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## JUSTINE VALENTINE VIOT

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# **ABOUT ME**

I am a designer, storyteller and researcher interested in topics surrounding human behaviours in fashion. I am resourceful, willing to learn and selfmotivated. I have experience in graphic design and skills in video making, performanceart creation and research in sociology and fashion. am looking to start my career in the inspiring industry of arts and fashion. I am also willing to develop the skills I acquired throughout my university studies at the London College of Fashion.

## Experience

2021 - Today

Brand Design for music artists 2020 - 2022

2018

# Education

Fashion Futures, Master of Arts (Distinction) London College of Fashion, UAL, London 2022 - 2024

Interaction Design, European Bachelor of design L'École de Design Nantes Atlantique, Nantes 2016 - 2019

Economic and Social Sciences Baccalauréat Lycée Albert Camus, Nantes 2013 - 2016

References available upon request.

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Website and UX Designer, The Discourse

Digital Designer, Gulfstream Communication

## Skills

Design Thinking process UX/UI Design Graphic Design (Indesign, Illustrator, Photoshop) Art Direction Web Design (XD, Wordpress, Elementor) Video Editing and Mapping (Premiere Pro, Millumin) Storytelling (storyboarding, script writing, directing) Pattern Cutting and Sewing Academic Research

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# SELECTED PROJECTS

## **01. Disgusting Fashion?**

Editorial Design + Research

## **02. Little Red Tights**

Art Direction + Video + Research

### 03. The Legs of 2073

Art Direction + Stop Motion Video + Research

### 04. Woodkid

Video Mapping

#### 05. Undercover

Video Mapping + Interaction Design + Market Research

### 06. BBRC

UX Design + Webdesign

#### 07. BubbleLife

Social Media Design + Management

### 08. Wildscreen

Webdesign + Brand Design

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**Disgusting Fashion?** 

Little Red Tights

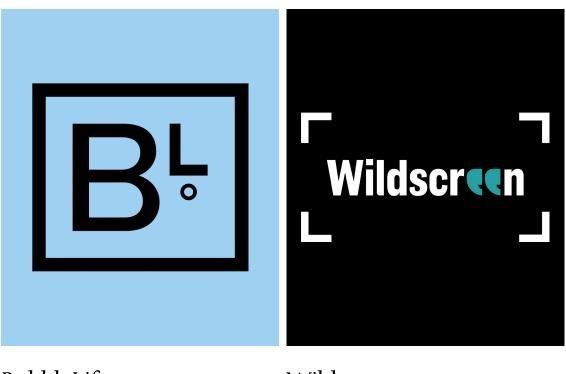
The Legs of 2073



Woodkid

Undercover

BBRC



BubbleLife

Wildscreen

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## **DISGUSTING FASHION?** 2018

"What's the real story behind the last Zara jumper you bought? Were you aware of the impact of that purchase on the woman who sewed it? Did you consider the social and environmental effects of the latest addition to your wardrobe? Both on the country in which it was produced or even on the planet itself? In this article, I will show the lengths to which the big brands will go to ease your conscience about the social, economic and environmental impact of your own consumer choices and explain how the profit these businesses make is often rooted in the exploitation of others.

In the last thirty years, the fashion world has been transformed. It has evolved at an incredible pace. Globalisation and the shift to overseas production to slash production costs have seen the profits of the significant multinational clothing producers surge. We all know that the high street brands can now produce several collections each season, and some even make new collections monthly. It is estimated that 100 billion garments are bought worldwide every year, and in France alone, each of its 65 million citizens buys on average 9.2kgs of textiles and shoes every year. [1]

We must appreciate the real meaning of these figures and make ourselves aware of the human, environmental and cultural consequences of these astonishing..."

Read the whole zine here.

#### Comment changer la donne en tant que consommateur ?

Malgré tous les articles, vidéo reportages tentant d'être bie illants, il est difficile de ne pas se sentir coupable et désorie par tous ces chiffres. Nous avor out de suite envie de faire un nieux, de nous donner bon science mais, attention, san rop en faire. C'est sûrement à ause de cela que nous nous cipitons dans les actions di p-responsables" promues pa es enseignes de mode les plus natiques, H&M, qui se ver comme étant une marque se sou ciant de l'environnement a lancé ces dernières années plusieurs lans de communications à but co-responsables". Pour exempl n faisant participer le consom nationale leur proposa aur la multi le ramener de vieux vêtements en change de bons d'achats [8].

