

Luke Brown

A collection of work
from 2017-19

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August 2019

Profile

About

London-based designer with a passion for everything digital. Currently working as a Designer at HYPEBEAST within the brand partnerships team, working with clients mainly in the fashion industry.

Has also recently created and launched a side-project, 9by16. A platform to house inspiration for portrait video content.

Awards/Press

D&AD New Blood Graphite Pencil 2017
Re:nt by John Lewis

Creative Review Talent Showcase, 2017

D&AD New Blood Awards, 2017

Experience

HYPEBEAST – Designer
March 2018 – Present

Ragged Edge – Design Intern
February 2018

BrandCap – Design Intern
October 2017 – February 2018

Root – Design Intern
September 2018

DixonBaxi – Design Intern
August 2018

Williams Murray Hamm – Design Intern
July 2018

D&AD New Blood Academy – Attendee
June 2018

Thinking Juice – Design Intern
June 2017, November 2017 – January 2018 (Part Time)

Moncler Genius

Moncler Genius 2018 consisted of 8 designers who produced capsule collections. To launch this on HYPEBEAST, we 8 lookbooks (1 for each designer) along with some video content. This was then all collated and housed into a digital hub that lived on HYPEBEAST.com. The experience was then translated into Japanese to live on HYPEBEAST.jp.

My role was to design and build the hub, produce motion graphics for social content and also to design display ads to drive traffic to the hub.

at HYPEBEAST, 2018



1

PIERPAOLO PICCIOLI



Pierpaolo Piccioli is a designer and creative director with a firmly established aesthetic vocabulary.

Piccioli's work can often make one feel as though they've entered another world. In this case, a divine world featuring A-line puffer capes, skirts, elbow-length gloves, and capelets designed to evoke the Madonna.



Held to a league of their own, Moncler's reimagined outerwear waltzes and floats through a historical urban landscape;

the iconic Moncler puffer jackets take statuesque shapes as their black, off-white, and berry-toned pieces gleam through the night.



NEXT

CHOOSE COLLECTION

PIERPAOLO PICCIOLI

1

2

1952

GRENOBLE

3

4

SIMONE ROCHA

CRAIG GREEN

5

6

NOIR KEI NINOMIYA

FRAGMENT
HIROSHI FUJIWARA

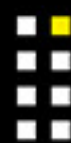
7

8

PALM ANGELS

MONCLER
GENIUS

BACK TO TOP



2

1952

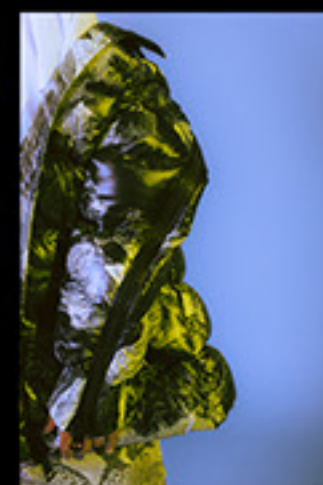
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NEXT →

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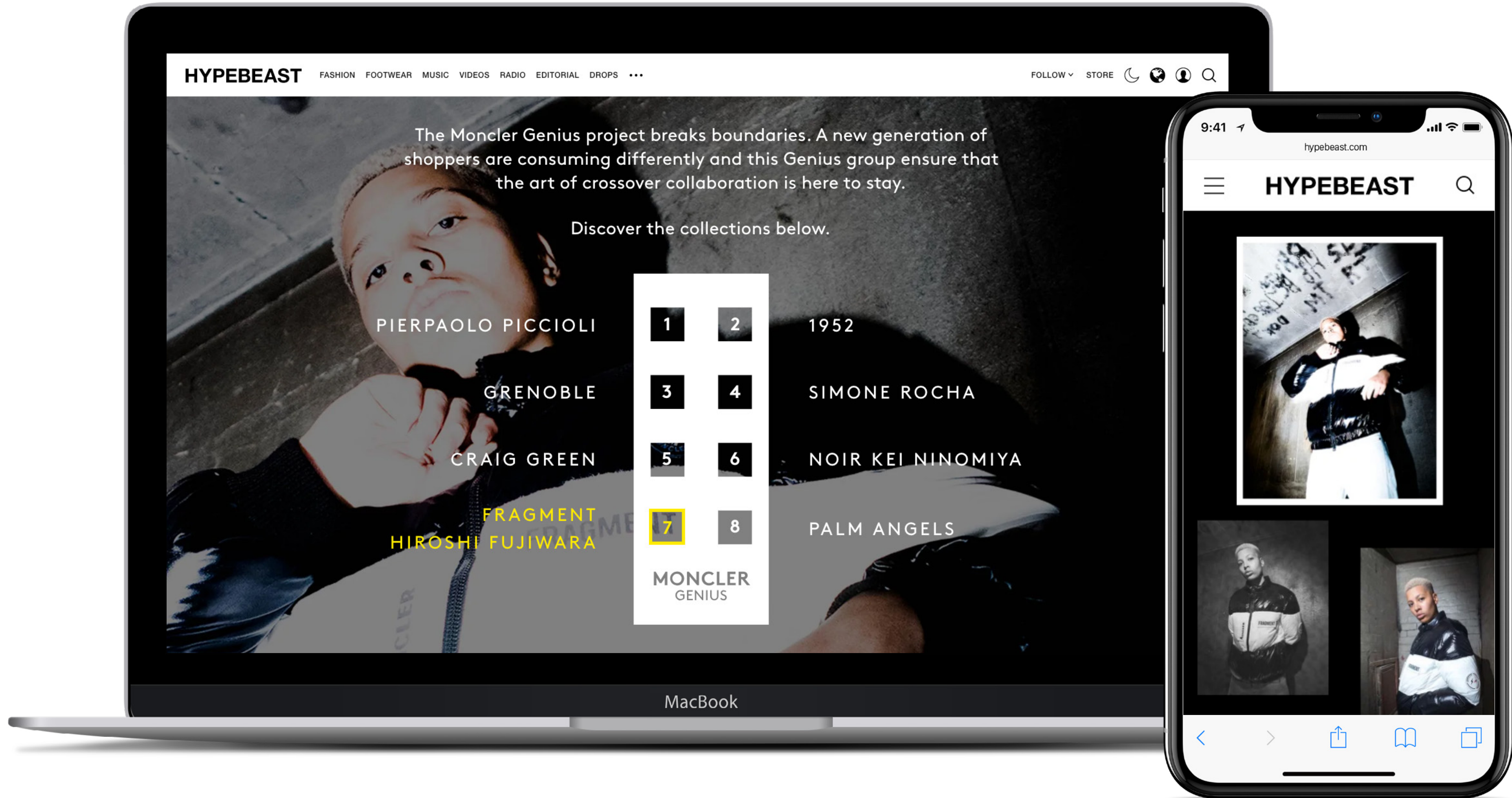
FRAGMENT HIROSHI FUJIWARA

7

8

PALM ANGELS

MONCLER GENIUS



The Moncler Genius project breaks boundaries. A new generation of shoppers are consuming differently and this Genius group ensure that the art of crossover collaboration is here to stay.

Discover the collections below.

