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DAHEE CHOI™

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DAHEE CHOI

DAHEE CHOI • GRAPHIC DESIGNER  
PORTFOLIO • 2018–2023

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*01* ABOUT

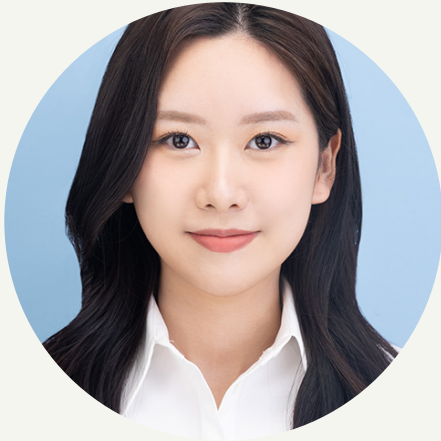
*02* PROFESSIONAL WORKS

MCCANN WORLDGROUP

ELEMIS

SNOWE

UNDEFINED. JEWELRY



DAHEE CHOI™

Hi. My name is **Dahee**. I am a multidisciplinary **graphic designer** with about **four years of experience** in a wide range of industries. I am focused on digital design. I enjoy tufting rugs and taking film photography in my free time.

**Email**

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choidaheechoi@gmail.com

**Skills**

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**Adobe Suite**

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- After Effects

**Web Development**

- HTML
- CSS

**Other**

- Sketch
- Keynote
- Illustration
- Retouching

**Language**

- Korean

**Honors and Certifications**

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**Dean's BFA Scholarship**

Fall 2015—Spring 2019

**BFA Award**

Fall 2015—Spring 2019

**Dean's List**

Fall 2015

**Visual Communication**

with Adobe  
**Photoshop CS6**

December 2020

**Graphic Technology**  
**Qualification Illustrator**

December 2021

**Graphic Technology**  
**Qualification Photoshop**

December 2021

**Education**

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**Parsons School of Design**

**BFA Communication Design**

August 2015—May 2019

New York, NY

**Experience**

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**Senior Digital Designer at McCann Worldgroup**

December 2022—Current

Seoul, Korea

**Graphic Designer at Elemis**

December 2019—September 2022

New York, NY

**Freelance Graphic Designer with Various Clients**

January 2018—June 2020

New York, NY

**Graphic Design Intern at Snowe**

September 2018—December 2018

New York, NY



### BMW SERVICECARE+

#### BMW ServiceCare+ 차량관리 구독 서비스

연진오일 및 소모품 비용이 걱정인 고객님을 위한 가입부터 결제까지 편리하고, 합리적인 가격의 'BMW ServiceCare+'를 만나보세요.

	Standard	Premium
	Power Train Warranty	Power Train Warranty
	엔진오일 + 오일필터 교환	엔진오일 + 오일필터 교환
	일반 수리 & 소모품 15% 할인	일반 수리 & 소모품 25% 할인
	서비스 쿠폰 3만원	서비스 쿠폰 7만원
	픽업 & 딜리버리 서비스	픽업 & 딜리버리 서비스
		브레이크 오일 교환
		마이크로 필터 교환
		브레이크 패드 & 디스크 (앞 혹은 뒤 세트)

더욱 자세한 정보는  
BMW Plus App에서 확인해보세요.

### 100,000KM 점검 부품 항목

- 라디에이터
- 인젝터
- 엔진&이선마운트
- 헤드커버가스켓
- 텐션스트럿
- 디젤미립자필터
- 출력축

100,000 KM

### 점화플러그.

발화의 3요소 중 온도를 담당, 실린더 내의 혼합기를 폭발시켜 연소실에서 피스톤으로 동력 전달.

### 부품 손상 시 현상.

- 불완전 연소로 인한 차량 부조 및 출력 저하.
- 가속 불안정 및 배출가스 내 유해 물질 증가.

### 외부 부품의 불안정성.

- 부식 방지 미처리로 실린더 헤드 손상 발생 가능성 증가.
- Semi-Slide Spark<sup>2</sup> 기술의 부재로 침전물 생성 및 오작동 발생 가능성 존재.

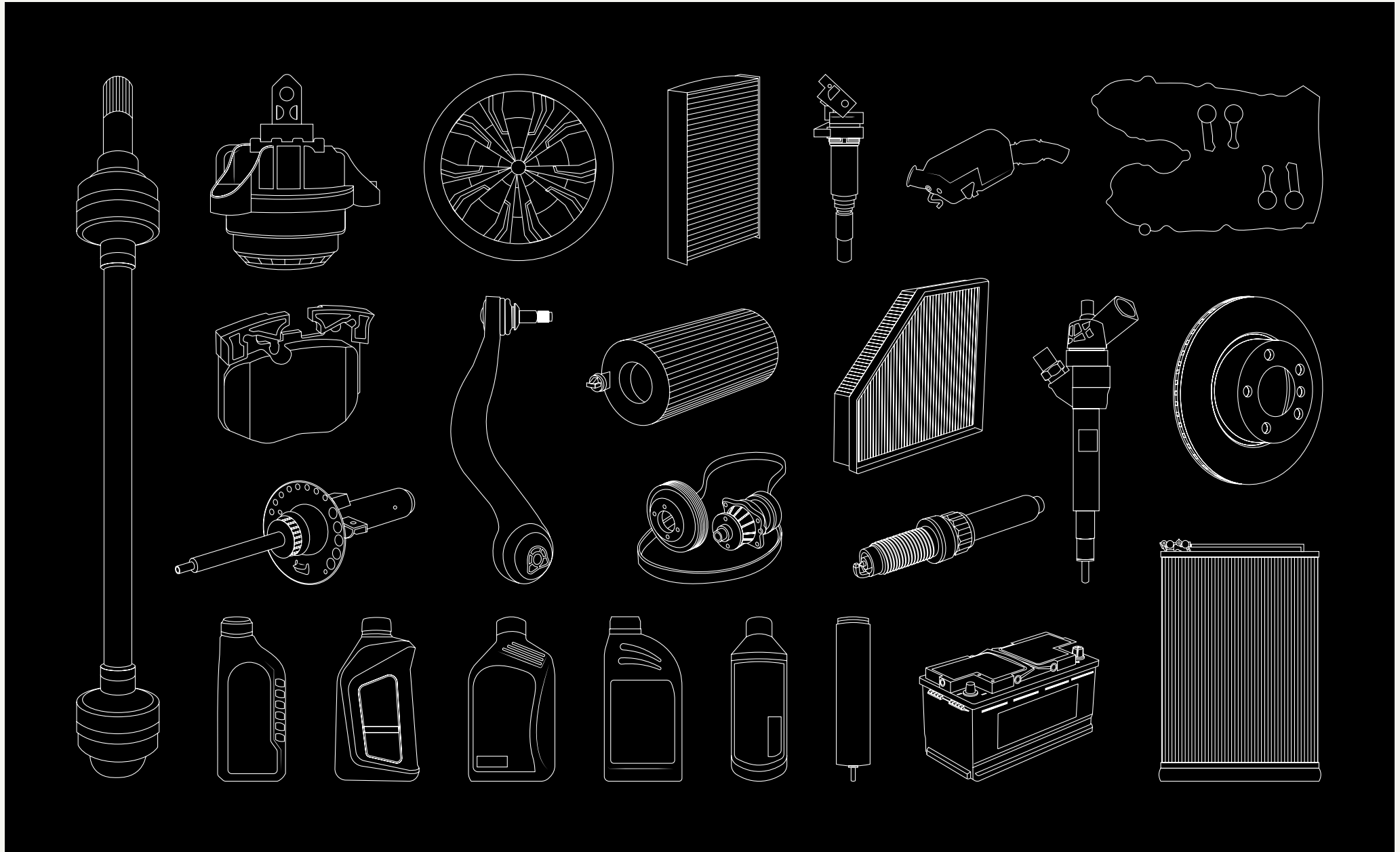
### 연관 점검 필요 내용.

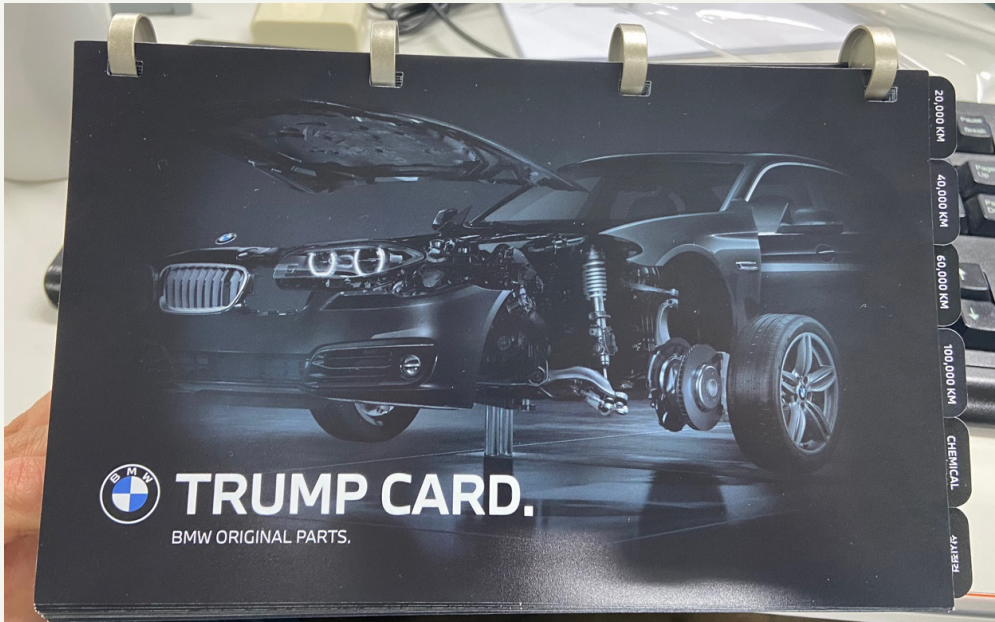
- 점화플러그 교환 시 점화 코일 점검 필요.
- 하나의 점화플러그 이상 발생 시 모든 점화플러그 교환 필요.

