

ERICA APPLEBY

#LIVING LUXE

EXPERIENCE LIFE THROUGH AUTHENTIC,
PURPOSE DRIVEN, STORY TELLING

FASHION DESIGNER

ARTIST

CONTENT CREATOR

STORY TELLER

CREATIVE DIRECTOR

STYLIST

WELLNESS ENTREPRENEUR

EVENT PLANNER

LIVE PAINTER

ART DIRECTOR

TRAVELLER

PRODUCT & LIFESTYLE PHOTOGRAPHER



ABOUT ME

ERICA APPLEBY IS A FREELANCE MULTI-DISCIPLINARY CREATOR & CURATOR. BLENDING A PASSION OF ART, DESIGN, PHOTOGRAPHY AND TRAVEL TO CREATE WITH LOVE AND PURPOSE. THROUGH HER KEEN EYE & EXPERIENCE THE LUXE ART TECH BRAND OFFERS A VIEW OF BEAUTY AND EXPLORATION, WITH ABOVE PASSIONS EACH SERVING AS A ENTRY POINT TO WEAVE TOGETHER ELEGANCE, WANDERLUST, EDGE AND UNFORGETTABLE MOMENTS.

SEEING DEEPLY INTO THE WORLD AND REACHING BEYOND THE SURFACE TO THE VERY HEART BEAT OF OF CREATION, ERICA APPLEBY CONSIDERS THE EMOTIVE AND CULTURAL QUALITIES OF LIFE. THROUGH MOVEMENT, MUSIC, ART AND AUTHENTIC RELATIONSHIP. SHE FOCUS ON CONNECTION AND COMMUNICATION THAT IS WARM AND HONEST.

ERICA APPLEBY IS EQUIPPED AND CONNECTED TO A NETWORK TO CREATE, MANAGE, FACILITATE AND IMPLEMENT VARIOUS TYPES OF PROJECTS. LAUNCHED IN 2019 LUXE ART TECH IS A CREATIVE AGENCY WITH A DISTINCTIVE AESTHETIC. CREATING RED CARPET LOOKS AND SOUGHT AFTER BY SOME OF THE BEST IN THE INDUSTRY LIKE SINGER SEWING.

ERICA
APPLEBY

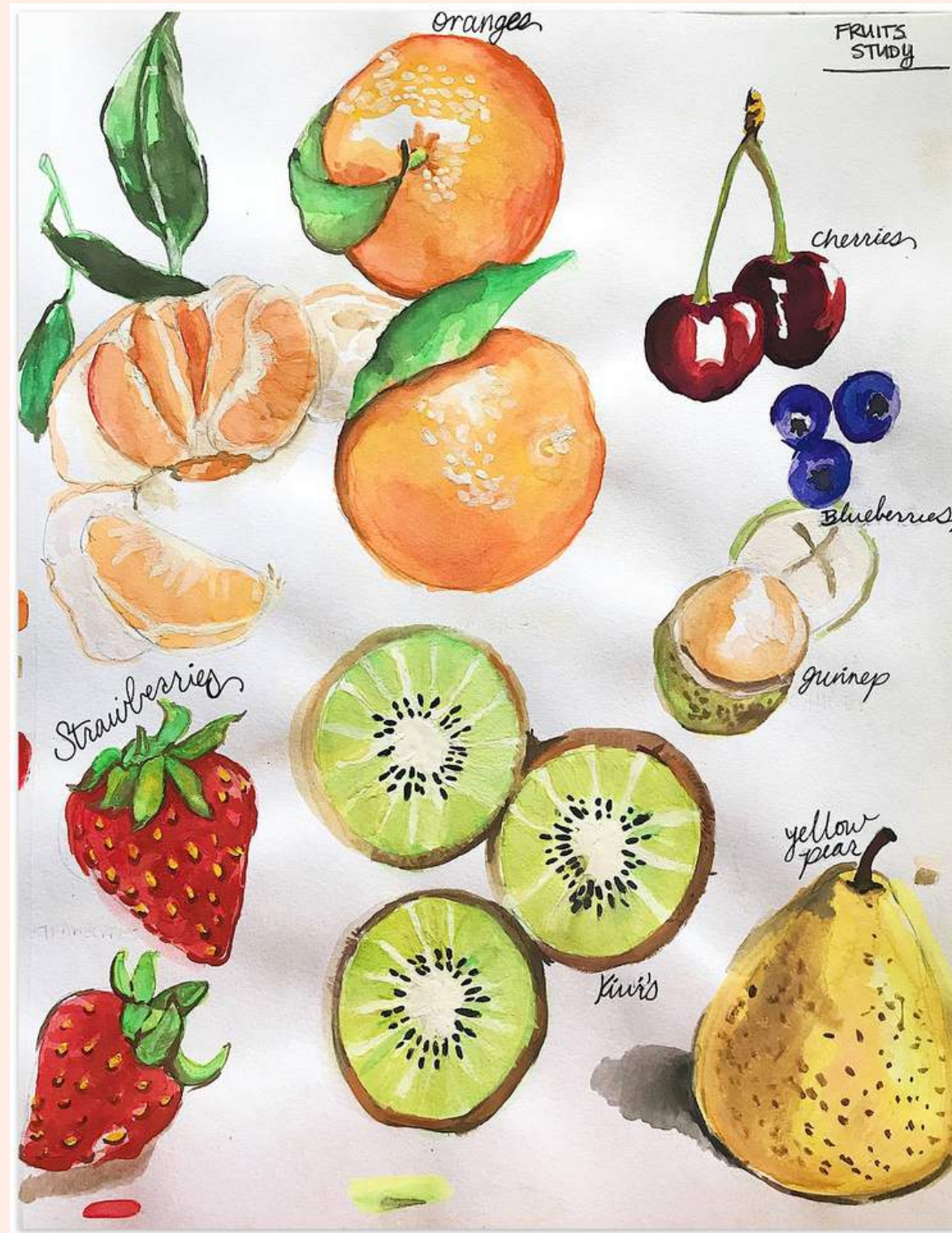
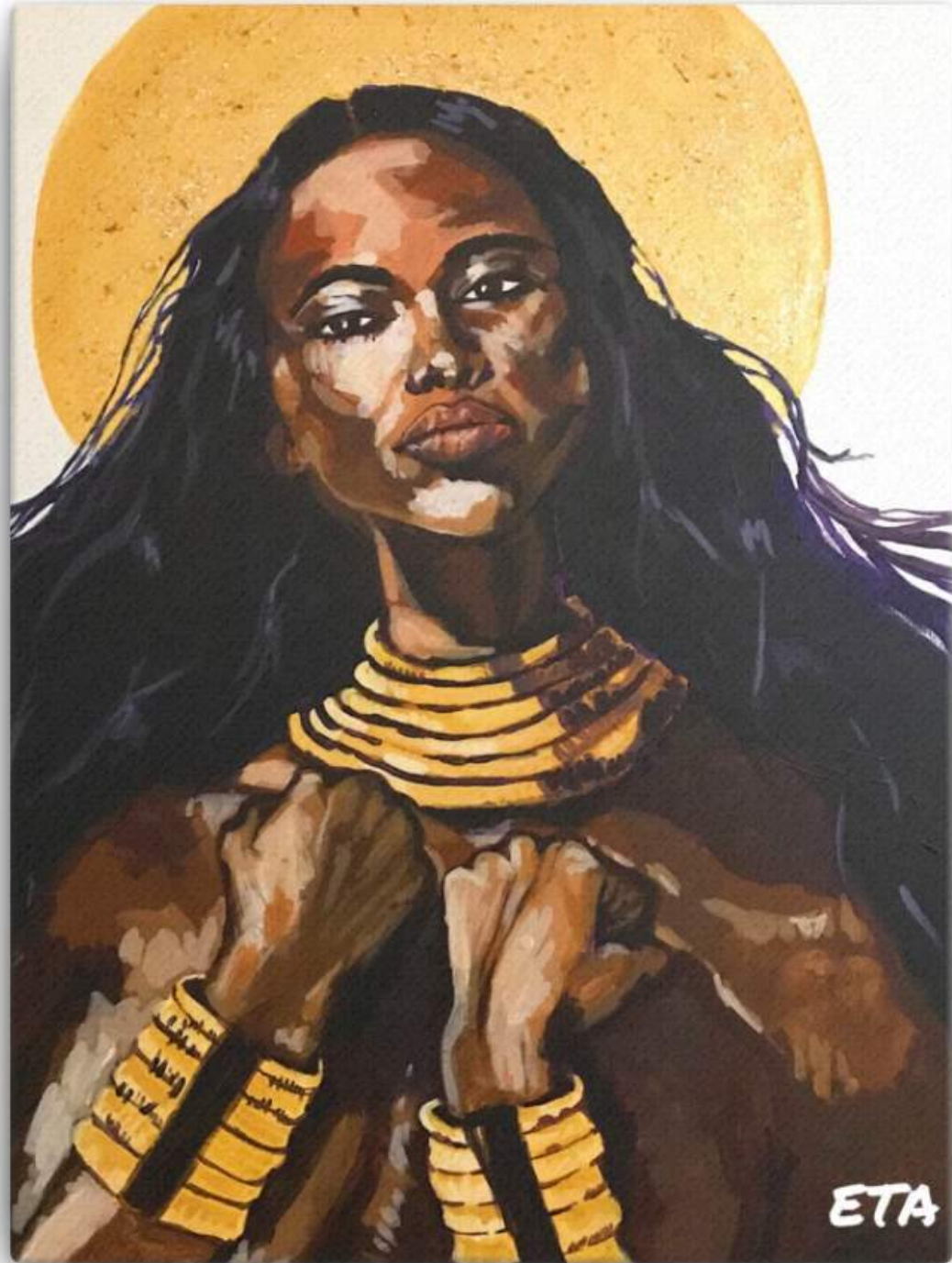
" IT IS IN ALL OF US TO DEFY EXPECTATIONS, TO GO INTO THE WORLD AND TO BE BRAVE, AND TO WANT, TO NEED, TO HUNGER FOR ADVENTURES. TO EMBRACE THE CHANCE AND RISK SO THAT WE MANY BREATHE AND KNOW WHAT IT IS TO BE FREE."
- MAE CHEVRETTE

