

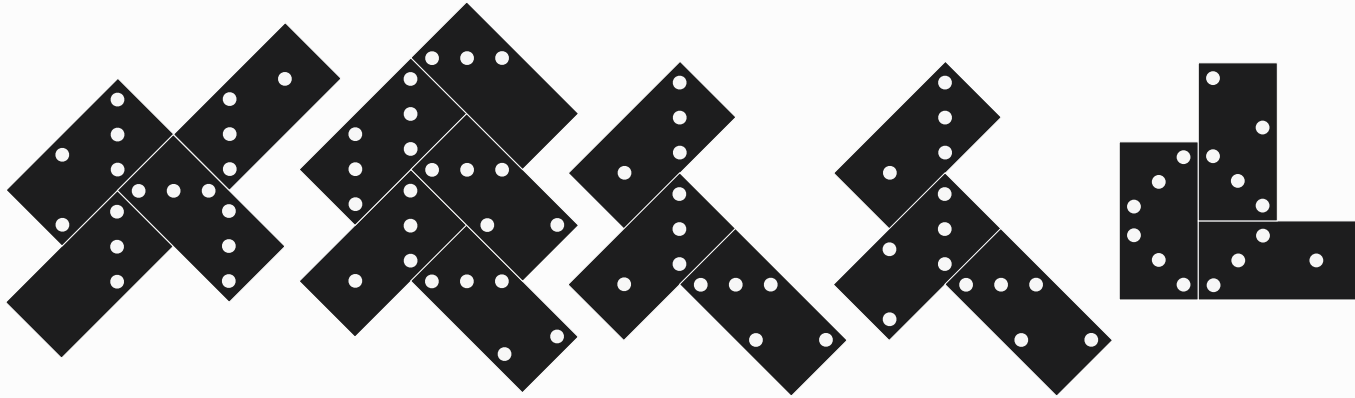
MY BOOK

HERVÉ ARNOULD

CAR DESIGN | FOOTWEAR DESIGN | SPORTSWEAR DESIGN
MARKETING | COMMUNICATION | ARCHITECTURE
PACKAGING | GRAPHIC ARTS | PRODUCT DESIGN
DESIGN TEACHING | UI/UX DESIGN & WEB

FRENCH DESIGNER / FROM 1981 TO 2025





SUMMARY

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ABOUT ME

S I N C E 1 9 8 1

ABOUT ME | FEW WORDS

CREATIVITY | PASSION | INNOVATION | STYLE

SINCE 1981

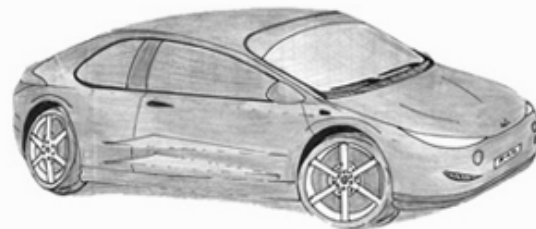
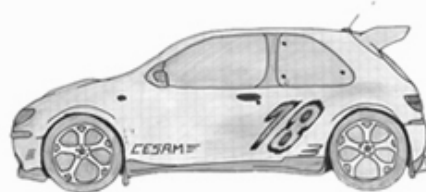
Graduated from the Higher Institute of Design (master II), I have solid experience in the world of design, graphic arts, marketing and communication.

For more than 15 years I have had the chance to travel the world (Europe, United States, Asia), to work on exceptional projects and to meet great people.

Attached to my region in which I was born, I live in Lorraine in France with my wife and my two children.

ABOUT ME | MY FIRST DRAWINGS

...from 6 to 12 years old



ABOUT ME | FORMATION & AWARDS



ENGINEERING DESIGN MANAGER - Master II
Institut Supérieur de Design - Valenciennes / France

**First Class
Award**

**Prix spécial
du Jury**



Finalist
Berman Car Styling
Italy



Best Booth
Design WSA
Las Vegas



Finalist
Ispo 2015
Munich



Winner
Ispo 2016
Munich



Winner
StartUp World Cup
2015



Innovation Awards
CES 2017
Las Vegas

ABOUT ME | MAIN EXPERIENCES



GLAGLASHOES



JIMMY CHOO



PlayStation



EB BUGATTI



HOME DESIGN



STUDIES

FROM 2001 TO 2006

STUDIES | MINI PROJETS

INSTITUT SUPERIEUR DE DESIGN - VALENCIENNES

2001 - 2003



FIAT 500

Realization of a modern vision of the Fiat 500. Realized before the presentation of the new current Fiat 500.

OAKLEY APACHE

Creation of the "Apache" model for the sliding brand Oakley. "Apache" can be used sitting or standing... sensations guaranteed.

EUROPOST VAN

Creation of a new model of Van equipped with removable compartments loading directly into planes intended for the transport of mail. Guaranteed time savings between the road and the sky.

BMW V3

Creation of a minivan model with a panoramic roof for the German manufacturer BMW, incorporating the brand's "EDGE DESIGN" codes, imagined by Chris Bangle.

FERRARI MILLE MIGLIA

Futuristic retro style study of the famous Ferrari 340 MM spider.

Brief: Study of a mythical car and realization of a modern vision.

Realization of a modern vision of the Fiat 500. Realized before the presentation of the new current Fiat 500.



Dettaglio di una epoca



OAKLEY APACHE

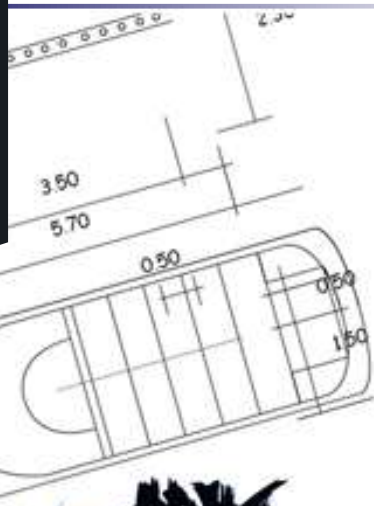
Brief: Create a unique leisure sliding product.

Creation of the "Apache" model for the sliding brand Oakley. "Apache" can be used sitting or standing...
sensations guaranteed.



Brief: Realize a vehicle improving the transport of mail in Europe.

Creation of a new model of Van equipped with removable compartments loading directly into planes intended for the transport of mail. Guaranteed time savings between the road and the sky.



"your futur
has no border"



Brief: Create a vehicle that does not yet exist in a manufacturer's range.
Creation of a minivan model with a panoramic roof for the German manufacturer BMW,
incorporating the brand's "EDGE DESIGN" codes, imagined by Chris Bangle.



FERRARI MILLE MIGLIA

Brief: Create a modern competition car from a mythical car from the Mille Miglia.
Futuristic retro style study of the famous Ferrari 340 MM spider.



STUDIES | ARMANI SUA/SUO

INSTITUT SUPERIEUR DE DESIGN - VALENCIENNES

2002



EMPORIO ARMANI

Brief: Realization of a rolling concept using the codes of the high-end brand ARMANI.

4-wheel scooter-vehicle intended for the centers of major European cities such as Rome or London, where cars are prohibited. Elegant and sober concepts for men (black) and for women (white) powered by electric motors.

Individual project - ISD School Design

Brief: Realization of a rolling concept using the codes of the high-end brand ARMANI.
4-wheel scooter-vehicle intended for the centers of major European cities such as Rome or London, where cars are prohibited. Elegant and sober concepts for men (black) and for women (white) powered by electric motors.



get
together



STUDIES | PLAYSTATION GAMEJOY

INSTITUT SUPERIEUR DE DESIGN - VALENCIENNES

2003



PlayStation

Brief: With an unlimited budget, you decide to create the vehicle of your dreams.

Vehicle concept for video game fans.

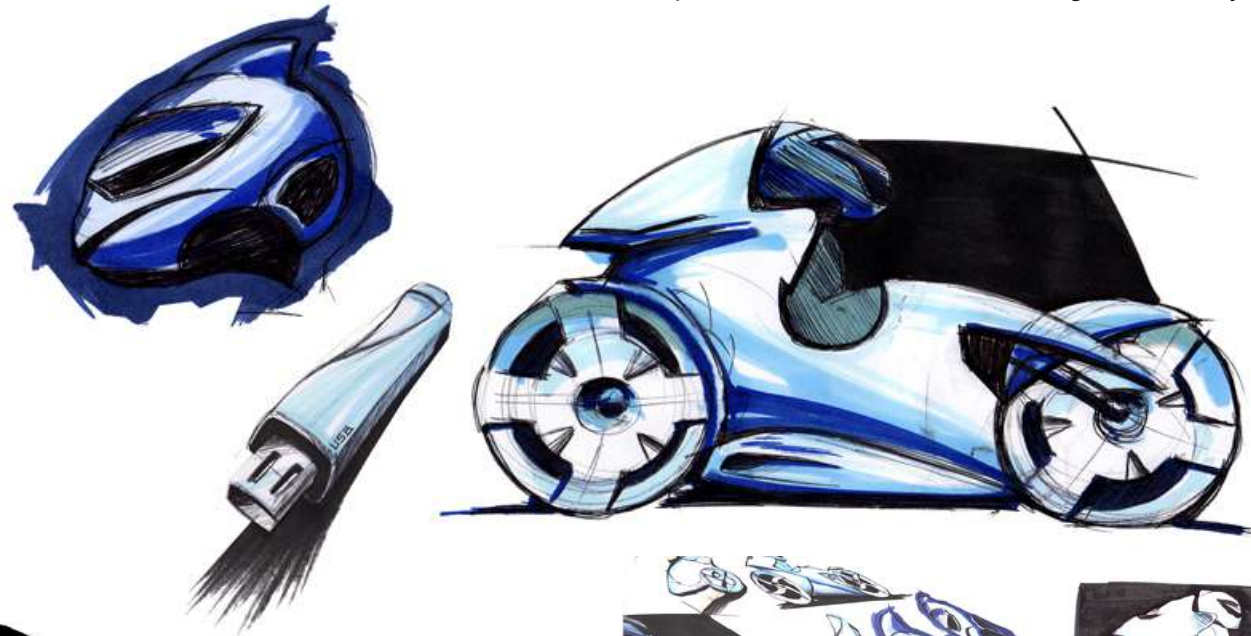
Due to their graphics, video games are becoming more and more realistic. This concept offers the opposite: bringing the virtual atmosphere into real life.

