

CREATIVE BOOK

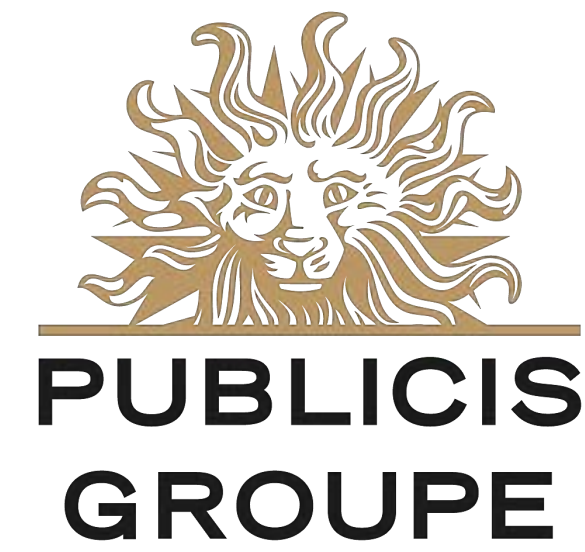
creative copywriter
creative strategist
creative director



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BETC

AUSTRALIE.GAD



McCANN



.monks

HUNGRY
AND
FOOLISH



FEED
/ DEPT.



VML x

Valentino Beauty

What - Digital concepts

Media - Social Media / CRM / Activations

Role - Lead copywriter





VML x

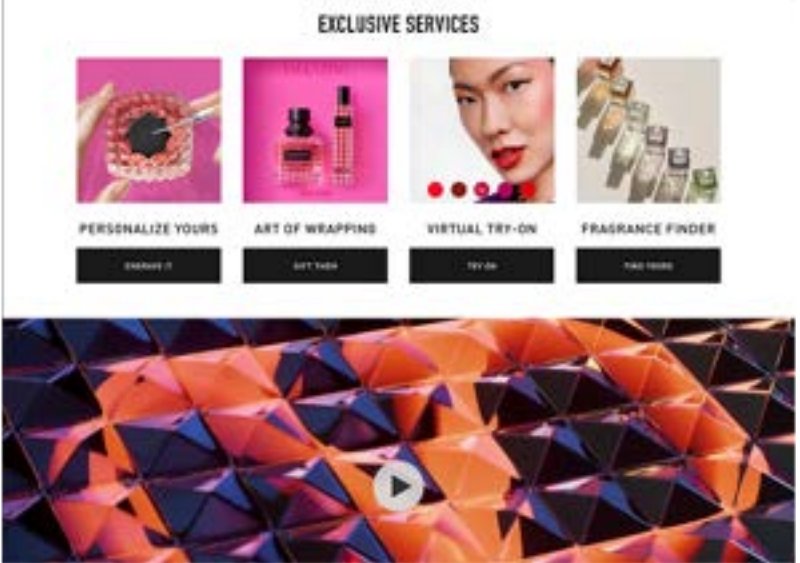
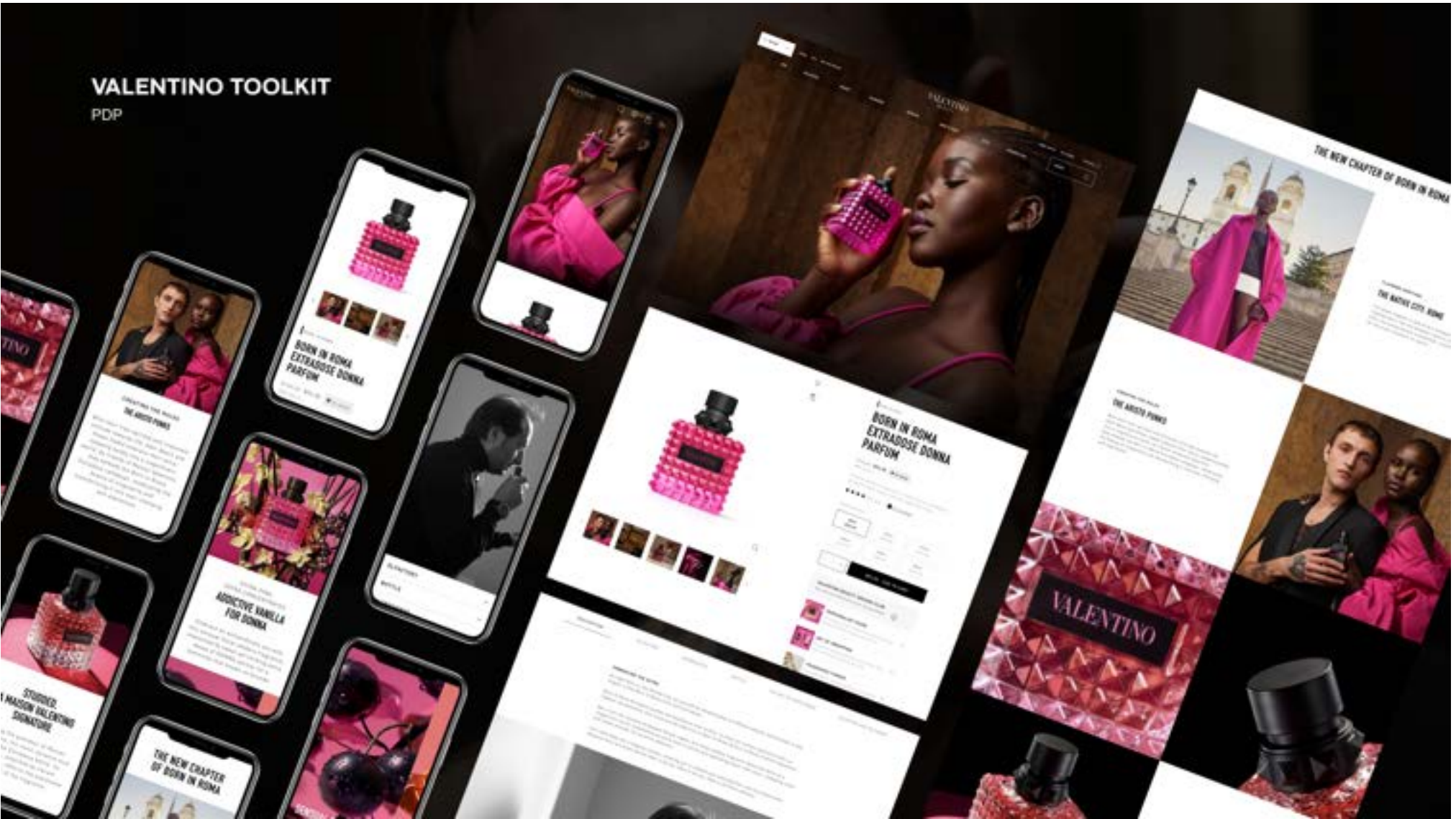
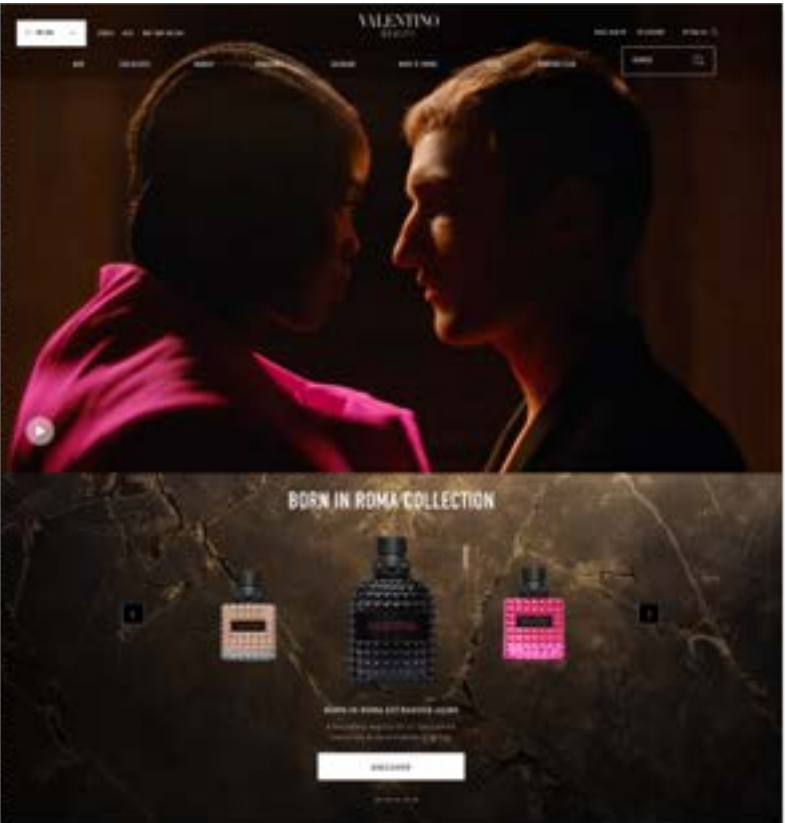
Valentino Beauty

