



Rebecca Smith

Creative Director Art director
| Vogue | Ferrari | Nike | Stella
| la McCartney | D&AD Judge |
Mastered | lecturer and Men-
tor

📍 London, UK

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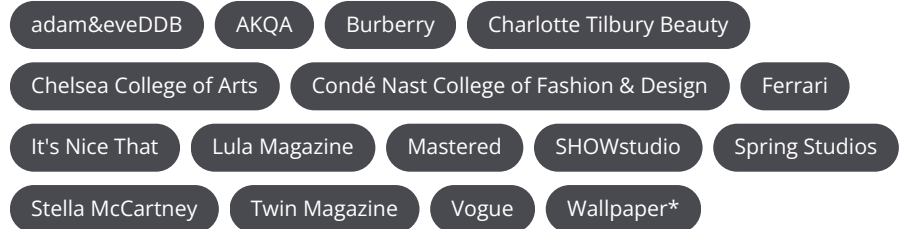
Languages

English (Native)

About

Becky has over twenty years experience working with luxury brands at the highest level. An experienced Creative Director with a demonstrated history of working in the fashion, beauty, media and production industry. Art Direction, Print Design, Digital Design, UI, Branding, Retail and Experiential Design. Skilled in Photography, Graphics, Advertising, Typography, and film. Some of her clients include, Louis Vuitton, Chanel, Dior, Nike, Stella McCartney, Calvin Klein, Charlotte Tilbury, La Mer, Depop, Victoria Beckham, Krug, Ferrari, Topshop, Whistles and H&M.

BRANDS WORKED WITH



Experience



● Creative

Burberry | Jul 2021 - Now

Working alongside Creative Director Fabien Mouillard to create campaigns for the iconic Lola bag and the eyewear campaign for Luxotica. (freelance fixed term contract 6 months) 2021- 2022



● Creative Content Director

Burberry | Jul 2021 - Now

Working alongside Creative Director Fabien Mouillard to create campaigns for the iconic Lola bag and the eyewear campaign for Luxotica. (freelance fixed term contract 6 months) 2021- 2022



● Creative (consultant)

Charlotte Tilbury Beauty | Jan 2021 - Jun 2021

Temp cover for the Content Director on 3 main 360 launches including Holiday and a new Beautiful Skin Foundation launch. Overseeing the in house agency.



● Panelist

SHOWstudio | Jan 2019 - Jan 2019

Guest chair Georgina Evans is joined by Becky Smith, Stavros Karelis, Olya Kuryshchuk and Nathalie Khan to discuss the Helmut Lang Seen by Shayne Oliver Womenswear S/S 18 show and to consider, given Shayne Oliver's appointment, the concept of an 'editor in residence'.



● Guest expert - art direction

Mastered | Jul 2018 - Jul 2018

Mastered Live Croatia and several hands on workshops with students. The fashion industry is changing. Since Mastered launched in 2015, Mastered has been committed to helping the new breed of global talent do more of the work they love.



● Talk

Condé Nast College of Fashion & Design | Jan 2018 - Jan 2020

Based in Central London, the Condé Nast College of Fashion & Design operates from the heart of one of the world's most exciting fashion capitals. The Condé Nast College is an important starting point for those who want to be tomorrow's stars of the fashion industry. With outstanding resources, leading-edge facilities and access to experts from the worlds of fashion, style and luxury, the College prepares its students to work in all areas of this exciting and innovative industry. Susie Forbes, the Principal of the Condé Nast College of Fashion and Design asked me to do a talk- we had the pleasure of working together at British Vogue for many years.



● Visual Director

Stella McCartney | Sep 2017 - Feb 2018

My role was to head up creative concepts and production in the in-house design studio.

Working across all other departments and evolving the new menswear range.

