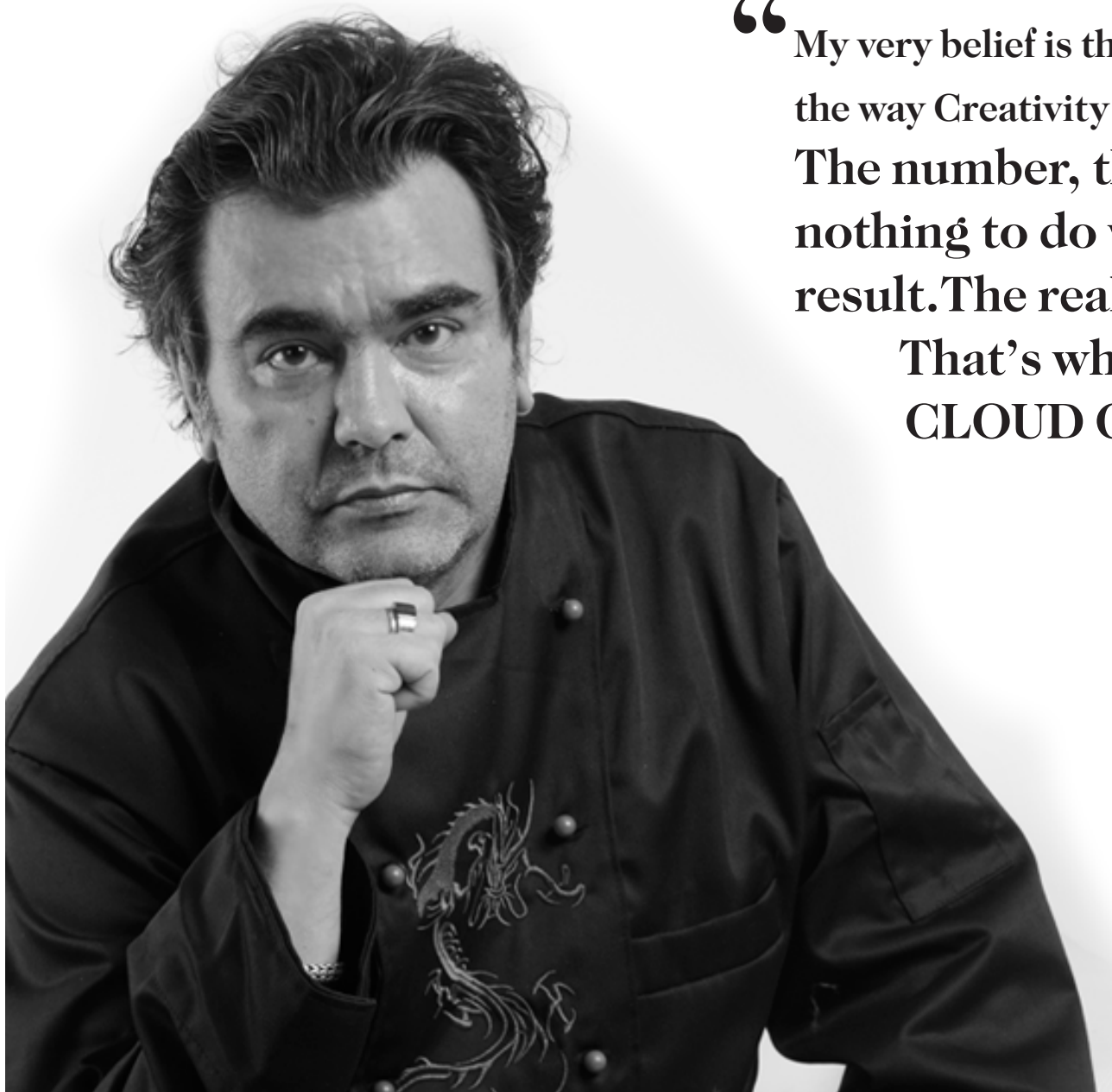


restrepo

Bespoke Design for Brands 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 Colombia, Spain, France, China 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

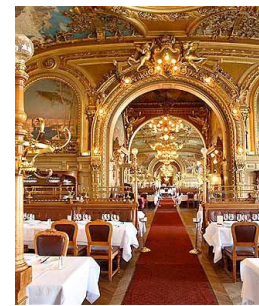
'Lampe d'or' ('Golden Light') by Philippe Starck. This first recognition from one of the most famous designer in the world will convinced Federico that design would be his road in life. For more than 20 years now, as Designer and Art Director, Designing packaging, logotypes, brand visual identity are 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

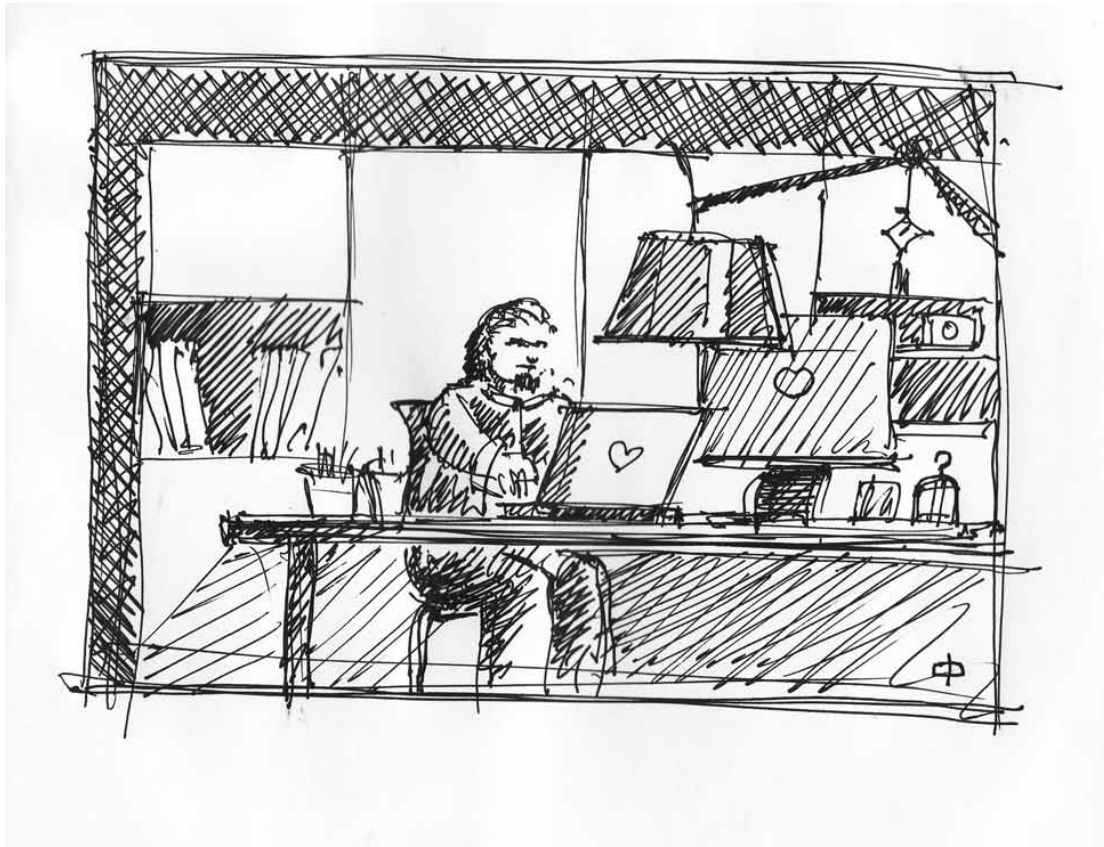
MARKETING & ANALYSIS Whether the project is on visual identity , volume development or graphic research the first step of our work consist in the analysis of the values of the Brand , the competition environment and consumer tendencies. The final of the analysis allow us to establish a coherent and relevant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

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

PRE-PRODUCTION AND INDUSTRIAL EXPERTISE



Fields of experience

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

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, creative, unique and successful Solution