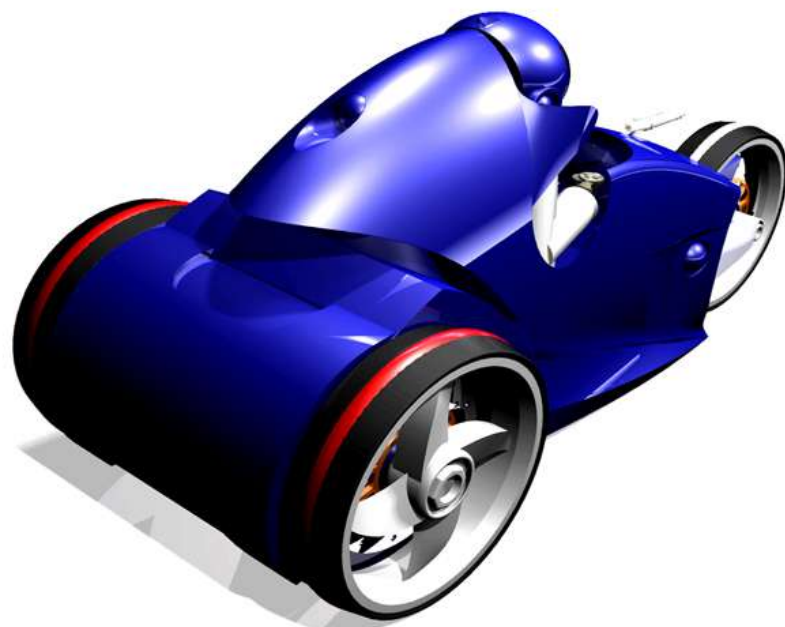
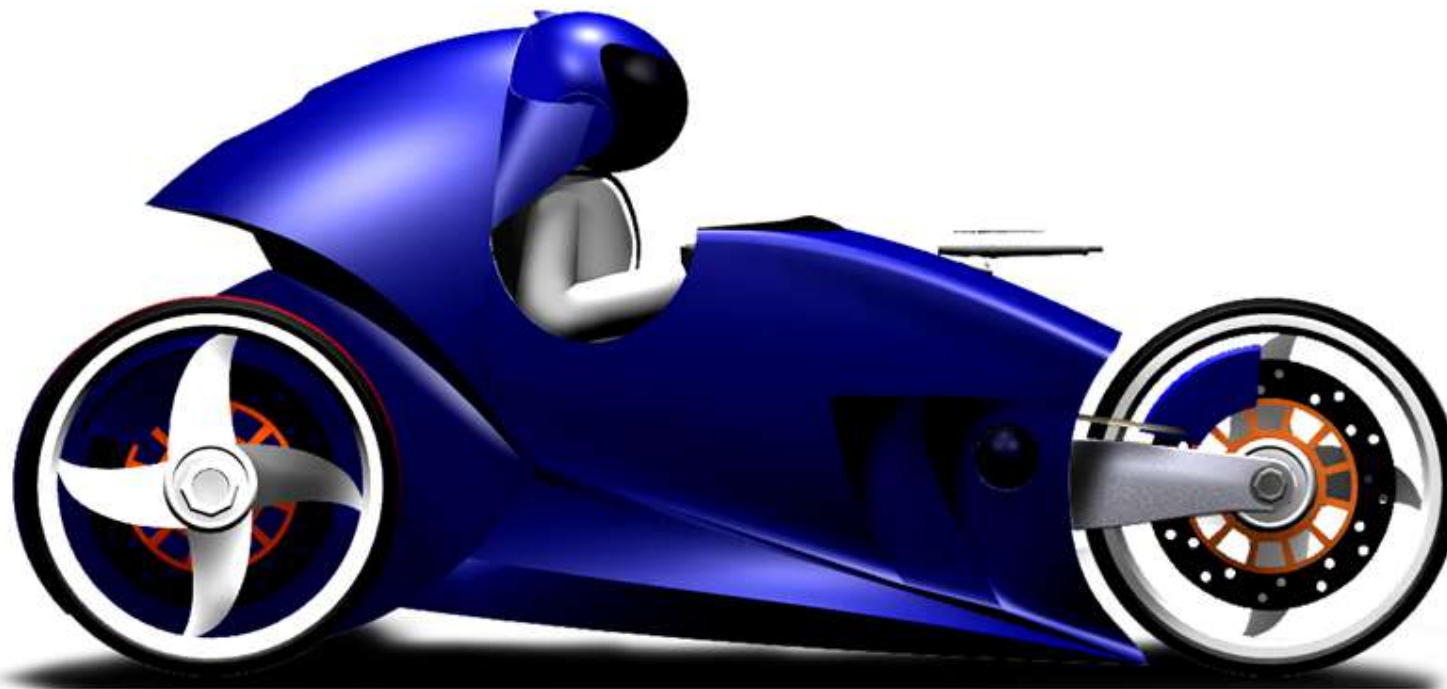
Controlled by joysticks, this futuristic Gamejoy by Playstation tricycle is equipped with electric motors inserted in the wheels. Its virtual vision helmet takes its pilot into the world of video games. Play, but in real life!

Publication of the concept in the Spanish magazine SOLO MOTO.

Individual project - ISD School Design

Brief: With an unlimited budget, you decide to create the vehicle of your dreams. Vehicle concept for video game fans. Due to their graphics, video games are becoming more and more realistic. This concept offers the opposite: bringing the virtual atmosphere into real life. Controlled by joysticks, this futuristic Gamejoy by Playstation tricycle is equipped with electric motors inserted in the wheels. Its virtual vision helmet takes its pilot into the world of video games. Play, but in real life!





Diseño PLAYSTATION GAMEJOY La moto de los sueños

Todavía quedan nueve años para 2020. Puede que entonces la Harley-Davidson 1 sea una motocicleta más, sin embargo, hoy en día sería una alumna muy aventajada de la factoría de Milwaukee. Jon Russell se ha encargado de que su diseño muestre muy poco y esconda mucho.

Jon Russell
Autor: Jon Russell (jorussell@gmail.com, www.jonrussell.com/jonrussell),
http://www.jonrussell.com/jonrussell/

Jon Russell es un diseñador de producto y profesor en la escuela de diseño de la Universidad de California en Berkeley. Su trabajo se centra en el diseño de productos de consumo, especialmente en el diseño de vehículos. Su trabajo más reciente es el diseño de la Harley-Davidson 1, una motocicleta que se describe como "la moto de los sueños".

Muy potente

El diseño de la Harley-Davidson 1 es muy potente. Se describe como "la moto de los sueños" y se dice que es "la moto de los sueños".



STUDIES | TOYOTA E-CITY

INSTITUT SUPERIEUR DE DESIGN - VALENCIENNES

2003



Brief: Create an urban and futuristic vehicle with 0 petroleum or petroleum derivatives.

Realization of a single-seater, two-wheeled vehicle concept, equipped with "Segway" type technology.

Vehicle entirely made with non-petroleum-derived materials.

This electric concept intended for city centers can be driven alone or in a convoy, thus allowing it to be recharged. Between them, the current passes!

Publication of the concept in STUFF magazine.

Individual project - ISD School Design



Publication of the concept in STUFF magazine.



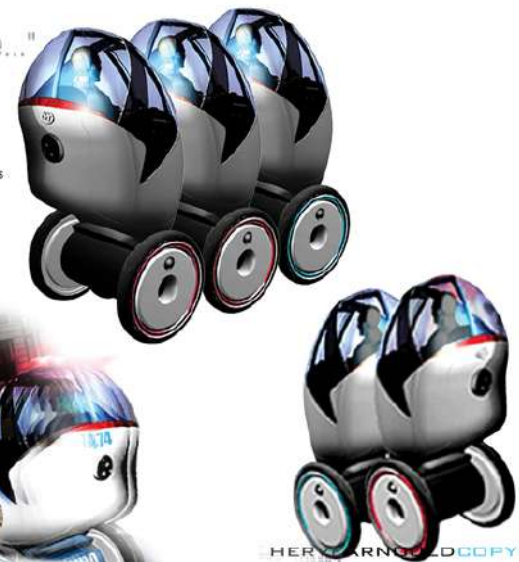
électrique

Moteurs électrostatiques intégrés dans les roues.
Utilisation de la technologie Segway
Batteries situées dans la partie basse du véhicule
(émoins de batteries intérieur et extérieur)

"entre eux, le courant passe..."

rechargeable

recharge des batteries par emboutage des véhicules
prises centrales "male" et "femelle"
possibilité de dépannage par ce système "caddies"
niveau de batterie visible autour des roues et du guidon
(virant du bleu au rouge)



Brief: Create an urban and futuristic vehicle with 0 petroleum or petroleum derivatives.
Realization of a single-seater, two-wheeled vehicle concept, equipped with "Segway" type technology.
Vehicle entirely made with non-petroleum-derived materials. This electric concept intended for city centers can be driven alone or in a convoy, thus allowing it to be recharged. Between them, the current passes!



STUDIES | BUGATTI NEW ATALANTE

INSTITUT SUPERIEUR DE DESIGN - VALENCIENNES

2004



EB BUGATTI

Brief: Bringing an exclusive vehicle up to date.

Style study of a modern version of the Bugatti Atalante 55S. Exclusive concept car using the codes of the Bugatti brand and the mythical Atalante 55S model.

Realization of a 1/5th scale model.

Group project - ISD School Design with Jérémy Lial, Stephen Mars and Jérémy Chafer.

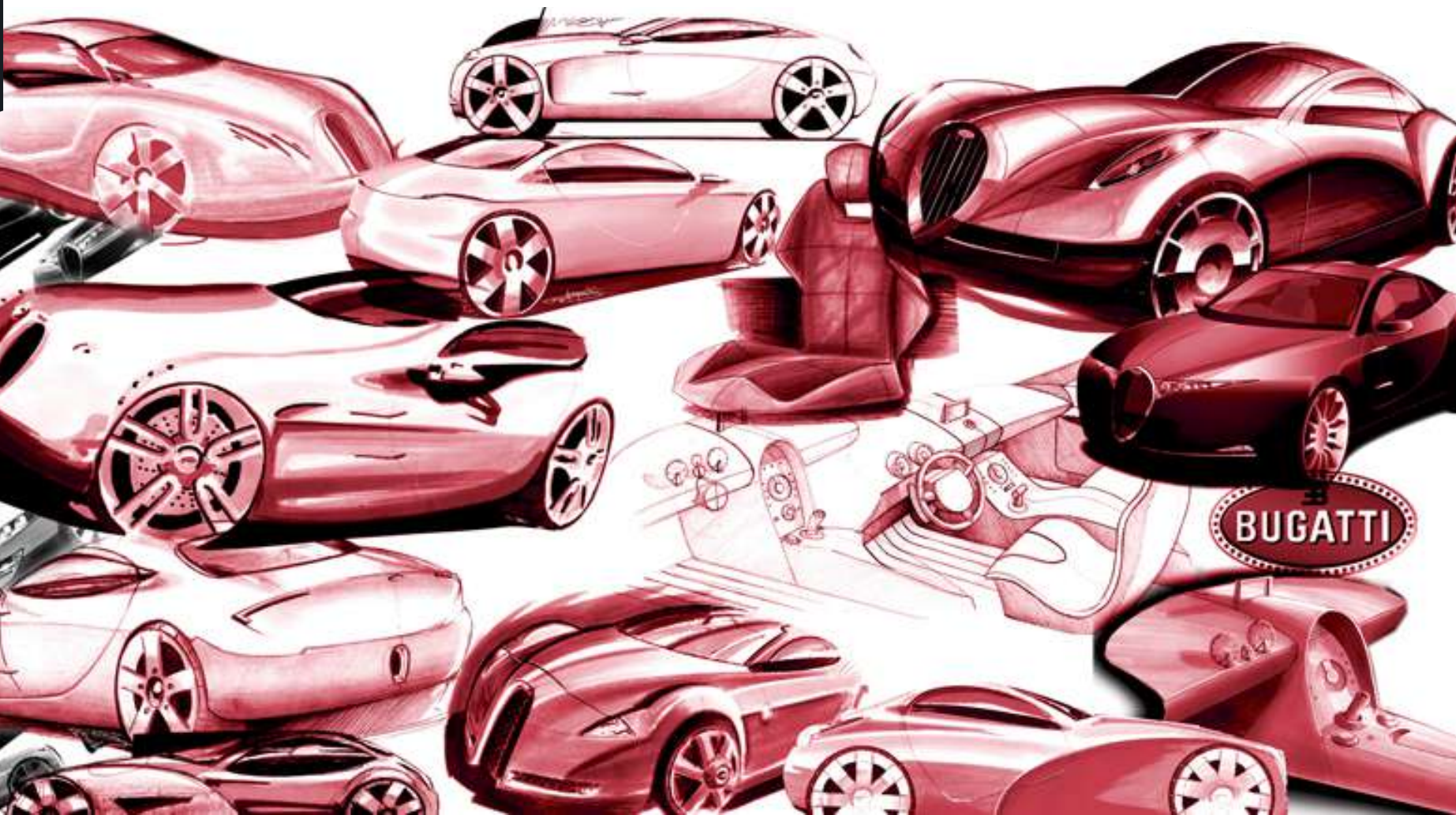
Realization of a 1/5th scale model.

Style study of a modern version of the Bugatti Atalante 55S.

Exclusive concept car using the codes of the Bugatti brand and the mythical Atalante 55S model.

