



PERFORMANCE
CAMPAIGN



E-COMM+
FUNDAMENTALS



E-COMM DESIGN
+ ARCHITECTURE



HOLIDAY
.CONTENT 360



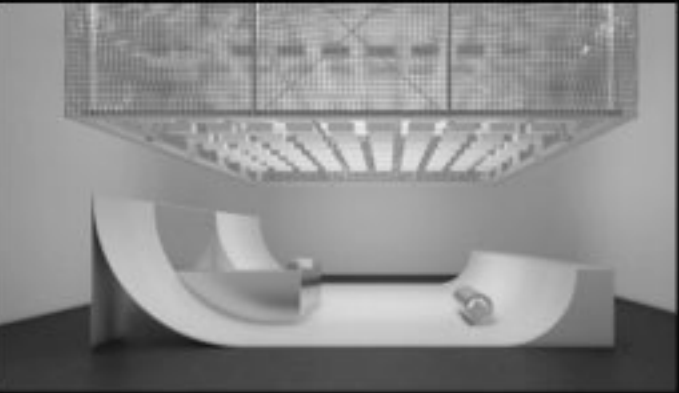
SUMMER
CAMPAIGN



SOCIAL
LAUNCH



MOTION
CONTROL



RETAIL
CONCEPT



NENA 360
3D CAMPAIGN



AUDITION
IMAGE+FILM



SPORTWEAR
CAMPAIGN



AUDITION
IMAGE+FILM



JADEN SMITH
FOR G-STAR



PHARELL WILLIAMS
FOR G-STAR



RAW RESEARCH
BRANDING



RAW.PERFORMANCE
BRANDING











BRIEF

REPOSITIONING: A NEW STRATEGIC APPROACH, TO IDENTIFY A NEW AUDIENCE SEGMENT FOR THE BRAND: THE *SEEKERS*. THESE ARE THE GRASSROOTS INFLUENCERS AND COMMUNITIES DRIVING FRESH, UNCONVENTIONAL NARRATIVES, AS WELL AS NEWCOMERS DRAWN TO ECCENTRIC, BOUNDARY-PUSHING ACTIVITIES. THESE CURIOUS, EAGER INDIVIDUALS ARE IN SEARCH OF ALTERNATIVE WAYS TO EXPRESS THEIR CREATIVITY AND REDEFINE SELF-EXPRESSION.

RESPONSIBILITIES

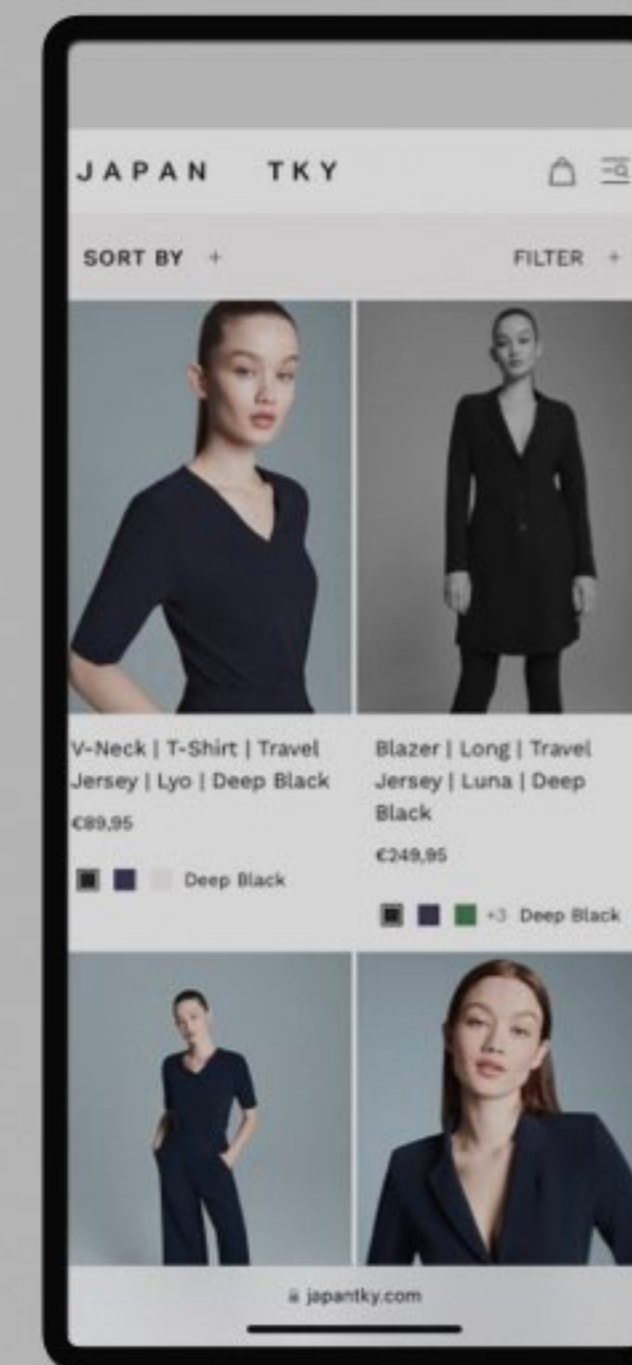
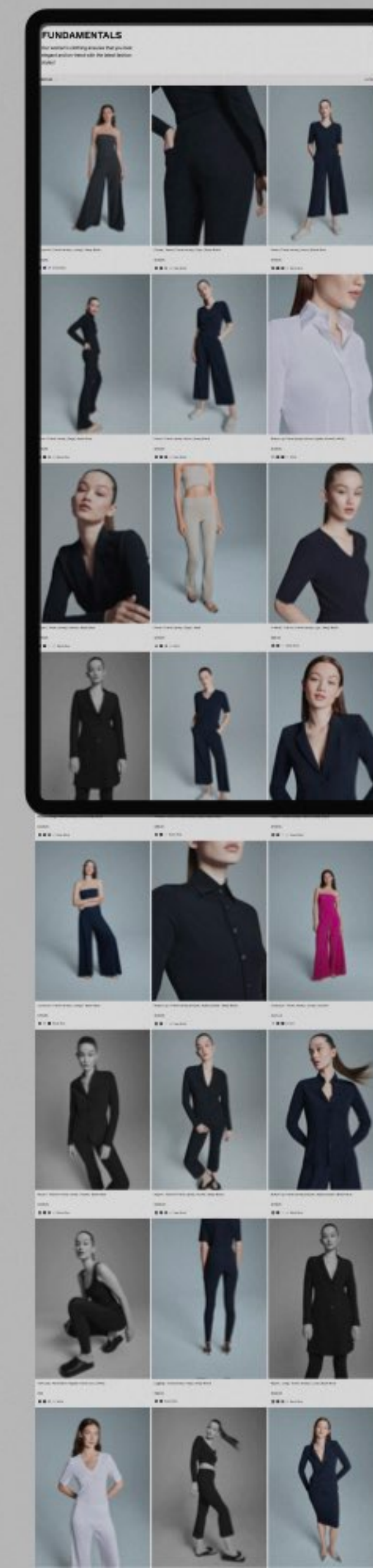
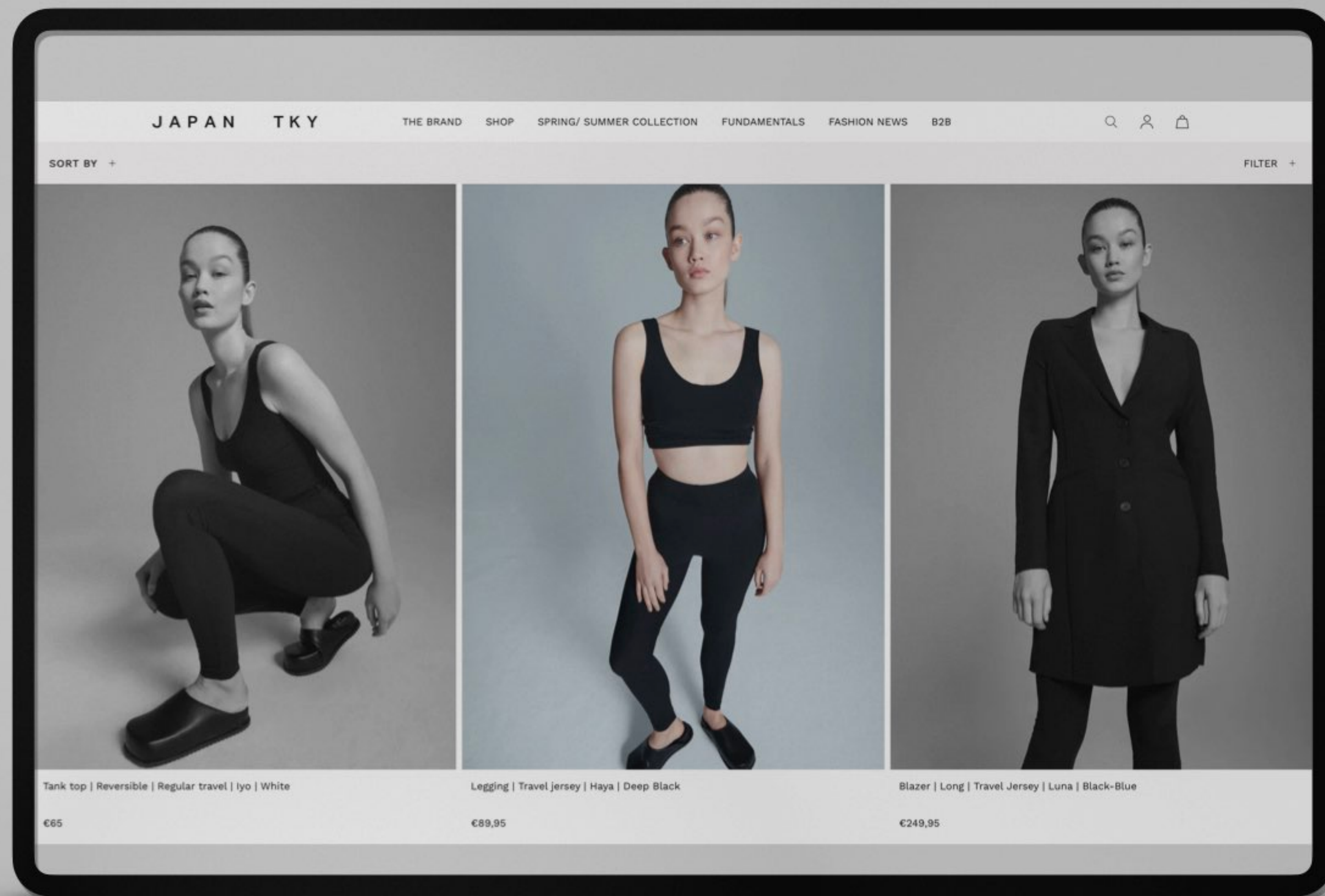
STRATEGY
BRAND POSITIONING AND AUDIENCE
CONCEPT, CASTING
DIRECTION, PRODUCTION
POSTPRODUCTION

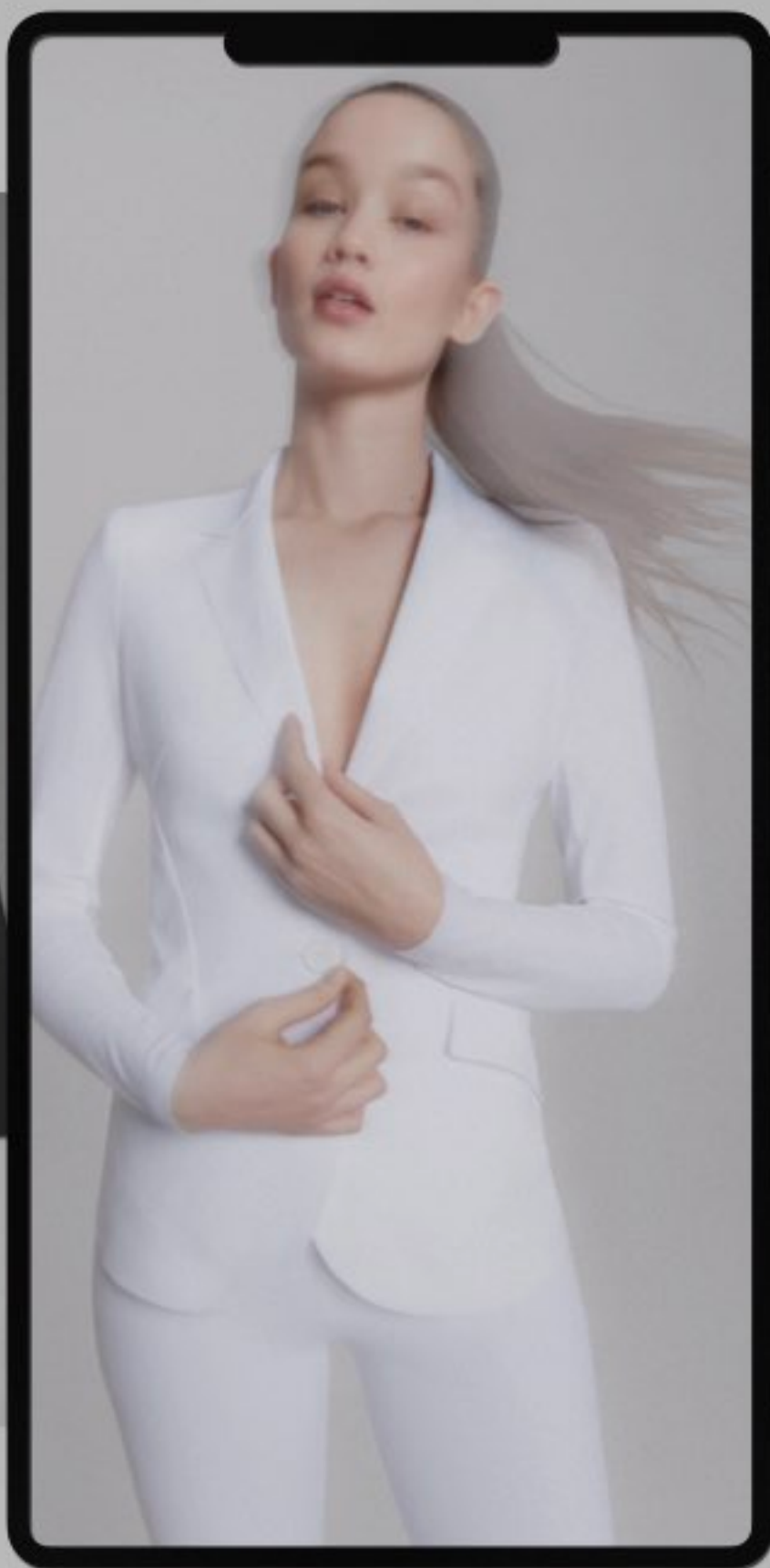
TEAM

TALENT: DEE
CONCEPT AND DIRECTION: CLAUDIA CIMPAN
SET AND STYLING CONCEPT: CLAUDIA CIMPAN
HMU: BRITT BREIDER
STYLING: PIRITA PEKKALA
CASTING: CLAUDIA CIMPAN
AGENCY: FASHION COMPOSERS
PHOTOGRAPHER: MARC DE GROOT
POST-PRODUCTION: ARENA RETOUCH
VIDEOGRAPHER: DAVID JOSTEN
SOUND DESIGN: ENTEK444
CLIENT: JAPAN TKY
PRODUCTION: GUILT.STUDIO











