

Ander Lopez

GRAPHIC DESIGN 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 collaterals 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 conceptualise and execute initiatives with a keen eye on the bigger picture, ensuring a seamless and consistent brand presence across all channels.

I've had collaborated with a diverse range of brands, including but not limited to: Chanel, Louis Vuitton, Stella McCartney, Victoria Beckham, Ralph Lauren, Tom Ford Beauty, Dunhill, Roland Mouret, Allsaints, Steé Lauder between others.

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@ander.lo

Louis Vuitton x Yayoi Kusama

FOR LOUIS VUITTON AT CLOSER

2022

Insight

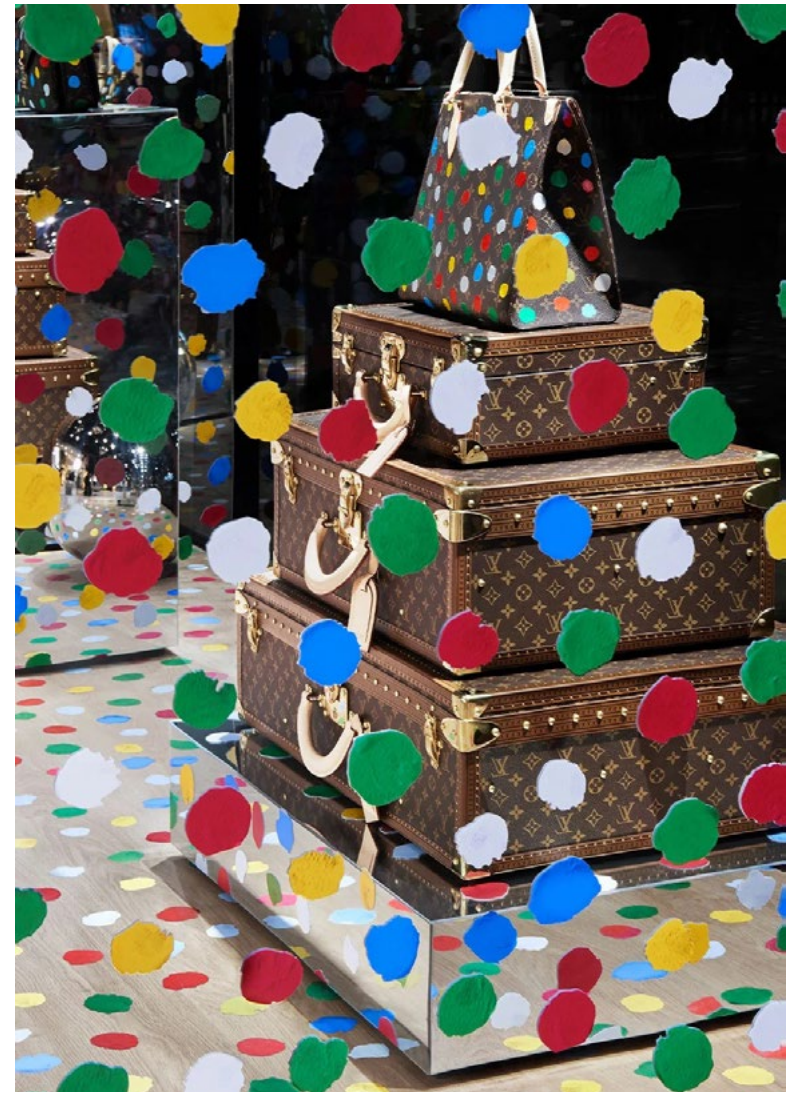
I worked closely with the creative team of Closer to bring to life the LV x Yayoi Kusama Harrods take over experience as part of the global launch of the collaboration.

The job included from brainstorming on ideas for the experience as well as design & artwork the different elements that we created for the Harrods take over.

From the windows & wall allover to stickers, space concepts, photo booth, bespoke claw crane, tube takeover,... we filled Harrods with the unique vision of Yayoi Kusama.

You can see more from this project soon at [closer.ltd](https://www.closer.ltd)





Video Dsiplaying The Job



Space Design & Artwork



Louis 200 Website

FOR LOUIS VUITTON AT CLOSER

2023

Insight

Within the realm of digital design, we embarked on a captivating journey with Louis Vuitton to conceptualize and construct the Louis200 website, a digital hub curated to showcase the array of trunks crafted in celebration of the brand's 200th anniversary.

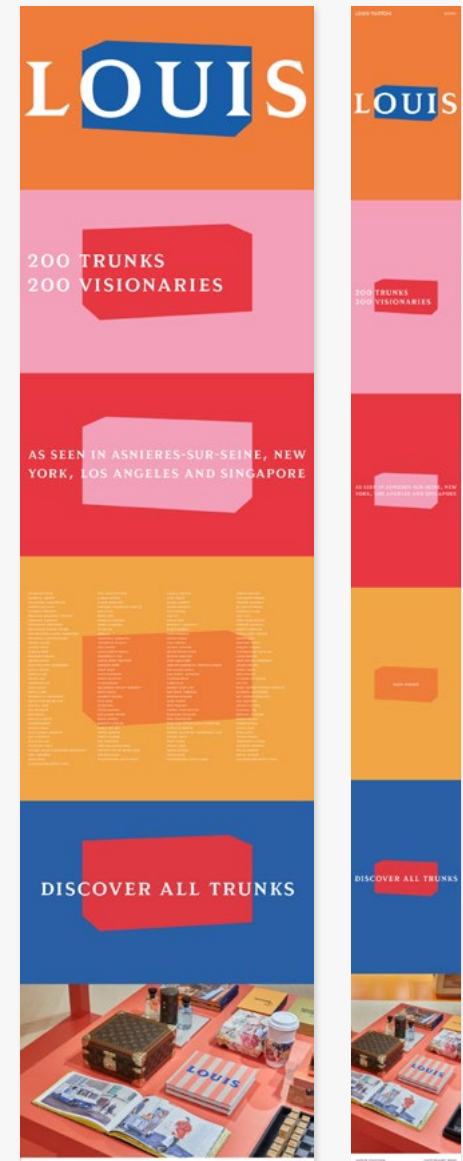
From the initial stages of ideation to the final execution, I played a pivotal role in the creation of this immersive online platform. Our collaborative efforts aimed to seamlessly unify the diverse range of trunks within a singular digital space, ensuring a seamless and engaging user experience for visitors.

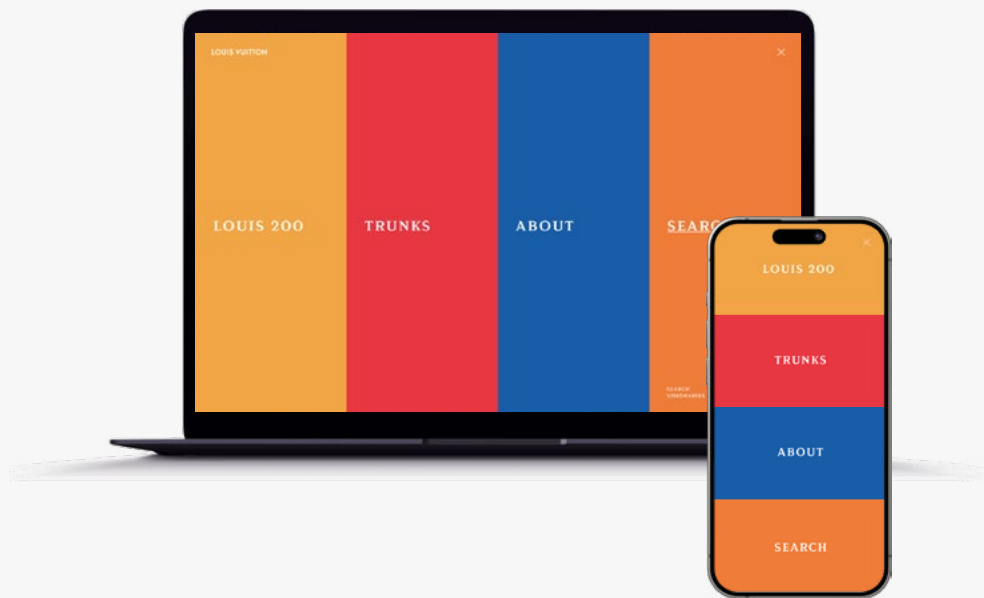
Through meticulous attention to detail and a keen understanding of Louis Vuitton's brand ethos, we crafted a visually stunning website.

You can see more from this project soon at [closer.ltd](#)

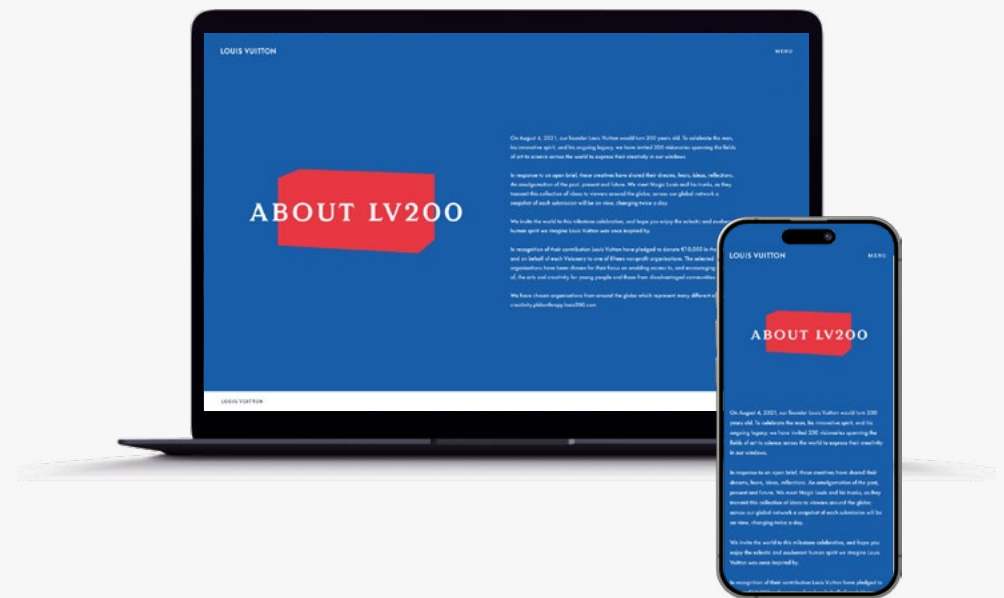
The image features a large, stylized logo of the word "LOUIS" in white, serif capital letters. The letters are set against a solid orange background. The letter "O" is partially obscured by a blue, three-dimensional rectangular block that appears to be floating or attached to the text, creating a layered effect. The "S" is also visible to the right of the blue block.