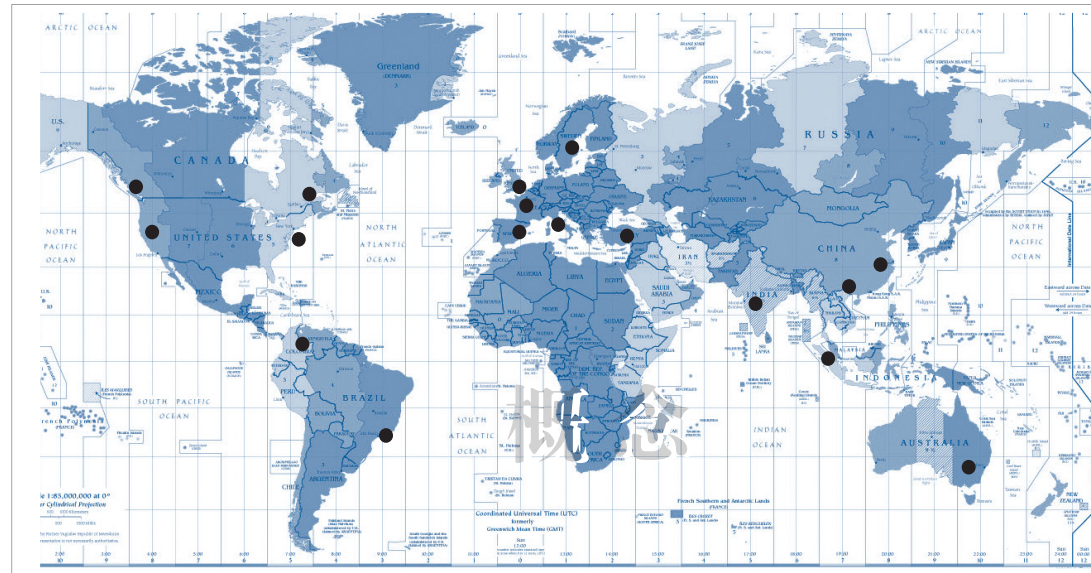


雲 概念

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 build a Unique team configured regarding the style, needs, budgets.



01

Sand River -Mongolian Cashmere

Creation of the Visual System , Packaging and Ads



02

AnimaVinci

Corporate VI, Packagings and Bottles for the Brand of Fragrances. Created by Nathalie Vinciguerra



03



ANIMAVINCI



05

BLEUNUIT STUDIO 



06

Chocomania

Corporate VI for a Swedish Brand and Coffee shop



07

Next Beauty Shanghai

Corporate VI for a distribution
cosmetic company



NEXT
beauty



08

Paul Smith

Creation of the First Fragrance
for the Designer



09

Jean Paul Gaultier

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



010

GOB - SkinCare Norway

Creation of the Corporate VI
Packagings for this organical
Cosmetic Brand.



GOB
skincare

Natures best secret for your skin



011

Cristal Vibe RAHEB

Labelling and Corporate VI
for this Mineral water



012

Baron de Victoire

Brandy labelling
and Decoration



013

FROZE-watermist

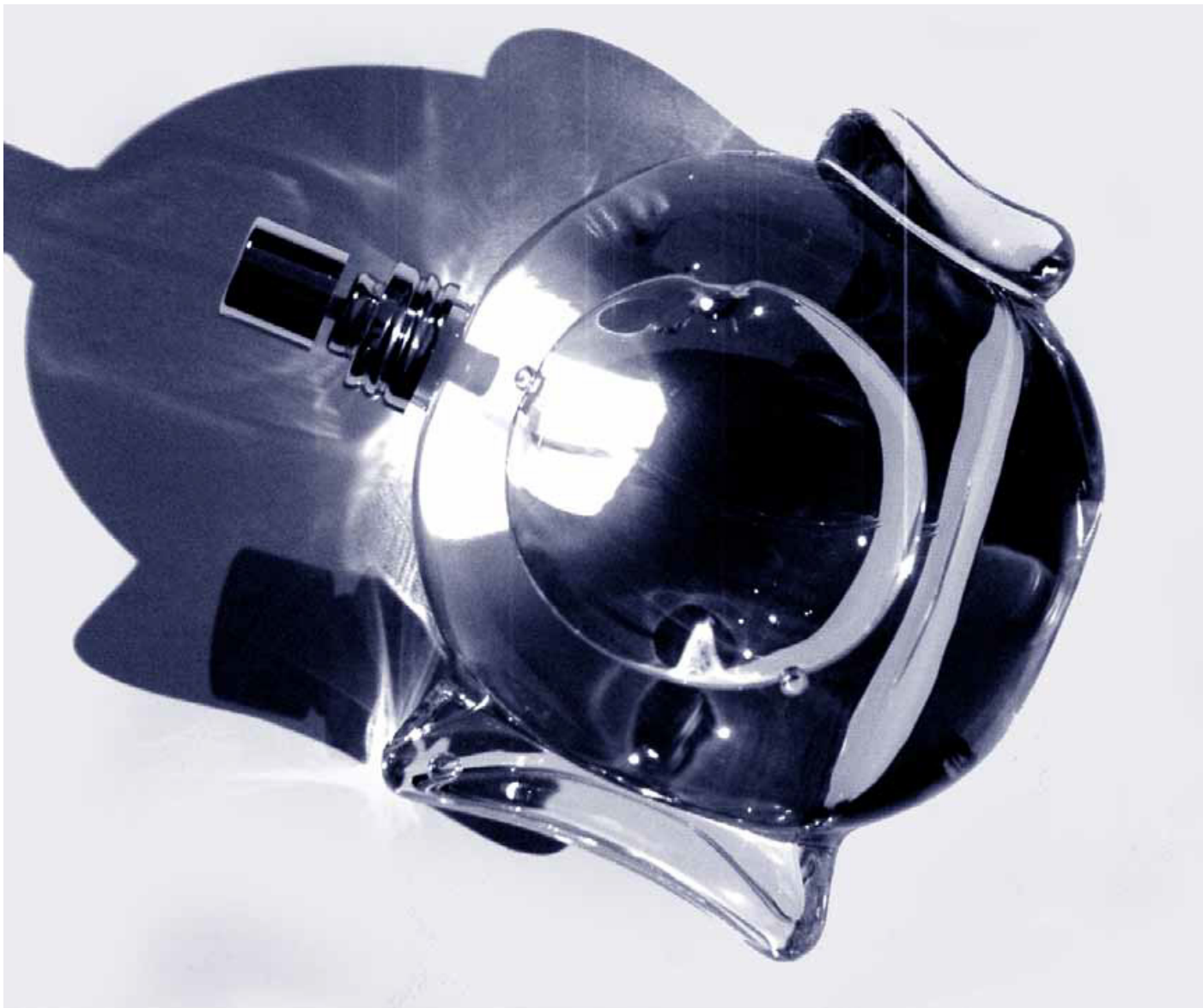
Creation for the Corporate VI
products and packaging



014

Clio Blue

Creation for the Bottle of this authentic Brand of Silver Jewellery



015

Federico Restrepo

Jewellery creativity , watches.Limited series

www.frestrepo.com



RESTREPO

THE REAL BEAUTY IS MOST OF ALL A QUESTION OF PERSONALITY

I AM UNIQUE AND YOU?

model : Chevrolet White gold Onyx

A promotional image for Restrepo featuring a bulldog sitting next to a ring. The text "I AM UNIQUE AND YOU?" is positioned above the bulldog. The Restrepo logo is in the top right corner, and the model name "model : Chevrolet White gold Onyx" is in the bottom right corner.

016

Yves Rocher

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



017

Technomarine

New concept Watch Aquasphere



018

Inoherb

Branding and Packaging organisation



019

S.T. Dupont

Creation of the complete writing tools collection Ellypsis



020



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

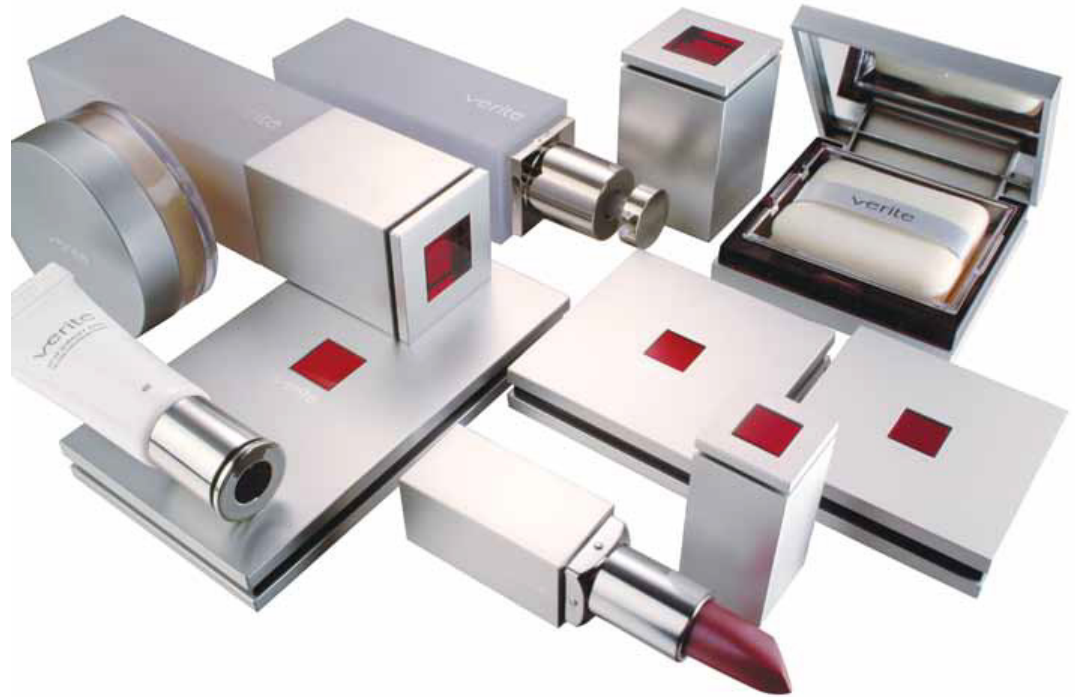
development of her own brand: BY TERRY. This line of makeup allows her to fully express her passions, her explorations, her infallible sense of women's needs. It is a novel beauty concept carrying her personal brand.



