

CREATIVE BACKGROUND – MOCHALILY ARTIST – TOORONGA STREET LIBRARY

Mochalily delivers creative campaigns, immersive experiences, and innovative solutions for businesses of all sizes. Specialising in **digital marketing, graphic design, and 3D-printed products**, the agency works across multiple industries, blending professional expertise with refined artistic vision.

Led by founder **Mocha**, formally trained in Marketing, Printing, Design, and Fashion, Mochalily creates high-impact campaigns, e-commerce experiences, promotional strategies, and exhibitions for global brands and local businesses. Mocha has produced visual campaigns and online stores for brands such as **Toyota, Mercedes-Benz, Ferrari, Maserati, BMW**, as well as Australian SMEs including golf clubs, restaurants, boutiques, and medical centres—helping some increase sales by **up to 70%** through strategic digital promotion.

Mocha’s background includes serving as **Director of Art, Design, and Marketing** for private labels within Apple/iPhone manufacturing groups, guiding creative direction across a world-class production network.

Her creative practice spans digital and hand-sketch illustration for luxury brands including **Polo Ralph Lauren, Tommy Hilfiger, Hugo Boss**, and homeware leaders such as **Williams Sonoma, West Elm, and Pottery Barn**. Her automotive concepts earned the **Best Visual Design Award** in an international film promotion.

Mochalily produces purpose-driven campaigns in high-traffic environments—shopping centres, residential lobbies, and retail precincts. At **Tooronga Village**, Mocha led a multi-channel campaign that exceeded fundraising goals for the National Breast Cancer Foundation by **38%**, coordinating closely with retailers, management teams, and community groups. The agency also delivers campaigns for locations such as **Richmond Traders**, supporting commercial and charitable initiatives and empowering female entrepreneurs.

Mochalily creates on-screen advertising for theatres, cinemas, healthcare, veterinary, hospitality, and entertainment venues, along with short films and digital features for shopping centres—strengthening brand presence and storytelling.

The agency has delivered movie promotions, live events, exhibitions, fashion shows, competitions, and media activations internationally, maximising visibility and engagement across digital, physical, and experiential platforms.

Beyond agency work, **Mocha is a painter and anime enthusiast**, a past participant in the **Archibald Prize**, and founder of a 3D-printing venture serving the automotive, aerospace, art, and fashion sectors.

“As a volunteer on our Tooronga Village Community Committee, Mocha’s beautiful illustrative art has transformed our old cupboard into a joyful, renewed feature for our exciting new installation”.

Robyn Golder, Co-Chair & Business Development, Tooronga Village Inc

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