PIERPAOLO PICCIOLI

1

2

1952

GRENOBLE

3

4

SIMONE ROCHA

CRAIG GREEN

5

6

NOIR KEI NINOMIYA

FRAGMENT
HIROSHI FUJIWARA

7

8

PALM ANGELS

MONCLER
GENIUS

MacBook



[View in Browser ↗](#)

Nike Air Max Dia

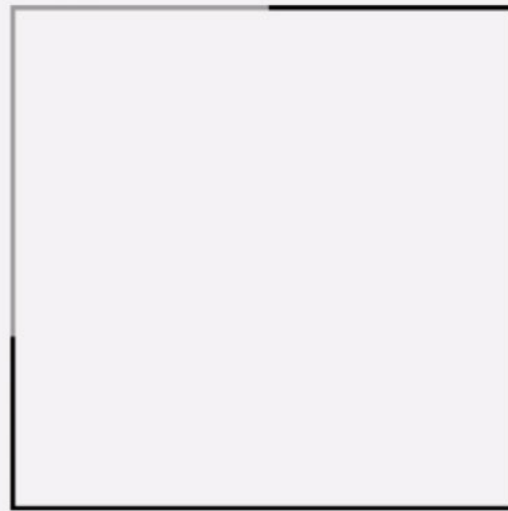
To launch the first exclusively women's Air Max design and position it as the sneaker for fashion-forward creatives, we created 3 individual films and shoots in a different European location. 2 of these were interactive films:

“Nail that Job” had shoppable hotspots and “Style it Yourself” was a ‘choose your own adventure’ film — similar to that of Bandersnatch from Netflix.

My role was to design the title cards, motion graphics and take the videos and make them ‘interactive’. I was also heavily involved with the planning of both videos, to ensure we received the final video in the correct structure/formats.

at HYPEBEAST, 2019





REPLAY

SHOP NOW

STYLE IT YOURSELF

Select the items to assemble your unique outfit

01A S2-01A D2-01A

02AA S3-02AA D3-02AA

03AAA AAA

03AAB AAB

03ABA ABA

03ABB ABB

03BAA BAA

03BAB BAB

03BBA BBA

03BBB BBB

01B S2-01B D2-01B

02BA S3-02BA D3-02BA

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REPLAY

adidas Loops

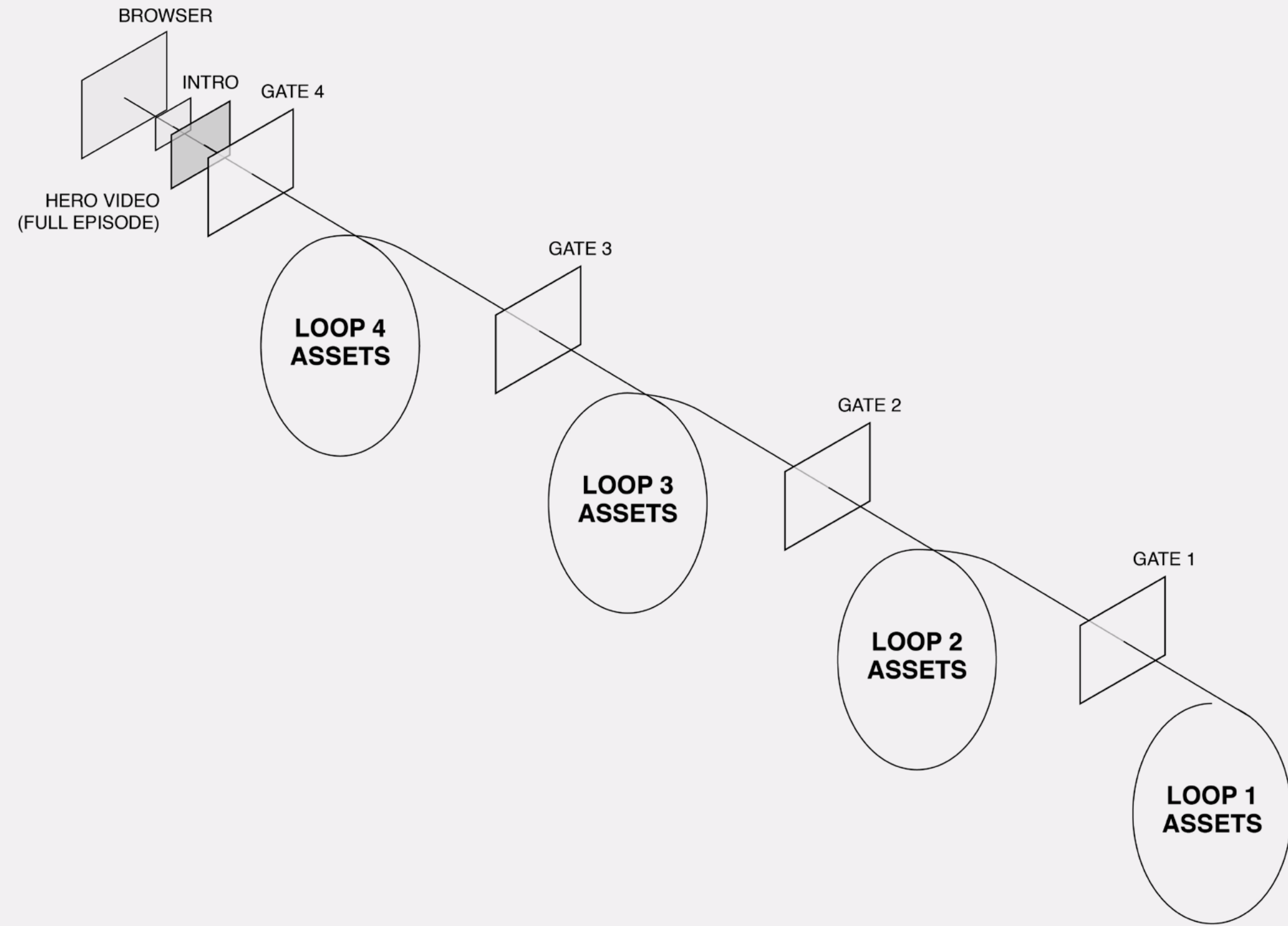
adidas were looking for a highly interactive format to promote their photography assets for their Loops campaign in collaboration with Foot Locker. To take the campaign title “Loops” one step further, we created a digital experience based on a ‘loop’ of assets.

Each episode was designed using adidas’ assets and we worked with an external developer to build the experience.

