

tim hughes

creative direction

I'm an omni-channel Creative Director specialising in Art Direction & design with experience across both editorial and commercial in fashion and the arts.

My aesthetic comes from exposure to high-end fashion magazines, luxury retailers and working agency-side. I'm really into working on brand awareness across multiple creative touchpoints. I'm really not into projects that don't aim to tell a human story.

With a well-rounded understanding of new technologies, I am looking for projects where I can craft a visual journey that works hard across multiple platforms and creates meaning for the viewer.

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Selected Clients

Condé Nast Commmercial Creative, More or Less, Altered States Magazine, Kloss Films, Burberry, Marni, Salvatore Ferragamo, Harvey Nichols, Porsche, Emilio Pucci, Matthew Miller, Ermenegildo Zegna, Stella McCartney, Tom de Freston, HOUSE337, Advani London, Bodici.

Creative Direction | Bruised Studio | JAN 2022 - PRESENT

Leapt into the freelance world, offering creative and art direction as well as branding, graphic & web design and strategy.

Call outs

- Worked for the first time on a campaign running TV and radio.
- Designed and launched a website for the artist Tom De Freston.
- Started documenting Male Beauty Standards around London.
- Reconnected with my entire creative network.
- Planned two editorials (in production).

Constants

Creative direction, art direction, brand strategy, web design, production management, script writing, grading, web development, concept generation, client presentations, lead generation, client management, accounting.

Head of Creative | Matches Fashion | APR 2021 - JAN 2022

Senior role at one of the most recognised British luxury retailers.

Call outs

- Creating the aesthetic language for the Innovators Project relaunch.
- Leading a team of seven, including five designers.
- Launching branded content across social channels.
- Working on a brand overhaul before my departure.
- Launching my biggest project of all – becoming a dad.

Constants

Creating content for all channels, creating collateral for physical spaces, printed media and digital content. Working alongside the fashion team to oversee new shoot creative. Improving the visual direction of the Matches fashion brand and defining brand and marketing strategy for 2022 and beyond.

Art Director | Farfetch | MAY 2017 - MAR 2021

Seminal role woring globally with industry heavy hitters at the fastest growing luxury marketplace (at the time) on their media & advertising team.

Call outs

- Repeat collaborations with Burberry.
- Asking a set designer to build a hill with a phone box on top of it.
- Launching FENTY ready to wear on Farfetch.
- Creating the first phase of Gucci Imagined Futures.
- Producing content in the US and across Europe.

Constants

Managing creative output for the team, dealing with production budgets and profitability, handling end to end production of branded content from concept to rollout, evolving pitch collateral, leading creative communications with clients.

Collaborating with photographers, stylists, beauty artists and set designers across all if not most campaign work. Similarly working with internal and external development teams to realise digital experiences.

