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. The real need is Brains!
 That's why I have inaugurate the CLOUD CONCEPT CREATIVE STUDIO

Federico Art Director

About

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 Colo mbia, 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 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

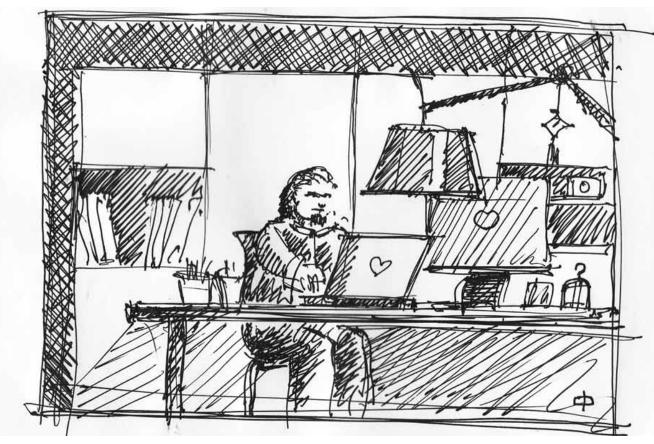
MARKETING & ANALYSIS Whether the project is on visual identity, volume development or graphic research, the first step of our work consist in the analysis of the values of the Brand, the competition environment and consumer tendencies. The final of the analysis allow us to establish a coherent and relevant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

FINALIZINa 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 Organisation : Join the Cloud

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,San paulo, London I did the choice now to work as project manager like an architect coordinating professional teams from Paris or Shanghai, London, New York, Sydney, HongKong, Taiwan or elsewhere...

The main strength of this way of working is due to my education in logic and philosophy, plus 30 years

in design, 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. This is the Cloud concept organisation.

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

Fields of experience

- Beauty
- Cosmetics Skin Care
- Perfume
- SPA & Health Care
- Make-up
- · Jewellery and Accessories
- Fashion
- Decoration
- Luxury Goods



Yun concept : The unique Cloud Creative network

INTERNATIONAL CREATIVE RESSOURCES

Because we do Bespoke Design Solutions, we pick up talents from different places of the world to build a genuine creative Solution. Every talent working on our Network is a senior in his field with minimum 10 Years of experience. For each project we buid a Unique team configured regarding the style,

team configured regarding t needs, budgets.





Sand River -Mongolian Cashmere

Creation of the Visual System , Packaging and Ads









Jean Paul Gaultier

02

Creation for Jean paul Gaultier. work acomplish with Mr Gaultier end 100 Degrés under the Artistic management by Chantal Ross





Paul Smith

Creationof the First Fragrance for the Designer





GOB - SkinCare Norway

Creationof the Corporate VI Packagings for this organical Cosmetic Brand.







Natures best secret for your skin

Cristal Vibe RAHEB

Labelling and Corporate VI for this Minearal water



Baron de Victoire

Brandy labelling and Decoration



FROZE-watermist

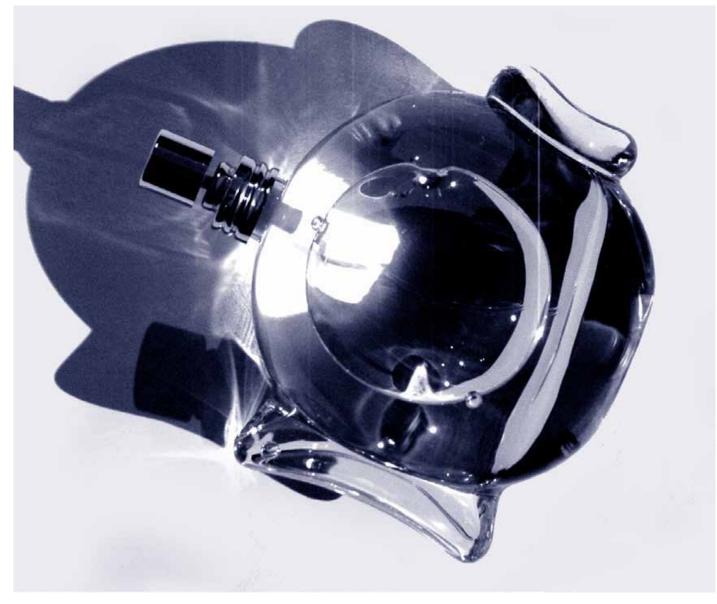
Creation for the Corporate VI products and packaging



Clio Blue

Creation for the Bottle of this authentic Brand of Silver Jewellery





Federico Restrepo

Jewellery creativity , watches.Limited series

www.frestrepo.com















Yves Rocher

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











New concept Watch Aquasphere



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Inoherb

Branding and Packaging organisation













S.T.Dupont

Creation of the complete writting tools collection Ellypsis





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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.

