

STUDIO C

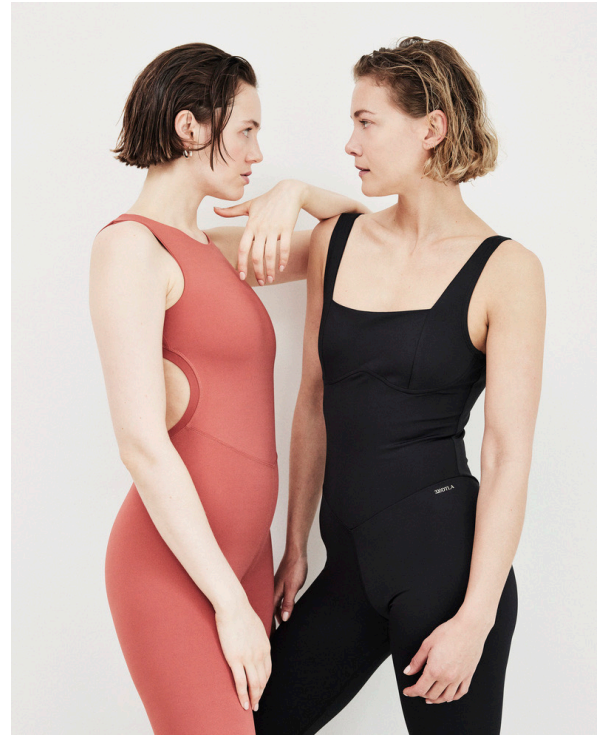
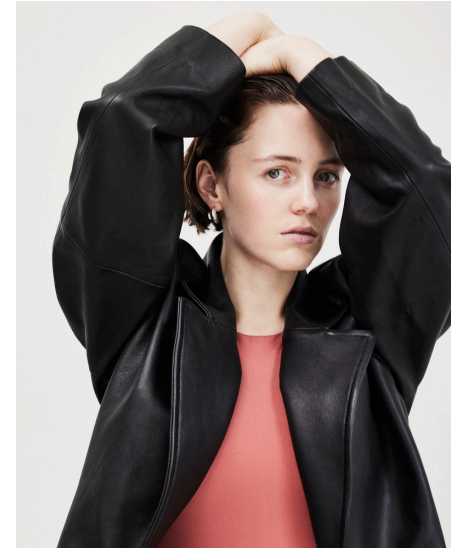
A fashion advertisement featuring a white pleated blouse and a black skirt against a light beige background. The text 'STUDIO C' is overlaid in white, with a horizontal line under the 'C'. The blouse has a distinctive pleated texture and a ruffled collar. The skirt is a solid black, high-waisted style. The overall aesthetic is clean and minimalist.

PROJECT SHOWCASE

2 0 2 4

C_ LIENT
C_ ASE
C_ SERVICES

GRACE
VIDEOGRAPHY AND PHOTOGRAPHY FOR SOCIAL MEDIA AND WEB
KOL CASTING, CONCEPTION, CREATIVE DIRECTION, PRODUCTION
AND STYLING



C_ LIENT

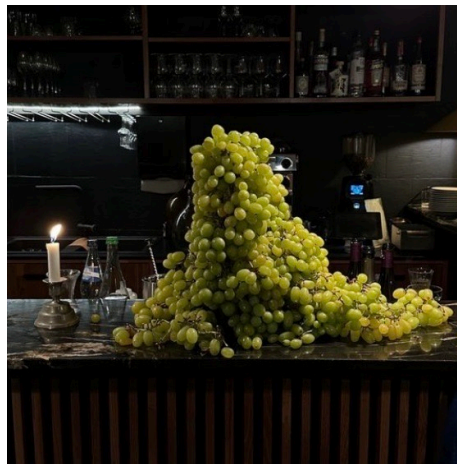
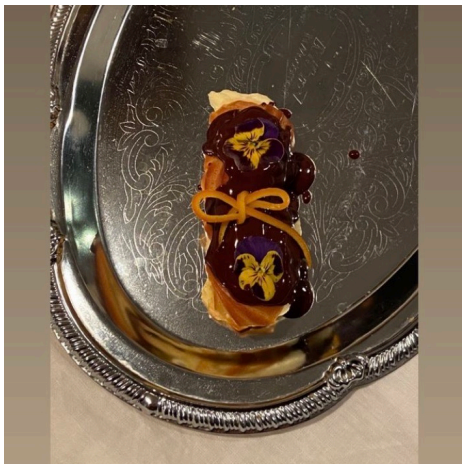
C_ ASE