À ce stade, H&M vous achète vous, et votre confiance en eux quant à leur empreinte écologique et humaine. Mais c'est là que nous devons nous questionner, et ce audelà des campagnes de pubs qu'on nous donne à voir. Ce marketing n'est au final qu'un simple altruisme

auisé pour vendre plus et reda

À ce jour, aucune de la majo s margues conventionnelles rêt-à-porter n'a pris parti et n'a pr e décision radical quant à leurs agissements, ne serait-ce qu'a nettre leurs agissements. Ces irques participent à l'amplific on de ce que l'on appelle le Gree vashing : "un procédé de marketir ou de relations publiques utilisé r ne organisation erritoriale, etc.) dans le but de se donner une image de responsa

Alors, au delà de simplement o les yeux, il est maintenant import ant de dénoncer et de combattre Fast Fashion. Mais comment faire cela ? Qu'existe-t-il déjà ? Que pouvons nous faire ou relayer

crédit photo : Justine Viot







# LITTLE RED TIGHTS

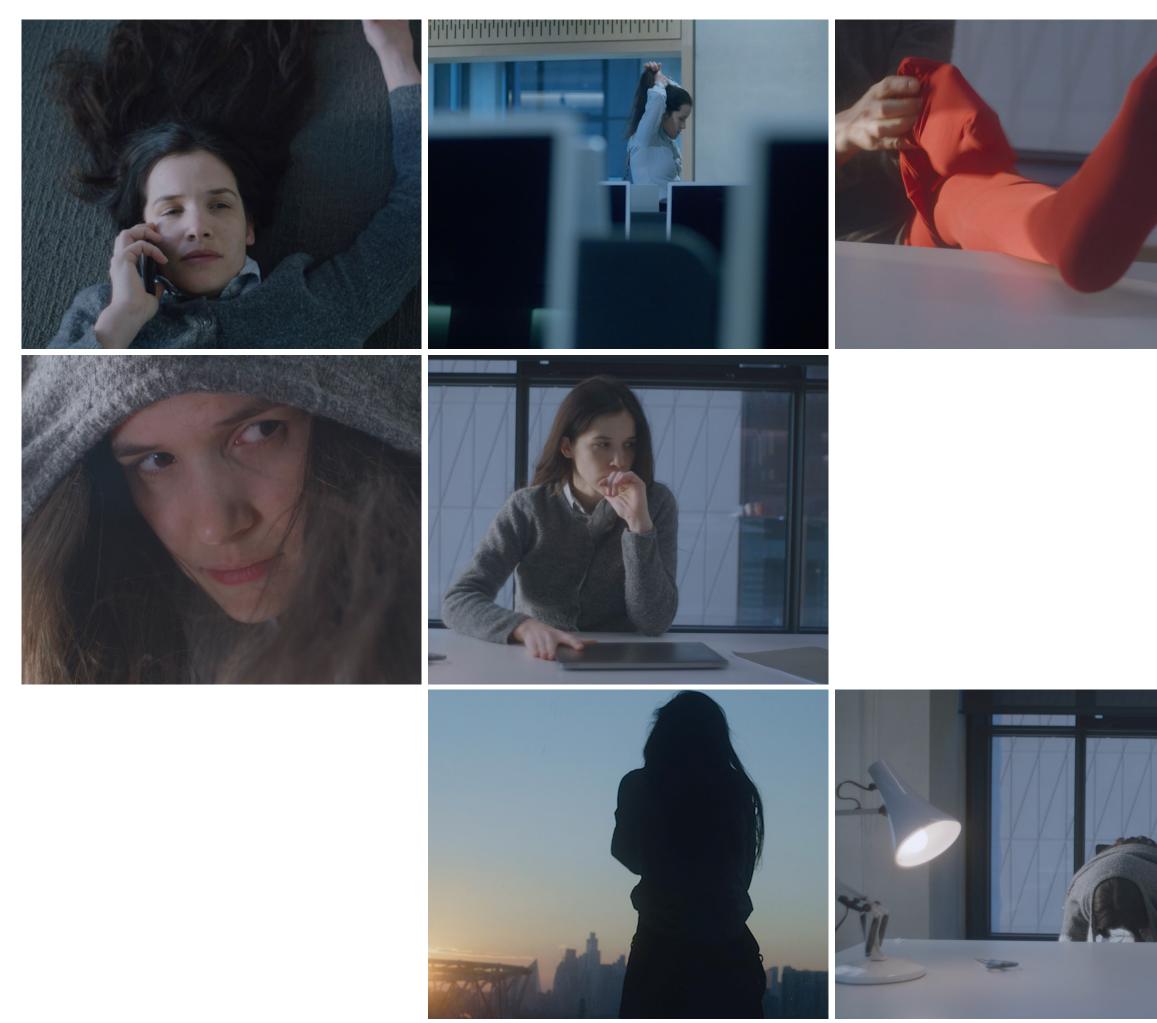
2024



Art Direction + Video + Research

# LITTLE RED TIGHTS

2024



#### **Art Direction + Video + Research**

Psychological research has shown that an individual's fashion choices are a factor in their mental and physical wellness. Within the workplace context, these fashion choices, as well as their identity, may even impact their decision-making ability and performance. By exploring the intersection of gender dynamics, workplace experiences, and nonverbal communication, this project delves into the challenges women face in professional settings regarding these fashion choices. The designers aimed to understand and highlight women's struggles with appearance expectations in a specific system. The research culminated in a thought-provoking short film crafted to authentically represent the nuances of women's corporate settings and experiences.

