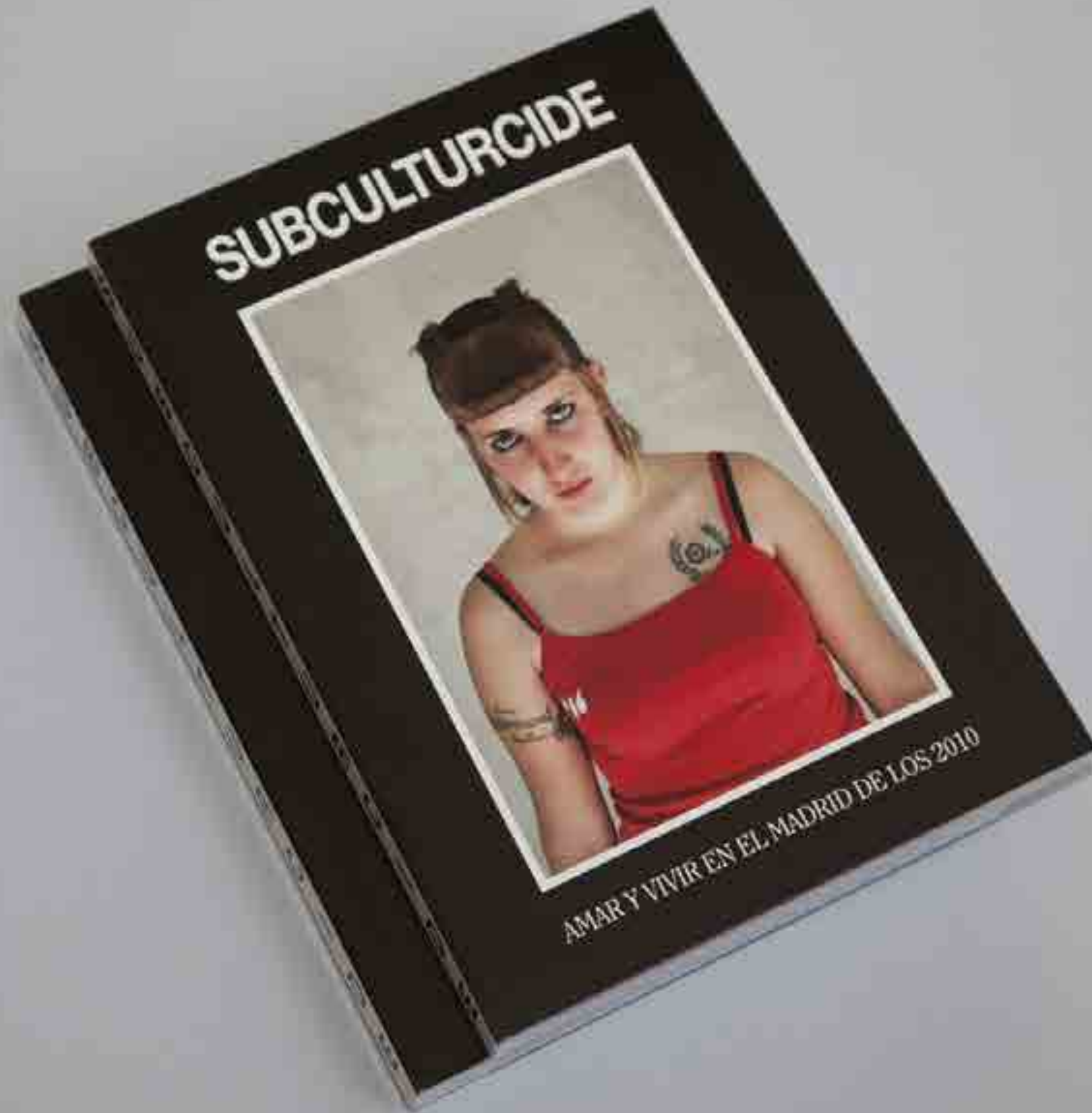
With an annual edition, Ponytale provides an artistic platform for young talent and consolidated artists around the globe where they show their visions about photography, fashion, art, and design.