C_ SERVICES

SÉZANE

KOL ACTIVATION AND PRESENTATION OF THE
COLLECTION WINTER 2023

KOL CASTING, CONCEPTION AND EVENT MANAGEMENT FOR A
PRIVATE DINNER



C_ LIENT

C_ ASE

C_ SERVICES

CITIZEN OF HUMANITY + AGOLDE

BREAKFAST + PRESENTATION OF THE REGENERATIVE COTTON
COLLECTION SPRING 2024

CONCEPT, EVENT MANAGEMENT, SET DESIGN AND KOL GUEST
MANAGEMENT



C_LIENT

C_ASE

WMF

SOCIAL CAMPAIGN „WOMEN IN FOOD – CHI CAO HANH,
FOUNDING MEMBER OF DUDU BERLIN“

VIDEOGRAPHY AND PHOTOGRAPHY FOR SOCIAL MEDIA

C_SERVICES

KOL CASTING + STRATEGY, CONCEPT, CREATIVE DIRECTION,
IMPLEMENTATION, FULL SERVICE PRODUCTION, ART BUYING



C_LIENT

WMF

C_ASE

SOCIAL CAMPAIGN „WOMEN IN FOOD – HERRLICH DINING“

VIDEOGRAPHY AND PHOTOGRAPHY FOR SOCIAL MEDIA

C_SERVICES

KOL CASTING + STRATEGY, CONCEPT, CREATIVE DIRECTION,
IMPLEMENTATION, FULL SERVICE PRODUCTION, ART BUYING



C_LIENT

C_ASE

WMF

SOCIAL CAMPAIGN „WOMEN IN FOOD – AUREEN AIPOH,
FOUNDER OF OSHIONE“

VIDEOGRAPHY AND PHOTOGRAPHY FOR SOCIAL MEDIA

C_SERVICES

KOL CASTING + STRATEGY, CONCEPT, CREATIVE DIRECTION,
IMPLEMENTATION, FULL SERVICE PRODUCTION, ART BUYING



„THE BIGGEST CHALLENGE AS A WOMAN RUNNING A BUSINESS IS THAT YOU'RE UNDERESTIMATED. THEY LOOK AT YOU AND THEY THINK THAT YOU'RE NOT CAPABLE OF DOING THINGS. THAT WAS MY MOTIVATION - TO SHOW WHAT YOU CAN DO.“

AUREEN AIPOH, OSHIONE BAKERY



C_LIENT

C_ASE

C_SERVICES

WMF

SOCIAL CAMPAIGN „WOMEN IN FOOD – MARLEEN FRANKE,
FOUNDER OF CHATEAUMOABIT“

VIDEOGRAPHY AND PHOTOGRAPHY FOR SOCIAL MEDIA

KOL CASTING + STRATEGY, CONCEPT, CREATIVE DIRECTION,
IMPLEMENTATION, FULL SERVICE PRODUCTION, ART BUYING



C_LIENT

C_ASE

WMF

CAMPAIGN „VALENTINES WITH SCHWEIGERS“

VIDEOGRAPHY AND PHOTOGRAPHY FOR WEB AND SOCIAL
MEDIA

C_SERVICES

CONCEPT, STRATEGY, CREATIVE DIRECTION, IMPLEMENTATION,
FULL SERVICE PRODUCTION, ART BUYING, BOOKING, SET
DESIGN AND FASHION STYLING



2 0 2 2 + 2 0 2 3

C_LIENT

C_ASE

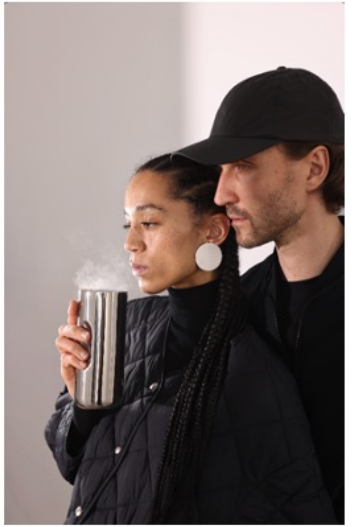
WMF

CAMPAIGN „MY2GO“

VIDEOGRAPHY AND PHOTOGRAPHY FOR WEB AND SOCIAL
MEDIA

C_SERVICES

CONCEPT, STRATEGY, CREATIVE DIRECTION, IMPLEMENTATION,
FULL SERVICE PRODUCTION, ART BUYING, BOOKING, LOCATION
SCOUTING, SET DESIGN AND FASHION STYLING



