

CHRISTOPHER SMITH

CREATIVE DIRECTION

EST 1898

T·M·LEWIN
JERMYN ST. LONDON



Creative and Art Direction

AW16
Menswear Campaign



Creative and Art Direction

AW16
Menswear Campaign



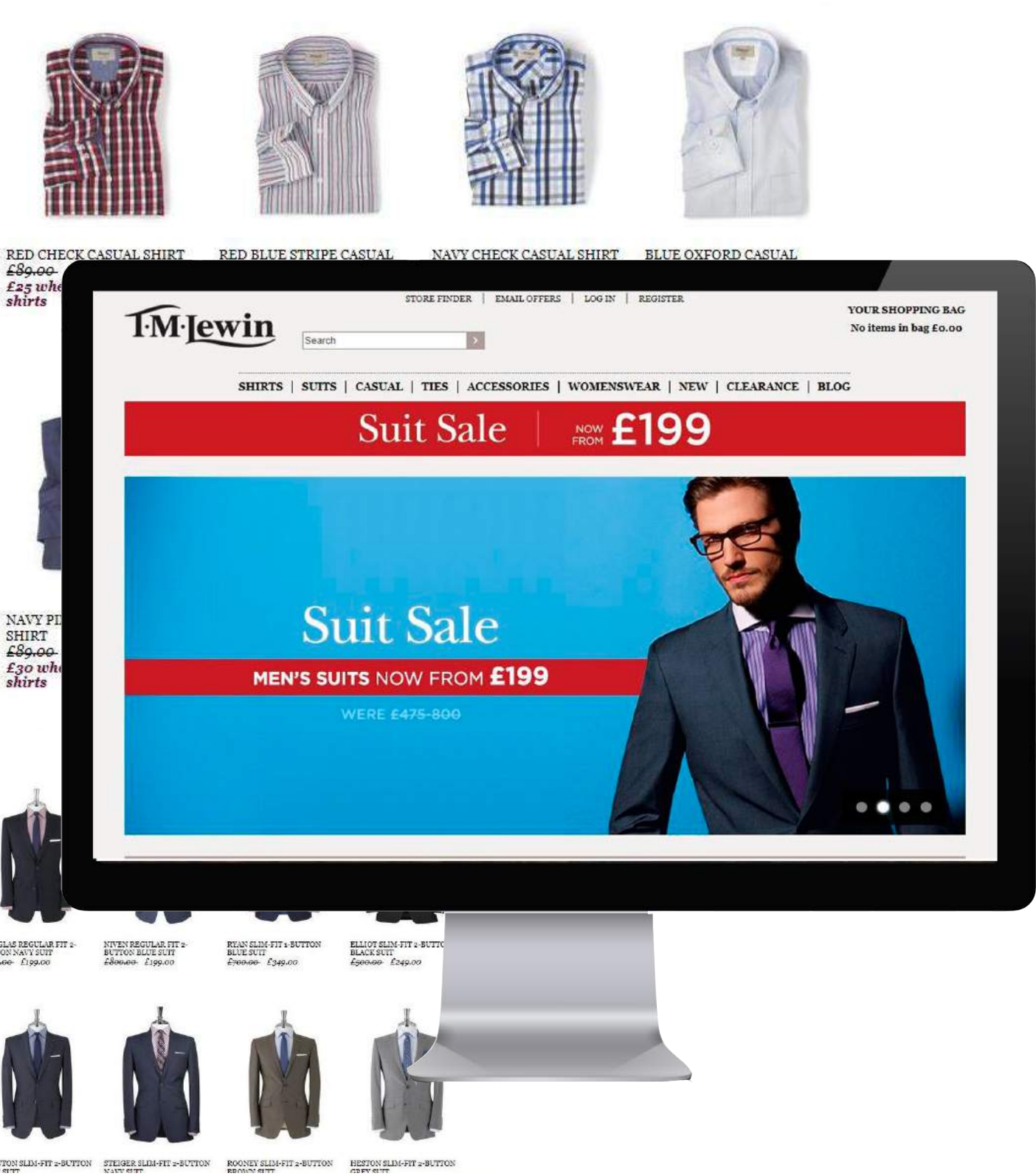
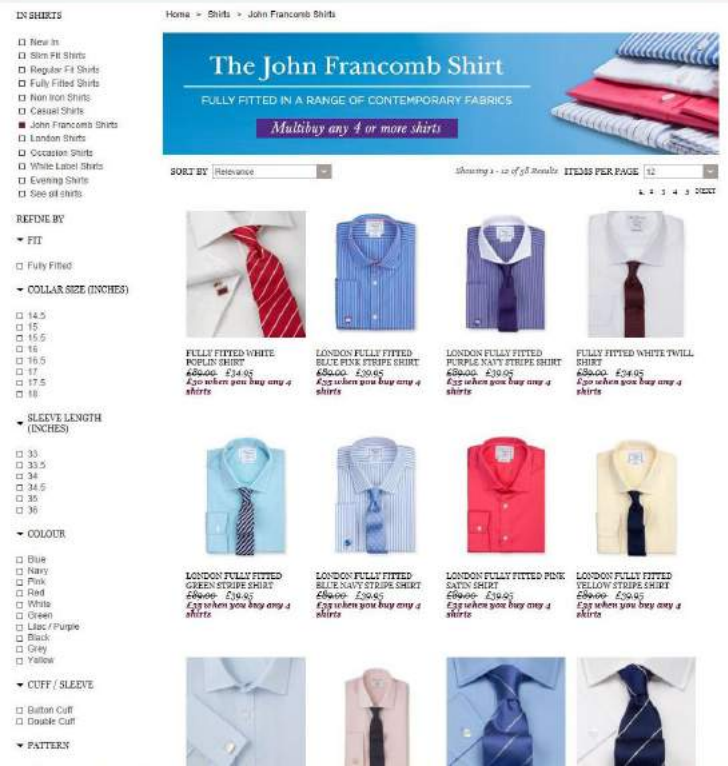
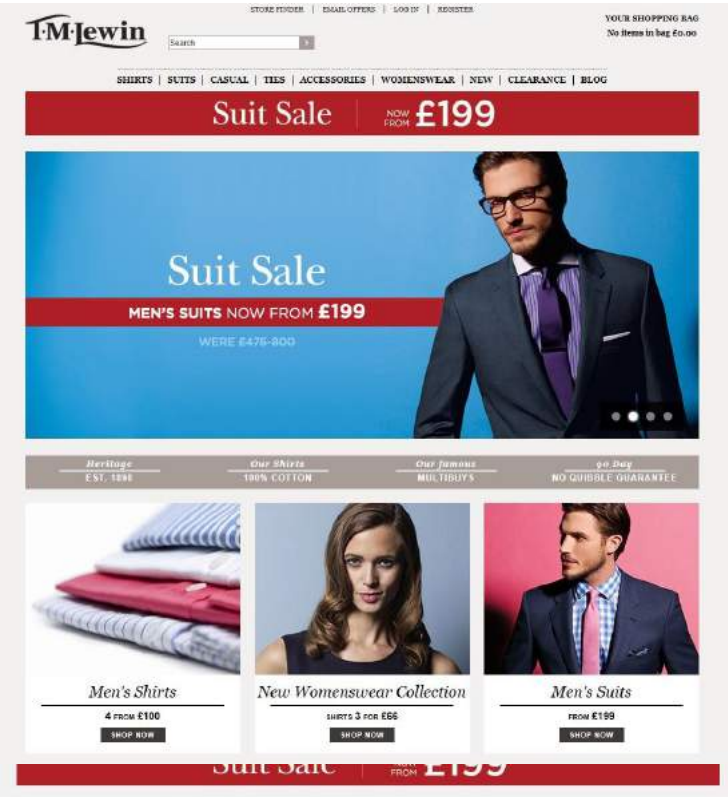
Creative and Art Direction

