

Axe & Co. Creative

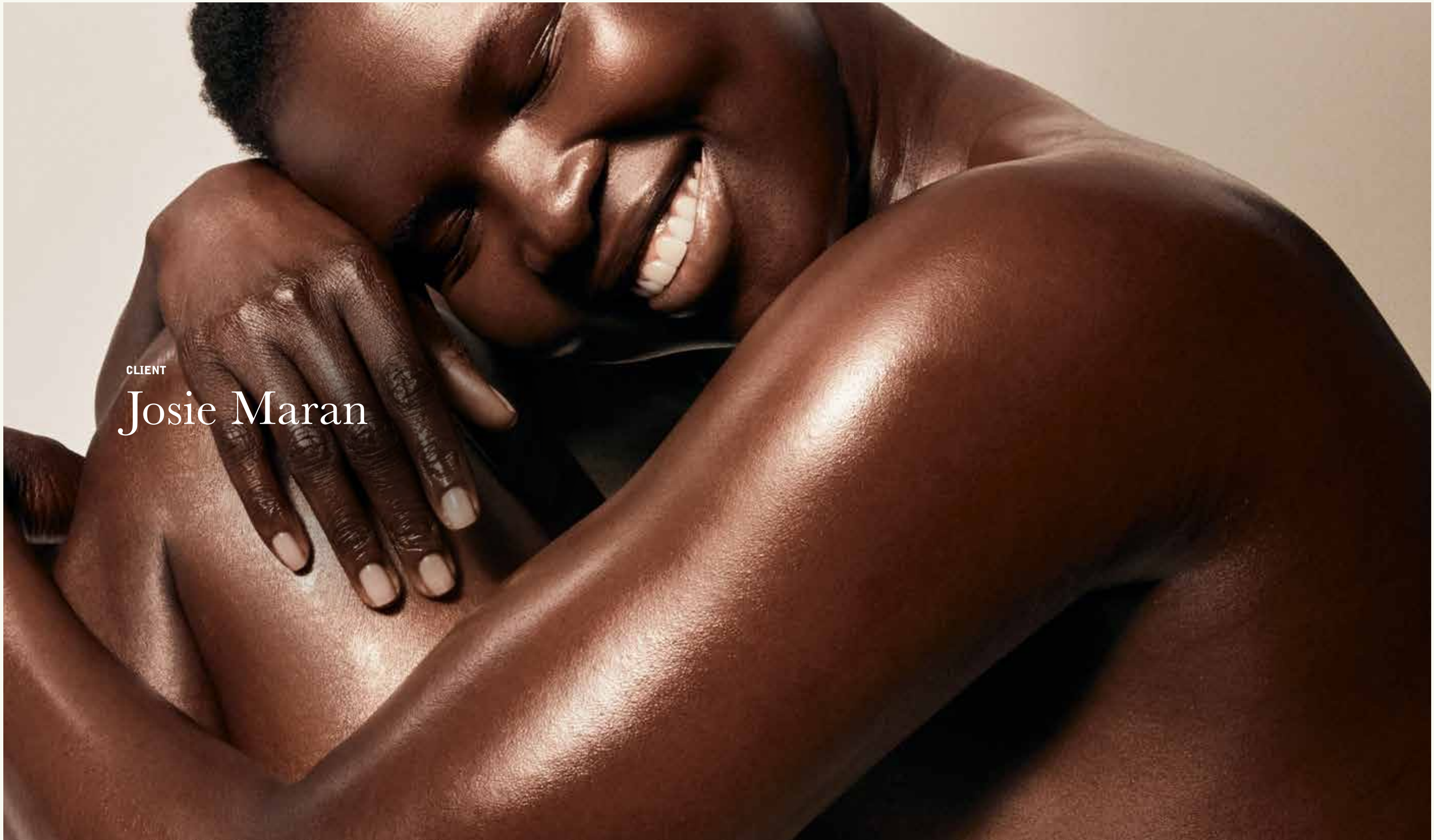
ABOUT

Axe and Co Creative is an award-winning studio led by Matthew Axe. For over a decade, we have crafted exceptional solutions with tangible results for renowned brands across beauty, food, home and lifestyle categories.

Browse our extensive portfolio of client success stories and discover how we can deliver compelling, customized creative for your next project.

For any questions matthewaxe@axeandco.com

Represented by Tricia Joyce inc. tricia@triciajoyce.com



CLIENT
Josie Maran

CREATIVE DIRECTION

Led a comprehensive rebrand for green beauty pioneer, Josie Maran, creating significant customer engagement and brand exposure. Working with Josie and her team, we established a foundational brand book and codes that provided clear, consistent creative direction. The rebrand included a refreshed visual identity, comprehensive packaging redesign, defined art direction language, and complete overhaul of all digital platforms. We revitalized the in-store experience and facilitated a highly successful relaunch in over 300 Sephora stores across the US and Canada.

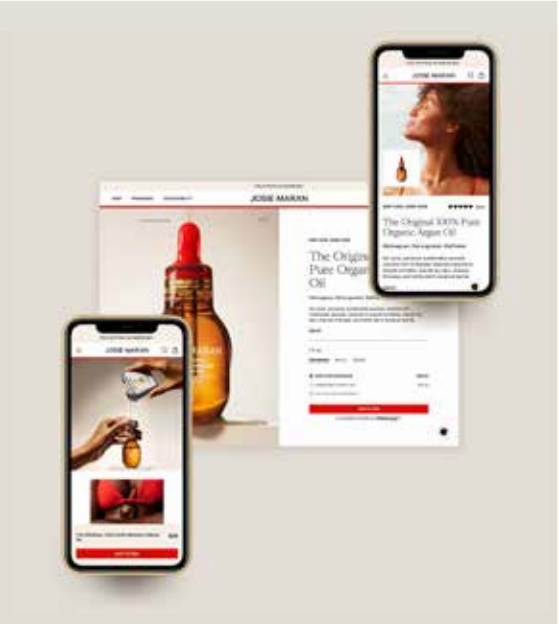
Launch Campaign



Events and Physical Spaces



Social, Digital and Web Design



Identity and Brand Book

DELIVERABLES

CREATIVE DIRECTION	MESSAGING AND IDENTITY	VISUAL MERCHANDISING	RETAIL/E-TAIL	UX AND CRM
CREATIVE STRATEGY	PACKAGING DESIGN	BRANDED EVENTS	FILM & PHOTO DIRECTION	PROJECT MANAGEMENT
BRAND CODES	WEB DESIGN	TV SEGMENTS	SOCIAL MEDIA COLLATERAL	

