



Biography

Jamie Reid

Jamie Reid is a London-based Creative Director, founding his studio in 2013 with primary focuses on art direction and graphic design across fields ranging from editorial & book design initiatives to commercial advertising and branding projects.

In 2015 Jamie was appointed Art Director of Dazed and Confused magazine where he oversaw the redesign and repositioning of the magazine, which was followed by a second redesign in Spring, 2020.

Prior to this, Jamie held the titles of Design Director and Art Director at Arena Homme+ and POP magazines and collaborated with stylist Alister Mackie to launch magazine project 'The Leopard' in 2018.

Jamie represents the next generation of fashion creatives influencing and shaping youth culture and is an avid supporter of collaborators of all generations. As such he is a champion of developing the brand voice and visual landscapes for fresh and growing fashion brands such as Kiko Kostadinov, J&M Davidson, Hillier Bartley, Mowalola, Grace Wales Bonner, DROME, Chopova Lowena and Rokh.

Other clients and collaborators include Alexander Wang, Calvin Klein, Versace, Missoni, Parco, Saint Laurent, Dashwood Books, The Serpentine Gallery, David Sims, Frank Lebon, Collier Schorr, Harley Weir, Charlotte Wales and Hanna Moon.