### 오리지널 파트의 장점.

- 전극 및 크리핑<sup>1</sup> 정류 방지 효과를 통해 작동수명 연장 및 안정적 점화.
- 부식 방지 처리로 알류미늄 실린더 헤드 손상 방지.
- 셀프 클리닝이 가능한 Semi-Slide Spark<sup>2</sup> 기술을 통해 침전물 및 오작동을 방지하여 뛰어난 냉간 시동, 공회전 및 가속 성능 유지.

1. 크리핑: 인류 지기로 인하여 혼합기의 불완전 연소를 발생시키는 현상.  
2. Semi-Slide Spark: 자체 발생되는 밀로 카본슬러지를 제거하는 기술.





### 점검 주기율표

■ BSI 부품    ○ 주기적 점검  
■ BSI PLUS    ○ 교환 권장

파트명	KM	20,000	40,000	60,000	80,000	100,000	120,000	140,000	150,000
엔진오일필터	공통	BSI	BSI	BSI	BSI	BSI	○	○	
미이크로필터	공통	BSI	BSI	BSI	BSI	BSI	○	○	
에어필터	공통		BSI		BSI		○		
필터유리크	기술선				BSI		○		
엔진필터	다형		BSI		BSI		○		
브레이크 오일	공통				BSI		○		
리디에이터	공통		BSI PLUS		BSI PLUS		BSI PLUS		
디스크	공통		BSI PLUS		BSI PLUS		BSI PLUS		
리디에이터	공통	BSI PLUS	BSI PLUS	BSI PLUS	BSI PLUS	BSI PLUS	BSI PLUS	BSI PLUS	
헤드라	공통			○			○		
탈각수	공통				○				
헤드라커 가스켓	공통					○			
팬센스트릿	공통					○			
리디에이터	공통					○			
자동차연속기 오일	공통							○	
스크 암스비	공통			○					
타이어	공통		○		○		○		
벨트 텐서	공통		○		○		○		
출력축	공통					○			
정화코일	기술선			○					
인젝터	공통					○			
엔진 오일 센서	공통					○			
다절미립자필터	다형					○			
다절미립자필터	공통								○

### 브레이크 디스크.

브레이크 패드와 작용해 발생하는 마찰력을 통해 차량을 감속 및 정지시키는 제동장치.

**부품 손상 시 현상.**

- 디스크 표면의 편 마모가 발생하는 경우 차량 제동 시 떨림 발생.
- 브레이크 디스크의 두께가 규정 값 이하로 떨어질 경우 제동 성능 저하.

**외부 부품의 불안정성.**

- 무거운 중량으로 연비 저하.
- 설계된 담장 성능 구형 불가.
- 제동 시 발생하는 열로 인한 변형에 취약.

**연관 점검 필요 내용.**

- 브레이크 패드 마모량 점검 후 규정 값 이하로 떨어졌을 시 함께 교환.
- 디스크 탈거 시 워브 베어링의 손상 유무가 확인 가능하므로 함께 점검.

**오리지널 파트의 장점.**

1. 특수 합금의 사용으로 열 방출 성능과 수명 극대화.
2. 5kg의 경량화를 통해 민첩함과 스포티함 증가 및 연비 향상.
3. BMW 각 모델에 맞춤 설계로 최고의 제동성과 안정성 보장.

1. 열량 성능: 진동을 흡수해서 억제시키는 성능.

### 100,000KM 점검 부품 항목

라디에이터    인젝터    엔진오일센서    헤드커버가스켓    팬센스트릿    다절미립자필터    출력축

한정판 6종 굿즈 기획팩

# 슈파츨스 콜라보 폼 미쳤다.



한정수량 기획팩 보러 가기 >

슈파츨스 X 아미미

## 떠난 콜라보는 다시 돌아오지 않으니깐!

한정판 컬러키링 틴트 GET 하세요!



콜라보 틴트 특별하기 >

한정판 슈파 기획팩 구매하면

## 우주인 프로젝트가 따라온다?



콜라보 굿즈 확인하기 >

화이트데이 슈파 에디션 구매하면

## 이모지 파우치가 공짜라고?



특별하러 가기 >

슈파츨스 X 신짱구

## 짱구니까 짱귀엽다!

한정판 그림톡 받아주세요!



콜라보 기획팩 구매하기 >

**NEW**  
**리코타치즈피자**  
**2종 출시**

쫄쫄한 피자위에  
고소한 리코타 치즈 가득!

트리플 리코타 치즈

페페로니&리코타치즈



Love the Moment

**발렌타인데이**  
**달콤한 할인**

**피자헛 모바일 상품권**  
특별 구성 세트 & 최대 31% OFF



**VALENTINE**  
**LOVE SET**

**29,500원 부터~**  
피자, 파스타, 사이드 모두 담았다!



**신프리미엄 7종**

피자헛 프리미엄 토핑이  
크런치한 썬도우와 만났다!

**바삭**



Pizza Hut × coupang eats

쿠팡이츠로 피자헛 주문 시 누구나  
**12,000원 할인!**  
기간: 12월 10일(목) ~ 25일(일), 7일간

coupang eats

**RETURNS!**



**NEW**  
**토픽킹** RETURNS

프리미엄 미트 토핑 360g을  
한 판 가득 담아 돌아왔다!

MADE WITH  
**CHEESE**  
**USA**



**NEW**  
**새콤달콤**  
**고구마**

한정 판매

쫄~깃한 마니아 도우와  
극강 바삭한 썬 도우  
골라먹는 재미까지!

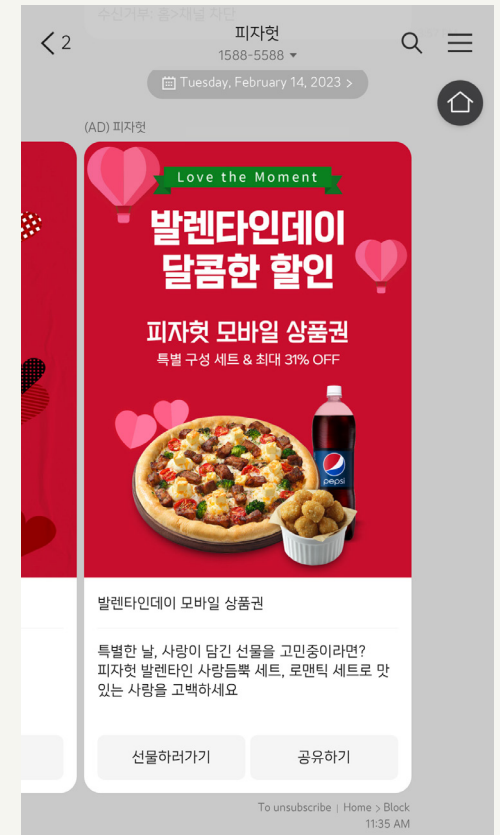
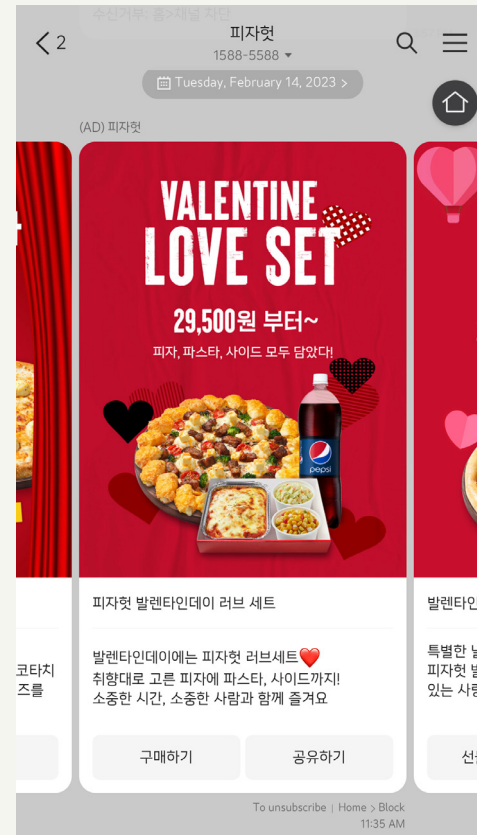
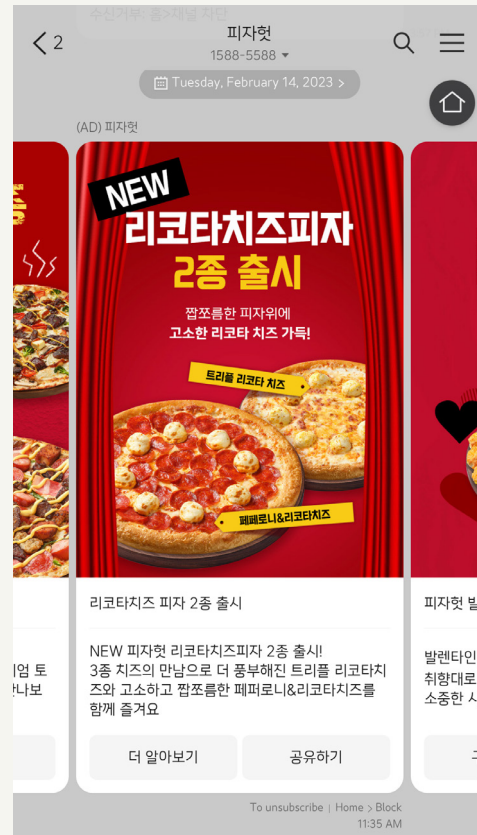
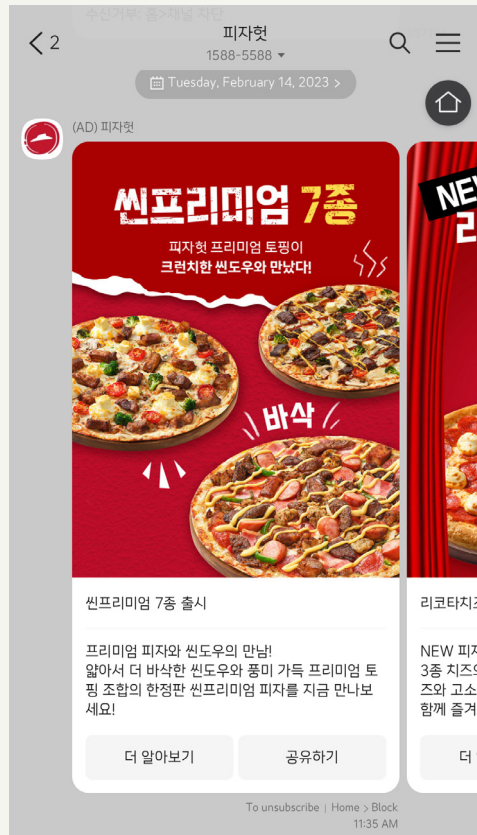