The film, anchored in the Hero's Journey framework, provides a visual narrative that challenges societal norms, exploring the emotional impact of conforming to strict standards. 'Little Red Tights' not only contributes to the conversation on women's position and well-being in professional settings but also emphasises the power of storytelling to address heavy topics. Watch the film here.

Performer – Timna Krenn Cinematographer – James Lahaise







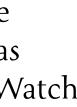
# **THE LEGS OF 2073**

2023



This is an educational film from the year 2073. Despite the formal narration, the image-per-image cutouts and drawings convey a strong, yet human message. The humour carried by the movements of the legs and chosen imagery helps to keep the audience's focus on the very formal information given by the narrator, expanding the audience to teenagers. The ending was updated to incorporate the consequences of skirts' evolution on men's objectification. The film ends with open questions about objectification and the general sexualisation of bodies. Watch the film <u>here</u>.





# WOODKID

2019



Video Mapping





# WOODKID

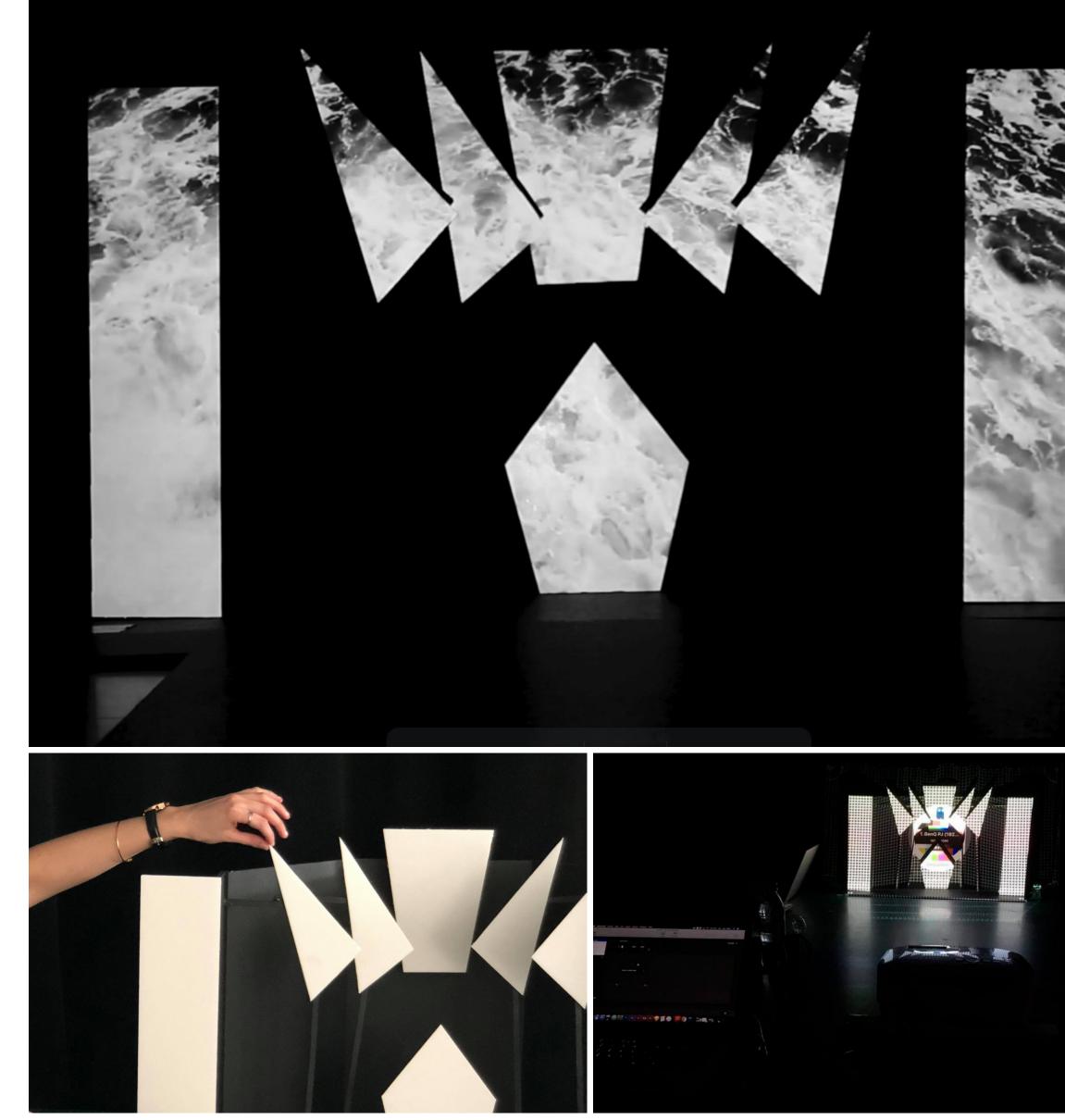