Realization of a 1/5th scale model.







STUDIES | ALPINE DAKAR CONCEPT

INSTITUT SUPERIEUR DE DESIGN - VALENCIENNES

2005



Brief: Create a completely unexpected vehicle from a vanished brand.

Creation of an SUV concept to participate in the next Paris-Dakar using the codes of the legendary Alpine brand.
Alpine, brand of sports car on track, disappeared in 1995, returns to competition in an unprecedented way through a Rally competition!

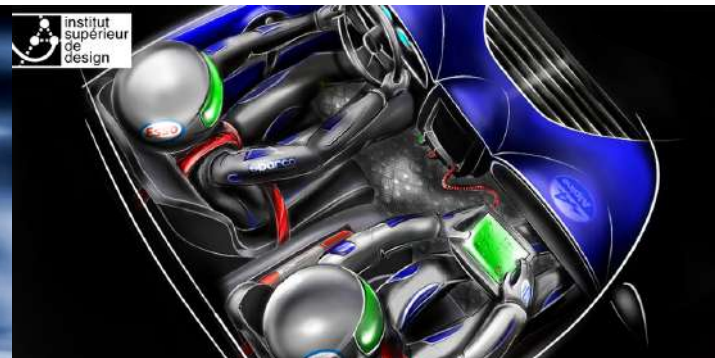
Group project - ISD School Design with Romain Herment and Hugo Cerf.

ALPINE DAKAR CONCEPT

Brief: Create a completely unexpected vehicle from a vanished brand.

Creation of an SUV concept to participate in the next Paris-Dakar using the codes of the legendary Alpine brand. Alpine, brand of sports car on track, disappeared in 1995, returns to competition in an unprecedented way through a Rally competition!





STUDIES | DE LA CHAPELLE AEROLITHE

INSTITUT SUPERIEUR DE DESIGN - VALENCIENNES

2005



Brief: Realize a sports coupé concept car for the De la Chapelle brand.

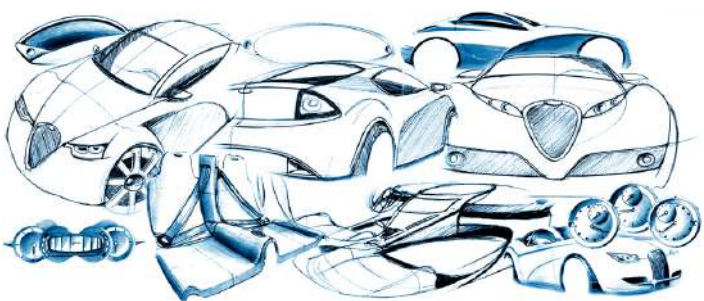
Industrial project carried out for the French car manufacturer Xavier De la Chapelle.
Realization of a 1/5th scale model.

Group project - ISD School Design with Jérémy Lial, Stephen Mars and Jérémy Chafer.

DE LA CHAPELLE AEROLITHE

Brief: Realize a sports coupé concept car for the De la Chapelle brand.
Industrial project carried out for the French car manufacturer Xavier De la Chapelle.
Realization of a 1/5th scale model.





aerolithe concept car
De La Chapelle



STUDIES | INTO NEXT TO

INSTITUT SUPERIEUR DE DESIGN - VALENCIENNES

2005



Brief: Imagine a new urban vehicle following the ban on cars/motorbikes from going to city centers.

Unprecedented 100% electric concept comprising 2 vehicles.

Use the scooter type vehicle to make your trips from your home (in the suburbs) to the entrance to the city where you work. For your trips in the city center, use the mini concept to get around.

Publication of the concept in STUFF magazine.

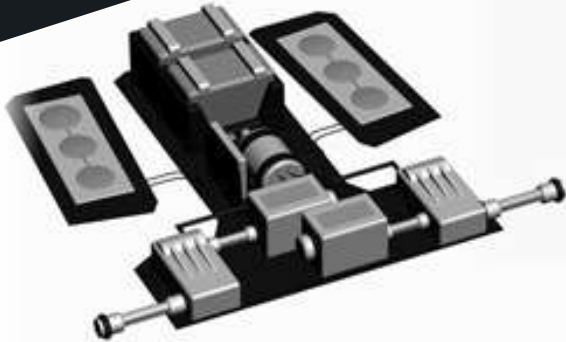
Group project - ISD School Design with Cécile Fidalgo, Jérémy Lial and Sébastien Debarge.



Publication of the concept in STUFF magazine.

Brief: Imagine a new urban vehicle following the ban on cars/motorbikes from going to city centers. Unprecedented 100% electric concept comprising 2 vehicles. Use the scooter type vehicle to make your trips from your home (in the suburbs) to the entrance to the city where you work. For your trips in the city center, use the mini concept to get around.





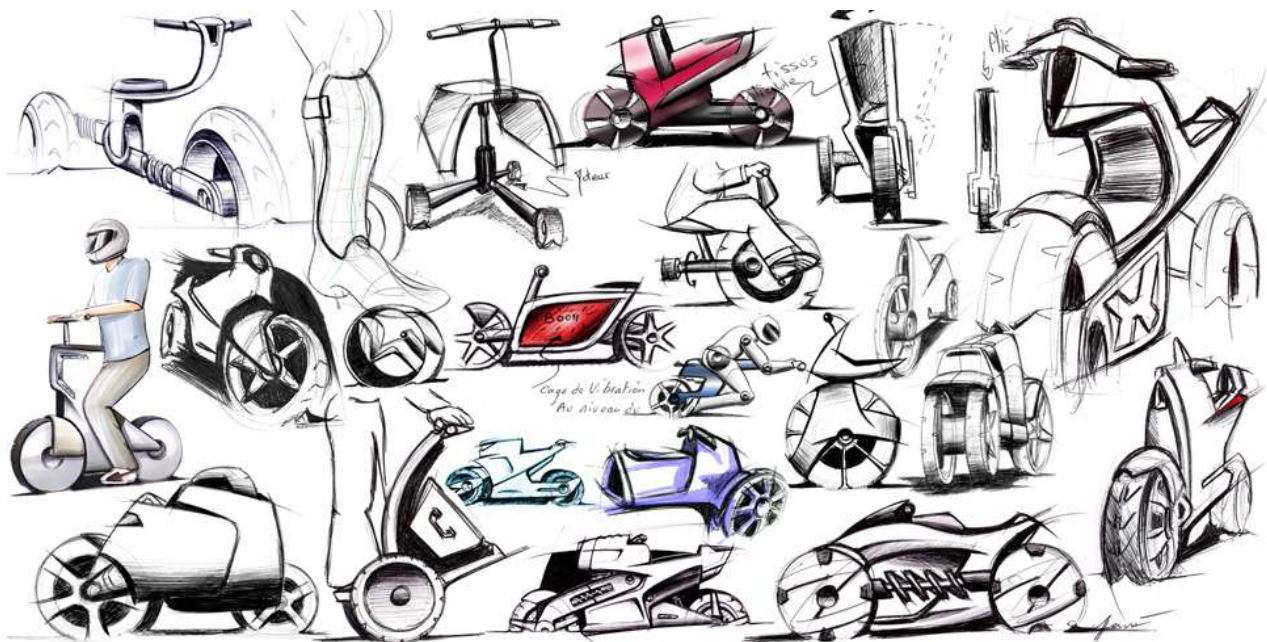
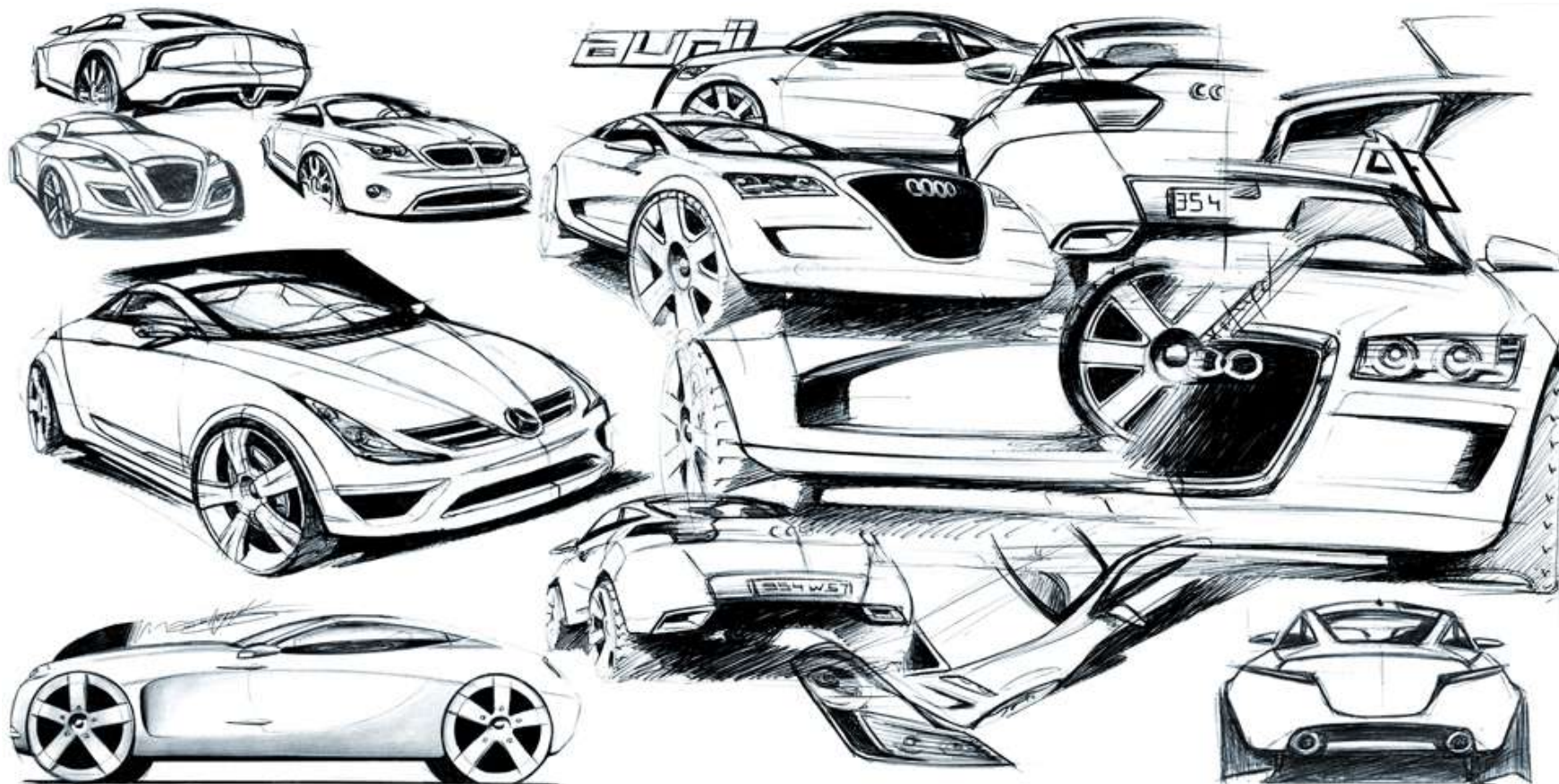
STUDIES | PERSONAL IDEAS

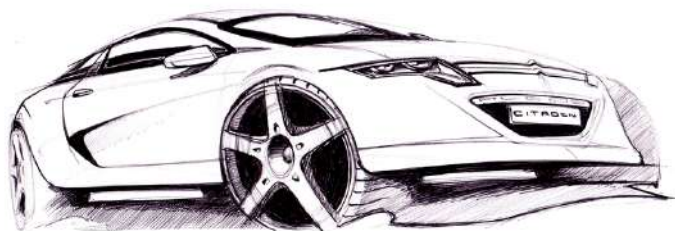
INSTITUT SUPERIEUR DE DESIGN - VALENCIENNES

2001 - 2006



In addition to the very interesting projects offered by the ISD, I occupied my time on various personal projects.