Homepage

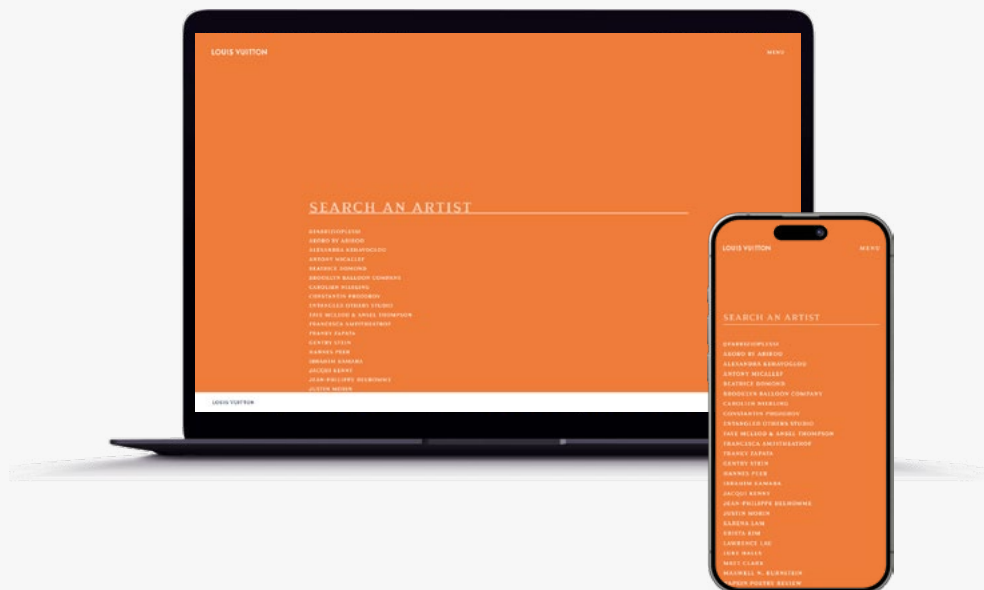




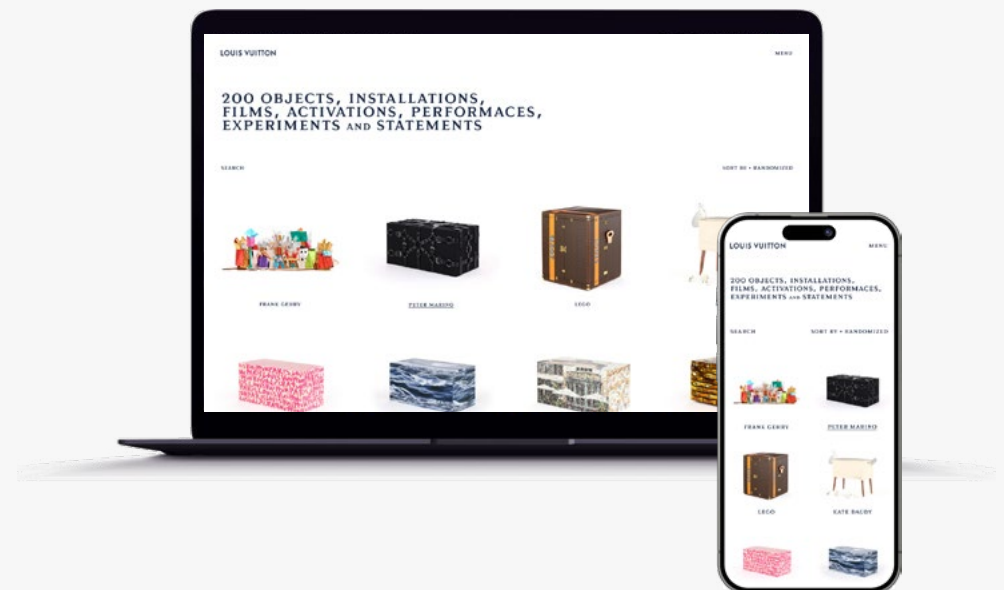
Menu



About

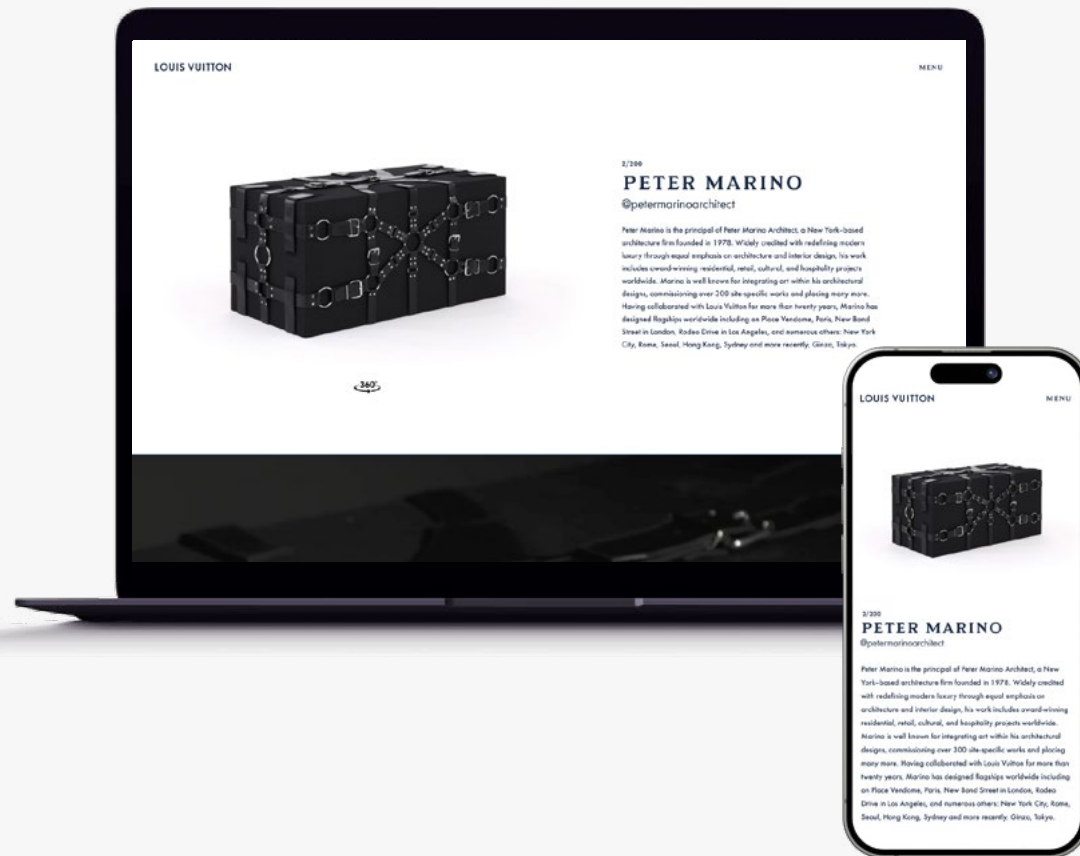


Search

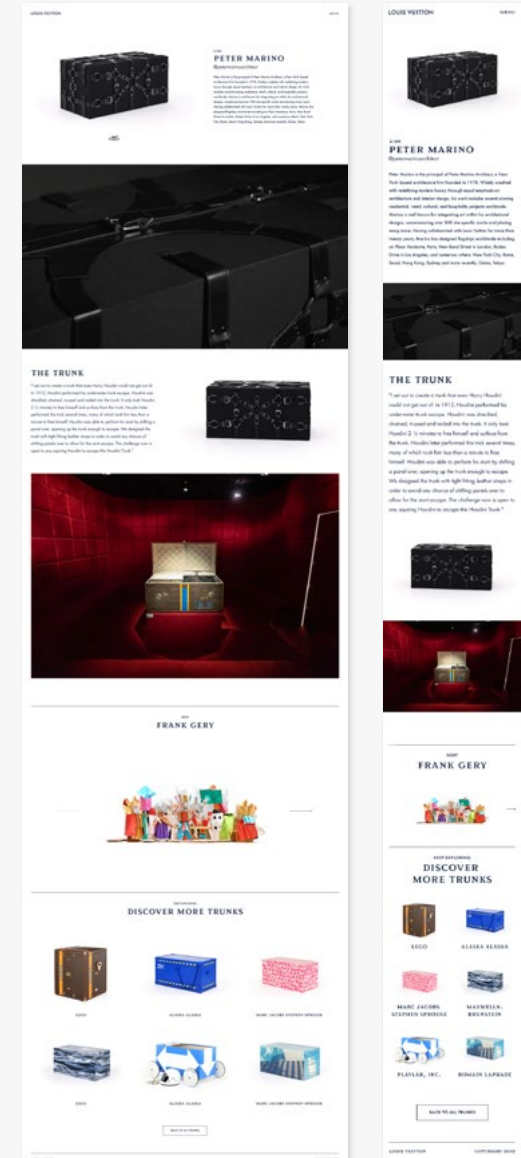


Trunks

Trunk page



Trunk page design 1 out of 6



31 Le Rouge Event

FOR CHANEL AT CLOSER

2023

Insight

I participated in conceptualizing and designing various spaces for the Chanel Le Rouge 31 event held in Paris last September. From ideating space concepts to executing a cohesive design elements, we turned our ideas into a beautiful and engaging event.

Created in collaboration with OBO.

You can see more from this project soon at [closer.Itd](https://www.closer.itd)



Event entrance with mirrored walls



A shade wall created using the new lipstick tones of 31 Le Rouge

ROUGE CROISIÈRE

ROUGE CROISIÈRE is a sophisticated shade of red, inspired by the classic red of a cruise ship. It is a deep, rich red with a hint of purple, creating a luxurious and elegant look.

ROUGE ROMAN

ROUGE ROMAN is a vibrant shade of red, inspired by the classic red of a Roman soldier. It is a deep, rich red with a hint of orange, creating a bold and dramatic look.

ROUGE FLOU

ROUGE FLOU is a soft, romantic shade of red, inspired by the classic red of a flower. It is a deep, rich red with a hint of pink, creating a delicate and feminine look.

ROUGE PREMIER

ROUGE PREMIER is a bold, dramatic shade of red, inspired by the classic red of a first-class train. It is a deep, rich red with a hint of orange, creating a sophisticated and elegant look.

ROUGE IMAGINAIRE

ROUGE IMAGINAIRE is a vibrant shade of red, inspired by the classic red of a imaginary. It is a deep, rich red with a hint of orange, creating a bold and dramatic look.

ROUGE PRIVÉ

ROUGE PRIVÉ is a sophisticated shade of red, inspired by the classic red of a private club. It is a deep, rich red with a hint of purple, creating a luxurious and elegant look.

ROUGE FÉTICHE

ROUGE FÉTICHE is a vibrant shade of red, inspired by the classic red of a fetish. It is a deep, rich red with a hint of orange, creating a bold and dramatic look.

ROUGE TAILLEUR

ROUGE TAILLEUR is a sophisticated shade of red, inspired by the classic red of a tailor. It is a deep, rich red with a hint of purple, creating a luxurious and elegant look.

ROUGE BYZANTIN

ROUGE BYZANTIN is a vibrant shade of red, inspired by the classic red of a Byzantine. It is a deep, rich red with a hint of orange, creating a bold and dramatic look.



AllSaints

WEB DESIGN

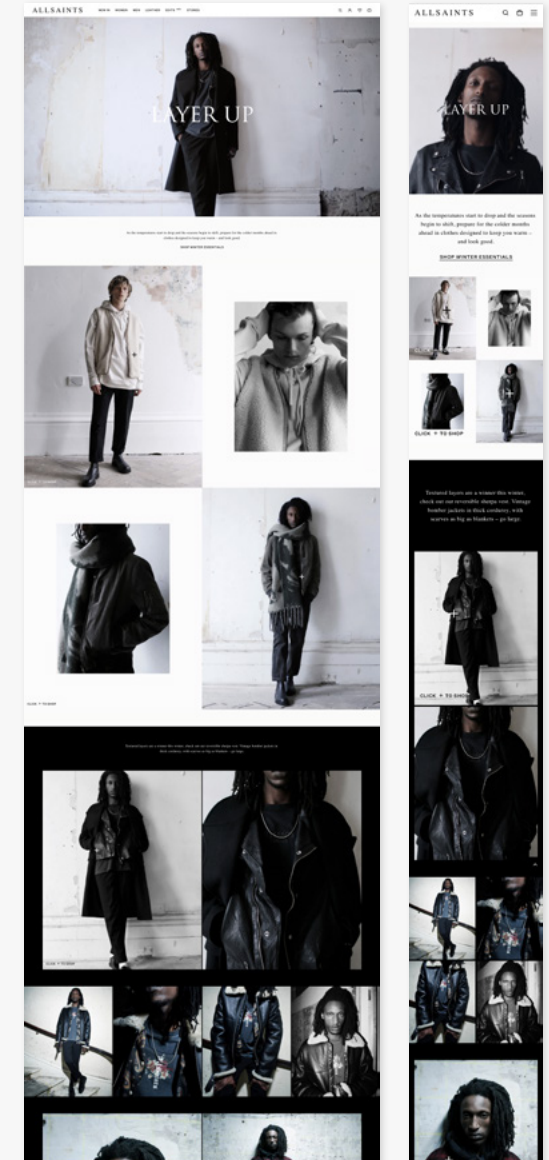
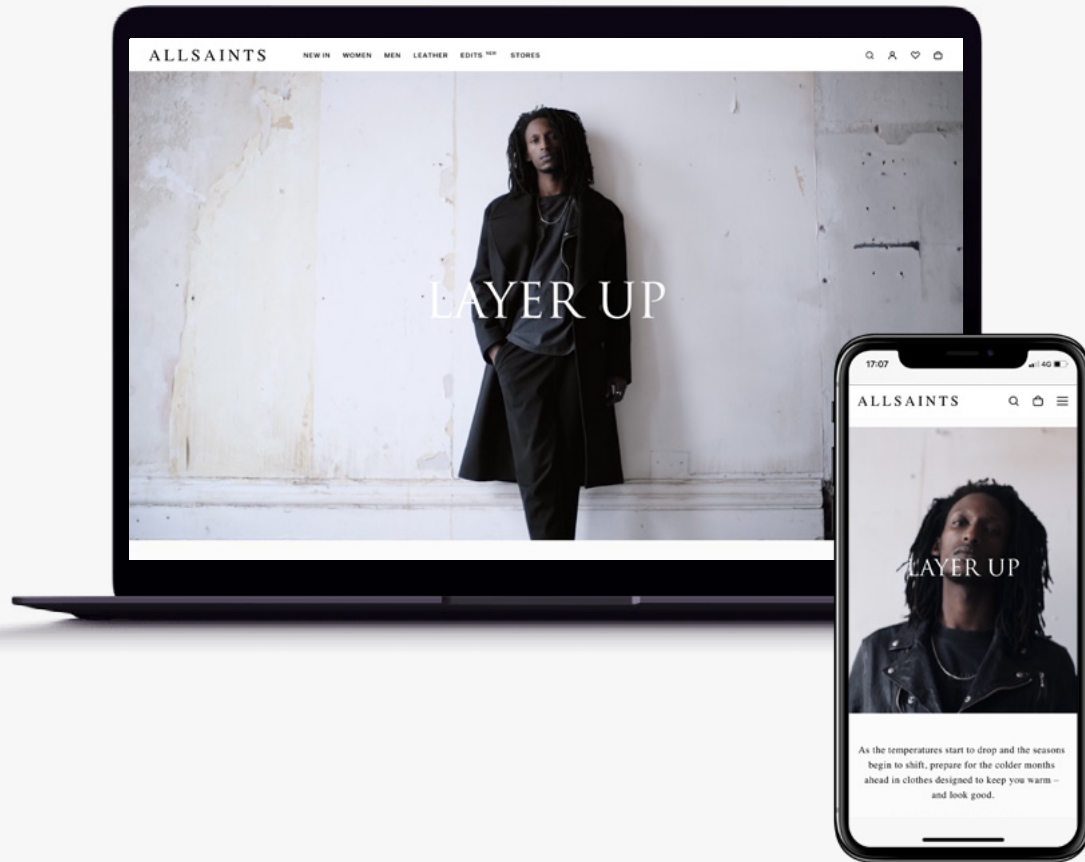
2022

Insight

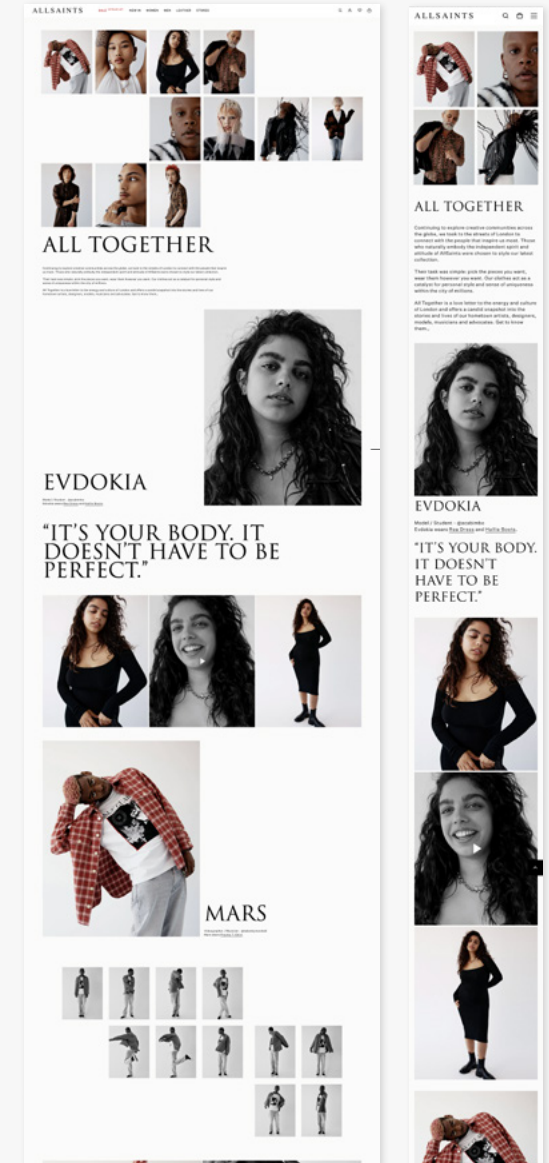
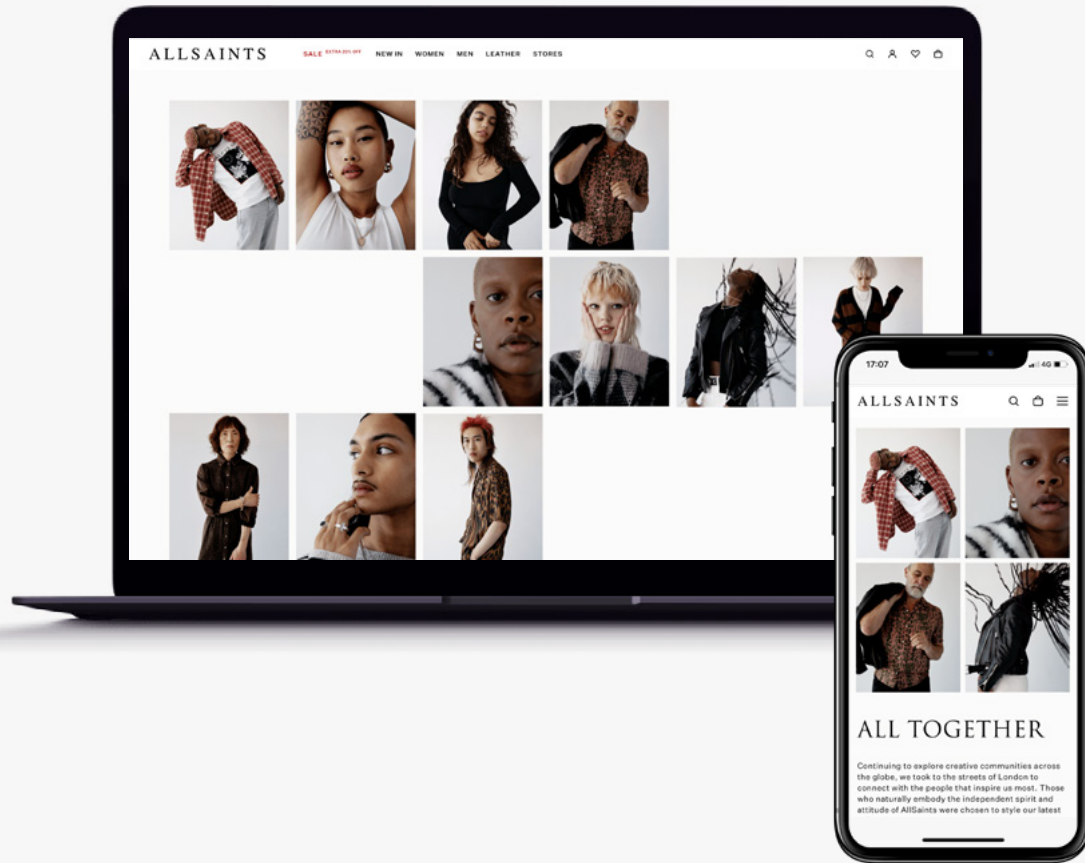
As the senior graphic designer at Allsaints, I bring creativity and expertise to curate visually captivating editorial websites, seamlessly blending design and functionality to elevate the brand's online presence.



