

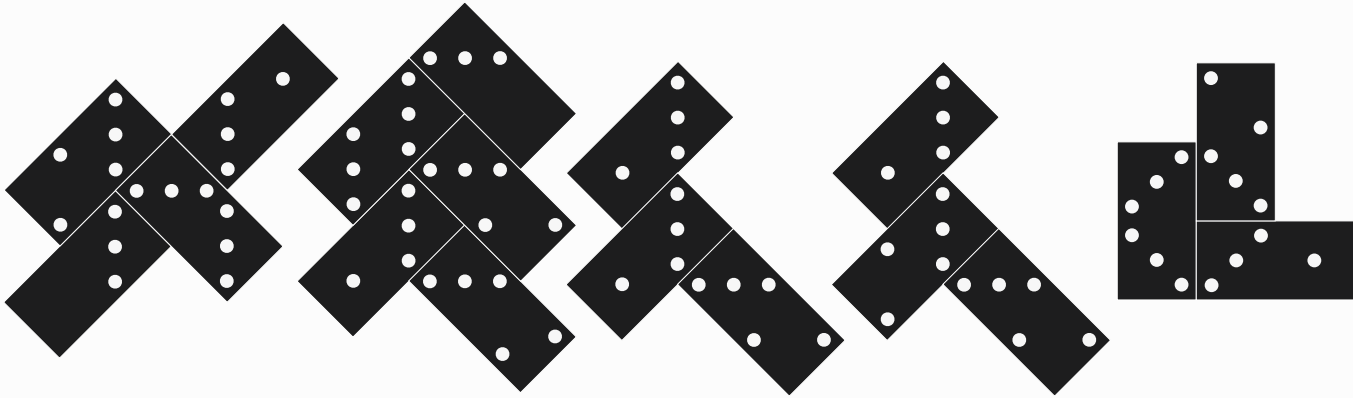
MY BOOK

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

ABOUT ME...	04
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FREELANCE	97

ABOUT ME

SINCE 1981

ABOUT ME | FEW WORDS

CREATIVITY | PASSION | INNOVATION | STYLE

SINCE 1981

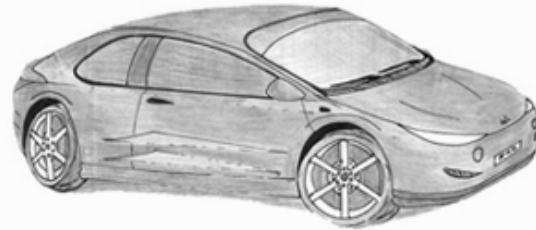
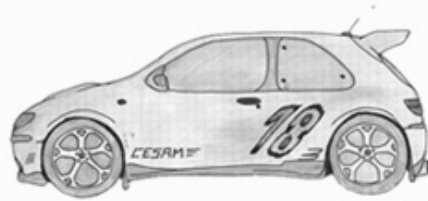
Graduated from the Higher Institute of Design (master II), I have solid experience in the world of design, graphic arts, marketing and communication.

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



EMPORIO ARMANI

PlayStation



EB BUGATTI



HOME DESIGN

Berman
car styling italia



CERAH
Centre d'Etudes et de Recherche
sur l'Appareillage des Handicapés

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

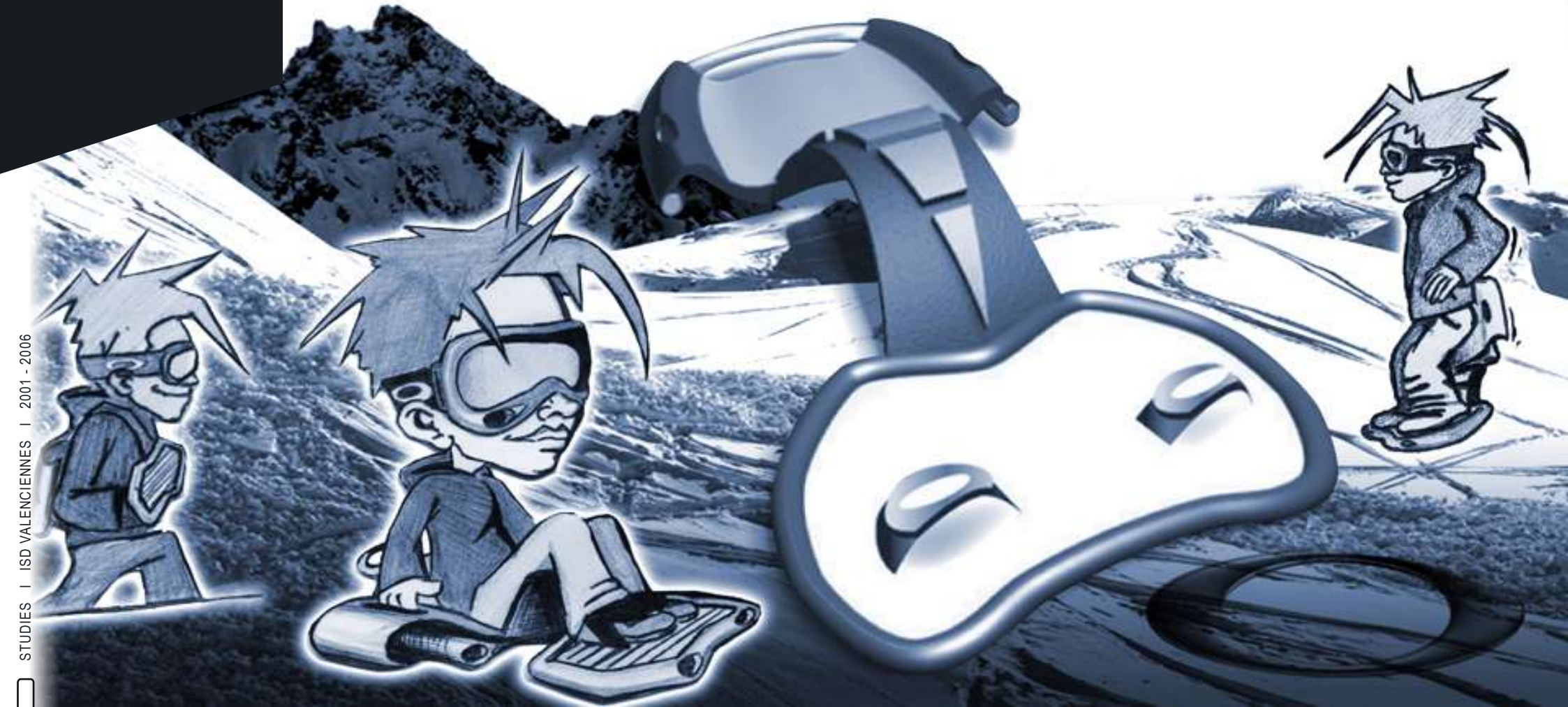


OAKLEY APACHE

Brief: Create a unique leisure sliding product.

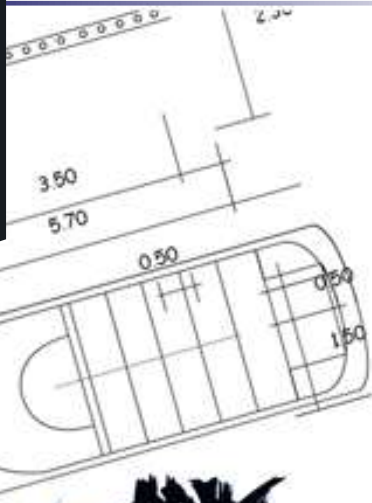
Creation of the "Apache" model for the sliding brand Oakley. "Apache" can be used sitting or standing...
sensations guaranteed.

OAKLEY®



EUROPOST VAN

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.

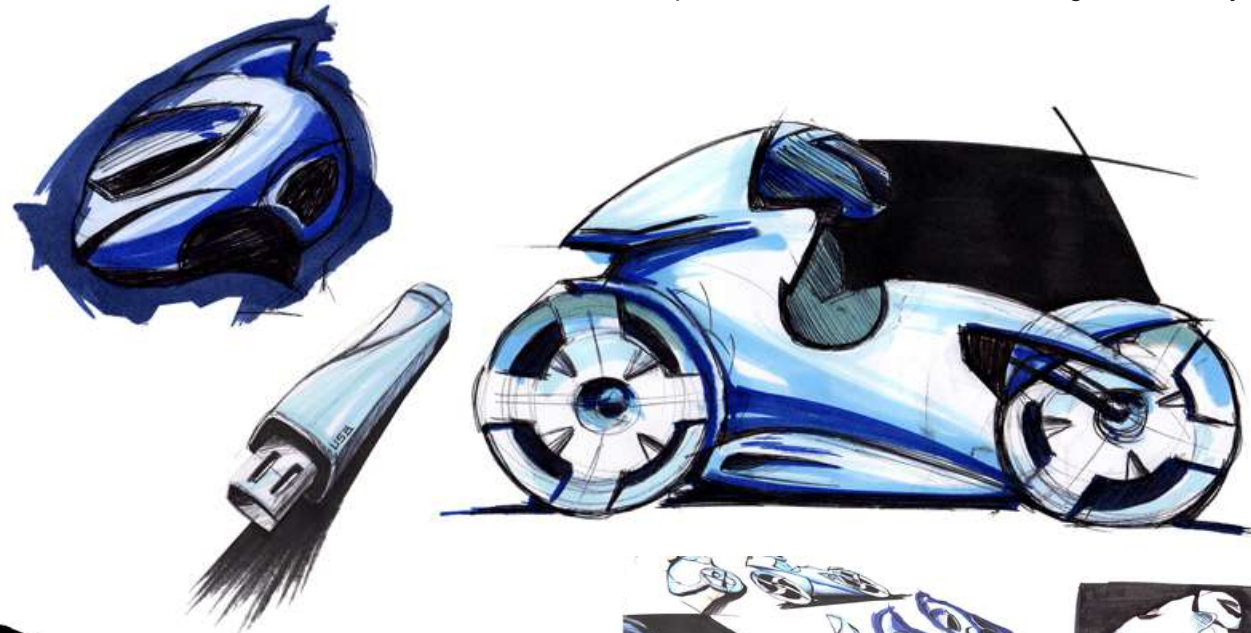
Controlled by joysticks, this futuristic Gamejoy by Playstation tricycle is equipped with electric motors inserted in the wheels. Its virtual vision helmet takes its pilot into the world of video games. Play, but in real life!