WITH MUCH COURAGE AND FREEDOM WE ARE EMPOWERED TO LIVE A LIFE THAT IS #LUXE (FRUITFUL, COLORFUL, ABUNDANT AND CALM). THIS IS THE ESSENCE OF THE ERICA APPLEBY BRAND

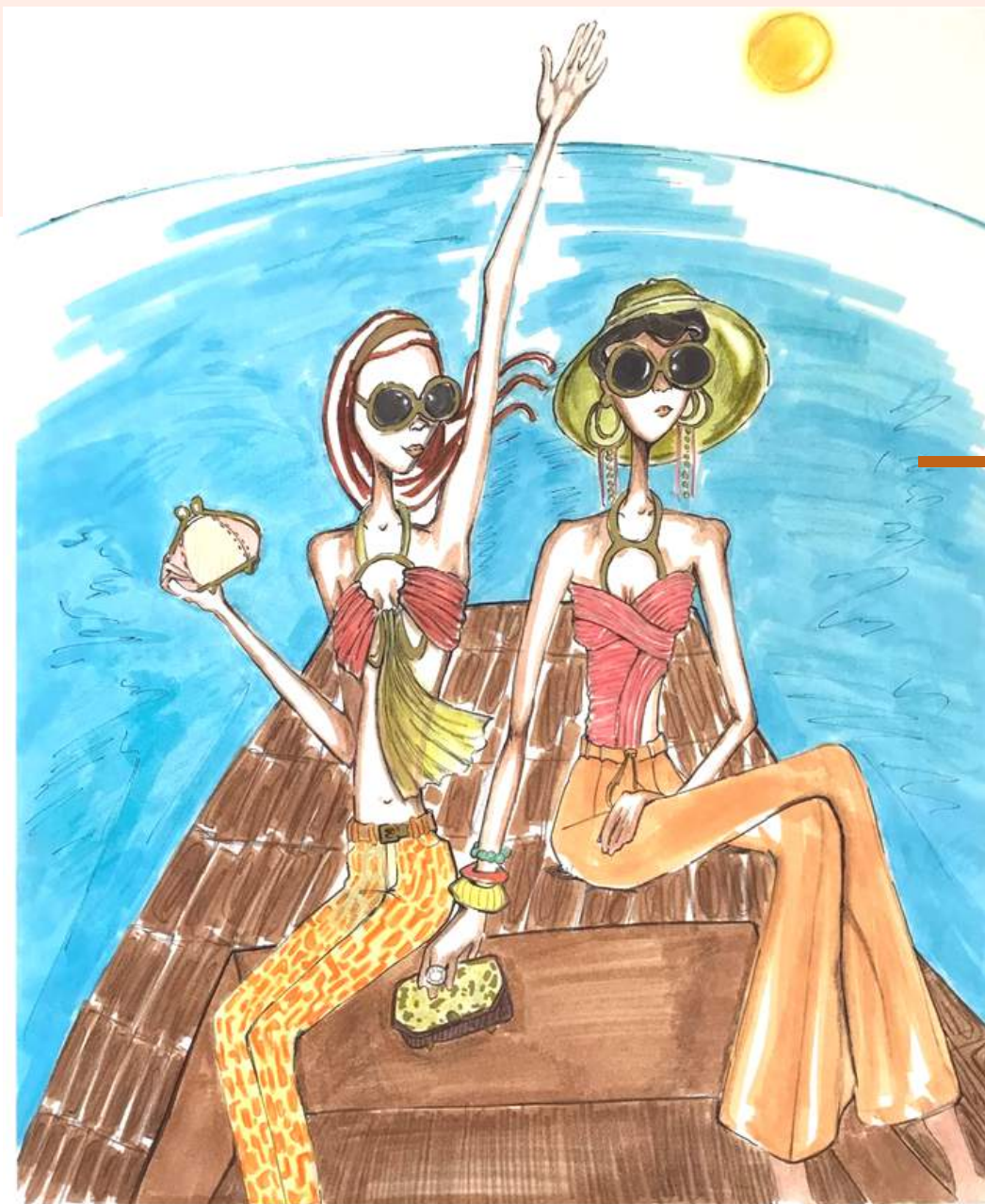
What is She?

Painting

ACRYLIC, WATER COLOR & MURALS



Illustration



RESORT INSPIRED ILLUSTRATIONS
DIGITAL & TRADITIONAL





Press & Clients

 **RED TRICYCLE**

Art | Basel

VoyageMIA

VIBE
MAGAZINE


airbnb

CFW
caribbean fashionweek

 **NBA**
AWARDS


GRAMMY AWARDS

 **SINGER**

JACK DANIEL'S
OLD
Nº 7
BRAND

BET★


PULSE

**BLACK
GIRLS
ROCK!**

CLIENT | ETA LUXE

WHO | ETA LUXE IS A LIFESTYLE BRAND I FOUNDED AND CREATIVE DIRECTED DEDICATED TO THE EVERY EVOLVING WOMAN AND LOVER OF ART & WONDERLUST WORLD

GOAL | TO REDEFINE THE WAY THAT WOMEN SAW THEMSELVES IN A WORLD DEFINED FOR THEIR BEAUTY & MONETARY BACKGROUND. GIVING THEM AFFORDABLE LUXURY ITEMS THAT ALLOW THEM TO DEFINE THEIR STYLE.