Digital run - Web and social

Building the digital voice of Valentino Beauty

From SEO and CRM ecosystems to campaign storytelling, product launches and digital asset production

to translate Valentino’s couture spirit and fearless identity into digital narratives across the brand’s ecosystem.





VMML x

YSL Beauty

What - Digital concepts

Media - Social Media / CRM / Activations

Role - Lead copywriter





VML x

YSL Beauty

Digital run - Web and social

Building the digital voice of YSL Beauty

From SEO and CRM ecosystems to campaign storytelling, product release and digital assets production.

I have worked on crafting digital expressions for YSL Beauty that translate couture codes into the language of the web.





VML x

La Roche-Posay

What - Digital content
Media - Social media
Role - Lead copywriter





VML x

La Roche-Posay

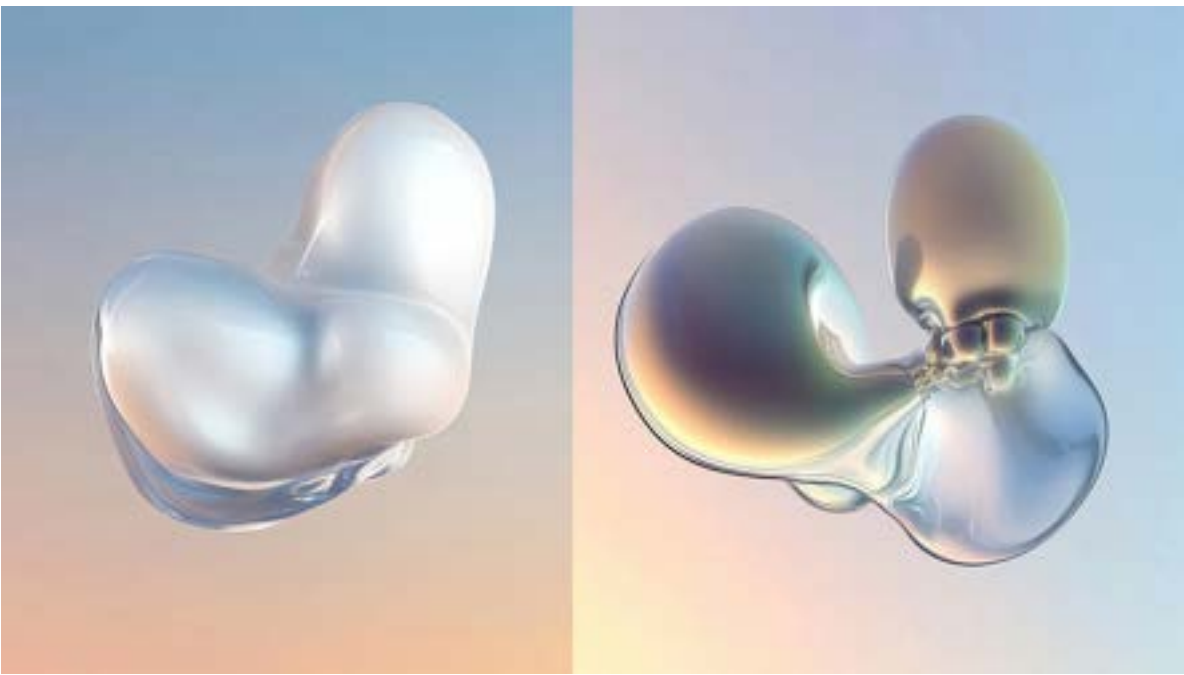
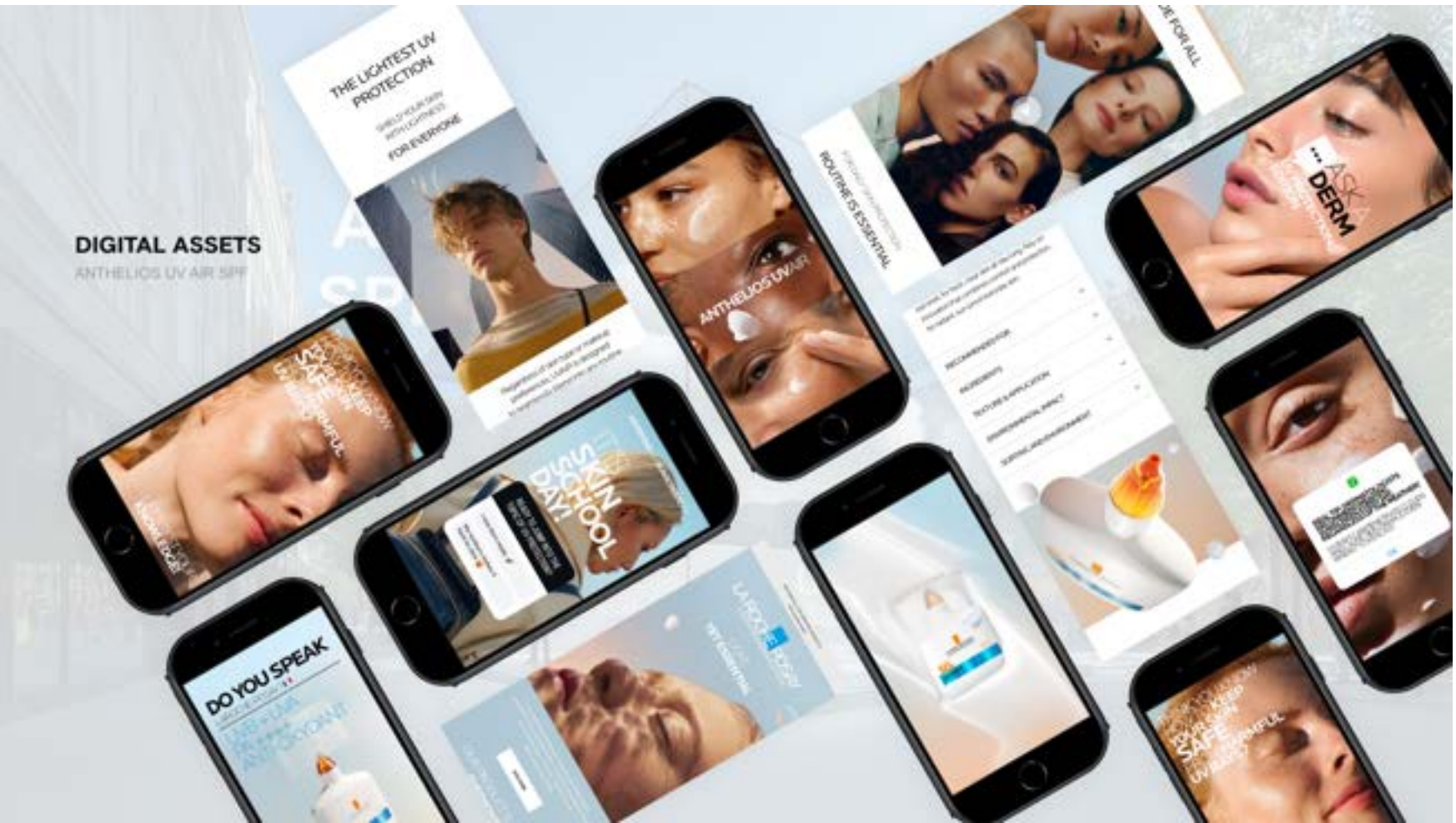