SUSAN CIANCIOLO, COCO GORDON, SUNNY LEE, RITA ACKERMAN, PIC ZO, JULIETTE CASSIDY, LAURA PONTE, NACHO PINEDO, LILY COLE, LETHA WILSON, KASPER FLORIO, KELLY RAKOWSKI, BENJAMIN FREDRICKSON, DIANA ALLER, COCÓ CAPITÁN, ANTONIO MINGOT, SANNA HELENA BERGER, CARLY MARK, BEA FRENDEMAN, JUANMA MONCLOA, PIERRE-ANGE CARLOTTI, CLARA 3000, DJ CHLOE, PAVLA NESVEROA, MONIKA MOGI, LLIURE BRIZ, IRENE GAUME, KATE COOPER, LAURA ALBERT, LUNA MIGUEL, ALI MICHAEL, MARIA PALM, BREE ZUCKER, KATHY LO, MICHEL ESTEBAN, LAURA KAMP-MAN, ALICE ROSATI, PAU AVIA, HANNA NILSSON, ARVIDA BYSTROM, NATHALIE DU PASQUIER, RAMIRO E, BRAD ELTERMAN, GRACIELA ITÚRBIDE, DIANA KUNST, ERIKA LINDER, BLANCA MIRÓ, JAVIER MORÁN, PASCAL MOSCHENI, ALINA NEGOITIA, SILVIA PRADA, MICHAL PUDELCKA, DONITA SPARKS, MARTHA THISNER, LIZA THORN, JORDY VAN DEN NIEUWENDIJK, AND MANY MORE









Subculturcide

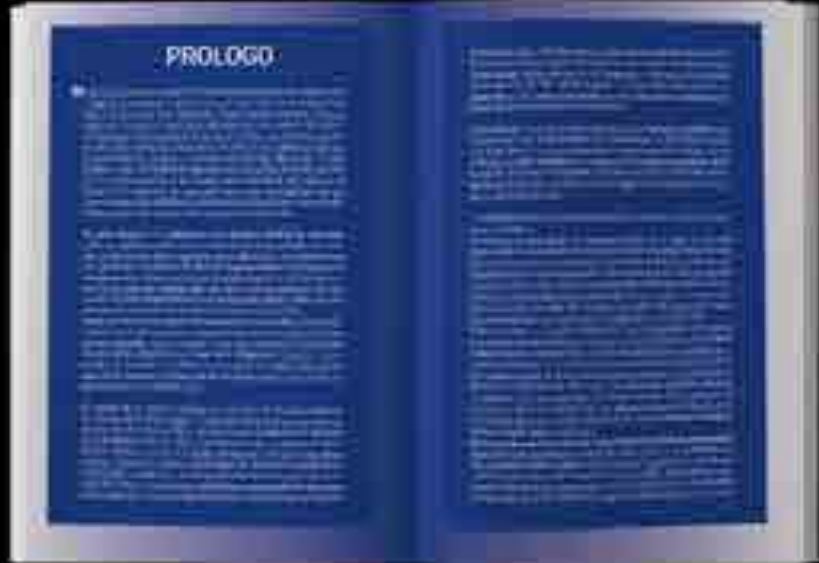
2015, Creator, editor and art director

**European Union artist program grant*

Subculturcide is a European Union-funded project that explores Madrid's subcultural scene and its evolution throughout the 2010s. The book uses the city's countercultural nightlife as a framework, capturing a heterogeneous portrait of contemporary subcultures.

It examines the diverse ways of living and expressing oneself within the same urban landscape—specifically Madrid—highlighting the contrasting values and aesthetics through a young, honest, and fresh perspective.









