

# JOLEEN *Leora* CHEW

## MULTI-DISCIPLINARY CREATIVE

retail merchandiser,  
fashion designer,  
digital marketer,  
photographer.

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My Portfolio



Fashion creative by day,  
avid movie watcher by night.

# ABOUT ME



With a fondness for intimacy and intricacy, I often find my creations touching the heart. Being empathetic in nature, I am very in tune with my emotions and that of others.

I am heavily influenced by my personal interests – **fashion, film, dance, art and sustainability.**

With the countless disciplines in the creative world, I do not plan to resist the everlasting desire to push myself.

COLLECTION  
LINE UP

Paying homage to the artisanal craft of Japanese paper and the countless applications that follow suit. Quietly confident and intrinsically composed, WASHI marches to its own beat towards slower conscious living.

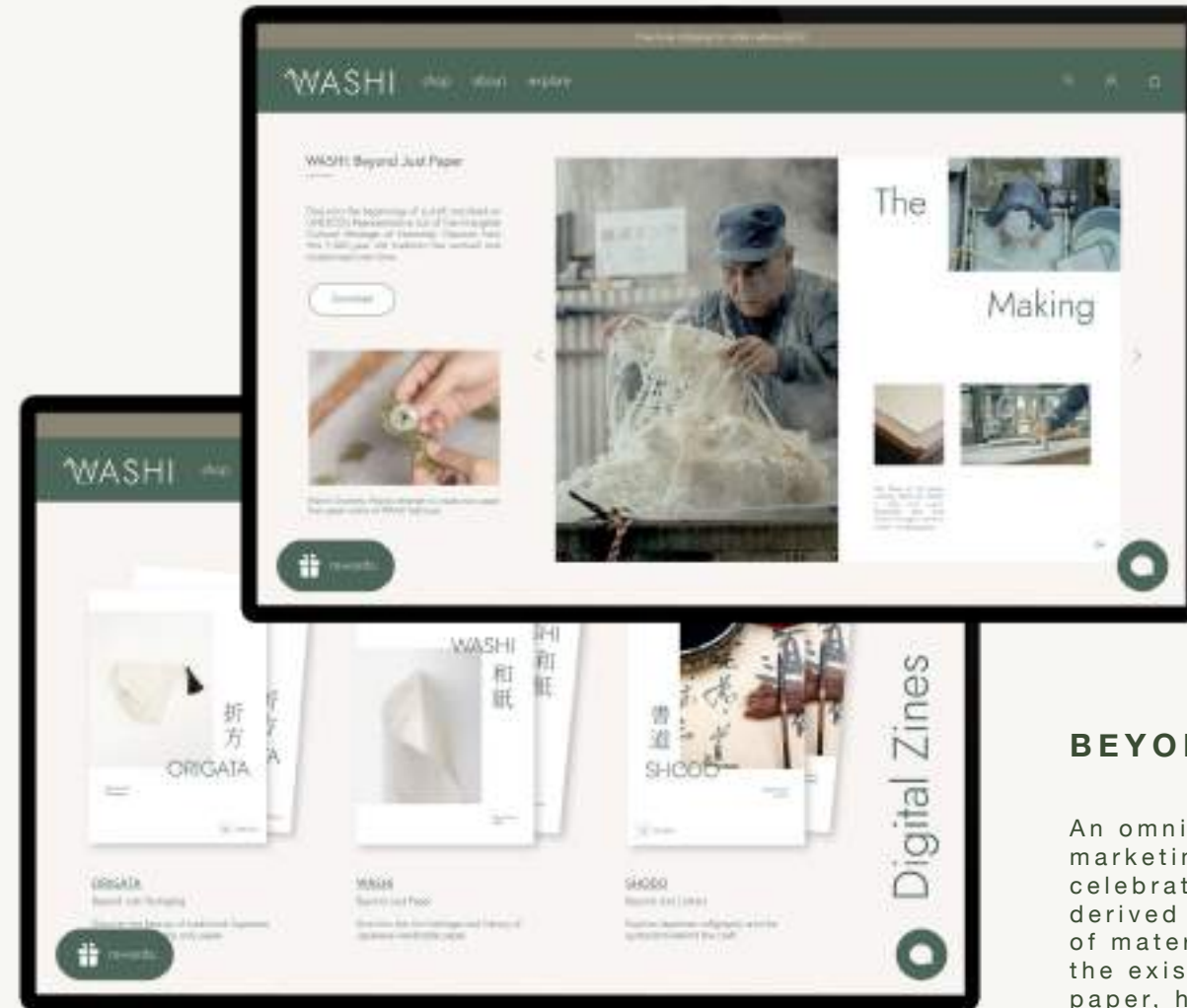
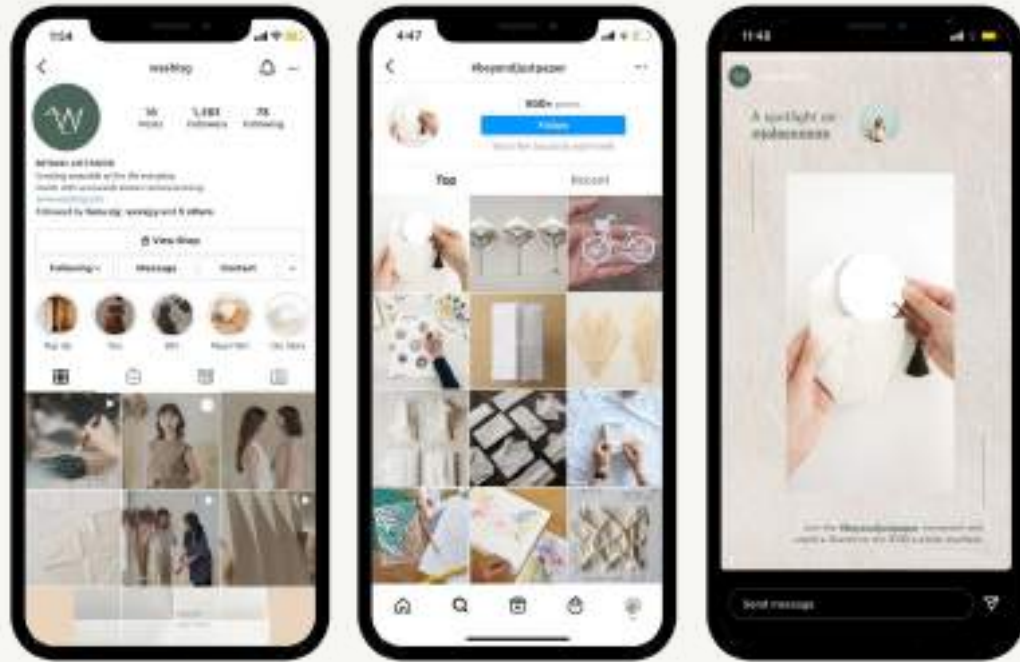
An individual integrated Final Year Project comprising of multiple stages of brand execution from start till end – **branding, business planning, fashion design, marketing, website design, store design and photography.**