Integrated Designer | Spring Studios | DEC 2016 - MAY 2017

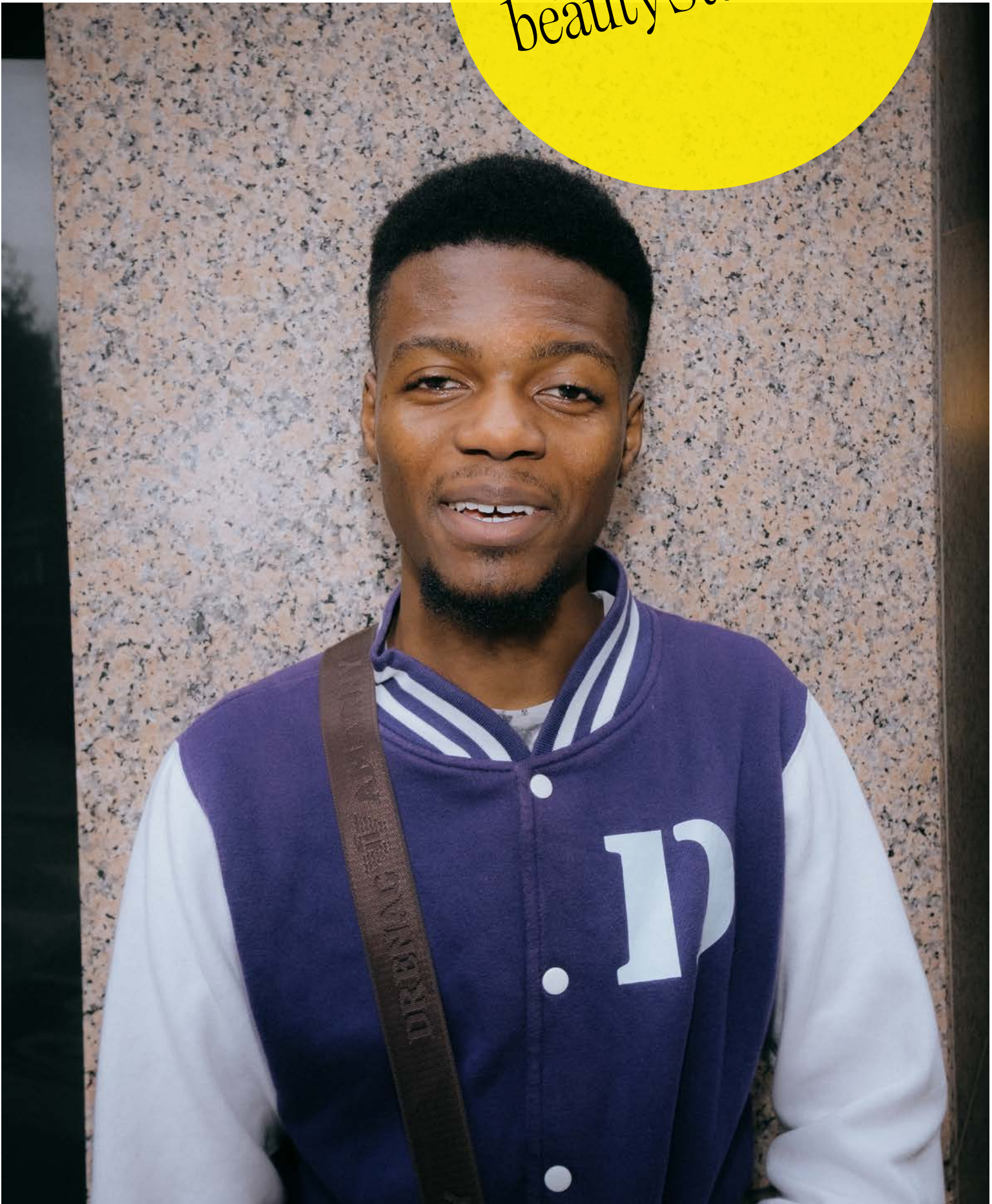
Switching from editorial/advertorial to pure advertising at one of the most respected advertising agencies focussing on Fashion and Beauty clients.

Digital Designer | British Vogue | DEC 2015 - MAY 2016

Started out as a wide-eyed youth at the most iconic fashion magazine in the world that pushed me to see the possibilities or creative and art direction.

boys beauty standards

Ongoing personal project documenting current male beauty standards. From Self-care rituals to thoughts on cosmetic surgery. I am growing a platform which will serve as a retrospective and a place for discussion.





four tales of burberry

Releasing editorial content on Farfetch for the Burberry FW19 collection.
Using the Burberry narrative of ‘The Boy’, ‘The Gentlemen’, The Girls’ & ‘The Lady’ we
street cast different communities within London and asked them to tell their stories.

Photographer Luca Anzalone
Director James J Robinson
Stylist Peghah Maleknejad
Casting Director Irene Manicone



‘The Boys’ [Click for lowres](#)



‘The Gentlemen’ [Click for lowres](#)



‘The Girls’ [Click for lowres](#)



‘The Ladies’ [Click for lowres](#)

ralph lauren's americana

Ralph Lauren multi-line campaign on Farfetch. Shooting Americana inspired looks across mens and womenswear with Stylist Julia Sarr-Jamois and photographer Scott Trindle we created a whole house story mixed between Ralph Lauren, Polo, Purple and RRL that existed in it's own shopping experience on the Farfetch website and app.