JAPAN TKY



senscommon.com

SHOP

NEWS

CART 0

senscommon



clothing

SHOP NOW



accessories

SHOP NOW

inspired by everyday living and in pursuit of the ideal urban lifestyle, senscommon uses



INSIGHTS

A cut above the rest
senscommon value
proposition

READ MORE

MATERIAL SCIENCE

At senscommon, the
priority is tactility
that enhances daily
experiences

READ MORE



home

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mobile home

SHOP

CART 0

senscommon



clothing

SHOP NOW



accessories

SHOP NOW

suit of the ideal urban lifestyle, s



INSIGHTS

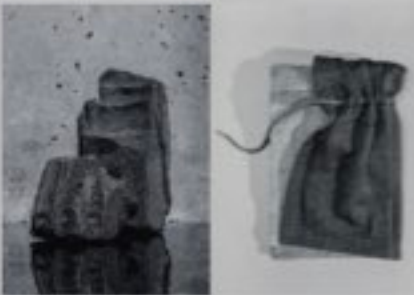
A cut above the rest
-senscommon value
proposition.

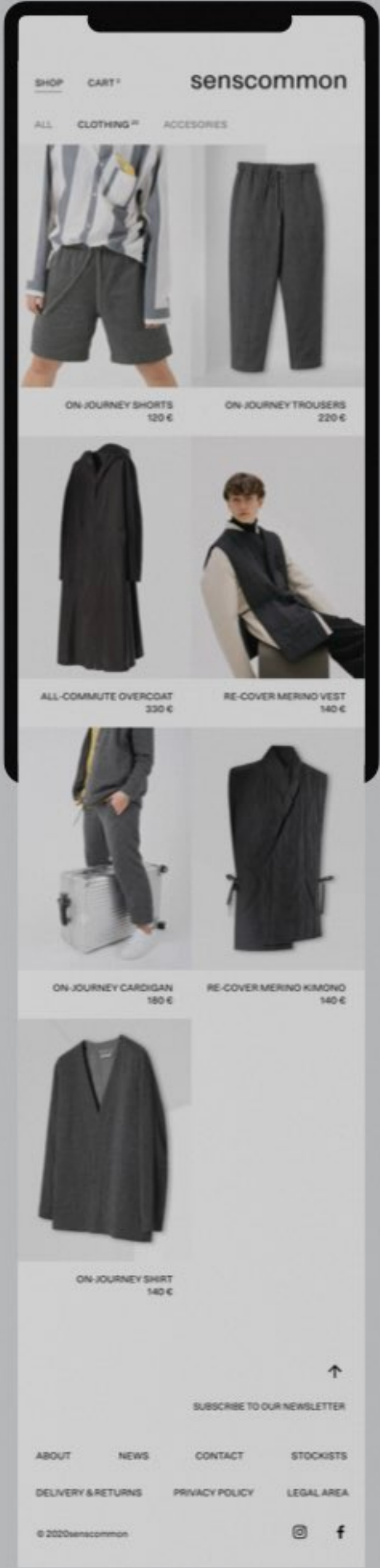
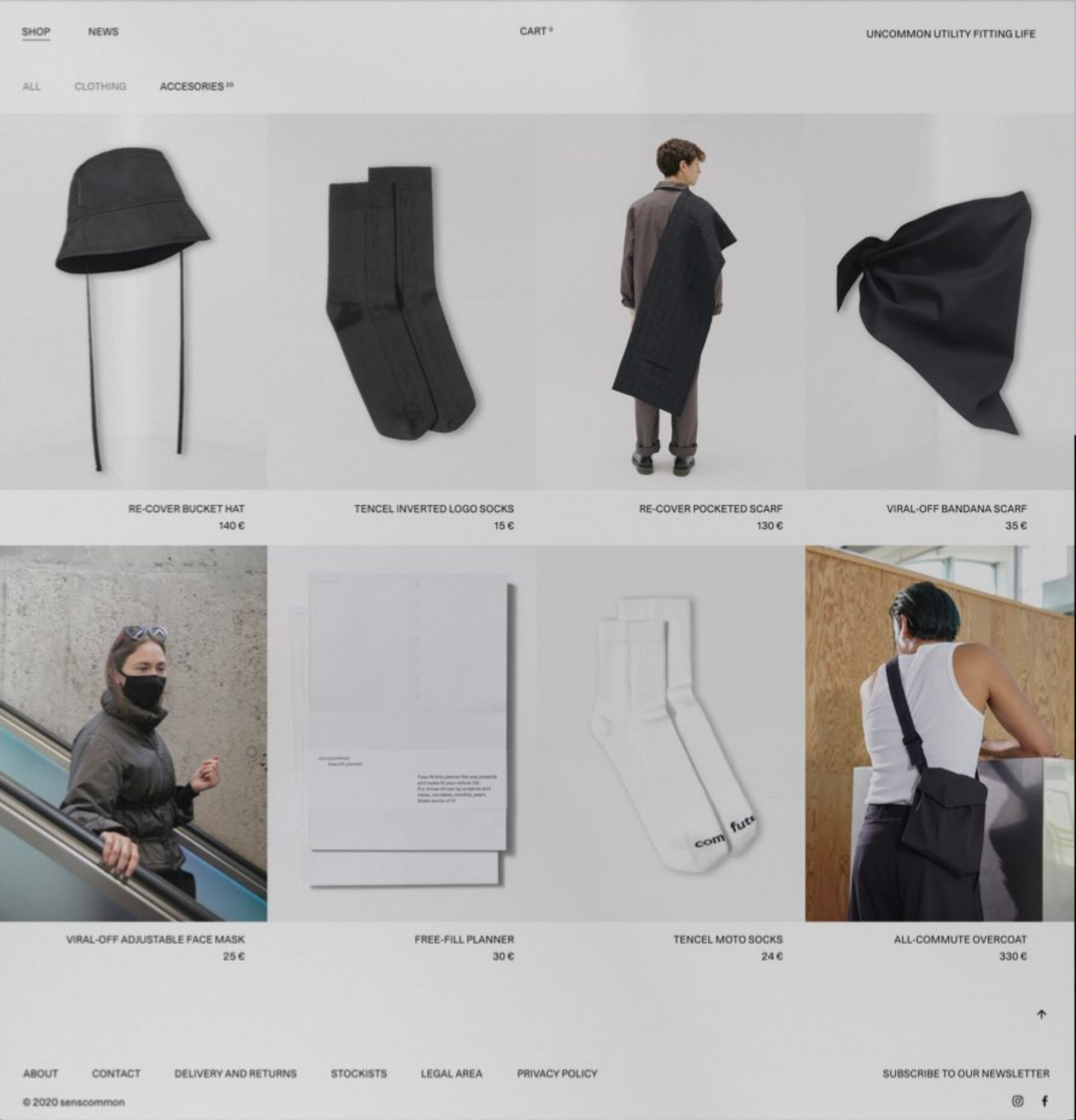
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MATERIAL SCIENCE

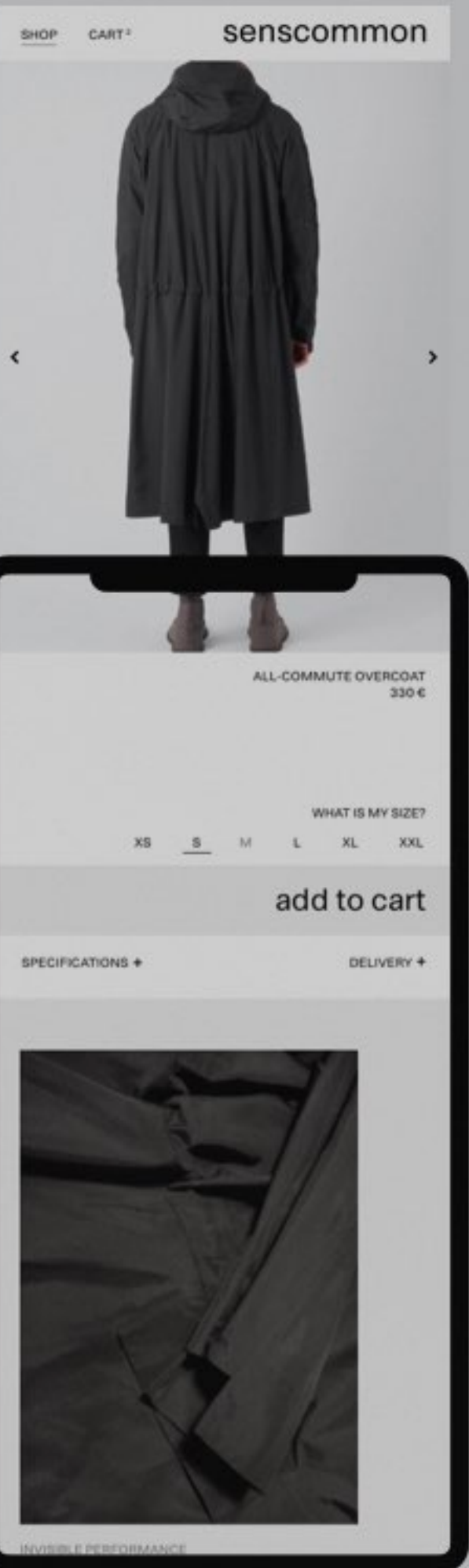
At senscommon, the
priority is tactility that
enhances daily
experiences.

READ MORE





mobile product selection



function and aesthetics are a priority.

Senscommon all-commute overcoat allows you to safely enjoy a daily/your commute and face all elements. Light and breathable all season protection layer to wear on top of anything you need to add a waterproof functionality to.



[SHOP](#)

[NEWS](#)

CART¹

senscommon

SPECIFICATIONS

set of 1, 2 or 3 cross-over modules
limited edition collaboration
by senscommon + Osàre! Editions
elegant, day-to-dancefloor utility
comes with two belts — stretch & sturdy
crossed-over or on-waist
modular, lightweight mobility
all-liquid and 24h life-proof
3L Teflon-coated membrane
from recycled PET bottles
woven in Taiwan, sewn in China.

WHICH SET TO GET?

[SMALL BAG](#)

01

02

03

Add to cart

GOT ANY QUESTIONS?

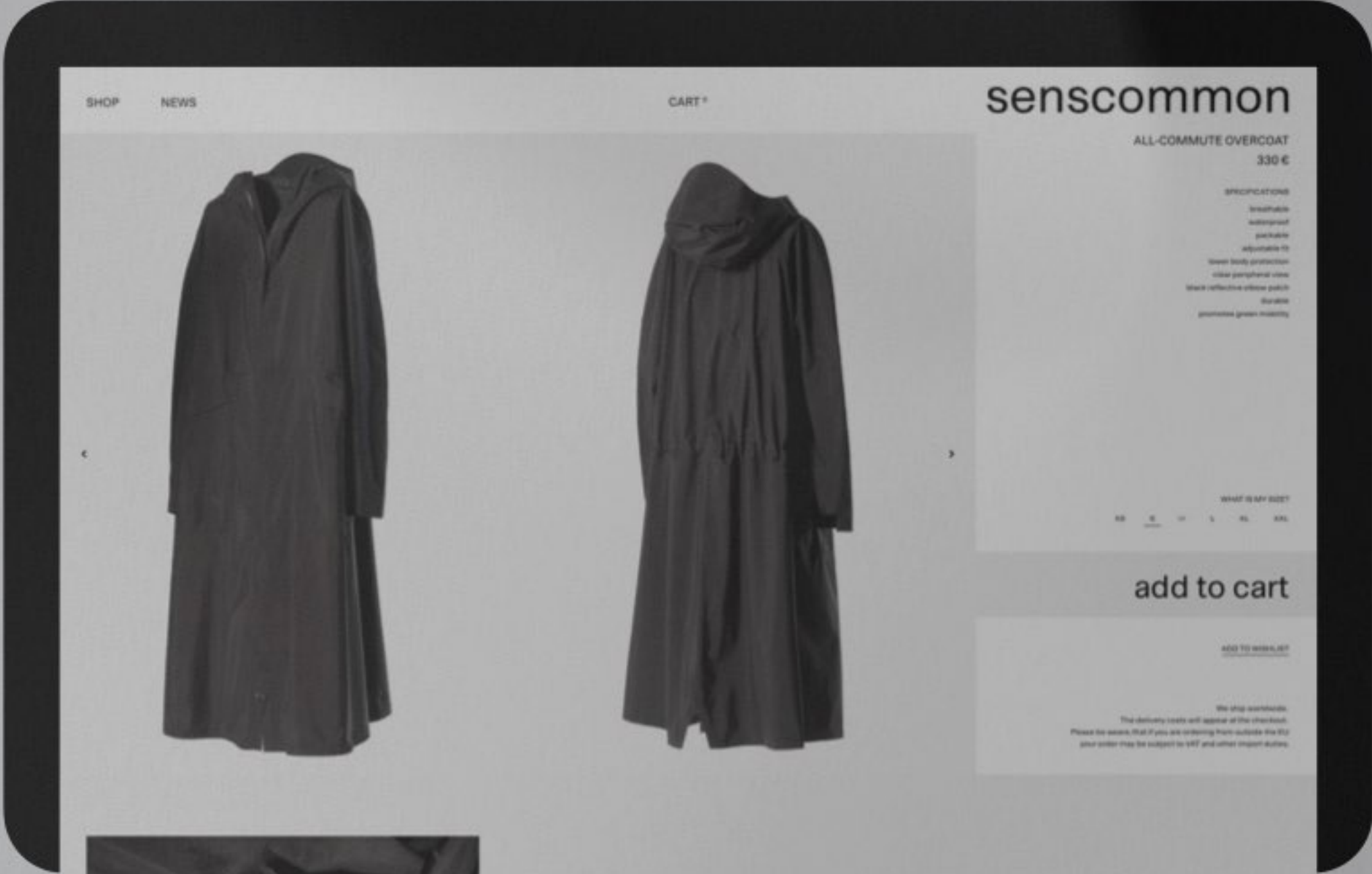
We ship worldwide with the exception of the UK for orders below €155. The delivery costs will appear at the checkout. If you are ordering from outside the EU your order may be subject to VAT and other import duties.



