

# Rachel Sims

Senior Creative, Designer & Art Director











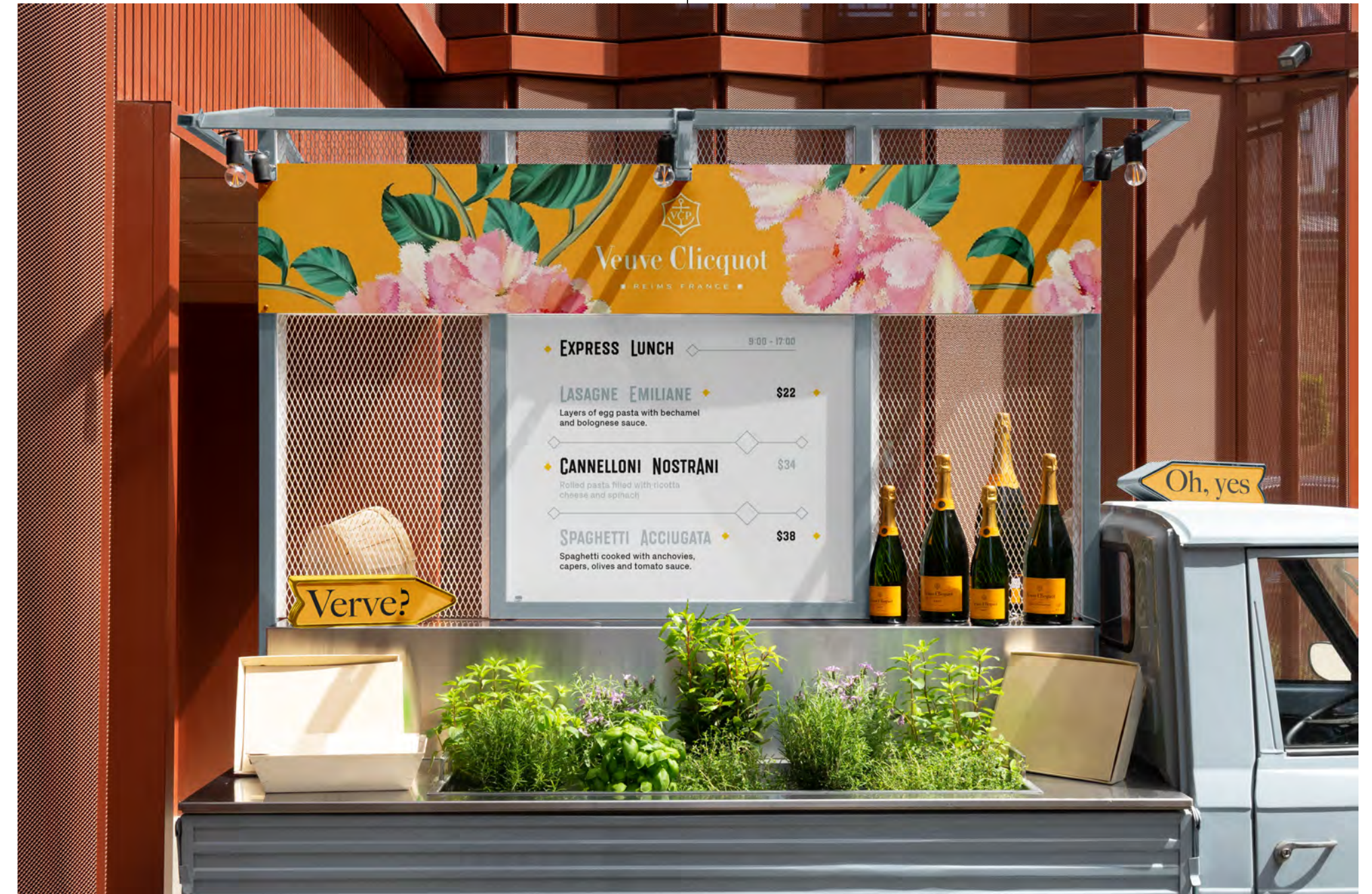






# Veuve Clicquot

SUMMER '18



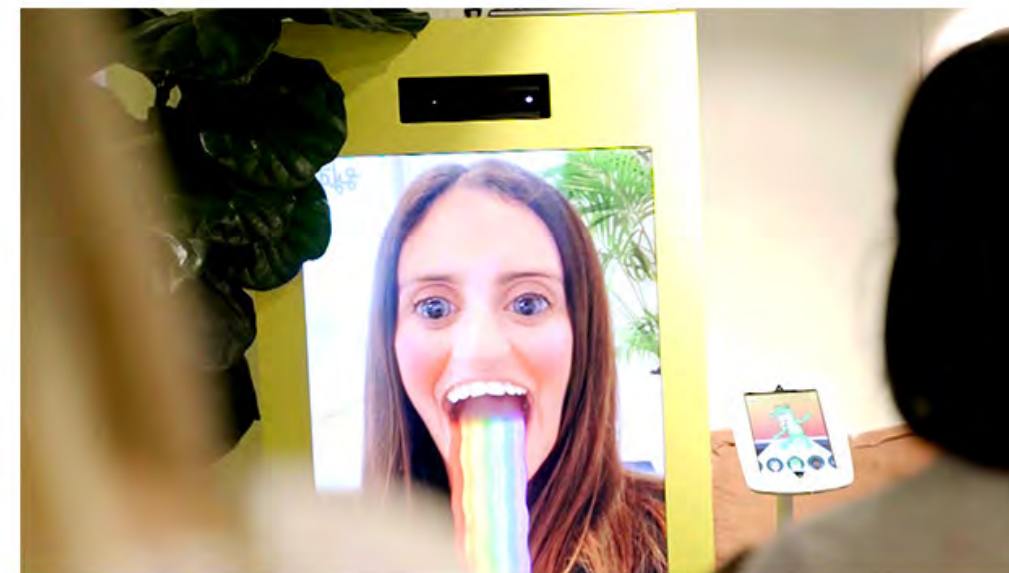
Verve Clicquot

Art direction and design of the Verve Clicquot Summer pattern - 2018.

