



Sion Phillips

Creative Director

📍 London, UK

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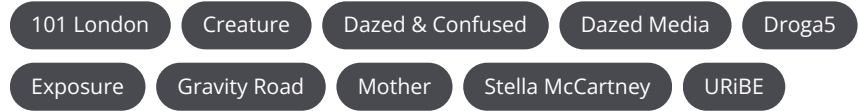
Languages

English (Fluent)

About

Sion Phillips is a creative director and brand strategist, having developed multimedia campaigns and 360° strategies for luxury and fashion brands including Miu Miu, Versace, Dior, Bally, Adidas, Benetton, Patagonia, Luxottica and Coty. Over the past decade, Sion has led projects in advertising, branding, packaging, web development, social media strategy, and has experience at agencies including Mother and Droga 5. Over the past 3 years he led Dazed Media Studio, the commercial arm of Dazed & Confused, AnOther and Nowness in London. Five years ago, he co-founded the jewelry house Uribe which presents collections in Paris and consults on design and product development for international luxury houses.

BRANDS WORKED WITH



Experience

- **Creative Director**

| Jan 2022 - Now

- **Freelance creative**

| Jan 2019 - Now

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- **Co-Founder**

URiBE | Aug 2013 - Now

www.studiouribe.co.uk Uribe is an independent London based jewellery label led by myself & Tiffany Phillips. With a strong foundation in design and fashion, Uribe is defined by our unique backgrounds, heritage, and travel. We took the business from conception to over 30 global stores both online and in physical boutique, as well as launching and managing our own blooming e-commerce business. As co-founder I instigate all brand creative direction, design strategy, commissioning and managing all creative teams, website, packaging and advertising. The project is ongoing.



- **Senior Art Director**

Stella McCartney | May 2020 - Feb 2022

- **Senior Art Director**

Dazed Media | Dec 2015 - Jan 2019

Dazed Media is an independent fashion and culture media brand with 25 years of publishing expertise. It's talent network is a powerful industry-leading directory of the best emerging visionaries and established icons across fashion, art and culture. The Dazed Media portfolio includes premium digital channels, iconic print titles, award-winning video production and a pioneering creative studio, offering services for luxury and contemporary brands. My role at Dazed involved working across all of its commercial clients, leading winning pitches for Miu Miu, Bally, Patagonia and Versace's Versus. Conceptualizing and executing global campaigns and advertorials for Dior Homme, Diesel, Cavalli and Persol and guiding junior members of the team with concept development, art direction, layout and design. I was also responsible for the creative direction of all of Miu Miu's social assets leasing with their internal senior team to better

establish the work relationship and meet all needs involved in the project. This project saw an unprecedented growth of over 1.2m followers in the first 8 months.

- **Freelance Senior Art Director**

Creature | Jun 2014 - Nov 2015

As senior art director I worked across all aspects of Creature's output and led multiple pitches within their lifestyle sector. My role involved conceptualizing ideas, stylistically guiding junior members of the team, art direction and design.



- **Freelance Creative**

Droga5 | May 2014 - Jun 2014

I was brought in due to my experience in the fashion sector to lead a winning pitch for Farfetch. My role involved conceptualizing ideas, art direction, design and liaising with external partners on printing and packaging.

- **Freelance Creative**

Dazed & Confused | Mar 2014 - Mar 2014

As lead creative, I conceptualized and designed a winning editorial pitch for Liberty London. Working closely with the editorial director we strategically set the tone of voice, I art directed editorial design, and liaising with the client and external partners on printing processes. This partnership continued for 4 seasons and elevated the publication aligning it with a younger more affluent audience.



- **Freelance Creative**

Gravity Road | Jul 2013 - Feb 2014

As lead creative I lead the launch of The Debrief, an innovative new multi platform brand for constantly connected, influential millennials. A 'digital first' launch for Bauer Media. My role involved conceptualizing ideas, web development, presenting concepts to client, strategy, and stylistically guiding junior members of the team on art direction, layout and design.



- **Freelance Creative**

Exposure | May 2013 - Jun 2013

- **Freelance Creative**

101 London | Apr 2012 - Sep 2012

- **Art director**

Mother | May 2011 - Oct 2011

Education & Training

2003 - 2004 ● **Falmouth University**

Masters, Advertising

2000 - 2003 ● **Falmouth University**

Degree, Graphic Design