Photographer Scott Trindle

Director Jacob John Harmer

Stylist Julia Sarr-Jamois

Casting Director Irene Manicone





taken by the hand

‘Taken by the Hand’ is a collection of five worlds colliding for one unifying dance. Our movement represents time, its passage and its impact, our emotive performance is combined with messages of community. As an antidote to the zeitgeist of youth, our film addresses the topic of age. Its narrative celebrates our elders whilst hearing honest accounts of their place within today’s society and how their experiences with dance have re-informed their perceptions around aging.

Photographer Tom Sloane

Director of Photography Alex Reid

Creative Director Elizabeth Arifen

Stylist Lorna McGee



‘Taken by the Hand’ [View on Nowness](#)

marni's fauna tropicalia

Tropicalía inspired the SS20 campaign for Marni and in turn inspired our story for Farfetch. My interpretation of the jungle haze themed SS20 Marni collection by the beautiful mind Francesco Risso for Farfetch.

Photographer Luca Anzalone

Stylist Chloe Grace Press

Casting Director Irene Manicone

Set Design Afra Zamara





buzz club

A self initiated project in aid of Macmillan Cancer Support. Punk inspired cuts across a series of characters to draw attention to the ‘Brave the Shave’ campaign. Our story was published across The Altered States Magazine network.

Photographer Rodrigo Carmuega
Stylist Emelie Hultqvist
Hair Stylist Sven Bayerbach
Makeup Artist Kristina Ralph Andrews



together in burberry

Partnering with Burberry for Matchesfashion saw a new take on creative relationships. Focusing on creative couples for a new Matchesfashion social series: Ronan Mackenzie and partner Diogo Rodrigues wear Burberry’s new collection in an intimate recollection of their meeting, their process, their inspirations and what Burberry means to them.

Photographer Richard Dowker
Creative Director Simon Chilvers
Stylist Alesha Jivanda