C_ LIENT
C_ ASE
C_ SERVICES

VOGUE GERMANY
EDITORIAL WATCHES FOR ISSUE NO. 11
CREATIVE CONCEPT, FASHION, STYLING

UHREN

*„Spirit of Big Bang Steel“
Eine Diamant-12-Linien-
mit Edelsteingehäuse,
Diamanten und in Form
Kunstscherebene
von HUBLOT,
um 11.000 Euro*



ZEITGESCHEHEN

Bei diesen eleganten UHREN ist einiges los. Sie sind aufgrund ihres KUNSTVOLLEN Designs wahre Hingucker am Handgelenk.
Fotos DELALI AYIVI Styling JULIA ZIRPEL

UHREN

*„Miss Delicieux“
mit Zifferblattgehäuse
und weißem Zifferblatt,
von LANGE, um 2000 Euro*



UHREN

*„Oyster Perpetual 35“
mit markierbarem Ziffer-
blatt und mechanischem
Perpetual-Uhrwerk, von
ROLEX, um 5950 Euro*



UHREN

*„Das Star Original Skeleton“
mit goldfarbenem Ziffer-
blatt, aus Germanium und Edelstein,
von RADO, um 2150 Euro*



C_LIENT

C_ASE

C_SERVICES

SÉZANE

KOL ACTIVATION AND PRESENTATION OF THE
COLLECTION WINTER 2023

KOL CASTING, CONCEPTION AND EVENT MANAGEMENT FOR A
PRIVATE DINNER



C_ LIENT

C_ ASE

C_ SERVICES

SALON MAGAZIN

EDITORIAL FINE JEWELLERY FOR THE WINTER EDITION

CONCEPT, CREATIVE DIRECTION, PRODUCTION, FASHION
STYLING, SET DESIGN



Schmuck

Glanzvolles Schattenspiel

Ein Jahr geht zu Ende, ein neues beginnt – und Gründe, um anzustoßen, gibt es viele: Wir zeigen erlesene Schmuckstücke und kostbare Gläser, die mit feinem Schläff und edlen Steinen für ganz viel Glanz in den Augen sorgen

Fotografie: SARAH FÜRBRINGER
Produktion und Styling: JULIA ZIRPEL

SCHMUCK
Glas „Amber“ aus der Kollektion „Bubbles“, ca. 275 Euro, saint-loais.com; Armband „Sugarloaf“ von Brahmfeld & Gutruf, aus Roségold, mit Mondstein und Brillanten, ca. 9460 Euro, über fresfeld.com; Ringe: zweimal „Blu RollerCoaster“ und einmal „Blü“, beide Modelle aus der Kollektion „by Kim“, aus Roségold mit Diamanten, ca. 10275 und 9875 Euro, nempc.de; „Snakers Ring“, 18 Karat Gelbgold mit Brillanten und Rutilquarz, ca. 8900 Euro, olefyng.com