AW16
Womenswear



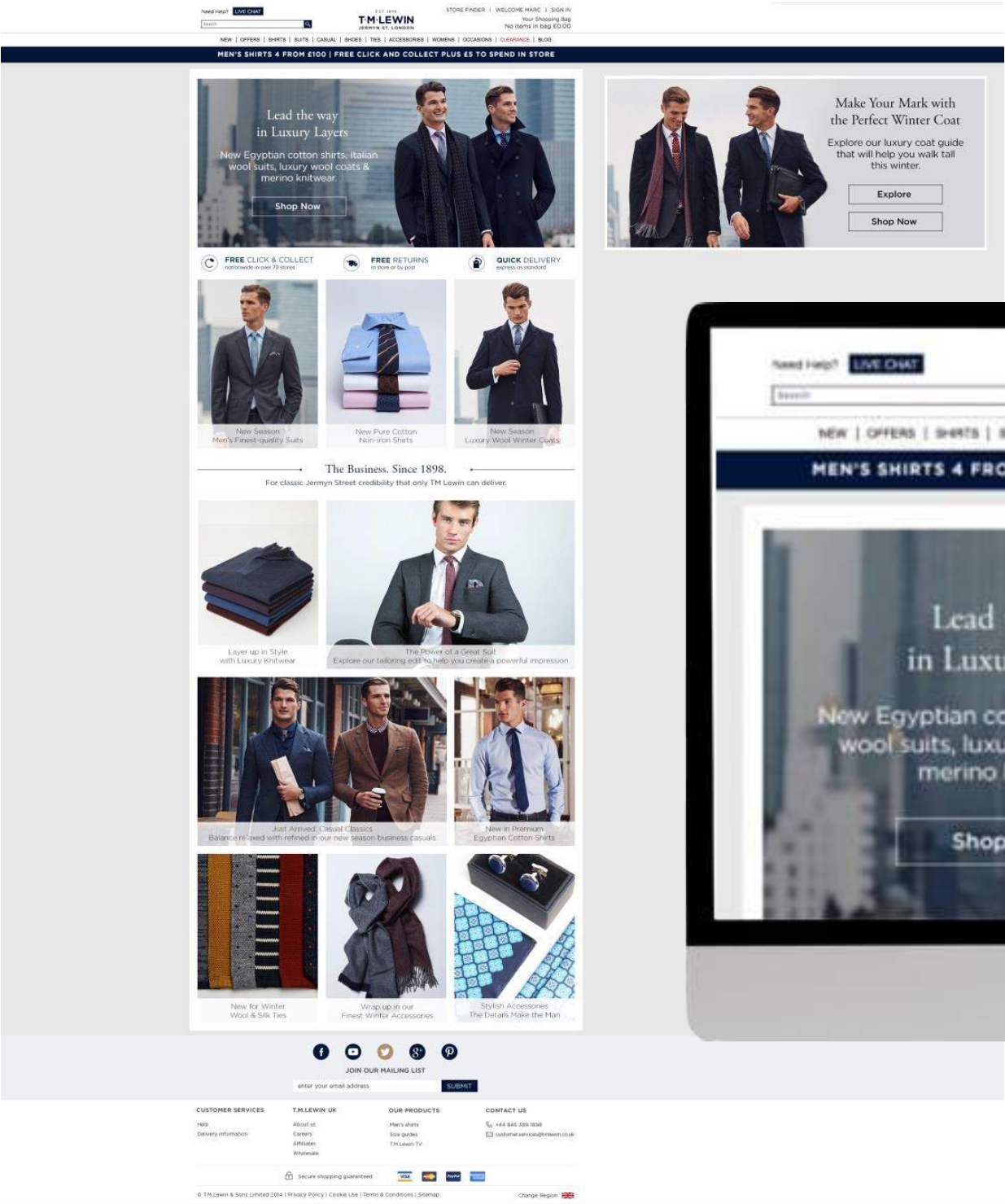
DIGITAL DESIGN

Old Website : Before my role as Head of Creative



Winter Campaign : Launch Webpages

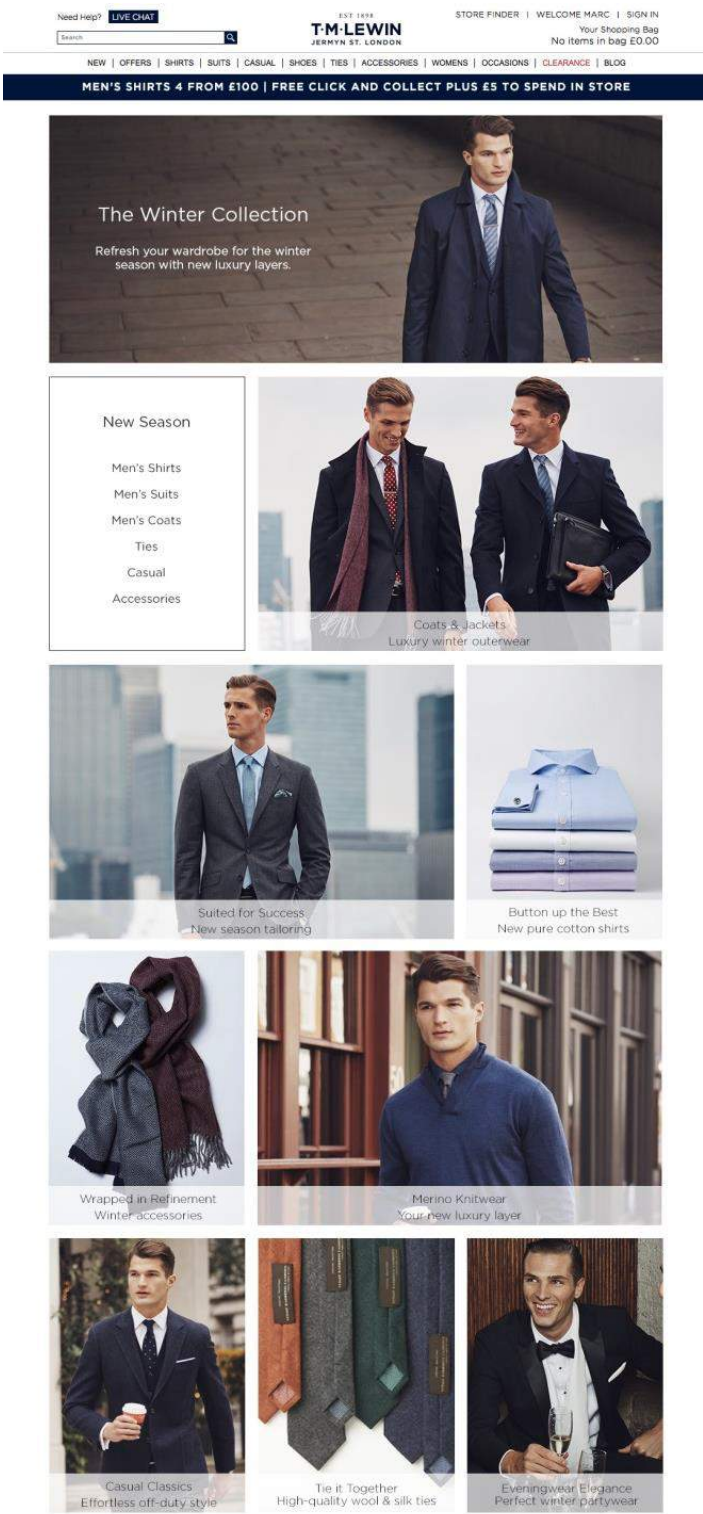
AW16
Home page Launch