CONCEPT | AS FOUNDER AND CREATIVE DIRECTOR, I CREATE ALL DIGITAL ASSETS, PRINT MATERIAL, PHOTOSHOOT CONCEPTS, SOCIAL MEDIA PRESENTS & DIALOG TO CUSTOMER, LOOK BOOK & PRESENTATION FOR THE BRAND, MY JOB IS TO ENSURE THAT THE BRAND VOICE IS CLEAR AND TRANSLATED IN A MANOR THAT IS HARMONIES FOR THE WOMEN IN OUR COMMUNITY. I LEAN HEAVILY ON BOOSTING CONFIDENCE, GAINING INSPIRATION FROM NATURE AND REBUILDING THE IDEA OF LUXURY. THE CREATIVE APPROACH IS ALWAYS THAT OF RESOURCEFULNESS & INTENTION. WHILE MAKING SPACE FOR THE UNSEEN.

WHAT I DID | ART DIRECTION
PHOTOGRAPHY
SET & LOCATION SCOUTING
FASHION DESIGN
TECHNICAL DESIGN
STYLING
COPY
GRAPHIC DESIGN
MODEL SCOUTING
PHOTO EDITING
VIDEO EDITING
VIDEOGRAPHY
SOCIAL MEDIA CONTENT
FASHION SHOW RUNWAY PRODUCTION