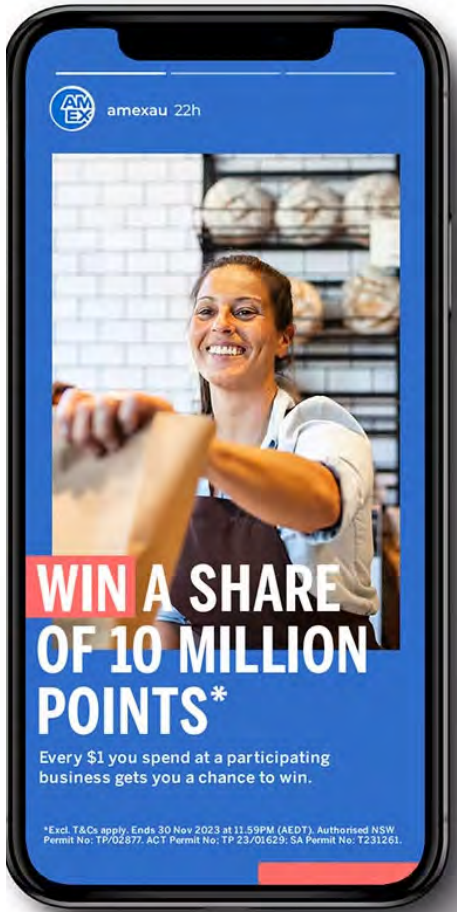


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## Helga's Wraps

Art direction and design of Helga's Wraps campaign, launched Australia-wide (instore, activations, social, digital and print).



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Berocca Australia

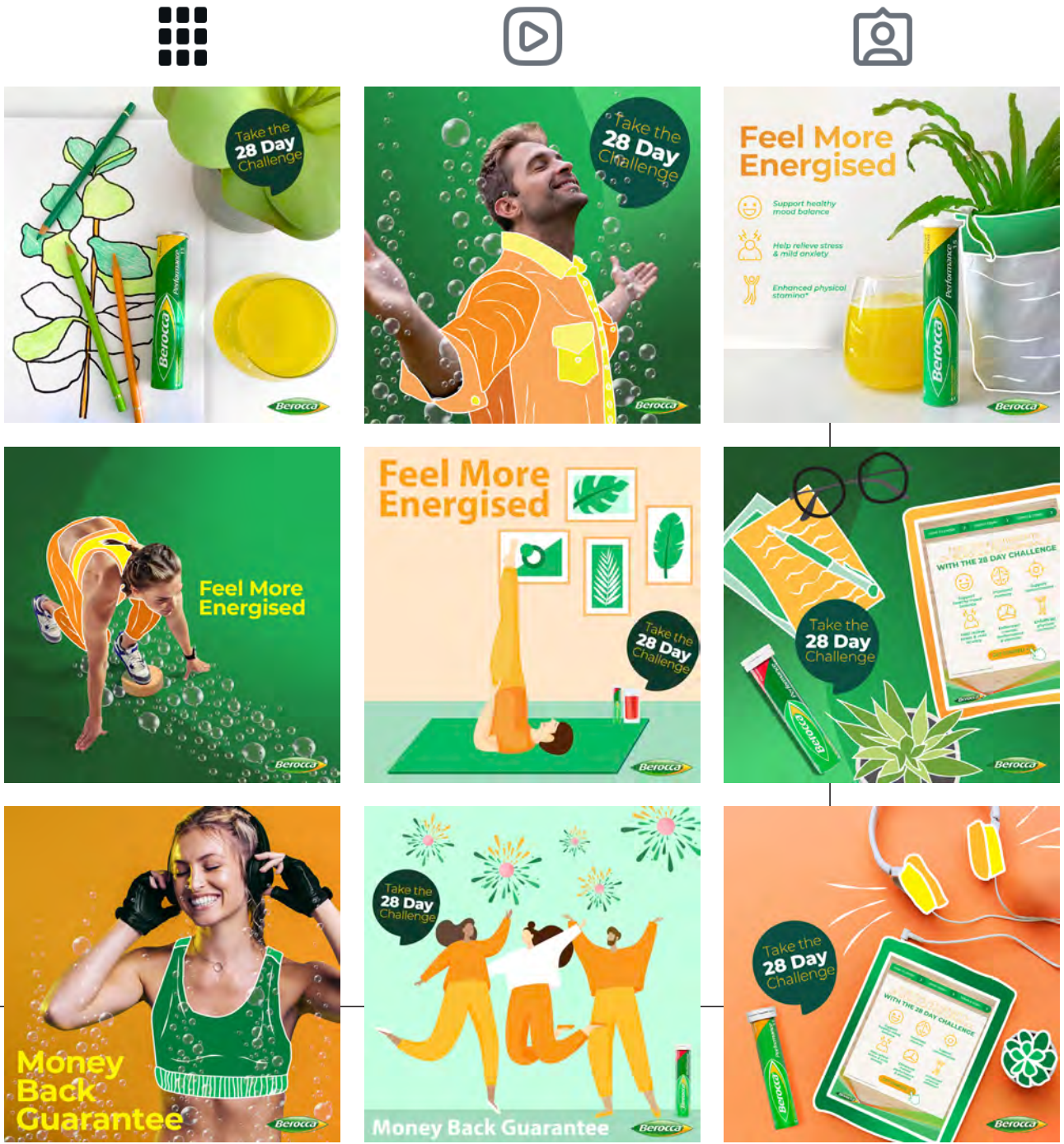
6 posts

3,748 followers

319 following

Vitamins/supplements

💧 Fast Hydration ⚡ Energy 🛡 Immunity



Berocca - 28 Day Challenge

The creative design and art direction for the Berocca 28 Day Challenge. Activated throughout Australia and NZ across print, digital and social.



