

# MJAYL.

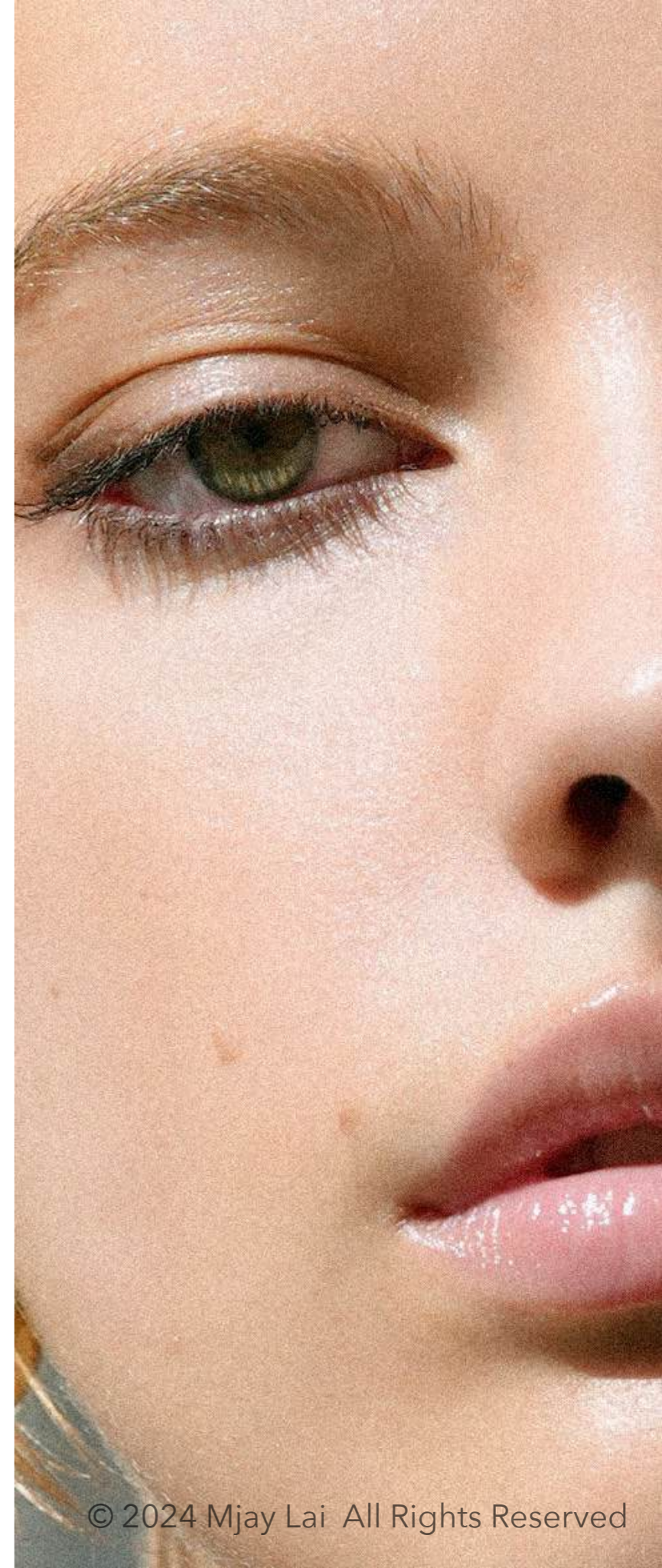
CREATIVE ART DIRECTOR

PORTFOLIO



# ART DIRECTION CREATIVE & FASHION

Fashion Modeling  
Product-shot  
Advertising Image  
Creative Direction  
Studio Lighting  
Photo Edit



# FASHION IMAGE

# SELECTED WORK/EDITORIAL



SELECTED WORK/EDITORIAL



# SELECTED WORK/ FASHION CAMPAIGN



**GRANA**

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SELECTED WORK/  
FASHION CAMPAIGN

**GRANA**

**Fashion Brand Campaign**



SELECTED WORK/  
FASHION CAMPAIGN



**GRANA**

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SELECTED WORK/  
FASHION CAMPAIGN



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# SELECTED WORK/FASHION CAMPAIGN