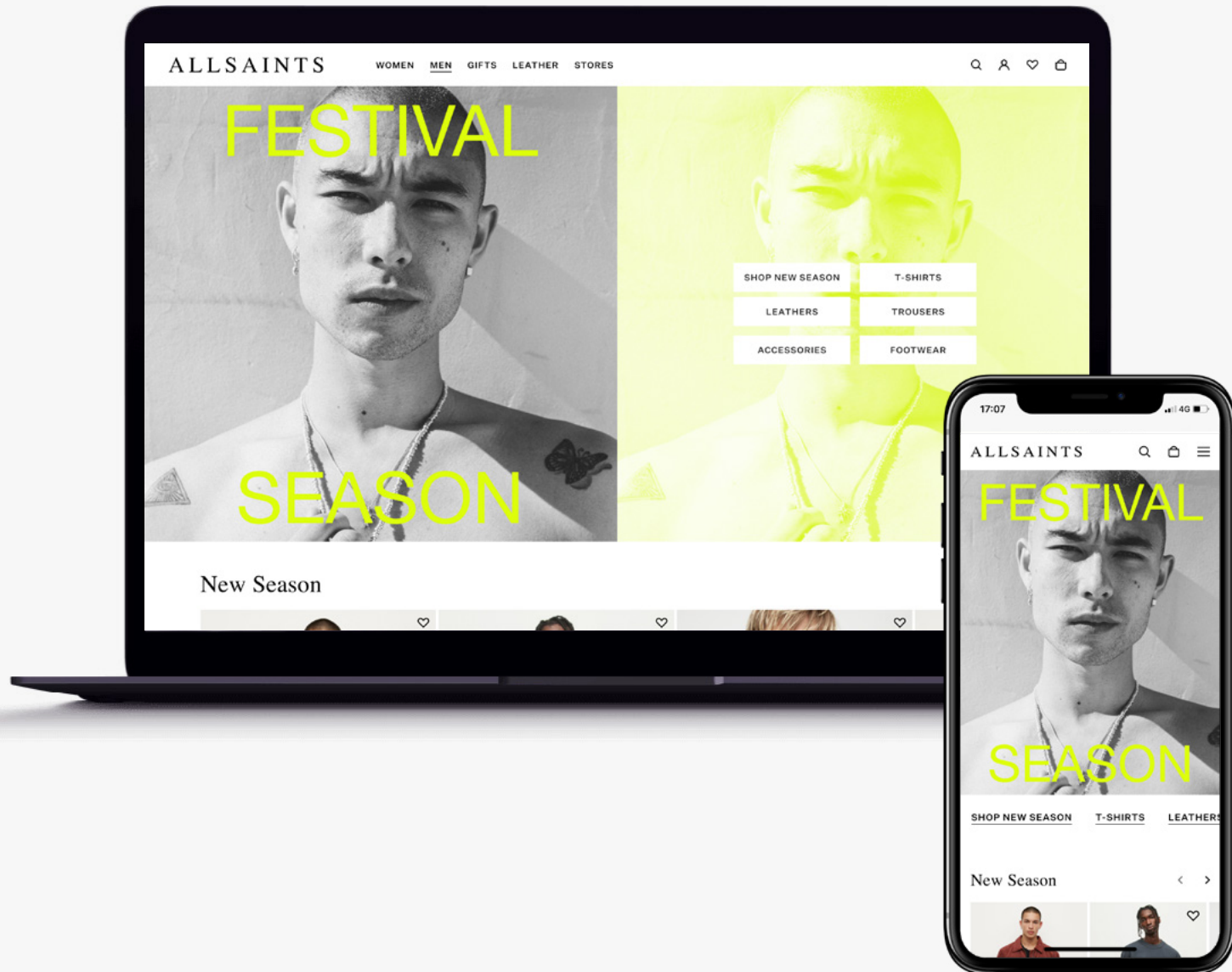
Layer Up Editorial



All Together Editorial



Festival Season Homepage Design



Dunhill

SS19 FASHION SHOW
2018

Insight

Work done for the Spring Summer 2019 Runway Show, from
Men's Fashion Week in Paris.



Show Invite



Details added by hand by a calligrapher

Evite & Save The Date

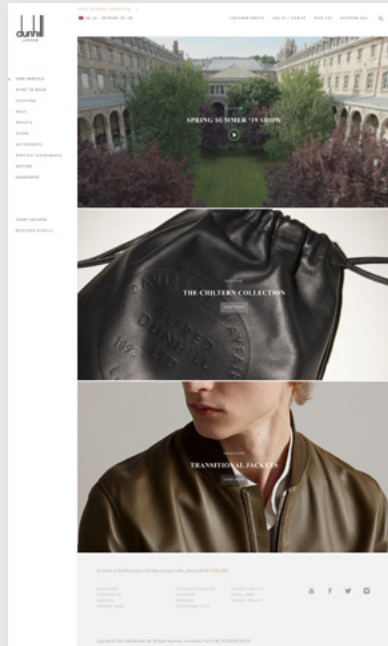


Show Lookbook

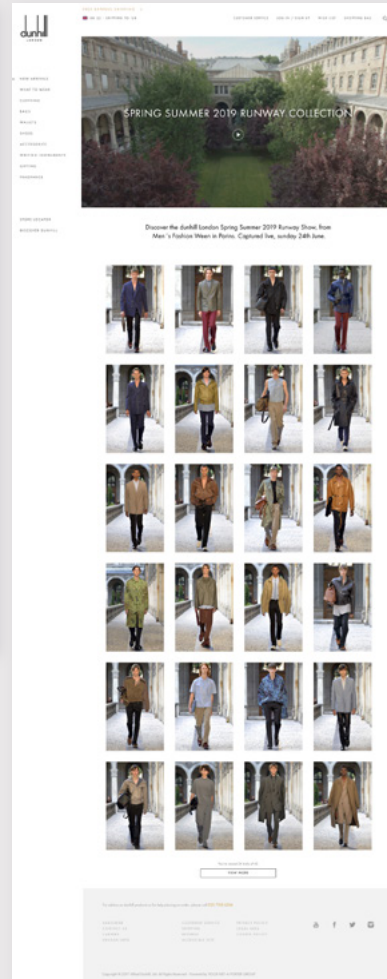


Digital Experience

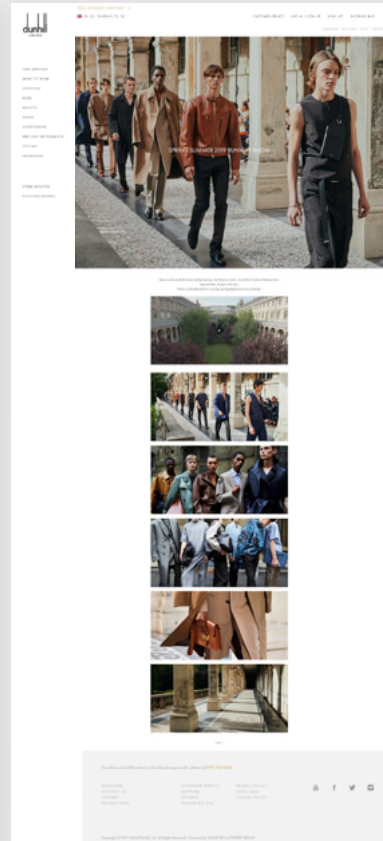
Landing Page



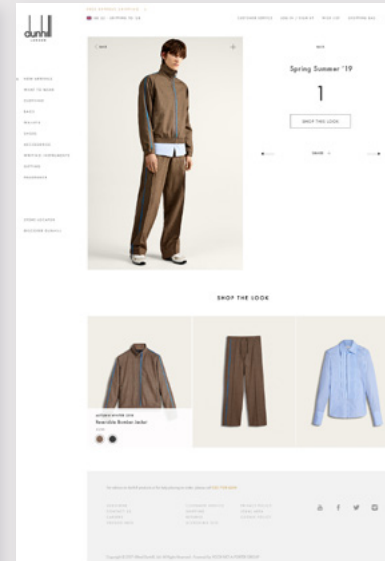
Show Page



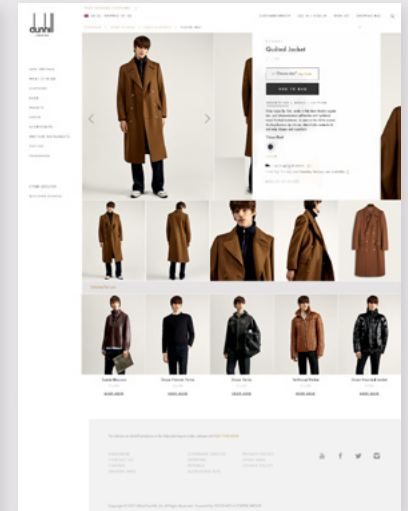
Experience Page



Look Page

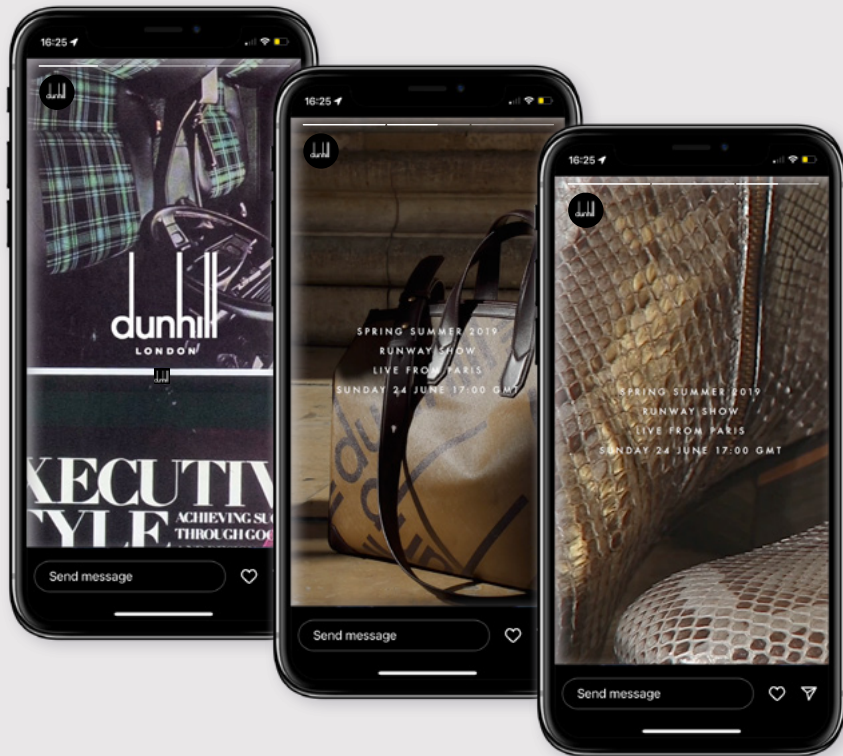


Look PDP

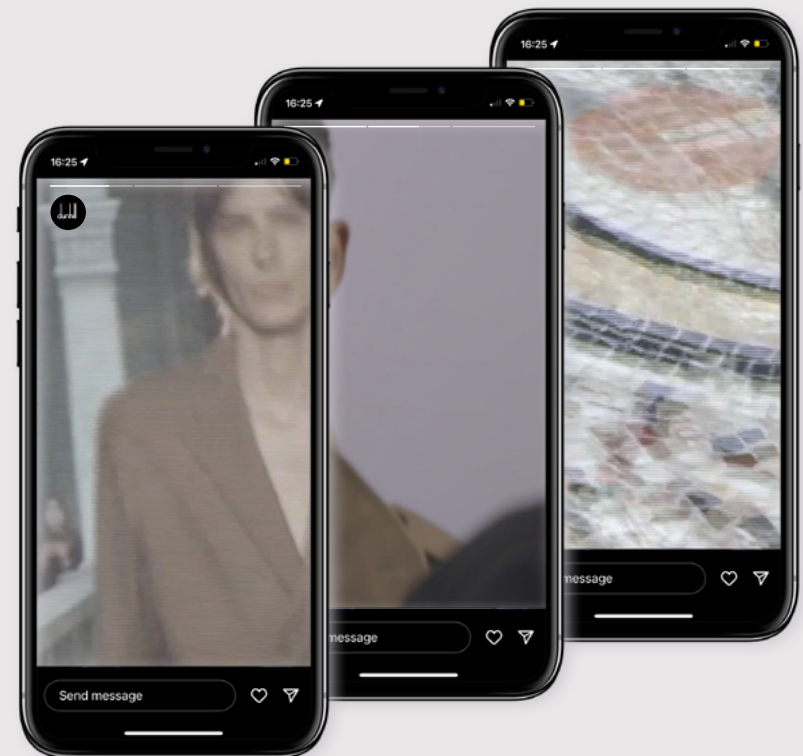


Social Media

Pre-Show Teaser Activation



Post-Show Social Media Posts/Storys

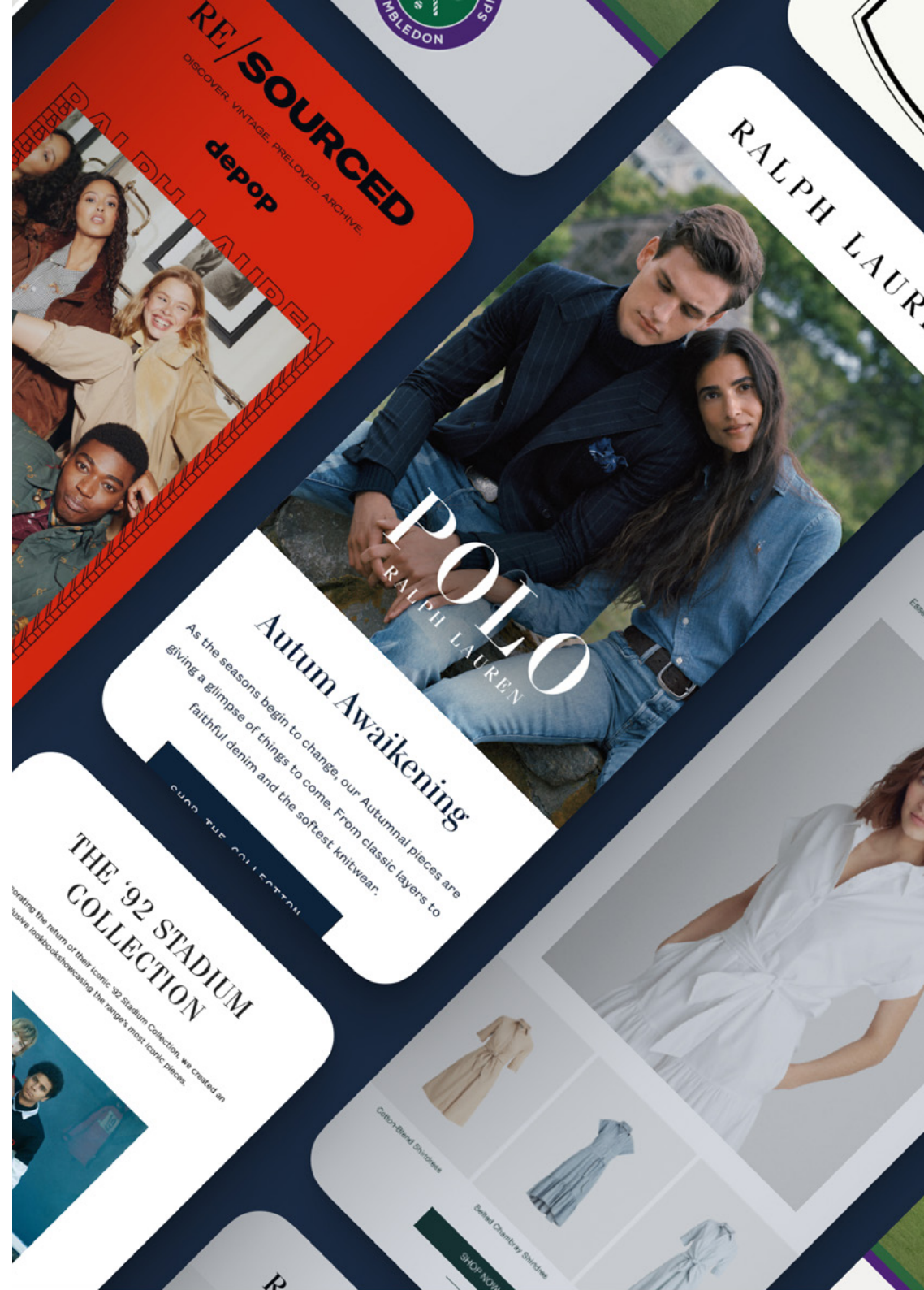


CRM DESIGN SYSTEM - EMEA
2020

Insight

In 2020 we created a new CRM design system to follow the website redesign made early that year.