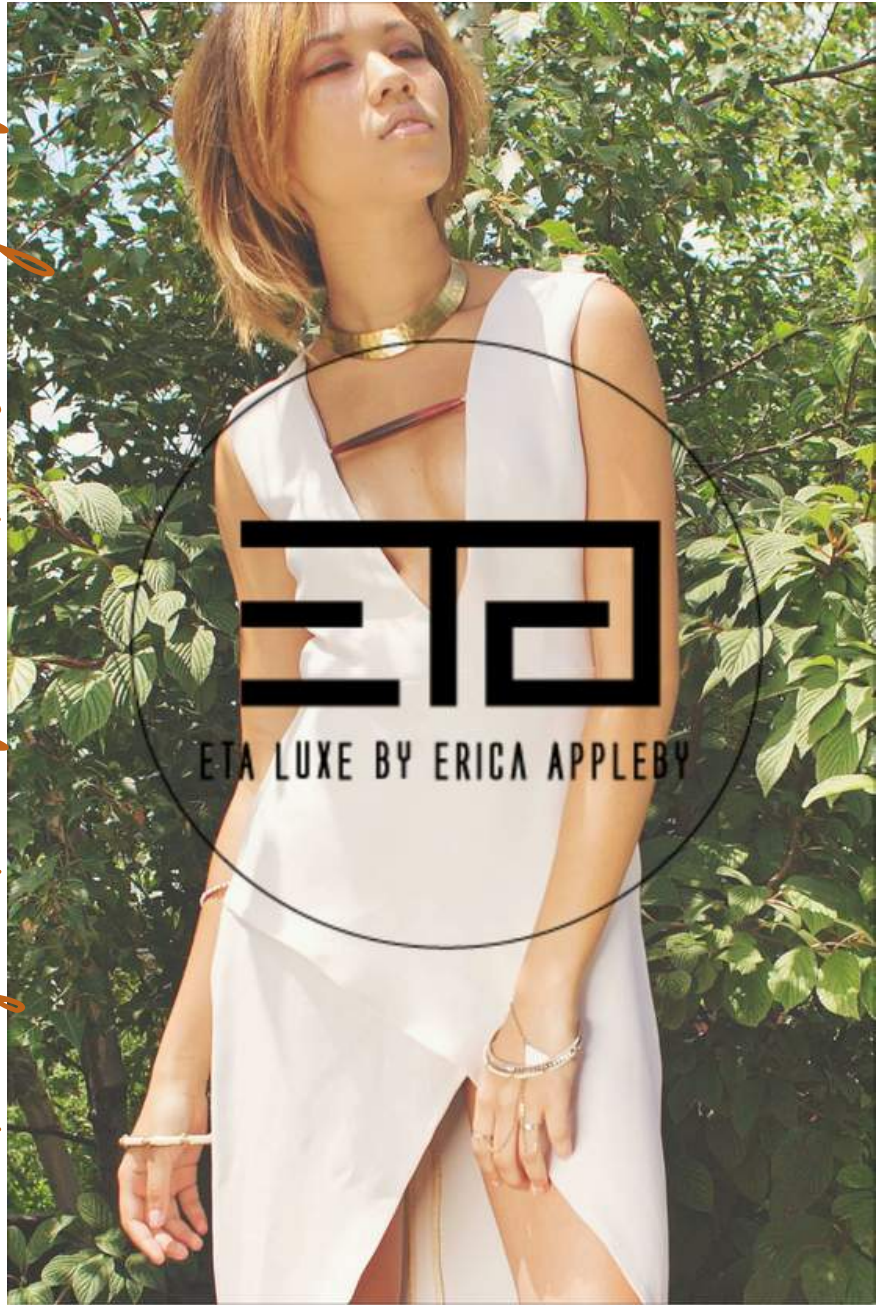
Concept & Sketches



Print Creation



VIBE MAGAZINE FINAL IMAGES
CREATIVE DIRECTION, STYLING , PHOTO EDITING



Digital Flyer/ Marketing Material

VIBE MAGAZINE FINAL IMAGES
CREATIVE DIRECTION, STYLING , PHOTO EDITING

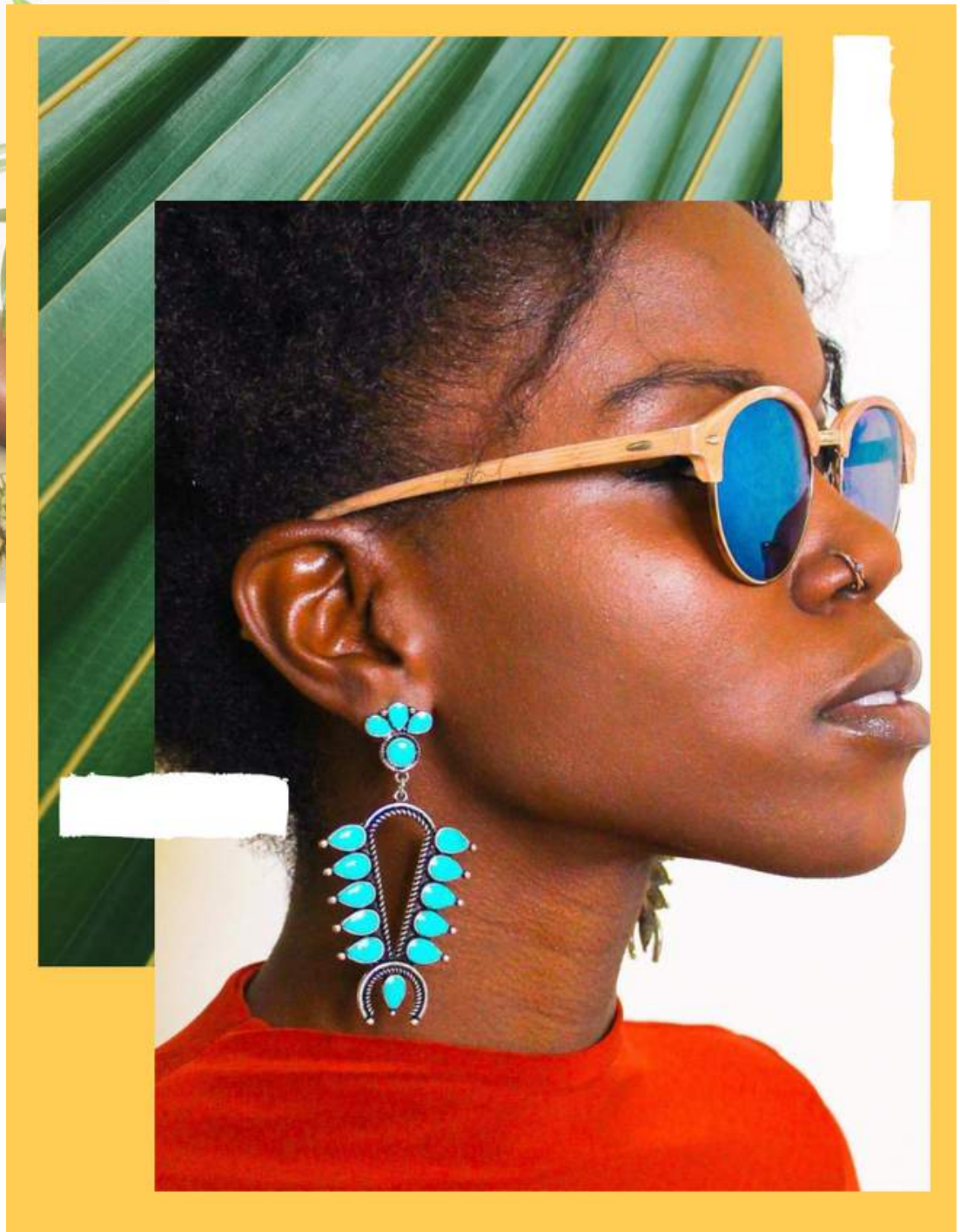


BTS LOOK BOOK STILL & VIDEO CREATION



Look Book Stills

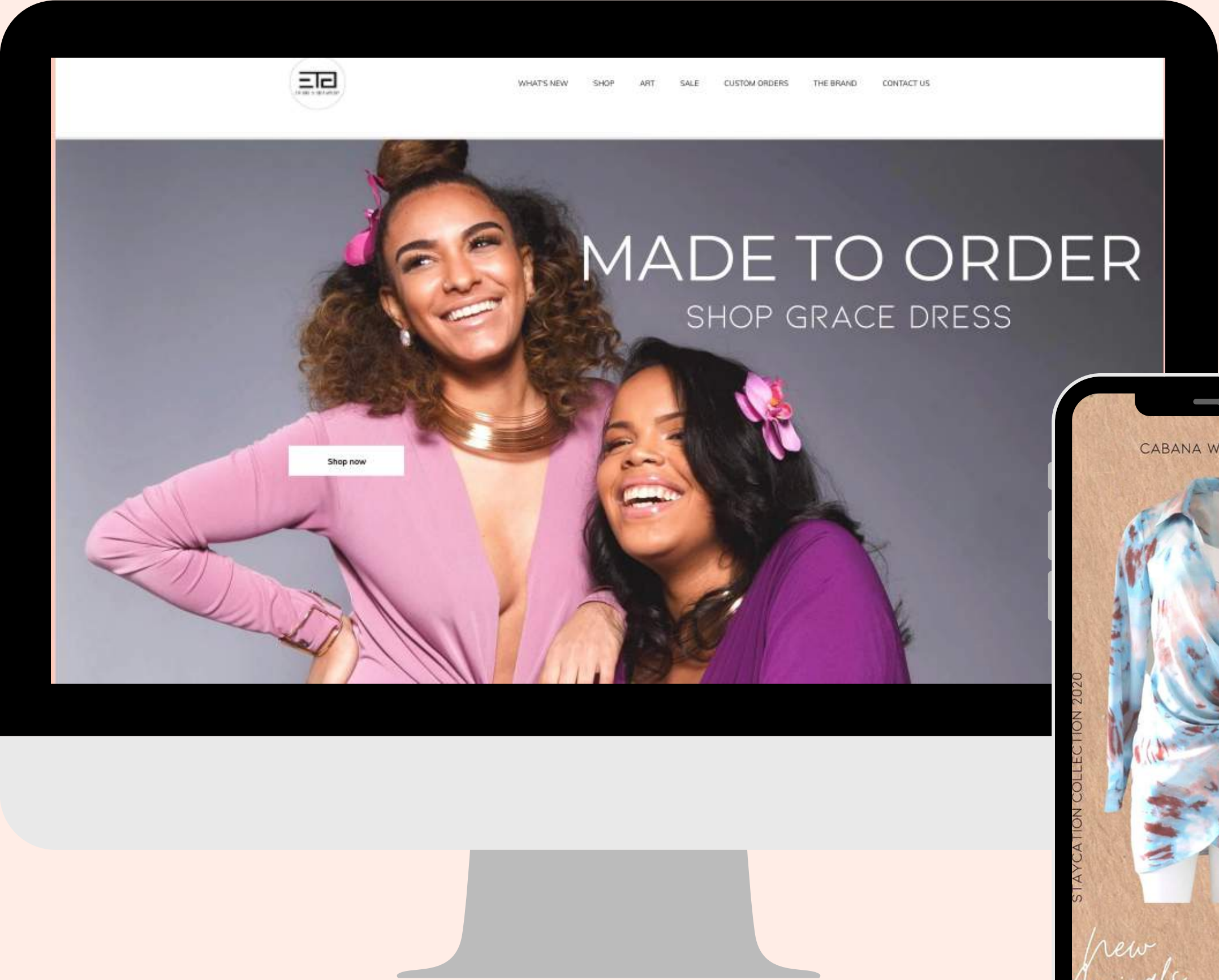




SOCIAL MEDIA CONTENT CREATION



ETA Luxe



VISUAL DESIGN : WEB DESIGN & SOCIAL MEDIA
CONTENT

CLIENT | BLAK BEST BODY CO

WHO | BLAK BEST BODY CO IS A WELLNESS & BODY BRAND & RETAILER. MADE SOLELY WITH ORGANIC AND ETHICAL INGREDIENTS TO CREATE THEIR PRODUCTS.

GOAL | TO LAUNCH AND INTRODUCE THE BRAND TO ITS GROWING COMMUNITY. WHILE ESTABLISHING THE “GOOD ENOUGH TO EAT” CONCEPT AND IMAGE TO ITS AUDIENCE.

CONCEPT | TO INTRODUCE, LAUNCH AND SHARE THE QUALITY OF THE PRODUCTS IN A “ITS GOOD ENOUGH TO EAT” THOUGHT AND FEEL. AS IT IS VALUABLE FOR THE BLACK AND URBAN COMMUNITIES TO UNDERSTAND ORGANIC FOODS & PRODUCTS. I CREATED A SERIES OF VISUALLY STIMULATING SETS TO EXPRESS AND HIGHLIGHT EACH INGREDIENT IN THE PRODUCTS.