021

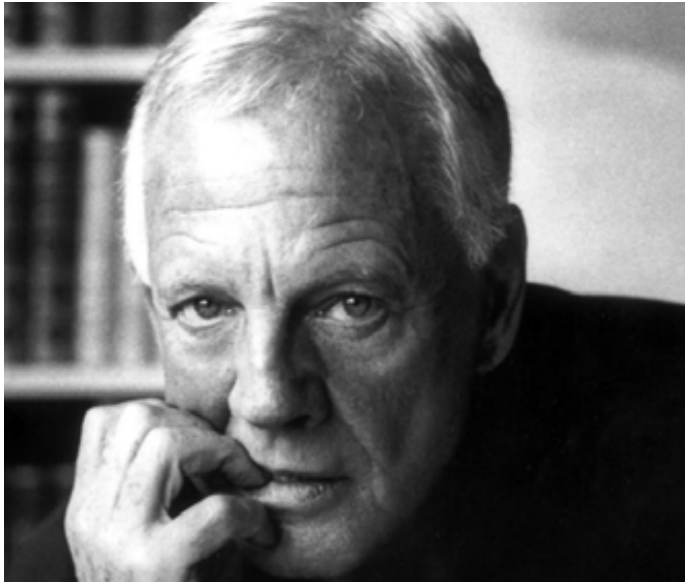
Verite Amore Pacific Kr

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



24

Champagne Marie Stuart

Creation of the whole VI system , and packagings



25

Heritage group Asia

Creation of the Visual System Naming Corporate



26

Alaskan Water

Creation of the Corporate , Packagings and Bottle

PURE
ALASKAN
mountain water



27

Bella Venere

Creation of the Corporate , Naming,
Packings POS Material




bella venere®
made in Italy



Ƶ

28

Pluryal

skincare®

Pluryal

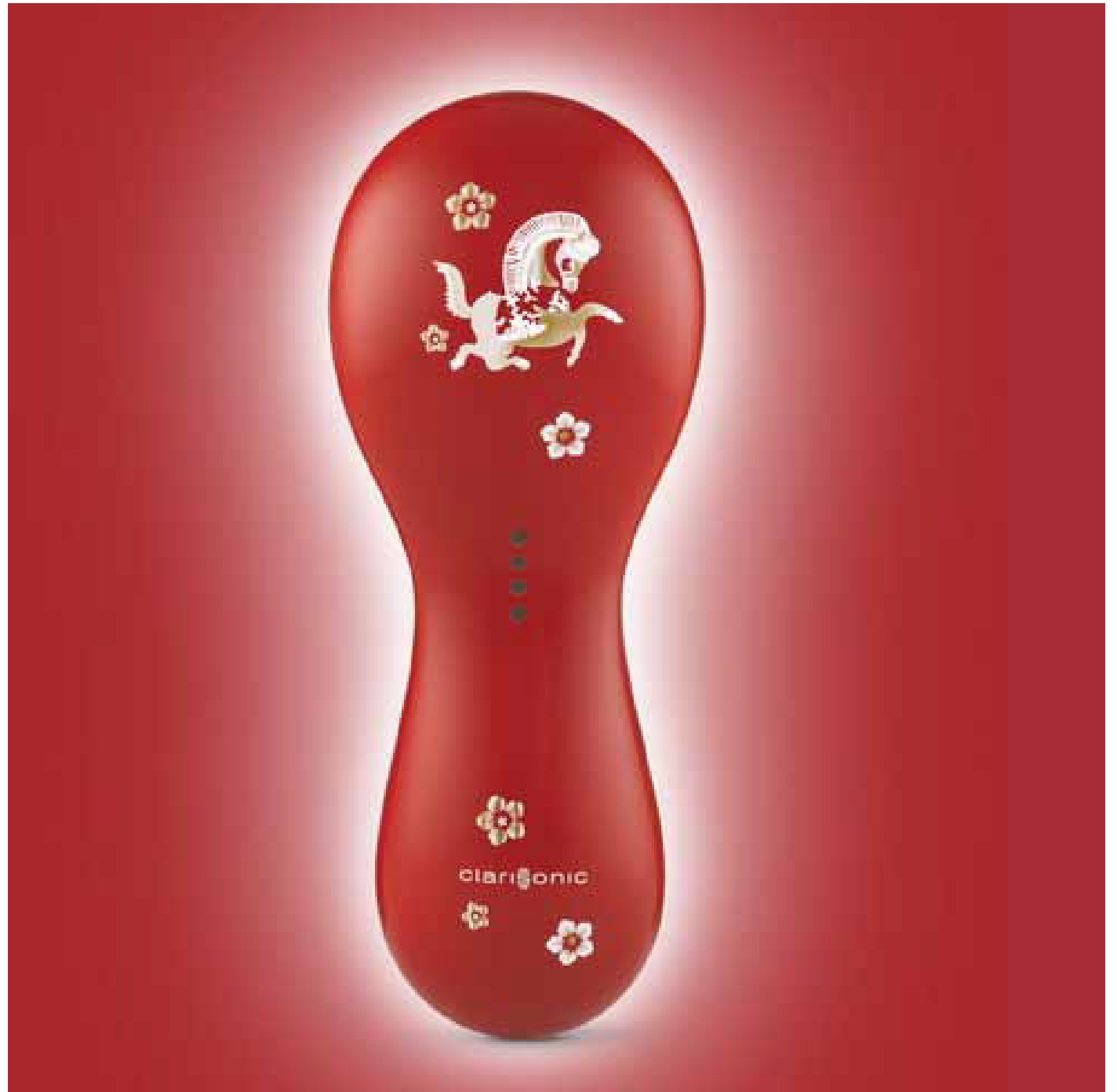
Creation of the Corporate, and Packing for the Cosmetic Solutions



29

Clarisonic

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



30



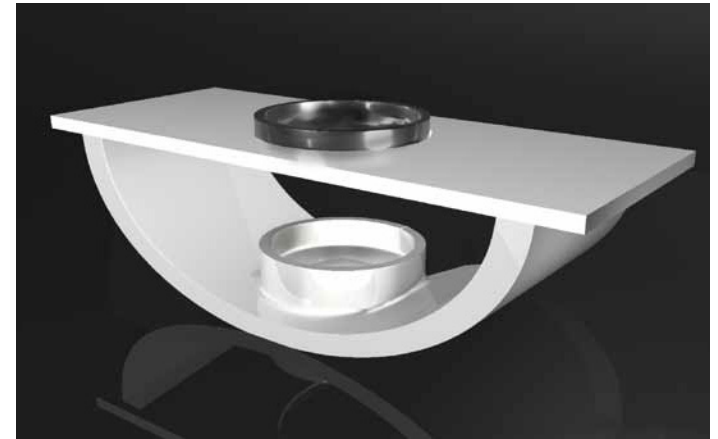
Cristal Jiu

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



31

Lighting Collection



32

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 been chosen to invent a legend to create 3 fragrances for the most famous crystal maker of the world. His contribution was large in 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.