C_LIENT

C_ASE

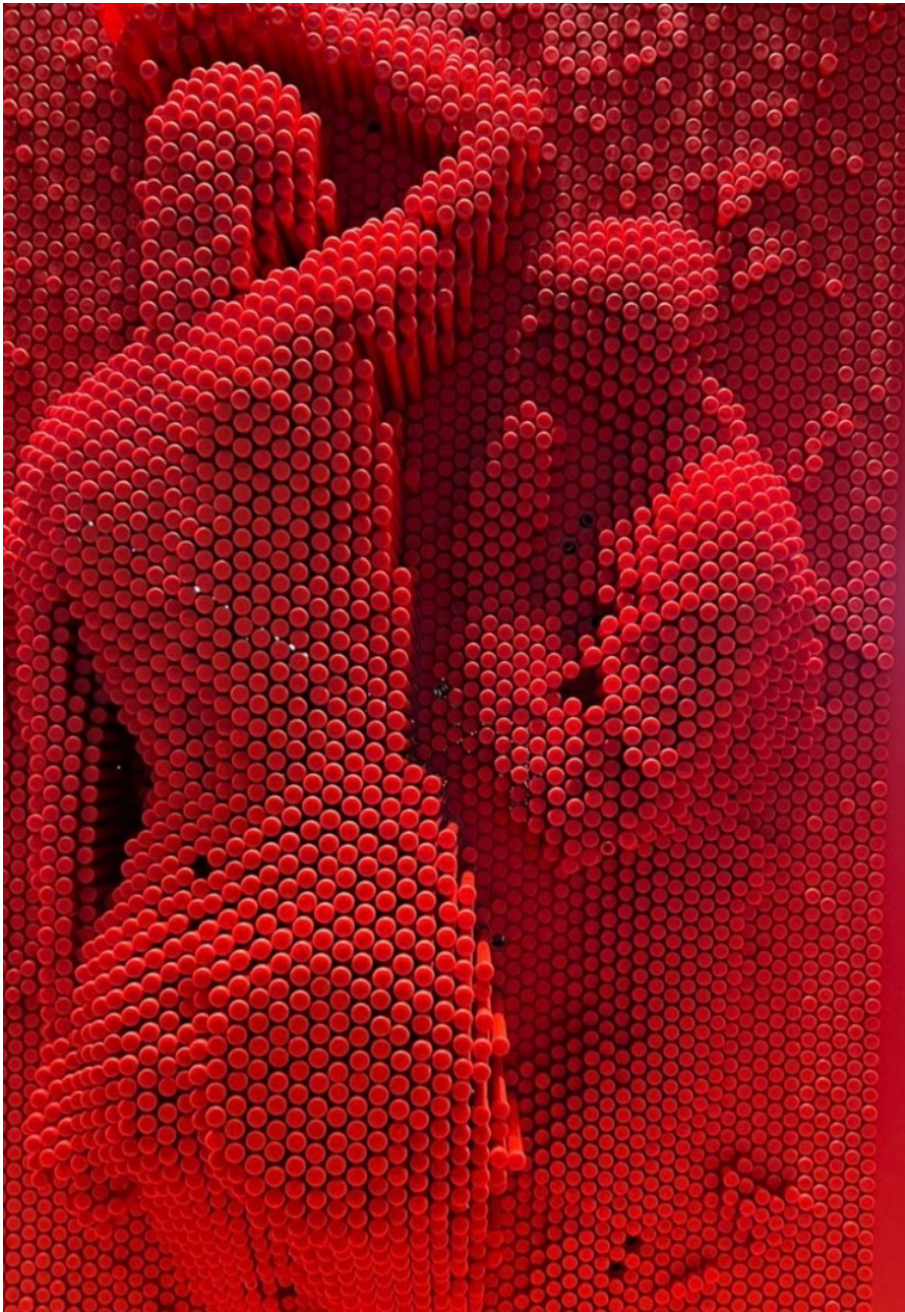
C_SERVICES

FERRAGAMO

VIP CUSTOMER EVENT, PRESENTATION OF THE
COLLECTIONS SS2023 + AW2023 BY NEW DESIGNER

MAXIMILIAN DAVIS IN MUNICH, FRANKFURT, BERLIN AND ZURICH

STYLE ADVISORY, GUESTLIST MANAGEMENT



C_LIENT
C_ASE

WMF
GLOBAL 170 ANNIVERSARY HERITAGE CAMPAIGN,
VIDEOGRAPHY AND PHOTOGRAPHY FOR WEB AND SOCIAL
MEDIA

C_SERVICES

CONCEPT, STRATEGY, CREATIVE DIRECTION, IMPLEMENTATION,
FULL SERVICE PRODUCTION, ART BUYING, BOOKING, LOCATION
SCOUTING, SET DESIGN AND FASHION STYLING