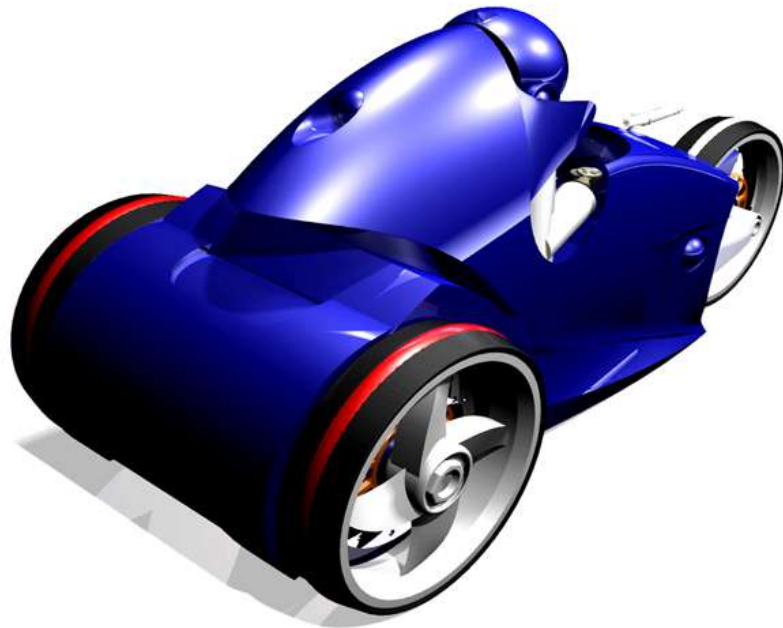
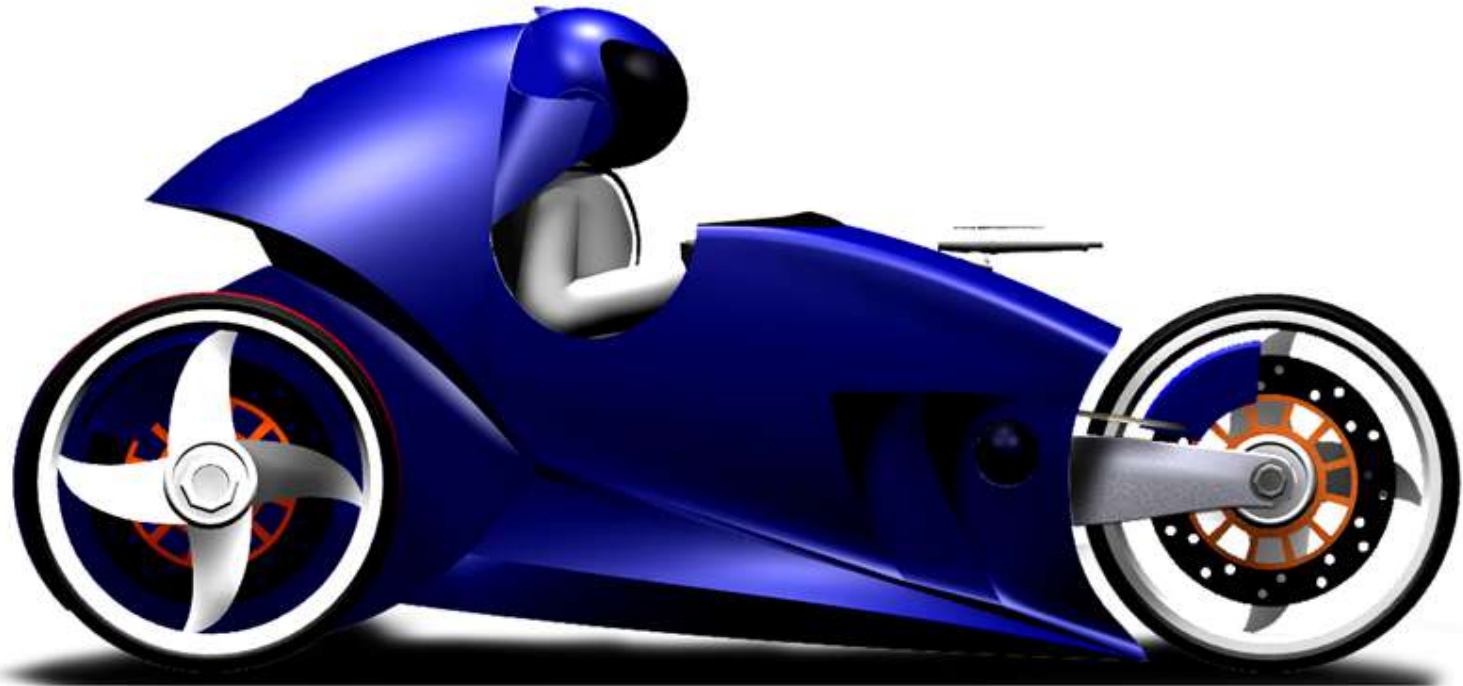
Publication of the concept in the Spanish magazine SOLO MOTO.

Individual project - ISD School Design

PLAYSTATION GAMEJOY

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.

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



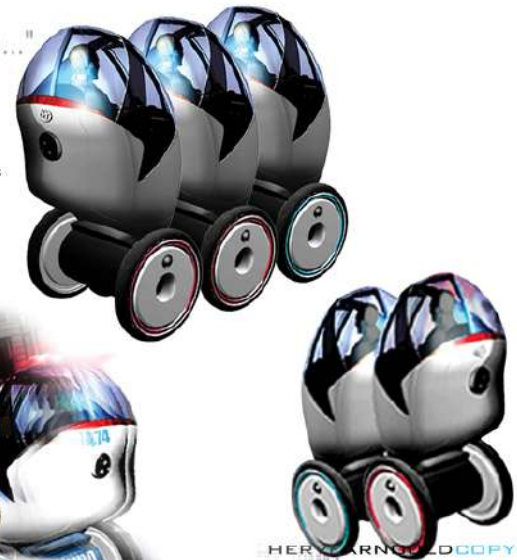
Publication of the concept in STUFF magazine.

institut supérieur de design
 single
 Concept de véhicule 1 place
 destiné aux grandes villes du monde
 Technologie TOYOTA



"entre eux, le courant passe..."

rechargeable recharge des batteries par embotage 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)



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

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.

BUGATTI NEW ATALANTE

Brief: Bringing an exclusive vehicle up to date.

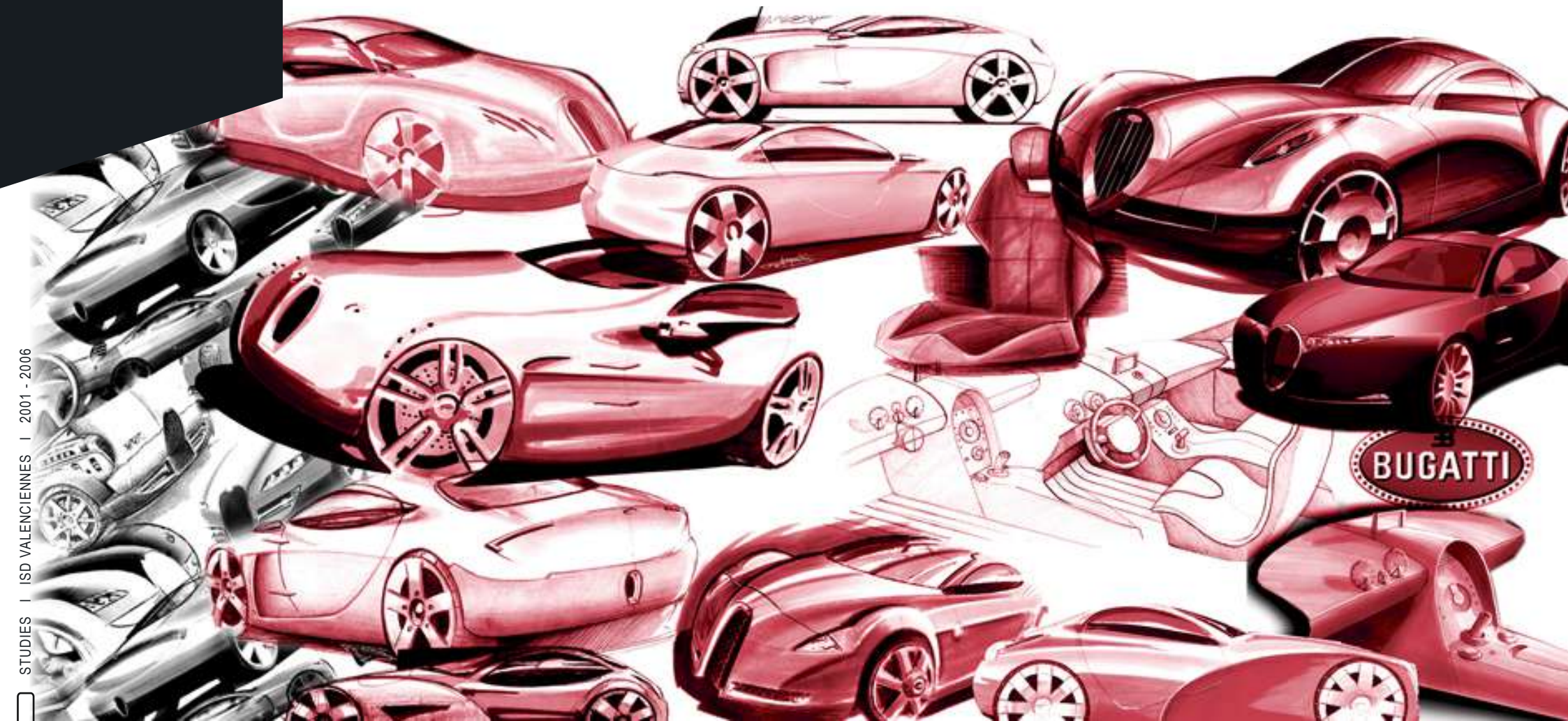
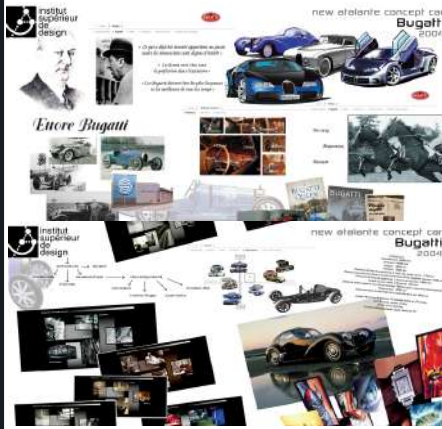
Style study of a modern version of the Bugatti Atalante 55S.

