

# TETIANA FILONCHUK



introduction

# ART DIRECTOR & VISUAL STRATEGIST

Based in Paris —  
collaborating globally

I shape sensual, atmospheric, and emotionally resonant visual identities for fashion, beauty, and lifestyle brands.

My work blends refined storytelling, intimate detail, and elevated aesthetics to create brand worlds that feel unmistakably premium.

**EXPERTISE:** Art direction, concept development for campaigns and events, creative strategy.



UGG



CLIENTS

WELEDA



GLOBUS



Silhouette



Marc O'Polo



SUPER FLEAMARKET



zalando



ARMEDANGELS

A surreal winter landscape. In the foreground on the right, a large, realistic-looking duck head is shown in profile, looking towards the left. The duck's beak is slightly open. In the background, a woman in a black, form-fitting dress and high heels stands on a snowy ledge, her right hand on her head. To her right, a man in a purple jacket and light-colored pants stands on a rocky outcrop, looking down at something in his hands. The background features a snowy mountain range with a small bridge over a stream. In the lower right, there are several wooden chalets with snow on their roofs. The overall scene is a mix of natural and surreal elements.

# CAMPAIGN CONCEPT DEVELOPMENT

CLIENT: GLOBUS DEPARTMENT STORE



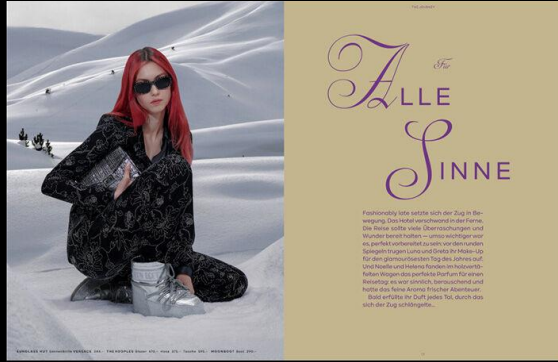
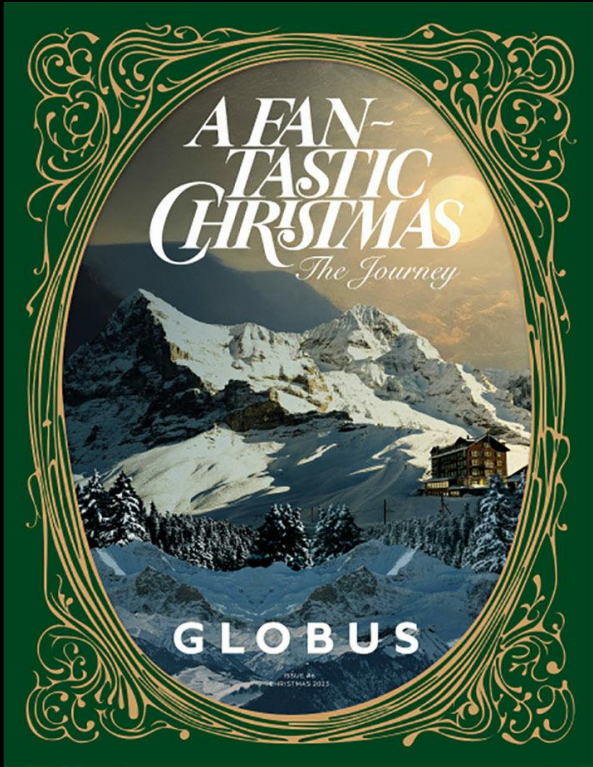
## COLLAGES BY CONSTANTIN

Creating a cohesive Christmas campaign for Swiss department store Globus became an exploration of the magic of the season in every detail. In collaboration with artist Constantin Prozorov, striking collage key visuals told an enchanted story through the metaphor of a train journey—traveling through snow-covered Alpine landscapes, with magical discoveries waiting at every stop.



## SHOOTING CONCEPTS FOR STORE DEPARTMENTS

To showcase Globus products in an elevated and desirable way, a series of tailored shooting concepts was developed across key departments, including men's and women's fashion, accessories, and home goods. Each concept was designed to reinforce the premium quality and appeal of the products.



# MAGAZINE LAYOUTS

The Globus magazines were transformed into a cohesive storytelling journey, where each stop unveiled a new department, turning every page into a memorable experience rather than a simple read.