Pizza Hut × T Membership.

SKT Young 고객 누구나

배달도 포장도 **50%**





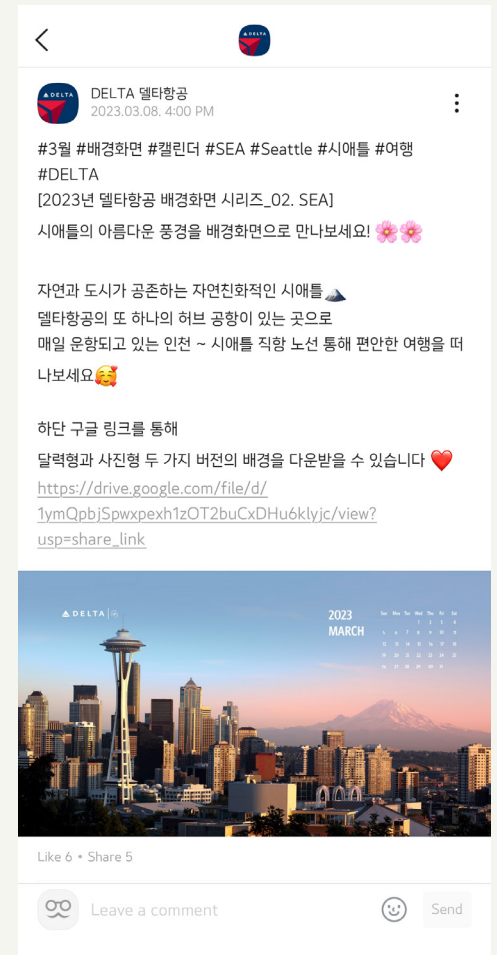
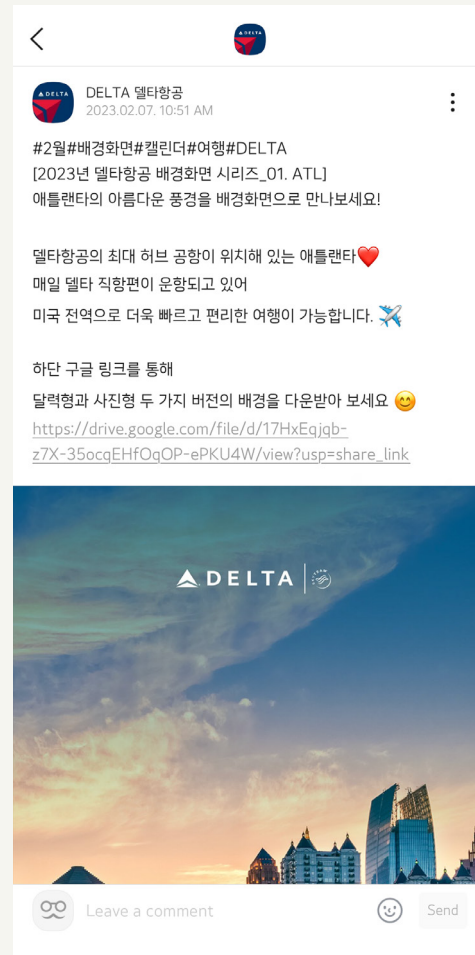
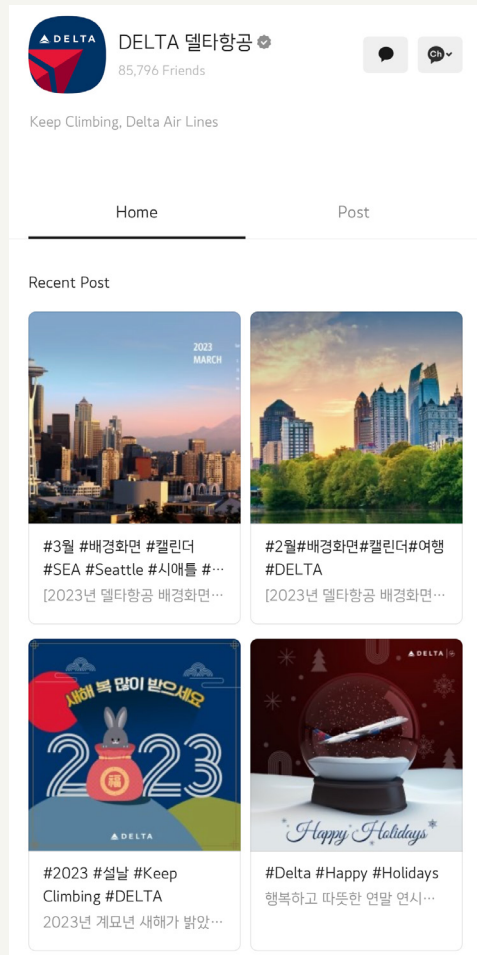


McCann—  
Delta

Junior Creative Director: Soonhyun Choi  
Service: Art Direction/Design

Downloadable lock screen for Delta's Kakaotalk subscribers.  
The template I created will be used for the rest of 2023.

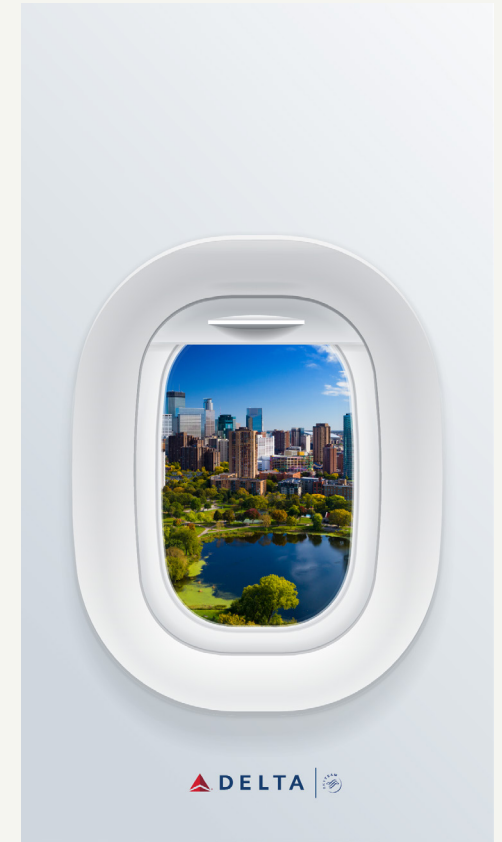
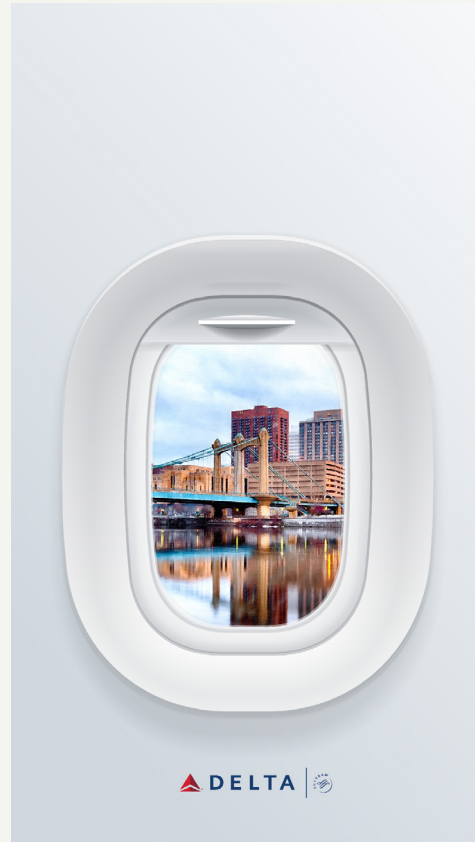