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

Realization of a 1/5th scale model.



ISD INSTITUT SUPÉRIEUR DESIGN





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!

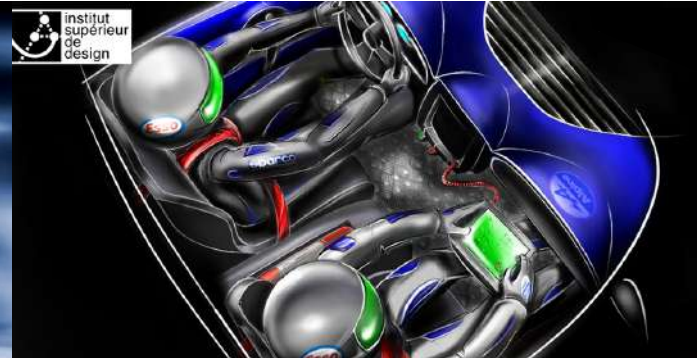
Group project - ISD School Design with Romain Herment and Hugo Cerf.

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.

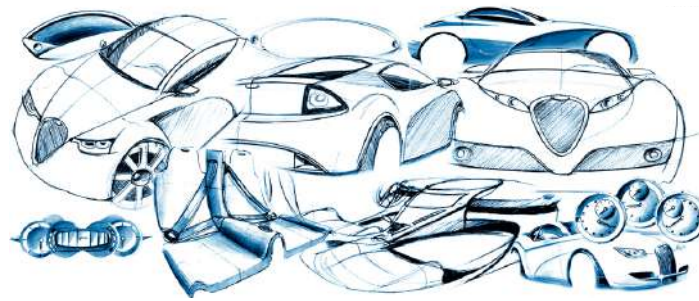
Group project - ISD School Design with Jérémy Lial, Stephen Mars and Jérémy Chafer.

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



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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.

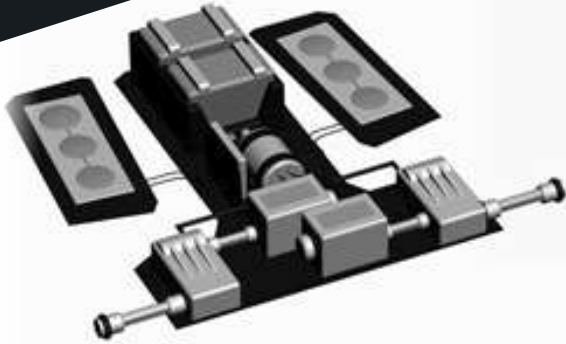
Group project - ISD School Design with Cécile Fidalgo, Jérémy Lial and Sébastien Debarge.



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.





In
Next to



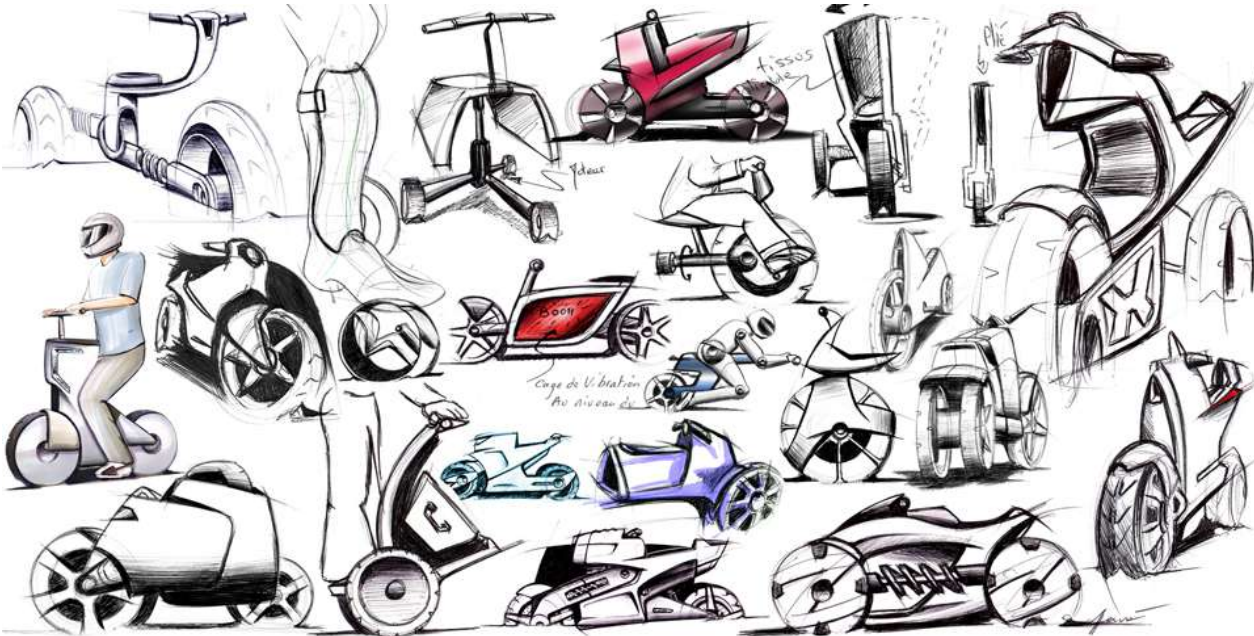
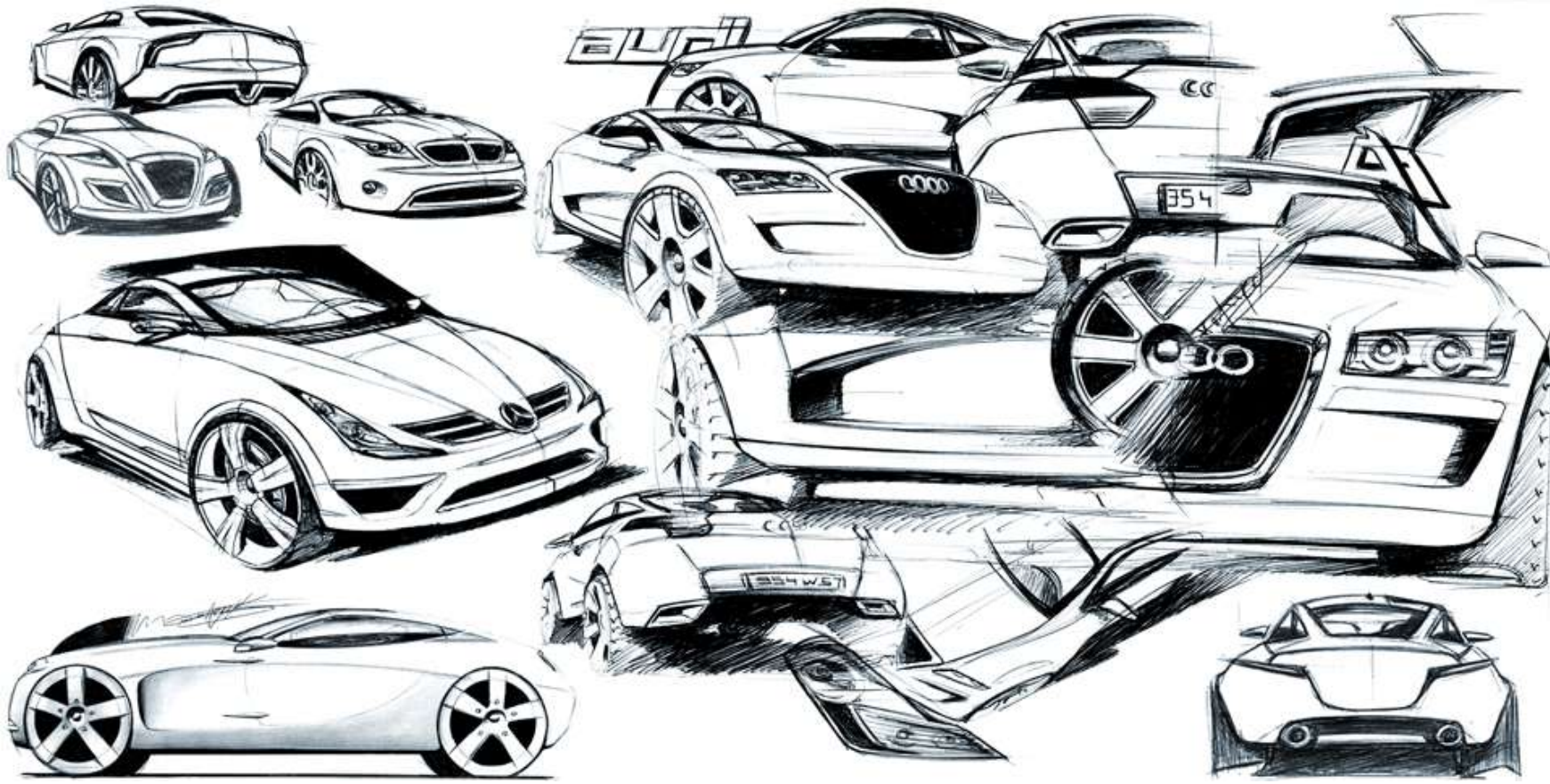
STUDIES | PERSONAL IDEAS