BRAND DEVELOPMENT
LIVE ACTION & STILL'S STUDIO
ART DIRECTION
CREATIVE DIRECTION
SHOOT PRODUCTION

JOSIE MARAN

Feel Good Naked



CREATIVE DIRECTION
LIVE ACTION & STILL'S STUDIO
ART DIRECTION
PROJECT MANAGEMENT
SHOOT PRODUCTION



JOSIE MARAN

Feel Good Naked



PACKAGING DESIGN

Redesigning Josie Maran’s sustainable packaging and refill program as part of the broader brand refresh provided significant benefits for the company (and the planet). This systematic approach to design and production delivered cost savings while also distinguishing the brand within the competitive eco-conscious beauty market. The refill system, designed to retain a luxurious feel, also ensures product visibility in retail settings, retaining brand loyalty whilst attracting a new, younger demographic.

Primary and Secondary Packaging System



Refill System

Sampling System



Range Extension

DELIVERABLES

CREATIVE DIRECTION
CREATIVE STRATEGY
MESSAGING AND IDENTITY

PACKAGING DESIGN
VISUAL MERCHANDISING
RETAIL/E-TAIL

FILM & PHOTO DIRECTION
PROJECT MANAGEMENT

CREATIVE DIRECTION
LIVE ACTION & STILLS STUDIO
ART DIRECTION
PROJECT MANAGEMENT
SHOOT PRODUCTION



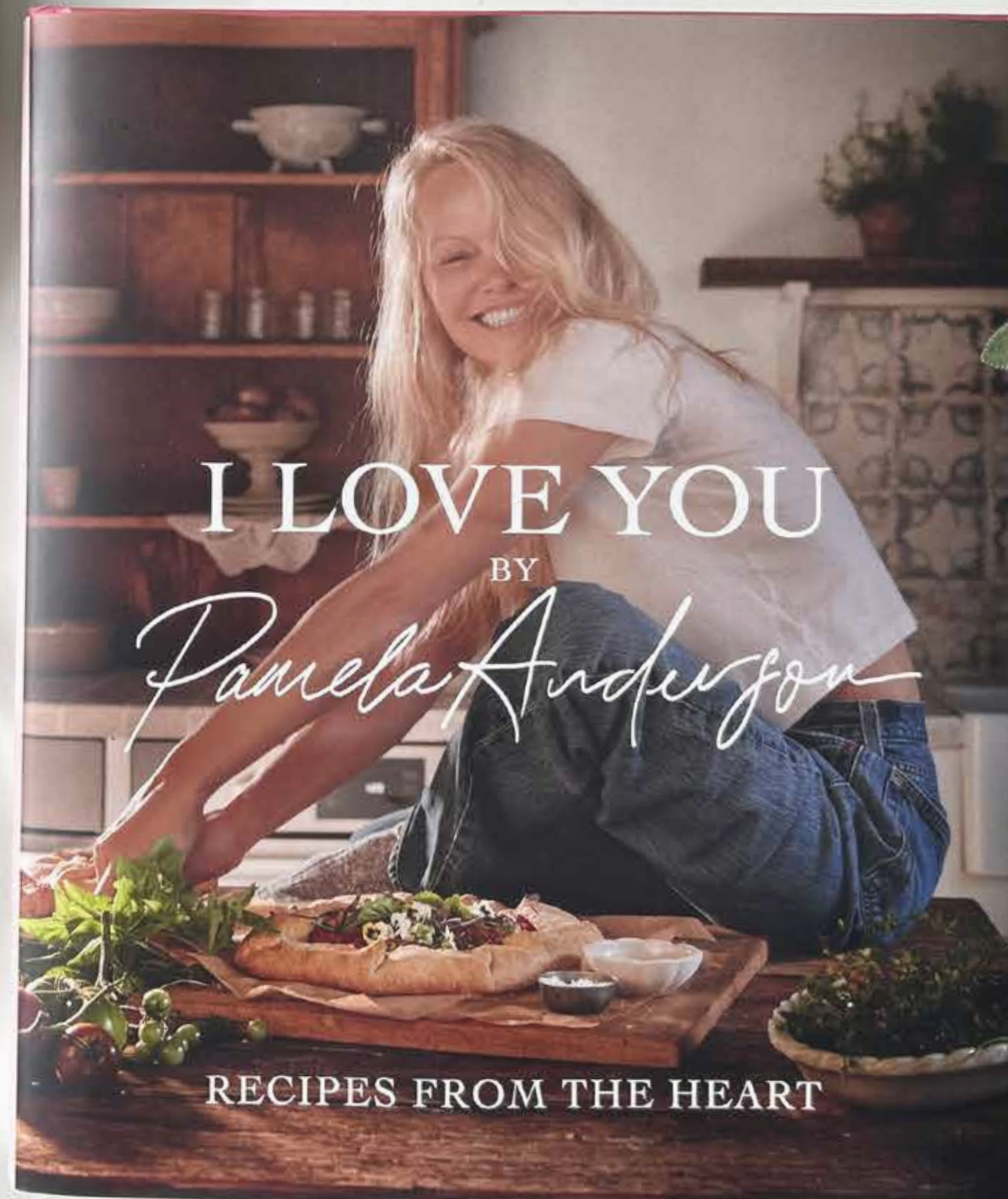
JOSIE MARAN
Feel Good Naked



CLIENT

Pamela Anderson

CREATIVE DIRECTION
BOOK DESIGN
ART DIRECTION
PROJECT MANAGEMENT



CREATIVE DIRECTION
& DESIGN

Brought Pamela Anderson’s passion for plant-based cooking to life in her NYT best-selling cookbook, “*I Love You*”. Created the visual narrative, imagery and a user friendly layouts that not only captured the essence of the author’s spirit but also reinforced her voice as a passionate advocate for conscious living.



