

Ander Lopez

ART DIRECTION PORTFOLIO

Ander Lopez

About me

Greetings, I'm Ander, a London-based Design, Art and Creative Director. With a distinguished career spanning over a decade, I have cultivated extensive expertise with luxury and high-end fashion brands.

My professional journey encompasses both in-house and agency environments, providing me with a nuanced understanding of the industry. Throughout my career, I have been instrumental in crafting high-end marketing collateral across various channels, including digital, print, photography, and video.

What sets me apart is my diverse skill set, affording me a 360° approach to projects. This allows me to conceptualize and execute initiatives with a keen eye on the bigger picture, ensuring a seamless and consistent brand presence across all channels.

I've had the opportunity to collaborate with a diverse range of brands, including but not limited to: Chanel, Louis Vuitton, Stella McCartney, Tom Ford, Victoria Beckham, Ralph Lauren, Dunhill, Roland Mouret, Allsaints and more.

+44 (0) 7400732757

hi@ander.studio

ander.studio

@ander.lo

Stella McCartney

WINTER CAMPAIGN

ART DIRECTION · 2023

Insight

I led the post-production, retouching, and campaign art direction for the Winter 2024 Campaign stills. In this capacity, my responsibilities included overseeing retouching comments, managing composition work, and establishing guidelines for final retouching and extensions.

Additionally, I took charge of developing the graphic design treatment and crafting design guidelines that served as the foundation for the entire campaign. By carefully planning and paying attention to details, I made sure all the visuals fit well together, making the Winter 2024 Campaign look cohesive.

VISUAL DIRECTOR
LEAD ART DIRECTOR
ART DIRECTOR
PHOTOGRAPHER
MODEL

Suzy Wood
David McKelvey
Ander Lopez
Harley Weir
Kendal Jenner









Victoria Beckham Beauty

APPLICATION STILL & VIDEO

ART DIRECTION · 2023

Insight

As the art director for Victoria Beckham Beauty's application stills & video at Closer, my main responsibility was to ensure the visual excellence of the brand's images. On set, I collaborated closely with photographers and stylists to capture visuals that seamlessly align with Victoria Beckham's sophisticated style.

In post-production, I worked with editors to maintain and enhance the brand's aesthetic, ensuring each image reflects the desired level of luxury and impact. My role demands a keen eye for design and composition, meticulous attention to detail, and effective communication skills to bring the creative vision to life in every single asset.