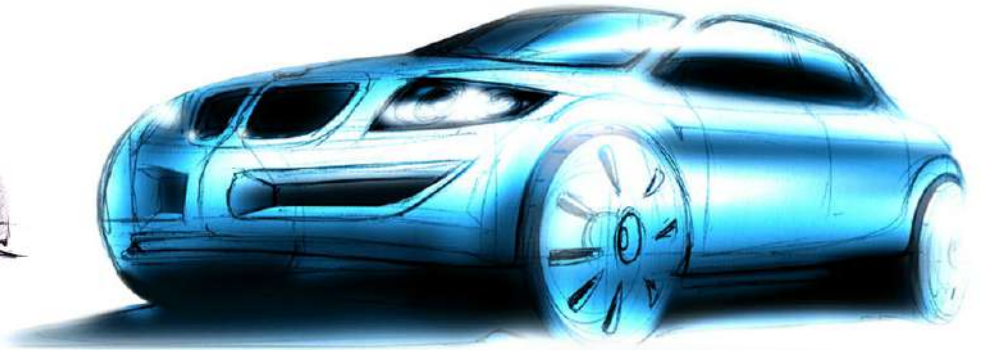
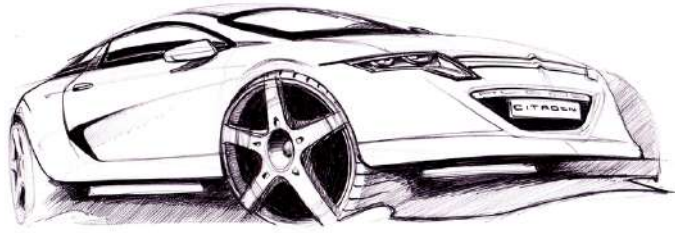
INSTITUT SUPERIEUR DE DESIGN - VALENCIENNES

2001 - 2006



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









TRAINING

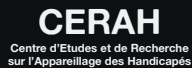
FROM 2004 TO 2006

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

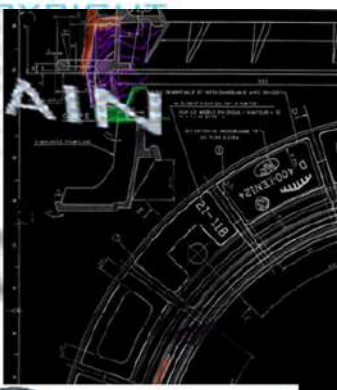
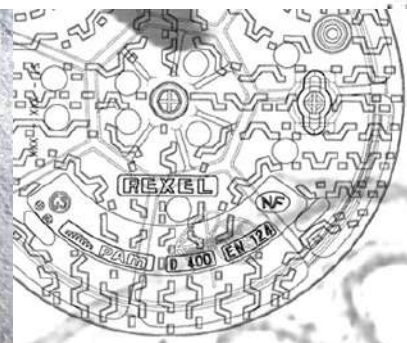
C.E.R.A.H. Study and Research Center on Equipment for the Disabled.
Confidential works.

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.



MILANO
ITALIA 2009



Berman

DESIGN STUDENT PROPOSALS

Si è concluso lo scorso 13 ottobre il 10° Concorso internazionale per studenti in design dell'auto, promosso da Berman di San Benedetto Po. Al di là del fascino legato alle stupende proposte estetiche sviluppate dai partecipanti in tema di city car, di SUV e di sport car... è sempre bene quando le imprese gettano un'apertura fra produzione e scuola!

Un concorso internazionale promosso da Berman

Un concorso di quest'anno contraddistinto da un'alta qualità di idee e di proposte, in grado di rappresentare il futuro delle auto. Un'occasione di crescita e di sviluppo, in grado di offrire ai giovani designer un'opportunità di confronto e di confronto con i grandi nomi del settore. Un'occasione di crescita e di sviluppo, in grado di offrire ai giovani designer un'opportunità di confronto e di confronto con i grandi nomi del settore.



Berman
car styling italia

Certificato di Merito
assegnato a
Hervé Arnould
per la Sua brillante partecipazione al Concorso
Design Student Proposals "SPECIAL VERSIONS 2005"

San Benedetto Po, 13 ottobre 2005
Il Comitato

Enrico Costa
Giorgio Fager
Vincenzo Marchi



Berman
car styling italia

Finalist
Berman Car Styling
Italy



ELenco COMPLETO DESIGNER 2005

Cognome	Nome	ACTIVITY CAR			CITY CAR		SPORT CAR	
		Topista	Urban	Social	City	Urban	Sport	Marshall
BYVD	€1	New Swift	5+1	BYVD	BYVD	BYVD	BYVD	
Costa	Enrico							
Marchi	Vincenzo							
Fager	Giorgio							
Arnould	Hervé							
Costa	Enrico							
Marchi	Vincenzo							
Fager	Giorgio							
Arnould	Hervé							
Costa	Enrico							
Marchi	Vincenzo							
Fager	Giorgio							
Arnould	Hervé							
Costa	Enrico							
Marchi	Vincenzo							
Fager	Giorgio							
Arnould	Hervé							

HERVEARNOULD COPYRIGHT

ABOUT ME | TRAINING PERIOD | 2004 - 2010



TRAINING PERIOD | CARACTERE

JUNIOR DESIGNER

2005 (6 months)



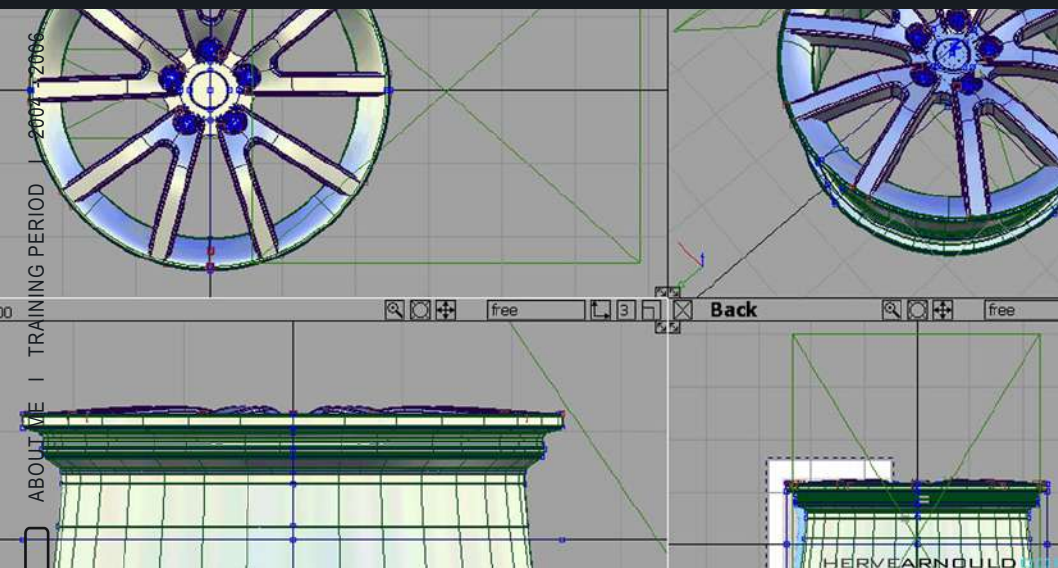
Participation in the development of official Caractere rims.

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 | 2007-2006

CARACTERE®



ABOUT ME | TRAINING PERIOD | 2004 - 2008

EF EARNOULD COPY RIGHT



A6 kitprogramm

ABOUT ME | TRAINING PERIOD | 2004 - 2006



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.

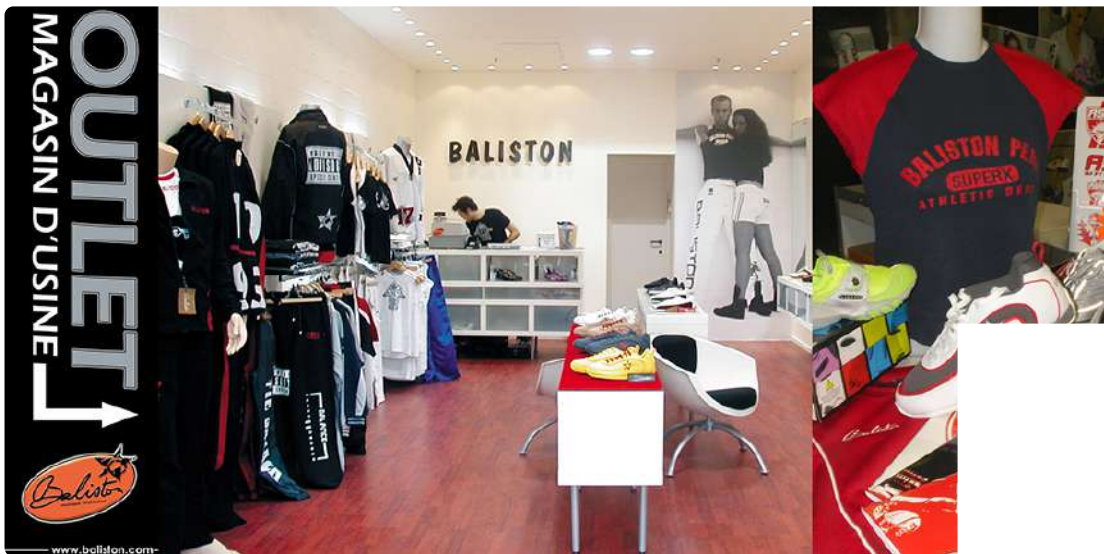
As head of design and communication for the company, I created all of the brand's products, jerseys, balls, luggage, shoes, technical equipment, etc... ensured the measurement charters, selected the materials and the colors. I was responsible for the entire product development and improvement phase with 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.