WASHI

## BRAND COLLATERALS



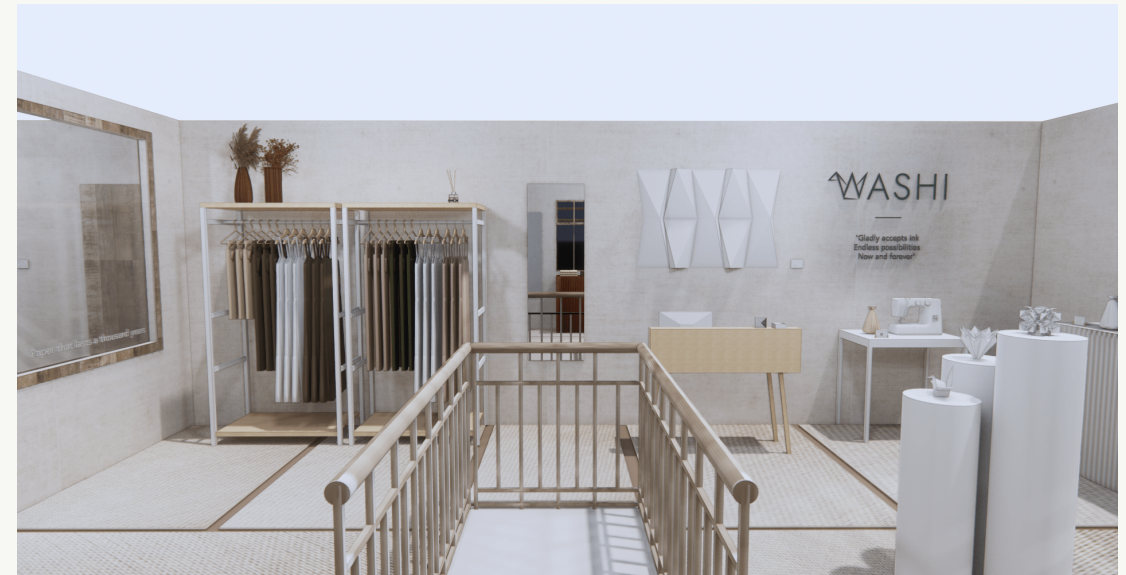




## BEYOND JUST PAPER

An omnichannel digital marketing campaign to celebrate imagination derived from the simplicity of materials. To challenge the existing perception of paper, honor its inherent value to Japanese culture and emphasize its correlation to WASHI.





## WASHI TEAHOUSE

An experiential pop-up space of discovery and rejuvenation, emanating a gallery-like ambience that brings tranquility. With multiple interactive corners like knot bag customization, papermaking workshop and #beyondjustpaper booth from the marketing campaign.





WASHI

01 WASHI  
(school)



Art Director, Stylist, Photographer – Joleen Chew  
Videographer, Video Editor – Marcus Chow  
Talent – Ethel Poh, Koh Min Xue  
Makeup – Cheyenne Neriah





## BRAND COLLATERALS

An eyewear label for a new generation. 蝴 hú embraces the beauty of the Chinese diaspora and ethnic identities in Singapore's multicultural society through preserving traditional motifs into our designs.

A group studio project where I mainly contributed in copywriting, branding, financial planning, product design, marketing collaterals and store design.