elegant packing for everyday essentials

modular and compact

day-to-dance

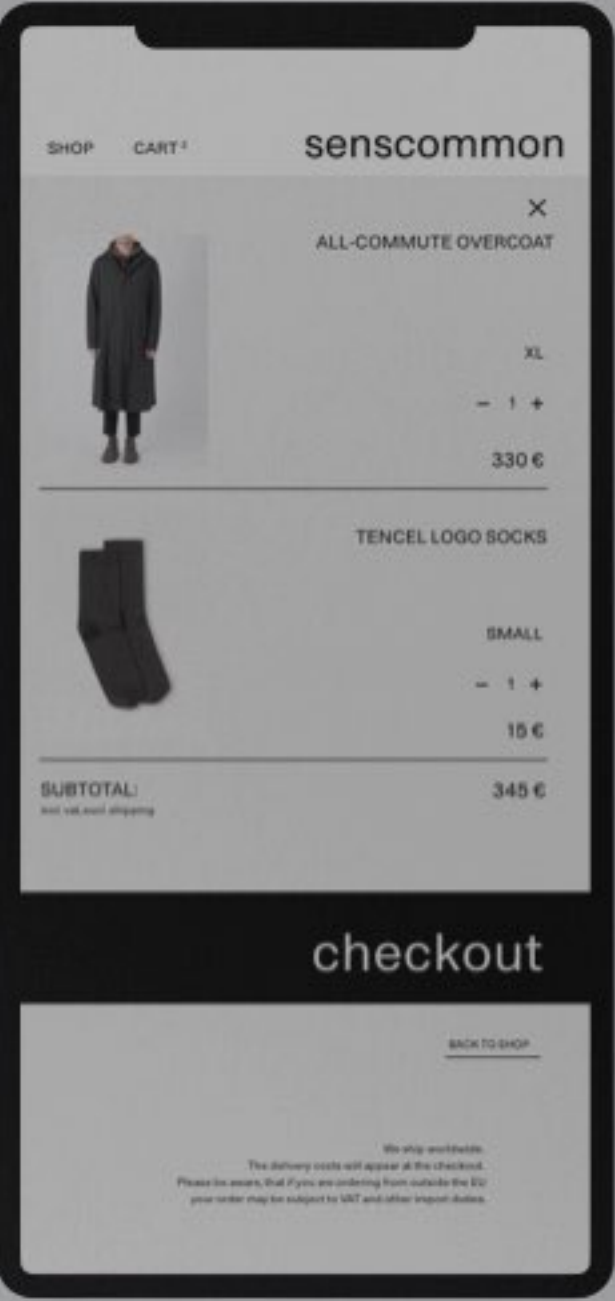
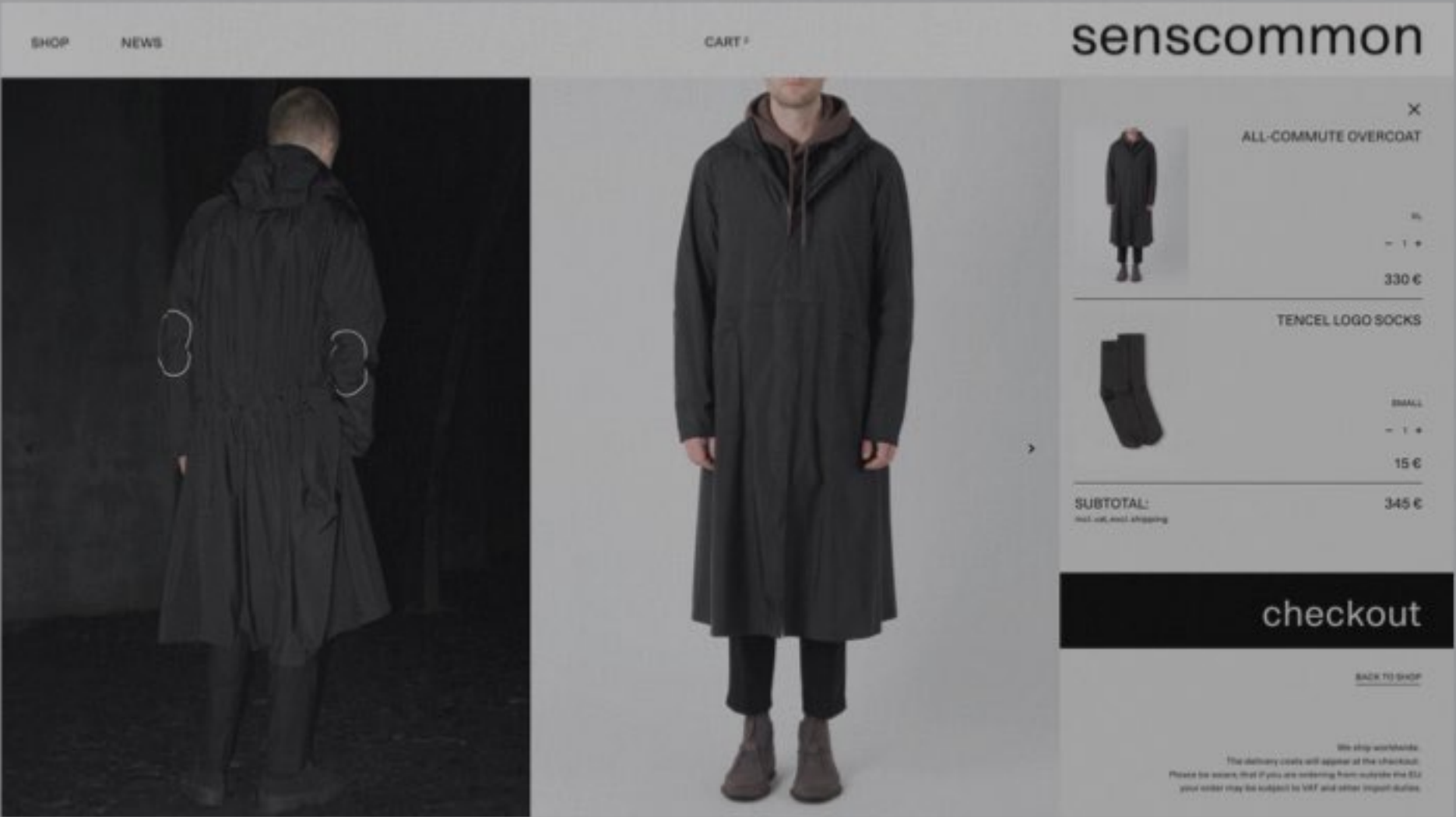


INVISIBLE PERFORMANCE
Tactility and aesthetics are a priority.

Made of a highly breathable yet waterproof 97% nylon 43% polyester that has been waxed, airbrushed, and Teflon coated to fend off dirt and oil, the senscommon all-commute overcoat has a soft, high-end feel both inside and out - effortlessly delivering the performance required during commute.

DESIGN FOR WELLBEING
Well-being is woven in the product.

The senscommon all-commute overcoat allows the wearer to safely enjoy daily commuting under any weather conditions. It is a layer of protection for every season that adds waterproof functionality to any outfit. Easily packable if the sky clears out.



SENSCOMMON IS A LIFESTYLE APPAREL
BRAND CRAFTING A NEW TIER OF PRODUCTS
THAT FOCUS ON INNOVATIVE GARMENT
SOLUTIONS THAT ENHANCE DAILY
EXPERIENCES.



THE REDESIGN OF SENSCOMMON'S WEBSITE AIMED TO ENHANCE USER
EXPERIENCE, STREAMLINE NAVIGATION, AND CREATE A SLEEK, MODERN
PLATFORM THAT REFLECTED THE BRAND'S MINIMALIST AND FUNCTIONAL
AESTHETIC. THE GOAL WAS TO SHOWCASE COLLECTIONS IN A VISUALLY
COMPELLING AND INTUITIVE WAY WHILE ENSURING SEAMLESS USABILITY.



CONCEPT AND ART
DIRECTION
VISUAL IDENTITY
BRAND + PACKAGING
COPY
WEBSITE UX/UI
ADS\ARTICLES
NEW VALUEPROPOSITION



senscommon









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BRIEF

HOLIDAY COLLECTION CONCEPT SHOOT

RESPONSIBILITIES

CONCEPT
CASTING
STYLING
DIRECTION
PRODUCTION

TEAM

TALENT: JASMINE
CONCEPT AND DIRECTION: CLAUDIA CIMPAN
SET AND STYLING CONCEPT: CLAUDIA CIMPAN
HMU: BRITT BREIDER
STYLING: PIRITA PEKKALA
CASTING: CLAUDIA CIMPAN
AGENCY: FASHION COMPOSERS
PHOTOGRAPHER: ALEX CONU
POST-PRODUCTION: ARENA RETOUCH
CLIENT: JAPAN TKY
PRODUCTION: GUILT.STUDIO







CLAUDIAIMPAN@GMAIL.COM . WWW.CLAUDIAIMPAN.COM









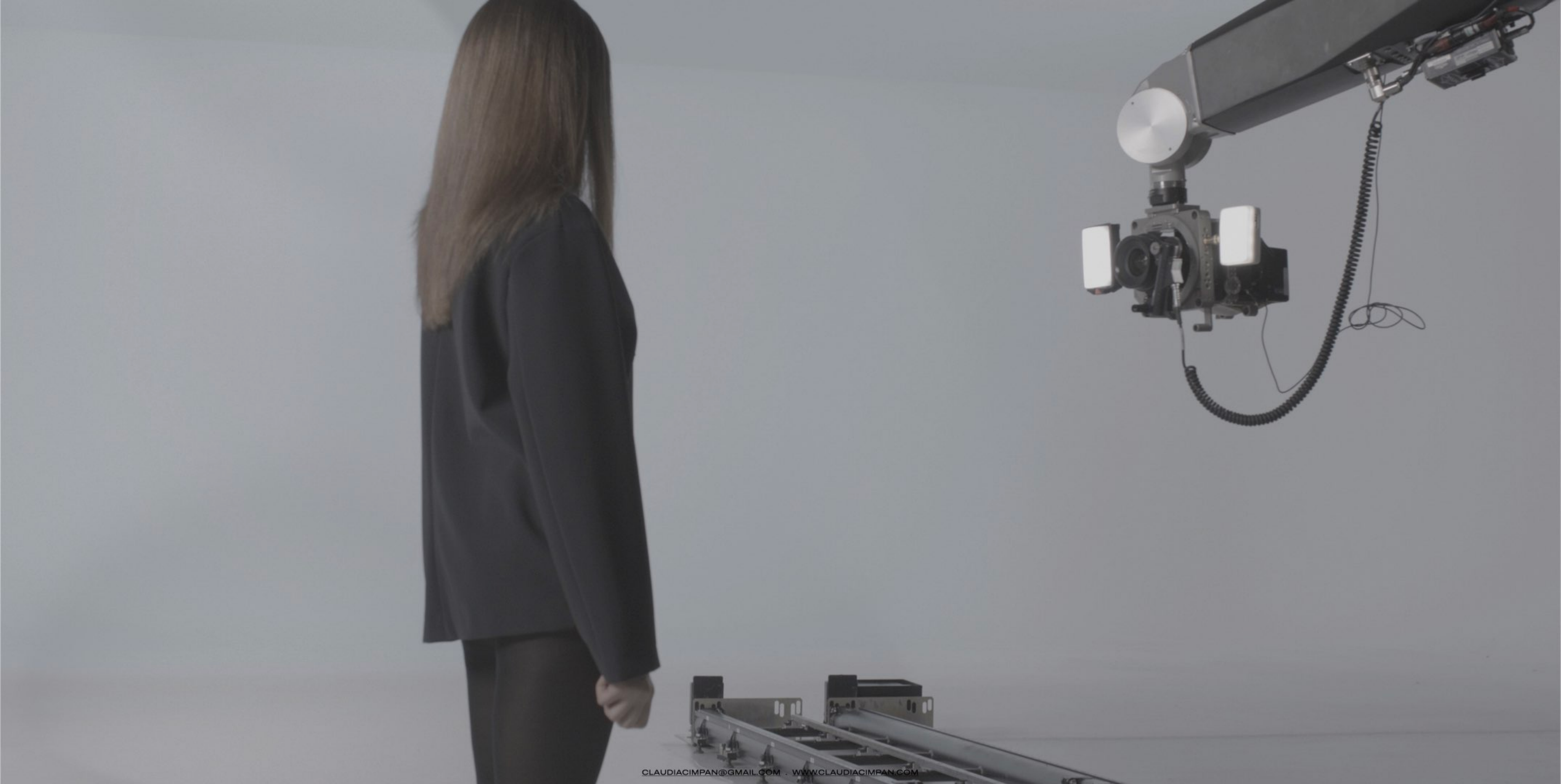


BRIEF SPRING SUMMER CAMPAIGN

RESPONSIBILITIES CONCEPT
CASTING
STYLING
DIRECTION
PRODUCTION

TEAM TALENT: ANOUK & ROOS
CONCEPT AND DIRECTION: CLAUDIA CIMPAN
SET AND STYLING CONCEPT: CLAUDIA CIMPAN
HMU: BRITT BREIDER
STYLING: PIRITA PEKKALA
CASTING: CLAUDIA CIMPAN
AGENCY: FASHION COMPOSERS
PHOTOGRAPHER: VINCENT MERINO
POST-PRODUCTION: ARENA RETOUCH
VIDEOGRAPHER: DAVID JOSTEN
SOUND DESIGN: ENTEK444
CLIENT: JAPAN TKY
PRODUCTION: GUILT.STUDIO