## Fashion LookBook

Products launched campaign for  
brand website and online store

# SELECTED WORK/FASHION CAMPAIGN



81個讚好  
abeautifulstore 陽光很好，願你也在旁。💛  
今日下午2-8時見。:) -----  
Shop details... 更多

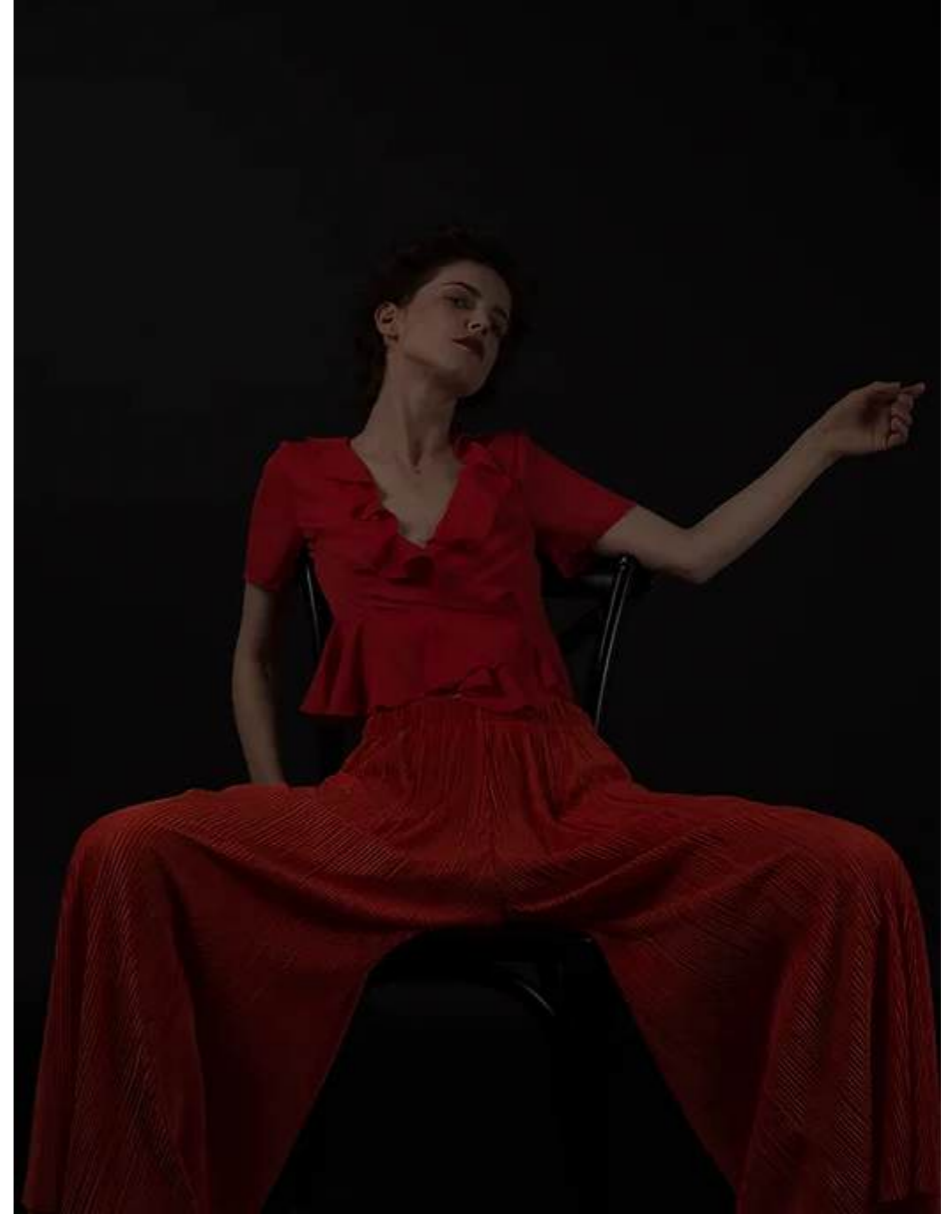


mjaylai和另外172人都讚好  
abeautifulstore Winter Goodies | Fine Wool Scarf  
今季另一讓人心動的系列。  
來自西班牙 Bilba，設計師非常擅長顏色與圖案設計... 更多



170個讚好  
abeautifulstore The love of craftsmanship 💛  
Clare Dress 的質感有種獨特的柔軟，全因為布料以羊毛與真絲的完美結合。袖口一針一線的刺繡，每個幼細的... 更多

# SELECTED WORK/FASHION



SELECTED WORK/FASHION



## SELECTED WORK/ FASHION CAMPAIGN

**initial**



### **Fashion Brand Social Content**

Project : Photo shoot model and product for a Hong Kong fashion brand.  
For social media platform and prints.  
Shooting across Japan, London and Hong Kong over 8 years

Client : Initial Fashion Co.,

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## SELECTED WORK/ FASHION CAMPAIGN

**initial**



### **Fashion Brand Social Content / London**

Project : Photo shoot model and product for a Hong Kong fashion brand.  
For social media platform and prints.  
Shooting across Japan, London and Hong Kong over 8 years

Client : Initial Fashion Co.,

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# SELECTED WORK/ FASHION CAMPAIGN

**initial**



## **Fashion Brand Social Content / Tokyo**

Project : Photo shoot model and product for a Hong Kong fashion brand.

For social media platform and prints.

Shooting across Japan, London and Hong Kong over 8 years

Client : Initial Fashion Co.,

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# SELECTED WORK/ FASHION LOOKBOOK