## KNOTS OF ETERNITY

A reimagination of the Chinese endless knot – a symbol of the unbreakable bond forged by Chinese diasporic communities through their shared journeys. Combining elements of a butterfly, I designed an eyewear with interchangeable charms for endless customisation. We then produced it with 3D printing, laser cutting and resin moulds, and I designed the 3D render.





## RETAIL CONCEPT

An immersive space resembling a gallery, adorned with iridescent gradient tones throughout. A modern and dreamy environment featuring a VR corner and Gisela Colon wall art, infusing subtle details to cultivate an overall tranquil ambience.

书胡

书胡

01 the first exchange  
初次邂逅

knots of eternity

02 蝴 HÚ  
(school)



02 we come, we conquer  
来者的连结

knots of eternity



03 will we reunite once more?  
是否能相聚?

knots of eternity

Art Director – Vanessa Ng  
Photographer – Tang Morokat  
Lighting & Set Designer – Iman Izzati  
Stylist – Jamie Wee  
Hair & Makeup – Joleen Chew, Ng Jing Wen  
Talent – Zhe Han, Rusydi



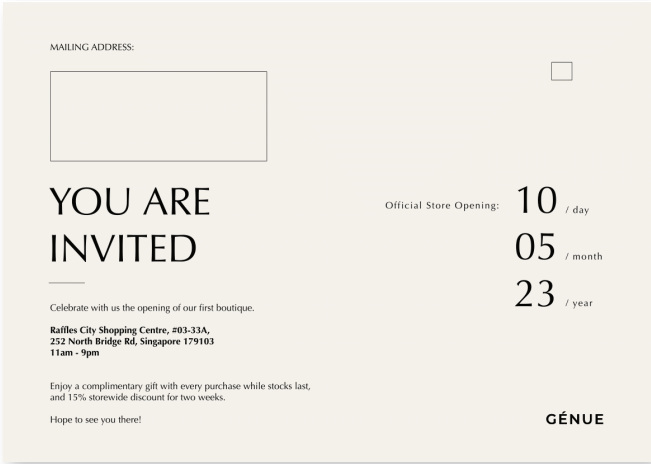
for video





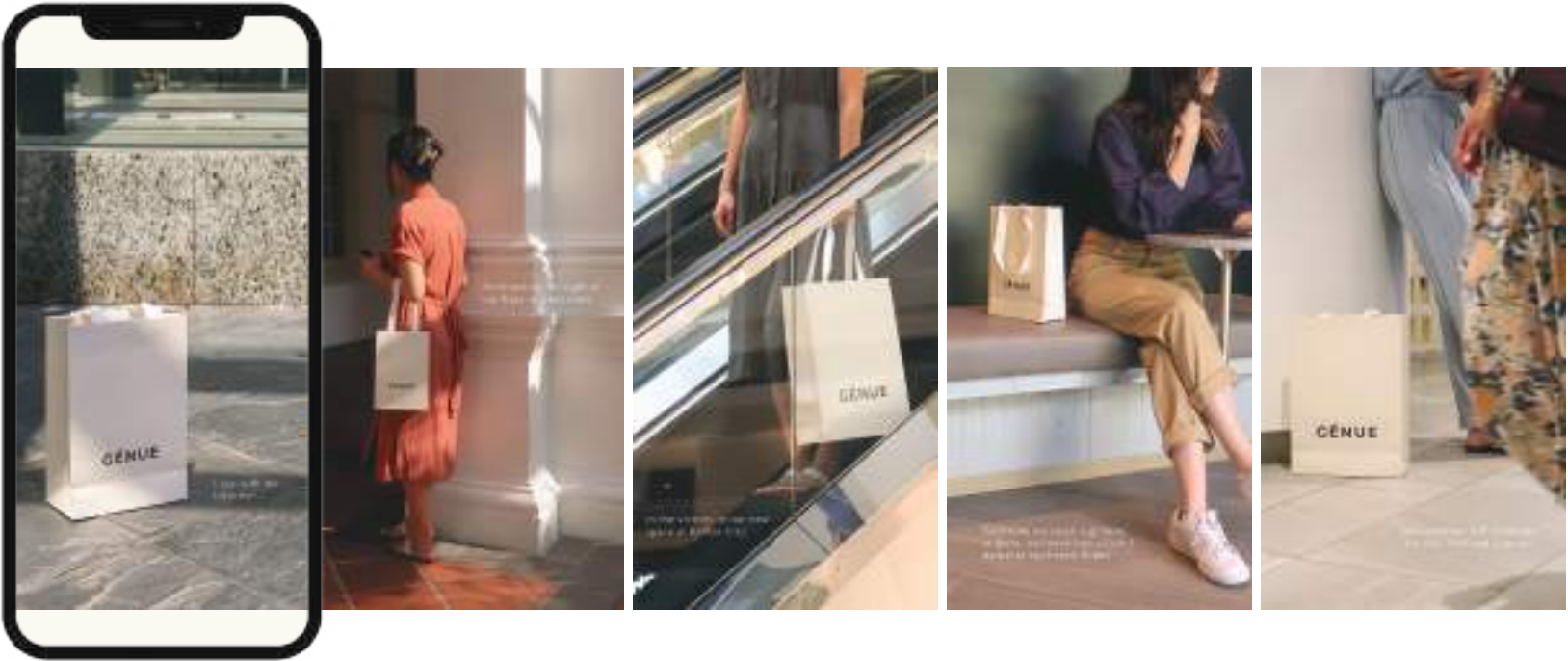


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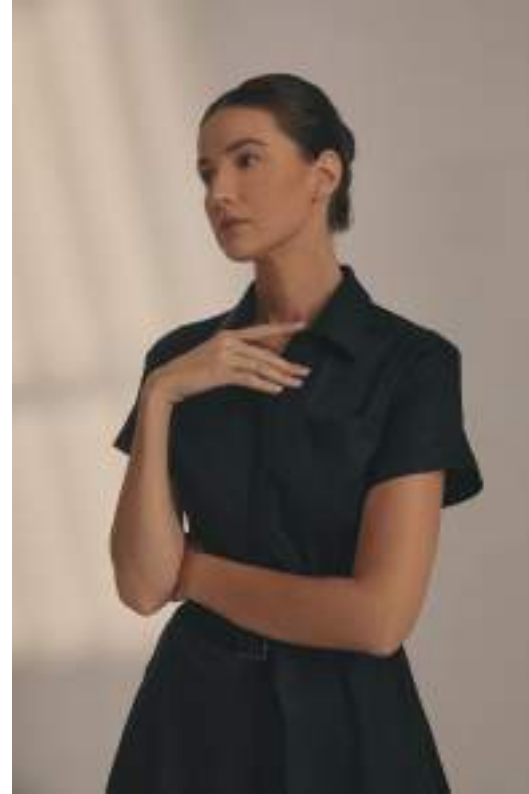
GÉNUE BOUTIQUE

As the marketing and creative intern, I took charge of all marketing campaigns including the one to promote Génue’s flagship store opening. Ideating and shooting teasers to induce anticipation, organising the soft launch and shooting store images to be used across all channels.