DELIVERABLES

CREATIVE DIRECTION
CREATIVE STRATEGY
MESSAGING AND IDENTITY

BOOK DESIGN
TYPOGRAPHY
SOCIAL MEDIA COLLATERAL

PROJECT MANAGEMENT

CREATIVE DIRECTION
ART DIRECTION





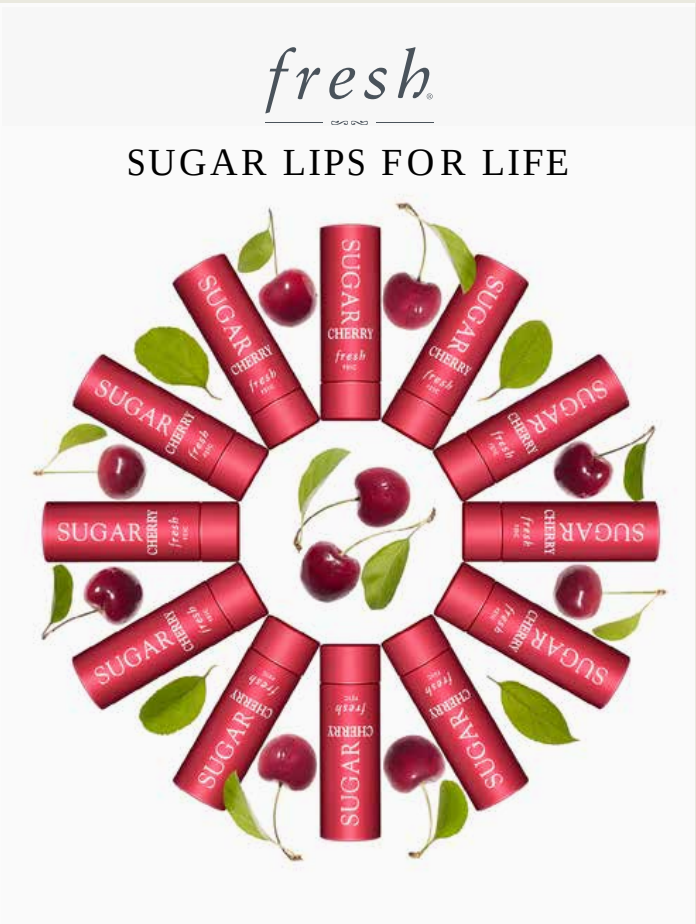
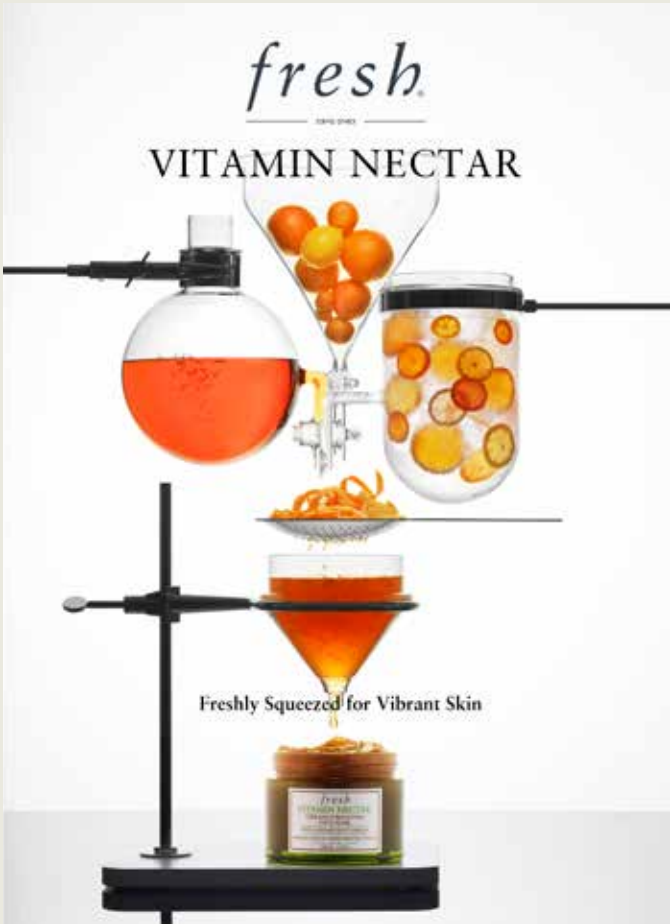
CLIENT

Fresh

CREATIVE DIRECTION
& DESIGN

Fresh, LVMH’s natural skincare brand, quickly captured new markets with a series of successful launch campaigns. Our creative direction (including hiring photographic, model making and styling teams) both elevated and drove brand awareness and sales for their innovative products.

Campaign Primary Visuals
Digital Billboards
In store Graphics
Social Media Collateral
Video
Tmall
Email



DELIVERABLES

CREATIVE DIRECTION
CREATIVE STRATEGY
MESSAGING AND IDENTITY

WEB DESIGN
FILM & PHOTO DIRECTION
SOCIAL MEDIA COLLATERAL

UX AND CRM
PROJECT MANAGEMENT

CREATIVE DIRECTION
LIVE ACTION & STILLS STUDIO
ART DIRECTION
PROJECT MANAGEMENT



SUGAR CHOCOLATE LIP BALM
SUGAR LIPS FOR LIFE
fresh®

CLIENT

Bed Bath & Beyond



CREATIVE DIRECTION
& DESIGN

Disrupting the gift-giving space for a major high street retailer with a bold brand overhaul supported the brand’s successful evolution. The dedicated team delivered this brand extension with clean graphics and relaxed photography, focusing the ease of selection for givers and the flexibility of those registering.