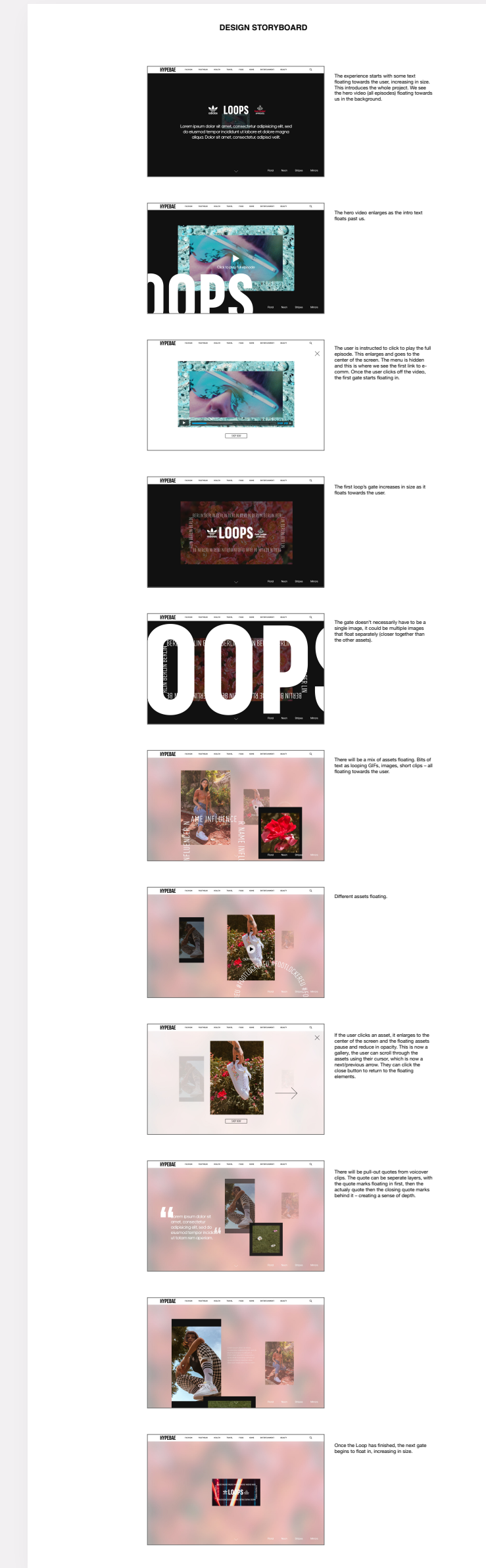
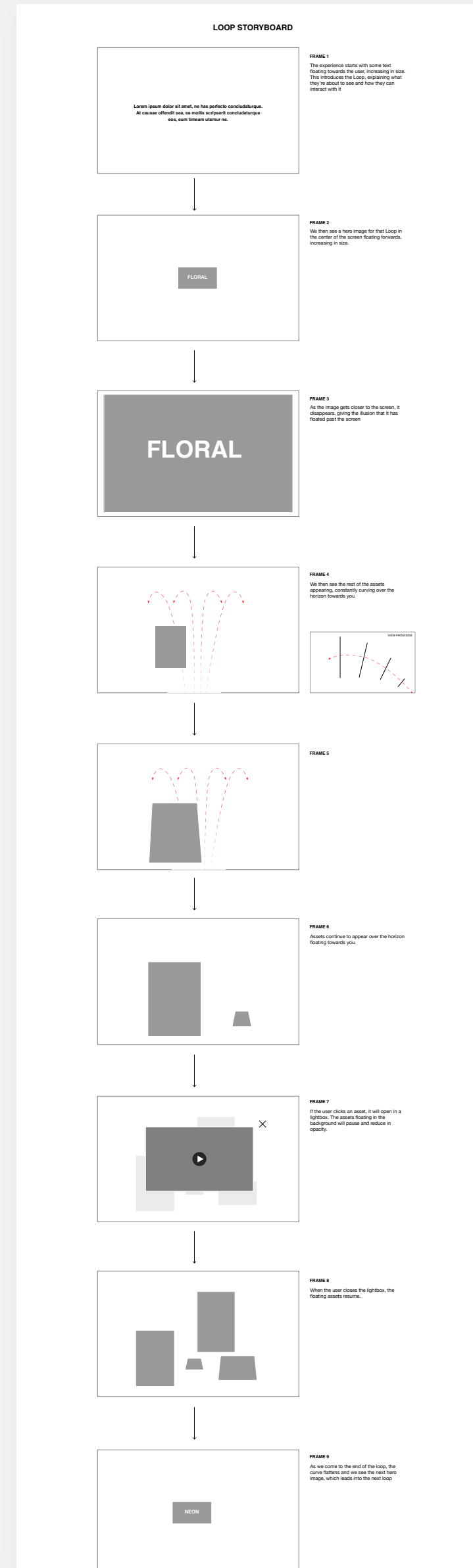
My role was concept development, designing the wireframe and the final experience. I was also liaising with the developer to ensure it was built on time and to the required standards.

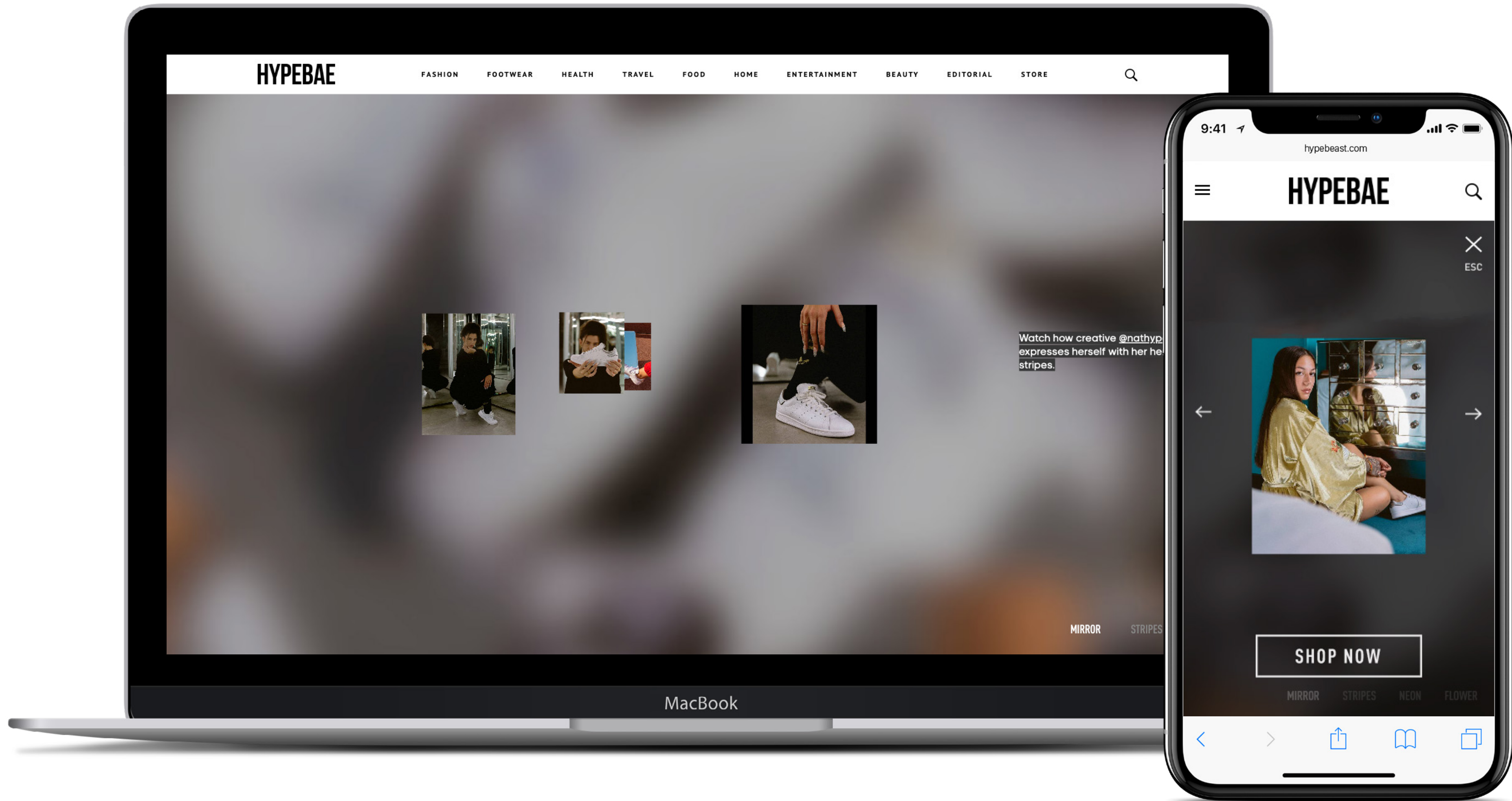
at HYPEBEAST, 2018

User-flow diagram



Wireframes





[View in Browser ↗](#)