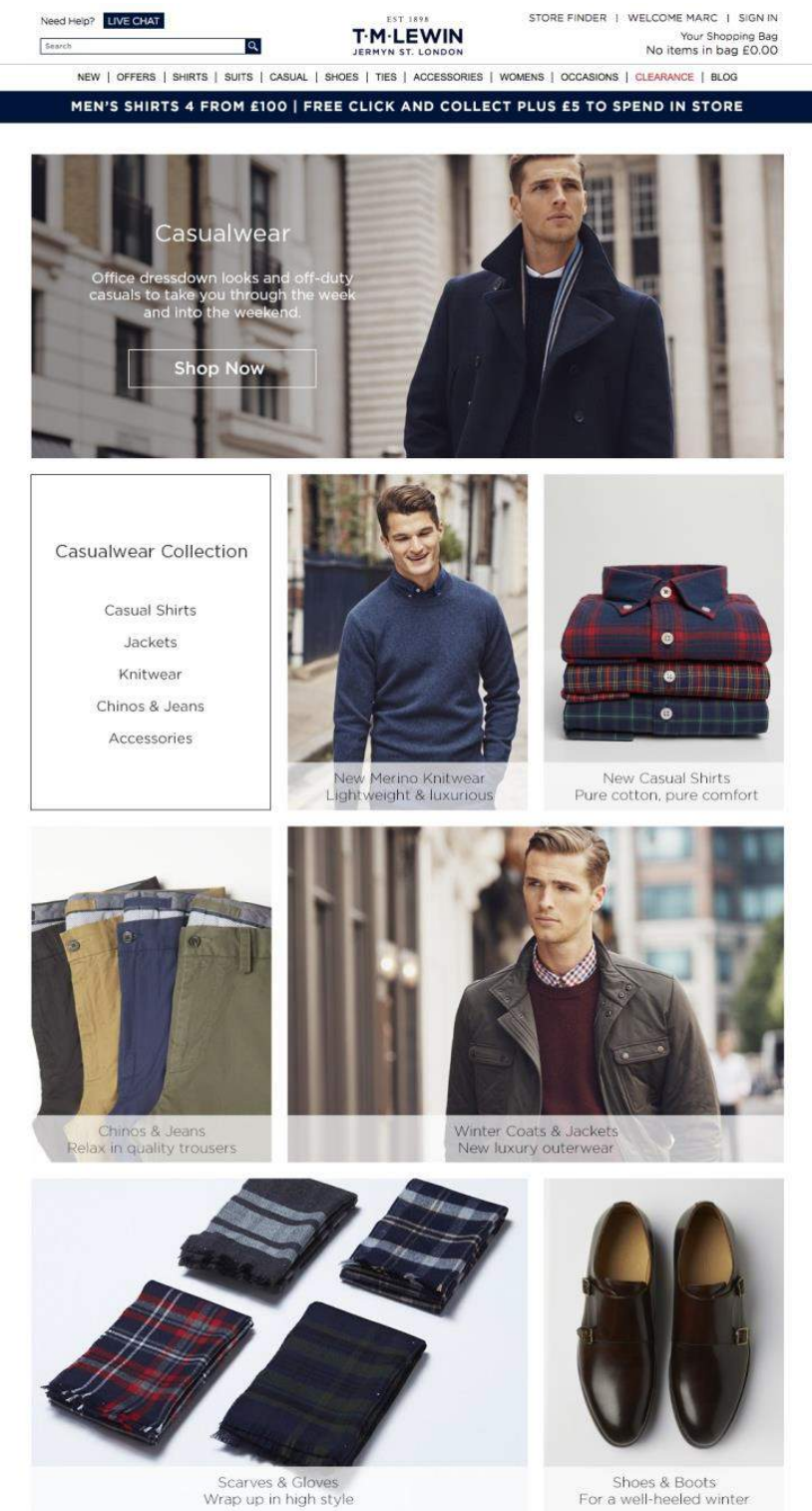
Winter Campaign : Launch Webpages

AW16
Home page Launch

New In Navigation Page



Casual Navigation Page



The Coat Edit



Winter Campaign : Email Program

AW16

New Season
Collection Launch Email