36

Enprani

Creation for the visual identity , products shapes and packagings



Pommery

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





Lucia Iraci

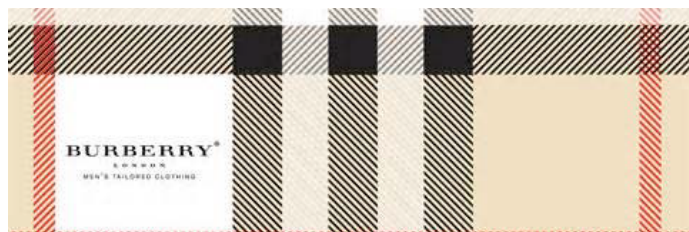
Creation of the complete Visual Identity for this very unique place in Paris and Packagings



39

Burberry

Week End fragrance



40

Decleor

Creation for the new Visual Identity ,
Packaging and Products



DECLÉOR

PARIS



41

Finlandia

Creation for the iconic bottle of Field 21



42

Caron

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



43

Remy Martin Louis XIII

Concepts and story telling, Packagings



44

Artisan Parfumeur

Complete design for the Brand. Bottles and Packagings



45



Nuxe

Complete design for the Brand, Corporate and Packagings



46

Lanvin

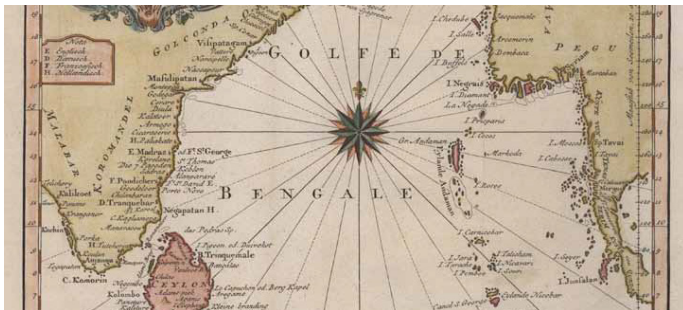
Eclat d'Arpege eau de parfum



47

Geodesis

Corporate design for this sensational Brand
.Scents from the Earth



48

Chaumet

Perfume for men for the Unique maison de
Joaillerie Chaumet





Kiotis

Corporate and Packagings for this aromatherapist Brand



50

Bucotherm

Packaging work for the Thermal water tooth paste



51

RE: NK

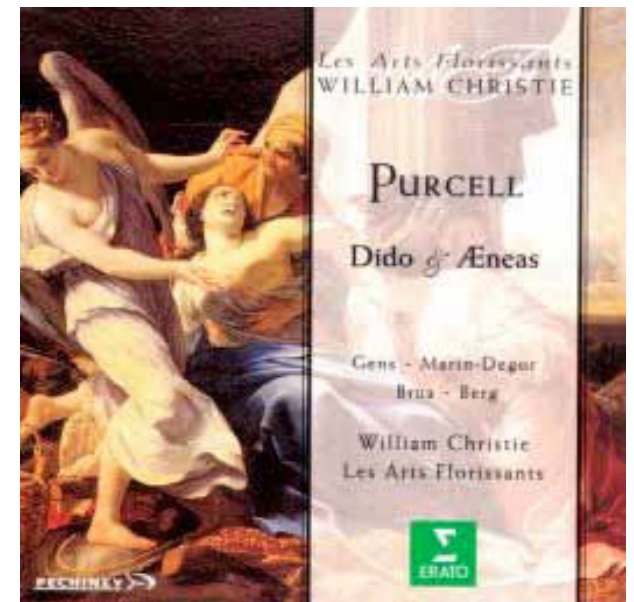
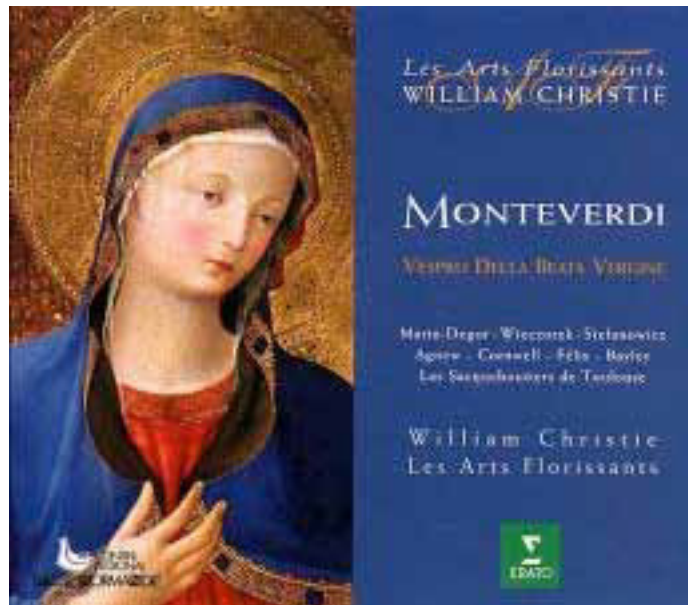
Packaging Shapes for this Men's line of Cosmetics.Korea



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



55

Ex Nihilo Editions

Lighting creation Paper and Aluminium
Private collection



56

FERRARI Fragrance line

Fragrance Line



57

Benetton

Creation of the PARADISO INFERNO
PERFUMES



58

Laura Ashley

Creation of the perfume, product shapes and packagings



59

Faberge

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



60

LIMITED series

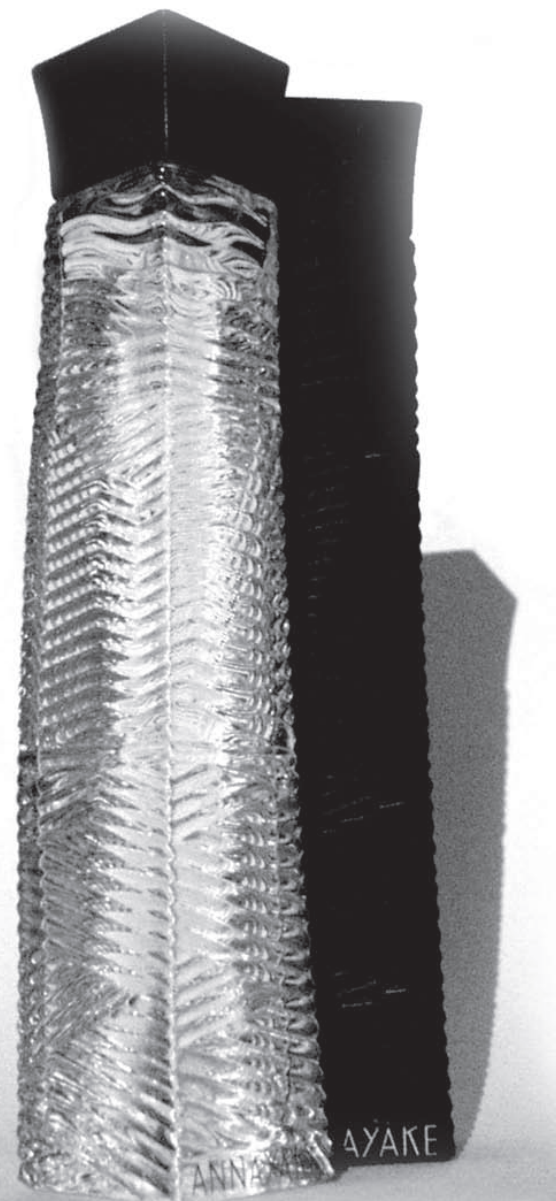
Les Parfums Rares are very rare. They all have been produced by Restrepo each year as limited editions. The uniqueness of this is that Federico Restrepo invented a new way to communicate the knowHow of many actors of the Perfume industry. He involved more than a hundred companies on this adventure. All 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.



