

# LUCIE GUYARD PORTFOLIO

Hi!

I'm Lucie, a dynamic French creative with a deep passion for my job.

With over 12 exciting years spent in Shanghai, I recently made the move to Malaysia where I assumed the role of Creative Director at Industria, a digital agency catering to an international clientele across diverse sectors.

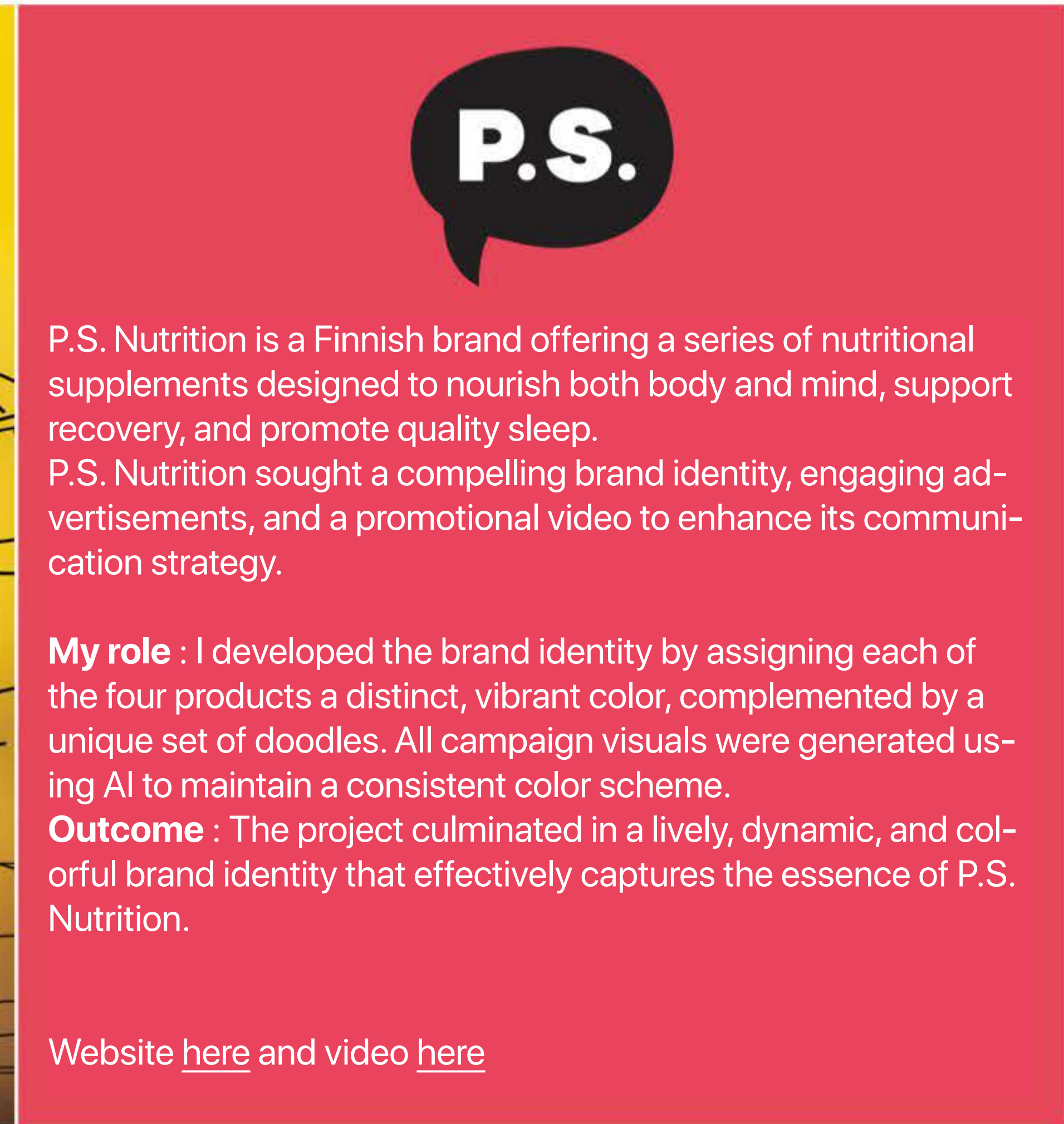
My journey began in the E-Commerce realm, where I led creative teams as the Head of Department, before embracing a fresh challenge at Mazarine, a premier integrated communication agency specializing in luxury and premium brands. There, I thrived as a Senior Art Director, spearheading creative content strategies.