Formal Coats Email



Casual Coats Email



New In Formal Shirts Email



New In Casual Shirts Email



Winter Campaign : Black Friday Webpages

AW16

Home Page Web



Home Page Mobile



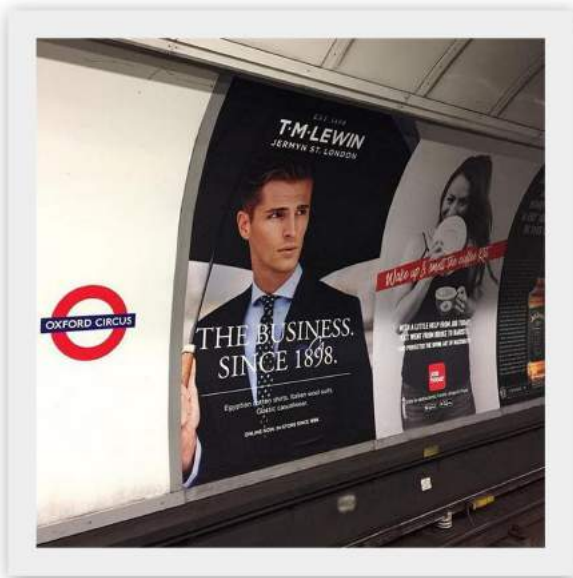