Up to 100 modules between hero's layered content, products, text and CTA options, allowing flexible and non-repetitive layout options for the email design for desktop and mobile.



Styles

Fonts

Typeface 01

Le Jeune Deck

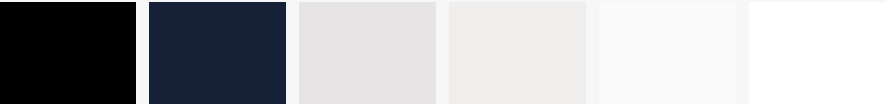
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typeface 02

Founders Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Colours



Secondary Colours



Paragraph Styles*

H1 LE JEUNE DECK REGULAR 60PX / 60PX OPX	Ralph Lauren Corporation
H2 LE JEUNE DECK REGULAR 44PX / 52PX OPX	Ralph Lauren Corporation is A Global Leader
H3 LE JEUNE DECK REGULAR 28PX / 40PX OPX	Ralph Lauren Corporation is A Global Leader in The Design, Marketing
H4 LE JEUNE DECK REGULAR 18PX / 20PX OPX	Ralph Lauren Corporation is A Global Leader in The Design, Marketing and Distribution
LARGE BODY LE JEUNE DECK LIGHT 18PX / 28PX 0.25PX	Ralph Lauren Corporation is A Global Leader in The Design, Marketing and Distribution
SMALL BODY FOUNDERS GROTESK TEXT REGULAR 12PX / 22PX OPX	Ralph Lauren Corporation is A Global Leader in The Design, Marketing and Distribution of premium goods and accessories
PRODUCT LABEL FOUNDERS GROTESK TEXT REGULAR 13PX / 18PX 0.25PX	Ralph Lauren Corporation is A Global Leader in The Design, Marketing and Distribution of premium goods
META/CTA FOUNDERS GROTESK MONO REGULAR 11PX / 18PX 1PX	RALPH LAUREN CORPORATION IS A GLOBAL LEADER IN THE DESIGN, MARKETING AND DISTRIBUTION OF PREMIUM

*For desktop

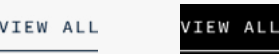
UI Elements

Call To Actions

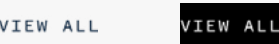
Primary



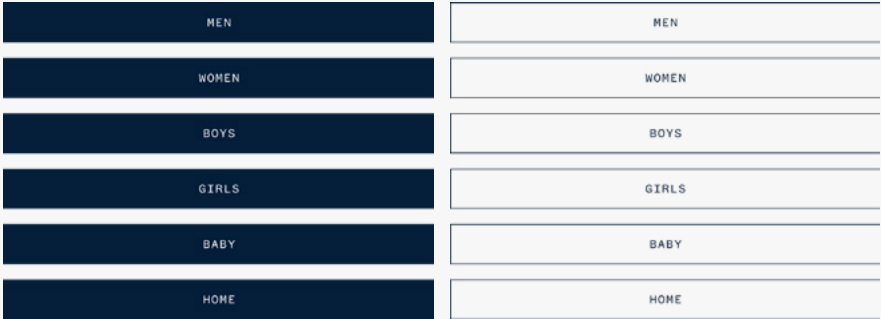
Secondary



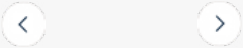
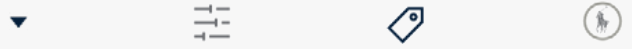
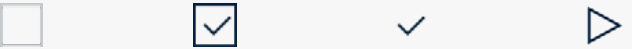
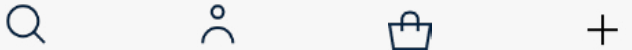
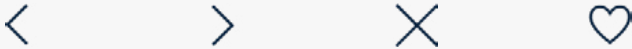
Tertiary



Multi



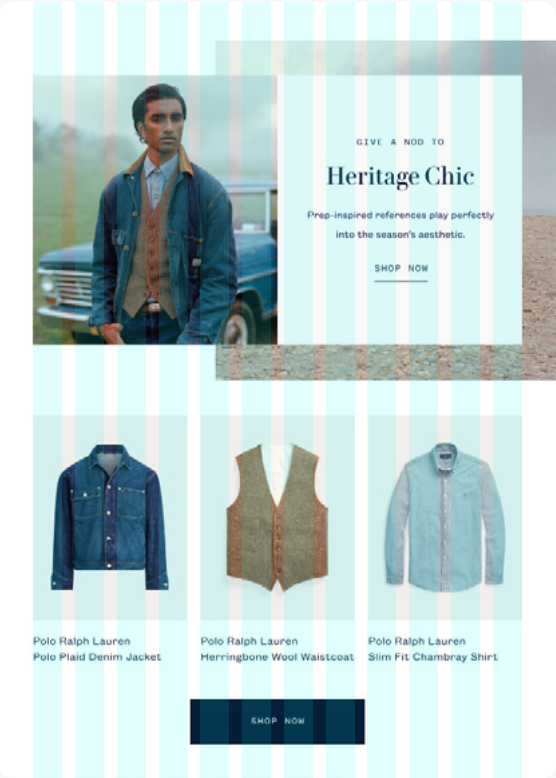
Icons



Foundation

Grid

Desktop 640px



Mobile 375px



Spacing*

Regular spacing is used to ensure page designs look balanced and consistent, with just the right amount of white space. Spacing is permitted in increments of 4px up to 24px. For many components, spacing is already built into the symbol.

Autum Awaikening

As the seasons begin to change, our Autumnal pieces are giving a glimpse of things to come. From classic layers to faithful denim and the softest knitwear.

SHOP NOW

GIVE A NOD TO Heritage Chic

Prep-inspired references play perfectly
into the season's aesthetic.

SHOP THE COLLECTION

Denim Layers

SHOP NOW

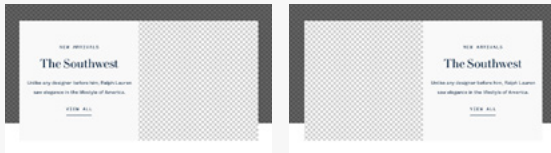
*For desktop

Modular Design

Layered Content*

Layered banners elevate products and stories and frame them with textural imagery or colour.

Version 01



Version 04



Version 06



Version 08



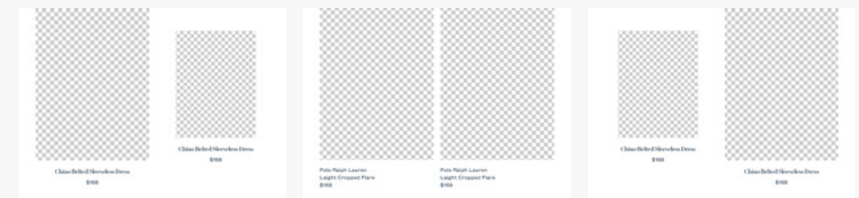
Image Grids*

Image grids can elevate products that appear on home pages, brand collections, and other areas where campaign storytelling is used to highlight specific collections and looks.

1 Image



2 Images



3 Images



4 Images



*For desktop

Before & After

Desktop + Mobile

AUTUM AWAIKENING

As the seasons begin to change, our Autumnal pieces are giving a glimpse of things to come. From classic layers to faithful denim and the softest knitwear.

SHOP NOW

GIVE A NOD TO HERITAGE CHIC

Prep-inspired references play perfectly into the season's aesthetic.





Polo Plaid Denim Jacket



Herringbone Wool Waistcoat



Slim Fit Chambray Shirt

SHOP NOW

Desktop

Autum Awaikening

As the seasons begin to change, our Autumnal pieces are giving a glimpse of things to come. From classic layers to faithful denim and the softest knitwear.

SHOP THE COLLECTION



GIVE A NOD TO Heritage Chic

Prep-inspired references play perfectly into the season's aesthetic.

SHOP NOW



Polo Ralph Lauren
Polo Plaid Denim Jacket



Polo Ralph Lauren
Herringbone Wool Waistcoat



Polo Ralph Lauren
Slim Fit Chambray Shirt

SHOP NOW

Mobile

Autum Awaikening

As the seasons begin to change, our Autumnal pieces are giving a glimpse of things to come. From classic layers to faithful denim and the softest knitwear.

SHOP THE COLLECTION



GIVE A NOD TO Heritage Chic

Prep-inspired references play perfectly into the season's aesthetic.

SHOP NOW



Polo Ralph Lauren
Polo Plaid Denim Jacket



Polo Ralph Lauren
Herringbone Wool Waistcoat



Polo Ralph Lauren
Slim Fit Chambray Shirt

SHOP THE COLLECTION

Dunhill

STATIONERY REDESIGN

2017 - 2018

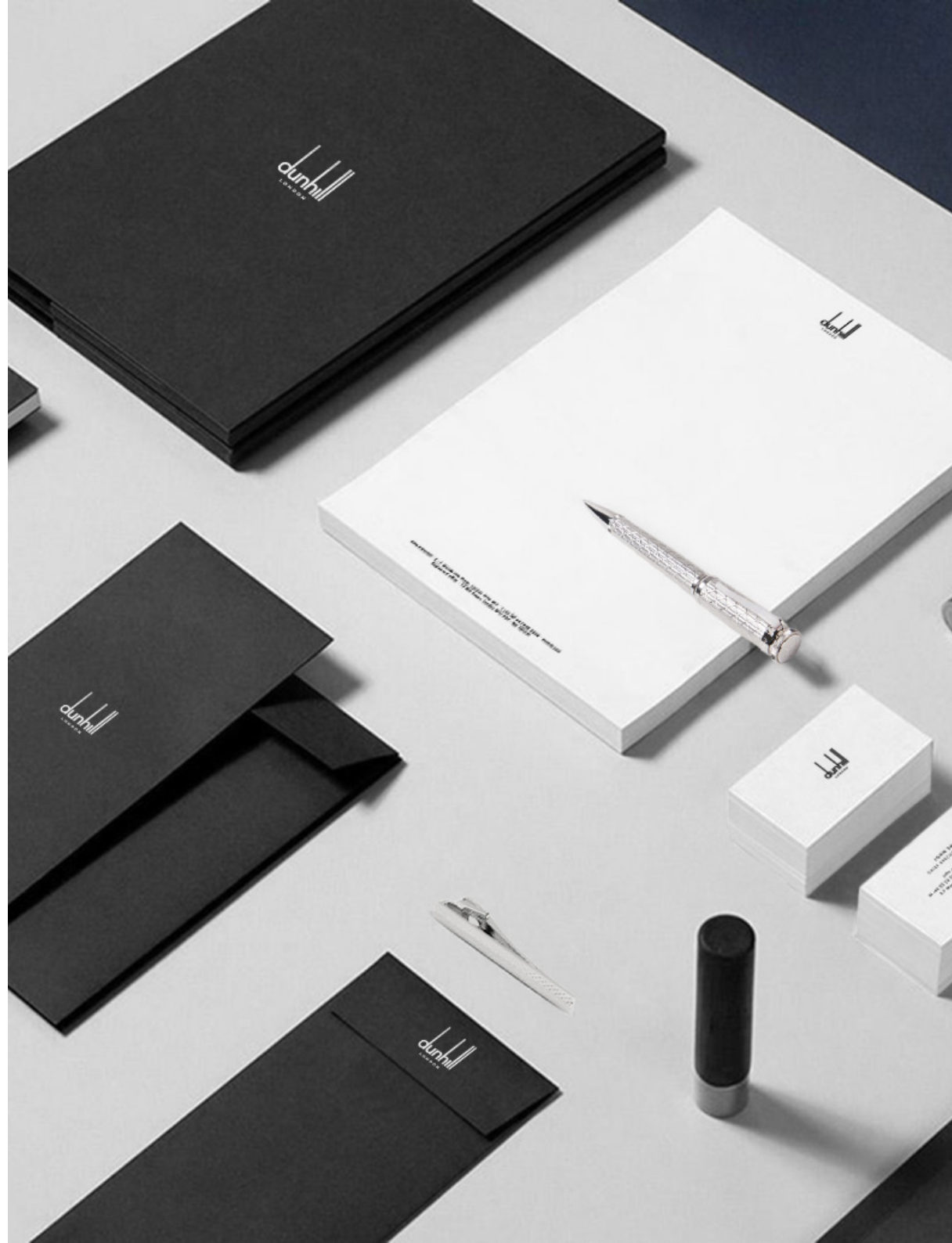
Insight

As part of the new rebranding lead by the creative director Mark Weston, we designed a brand new stationery, packaging and order forms for office & retail.

This includes over 120 elements, combining the stores, bars & restaurants, barbers and bespoke services for all our boutiques worldwide.

CREATIVE DIRECTOR
HEAD OF CREATIVE STUDIO

Mark Weston
Peter Ainsworth



Office Stationery



Retail Stationery



GIFT EXCHANGE

DATE OF PURCHASE	
INVOICE NO	
DESCRIPTION	
PRODUCT CODE	
STORE	
SALES ASSOCIATE	



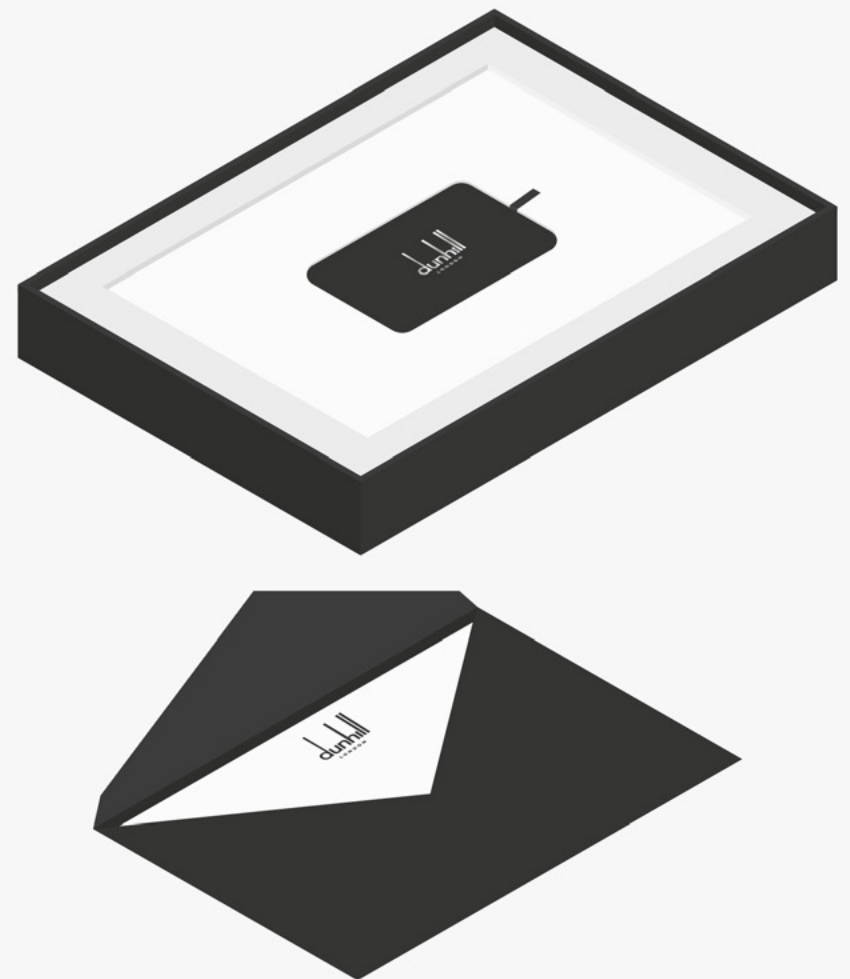
☐ MR ☐ MS ☐ MRS ADDRESS ☐ HOME ☐ BUSINESS
☐ MISS ☐ MR & MRS ☐ DR STREET _____
 FIRST NAME _____
 LAST NAME _____ POSTCODE _____
 DATE OF BIRTH _____ CITY / COUNTRY _____
 EMAIL _____ COMPANY _____
 MOBILE _____ REFERRED LANGUAGE _____
 TELEPHONE _____ DATE _____

Please provide your information above if you would like Alford Dunhill to keep in touch with you. For details of how we will use and store your personal information, please refer to the privacy notice on file. The provision of this information is voluntary so please leave it blank to provide as much or as little information as you like.

