



Art Direction and Graphic Design

Garrett Leight California Optical

+ Mr. Leight

Project 1

GLCO FW22 On-Model Campaign

Art direction, campaign selects, retouching and supporting graphics for GLCO's FW22 campaign. I worked cross-channel with the brand's creative and marketing director's, product designer and photographer to art-direct the on-model shoot, on location at historic Moonlight Roller Rink in Glendale, CA.

Additional work includes: design of supporting wholesale, retail and website assets for print and digital, photo retouching of elevated product and on-model images, and photo extrapolation of on-model images for large-scale output.

ABOUT

GLCO F/W CAMPAIGN 2022

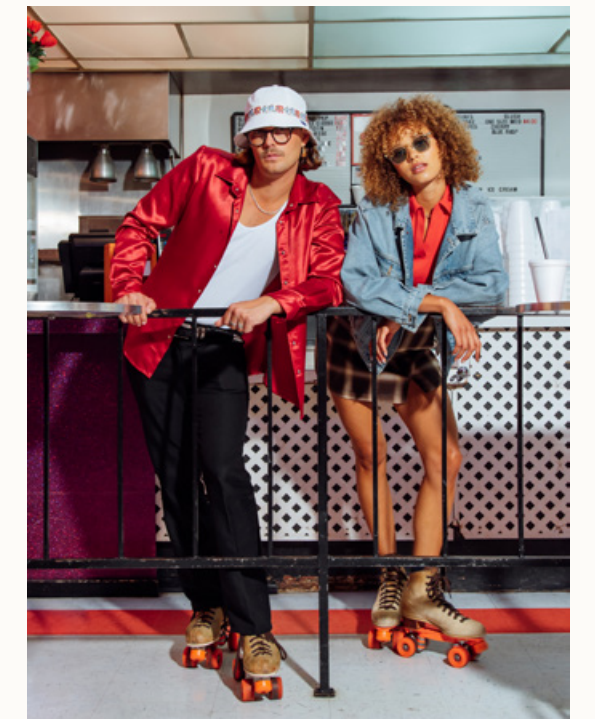
The city of LA came into its own in the golden-era of the '80s. Hollywood gave birth to modern celebrity culture while the influence of Showtime-era LA Lakers extended far beyond The Forum. Venice was ground zero for skateboarding and counterculture. New wave, punk rock, and heavy metal had seminal scenes happening on the Sunset Strip. And there was the vibrant and influential art and LGBTQ movements in West Hollywood. These diverse scenes created a distinctly LA moment that exists far beyond class or genre. This rich mixture of high and low is what inspires us.

Photographed by Ryan Thomas Murray.