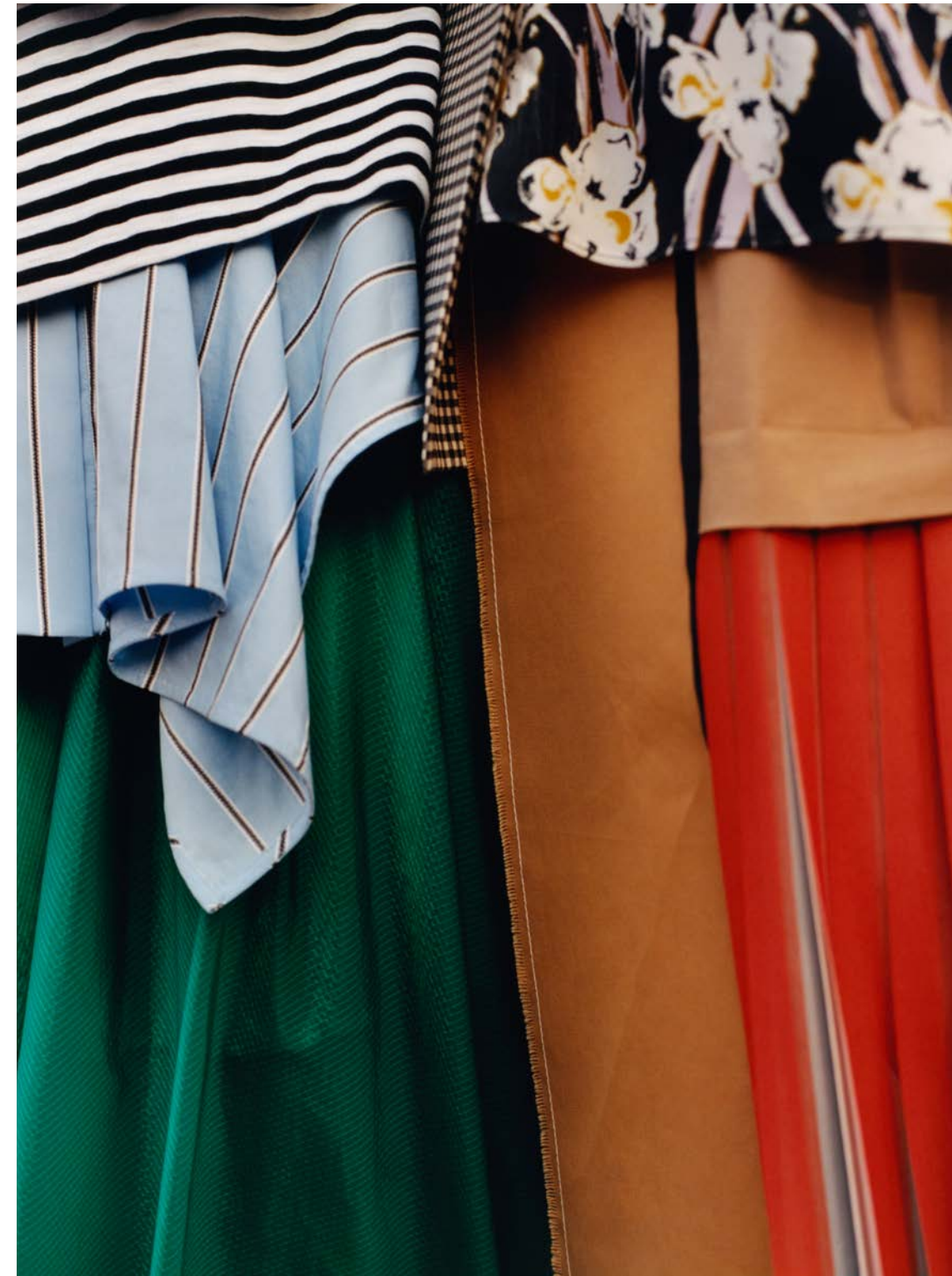
havana alemán

A mini adventure starring three women who decide to seize the day. Showcasing German luxury brand, Dorothee Schumacher in a lighter, more youthful way for the Farfetch audience. Playing with styling, attitude, tone and colour.

Photographer/Director Camille Summers Vali

Director of Photography Maximillian Pittner

Stylist Julie Ragolia



Campaign film <https://vimeo.com/321047214>

a nichols britalia for vogue

To celebrate the launch of the Britalia concession Harvel Nichols partnered with British Vogue. Inspired by the Shop Boy's of history and powerful Italian fashionistas - we told the story of a culture clash in the midst of a late night shopping session in Knightsbridge.

Director Federico Urdaneta

Stylist Sam Ranger





a menagerie of memories

Inspired by Riccardo Tisci's memories of his initial time in London. We created a surreal studio world based on the combination of man-made natural elements for the late 2020 launch on Farfetch.

Photographer Marcin Kempski

Stylist Ola Ebiti

Set Designer Joanna Goodman



a moment in rado

To showcase Rado across the Farfetch network we created a simple, paired back story that focuses on the design elements of each of Rado's timepieces. Using sculptural elements within our set, cool lighting and grade we highlighted the elegance of each piece.

Photographer Charlie Gates
Stylist Ola Ebiti





simulation balenciaga

Riffing off the gamification of Balenciaga's FW21 show, we worked with photographer Romain Duquesne to create our 'Sims' inspired Balenciaga creations for editorials on Matchesfashion and a story on social media.

Photographer Romain Duquesne

Creative Director Simon Chilvers

Stylist Alessia Simpson

Set Design Samuel Pidgen



ferragamo in firenze

Showing the Farfetch audience a little slice of Ferragamo history by shooting Accessories and Ready-to-Wear on the streets of Florence. Using nods of colour from the location to bring out the rich colours within the collection.

Photographer Luca Khouri
Videographer Maximillian McKay
Casting Director Irene Manicone
Stylist Marika Ella Ames



