



MATTHEW CRESTANI

APPAREL & GRAPHIC DESIGNER

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LOST MINDS

SUMMER 2017 COLLECTION Design & Development

Lost Minds is the latest brand created at The Sting. I was involved heavily in the design process to develop its first ever range. Lost Minds is a surfwear brand with street influences brought to life to fill a gap in The Sting's growing market.

I used a combination of illustration, all over patterns & typography to complete design briefs. I was also involved in the design of the brand identity and trims.



LOST MINDS





LOST MINDS

FREE VALLEY

FESTIVAL CAPSULE Apparel Graphic Design

Free Valley is a limited collection released in the summer to celebrate the festival vibe.

I worked in a small team to develop the brand identity, trims and artworks for print. This was a great chance to have some fun & create colourful designs outside of the labels.





**FREE
VALLEY**





ASHES TO DVST

VARIOUS COLLECTIONS

Apparel Graphic Design

Ashes To Dust explores a dark side of streetwear with powerful graphics and special detailing on each garment.

I created indepth moodboards and graphics to effectively communicate each deliveries theme/story. Working on this label was an opportunity to develop graphics that entice customers with edgy artworks. Ashes to dust is one of The Stings more successful brands to this day.



ASHES TO DVST



S A I N T
M O R T A

WINTER 2016 COLLECTION
Creative Direction & Design

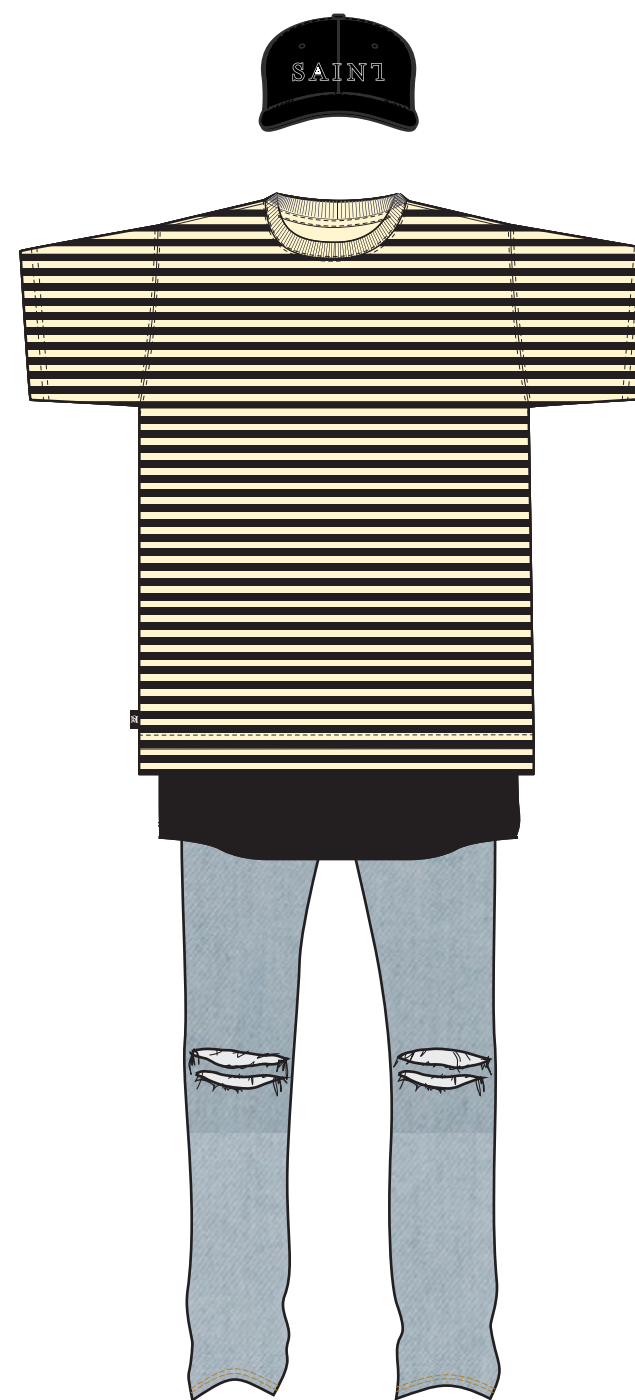
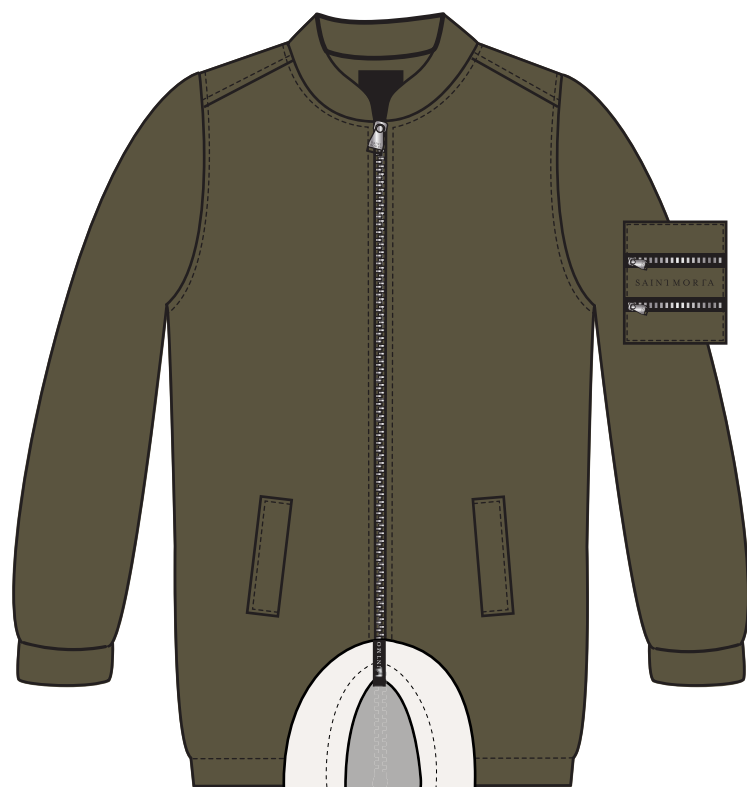
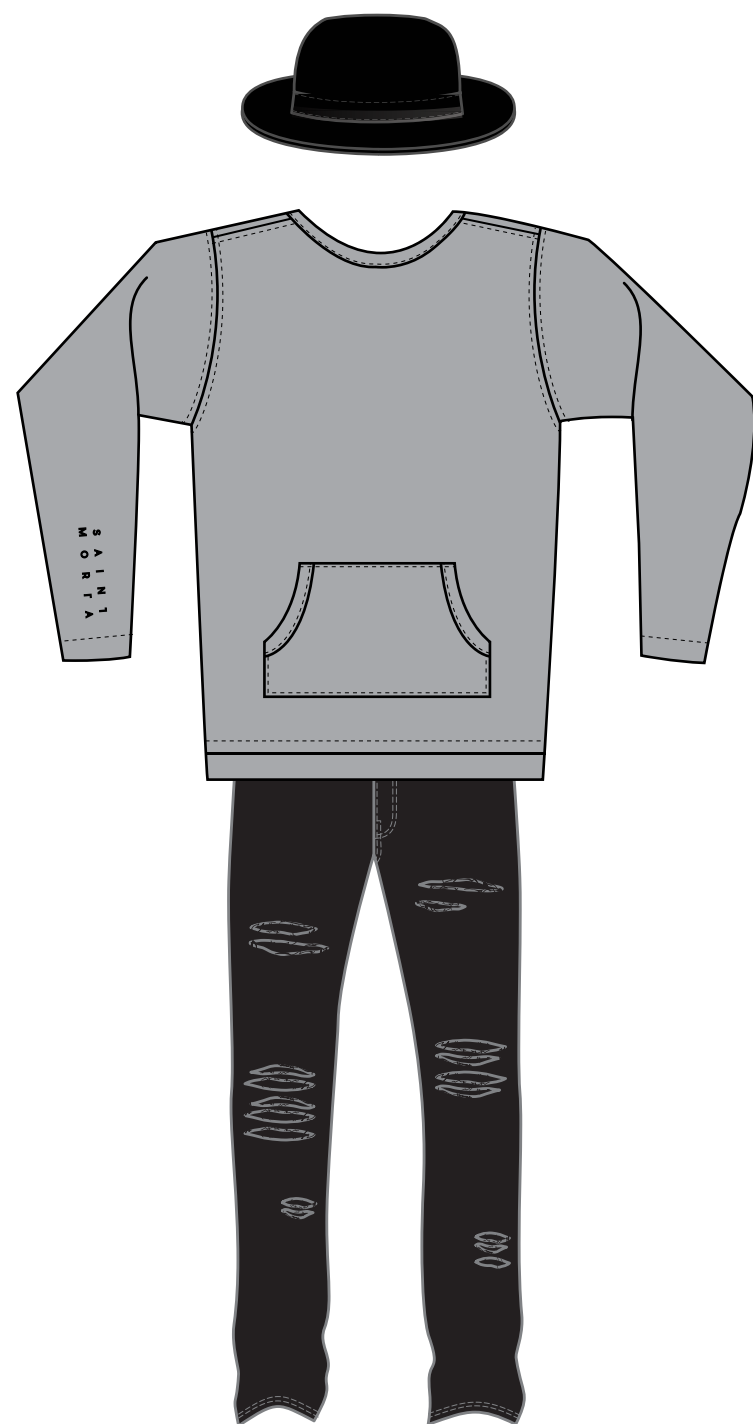
Saint Morta is Culture Kings second largest in-house clothing label representing a darker side of streetwear.