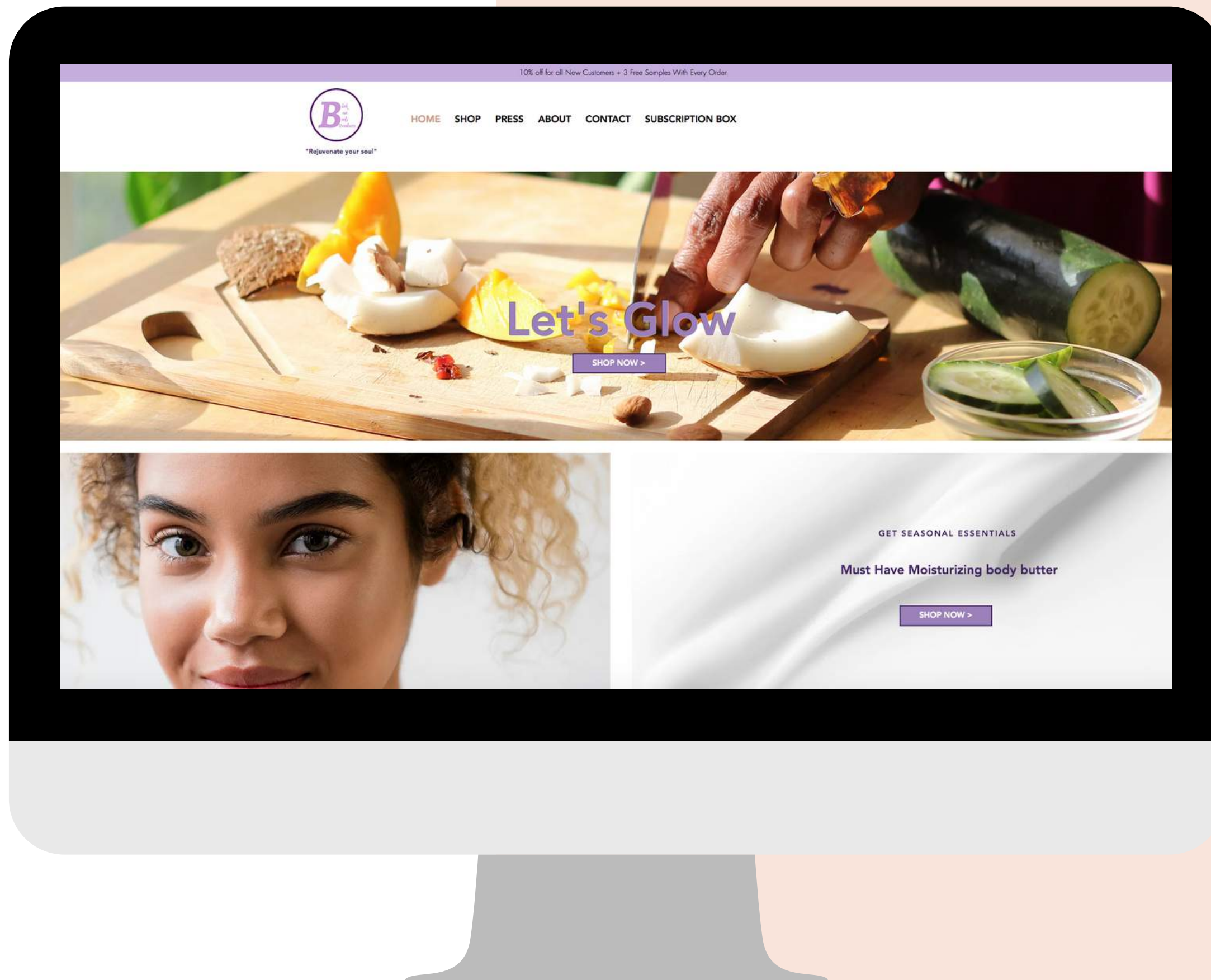
WHAT I DID | ART DIRECTION
CONCEPT
PHOTOGRAPHY
PHOTO STYLING
COPY
GRAPHIC DESIGN
PHOTO EDITING
VIDEO EDITING
VIDEOGRAPHY
SOCIAL MEDIA CONTENT



Black Best Body Co.









Product Redesign



— MOOD BOARD, PRODUCT MOCK UP

CLIENT | SINGER SEWING CO

WHO | SINGER CORPORATION IS AN AMERICAN MANUFACTURER OF CONSUMER SEWING MACHINES, FIRST ESTABLISHED AS I. M. SINGER & CO

GOAL | TO CONNECT SINGER SEWING WITH YOUNGER AUDIENCE, WITHIN THEIR COMMUNITY AND BEYOND, WHILE ALSO HONORING THE HERITAGE OF THE COMPANY THROUGH FASHION FOR THEIR 100TH YEAR ANNIVERSARY.

CONCEPT | SINGER SEWING WANTED TO CONNECT WITH THE AUDIENCE AND RECREATE AN OLD ADVERTISEMENT IN A NEW WAY. WITH THE RECREATION OF THEIR ORIGINAL VINTAGE SEWING MACHINE TO BE DIGITAL FOR THE NEW SCHOOL FEEL AND AUDIENCE. BY BLENDING THE VINTAGE FEEL WITH THE NEW DIGITAL PRODUCT FOR THEIR 100TH ANNIVERSARY WE CONNECTED THE OLD AND NEW AUDIENCES OF SINGER.

WHAT I DID | FASHION DESIGN
COPY
CONCEPT
STYLING



Singer Sewing Co.

Singer Sewing



S SINGER

The Singer 160™ LIMITED EDITION

Timeless Style and Modern Innovation.

Introducing The SINGER 160™ limited edition sewing machine. Created to commemorate the SINGER® brand's 160 year anniversary by taking design cues from the past while introducing our simplest and most easy to use machine available. See how SINGER *is Sewing Made Easy.™*

Visit singer.com to learn more about The Singer 160™ Sewing Machine.

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SINGER SEWING MACHINES
160TH ANNIVERSARY

CREATIVE DESIGN & GARMENT CONSTRUCTION

CLIENT | GOLDEN STROKES PAINTING WELLNESS

WHO | GOLDEN STROKES ARTS COLLECTIVE IS A CREATIVE AND WELLNESS COMPANY, THAT CATERS TO ALLOWING ARTIST AND CLIENTS TO REDISCOVER THEIR CREATIVITY AND SPIRITUAL SELVES. WITH A COMBINATION OF ART THERAPY AND

GOAL | TO REDEFINE THE WAY THAT WOMEN SAW THEMSELVES IN A WORLD DEFINED FOR THEIR BEAUTY & MONETARY BACKGROUND. GIVING THEM AFFORDABLE LUXURY ITEMS THAT ALLOW THEM TO DEFINE THEIR STYLE.

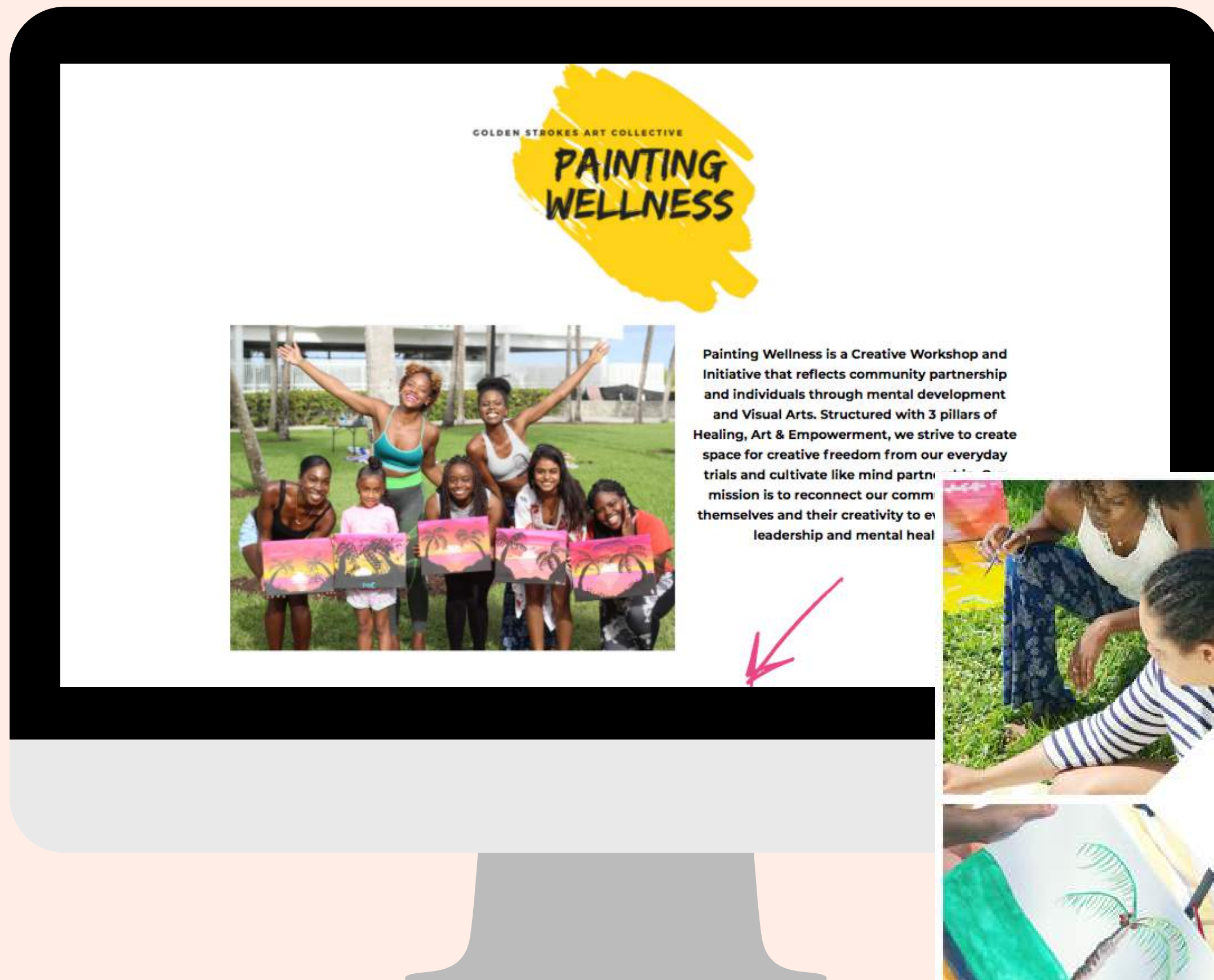
CONCEPT | AS FOUNDER AND CREATIVE DIRECTOR, I CREATE ALL DIGITAL ASSETS, PRINT MATERIAL, PHOTOSHOOT CONCEPTS, SOCIAL MEDIA PRESENTS & DIALOG TO CUSTOMER, LOOK BOOK & PRESENTATION FOR THE BRAND, MY JOB IS TO ENSURE THAT THE BRAND VOICE IS CLEAR AND TRANSLATED IN A MANOR THAT IS HARMONIES FOR THE WOMEN IN OUR COMMUNITY. I LEAN HEAVILY ON BOOSTING CONFIDENCE, GAINING INSPIRATION FROM NATURE AND REBUILDING THE IDEA OF LUXURY. THE CREATIVE APPROACH IS ALWAYS THAT OF RESOURCEFULNESS & INTENTION. WHILE MAKING SPACE FOR THE UNSEEN.