Project 1

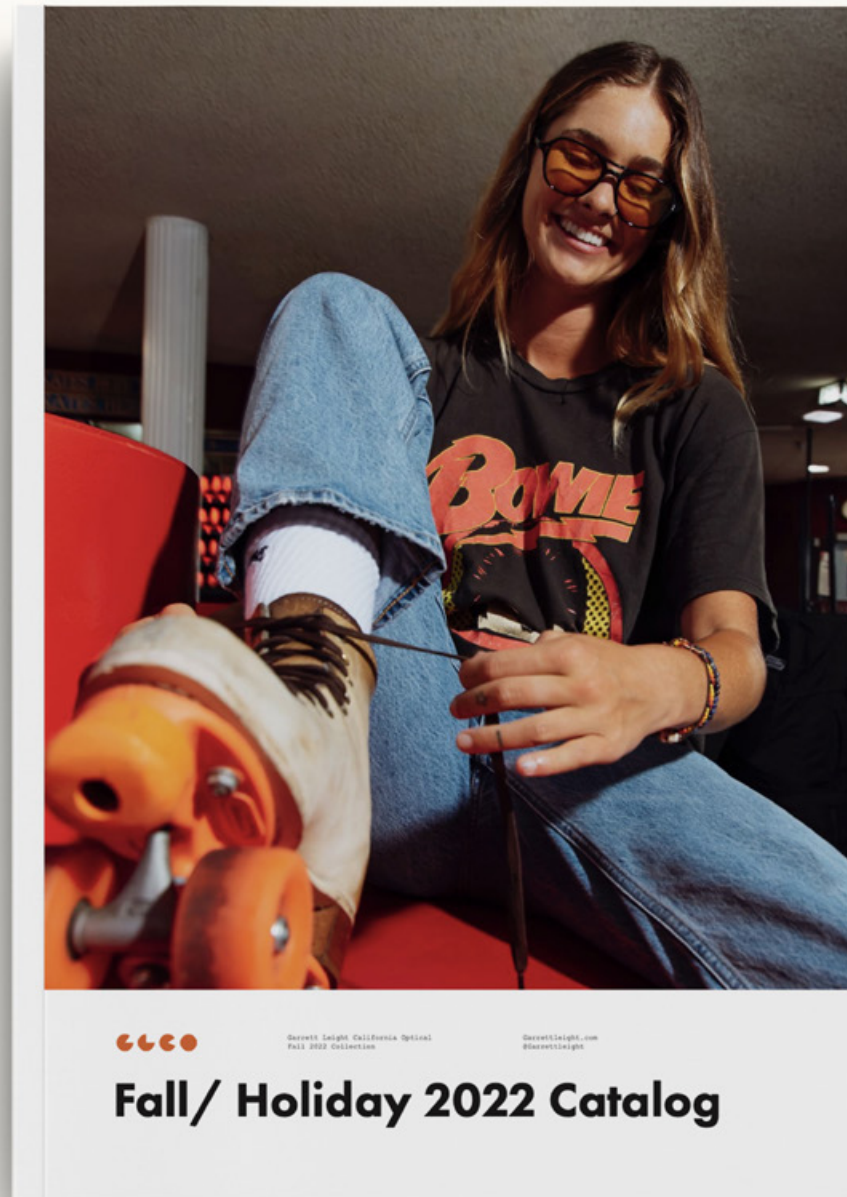
GLCO FW22 On-Model Campaign



Art direction, campaign image selection and retouching

Project 1

GLCO FW22 On-Model Campaign



Product catalog PDF for wholesale distribution



Project 2

GLCO FW22 Product Campaign

Art direction for Garrett Leight's Fall/Winter 2022 elevated product shoot. The shoot is inspired by the on-model campaign, shot at historic Moonlight Rollerway in Glendale, CA. Carpeting used in my product shoot is dead-stock, sourced directly from the rink.

Additional work includes: designed of supporting wholesale, retail and website assets for print and digital, photo retouching of elevated product and on-model images, and photo extrapolation of on-model images for large-scale output.

ABOUT

GLCO F/W CAMPAIGN 2022

The entire city of LA came into its own in the golden-era of the '80s. Hollywood gave birth to modern celebrity culture while the influence of Showtime-era LA Lakers extended far beyond The Forum. Venice was ground zero for skateboarding and counterculture. New wave, punk rock, and heavy metal all had seminal scenes happening on the Sunset Strip. And there was the vibrant and highly influential art and LGBTQ movement happening in West Hollywood. These diverse scenes created a distinctly LA moment that exists beyond class or genre. This rich mixture of high and low is what inspires us.

Photographed by Joshua Spencer.