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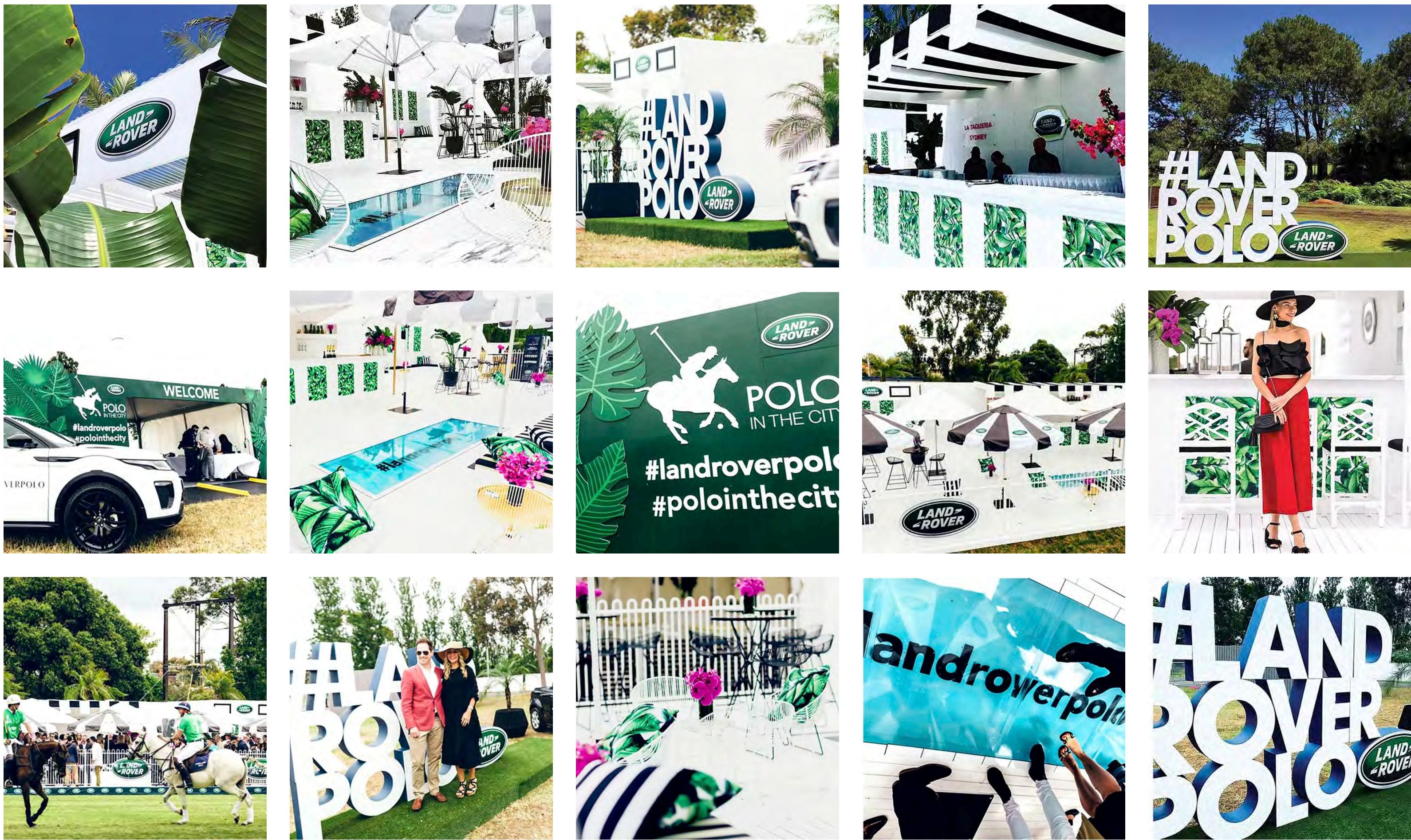




