

# ALC+C

ANNA LAST CREATIVE + CO

[ANNALAST@ANNALASTCREATIVE.COM](mailto:ANNALAST@ANNALASTCREATIVE.COM) | TEL. 6468844811 | [ANNALAST.COM](http://ANNALAST.COM)

Anna Last Creative + Co is a studio collective of master creatives and storytellers. We specialize in bringing lifestyle brands to life with beautiful imagery and emotionally resonant storytelling to create connections with your customer. \_\_\_\_\_

## WHO WE ARE ---

We have a local heart with a global sensibility.

Based in New York, our footprint spans  
Los Angeles, San Francisco, London,  
Copenhagen, Sydney, Melbourne and Tokyo.

Our team includes world renowned creative  
directors, designers, illustrators, photographers,  
writers, strategists, stylists, tastemakers and  
connectors.

# WHAT WE DO

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We tailor-make exceptional brand creative for print, web, broadcast, experience and social for deep connection with consumers.



# OUR EXPERTISE

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Branding + Identity

Creative Strategy

Brand Storytelling + Concept Development

Creative Brand Campaign Development

Multi-platform Creative Execution

(from concepts to photography, print,  
digital, and social)

Content Strategy

Video

Partnerships

Experiential

Collateral

Creative Process

Team Structure Consultation

# WHY WE'RE DIFFERENT

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We tailor teams, estimates and workflow specifically to your needs.

**There is more than one way to work together;** unlike traditional agencies that work apart from corporate teams, we can work directly *alongside* your in-house team, embedding our expertise to help you develop, evolve, and implement your brand vision from within. We keep teams nimble and efficient, and costs manageable.

**It's all about chemistry;** with more than 20 years' experience in Editorial and Lifestyle Publishing, Retail, and Omni-channel Marketing, Anna hand-picks talent based on each client's individual and project needs.

**You can have the best;** we provide access to our carefully curated network of highly experienced professionals, as needed (*on call vs. on staff*) — without costly hiring.

**Staying nimble;** our deep understanding of corporate culture allows us to bring creative efficiencies to every process, empowering you to increase productivity, maximize output, and cultivate smart structures you can use to move forward self-sufficiently.

**For real;** we're dedicated to building meaningful relationships with your internal partners to foster effective process for exceptional creative execution.



# RECENT PROJECTS

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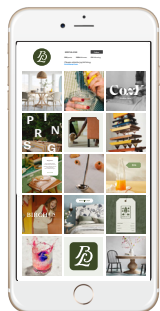
BRAND REPOSITIONING AND VISUAL IDENTITY

# Birch Lane Rebrand

Working with Chandelier Creative, I delivered a completely overhauled look and feel for a targeted white space in the more traditional home category, with a new positioning statement: "Classic Style for Joyful Living". Creating new brand pillars, values, and personality, we leaned into a celebratory and collaborative spirit. The new brand identity system employed harmonious elements, all telling a story of a place where life's magical moments unfold. The elegant and classic yet joyful typographic and graphic approach we adopted emphasized life's moments of joy and surprise.



Creative Direction  
Agency Partnership and Management  
Brand Story Development  
Logo Redesign  
Brand Guideline Development



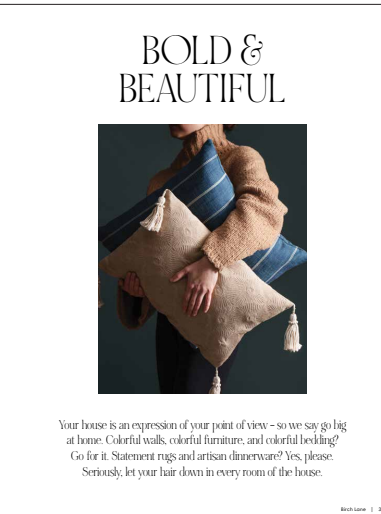
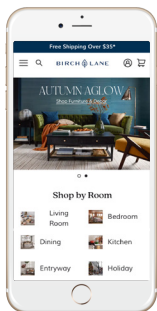
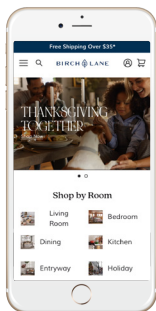
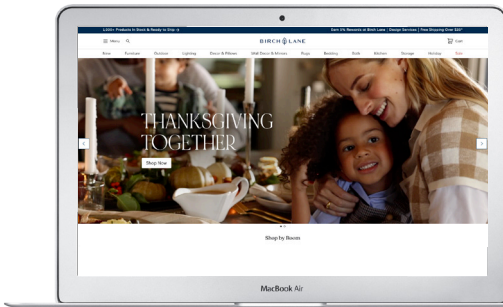
CREATIVE DIRECTION