Digital factory - Web and social

Developing the content factory for Instagram assets

From product launches to innovation and formula highlights, the work translates La Roche-Posay’s dermatological expertise into clear, science-led narratives.

Digital and event activations support each launch, amplifying product innovations and bringing the brand’s scientific approach to life.





VML x

Hello Kitty

What - Branding and event
Media - Physical
Role - Creative Copywriter





VML x

Hello Kitty

HELLO KITTY KINDNESS HOUSE

Reimagining the Social Club approach but open to everyone

Inspired by the allure of contemporary social houses like Soho House, 'Hello Kitty Kindness House' reimagines this concept for the Gen Z era:

a vibrant, non-exclusive social hub where kindness is the only currency, and inclusivity is the ultimate membership.





Globe x

Puig x Sephora

What - Branding & Event
Media - Physical
Role - Creative Copywriter



Globe x Puig x Sephora

PUIG CHRISTMAS ACTIVATION

A Christmas carousel at Saint-Lazare, inviting visitors into four distinct brand universes

Conceived as a festive landmark, the installation transforms the station's esplanade into an immersive showcase of Puig's beauty portfolio.

At its center, a carousel unfolds four singular identities.

Each quarter is dedicated to one brand, offering a curated journey through its codes and holiday storytelling.

Blending event design and brand expression, the project turns a seasonal moment into a multi-brand experience.





VML x

L'Oreal Groupe

What - Brand content

Media - Tiktok

Role - Creative Copywriter



WHAT BEAUTY
INNOVATION DO
YOU DREAM OF?





VML x

L'Oréal Groupe

SOCIAL MEDIA CORP RUN

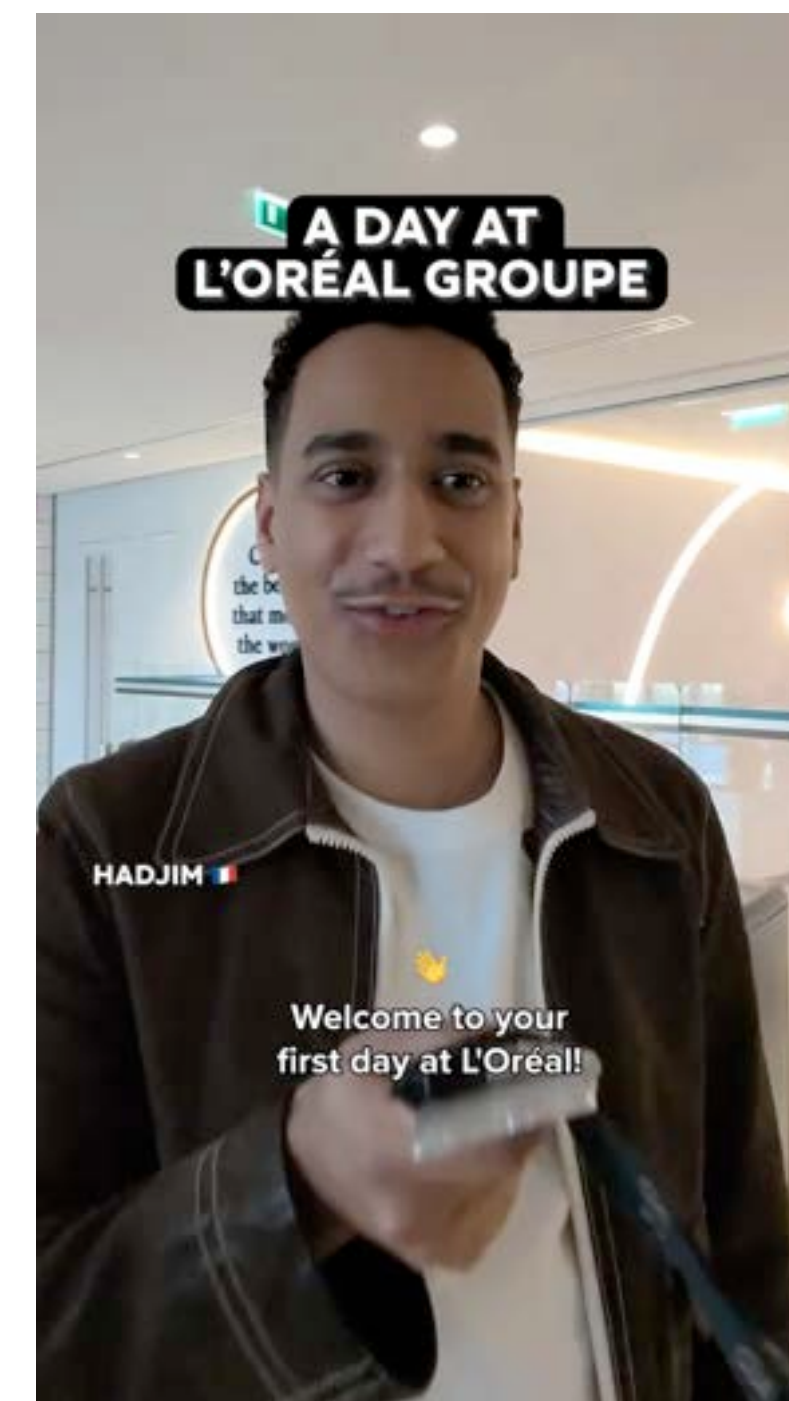
A TikTok content strategy
to reveal the people behind L'Oréal