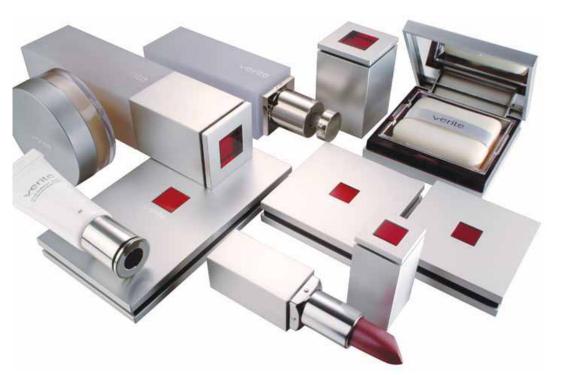
In 2000, TERRY finished her collaboration with Yves Saint Laurent in order to devote all her time to the

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.



Verite Amore Pacific Kr

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







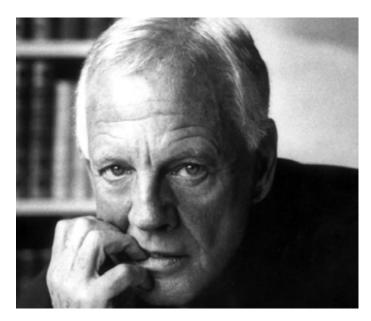






Azzaro

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

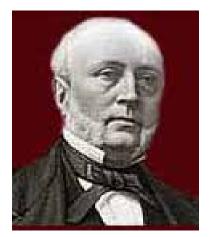






Ed.Pinaud

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



Champagne Marie Stuart

18

Creation of the whole VI system , and packagings





Heritage group Asia

Creation of the Visual System Naming Corporate











Alaskan Water

Creation of the Corporate , Packagings and Bottle



mountain water



bella Denere made in Italy

Bella Venere

Creation of the Corporate , Naming, Packings POS Material





Pluryal

Creation of the Corporate, and Packing for the Cosmetic Solutions

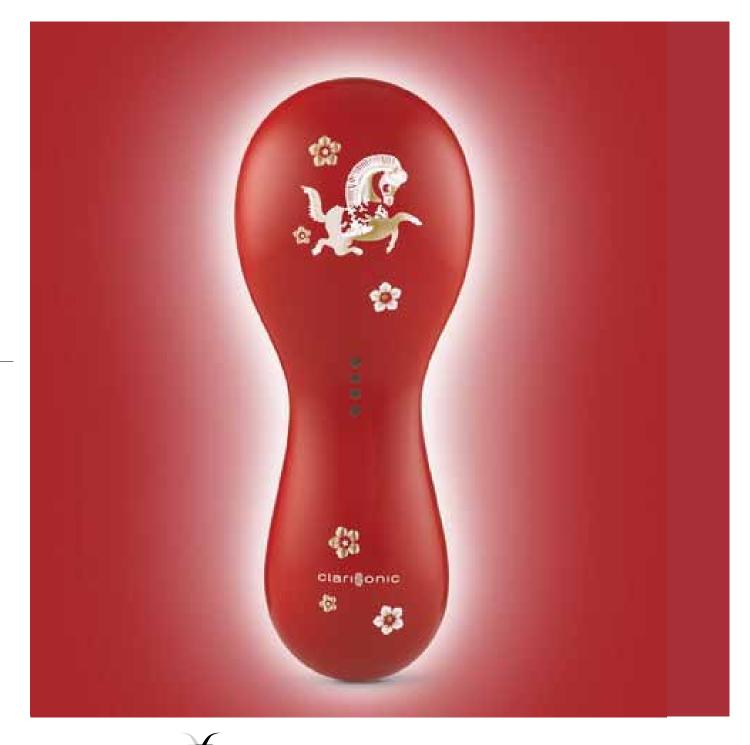




Clarisonic

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









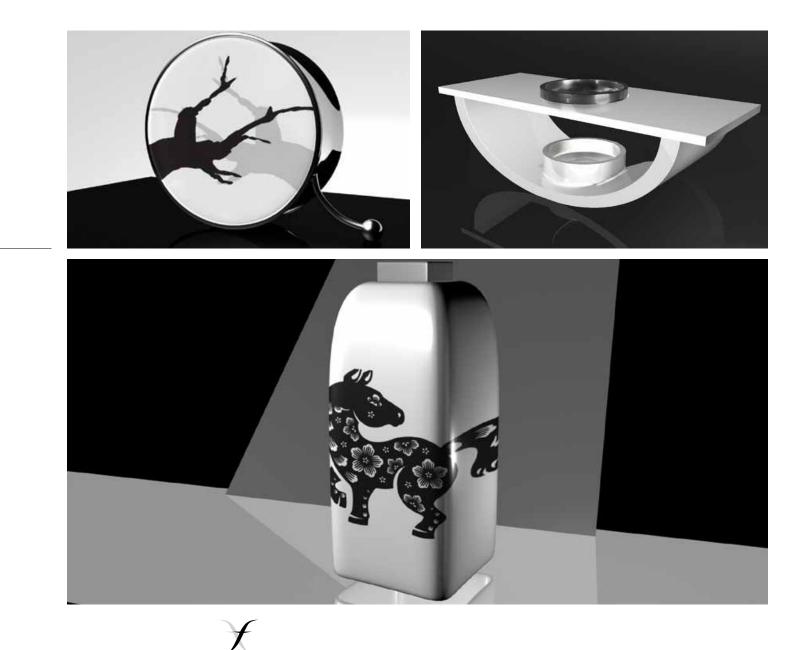
Cristal Jiu