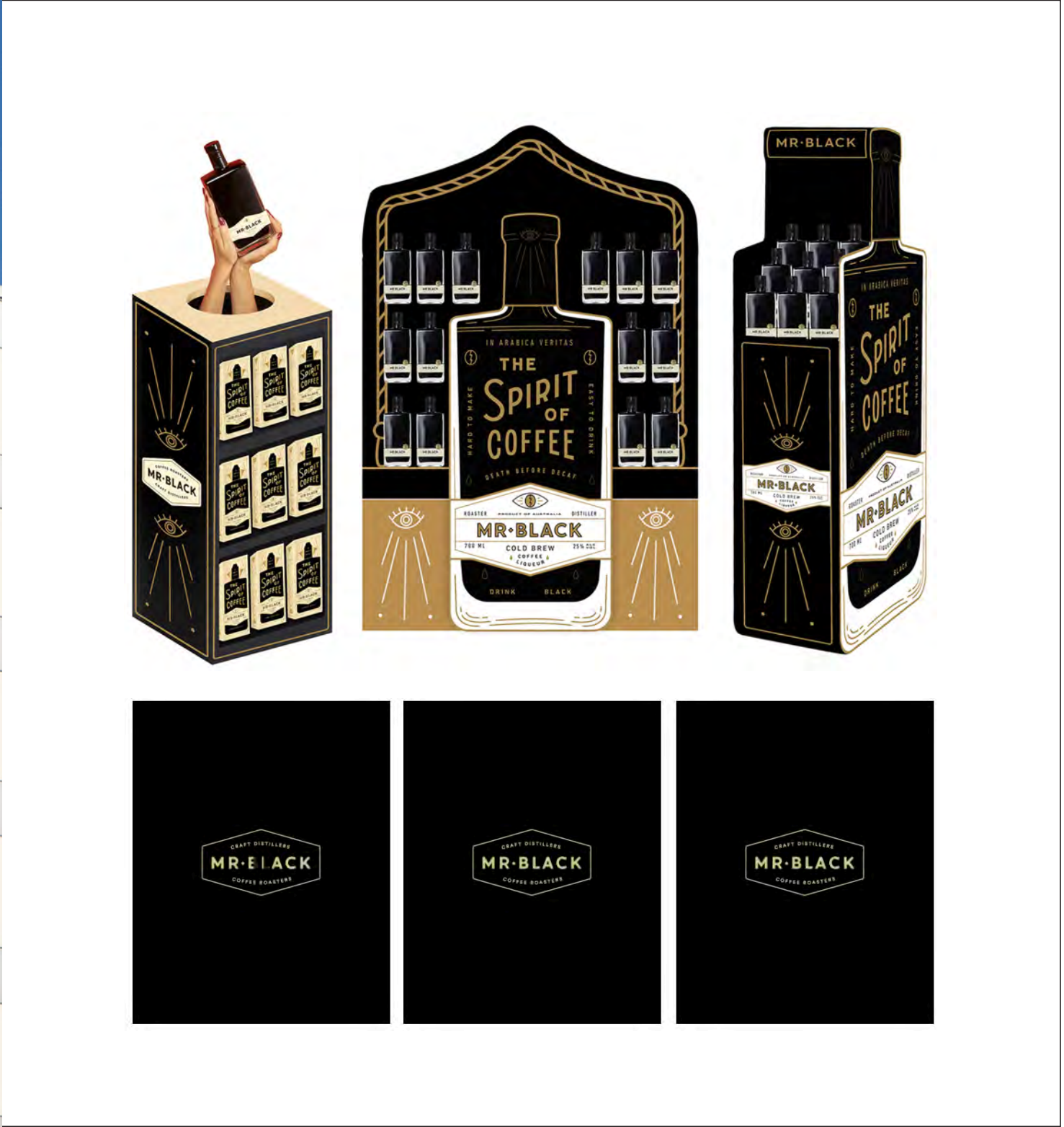






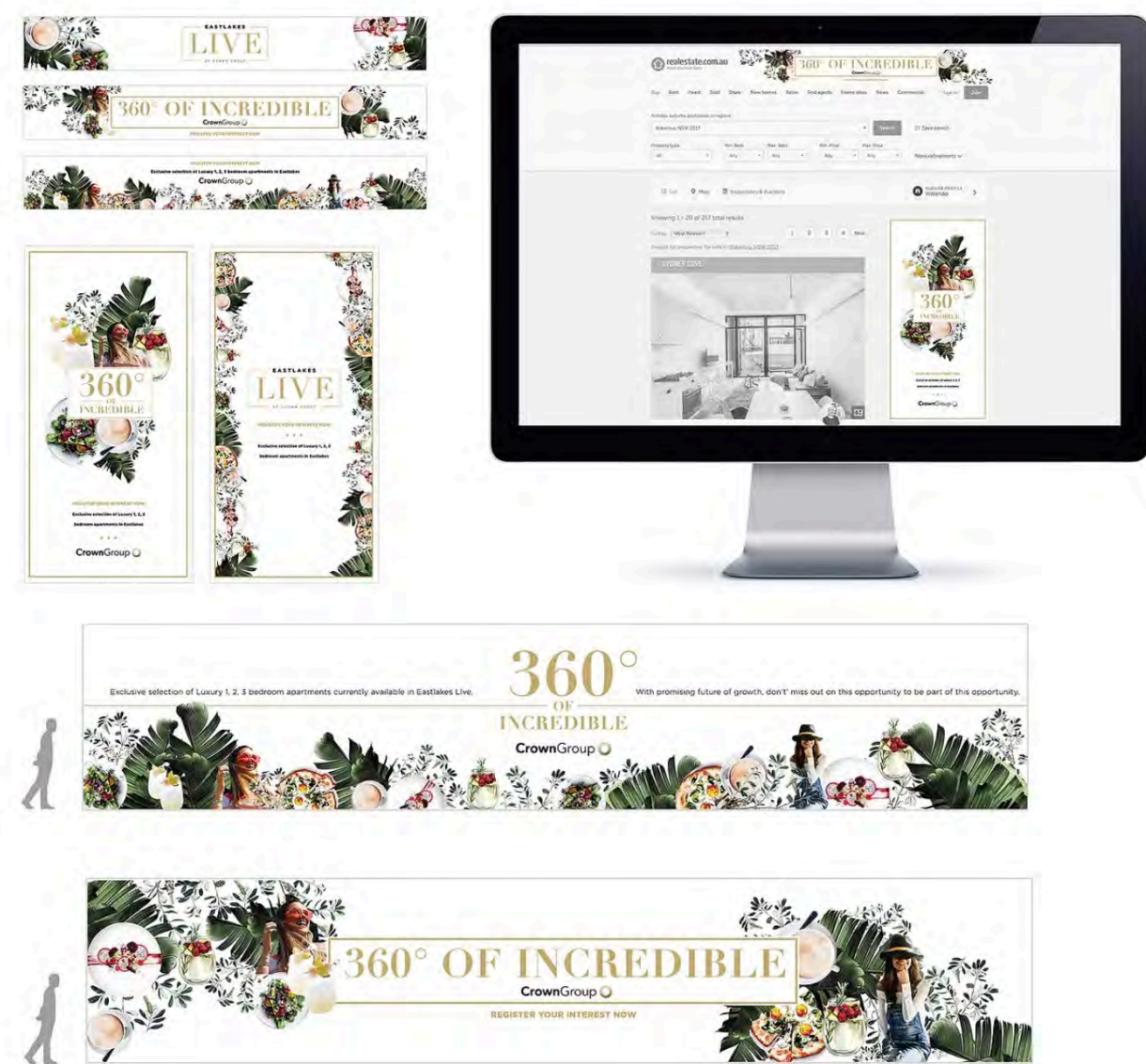




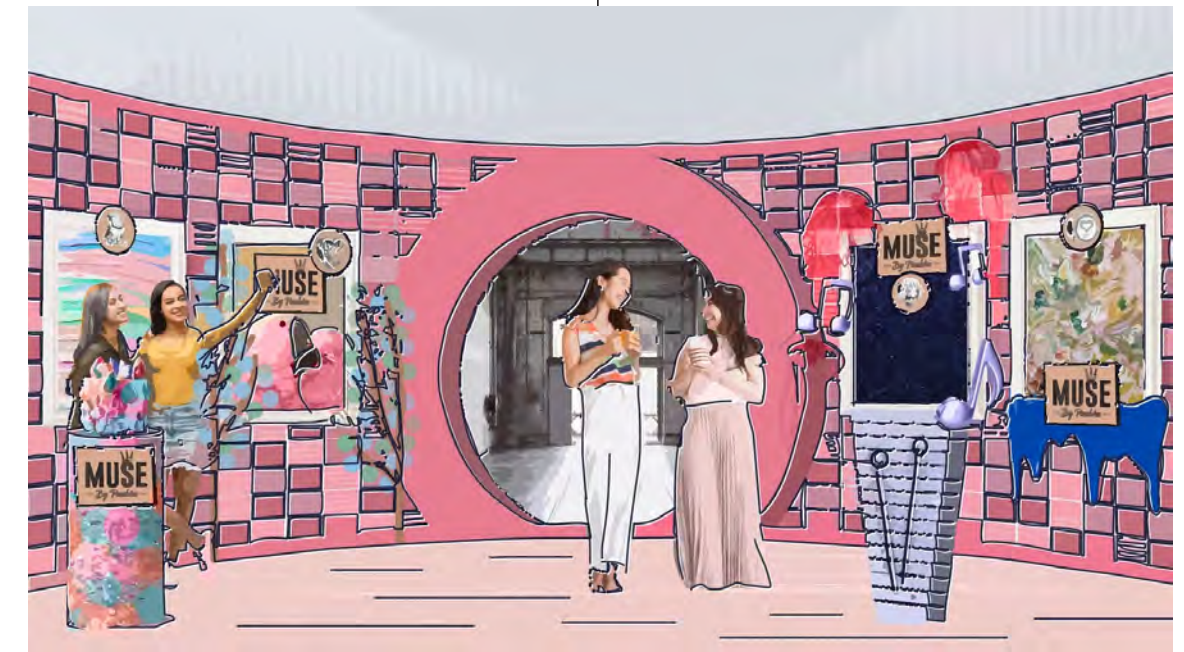


**Mr Black**  
The design of key visuals, social and POS for Mr Black.





