WHAT I DID | ART DIRECTION
PHOTOGRAPHY
PHOTO STYLING
COPY
GRAPHIC DESIGN
PHOTO EDITING
VIDEO EDITING
VIDEOGRAPHY
SOCIAL MEDIA CONTENT

GOLDEN STROKES ART COLLECTIVE

PAINTING
WELLNESS

Painting
Wellness



CLIENT | SCIENZE MUSIC

WHO | SCIENZE MUSIC IS A CONTEMPORARY ARTIST THAT STRIVES TO NOURISH HIS AUDIENCE WITH GOOD & THOUGHT PROVOKING MUSIC

GOAL | TO REDEFINE AND RESTRUCTURE THE WAY THAT HIS AUDIENCE SAW HIM AS AN ARTIST & CREATOR

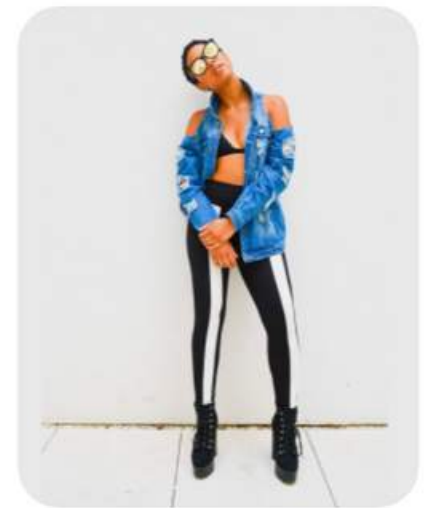
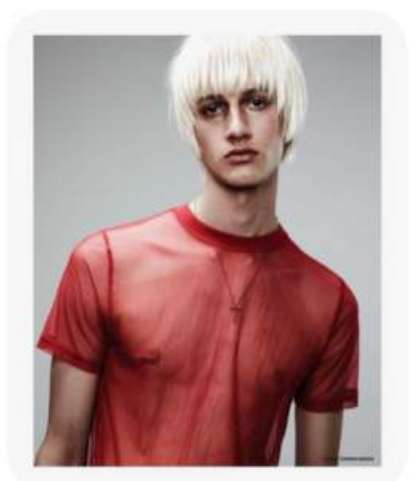
CONCEPT | WE WANTED TO CREATE A EDGIER LOOK AND VIBE FOR SCIENZE’S PERSONA. USING A COMBINATION OF PERFORMANCE ART AND CONTEMPORARY ART DIRECTION WE CREATED A VISION FOR WHAT EACH SCENE, OUTFIT & CHARACTER SHOULD LOOK LIKE. USING COLOR THEORY, WE CREATED A MEANINGFUL SHIFT TO HIS PERSONA.