Client : Initial Fashion Co.,



SELECTED WORK/  
FASHION EDITORIAL



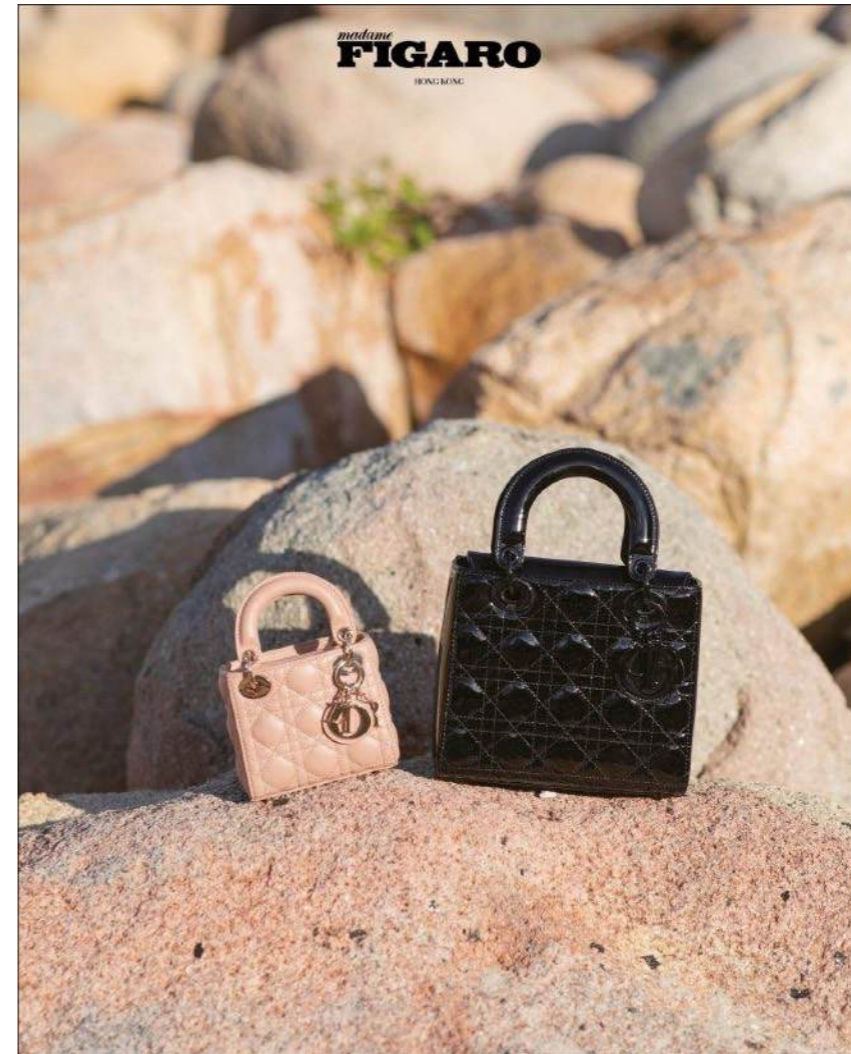
## Magazine Editorial

Project : Photo shoot Dior editorial for Madame Figaro Magazine June issue

Client : Madame Figaro

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# SELECTED WORK/ FASHION EDITORIAL



Link : <https://www.madamefigaro.hk/fashion/dear-jane女神-dior-譚旻萱-57470/2/>

# **VISUAL CAMPAIGN/ ADVERTISING**

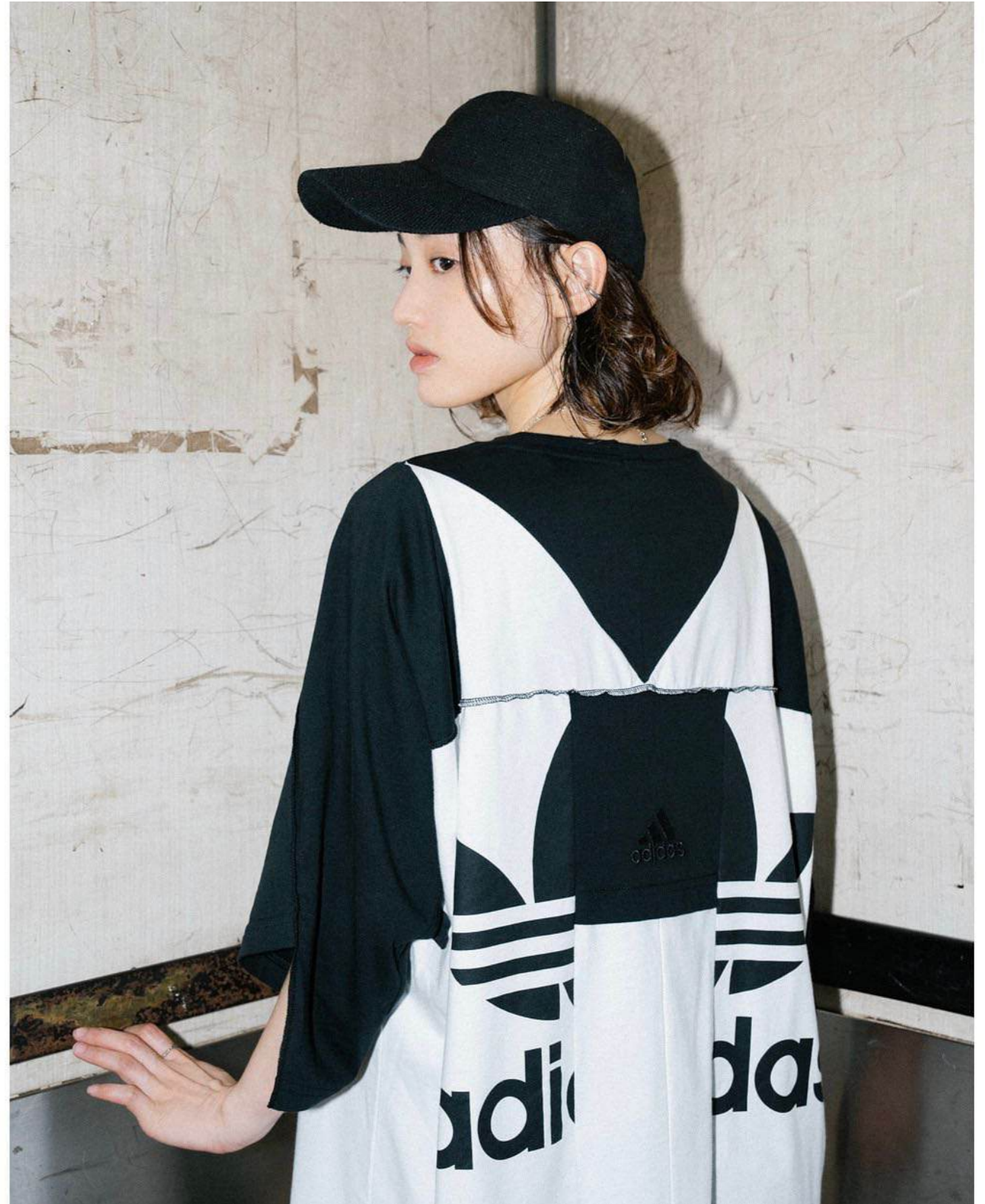
# SELECTED WORK/ SPORTSWEAR CAMPAIGN



## ADIDAS Project KV

Project Brief : Visual Campaign for crossover collection. For product line launch and pop-up event