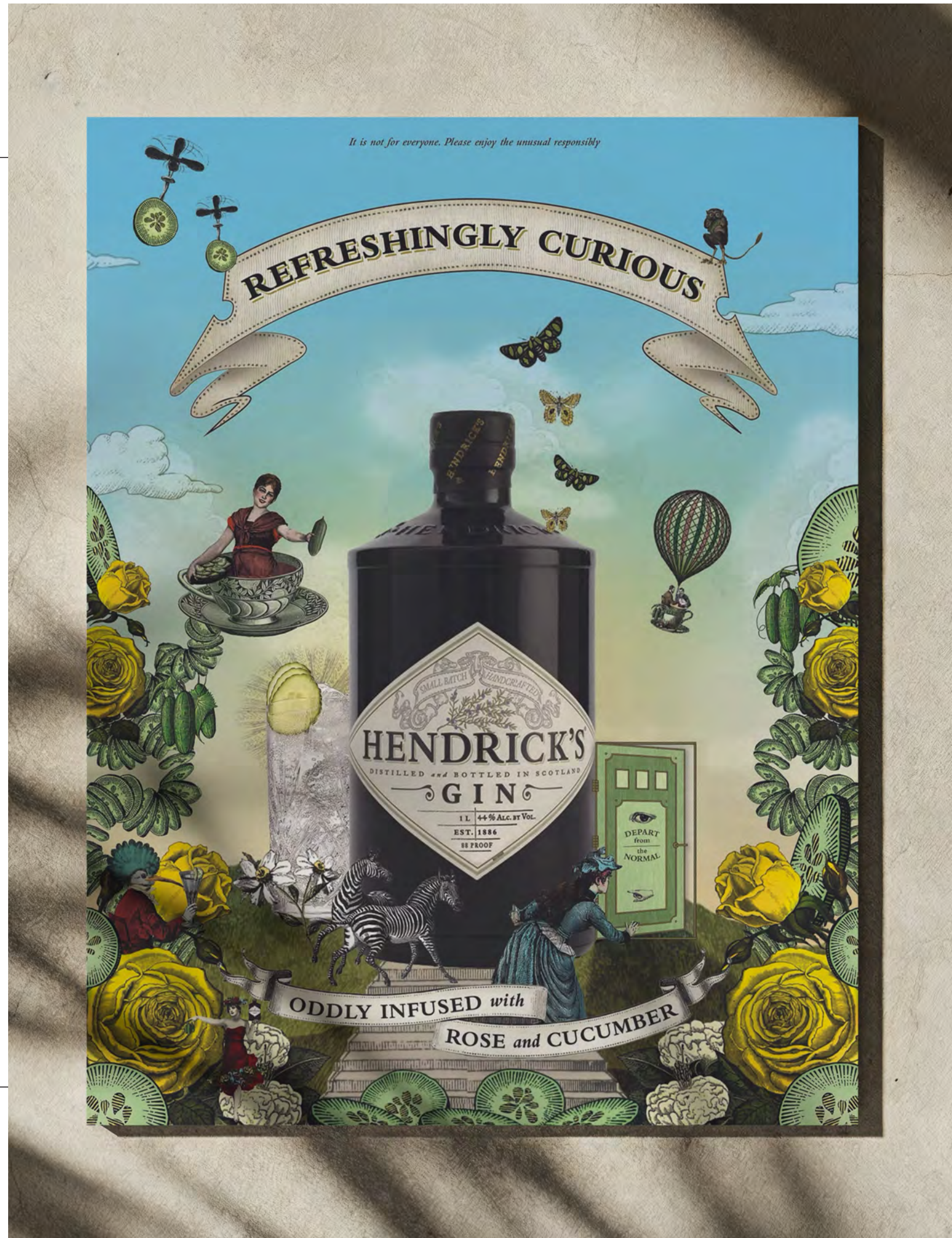
## The Weston x Rachael Finch

The design of all collateral and signage, across print and digital for The Westins - Let's Rise campaign, hosted by Rachael Finch.