CREATIVE DIRECTOR

ART DIRECTOR

PHOTOGRAPHER

MODELS

Andreas Neophytou

Ander Lopez

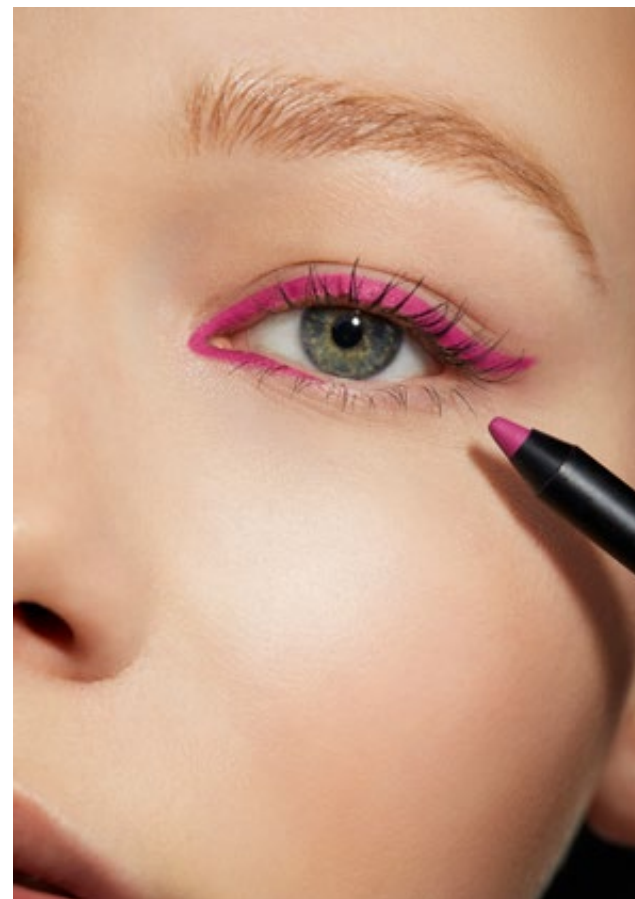
Hanna Hilliern

Georgia, Bakhita, Clemie, Sahar, Jana & Harmony









Roland Mouret

AW 22 ECOM GUIDELINES

2021

Insight

As part of art directing Roland Mouret content, I worked creating a new ecom guidelines for the product imagery.

This included redefining completely the imagery style to make it more elevated than the current one displayed on the website.

The new changes include :

- Recognizable models
- Styling
- Detail Image
- Hero image with subtle movement
- New background colour

All this changes where made for the AW22 collection.

CREATIVE DIRECTOR

Roland Mouret

ART DIRECTOR

Ander Lopez

PRODUCTION

Megan Ashcroft

PHOTOGRAPHER

Ander Lopez

MODEL

Lydia Ezenwa



HERO

SOPHISTICATED

E-Commerce Guidelines



FRONT
SOPHISTICATED



3/4 FRONT
SOPHISTICATED



3/4 BACK
SOPHISTICATED



DETAIL 01
SOPHISTICATED

E-Commerce Guidelines



BEFORE



AFTER

Antler

SS21 CAMPAIGN

CREATIVE & ART DIRECTION · 2021

Insight

Our Spring/Summer 2021 campaign invokes the spirit of curiosity that has lain dormant this past year of travel lockdown.

We celebrate those who yearn for new perspectives, new landscapes and new horizons. A juxtaposition of metropolitan structure, urban textures and wide-open skies awakens a sense of discovery.

ART DIRECTOR
PHOTOGRAPHER
STYLIST
MUA
MODELS

Ander Lopez
Ibai Salazar
Garazi Cortazar
Monica Cruz
Tina Jinn, Gabriel Famokunwa











Alfred Dunhill

REFLECTIONS - AW18

2018

Insight

The idea of the dunhill man is multiple, not singular. And in turn, so is the idea of Britishness – something crucial to dunhill and the way we approach style here’ says Mark Weston, Creative Director of dunhill London. ‘There is not a single way of being British, there are many; there is classicism and tradition as well as an idea of the contemporary and shifting. In many ways, the campaign is about literally showing these different perspectives at once.’

In the Autumn Winter 2018 campaign, the reflection becomes the visual metaphor for a multifaceted approach; towards luxury fashion, masculinity and what defines a British brand respectful of tradition yet finding a new voice in contemporary culture right now.

CREATIVE DIRECTOR
FASHION EDITOR/STYLIST
ART DIRECTION
AD ASSISTANT/DESIGNER
PHOTOGRAPHER
MODEL

Mark Weston
Elliott Smedley
Alex O’Brien
Ander Lopez
Jack Webb
Clément Chabernaud







dunhill
LONDON







Alfred Dunhill

SS19 LOOKBOOK

2018

Insight

Preview of the Spring Summer key looks.

This time I worked close to the art director assisting him with different tasks, taking care of the B Roll, ensuring we were on schedule, following the creative brief and making up the contents of the key look and accessories.

CREATIVE DIRECTOR
FASHION EDITOR/STYLIST
ART DIRECTION
AD ASSISTANT/DESIGNER
PHOTOGRAPHER
MODEL

Mark Weston
Elliott Smedley
Alex O'Brien
Ander Lopez
Reto Schmid
Luc Defont-Saviard











Alfred Dunhill

ECOMMERCE GUIDELINES

2017 - 2018

Insight

As part of the re-branding led by the new Creative Director Mark Weston, dunhill refreshed completely the e-commerce imagery.