2019

Video mapping is a greatly effective method for visually accompanying an artist's live performance. This stage design project was created in three days and was purposefully made to encapsulate the essence of Woodkid's unique universe, characterised by resounding drums and a dark atmosphere.

The objective was to replicate the immersive experience of an authentic stage design at a reduced scale, by creating a crafted model of the stage. The video mapping was pieced together to create a visual narrative, with footage from our own production but also from the singer's videos. Undoubtedly, this proved to be a tough challenge. Especially with the constraints of time and the exact precision required to synchronise our mapping projections with the miniature stage and the rhythmic cadence of the drumbeats.

Under the mentorship of artist Guillaume Marmin, this project served as an invaluable learning experience for our team of students, pushing the boundaries of our creative and technical abilities. Watch the video <u>here</u>.

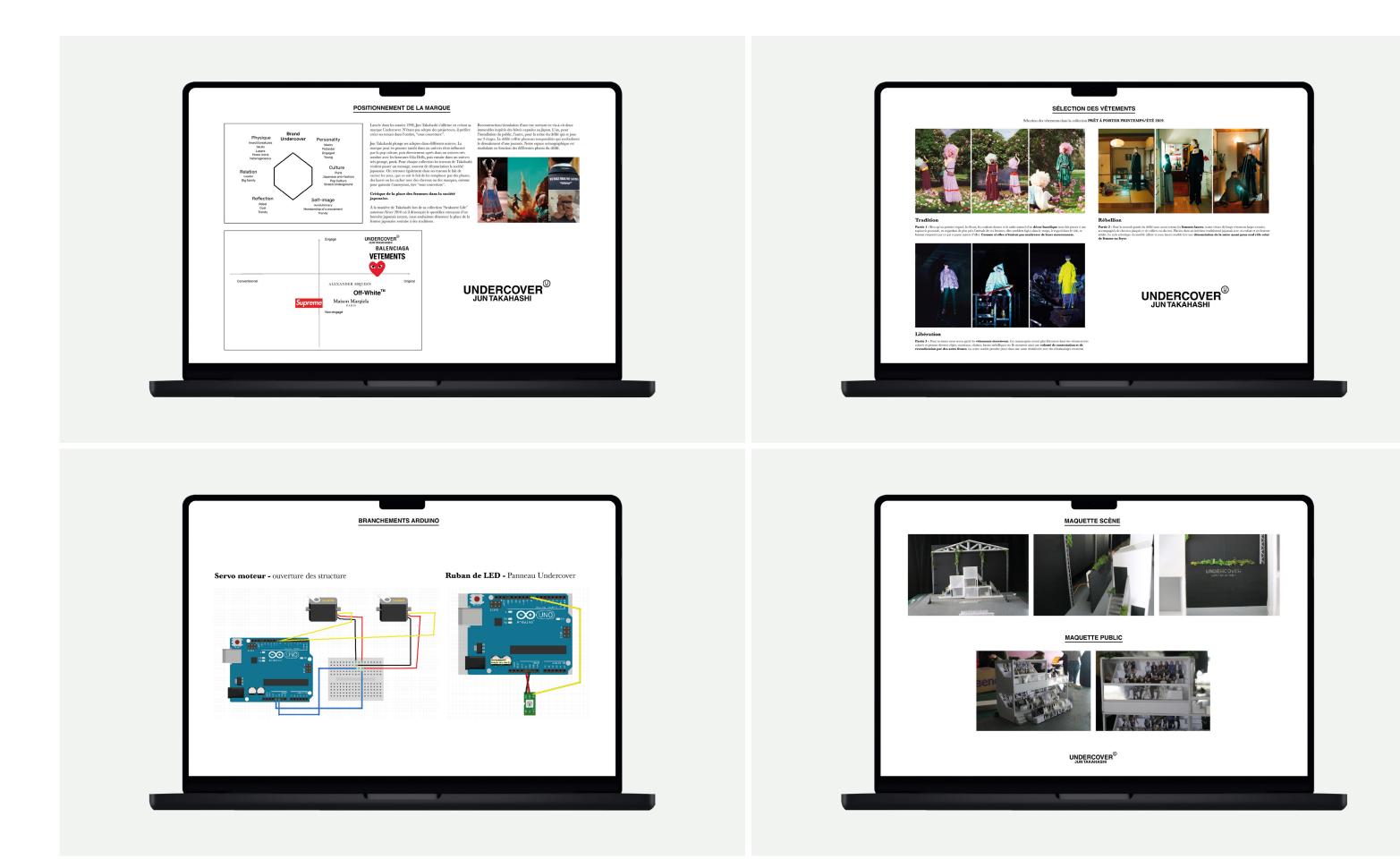
In collaboration with – Andrews Kimbembe, Raphaëlle Gorenbouh Music – Woodkid