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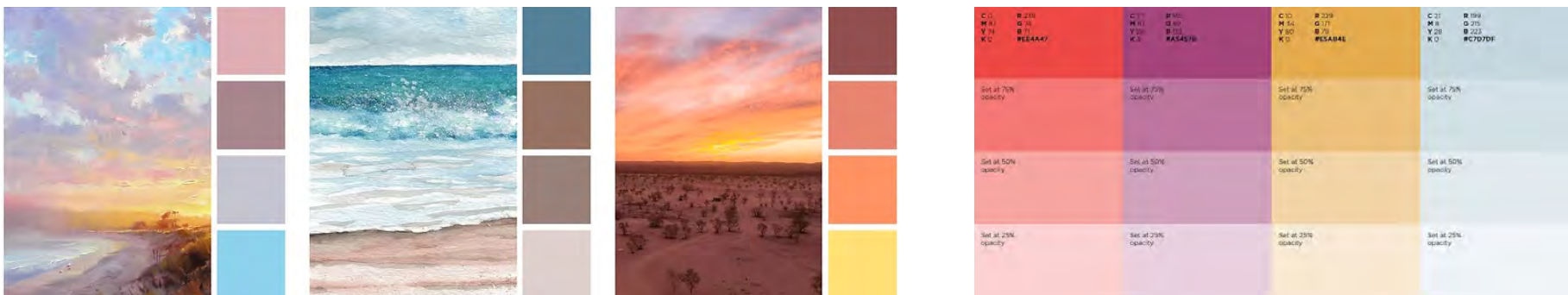
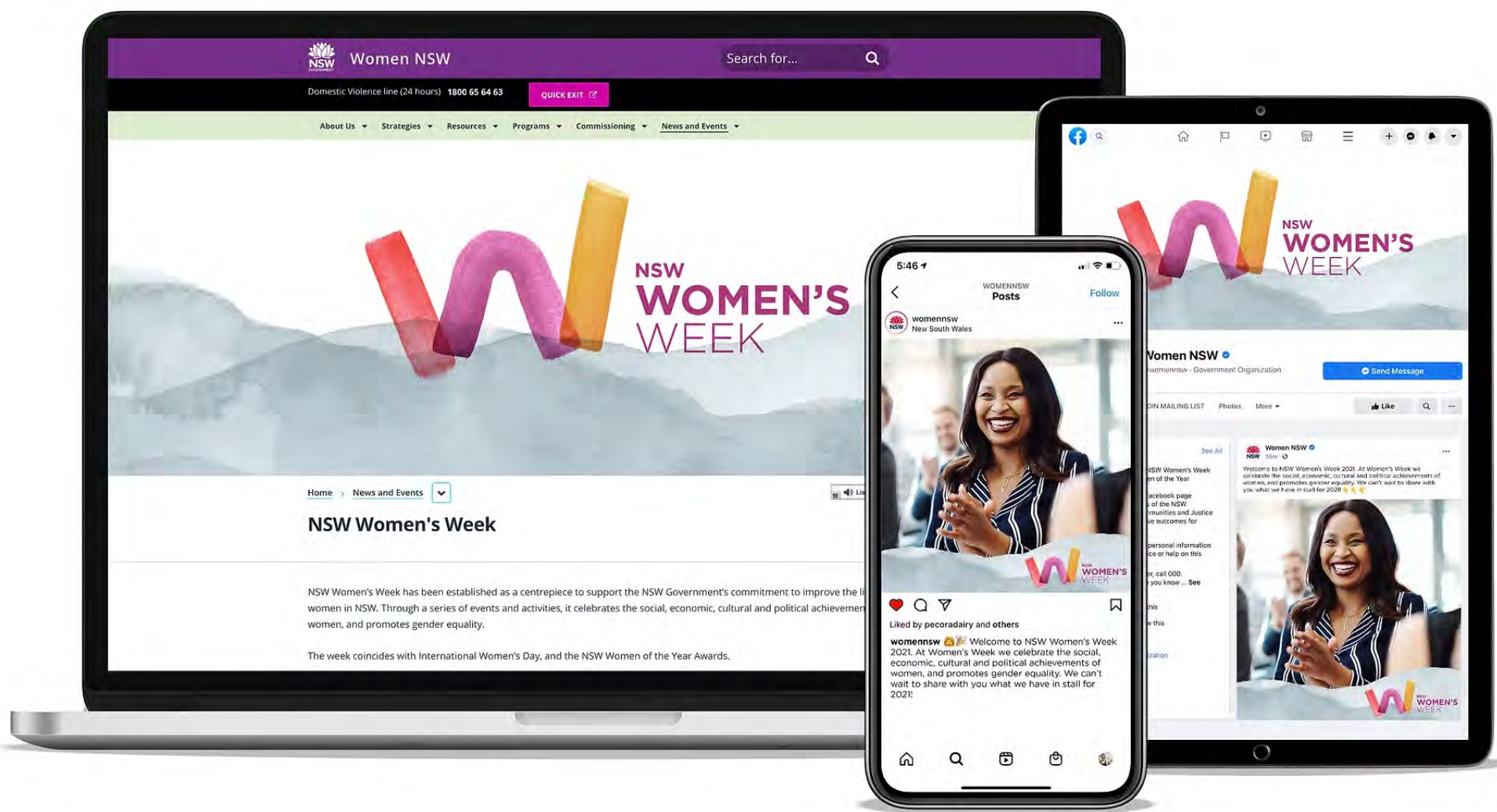
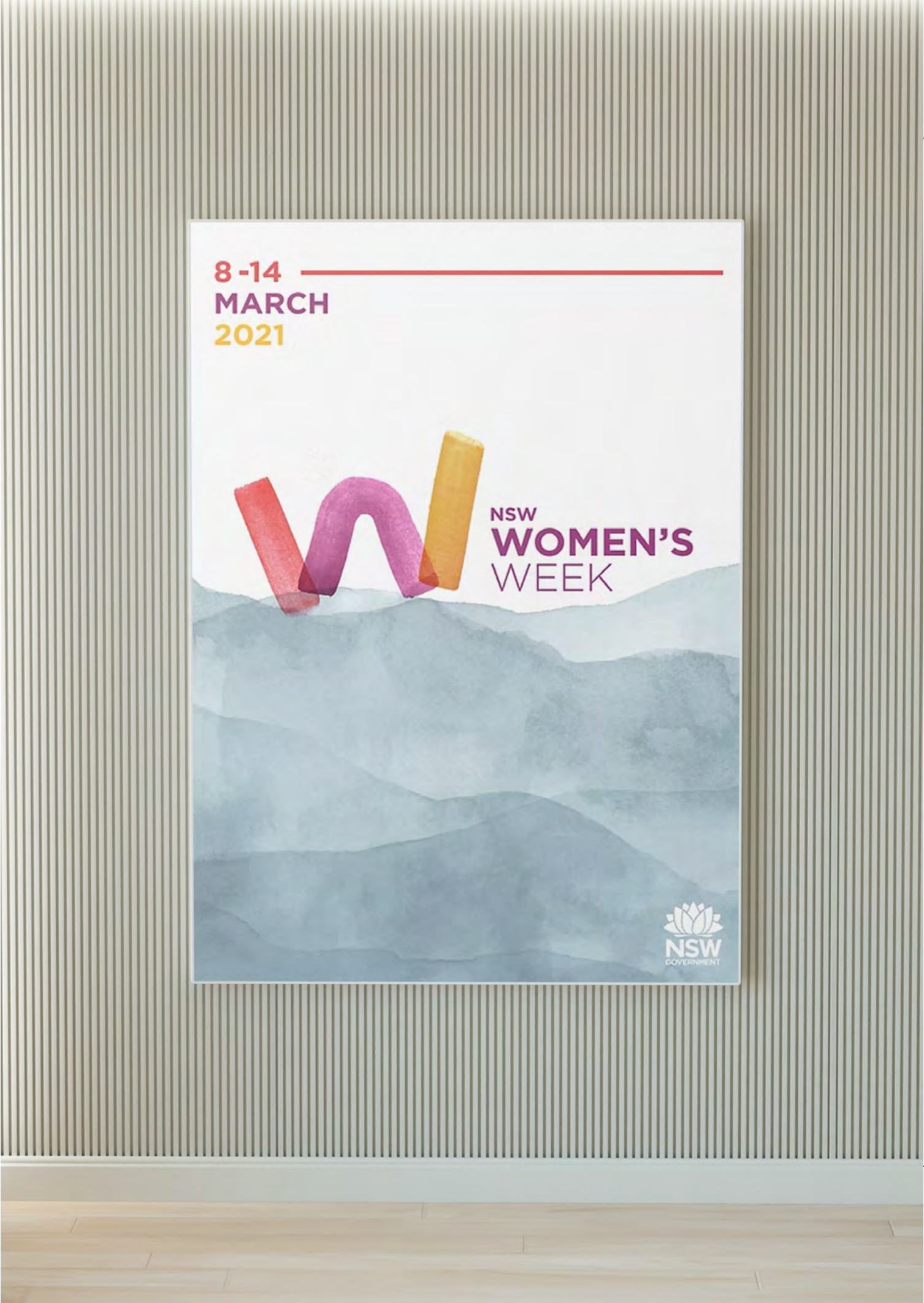
Hendricks