For G  nue Spring 2023 collection, I conceptualised the photo shoot and subsequent marketing collaterals. “Adagio” which translates to “at ease”, is also a musical term that indicates a slow, graceful and leisurely tempo. Depicting a sequence of gently expressed garments, I planned and executed all content from the previews to the style guide.



GÉNUÉ



ADAGIO  
COLLECTION  
DROP 2



03 GÉNUÉ  
(intern)



Art Director, Videographer, Stylist – Joleen Chew  
Photographer – Eugene Gump  
Creative Director – Mavis Lam  
Talent – Valeria Rykova / NOW



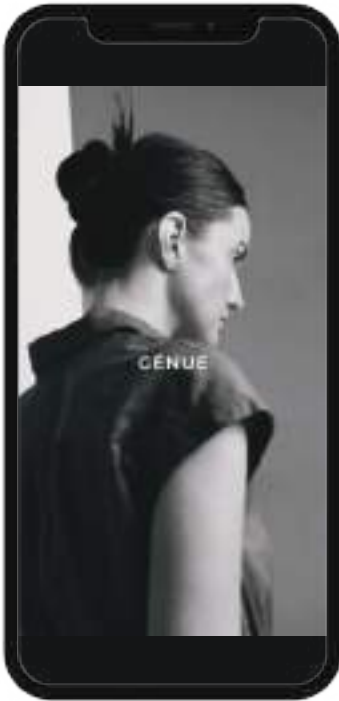
DROP 1  
CONTENT



for video







DROP 2  
CONTENT



for video



rye



04 R Y E  
(intern)

Creative Director – Bessie Ye  
Photographer – Darren Low  
Stylist – Daryll Yeo  
Hair & Makeup – Hong Ling  
Marketing – Shenali, Charlotte Wang, Joleen Chew  
Assist – Sarah Ng, Yann Cloitre  
Talent – Layla Ong / Basic Models





## MARKETING STRATEGY

As the marketing intern, I managed r y e's social media platforms by planning the content calendar and implementing content ideas that I conceptualised. This includes creating videos for the Summer '24 collection and managing KOL outreach initiatives through creating shoot briefs and directing the try ons done in-store.







## R Y E NEW BAHRU

I was heavily involved in the marketing campaigns that promoted r y e's third store opening, coordinating with others in the team like the contractor, sculptor and photographer. Shooting reels of the renovation progress, ideating creative ways to introduce the space and its many details and assisting with the private soft launch event.