# UNDERCOVER

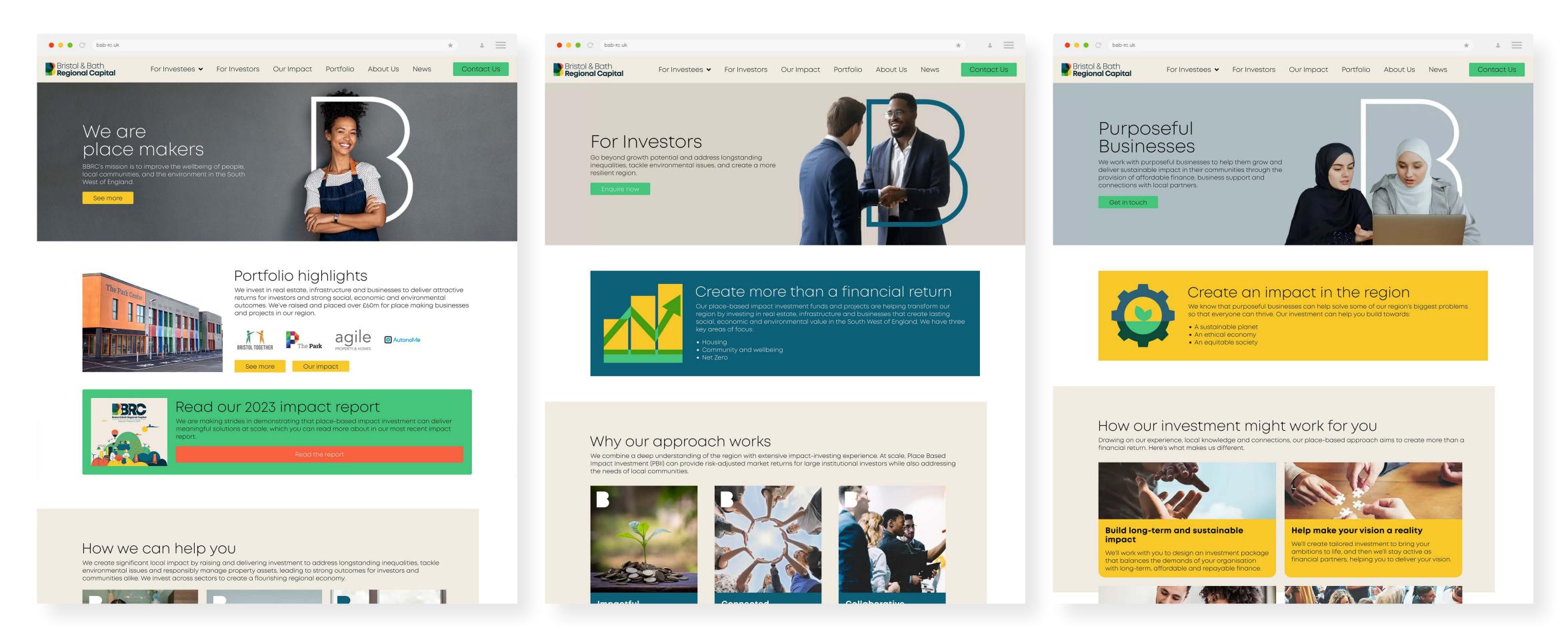
2019





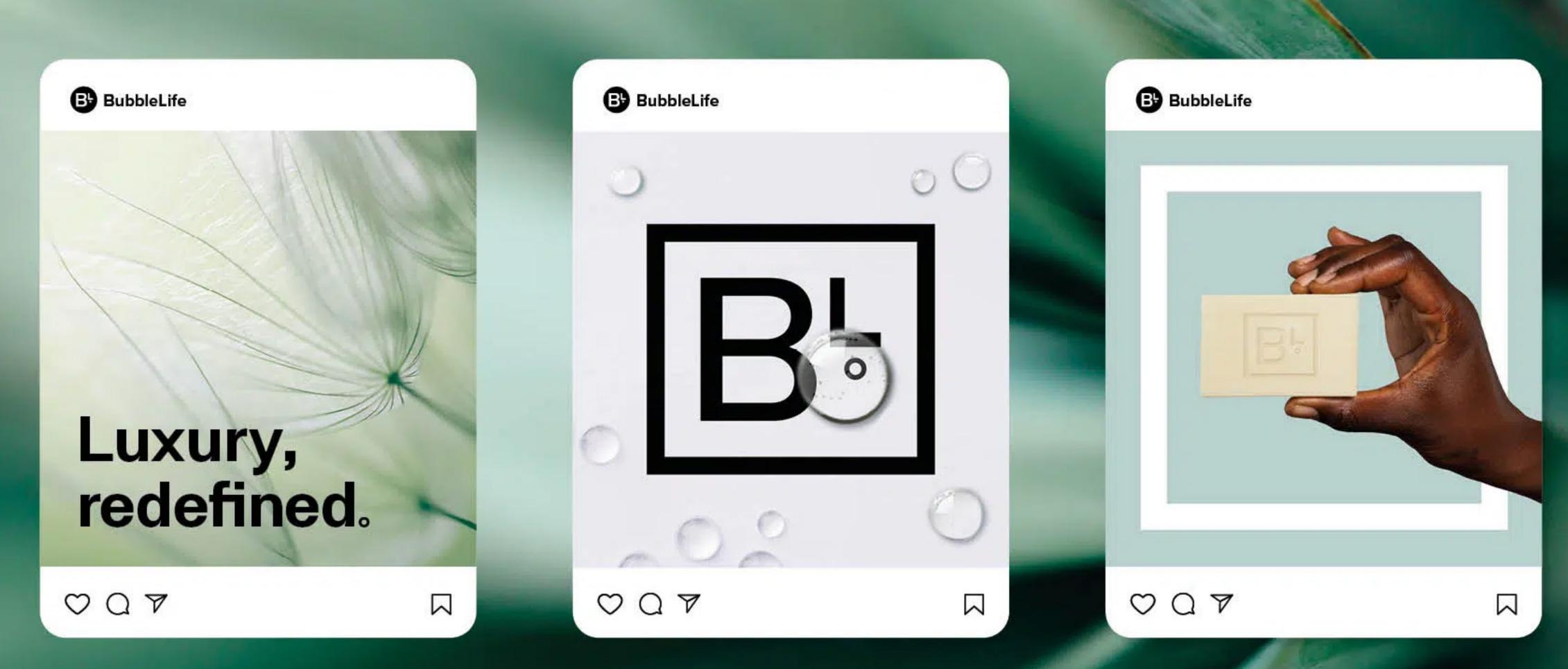
For this project, we designed a three-minute fashion show for Undercover, merging fashion and theatre to critique the constrained role of women in Japanese society. Inspired by Jun Takahashi's storytelling, we collaborated with scenography students to build a modular set, reflecting a day's timeline across three floors of capsule hotel-inspired structures. Using CAD, Millumin, and Arduino, we crafted dynamic visuals and lighting, brought to life through a small-scale maquette. See the video <u>here</u>.





While working at The Discourse, I collaborated with Issy Cheung under the supervision of Ed Garrett to help BBRC evolve their brand and reshape their public image. We designed a dynamic, modern website complemented by a vibrant visual identity centred around community. Our work communicated BBRC's voice and purpose clearly, while effectively engaging stakeholders both internally and externally, fostering confidence in a broader audience.





Social Media Desing + Management

07



# BUBBLELIFE

2024

At The Discourse, I designed social media templates, contributed to social media strategy alongside The Discourse marketing team, and wrote, published, and managed social media content, to make sure they have a cohesive and engaging digital presence that reflects the brand's innovative approach to wellness.



single-use plastic yearly?

**O** INSIGHTS



\_\_ Made in

Wiltshire

cold pressed soap

Free from \_\_\_\_

chemicals

harsh

 $\mathbf{J}$ 

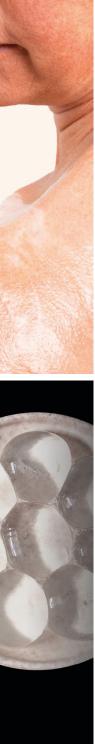
• Most consumers prefer liquid soap products over solid shampoo bars or larger dispensing bottles.