Printed Mailed & In store Catalog



Digital Billboards



Type, Symbol & Logo System



Branded Items



DELIVERABLES

CREATIVE DIRECTION
CREATIVE STRATEGY
BRAND CODES

MESSAGING & IDENTITY
WEB DESIGN
FILM & PHOTO DIRECTION

SOCIALMEDIA COLLATERAL
UX AND CRM
PROJECT MANAGEMENT

LOCATION & STILLS
ART DIRECTION
PROJECT MANAGEMENT
SHOOT PRODUCTION





CLIENT

Design Within Reach

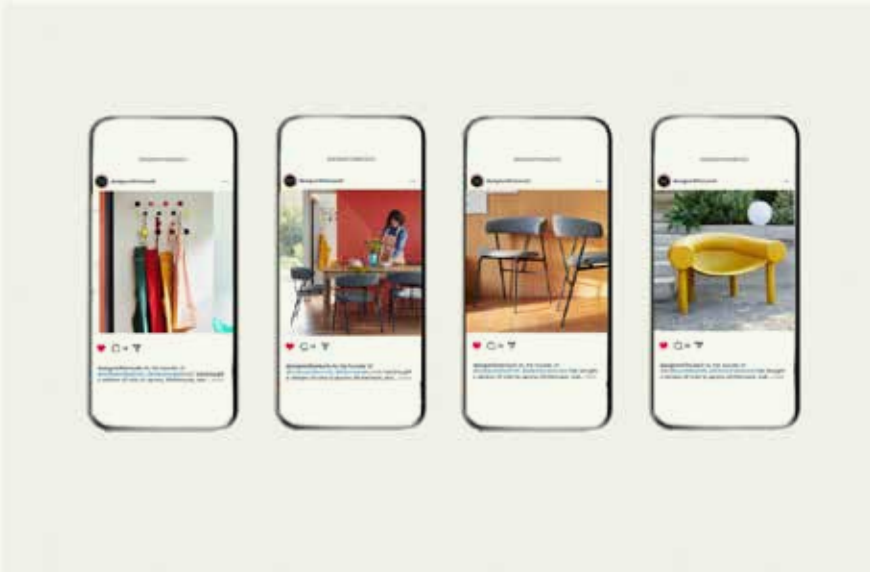
PHOTO ART DIRECTION
& DESIGN

We were commissioned to create an immersive influencer campaign at Ellen Bennett’s home, seamlessly integrating Design Within Reach products into her lifestyle. The result was an authentic and engaging multi-platform experience, that expanded the range of customers to a broader more youthful demographic.

Campaign Primary Visuals & Digital billboard



Printed Catalog



Social Media Collateral

DELIVERABLES

CREATIVE DIRECTION
FILM & PHOTO DIRECTION
SOCIAL MEDIA COLLATERAL

PROJECT MANAGEMENT
SHOOT PRODUCTION





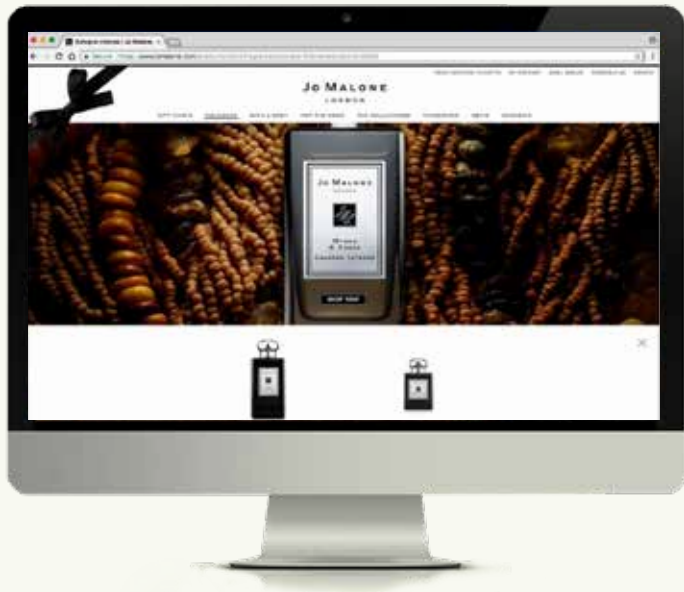
CLIENT

Jo Malone

Campaign primary visuals

CREATIVE DIRECTION
& DESIGN

Working with the Jo Malone London in house team we developed fragrance launch campaigns that successfully drove customer interest and business growth in-store, online, and accross social channels. Our creative direction, which reinterpreted Jo Malone London’s visual language, captured the essence of the brand’s luxury and craftsmanship, bringing their unique scents and stories to life with consistant messaging, design and photography.