Developed for L'Oréal, the project explores the brand
through the voices of those who shape it every day.

Through short-form videos designed for TikTok,
employees share their roles, expertise
and daily missions in a simple and accessible way.

From content concept to editorial framework and scriptwriting,
the project translates the culture and innovation of L'Oréal
into engaging social-first storytelling.

PITCH : 





VML x

Delsey Paris

What - Brand campaign

Media - Social & print

Role - Creative lead





VML x

Delsey Paris

DESIGNED TO MOVE YOU BRAND PLATFORM

A new brand platform to redefine Delsey's vision of travel

Developed to reposition the brand in a more contemporary and emotional territory, the platform introduces a new narrative: "Designed to move you."

More than luggage, Delsey becomes a companion for every movement - from everyday commutes to long-distance exploration.

From the creation of the brand platform to the development of editorial directions and social expressions, the project establishes a new storytelling framework to guide the brand's communication across touchpoints.

[Adforum article](#)





Hogarth x
Rolex

What - Social campaign
Media - Social media
Role - Creative Copywriter



JANNIK



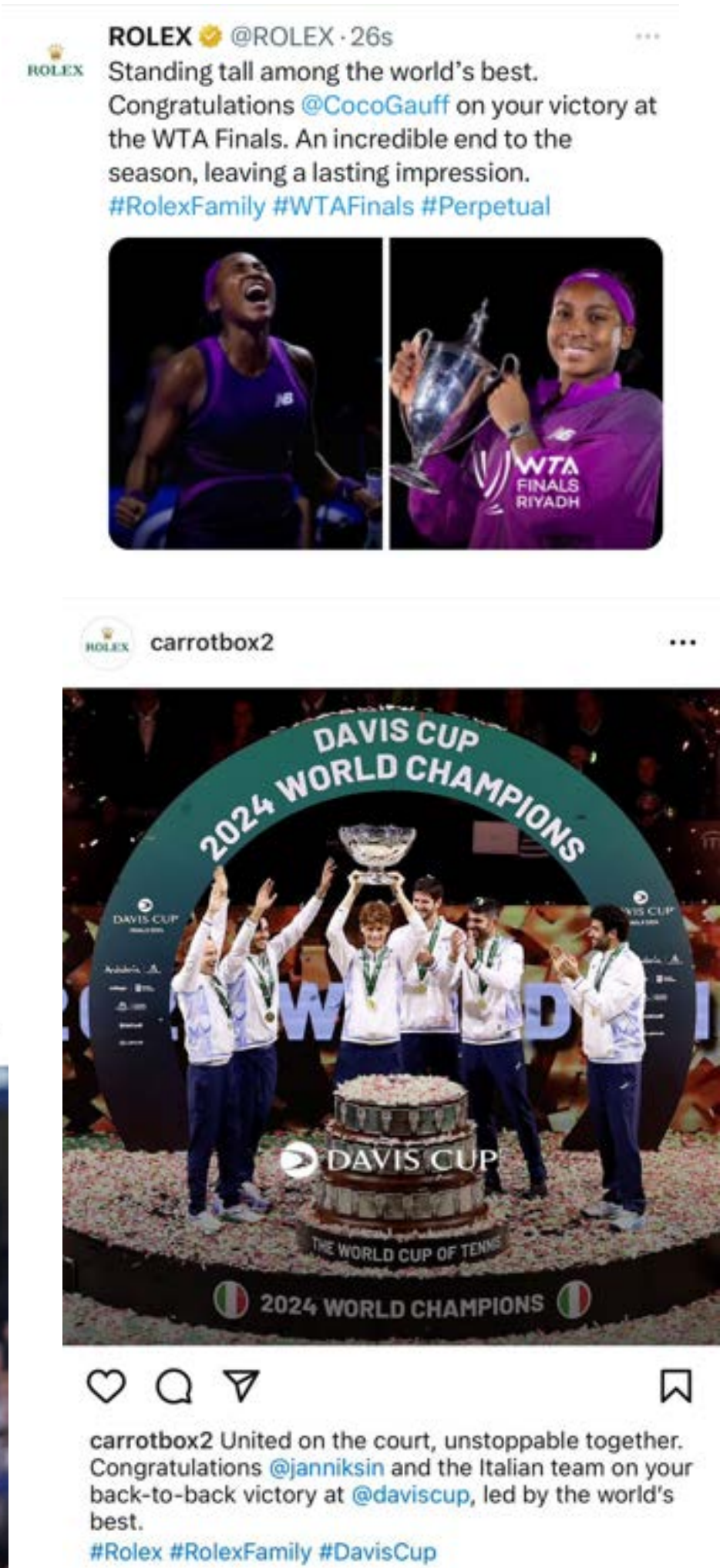
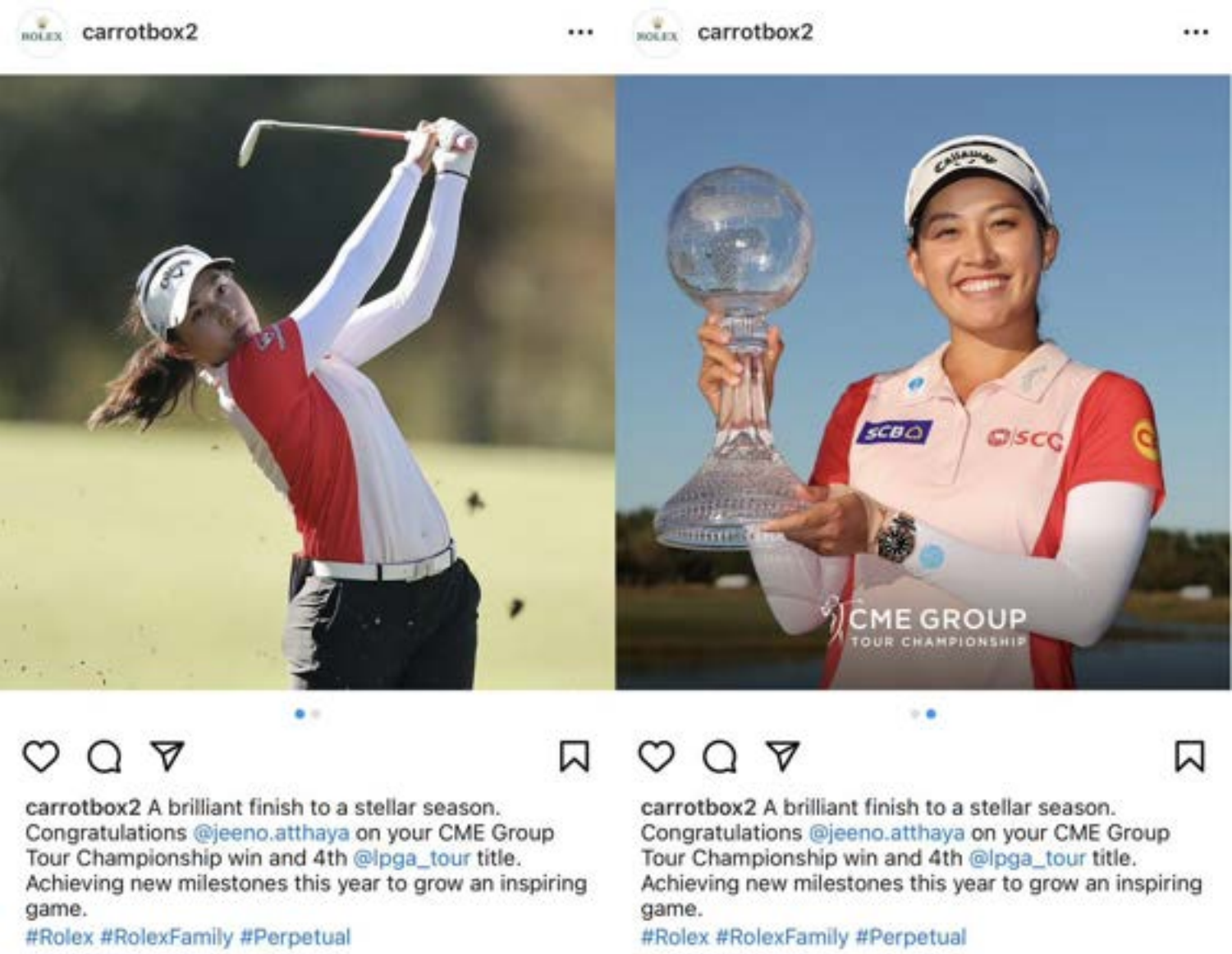
Hogarth x Rolex