# Birch Lane, Wayfair, Inc

Seeing opportunity in the specialty retail space, marketplace retailer Wayfair introduced three specialty brands to their portfolio. Birch Lane filled the need for traditional home furnishings, but the brand launch proved fusty and uninspiring. Given the popularity of the category, how would we find the white space to create a more modern kind of traditional home retailer? Developing a new brand purpose (“to help people confidently create a home where life’s magical moments can unfold”), I quickly introduced a refreshed creative standard that encapsulated joy and depicted meaningful moments. I debuted a series of franchises (including Iconic Birch Lane) to speak to the lasting quality of the brand and created The Handbook to diversify representation, create seasonality around everyday and holiday product, and inject accessible aspiration into the messaging and imagery.



- Creative Direction
- Brand Refresh
- Brand Identity
- Logo Redesign
- Cross-channel Content Strategy
- Franchise Strategy
- Video
- Social Media
- Visual Merchandising
- Process Development





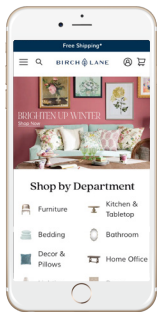
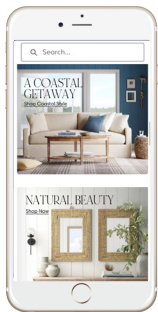
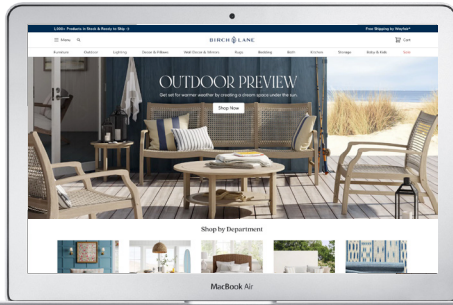
3D IMAGERY

# Wayfair Specialty Brands

As Wayfair began to build its specialty retail brands Birch Lane, Joss & Main, All Modern, and Perigold, the need for a new approach to working with their proprietary 3D Imagery technology became apparent. What worked for a marketplace at Wayfair (imagery created to populate for DTC sales) was very different when brand building a curated assortment with the need for storytelling. I was tasked with redefining the process, working with brand creative to evolve storytelling, set imagery guidelines, and bring expertise to evolve the current 3D execution. The result? More lived-in, less static renderings. Along the way, I provided mentorship for art directors, artists, and stylists to deliver scalable creative enabling a solid foundation to build the brands into a \$1B business.



Creative Direction  
 Imagery Storytelling Expertise  
 Process Development  
 Creative Mentorship





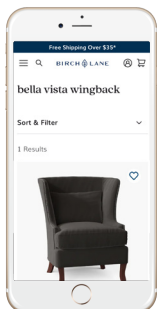
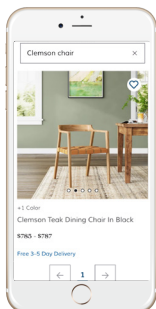
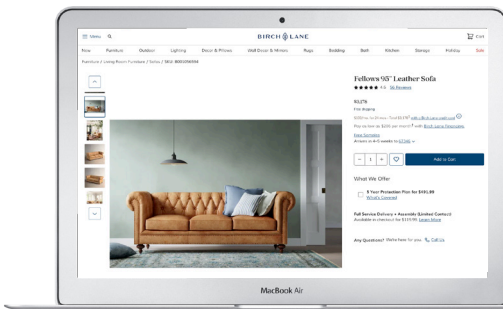
CONTENT STRATEGY