BRIEF

HOLIDAY COLLECTION CONCEPT SHOOT

RESPONSIBILITIES

CONCEPT
CASTING
STYLING
DIRECTION
PRODUCTION

TEAM

TALENT: JASMINE
CONCEPT AND DIRECTION: CLAUDIA CIMPAN
SET AND STYLING CONCEPT: CLAUDIA CIMPAN
HMU: BRITT BREIDER
STYLING: PIRITA PEKKALA
CASTING: CLAUDIA CIMPAN
AGENCY: FASHION COMPOSERS
PHOTOGRAPHER: ALEX CONU
POST-PRODUCTION: ARENA RETOUCH
CLIENT: JAPAN TKY
PRODUCTION: GUILT.STUDIO



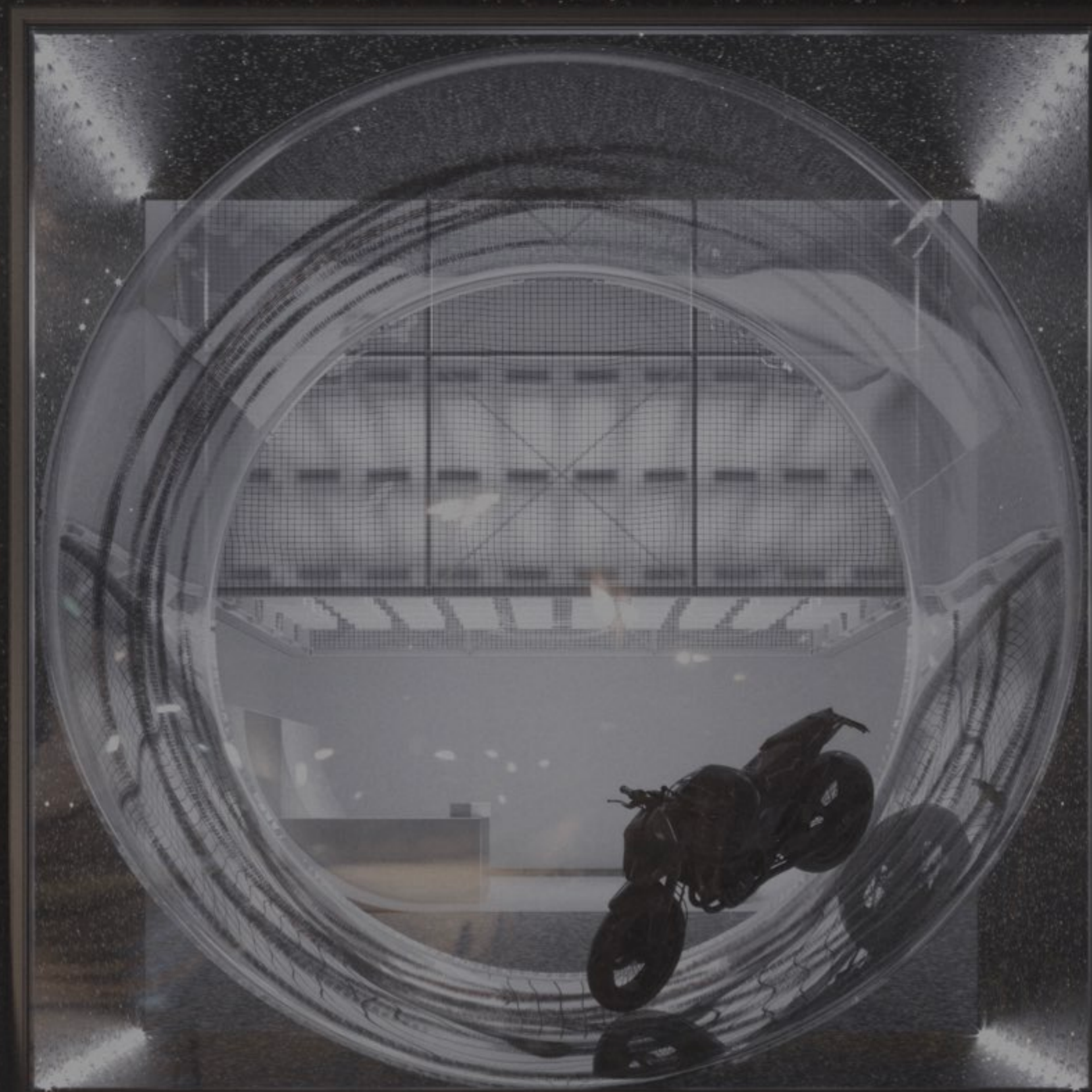


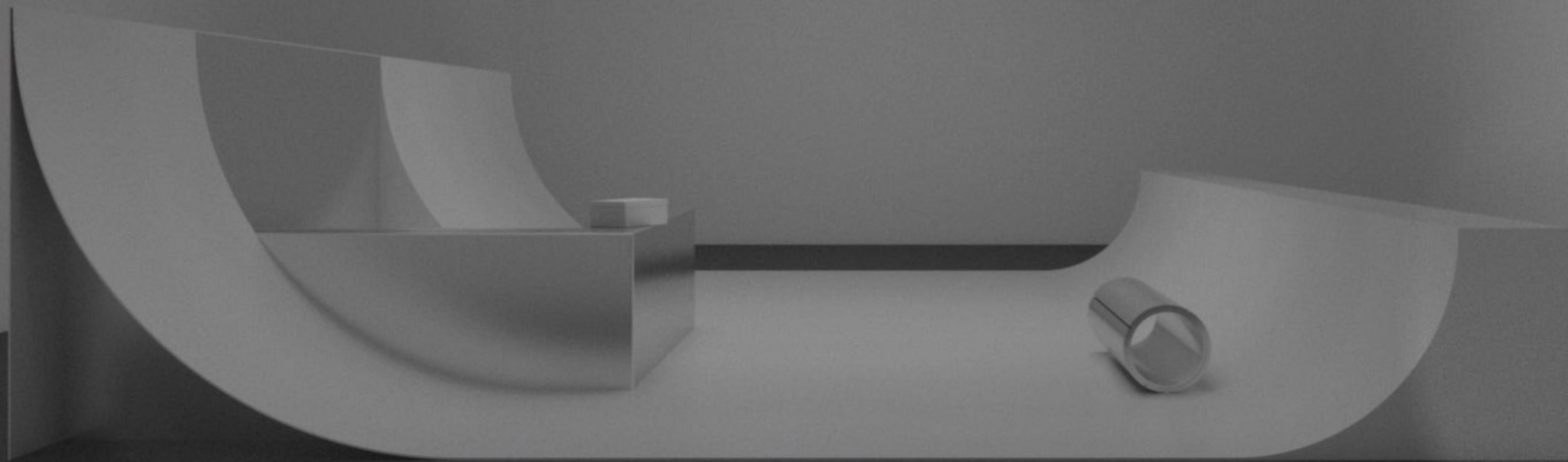
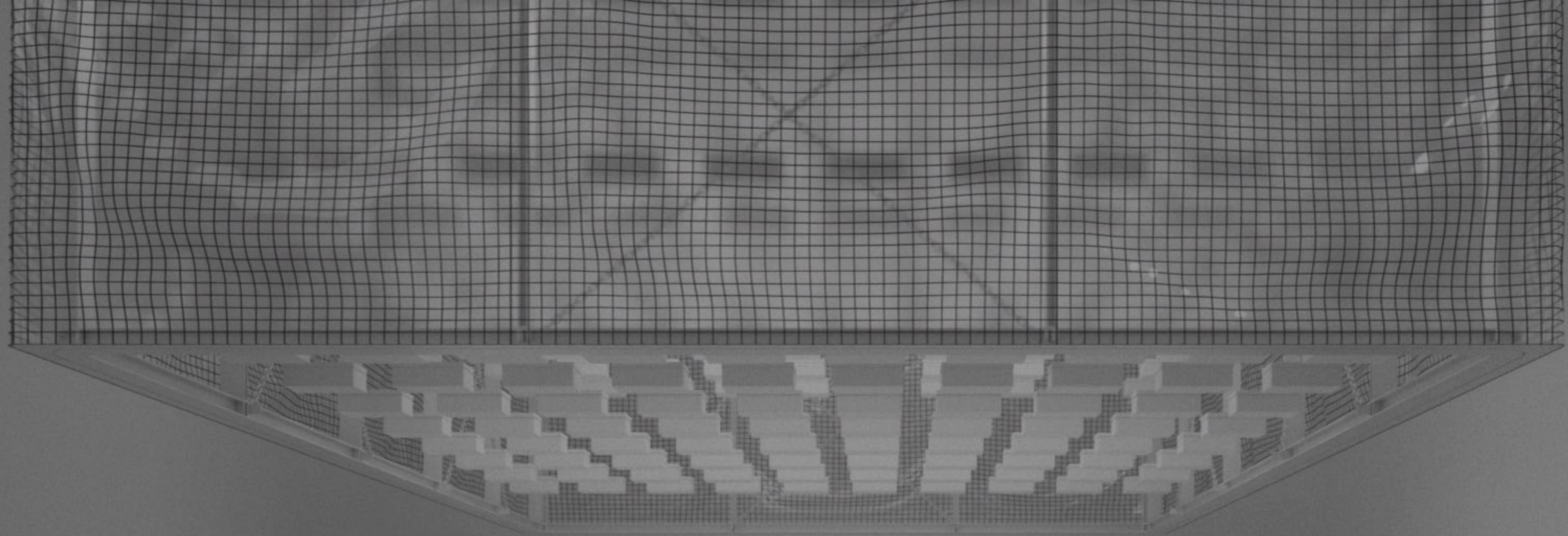