Client : Adidas Originals & Fashion Clinic



RESULT/



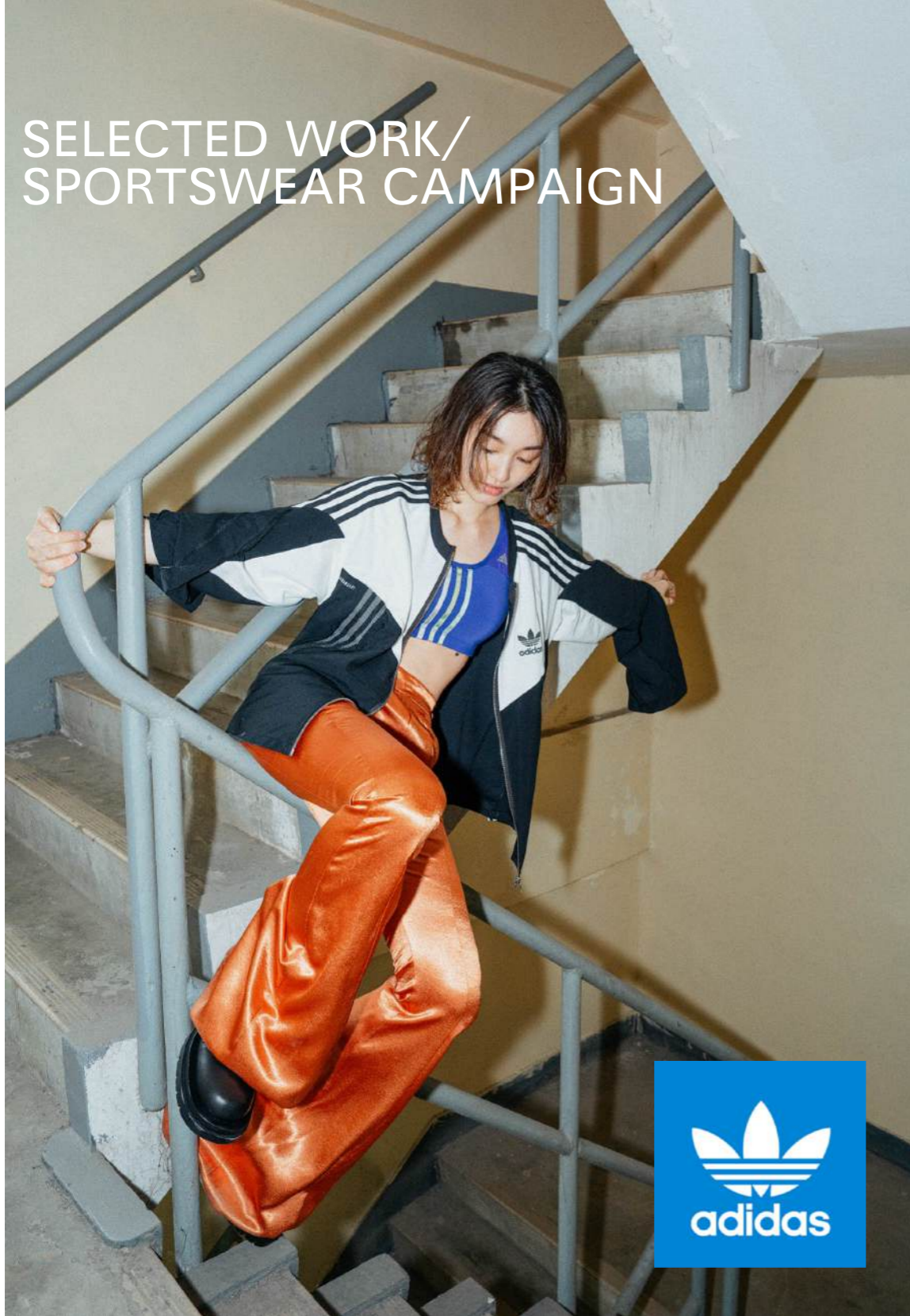
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SELECTED WORK/  
SPORTSWEAR CAMPAIGN