Digital Billboards
Tmall
Emails



Social Media Collateral



In Store Graphics



In Store Graphics



Custom Packaging

DELIVERABLES

CREATIVE DIRECTION
CREATIVE STRATEGY
MESSAGING AND IDENTITY

PACKAGING DESIGN
WEB DESIGN
VISUAL MERCHANDISING

BRANDED EVENTS
FILM & PHOTO DIRECTION
SOCIAL MEDIA COLLATERAL

PROJECT MANAGEMENT
SHOOT PRODUCTION

LOCATION ART DIRECTION
PROJECT MANAGEMENT
SHOOT PRODUCTION

JO MALONE
LONDON

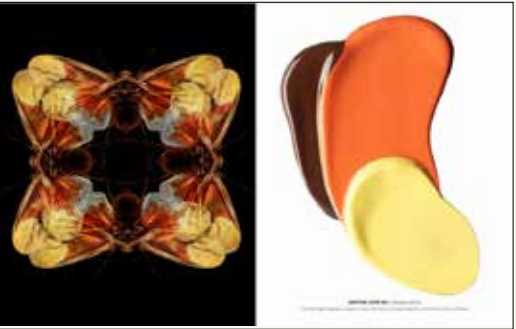
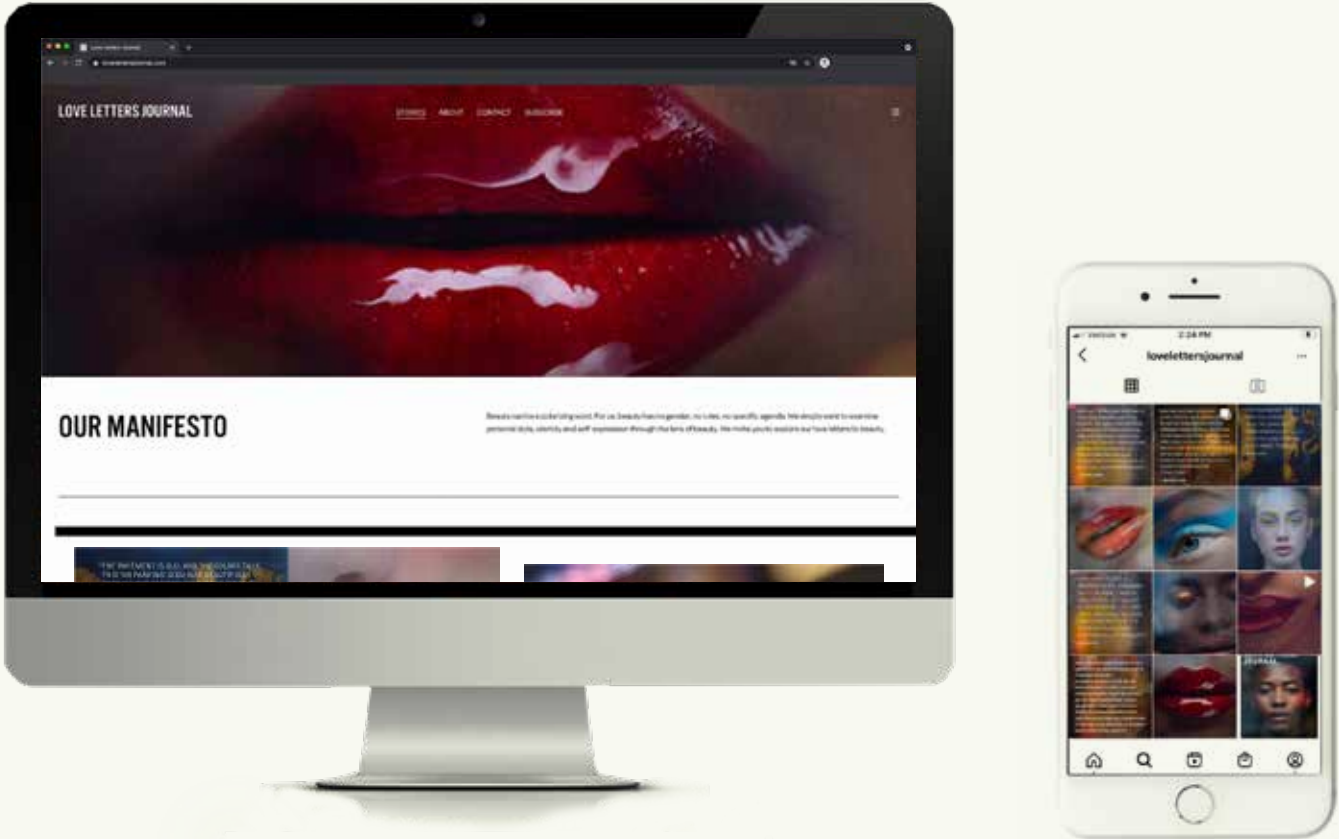


A close-up photograph of a person's lips, painted with a vibrant red lipstick. The lips are slightly parted, revealing a dark, shadowed interior. White, creamy paint or lipstick is smeared across the red lips, creating a high-contrast, artistic effect. The background is a soft, out-of-focus mix of dark and light tones, with a warm, golden light source visible in the bottom right corner.

Love Letters

CREATIVE DIRECTION
& DESIGN

Co-founded Love Letter Journal, a multi-media platform exploring beauty trends and culture through photography and first-person essays. We tailored content by channel, using IG Stories for video and Clubhouse for chats with industry leaders and Gen Z. This experimental approach informs our work within the commercial beauty industry.