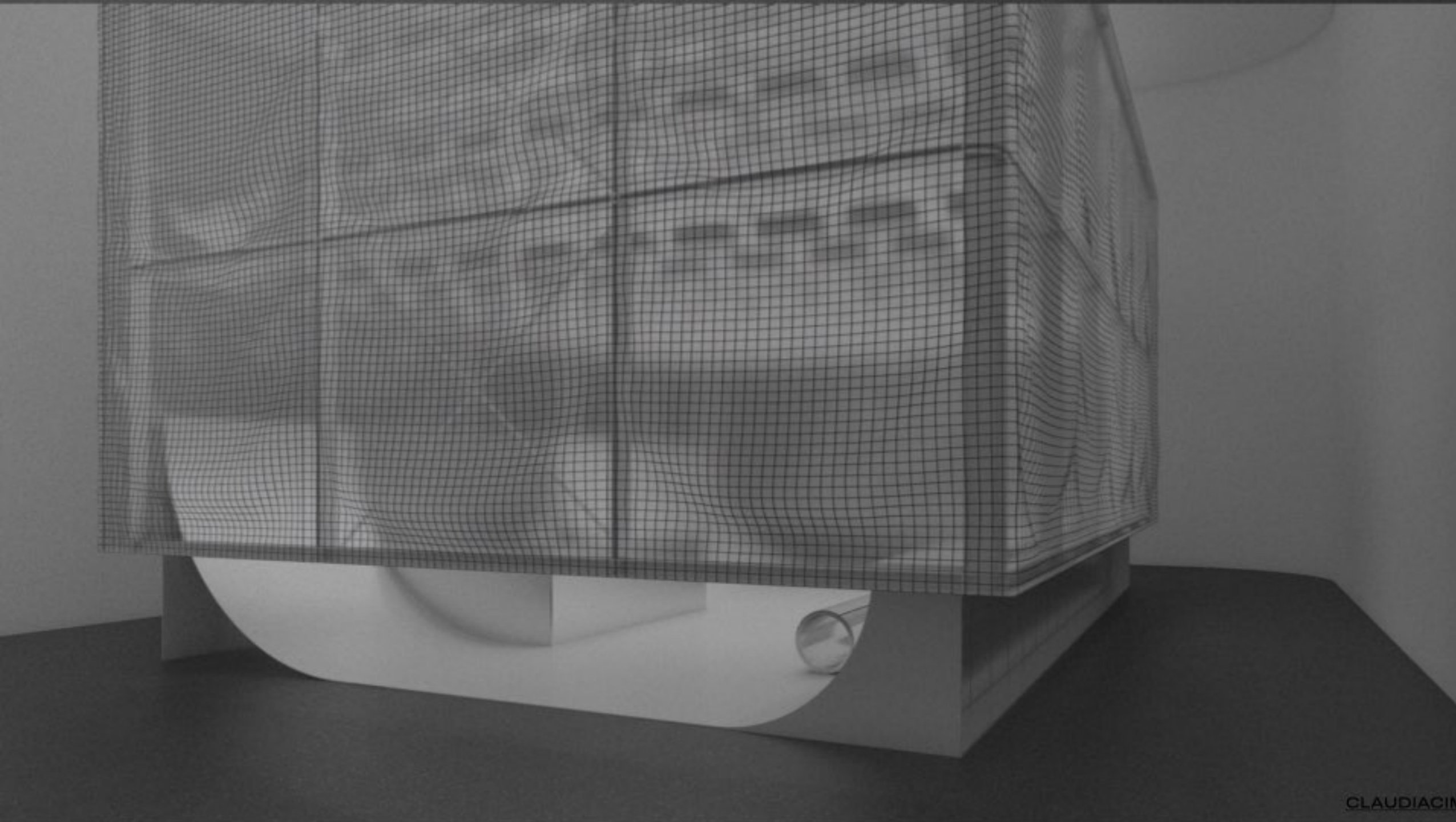
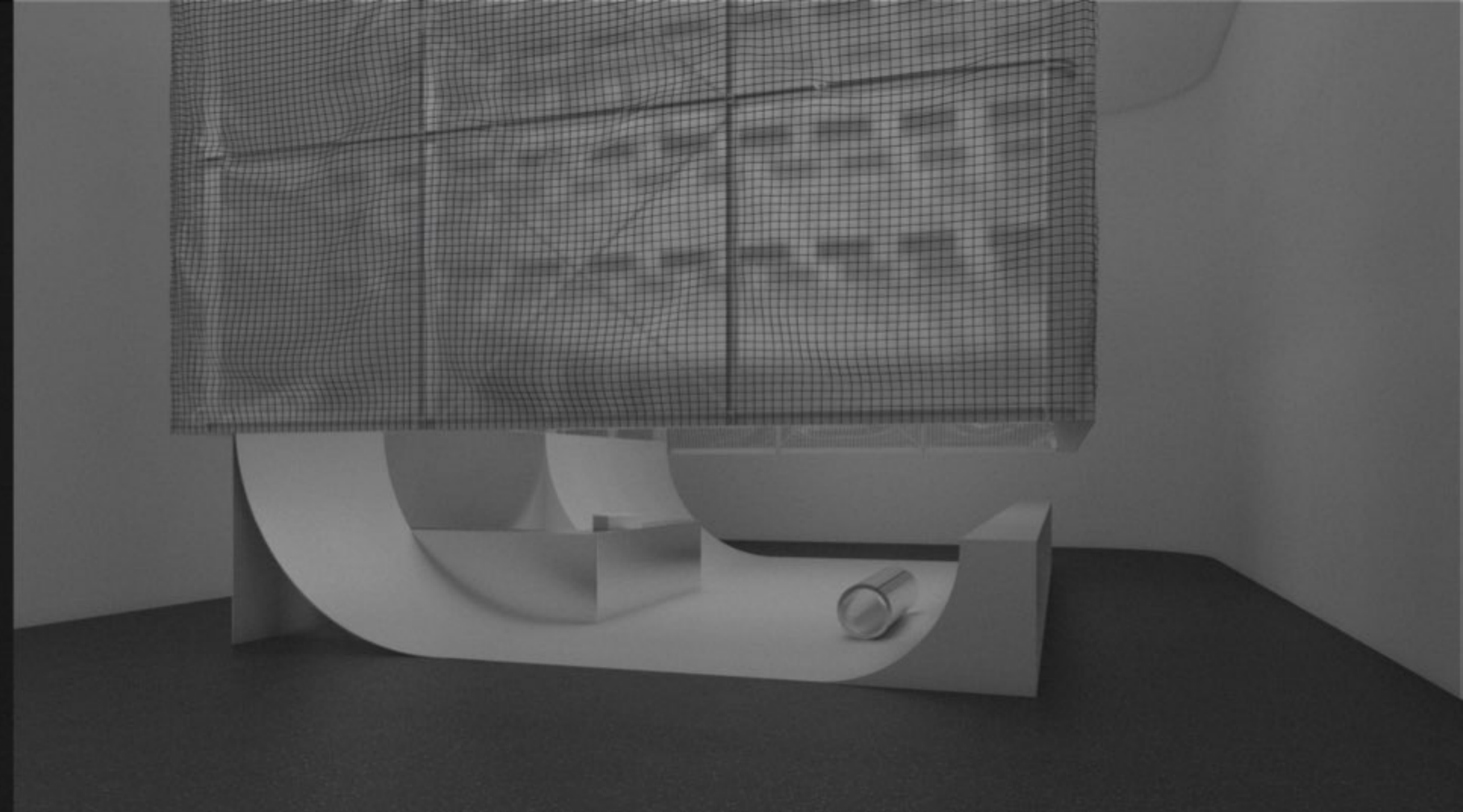
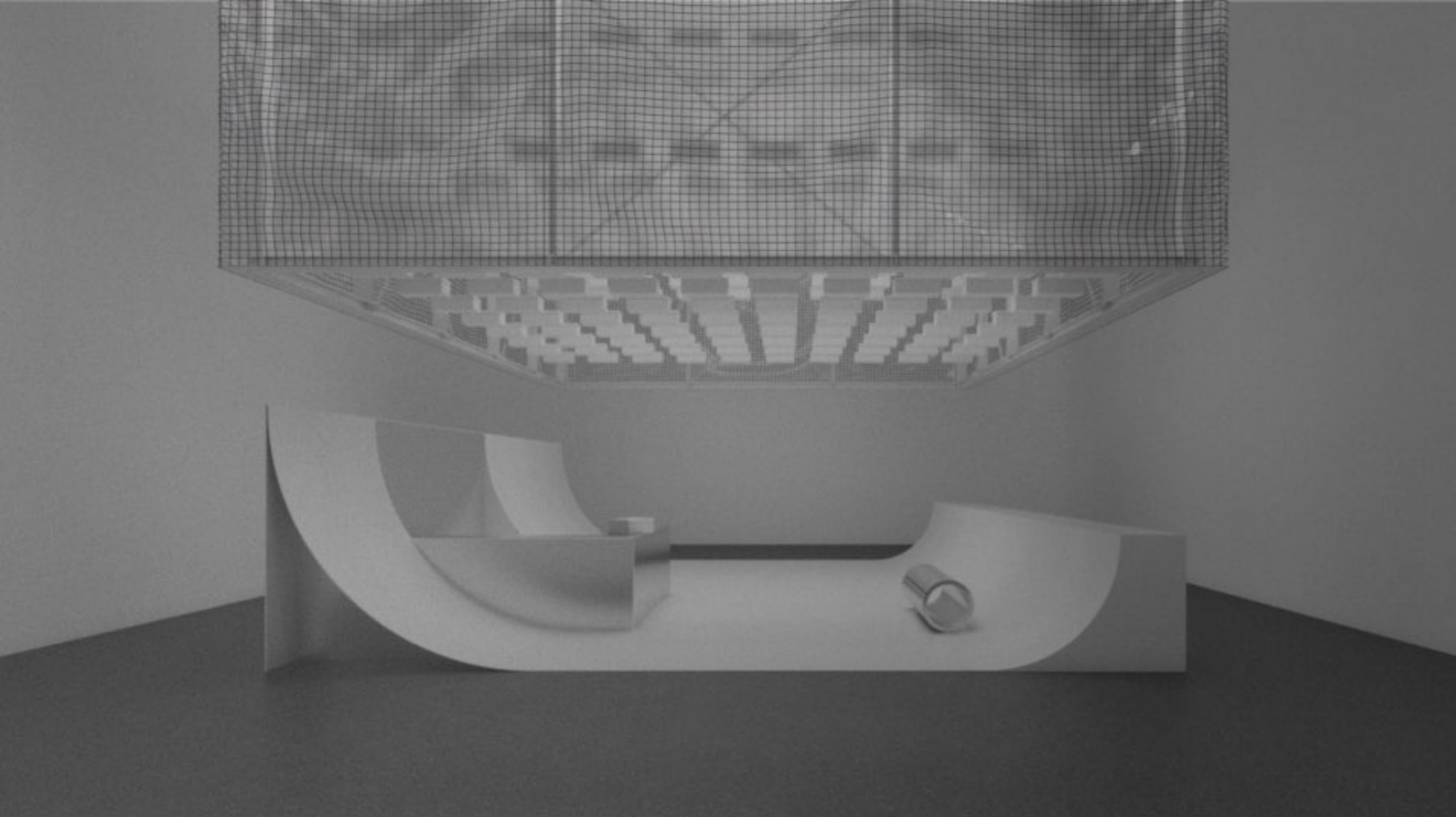