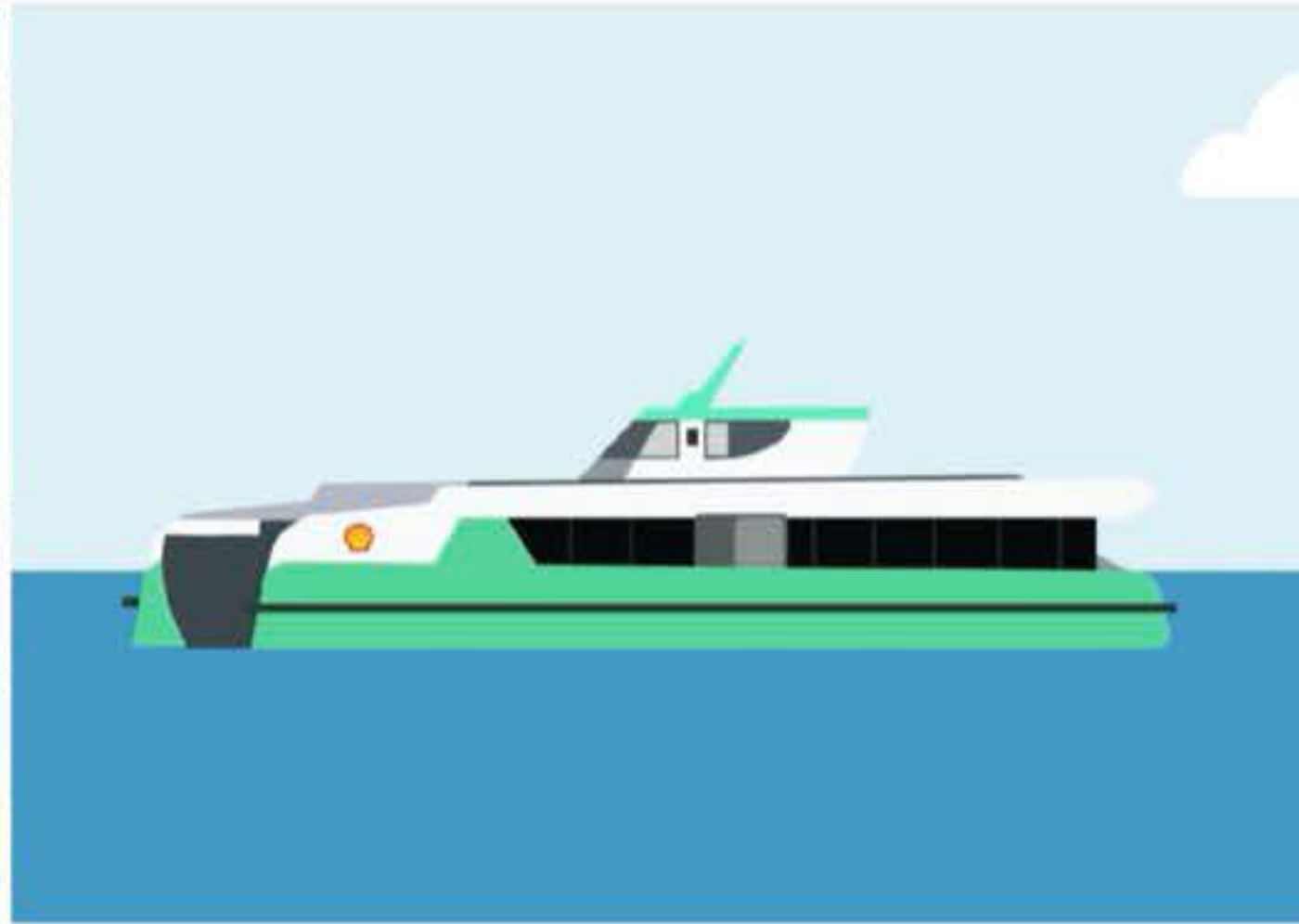
In addition to my agency roles, I've embraced freelancing opportunities as an Art Director, always eager to tackle intriguing projects that come my way. Through these varied experiences, I've honed my adaptability, comfortably navigating industries ranging from luxury and beauty to culture, lifestyle, fashion, automotive, and even oil.

Beyond my professional endeavors, I'm the creative mind behind «LaPtiteLu,» a delightful character featured in short comics shared on my official WeChat account. With its charm and whimsy, it's sure to captivate your interest. Furthermore, I've self-published three comic books in China, and I relish the opportunity to impart my knowledge and enthusiasm through engaging lectures, conferences, and workshops conducted in Shanghai and other Chinese cities over the years.



# LIFESTYLE & OIL





Shell required a way to convey their evolving role in Singapore and their commitment to transitioning toward renewable energy sources.

To meet this need, I produced a 2D animation explainer video.

**My role:** As creative director on this project, I wanted smooth, dynamic transitions and use of flat design illustrations, harmonizing with Shell's vibrant colours palette. This resulted in an engaging and educational animation that narrates Shell's journey from their beginnings in Singapore to their achievements up to the present day.

**Outcome:** The final product was a captivating and informative animation that effectively communicates Shell's story and their ongoing efforts in renewable energy.

Watch the video [here](#)

# LUXURY AND PREMIUM BRANDS



# Chopard

For my very first project at Mazarine, I worked on the announcement of Chopard new brand ambassador, the famous actress Sun Li. I was in charge of the art direction of the video and the still pictures.

For the video, to fit the global campaign starring Julia Roberts, I proposed to let Sun Li express herself in a barefoot freestyle dance, demonstrating freedom, happiness and confidence. I wanted a bright dance studio full of sunlight and a touch of gem flare to translate the cheerful vibe of Chopard Happy collection and of course, make Sun Li shine like a diamond.

