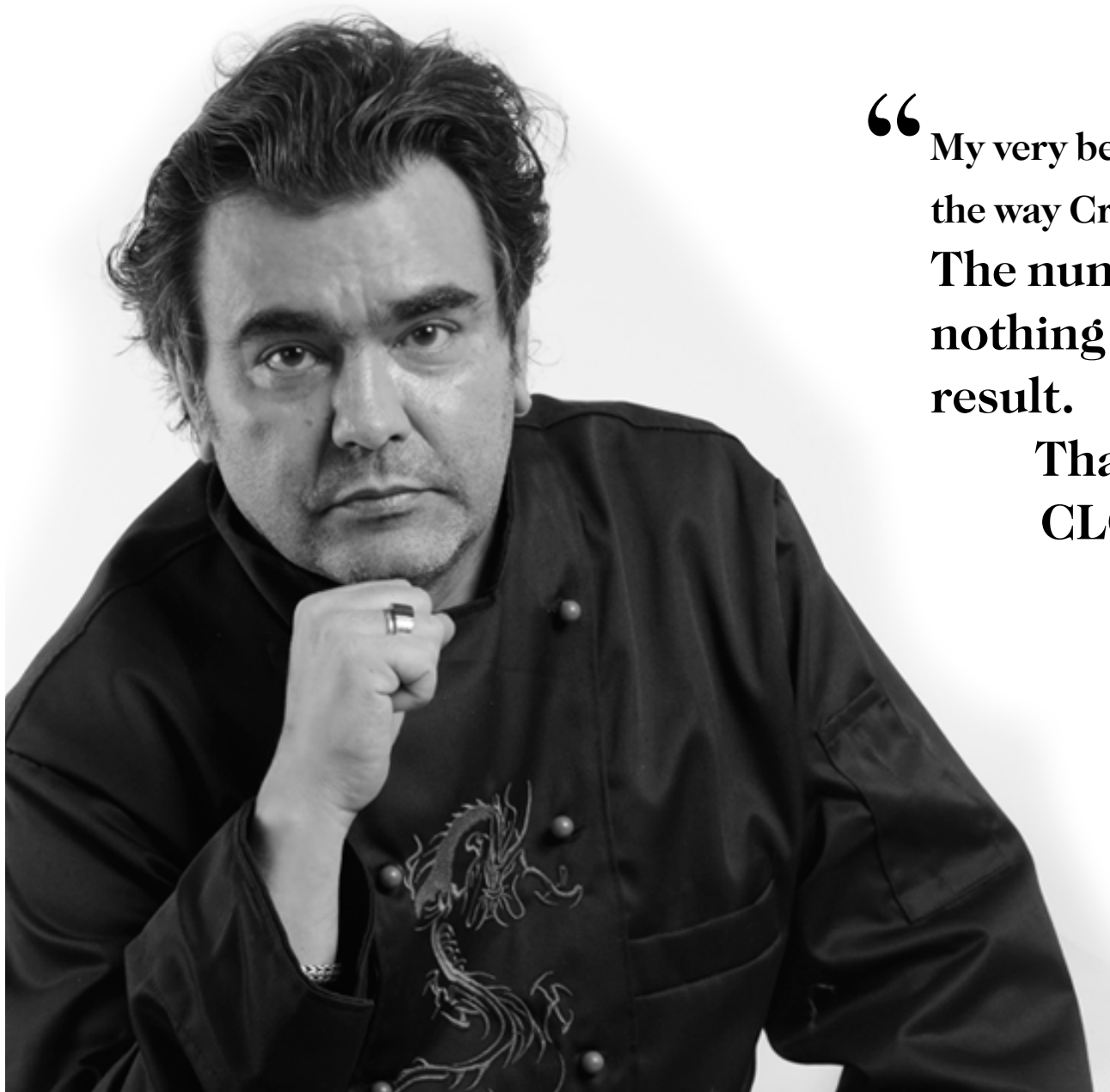


restrepo

品牌 & 创意包装设计专家

Bespoke Design Solutions for Brand and Products





“ My very belief is the fact that we need to change the way Creativity is produced.

The number, the size of the staff has nothing to do with the quality of the result.

That's why I have inaugurate the
**CLOUD CONCEPT CREATIVE
STUDIO**”

Federico
Art Director



About Federico

Federico was born in Colombia (Bogota) in 1962. His father was a remarkable Colombian architect and his mother was Art Director at Desgrippe in Paris. On the French side his environment was mainly artistic with his grand father Hervé Baille painter of the French Navy and his great-grandfather Henri-Paul Nenot awarded the 'Grand Prix de Rome' by the French Academy of Arts .

Federico began his career with collaborating with Joel Desgrippes. With a wealth of this first experience behind him, he was one of the founders and CEO of the international company 'Raison Pure' in 1988. In 1994, Federico opened his own company the 'Atelier Federico Restrepo'. Atelier means workrooms because the atmosphere of working together with his team, sharing know how, creativity, artistic design, philosophy and logic has always been his own eclectic philosophy of working. Design as a process is not a solitary activity; it is the exchange that makes/ turns it into such a mutually enriching experience.

Federico has been working for the top league brands. More than being considered as an expert in the Beauty domain Federico is also very much in demand as Corporate Brand Consultant by Luxury brands of different sectors of activities (Champagne and Spirits, Fashion and Leather Accessories,Watches and Jewelry brands...).

Federico is a multi-talented designer who has created different lines of objects such as luxury watches for connoisseurs, a Men's Jewellery collection, pens, but also interior decoration items such as cristal vases and carafes, lamps.

Federico has shared his life between Columbia, Spain and France and has always been attracted by different cultures and their diversity in expressing various forms of art. At the age of 16 he began painting, less than 3 years later he will exhibited his first work in Rodez in 1981. He will study/ studied Logic & Philosophy at Paris La Sorbonne University but still continued painting and designing. In 1987, as a student, he will participated in the International Lighting Fair to present his first lighting creations. He will be/ was awarded with the 'Lampe d'or' ('Golden Light') by Philippe Starck.This first recognition from one of the most famous designer in the world will convinced Federico that design would

be his road in life. For more than 20 years now, as Designer and Art Director, Designing packaging, logotypes, brand visual identity are also included in his domain of competence.