for video



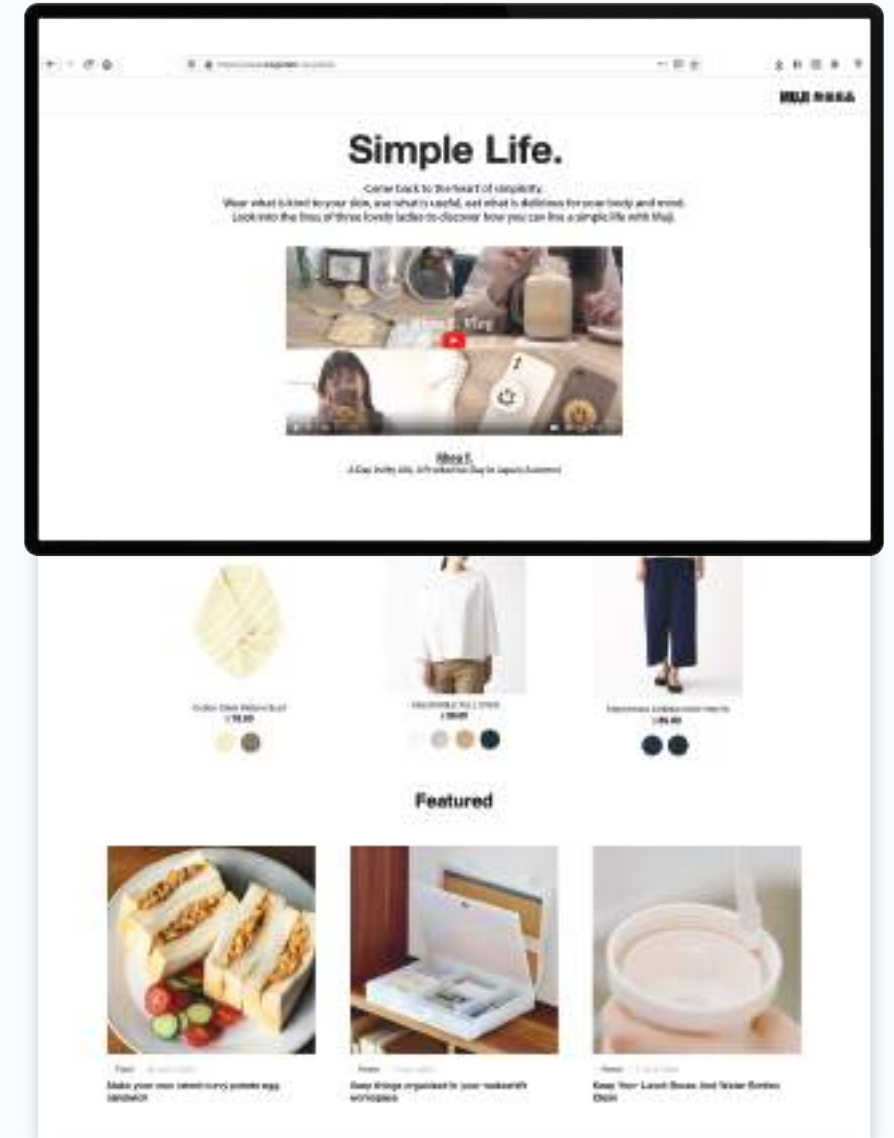


# Simple Life.

## 簡素な生活

### SIMPLE LIFE

A digital marketing campaign promoting Muji's ethos of simplicity, drawing parallels between a life with and without Muji with the former appearing uncluttered and more attractive. To remind consumers that a simple life is desirable and necessary after experiencing the pandemic. That with Muji, it is made possible.