Burberry SS19

To launch Burberry's Spring/Summer 19 collection, they approached HYPEBEAST to create a disruptive display ad format. The aim was to house their photography assets in an innovative format that would encourage users to explore the lookbook. We worked with Burberry's creative team to design and develop a bespoke format that took over HYPEBEAST's site for a few days at a time over the course of 4 weeks.

My role was to design and work with our development team, based in Hong Kong, to ensure the format was built to the required standards.

at HYPEBEAST, 2019



[View in Browser ↗](#)

Mulberry SS19 Accessories

We produced a shoot and digital lookbook to launch Mulberry's new range of accessories. They were keen to target a new younger audience interested in streetwear. We produced a photoshoot with models within our space and then designed a lookbook to launch this on HYPEBEAST.com.

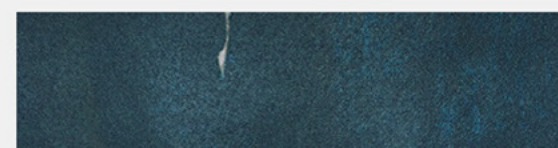
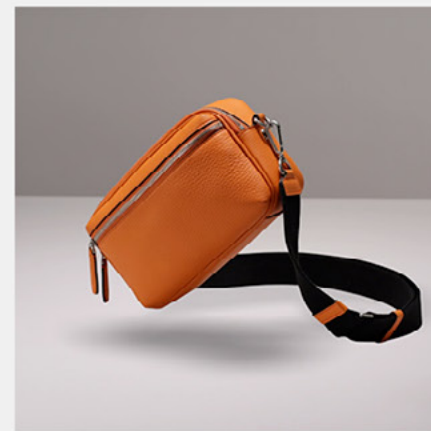
My role was to design and build the digital lookbook. I also worked with the digital artist to ensure the GIFs/looping videos were supplied in the correct formats.

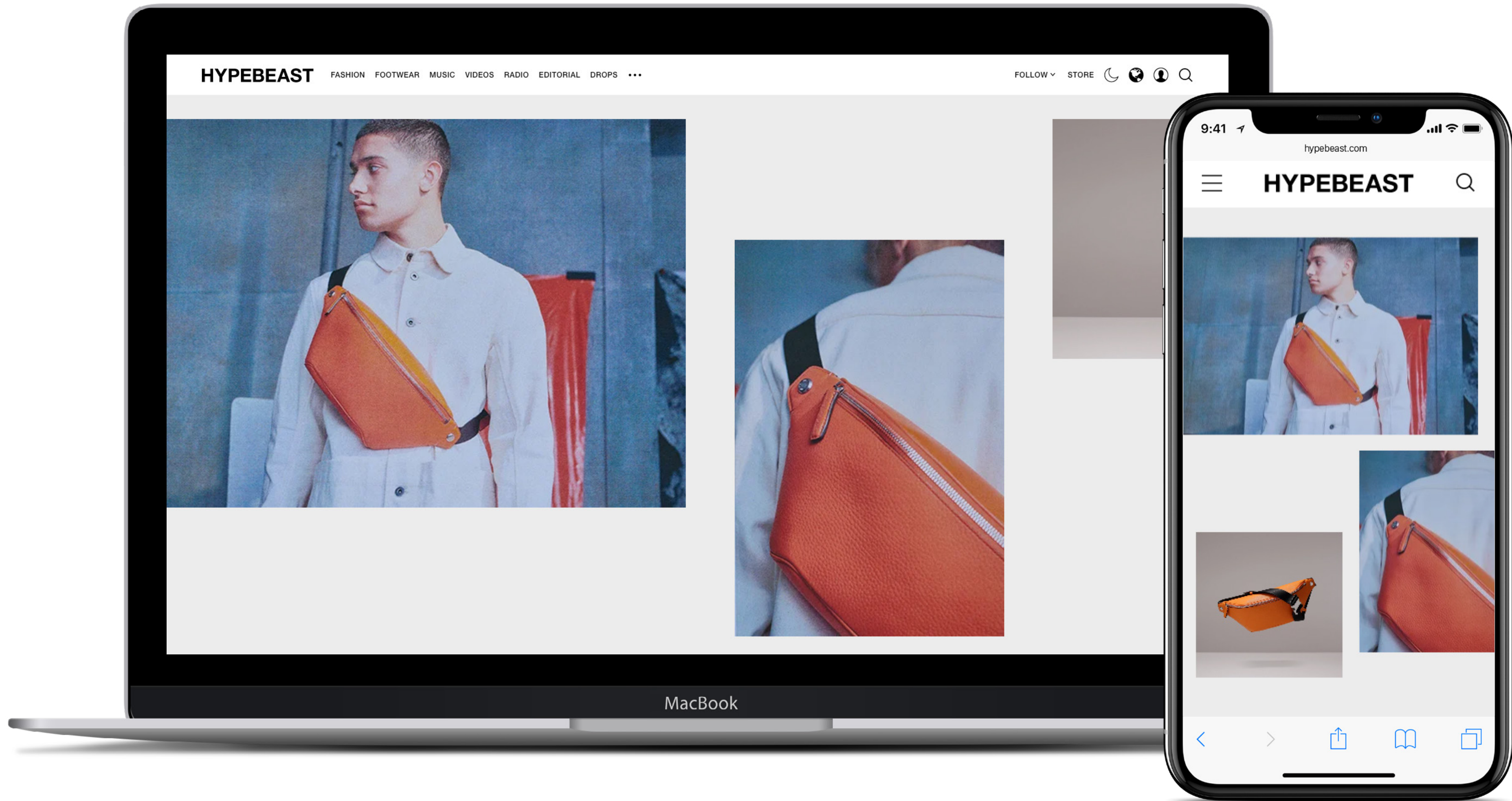
at HYPEBEAST, 2019

Introducing Mulberry SS19 Leather Goods. Designed with the modern urban lifestyle in mind, the British brand has introduced three collections: Zipped, Urban and City.

Spring Summer silhouettes remain relaxed yet tailored with athletic accents. Mulberry introduces small leather goods with exposed zips, lanyard accents and snap hooks with studs and metal chains.

