

Work *with me.*

Creative direction, AI production and visual systems for fashion, lifestyle and culture brands. Every engagement starts the same way: I read the brand, find its next form, and build the world around it.

01 **CONSULTING & STRATEGY**

- Visual and marketing consulting
- Content strategy and ideas for posts, reels and stories
- AI tools consulting and training for teams
- Custom AI workflows and prompts built for your business

02 **VISUAL LANGUAGE & BRANDING**

- Visual language for brands and social pages
- Branding and visual identity refresh
- Feed systems and permanent brand templates

03 **CREATIVE & CONTENT MANAGEMENT**

- Creative direction and monthly content management
- Concepts for campaigns and launches
- Storyboards, scripts and creative treatments

04 **PRODUCTION**

AI imagery and AI films
Lookbooks and catalogues
Commercial, product, fashion and atmosphere films
Photography and content creation for businesses and events
Reels and video editing for TikTok and Instagram

05 **DESIGN**

Posts, carousels, stories and covers
Presentations, MVPs, portfolios and catalogues
Covers, flyers, invitations and event materials

Every project is built around its needs, goals and scope. Quotes are provided per brief.

S T A R T A P R O J E C T · E S T E R W E N D A R . C O M