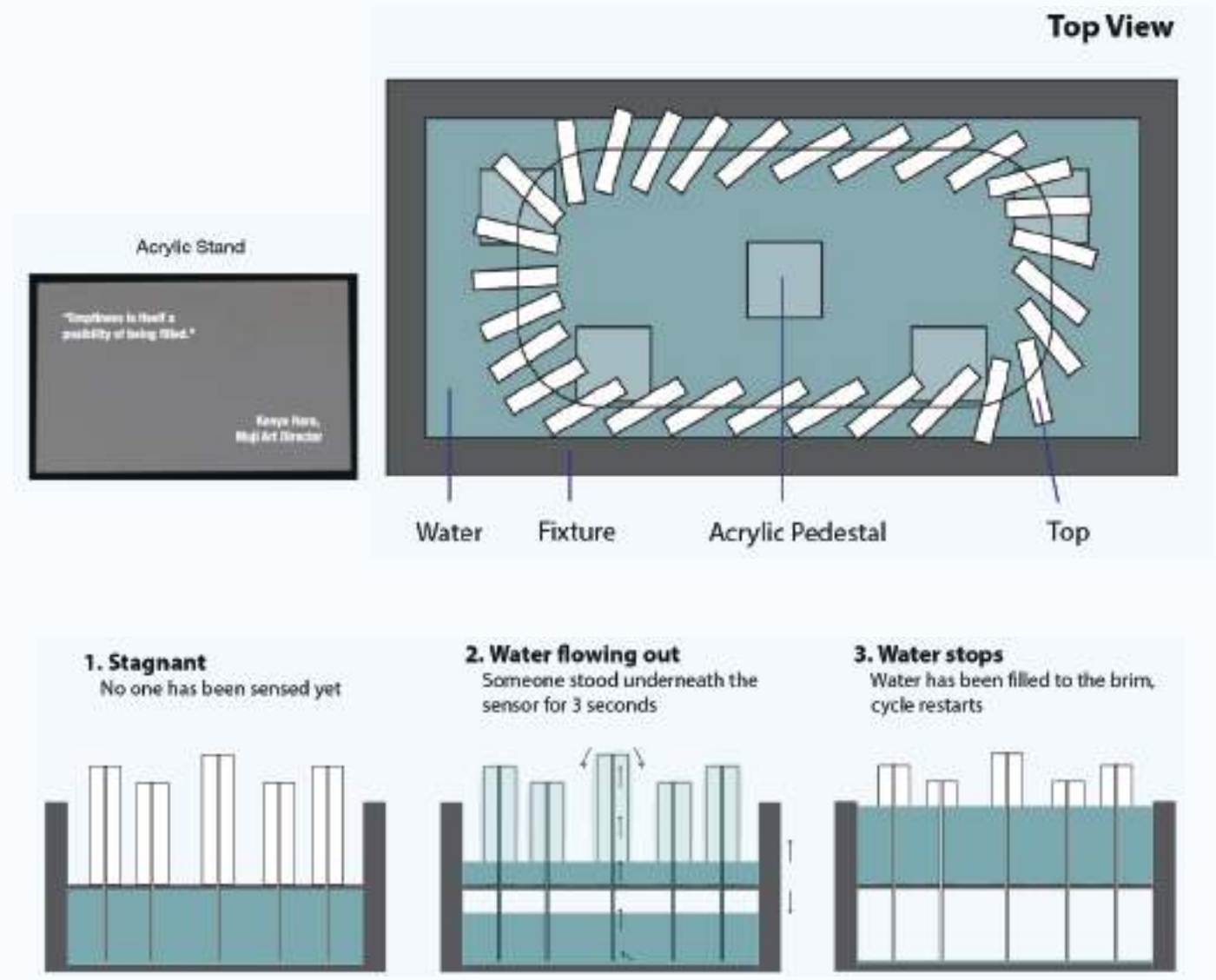
## POP-UP STORE

A promotional pop-up store with minimal and satisfactory in-store experiences, magnifying Muji's culture and core values of harmony and self-development. Inspired by traditional Japanese bath houses, it includes aspects of fluidity, serenity and versatility. Acting as a natural place of relaxation and escape from our fast-paced lifestyles.

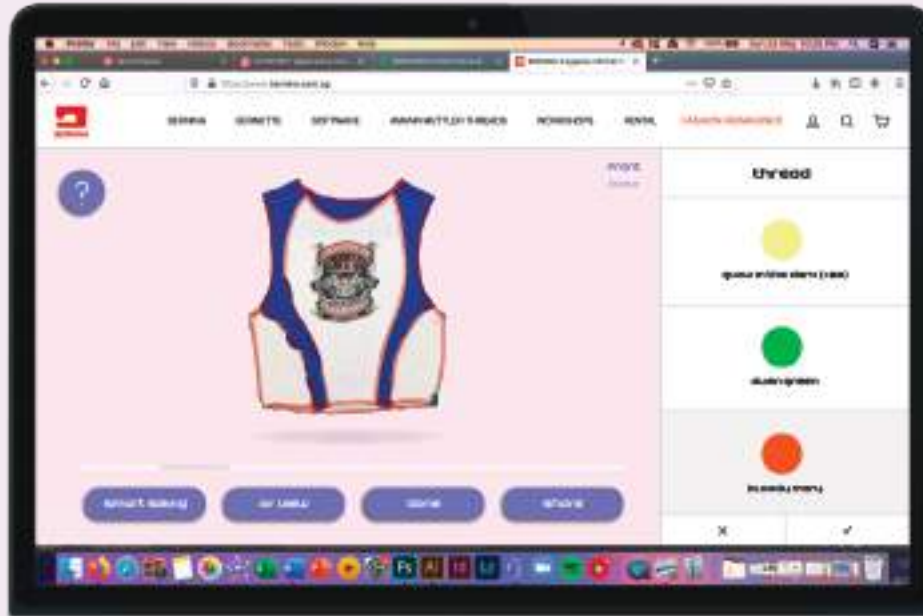




## STORE INSTALLATION







for gif



## FASHION REIMAGINED

Merging immersive technology, customisation and sustainability – a collaborative campaign between Bernina and Ghostboy to rethink what fashion is and pave the way for the future together. Centred upon a made-to-order upcycling and customisation service, I crafted a cohesive digital marketing strategy, designed a pop-up store and planned the budget to support business sensibility.

## POP-UP SPACE

A futuristic and space-age themed pop-up store designed for a multi-sensory experience. Interactive touchpoints such as digital kiosks, QR code signages and an embroidery station all aligned with the overarching marketing campaign, creating an omnichannel journey which enhances the customer journey.



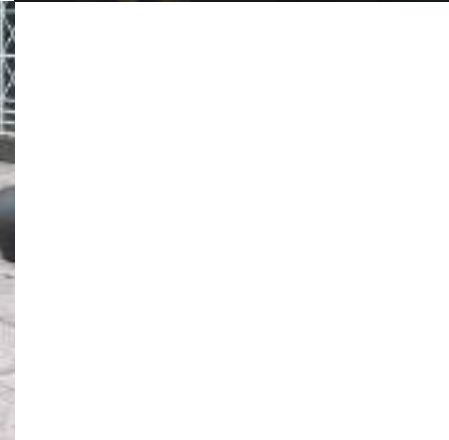


**MODERN MINIMALISM**

Infusing a modern flair into the familiar art movement of minimalism, I envisioned and executed a photo shoot that seamlessly blends contemporary dance, visual art, and fashion. Drawing inspiration from my background as a dancer, I orchestrated poses intended to be open to interpretation.