The international Museum of Perfumery in Grasse (France) exhibits most of his fantastic perfume bottles. In 2008, he was invited amongst the 10 best Perfume Designers worldwide to create an original bottle of Perfume for this Museum. Alongside his professional domain of expertise, Federico never stopped expressing his multicultural sensitivity and creativity through other channels of expression such as designing, painting, writing, photography...

Over the last few years, Federico has diversified his creativity through/with editing different books. « Le livre des illusions, petits sentiers pour une meditation terrestre is a philosophical work based on his life experiences.The book of the 'le Livre d'Heures' is an Ode to his different sources of inspiration. Poetry has always been one of Federico's passions and he is currently writing poems / poetry.

A Cross Cultural Experience

Restrepo has spent his life travelling all around the world opening his mind to many ways of habits , consuming codes and cultural ways





Methodology

MARKETING & ANALYSIS Whether the project is on visual identity , volume development or graphic research , the first step of our work consist in the analysis of the values of the Brand , the competition environment and consumer tendencies. The final of the analysis allow us to establish a coherent and relevant strategy according to the set problematic.

CREATION STEP Once the strategic directions are established the studio starts the phase of creation .By combining the artistic techniques of the drawing , the manual researches and the info graphic application the team decides on a creative platform .

REFINEMENTS Following the presentation to the customer and according with his comments we optimize the creative tracks that have been accepted. So it is then possible to improve the client's expectations and clearly define the different elements of the work.

FINALIZING At this step the choice of the creative track is decided and we finalize the creation boards after the customer comments and eventually the RD department. The aim of this step is to valid the project globally , and to have a plain view on it with prototypes , mock ups or pre series eventually.

PRE-PRODUCTION AND INDUSTRIAL EXPERTISE



My Commitment

I propose now a relevant form of collaboration to feel free to adapt the organization and the costs of your project to your expectations and resources.

After being CEO of quite important companies based in France with representation abroad in New York or Seoul, I did the choice now to work as project manager like an architect coordinating professional teams from Paris or Shanghai , New York ,or elsewhere...

The main strength of this way of working is due to my education in logic and philosophy, I have the ability

to analyze first your needs in term of marketing point of view before being able to present you all the creative and visual aspect of the project. By the way the conceptual and creative aspects of your expectations will be piloted by one unique partner who will not propose you any kind of creative project without considering its marketing impacts.

I will pay attention to respect and enhance your Brand Promise in order to provide you a realistic, creative, unique and successful Brand

Fields of experience

- Beauty
- Cosmetics Skin Care
- Perfume
- SPA & Health Care
- Make-up
- Jewelry and Accessories
- Fashion
- Decoration
- Luxury Goods
- etc...



01

Sand River -Mongolian Cashmere

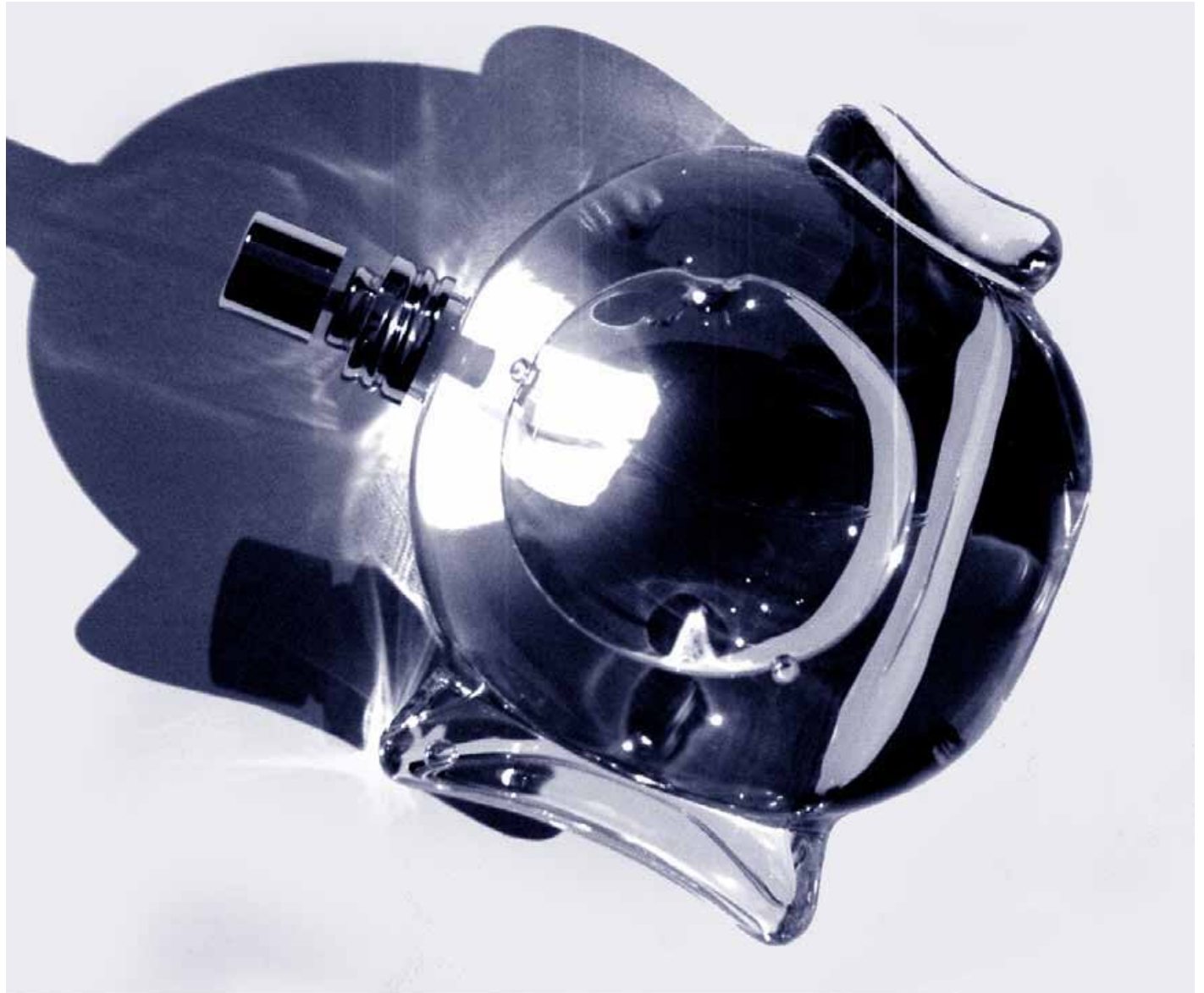
Creation of the Visual System , Packaging and Ads



02

Clio Blue

Creation for the Bottle of this authentic Brand of Silver Jewellery



03

Federico Restrepo

Jewellery creativity , watches.Limited series

Limited Series



04

Yves Rocher

Make up line Couleur nature, Riche Creme, Folies de saison, Comme une Evidence perfume.



