

SERGE DEROSI
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SENIOR ART DIRECTOR

Business experience

I started my career in the fashion and beauty industry to the Vogue Paris and the Donald Schneider Studio. Since i'm specialized in the creative strategies 360, identity, digital, print, movie, storytelling for advertising luxury agencies, luxury brands, music, art.

MAZARINE AGENCY . SINCE FEBRUARY 2022

MAISON CHAUMET . FINE JEWELRY

CONCEPT AND CREATION IMAGE 360. PUBLISHING / MOVIE / DIGITAL

management to the production (mood board, shoot, director, stylist, postproduction, retouched,...)

CARTIER . FINE JEWELRY

Face golshifteh farahani . management to the team shooting

VALENTINO BEAUTY . JANUARY TO JUNE 2021

SENIOR ART DIRECTOR PARTNERS

International launch of the new make-up range.

concept and creation movies

Socials medias campaign « create your beauty dream »

youtube/instagram/e-commerce/retailers/digital platform.

Colaboration with the marketing team.

management to the production (mood board, shoot, director, stylist, postproduction, retouched,...)

HELMUT AGENCY . SINCE MARS 2020

SENIOR ART DIRECTOR PARTNERS

CLIENTS : VIKTOR&ROLF, MOET&CHANDON, L'OREAL, CHOPARD, VESTIAIRE COLLECTIF,...

DIGITAL, PRINT, RETAIL, MOVIE : Creation and Concept, Storytelling.

management to the production (mood board, model 2D/3D, shoot, director, stylist, postproduction, retouched,...)

GROUPE ACCOR . SINCE FEBRUARY 2020

SENIOR ART DIRECTOR PARTNERS

Fairmont hôtel luxury

image 360

new branding image print/digital

Advertising campaign . Face Susan Sarandon, Sophia Ahrens.

edition ; Concept and creation of the collection Fairmont's books luxury (packaging and image, design

Colaboration with the studio Accor and the marketing team.

OGILVY AGENCY (PARIS, LONDON, LATIN AMERICA) . MISSION SEPT 2019 TO JAN 2020

SENIOR ART DIRECTOR IN HOUSE

Mission 4 months.

ALL Accor Live limitless : advertising campaign image and branding. print&digital.

management to the team production . Colaboration with the marketing and creative team Accor.

GIVENCHY . BEAUTY 2016-2019

ART DIRECTOR PARTNERS

international advertising image and concept intemporel Blossom print and digital, socials medias.

launch new products.

Collaboration with the marketing team.

management to the production (mood board, shoot, director, stylist, postproduction, retouched,...)

ETAM 2017-2019

ART DIRECTION PARTNERS

Identity 360

Face : Constance Jablonsky, Tina Kunakey

collaboration with the marketing director and team.

management creative team, shooting, production.

DIGITAL

New identity

Brand contents, experience design, brand movies, e-commerce

PRINT.EDITION.PACKAGING

LOOKBOOKS, packaging, concept, shooting, specials projects, identity store.

STOULS PARIS 2015-2017

Fashion Brand

ART DIRECTOR

identity 360

DIGITAL

New digital plateforme, image and concept, brand content, e-commerce

PRINT.EDITION.PACKAGING

LOOKBOOKS, shooting, design object, retails, specials projects.

manage to the team. collaboration with the fashion designer Aurélie Stouls and the marketing team.

BETC LUXE 2012-2014

SENIOR ART DIRECTOR . in charge of the image to the berluti house

BERLUTI

Identity 360

manage to the team, talents and productions .

Collaboration with the marketing team berluti, Alessandro Sartori and Antoine Arnault

CAMPAGNE PRINT

advertising campaign «initiated by» Worldwilde

Photographer Jean-Baptiste Mondino

Face Jeremy Irons, Pierre Casiraghi

PRINT.EDITION.PACKAGING

Identity and design lookbooks and packaging . Specials projects retails store.

followed by printer production, service provider, paper research, 2D/3D model production.