# Iconic Birch Lane, Birch Lane, Wayfair

To double-down on quality messaging that would elevate the brand, I created franchise content vehicles to support brand pillars as storytelling devices, including icons, The Handbook, and Behind the Design — a feature highlighting livable, lasting quality. By showcasing the core collection with insightful tips and how-to ideas, I was able to address customers' analysis paralysis. Strategically developed around data as evergreen content allowing for multi-platform usage, I delivered significant efficiencies for the creative and marketing teams.



Content Strategy  
Franchise Development  
Editorial Storytelling  
Product Marketing  
Evergreen Imagery



BRAND LAUNCHES & MERCHANDISING

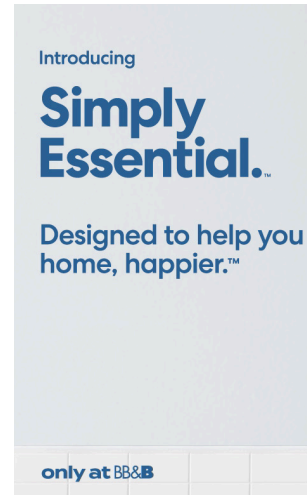
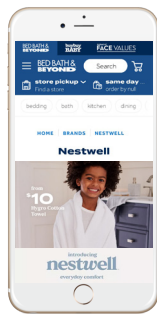
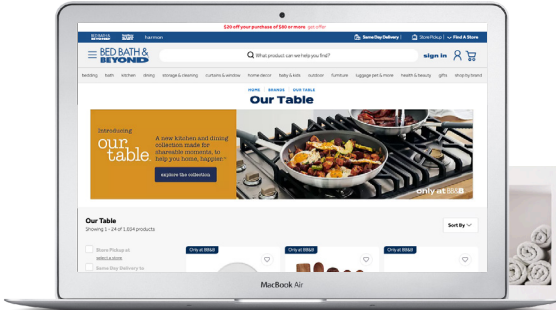
# Haven, Nestwell, Our Table, Essentials

## Bed, Bath & Beyond

In 2020 BB&B introduced curated, 'owned' brands to spearhead a refresh and more relevant positioning for their customers. Launched Open Table, Nestwell, Haven, and Essentials brands. Created engaging and culturally relevant brand launches inclusive of all imagery, casting real people, merchandising, and production for usage across all platforms, setting the creative standards for internal and external teams to follow.



Creative Direction  
 Merchandising  
 Art Direction  
 Production  
 Concept - Food, Casting, Interiors  
 Set Building  
 Video  
 Photography  
 Cross Channel Marketing Assets





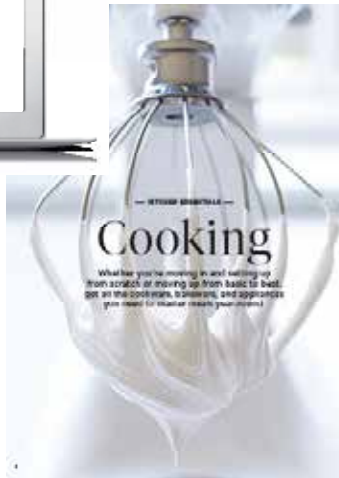
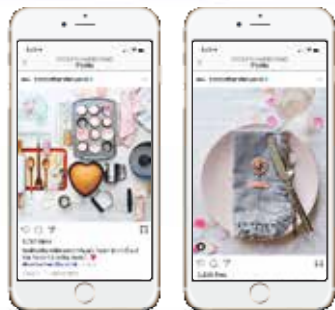
REBRAND

# Bed, Bath & Beyond Bridal Registry

When it came to embracing a new approach to its bridal registry, BBB was ready to put a ring on it. With a hand-picked team, created modern relevance with the Bring Happy Home concept, and attracted new registrants by simplifying the experience. With a bright, clean palette and greater consistency in brand messaging and product storytelling, I introduced real-life settings and experiences, authentically imagined, to honor the way real registrants live and shop for a more cohesive experience in store and online. The complete creative overhaul included consultation on internal process, resulting in significant time and estimate efficiencies.