05

Technomarine

New concept Watch Aquasphere



06

Inoherb

Branding and Packaging organisation



07

S.T. Dupont

Creation of the complete writing tools collection Ellysis





BY TERRY

byTerry

Skin care and Visual identity



Journalists have dubbed her “The genius of make-up, the guru of color...” Women from all walks of life can't live without her advice, her products, and her revolutions.

In 2000, TERRY finished her collaboration with Yves Saint Laurent in order to devote all her time to the

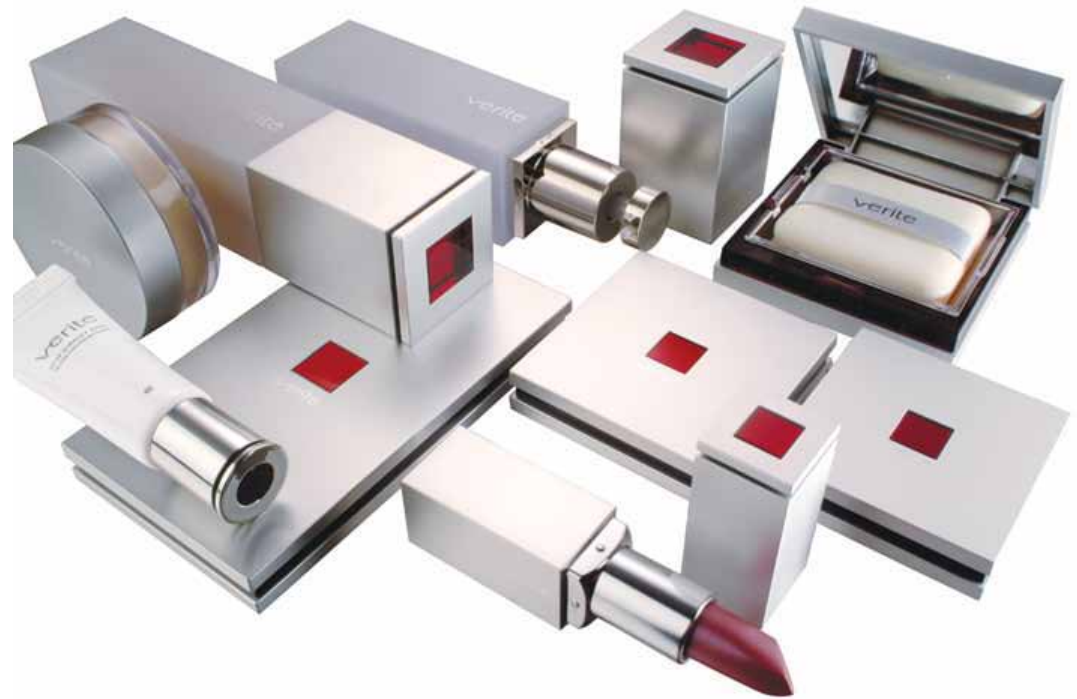
development of her own brand: BY TERRY. This line of makeup allows her to fully express her passions, her explorations, her infallible sense of women's needs. It is a novel beauty concept carrying her personal brand.



09

Verite Amore Pacific Kr

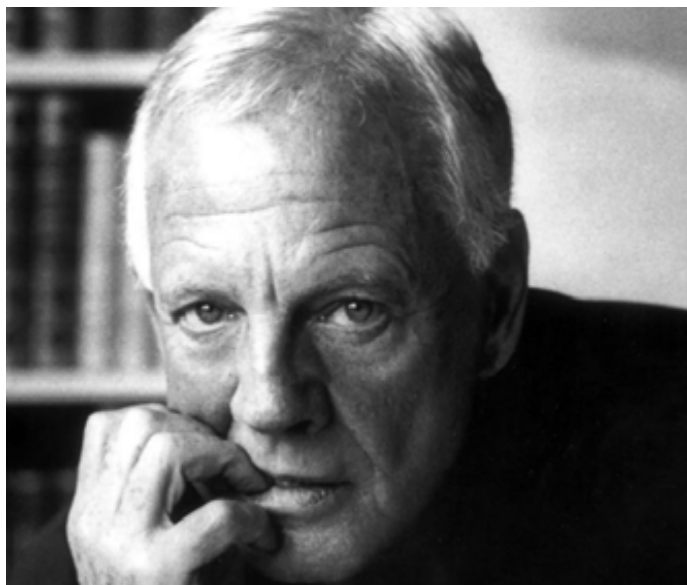
Make up line. Skin Care line, for men's skin care, Global design



10

Azzaro

The saga of the creations for the brand .
Visit Eau Belle Pure collection Chrome



Ed. Pinaud

Corporate logo , shapes and packagings



Ed. Pinaud is born in the early 19th century and at the same time was one of the top 5 luxury brands in the world. Today, it is backed with a 180 year old history with artistic and romantic roots. In the mid 19th century, when transportation was not easily available, this brand has already found its way into the 5 great continents of the

world. It became the brand sought after by royalties and VIP's worldwide. This french treasure is none other than Ed. Pinaud and was founded by the great master perfumer Edouard Pinaud. So dedicated to the art of perfumery that this great man dedicated his whole life to perfecting perfumes and cosmetics till his very last breath in 1868