Watch the video [here](#)

*Chopard*

BRAND AMBASSADOR SUN LI STILL





*Chopard*

BRAND AMBASSADOR SUN LI STILL





# SAINT LAURENT

To celebrate the year of the Tiger, Saint Laurent worked closely with Mazarine teams in Paris and China and produce content for the Chinese New Year campaign.

The shooting included celebrities and models and was done outdoor in a gorgeous surrounding where nature bring a peaceful atmosphere and a perfect background for the tiger pattern brought by this special year.

We can witness a group of friends enjoying their "glamping", having fun from morning to night.

Watch the video [here](#)

# SAINT LAURENT

CNY CAPSULE COLLECTION STILL



# SAINT LAURENT

## CNY CAPSULE COLLECTION STILL



# SAINT LAURENT

## MINI GAME STRATEGY CHINA



### SAINT LAURENT CNY CAPSULE COLLECTION LAUNCH STRATEGY

To help spread awareness about the CNY capsule collection, SAINT LAURENT wanted to launch a WeChat mini game. The game was inspired by a pixel art arcade game. We used a jungle background to match the overall outdoor feeling of the shooting campaign.

A little tiger has to complete the journey to reach his goal : jump in a limited edition red pocket to fit the Chinese New Year spirit. Only the first 10,000 users who finish the game manage to grab this precious red pocket.

# SAINT LAURENT



USER DISCOVERING THE ARCADE MINI GAME

# SAINT LAURENT



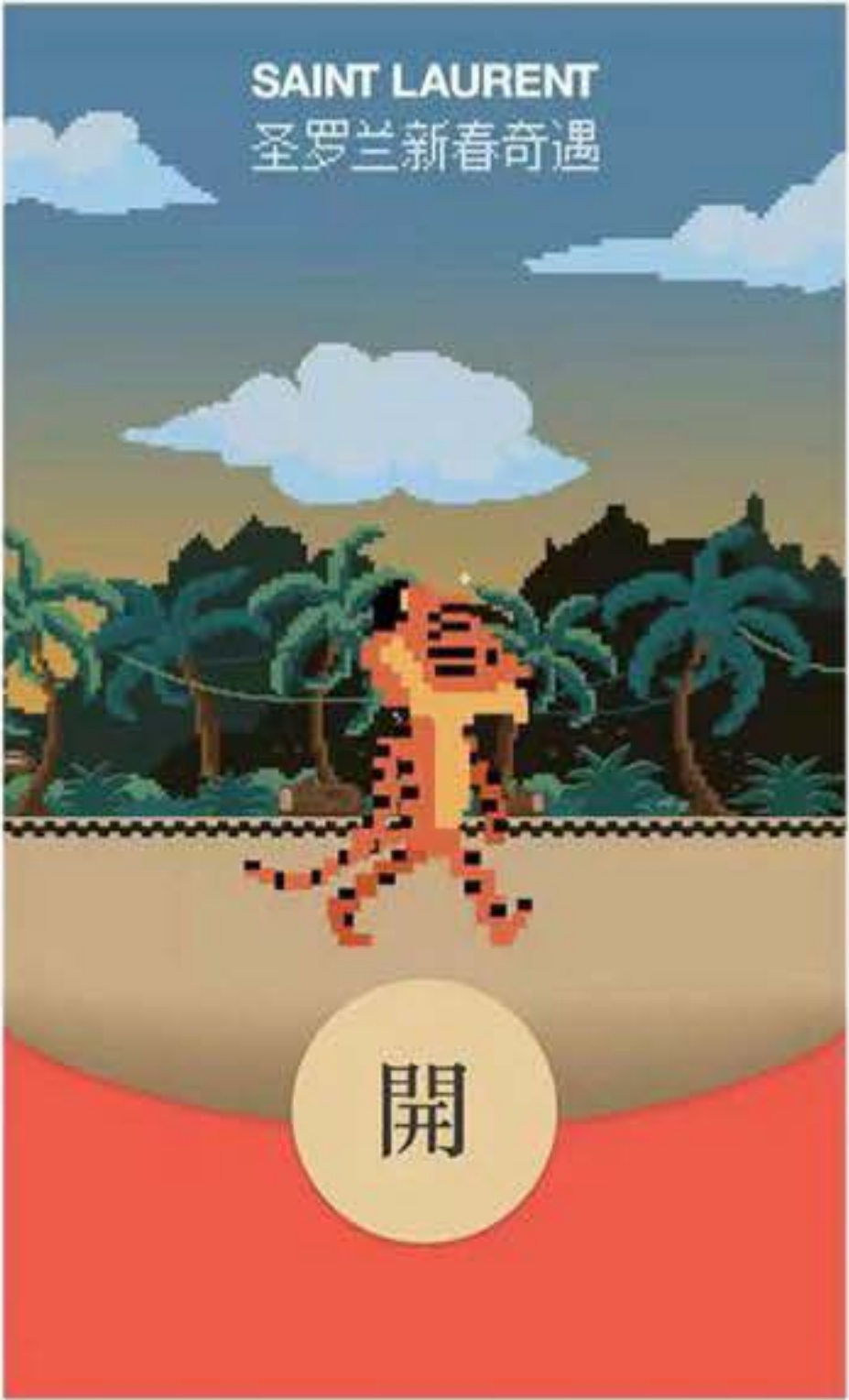
CONGRATULATIONS



REWARD WITH THE SAINT LAURENT RED POCKET



USER SENDING RED POCKET TO FRIENDS



SAINT LAURENT RED POCKET



# shu uemura

## Hello Kitty x Wang Yibo

Shu Uemura needed to make content creation with brand ambassador Wang Yibo for their IP co-branding Hello Kitty collection. Series of content includes, 1 hero video and still photos with Wang Yibo, and 1 tutorial video with models.