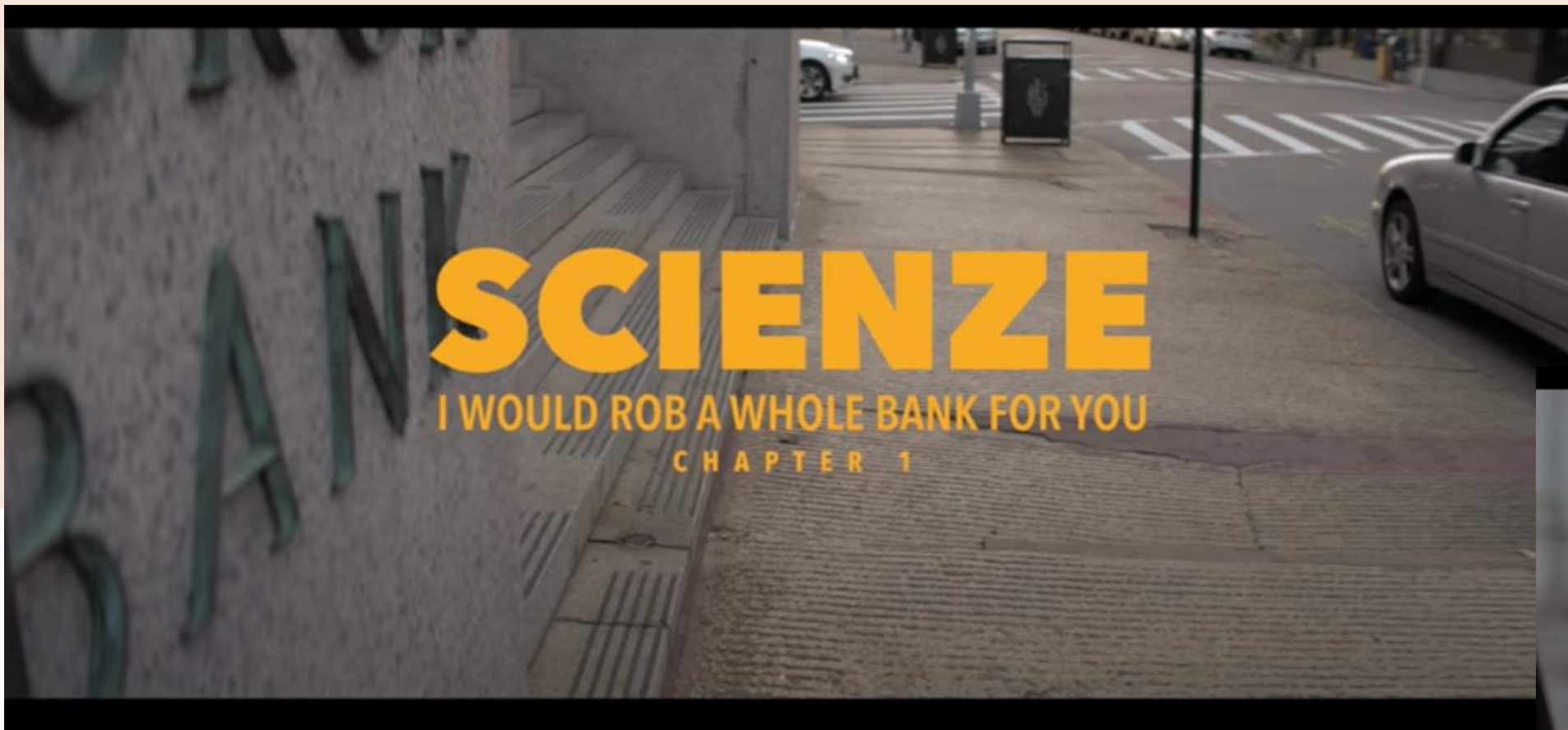
WHAT I DID | ART DIRECTION
STYLING
PHOTO STYLING
COPY
SOCIAL MEDIA CONTENT



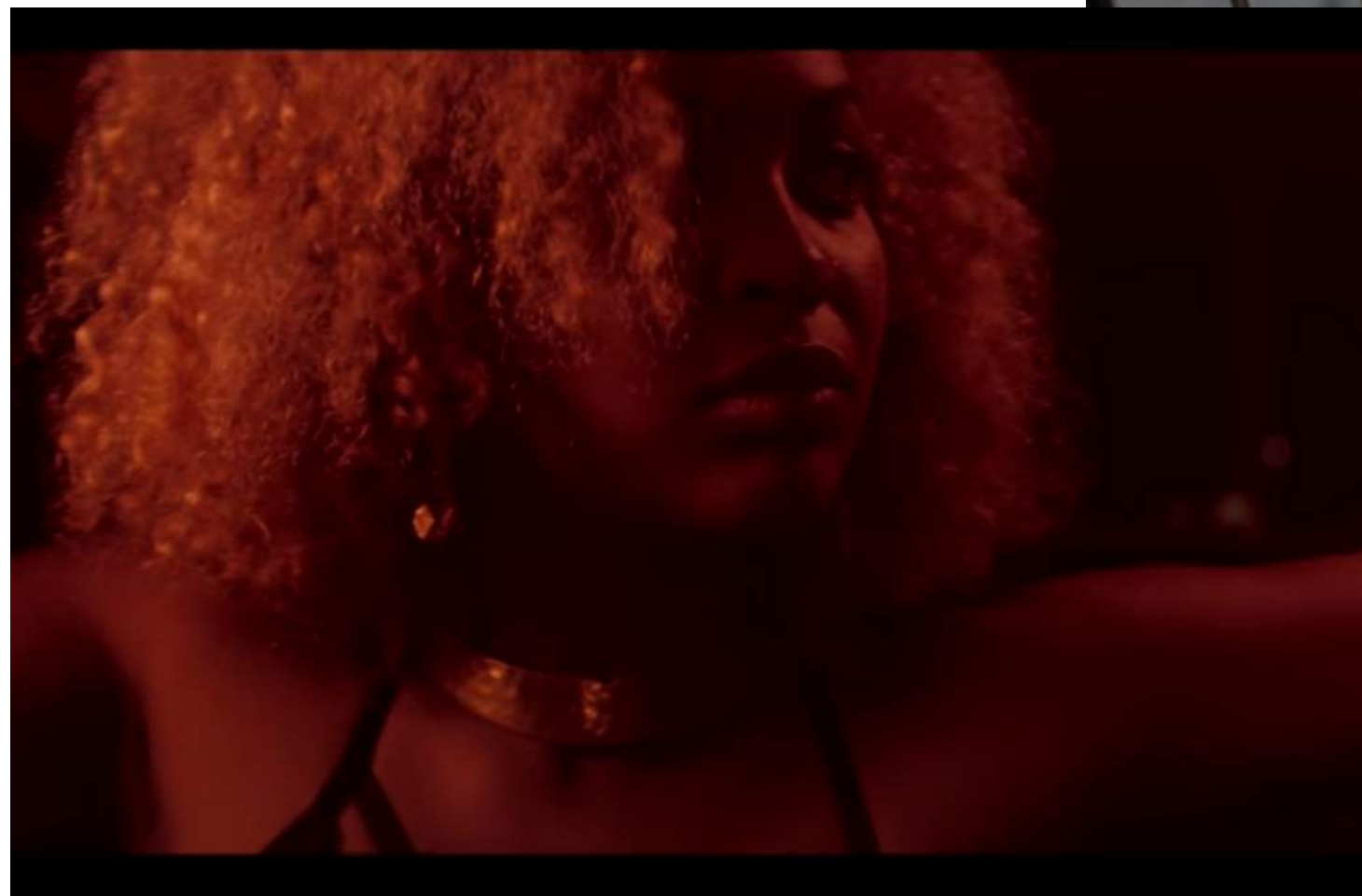
Scienze
TUPAUBITY

Concept Styling & Mood board





Video Stills



STYLING & CREATIVE DIRECTION
MUSIC VIDEO

CLIENT | TREE HOUSE AIRBNB

WHO | TREE HOUSE AIRBNB IS A LUXURY HOME STAY

GOAL | BROADEN THE TREE HOUSE AIRBNB AUDIENCE AND CAPTURE MEANINGFUL CONTENT TO SHARE WITH THE ETA LUXE AUDIENCE. AS WELL AS PULLING IN NEW CLIENTS IN FROM SOCIAL MEDIA

CONCEPT | WE WANTED TO CREATE A LUXURY TRAVEL BLOGGER VIBE. WHILE ALSO CREATING A HOME AWAY FROM HOME FEEL. CAPTURING VIVID COLORS AND THE TROPICAL PRESENCE OF THE SPACE.

WHAT I DID | ART DIRECTION
PHOTOGRAPHY
SET & LOCATION SCOUTING
FASHION DESIGN
TECHNICAL DESIGN
STYLING
COPY
GRAPHIC DESIGN
PHOTO EDITING
VIDEO EDITING
VIDEOGRAPHY
SOCIAL MEDIA CONTENT