Presenting directly to Stella herself. The projects they will be heading up are, Main campaign, online content, Show invites, Lingerie, Swim, Kids campaign, Lookbook, Giftguide, P&G i.e GWP, collateral, BTS materials etc



● Creative Director

Twin Magazine | Oct 2016 - Jun 2020

The Twin Studio team are a friendly, London-based agency delivering engaging content for fashion and art-driven brands, working across multiple platforms to tell compelling stories. Established by the internationally-renowned creative director Becky Smith, our expertise spans editorial, strategy, art direction, moving image, copywriting, design, styling, content and curation, artistic consultancy and publishing. We create strategically-led advertising campaigns, online destinations, editorial content, and innovative digital experiences to drive consumer engagement and awareness. Our all-female collective's capabilities include editorial and ad consultancy for fashion and art brands, always taking a holistic approach. Thanks to our broad view on the industry, we understand the fuller context behind each area of fashion business that we work on.



● Art Director

Wallpaper* | Jan 2016 - Jan 2017

Working with Editors Jeremy Langmead and then Tony Chambers as Creative Director



● talk

It's Nice That | Jun 2015 - Jun 2015

At April's fashion-themed Nicer Tuesdays, Becky Smith of Twin Magazine explained why she wanted to start her own fashion publication in an already crowded marketplace and how she and her team try to create interesting and engaging content with a tone and sense of humour that marks Twin out as doing something different. Other panelists included Charlie Porter and Sarah Parker.



● Creative Director

Spring Studios | Jan 2014 - Jan 2018

I was the first and only female Creative Director at Spring. Spring is a 360 agency creating communications for fashion, beauty, lifestyle and luxury brands. Robin's approach elevates brands and offers relevance to consumers globally. To date I still work on the odd project with Robin Derrick Executive Creative Director- due to a long ongoing relationship from British Vogue back in 1998-2004. Working on brands like Aquascutum, M&S, Fenwick, Marina Rinaldi, MaxMara, Target, Johnnie Walker, Monsoon, and Accessorize.

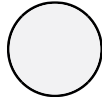


● Creative Director (consultant)

adam&eveDDB | Jan 2012 - Jan 2019

John Lewis-THE EDIT and Somerset by Alice Temperley. I helped people to rethink this stance in early 2011. Over the past few years, Britain's

favourite department store has seriously upped its game when it comes to style, stocking a brilliant edit of high street labels, niche designers such as The Finery (in store only) and Soludos, and its own brilliant in-house collection Somerset by Alice Temperley. Working with Tammy Einav, Richard Brim and Amy Coomber- handling all the fashion side of John Lewis. Clients over the years were the lovely Rachel Swift and Emma Wood.



- **External Lecturer**

Chelsea College of Arts | May 2011 - May 2011

Chelsea provides students with an environment in which to explore their work on both a practical and theoretical level. Chelsea encourages it's students to develop an individual, professional practice within the art or design subject. Geoff Thomas Shaw was head and I set live briefs for students and did several talks for them, I also have trained up lots of students from the course after graduating.



- **ART DIRECTOR**

AKQA | Jan 2011 - Jan 2014

I was art director at AKQA one of my favourite projects was to concept this 'Destroy to Create' online campaign to promote the new 'Destroyer Range' for Nike Sportswear, which includes a reworking of the iconic Nike Destroyer Jacket. Directed by my pal and collaborator on Twin magazine Niall O'Brien.

Art direction on other accounts included Nike sportswear, Nike Running, Nike NTC app, Burberry, Forevermark and Lancome.



- **Founder and Creative**

Twin Magazine | Jan 2009 - Jan 2022

"Twin Magazine is something like newsagent royalty, towering high above other biannuals with a hardback cover and glossy finish that make it feel more like a book than a magazine. Bringing art and fashion together with its unique and considered aesthetic, the publication prides itself on the wealth of imagery it contains, and it's not difficult to see why." Quote- It's nice that



- **Art Director The Official Ferrari Magazine**

Ferrari | Jan 2008 - Jan 2011

Art Director-Launch issue 1-9. Liaising directly and client facing in Italy on all aspect's of the shoots and visual direction, casting and production.



- **art director**

Lula Magazine | Jan 2005 - Jan 2010

Founding the magazine as a start up. Creating the logo. Establishing the photography style.



- **art director**

Vogue | Jan 2003 - Jan 2015

Design and research for Little Brown publishing VOGUE UNSEEN BOOK. Freelance Art Director responsible for all supplements, including seasonal catwalk collections.

Education & Training

1994 - 1996

- **The University of Salford**

1st class degree, graphic design and communication