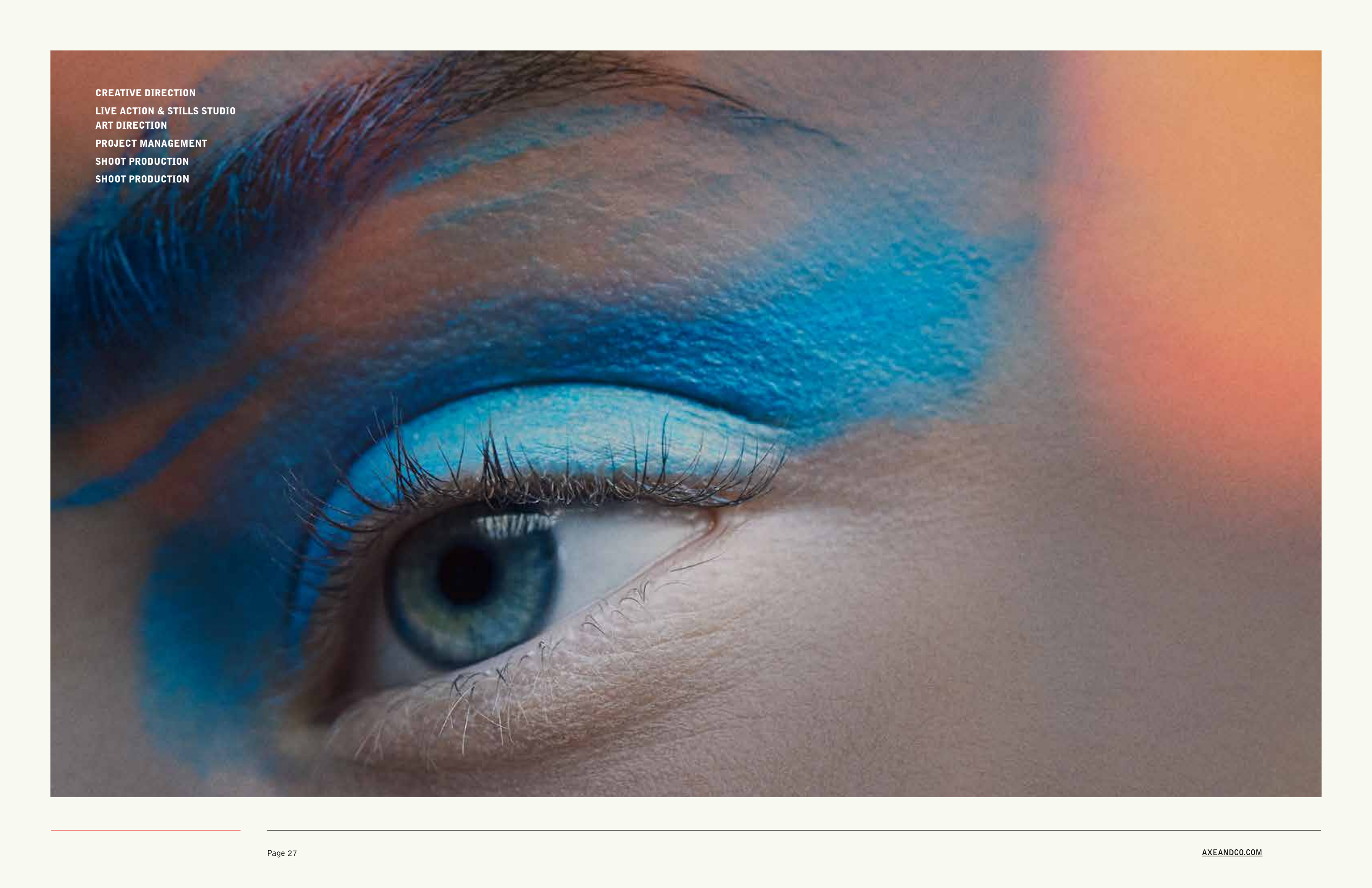


DELIVERABLES

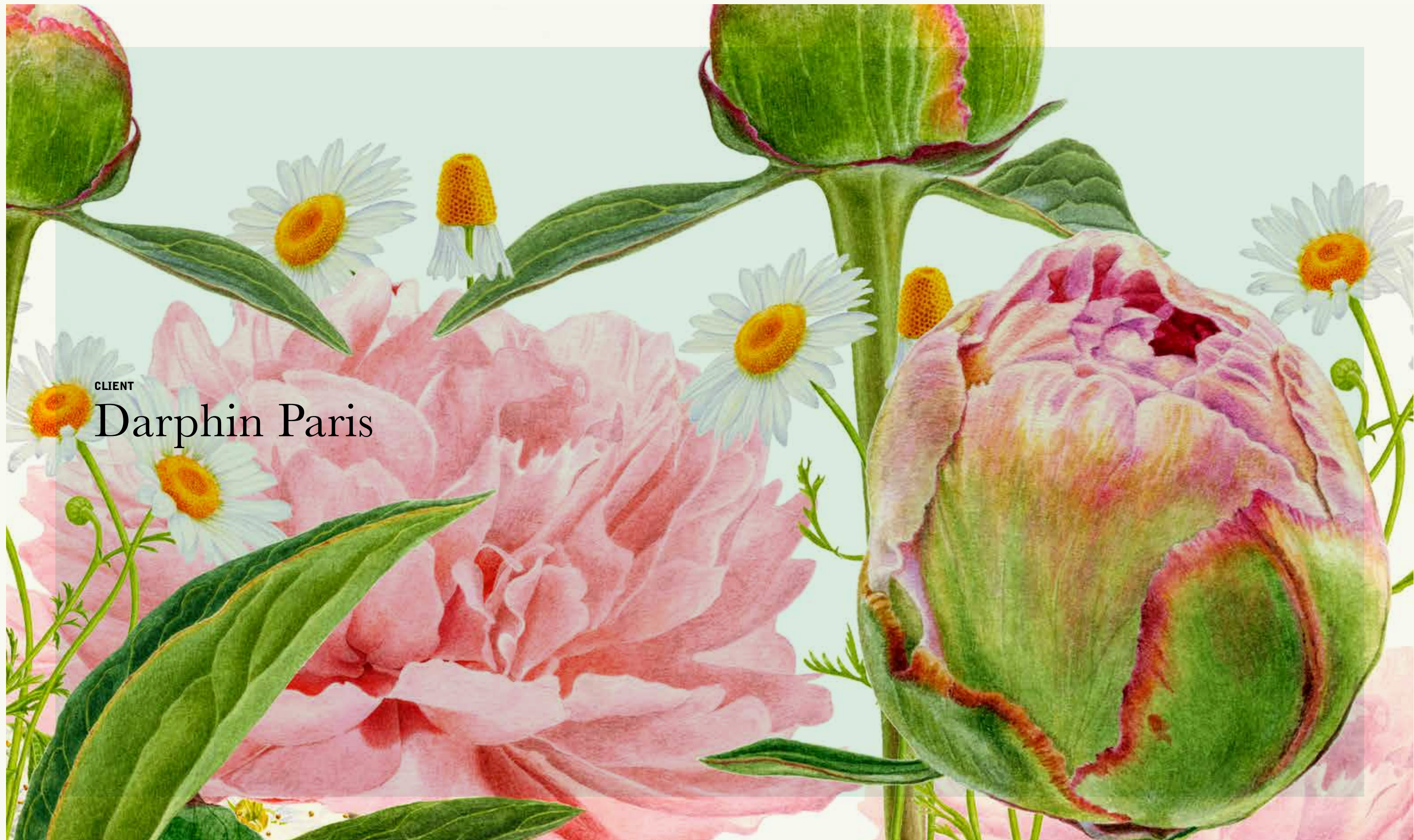
CREATIVE DIRECTION
CREATIVE STRATEGY
BRAND CODES