Hendrick key visual design for roll out of campaign.

HENDRICK'S  
DISTILLED AND BOTTLED IN SCOTLAND  
GIN

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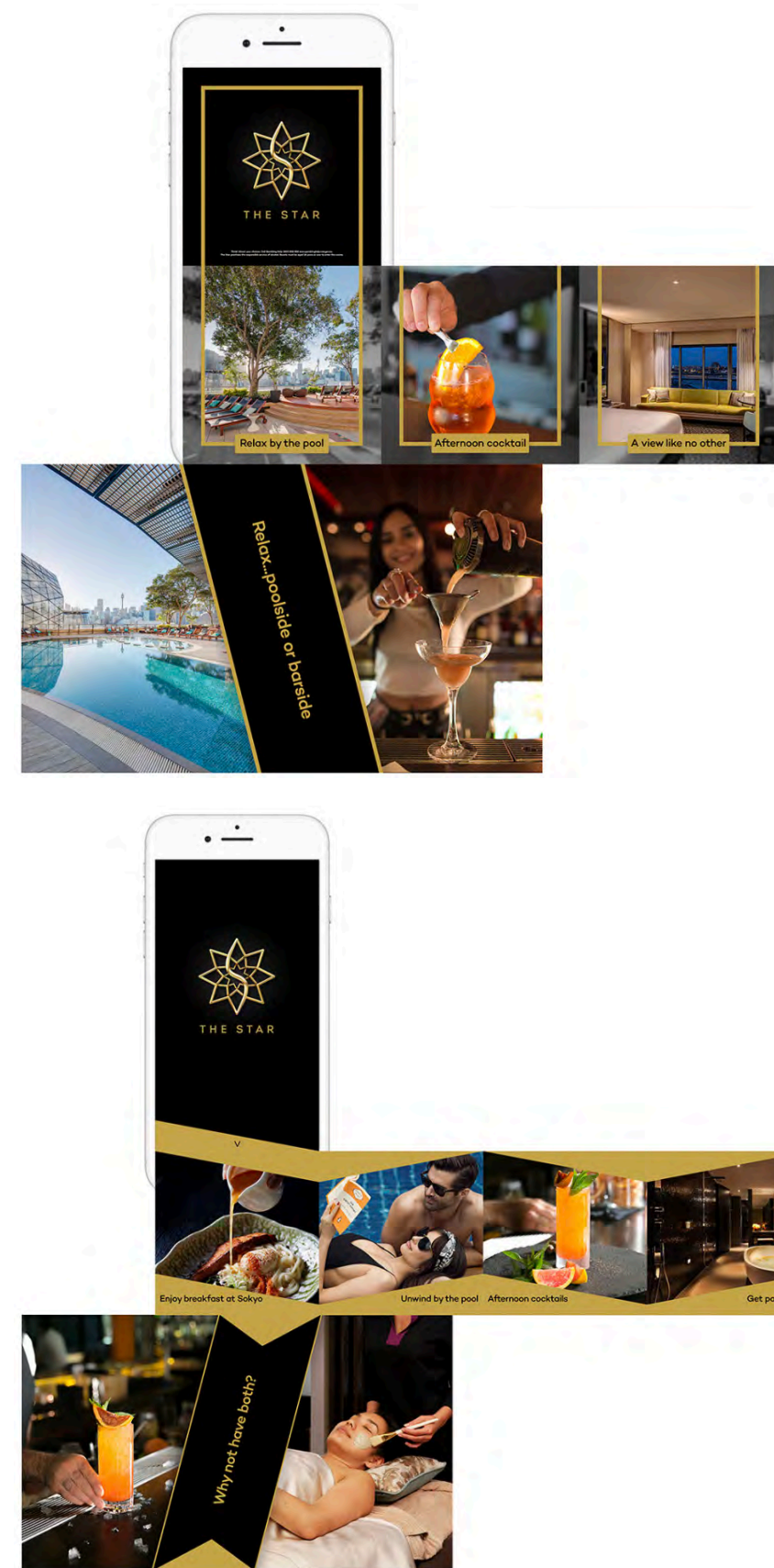