I was in charge of developing and designing their first ever winter range that was to be well merchandised and on-trend with the global streetwear market. Saint Morta continues to grow exponentially in Australia & is a unique brand that stands alone in both the Culture Kings online and physical stores.



S A I N T
M O R T A





S A I N T
M O R T A





CARRÉ

WINTER 2016 COLLECTION Design & Development

Carré is Culture Kings largest selling in-house label and has been there since day one. For this collection we approached the project by putting a large focus on creating fashion forward garments with extra length, use of earthy tones and quality materials.

Additionally we designed new logos, labels and hang tags. It was also exciting to recruit famous American Model/Musician Don Benjamin for the lookbook shoot.



CARRÉ





GOAT CREW

Design & Development

Goat Crew is Culture Kings fast fashion label that is reactive to pop culture and also pays tribute to the greats of Hip Hop and sport.

Two of my most successful projects for Goat Crew are the mini rapper head series & Yeezy for President T-shirt which are both top sellers & are constantly reprinted. Collectively these designs have sold over \$1.5 million in product across T-shirts, hoodies, jackets & caps.

The mini rapper series was entirely illustrated by hand before creating vectors and was one of the most satisfying and enjoyable projects for Culture Kings.



GOAT
CREW





DJ SNAKE (CARRÉ JACKET)



DIPLO (CARRÉ CAP)



TROYBOI (GOAT CREW T-SHIRT)



BOW WOW (GOAT CREW CAP)



TYGA (GOAT CREW T-SHIRT)



T.I. (SAINT MORTA DENIM)



TIGERLILY (CARRÉ CAP)



JAUZ (CARRÉ T-SHIRT)

CELEBRITIES WEARING MY DESIGNS...