MESSAGING AND IDENTITY
WEB DESIGN
FILM & PHOTO DIRECTION

SOCIAL MEDIA COLLATERAL
PROJECT MANAGEMENT



CREATIVE DIRECTION
LIVE ACTION & STILLS STUDIO
ART DIRECTION
PROJECT MANAGEMENT
SHOOT PRODUCTION
SHOOT PRODUCTION

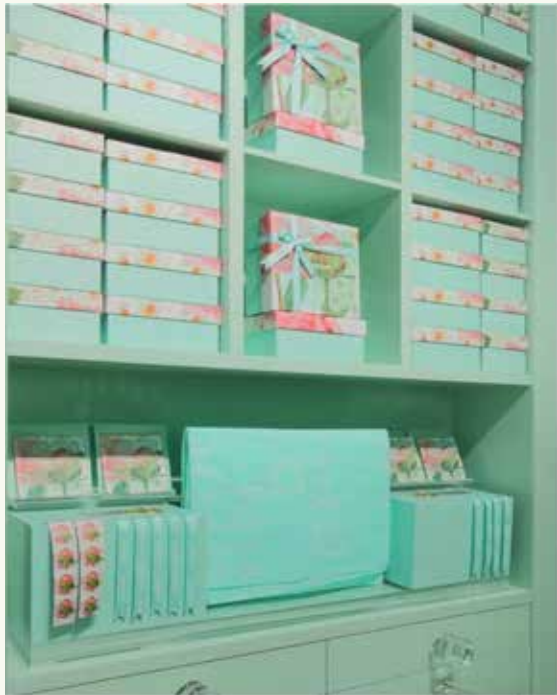
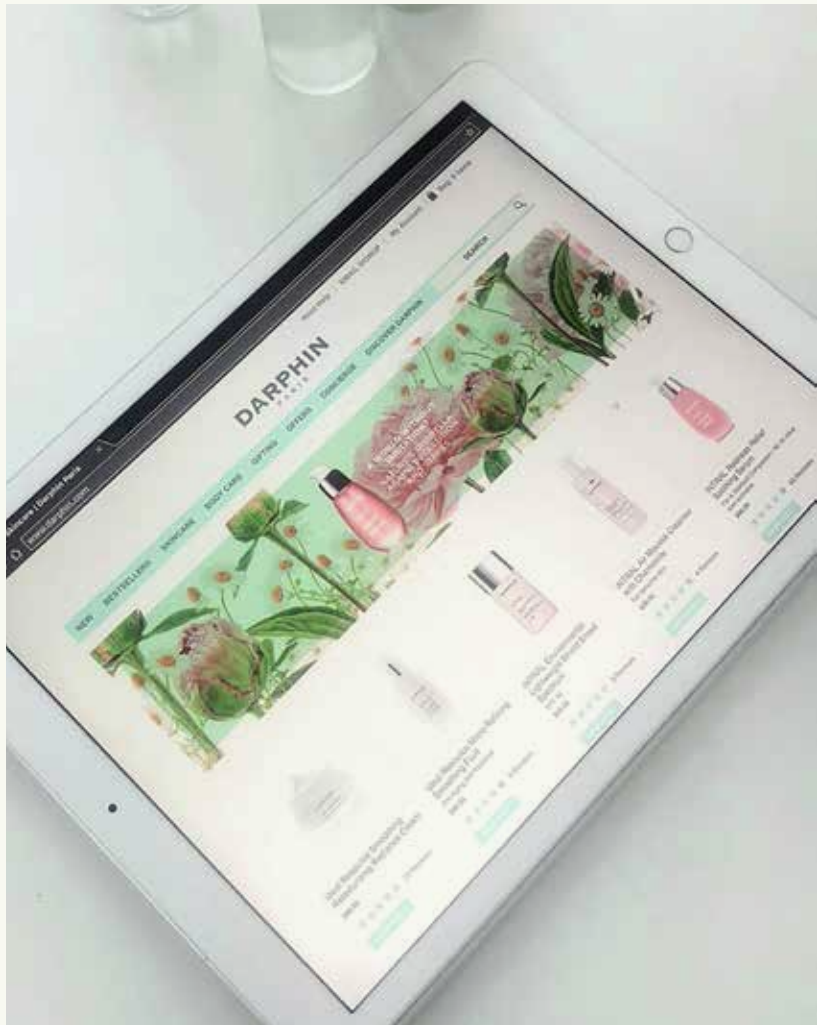


CLIENT

Darphin Paris

BRANDING

Axe & Co. partnered with Darphin’s transition creative team for a successful Asia launch, developing and executing a clean, iconic creative designs that matched the forward-thinking attitudes of the local retail market. The project encompassed a refreshed visual identity, defining art direction language, and a complete overhaul of Tmall and branded digital platforms. We also supported the in-store redesign and visual merchandising with in-store graphic design, creative direction, and video installations for the flagship store in Hangzhou, China.