McCann—  
Delta

Junior Creative Director: Soonhyun Choi  
Service: Art Direction/Design

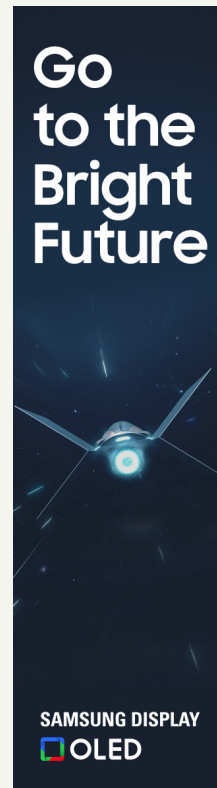
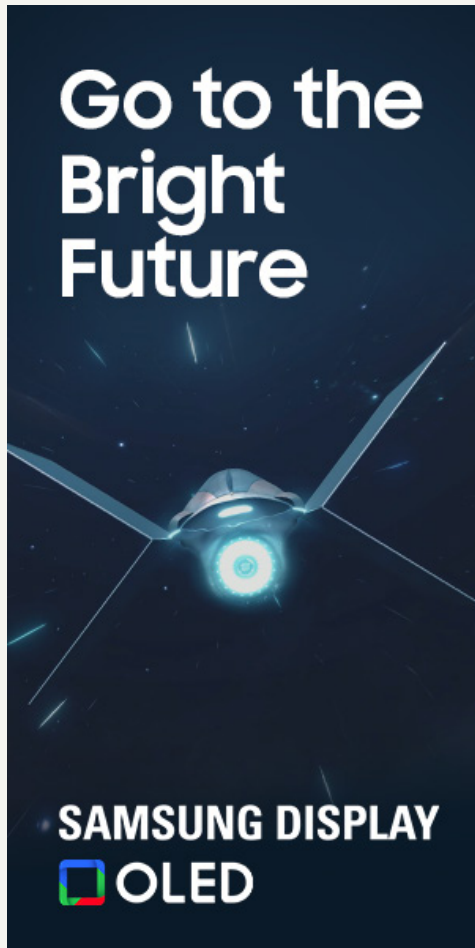
Downloadable lock screen for Delta's 85,796 Kakaotalk subscribers.



McCann—  
Samsung Display

Junior Creative Director: Soonhyun Choi  
Service: Art Direction/Design

Banner ad for Samsung Display's new foldable tablet launch.



McCann—  
명가김

Junior Creative Director: Soonhyun Choi  
Service: Art Direction/Design

Hanging banner for 명가김's Lunar New Year promotion,  
Korea's premium roasted seaweed company.

The banner features a man in a dark suit and glasses, smiling and resting his chin on his hand. To his left are two large product boxes: a blue one labeled '명가 김래김' and a black one labeled '명가 초사리 금상훈김'. The background is a light beige color with traditional Korean architectural line art. On the left, a vertical gold banner contains the text 'SINCE 1968', '名家', '명가', and '설 선물세트'. In the center, the text reads '명가의 설날엔 빠질수 없는 선물이 있다' followed by three decorative symbols and '명가의 명절엔 CJ명가김'. The top right corner features the 'CJ 제일제당' logo.

SINCE 1968  
名家  
명가  
설 선물세트

명가의 설날엔  
빠질수 없는 선물이 있다  
명가의 명절엔 CJ명가김

CJ 제일제당



SPAM

올 설에도 누구나 좋아하는  
**스팸® 선물 세트**로  
준비하세요

이더마켓 스팸 선물세트 최대 46% 할인

This banner features a dark blue background with white clouds and falling petals. On the left, a grid of 12 SPAM gift sets is displayed. The central text is in yellow and white, and the bottom has a yellow bar with white text. The SPAM logo is in the top right corner.



SPAM

올 설에도 누구나 좋아하는  
**스팸® 선물 세트**로  
준비하세요

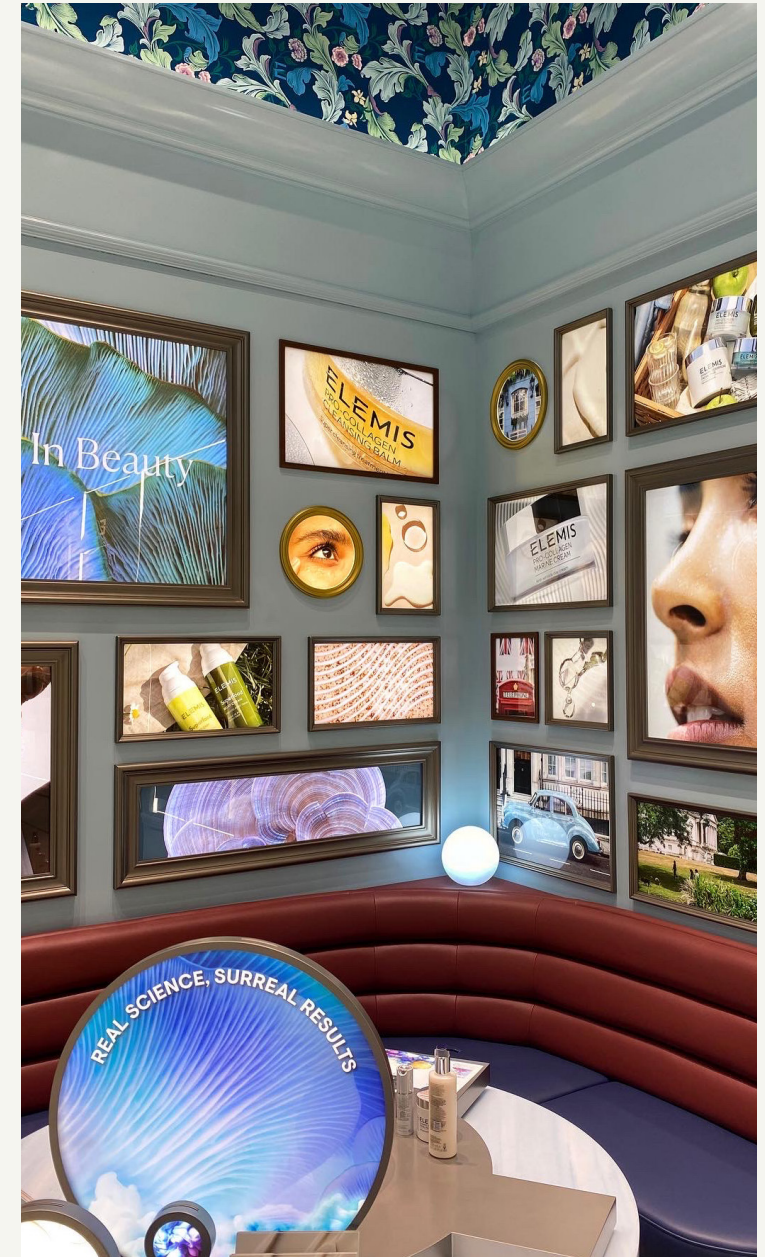
이더마켓 스팸 선물세트 최대 46% 할인

This banner features a dark blue background with white clouds and falling petals. A large yellow moon is in the top right. A character with a yellow body and blue boots holds a large SPAM gift set. The central text is in yellow and white, and the bottom has a yellow bar with white text. The SPAM logo is in the top right corner.

ELEMIS—  
Store Design

Brand Director: Mandy Blouin  
Service: Art Direction/Design

Visual Merchandising and Store Design for a newly opened store  
in Lotte World mall in Korea.



ELEMIS—  
Digital Design

Brand Director: Mandy Blouin  
Service: Art Direction/Design

Each promotion includes paid social for Instagram and Facebook,  
display ads, SMS, emails, and onsite assets.

**ELEMIS**  
LONDON

# MEMORIAL DAY

25% OFF SITEWIDE ★ 25% OFF

Code **MEMORIAL25**

**ELEMIS**  
LONDON

FRIENDS & FAMILY EVENT

# 25% OFF

Sitewide\*

PLUS, AN \$80 GIFT

\*Some exclusions apply.

Reach: 244,289  
Impressions: 454, 292  
CTR: 0.49%  
GA Sessions: 2,057  
GA Sales: 110  
Live Dates: 5/23–5/30

FB ROAS: \$5.87  
Spend: \$7,200  
GA Revenue: \$13,846  
Emails Revenue: \$25,955  
SMS Revenue: \$84,790

Reach: 336,512  
Impressions: 717,829  
CTR: 0.47%  
GA Sessions: 2,225  
GA Sales: 123  
Live Dates: 4/15/22–4/22/22

FB ROAS: \$1.87  
Spend: \$12,937  
GA Revenue: \$15,936  
Emails Revenue: \$46,773  
SMS Revenue: \$42,354



ELEMIS—  
Digital Design

Brand Director: Mandy Blouin  
Service: Art Direction/Design

Each promotion includes paid social for Instagram and Facebook,  
display ads, SMS, emails, and onsite assets.

**ELEMIS**  
LONDON

Celebrate Summer with Us

**25% OFF**

+ Gift with purchase  
Code: **SUMMER**

Reach: 320,517  
Impressions: 385, 805  
CTR: 0.74%  
GA Sessions: 1,835  
GA Sales: 151  
Live Dates: 5/5

FB ROAS: \$2.68  
Spend: \$5,996  
GA Revenue: \$15,000  
Emails Revenue: \$167,552  
SMS Revenue: \$74,384

**ELEMIS**  
LONDON

**30% OFF**

**SITEWIDE\***

**+ 50% OFF DAILY DEALS**

GA ROAS: \$2.60  
CTR: 1.14%  
GA Revenue: \$25,890  
Emails Revenue: \$167,552  
SMS Revenue: \$88,590

ELEMIS—  
Digital Design

Brand Director: Mandy Blouin  
Service: Art Direction/Design

Each promotion includes paid social for Instagram and Facebook,  
display ads, SMS, emails, and onsite assets.