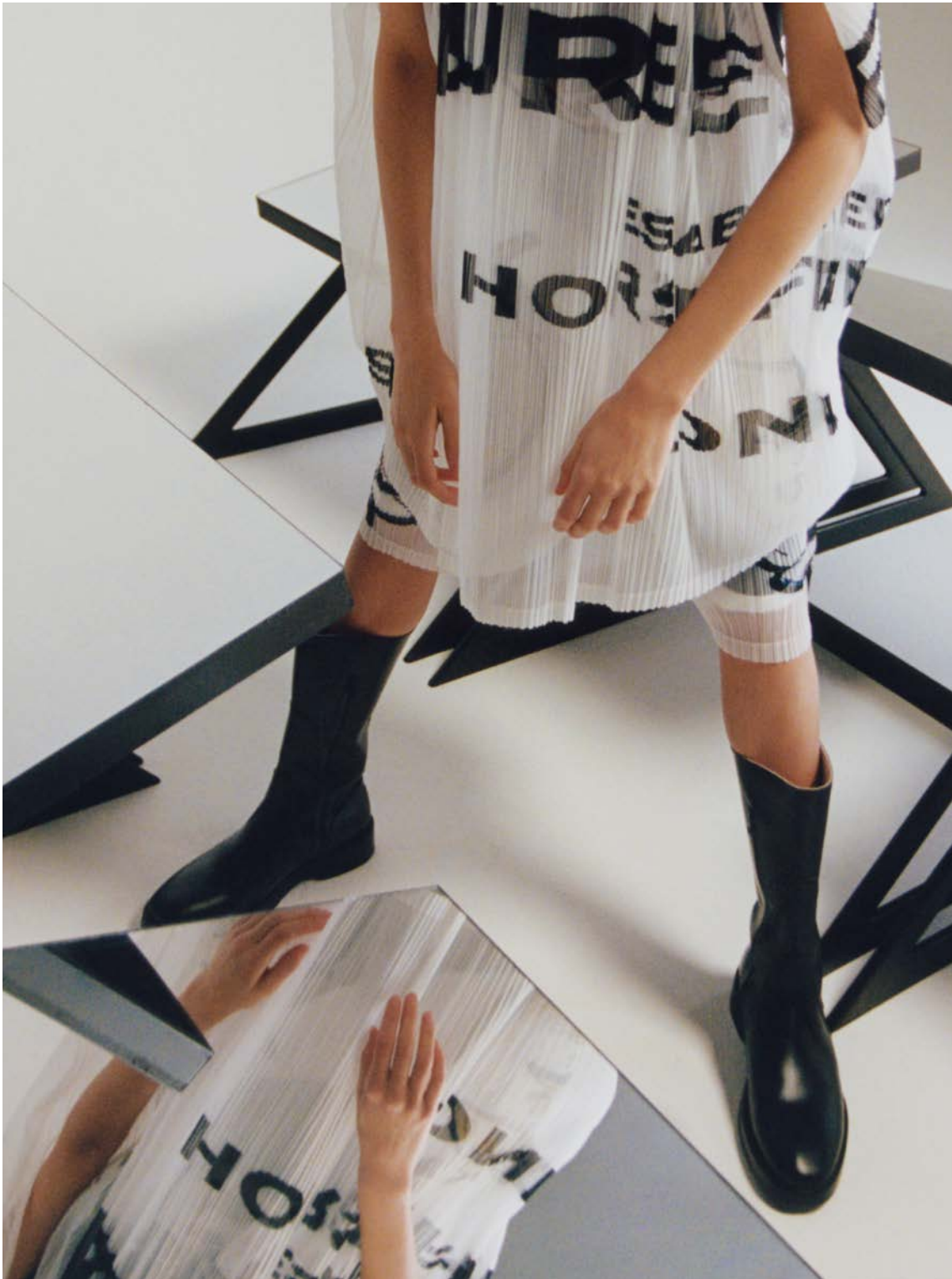
Behind the scenes <https://vimeo.com/367616433>



androgynous in burberry

Kerolyn Soares wears both the men's and womenswear collections of Burberry in a gender blurring representation of the SS21 collection of Burberry across the Farfetch network. A first of its kind for the website which architecturally needs to focus on single gender.