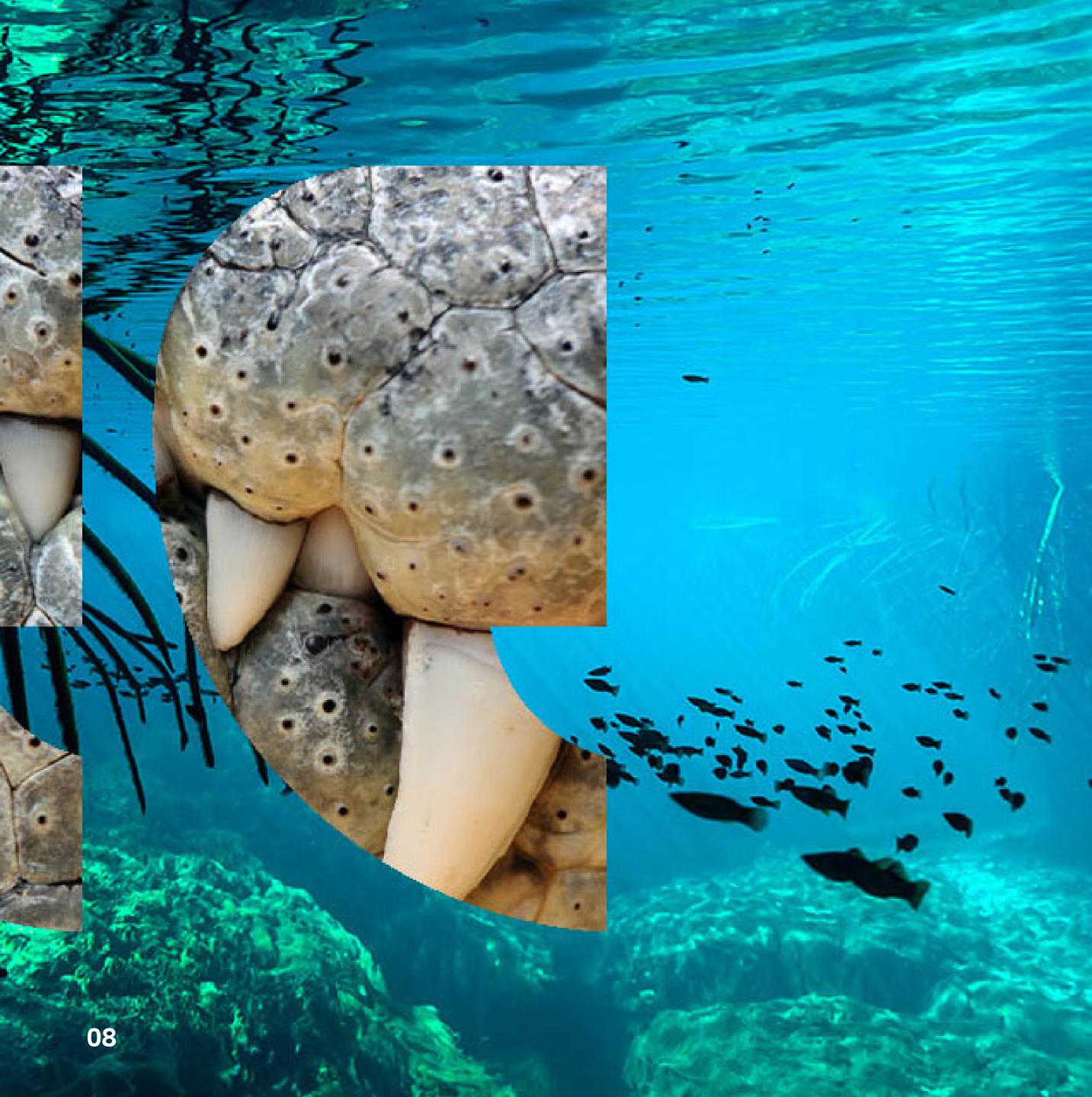
Eco-tech for a plastic-free future.



# WILDSCREEN

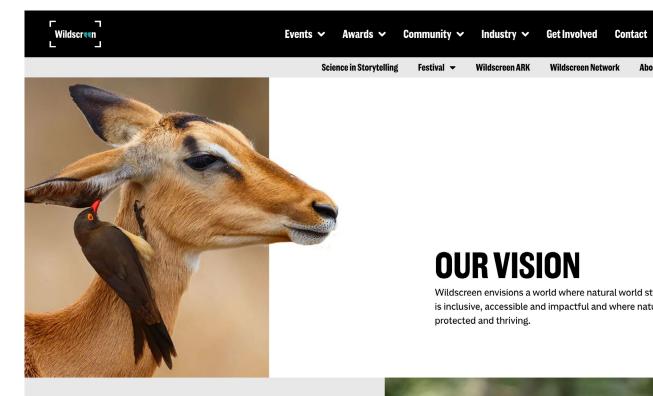
2022

Webdesign + Brand Design



# WILDSCREEN

2022



Wildscreen envisions a world where natural world storytelling is inclusive, accessible and impactful and where nature is protected and thriving.