12

Champagne Marie Stuart

Creation of the whole VI system , and packagings



13

Heritage group Asia

Creation of the Visual System Naming Corporate



14



Dubai

Creation of the Visual System and the range of Perfumes



15

Alaskan Water

Creation of the Corporate , Packings

PURE
ALASKAN
mountain water



16

Bella Venere

Creation of the Corporate , Naming,
Packings POS Material



17

Pluryal
skincare®

Pluryal

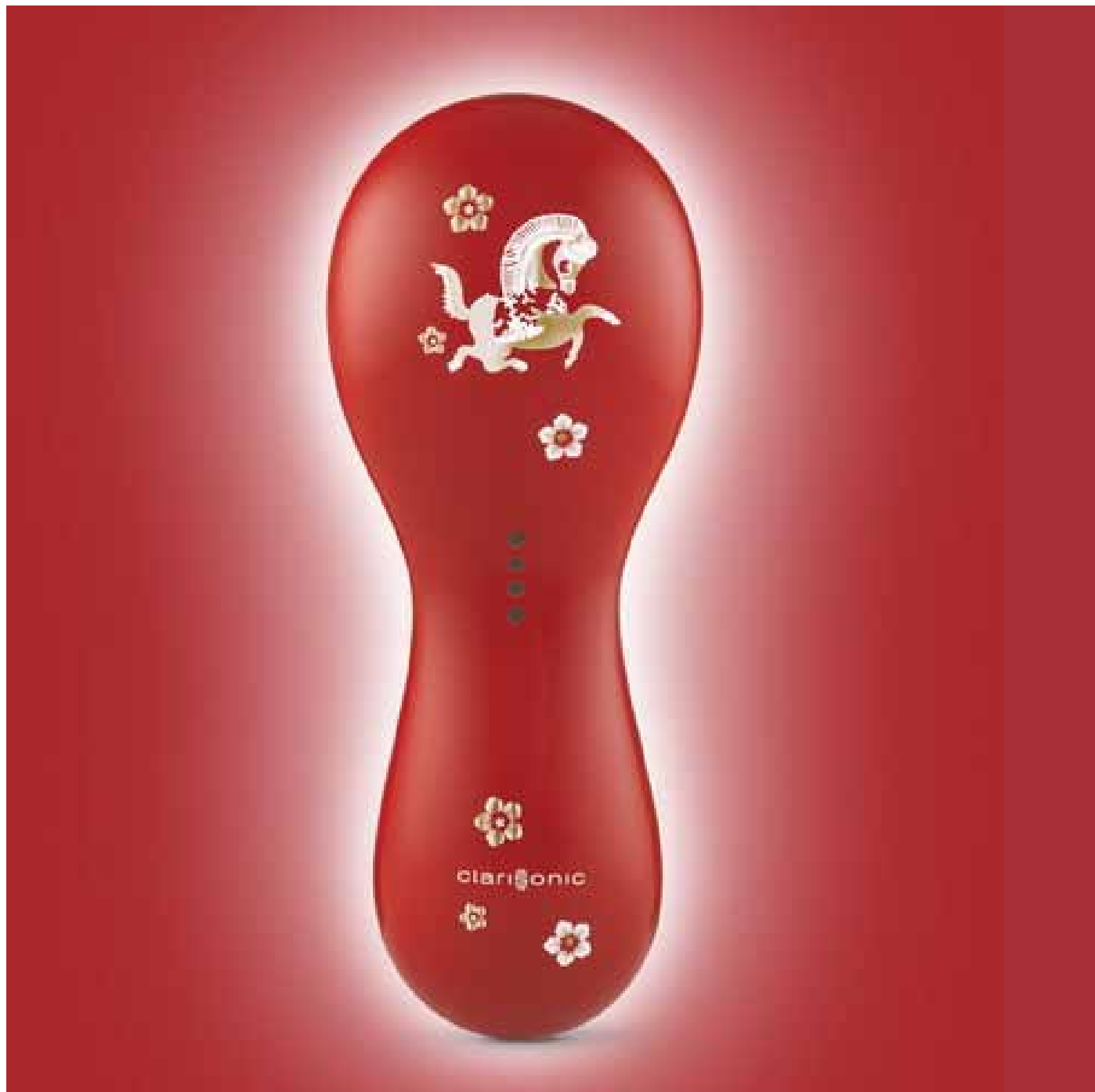
Creation of the Corporate, and Packing for the Cosmetic Solutions



18

Clarisonic

Creation of the decoration for the limited edition. YEAR OF THE HORSE



19



Cristal Jiu

Creation of the Brand , Naming, Logo.
Packings for the baijiu new brand.



20

Lighting Collection



21

Shanghai Yacht Club of the Bund

Creation of the Visual Identity



SHANGHAI YACHT CLUB



22

Waysherb

Creation of the whole VI system , product shapes and packagings



Clarins

Creation of the whole Visual Identity system , product shapes and packagings



Baccarat

Les contes d'ailleurs. Federico Restrepo has been chosen to invent a legend to create 3 fragrances for the most famous crystal maker of the world. His contribution was large inventing the names and concepts back grounds. Based on 3 legendary cultures as Egypt, Russia, and India the bottles are totally unique and are even today the most expensive perfumes sold in the world.



25

Enprani

Creation for the visual identity , products shapes and packagings



Pommery

Creation for the Corporate visual Identity, packagings and Art direction for the company



27

Lucia Iraci

Creation of the complete Visual Identity for this very unique place in Paris and Packagings



28

Burberry

Week End fragrance



29

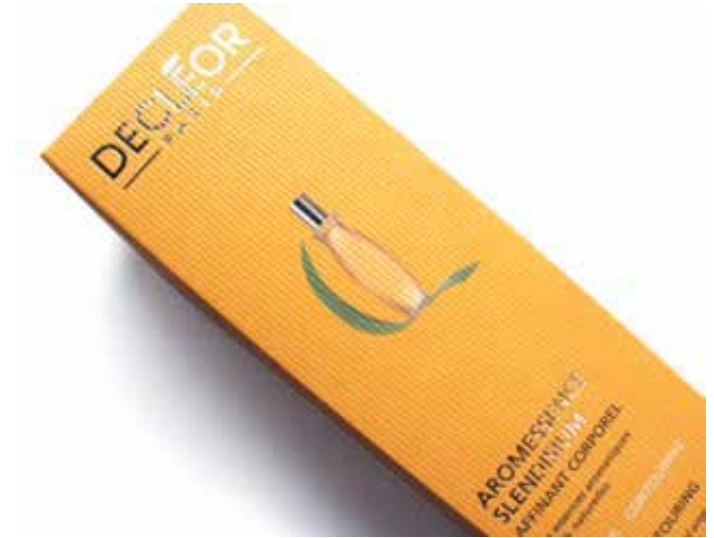
Decleor

Creation for the new Visual Identity ,
Packaging and Products



DECLÉOR

PARIS



30

Finlandia

Creation for the iconic bottle of Field 21



31

Caron

Creation of the institutionals bottles.
Restrepo has also create many fragrances
for the historical old house as Aimez moi,
Cologne