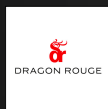
ROLEX WIN

A weekly digital campaign celebrating Rolex-endorsed athletes across various sports

The WIN Project is a real-time social media and print campaign designed to congratulate athletes supported by Rolex: golf, tennis, skiing, sailing, show jumping, and motor racing.

Just minutes after a competition ends, bespoke social content is published across multiple platforms and markets. For select events, the campaign is also amplified through print media.





Dragon Rouge x Ligue Nationale de Basket

What - Rebranding
Media - Brand copy
Role - Creative copywriter





Dragon Rouge x

Ligue Nationale de Basket

L'ART DU BASKET FRANÇAIS

Creating a new identity for the french league to become a unique brand.

To distance itself from its big American sister,

the idea was to rethink the way in which the LNB positions itself, speaks and its entire artistic direction.

The general idea revolves around the ambition to define and reveal French basketball, its own code and mindset, an art beyond sporting practice.

[Full film](#)



mo

Moonlike x

St Hubert

What - Influence Activation

Media - Social & print

Role - Creative lead





Moonlike x
St Hubert

THE COOKING ROUTINE

St Hubert lifts skincare’s codes to recast its newest product as a daily ritual.

To introduce its new project, St Hubert Épaisse, the idea is to propose a strategy that borrows the codes of TikTok beauty to create the cooking routine:

a simple routine for everyday indulgence. Print, digital, and influence; a full ecosystem that rejuvenates the brand and attracts a new audience.

[Creapills](#)



[Influence content](#)



Konbini/Kewl x **FDJ APP**

What - Global concept
Media - TV & Web
Role - Lead copywriter





Konbini/Kewl x
FDJ APP

THE RIGHT GAME, IN THE RIGHT PLACE

A social campaign to highlight the FDJ application

The idea was to create a social campaign with social content and films.

The starting point of our concept is that you can be the best in your field,
If you don't practice it properly in the right conditions, you lose all your skills.

For example, the best tennis player couldn't play as well
as he does on the court if he is in a swimming pool.

Nevertheless, with the FDJ Application,
you can play the game you want anytime, anywhere.