To fit the glittering palette of the collection, I proposed a sparkling party night with the guest star Hello Kitty, where Wang acted as a DJ playing music and enjoying the glamorous atmosphere.

For the tutorial video, my idea was to show 4 girlfriends getting their party make up done before their glamorous night in order to teach users how to play with the Hello Kitty eye palette.

Watch the videos [here](#) and [here](#)





# shu uemura

## Lush Lava x Wang Yibo

For their very first limited-edition collection of the year 2022, the Lush Lava collection, Shu Uemura asked Mazarine to help create 1 video and 2 still pictures with their famous brand ambassador Wang Yibo.

The collection was designed to exude confidence, strength and energy which we translated in the video. I recreated a warm earthy red combined with the molten golden lava atmosphere where Wang Yibo played with the elements thanks to his magical powers. A warm and festive way to enter the new year with Shu Uemura.

Watch the video [here](#)



# shu uemura

## Tokyo Dusk x Vanda Lee / Wang Yibo

For the launch of the Tokyo dusk collection, Shu Uemura wanted 2 videos with celebrities Vanda Lee and Wang Yibo.

The incredible colour of the Tokyo dusk inspired me a fantasy travel to the Japanese city. A memory where painting the dusk sky with a brush of your lipgloss become possible. After the pandemic, travelling remains difficult but I helped Shu Uemura to make it possible again through this dreamy campaign.

Watch the videos [here](#) and [here](#)



# shu uemura

## Botanicoil x Wang Yibo / Vanda Lee

I helped Shu Uemura to create contents for the relaunch of their Botanicoil product. The celebrity in the video is the young and talented actress Vanda Lee.

Shu Uemura wanted to show the soothing effect of the oil in a relaxing environment. That's why I proposed to create a serene spa environment and to demonstrate the benefit of the product, I came up with the idea of removing a "make up tattoo" from her arm to feel the nice effect of the Japanese oil on her skin.

We created 1 video and 2 still with different celebrity.

Watch the video [here](#)



shu uemura

## Unlimited Fixing Mist x Vanda Lee

The Unlimited fixing mist is a Shu Uemura product that fixes your make up yet hydrate your skin.

My idea was very straight forward : Vanda Lee, featured in this video, is getting her make up ready. I wanted a minimalistic and modern environment.

I proposed to use a trick in the edit to show that even after changing her top, her make up is still flawless.

I helped to create 1 video and 2 still.

Watch the video [here](#)



# SK-II

## GenOptics Ultraura Essence x Mina

SK-II's GenOptics Ultraura Essence harnesses breakthroughs in skincare research for a complexion that's bright and radiant from within.

To illustrate the power of GenOptics Ultraura Essence, the concept was to make it as bright as thousand of bulb light shining together.

The brightness coming out of the little flask overflows in a magnificent way.

Mina, the famous Japanese singer was the brand ambassador for this campaign.

# ILLUSTRATIONS



# LONGCHAMP

PARIS

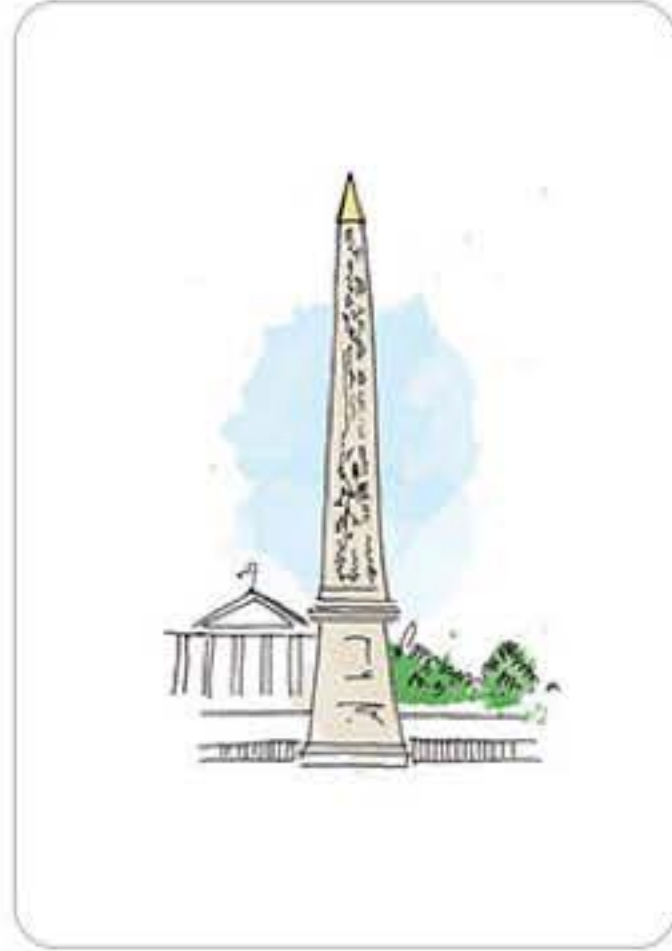
LONGCHAMP organised an offline event to bring traffic to their stores in 3 cities in China : Beijing, Chengdu and Nanjing.