#### **••** Our Mission

Wildscreen connects people with nature through storytelling. We democratise the creation of and access to nature's stories

- Supporting and celebrating the natural world storytelling industry
- Connecting creativity with conservation by convening storytellers and conservationists
- Nurturing a global community and next generation of storytellers
- Raising awareness of conservation through educating and connecting local communities with the natural world through stories





While at The Discourse, I supported Wildscreen, a global conservation charity, by creating and conducting a UX workshop, designing their website, and assisting Issy Cheung to develop a cohesive brand identity. Our work helped connect creatives in wildlife film, television, and photography with conservationists to raise awareness about the environmental crisis and inspire positive change.

Wildscreen

**Cet Involved** 

View Opportunities 🐝

Want to find out more about how you can get involved?

DONATE

Wildscreen Network About Us 👻 New

#### Webdesign + Brand Design

	Community 🗸	Industry 🗸	Get Involved	Contact	DONAT	TE 🌓	
ł	Festival 👻	Wildscreen ARK	Wildscreen Netwo	ork About L	Js 🕶	News	



Events 🗸 🛛 Awards 🗸

Science in Storyte

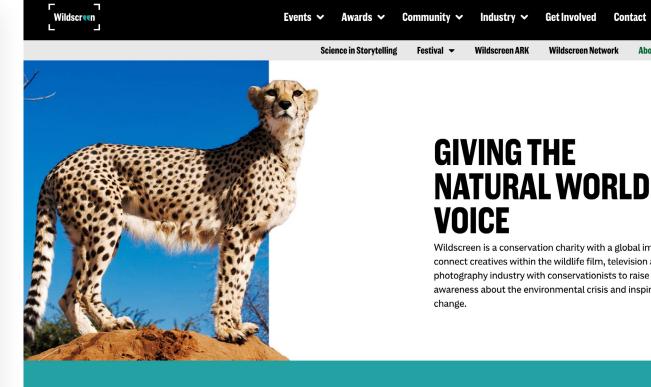
Stories connect us all. From our free educational resources to the Wildscreen Exchange image library, the Wildscreen community unites all of us who care about protecting our natural world, both locally and globally.

## Make an impact, together

Whether you're a teacher, a conservation NGO, film festival, corporate or a wildlife enthusiast, we'd love for you to get involved with our growing







#### **GIVING THE NATURAL WORLD A** VOICE

Festival 
Wildscreen ARK Wildscreen Network About Us

Wildscreen is a conservation charity with a global impact. We connect creatives within the wildlife film, television and photography industry with conservationists to raise awareness about the environmental crisis and inspire positive change.

#### An inspiring vision and purposeful mission

ns a world where natural world storytelling is inclusive, accessible and impactful and where nature is protected and hriving. Our mission is to connect people with nature through storytelling, and democratise the creation of and access to nature's

Our Vision 🐝



#### **Discover our story**

Founded in 1987, Wildscreen has a rich legacy and is an established organisation within the natural history industry

Find out the beginning of our story and the chapters that got us to where we are today

Read more 🗳

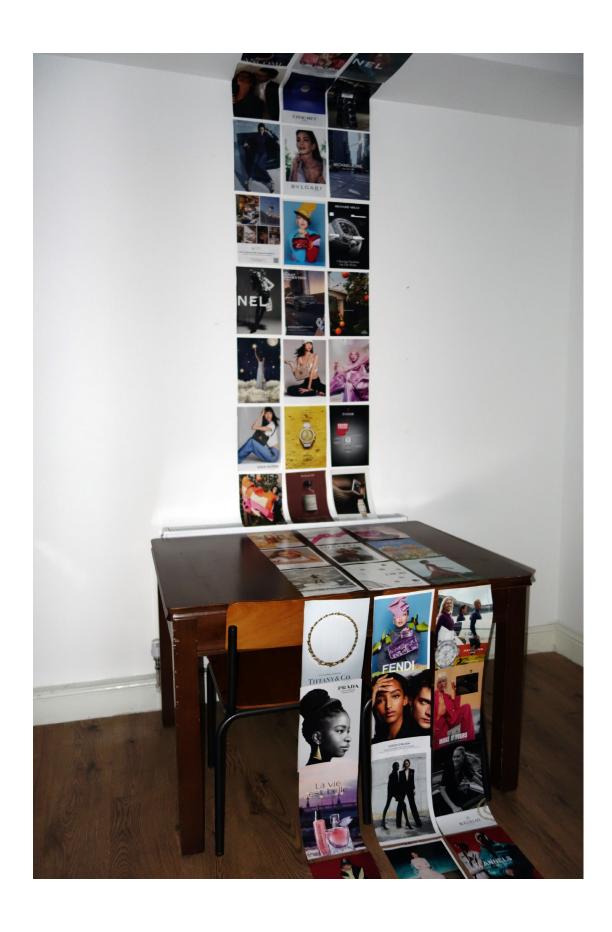
# Thank you for flipping through, now let's make brilliant things together.

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