

luerly
BABY



ABOUT ME

- Award-winning design, creative and product development director & co-founder of kids' clothing brand
- Strategic thinker, collaborator & creative leader
- Reputation for design excellence in trend, print, styling and art direction of both product & brand
- Received over 50 design awards spanning a 25-year career
- Instrumental in the acquisition of granted patents for design developments
- Recognised as a leading industry specialist in product safety, sitting on BS and EN safety steering committees
- Board experience, including MBO
- Exceptional presentation skills - key speaker, Facebook lives, video tutorials.
- Enthusiastic, energetic, unapologetically passionate, loyal and results-driven



RSA | Life Fellow

BRAND EXPERTISE



Luverly Baby Consultancy Project Partners

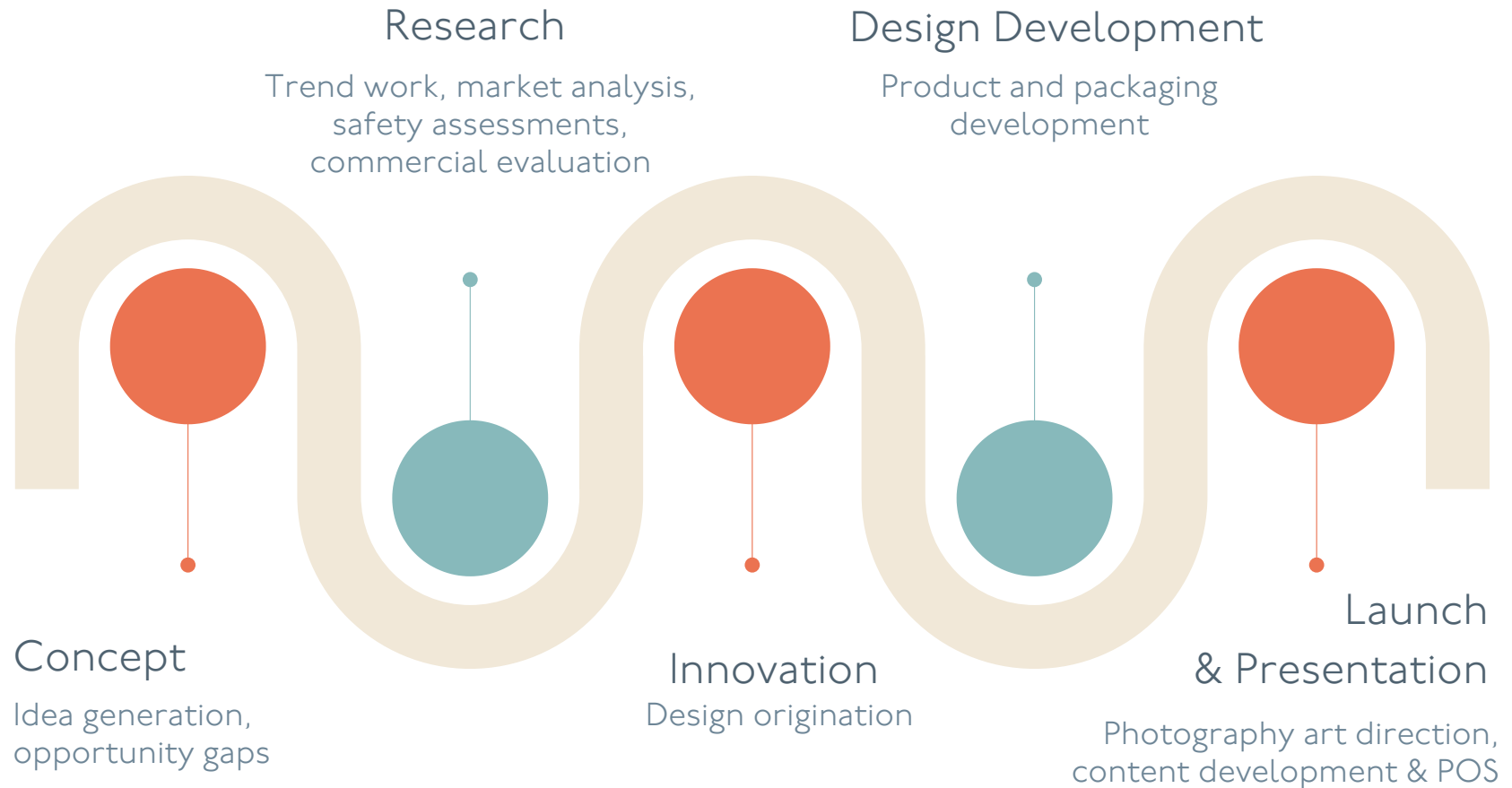


Board/Senior roles held



Collaboration clients

Brand Development



Brand Development



Case study - from partnership activation, design, development, brand identity development (both East Coast & Baby Sensory) photography & launch

CONCEPT DEVELOPMENT

Baby Sensory X
East Coast Nursery



Case study - Category & consumer research, design innovation, product development, launch & photography

PRODUCT RESEARCH

Purflo Swaddle to Sleep Bag & Bed



Trend /Colour Direction

Case study - Category & consumer research, granted patent development, brand origination and launch.

INNOVATION

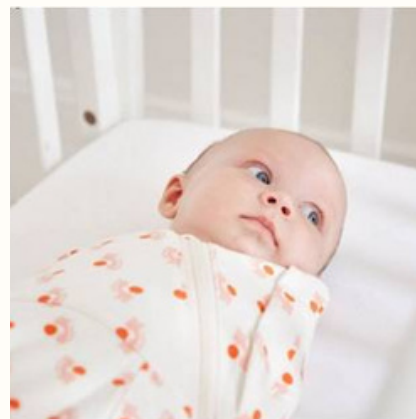
Purflo & Kidunk



Case study - Working directly with Orla Kiely to develop age/category appropriate range

DESIGN DEVELOPMENT

Orla Kiely
Collaboration



Behind The Collaboration: Lisa Joyce On...

Orla Kiely uses simple visual language, repeating organic form with a geometric order, playful scale and a very carefully considered, pared down colour palette. Her style is so distinctive, it has defined a category and it's difficult to know which came first - Orla Kiely or Mid Century modernity! Whilst undoubtedly Orla's handwriting has nods to retro...



Selection of print direction, colour, styling and packaging designs



Case study

koo-di



big little smiles

Welcome to koo-di! We're makers of thoughtfully designed products that make a big difference to your parenting journey. We're all about super-useful, fuss-free products that look good and last the distance.



Case study - Trend & colour research, range design & development, brand positioning, identity development, photography and launch.

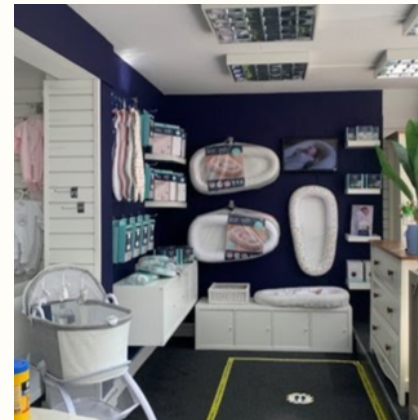
LAUNCH & PRESENTATION

Koo-di Re-launch

Case study - Re positioned values and visual execution. Re-launched brand creating a suite of off and online assets.

LAUNCH & PRESENTATION

Purflo X Creating a Safe Sleep Brand



RECENT AWARDS



THANK YOU

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