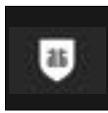
Addiction Agency x

Remy Martin

What - Reveal film

Media - Launch product video

Role - Copywriter



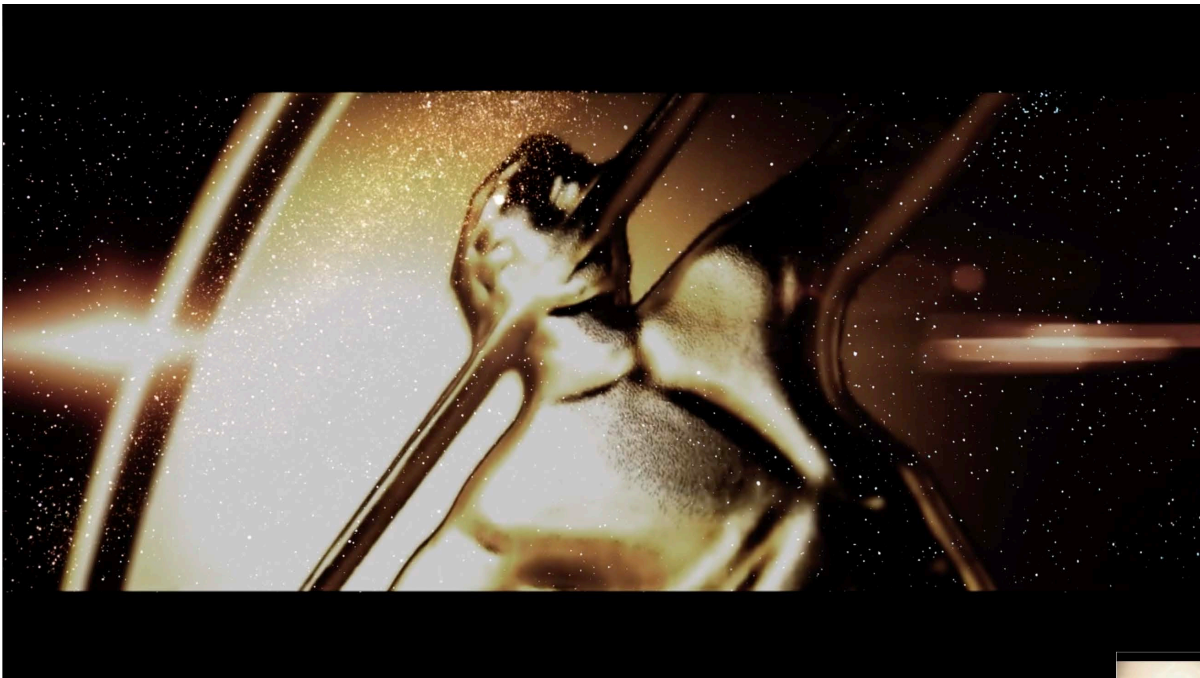
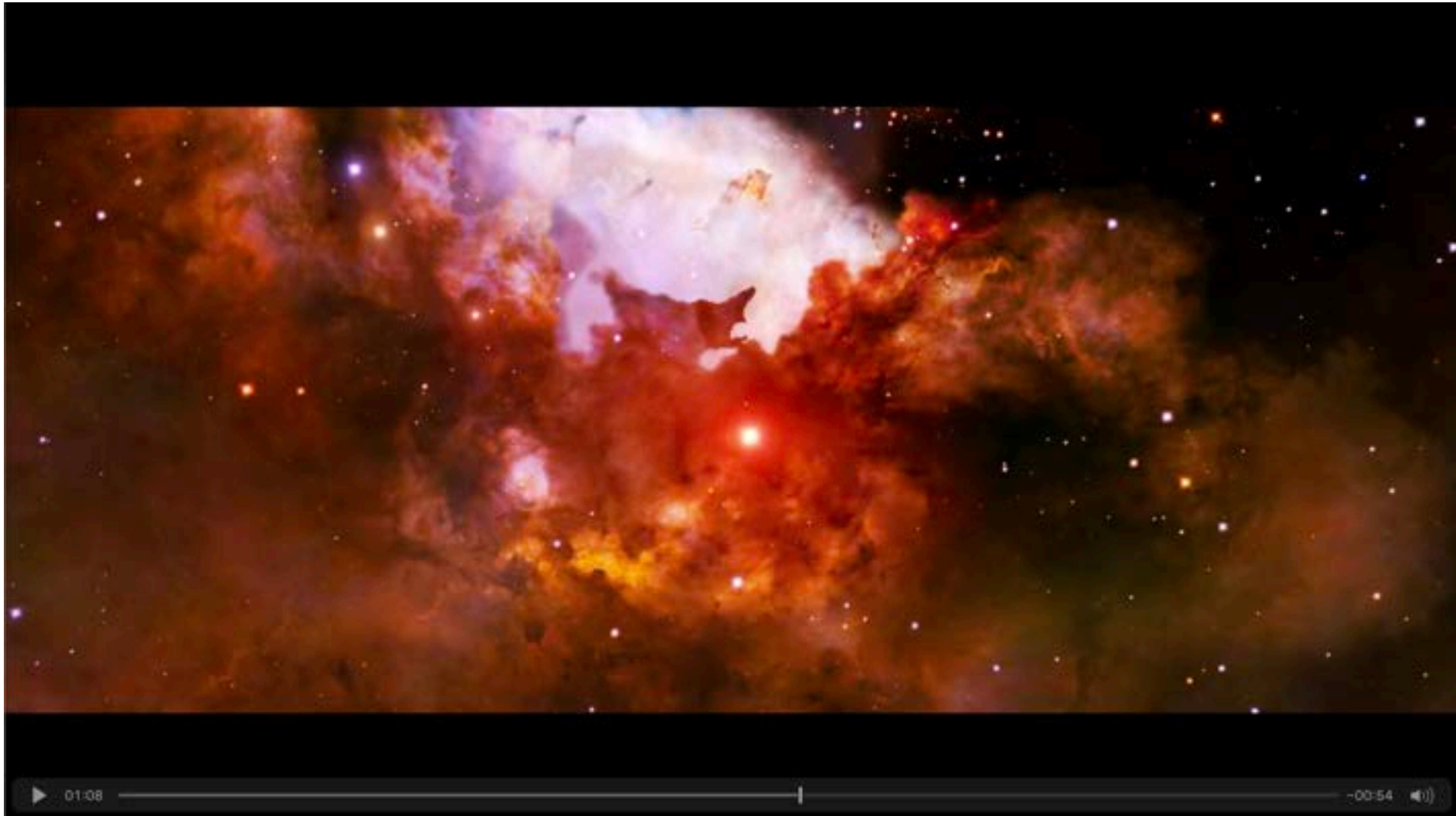
Addiction Agency x

Remy Martin

THE QUEST OF A CELESTIAL MASTERPIECE

A short film to introduce the new premium cognac
Remy Martin Celexis

This video shows a parallel between the apparition of a new born star in the universe and the creation of Rmy Martin Celexis, which is now part of the centaur Constellation, the symbol of the brand.





