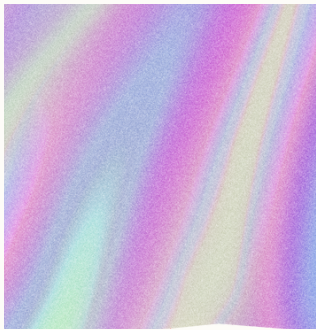


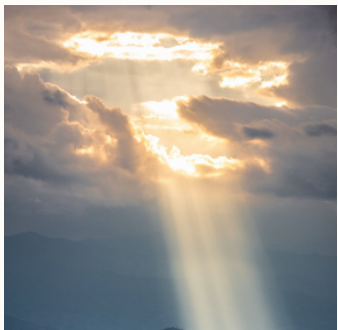
# before.

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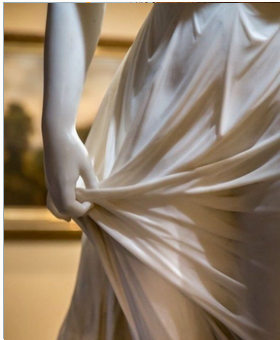
CONCEPTS & COLOR PALETTE FOR ELSIE  
AND FRED METALLIC HALTER NECK MINI  
DRESS



IRIDESCENT 09



SUN BEAM 10



MARBLE



# after.

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# CONCEPT





ELSIE & FRED



ELSIE & FRED







FEBRUARY 2023

# Lucy in The Sky

EILISH THREE PIECE SET IN YELLOW  
FLORAL









MARCH 2023

# Kiss MLBB

PRODUCT VISUAL OPTIMIZATION









# before.

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SOCIAL MEDIA POST | CONCEPTS & COLOR  
PALETTE FOR PRETTIE LASHES



IRIDESCENT 09



SUN BEAM 10



MARBLE



# after.

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# PRETTIE NAILS

Demonstrated the  
transformative power  
of visual storytelling in  
driving business  
growth for Prettie  
Nail, showcasing the  
remarkable impact  
through captivating  
portfolio examples.

*Winnie Chan*