Sport Couture
... DESIGNSWEAR



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 Ouania, son patron : « Cela fait quatre ans que nous travaillons ce marché qui représente près de 10 % de notre chiffre d'affaires ».

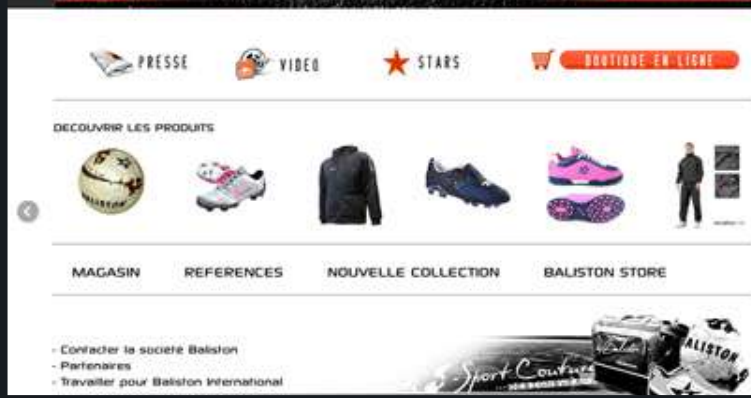
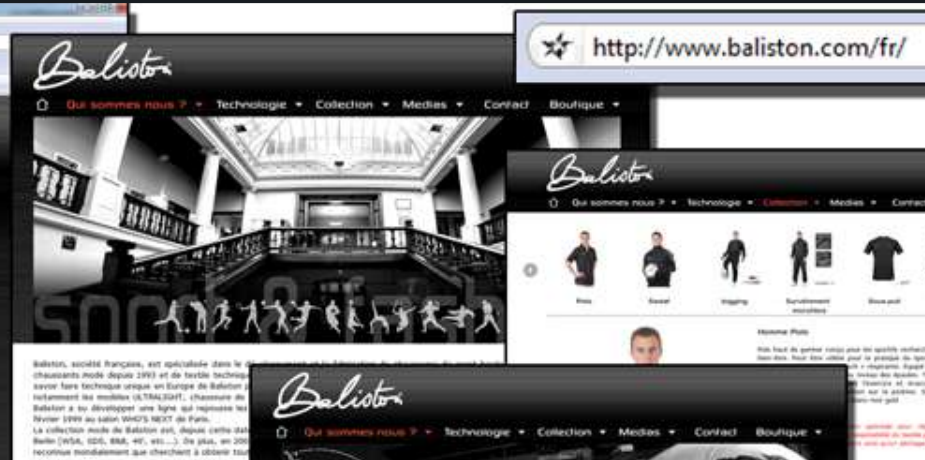
Cette fois-ci, l'entreprise de la banlieue nancéienne s'attaque à la télévision française. Samedi soir, de-

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 2.000 clubs », ajoute Karim Ouania. « 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-



BALISTON SPORTSWEAR

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)

Votre région



**Elles sont créées à Nancy
Baliston : des chaussures de stars**

Will Smith, Melinda Griffith ou Johnny Hallyday en sont fans. Conçues à Hellecourt près de Nancy, la chaussure Baliston fait fureur à Hollywood. Rencontre avec son PDG, Karim Oumnia.

TREAF STAIR : une des designers des chaussures de la célèbre société américaine. Elle a travaillé pour les marques Calvin Klein, Prada, Louis Vuitton, Christian Dior, Yves Saint Laurent, Alexander McQueen, Céline, et pour des artistes comme Madonna, Beyoncé, et Britney Spears.

KARIM OUMNIA : le fondateur de Baliston. Il a créé la marque en 1992 et a travaillé pour des marques comme Nike, Adidas, et Puma.

LEONARDO : une autre marque de chaussures créée par Karim Oumnia.

Baliston en chiffres

- 1992 : création de la marque Baliston.
- 1995 : première collection de chaussures.
- 1997 : première collection de chaussures de sport.
- 1999 : première collection de chaussures de ville.
- 2001 : première collection de chaussures de soirée.
- 2003 : première collection de chaussures de bébé.
- 2005 : première collection de chaussures de bébé.

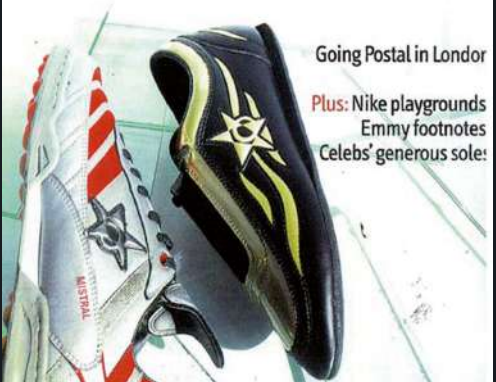
L'agenda de Téléstar

- 15 janvier : Les 100 plus belles femmes de France.
- 16 janvier : Les 100 plus beaux hommes de France.
- 17 janvier : Les 100 plus beaux couples de France.
- 18 janvier : Les 100 plus beaux enfants de France.
- 19 janvier : Les 100 plus beaux animaux de France.
- 20 janvier : Les 100 plus beaux paysages de France.
- 21 janvier : Les 100 plus beaux monuments de France.
- 22 janvier : Les 100 plus beaux livres de France.
- 23 janvier : Les 100 plus beaux films de France.
- 24 janvier : Les 100 plus beaux albums de France.
- 25 janvier : Les 100 plus beaux CD de France.
- 26 janvier : Les 100 plus beaux DVD de France.
- 27 janvier : Les 100 plus beaux jeux vidéo de France.
- 28 janvier : Les 100 plus beaux logiciels de France.
- 29 janvier : Les 100 plus beaux sites web de France.
- 30 janvier : Les 100 plus beaux blogs de France.
- 31 janvier : Les 100 plus beaux réseaux sociaux de France.

FN

FOOTWEAR NEWS - VOL. 571 NO. 56 - SEPTEMBER 8, 2001 - \$3.00

GDS PRE-SHOW
Opera Gets Majority Stake in Magli 1 2
Whipping India's Hide Problem 1 6



Going Postal in London

**Plus: Nike playgrounds
Emmy footnotes
Celebs' generous sole:**

Tour de France

18 janvier : Jacques Rogge à Buenos-Ayres. (19h-20h30).

19-20 janvier : l'Armée du Sud à Châteauneuf-Champanne. Filmmakers sur le terrain. (19h-20h30).

21-22 janvier : Les 100 plus beaux monuments de France. (19h-20h30).

23-24 janvier : Les 100 plus beaux livres de France. (19h-20h30).

25-26 janvier : Les 100 plus beaux films de France. (19h-20h30).

27-28 janvier : Les 100 plus beaux albums de France. (19h-20h30).

29-30 janvier : Les 100 plus beaux CD de France. (19h-20h30).

31 janvier : Les 100 plus beaux DVD de France. (19h-20h30).

The New York Times

NEW YORK, WEDNESDAY, OCTOBER 13, 2004

BOLDFACE NAMES/Joyce Wadler

Your Desperate Questions Answered

Understanding that no one knows show business as we do, young thespians pepper us with questions: How to make an entrance at a party, how to deal with the press and public, whether we want coffee with dessert. And so, that beloved Boldface service feature: Advice for the Fabulously Challenged.

I plan on being obscenely rich — like, y'know, two private jets so I won't be indisposed when one is in the shop. Does that mean it would be inappropriate to take a vacation?

Of course not! SIR ELTON JOHN is one of the wealthiest men in England, but that did not prevent him from participating in the Backstage Creations Celebrity Gift Retreat at the taping of the CBS special "Genius: A Night for RAY CHARLES" at the Staples Center in Los Angeles last weekend.

Not that Sir Elton himself, who was reportedly busy in rehearsal, stopped by. He sent a manager to select two pairs of Baliston sneakers for him.

Also in the freebie room: MORGAN FREEMAN; REGINA KING, who plays Ray Charles's mistress in the Jamie Foxx film "Ray"; and ELLEN DEGENERES, ALEXANDRA MEDISON, and Ms.

Degeneres's entourage, a group of thirtysomething women who looked as if they stepped out of an Herbal Essense commercial.

Mr. Almodóvar said, "I had my first kiss with a woman when Susan was telling me, 'Oh, I really would like to have a baby with you. I think it depends if I can find a woman who speaks my language to this day.'"

course, extraordinarily so. But with photographers pressing to be near him, how can I take a vacation?

From JENNIFER LOPEZ, who was on the block. After the "Shall We Dance?" tributes, she was in the theater lobby to have her hair and makeup touched up.

In public? Isn't that sort of tacky?

Ms. Lopez's for these days, says the Internet, is \$12 million. Under the 1997 Geneva Show Biz Convention, she does could possibly be tacky.

English, work with an American actress?

night was another actress, SUZANNE TENNER. That also, yes, is beguiling. Mr. Almodóvar said, "I had my first kiss with a woman when Susan was telling me, 'Oh, I really would like to have a baby with you. I think it depends if I can find a woman who speaks my language to this day.'"