61

Annayake

Creation for, product shapes and packagings



62

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



65

La Bagagerie corporate

Visual identity



LA BAGAGERIE



66

PHYTOMER

Phytomer

Creation for the corporate identity and the packagings



67

Watson's

Toileteries



68

Maison Carita

Perfume bottles

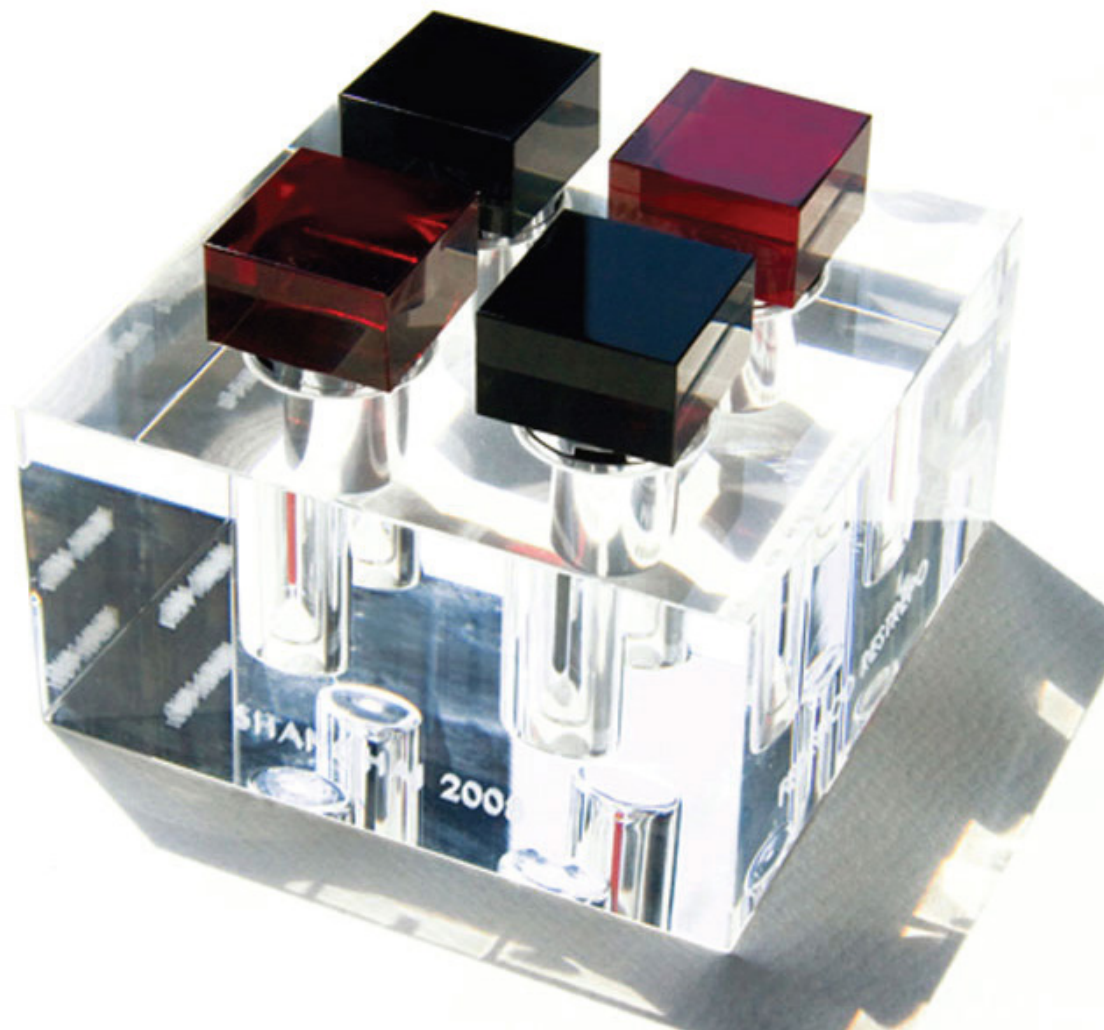


69

Unique piece

Zhong Perfume

limited edition .Created for the International
Perfume Museum of Grasse



70

Monoprix

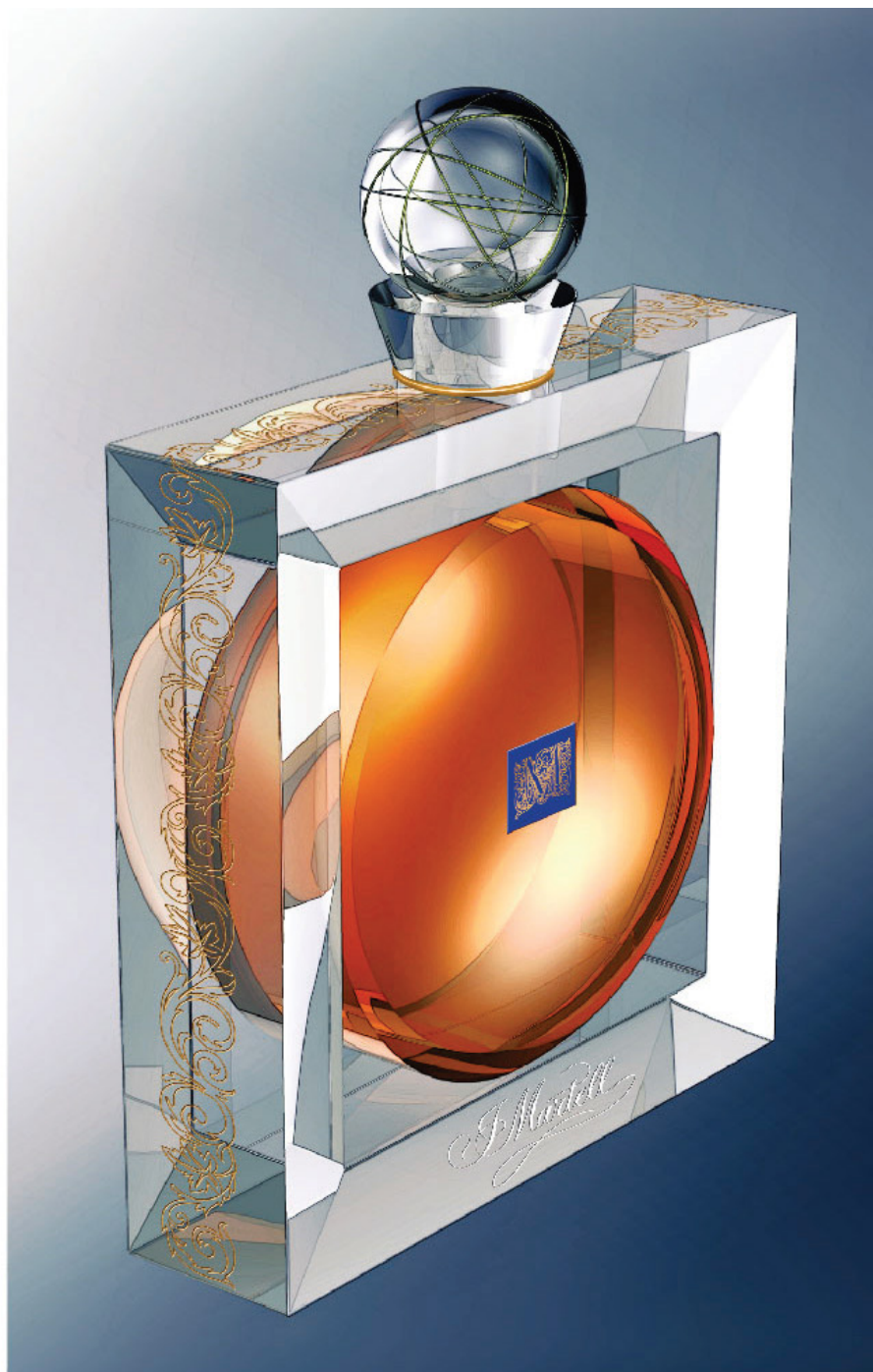
The sin's toileteries



71

Martell

Researches for an unique bottle of Cognac



JinYuan Lu Zhou

Creation of the corporate and web for the company



富邦园林工程集团北京公司 北京金元绿洲园林工程公司



email: 邮箱: jinyuanlvzhou@126.com
手机: 185 0025 7760
北京市朝阳区朝阳路锐城国际2206室
电话: (010)85725654 传真

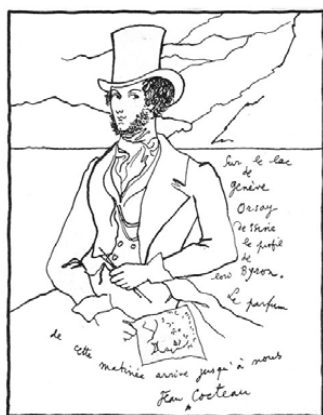
www.jy-lv.com



73

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.