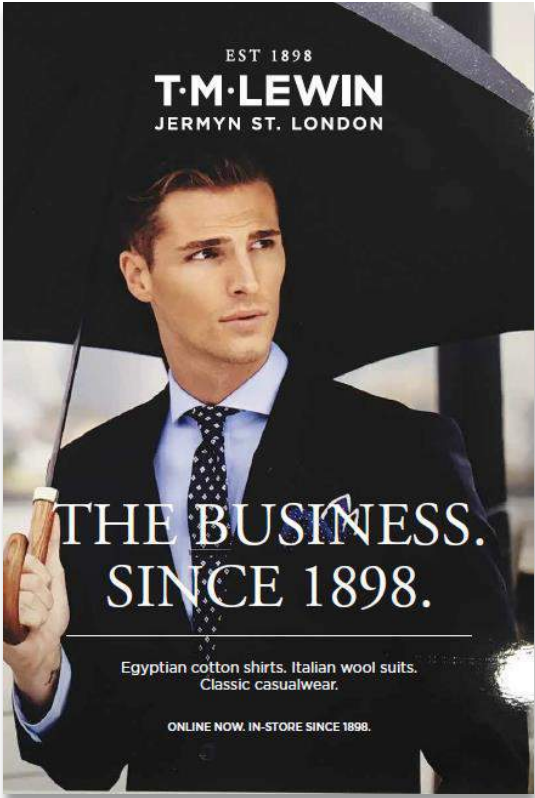
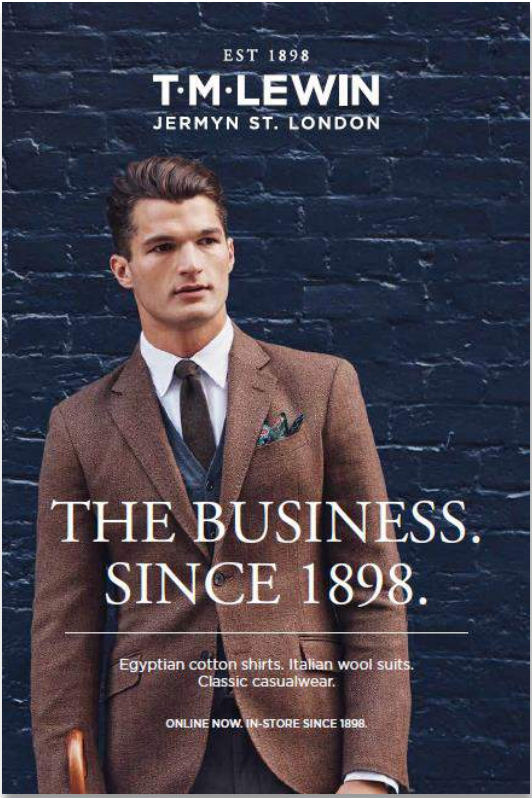
Email



TUBE POSTERS

AW16
Supporting the Winter campaign with awareness driving advertising, promoting brand, newness & product quality.