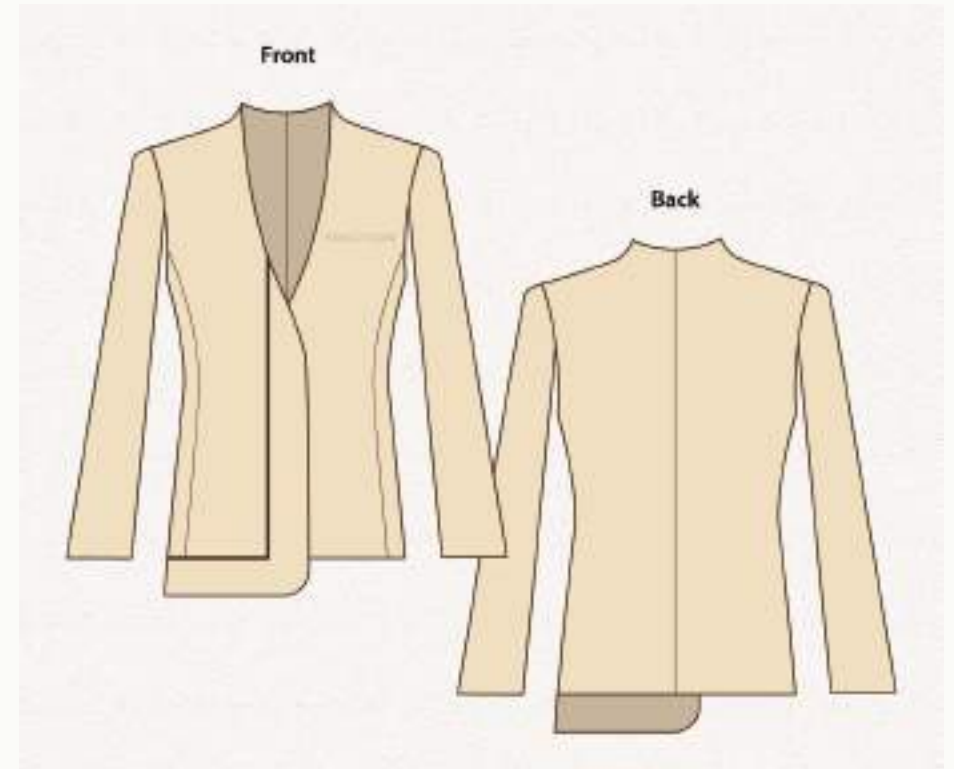
## DRAFT DESIGNS

A freelance project for a local design studio that reached out to me during my graduate show in 2022. Focusing on meeting the client's needs, I designed custom company blazers and outsourced their production. The modern and sleek designs were derived from the same art direction as my Final Year Project – WASHI.