SCROLL TO DISCOVER





[View in Browser ↗](#)

Re:nt by John Lewis

Re:nt by John Lewis is a concept that enables young people living in cities to rent good-quality furniture on a temporary basis. It is estimated that nearly 60% of adults will rent their homes by 2025. This often means that people don't have a long-term fixed home, preventing them from buying expensive furniture for the long-term.

We're living in a temporary world, where we subscribe for our entertainment, pay monthly for our phones and rent our homes. So why don't we apply this concept to furniture?

This was a response to a D&AD New Blood brief in 2017 and was a Graphite Pencil winning concept.



Generation rent: only 26% of young adults will be on housing ladder by 2025

the guardian

UK world politics sport football opinion culture business lifestyle fashion environment tech travel

Generation rent? Now the government wants to help you out

CITYA.M.

Latest news Most popular Opinion City Talk

Home Industries Property

Room to grow: The garden for generation rent to take with them

The Telegraph

HOME NEWS SPORT BUSINESS ALL SECTIONS

NEWS MOST VIEWED

- BBC viral video family on how their children gatecrashed the interview: 'She was in a hippy-hoppity mood that day'
- Nicola Sturgeon abandons bid to remain in EU as poll shows record level of Euroscepticism in Scotland

'Generation rent' - trapped with no hope of buying a home

News

Next on TV Tonight, 7pm

UK WORLD POLITICS BUSINESS SCIENCE

'Generation rent' have half the money of those a decade older

EveningStandard

News Football Going Out Lifestyle Showbiz Homes & Property Food Month

What is generation rent and how does the Help to Buy scheme work?

METRO

NEWS... BUT NOT NEWS

110.6M

HOME NEWS SPORT ENTERTAINMENT LIFESTYLE VIDEO MORE

Housing crisis means 1.5m adults living with parents - is this a good idea?

msn

Personal Finance Career Technology Buying a car Save Money Credit Cards Exchange Rates My Watchlist Other

At the age, their parents were proud homeowners. But countless well-paid professionals are trapped in rental - fearing they'll NEVER afford a home

daily mail

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DON'T MISS

- Life's a peach! Victoria's Secret model Devon Windsor parades her pert posterior as she strips off to reveal patterned thigh bikini at Miami Beach
- Little Mix-up? Jessy Nelson sparks rumours of a rift with Perrie Edwards as she defiantly posts SEVEN shots of her outfit... after getting CROPPED OUT
- TOWIE's Pete Wicks BLASTS 'disrespectful' Celebs Go Dating claims in midst of split... as ex Megan McKenna reveals she's had 'enough of the s**t'
- Brasserie Ireland Baldwin looks worse for wear as she

Generation rent: young, married, pregnant and stuck in a house share

The Telegraph

Money | Property

House prices Buy Sell Renting Properties abroad Luxury property

Money - Property - Renting

- Four cheap...
- How to £100k...
- How to live in London...

This is a housing crisis, intervention it will ban welfare state

INDEPENDENT

News Politics Voices

Locked out of home ownership for a lifetime, the state will ban welfare state when they are retired and still living in the high-cost rental when they are retired and still living in the high-cost rental when they are retired and still living in the high-cost rental

A new study has revealed that a lack of affordable housing is sending adults back home to live with their parents. It suggests there could be 3.8 million people aged between 21 and 34 living with their parents by 2025.

Kim Kardashian Wears

Another Kim Kardashian

Resolution Foundation finds barely half of British families own their own home

overstate UK home ownership - s

Resolution Foundation finds barely half of British families own their own home in research highlighting rise of renting

Most popular

- The Treasury drops NICs increase for self-employed in major U-turn - Politics live
- Judges quash UK marine Alexander Blackman's murder conviction

Home How it works **Products** Help search Re:nt

John Lewis > Rent > Checkout

Basket

Photo	Name	Price	Quantity
	Jasper 6 Seater Dining Table Product ID: 57893 Notes: NA	£100	1
	Curve Dining Chair Product ID: 48244 Notes: Bundled item	£20	6
Total: £220			

Payment plan

£10 a month
22 month contract

[See full payment plan Terms & Conditions here](#)

Delivery

< March 2017 >

M	T	W	T	F	S	S
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Selected date/time

Date
Wednesday 29th March 2017

Time
7PM - 8PM

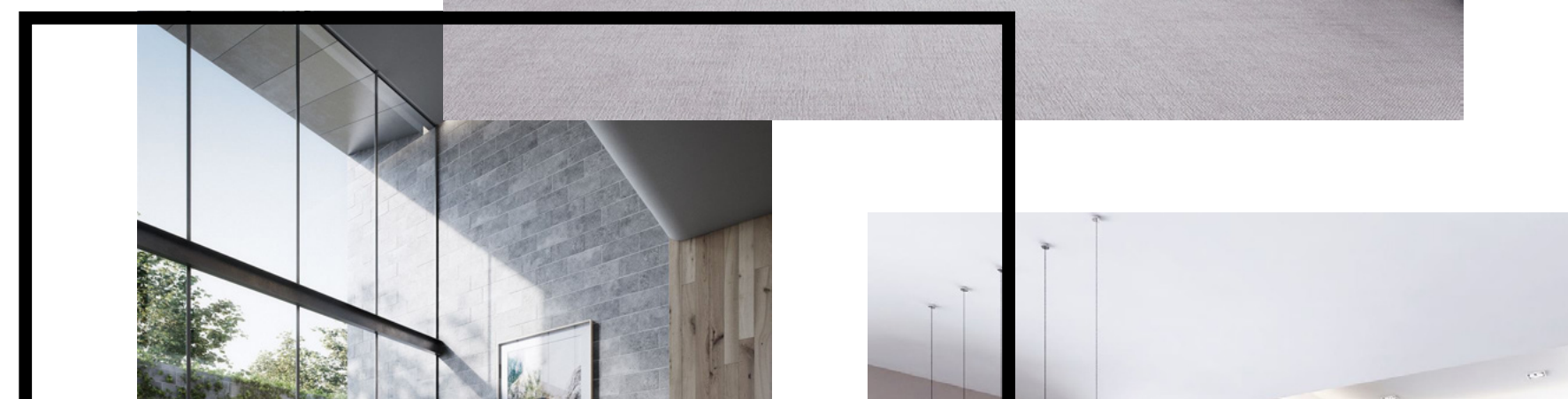
Sub total: £220
Delivery Charge: FREE
Total to pay now: £22

Re:nt Now



by John Lewis

Re:visualise your living space with our inspiration section



Havana Club x Places+Faces

Places+Faces collaborated with Havana Club to produce a capsule collection inspired by the culture of the rum brand's native city. Consisting of monochromatic T-shirts, Hoodies, a cap and a highly exclusive, limited edition Havana Club bottle, the collection was available to buy from both Places+Faces' online store and HBX.com.

To promote the collection, we produced flyposters that were then distributed all over Europe. 10,000 copies were printed over Europe.