AIRFRANCE



TRAINING

FROM 2004 TO 2006



TRAINING PERIOD

SAINT GOBAIN - CERAH - BERMAN

JUNIOR DESIGNER

2001 - 2004



SAINT-GOBAIN

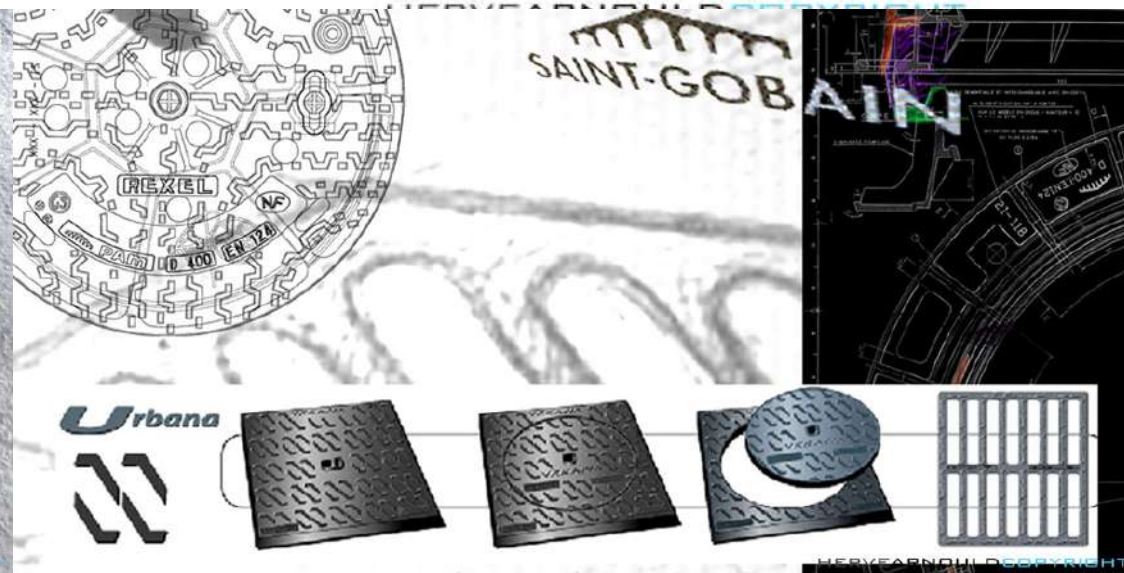
Development of the Urbana range, road parts intended for southern European countries.
The Urbana range represents several tens of thousands of pieces per year.
Development of specific road parts for Italy, Spain, Portugal and Greece.
Research on futuristic ranges and innovative techniques for Saint-Gobain.

Internship supervisor: Mr. Daniel Desbois

C.E.R.A.H. Study and Research Center on Equipment for the Disabled.
Confidential works.

BERMAN CAR STYLING ITALIA

Selected to represent France at the international Berman competition in Italy. Style study based on Fiat 500, Nissan Qashqai and Alfa Romeo 159. Publication in CAR DESIGN NEWS magazine.



ABOUT ME | TRAINING PERIOD | 2004 - 2006

MILANO
ITALIA 2009

HERVEARNOULD.COM

ABOUT ME | TRAINING PERIOD | 2004 - 2005

TRAINING PERIOD | CARACTERE

JUNIOR DESIGNER

2005 (6 months)



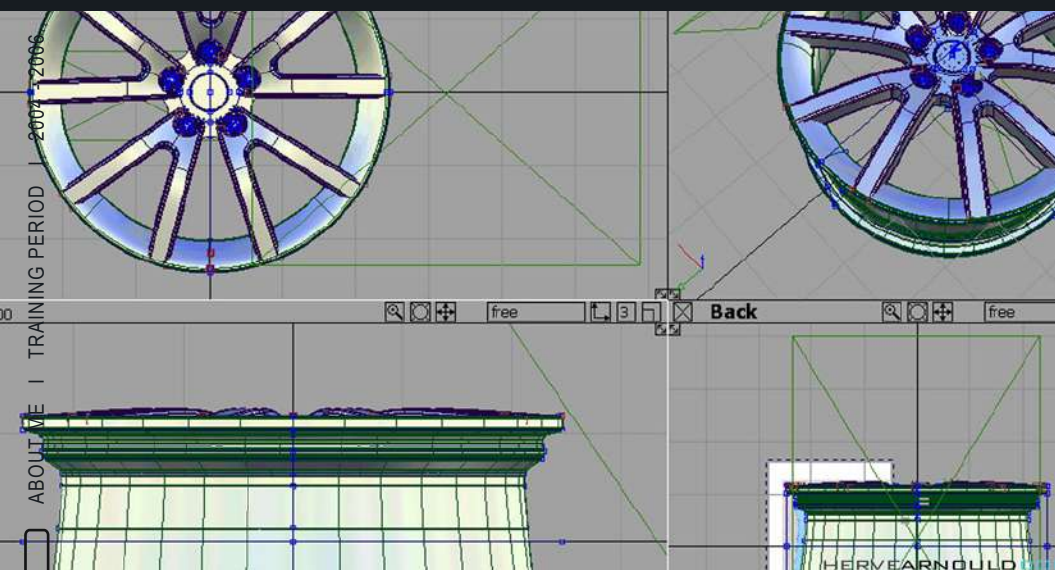
Participation in the development of official Caractere rims.

Market study, competition, stylistic research, materials research, 3D design, production of scale models, tests, etc...

Participation in the development of the body kit of the Audi A6 model.

Research and Development of front and rear bumpers, side skirts and aerodynamic spoiler.

Internship supervisors: Mr. Alain Hurard and Mr. Jean Luc Dries



ABOUT ME | TRAINING PERIOD | 2004 - 2006





Salon de Genève



A6 kitprogramm

ABOUT ME | TRAINING PERIOD | 2004 - 2006



HERVEARNOULD COPYRIG

TRAINING PERIOD

BALISTON SPORTSWEAR

JUNIOR DESIGNER

2006 (8 months)



Style research for footwear (running, fashion, football, etc.), clothing (jerseys, tracksuits, parkas, etc.) and accessories (balloons, luggage, teaching materials, etc.) of the Baliston brand.

Participation in the development of the Venus Pro Comfort football boot.

Creation of a textile range for universities.

Participation in the production of communication material: catalogs, brochures, flyers, posters, web banners, advertisements, newsletters, presentations, etc.

Realization of the packaging of the brand's models and information hangtags.

Organization of photo shoots and photo retouching.

Creation of equipment for the professional football team ESTAC de Troyes in Ligue 1.

Creation of supporter collections and derivative products of the ESTAC team. Scarves, flags, caps, pennants, etc...

Creation of equipment for the professional football team Excelsior Mouscron in Belgian division 1.

Creation of supporter collections and derivative products of the Excelsior Mouscron team. Scarves, flags, caps, pennants, etc...

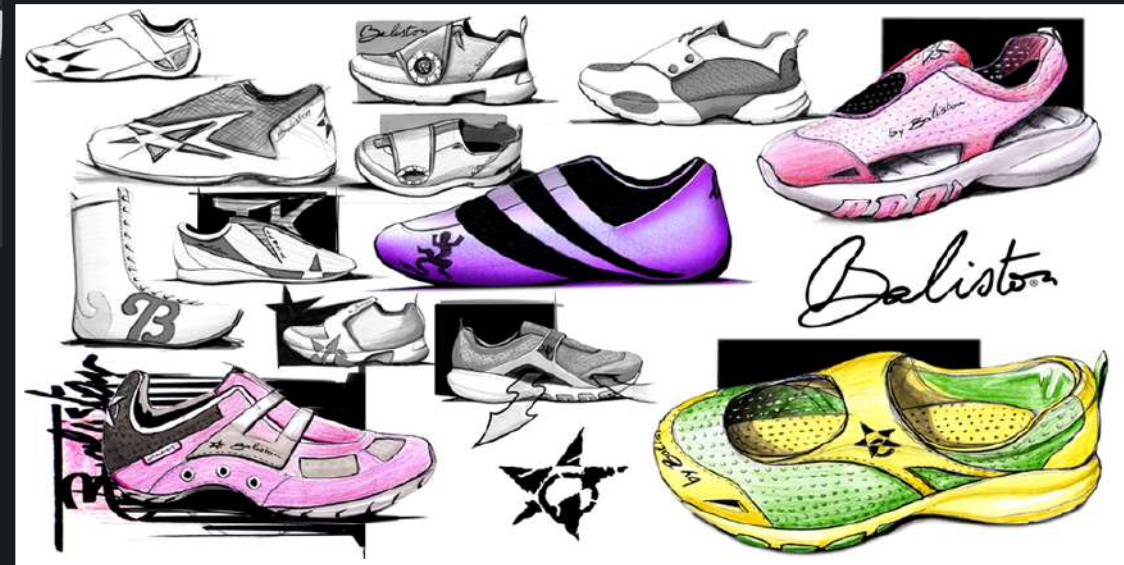
Creation of equipment for the SLUC Nancy Basket Women team.

Participation in the development of collections intended for amateur clubs of football, basketball, rugby, volleyball, etc...

Participation in textile marking workshops.

Participation in the vectorization of logos and sponsors of clubs equipped by Baliston.

Internship supervisor: Mr. Loic SIMON







EXPERIENCE

FROM 2006 TO 2024



EXPERIENCE | BALISTON SPORTSWEAR

DESIGN & MARKETING MANAGER

2006 - 2011



Baliston Sportswear is a French sports equipment manufacturer for team and individual sports. Recognized in the world of sport, the brand has partnered with great sportsmen like Olivier Jacques or Jean Marc Mormeck or professional teams like the national team of Mali, AS Nancy Lorraine, AC Ajaccio, ESTAC , etc... Baliston was also one of the first brands to participate in campaigns against violence and racism in sport.

At the same time, Baliston launched a range of fashion shoes derived from sports shoes which was acclaimed by the biggest stars like Beyoncé, Elton John or Madonna.

As head of design and communication for the company, I created all of the brand's products, jerseys, balls, luggage, shoes, technical equipment, etc... ensured the measurement charters, selected the materials and the colors. I was responsible for the entire product development and improvement phase with the factories in Asia and Europe. I set up product tests during the different phases with amateur and professional athletes and I followed the production.

At the same time, I was in charge of packaging design, sales and marketing elements.

A great experience that allowed me to discover a multitude of professions around the creation and manufacture of products and which allowed me to work on hundreds of different projects in the field of sport, to meet top athletes level levels and to participate in the preparation of major sporting events.



Outlet Baliston store in Nancy (France)



ÉCONOMIE

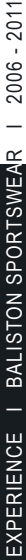
Baliston chausse Madonna

Invitée vedette des NRJ Awards, la star va recevoir une paire de chaussures de la marque nancéienne. Juste au moment où la société se lance sur le marché américain.