The idea was to make their customers travel to Paris through French Parisian style illustrations. I illustrated the display and the LONGCHAMP passport that the customers got at the end of the event.

In addition to create the whole illustration set, I went to each stores to sketch portraits for customers on site. A nice and very pleasant experience for the brand's fan.

# LONGCHAMP

PARIS







# MedSPA

LABORATOIRES

MedSPA approached me to create an illustration for the packaging of their vitamin b5 cellular energising spray. They wanted an eye-catching visual with a touch of magic and fantasy in a surrealistic world. Featuring the flower Iris, symbol of France, was a must.

I choose to create a colourful and feminine starry sky, with a young lady floating in a cosmonaut suit and flying among water bubble planets to recall the water spray of the product. She is holding an opened suitcase which spread purple Iris flowers and magic dust behind her. To accompany her, a cat and a pug put on their cosmonaut suits as well.

# BRANDING

Primary Logo



Spacing



Alternate Logo



Typographie

Aa San Francisco Text REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 > ? ! , . : @ & +

Aa Shree Devanagari 714  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 > ? ! , . : @ & +

Colour Palette



Pantone 2768 C



CMYK 100% 90% 13% 71%



RGB 7, 29, 73

Contextual examples



Ailion Golf design an innovative range of golf clothes that enable golfers to improve their performance when you play golf and in every day life.

The two French founders entrusted me to design their brand identity.

They wanted something modern, simple, yet sophisticated. Their name, AILION, is a mix of AIGLE (eagle) and LION, symbols of their hometown which inspired me to design a logotype that can be read as a flying eagle but also as the eyes of a lion.



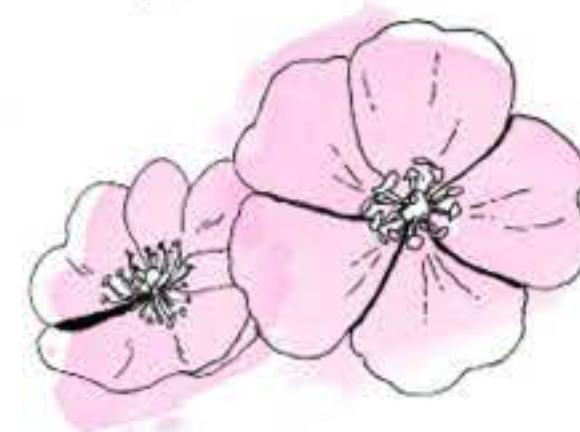
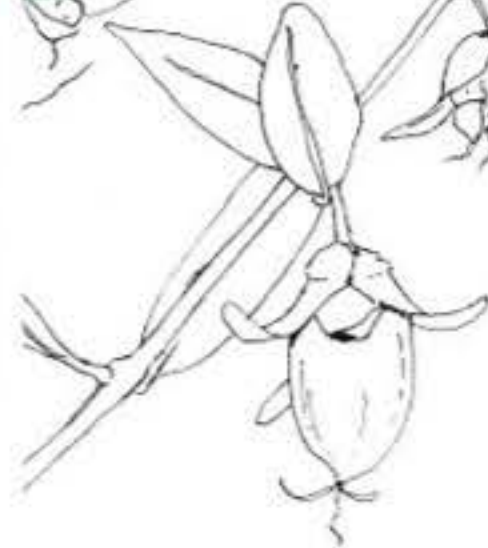
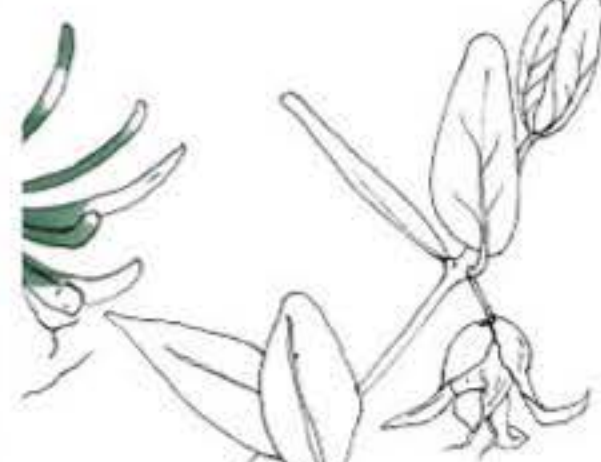
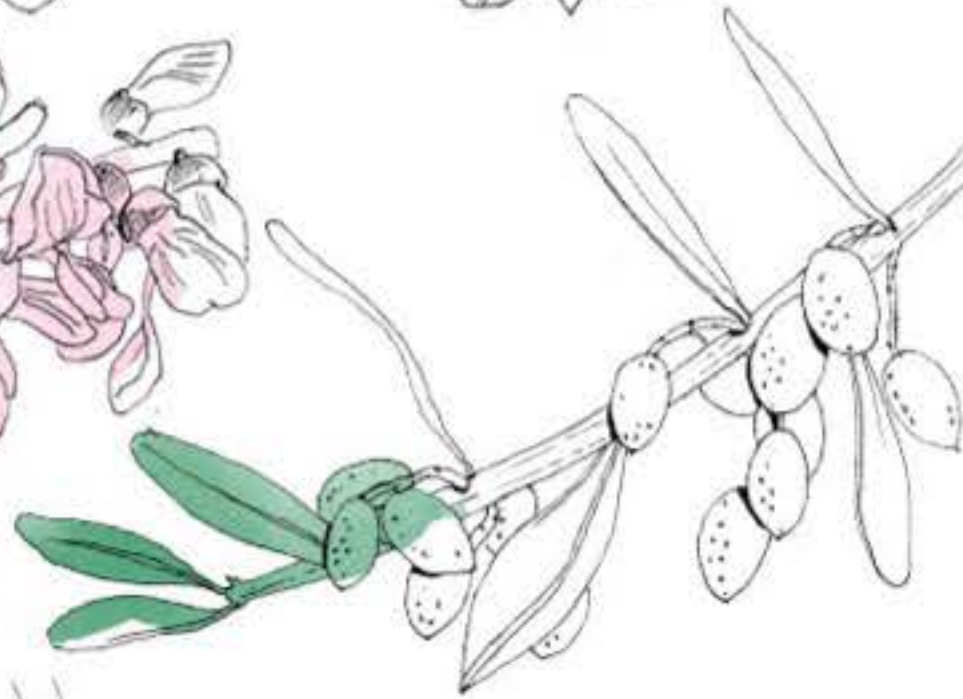
**DIY NATURAL COSMETICS WORKSHOPS**  
Come and learn how to make all your skincare and makeup products: *Anti-aging day cream, foundation, mascara, body and face scrubs, toothpaste, shampoo...*  
One evening a month in the FFC, in small groups of 6 persons.