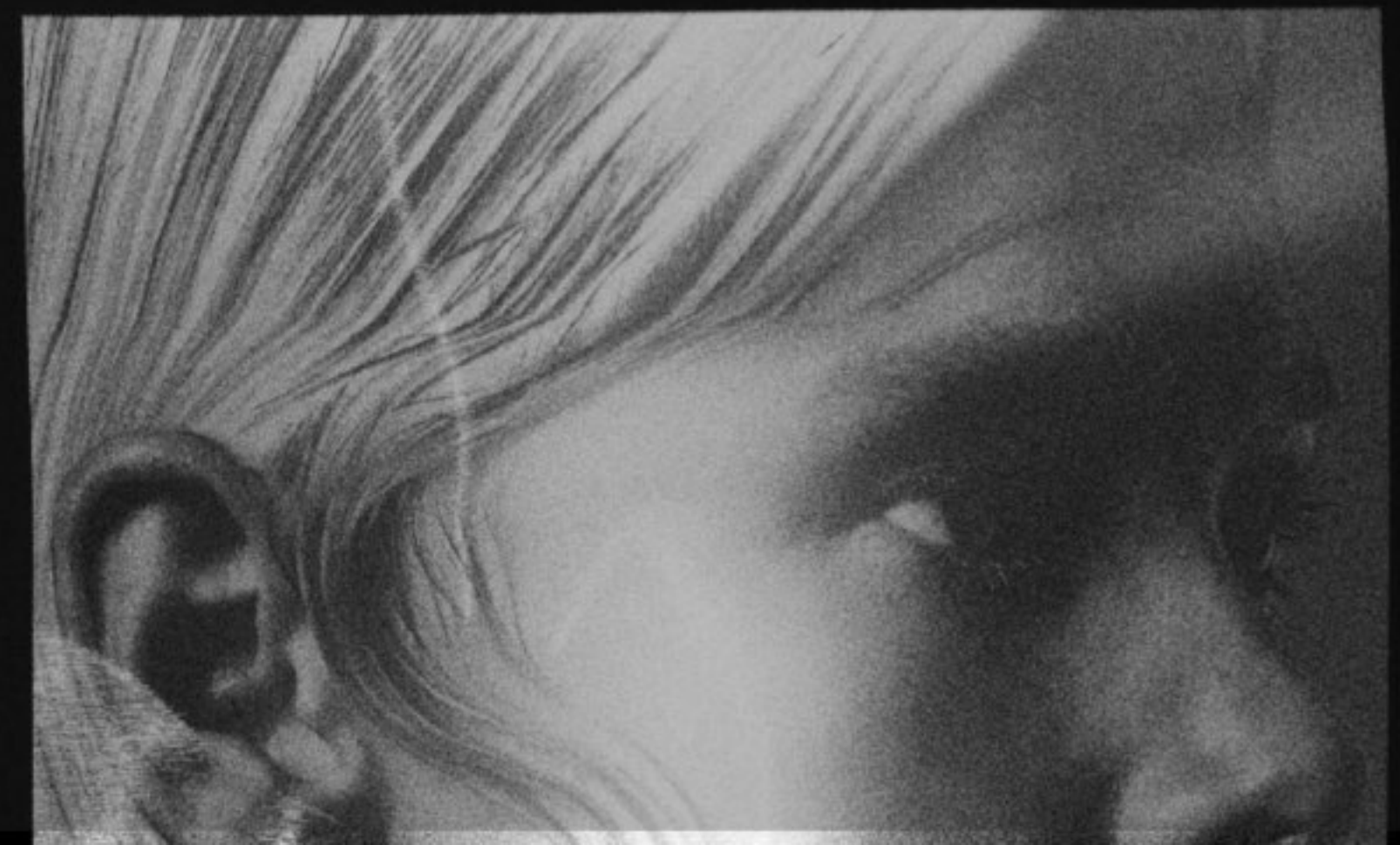
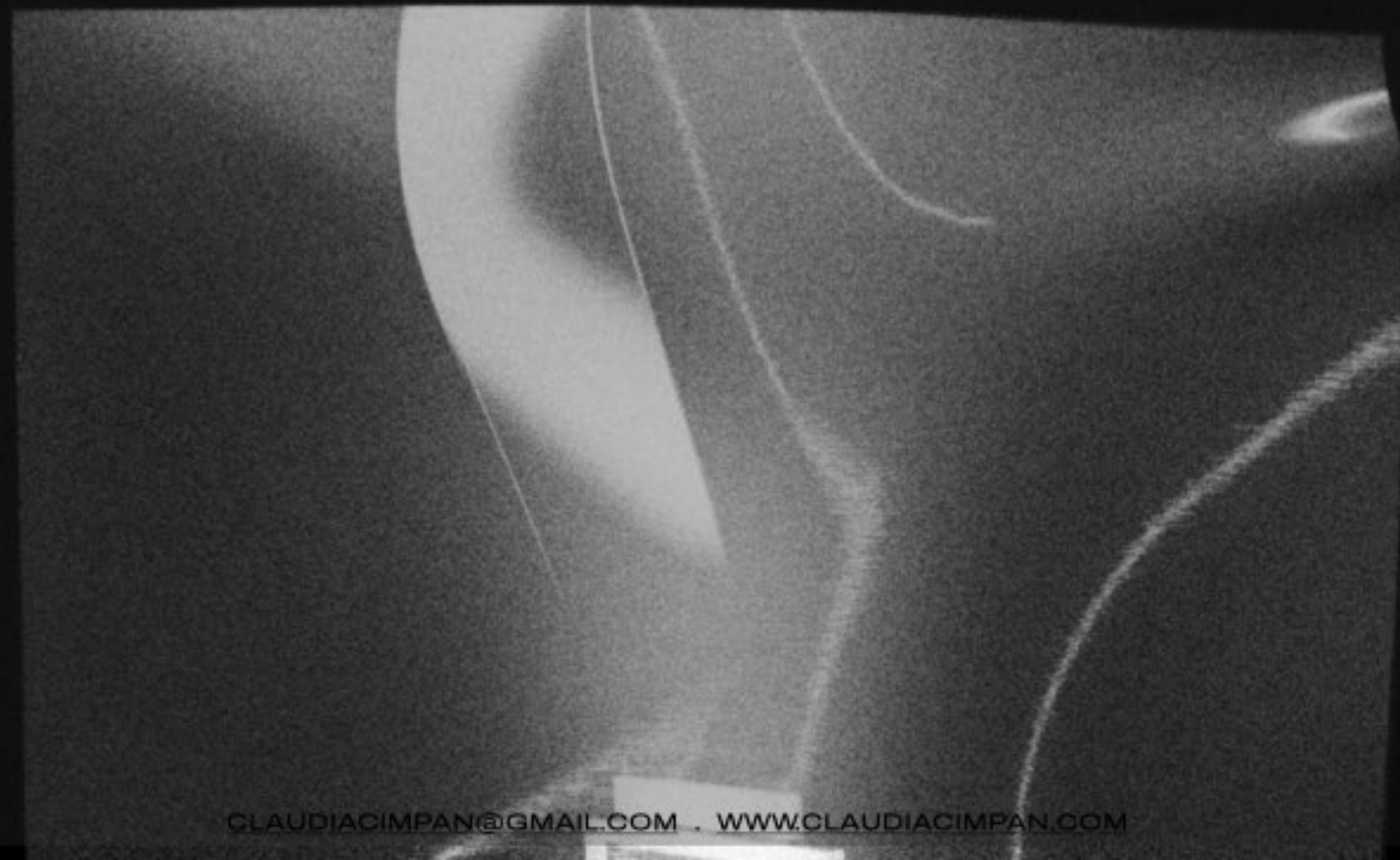
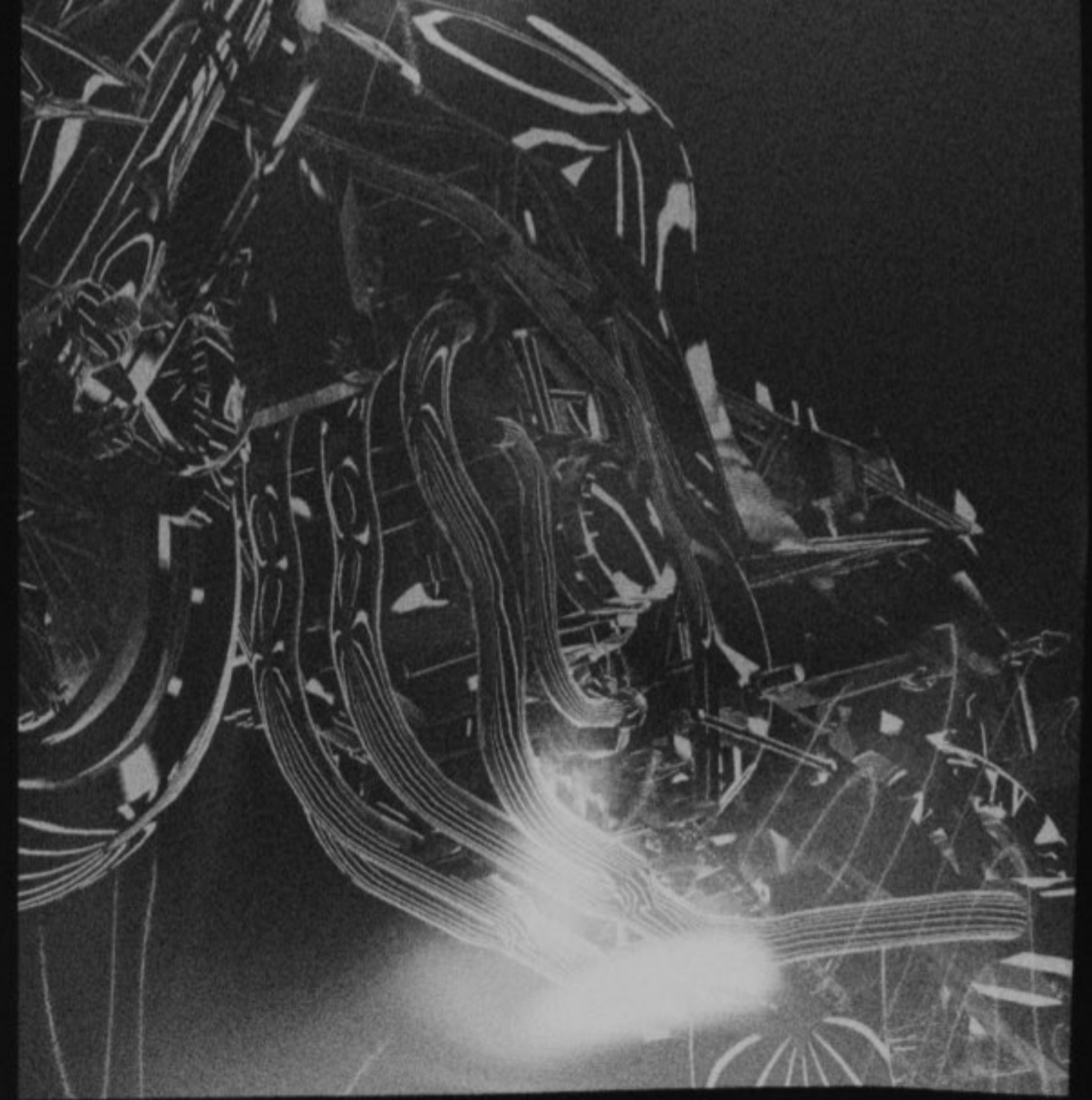
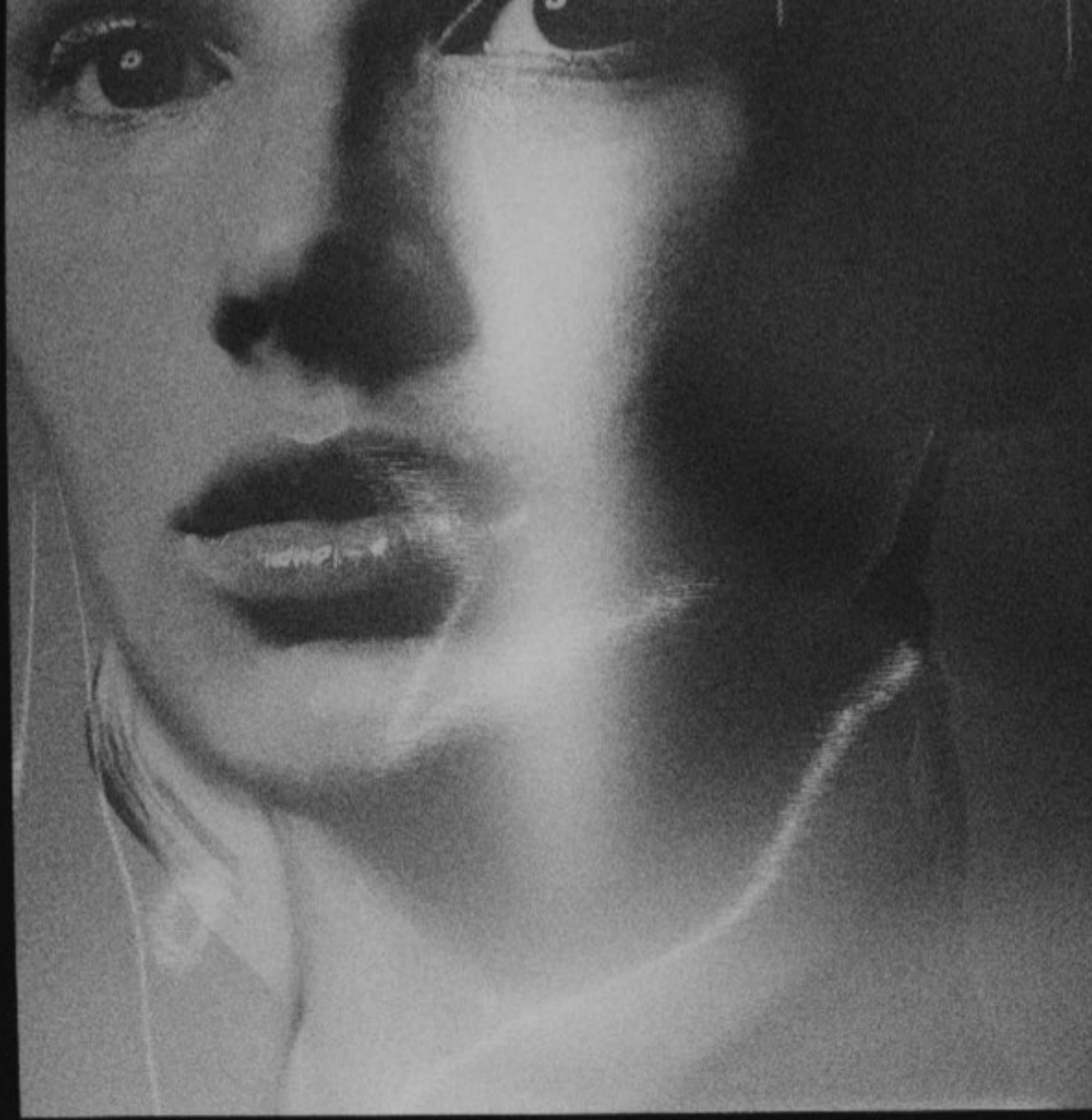














BRIEF

ONLINE SHOPPING EXPERIENCE GIVES YOU VISUAL DELIGHT WINS YOU OVER FOR A PRODUCT BUT GOING IN STORES AND EXPERIENCE PRODUCTS IN A BAD LIT, CLUTTERED SURROUNDING DILUTES THE CONCEPT OF IT. MOMENTUM.LAB TAKES YOU BACK IN THE CONCEPT, OR BETTER YET KEEPS MOMENTUM, DOES NOT INTERRUPT THE STORYTELLING FLOW ACTING AS AN EXTENSION OF THE DIGITAL EXPERIENCE INTO PHYSICAL, KEEPING THE ATTENTION ON ONE PRODUCT ALL THE TIME, LESS ON THE IDEA OF HIGH NUMBER OF CHOICES BUT MORE OF A FOCUSED EXPERIENCE.

CONCEPT

333 SQM OF POSSIBILITIES. AN EXPERIENTIAL RETAIL SPACE. TO MANIPULATE SPACE BY TEASING OUT ITS POSSIBILITIES. PARADOX FUSES. NO MERCHANDISE ON DISPLAY.
A SUSPENDED CONTAINER THAT SERVES AS STORAGE SPACE. A MAGNIFYING GLASS LIKE WINDOW THAT ZOOMS INTO THE SPACE, CONNECTING INSIDE TO OUTSIDE.