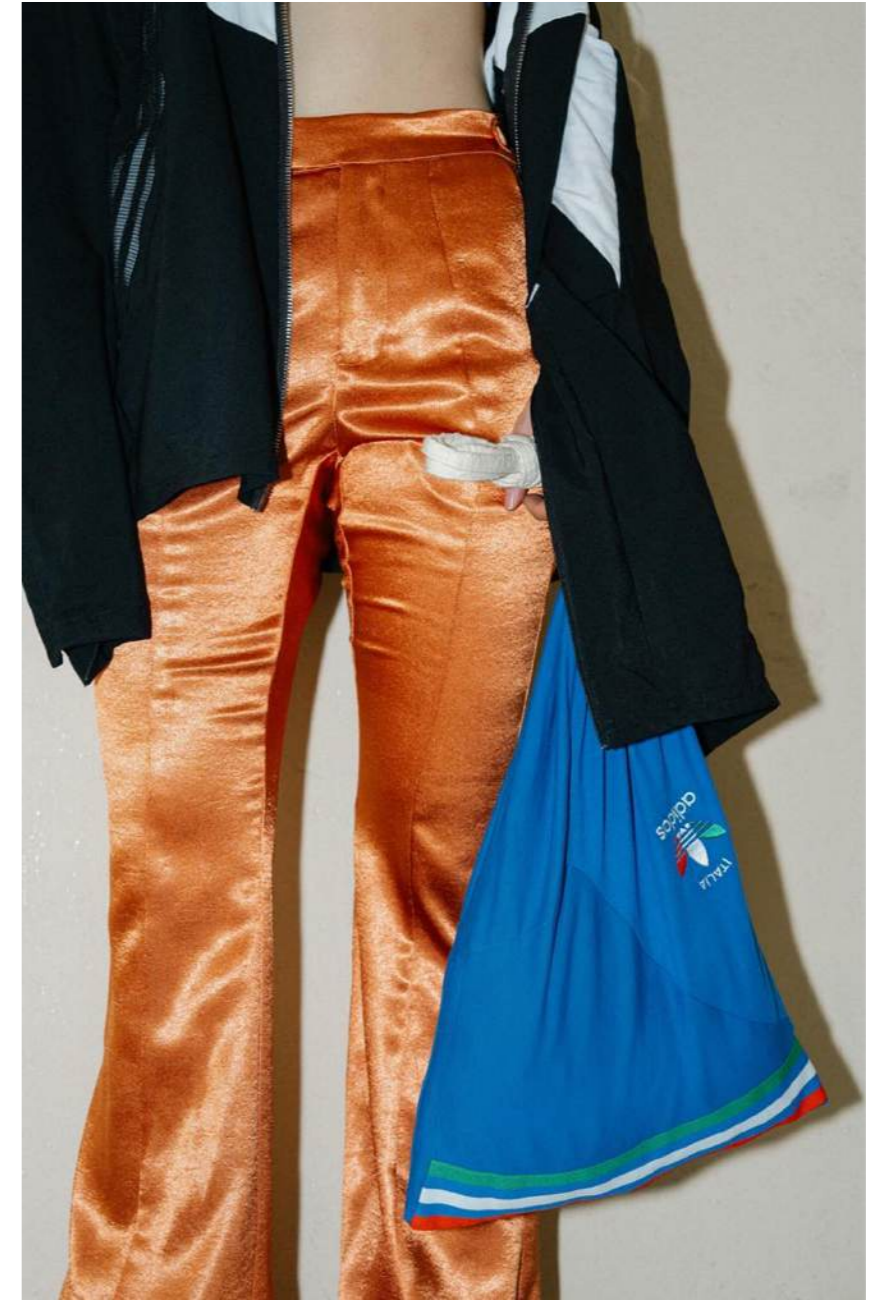
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# SELECTED WORK/ SPORTSWEAR CAMPAIGN



Tone of Voice : Urban style, Street, Bold, Energetic, High contrast  
Color Tone : Bright, Contrast

RESULT/



Final Product : Promotion Video

# **BRAND IMAGE**

# SELECTED WORK/BRAND ADVERTISING



## Homeware Mattress Brand Brand Image

Project : Produce brand visual for a New Mattress Brand, for social media, website and prints

Client : Hush Home Living

# SELECTED WORK/BRAND ADVERTISING



## Homeware Mattress Brand Brand Image

Project : Produce brand visual for a New Mattress Brand, for social media, website and prints

Client : Hush Home Living

# SELECTED WORK/BRAND ADVERTISING



Little  
**Hushies**  
HUSH HOME



## Homeware Mattress Brand Brand Image

Project : Produce brand visual for a New Mattress Brand, for social media, website and prints

Client : Hush Home Living

## SELECTED WORK/BRAND ADVERTISING

HUSH  HOME



### **Homeware Mattress Brand Brand Image**

Project : Produce brand visual for a New Mattress Brand, for social media, website and prints

Client : Hush Home Living

# RESULT/



Final Output : Brand visual, Product-shot with 4 different angle, Lifestyle-shot with models

Link : [www.hushhome.com](http://www.hushhome.com)

