

M —

May 2022 —

Paris ^(FR)

LOUIS VUITTON

Art Director ^(freelance)

Creation of dedicated identities for special projects, events and clienteling actions, consistent with the House's own corporate identity and communication language. Art Direction of advertising campaigns in collaboration with the Art Buying team.

Apr. 2023 — Jun. 2023

Paris ^(FR)

LA MODE EN IMAGES

Art Director ^(freelance)

Invitation concept, print and digital assets as part of an intimate event taking place in Tokyo around a collaboration between Audemars Piguet and Matthew M. Williams.

Jan. 2023 — Feb. 2023

Paris ^(FR)

ZEGNA

Art Director ^(freelance)

Creative and Art Direction of an exclusive dinner event including overall concept and storytelling, graphic identity and various assets as part of the global experience.

May 2019 — May 2022

Paris ^(FR)

CHRISTIAN DIOR COUTURE

Senior Graphic Designer ^(full-time)

Conception and design of print and digital content for each department of the House including packaging, objects, printed assets, social media content, motion design. Supervising the recruitment of design interns and the management of freelancers.

Dec. 2018 — Mar. 2019

Paris ^(FR)

RANDOM PARIS

Art Director ^(freelance)

Corporate rebranding for The Next Door, a high-end streetwear retailer, full graphic identity including detailed design guidelines and Parisian store opening campaign.

Sep. 2017 — Dec. 2018

Paris ^(FR)

BUREAU BETAK

Graphic Designer ^(full-time)

In charge of the conception of identities and graphics for 80+ events per year (fashion shows, exhibitions, product launches, parties) including communication tools, scenography, prints, wayfinding, production and on-site set-up supervision.

2012 — 2017

Lille ^(FR)

ECV NORD-EUROPE

Master's Degree ^(M2)

Master in Art Direction, Visual Communication and Design (Major de Promotion 2017). Member of the examination board for the 2018 Master's Degree graduation projects. Speech about the place and future of graphic design in the fashion events industry.

MARC-ANTOINE ALLARD

marcantoine.fr

(+33) 6 73 69 22 18
allardmarcantoine@gmail.com

AA