(2022) Free 6-Piece  
Skin-Brightening Gift



(2022) Save on Our  
Marine Essentials



(2022) The Last  
Summer Getaway



(2022) 30% Off Sitewide



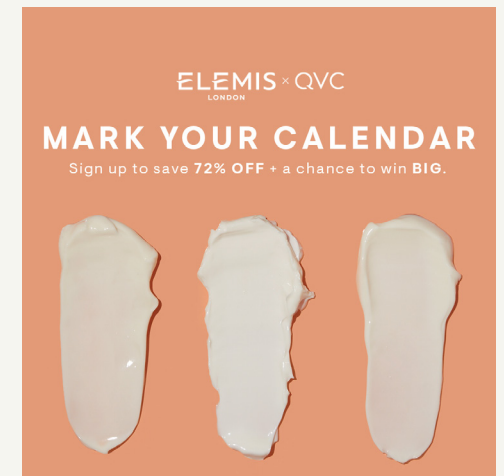
(2022) 30% Off Sidewise



(2022) Memorial Day Sale



(2022) Summer  
Getaway Gift



(2022) QVC 72% Off

ELEMIS—  
Digital Design

Brand Director: Mandy Blouin  
Service: Art Direction/Design

Each promotion includes paid social for Instagram and Facebook,  
display ads, SMS, emails, and onsite assets.



(2022) Deal of the Day



(2022) Spring Skin Essentials



(2022) Memorial Day



(2022) Step Up Your Savings



(2022) Luxury Redefined



(2022) Free Facial Serum



(2022) Free Skin-Priming Gift



(2022) 5-Piece Summer Skincare Gift

ELEMIS—  
Digital Design

Brand Director: Mandy Blouin  
Service: Art Direction/Design

Each promotion includes paid social for Instagram and Facebook,  
display ads, SMS, emails, and onsite assets.



(2022) 25% Off \$100 +  
TSA Travel Kit



(2022) The Perfect 10



(2022) The Ultimate Mother's  
Day Giveaway



(2022) The Ultimate  
Winter Routine



(2022) Discover Your  
Dream Duo



(2021) Winter Sale  
30% Off



(2022) Choose Your  
Eye Care Icon



(2022) Staff Favourites  
Across the Pond

ELEMIS—  
Banner Ad Design

Brand Director: Mandy Blouin  
Service: Art Direction/Design

Example of paid social and banner ads for a promotion.

**ELEMIS**  
LONDON

# 25% Off\* \$100

Enjoy a savings of 25% off\* your purchase of \$100+, plus a travel-friendly gift on us.\*

Use Code: **SAVE25**

**SHOP NOW**

**\$65 GIFT**

**ELEMIS**  
PRO-COLLAGEN MARINE CREAM SPF 30  
ANTI-AGEING

**ELEMIS**  
PRO-COLLAGEN HYDRA-GEL EYE MASKS  
ANTI-AGEING

**ELEMIS**  
PRO-COLLAGEN CLEANSING BALM  
ANTI-AGEING

**LONDON**

**ELEMIS**  
LONDON

## 25% Off \$100\* & A Travel-Friendly Gift.

Code: **SAVE25**

**SHOP NOW**

**\$65 GIFT**

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ANTI-AGEING

**ELEMIS**  
PRO-COLLAGEN HYDRA-GEL EYE MASKS  
ANTI-AGEING

**ELEMIS**  
PRO-COLLAGEN CLEANSING BALM  
ANTI-AGEING

**LONDON**

**ELEMIS**  
LONDON

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PRO-COLLAGEN HYDRA-GEL EYE MASKS  
ANTI-AGEING

**ELEMIS**  
PRO-COLLAGEN CLEANSING BALM  
ANTI-AGEING

**LONDON**

**ELEMIS**  
LONDON

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**SHOP NOW**

**\$65 GIFT**

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**ELEMIS**  
PRO-COLLAGEN HYDRA-GEL EYE MASKS  
ANTI-AGEING

**ELEMIS**  
PRO-COLLAGEN CLEANSING BALM  
ANTI-AGEING

**LONDON**

**ELEMIS**  
LONDON

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ANTI-AGEING

**ELEMIS**  
PRO-COLLAGEN HYDRA-GEL EYE MASKS  
ANTI-AGEING

**ELEMIS**  
PRO-COLLAGEN CLEANSING BALM  
ANTI-AGEING

**LONDON**

**ELEMIS**  
LONDON

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Use Code: **SAVE25**

**SHOP NOW**

**\$65 GIFT**

**ELEMIS**  
PRO-COLLAGEN MARINE CREAM SPF 30  
ANTI-AGEING

**ELEMIS**  
PRO-COLLAGEN HYDRA-GEL EYE MASKS  
ANTI-AGEING


**ELEMIS**  
PRO-COLLAGEN CLEANSING BALM  
ANTI-AGEING

**LONDON**


**ELEMIS**  
LONDON

Enjoy 25% off\* your order with \$100+. PLUS, a travel-ready gift of skincare faves. Code: **SAVE25**

[SHOP NOW](#)




# Jet Setter Approved




No matter where you're headed, be sure to stock up on all your skin-loving faves to protect your glow, no matter where your travels take you. Code: **SAVE25**

[SHOP NOW](#)




**FOR A LONG FLIGHT**


Keep skin calm from take-off to landing with these ultra-hydrating eye-masks packed with powerful marine actives and Hyaluronic Acid.



[SHOP NOW](#)





**FOR A STAYCATION**



Keep skin calm from take-off to landing with these ultra-hydrating eye-masks packed with powerful marine actives and Hyaluronic Acid.



[SHOP NOW](#)

**FOR A STAYCATION**

Relaxing days in call for a skincare treat with this antioxidant-rich, anti-wrinkle face mask that reveals younger-looking skin in minutes.


[SHOP NOW](#)


**FOR A BEACH TRIP**

Get a sun-kissed glow whilst staying protected from harmful UV rays, with this ultra-light gel cream moisturiser.

[SHOP NOW](#)



[SHOP NOW](#)




**FREE MINI WITH \$50+ ORDERS**

**FREE SHIPPING ON \$50+ ORDERS**

**SKINCARE ADVICE 1.855.235.3647**

f i t p y

**ELEMIS**  
LONDON



## How Do You Exfoliate?

Exfoliating regularly is a must, but did you know you could achieve different results depending on the type of exfoliation? Read on to discover the benefits of physical and chemical exfoliants and decide which method is right for you.

Code: **SAVE25**

[SHOP NOW](#)

## Physical Exfoliation

**WHAT IS IT**  
Textured scrubs and dry brushes gently removes skin cells and other debris from the skin's surface.


**GOOD FOR**  
Delivering an instant glow by deeply cleansing pores to keep them clean and blemish-free.

**HOW IT WORKS**  
Manual exfoliation gently loosens dead skin cells and other debris from the skin's surface for a smooth & glowing complexion.

[SHOP NOW](#)


[Shop Physical Exfoliants](#)

## Shop Physical Exfoliants




Gentle Rose Exfoliator

[SHOP NOW](#)



Skin Buff

[SHOP NOW](#)



Superfood Blackcurrant Jelly Exfoliator

[SHOP NOW](#)


## Chemical Exfoliation

**WHAT IS IT**  
Chemically derived exfoliation credits AHAs, BHAs and lactic acid to loosen the upper layers of the skin.

**GOOD FOR**  
More sensitive skin types, as well as long term improvement of cell turnover.


**HOW IT WORKS**  
Chemical exfoliants are often a gentler way to break down the bonds between dead skin cells and decongest the pores that build up on the surface.

## Shop Chemical Exfoliants




Pro-Collagen Tri-Acid Peel

[SHOP NOW](#)



Peel & Reset

[SHOP NOW](#)



Dynamic Resurfacing Facial Pads

[SHOP NOW](#)

ELEMIS

Brand Director: Mandy Blouin  
Service: Design

Elemis has a following of 516,500 on Instagram.



elemis

Following

Message



2,597 posts

516K followers

1,590 following

**ELEMIS**

Health/beauty

From London, With Love ✨

Discover the number 1 luxury British skincare brand.

Share your shelfies and glowing selfies #LoveELEMIS

[us.elemis.com](https://us.elemis.com)

POSTS

REELS

GUIDES

TAGGED



ELEMIS—  
Cleansing Campaign

Brand Director: Mandy Blouin  
Service: Design

Top row: Cleansing Campaign imagerys.  
Bottom row: Instagram story postings for Cleansing Campaign .



## 5-Star Fanfare

Of course, we believe that **PRO-COLLAGEN CLEANSING BALM** is a game-changing addition to any skincare routine, but we can admit to being a little biased. That's why we're letting the **1,000+ 5-star reviews** speak for themselves...



### REAL 5-STAR REVIEW

\*\*\*\*\*

“

This is my holy grail makeup remover.

—**ABBYRAD28**



### REAL 5-STAR REVIEW

\*\*\*\*\*

“

It leaves my skin feeling clean without any compromises such as tight skin or skin that feels like all the goodness has been stripped away.