I was actively involved in this project, helping with the research, developing the new e-commerce shooting guidelines as well as approving lighting & imagery, retouching guidelines and comments.

I took part in the in-house styling & casting shots, setting the light and working as a photographer for internal shootings, giving retouching comments and approving imagery for the e-commerce.

CREATIVE DIRECTOR
ART DIRECTION
HEAD OF CREATIVE STUDIO

Mark Weston
Alex O'Brian
Peter Ainstworth

STYLED

FLASH · FULL LENGTH



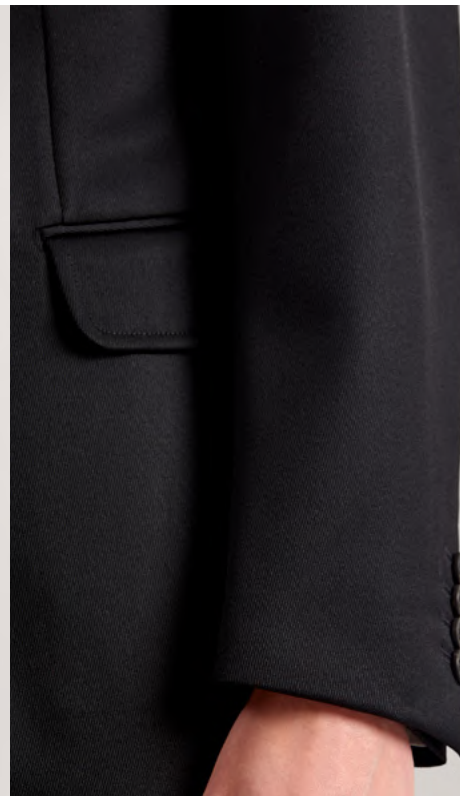
Shot In Model



FRONT
SOPHISTICATED



BACK
SOPHISTICATED



DETAIL 01
SOPHISTICATED



DETAIL 02
SOPHISTICATED



FRONT
SOPHISTICATED

Product Photography



STYLED
SOPHISTICATED ON MODEL



BACK
SOPHISTICATED



DETAIL 01
SOPHISTICATED



DETAIL 02
SOPHISTICATED

Pukas Surf

TRIBUTE TO THE PUKA

2015

Insight

Pukas Surf and Inés Susaeta join their craftsmanship, their vision and inspiration on the sea to bring to life a unique collaboration inspired by an iconic seashell from Hawaii.

A Tribute to the 'Puka' (Hole in Hawaiian), is a collaboration between two families with a special connection with the sea for more than 2 generations. We created a capsule collection of surfboards, jewels and apparel inspired on on a 'puka', a Hawaiian shell characterized for a tiny hole on it.

We used the sea and the beach as a key element of the collaboration and decided to work with a colour palette that can be found on the Basque Country shore.

CREATIVE DIRECTOR

ART DIRECTION

PHOTOGRAPHY

STYLING

MODEL

SURFER

Marcos Azpiroz

Ander Lopez

Iker Basterretxea

Marta Campama

Izar Callery

Nikola Susaeta















Kabo.

SUNGLASS COMPANY

CREATIVE & ART DIRECTION · 2016-2017

Insight

A young sunglass company created by two surfing brothers inspired by surfing lifestyle based in San Sebastian (Basque Country).

“Kabo” is a Basque adaptation of the Spanish word “cabo” that means “sailing rope” and “geographic cape”.

I play an essential role in the marketing, creative, communications and digital departments of this young enterprise as Creative and Art Director, creating a strong brand image and content to grow as a new brand for a younger surf-lifestyle audience.

CREATIVE DIRECTOR

ART DIRECTION

PHOTOGRAPHY

B ROLL

MODELS/SURFERS

Ander Lopez

Ander Lopez

Ander Lopez

Inigo agote

Louise Ropagnol, Justine De Ridder

Jon Irigoyen, Joseba Berasategi



Product Photography



Product Photography



Lifestyle Photography







Thomas Lodin x Deflow

FIN COLLABORATION PROJECT

CREATIVE & ART DIRECTION · 2021

Insight

Thomas Lodin is a French photographer based in Biarritz. During the last couple of years he has developed a unique photography style mainly focused on longboarding, single fin and 60's & 70's style.