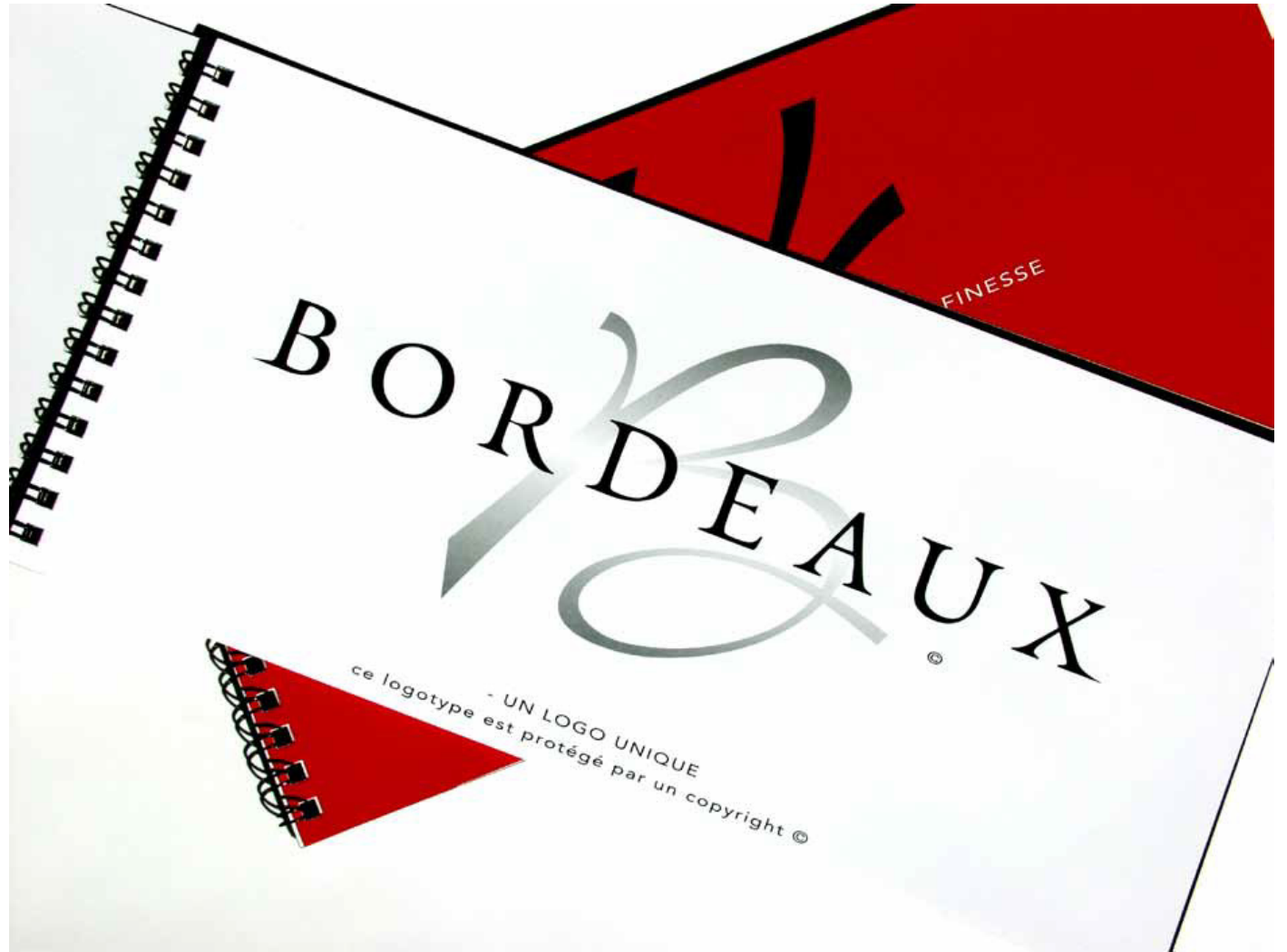
Count Alfred d'Orsay (1801-1852) was a French-born dandy, said to be the "most fashionable man in the most fashionable circles in the most fashionable town in the world: London" (Last of the Dandies: The Scandalous Life and Escapades of Count d'Orsay, by Nick Foulkes). He dabbled in perfumery, and reputedly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



75

Killer loop

Fragrance design for the Brand



76

lope

Make up Line , products shapes and packagings



Ileos

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



78

EX Nihilo

Hand craft Glass blown by Alain Guillot
Maitre Verrier



79

Delacre

Shape creation for the famous Brand Delacre from France



80

AFF

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

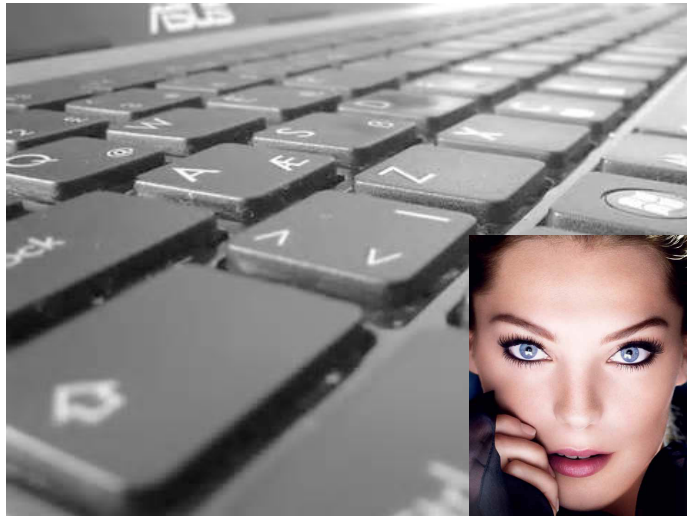


HOME PROGRAM AVIFF CANNES FILM MEDIA ABOUT WHAT'S HOT CONTACT VOD



Rose Beauty Lancome

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



BEFORE



NEW DESIGN



82

Furniture

Zhong Line .created in Shanghai



83

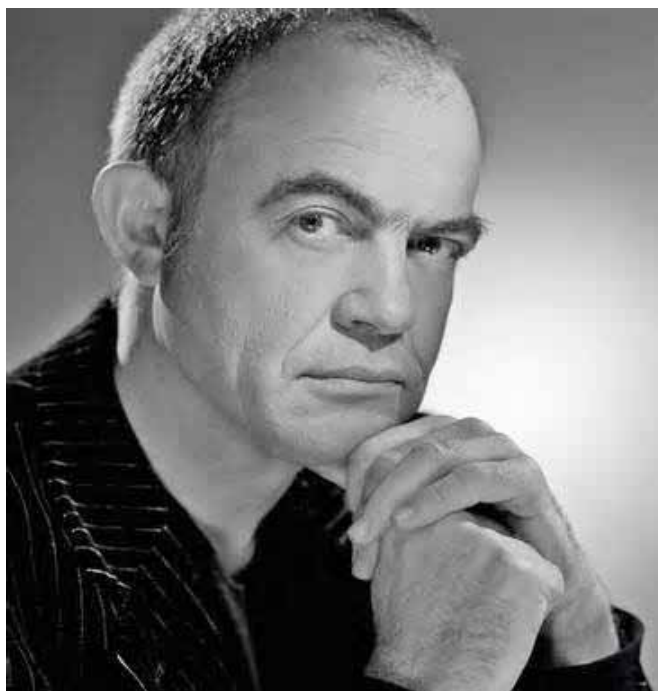
Christian Lacroix

Perfumes Tumulte



Christian Lacroix

Perfumes ligne bazar



85

NGO association fkids

Corporate VI for the organisation.



MonBaoBao

Corporate VI Packaging Products



87

July of St Barth

Corporate VI for the Brand Photography



88



Hennessy Creation

Researches for the VSOP Bottle



Inoherb Prestige Line

Corporate VI for the Brand Photography



90



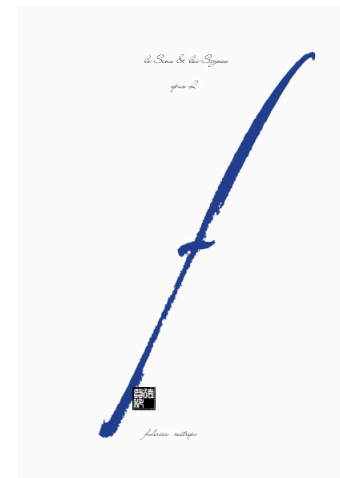
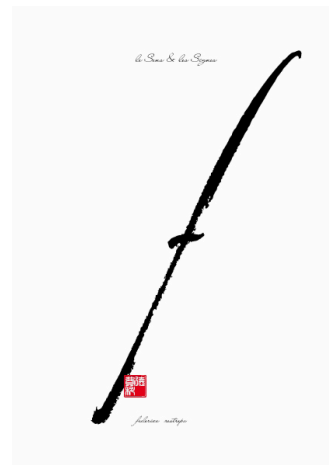
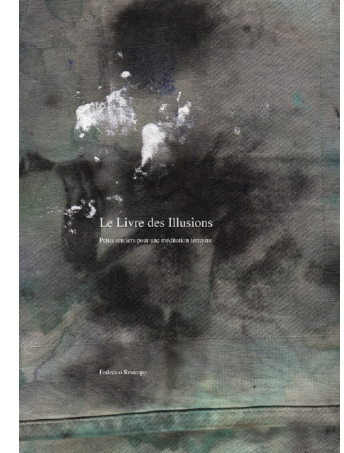
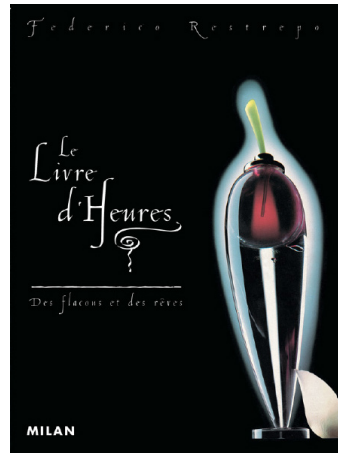
Dubai