—**KATIE**



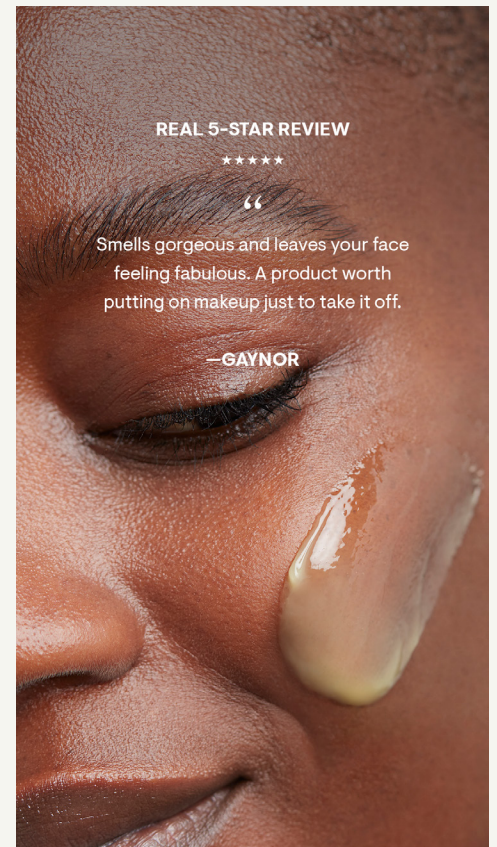
### REAL 5-STAR REVIEW

\*\*\*\*\*

“

Smells gorgeous and leaves your face feeling fabulous. A product worth putting on makeup just to take it off.

—**GAYNOR**





ELEMIS—  
Cleansing Campaign

Brand Director: Mandy Blouin  
Service: Design

Social postings for Cleansing Campaign.



Instagram post from @elemis. Caption: "A rosy regram for #TextureTuesday, 'Melt the day away with @elemis. This velvety cleansing balm dissolves makeup, daily grime and sunscreen to reveal happy and hydrated skin. What's your go-to cleanser?' #LoveELEMIS @meccabeauty". 2,386 likes. Comments include: "I need this", "This is my daily favourite go to..", "Hey, would you like to collaborate with me?", "This looks amazing".



Instagram post from @elemis. Caption: "Is there anything better than a fresh jar of Pro-Collagen Cleansing Balm? Yes, there is - three fresh jars". 108w. Comments include: "The fragrance of this balm is so insanely intense.", "Is this gluten free?", "Gorgeous", "Love ELEMIS however one of ELEMIS's product I'm not keen on", "Love it", "Love!!!", "Perfect textures".



Instagram post from @elemis. Caption: "New refreshing aromatic, same iconic texture. What's not to love about Pro-Collagen Water Mint Cleansing Balm? #TextureTuesday #LoveELEMIS @jasminetalksbeauty". Edited - 100w. 3,177 likes. Comments include: "Promote it on @elite.records", "so beautiful", "Plastic jar and plastic lid??", "Can the cleansing balm be used as a daily cleanser?", "This looks amazing".

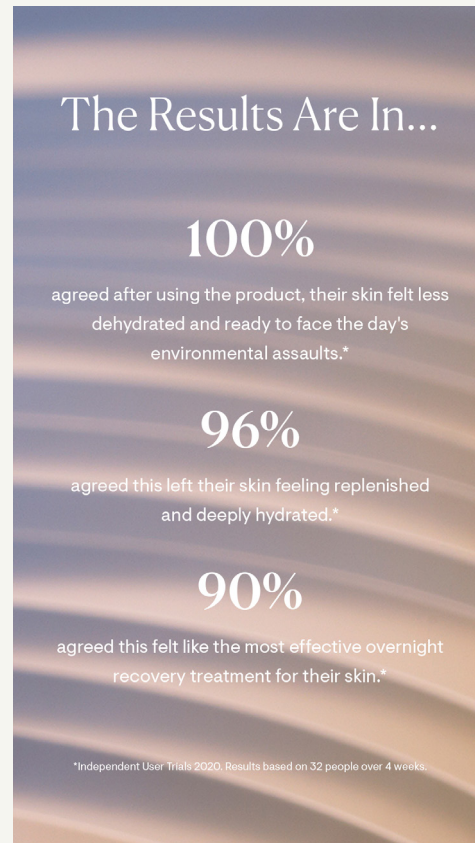
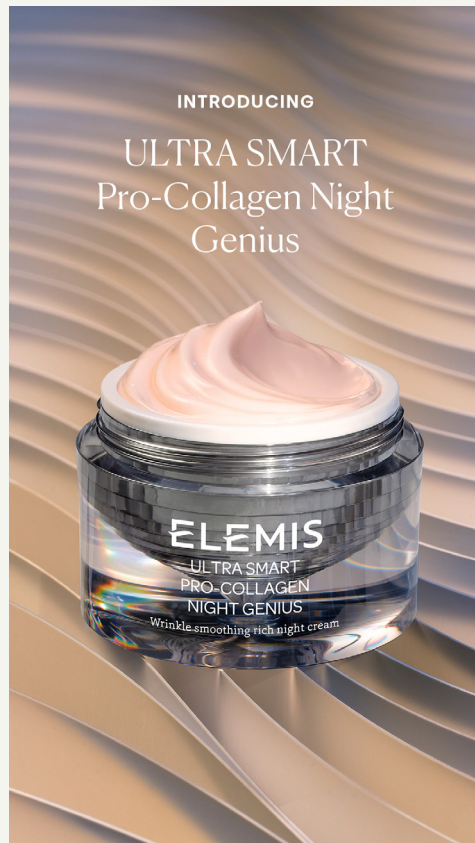


Instagram post from @elemis. Caption: "More is more when it comes to Pro-Collagen Cleansing Balm. Discover a deeply clean, radiant complexion with this family of cleansing favourites. Which is your go-to? Original, known for its transformative melting texture. Rose, loved for its soothing properties and floral aroma. NEW Naked, fragrance-free and perfect for use around the eyes #TakeItOff". Edited - 111w. 2,205 likes. Comments include: "So the original one can't be used around the eyes", "The Cleansing balm is fantastic!", "What is the perfect age to start this treatment? I love the smell! Can't wait to try it.", "Original", "The original".

ELEMIS—  
Ultra Smart Campaign

Brand Director: Mandy Blouin  
Service: Design

Top row: Ultra Smart Night Genius Campaign imagerys.  
Bottom row: Instagram story postings for Ultra Smart Campaign.



ELEMIS—  
Ultra Smart Campaign

Brand Director: Mandy Blouin  
Service: Design

Social postings for Ultra Smart Night Genius Campaign.



**elemis** • Sharpen up your nighttime skincare routine with this dream team:  
 🧼 Cleanse with Pro-Collagen Cleansing Balm  
 🧴 Exfoliate with Dynamic Resurfacing Facial Pads  
 👁️ Treat with ULTRA SMART Pro-Collagen Eye Treatment Duo  
 💧 Moisturise with ULTRA SMART Pro-Collagen Night Genius  
 #SkinGenius  
 Edited · 114w

monipercast 🍷🍷  
114w Reply

reidholladay 🌟🌟🌟  
114w Reply

its\_just\_me\_cheralyn\_rose 🍷WoW eeee!!!❤️❤️  
114w Reply

krislove\_rustana Ljha  
114w Reply See translation

simply.karyn These look amazing 🍷  
114w Reply

skinlytalks I am all here for smart skincare 🍷  
114w Reply

janeereviews Oh I need ❤️  
114w Reply

Liked by gimin\_\_park and 1,786 others  
 JANUARY 6, 2021



**elemis** • Skin Resilience. Awakened. ✨ Introducing NEW ULTRA SMART Pro-Collagen Night Genius. This revolutionary anti-wrinkle night cream promotes powerful overnight recovery whilst targeting the look of deepset wrinkles caused by environmental aggressors. #SkinGenius  
 Edited · 114w

sandidunn20 @elemis How is this on top of tret?  
113w Reply

its\_just\_me\_cheralyn\_rose I need this in my life🍷❤️  
114w Reply

creat\_iv\_studio 🍷  
114w Reply

mendywhitehair 🍷🍷  
114w Reply

\_hndirpaya I ordered since dec 15 and have still not gotten it. Your website says it's processing. Please help  
114w Reply

lindamatherbingley Paying that price would give me wrinkles🍷  
115w 4 likes Reply

a\_cup\_by\_nina 🍷  
115w Reply

Liked by gimin\_\_park and 2,814 others  
 JANUARY 4, 2021



**elemis** • The Genius of Science and Skin. Featuring cutting-edge formulas wrapped in ultimate luxury, this advanced range helps preserve youthful firmness and resilience. #ULTRASMART  
 Edited · 113w

simple\_natural\_chick Oh.. Would like to have them all to try them on my skin🍷🍷🍷  
113w Reply

esparza\_regina @vanessa\_2kidz for mom?  
113w 1 like Reply

5,241 views  
 JANUARY 16, 2021



**elemis** • 30 Years of Innovation. One Genius Cream. This technology-infused moisturiser helps the skin adapt to micro-climatic changes throughout the day, revealing a complexion that's glowing with a renewed feeling of resilience and strength. 🍷 #ULTRASMART #SkinGenius  
 Edited · 111w

cathy\_s04 @xinishia.l 🍷  
110w Reply

jafaf58 I'm sure this is as expensive as your other products. How about less fancy packaging and more affordable prices.  
111w Reply

lauchkate @angelasummer111  
111w 1 like Reply

davidlopezz 🍷 Omg need!!!!  
111w Reply

hansso10\_ For that price I'd hope it'd do the housework too  
111w 2 likes Reply

bobbles06 Sorry but it's extortion. Massive Elemis fan but the price is off the scale.  
111w Reply

