# Alanna Nichelle

# Creative Strategy, Design & Styling

Selected work across audience insight, spatial experience, art direction and wardrobe.

01 Strategy, culture & space
02 Art direction, styling & visual studies

STRATEGIC POINT OF VIEW

# FROM OBSERVATION TO DIRECTION.

**I look for the detail that changes the meaning of the whole experience: what people notice, where they hesitate, what they assume, what they remember.**

Then I translate that human signal into a strategic idea - audience insight, positioning, messaging, journey logic or a creative brief - so the work can move forward with clarity.

OBSERVE → INTERPRET → FRAME → TRANSLATE → ACTIVATE



ALANNA NICHELLE / 02

WHAT I BRING

# STRATEGY THAT CREATIVE PROJECTS CAN USE.

01 **AUDIENCE + EXPERIENCE INSIGHT**
Observation, journey thinking, friction, belonging and behavioral cues.

02 **POSITIONING + MESSAGING**
Finding the central idea, clarifying what matters and shaping language around it.

03 **CULTURAL + MARKET CONTEXT**
Trend awareness, cultural intelligence, competitive perspective and relevance.

04 **CREATIVE BRIEFS + NARRATIVE**
Turning insight into direction that inspires design, content and campaign thinking.

05 **WORKSHOPS + COLLABORATION**
Working across creative, client, operational and partner perspectives.

06 **PRESENTATION + SYNTHESIS**
Making complexity legible through decks, frameworks, findings and recommendations.

ALANNA
NICHELLE / 03

SELECTED WORK / STRATEGY + CULTURE

# M8TRIARCH

**A cultural platform founded in Lisbon, PT- Operating worldwide and designed around a simple question:How can atmosphere, programming and hospitality make creative participation feel more possible?**

### MY STRATEGIC CONTRIBUTION

Defined the concept and narrative; shaped participant and guest experience; curated programming and artist relationships; translated the creative idea into operating choices, partnerships and public-facing communication.

### WHAT THIS DEMONSTRATES

Audience sensitivity • cultural context • positioning • experience design • creative direction
• stakeholder collaboration • strategy carried into execution



ALANNA
NICHELLE / 04

RESEARCH + SYNTHESIS EXAMPLE

# THE EXPERIENCE BEHIND THE INTENTION.

**A useful strategy begins by separating what was designed from what was actually experienced.**




## ILLUSTRATIVE OBSERVATION

Guests arrive curious but slightly cautious. The first minutes carry more emotional weight than the next twenty; there is beauty, but not yet a clear signal of how to enter the experience.

## INSIGHT

People need a soft landing - a moment that says: you are expected, you understand what happens here, and you can participate without already knowing the code.

## STRATEGIC RECOMMENDATION

Design arrival as a ritual, not a transaction: one welcome sequence, human orientation and one immediate invitation to engage.

SELECTED WORK / EXPERIENCE-LED CONCEPT

# URBAN IVY HOUSE

## BIOPHILIC EXPERIENTIAL DESIGN CONCEPT

**A concept-driven practice exploring how nature, sensory detail and spatial narrative can change the way people feel and behave inside an environment.**

### CONCEPT + STRATEGY

Experience intent, atmosphere and spatial narrative

### BIOPHILIC DESIGN

Nature integration, material palette, light and texture

### EXPERIENCE JOURNEY

Moments of pause, restoration, connection and immersion

### DELIVERY THINKING

Budget, sourcing, vendors and implementation pathways




ALANNA
NICHELLE / 06

SELECTED EXPERIENCE / AUDIENCE + COMMERCE

# CURATION IS ALSO A FORM OF STRATEGY.



**Years in independent retail and product curation taught me to read audiences in real time: what draws attention, what creates trust, what feels culturally relevant and what turns interest into action.**

**URBAN STITCH BOUTIQUE**

**Creative Director + Owner**
Brand development • emerging designers • visual merchandising • community-facing experiences

**GYFTING INC.**

**Director, Real Estate Product Curation**
Client objectives • product storytelling • assortment strategy • budgets • delivery

**PREVIOUS EXPERIENTIAL CONTRACTS**

**Jack Morton Worldwide + consulting roles**
Experiential design • client work • spatial thinking • creative execution

HOW I WORK

# INSIGHT IS ONLY USEFUL IF IT CAN MOVE THE WORK.

**01 LISTEN + DEFINE**

Clarify the client goal, audience, tension and decision the strategy needs to support.

**02 RESEARCH + OBSERVE**

Use desk research, cultural scans, interviews/workshops when appropriate, and direct observation.

**03 SYNTHESIZE**

Separate signal from noise. Name the audience truth, opportunity and strategic tension.

**04 FRAME**

Build positioning, messaging, journeys, narratives or the strategic spine of a creative brief.

**05 COLLABORATE + REFINE**

Pressure-test with creative, account, digital and client perspectives.

**06 CARRY THROUGH**

Stay close enough to execution that the original insight does not disappear.

ALANNA
NICHELLE / 08

# From concept to composition.

The same attention to how people read a space carries into how they read an image. This selection moves through wardrobe, merchandising, interiors and self-directed visual studies.

**ALANNA NICHELLE** ART DIRECTION + WARDROBE

**FASHION / EDITORIAL / COMMERCIAL / LIVE PERFORMANCE**

# Art Direction + Wardrobe

I have worked with several high-profile artists, shaping visual narratives through art direction, wardrobe styling and creative collaboration across editorial shoots, commercial projects and live shows.












**VISUAL NARRATIVE / WARDROBE STYLING / ON-SET COLLABORATION**

From the garment and the subject to the atmosphere of the set, I connect the details to a cohesive visual story.

SELECTED WORK / 2026 02

**ALANNA NICHELLE** ART DIRECTION + WARDROBE

**SELECTED PROJECT ARCHIVE**

# Retail visual merchandising

Selected archive | 2019, 2020, 2021 and 2024







**VISUAL DIRECTION**

Product grouping, colour, display rhythm and atmosphere connect the offer to the customer’s experience.

**RELATED FOUNDATION**

Urban Stitch Boutique, 2008–2018: built and led an independent retail and cultural business championing emerging designers; directed brand, merchandising, partnerships and installations.

**VISUAL DETAIL**

# Atmosphere through material + form

Interior styling archive | Original portfolio imagery



**SHAPE**

Curved forms soften a room’s visual structure.



**MATERIAL**

Earth tones and textured surfaces create warmth.




**LIVING ELEMENTS**

Plants and objects give spaces a human scale.

**ALANNA NICHELLE** ART DIRECTION + WARDROBE

**SELF-DIRECTED VISUAL STUDY**

# From material references to a shoot concept

Self-directed concept visuals | Illustrative scenes



**CREATIVE INTENT**

Explore soft draping, neutral materials and collaborative fashion art direction in a consistent visual environment.



**DEVELOPMENT**

The generated scenes translate a mood and styling direction into visual references. They are presented as a self-directed concept, not a commissioned campaign.

# Let·s work together.

Available for freelance and project-based work in creative strategy, experience and spatial design, art direction and wardrobe styling.

info@alannanichelle.com