☐ Please tick the box if you would like to receive marketing information about our products or services. You may send your information using a post, text, telephone or post. We may also use your information to deliver personalised messages or advertising on social media or other digital platforms.

[illegible]

Packaging

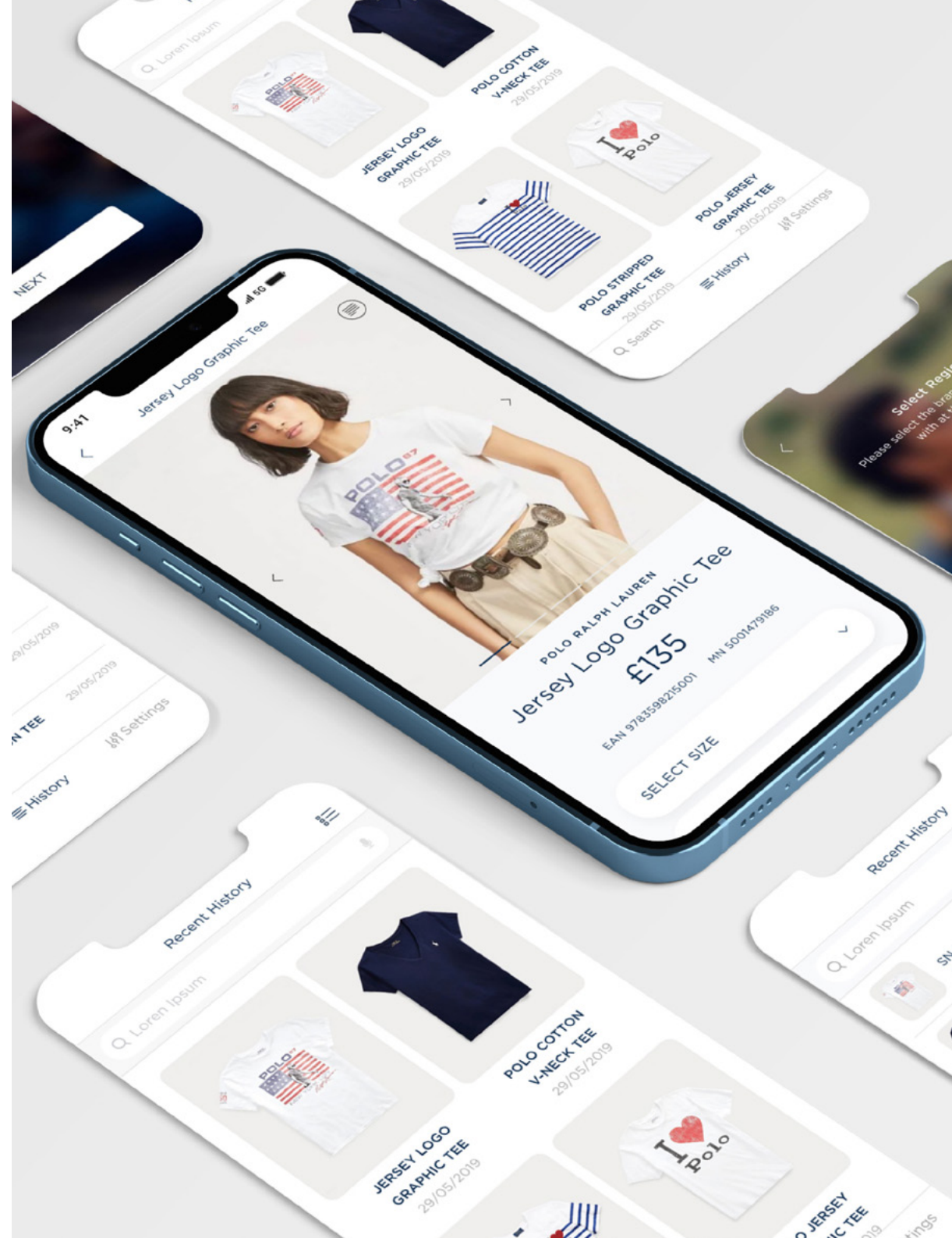


Ralph Lauren

STOCK APP
2019

Insight

Stock is a small app created as an internal tool for sale associates to be able to see the stock from other shops and request it to their own store.



Styles

Fonts

Typeface 01

ITC Fenice Regular

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Typeface 02

Gotham

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Primary Colours



Greyscale



Traffic Light



Paragraph Styles

H1
ITC FENICE
REGULAR
40PX / 48PX
0PX

Ralp Lauren stock app

H2
ITC FENICE
REGULAR
24PX / 32PX
0PX

Ralp Lauren stock app is an internal

H3
GOTHAM
BOOK
42PX / 42PX
-0.25PX

Ralp Lauren stock app

H4
PRODUCT LABEL
GOTHAM
BOOK
28PX / 36PX
0.25PX

Ralp Lauren stock app is an internal

PRODUCT LABEL
GOTHAM
MEDIUM
16PX / 24PX
0.25PX

RALP LAUREN STOCK APP IS AN INTERNAL TOOL

LARGE BODY
GOTHAM
BOOK
16PX / 24PX
0.25PX

RALP LAUREN STOCK APP IS AN INTERNAL TOOL

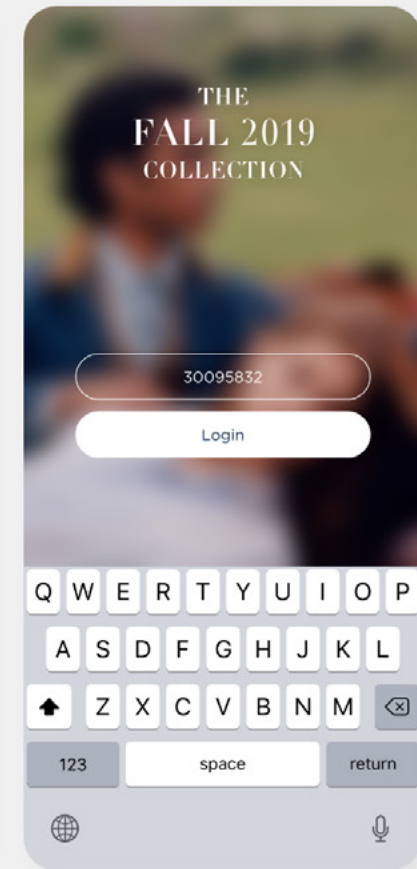
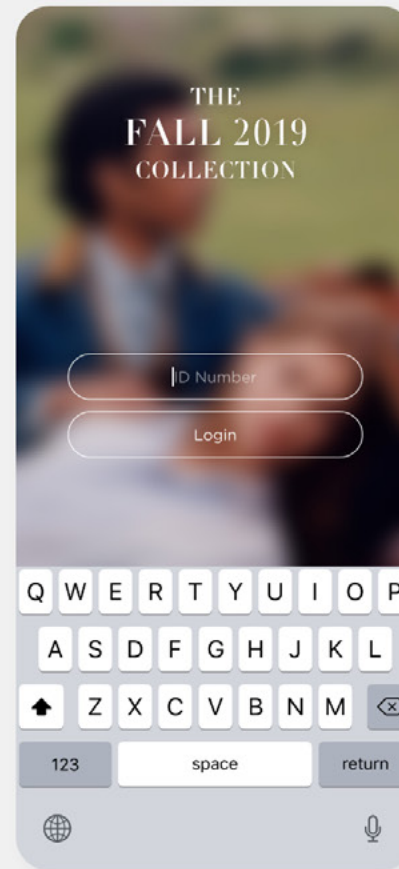
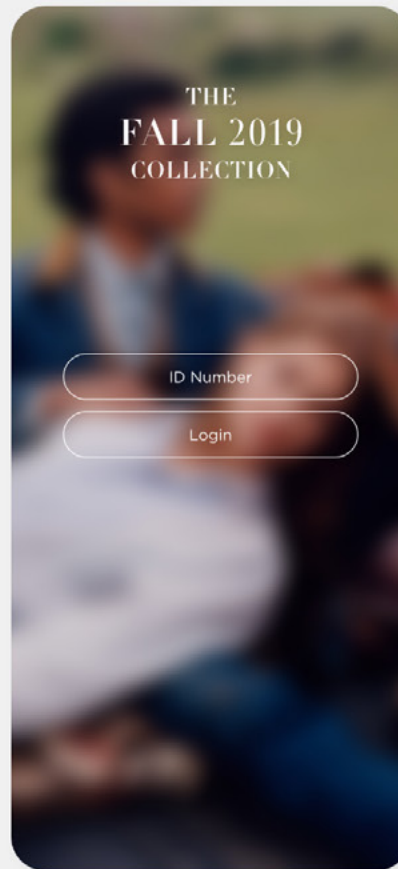
BODY
GOTHAM
BOOK
14PX / 22PX
0.25PX

Ralp Lauren stock app is an internal tool created for sale associates

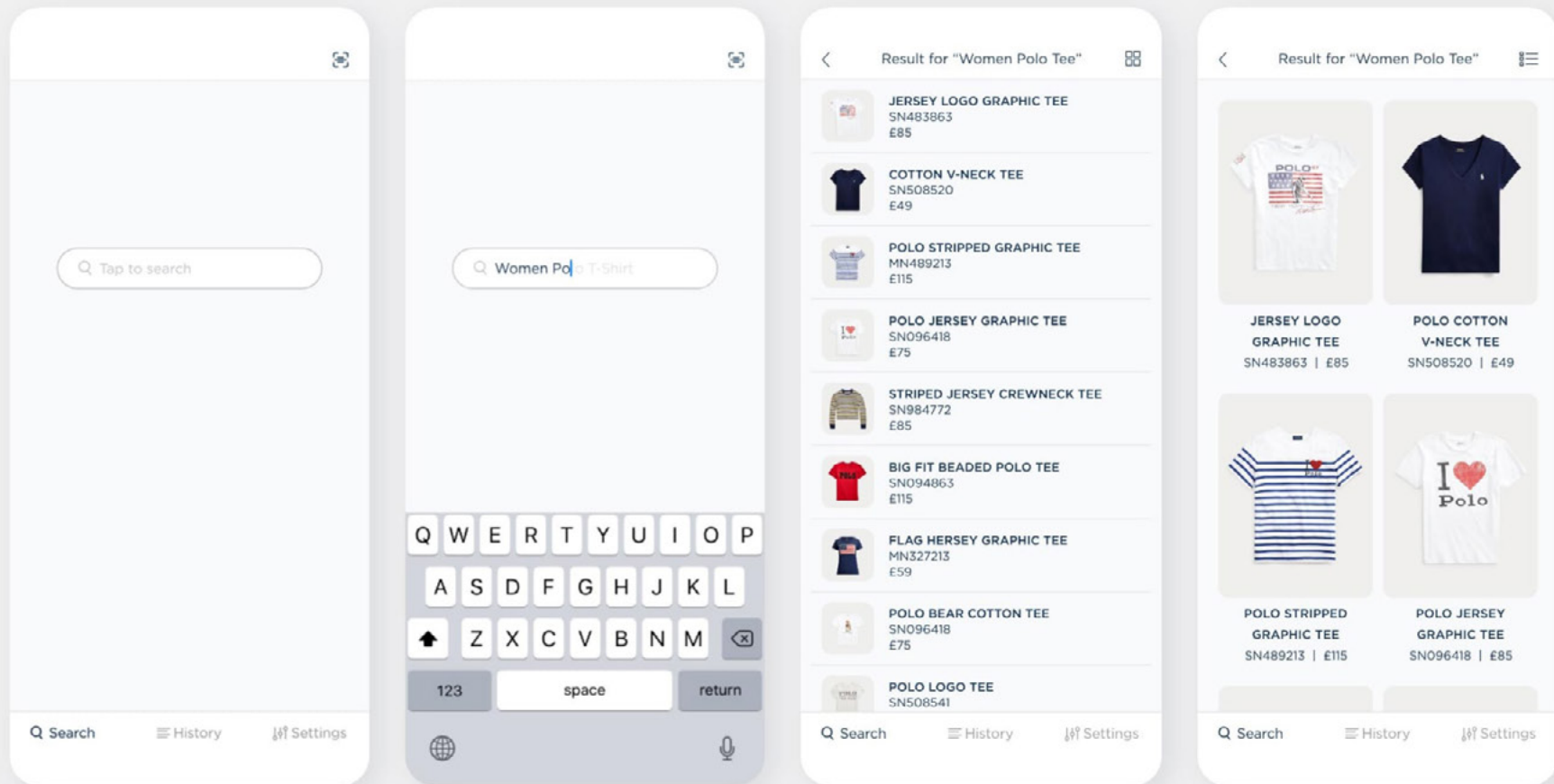
META
GOTHAM
BOOK
12PX / 18PX
1PX

Ralp Lauren stock app is an internal tool created for sale associates

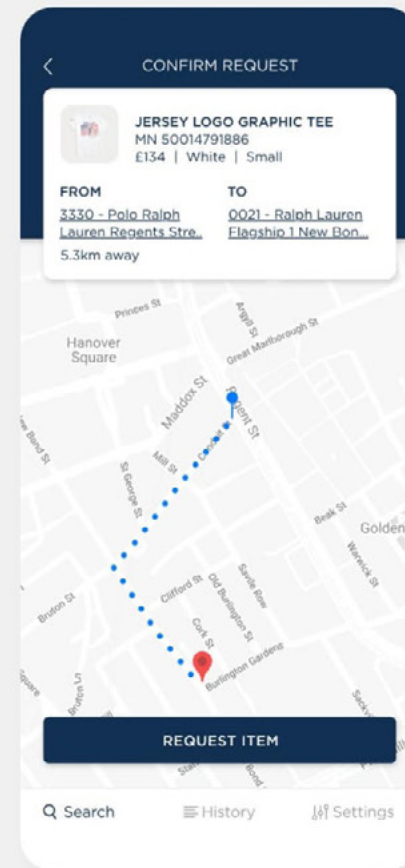
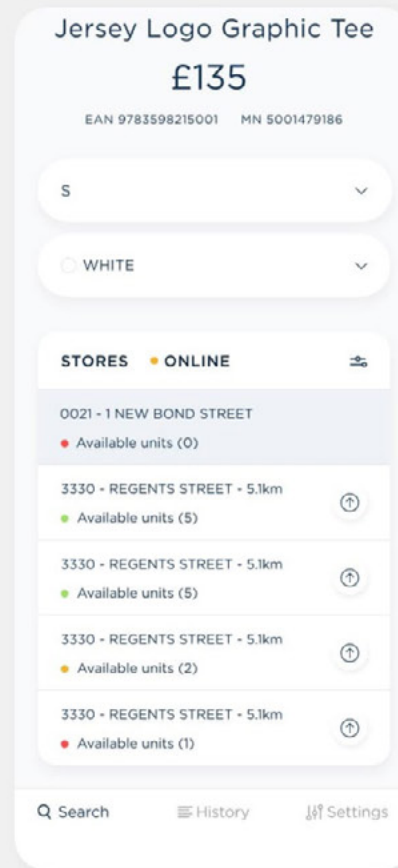
Login & First Journey