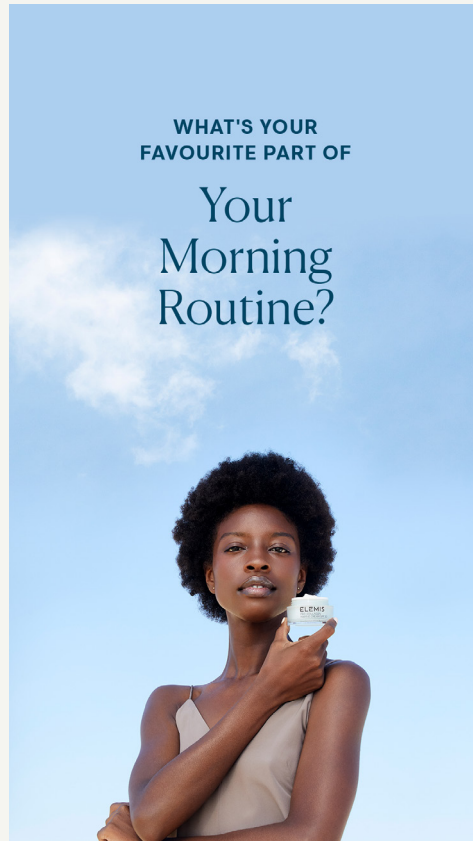
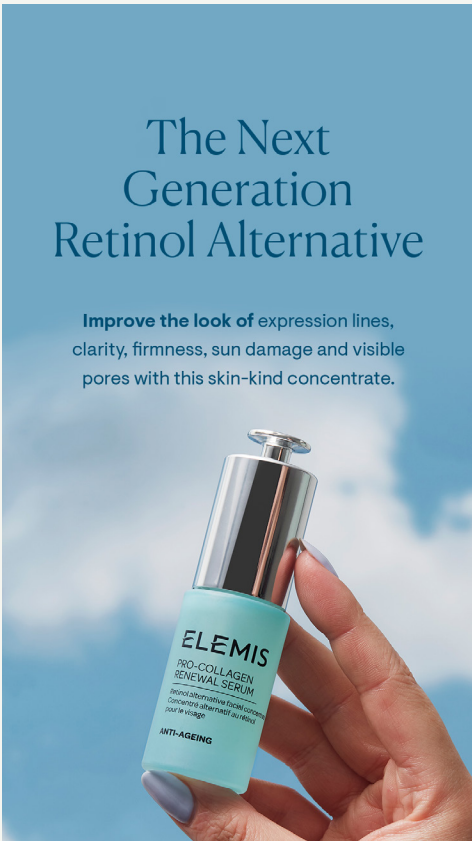
kerryevans Unbelievable creme, incredible results!  
111w Reply

Liked by alexlevy.9 and 804 others  
 JANUARY 27, 2021

ELEMIS—  
Essence of Elemis

Brand Director: Mandy Blouin  
Service: Design

Top row: Essence of Elemis imagery.  
Bottom row: Instagram story postings for Essence of Elemis.



ELEMIS—  
Essence of Elemis

Brand Director: Mandy Blouin  
Service: Design

Social postings for Essence of Elemis.



**elemis** The next generation retinol alternative is here. ✨ Powered by skin-friendly Retinol Alternative Extracts of Stevia and Alfalfa, NEW Pro-Collagen Renewal Serum improves the look of expression lines, clarity, firmness, sun damage and visible pores to reveal a significantly more youthful and renewed complexion.  
Edited · 105w

**afewofmyfavourite\_things1** Oh my! Exciting @elemis  
105w Reply

**tah.nai** 🤩🤩🤩🤩🤩  
105w Reply

**aprilis313** Is there something like this for the eyes?  
105w Reply

— View replies (1)

**backtoyoubeauty** I cannot wait to try this 🍷  
105w Reply

**stylesprinter** awwwww  
105w Reply

**anulikas @akvile\_official**  
105w 1 like Reply

**tahanialjammal** \$95 !!!!!!! 🍷  
105w Reply

Liked by gimin\_\_park and 1,763 others  
MARCH 9, 2021



**elemis** Already a fan of Pro-Collagen Tri-Acid Peel and can't wait to try NEW Pro-Collagen Renewal Serum? You're not alone. Before taking our new retinol alternative for a spin, here's a word to the wise: These are both powerful formulas, so it's important to alternate between these two Pro-Collagen treatments. If you are planning to use the peel that day, skip the serum and treat your skin to a boost of replenishing hydration with a few drops of Pro-Collagen Marine Oil. 🌊  
Edited · 103w

**stefwithethejones** For the renewal serum, should you put it on before or after toner/moisturizer etc  
100w Reply

— View replies (2)

**1izzib** @elemis literally cannot believe how amazing this product is. Been devoted to Pro Collagen for years but this has made such a visible difference. Thank you  
102w Reply

**yonwoopkg** 🍷🍷🍷  
103w Reply

**aniajarecka\_** 🍷  
103w Reply

**bykristinastudio** Such a dreamy shot. Thanks for the tip too!  
103w Reply

**rabiabegum84** It like you know what im thinking of... it only last night i was wondering if i could use tri acid and the  
103w Reply

Liked by gimin\_\_park and 1,146 others  
MARCH 28, 2021



**elemis** "Have you guys tried the new elemis Pro-Collagen Marine Moisture Essence? 🍷 It's definitely one of the more viscous and juicy formulas that delivers instant and lasting hydration. No stickiness and absorbs beautifully.  
Ingredient highlights include Hyaluronic Acid, a mineral complex (Magnesium Aspartate, Zinc, Copper Gluconate), and Brown Algae Extract. My skin drinks it in like it's its job.  
Those wondering about the scent, it has the aroma of the iconic marine day cream (not the cleansing balm)."  
#LoveELEMIS @ombart  
Edited · 102w

**mrsclairreaperson** I've just purchased this. Could I apply this under the new midnight mask @elemis?  
60w Reply

**joya070\_** 🍷  
84w Reply

**gabby21j** 🍷🍷🍷 Divine on the skin 🍷  
97w Reply

**keytoglo** I want them all 🍷🍷  
100w Reply

**islandskin808** Sounds amazing, love that set 🍷🍷  
101w Reply

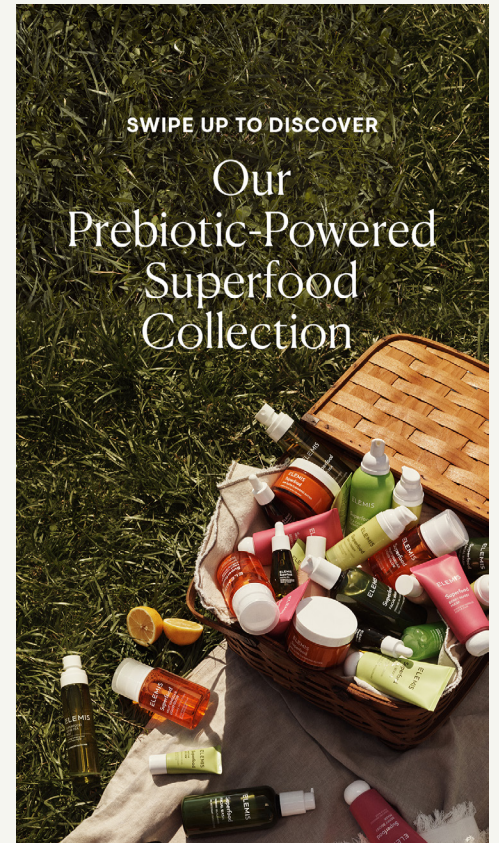
**dario\_vallone\_** I love so much 🍷  
101w Reply

Liked by gimin\_\_park and 2,813 others  
APRIL 5, 2021

ELEMIS—  
Summer Skin Picnic

Brand Director: Mandy Blouin  
Service: Design

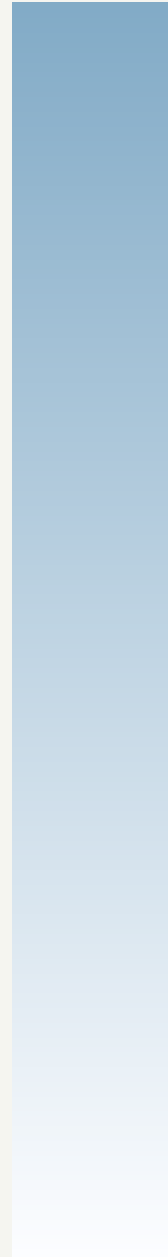
Top row: Summer Skin Picnic imagerys.  
Bottom row: Instagram story postings for Summer Skin Picnic.



ELEMIS—  
Print Design

Brand Director: Mandy Blouin  
Service: Art Direction/Design

Print design featuring Dynamic Resurfacing Super-C Serum  
for a store.



## Supercharge Your C

Keep your complexion glowing, hydrated and even with this hardworking, essential hero serum. The Dynamic Resurfacing Super-C Serum is ultra-concentrated in powerful skin-brightening actives such as Red Clover Extract, Mediterranean Mullein Extract and a unique Swiss Alpine Blend. Formulated with our Patented Tri-Enzyme Technology and paired with a highly stable form of Vitamin C (aka Sodium Ascorbyl Phosphate), see visible results in as little as 5 days. With continued use, dark spots, pores and dullness are visibly reduced, and skin appears more even and healthy.

### KEY INGREDIENTS

**Patented Tri-Enzyme Technology**  
Papain helps support the skin's renewal process by exfoliating, leaving the skin soft and smooth. Protease and Subtilisin provides mild exfoliation while also supporting the skin renewal process and hydrates the skin.

**Sodium Ascorbyl Phosphate**  
A stable Vitamin C derivative, this potent antioxidant neutralizes oxidative stress acting as radical scavenger and stimulating collagen synthesis.