Creation of the Brand , Naming, Logo. Packagings for the Baijiu new brand.









Lighting Collection

Shanghai Yacht Club of the Bund

Creation of the Visual Identity and all collaterals





SHANGHAI Yacht Club





Waysherb

Creation of the whole VI system , product shapes and packagings









Clarins

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





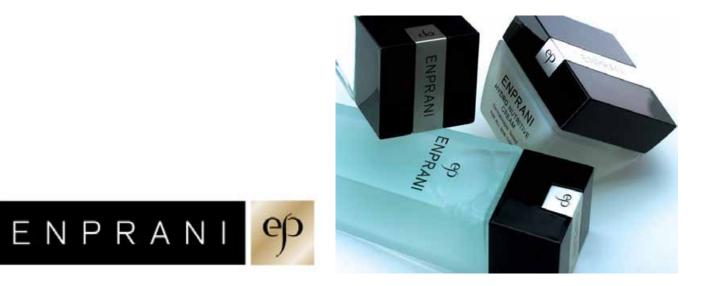


Baccarat

Les contes d'ailleurs.Federico Restrepo has be choosen to invent a legend to create 3 fragrances for the most famous cristal maker of the world.His contribution was large inventing the names and concepts back grounds.Based on 3 legendery cultures as egypt, Russia , and India the bottles are totally unic and are even today the most expensives perfumes sold in the world.









Creation for the visual identity , products shapes and packagings





Pommery

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









Lucia Iraci

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



ucia raci 300 0.40 Shampoo tonifian Reves d'Océans à l'huile essentielle de cardamone @ 200 ml - 6.8 fl.oz.