My role was to design these flyposters and then prepare them for print.

at HYPEBEAST, 2019

RIAS KAMMER CHOR BERLIN

Saison 2018-19

LIMITED COLLAB NOW AVAILABLE ON HBX.com AND PLACESPLUSFACES.com

PLACES FACES

LIMITED COLLAB NOW AVAILABLE ON HBX.com AND PLACESPLUSFACES.com

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Saison 2018/2019
 Chefdirigent: ESKEN TACCIATI
 KONZERTE IM ABONNEMENT

RIAS KAMMER CHOR BERLIN

Saison 2018-19

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Saison 2018/2019
 Chefdirigent: ESKEN TACCIATI
 KONZERTE IM ABONNEMENT

entzerr

NADA



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Ver UK, ES Resp: M France, Medialand sprl, c/o Trade Mart - PB 340, 1, Atomium Square, 1020 Brussels

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HBX.com AND PLACESPLUSFACES.com

Ver UK, ES Resp: M France, Medialand sprl, c/o Trade Mart - PB 340, 1, Atomium Square, 1020 Brussels

Shoreside&Cliffside

A luxury property development based near Bournemouth.
This project was to create some branding for a new set of
apartments opening in Dorset.

(Work in Progress) 2019



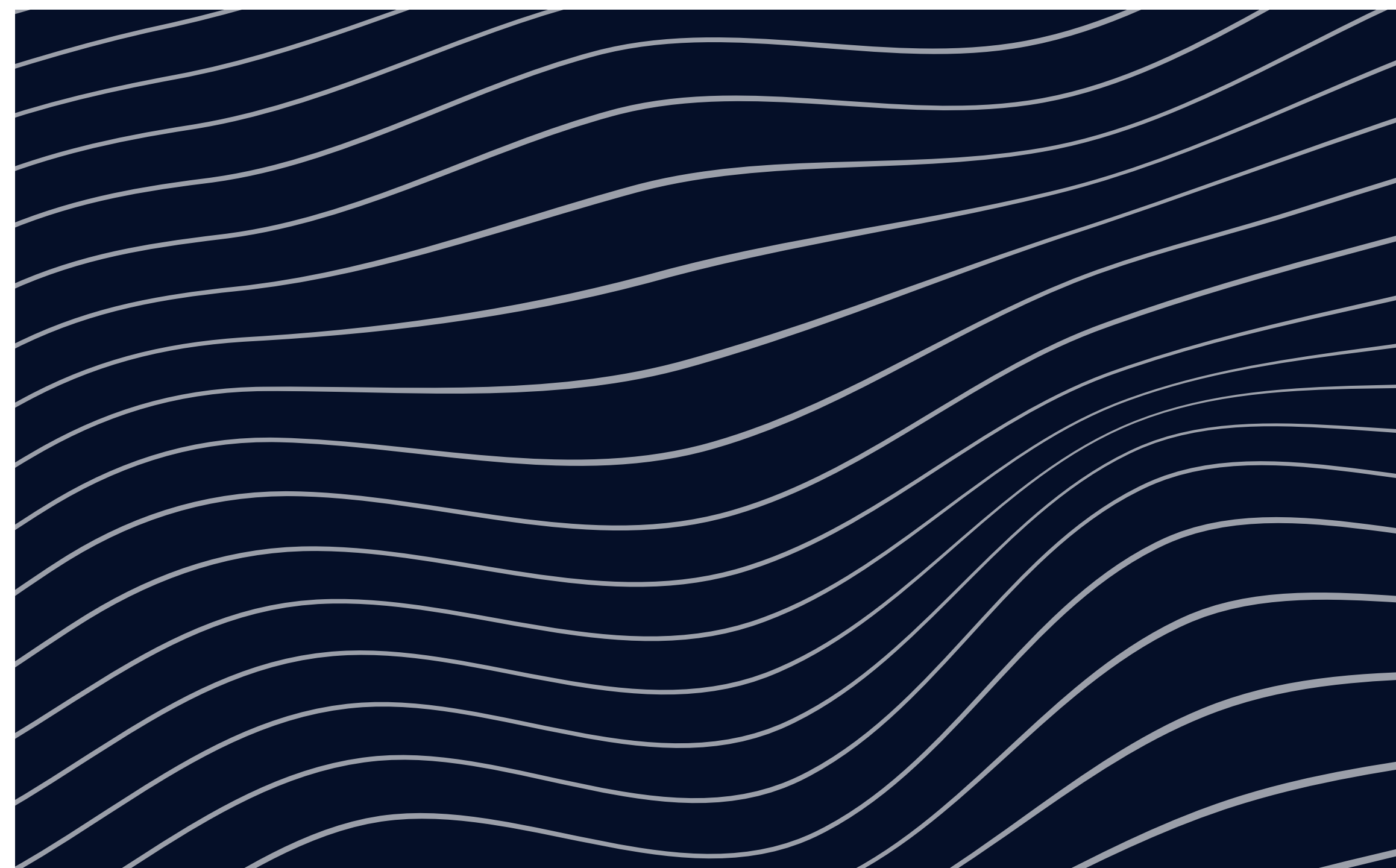
SHORESIDE
& CLIFFSIDE

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MANAGING DIRECTOR

TOM@CULLEN-HOMES.CO.UK
+44 (0) 7825631234

4 AUSTIN HOUSE
BOURNEMOUTH
BH4 9PN

SHORESIDE
& CLIFFSIDE



SHORESIDE
& CLIFFSIDE

6-9 POOLE ROAD, DORSET

4 NEW HOMES
AVAILABLE NOW

CULLEN-HOMES.CO

9by16

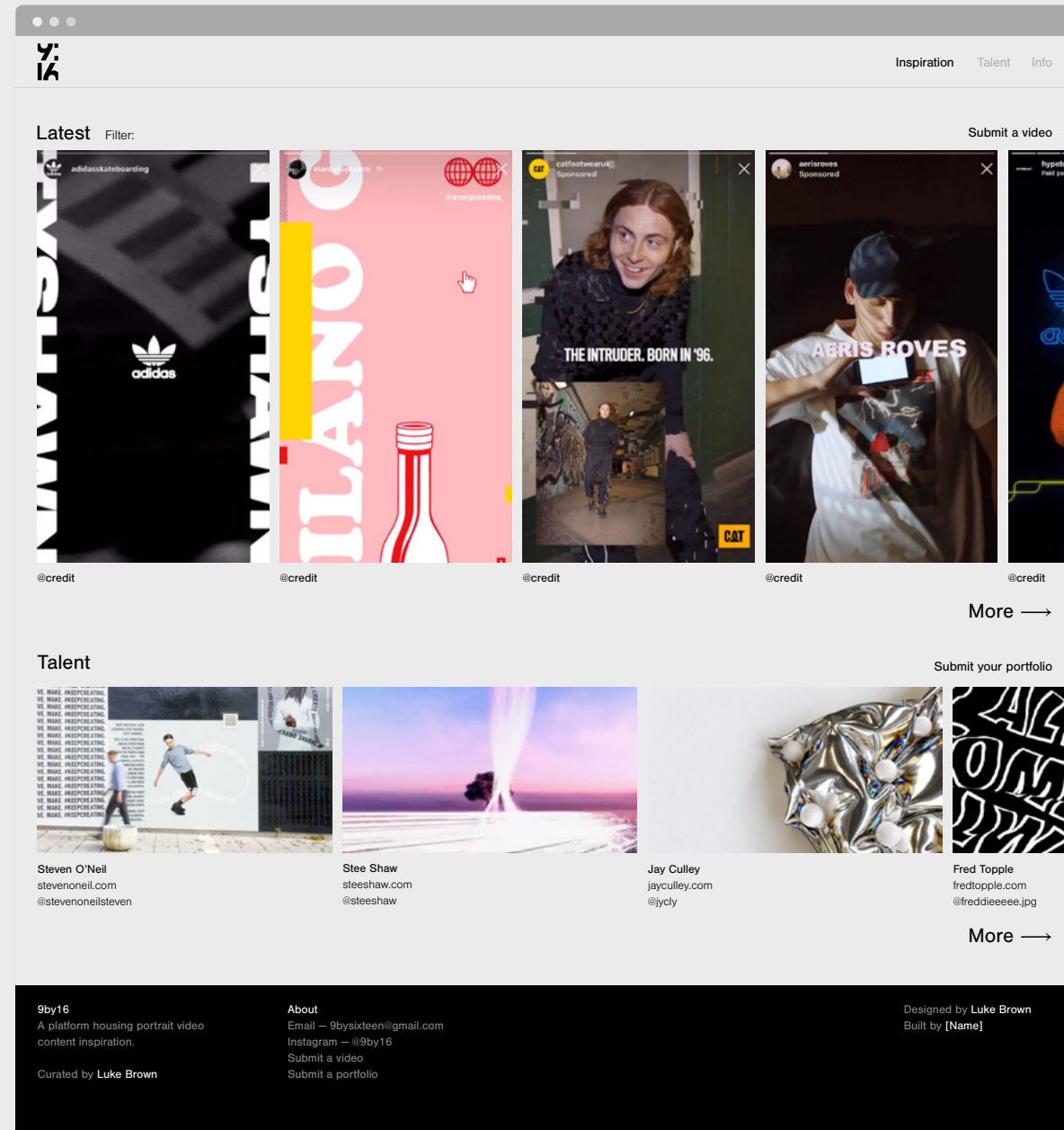
9by16 is a side-project that I've been working on for the past few months. It's a platform to house portrait video content inspiration. The idea came about after searching for a destination to find motion graphic inspiration and not finding anything.

It currently lives on Instagram, as most of the content is found/lives on there. I'm now planning to launch a website that hosts the video inspiration in addition to housing portfolios/showreels for motion design talent.

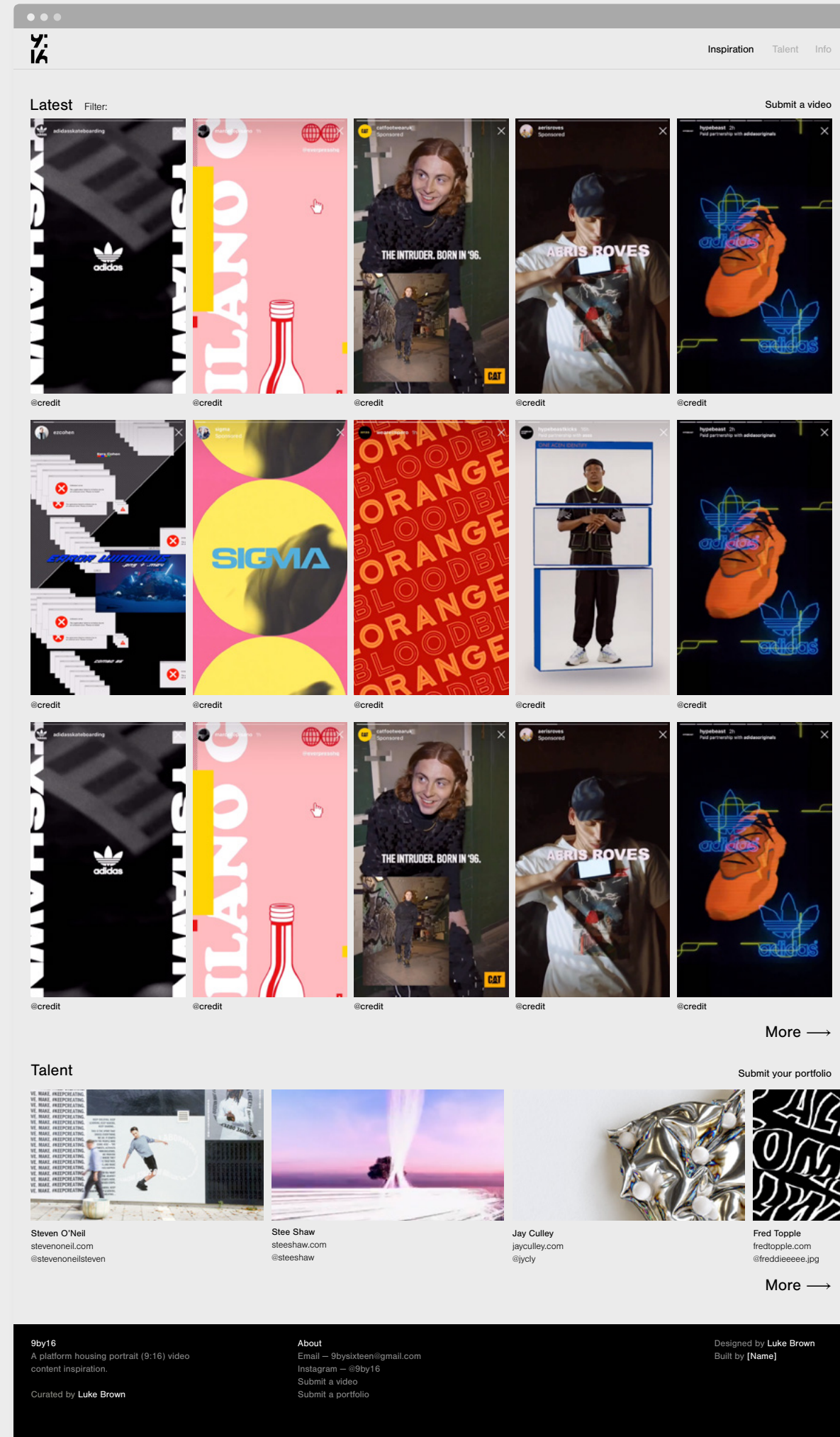
It's currently work in progress and I'm hoping to launch it towards the end of the year, after a lot of good feedback on the concept of the platform.