32

Remy Martin Louis XIII

Concepts and story telling, Packagings



33

Artisan Parfumeur

Complete design for the Brand. Bottles and Packagings





Nuxe

Complete design for the Brand, Corporate and Packagings



35

Lanvin

Eclat d'Arpege eau de parfum



36

Geodesis

Corporate design for this sensational Brand
.Scents from the Earth



37

Chaumet

Perfume for men for the Unique maison de
Joaillerie Chaumet



Kiotis

Corporate and Packagings for this aromatherapist Brand



39

Bucotherm

Packaging work for the Thermal water tooth paste



40

RE: NK

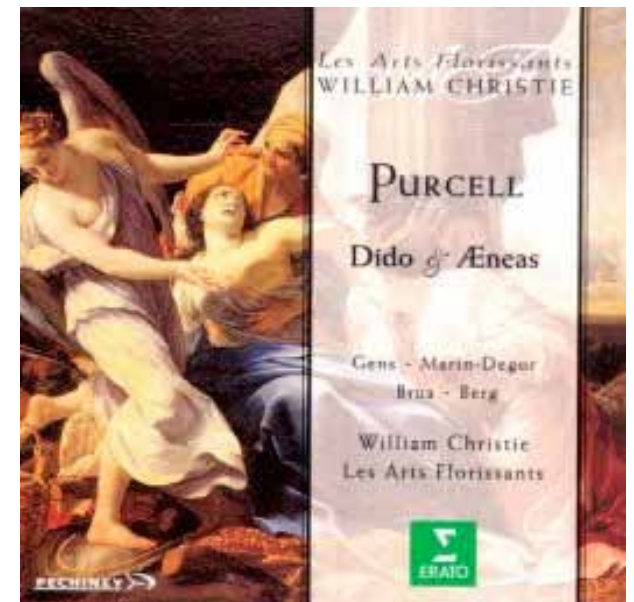
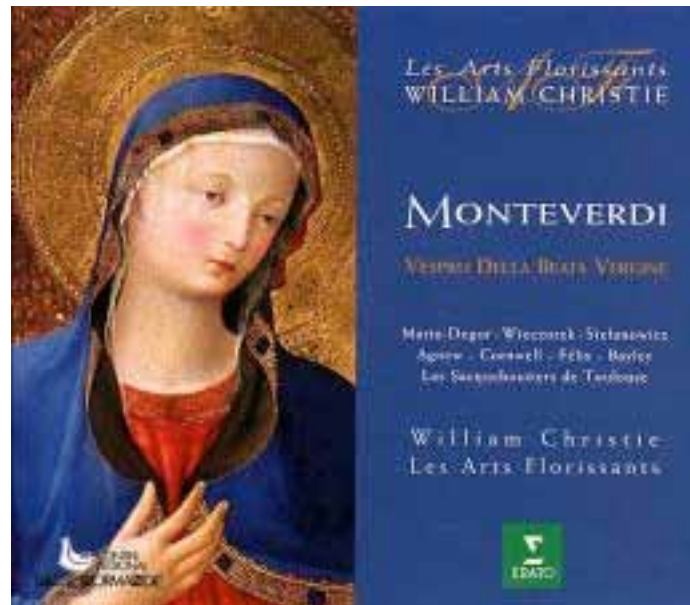
Packaging Shapes for this Men's line of Cosmetics.Korea