RESPONSIBILITIES

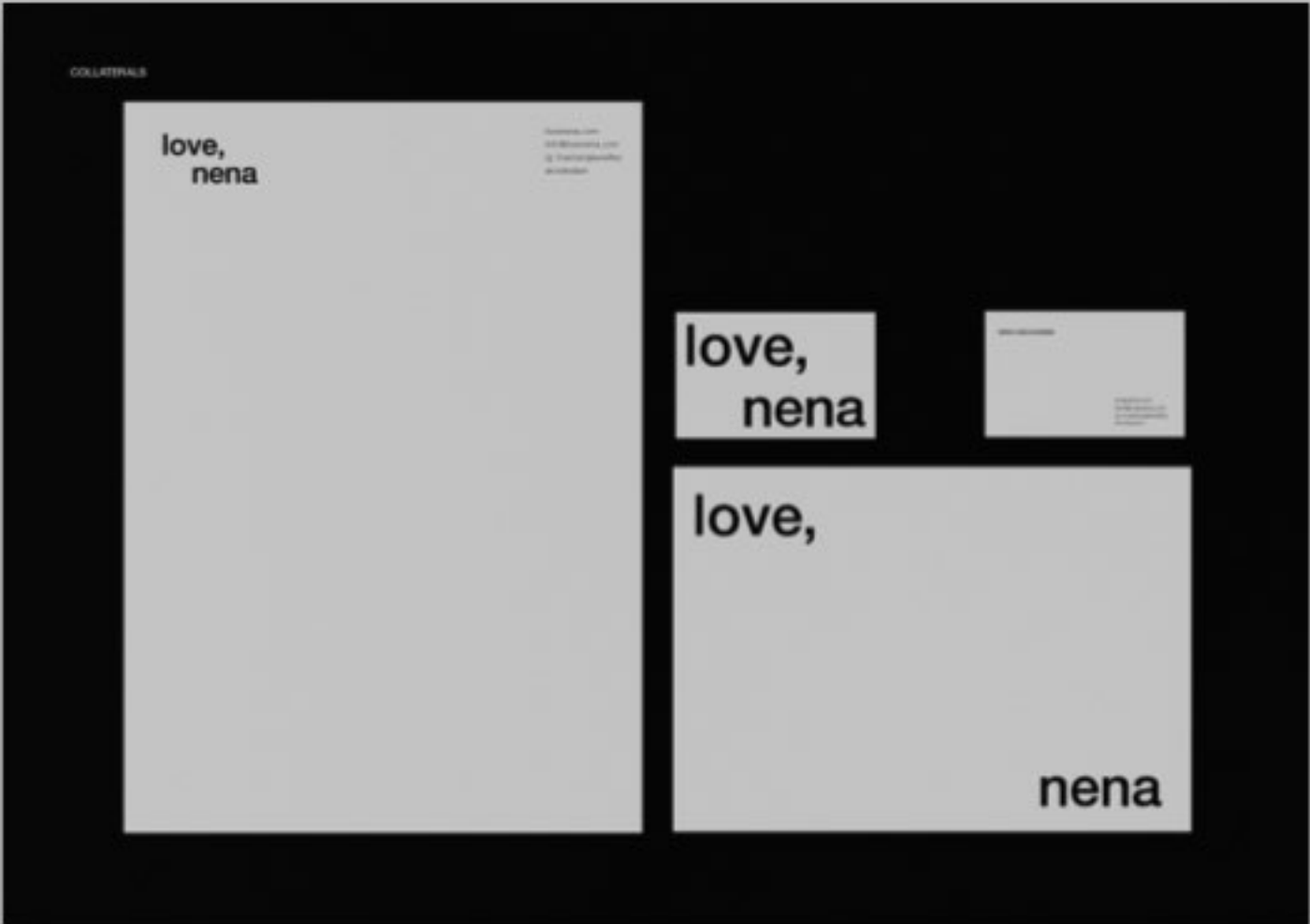
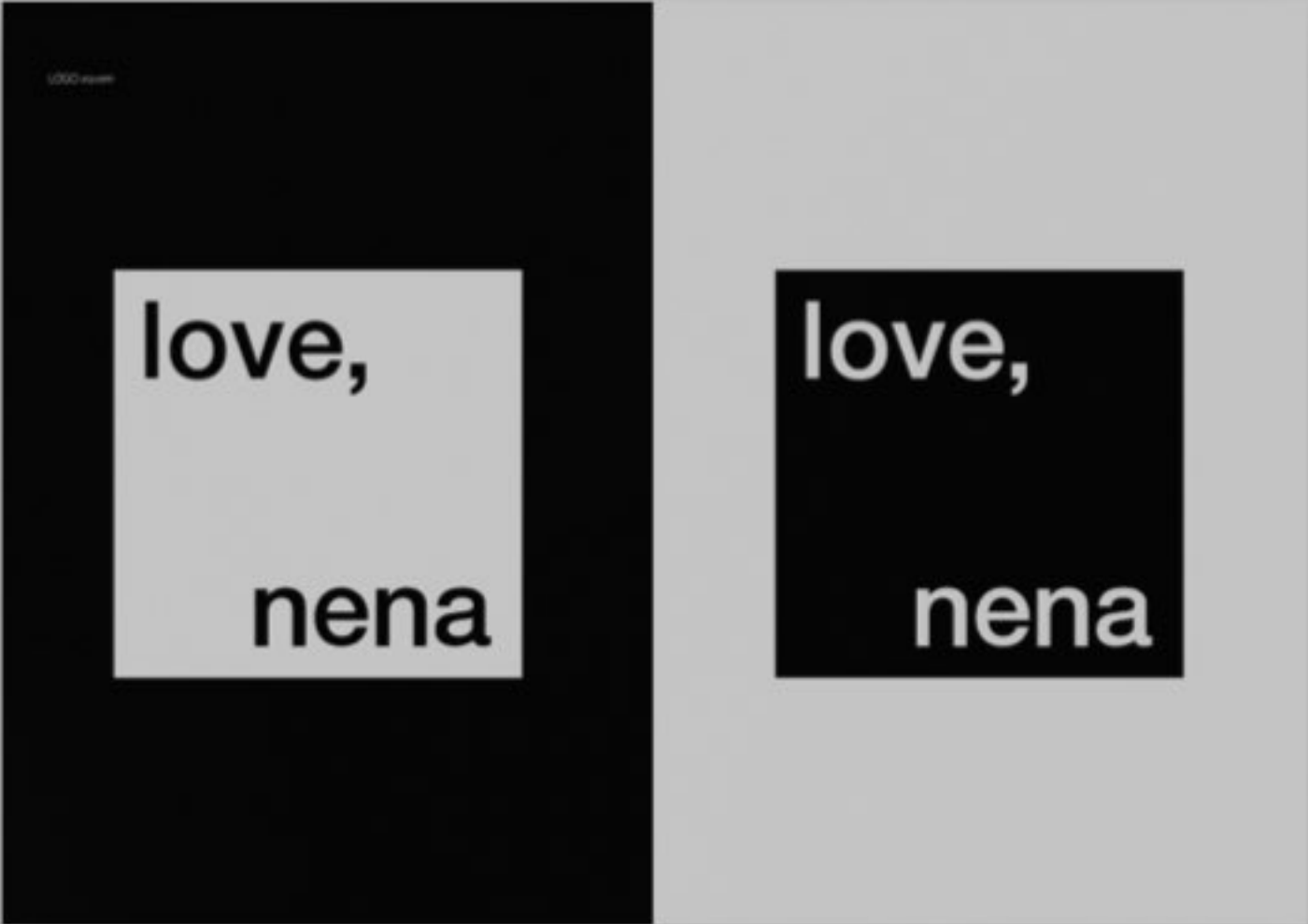
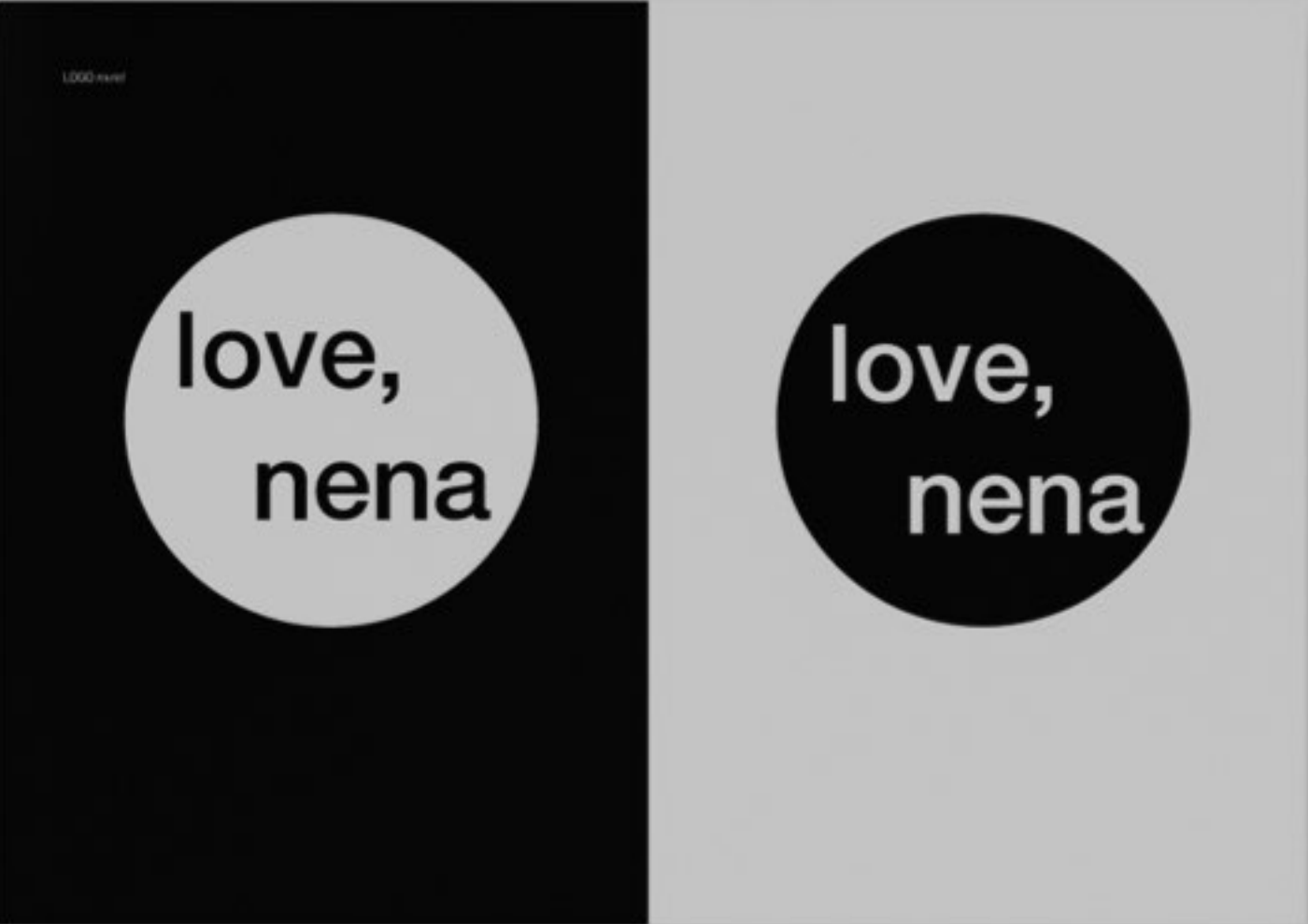
STRATEGY
CONCEPT
DIRECTION,
PRODUCTION

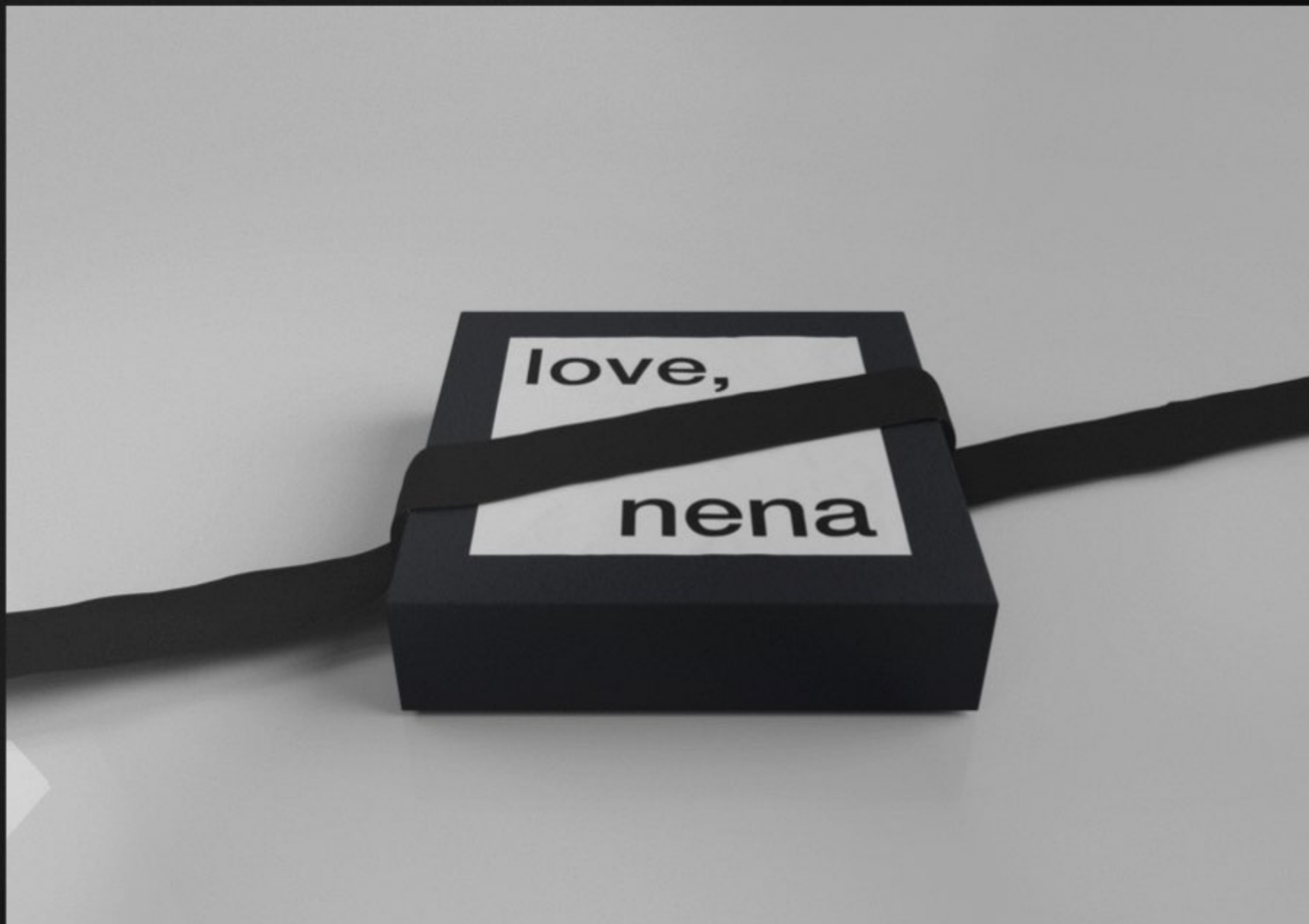
TEAM

CONCEPT AND DIRECTION: CLAUDIA CIMPAN
CGI: OHNE STUDIO
PHOTOGRAPHY: MIHKEL PAJUSTE
PROJECT FOR: PUMA MOTORSPORTS
YEAR:2019











DOUBLE SHAPED *gold plated*

HAMMERED HOOP *x large*



HAMMERED HOOP *large*



PRESSED HOOP *x large*



PRESSED HOOP *large*



HAMMERED HOOP *medium*



HAMMERED EARRING *small*



PRESSED HOOP *medium*



PRESSED HOOP *small*



PRESSED HOOP *gold plated*
metal is pressed to change it's original shape from symmetrical to asymmetrical.
A process of surrendering and embracing the unexpected.

HOOP *collection*

strong enough to stand alone, love, nena hoop bring nature closer to you, embracing your features through organically shaped artefacts, crafted with a sculptural approach in the making.





RING collection

rings collection wraps around your finger as a graceful extension of your gestures, bringing nature close to you through organically shaped artefacts, bold in its imperfections and uniqueness just like all things in nature.







A FULL 3D CONTENT SOLUTION FOR A SUSTAINABLE JEWELLERY BRAND



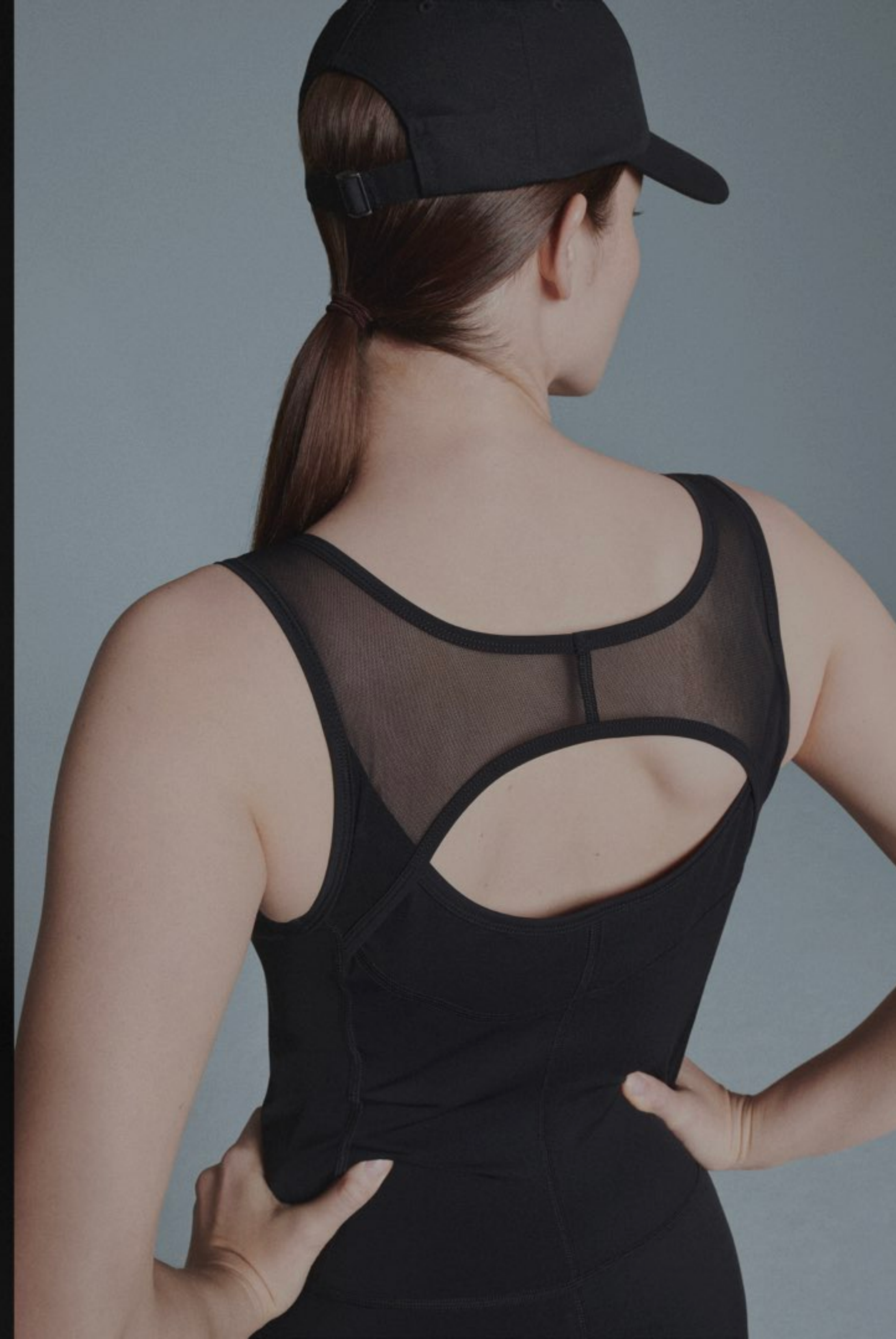








TALENT: JALEESA & MANISHA
CONCEPT AND DIRECTION: CLAUDIA CIMPAN
SET AND STYLING CONCEPT: CLAUDIA CIMPAN
HMU: BRITT BREIDER
STYLING: L'LETA VAN GOMM
CASTING: CLAUDIA CIMPAN
AGENCY: MOXIE MODELS
PHOTOGRAPHER: VINCENT MERINO
POST-PRODUCTION: ARENA RETOUCH
VIDEOGRAPHER: DAVID JOSTEN
SOUND DESIGN: ENTEK444
CLIENT: JAPAN TKY
PRODUCTION: GUILT.STUDIO