Project 2

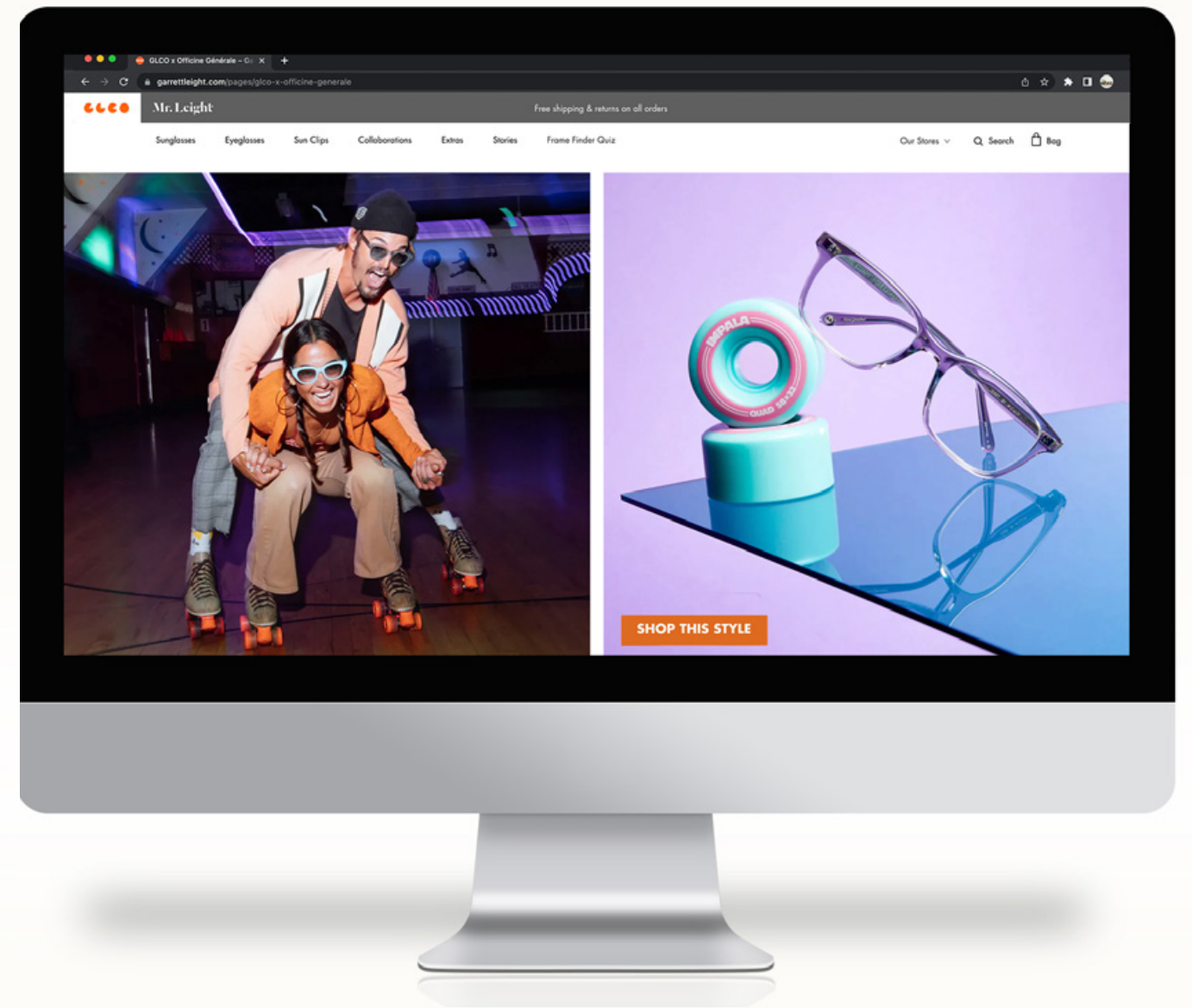