Les Arts Florissants WILLIAM CHRISTIE

William Christie

Corporate VI , and Record CD covers



Yves Rocher

Shapes for Pure Clamille , skincare line



Marc O'POLO

Packaging Shapes for this Men's women line of fragrances



44

Ex Nihilo Editions

Lighting creation Paper and Aluminium
Private collection



45

FERRARI Fragrance line

Fragrance Line



Benetton

Creation of the PARADISO INFERNO PERFUMES



47

Laura Ashley

Creation of the perfume, product shapes and packagings



48

Faberge

Creation of the iconic bottle for one of the most sold perfumes in the world



LIMITED series

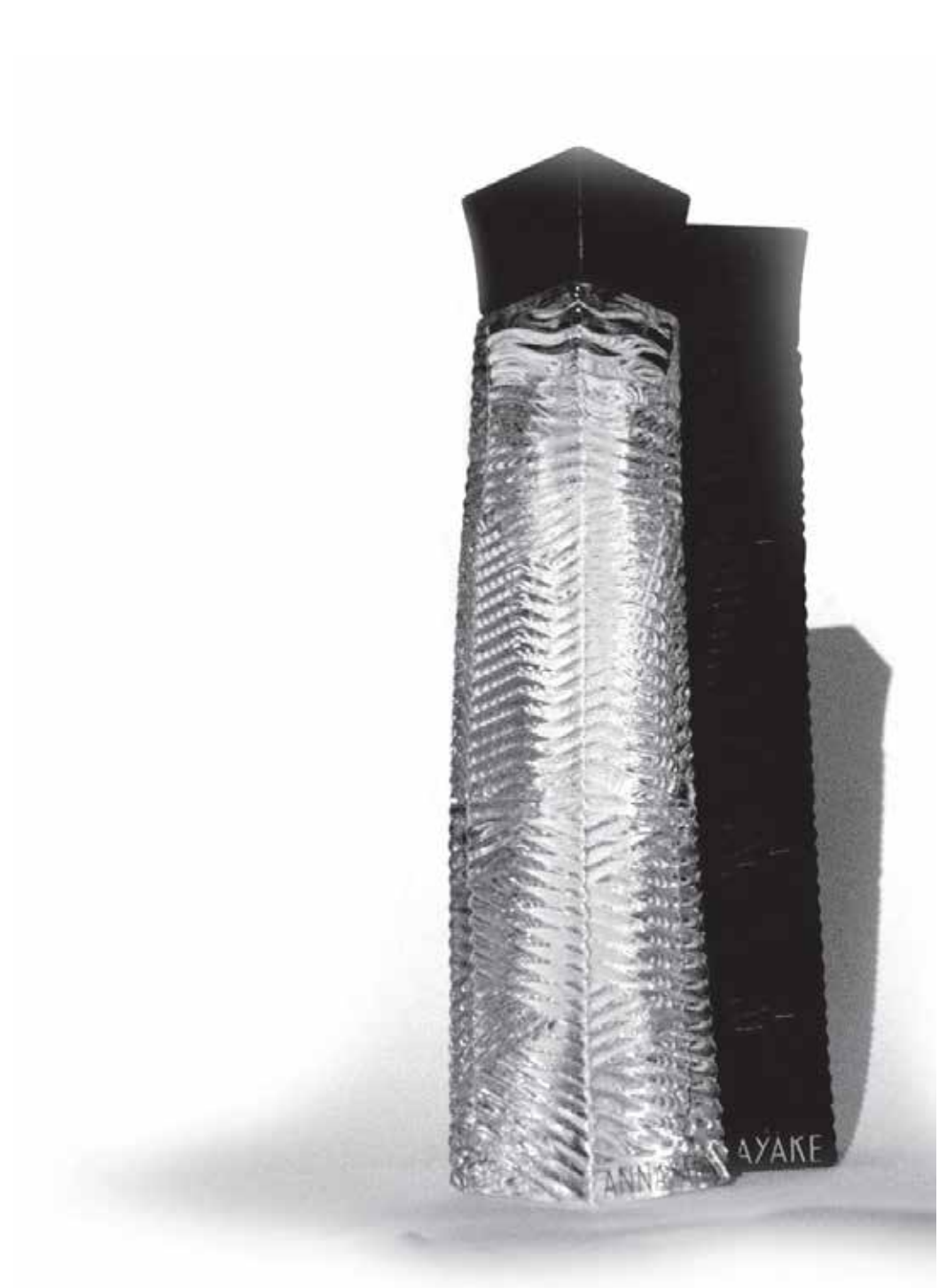
LesParfums Rares are very rare. They all have been produced by Restrepo each year as limited editions. The uniqueness of this is that Federico Restrepo invented a new way to communicate the knowHow of many actors of the Perfume industry. He involved more than a hundred companies on this adventure. All was done with no commercial purpose and on this it's absolutely amazing. Everyone participate for free in order to do a very special thing.



50

Annayake

Creation for, product shapes and packagings



51

Jacomo

Le parfumeur Creation of the perfume line packagings and shapes.



My Verified ID

Creation of the complete Visual identity for the company that built a system to control ID on the internet.