Burberry

Week End fragrance











Decleor

Creation for the new Visual Identity , Packaging and Products





DECLÉOR



Finlandia

Creation for the iconic bottle of Field 21



Caron

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











Remy Martin Louis XIII

Concepts and storry telling, Packagings







Artisan Parfumeur

Complete design for the Brand.Bottles and Packagings





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Nuxe

Complete design for the Brand.Corporate and Packagings



Lanvin

Eclat d'Arpege eau de parfum







Geodesis

Corporate design for this sensational Brand .Scents from the Earth





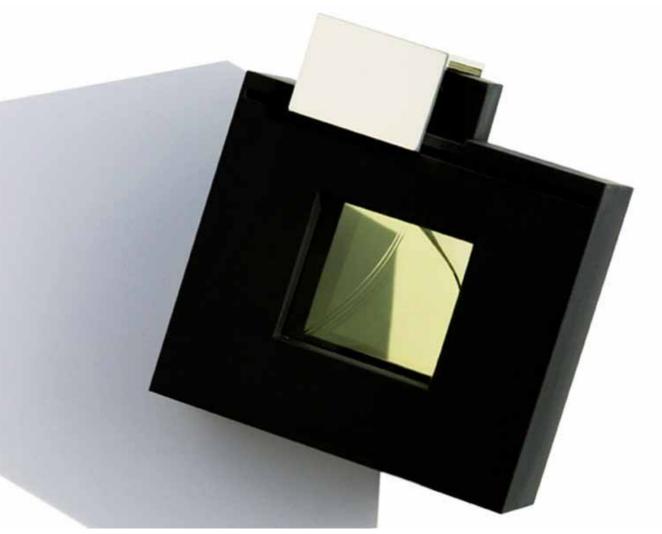




Chaumet

Perfume for men for the Unique maison de Joaillerie Chaumet











Kiotis

Corporate and Packagings for this aromatherapist Brand









Bucotherm

Packaging work fpr the Thermal water tooth paste





RE : NK

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



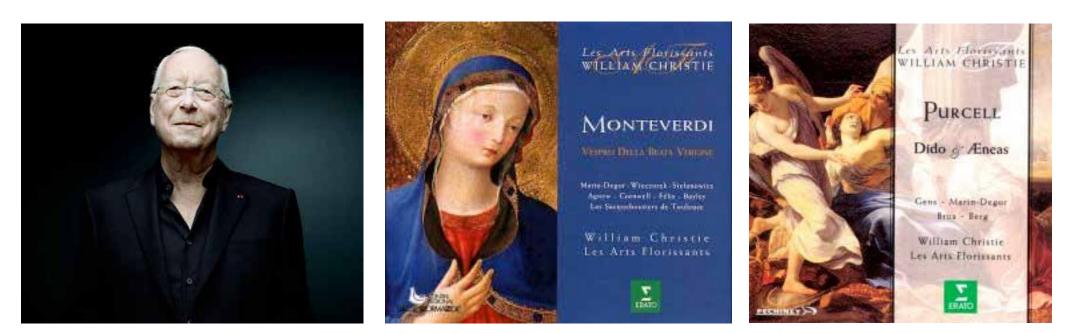




Les Arts Florissants WILLIAM CHRISTIE

William Christie

Corporate VI , and Record CD covers





Yves Rocher

Shapes forPure Clamille , skincare line







Marc O'POLO

Packaging Shapes for this Men's woment line of fragrances





Ex Nihilo Editions

Lighting creation Paper and Aluminium Private collection



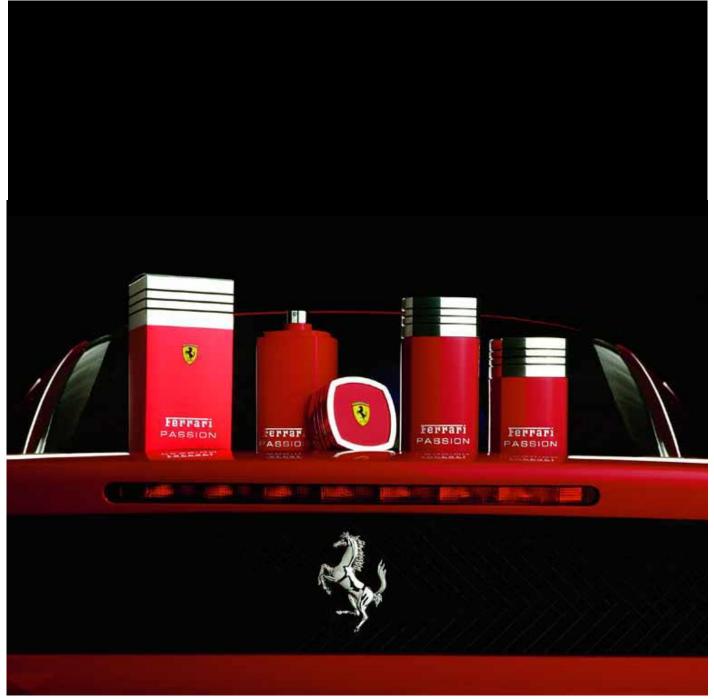


FERRARI Fragrance line

Fragrance Line







Benetton

Creation of the PARADISO INFERNO PERFUMES







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Laura Ashley

Creation of the perfume, product shapes and packagings







Faberge

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





LIMITED series

Les Parfums 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 comunicate the know How 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.