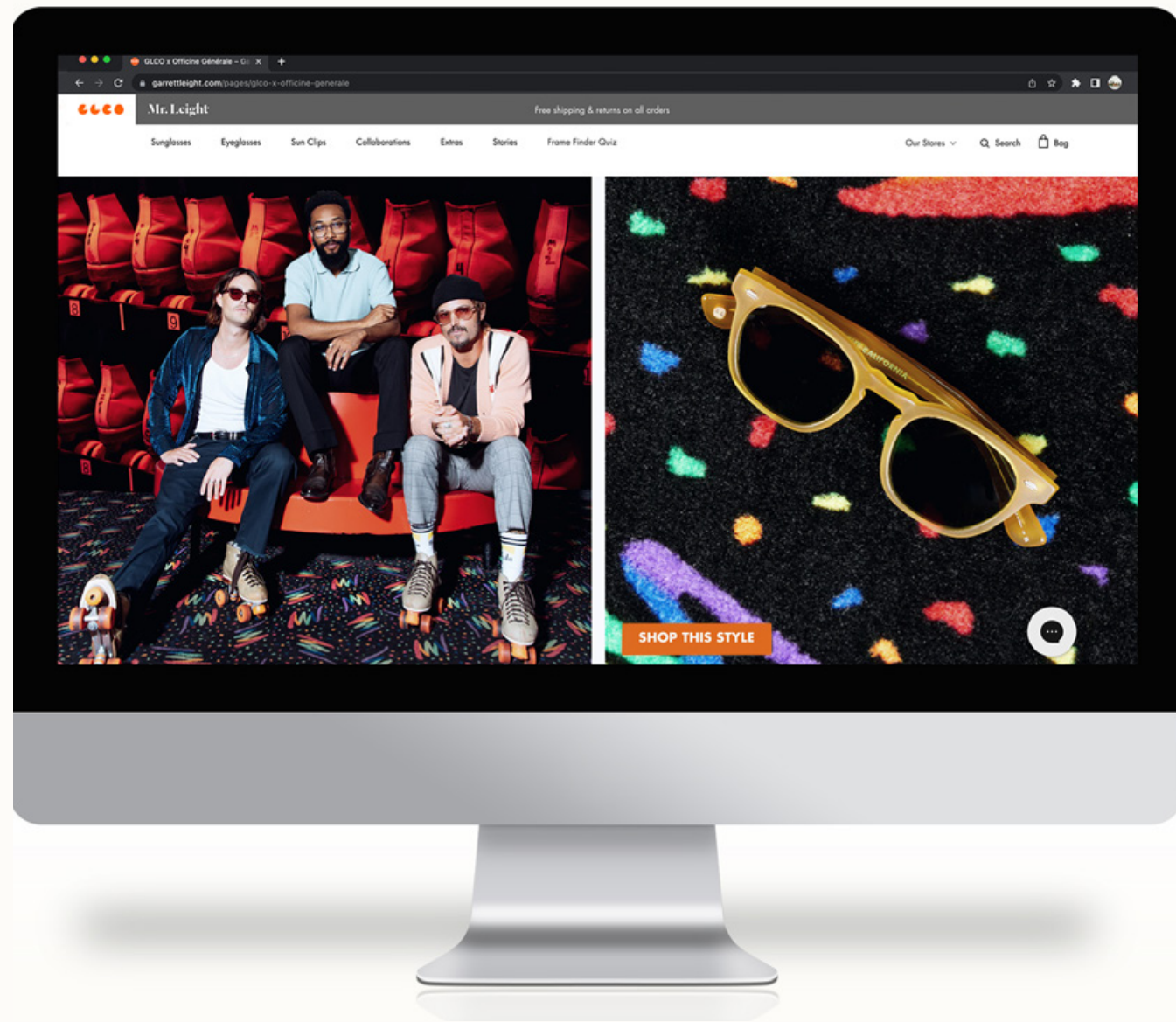
GLCO FW22 Product Campaign