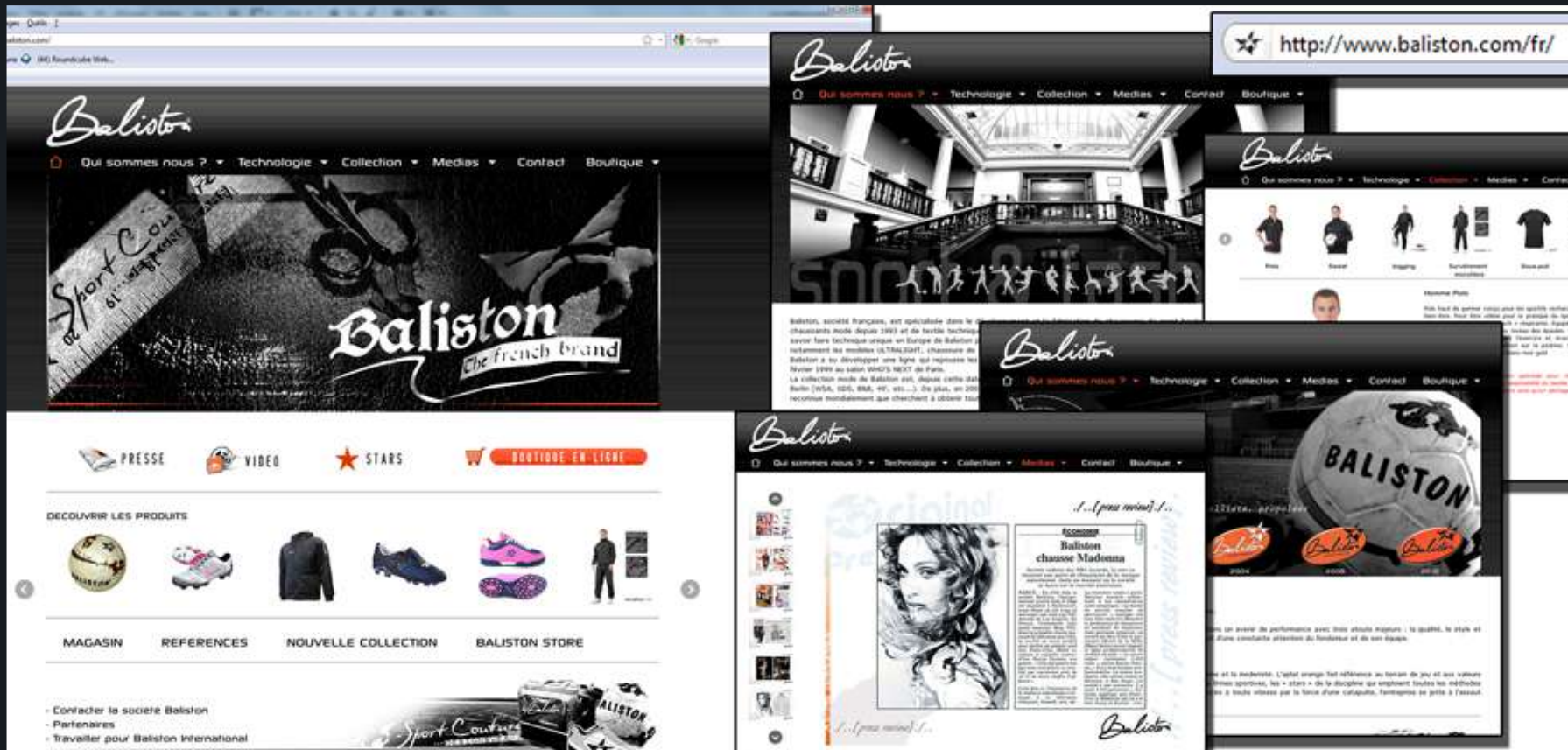
NANCY. - En 2002 déjà, la société Baliston, l'équipementier sportif dont le siège est implanté à Heillecourt, avait réussi un joli coup en associant son nom aux VH1 Awards de Los Angeles. En France, l'événement était passé inaperçu. Mais, VH1, étant la première chaîne musicale de télévision aux USA, la société en avait profité pour mettre un premier pied aux Etats-Unis. Même si, comme le rappelle aujourd'hui, Karim Oumnia, son patron : « Cela fait quatre ans que nous travaillons ce marché qui représente près de 10 % de notre chiffre d'affaires ».

Cette fois-ci, l'entreprise de la banlieue nancéienne s'attaque à la télévision française. Samedi soir, de-

La rencontre tombe à point. Baliston travaille ardemment à son implantation outre-atlantique. « La moitié du marché mondial du sportswear », souligne son boss. Elle vient d'y démarrer la production de chaussures de paintball. Et finalisera, dans quelques semaines, un accord qui fera d'elle le partenaire officiel de la MISL (Major Indoor soccer league), la ligue professionnelle de football en salle. « Le soccer indoor représente 3.000 clubs », ajoute Karim Oumnia. « Il y a neuf équipes professionnelles. La saison prochaine, elles seront toutes en Baliston. A San Diego, s'est assisté à une rencontre. Il y avait 6 000 personnes ». Baliston applique aux Etats-Unis la démarche qui lui a si bien réussi en Europe : s'in-



Creation of a sports luggage collection.



Stars in Baliston





Shoes development, hangtags and Packagings





Algeria World Cup 2010 Collection





Professional Teams Collection



Match for Peace in Abidjan (Ivory Coast)

EXPERIENCE | BALISTON SPORTSWEAR

DESIGN & MARKETING MANAGER

2006 - 2011



Through the equipment supplier Baliston, I had the chance to take care of all the Professional and supporter collections of the Ligue 1 football club AS Nancy Lorraine from 2006 to 2010.

Passionate about football, I was able to go behind the scenes of professional football and was able to develop products in collaboration with very high level athletes. I had the honor of creating the jersey for the Coupe de la Ligue final at the Stade de France as soon as I arrived in 2006 (Victory of AS Nancy Lorraine 2-1 against OGC Nice), then of develop specific collections for the Ligue 1 and Europa League championships, etc.

Also in charge of the collections of supporter products, I was able to create complete ranges of textile products, luggage, accessories, gadgets, etc...

Then I took care of all the communication on these products through catalogs, website, etc... As well as the layout of the official store at the Stade Marcel Picot in Nancy and the design of the asnl online store.

AS NANCY LORRAINE

I had the honor of creating the jersey for the Coupe de la Ligue final at the Stade de France as soon as I arrived in 2006
(Victory of AS Nancy Lorraine 2-1 against OGC Nice)



AS NANCY LORRAINE

Creation of equipment worn by professional players of AS Nancy Lorraine for several seasons in French Ligue 1.





AS NANCY LORRAINE

Creation of equipment worn by professional players of AS Nancy Lorraine
in the European Cup.



AS NANCY LORRAINE

In charge of all communication on these products through catalogs, the website, etc. As well as the layout of the official store at the Stade Marcel Picot in Nancy and the design of the ASNL online store.



AS NANCY LORRAINE

Creating collections of supporter products, I was able to create complete ranges of textile products, luggage, accessories, gadgets, etc...



EXPERIENCE | OTHER SPORTS EXPERIENCES

DESIGN, MARKETING, COMMUNICATION, GRAPHICS

2006 - 2011



VIP sport.fr

ecolosport®

CLUB ELITE

Club Elite is a specific program for amateur football. Sponsored by the famous professional coach Guy Roux and financed by sponsors such as B'win, Gorenje and Ryanair, this program allows French football clubs to equip themselves with professional equipment at a lower cost (paid for by the sponsors in exchange for display on shirts and around stadiums)

On this project, my role was to design the sports equipment and to carry out all the communication around them.

ECOLOSPOORT

Ecolosport is an environmentally friendly sports brand that is committed to designing eco-responsible products at low cost. It was one of the first brands to use recycled polyester and natural materials.

On this project, my role was to design the ecological equipments and to carry out all the communication around them.

VIP SPORT

VIP SPORT is a B to B merchant site on the internet intended exclusively for sports clubs. Designed in collaboration with Mr. Fabrice Jourdain (one of the founders of vente-privées.com), the site allows sports clubs to acquire products from major brands such as Nike, Adidas, Puma, etc... at attractive prices.

LE CLUB ELITE

Club Elite is a specific program for amateur football. Sponsored by the famous professional coach Guy Roux.

The collage features several promotional materials for the Club Elite program:

- Posters:** Large posters featuring Guy Roux and the text "500 clubs de foot amateurs", "3 millions € de dotations matérielles", and "En ferez-vous parti?". One poster specifies "3 millions d'€ de dotations matérielles et financières pour la saison 2008/2009". Logos for sponsors like gorenje, Balistar, metro, and RYANAIR.com are visible.
- Website Screenshots:** Multiple screenshots of the website <http://www.leclubelite.fr/>, showing the Club Elite logo, navigation menus, and product listings.
- Product Catalogs:** Several catalogs displaying various football equipment, including jerseys, shorts, socks, and shoes, with prices and descriptions.
- Central Logo:** A large, central shield-shaped logo with the text "PROGRAMME CLUB ELITE" and a stylized star and ball graphic.

ECOLOSPORT

Ecolosport is an environmentally friendly sports brand that is committed to designing eco-responsible products at low cost. It was one of the first brands to use recycled polyester and natural materials.



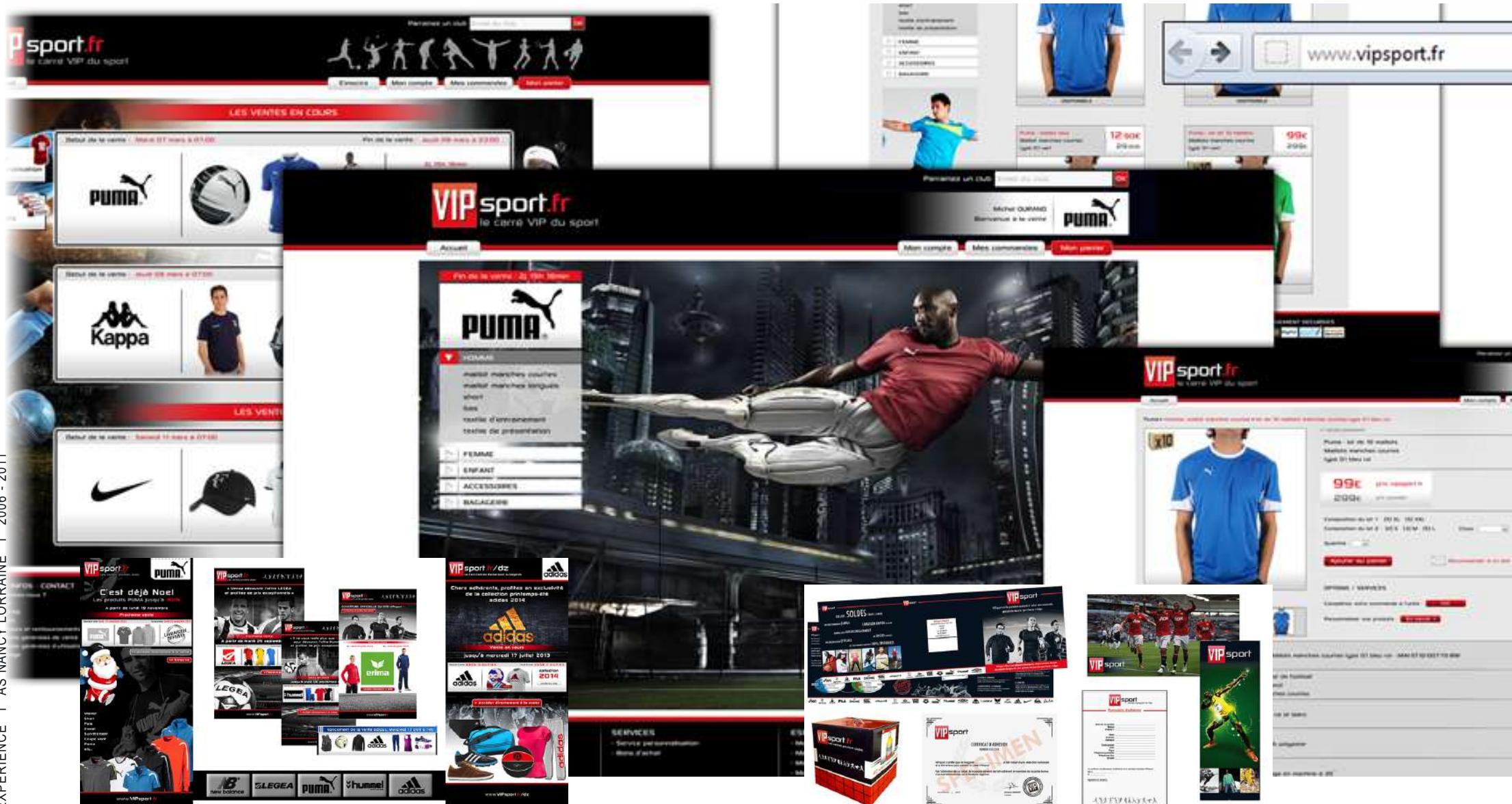
ecolosport®.fr

Dépensez moins, Obtenez plus, découvrez la centrale d'achat ecolosport



VIP SPORT

VIP SPORT is a B to B merchant site on the internet intended exclusively for sports clubs Designed in collaboration with Mr. Fabrice Jourdain (one of the founders of vente-privées.com)



EXPERIENCE | GLAGLASHOES

DESIGN & MARKETING MANAGER

2011 - 2016

GLAGLASHOES

Glagla shoes are revolutionary, ultra-light lifestyle sneakers with a wide range of styles and colors. Thanks to its unique outsole structure, Glagla shoes allow free air circulation throughout the shoe. This is the original 100% ventilated shoe. Glagla shoes are hugely successful in more than 60 countries on 5 continents. Glagla has become one of the fashionable shoes in the market.