Concept  
Creative Direction & Strategy  
Creative and Process Consultation  
Photography  
Brand Assets for Print, Digital,  
and Desktop  
Styling  
Design  
Copy Development  
Brand Messaging



CREATIVE DIRECTION

# Restoration Hardware Outdoor

Creating a layered lifestyle look and feel is essential to aspirational luxury. Working with stylists, photographers, and designers, evolved RH's Outdoor Book to tell striking visual stories with a clean, modern sensibility, resulting in the brand's most profitable Outdoor Marketing to date.



Creative Direction  
Photography  
Styling  
Design





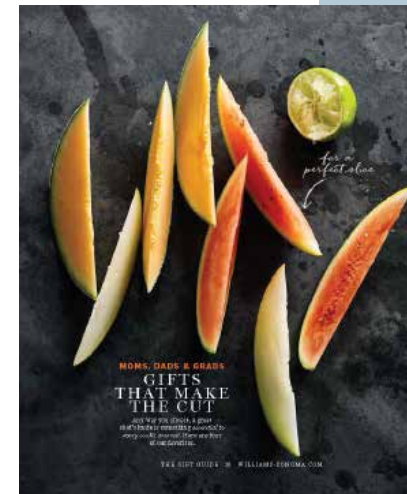
BRAND REDESIGN & VISUAL REFRESH

# Williams-Sonoma

Much-loved heritage lifestyle brand Williams-Sonoma faced the same challenges many of its retail competitors did: attracting new, younger customers in the increasingly democratized space that food had become. How could it remain open and welcome to younger customers, without alienating existing ones? I undertook a full brand study, evolving the logo and the brand ethos. I also created a contemporary and engaging design and voice, inspired by the premium nature of the brand, and repackaged the content for an editorial look and feel that celebrated its customers' creativity and curiosity in a playful new way, energizing longtime fans and creating new ones.



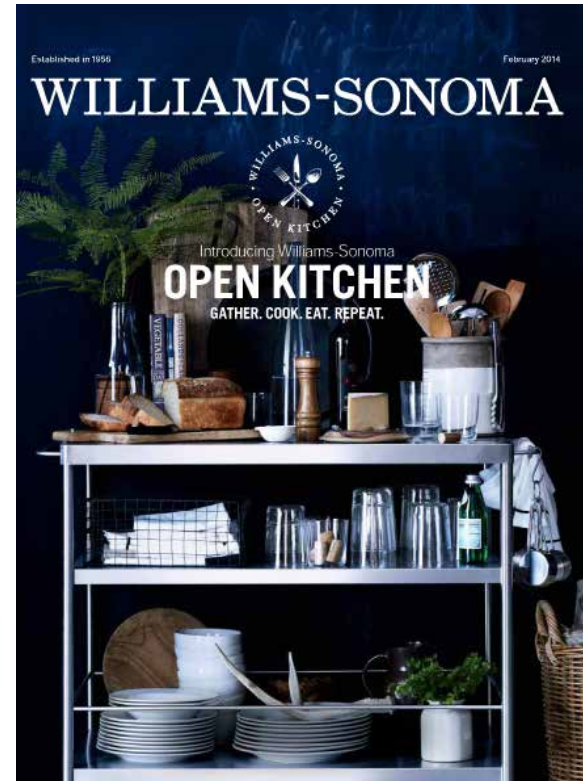
- Creative Direction
- Brand Identity
- Concepting
- Logo Redesign
- Mission & Vision Brand Statement
- Content Packaging
- Video
- Event and Experience
- Redesign Across All Channels



PRODUCT LAUNCH

# Williams-Sonoma Open Kitchen

Inspired by the utilitarian product in the open kitchens of contemporary restaurants, Williams-Sonoma's new Open Kitchen line required an aesthetic to appeal to a new kind of foodie. With stacks of frying pans, hanging pots, towers of white plates, and simple glassware, the look was both approachable and aspirational, practical and pretty. Bringing an editorial approach to the marketing, I partnered with chefs and food influencers to give a snapshot of how they (and our customer) cook, eat, and entertain today.