Creation of the Visual System and the range of Perfumes



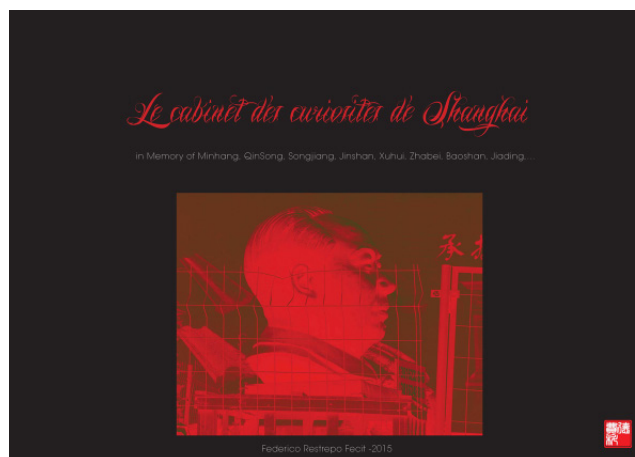
BOOKS

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

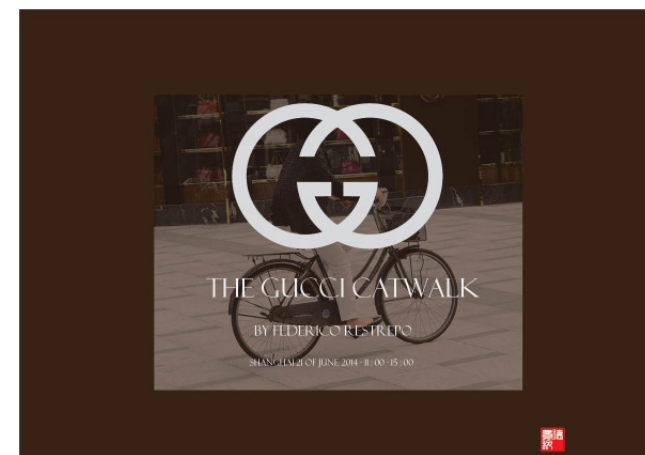
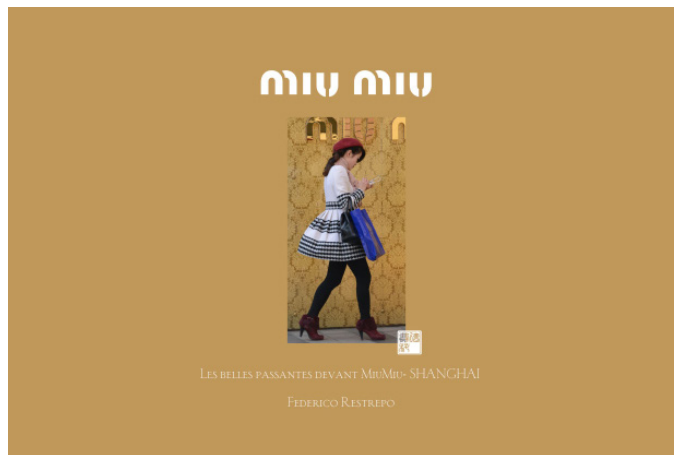


92

BOOKS



BOOKS



Dans le cadre de la refonte des marques propres Prisunic en Hygiène Beauté, j'ai fait appel à Federico. Grâce à la compréhension de notre besoin, à son talent et sa créativité il a su nous proposer une offre différentiante qui nous a permis d'augmenter les parts de marché de nos marques propres dans le mix-produit. L'univers créatif de Federico est vaste et la poésie y tient une grande place. C'est un être précieux... donc rare.

Anne Challe -Former managing director of FLORA - Prisunic group

"Federico Restrepo

Une rencontre humaine et créative, il y 30 ans maintenant

Jeune designer en rupture d'agence

Nous avons grâce à son talent, son imagination, son travail créatif

Complètement renouvelé, embellie, élevé l'image de la marque de champagne Pommery

Dans le groupe LVMH à l'époque

Cette rencontre artistique s'est doublé d'une véritable rencontre humaine et d'une amitié solide.

Nicolas de Chevron Vilette - former Marketing Manager Pommery

« De mes années l'Oréal je garde un souvenir prégnant de Federico Restrepo comme un esprit à la fois très conceptuel et sensible

Dans le développement d'identité visuelle et de marque. Sa vision m'a toujours été précieuse dans des développements d'image et de packaging »

Jean Louis Poiroux - Ceo-founder 5 Mondes

"Difficile de ne choisir que 3 qualités, car Federico est un professionnel complet et de plus une belle personne doué de qualités humaines et relationnelles. J'ai travaillé avec Federico au début de ma carrière et nous avons créé entre autres ensemble une très belle ligne de maquillage. C'est un très beau souvenir tant sur le point humain que sur le plan professionnel. Il est rare de rencontrer une personne avec autant de sensibilité beauté et un sens aussi aigu de la création nous seulement du graphisme mais aussi des formes et du design.

C'est une très très belle rencontre !"

Nathalie Bader - Clarins CEO

I have in mind only excellent souvenirs of our collaboration during the years 90's . You had your own company and we consulted you for various creations on the two brands I had in charge between 1990 and 1999 , namely ISSEY MIYAKE and JEAN PAUL GAULTIER . My marketing directors asked you to develop either new product creations or display materials .We have always received your projects with with great attention as they were always creatives . I wish you all the best you deserve in your future professional experiences . My very best regards,

Chantal Roos- Former CEO s BP int

« Pour le groupe Yves Rocher, nous avons collaboré ensemble sur plusieurs créations . Je me rappelle notamment d'un projet de re- packaging soin visage avec de fortes contraintes de délais . Sa capacité d'écoute du client, son immersion hyper rapide dans les valeurs de la marque, son regard marketing stratégique et son talent de création ont fait des merveilles !

Le design qui crée du sens est pour moi, ce qui définit bien Federico ! »



SOME TESTIMONIALS

Anne Kayser -Yves Rocher groupe- Marketing Manager Skin Care

“Federico Restrepo c’est la création à l’état pur et la démesure dans l’imagination. Il a insufflé dans la Parfumerie ultraconservatrice un vent de folie dans lequel il a entraîné les plus prestigieux fabricants de composants lors des somptueuses soirées où étaient présentées ses inoubliables éditions limitées valorisant leurs productions.”

Jean-Pierre GRIVORY- ceo Cofinluxe

“Notre collaboration avec Federico Restrepo a démarré en 1993. Interparfums était à ses débuts avec 2 marques Régine et JJ Brosseau. Nous avons pour ainsi dire grandi ensemble et nous avons apprécié sa rigueur créative, son absence d’égocentrisme car il nous donnait son avis sur des créations de concurrents avec honnêteté et les échanges avec Federico, qui a un sens du marketing et le respect de ses clients. Nous lui avons confié pendant plus de 15 ans beaucoup de missions et notre amitié avec lui est restée intacte.”

Jean Madar Interparfums inc -Ceo

“Federico is a hard-working and creative designer who invariably understands exactly what a project is all about from the outset, and how to get it done quickly and effectively. Besides being a joy to work with, Federico is a take-charge person who is able to present creative ideas and communicate their benefits. He also remains very intuitive when it comes to quickly understanding what a particular client wants and how to best help him meet his business needs. Federico has successfully developed for us designs of new and/or restyled perfumes products that are likely to result in increased revenue.”

Patrice Barbier-Michel, Managing Director, Conservatoire Français des Fragrances et Cosmétiques, Parfums Historiques de Versailles.

“Federico Restrepo est un designer qui met son cœur et son talent dans toutes ses créations et au service de ses clients.

Nous avons travaillé ensemble sur les produits les plus emblématiques de la Marque Yves Rocher lorsque j’étais Directrice Marketing Parfum et Make up.

Il respectait nos briefs et savait les interpréter avec âme et passion. Ses créations font à ce jour toujours partie des best sellers de notre Marque dans le monde entier”

Valerie Boss - Yves Rocher Group

Difficile de ne choisir que 3 qualités, car Federico est un professionnel complet et de plus une belle personne doué de qualités humaines et relationnelles. Federico et moi avons collaboré à de nombreuses reprises sur des projets, pour lesquels il a toujours eu des réponses pertinentes et professionnelles. Cette collaboration a toujours permis d’affirmer l’identité des marques concernées, et ainsi leur visibilité sur le marché encombré de la parfumerie de luxe en France et à l’international. De plus, sa personnalité empathique et attachante rend la relation très positive et agréable.