As everyone has boots in winter, everyone must have a pair of Glagla shoes in summer! Glagla shoes are the T-shirt for your feet!

As head of design and marketing of the company, I created the different models of the brand, selected the materials and colors. I handled the entire product development and improvement phase with the factories in Asia and I monitored production.

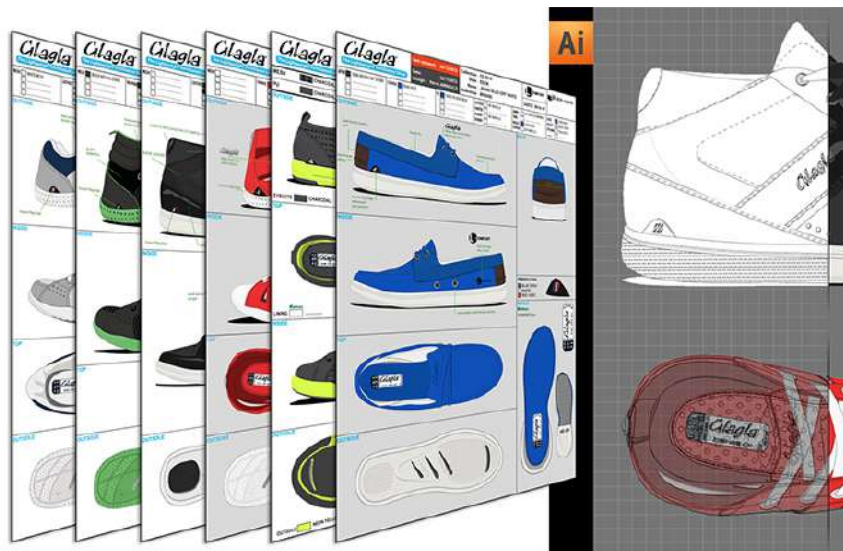
At the same time, I was in charge of the design of packaging, sales and marketing elements, as well as the creation of booth for various trade fairs around the world. Finally, I am also in charge of the layout of some Glagla shops in different countries.

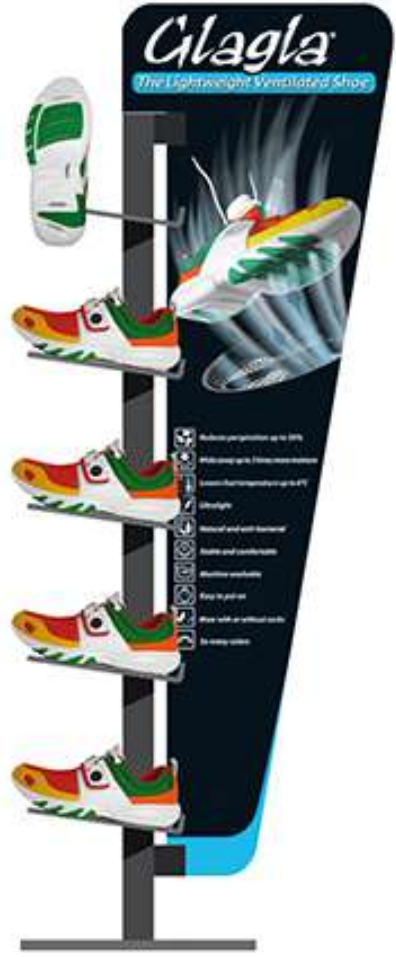
A very nice experience that allowed me to know all the stages of shoe manufacturing and the international marketing aspects.





THE FEELING OF COOL





GLAGLASHOES

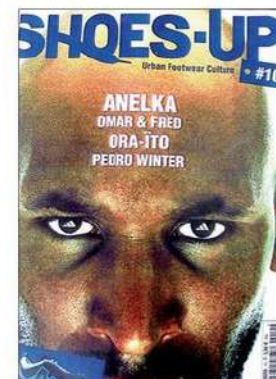
The feeling of cool!

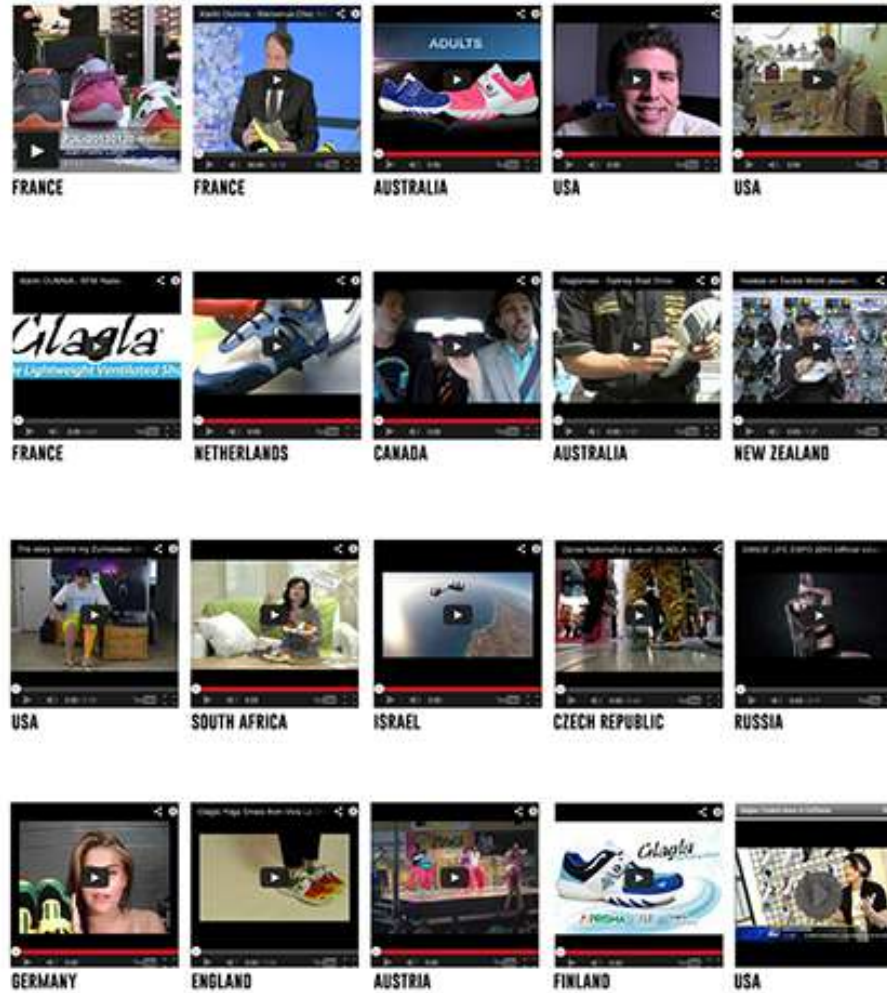




WSA
WORLD SHOES ACCESSORIES

**Best Booth
Design WSA
Las Vegas**





SHERIDYN FISHER



EXPERIENCE | DIGITSOLE

HEAD OF DESIGN

2016 - 2023



Digitsole is a French company of connected footwear products (soles and shoes). Connected to dedicated smartphone applications, Digitsole products embed electronics to heat your feet, count your steps, your calories, your way of walking, etc.

Digitsole has distinguished itself by winning several innovation awards at various trade fairs around the world, ISPO, CES in Las Vegas, etc. This notoriety has enabled Digitsole to join forces with major brands such as JIMMY CHOO, DECATHLON, etc... to develop specific connected products.

Highlighted by French Tech and Emmanuel Macron, Digitsole has established itself as a leader in connected products in the field of footwear.

Since 2020, Digitsole has focused on the medical field with specific constraints and products that comply with the various related standards.

As head of design and marketing for the company, I created the brand's different models, selected materials and colors. I oversee the entire product development and improvement phase with the factories in Asia and I monitor production.

At the same time, I'm in charge of the design of packaging, sales and marketing elements, as well as the creation of stands for various trade fairs around the world.

An enriching experience that allowed me to participate in the integration of electronic products directly into soles and shoes and to find solutions to the various constraints that were linked to them.



Winner
Ispo 2016
Munich



DAVOS (SWITZERLAND)
Emmanuel Macron
with the Digitsole shoe



 **DIGITSOLE**
FOOTWEAR. REINVENTED.



Concept shoe for the CES Las Vegas show



Innovation Awards
CES 2017
Las Vegas

Digitsole Smartshoe | The World's First Intelligent Sneaker

The first auto-tightening, interactive, heating, & shock absorbing sneaker.



Bluetooth



**KICK
STARTER**



**La
FRENCH TECH**

**La French Tech s'expose
au CES de Las Vegas**

Une semelle et une chaussure chauffantes connectées (Digitsole)

Pour les militaires, les skieurs ou simplement les randonneurs, cette semelle se glisse au fond de votre chaussure et se pilote avec une application mobile. On peut régler la température avec précision. En plus, elle compte le nombre de pas et la distance parcourue. Certes, il faut recharger sa paire de semelles toutes les 7 heures (150 Euros environ). En fait, ce produit est déjà sorti mais la jeune pousse Glagla, de Nancy, présente en plus au CES la première chaussure chauffante connectée. C'est la chaussure toute entière qui se met à température idéale et se pilote depuis un mobile.



DIGITSOLE
FOOTWEAR. REINVENTED.



La semelle connectée a séduit

Epsilon (Digitsole) remporte la première édition de la «Startup World Cup»

VIA APP \$450



Winner
StartUp World Cup
2015



C'est un important pas en avant pour la jeune pousse spécialisée dans le «footwear» intelligent.
Photo: Fabrizio Pizzante

LUXEMBOURG La faneuse «Startup World Cup» débarque en Europe et l'une des 16 demi-finales aux quatre coins du globe s'est tenue hier au Grand-Duché. L'événement, organisé par EY en partenariat avec Farvest, s'est déroulé dans les locaux de l'entreprise de conseil et aura mis en compétition les dix meilleurs startups d'Europe de l'Ouest. Les dix finalistes ont dû dé-

fendre leur idée devant un jury de haut vol composé de Raz Bachar («Head of Startup Business Development, Amazon Web Services»), Warrick Cramer («Global Head of Innovation, Vodafone»), Yannick Oswald («Investor, Mangrove Capital Partners»), Peter Maynard («Startup Lead, BeLux, Micropro»), Edith Magarinos («CEO, Victor Euk Services») et Alain Rodermann

(«Funding jeunes pour trans-nectées»), N (data analy-scientifique crédits hyp-pour jeunes S&M (ind-nées transp-dee (optimi-a décroché l-cène con-chaussures «connectée-le» sort un-une autre qu-de course. L-on régional grande fina-à San Fran-remporte u-dollars en in-0 www.start-0 www.digit-



LES INNOVATIONS FRANÇAISES POUR LES COUREURS

BOURDIN 2017

SYRIE | "Mon attitude vis-à-vis de Bachar al-Assad a changé", les "actes odieux" de son régime "ne peuvent être tolérés" (Donald Trump).