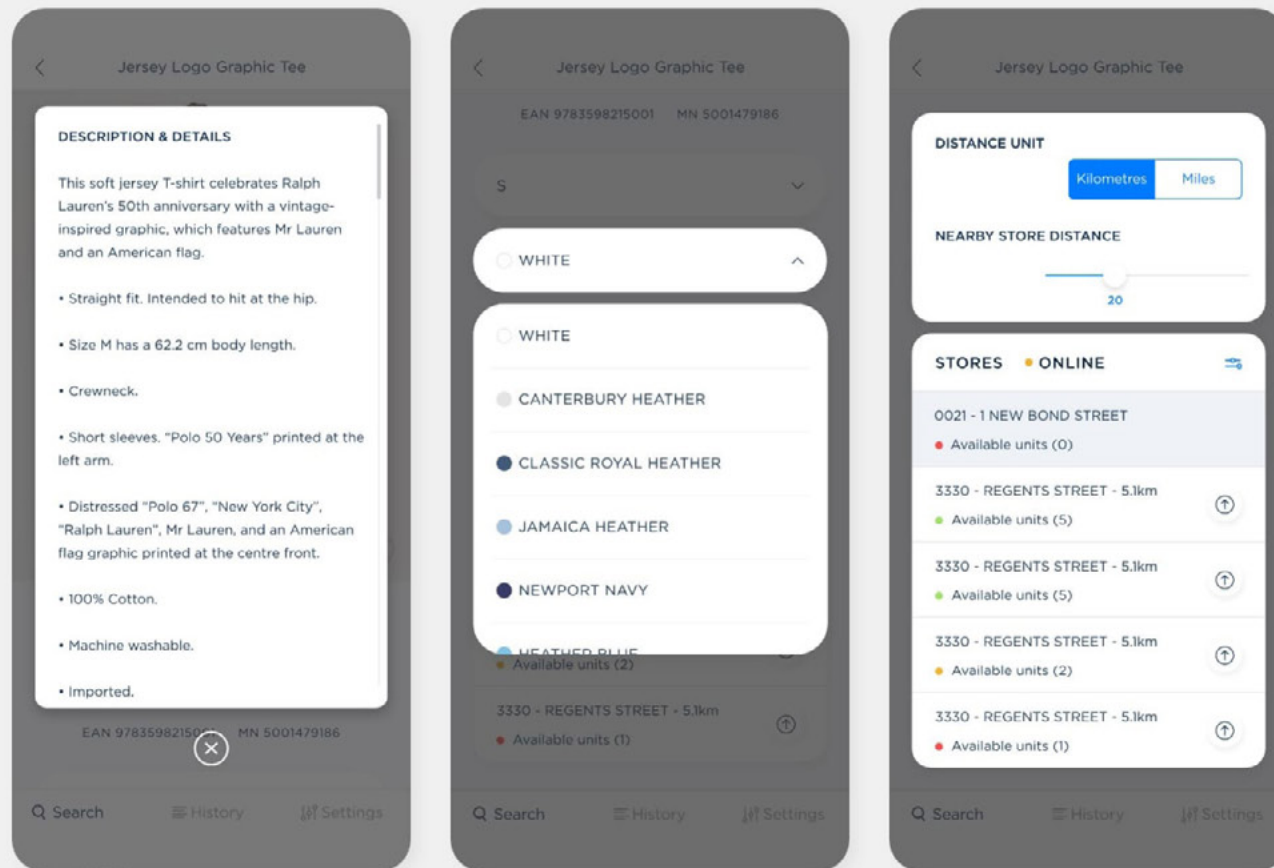
Search Engine



Product Page & Delivery Request



Product Description, Colour Options & Settings



Dunhill

SS18 - AW18 AD GUIDELINES

2017 - 2018

Insight

Design & Artwork of the advertising guidelines for the SS18, 2018 eyewear and AW18 campaigns for Print, Digital and OOH.

I have also approved proofs for magazine advertising and created additional guidelines for APAC and NA markets.

dunhill.com ALFRED DUNHILL LTD



CREATIVE DIRECTOR
ART DIRECTION
HEAD OF CREATIVE STUDIO

Mark Weston
Alex O'Brian
Peter Ainstworth

dunhill
LONDON

Print Guidelines

DOUBLE PAGE SPREAD 460x300mm

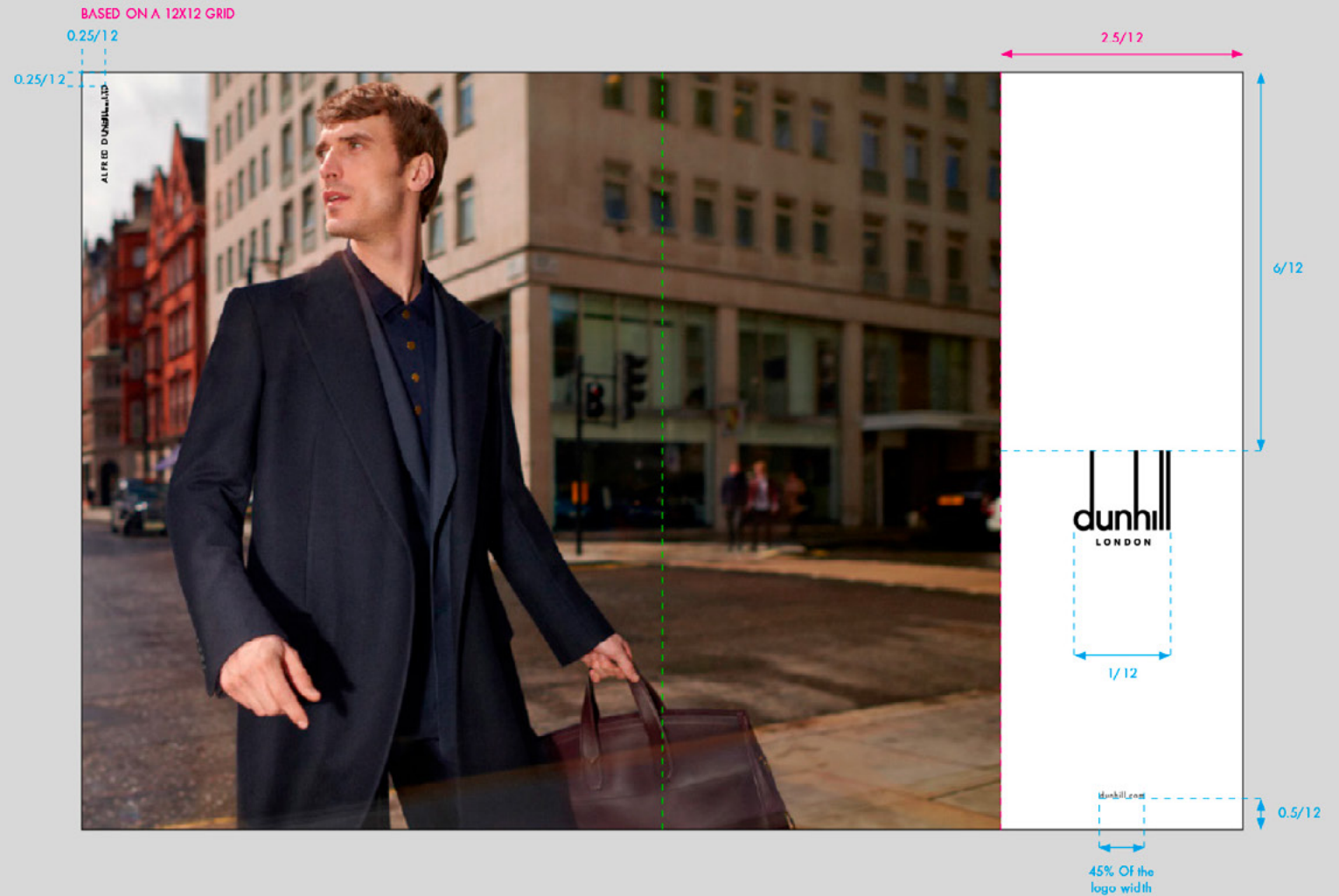
LAYOUT: WHITE AREA TAKES 2.5/12 WIDTH OF PAGE SIZE FROM THE RHS

DUNHILL LOGO: 100% BLACK. 1/12 OF THE TOTAL WIDTH
LOGO SITS AT 6/12 OF THE TOTAL HEIGHT. CENTRE ALIGNED WITH THE WHITE SPACE

DUNHILL.COM: 100% BLACK. 45% WIDTH OF DUNHILL LOGO.
LOGO BASED ON 0.5/12 FROM THE BOTTOM

BOTH HORIZONTALLY CENTRE ALIGNED WITH THE WHITE SPACE

LEGAL TAGGING: TEXT "ALFRED DUNHILL LTD"
COLOUR: BLACK OR WHITE. WHATEVER IS THE MOST OPPOSITE TO THE AREA OF THE IMAGE FOR A BETTER LEGIBILITY.
FUTURA ND REGULAR - 4PT - OPTICAL KERNING 1.50
POSITION: 0.25/12x0.25/12 FROM THE TOP LEFT SIDE



Digital Guidelines

970x250px

LAYOUT: OFF-WHITE AREA TAKES 5/12 WIDTH OF PAGE SIZE FROM THE RHS

DUNHILL LOGO: 100% BLACK. 1.5/12 OF THE TOTAL WIDTH CENTRE ALIGNED WITH THE OFF-WHITE BOX

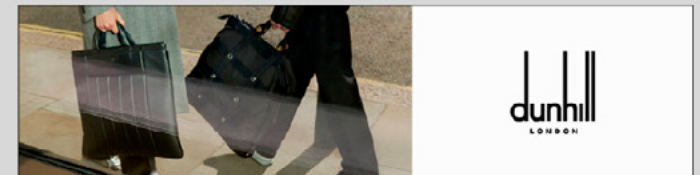
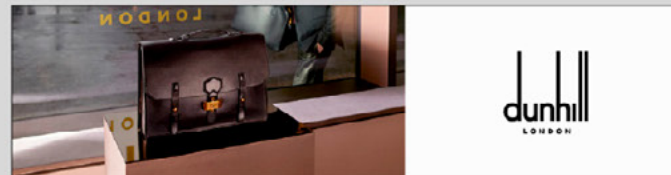
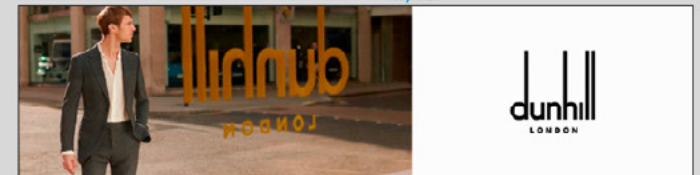
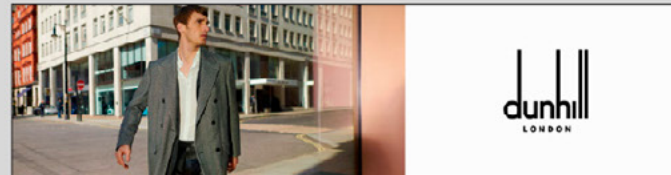
OFF-WHITE BOX: MAKE IT BLACK WITH 3% OF OPACITY