- Brand Identity & Logo
- Creative Direction & Concepting
- Launch Strategy
- Content Strategy
- Video
- Events and Experience
- Digital Campaign
- Packaging Design





BRAND AMPLIFICATION

# Digital Video

With dated formats and no strategy for content or result optimization, Williams-Sonoma and Everyday Food faced similar video challenges. My goal? To bring the same beautiful and engaging visual identity to video as we had to print and digital creative, expanding reach across platform for optimal brand engagement, to drive conversion. I overhauled creative and strategy at both brands: training teams to storyboard, using storytelling, how-tos, and product demonstrations to expand the content offering and reach, aligning video with digital, print, social, and brand partnerships for a cohesive experience across all customer touchpoints.

▶ <https://www.annalast.com/#/video/>



## VINEYARD DINNER WITH SCOPA

California's wine country combines an abundance of locally grown produce with world-renowned wines. Here, the crew of Scopa restaurant celebrates both with good friends and a family-style feast.

▶ PLAY VIDEO



EXPERIENTIAL

# Brand Events

Bottlerock is the premier music, food, and wine festival in Napa Valley. To create buzz and reach a younger customer, I launched the Williams-Sonoma Culinary Stage at the festival: a new style of event for the brand, transforming its classic in-store chef demonstrations for a (literally) new stage. It became one of the festival's star attractions, featuring chefs paired with musicians, athletes, and celebrities for culinary-infused antics. Highlights included Snoop Dog rolling sushi with Morimoto and Michael Voltaggio teaching molecular gastronomy to the Foo Fighters, finishing with a drum-off using calibrated drumkits constructed from pots and pans.





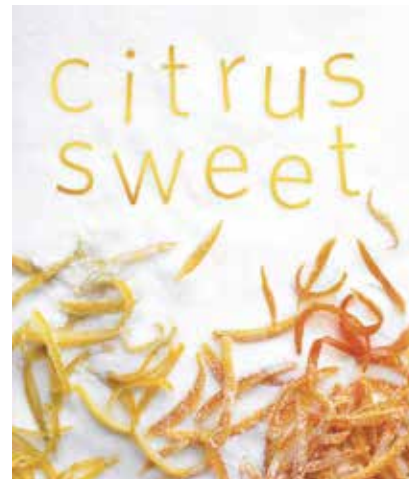
EDITORIAL

# Everyday Food

I was tapped by Martha Stewart to become Editor-in-Chief of Everyday Food, her monthly magazine featuring simple and delicious food for the everyday cook. Tasked with revamping the brand and increasing the digital and broadcast footprint, I oversaw the magazine's editorial and visual content, as well as Everyday Food's presence across MSLO's platforms, including Publishing, Internet, and Broadcasting, ushering in a new era in food-culture curation.



Created app, "Martha's Everyday Food"  
Launched the digital magazine for iPad  
Co-hosted "Everyday Food" on PBS and regular on "The Martha Stewart Show"





STORYTELLING  
**Content**

Engaging consumers meaningfully requires expressing a strong brand point of view and creating brand content that tells a relevant, topical stories about product, people and experiences. With the eye of an editor and deep experience in developing features for home, food, lifestyle, and travel magazines and retailers, I have an instinct for what consumers crave and a well-developed network of content creators to deliver it. I've built cross-functional teams to create authentic content marrying emotionally resonant, aspirational imagery with smart, thoughtfully packaged copy to produce a full brand experience, inclusive of print, social, and digital video for ambitious cross-platform packages.





We tap into the quintessential and  
authentic spirit of your brand.

Thank you

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