C_LIENT

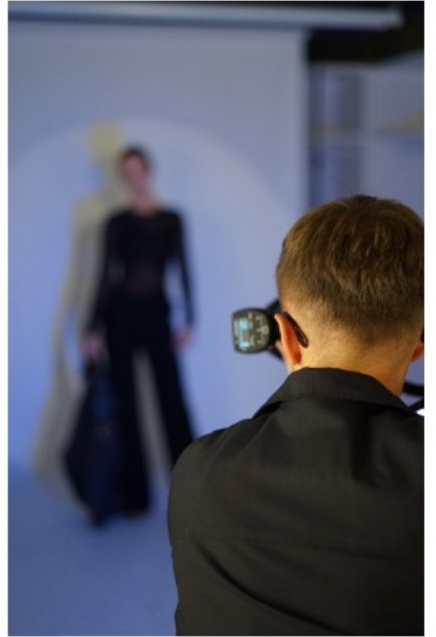
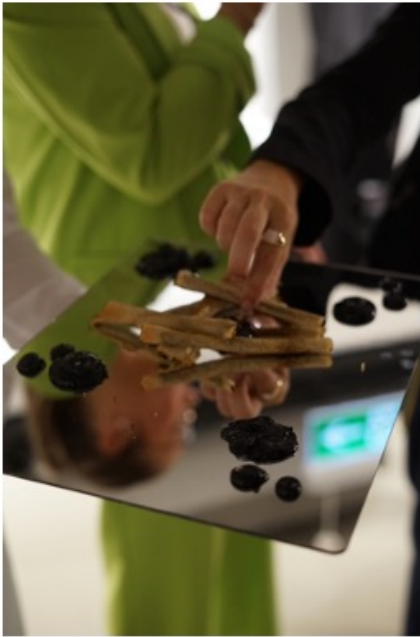
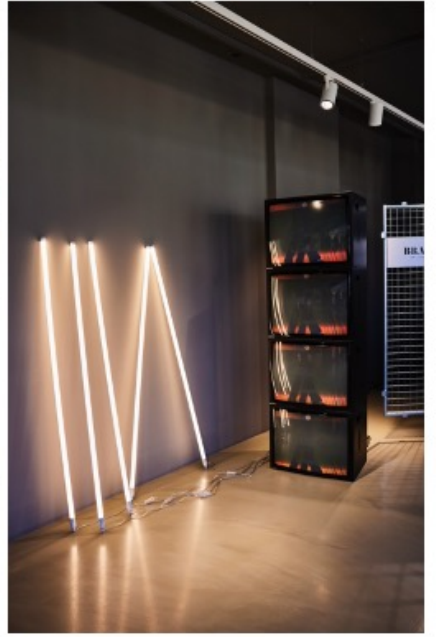
C_ASE

C_SERVICES

H&M

VIP CUSTOMER EVENT, PRESENTATION STUDIO COLLECTION
AUTUMN 2023

CONCEPT, STRATEGY, CREATIVE DIRECTION, IMPLEMENTATION,
FULL SERVICE PRODUCTION, EVENT MANAGEMENT, ART BUYING,
BOOKING, SET DESIGN



C_ LIENT

C_ ASE

C_ SERVICES

AIGNER

CELEBRATING MOTHERS DAY, VIDEOGRAPHY AND STILL LIFE
PHOTOGRAPHY FOR WEB AND SOCIAL MEDIA

CONCEPT, STRATEGY, CREATIVE DIRECTION, IMPLEMENTATION,
FULL SERVICE PRODUCTION, ART BUYING, BOOKING, SET
DESIGN AND FASHION STYLING



C_LIENT

C_ASE

C_SERVICES

COPE

LAUNCH OF A NEW ORGANIC DOCTOR BEAUTY BRAND

NAMING, BRAND CONCEPT + IDENTITY, STYLE GUIDE,

LAUNCH STRATEGY



C_LIENT

C_ASE

C_SERVICES

PRADA

SHOP EVENT, PRESENTATION IN MUNICH

EVENT HOSTING AND GUESTLIST KOL MANAGEMENT



C_LIENT
C_ASE

C_SERVICES

BIBI STUDIO
DEVELOPING CAPSULE COLLECTION SUMMER 2023,
PHOTOGRAPHY FOR WEB AND SOCIAL MEDIA
COLLECTION DEVELOPMENT, DESIGN CONSULTING,
CREATIVE CONCEPT, CREATIVE DIRECTION, ART BUYING,
BOOKING, SET DESIGN AND FASHION STYLING