THE BORING TIMES

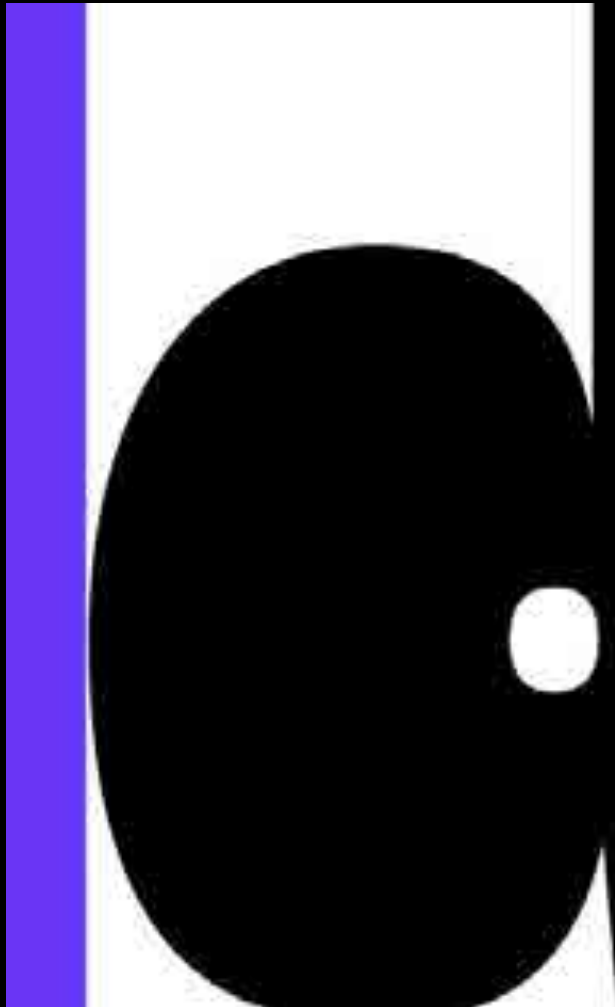
2020, Founder and content creator.

A leisure account for the liberation of the subconscious.

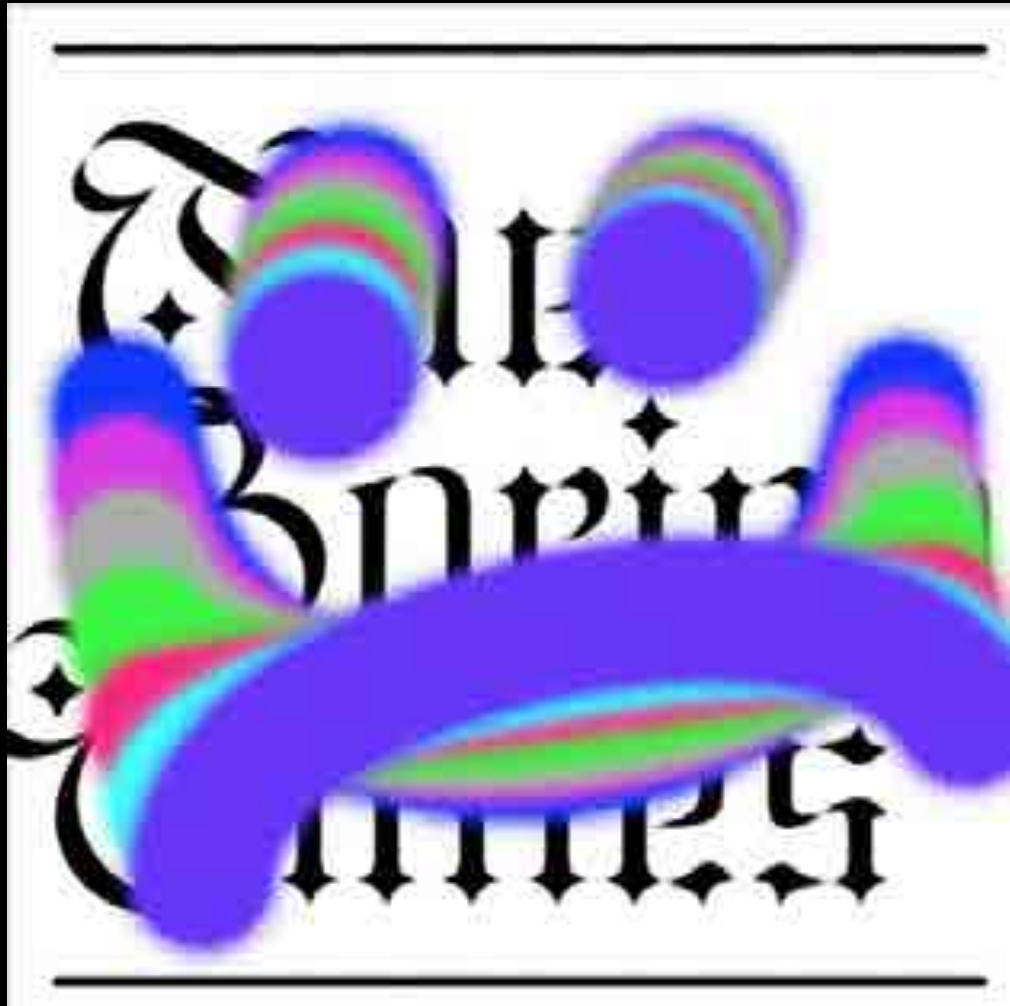
The Boring Times was born on Instagram amid quarantine with the need to generate new content on the networks that entertain and impact visually.