What interested us was the HBO film that Ms. Bening is doing about JEAN HARRIS, who served 12 years in prison for shooting and killing her lover, the Scarsdale Diet Doc HERMAN TANNER, after he broke off the relationship. Ms. Harris claimed the shooting was accidental.

Ms. Bening spoke with Ms. Harris, who talked a good deal about the man she called "Ray" and whom she adored. "What a great traveler he was, what a great companion, how well read, what a good dancer," Ms. Bening reported Ms. Harris saying.

Is there an uplifting moral to that anecdote?

We couldn't find it.

Maybe ANNETTE BENING. She was in New York the other day for the premiere of "Being Julia," a movie about a British actress who exacts revenge on her lover and her husband. Ms. Bening appeared to have her own face; her own short, normal-looking hair, and though there was a velvet rope, she talked to everyone. She couldn't talk very long to everyone — there was a personal press agent leaning in and saying, "Now, we have to share" — but Ms. Bening was game.

What interested us was the HBO film that Ms. Bening is doing about JEAN HARRIS, who served 12 years in prison for shooting and killing her lover, the Scarsdale Diet Doc HERMAN TANNER, after he broke off the relationship. Ms. Harris claimed the shooting was accidental.

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With David Joy Lusky in Los Angeles and Melena Z. Ryzik

ELLE

LA VÉRITÉ SI JE FONDRE ! LES DERNIÈRES ARMES ANTICELLULITE

MODE JOUEZ DES HANCHES

SPÉCIAL MAIGRIR
OBJECTIF LIGNE

MOINS 5 KILOS UN RÉGIME À VOS MESURES

TESTÉS POUR VOUS LES PROGRAMMES DES STARS

MÉDICINES DOUCES EN MARCHÉ VERS L'ÉQUILIBRE

LEGUMES GOURMANDS LA CUISINE MINCEUR D'ALAIN DUCASSE

EXTRAITS EXCLUSIFS LE NOUVEAU THÉRIAC DE PHILLIP CORNWELL

18 MARS 2001 - 14,90 €

BALISTON

qu pas de course

Inspirée du running, du bowling, de la course, du base-ball ou de la voile... la mode détermine les chaussures de sport. Vite !

— March 2001 —
est famous french magazine for women

10 Baliston

NEW WEAVE COMING! / Soccer series models are hot!

BALISTON

10 Baliston

La basket de Stanislas

Baliston, l'équipementier nancéen, sort une basket directement inspirée des grilles de la célèbre place Stanislas. Un carton aux Etats-Unis.

A l'époque du bon Stanislas Lévy (1873-1936), Nancéen et homme de lettres, on jouait au basket-ball. Mais c'est au début des années 1950 que le basket-ball a véritablement pris son essor en France. C'est à cette époque que Stanislas Lévy a créé la marque Baliston. Aujourd'hui, Baliston est une marque reconnue dans le monde entier. Les chaussures Baliston sont conçues pour offrir un maximum de confort et de performance. Elles sont disponibles en plusieurs modèles et couleurs. Les chaussures Baliston sont une véritable référence dans le monde du basket-ball.

Philippe MARCQ
Photo DR

Plus d'informations sur www.baliston.com

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)



TOUS EN MAILLOT
POUR LA VICTOIRE
ET CONTRE LE RACISME !
LE MAILLOT DE LA FINALE EST VENDU SEPARATEMENT !!

35€

ASNL
LA RAGE DE REUSSIR

en vente à la boutique ASNL - Stade Marcel Proust
directement sur internet : www.balistan.com
AS MAILLOT 2006-2007 - 2008 - 2009 - 2010
AS NANCY LORRAINE - 54 100 NANCY - FRANCE

EXPERIENCE | AS NANCY LORRAINE

AS NANCY LORRAINE

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





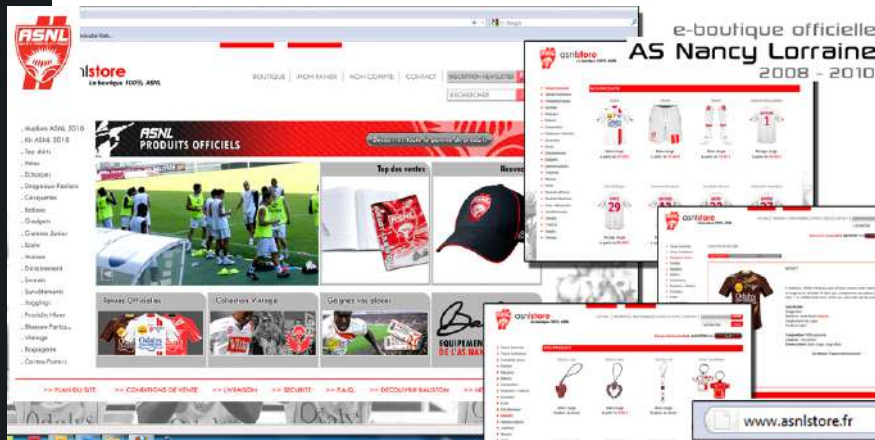
AS NANCY LORRAINE

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.



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.

500 clubs de foot amateurs
3 millions € de dotations matérielles
En ferez-vous parti ?
www.leclubelite.fr

Guy Roux
"Porte parole du Programme Club Elite"

gorenje
Balistar
metro
RYANAIR.com

500 clubs de foot amateurs
se partageront
3 millions d'€ de dotations matérielles et financières
pour la saison 2008/2009
En ferez-vous parti ?
www.leclubelite.fr

PROGRAMME CLUB ELITE

» entrer sur le site du clubelite
le programme du foot amateur!

http://www.leclubelite.fr/

by Balistar

MARACANA III - VISIERE

Et aussi...

MALLOTS GARDIEN BOUCLE

MALLOTS RIVER GRANDE INDOOR

PROGRAMME CLUB ELITE

Principaux articles, premiers arrivés



Club Elite Ballston

inscrivez-vous sur
www.leclubelite.fr

Balston, Equipementier officiel
du programme Club Elite

500 clubs de foot amateurs se partageront 3 millions d'€ de dotations matérielles et financières pour la saison 2008/09. "En ferez-vous parti?"

inscrivez-vous sur
www.leclubelite.fr

gorenje
Balistar
metro
RYANAIR.com

Principaux articles, premiers arrivés

EXCLUSIF

acheté 1 maillo offert
de 27€

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

THE FEELING OF COOL

THE INSIDE FABRIC
The "Microfiber" fabric is used for the inner lining. Provides clear low specific natural functions allowing it to act as anti-bacterial part of an "ecosystem".

THE TONGUE
Our anatomy engineers "Micro-molded EVA EVA" create ergonomic lightweight, cushioned and support.

THE UPPER
It is perfect combination of **Big Run Fly** in a mesh construction with a ventilation for heat of steps and lightweight and cushioned. To first moment optimize the breathability of the upper. The second one provides a strong support of your foot in the shoe.

THE LATERALS SUPPORTS
From heel and lateral parts of the shoe guarantee a structural to assist and cushion your gait.

THE INSIDE
The insoles made in many perforated layered EVA, with **KAPOOC** or **schufofo**, substantially cushion, breathe and cool.

THE CUPSOLE
Shocks absorber.

THE MEMBRANE
The membrane is an "ultra-thin" durable non-toxic **PERMITS** air membrane which allows a moisture of air to flow in & out. The membrane is also waterproof. Its function also creates a perfect balance between protection and quality.

THE RUBBER PARTS
This component use a non-slipping material and provide an anti-slipper feature to the soles.

THE OUTSOLE
Our **ROBOTECH** material is an exclusive copolyester material developed by Glagla engineers. It is extremely light, supple, non-slip and provides perfect shock absorption benefits.

LATERAL VIEW

BOTTOM VIEW

SECTION A1-A2

SECTION B1-B2

GLAGLA
ASTOY-2

TOP VIEW

Glagla

Glagla

Glagla

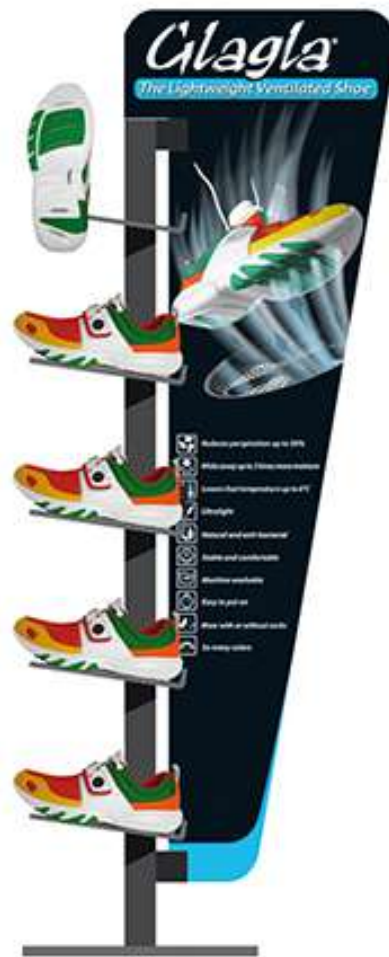
Glagla

Glagla

Glagla

Ai

A collection of various Glagla shoe models including sneakers, casual shoes, and a bright green slipper.



GLAGLASHOES

The feeling of cool!





THE OFFICIAL WSA SHOW DAILY | FEBRUARY 14, 2009

WSA TODAY

SATURDAY

Today's Events, p. 3 • Glass Slipper Awards, p. 4



Western Rides Again

Western boots are making their big fashion comeback for fall, as the American classic returns with modern updates. Brands from across the spectrum, ranging from Beverly Hills-based to N.Y.C.-based, have Western styles on display at The WSA Show this week.