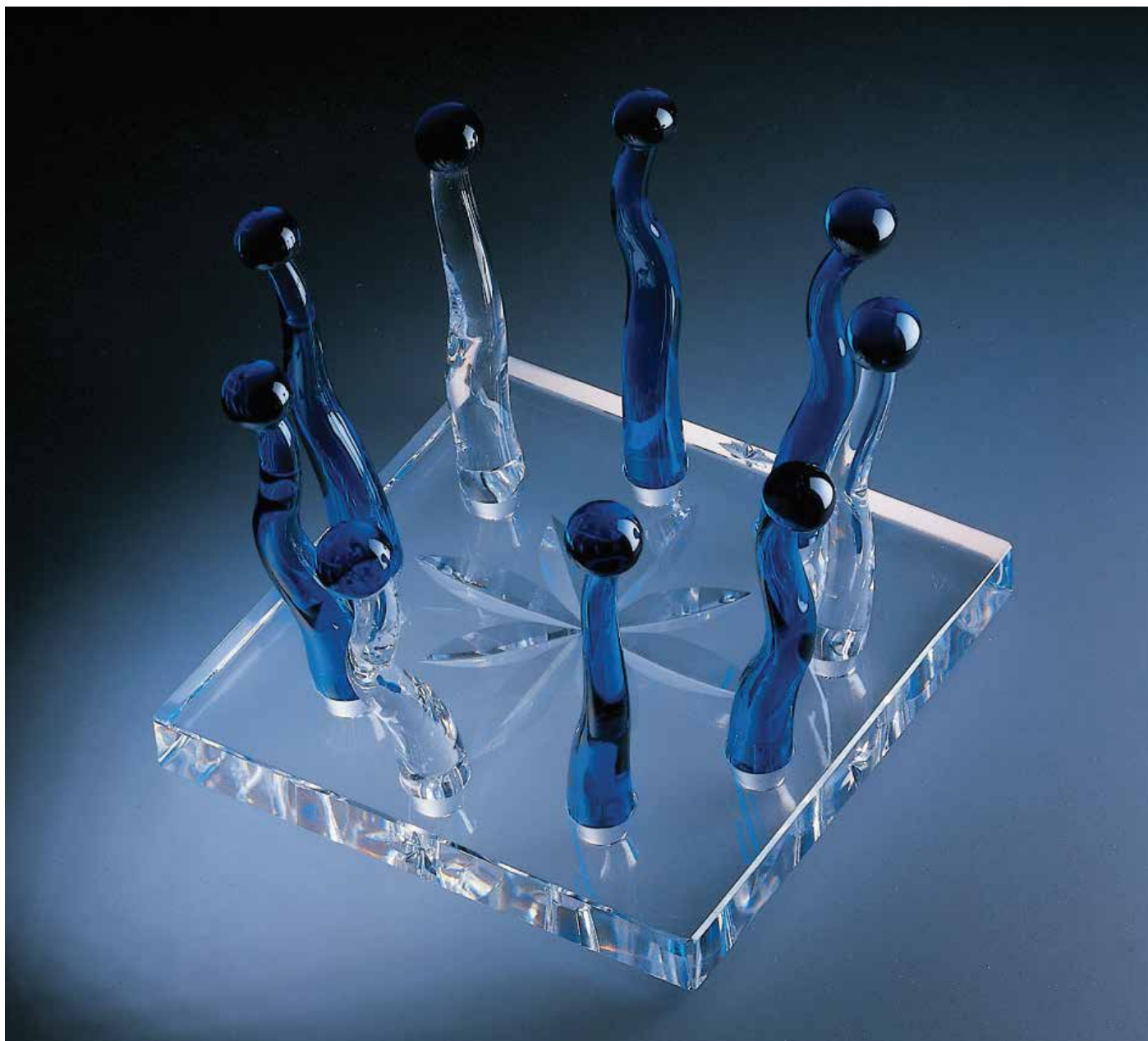


MY VERIFIED ID



St Louis

Creation of a Fruit container .express
comand by JL Dumas Hermes



La Bagagerie corporate

Visual identity



LA BAGAGERIE



55

PHYTOMER

Phytomer

Creation for the corporate identity and the packagings



56

Watson's

Toiletries



57

Maison Carita

Perfume bottles

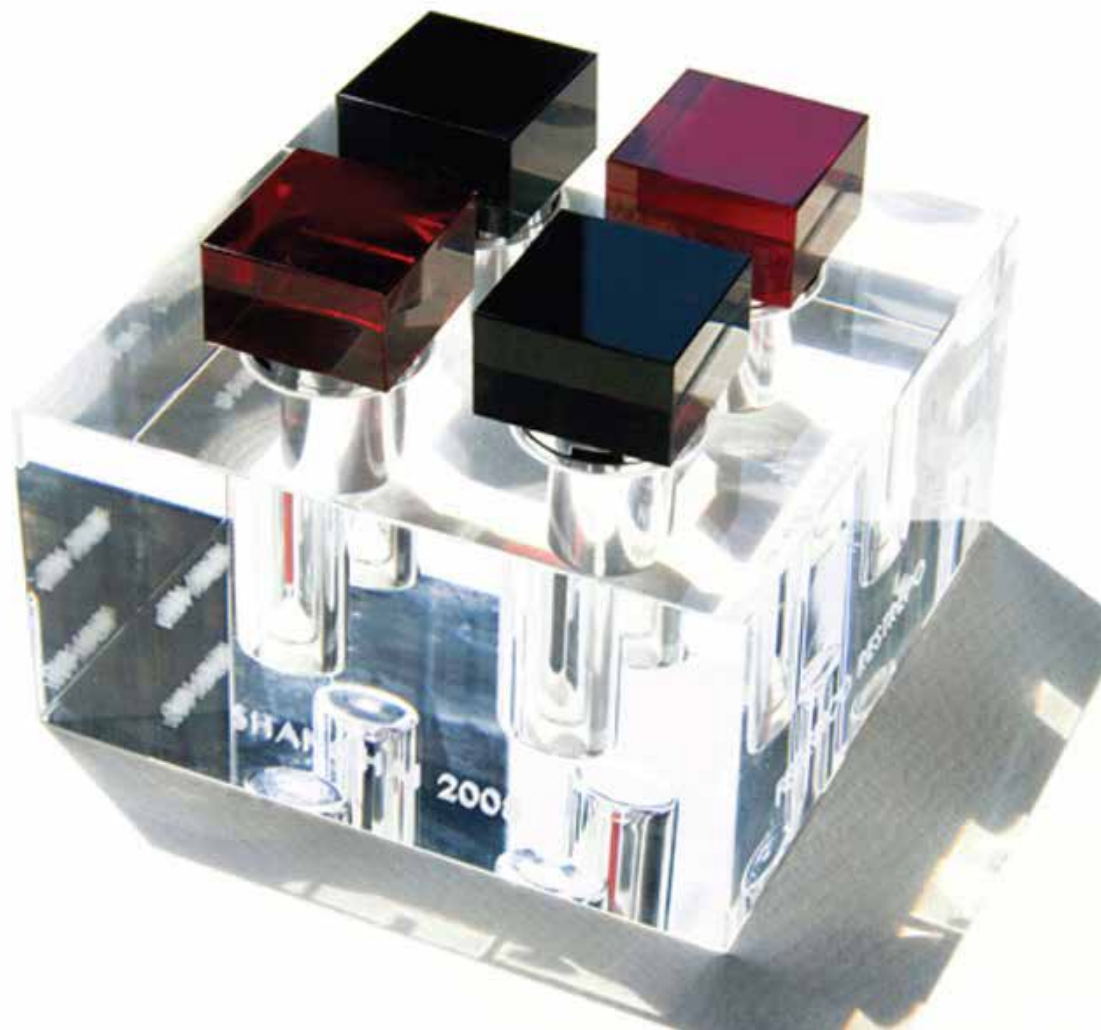


58

Limited Edition

Zhong Perfume

limited edition .Created for the International
Perfume Museum of Grasse



Monoprix

The sin's toileteries



60

Martell

Researches for an unique bottle of Cognac



61

JinYuan Lu Zhou

Creation of the corporate and web for the company



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D'orsay

Creation of the Bottles for this eternal Brand.



Parfum d'Orsay is a stylish and traditional French perfume house known for fine fragrances since 1830 - blending traditional and contemporary techniques to establish a unique range of perfumes and colognes.

Count Alfred d'Orsay (1801-1852) was a French-born dandy, said to be the “most fashionable man in the most fashionable circles in the most fashionable town in the world: London” (Last of the Dandies: The Scandalous Life and Escapades of Count d'Orsay, by Nick Foulkes). He dabbled in perfumery, and reputedly created a fragrance called “Eau de Bouquet”.