Every trending topic that was happening was converted to a visual concept where the user could interact act with the account.

@theboringtimes



[Click on each box to see the videos](#)



[Click on each box to see the videos](#)



[Click on the last box to see the video](#)



El Corte Inglés/ Serrano

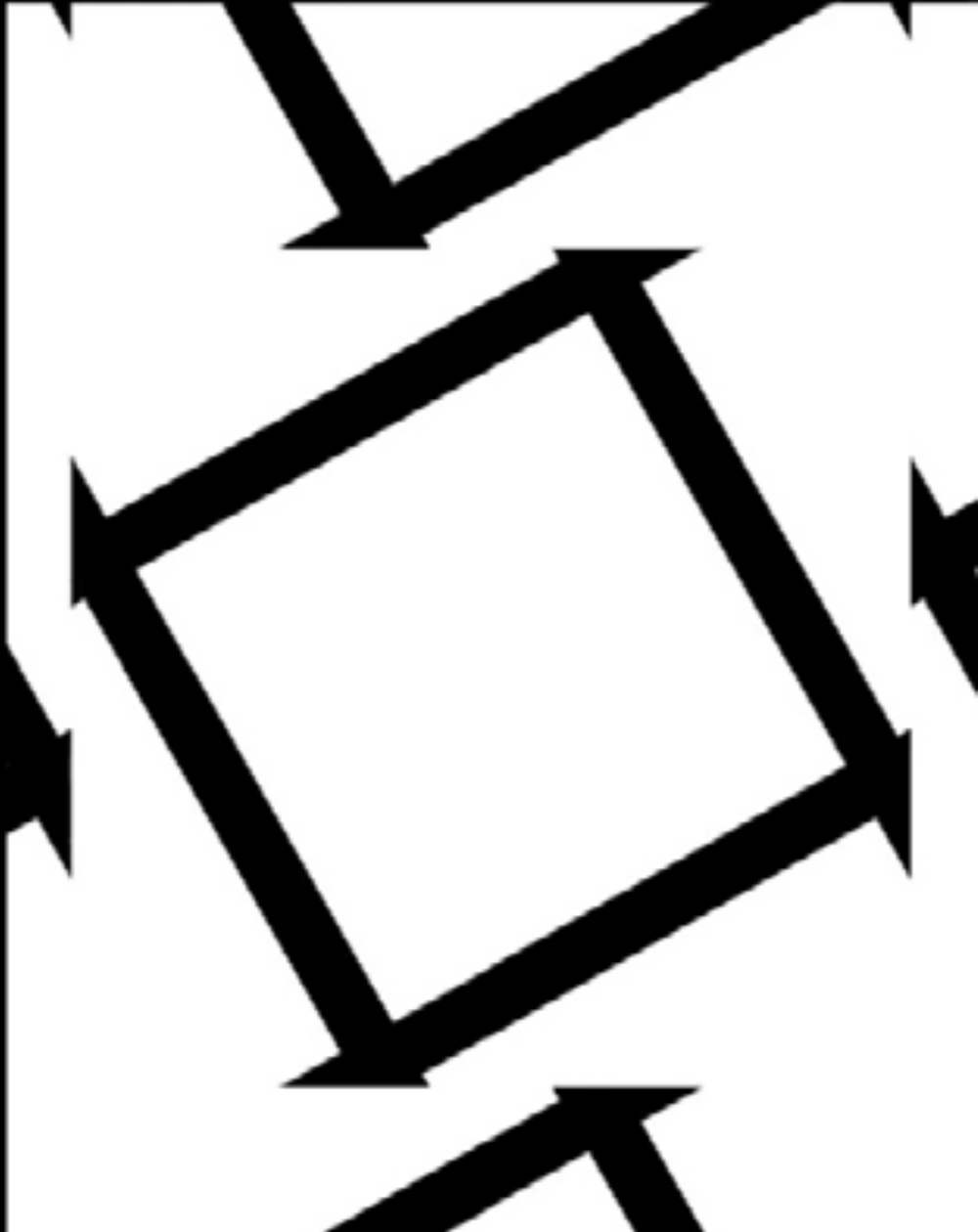
2019, Creative Director

The luxury division of El Corte Inglés launched the Serrano Man and Woman centers, targeting trend-setting clients with high purchasing power.