Rocky Boots is relaunching its Durango brand with the youth-driven Crush and Flirt collections, which feature on-trend color combinations and athletic soles. "When times are tough, people have a new taste for fun, simpler styles, and Western is a part of that," says Rocky spokesperson Amber Young. *(Continued on page 18)*



Marshal Cohen: Times Around TI Steve Gold and Herve Arnould of Baliston International.

NPD Group chief industry analyst Marshal Cohen had good news for attendees of his Key Insight: Into Today's Footwear Consumer seminar. "If you're worrying, I don't blame you," he said. "But I think we're already more than halfway through this recession." *(Continued on page 18)*

WSA Takes A Shine To Great Design



Yesterday The WSA Show celebrated winners for outstanding design, celebrating awards in the categories of Best Overall Booth Design, Best Overall Square Foot, Best New Booth-International, Most Innovative, Most Creative Use of Booth Space and Best New Exhibition. *(Continued on page 8)*

Get Bubbly At The Box

Boots are invited to meet the day with right with us in the Morning daily from 8:30 a.m. at The Box, located at Valley View Convention Center. Add refreshments to your day!



CRAVING COFFEE?
Attention Comfort Buyers: Bring this ad to Booth 2218 SA2 for a specialty coffee gift card valued up to \$25 courtesy of Footprints and Tatum.

While supplies last.

TATAMI Footprints



WILD DIVA

come visit us at # 11424



Best Booth Design WSA Las Vegas

MY DESIGN CONTEST 2012

JEU CONCOURS CUSTOMISE TA GLAGLA

et tente de gagner des paires de glagla et jusqu'à 200€ en bon d'achat

Inscriptions jusqu'au 14 Juillet 2012

facebook

100 SQUARE

EMERGENCY DECISION

www.glagla.com

SHOES-UP

Urban Footwear Culture #10

ANELKA
OMAR & FRED
ORA-ITO
PEORO WINTER

Glagla shoes Lady Glagla

Palladium x Billionaire Boys Club

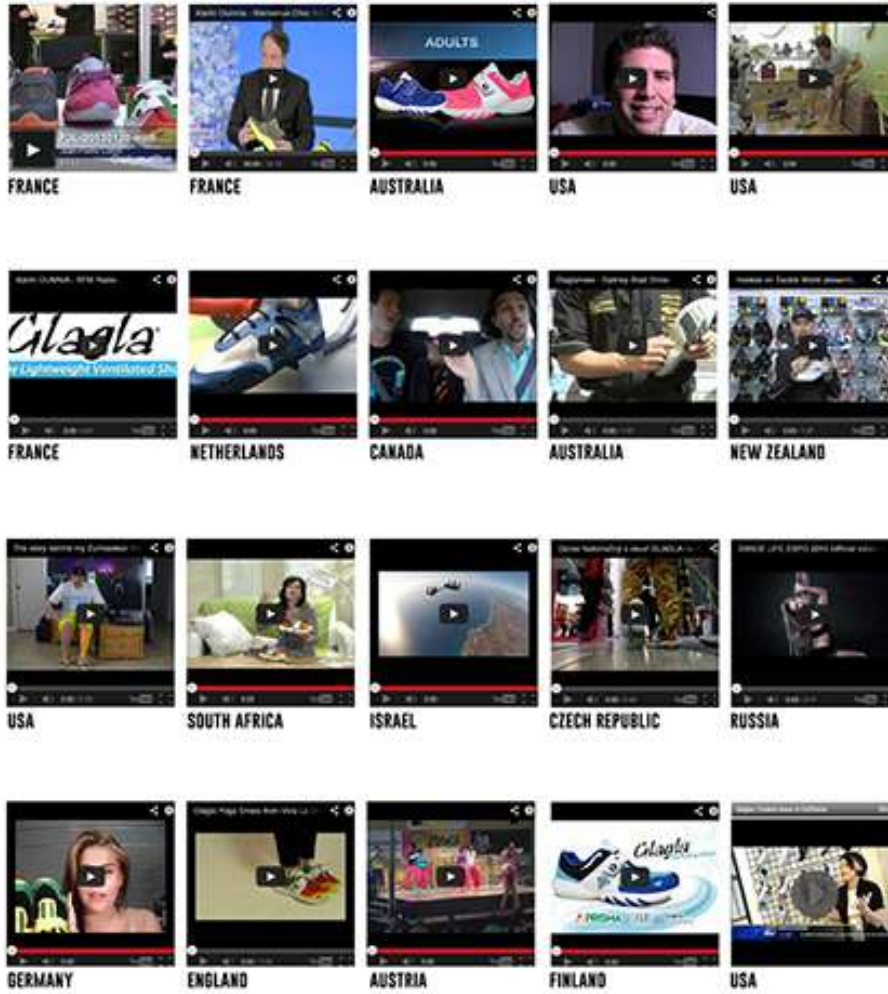
KanzaROOS

Conyerge x Marfinkko

Energie

Kawasaki

Mai Project



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.



**KICK
STARTER**



La FRENCH TECH

france info 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 Glagle, 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.



LE SUCCÈS DES START-UP
SALON MONDIAL DE L'ÉLE



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 fresse «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 dixfinalistes 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 Belgium, Microsoft»), Edith Magarics («CEO, Victor Buck Services») et Alain Rodermann

(«Founding jeunes pour transnectées»). N (data analy scientifique crédits hyp pour jeunes S&M (ind nées transp des (optin à déroché scène con chaussures «connectée les sont un une autre q de course. L on régional grande fina à San Fran remporte u dollars en in o www.start © www.digi

06.55 EN DIRECT



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 DÉJA DEMAIN

io
SHOE



EXPERIENCE | DIGITSOLE | 2016 - 2023



/ ELITE SPIDER X
POWERED BY
ZHORTech



SCUBE
SAFELY SMARTER



DIGITSOLE
FOOTWEAR. REDEFINED.



CYCLINGPROFILER
connected smart insoles



Laurent Jalabert

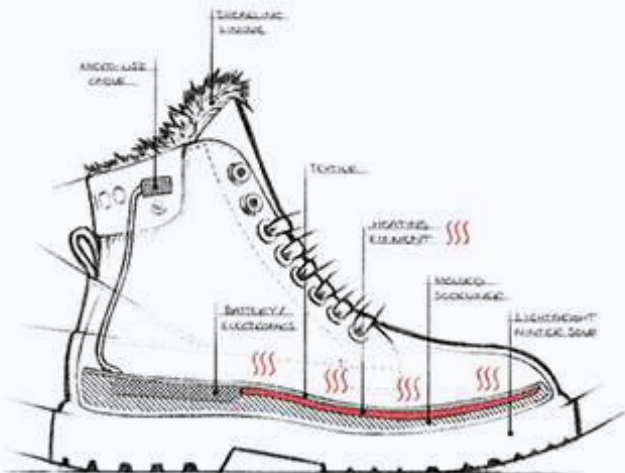


2019
CYCLINGPACKAGING

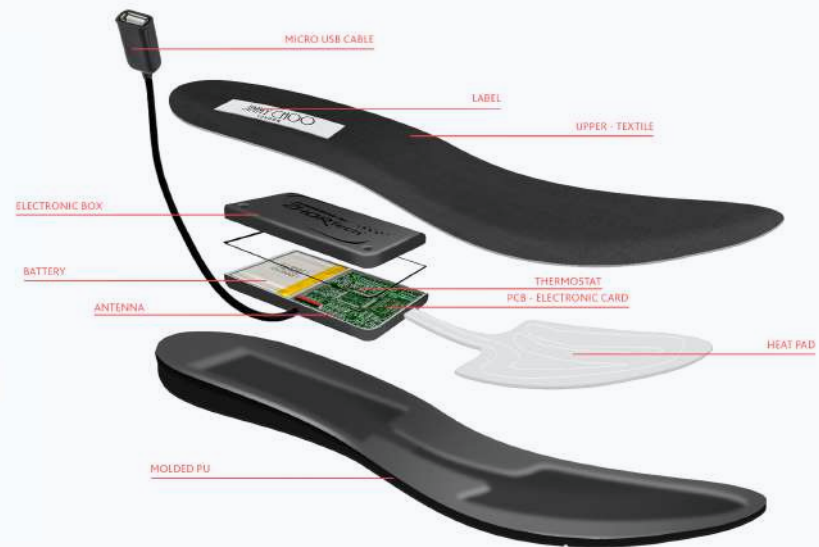


DIGITSOLE
FOOTWEAR. REINVENTED.





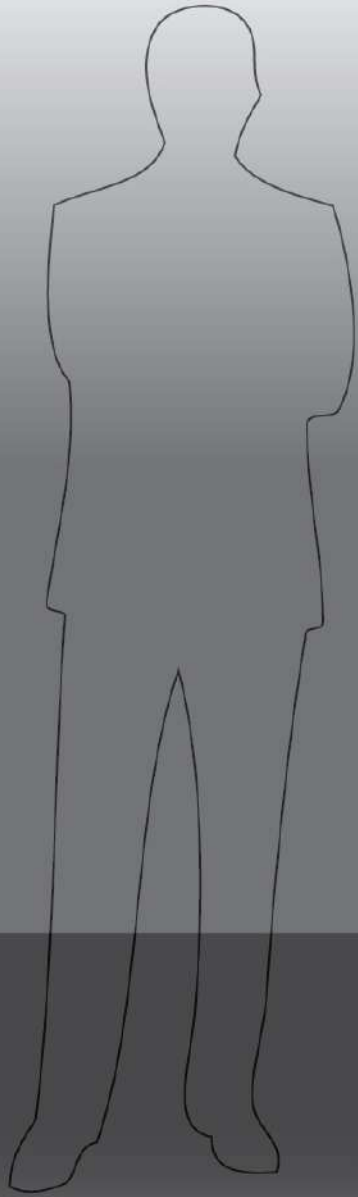
JIMMY CHOO
LONDON



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.

