



Ben Robertson

Creative Director / Art Director
specialising in fashion.

📍 London, UK

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Languages

English (Native)

About

Ben Robertson is a London based Creative, specialising in Art Direction and Design.

Collaborating with brands in fashion and design to create strategic, visual communication through image-making and brand storytelling. Experienced in 360 campaigns with established brands, as well as niche projects collaborating with emerging talent.

Recent projects include campaigns and collaborations for 1 Granary, Zegna, Stella McCartney and Into the Wild – a book and film project by photographer Matthew Brookes, commissioned by CLM Artists Agency.

BRANDS WORKED WITH

Koibird

Matthew Brookes / Clm Agency

Selfridges

Smythson

Stella McCartney

Studio Blvd.

Suburbia Agency

VICE Media

Experience



● Vice / Virtue Amsterdam

VICE Media | Apr 2021 - May 2021

— L'Oreal x Cannes Film Festival social campaign conceptual proposals



● Freelance Creative / Art Director

Stella McCartney | Jun 2021 - Dec 2021

— Senior-level Creative Consultant working across numerous Stella McCartney campaigns over a 5 month contract. — Stella McCartney 2022 Show — Stella McCartney 2022 Show, Joor Lookbook — Stella McCartney 2022 Campaign Concept development — COP26 Event Creative Development — SMC 22 Accessories Shoot — SMC Recylapse Shoot — SMC Festive 2021 campaign — Stella McCartney Kids Campaign Development CV Freelance Creative / Art Director 2017—Present 1 Granary (June 21) — Zaib Q Studios x London College of Fashion editorial campaign

● Art Director

Matthew Brookes / Clm Agency | May 2020 - Sep 2022

Art direction for 'Into the Wild' – a book and film project by photographer and director Matthew Brookes – is a celebration of surf van culture in California.

Captured during the pandemic, the project gives insight into the nomadic lives of a group of surfers, living out of their vans in Venice Beach. The publication includes interviews by Zack Raffin and photo-illustrations by Juan Francisco Bertoni. The book is accompanied by a thirty minute, cinematic documentary and short film series.

Project included Social Content Strategy and Direction on Instagram Press: AnOther, Vogue France, i-D



● Freelance Creative Director

Koibird | Feb 2019 - Aug 2020

— Creative Consultant working as Lead Creative across branding, social media strategy direction and campaigns. — Creative Direction of Koibird Masterbrand across print, social and digital platforms — Creative Direction for Nataal x Lagos Fashion Week x Koibird SS20 brand collaborations: campaign and lookbook art direction, branding, packaging, social content strategy and in-store design. — Creative Direction for Seoul Fashion Week x Koibird SS19 brand collaboration: campaign and lookbook art direction, branding, packaging, social content strategy and in-store design.



- **Senior Art Director**

Smythson | Jul 2019 - Aug 2019

Art direction of Smythson 19 campaign through Karla Otto.



- **Freelance Senior Art Director**

Selfridges | Feb 2019 - Jan 2020

Selfridges' Fashion Director and Head of Art Direction on the following campaigns: — Selfridges x Nicole Benisti — Selfridges x Prada — Selfridges x Chrome Hearts — Selfridges' Brave New Things — Selfridges' Beauty Meets

- **Senior Art Director**

Suburbia Agency | Oct 2017 - Dec 2017

— CR7 Denim campaign featuring



- **Creative Director, Studio Blvd**

Studio Blvd. | Jan 2014 - Jan 2016

Studio Blvd is a boutique creative agency specialising in fashion, with offices in London and New York. As CD I lead the following projects : Carolina Herrera 212 campaign — Love Bravery x Lady Gaga campaign — River Island AW14 - AW16 campaigns — Ben Sherman SS16 campaign — COS x Agnes Martin, Guggenheim campaign — COS x Donald Judd campaign — COS x Snarkitecture event. Collaborators included : Edward Enninful, Emma Summerton, Daniel Riera, Quentin Jones, Robert Story, Poala Kudacki, Brandon Maxwell, and Inez and Vinoodh.