## FINAL PRODUCT

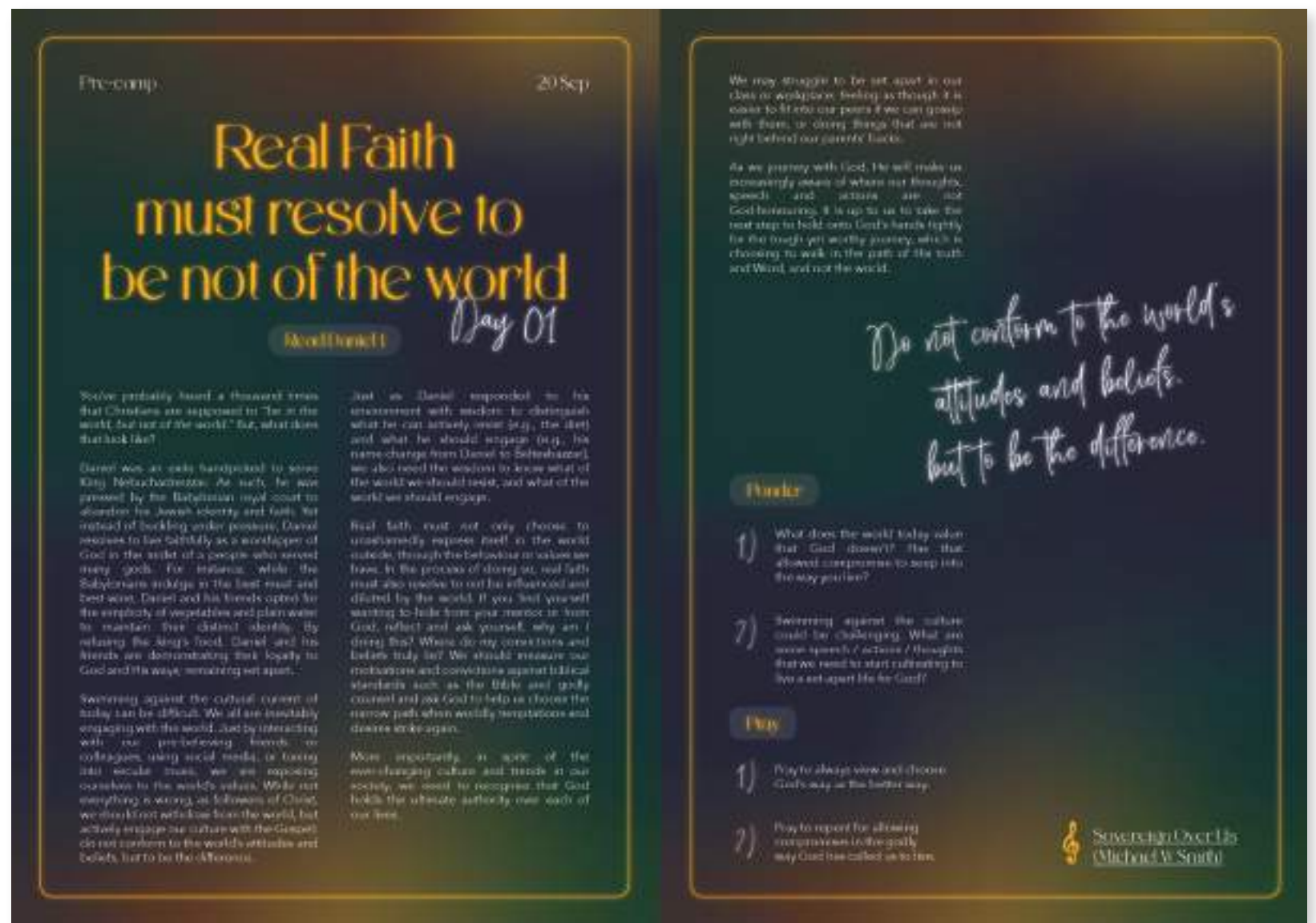


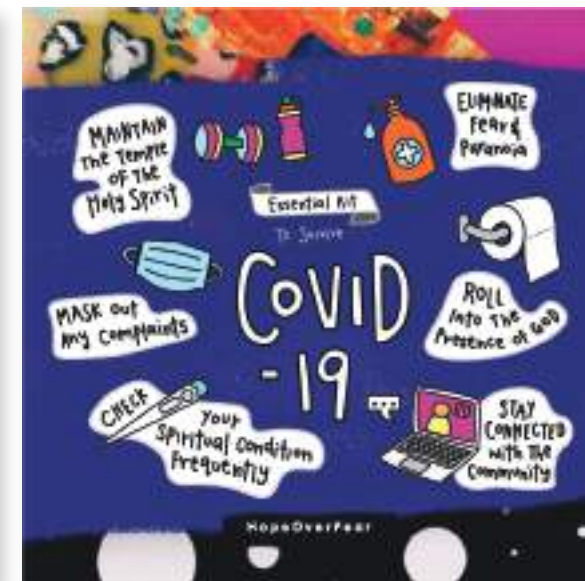




## HOPE LYTE CAMP

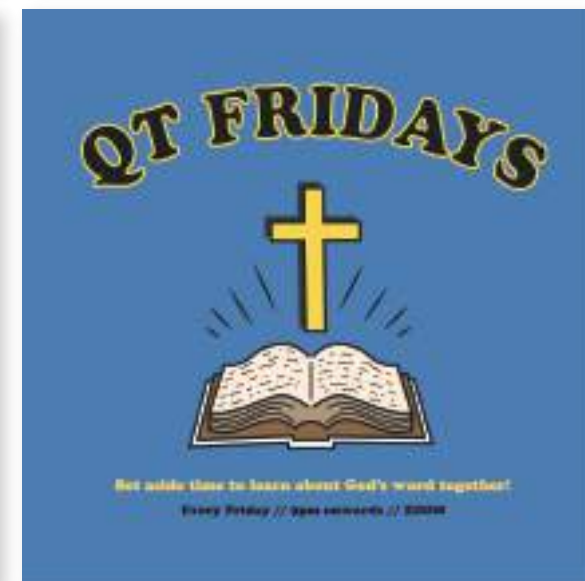
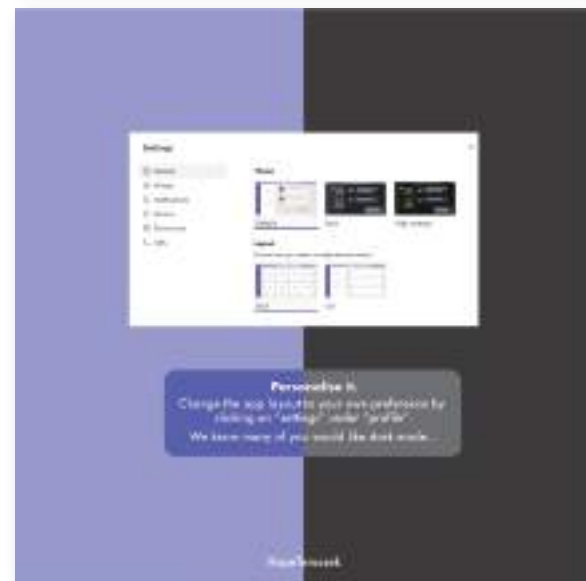
The following was done up for a larger youth organisation called Hope LYTE. As part of the camp committee under the communications team, I designed the program flow's infographic and a digital devotions booklet where we learn more about God and reflect upon ourselves.





## HOPE TEMASEK SOCIAL MEDIA

The following was done up for my church's youth organisation called Hope Temasek. As part of a social media initiative to keep our members engaged during circuit breaker, I ideated and designed infographics that incorporated holy nuances to be relevant.



THANK  
YOU, till next time.

LET'S KEEP IN TOUCH

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joleenchewzhiling@gmail.com

