



LUCY WILKINSON

ART DIRECTOR |
STYLIST | CREATIVE
PRODUCER

Lucy Wilkinson

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Online Portfolio:

www.lucywilkinson.pictures

Introduction

10+ years styling experience | Exceptional eye | Passionate+committed

Experienced Art Director, Stylist and Creative Producer focusing on fashion, still life and interiors with a background in brand, studio and freelance roles since graduating from The London College of Fashion in 2012.

A naturally creative thinker but also a very thorough and balanced professional who thrives equally off both creative and administrative tasks, with the goal to produce not just beautiful but informed and commercially successful work.

Experience



FREELANCE / Art Director & Stylist

NOVEMBER 2018 - PRESENT, LONDON

I have used my introduction to self employment to establish myself by working with a broad range of clients in both creative and e-commerce photography. Alongside continued work with Jigsaw I have also worked with brands such as Fred Perry, Marie Claire Magazine, John Lewis Home, Wella Hair and a number of independent jewellery brands, to name a few.

Alongside this I have been experimenting with photographers and really discovering my style as an art director and stylist whilst expanding my contacts within the industry. I have also focused on developing my still life, food and interiors portfolio.

JIGSAW / Senior Brand Photography Manager (maternity cover)

NOVEMBER 2017 - NOVEMBER 2018, LONDON

(This role was taken on simultaneously to the Brand Stylist position already held.)

As Senior Brand Photography Manager I was responsible for the creation, production and execution of all creative photography assets including imagery for the group's designer concept store; The Shop at Bluebird. I managed creative brand projects including the seasonal Style & Truth magazine and London Fashion Week presentations for Jigsaw's premium collection 'A Line'. Key tasks during the role include:

- Concept development, execution and art direction of two seasonal campaigns; AW17 and SS18 which included campaign films, the brand's first in 7 years
- Creative production and styling of two A Line presentations at London Fashion Week, a rare appearance for an otherwise high street brand
- Recruitment and management of a high performing Styling Assistant
- Strong relationships built and maintained with creative partners such as model agencies, producers and photographers to produce the highest level of web, in-store and print editorial campaigns

JIGSAW / Brand Stylist, Art Director & Head of Ecommerce Photography

FEBRUARY 2016 - NOVEMBER 2018, LONDON

- Full responsibility and accountability of the e-commerce photography department, including model casting, styling and sample management.
- Creative direction of seasonal creative shoots such as look books and fit guides; including set design, prop sourcing, lighting & photography direction and model castings.
- Concept design and product selection based on brand marketing calendar and design stories balanced with release dates
- Production and execution of creative imagery for the bi-annual Style & Truth magazine. A mix of studio and location photography supporting collections, collaborations and seasonal brand stories.
- Development of creative still life imagery, previously very rare for Jigsaw, and which resulted in the brand's highest ever engagement on social media channels.

SEVENTY7 GROUP / Lead Stylist

JANUARY 2015 - FEBRUARY 2016 (1 YEAR), LONDON

Lead stylist for several of Seventy7's key accounts to create inspiring, on-trend and brand appropriate imagery over a variety of sets including model, mannequin, hanger and still life for fashion, lifestyle and food brands. Regularly planning and executing creative shoots for brands such as Anya Hindmarch, Sunspel, The White Company and M&S Food.

Provided training and support to a team of 8 junior and senior stylists.

SEVENTY7 GROUP / Stylist

OCTOBER 2013 - JANUARY 2015 (1 YEAR 3 MONTHS), LONDON

SEVENTY7 GROUP / Internship / Stylist

AUGUST 2013 - SEPTEMBER 2013 (2 MONTHS), LONDON

Internships

BURBERRY / Events & Communications Team / 6 months

HUGO BOSS / Wholesale Showroom / 1 year

Education

**UNIVERSITY OF THE ARTS, LONDON COLLEGE OF FASHION /
BA(Hons) Fashion Design & Development, 2:1**

SEPTEMBER 2008 - JULY 2012, LONDON

**PETER SYMONDS COLLEGE / A Levels in Textiles, Media &
English Literature**

SEPTEMBER 2016 - JUNE 2018, WINCHESTER

Skills

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- **Computer Literate** (Mac & PC)
 - **5+ years experience using Capture 1 and a tablet**
 - **Basic level skills in:** (although currently undertaking a graphic design short course)
 - InDesign**
 - Photoshop**
 - Lightroom**
 - Illustrator**