## BEYOND THE STORE

Activations extended far beyond the store itself, bringing the journey into the heart of the city and transforming it into a shared, immersive experience that invited audiences to engage at every step.

A woman with long blonde hair, wearing dark sunglasses and a light blue face mask, is seated in the back of a car. She is holding a white cloth or tissue up to her face. She is wearing a light blue button-down shirt. A brown leather bag is visible in the foreground. The car's interior is dark, and the word "PORSCHE" is visible on the headrests. The text "EVENT CONCEPT CREATION" is overlaid on the left side of the image in a white, serif font.

EVENT  
CONCEPT  
CREATION





## SUPERFLEAMARKET & PHILLIPS, LA

In collaboration with Phillips auction house, a private event in Los Angeles brought together fashion, art, and philanthropy. The evening centered around a curated auction of notable red carpet designs previously worn by celebrities such as Leonardo DiCaprio, Sienna Miller, and Gigi Hadid. With a refined and intimate setting, the event honored Hollywood's legacy while supporting a charitable cause.



## SUPERFLEAMARKET & PORSCHE

Berlin came alive for a high-energy night with Superflemarek and Porsche, unveiling the new color editions of the all-electric Porsche Macan. The event fused fashion, design, and automotive innovation, bringing together Porsche enthusiasts and Berlin's creative crowd for an exclusive shopping experience. Set in a boldly curated space, the evening captured a shared love for craftsmanship, cutting-edge aesthetics, and modern lifestyle.



UGG®



## UGG & APROPOS CONCEPT STORE

A private gathering hosted at the APROPOS store brought together a curated guest list to mark the debut of UGG's latest collection and its continued move into the luxury space. The evening was conceived as an immersive sensory experience, complemented by hand massage rituals, live music, and an ambiance crafted to captivate and delight

# AI ART DIRECTION





## SILHOUETTE TMA CAMPAIGN

To launch a full-funnel campaign for Austrian eyewear brand Silhouette, a cosmic-inspired concept was created to celebrate the 25th anniversary of the NASA-approved Titan Minimal Art model. The campaign results were visualised through AI-generated models, styling, and environments, showcasing the innovative fusion of technology, storytelling, and design.



# MARC O'POLO HOME CATALOGUE

Inspired by Marc O'Polo's visual codes, a distinctive world was built for their homeware collection, delivering 120+ images where each product lives within aspirational environments crafted through AI and 3D mapping.



## ARMEDANGELS LOOKBOOK SHOOT

“Watching The World Sweep Past” campaign captures the hypnotic feeling of being on the road — fields and trees drifting by, the world softening into a dreamlike blur. The backdrop is an AI-generated landscape, inspired by photographs of natural or urban scenes taken from a moving vehicle.



ARMEDANGELS × VIU



ARMEDANGELS  
& VIU COLLAB

Armedangels Summer Shop celebrated the little joys of summer — sunshine, travel, staycations, and discovering nature's simple beauties — all through the lens of VIU sunglasses. AI-generated visuals created postcard-worthy images from these moments, capturing and preserving our favorite summer experiences.

# MORE

## 01. ADIDAS MEI BALLET & ZALANDO

The concept follows the talent from morning to night, showing two different moments of the day and a transition from a calm, Japanese-inspired garden setting to a lively urban city atmosphere.



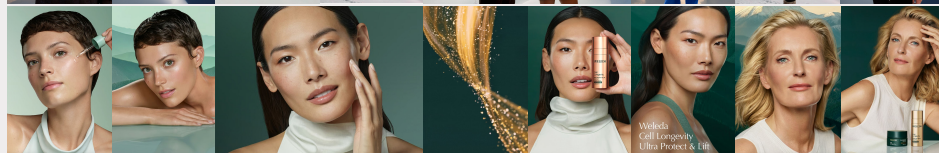
## 02. ARMEDANGELS WINTER LOOKBOOK

By using AI to create snow-covered landscapes, these scenes are reimagined to highlight their beauty while encouraging reflection on how fragile nature is—and how it could be lost without action on climate change.



## 03. WELEDA

The task was to develop a creative key visual concept for Weleda Cell Longevity—the first facial care range with an NAD+ Booster—covering three product lines designed for different age ranges: Hydra Glow, Ultra Protect & Lift, and Super Anti-Aging.



# THANK YOU!

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Based in Paris

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