We got inspired on his lifestyle and photography inspired on the classics to remake a classic looking fin with a twist of modern performance with a modern line and finish.

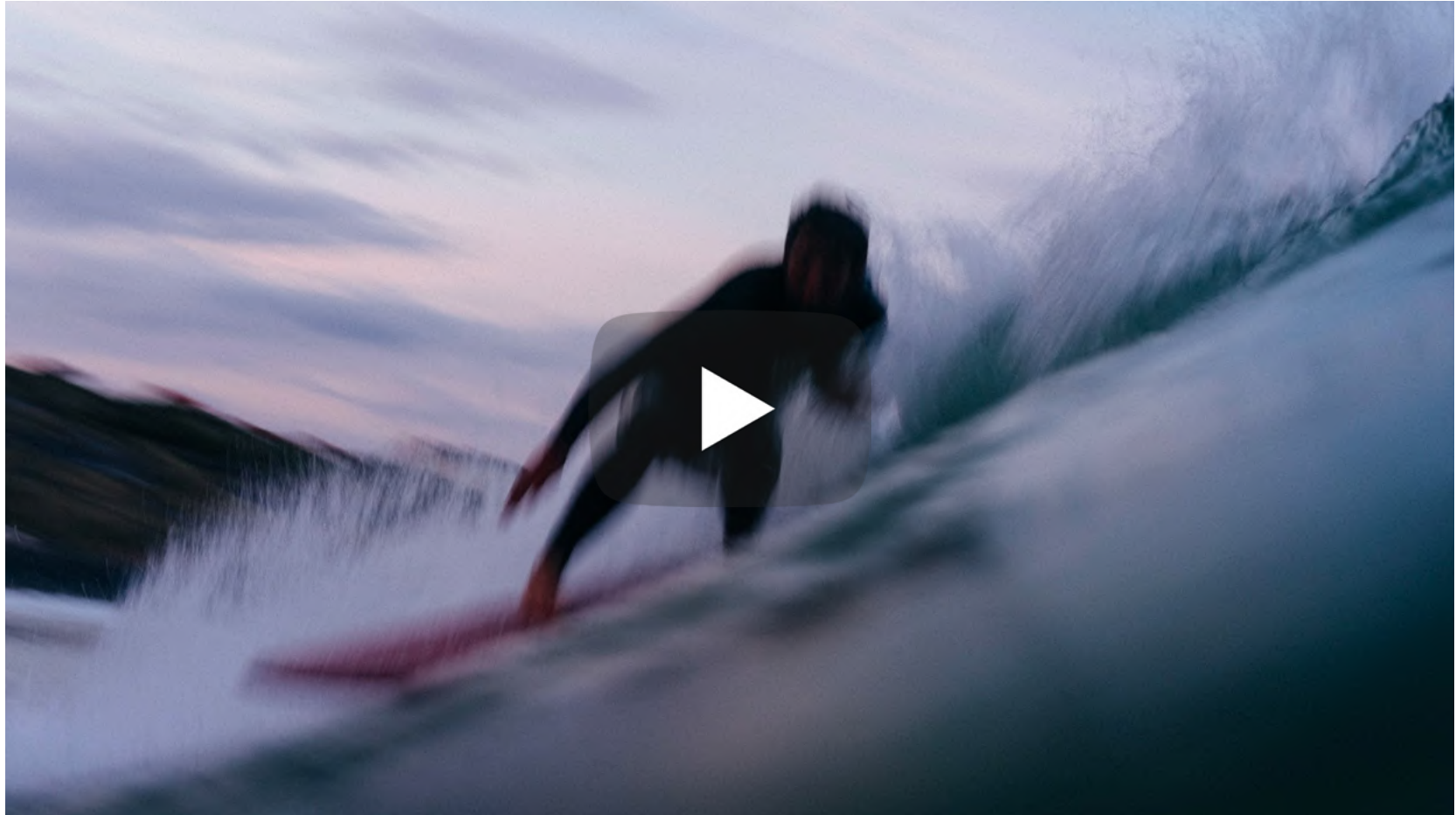
The biggest part of our inspiration was his hometown, Biarritz (FR) and the year surfing was introduced here, back in 1957. The same year, Cadillac launched the Eldorado Biarritz model. We took inspiration from this car's colour palette using the Dakota Red and Apache Yellow for the fin's colours.