Annayake

Creation for, product shapes and packagings





Jacomo

Le parfumeur Creation of the perfume line packagings and shapes.



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My Verified ID

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





MYVERIFIEDID

St Louis

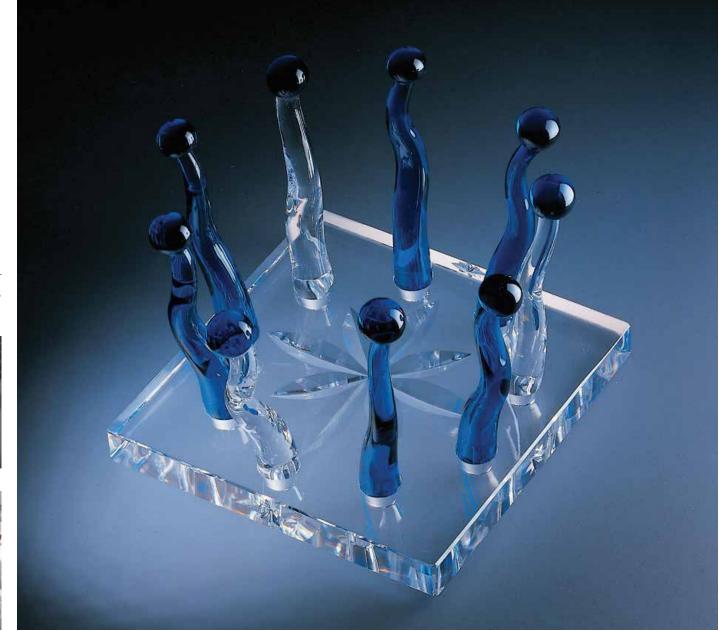
Creation of a Fruit container .express comand by JL Dumas Hermes