Client : Hush Home Living

# E-COMMERCE / HOMEWARE



# **E-COMMERCE**

# E-COMMERCE /



Client : Initial

# E-COMMERCE / PRODUCT-SHOTS



# E-COMMERCE / PRODUCT-SHOTS



# E-COMMERCE / PRODUCT-SHOTS



Client : Fashion Clinic

# **SOCIAL CONTENT**

# SOCIAL CONTENT / LIFESTYLE



# SOCIAL CONTENT / PRODUCT



Lifestyle Mood-shot for Social Media Content

# SOCIAL CONTENT / PRODUCT

# INITIAL

Lifestyle Mood-shot for Social Media Content



# SOCIAL CONTENT / PRODUCT



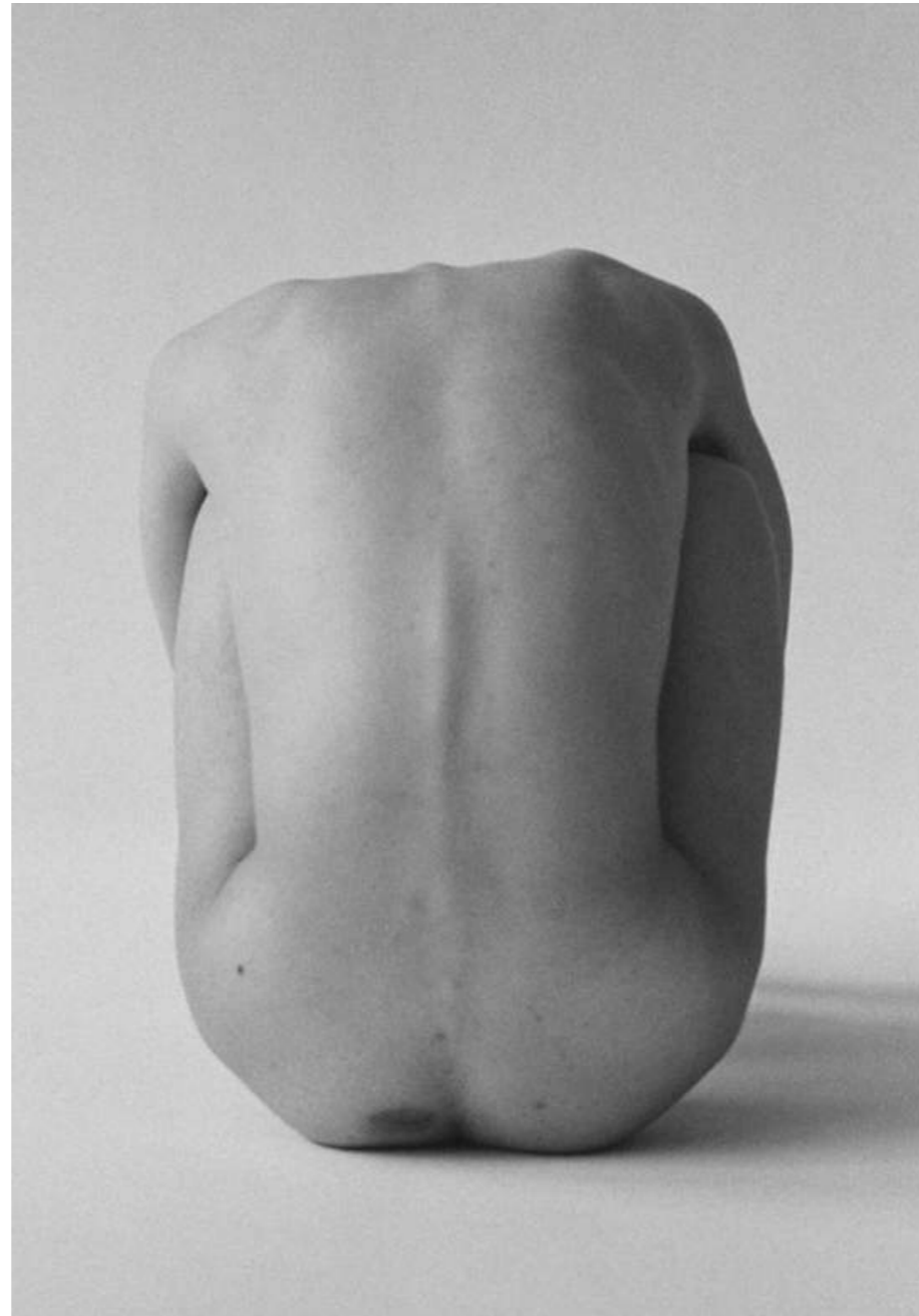