Maude Felice - former marketing manager Parfums d’Orsay

Federico is one of the exceptional talents I met in my life. He has an amazing understanding of multiple cultures across Europe and Asia. Design is essential in the years to come. Odile Roujol ex CEO Lancôme, Chief strategy and data officer Orange, living now in San Francisco. Federico avec qui nous avons le plaisir de partager et d’échanger et de travailler. Sa richesse créative nous touche toujours autant

Priscilla et Frederic Beaulieu .Ceo owners of Kaloo perfumes

“J’ai beaucoup aimé travailler avec Federico Restrepo, il a le talent de son “œil”, la patience de son caractère et la gentillesse de sa parfaite éducation, c’est rare de pouvoir cumuler toutes ces qualités !

Didier Fourmy - PR expert and ceo of DFourmy pr

“Federico a dessiné pour nos parfums un écrin harmonieux et intemporel à l’image de notre Dandy d’Orsay. Federico a su capter la personnalité d’une marque qui a traversé les époques en lui offrant ce flacon. Certains y verront un encrion d’autre la carrure d’un gentleman



... Devenu désormais un Véritable symbole de notre maison...

Merci à Federico d'avoir du capter nos codes avec tant d'élégance"

Marie Huet CEO Parfums d'Orsay

De Fédérico on pourrait citer le talent exceptionnel d'un désigner hors pair, d'un créatif de génie qui non content de mettre son talent au service des grandes marques de soins et de parfum, savait faire de la création de flacon un acte purement gratuit à partager... Parce que Fédérico c'est aussi un maître du partage .

Mais ce serait sans compter son énergie entrepreneuriale hors du commun sa joie de vivre et ses cascades de rires qui ont rendu nos années de travail ensemble si géniales Et le mot est à la hauteur du personnage. Du talent très jeune et surtout un homme doté de belles qualités d'âme

Raphaëlle Tuck Sherman - Ex directrice marketing Stendhal.

Pour moi, Federico a du parfum qui coule dans ses veines et son sens poétique sait comme personne sculpter le précieux écrin qui va accueillir sa fragrance..Conteur désigner j'ai apprécié pour ma part le mettre au défi pour un autre nectar, le cognac des Rois. La surprise était au rendez-vous et la magie aussi.

Marie France de St Mathieu - Remy Martin

"Dear Federico ,

These few words to tell you how nice and professional our collaboration was .It was great and your designs have always been original , poetic and modern .We were very successful with the products developed together and I am pleased. To learn that you update your books with your creations

I wish you good luck and hope to see you soon in Paris or Shanghai,.

With my best regards .

Philippe BENACIN

« J'ai eu le plaisir de travailler avec Federico Restrepo au début des années 2000 sur le repositionnement du Parfum Yves Rocher . Avec le sens de l'équilibre et de l'épure qui le caractérise Federico a dessiné pour nous les volumes du parfum Comme une Evidence qui est aujourd'hui le premier parfum de la marque . Une belle réussite . »

Valérie ANDRE - Directrice Marketing International-Pôle Parfum, Hommes, Offres de fin d'année.

"Cela fut une Belle , une Grande , une Riche collaboration avec Federico Restrepo , lors du repositionnement de la marque Flora , marque ombrelle de Monoprix

Federico nous a poussés à voir la marque au delà même de nos propres codes, il a permis à la marque comme à ses produits de s'exprimer avec finesse , féminité tout en lui rendant son accessibilité et, au delà même des codes du marché de la grande consommation.

Merci à Federico de nous avoir ouvert les yeux vers de nouveaux horizons, grâce à sa grande réactivité Le résultat fut rapide puisque la marque a réalisé plus de 30% de progression de ses ventes dès la première année de lancement "

Myriem Leopold - Responsable développement Flora .

"J'ai pris beaucoup de plaisir en 1995 quand nous avons travaillé avec Federico sur le concept d'un nouveau masculin chez AZZARO Un parfum d'espace et fraîcheur presque métallique, qui a conquis la planète sélective pour devenir un des ténors du marché masculin ...Ce parfum s'appelle CHROME et encore aujourd'hui c'est un grand classique ! Federico a su parfaitement traduire la pureté et l'éclat de ce jus dans une architecture élégante et intemporelle."



Patrice Visioz - Directeur Marketing Azzaro.

“J’ai eu le plaisir de travailler avec Federico Restrepo à de nombreuses reprises, notamment lors de développement de produits pour les marques Rochas et Oscar de la Renta. Son approche a toujours été extrêmement créative et singulière. C’est un artiste complet et érudit, qui n’hésite pas à mettre son cœur et sa sensibilité au service de nouveaux projets. Il maîtrise indiscutablement son sujet et possède un sens inné de la beauté, des équilibres justes, des proportions, des cadrages. Sur le plan technique, il anticipe les contraintes de fabrication, apportant toujours des réponses précises et concrètes. Federico exerce son métier avec talent et passion. Il est aussi sur le plan humain une belle âme, généreuse et attentionnée.”

Valeria de CHARBONNIERE Ex Directrice Marketing Oscar de la Renta – YSL Beauté Groupe

Je garde un excellent souvenir de nos travaux sur Azzaro, le développement d’Eau Belle qui a longtemps soutenu la marque en féminin. Tu associais création et technique avec beaucoup d’efficacité. J’espère que nous pourrions partager ces instants magiques.

Gerard Delcour - former president**Federation de la parfumerie. Parfums Azzaro Montana.**

Après un appel d’offre, mon choix s’est tout naturellement porté sur Federico RESTREPO, qui de par son expérience, sa rigueur et sa sensibilité, a mis à ma disposition tout le savoir faire de son Atelier. Nous avons ensemble revu tous les concepts, modernisé le Logo de la marque et organisé toutes les lignes de produits. Ce travail a permis de croître sensiblement sur le marché français et d’ouvrir en quelques

années, plus de 20 pays à l’international.

Je ne remercierai jamais assez Federico, qui a su m’accompagner dans toutes les étapes de ce développement

Philippe Demange CEO AURIEGE

« Federico RESTREPO, Le Poète Designer »

CARITA, DECLEOR....des Marques de Beauté à forte personnalité qui étaient alors en phase de conquête au plan international. Notre Challenge ? Communiquer par le Design = langage unique & universel - leur précieux patrimoine source d’inspiration et signature à toute Création Parfum & Innovation cosmétique présente et future. Federico RESTREPO a su traduire et conter toutes leurs richesses identitaires & distinctives en un simple coup de crayon inspiré et inspirant un univers de beauté désirable, poétique, fidèlement réinventé.

Isabelle Sauvy Toussaint Former Marketing Director DECLEOR

VINS & CULTURES....Au commencement, un Groupe Industriel leader fabricant de bouteilles en verre souhaite créer des rencontres exceptionnelles entre vignerons & Artistes pour célébrer toutes les richesses culturelles d’un terroir.

Federico RESTREPO a fortement marqué ces événements en interpellant les invités. Il a initié un nouvel esprit « Vins & Cultures » grâce à ses créations de « flacons à vin » en rupture avec la tradition « décanteur ».

Michel Toussaint - Former Managing Director SAINT GOBAIN EMBALLAGES

Federico fait partie de “ma famille de la beauté”. Celle qui s’est construite depuis le lancement de Cosmétique News en 1986 et s’est enrichie au fil des années, au cours de rencontres à Paris, en Europe ou au bout du monde. Comment oublier ces salons professionnels, et notamment le Cosmoprof de Bologne, où nous apprenions



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ensemble notre métier, le marché, l'international, les habitudes de consommation locales (culinaires et oenologiques aussi !). Et tous les soirs, nous refaisons le monde, mais aussi le parfum, la beauté, en imaginant les produits les plus fous et les plus décalés. Une belle école de créativité, où l'imaginaire débridé de Federico et de son équipe nous poussait nous aussi à aller plus loin dans nos enquêtes autour de l'innovation.

Sabine Chabbert

“J'ai beaucoup aimé travailler avec Federico Restrepo , il a le talent de son “oeil”, la patience de son caractère et la gentillesse de sa parfaite éducation, c'est rare de pouvoir cumuler toute ces qualités !”

Didier Fourmy

We had an opportunity to work with Federico on some great projects, needless to say his work is impressive, he is a designer with attention to details and has very good understanding of your needs. He is a creative strategist with an ability to literally read our minds and deliver work that synergizes with our vision and conveys the stylish, elegant, innovative and modern image we portray through our products. We really appreciate Federico's flexibility and efficiency. It's a pleasure to work with someone so open-minded and responsive. We wish him luck for his future endeavors.

Juilee Thakare.- head of creation Nabeel group UAE



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