C DÉJÀ DEMAIN

io
SHOE



EXPERIENCE | DIGITSOLE | 2016 - 2023



/ ELITE SPIDER X
POWERED BY
ZHORech







CYCLINGPROFILER
connected smart insoles



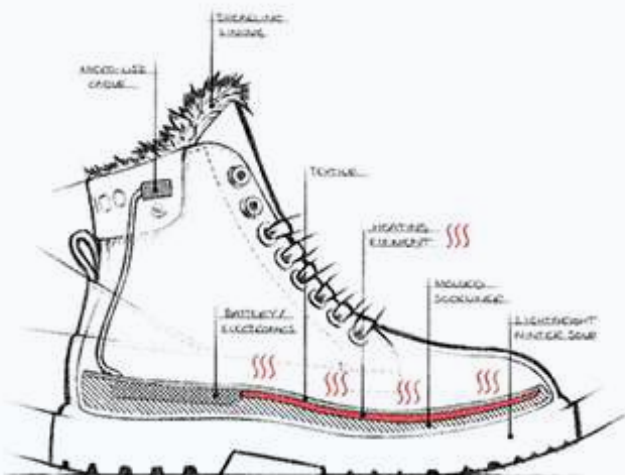
Laurent Jalabert



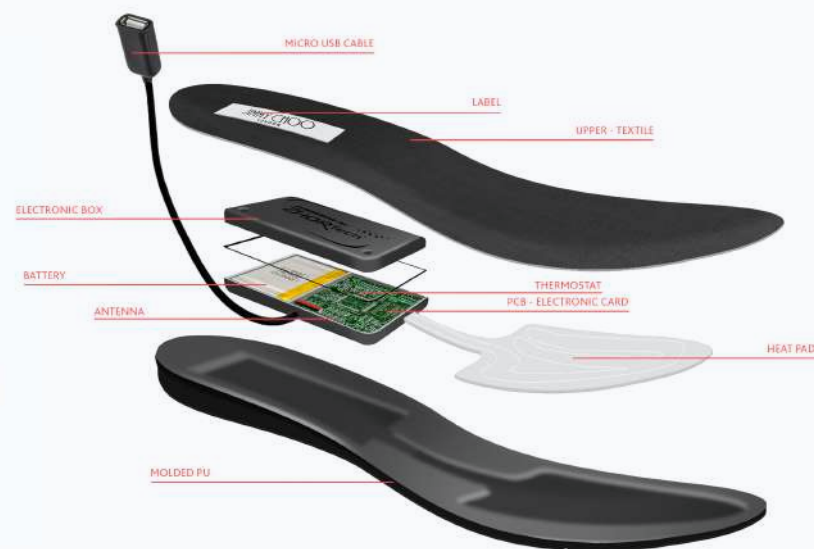
2019
CYCLINGPACKAGING



DIGITSOLE
FOOTWEAR. REINVENTED.



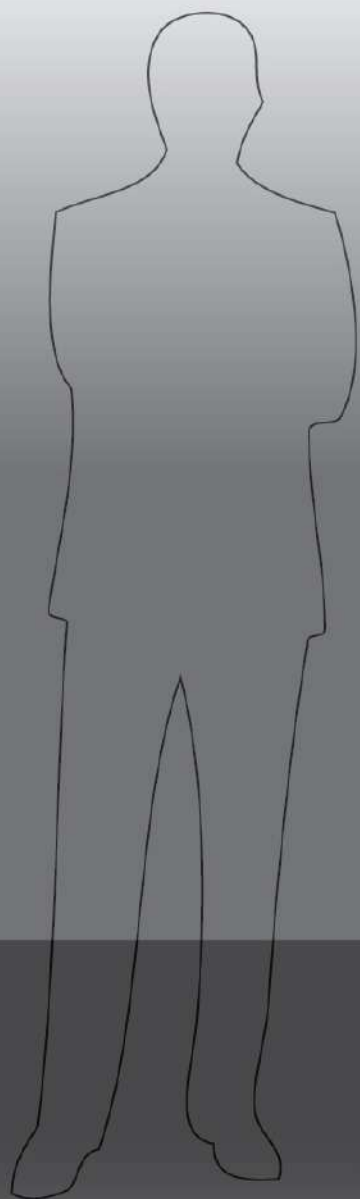
JIMMY CHOO
LONDON



A complete kit specifically for healthcare professionals



CONCEPT 3





Concept booth for the CES Las Vegas show

EXPERIENCE | BAL X PHILIPPE STARCK

SENIOR MANAGER, FOOTWEAR DESIGN

2020 - 2024



In collaboration with the famous French designer Philippe Starck, BAL designs connected shoes using only ecological materials. Castor, cotton, recycled EVA, etc.

By using the minimum possible materials to create its shoes, water-based glues and sugarcane packaging, BAL X STARCK has launched a real challenge since 2022.

Embedding technology via an electronic box hidden in the shoe, BAL X STARCK is revolutionizing the world of footwear by being the first shoe brand to offer its products in the form of a subscription with the recovery of used shoes.

Ecological of course, but also at the cutting edge of technology. Indeed BAL X STARCK offers shoes connected to an application that allows you to know all the parameters of your activities.

My role as designer and development manager allowed me to work closely with Philippe Starck and his teams and to ensure the relationship between the Starck team and the manufacturing plants.

A revolutionary project that allowed me to acquire new skills on ecological materials and product launch on the American market.

At the same time, I was able to participate in certain marketing graphic elements, the official site and all product labeling to ensure perfect logistics between Asia, the USA, Europe and the various distributors.



BE HAPPY! YOU
HAVE 2 NEW FRIENDS,
YOUR SHOES!
STARCK

PAPERJAM

NEWSLETTERS @

ENTREPRISES & STRATEGIES - TECHNOLOGIES

RECYCLABLE, CONNECTÉE, DESIGNED BY STARCK

À 250 dollars par an, Baliston casse les codes de la chaussure

100% recyclable directement chez le fabricant, connectée, sur abonnement à 250 dollars par an et conçue par Philippe Starck: la start-up née à Nancy et basée en Californie et au Luxembourg, Baliston, lance 5.000 paires de sa chaussure high tech.

«C'est pas une chaussure pour cinq mois ou un an, c'est une chaussure pour la vie. Quand on conçoit une chaussure pour la vie, on ne peut pas être tenté, on ne peut pas mettre toute notre vie à la poubelle tous les six mois. La Baliston by Starck, c'est le minimum de design pour le maximum de technologie».

Le designer Philippe Starck a pris son nom à son objet unique, fabriqué à 10.000 exemplaires ou 5.000 paires (1). Le modèle unique, en cinq couleurs, est composé entièrement de cinq matériaux biosourcés et donc 100% recyclables (le filerick, le coton biologique, le plastique recyclé, le plastique de canne à sucre et l'indérapant nos-cœurchou).

Née à Nancy, arrivée au Luxembourg fin 2020

Mais la marque née à Nancy - celle fondatrice, Karin Oumou, était arrivée l'Algérie avec un diplôme de polytechnique pour être l'École des mines - et implantée au Luxembourg depuis 2020 dans une structure encore sans réelle activité, va beaucoup plus loin.

An lieu de leur comme la majorité des 25 milliards de paires de chaussures vendues chaque année à la décharge, la paire sera renvoyée, en fin de parcours, à Baliston qui en assurera elle-même le recyclage. «La responsabilité d'une marque devrait être de prendre soin de ce qu'elle produit. Imaginer si toutes les marques avaient cela, nous aurions beaucoup moins de déchets polluant la planète», explique le fondateur de Baliston, un ingénieur qui a passé 25 ans à améliorer la chaussure.

L'ancien membre de l'équipe d'Algérie de water-polo, qui a successivement lancé la première chaussure de football la plus légère (245 grammes en 1998), une chaussure dédiée spécifiquement aux femmes, puis la première



Pour la dernière née de ses chaussures, Baliston produit sur abonnement et composé de 5...





ECOSHOE V1 X PHILIPPE STARCK

100% eco-friendly connected shoes. The future is here.

BAL I STON

BAL STON

BAL STON

BAL STON

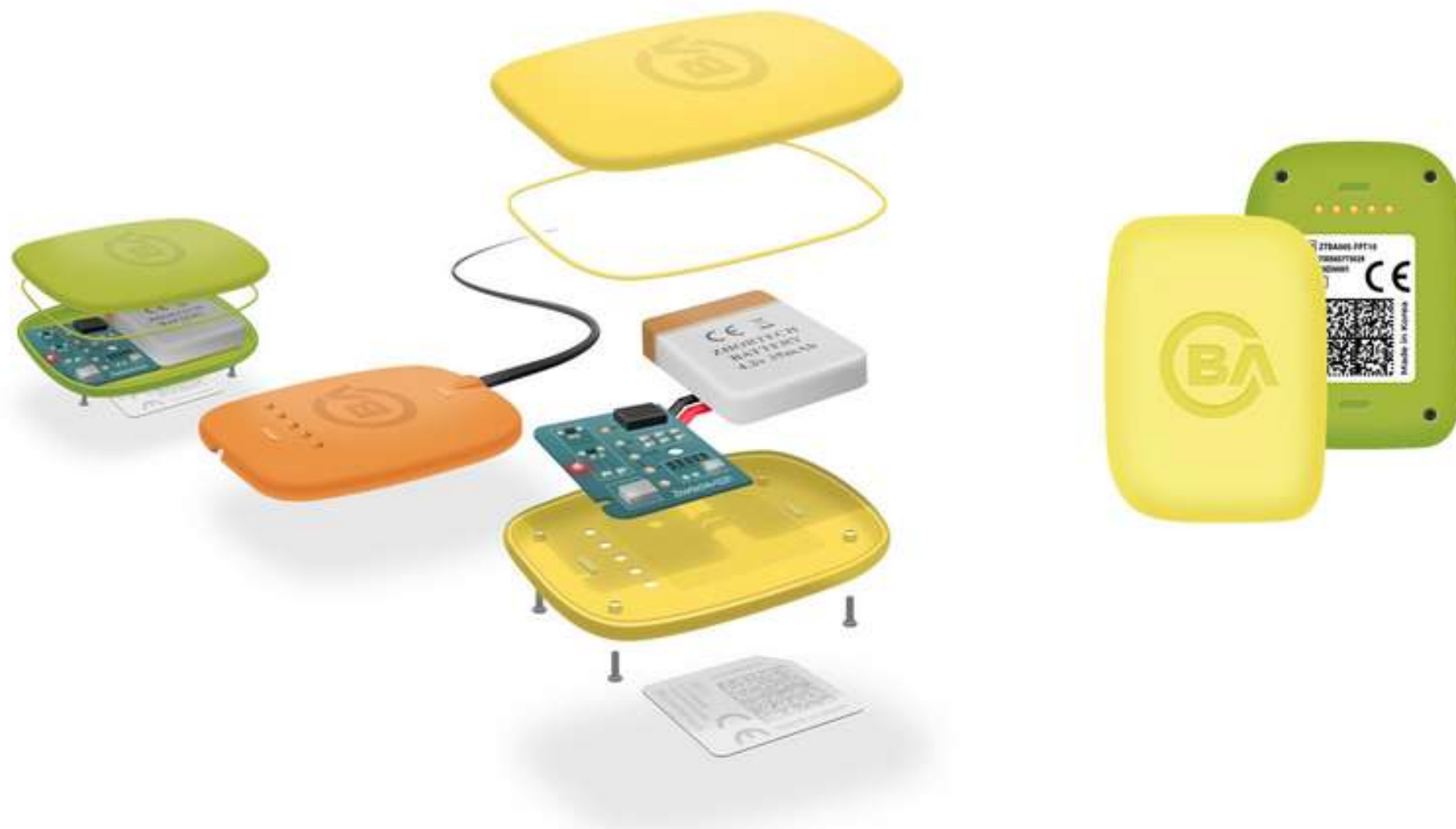
BAL I STON

BAL STON



ECOSHOE V1 X PHILIPPE STARCK

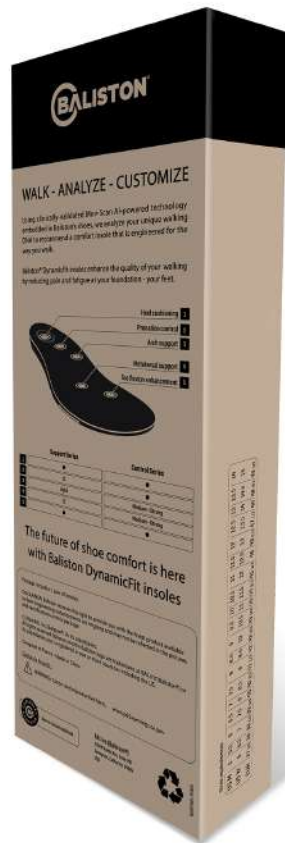
Miniature electronic chips integrated into shoes.