BASED ON A 12X12 GRID



5/12

1.5/12



Double Page



Out Of Home



dunhill
LONDON

dunhill.com

Ralph Lauren

WEB DESIGN

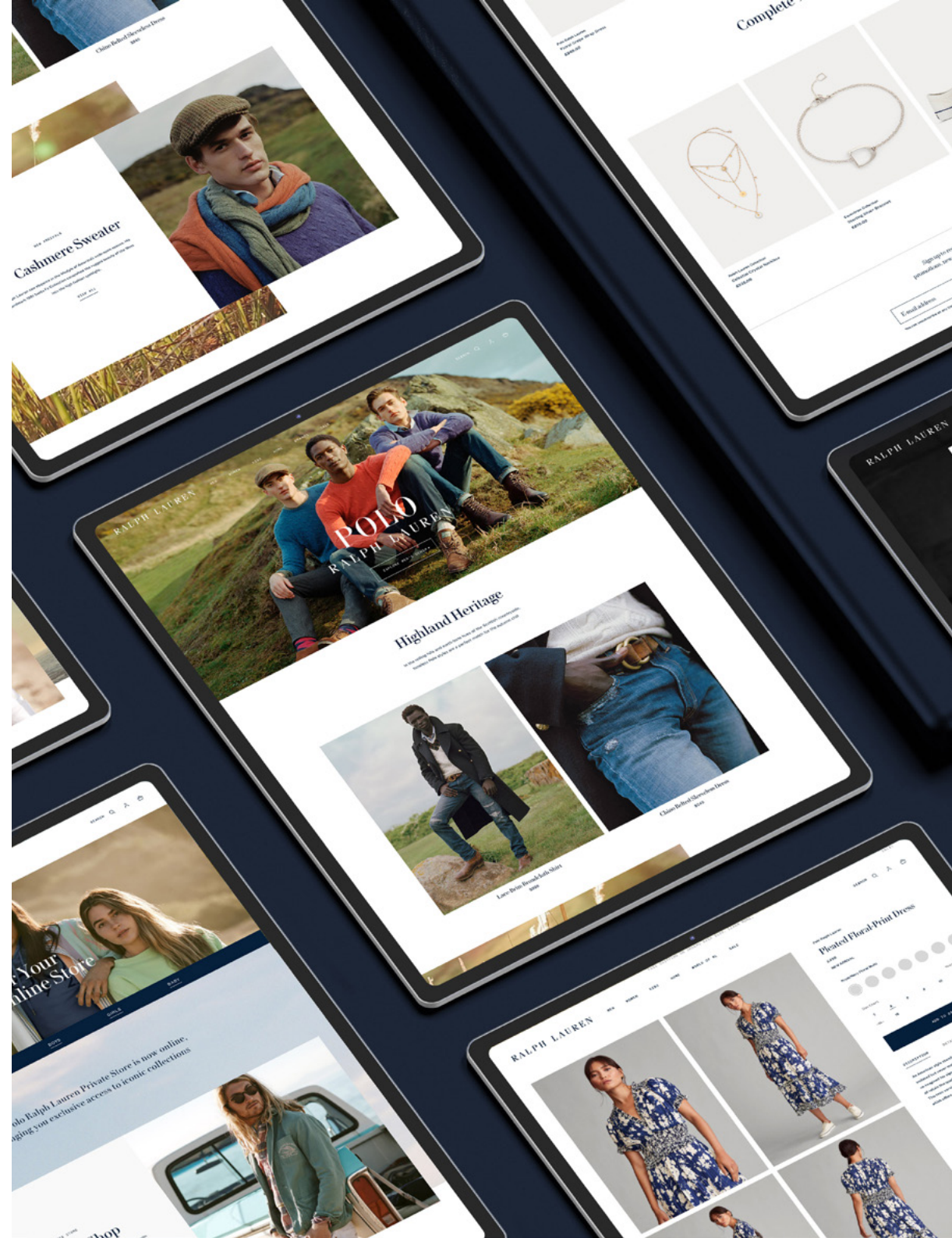
2018- 2020

Insight

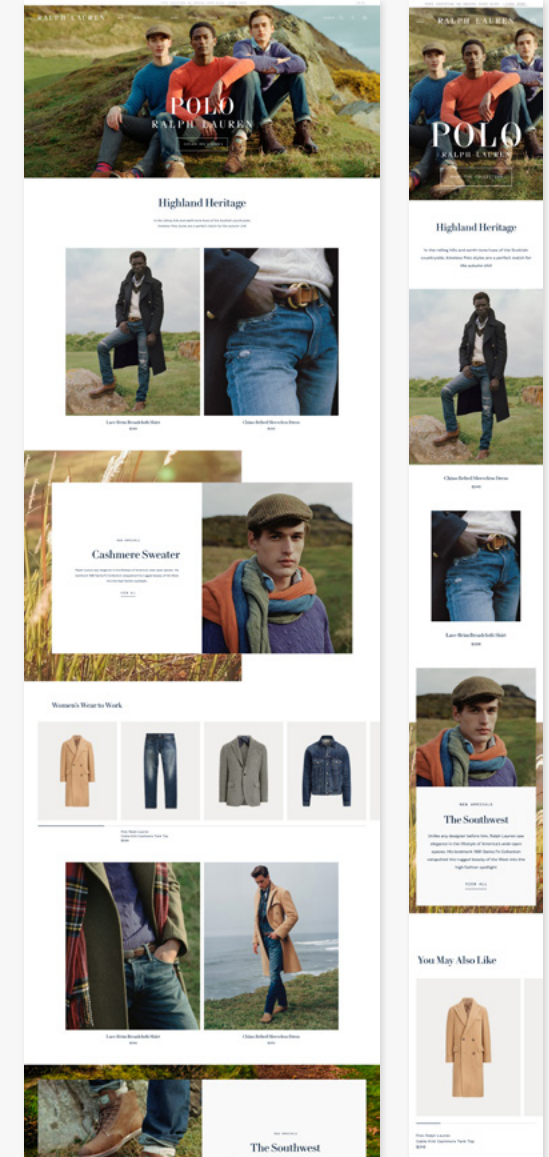
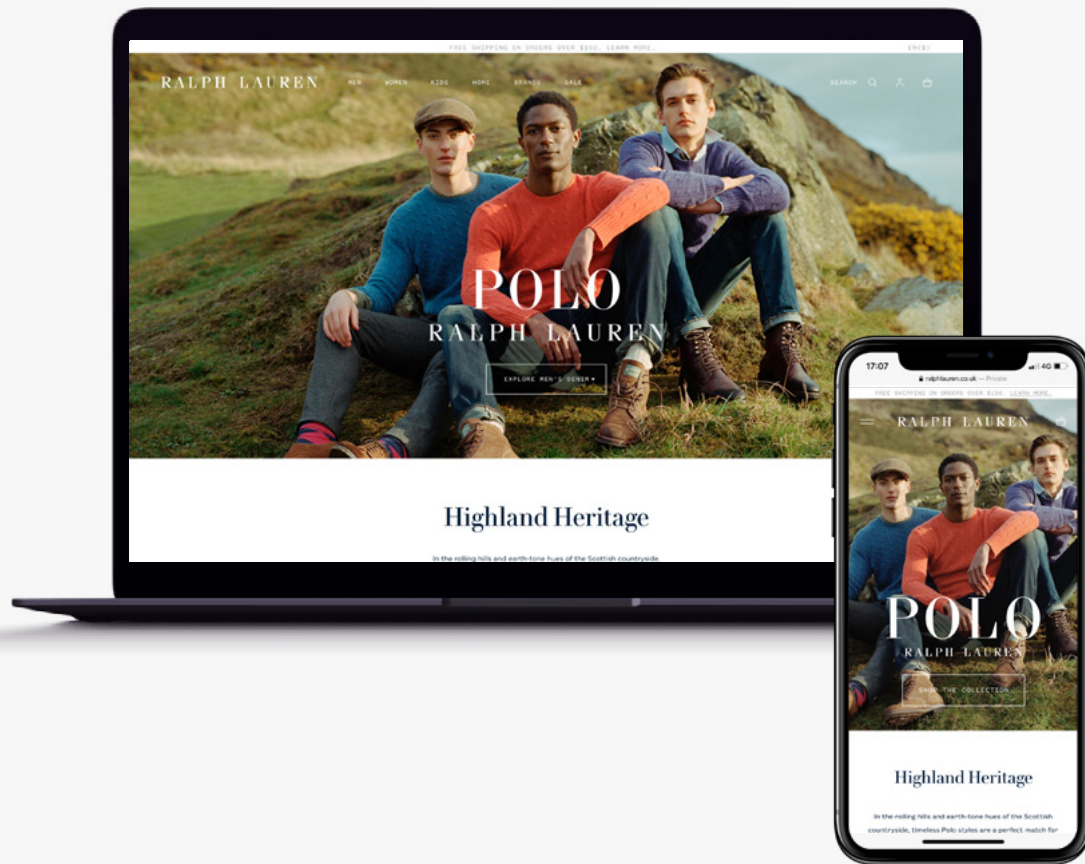
Part of my work at Ralph was to keep the EMEA website updated with the latest campaign and important events happening in europe.

I designed editorial pages, campaignlanding pages, the digital outlet over Covid-19 as well as updated some features as Find my Store.

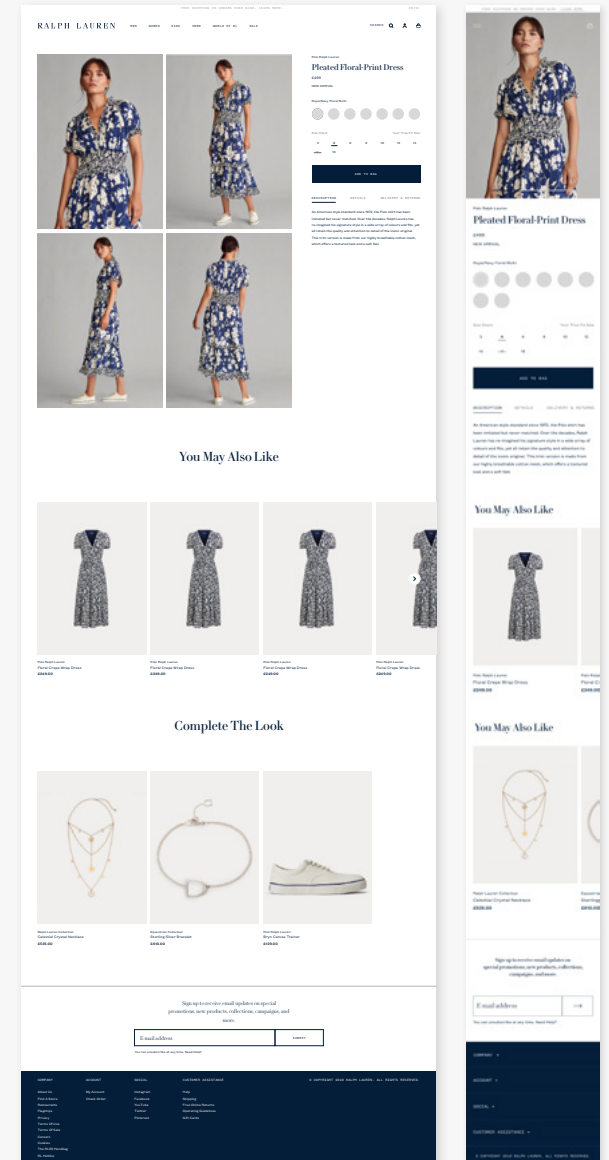
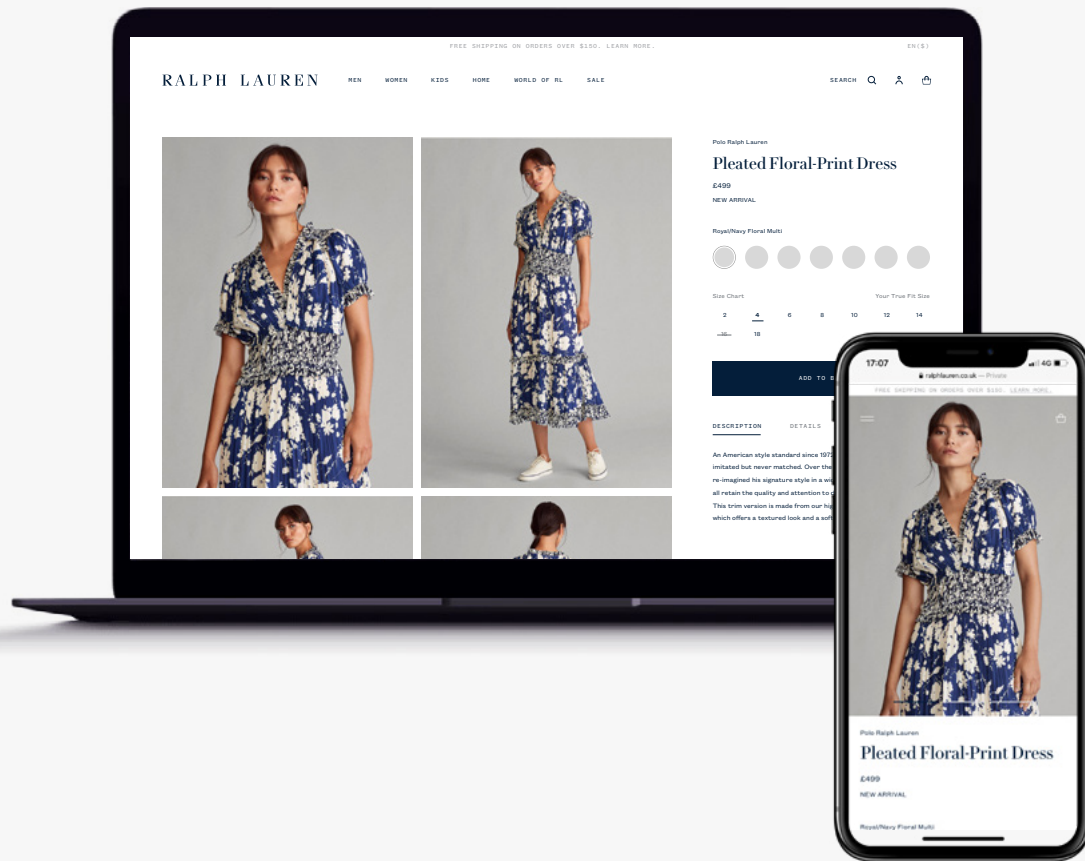
On 2020 I took parton the site replatform and redesign.



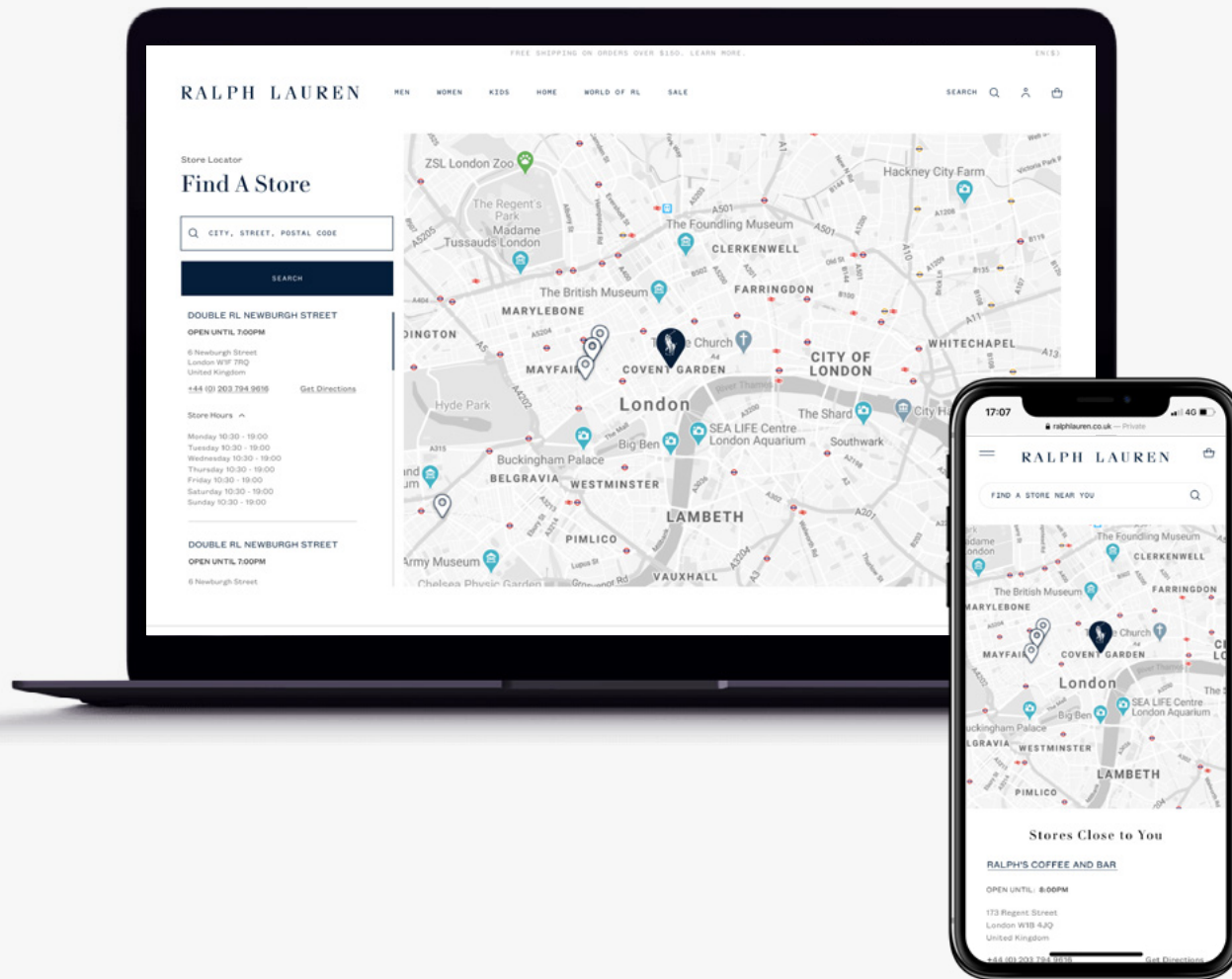
Editorial Design



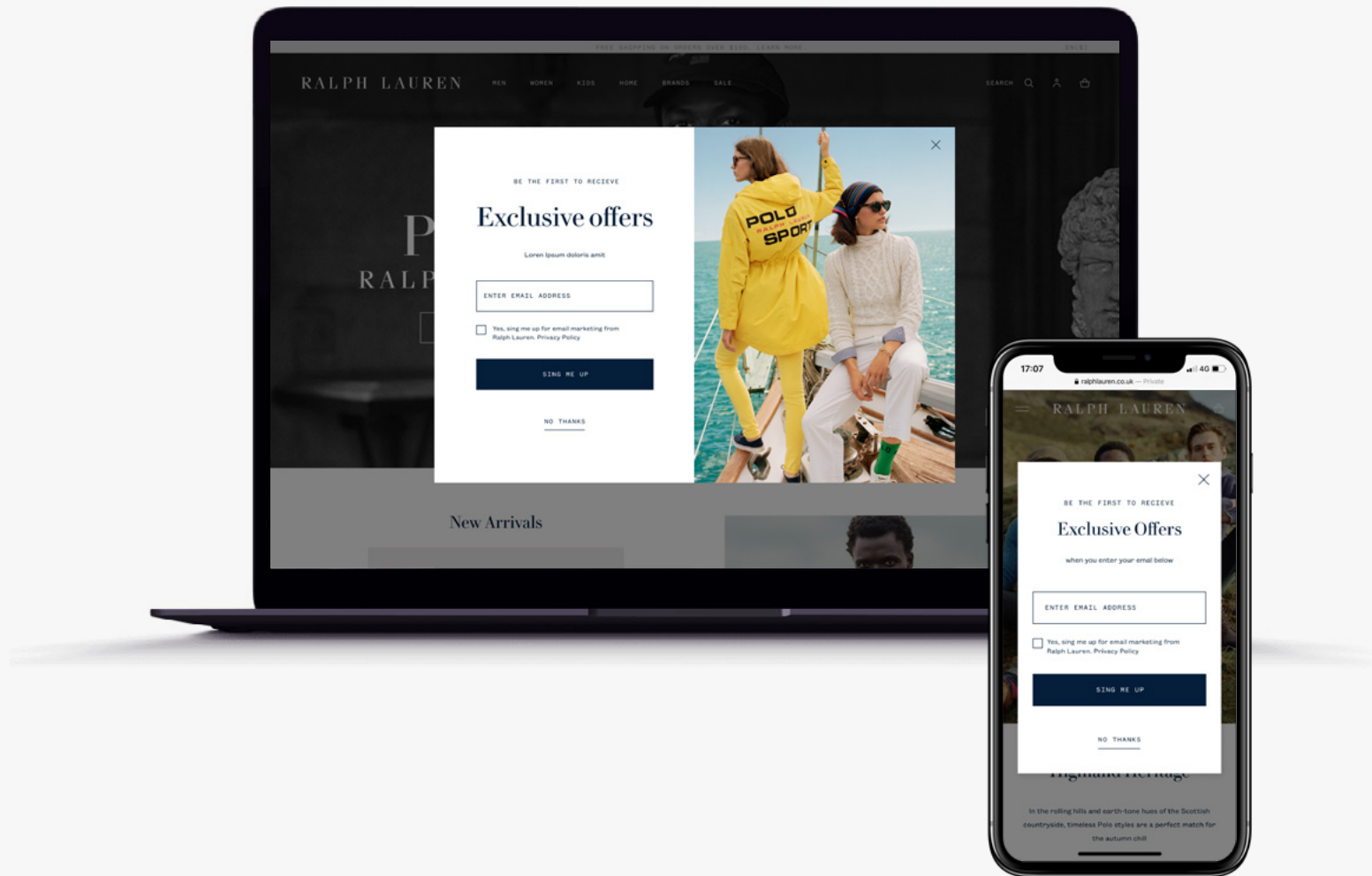
PDP Design



Additional Web Design



Additional Web Design



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.