**NEXT WORKSHOPS**  
18<sup>th</sup> of Septembre at 6:45 pm.

*Passionate about natural products, Séverine creates and makes her own skincare products for the past 7 years. She shares her passion and knowledge at her natural cosmetics workshops - My Beauty Farm.*

For more information and to register to the next workshops contact Séverine :

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WeChat: SeverineClement  
+86 135 2477 4843



Séverine creates and makes her own skincare products. She shares her passion and knowledge during her natural cosmetics workshops : **My Beauty Farm.**

She needed a new identity to communicate. Illustration and flowers came naturally as a solution. I decided to draw all the ingredient in her product to get a feminine and handmade feeling. Lavander, strawberry, lemon, edelweiss flower, olive, rosemary... I had a lot of fun drawing all these beauties !

I designed the logo and the art direction of the photo shooting to create still for her communication.



HAIR



SUN



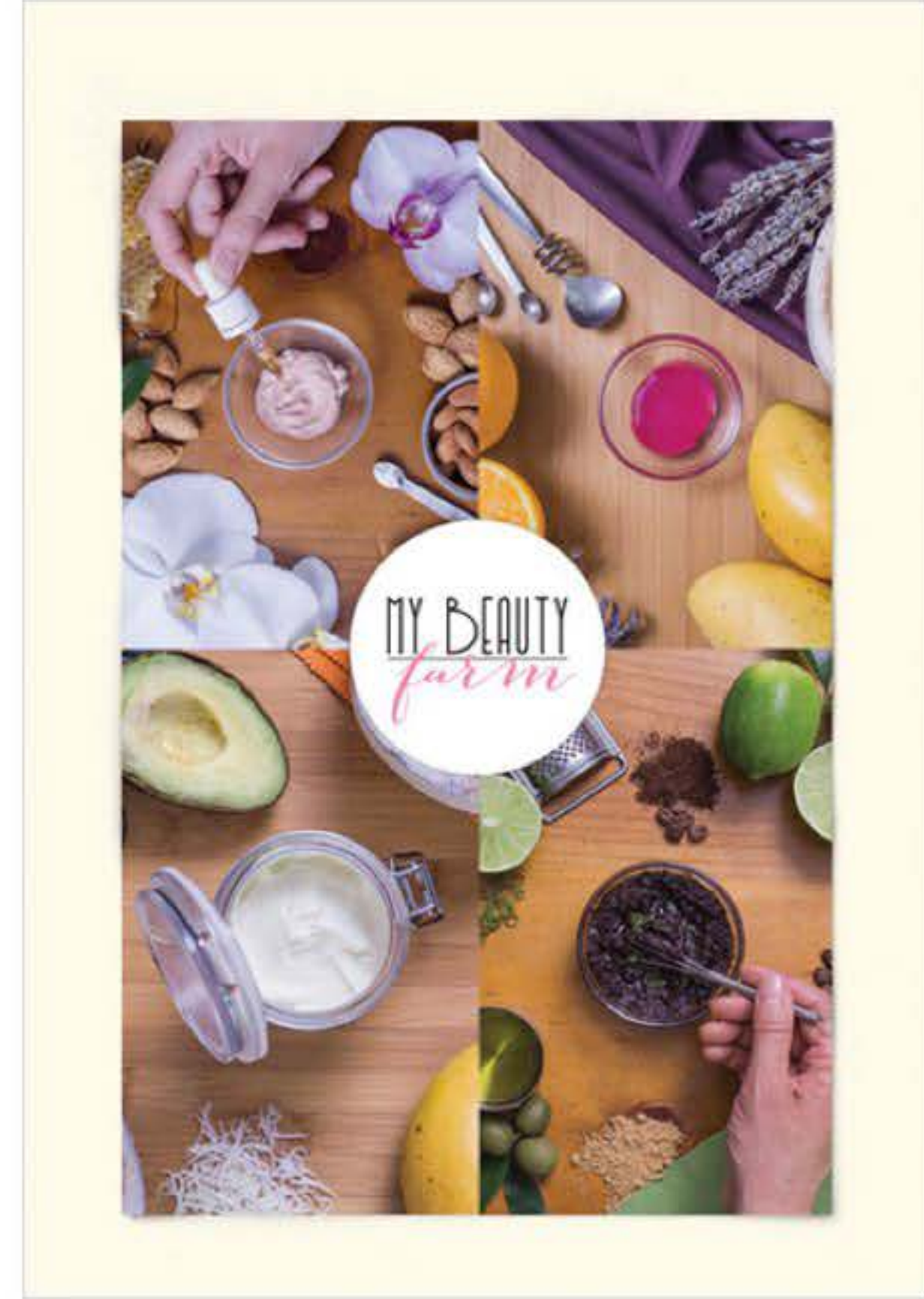
MAKE UP



FACE



BODY



# PERSONAL PROJECT



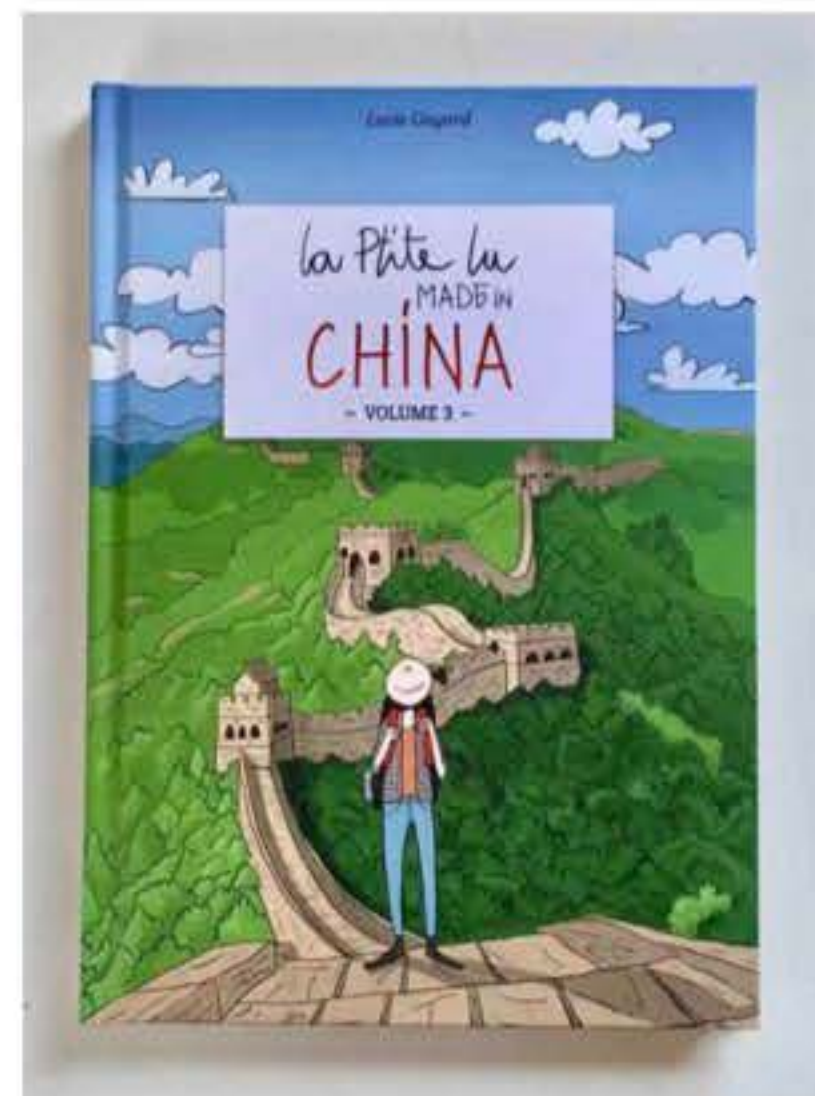
LaP'titeLu is the little character I created long long time ago when I was an art student. She followed me in China where she became the main heroin of my comics strips published weekly on my WeChat account.