C_LIENT

C_ASE

C_SERVICES

MCH MESSE BASEL

VIDEOGRAPHY FOR ONLINE CLASSES FOR A MAGAZINE
PLATTFORM IN THE FIELD OF WELLBEING + ART

CREATIVE DIRECTION, FULL SERVICE PRODUCTION, ART
BUYING, LOCATION SCOUTING, SET DESIGN AND FASHION
STYLING



C_LIENT

C_ASE

C_SERVICES

AIGNER

FOCUS ON RED, VIDEOGRAPHY AND PHOTOGRAPHY

FOR WEB AND SOCIAL MEDIA

CONCEPT, STRATEGY, CREATIVE DIRECTION, IMPLEMENTATION,

FULL SERVICE PRODUCTION, ART BUYING, BOOKING, SET

DESIGN AND FASHION STYLING



C_LIENT

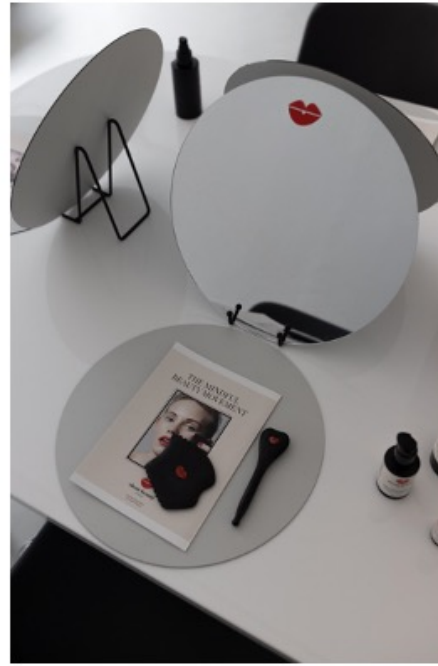
C_ASE

SERVICES

CLEAN BEAUTY CONCEPT

COMMUNITY BUILDING EVENT IN MUNICH, HOSTING BEAUTY
WORKSHOPS

CONCEPT, IMPLEMENTATION, SET DESIGN, EVENT HOSTING
AND COORDINATING, COMMUNITY ACTIVATION



C_LIENT

C_ASE

C_SERVICES

KAISER

RE-LAUNCH OF SOCIAL MEDIA CHANNELS / INSTAGRAM

CREATIVE CONCEPT, IDEA DEVELOPMENT, VISUAL BRAND

BUILDING, CREATIVE DIRECTION



C_ LIENT

C_ ASE

C_ SERVICES

HAWK HOCHSCHULE HILDESHEIM

STUDENT RECRUITING CAMPAIGN, VIDEOGRPAHY AND
PHOTOGRAPHY FOR OUT OF HOME, WEB AND SOCIAL MEDIA
CONCEPT, STRATEGY, CREATIVE DIRECTION,
IMPLEMENTATION, ART BUYING, BOOKING, FASHION STYLING



C_LIENT

C_ASE

C_SERVICES

AIGNER

FOCUS ON "THE CYBILL BAG", VIDEOGRAPHY AND
PHOTOGRAPHY FOR WEB AND SOCIAL MEDIA

CONCEPT, STRATEGY, CREATIVE DIRECTION,
IMPLEMENTATION, FULL SERVICE PRODUCTION, ART BUYING,
BOOKING, SET DESIGN AND FASHION STYLING

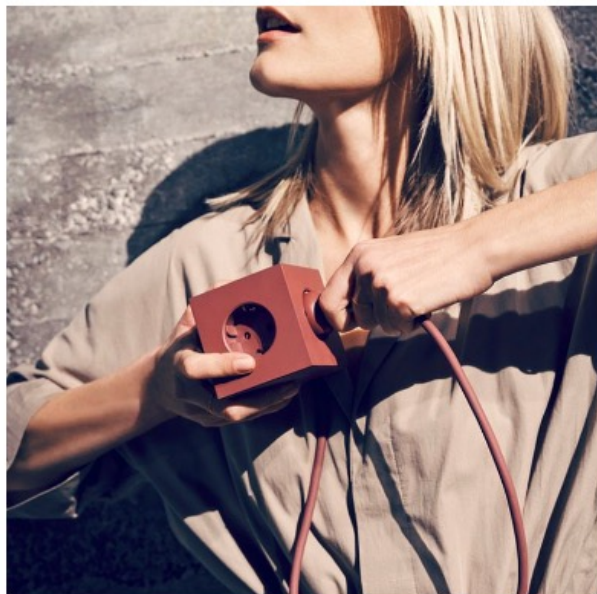
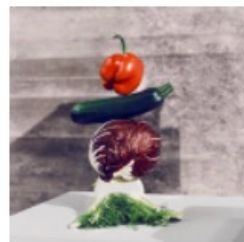