**Red Clover Extract**  
Known for its purification and rebalancing properties, this active is key in refining the appearance of visible pores and regulating sebum production for a flawless complexion.

**Mediterranean Mullein Extract**  
Its UV radiation harvest transforms and brightens the flowers, resulting in an extract that increases skin's luminosity and radiance.

**Swiss Alpine Blend**  
A combination of seven organic Alpine plant extracts cultivated at high altitudes fuse to significantly improve skin tone by reducing uneven pigmentation and age spots.

### VISIBLE RESULTS

**CLINICALLY PROVEN**  
to reduce pigmentation, dark spots, and uneven skin tone.  
to improve luminosity.

97%  
Agreed this product left their skin looking brighter\*\*

96%  
Agreed this product left skin's surface texture looking more even.\*\*

95%  
Agreed this product transformed their dull complexion into a glowing one.\*\*

\*Independent clinical trial 2021. Results based on 90 (50 per group) healthy female and male volunteers over 28 days.  
\*\*Independent user trials, combined results of two independent, 4-week trials - JRC2009 UK, 2021 on 52 volunteers & STU1802, USA, 2021, on 56 volunteers.

### HOW TO USE

Apply to cleansed skin every morning and evening before applying your chosen moisturiser. Smooth 2-3 pumps over the face, neck and décolleté with upwards strokes. During daylight hours complete the skincare routine by applying SPF.

### AVAILABILITY

ELEMIS Dynamic Resurfacing Super-C Serum is available in July 2022 on US & UK [elemis.com](http://elemis.com).  
£55 | 15ml    £95 | 30ml

### ABOUT ELEMIS

As a leading luxury British skin wellness brand, ELEMIS is globally recognised for harnessing the power of natural ingredients and scientific innovation. Each ground-breaking formula is rigorously tested to ensure transformative results. ELEMIS maintains an unwavering focus on your skin, your body and your wellness. ELEMIS products are available globally across 42 countries.

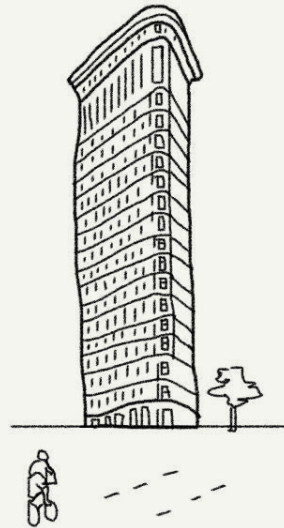
### CONTACT

For more information, please contact ELEMIS PR.  
**UK**  
E: [elemispr@elemis.com](mailto:elemispr@elemis.com) | [darren.hewitt-mclaren@elemis.com](mailto:darren.hewitt-mclaren@elemis.com)  
T: +44 (0)20 7907 2750

SNOWE—  
Print Design

Junior Creative Lead: Daniel Evans  
Service: Design/Production

Designed, printed, and installed pricetags, art labels, and wall decals for a pop-up store in Flatiron. Photo Copyright by Evan Robinson.





SNOWE—  
Print Design

Junior Creative Lead: Daniel Evans  
Service: Design/Production

Designed, printed, and installed pricetags, art labels, and wall decals for a pop-up store in Flatiron.



### SIZE GUIDE

	SHEETS, PILLOWCASES, SHAMS & DUVETS	PILLOWS & COMFORTERS	BLANKETS & THROWS	TOWELS	ROBES
BED SIZE	Flat Sheet L x W (in)	Fitted Sheet L x W x D (in)	Pillow Case L x W (in)	Pillow Sham L x W (in)	Duvet Cover L x W (in)
Full	102 x 81	76 x 55 x 17	32 x 20	30 x 24	94 x 94
Queen	112 x 100	80 x 60 x 17	32 x 20	30 x 24	94 x 94
King	112 x 118	80 x 78 x 17	40 x 20	38 x 24	94 x 110
California King*	112 x 118	84 x 72 x 17	40 x 20	-	-
Euro	-	-	-	28 x 28	-

\*comes with King Pillow Cases with purchase of California King Sheet Sets.

### SIZE GUIDE

	SHEETS, PILLOWCASES, SHAMS & DUVETS	PILLOWS & COMFORTERS	BLANKETS & THROWS	TOWELS	ROBES	
SIZE	Comforter	Pillow	COMFORTER SIZE	DENSITY	Down	Down Alternative
Standard (L" x W")	-	20 x 28	Full/Queen	Lightweight All-Season	22 OZ 32 OZ	24 OZ 34 OZ
Full/Queen (L" x W")	94 x 92	-	King	Lightweight All-Season	28 OZ 38 OZ	30 OZ 40 OZ
King (L" x W")	108 x 92	20 x 36	PILLOW SIZE	DENSITY	Down Alternative	
Euro (L" x W")	-	26 x 26	Standard	Soft Medium Firm	15 OZ 17 OZ 23 OZ	23 OZ 28 OZ 36 OZ
			King	Soft Medium Firm	19 OZ 23 OZ 30 OZ	30 OZ 36 OZ 46 OZ
			Euro	One Density	55 OZ	32 OZ

### SIZE GUIDE

	SHEETS, PILLOWCASES, SHAMS & DUVETS	PILLOWS & COMFORTERS	BLANKETS & THROWS	TOWELS	ROBES		
BED SIZE	Softexture Coverlet	Striped Throw Blanket	Edge Stripe Throw	Fringe Throw	Throw Blanket	Outdoor Throw	Quilt
One Size (L" x W")	-	80 x 55	52 x 70	78 x 55	72 x 48	70 x 40	92 x 90
Full/Queen (L" x W")	92 x 90	-	-	-	-	-	-
King (L" x W")	106 x 92	-	-	-	-	-	106 x 92

### SIZE GUIDE


	SHEETS, PILLOWCASES, SHAMS & DUVETS	PILLOWS & COMFORTERS	BLANKETS & THROWS	TOWELS	ROBES		
Size (L" x W")	Bath Sheet	Bath Towel	Hand Towel	Washcloth	Bath Mat	Shower Curtain	Beach Towel
	70 x 40	58 x 30	33 x 24	12 x 12	20 x 30	72 x 72	70 x 40

Sleep Bathe Eat Drink Decor Best Sellers SNOWE Get Inspired The Magazine About

Bathe > Robes > Honeycomb Spa Set

## Size Guide

		SHEETS, PILLOWCASES, SHAMS, & DUVETS	PILLOWS & COMFORTERS	BLANKETS & TROWS	TOWELS	ROBES					
					Bath Sheet	Bath Towel	Hand Towel	Washcloth	Bath Mat	Shower Curtain	Beach Towel
Classic	(L" x W")	70 x 40	58 x 30	33 x 24	12 x 12	20 x 30	-	70 x 40			
Honeycomb	(L" x W")	-	58 x 30	30 x 20	-	-	-	-			
Linen	(L" x W")	-	-	-	-	-	72 x 72	-			



PRODUCT DETAILS & CARE SIZE GUIDE ROBE GUIDE SHIPPING & RETURNS

SNOWE—  
Web Design

Junior Creative Lead: Daniel Evans  
Service: Design

Onsite asset for a promotion (get a free tote with \$150+ order)  
on snowe.com.

# Totes Free



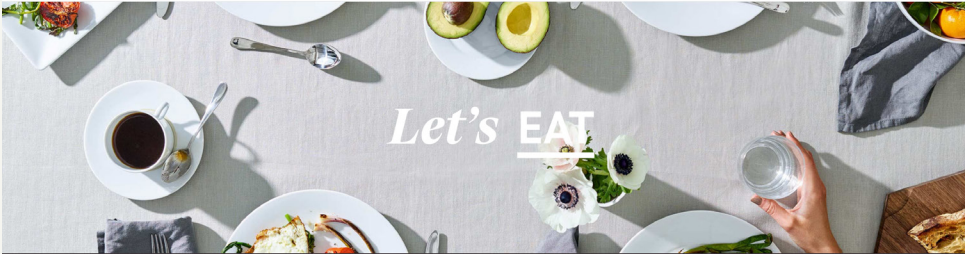
FREE WITH \$150+ ORDER (\$25 VALUE)

Summer Savings: 15% off sitewide and free shipping on orders over \$100. \*Terms

Sleep Bathe Eat Drink Decor Best Sellers

# SNOWE

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## Let's EAT

SUMMER SAVINGS **15% off + Free Shipping orders over \$100**

Savings applied in your bag. No code needed. [See Terms\\*](#)

# The Perfect Tote

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# The Perfect Tote


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Best Sellers


- Sleep
- Bathe
- Eat
  - Flatware
  - Serveware
  - Dinnerware
  - Accessories
  - Kitchen Storage
  - Shop All Eat
- Drink
- Decor
- Gift Cards

## Flatware

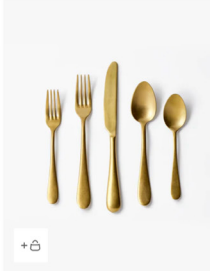


### Hold Me

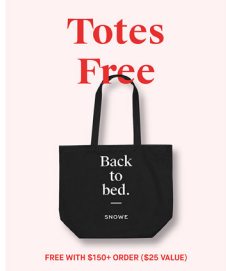
Expertly-shaped Italian stainless steel makes for flatware that's a handheld dream.




Flatware Settings - Classic Stainless  
~~\$65~~ \$46.75 (5 Pieces)



Flatware Settings - Brushed Gold  
~~\$95~~ \$80.75 (5 Pieces)




Totes Free



FREE WITH \$150+ ORDER (\$25 VALUE)

# Totes Free



FREE WITH \$150+ ORDER (\$25 VALUE)