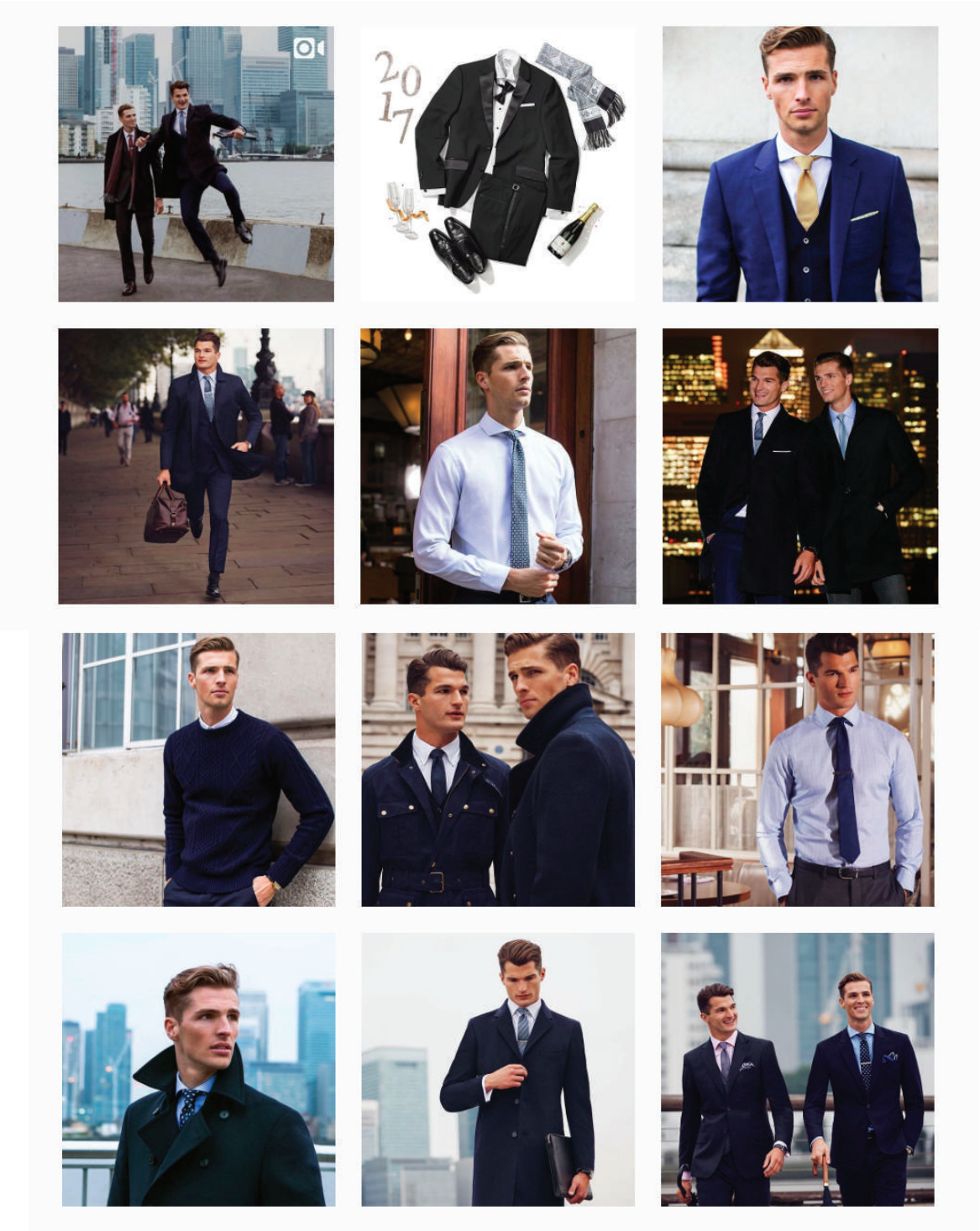
The Tube posters featured in 62 Zone 1 stations and ran for 2 weeks



INSTAGRAM

Creative and Art Direction

INSTAGRAM
Influenced and Increased Followers From 9000 - 20K





ECOMMERCE

Creative and Art Direction

SS17
Menswear Ecom



Creative and Art Direction

AW16
Womenswear Ecom



FLAT LAYS

The Groom
Suit: Yellowwood



The Best Man
Suit: Beach



Father of the Bride
Suit: Silverbell



Evening Guest
Suit: Fern



Plus One
Suit:Foxtail



The Races



Valentine's Day



The Oscars



Mother's Day



St Patrick's Day



The Races



5 WAYS TO WEAR A BLAZER

Business Casual



Business Casual



Casual



Casual



Business Casual