C_LIENT
C_ASE

WMF
CAMPAIGN "THE POWER OF BBQ"
VIDEOS AND PHOTOGRAPHY FOR POS, WEB AND SOCIAL
MEDIA

C_SERVICES

CONCEPT, STRATEGY, CREATIVE DIRECTION,
IMPLEMENTATION, FULL SERVICE PRODUCTION, ART BUYING,
BOOKING, LOCATION SCOUTING, SET DESIGN AND FASHION
STYLING



C_LIENT

C_ASE

C_SERVICES

KAISER

CHRISTMAS CAMPAIGN 2023, VIDEOGRAPHY AND
PHOTOGRAPHY FOR WEB AND SOCIAL MEDIA AND POS

CONCEPT, STRATEGY, CREATIVE DIRECTION,
IMPLEMENTATION, FULL SERVICE PRODUCTION, ART BUYING,
BOOKING, SET DESIGN AND FASHION STYLING



C_LIENT

C_ASE

C_SERVICES

NATUCAIN

VIDEOGRPAHY & STILL LIFE PHOTOGAPHY FOR WEB AND
SOCIAL MEDIA

CONCEPT, STRATEGY, CREATIVE DIRECTION,
IMPLEMENTATION, FULL SERVICE PRODUCTION, ART BUYING,
BOOKING, SET DESIGN AND FASHION STYLING



C_LIENT

C_ASE

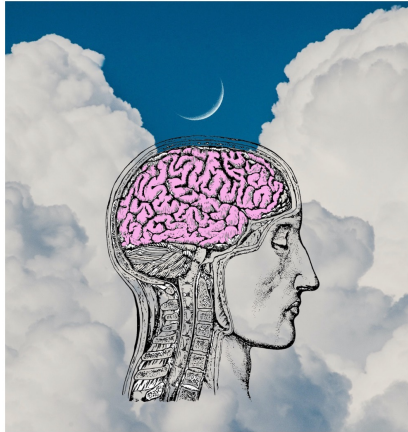
C_SERVICES

MCH MESSE BASEL

DEVELOPMENT OF A NEW ONLINE MAGAZINE

IN THE FIELD OF WELLBEING + ART

LEAD EDITORIAL DIRECTION: SET UP CONTENT IDEAS,
EDITORIAL STORIES, THEME IDENTIFICATION, PLANNING,
DEVELOPMENT OF A MAGAZINE STRUCTURE, BUILD UP A
POOL OF AUTHORS, SOURCING CREATIVE TALENTS IN
COPYWRITING AND IMAGERY, ART BUYING ETC.



Credit: Le Petit Collage

THE BRIDGE TO THE UNCONSCIOUS

After centuries of myths and clichés, the latest science asserts that hypnosis has nothing to do with loss of control: In a trance, we influence our bodies – and overcome suffering

By Ina Küper-Reinermann

Hypnosis has an image problem. Still. And it's not only because of those spiral-glasses-wearing "hypnoartists" who make people roll on the floor laughing on Instagram and TikTok. But also because of a woman who could be considered the first royal influencer in history: Marie Antoinette.

As the most prominent fan of so-called "mesmerism," she imparted veritable cult status in the early 1780s to its inventor, the German physician Franz Anton Mesmer – thus sealing, albeit unintentionally, the temporary demise of hypnosis. Mesmer believed that every living being is infused with a mysterious force: a colorless and odorless fluid that he called "animal magnetism." He postulated that it was the potential cause of every ailment.