La Bagagerie corporate

Visual identity



LA BAGAGERIE



Phytomer

Creation for the corporate identity and the packagings





Watson's

Toileteries







Maison Carita

Perfume bottles





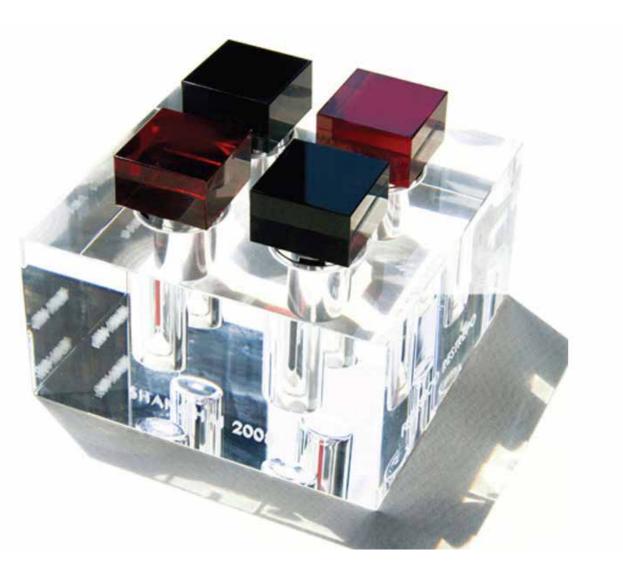


Zhong Perfume

limited edition .Created for the International Perfume Museum of Grasse



Unique piece





Monoprix

The sin's toileteries

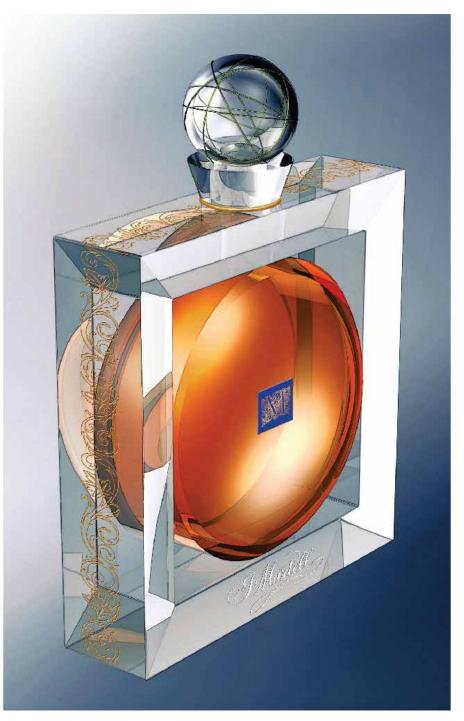




Martell

Researches for an unique bottle of Cognac



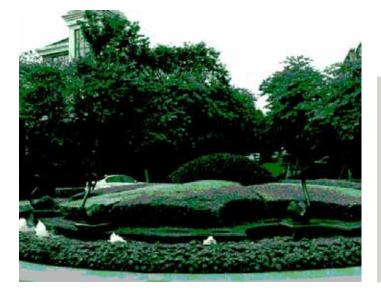






JinYuan Lu Zhou

Creation of the corporate and web for the company







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".

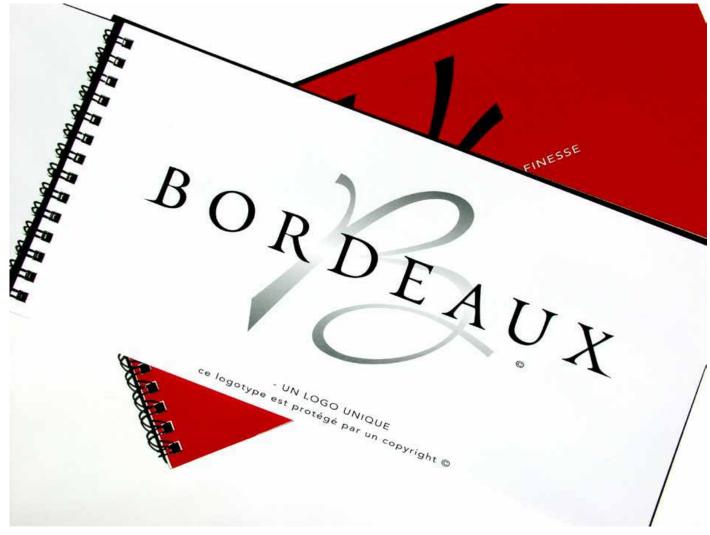
The Parfums d'Orsay line was established after his death and named in his honor. Various sources report the founding year as 1865, 1908 and even 1933; 1908 appears to be the most likely. Count D'Orsay's original "Eau de Bouquet" was reportedly "reworked" into the line's Etiquette Bleue fragrance. I do 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.



Bordeaux

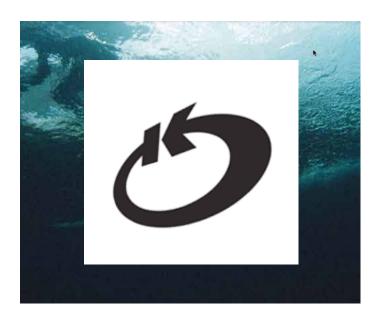
Branding and Corporate for the AOC of France