To support their communication strategy, we developed a dedicated Instagram account featuring seasonal campaigns, stories, and tailored editorial videos, alongside weekly fashion editorials showcasing the latest launches.



CELINE BY HEDI SLIMANE
SS19 *NEW IN*
COMING SOON



[Click on each box to see the videos](#)



*Selected Still Lifes from the ECI Serrano IG account

Absolut Manifesto

2019, Artist

2018, Art Curator

2020, Art Curator

The Absolut Vodka brand has known how to catalyze younger audiences through a festival that began in 2015 and has been going on for five years.

Each year the festival focuses on a theme that revolves around issues that question sexuality, gender identity, equality, or ethical responsibility with a view on the future. The result is a unique experience that will combine contemporary art, music, and social consciousness against established canons as absolute truths.

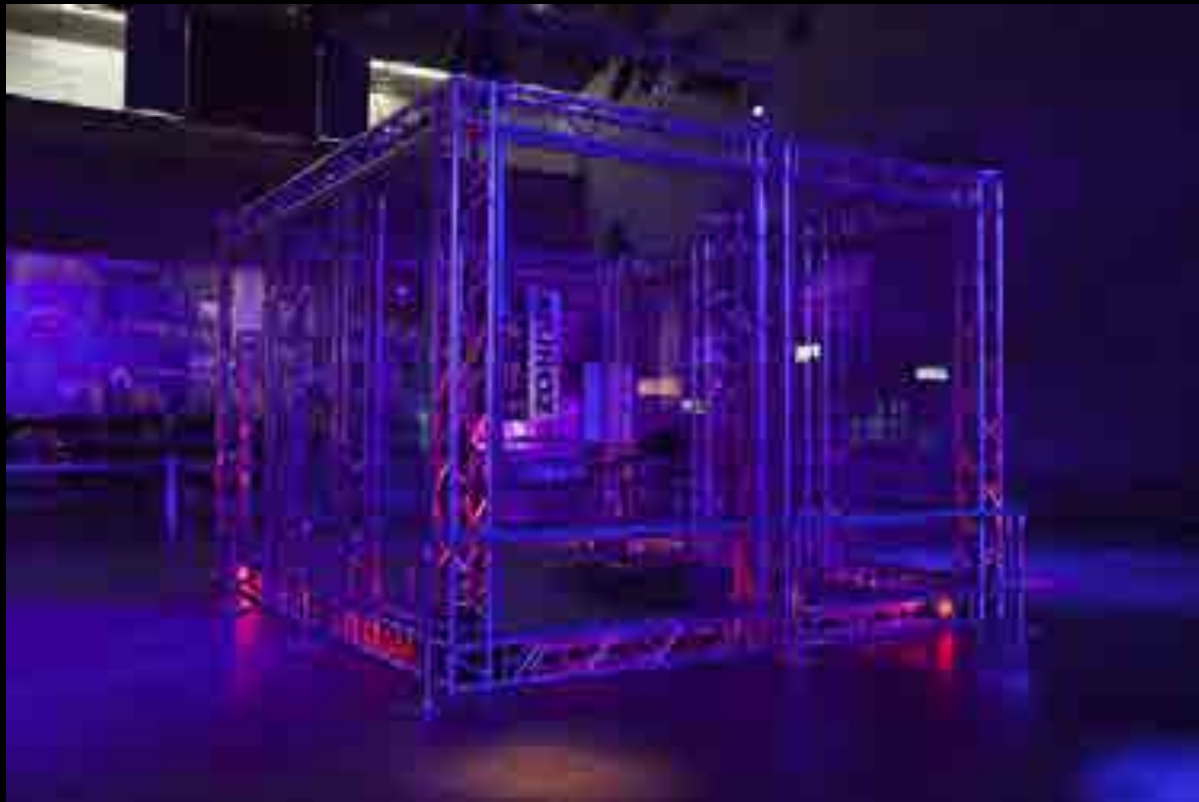
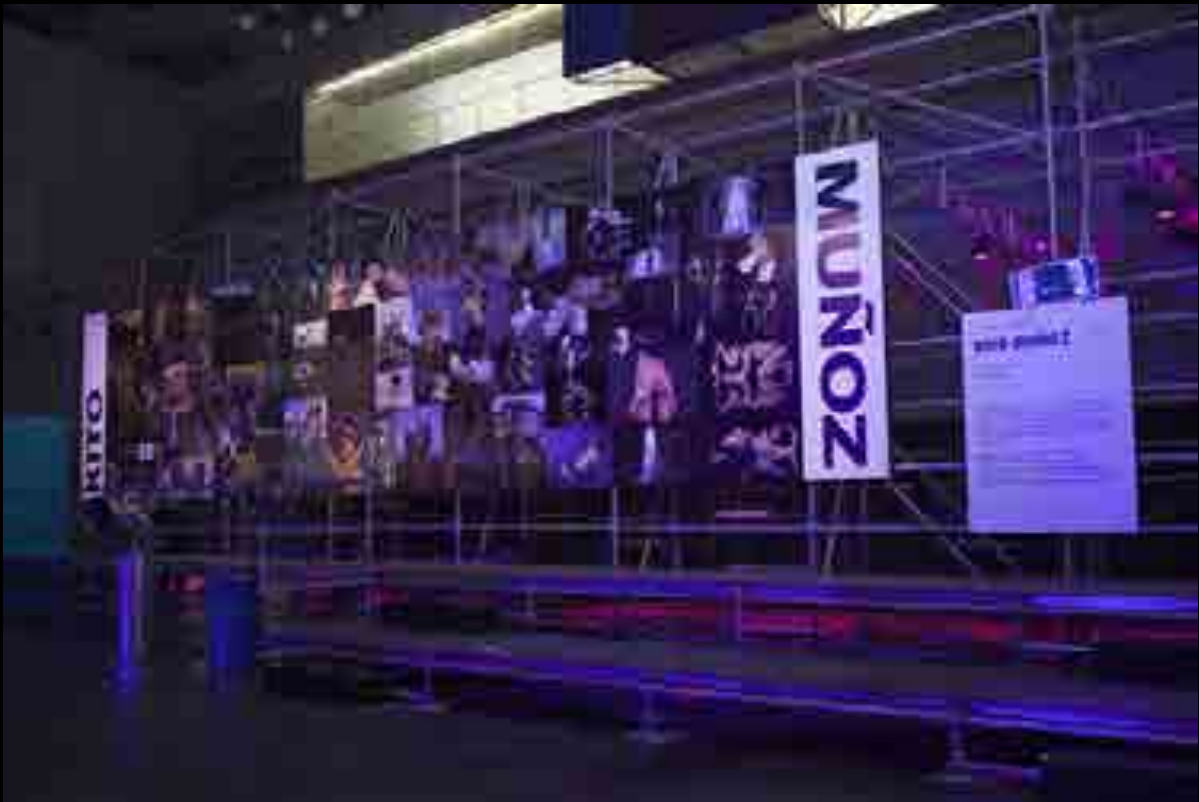
Since 2017 I have participated both as an art curator, selecting artists from digital environments whose work has meaning around the issue. And as an artist, creating an installation that represented an adult playground.







*Adult Playground Installation





G.H. MUMM MTV EMA

2018, Creative Director

Mumm's soul is reinvented over the years with the concept "Celebrate Your Next Victory", which introduces us to a night scene full of rebellion, freshness, and fantasies waiting to be realized.

Passing through the doors of the most exclusive clubs has always been a challenge for all mortals, G.H Mumm creates "Members Only", an action for IG starring Sven Marquardt, the famous bouncer at the Berghain Club.





