

ADVERTISING



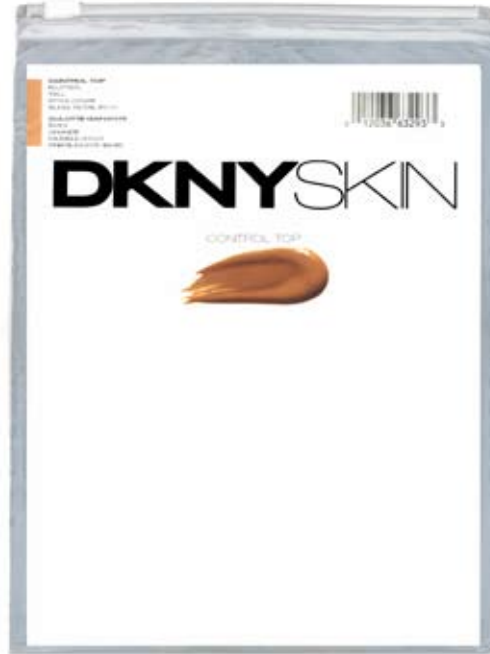
ART DIRECTED THE LAYOUT OF THIS GATEFOLD FROM *NEW YORK TIMES MAGAZINE*, AUGUST 29, 1999  
WITH THE PREMIERE LISTING OF THE DKNY FLAGSHIP

MAGALOUQUE FALL 1999, NO. 2



ART DIRECTED THE DKNY MAGAZINE/CATALOGUE. THIS IS A SPREAD FROM THE SECTION TITLED *BLACK OUT—THE BEST OF DKNY ALWAYS COMES IN BLACK ...* I LAID OUT THE BLACK & WHITE PHOTOGRAPHY OF MIKAEL JANSSON LIKE ROLLS OF FILM WITH BANDS OF NEON YELLOW TO ADD A BRIGHT POP TO THE MOVEMENT OF NYC.

PACKAGING



ART DIRECTED THE DKNY SKIN PACKAGING, USING SWATCHES OF FOUNDATION TO REPRESENT THE SHADE OF PANTYHOSE. EACH SWATCH WAS SLIGHTLY DIFFERENT. THE MARKETING BEHIND THE LINE WAS COPY THAT COULD HAVE BEEN TALKING ABOUT MAKE-UP FOUNDATION. "...GIVE LEGS A NEW SENSE OF VITALITY AND A MORE FLAWLESS LOOKING GLOW."

ADVERTISING



THIS WAS THE INTERIOR OF A *pleasures* GATEFOLD, LAID OUT TO LOOK LIKE SCRAPBOOK PAGES. I CREATED THE CONCEPT BEFORE THE SHOOT SO PHOTOGRAPHER, MARIO TESTINO KNEW TO SHOOT THE SERIES.

ADVERTISING

Makeup made perfect  
from shade to finish

A shade for every skintone, a formula for every skintype and the finish you want from matte to glowing—along with expert advice. Find perfection at Estée Lauder.

New Ideal Matte Retouching Makeup SPF 4  
An incredibly air-light essence makeup with innovative "anti-makeup" technology. The natural matte finish looks perfected, fresh and powder-free.

Double Wear True-to-Place Makeup SPF 40  
Keeps skin looking hydrated, breathing comfortably without changing color, fading or creasing off on clothes.

Equalizer™ tinted makeup SPF 30  
The latest "smear" technology in a skin-balancing formula. Controls oiliness, balances

moisture. Skin perfectly fresh, even-toned and color free all day.

Flawless Age-Defying Makeup SPF 15  
Light, silky, hydrating formula. Makes any skin seem to disappear. Skin appears smoother, firmer with a visible "lift".

Sci-Biglerick™ multi-Dimensional Makeup SPF 4  
"Quadruple" technology. Defines makeup from an oily look to optimal light texture that keeps you looking natural, radiant and not. Skin comfortable, flawless.

\*% oil and associated pore-clogging.



ESTÉE LAUDER  
Defining beauty

THIS WAS A FOUNDATION ADVERTORIAL. I WORKED WITH SHU AKASHI, PHOTOGRAPHER TO CREATE THE MULTIPLE FOUNDATION COLORS POURING FROM THE ONE JAR ALONG WITH THE PRODUCT PHOTOGRAPHY. THERE WERE 5 OR 6 DIFFERENT PRODUCT GROUPINGS FOR THE SAME NUMBER OF ADVERTORIALS.

ADVERTISING

Transform yourself.  
New, Prime FX  
Correct, Retexturize, Brighten.

Now you have the power to transform your look. Brighten skin where it's dull. Correct discolor where it's red, white or oily. This creates the special effects with the collection of primers and defines with *wearable Photo Optics™* technology. It's makeup artistry made simple. Professional looks that brighten, highlight and fresh. *Real beauty. This is how great faces are made.*



[www.esteelauder.com](http://www.esteelauder.com)



ESTÉE LAUDER  
*Defining Beauty*

THIS AD WAS ONE OF THE NEW/UPDATED LAYOUTS FOR ESTÉE LAUDER. PRIME FX IS A MAKEUP PRIMER. DIFFERENT COLOR CAPS ARE FOR DIFFERENT SKIN TONES. USING A CLEAN SHOT OF CAROLINE I ADDED THE PLEXI-LIKE COLORED PANELS. TO SHOW THE EXAGGERATED EFFECT.

SPG SELECT

THE WESTIN PARIS, FRANCE



THE GOAL OF THE STARWOOD PREFERRED GUEST SHOOT WAS TO CREATE IMAGES THAT A PERSON WOULD VIEW AND IMAGINE THEMSELVES AT THAT LOCALE. THE REFLECTION SHOWS THE VIEW OF THE HOTEL'S COURTYARD, AS TWO DINERS MIGHT SEE IT.

SPG SELECT

LE MERIDIEN KHAO LAK BEACH RESORT & SPA, THAILAND



THIS SHOT IS A VIEW THROUGH A PORTAL INTO A LUXURY SUITE AT THIS RESORT & SPA.

SPG SELECT

THE WESTIN LANGKAWI RESORT & SPA, MALAYSIA



HERE ONE CAN DREAM OF A ROMANTIC DINNER SERVED ABOVE THE NIGHT WATERS ON THE STRAIT OF MALACCA.