Symptoms of illness, Mesmer claimed, were a sign that this fluid had stalled and could only be alleviated with the help of a bizarre cure. For this, he gathered his Parisian patients in a darkened, incense-filled room and had them sit around a tub filled with water and iron filings, which he had allegedly magnetized beforehand. As soon as those present had connected themselves to the wooden tub with metal rods and ropes, Mesmer would enter the scene, ask the participants in turn about their complaints, look them deeply in the eyes and then, with a melodramatic hand movement, put them into a trance state, after which many of his adherents declared themselves cured.

Sound Mind, Fluid Bodies

Bathing is as old as mankind itself. Perhaps because it is the most soothingly effective way of taking care of oneself.

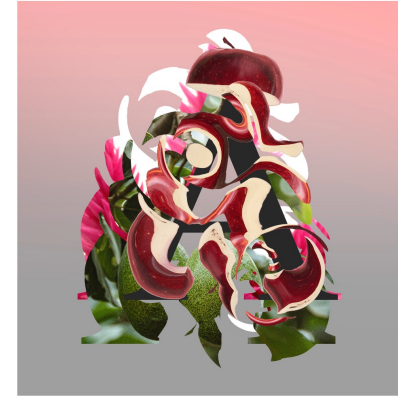
By Ina Küper-Reinermann



Credit: Isi Parente / Unsplash

The beauty rituals of the future? It might be a pretty dry undertaking. At least if the predictions of renowned London-based trend research agency The Future Laboratory are anything to go by. Their "Beauty, Health & Wellness Futures 2022" report, for example, talks of the sheer endless potential of desert skincare – skincare that adopts the survival strategies of drought-stricken cacti and shrubs such as the so-called "resurrection plant" *Myrothamnus flabellifolius*. Other industry insiders, however, see "Condensed Beauty" rising in the firmament: Futuristic-looking devices that feed micronized shampoo and conditioner formulas into the water stream via showerhead, making plastic-bottle rinses a relic of the past. An old-fashioned tub with 150 liters of hot water? It's a familiar ritual that seems almost obscene.

And yet, the fact that bathing is currently celebrating a revival – despite the lack of rain and falling river levels – probably has less to do with climate-ignorant unscrupulousness than with climate-related grief.



Credit: Pablo Thecuadro

Superfood - The A-listers among grains, fruits and veggies from A to Z

Getting the ultimate glow with goji, living a happy life with hazelnuts? Hold on, it's not that easy. Still, superfoods are super. Or better: *superer* than other foods because they contain a high amount of nutrients, vitamins, and work like superchargers for mind, body and skin.

By Petra Harms

Apple

Our old friend. However, spoiler alert– an apple a day doesn't keep the doc away. It does help fight high blood pressure and cholesterol levels, diabetes and heart disease. Apples are rich in calcium, vitamin c, antioxidants, and fibre. All of these goodies lie directly under the skin, so wash and don't peel your pome. Apples have one other benefit: They take time to eat – which leaves you with a longer full-feeling than other snacks. **Good to know:** Heirloom varieties like Boskop, Cox and Renette have more nutritional benefits than the hipster editions Fuji, Pink Lady, etc which are basically designed for a longer shelf life. **The little but:** With more than 7000 varieties in the world, the specific content of health-promoting nutrients does indeed vary by type. As rule of thumb though, red apples have more anthocyanin, which provide more heart-healthy and cholesterol-lowering benefits.

Avocado

We might as well consider it the superstar of superfoods. Avocados are outrageously popular due to their heart-healthy fats, i.e., omega-3, the electrolyte potassium, fibre, and the loads of antioxidants that help with cholesterol, bone density, skincare, and eye health. One reason for its being a millennial darling: its Instagram-ability. Over 13 million posts don't lie. **Good to know:** The fruit even has its own diagnosis: the "avocado hand," the deep cuts that occur when cutting it open. **The big but:** As excellent as their energy balance seems to be for humans (despite the calorie-intake: 240), it's just as shocking for the environment. A thousand liters of water are needed to grow a kilo (about five avocados), and most of them travel thousands of kilometers in refrigerated container ships before they land on your plate. You might consider getting almost the same benefits from a spoonful of native olive oil.

STUDIO C_

ALL THINGS C_

C_REATING + C_ONNECTING + C_OMMUNICATING + C_ONSULTING

BY JANA GUTSCHE AND JULIA ZIRPEL

THERESIENSTRASSE 46

80333 MUNICH

HELLO@STUDIO-C-CREATIVES.COM

THANK YOU!