Art direction, campaign image selection and retouching

Project 2

GLCO FW22 Product Campaign



Website landing page: photo collages, banners and layout

Project 3

Mr. Leight FW22 Campaign

Art direction, campaign selects, retouching and supporting graphics for Mr. Leight's FW22 campaign. I worked cross-channel with the brand's creative and marketing director's, product designer and photographer to art-direct the on-model shoot, on location at an iconic mid century modern home in Los Angeles. I presented a brief based on the campaign's mid-century modern meets California leisure story-line that included location scouting, styling notes, and key shots.

Additional work includes: design of supporting wholesale, retail, website and social assets for print and digital, photo retouching of elevated product and on-model images, and photo extrapolation of on-model images for large-scale output.

ABOUT

MR. LEIGHT F/W CAMPAIGN 2022

The Mr. Leight F/W 2022 Collection draws inspiration from the philosophy of California architecture. Between landmark design periods came one commonality: a unique vernacular capturing a life of leisure. Through this design language you will find elegantly tooled filigree and beveled detailing brightened by our Pacific air and West Coast sun. This optimism and love of craft that was a hallmark of California design is woven throughout our design.

Photographed by Carlos Lopez.



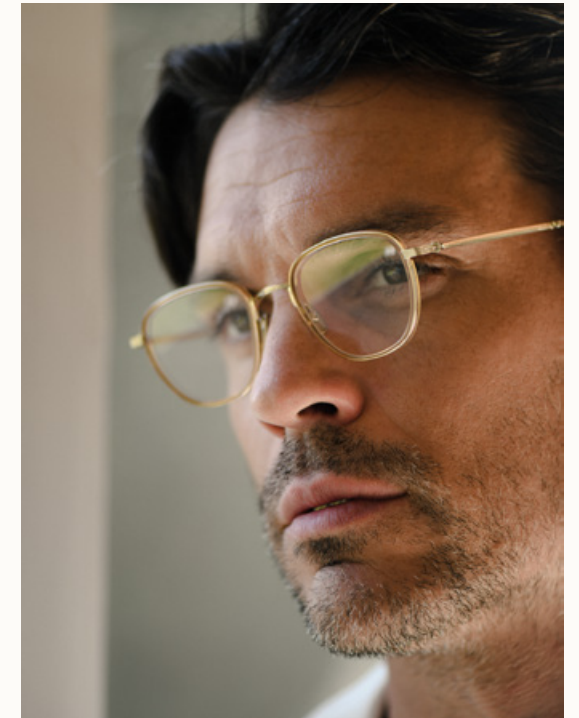
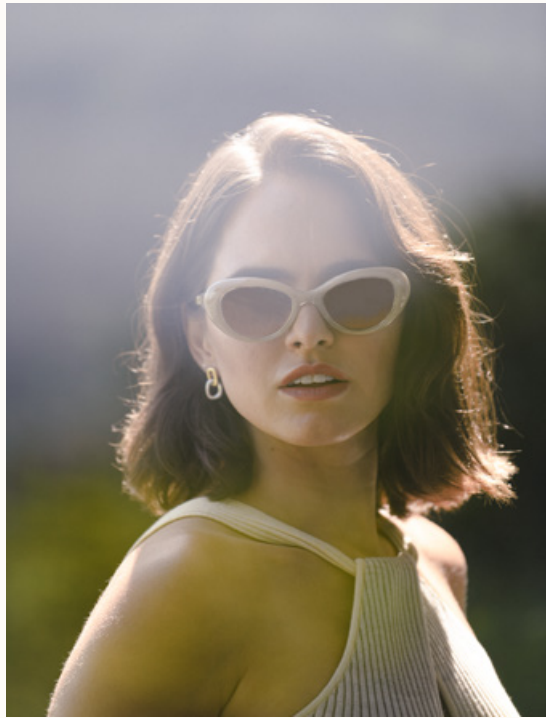
Project 3

Mr.

Leight

FW22

Campaign



Art direction, Campaign image selection and retouching

Project 4

GLCO

Dip

Dye

Lenses

Art direction for Garrett Leight's Dip Dye Lenses elevated product shoot. I utilized water, colored dyes and colored craft paper to suggest the highly unique, customizable and playful nature of this campaign.

Additional work on this campaign included: photo retouching and design of supporting social media and website assets.

ABOUT

GLCO CUSTOM DIP-DYE LENSES

Dipped and dyed for the fun of it, all in-house.

We're in the business of hand-dying, drip drying, and custom-making endless frame color combinations. Stop by, say hi, and get going – we triple dog dare ya to design something we haven't seen before.

Photographed by Joshua Spencer.