CREATIVE DIRECTOR
ART DIRECTION
PHOTOGRAPHY
CINEMATOGRAPHY
SURFERS

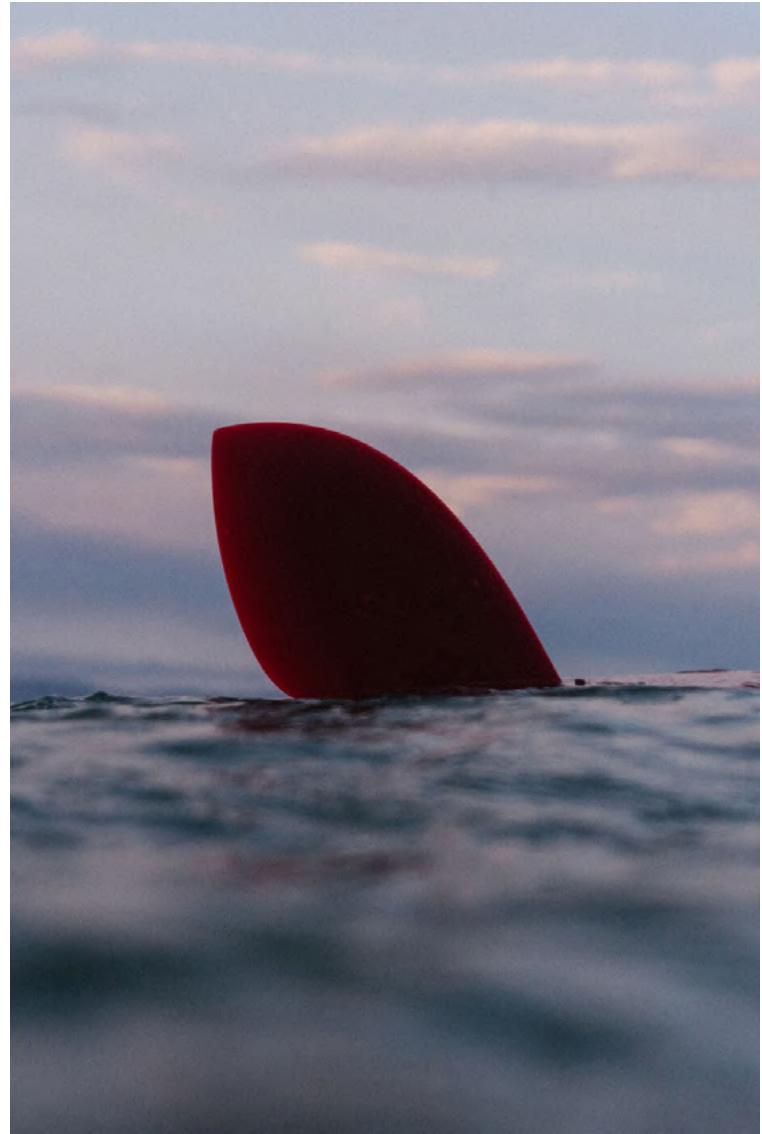
Ander Lopez
Ander Lopez
Thomas Lodin
Oscar Valencia
Thomas Lodin, Clovis Dozinetti







CLICK TO PLAY VIDEO



ANDER LOPEZ

+44 7400732757

hi@ander.studio

ander.studio