«Ce n'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 remplacé, 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 recyclage».

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

Née à Nancy, arrivée au Luxembourg fin 2020

Mais la marque de née à Nancy - où le fondateur, Kevin Ombuin, était arrivé d'Algérie avec son diplôme de polytechnique pour être l'écrite des sites - et implantée au Luxembourg depuis 2020 dans une structure encore sans réelle activité, va beaucoup plus loin.

An les de flux comme la majorité des 23 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. Imaginez si toutes les marques étaient cela, nous aurions beaucoup moins de déchets polluants 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 high tech, Baliston a produit sur abonnement et composé de...





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

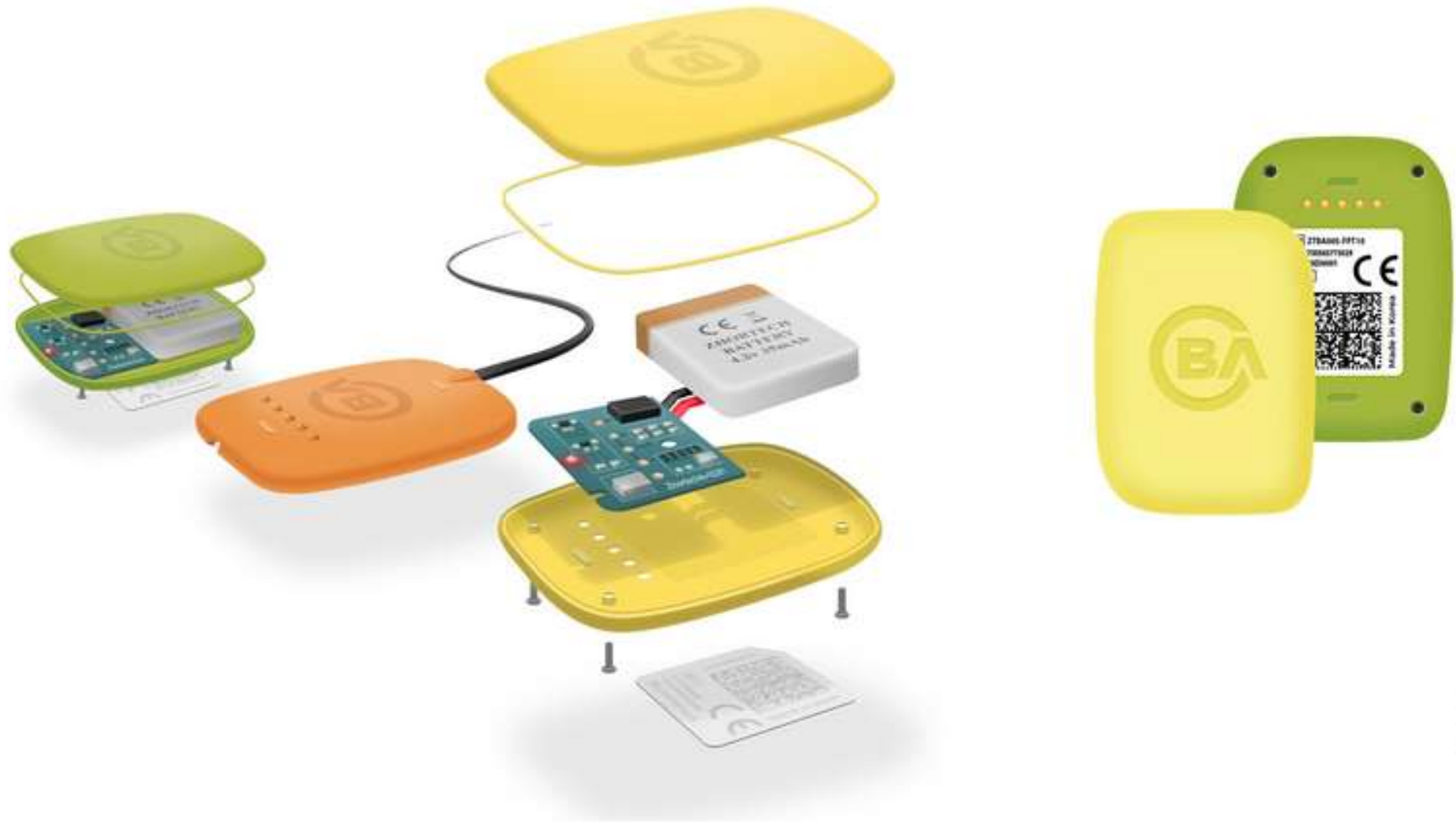


EXPERIENCE | BAL X PHILIPPE STARCK | 2020 - 2024



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

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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



designwanted

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



by Shellee Coates — 4 weeks ago in Technology, Reading Time 2 mins 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





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

First year teaching fashion design with Bachelor 2 students

18
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20

ISD INSTITUT
SUPÉRIEUR
DESIGN
RUBIKA



●●●● ECOLE DE DESIGN
[esdac]



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

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

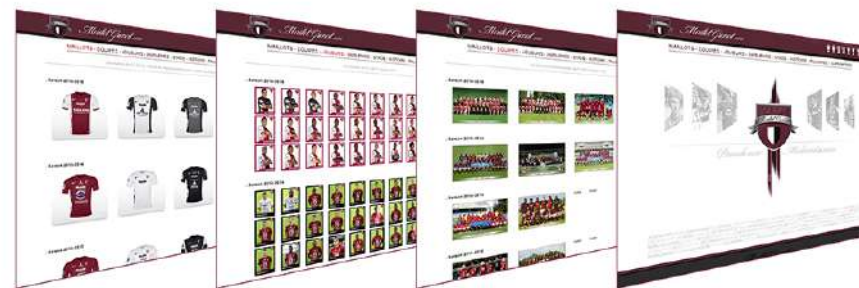


JPN Motors - Ne pas jeter sur la voie publique



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





Continuation of the collaboration with Baliston.
Creation of connected insoles dedicated to golf.



FOOT STABILITY
Very Good

REPEATABILITY
72%

TRAIL FOOT
ROTATION SPEED
Good

LEAD FOOT PRONATION
Too High

62%





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

FORTERRO / SYLOB / PRO CONCEPT / CLIPPER



MON MÉTIER MON LOGICIEL ERP

gi × FC METZ
Vintage

Creation of the official poster for the FC METZ Vintage event.

And creation of the logo for the new association.



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

FC METZ

Vintage

Bénéfices reversés
au profit de l'Association



ANDRÉ REY
FERDINAND JETZ
SYLVAIN KASTENDEICH
GEORGES ZVONKA
JOCÉLYN BLANCHARD
BEN BARKHOUS
ROBERT SONG
WILLI BRÄUN
BERNARD ZEMER
ROBERT PIRES
JULIEN BOCCANDE

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



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

Entrée gratuite / Restauration et buvette sur place

29 MAI 2025 / A partir de 9H

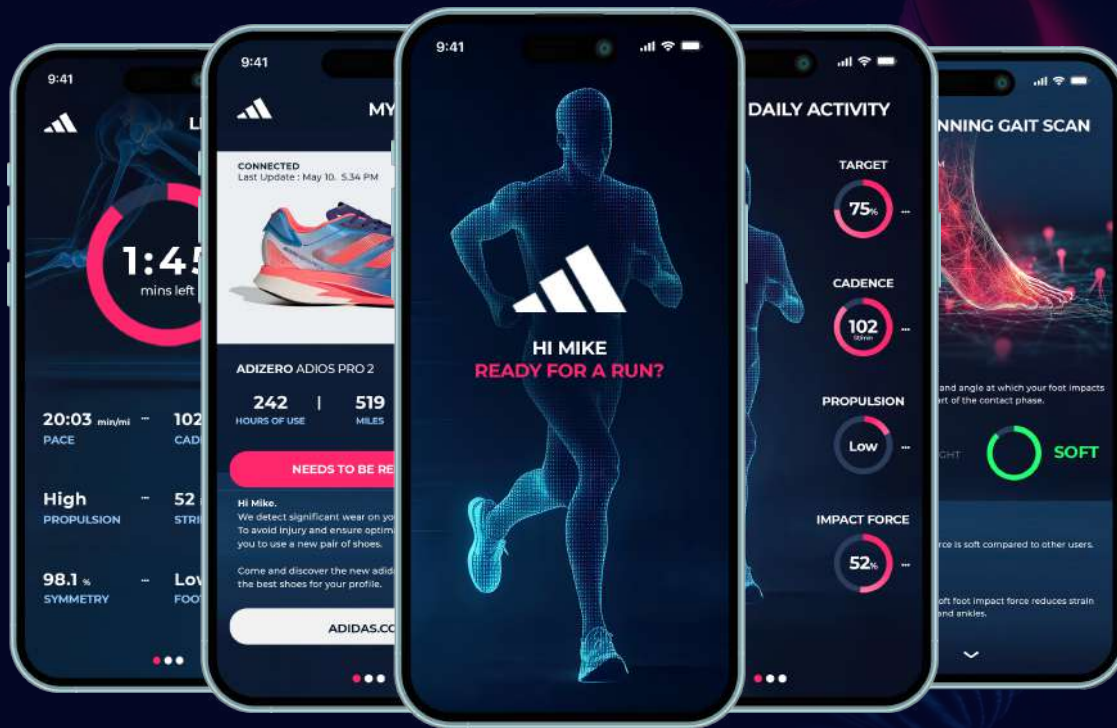


CLOS DE LONGEVILLE LES METZ

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



Creation of an adidas application dedicated to runners.



AI-POWERED FEATURES FOR ADIDAS RUNNING

Thank you !