CONCEPT AND DIRECTION: CLAUDIA CIMPAN
SET CONCEPT: CLAUDIA CIMPAN
CASTING: CLAUDIA CIMPAN
AGENCY: ULLA MODELS
TALENT: NOA LOTUS
PHOTOGRAPHER: ALEX CONU
HMU: KIMM BAKKERS
STYLING CONCEPT: CLAUDIA CIMPAN
STYLING: PIRITA PEKKALA
PROJECT: AUDITION
CINEMATOGRAPHER: FREEK ZONDERLAND
CAMERA OPERATOR: MAXIM BRUIN
GAFFER: ARTHUR VIS
BEST BOY: JOOST KELDERMAN
PRODUCTION: GUILT.STUDIO
PRODUCER: CLAUDIA CIMPAN
ASSIST PRODUCER: CHARLOTTE ROCCHI
POST-PRODUCTION: ARENA RETOUCH
SOUND DESIGN: ENTEK444

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CONCEPT AND DIRECTION: CLAUDIA CIMPAN
SET CONCEPT: CLAUDIA CIMPAN
CASTING: CLAUDIA CIMPAN
AGENCY: FASHION COMPOSER
TALENT: MAZARINE, ALANNA
PHOTOGRAPHER: ALEX CONU
HMU: KIMM BAKKERS
STYLING CONCEPT: CLAUDIA CIMPAN
STYLING: PIRITA PEKKALA
PROJECT: AUDITION
CINEMATOGRAPHER: FREEK ZONDERLAND
CAMERA OPERATOR: MAXIM BRUIN
GAFFER: ARTHUR VIS
BEST BOY: JOOST KELDERMAN
PRODUCTION: GUILT.STUDIO
PRODUCER: CLAUDIA CIMPAN
ASSIST PRODUCER: CHARLOTTE ROCCHI
POST-PRODUCTION: ARENA RETOUCH
SOUND DESIGN: ENTEK444







CONCEPT AND DIRECTION: CLAUDIA CIMPAN
SET CONCEPT: CLAUDIA CIMPAN
CASTING: CLAUDIA CIMPAN
AGENCY: FASHION COMPOSER
TALENT: MAZARINE, ALANNA
PHOTOGRAPHER: ALEX CONU
HMU: KIMM BAKKERS
STYLING CONCEPT: CLAUDIA CIMPAN
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POST-PRODUCTION: ARENA RETOUCH
SOUND DESIGN: ENTEK444

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G-STAR RAW RESEARCH.

A PROJECT BY
G-STAR RAW + AITOR THROUP.

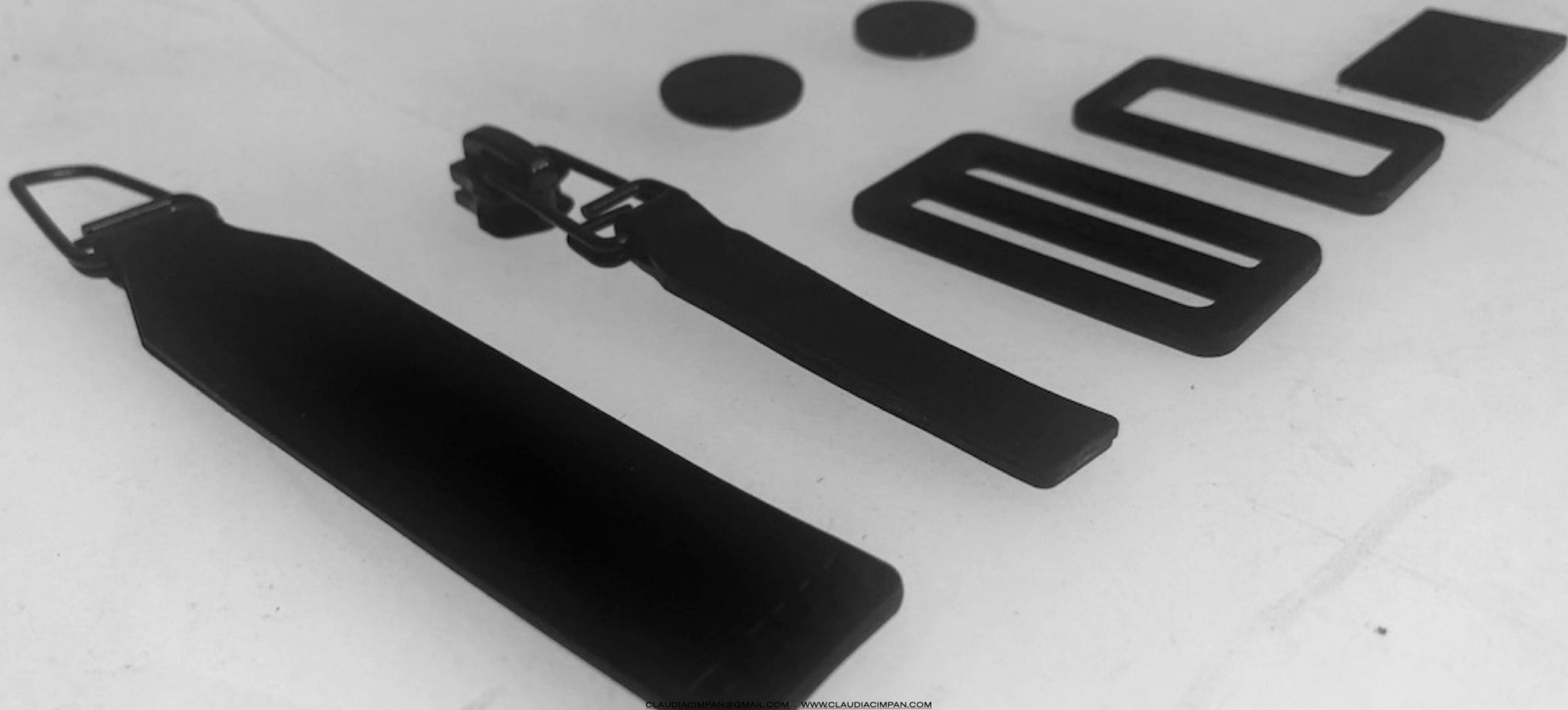
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G-STAR
RAW
RESEARCH.

CONCEPT
VISUAL IDENTITY AND SYSTEM
COLLATERALS
ON PRODUCT COMMUNICATION
SEASONAL STORY TELLING

IMAGES: G-STAR.COM





**RAW
RESEARCH.**

**RAW
RESEARCH**

MADE IN TUNISIA

M

**STAR RAW • A PROJECT BY
ATTOR THROUP.**





RESPONSIBILITIES: CONCEPT
VISUAL IDENTITY AND SYSTEM
COLLATERALS
ON PRODUCT COMMUNICATION
SEASONAL STORY TELLING

IMAGES: [G-STAR.COM](https://www.g-star.com)

RAW RESEARCH IS THE INTERNAL INNOVATION LABORATORY AT G-STAR HQ, LED BY DESIGNER AITOR THROUP. IT IS FOCUSED ON EXPERIMENTING WITH PRODUCT DESIGN BY CLASHING TRADITION AND INNOVATION, AND SYMBOLISES AN ENDEAVOUR TO FIND NEW WAYS OF CRAFTING DENIM THROUGH THE PROCESS OF EXPLORATION, CURIOSITY AND EXPERIMENTATION.

THE AIM WAS TO CREATE A VISUAL IDENTITY FOR WHAT BECAME THE EXPERIMENTAL PLAYGROUND OF THE G-STAR RAW. THE STARTING POINT OF THE CONCEPT WAS THE CENTRE ALIGNED LANGUAGE OF THE BRAND. WHILE IN MAIN VISUAL LANGUAGE, THE CENTRE IS OBVIOUS, HERE IT BECOMES AN INVISIBLE MIDDLE LINE THAT DIVIDES THE SPACE, GENERATING A STRONG DUALITY, PREDOMINANT FOR THE ENTIRE DESIGN PROCESS: FORBIDDEN COMBINATIONS.



G-STAR RAW FEST









**JADEN SMITH
+ G-STAR RAW
FORCES OF NATURE**



**JADEN SMITH
+ G-STAR RAW
FORCES OF NATURE**

2XS XS S **M** L XL 2XL 3XL

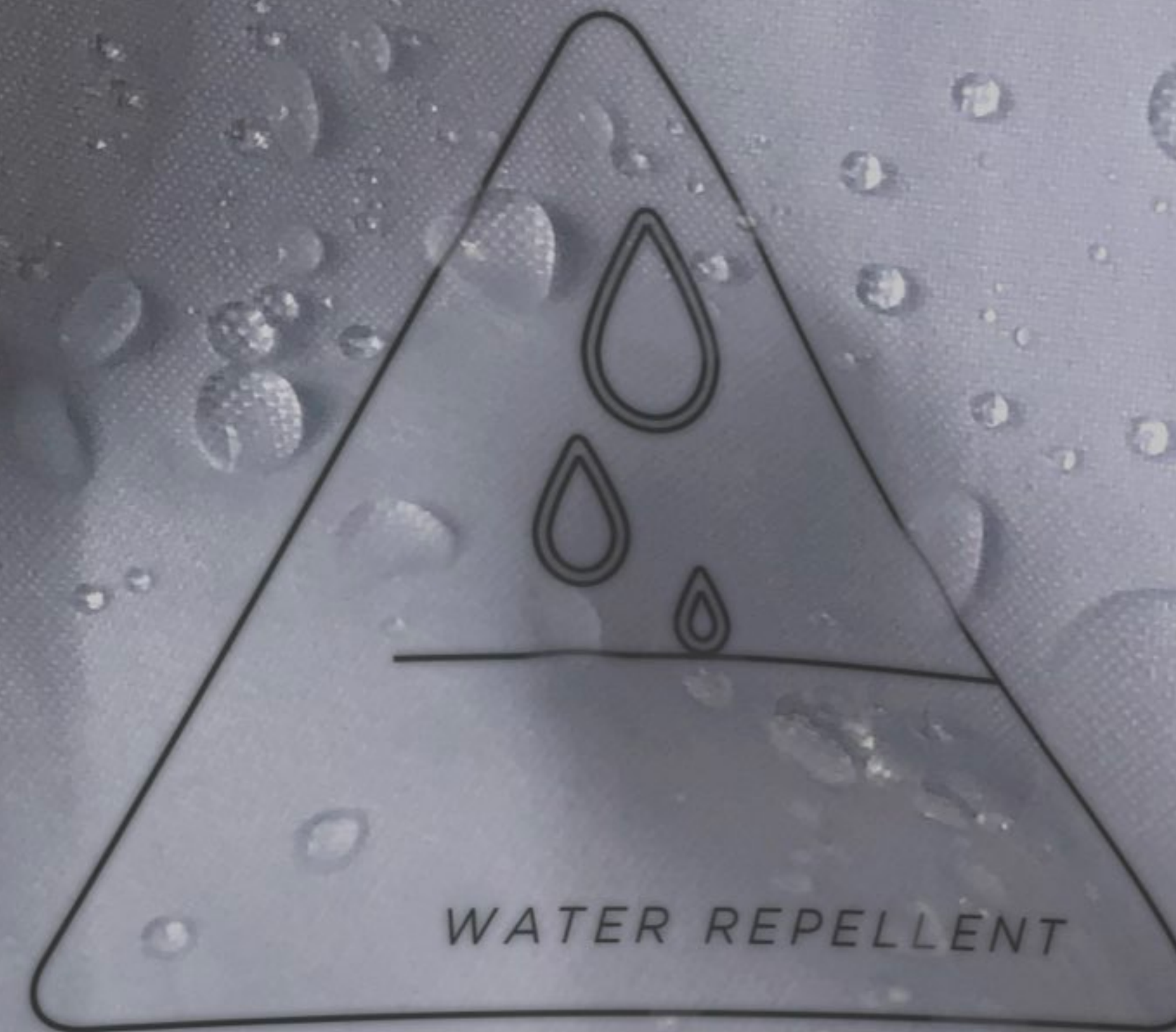

JADEN SMITH

G-STAR RAW



Concept
Visual Identity and System
On Product Communication
Visual Guidelines

Images: g-star.com



RAW
PERFORMANCE

LIGHTWEIGHT

WATER REPELLENT

BREATHABLE

WINDPROOF



PERFORMANCE TECHNICAL ENGINEERING

G-STAR RAW

Concept
Visual Identity and System
On Product Communication
Visual Guidelines

Images: g-star.com

Visual communication system for performance and technical aspects aspects on products. Due to increasing performance aspects in garments development a modular system became the most obvious solution, giving a utilitarian language to the program.



Thank you.