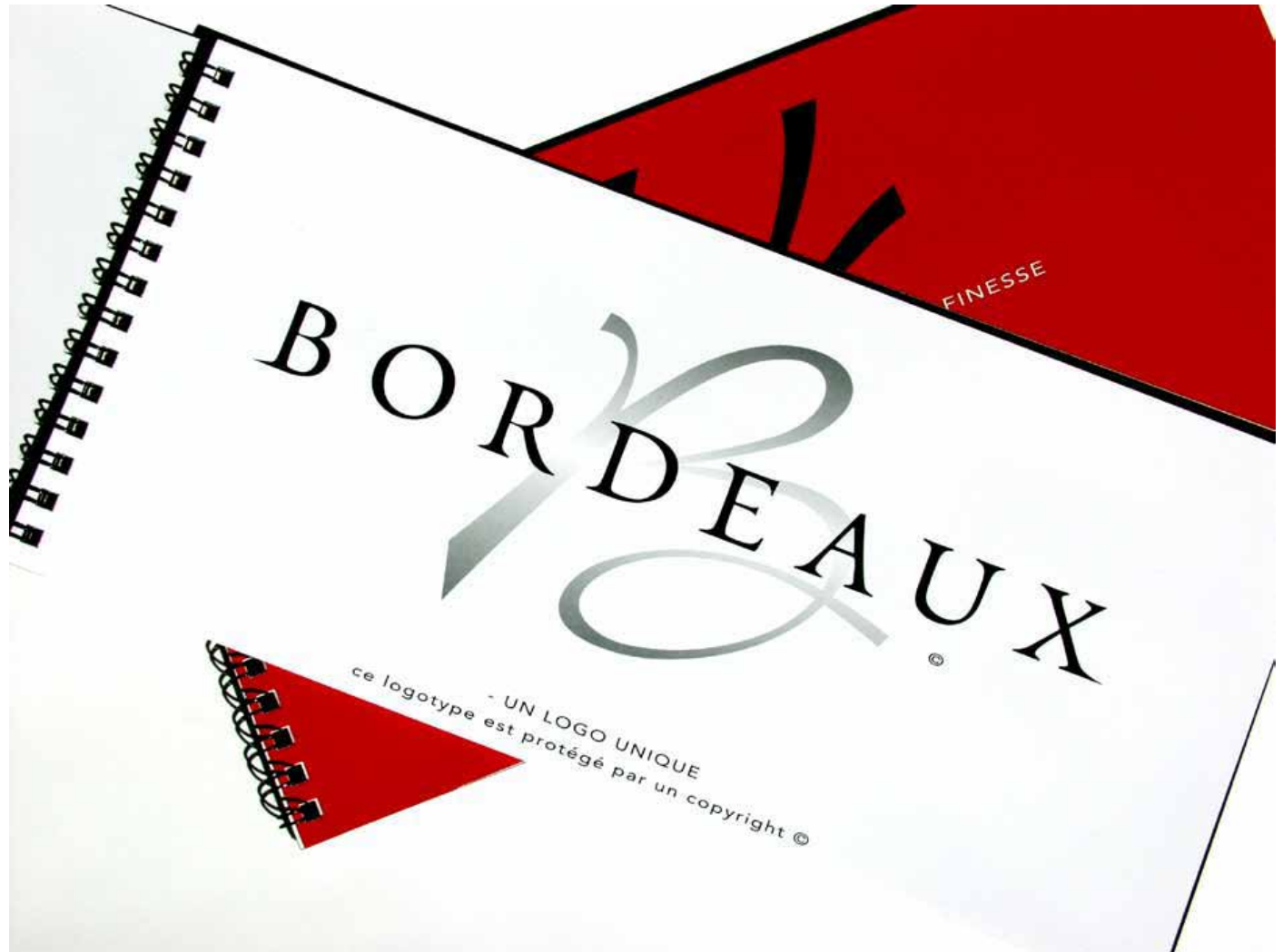
The Parfums d'Orsay line was established after his death and named in his honor. Various sources report the founding year as 1865, 1908 and even 1933; 1908 appears to be the most likely. Count D'Orsay's original “Eau de Bouquet” was reportedly “reworked” into the line's Etiquette Bleue fragrance. I do not know the detailed history of the line, but they were issuing new fragrances into the the 20th century, and the line was “revived” in 1995.



63

Bordeaux

Branding and Corporate for the AOC of France



Killer loop

Fragrance design for the Brand



65

IoPe

Make up Line , products shapes and packagings



Ileos

Creation of the completeVI , corporate for one of the leaders of the Packaging Industry



67

EX Nihilo

Hand craft Glass blown by Alain Guillot
Maitre Verrier



Delacre

Shape creation for the famous Brand Delacre from France



69

AFF

Corporate for the Gallery owned by C.Pouligo specialised in Video creations



70

Rose Beauty

Lancome in China.Reorganisation and new corporate line for the web



BEFORE



NEW DESIGN



71

Furniture

Zhong Line .created in Shanghai



72

Christian Lacroix

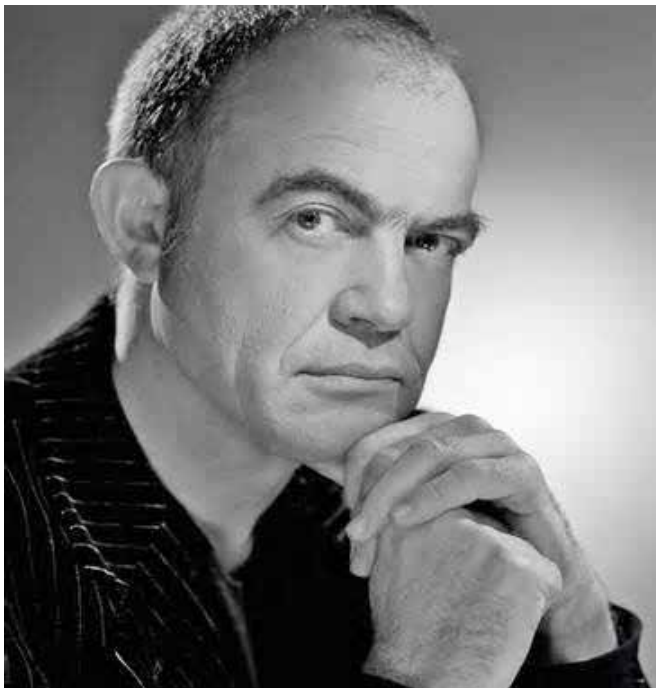
Perfumes Tumulte



73

Christian Lacroix

Perfumes ligne bazar



NGO association fkids

Corporate VI for the organisation.



75

MonBaoBao

Corporate VI Packaging products





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