(Work in Progress) 2019

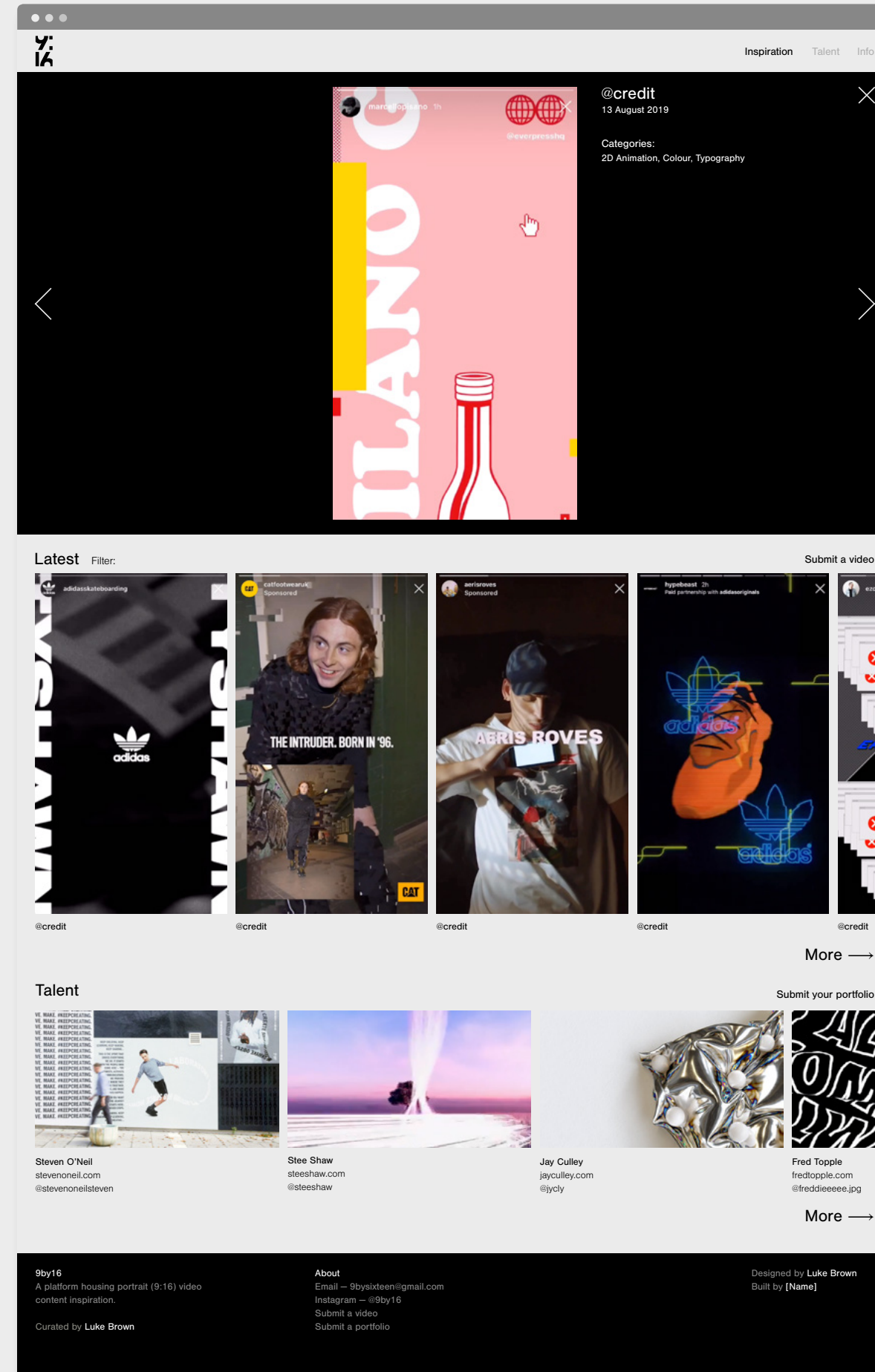
Homepage/Latest



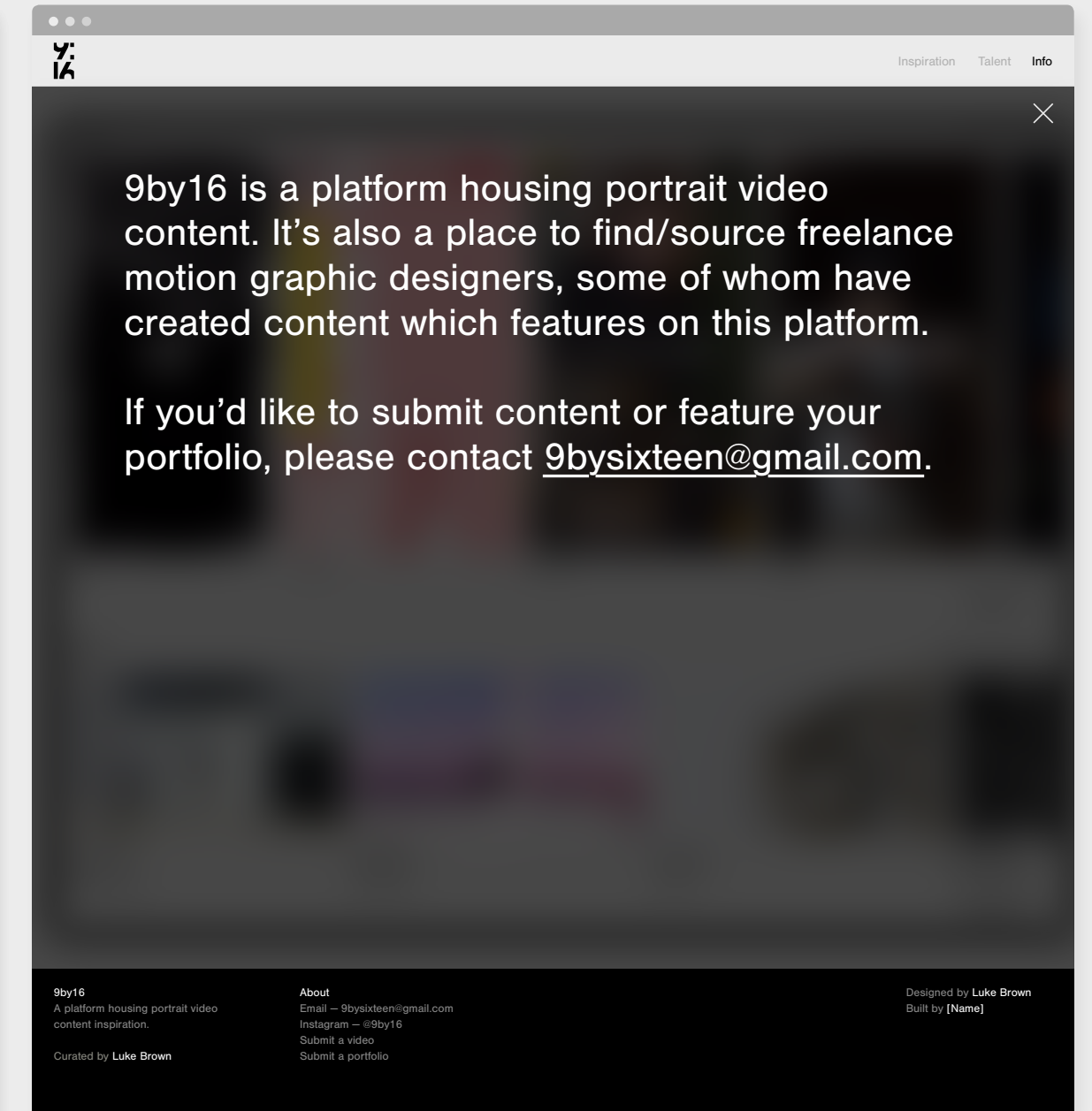
Latest (Expanded)



Video Selected



Info



Thank you

lukebrowndesign.com

hello@lukebrowndesign.com