Project 4

GLCO

Dip

Dye

Lenses



Art direction, campaign selects and retouching

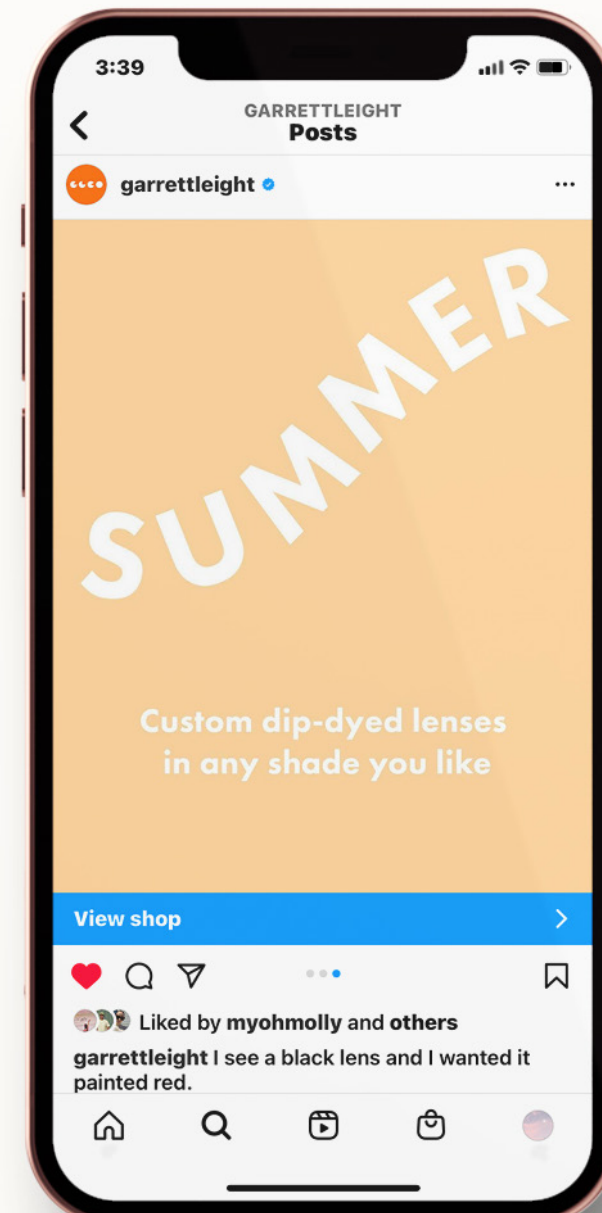
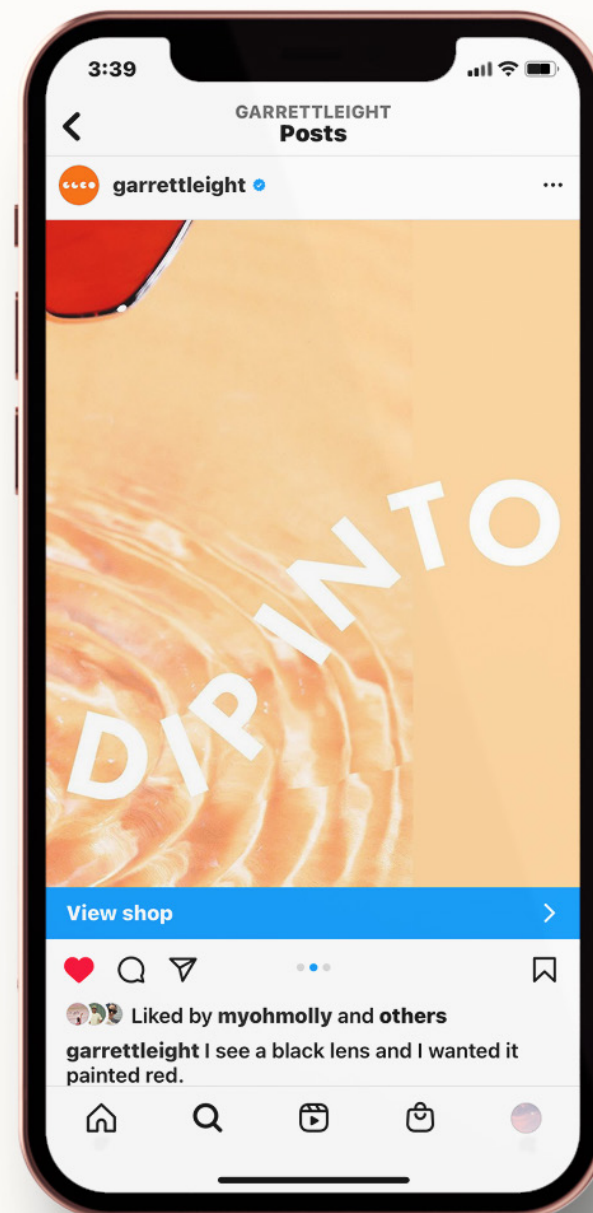
Project 4

GLCO

Dip

Dye

Lenses



Social media treatment image/ type and image slide

Project 5

Spectacle Magazine Vol. 13

Contributing editor for GLCO's in-house arts and culture magazine. My contributions to this issue include:

1– *All Eyes on Me*, an essay on artist Alex Prager and themes of seeing and being seen that arise in her work, including her recent print edition, *Hollywood Squares*.

2– *Welcome to Halloween City*, interview with artist Sayre Gomez on his spectral vision of Los Angeles, seen in his recent show at Francois Ghebaly. Photographed by my guest, artist Jason Roberts Dobrin.

3– *Day Tripping*: I brought on writer/photographer Tyler Sharkey to lug a van, a pair of sunnies and his camera to the Sierras. He lived to tell us about it.

ABOUT

SPECTACLE MAGAZINE VOL. 13

In volume 13 of our in-house magazine, SPECTACLE, we explore the ways in which families take form — from the families we are born into to the families we create. Within these pages are stories of close-knit communities, subcultures grounded in love, and a perspective on father-son relationships. Outside of these familial stories, you'll find a piece on vintage golf clubs and interviews with some of our favorite artists.