Addiction Agency x

Remy Martin

What - Activation

Media - Digital & Event

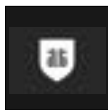
Role - Copywriter



RÉMY MARTIN

PIAN.XO

TEAM UP FOR COGNAC
SYMPHONIES



Addiction Agency x

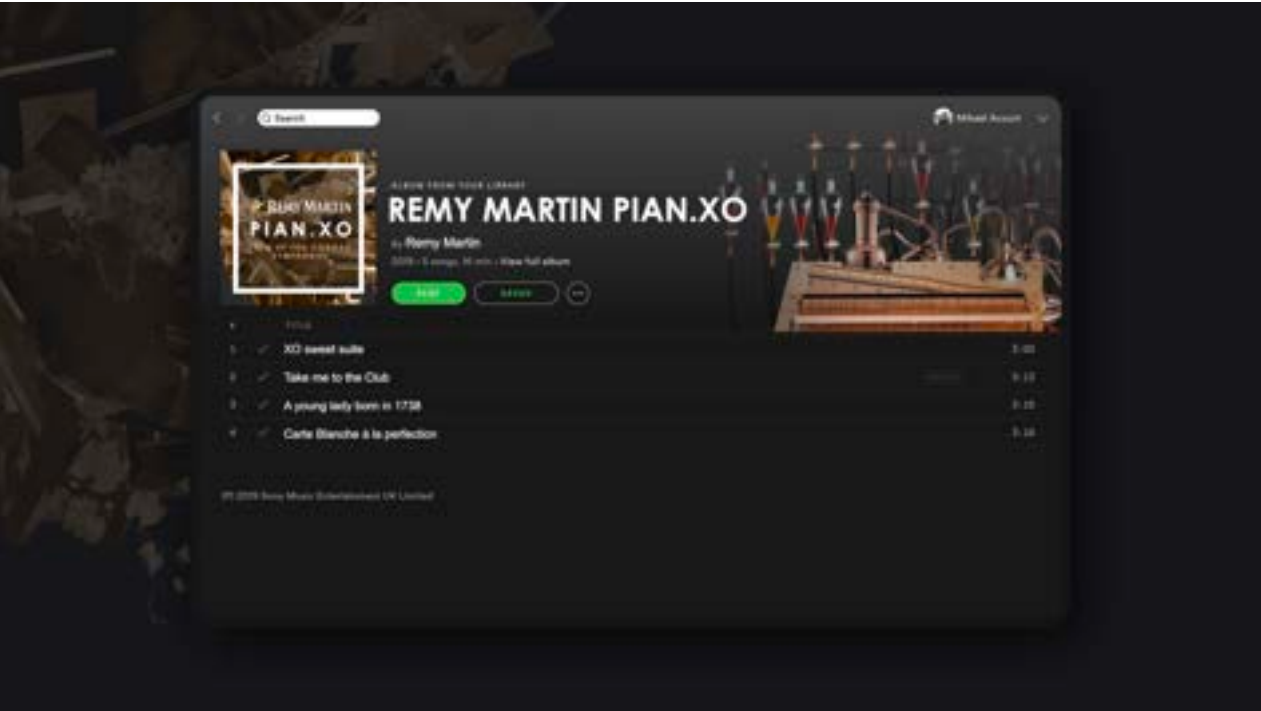
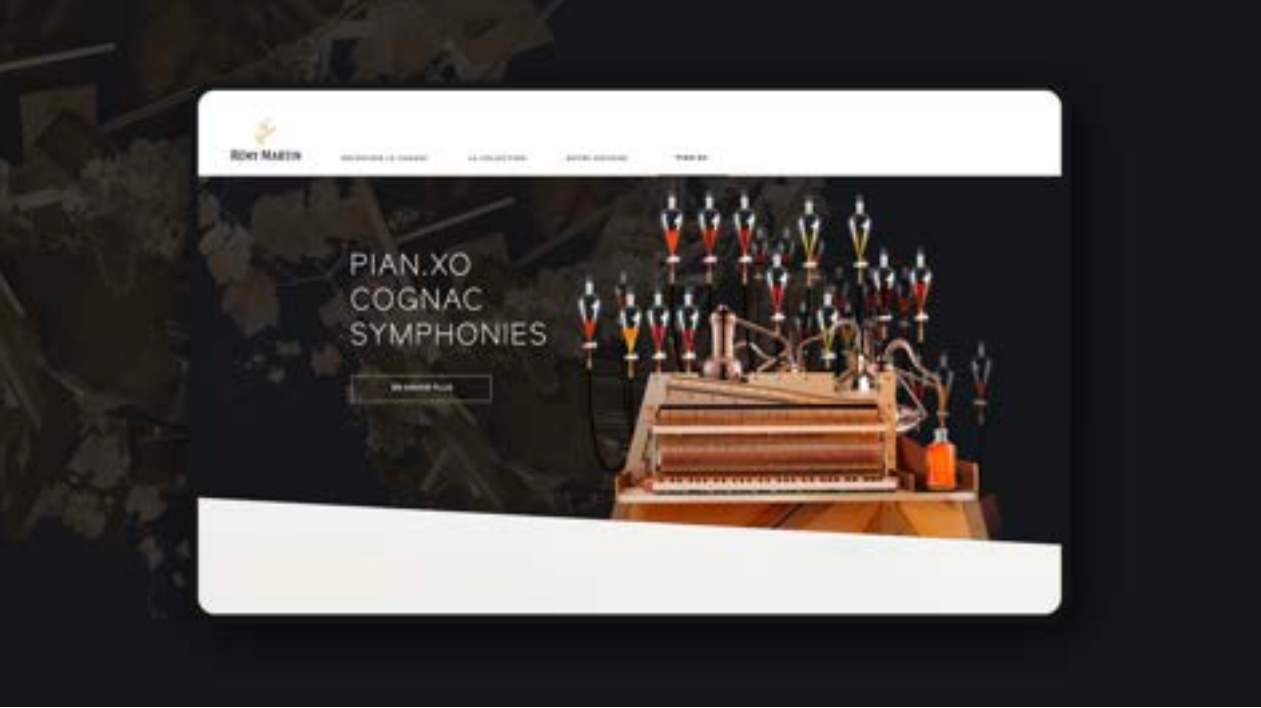
Remy Martin

THE PIAN.XO

A brand-new instrument which blends “eaux de vie” that make up the cognac Rémy Martin XO, by playing melodies

Pian.XO is inspired by “Pianocktail”, a fictional instrument created by french writer Boris Vian in his novel L’Écume des Jours.

A team up project with Gonzalez (music composer), Li Xiang (designer), Martin Willers (sustainable creator) and Baptiste Loiseau (maître de cave).