# INITIAL

Lifestyle Mood-shot for Social Media Content

# SELECTED WORK/ART & CULTURE



# SELECTED WORK/ART & CULTURE BOOK COVER

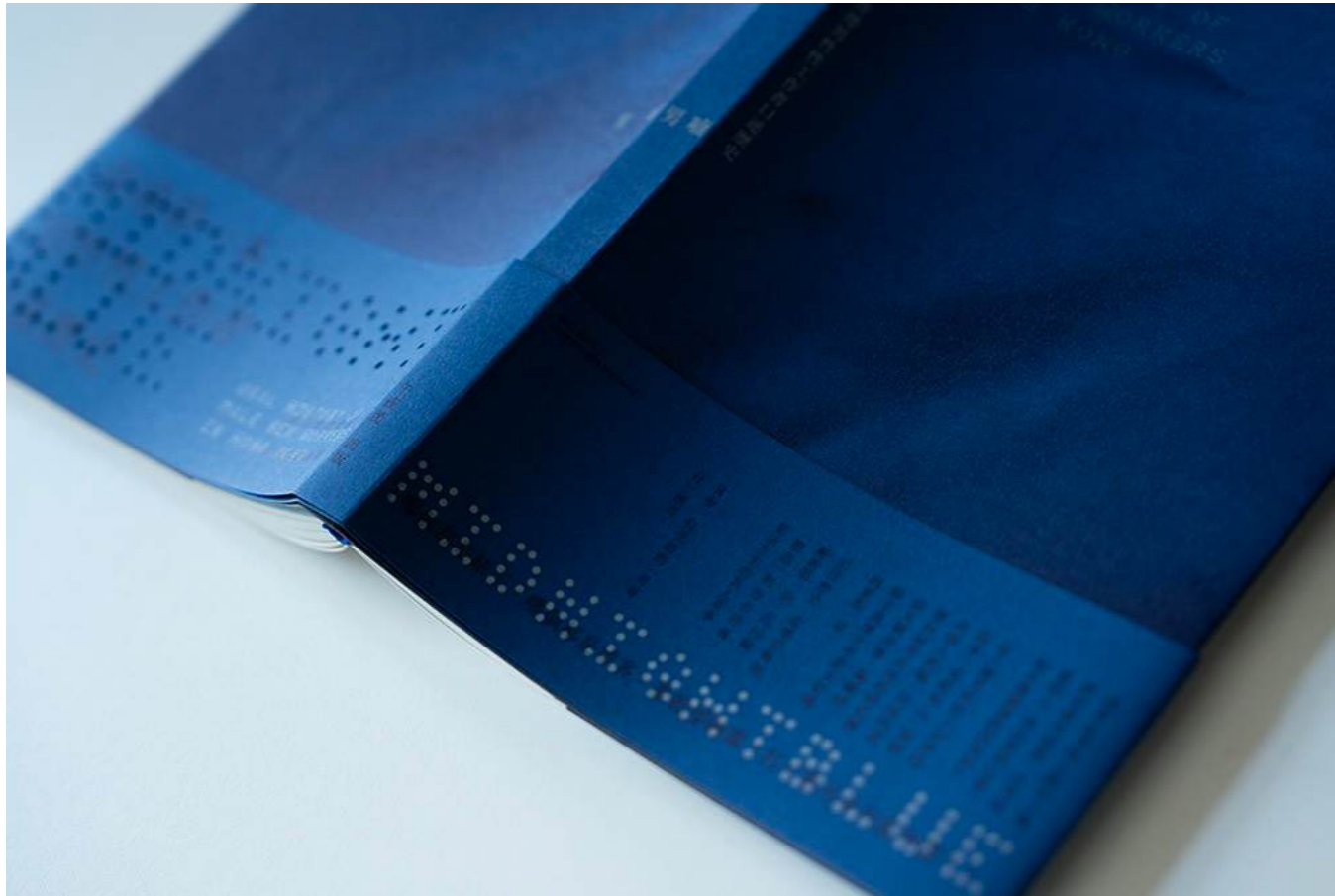


## **Book Cover & Merch**

Project : Commissioned photo shoot book cover and inner page  
For NGO project and LGBTQS+ community

Client : Edited Ltd (Book Publisher), Midnight Blue NGO

# SELECTED WORK/ART & CULTURE BOOK COVER

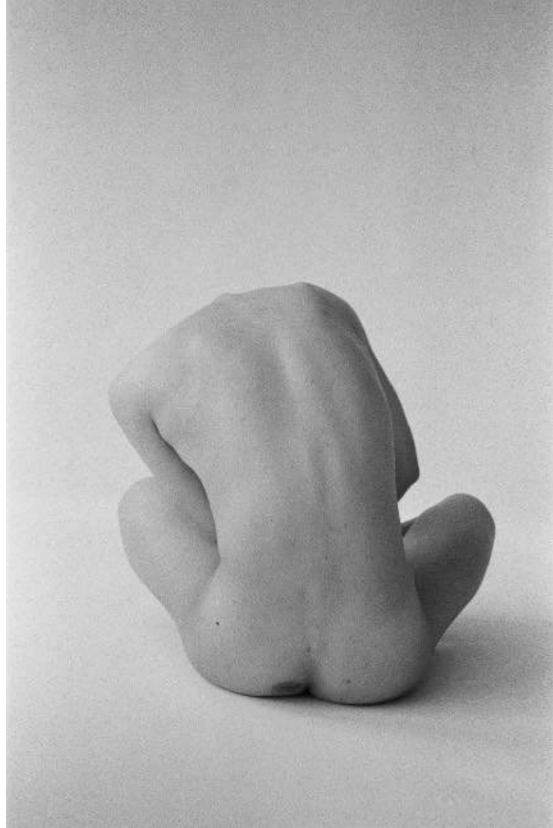


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# SELECTED WORK/ART & CULTURE BOOK COVER