ECOSHOE V1 X PHILIPPE STARCK

Eco Packaging and Labels





The only orthotics engineered based on the way you move!

FORBES > LIFESTYLE > STYLE & BEAUTY

Philippe Starck On How Boredom With His Creativity Led Him To AI, And His New Baliston By STARCK Shoes

Rebecca Suhrawardi Contributor

Follow



May 11, 2023, 09:17am EDT



On the other end of my Zoom is the world renowned architect, ir and industrial designer, Philippe Starck. During the call, the ligh and ever-zealous creative is enthusiastically convincing me of tw First, that Portugal, where he resides, is the closest place to heav earth for him; and, second, that AI is no longer a choice for the w



Baliston introduces AI-augmented footwear by Philippe Starck

Utilizing the power of AI technology, Baliston by Starck offers stylish everyday shoes made of only five recyclable materials and boasting 100% recyclability

Baliston is shaking up the fashion industry with its groundbreaking debut collection of footwear, **Baliston by Starck**. Collaborating with visionary futurist designer Philippe Starck, they have crafted an **AI-augmented footwear line** that boasts cutting-edge AI technology, 100% recyclability, and a subscription to an innovative ecosystem of services.

These shoes are more than just stylish accessories for your feet. They're equipped with AI that captures the unique biometrics of your gait. Not only that – it analyzes your walking DNA too. By syncing with an app, users can receive personalized insights on their body mechanics and learn how to move more efficiently.



Baliston launches recyclable, tech-supported shoes



World Bio Market Insights
News & Inspiration for the bioeconomy

by Shashika Coorssen — 4 weeks ago In Technology Reading Time 2 min read

Baliston launched **BALISTON BY STARCK**, its debut collection of tech-augmented and 100% recyclable footwear created in collaboration with world-renowned creator Philippe Starck.

The shoes are made from just five bio-based recyclable materials and designed to monitor the deterioration of their own cushioning allowing every shoe produced by the company to be collected at the end of its life and to be 100% recycled. The goal is to ensure that Baliston shoes will not be a part of the 25 billion pairs produced every year and scrapped somewhere polluting the planet.

The brand is taking sustainability to another level where the manufacturers become responsible for what they produce – mapping the future of tech-integrated fashion.

The **BALISTON BY STARCK** collection was created around the idea that being sustainable is the bare minimum; a reduction mindset is required from the design phase. Partnering with Philippe Starck was a meeting of like minds, and an exercise in minimum design. The result: a collection that is a unique and unisex model available in 5 colors with each shoe made of just five 100% recyclable bio-based materials, such as castor bean yarn, organic cotton, recycled plastic, sugarcane green EVA, and non-slip rubber.



FREELANCE

SINCE 2024

FREELANCE | EIGHTY ONE DESIGN

SENIOR FREELANCE DESIGNER

SINCE 2024



I now offer my freelance services in the fields of design, graphic arts, branding, communications, and much more.

As a Design and Communications Manager for numerous startups, companies, and professional clubs, I now have extensive experience in a wide variety of fields, including sports, fashion, automotive, and medical.

I also try to pass on this experience to my students at the Nancy School of Design (ESDAC).



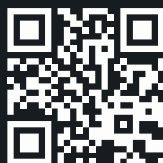
Complete creation of the graphic charter for my new company, Eighty One Design.

Creation of the official logo, marketing flyers, marketing brochure, and website eightyonedesign.com.

FREELANCE DESIGNER & GRAPHIC DESIGNER



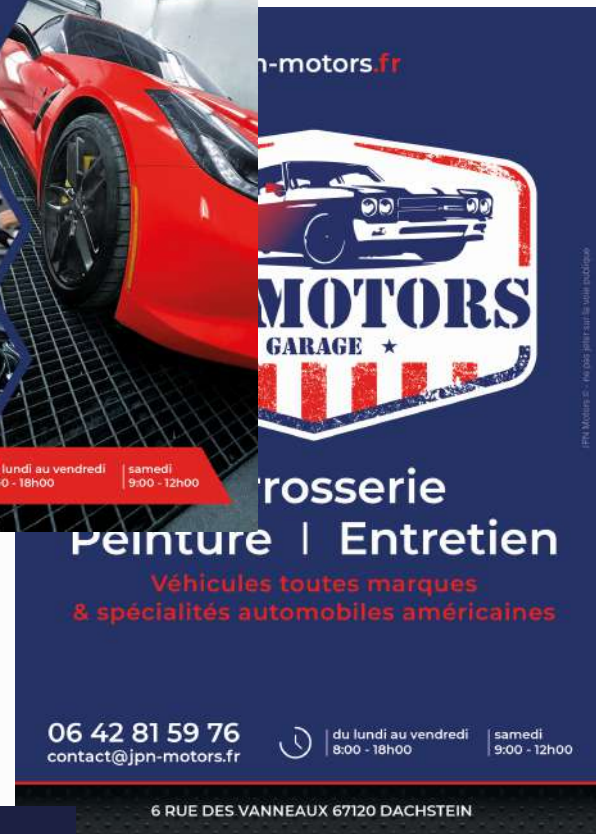
Acumin Variable Concept





Great collaboration with JPN Motors, the specialist in the restoration of American cars in Alsace.

Complete branding, logo, flyers, business cards, website, sign, etc.





I'm going back to school, but on the other side of the desk.

First year teaching fashion design with Bachelor 2 students

18
20

ISD INSTITUT
SUPÉRIEUR
DESIGN
RUBIKA



●●●● ECOLE DE DESIGN
[esdac]



Graphic design for Pink October Day. Visuals for Instagram



OCTOBRE
ROSE



Collaboration with the French National Police for the creation of official police uniform badges.





Creation of the FC Metz online museum. Creation of all the club's jerseys worn by professional players since 1932.

www.maillotgrenat.com



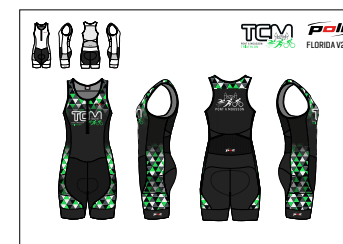
LE MUSÉE DU FOOTBALL CLUB DE METZ

www.maillotgrenat.com





In collaboration with the Pont à Mousson TCM club and the POLI company. Design of clothing ranges for the entire club. Creation of a new logo and various graphic visuals for the triathlon club.





Art drawing from photos to pay tribute to top athletes. Canvas print



Several companies, sports clubs, and stores have contacted me to create a logo and brand identity.
Here are some examples of logos I've created for them.

. KIFAISA

website for mutual aid for work

. KOP KINE OSTHEO PERFORMANCE

High-performance physiotherapy center for athletes

. BR INFORMATIQUE

IT company

. COS COMITE DES OEUVRES SOCIALES

Blenod Town Committee

. BMC RACING

Motocross club

. BFLY PRODUCTION

film industry

. OSTHEOPATHE ANIMALIER

Independent osteopath for animals

. DETAILING CAR DESIGN

Car restoration center

. GLAGLA

Shoes company

. CROSSBLOCK

medical equipment distribution company

. D'ENCRE ET DE PAPIER

Stationery store

. AKSEO

IT service store

kifaisa
.com



gi × CS BLENOD

Creation of a new graphic style for the CS BLENOD football club. Improvement of the old logo by giving it a more modern look.



before 2025



BLUE
000261E

WHITE
FFFFFF

GOLD
EAB644

CSB ACUMIN
1919 ExtraCondensed Bold

PEUGEOT E-LEGEND CONCEPT CAR

Re Design - just for fun...





Creation of a complete range of orthopedic insoles for the Decathlon brand.



The image shows two smartphones displaying the FootSight app. The left phone is on the 'Swing Preview' screen, showing a score of 77/100 and a 'Follow-through' video. The right phone is on the 'Putting Assist' screen, showing a green speed indicator and a putting diagram with distances like 3' 10" and 14' 7".





Design proposal for a little boy's cap for the new Hello Hossy brand collection

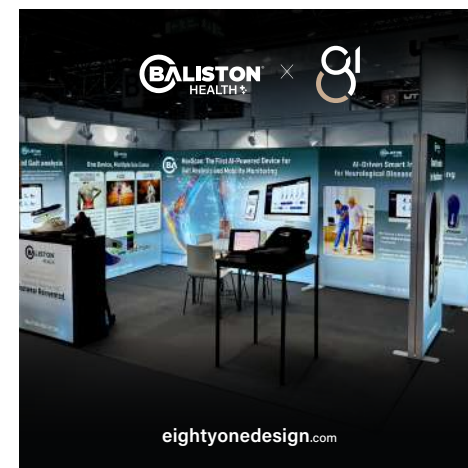


hello hossy®





Collaboration with the Baliston Health brand for the creation of a booth for the MEDICA trade fair in Germany.





Creation of an advertising campaign for Forterro, the international ERP software specialist;

FORTERRO / SYLOB / PRO CONCEPT / CLIPPER



MON MÉTIER MON LOGICIEL ERP



Collaboration with the Baliston brand for the development of new collections of running and golf shoes.





Collaboration with the Baliston brand for an international trade show in China. Design of the brand's stand and communication.



用于鞋垫

全球首个AI驱动的跑步鞋履平台





Creation of an adidas application dedicated to runners.



AI-POWERED FEATURES FOR ADIDAS RUNNING



Creation of the official poster for the FC METZ Vintage event and management of all visual communications for the event.

Creation of the official logo for the FC METZ Vintage association.



- EXPOSITION DE MILLIERS D'OBJETS ET MAILLOTS DU FC METZ -

FC METZ

Vintage

2^{ème} Edition

Bénéfices reversés au profit de l'Association

Rafael* Lorraine

Le 11 légendaire de M. CARLO MOLINARI

ANDRÉ REY
FERNAND JETZ
SYLVAIN KASTENDEUCH
GEORGES ZVUNKA
JOCELYN BLANCHARD
BEB BAKHUIS
ROBERT SONG
NICO BRAUN
BERNARD ZÉNIER
ROBERT PIRES
JULES BOCANDE

10H - MATCH DES ANCIENS DU FC METZ
TOURNOIS DE BABY FOOT ET FIFA
DÉDICACES DES JOUEURS

ANIMATIONS - TIRS AUX BUTS
PROMENADES EN BATEAU - MASCOTTES
TOMBOLA - NOMBREUX LOTS A GAGNER

RL | ici Lorraine | Entrée gratuite / Restauration et buvette sur place | Moselle | FRANCE

29 MAI 2025 / A partir de 9H

CLOS DE LONGEVILLE LES METZ

700 Promenade de la Goulotte, 57050 Longeville-lès-Metz

FC Metz | HESS AUTOMOBILE | Le Couturier de la Cuisine | MAIRIE DE LONGEVILLE LES METZ | INTER SPORT | NICOLAY PEINTURE | PHONE CARE | ELIT SOLAR | CI



Design of a mobile computer cabinet intended for healthcare professionals using the Baliston Health solution.



Thank you !



Because creativity and design are experienced in all moments of life, I try to enjoy and pass on my passion to my children! Thank you for reading my book. See you soon ...