BIENVENIDOS
AL CLUB MÁS
INACCESIBLE
DEL MUNDO
GH MUMM
CHAMPAGNE

GH MUMM
CHAMPAGNE

¿COMO



DESCORCHA



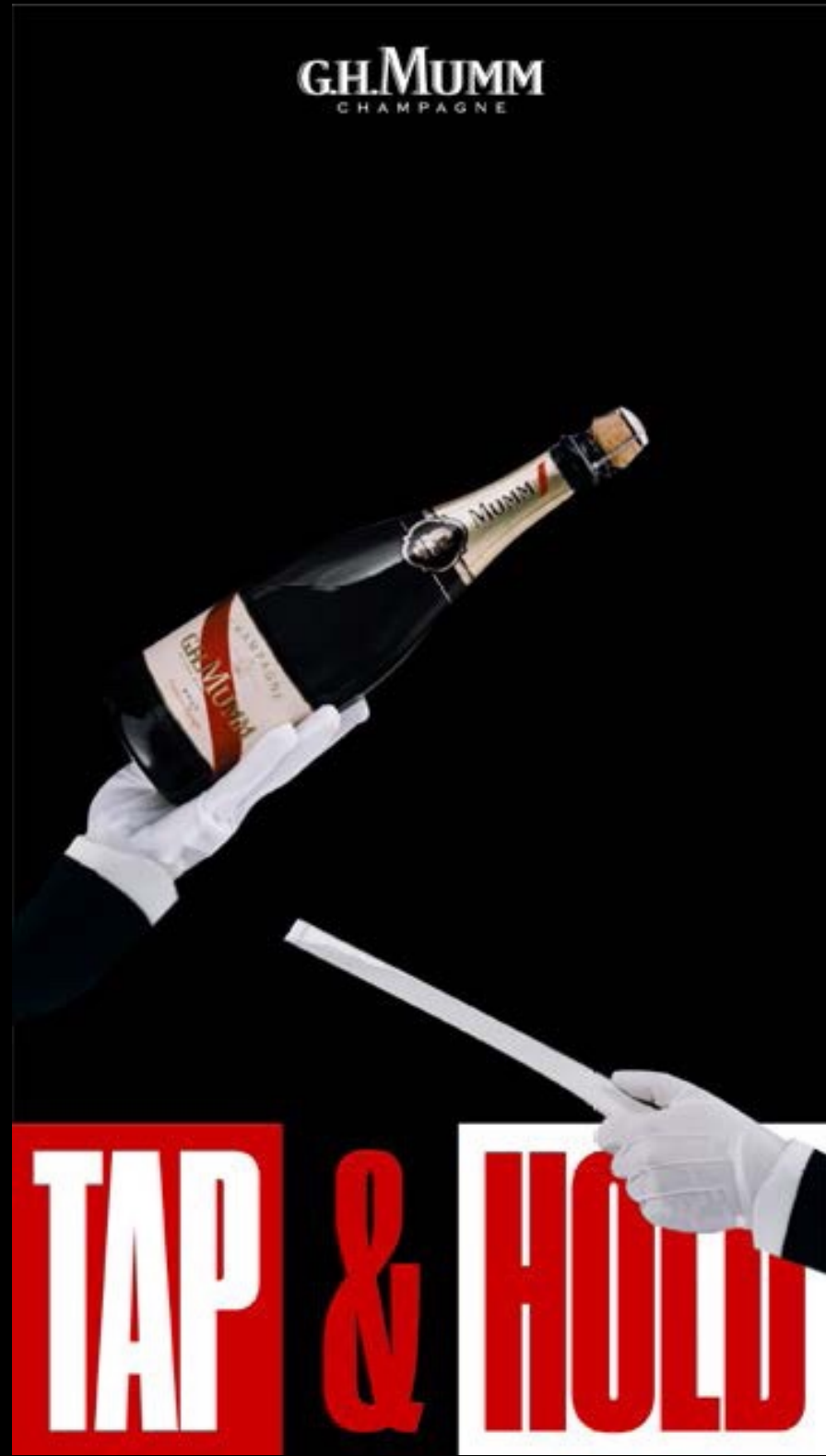
UNA BOTELLA DE

CHAMPAGNE



UN BACKSTAGE







Metro de Madrid

2017, Creative Director

For Metro de Madrid's 2017 campaign, we created an area of inclusion representing all metro users.

A territory that brings together all the great values of Madrid. A territory that makes this not just a standard campaign, but a whole declaration of intentions since, whatever you are, there is room for everyone in Metro de Madrid.