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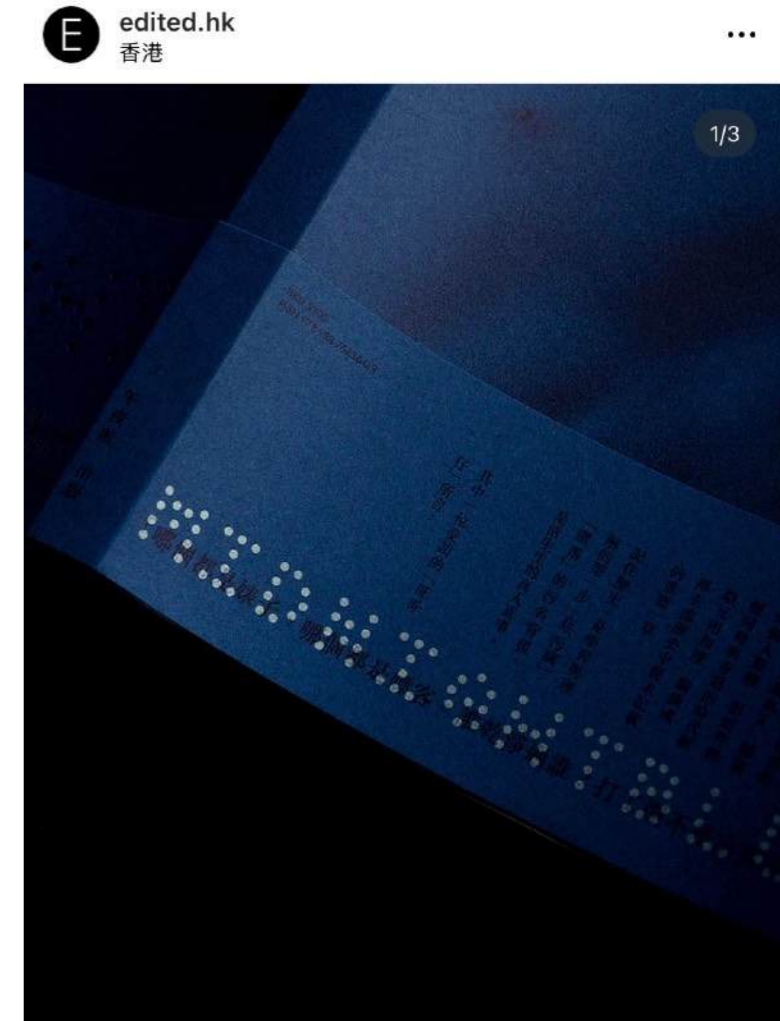
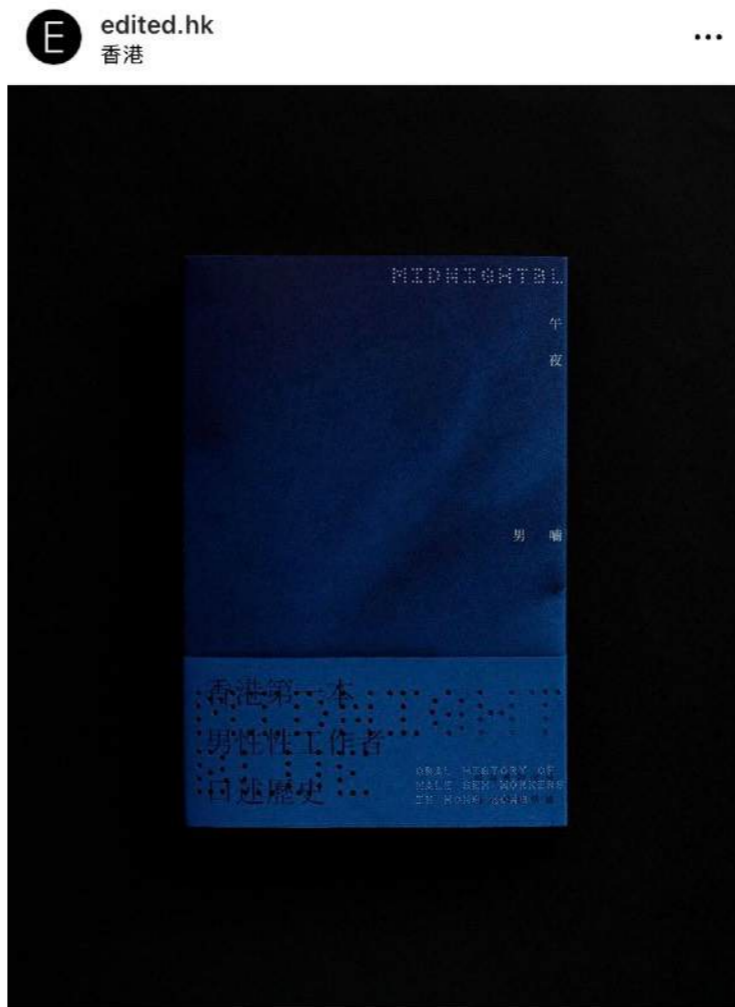
## Book Cover & Merch

Project : Commissioned photo shoot book cover and inner page. For NGO project and LGBTQS+ community

Merch : ToteBag, Tee, Post Card

Client : Edited Ltd (Book Publisher), Midnight Blue NGO

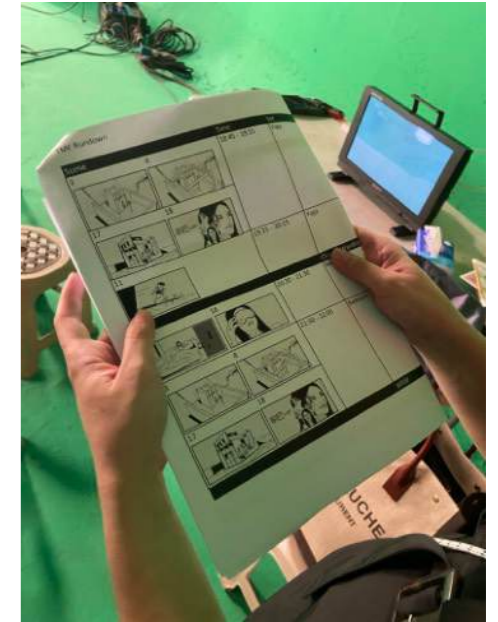
2023



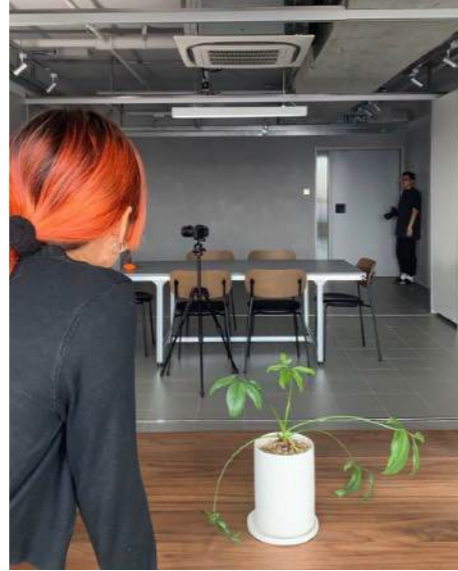
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**BEHIND ALL THE BEAUTIFUL SHOTS/**

# BEHIND THE SCENE/



# IT IS ALL ABOUT TEAMWORK/



## SKILLS /

ADOBE PHOTOSHOP

CAPTUREONE

ADOBE LIGHTROOM

INDESIGN

CANVA

PREMIERE PRO

EXCEL

WORD

## WEBSITE /

[WWW.MJAYLAIPHOTOGRAPHY.COM](http://WWW.MJAYLAIPHOTOGRAPHY.COM)

## CONTACT /

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[MJAYLAI@HOTMAIL.COM](mailto:MJAYLAI@HOTMAIL.COM)

## LOCATION /

LONDON

**THANK YOU FOR YOUR TIME!**

[www.mjaylaiphotography.com](http://www.mjaylaiphotography.com)