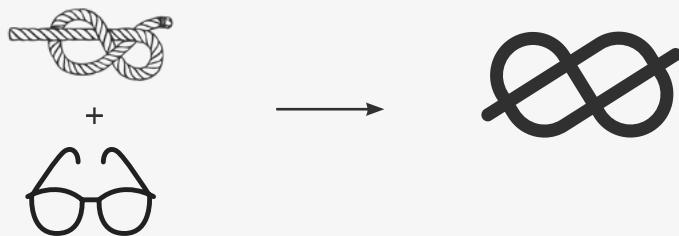


Branding

Logo Redesign



Identifier



Typeface 01

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

1234567890

Typeface 02

SABON NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

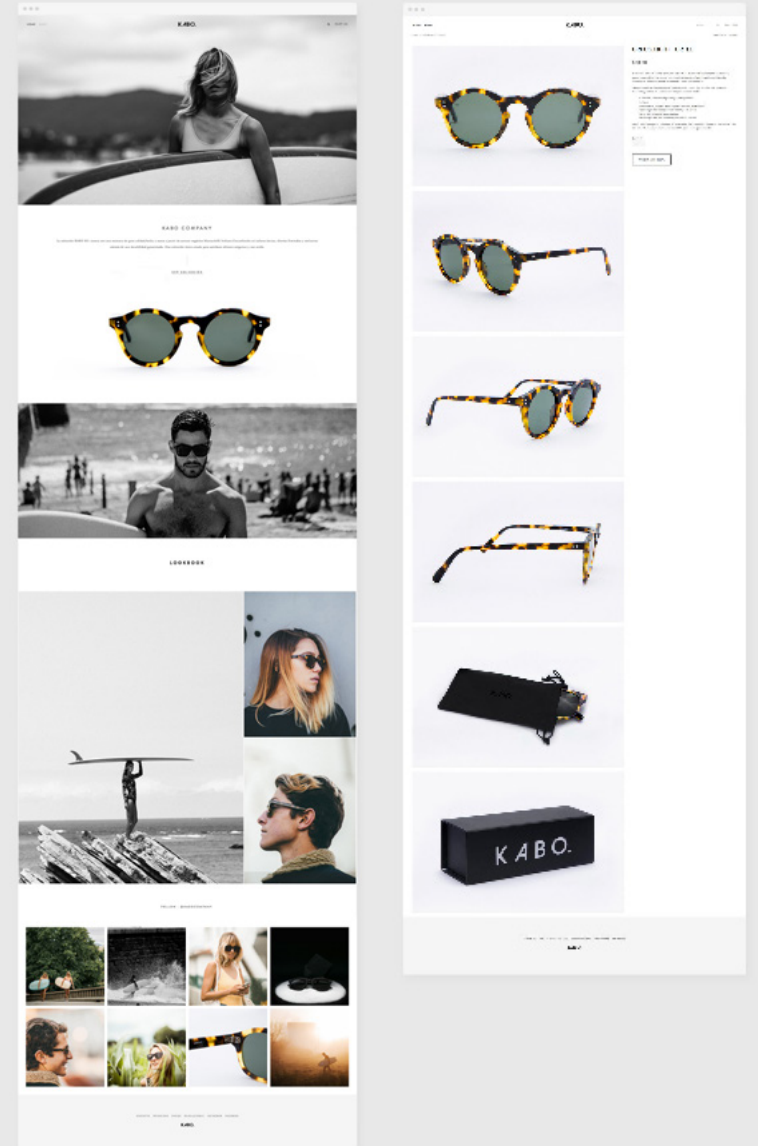
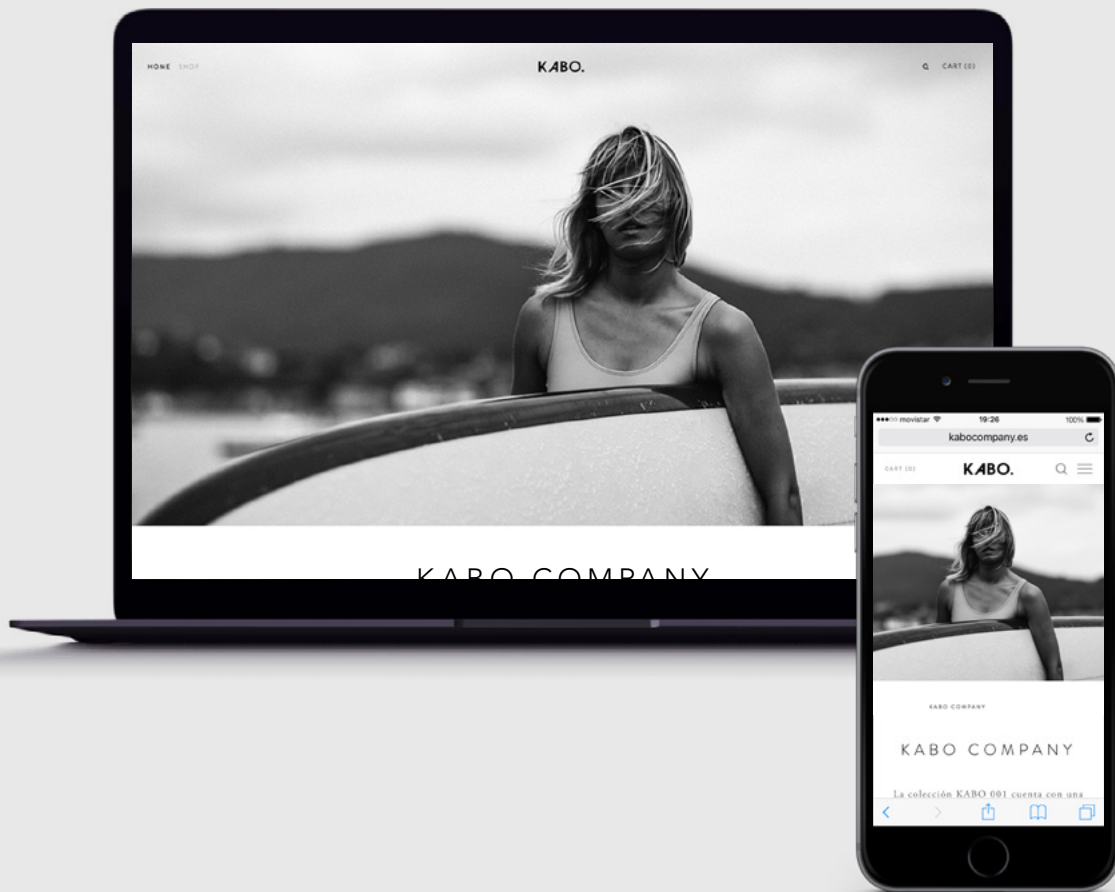
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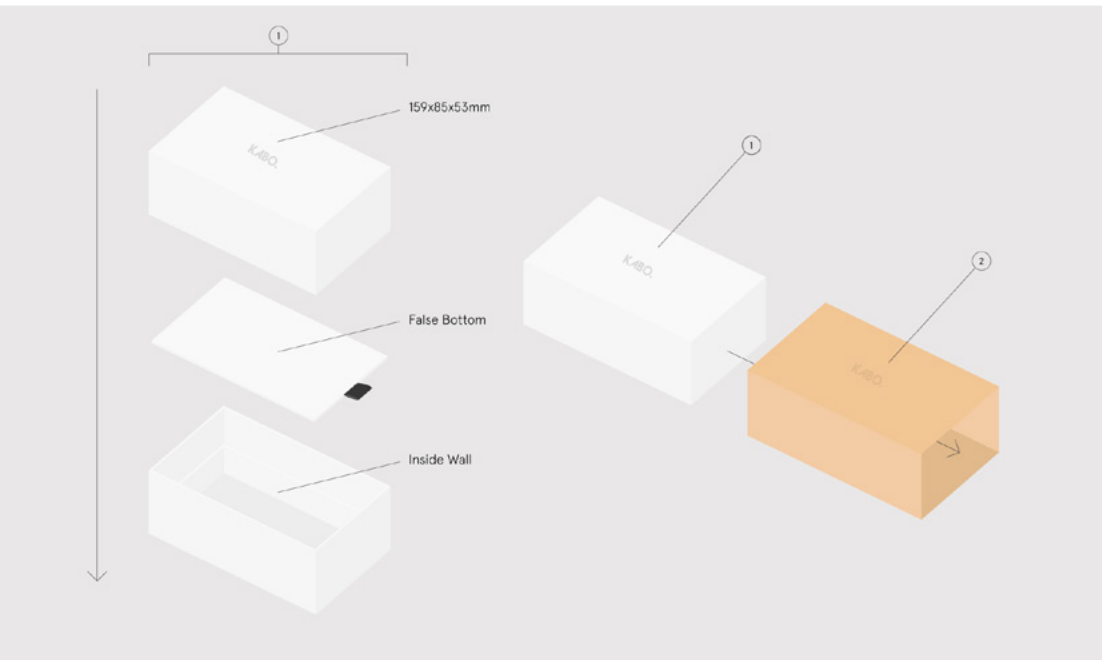
Primary Colours



Web Design



Packaging



Product Development



Ralph Lauren

THE PULSE MAGAZINE

2019

Insight

The Pulse is a bimonthly magazine created for EMEA employees to get to know the different events held in Europe, connect with different co-workers, and discover various activities organized by the company.

After the success of the first issue, the internal communications team decided to step up the game and involve a designer to help them set a design direction. For this second issue, I was in charge of redesigning the whole structure of the magazine, creating the baseline grid, paragraph styles, and getting everything ready to print, all in just 3 days.

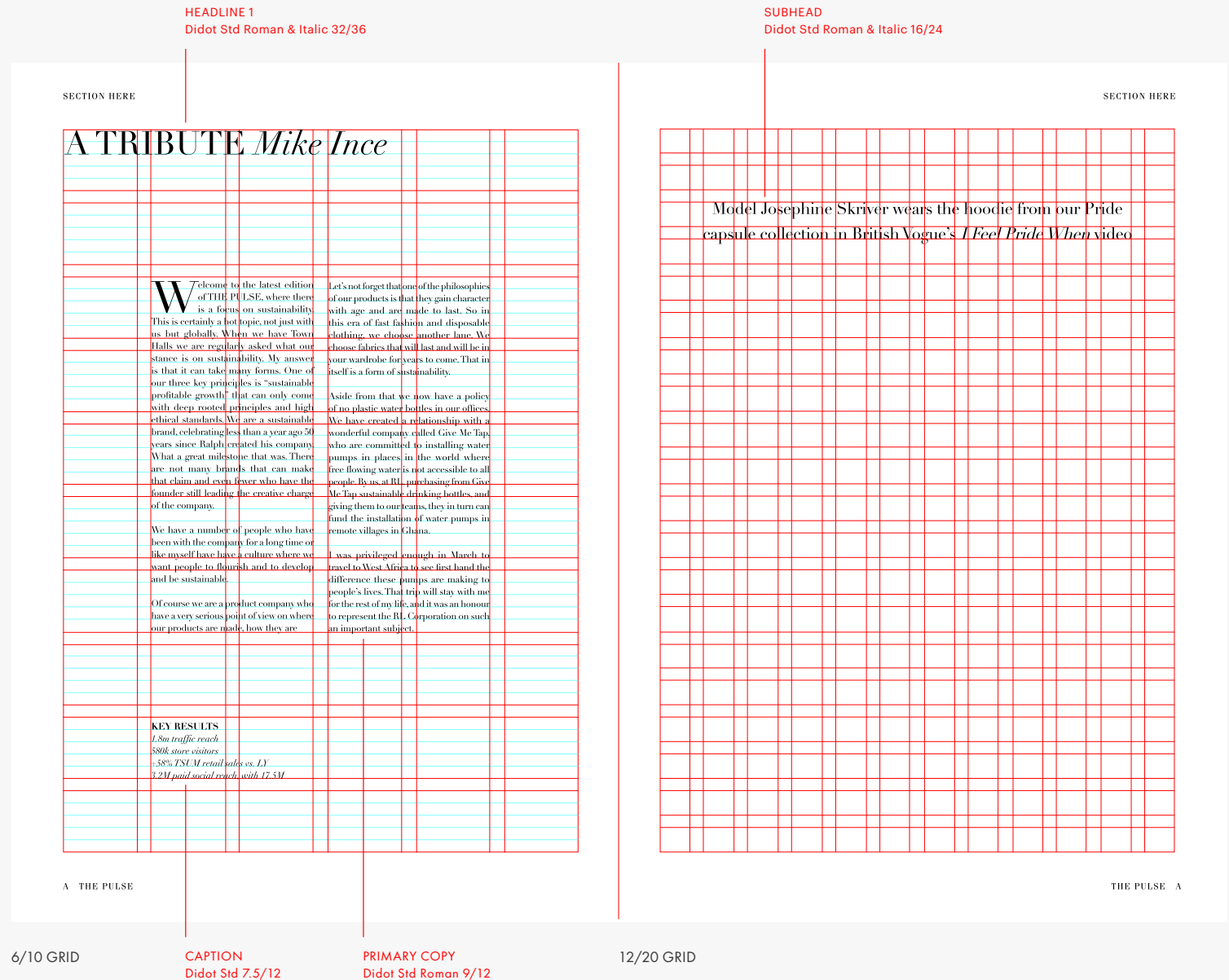


Baseline Grid

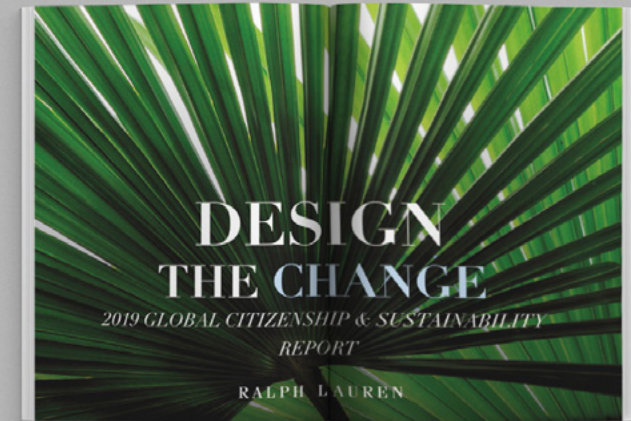
MODULAR GRID

Responsive modular grid that can be used in 6 columns and 10 rows and also 12 columns and 20 rows.

This way we give more flexibility to the grid, being able to adjust things on-grid for all the elements that cannot fit on a 6 column grid.



The Magazine



The Magazine



The Magazine