VMIL x

Armani Stronger With You

What - Live party
Media - Digital
Role - Lead copywriter





VML x

Armani Stronger With You

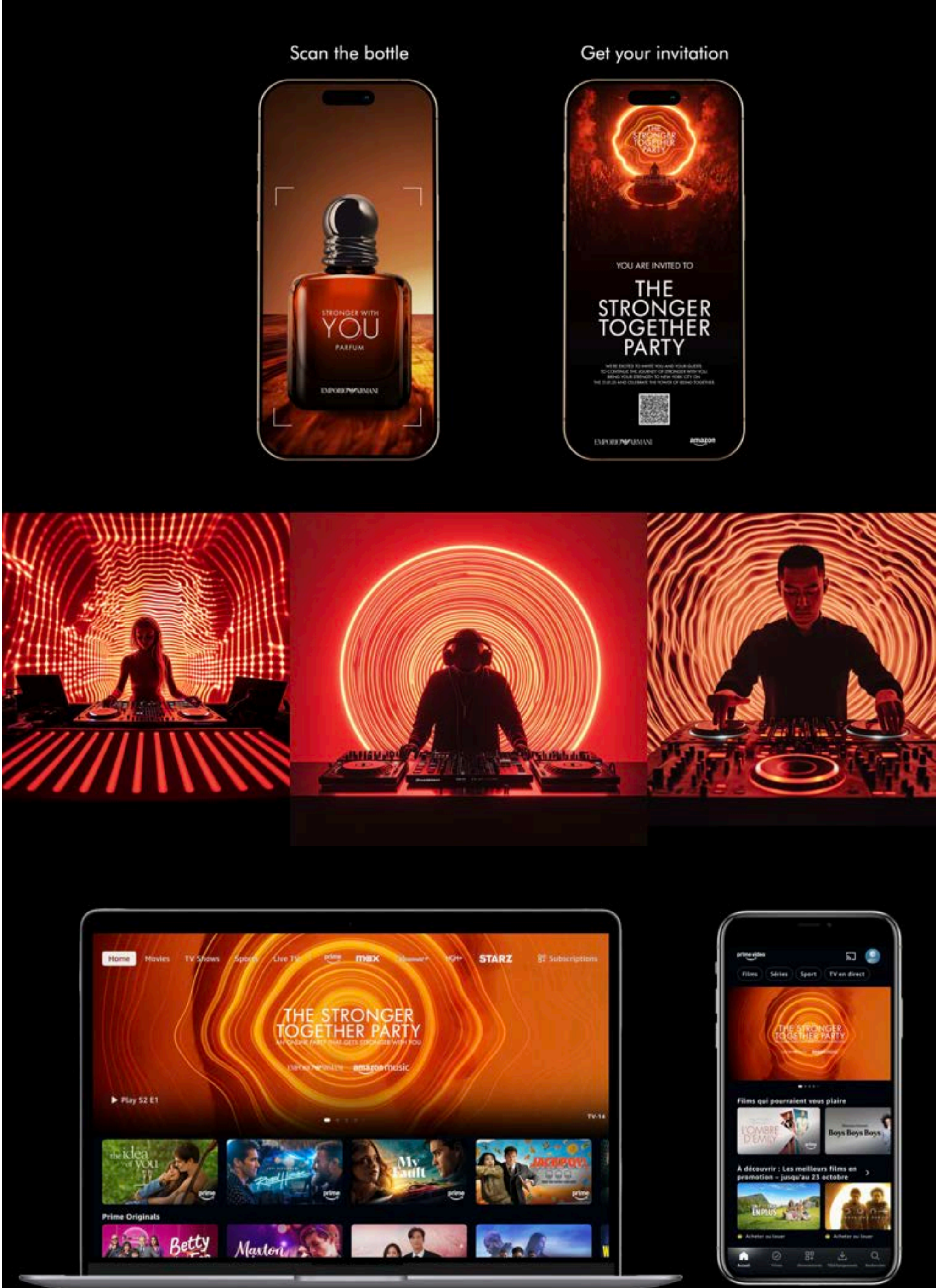
THE STRONGER TOGETHER PARTY

Let’s create the biggest simultaneous online party

Create a digital activation called “The Stronger Together Party”, an interactive experience on Twitch and all the Amazon ecosystem.

The goal is to activate as many online parties across the US as possible in one night, city getting unlocked thanks to the interactions of the viewers.

The more connections, the stronger the community, and the more amplified the experience.

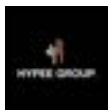


Hypee Groupe x

Fairmont Monte Carlo

What - Brand building
Media - Digital & Physical
Role - Creative director





Hypee Groupe x

Fairmont Monte Carlo

AMU - RESTAURANT

Global Brand Creation for Fairmont Monte Carlo Rooftop Restaurant

A global brand identity for Amù, the rooftop restaurant of the Fairmont Hotel in Monaco.

“Amù,” meaning “love” in the local Monégasque language, inspired a full brand universe centered around the theme of love.

From naming to guest experience, every touchpoint was designed to spark emotion, from “Play me a love song” behind the DJ booth, to “The spark you need to fall in love” on the matchbox, and “Love is priceless” written on the bill holder.

A journey turning every detail into a declaration of love.



PITCH :





Amadeustudio x

Savta Marseille

What - Rebranding

Media - Digital

Role - Creative Director





Amadeustudio x

Savta Marseille

BRANDING AND SOCIAL MEDIA STRATEGY

A new visual identity to introduce Savta,
a Levantine catering project based in Marseille

From the creation of the logo and visual identity
to the art direction of the photoshoot,
the project builds a colorful and contemporary universe.

An editorial strategy and social media content production
support the launch of the brand and bring
its culinary storytelling to life online.



MA

Marie-Antoinette x

IT Trattoria

What - Branding & campaign

Media - Print

Role - Lead creative

Marie-Antoinette x
IT Trattoria

E BASTA !

A print campaign that goes back to the very essence of Italian cooking: Simple products, simple moments. And that’s it!

To promote the IT Trattoria brand, an Italian restaurant chain, we proposed the concept “É Basta”, an expression used daily by Italians. It’s a popular expression that highlights the simplicity of Italian recipes and the moments that accompany them.

This campaign is expressed in posters to create a real tone of voice and a graphic universe around this brand: football matches, moments with friends, pasta, and pizzas. No matter the dish or the moment, IT shows that the only esse





Hypee Groupe x
Molinard

What - Brand awareness
Media - Digital & Physical
Role - Creative director

HABANITA

Eau de Parfum

MOLINARD





Hypee Groupe x Molinard

THE 100TH ANNIVERSARY

An exclusive and arty packaging to celebrate the 100th anniversary of Habanita, Molinard's iconic perfume

Habanita is a perfume that has crossed the time. First for men, women quickly adopted it as a symbol of emancipation.

To celebrate the 100th anniversary of the iconic perfume, the idea was to ask women artists to rethink and redesign the pack and bottle.

A social media and PR campaign supported this activation.



MERCI



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