Photographer Luke Casey
Stylist Davey Sutton



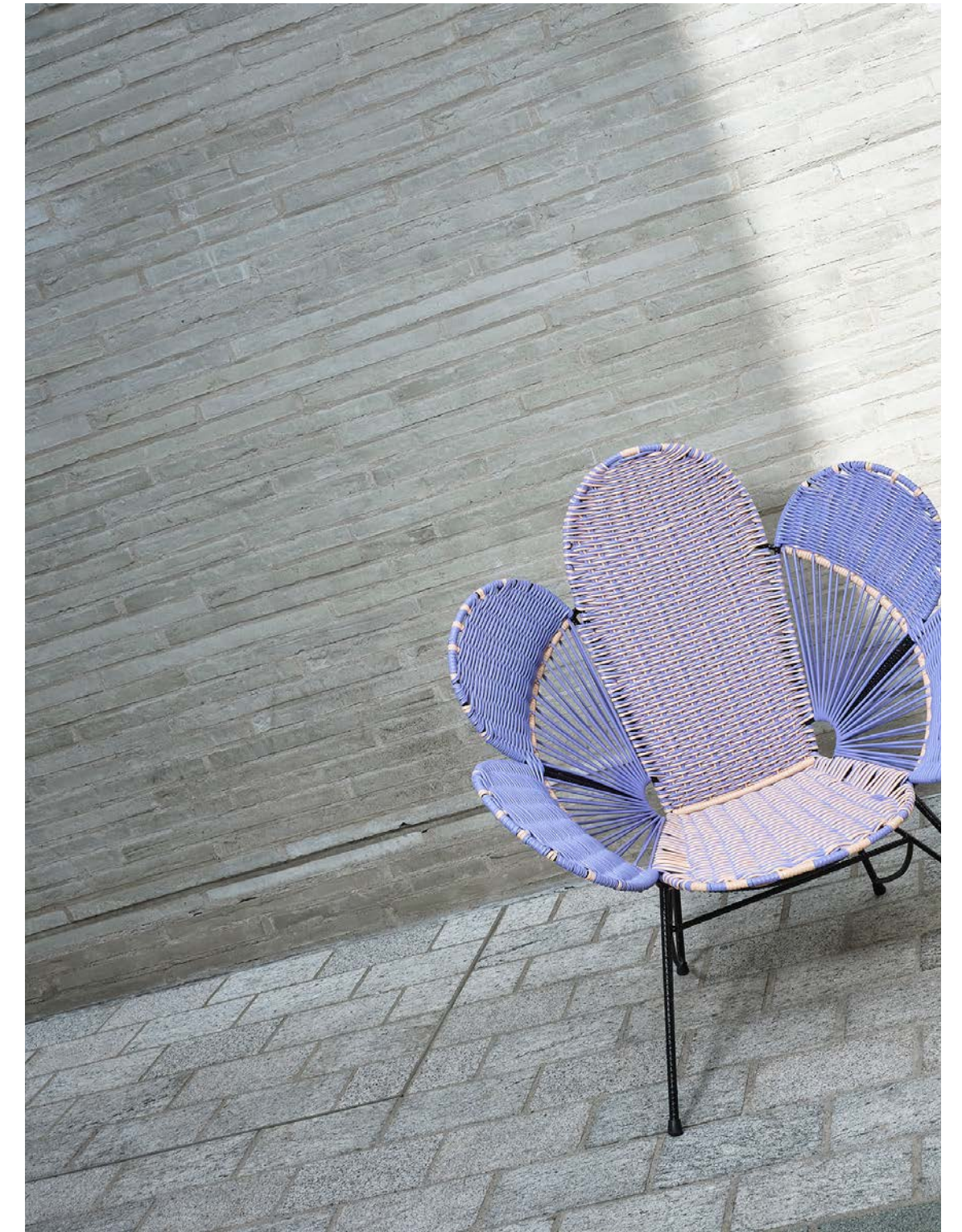
marni in mayfair

To launch Marni Market on Matchesfashion, we worked with photographer Jermaine Francis. His eye for London's intricacies is second to none and his documentary style photography was exactly what we needed to showcase this artisanal homeware offering.

Photographer Jermaine Francis

Creative Director Simon Chilvers

Prop Styling Chris Hobbs



Social content https://www.instagram.com/reel/CPoFR_rnMsk/



Change the Narrative

slogan psychadelia for fenty

Launching FENTY across the Farfetch network with a series of images covered in positive slogans such as “Change the Narrative” and “Shape Your Future”. These beats were created with the intention of amplifying the idea of gender fluidity that the pieces in the collection embodied. The warped typography was designed to reference visual cues from the collection and tie the whole piece together.

Photographer Axel Morin
Stylist Samia Giobellina
Casting Director Svea Greichgauer



cîroc for vogue

An accessory/location based story designed to exist within an interactive microsite on British Vogue. Visuals for vodka based cocktails as an expression of accessories for Cîroc.

Photographer Victoria Ling

Set Design Carrie Louise



