



Jethro Marshall

An experienced fashion and apparel Creative Director & Photographer with a unique grasp of business and creativity.

📍 London, UK

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Languages

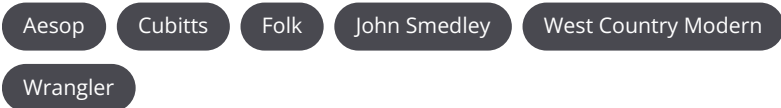
English (Fluent)

French (Basic)

About

Premiumising, modernising, storytelling & image making in the fashion and design sectors. Services including Creative Direction, Photography, Consultancy - holistic visual communication & strategy. For clients including Cubitts, Folk, John Smedley, Aesop, Studio Nicholson, Levis & Hackett.

BRANDS WORKED WITH



Experience



● Photographer

John Smedley | Apr 2020 - Now

Responsible for creation and production of seasonal campaigns, promoting this proud Made in England knitwear icon. Using still life, video and model shoots to keep a heritage brand relevant and progressive.

● Publisher

West Country Modern | Mar 2018 - Now

Have created an art publishing facility, concentrating on landscape and architecture subject matter. 8 books created in the last 4 years which are distributed through galleries and stores including Tate Modern, The Photographers Gallery, Margaret Howell, RIBA and Libraire Yvon Lambert.

● Creative Director

Folk | May 2017 - Now

Brought on board to refresh and modernise a well established independent wholesale brand and help steer them to a progressive, prolific on and off line retailer. Long time Consultant now responsible for brand strategy, image making, collaborations & comms management with fixed monthly retainer and additional project management.



● Photographer

Cubitts | Jan 2021 - Jan 2022

Conceived and shot campaign for Spring range of eyewear, across stills and video for in store and online.



● Art director

Aesop | Mar 2020 - May 2020

Art direction and production services for hero Parsley Seed campaign



● Creative Director

Wrangler | Mar 2013 - Nov 2020

Working with EMEA and Asian markets to help modernise the denim giant and provide the appropriate strategy, tools and assets to meaningfully connect to new audiences.

Education & Training

1996 - 1996

● Columbia University

Certificate, MBA Summer Camp

1989 - 1992 ● Nottingham Trent University

BA(H) Degree, Creative Arts