DIGITAL

Conception the new identity and design.

Image, Brand contents, creative strategies , e-commerce, ux design, concept movies,..

VUITTON

ADVERTISING CAMPAIGN worldwide Alma bag.

creation of the concept « CHIC ON THE BRIDGE »

Photographer Steven Klein . styliste Iudivine Poiblanç.

MAGAZINE GEO - PRISMA PRESSE / .GRUNER + JAHR . 2011-2012

ART Director

GEOMAGAZINE

Conception the new identity of Geomagazine

Editor in Chief Eric Meyer

management to the team (talent, photographers, illustrator, graphic designer,...)

MAGAZINE FEMMES - PRISMA PRESSE / .GRUNER + JAHR . 2009-2011

ART Director

Editor in Chief Marie-Claire Pauwels (Founder of the figaro Madame)

Management to the team intern and freelances (graphic designer, photographer, stylist, illustrator, ...)

collaboration with the photographers such as : Enrique Badulescu , Jean-Baptiste Mondino, Eric Traoré , Stéphane Gallois, Kate Barry, Graig Mc Dean, Peter Gerhke, Patrick swirc ...

Stylist : Delphine Treanton, Marine Chaumiere, Virginie Benaroch,...

MAISON KARINE ARABIAN . 2008-2009

ART DIRECTOR

image 360. New identity concept and creation

Look-book, packaging, digital, movies.

management to the team, shooting, production.

Special project : Conception the scenography « karine Arabian » in the fashion museum of Marseille.
collaboration with the Ballet Angelin Preljocaj, francis kurkdjian.

MUSIC . 2005-2008

Art director / graphic designer / photographer / director

concept and creation identity

album cover, videoclip

Differents artist like Thomas fersen, dick annegarn , Barbara carlotti , wax Taylor, Émilie Simon,
the digital intervention, fazil say,...Labels : universal music, naive music, mercury, label 4AD.

DONALD SCHNEIDER STUDIO . 2005-2007

ART DIRECTOR ADJOINT

Advertising and edition : Chloé, Cerruti, H&M.

VOGUE PARIS - CONDENAST . 2003-2005

ART DIRECTOR ADJOINT

ART DIRECTOR : Donald Schneider

EDITOR IN CHIEF : Karine Roitfeld

FASHION EDITOR : Emmanuelle Alt

collaboration photographers : Mert et Marcus , Inez et Vinoodh , William Klein, Jean-Baptiste Mondino,
Mario Testino, David Sims, Nan Goldin, Terry Richardson,...

SPECIALS PROJECTS

FAITH CONNEXION X H -REYZ with Christophe Decarnin

VIASAT WORLD LTD . international TV company (London)

identity and concept special project new digital plateforme streaming

(art , danse, music, theatre), conception and creation teaser.

FASHION MUSEUM OF MARSEILLE

Art direction and scenography with Karine Arabian to the fashion museum of marseille

collaboration with the ballet Angelin Preljocaj (movie) and Francis Kurdjan.

BUREAU FUTURE BETAK

DIGITAL : concept image, Saint Laurent.

RAD HOURANI

Collaboration with Rad Hourani x destricted revue

WWW.UNDERSKINEDIT.COM

Digital platform . Founder

UNDESKIN edit is an on-line trend book to showcase the most influential Make-Up Artists and

Photographers of fourtimes from the worlds of Art and Fashion Beauty.

STUDIES

Level+ 5 with honors. MASTER 5

national higher art school to Nancy

DNAP/DNSEP option communication, graphic design, scenography, digital.

TECHNICAL SKILL

- adobe suite (indesign, photoshop, illustrator, adobe premiere)

- notion adobe dimension, sketchup.

- print / edition / packaging/ scenography / retail / digital / movie

- image, retouched, movie, storyboard, moodboard.

- the entire printing chain

LANGUES

FRANÇAIS native / english fluent / Notions italian