Campaign Primary Visuals
Digital Billboards
In Store Graphics
Social Media Collateral
In Store Video
Gift Packaging
Tmall
Email



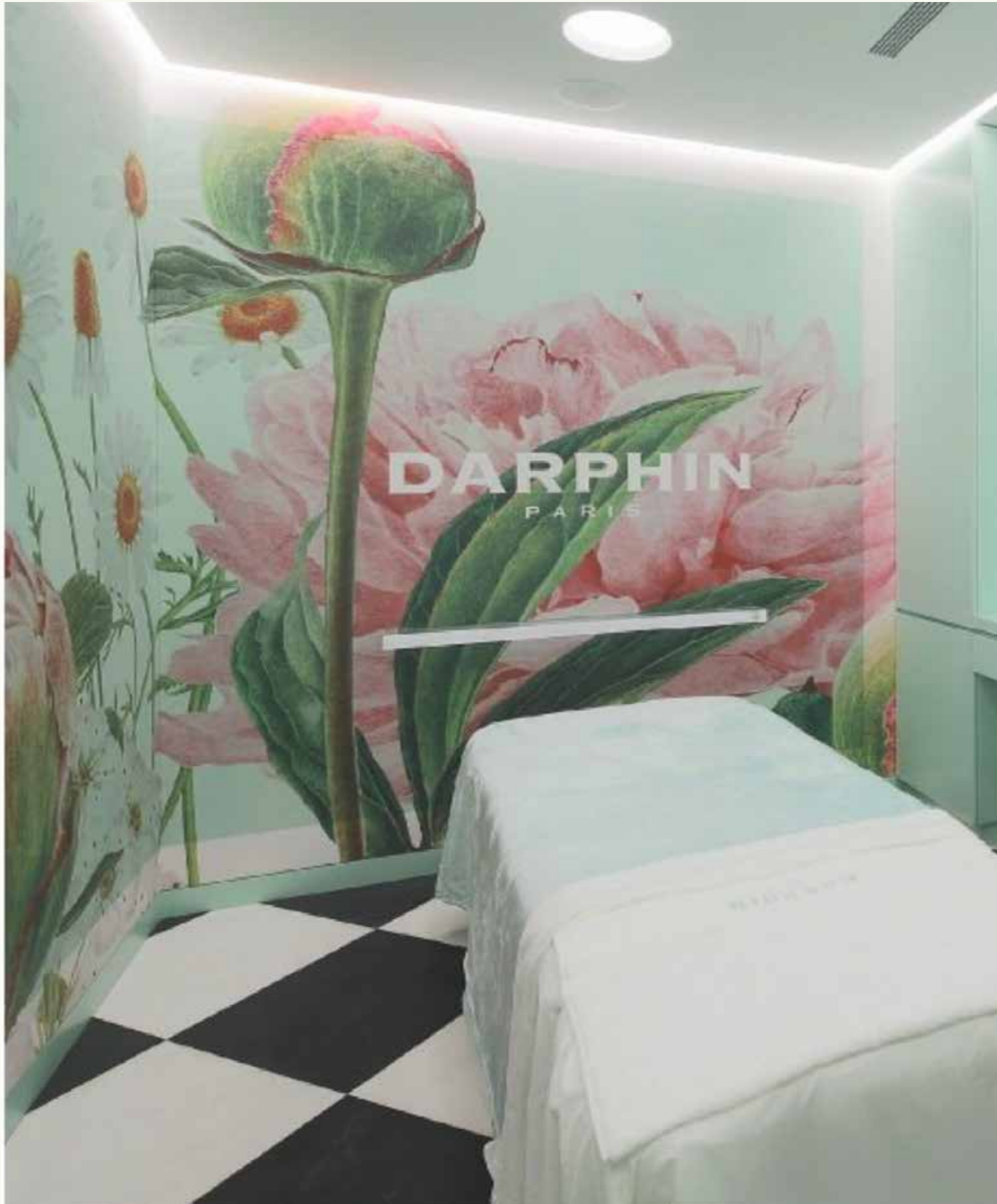
DELIVERABLES

CREATIVE DIRECTION
CREATIVE STRATEGY
BRAND CODES

MESSAGING AND IDENTITY
PACKAGING DESIGN
WEB DESIGN

VISUAL MERCHANDISING
FILM & PHOTO DIRECTION
SOCIAL MEDIA COLLATERAL

UX AND CRM
PROJECT MANAGEMENT



What can we create with you?

AREAS OF PRACTICE

BRANDING: BRAND IDENTITY DEVELOPMENT (LOGO, TYPOGRAPHY, COLOR PALETTE), BRAND GUIDELINES, BRAND VOICE.

ART DIRECTION: PHOTOGRAPHY/VIDEOGRAPHY DIRECTION, SET DESIGN, VISUAL STORYTELLING, ILLUSTRATION DIRECTION.

PACKAGING DESIGN: PRIMARY AND SECONDARY FORM DESIGN, DECO DESIGNS.

WEB DESIGN: USER EXPERIENCE (UX) DESIGN, USER INTERFACE (UI) DESIGN, WEBSITE DEVELOPMENT.

SOCIAL MEDIA: SOCIAL MEDIA STRATEGY, CONTENT CREATION, COMMUNITY MANAGEMENT, ADVERTISING.

VM AND EVENTS: VISUAL MERCHANDISING AND DISPLAY DESIGN, EVENT DESIGN.

COLLATERAL: PR SWAG, BROCHURES, PRESENTATIONS, PRINT ADVERTISING.

ENGAGE

PROJECT-BASED: SUITABLE FOR SPECIFIC PROJECTS WITH CLEAR DELIVERABLES. FIXED PROJECT FEE.

RETAINER: IDEAL FOR ONGOING BRAND DEVELOPMENT ONGOING SUPPORT AND COLLABORATION. MONTHLY RETAINER FEE.

DAY RATE: PROVIDES FLEXIBILITY FOR THE CLIENT. NUMBER OF DAYS DEFINED UPFRONT

ALL INQUIRIES

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Axe & Co. Creative

Thank you.

Axe & Co. Creative