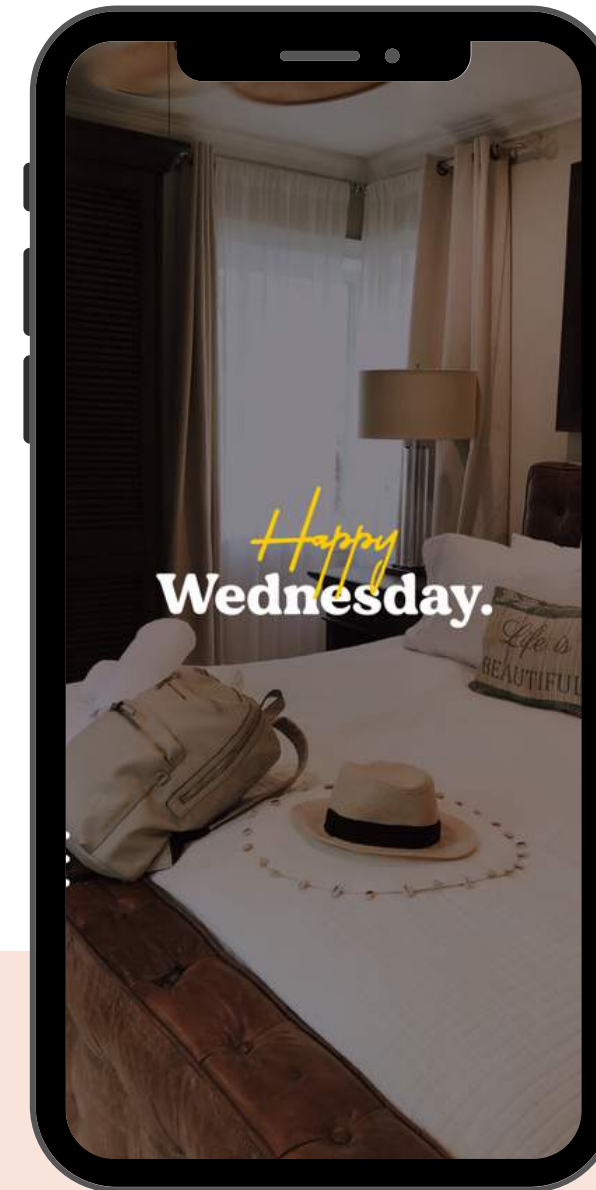
Tree House Air Bnb

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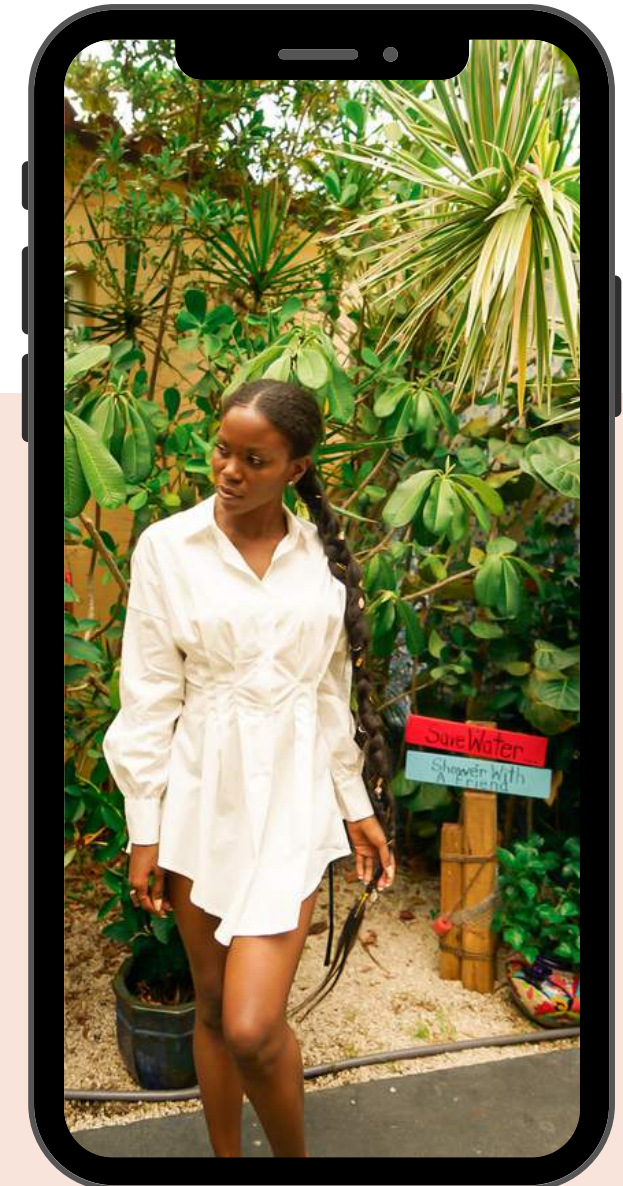
137C



Tree House Airbnb



Social



Tree House Airbnb



CLIENT | PURPOSE ROSE X ETA LUXE COLLABORATION

WHO | PURPOSE ROSE IS A SUSTAINABLE JEWELRY BRAND THAT STRIVES TO REDEFINE HOW PEOPLE IN THE COMMUNITY LOOK TO THE MATERIALS & RESOURCES AROUND THEM.

GOAL | SHARE THE WORLD WITH THEIR AUDIENCE TO COMMUNICATE THE LOVE FOR THE WORLD UNSEEN AND REDEFINE LIFE’S ELEMENTS THROUGH TRAVELING AND EXPERIENCING THE WORLD.

CONCEPT | TO SHOWCASE THE JEWELRY IN A DIFFERENT SPACE AND TIME. HOW A TRAVEL BLOGGER WOULD INCORPORATE THE PIECE ON A VACATION.

WHAT I DID | ART DIRECTION
PHOTOGRAPHY
PHOTO STYLING
COPY
GRAPHIC DESIGN
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VIDEO EDITING
VIDEOGRAPHY
SOCIAL MEDIA CONTENT



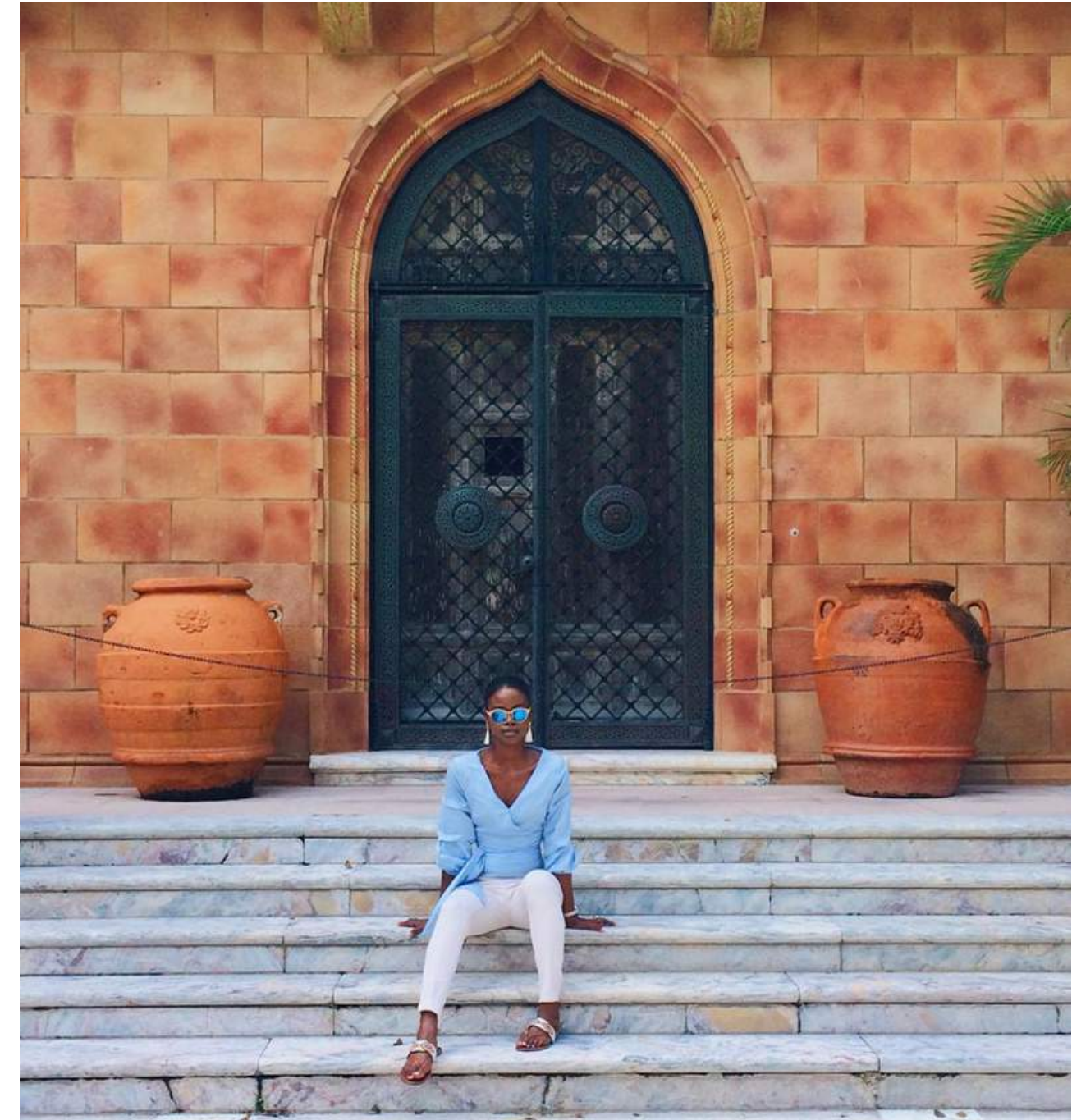
Purpose Rose - Punta Cana Mexico



CONTENT CREATION & STORY TELLING

Punta Cana Mexico

Cai di Zan Museum



An Ode to Mothers



ART DIRECTION & PHOTOGRAPHY
BY ERICA APPLEBY



Thank you!

#LIVING LUXE

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