JCDecaux



Soy parte de un movimiento por las generaciones futuras.



Yo voy en Metro

www.metro.es



Soy parte de un movimiento social en continua evolución.

Yo voy en Metro

www.metroMadrid.es

This advertisement features a young woman with her hand to her face, looking thoughtfully upwards. The background is white with a large, stylized red diamond shape. In the top left corner is the Metro logo, and in the top right is the Comunidad de Madrid logo.

Soy parte de un movimiento por las generaciones futuras.

Yo voy en Metro

www.metroMadrid.es

This advertisement features an older woman with short blonde hair, smiling and looking towards the camera. She is wearing a light-colored trench coat over a white blouse. The background is white with a large, stylized red diamond shape. In the top left corner is the Metro logo, and in the top right is the Comunidad de Madrid logo.

Soy parte de un movimiento sostenible.

Yo voy en Metro

www.metroMadrid.es

This advertisement features a man with a full beard, wearing a white t-shirt and a grey cardigan, looking directly at the camera. The background is white with a large, stylized red diamond shape. In the top left corner is the Metro logo, and in the top right is the Comunidad de Madrid logo.



[Click to see the video](#)

Los que dicen
que el futuro
no está escrito,
todavía no han
rellenado nuestra
matrícula.

En ESNE, tu formación
se escribe en futuro perfecto.

ESNE
Escuela Superior de
Diseño y Arquitectura

ESNE, futuro perfecto

*2018, Creative Direction
& Art Direction*

“That career has no way out” a message that every year discourages thousands of young people who finish high school without knowing what career to study.

To refute this and motivate those dreamers to study what makes them happy, ESNE launches “Perfect Future”.

*C de C Awards 2018:

**Best Art Direction
Best Copywriter**



Dirán que
tu carrera no
tiene **futuro.**
Dirás que
el futuro
lo tienes tú.

En ESNE, tu **formación** se escribe en **future perfect.**

El mejor colegio universitario internacional
de Diseño y Tecnología

ESNE
Escuela Superior de
Diseño y Tecnología



Tú habrás
ideado.

En ESNE, tu **formación** se escribe en **future perfect.**

ESNE
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Diseño y Tecnología

El mejor colegio universitario internacional
de Diseño y Tecnología



Él habrá
transformado.

En ESNE, tu **formación** se escribe en **future perfect.**

ESNE
Escuela Superior de
Diseño y Tecnología

El mejor colegio universitario internacional
de Diseño y Tecnología

Ellos habrán triunfado.

Ellos sí. A veces son ego-obsesivos, vanidosos y un tanto arrogantes. Pero cuando se enfrentan a un reto, se convierten en líderes de opinión y en los que más se esfuerzan por conseguir el éxito. Son los que más se esfuerzan por conseguir el éxito. Son los que más se esfuerzan por conseguir el éxito.

Siempre hacen cosas que otros no hacen. Sin saber cómo hacerlo, pero lo hacen. Sin saber cómo hacerlo, pero lo hacen. Sin saber cómo hacerlo, pero lo hacen.

Que están preparados para demostrar que son capaces más de lo que se les supone. Que están preparados para demostrar que son capaces más de lo que se les supone. Que están preparados para demostrar que son capaces más de lo que se les supone.

En ESNE, tu formación se escribe en **future perfect**.




Sí.

Porque **habrámos formado** a muchos alumnos que ahora **habrán sido** líderes de su sector.

Escribimos

Porque **tenemos equipos** de centros de instalaciones de última generación y alta tecnología.

raro.

Porque **no nos conformamos** con menos que con un éxito arrollador. Por eso aquí **habrámos escrito** el futuro de nuestros alumnos de una forma diferente.

En ESNE, tu formación se escribe en **future perfect**.






Tú habrás triunfado.

En ESNE, tu **formación** se escribe en **future perfect**.

ESNE
Escuela Superior de
Nuevas Tecnologías

Un futuro siempre comienza en el presente.
en Opinión y Tecnología




Thanks for your time.

Edition, Creativity & Advertising Portfolio

Andrea Ferrer

To learn more about my work, visit [my online portfolio](#) or [contact me](#) to discuss possible collaborations and projects.

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