Killer loop

Fragrance design for the Brand





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Iope

Make up Line , products shapes and packagings





Ileos

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













 $\mathbf{72}$

EX Nihilo

Hand craft Glass blown by Alain Guillot ' Maitre Verrier





Delacre

Shape creation for the famous Brand Delacre from France









AFF

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





Rose Beauty Lancome

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



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VEW DESIGN

Furniture

Zhong Line .created in Shanghai



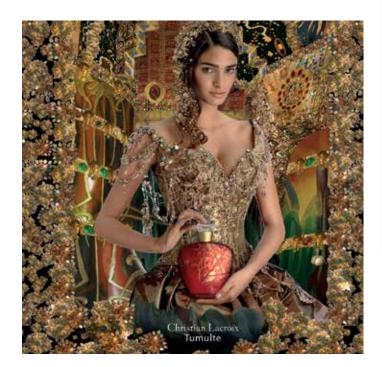






Christian Lacroix

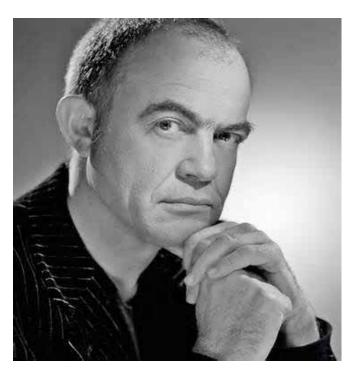
Perfumes Tumulte





Christian Lacroix

Perfumes ligne bazar





NGO association fkids

Corporate VI for the organisation.





MonBaoBao

Corporate VI Packaging Products

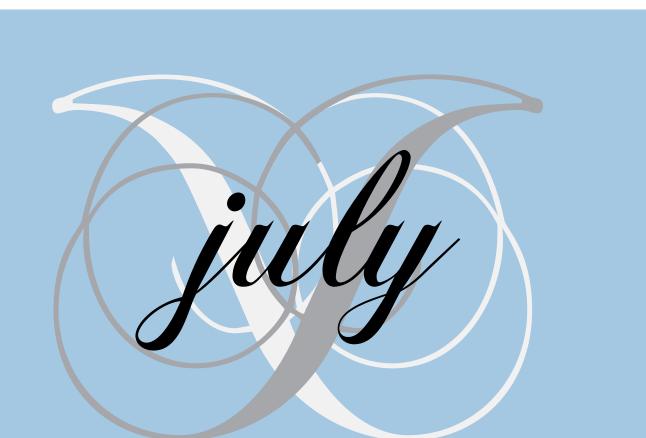




July of St Barth

Corporate VI for the Brand Photography





St.Barthelemy

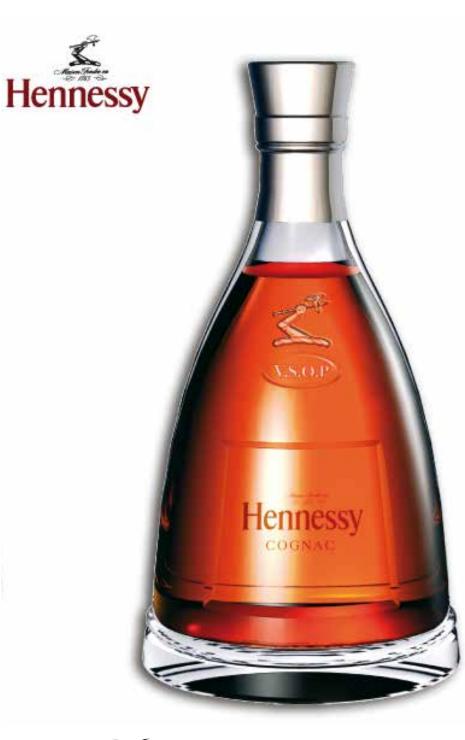


Hennessy Creation

Researches for the VSOP Bottle







Inoherb Prestige Line

Corporate VI for the Brand Photography





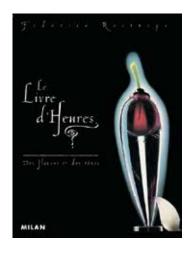




Dubai

Creation of the Visual System and the range of Perfumes



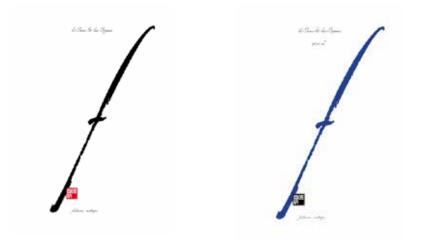






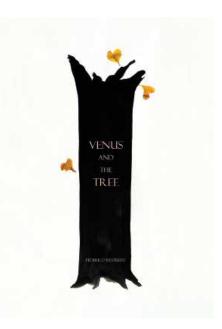
BOOKS

Federico Restrepo has wrote several Books. Poetry, Philosophy, Photography, Paintings All are not here









BOOKS









BOOKS



nosteoxis Li Mini Anecisti Indian Financo Antonaro





restrepo



Federico Restrepo

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