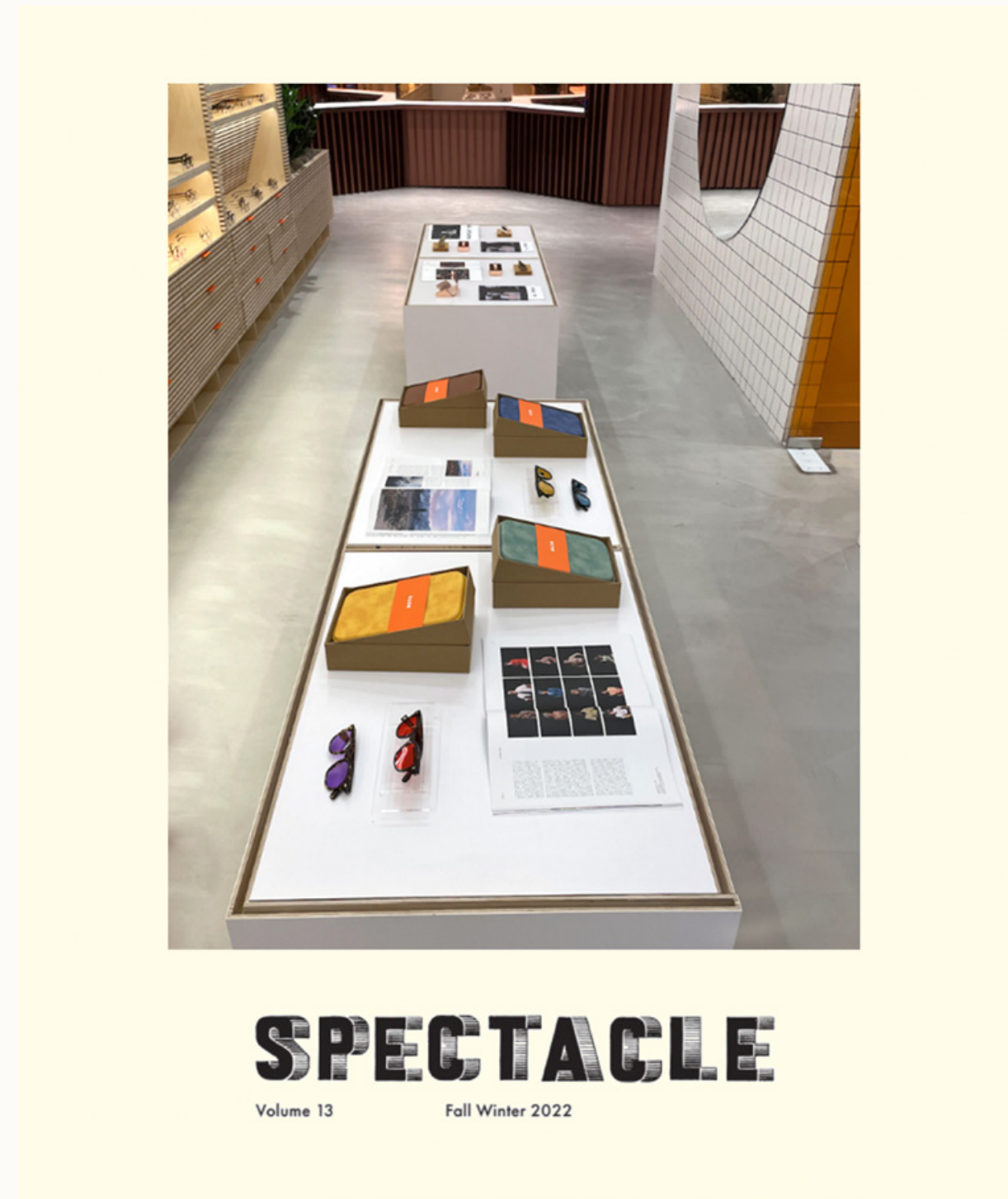
Project 5

Spectacle

Magazine

Vol.

13



Project 6

GLCO x Metalwood Billboard

Photo retouching and graphic assets for GLCO x Metalwood Studio, including large scale retouching, formatting and file prep for La Brea Blvd. billboard display.

Treatment for website landing page and supporting graphics. Social media gif assets.

ABOUT

GLCO X METALWOOD STUDIO
SO FUTURE IT DOESN'T EVEN EXIST

We've teamed up with our golf-cart buddies at Metalwood Studio on a collection on "gas station-esque" sunglasses and apparel that throw back to the zany slash unintentionally awesome vibes of late '90s golf gear. And while we can't promise that any of our gear will make you a better golfer, at least you'll look good. As the saying goes, "look good, feel good, play good," right?

The limited edition collection utilizes Bladium, our exclusive teknoogy thats so ahead of its time, it doesn't even exist. This is top gear for folks who don't take their game, or their lives, too seriously.

Photography by Ryan Thomas Murray



For additional samples, services and rates please contact Lauren Steinberg

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www.laurensteinberg.work