I self published 3 comics books about my life in China and published 1 book in France in the French publishing house "Le Chêne". I also created a few branded products to enlarge LaP'titeLu collection (tote bags, phone cases, poster and postcards...)

Recently, I was also part of the comics exhibition "Drawing Shanghai" featuring 17 others famous comics artists from China and abroad.

LaP'titeLu allowed me to share my passion for illustration, my love for story telling and my incredible sense of humour during conferences, lectures or workshop.

It's my own personal space where I have freedom to express my endless creativity.





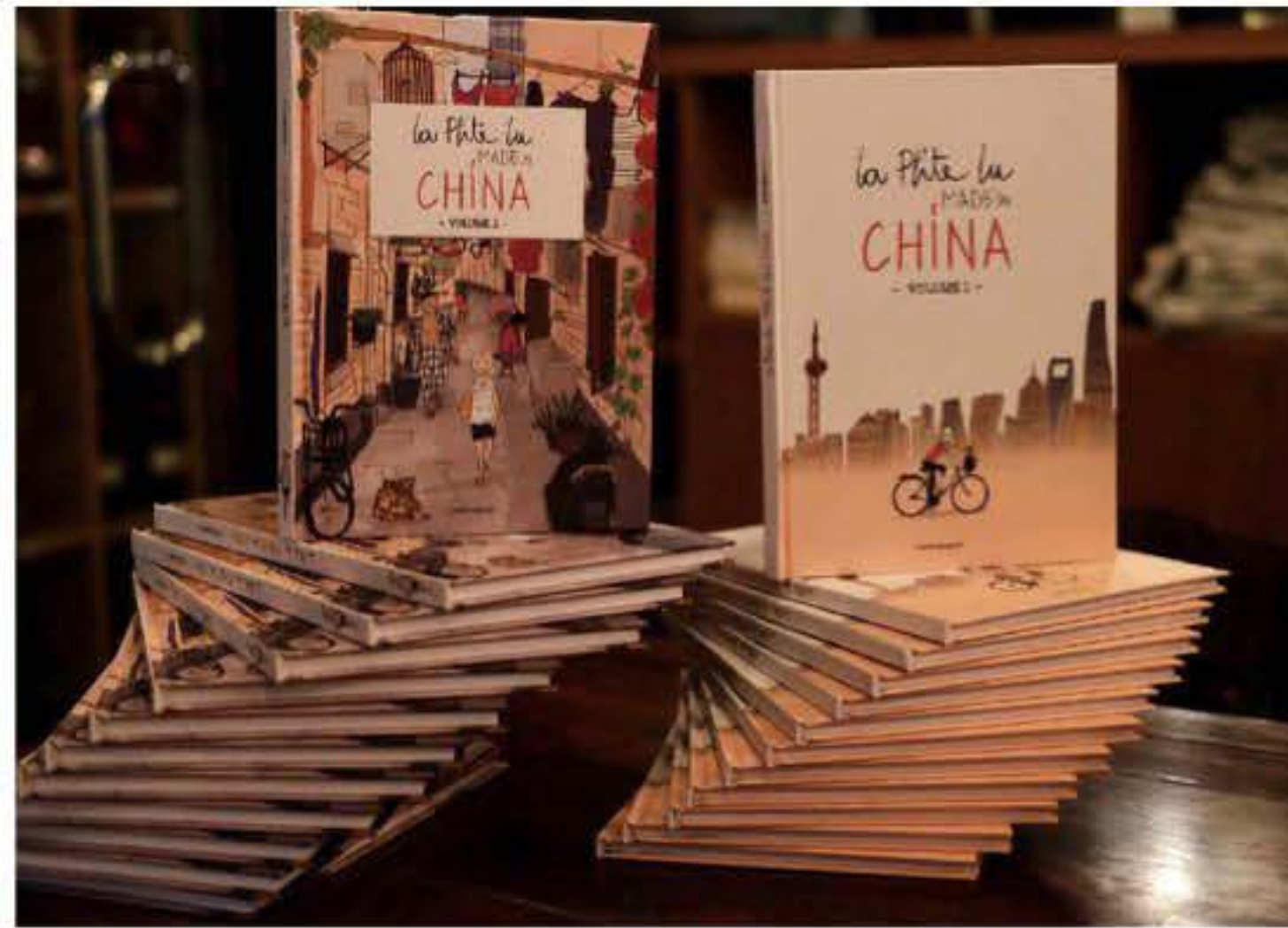
In the past years, I have been invited by Alliance Française, schools, museums to give workshops, lectures, conferences in different cities in China







I had the great privilege to be part of the exhibition "Drawing Shanghai" in the beginning of the year 2022.  
In the past years, I also held exhibitions in Shanghai and Beijing.



THANK YOU!

For more, visit [my online portfolio](#) or [my linkedIn page](#)

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