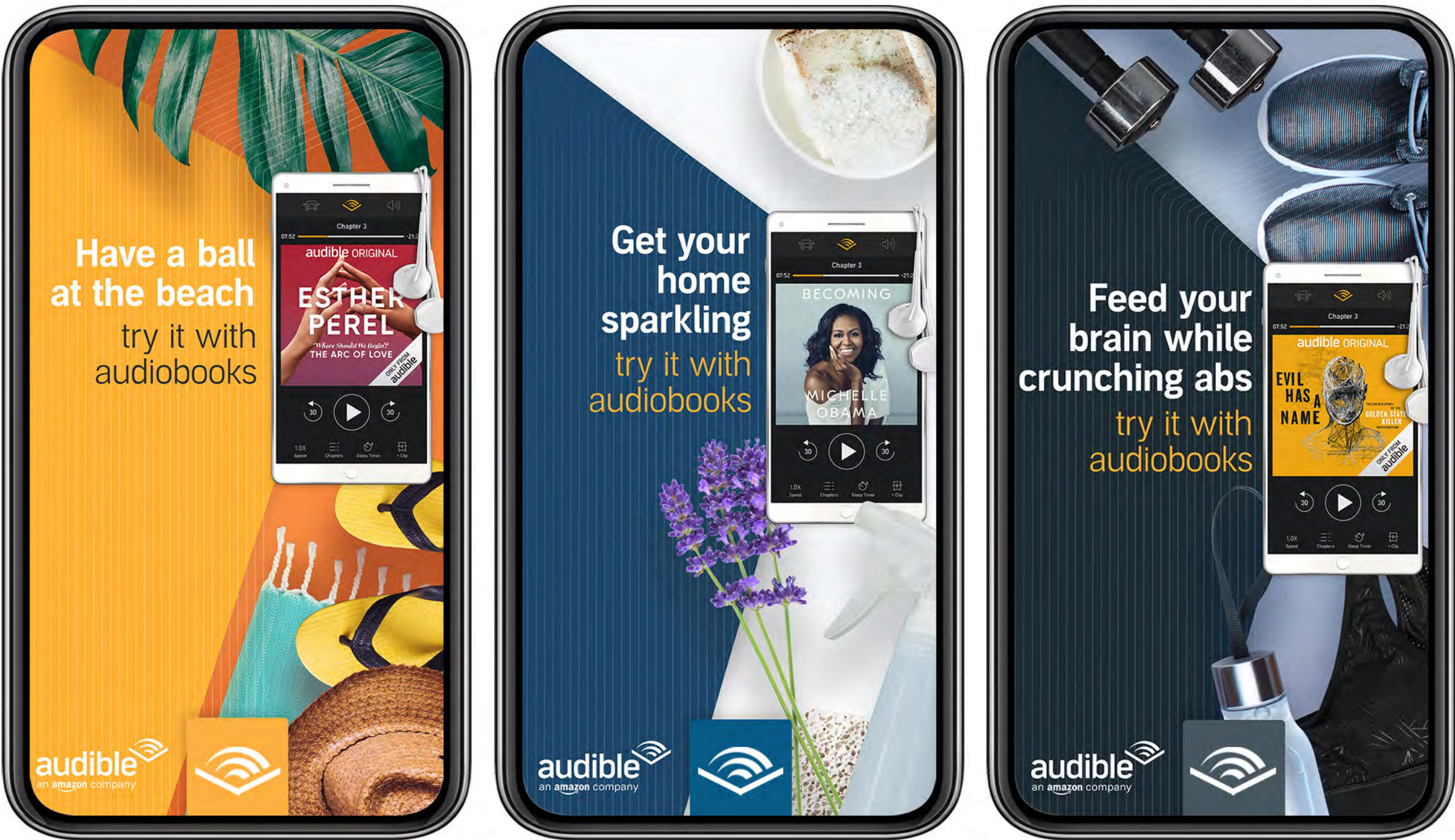




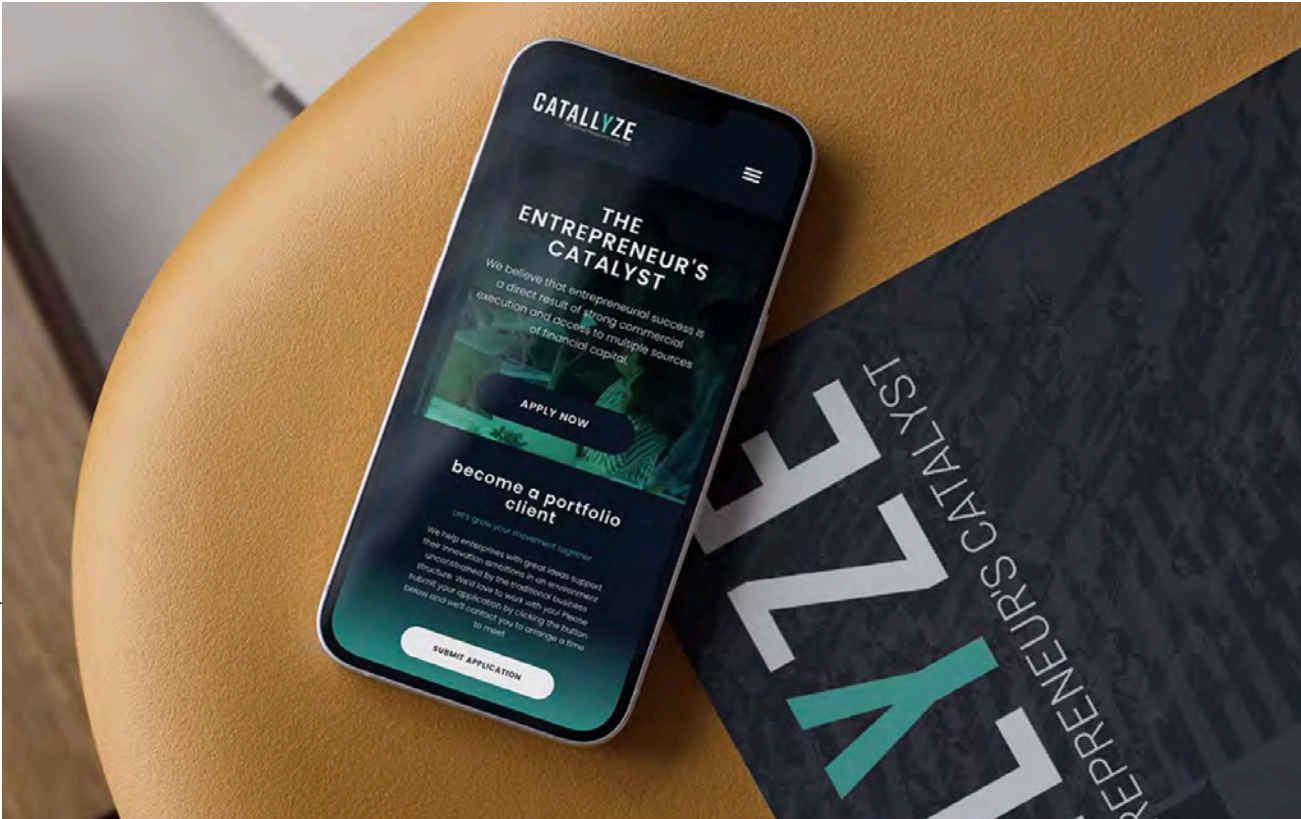
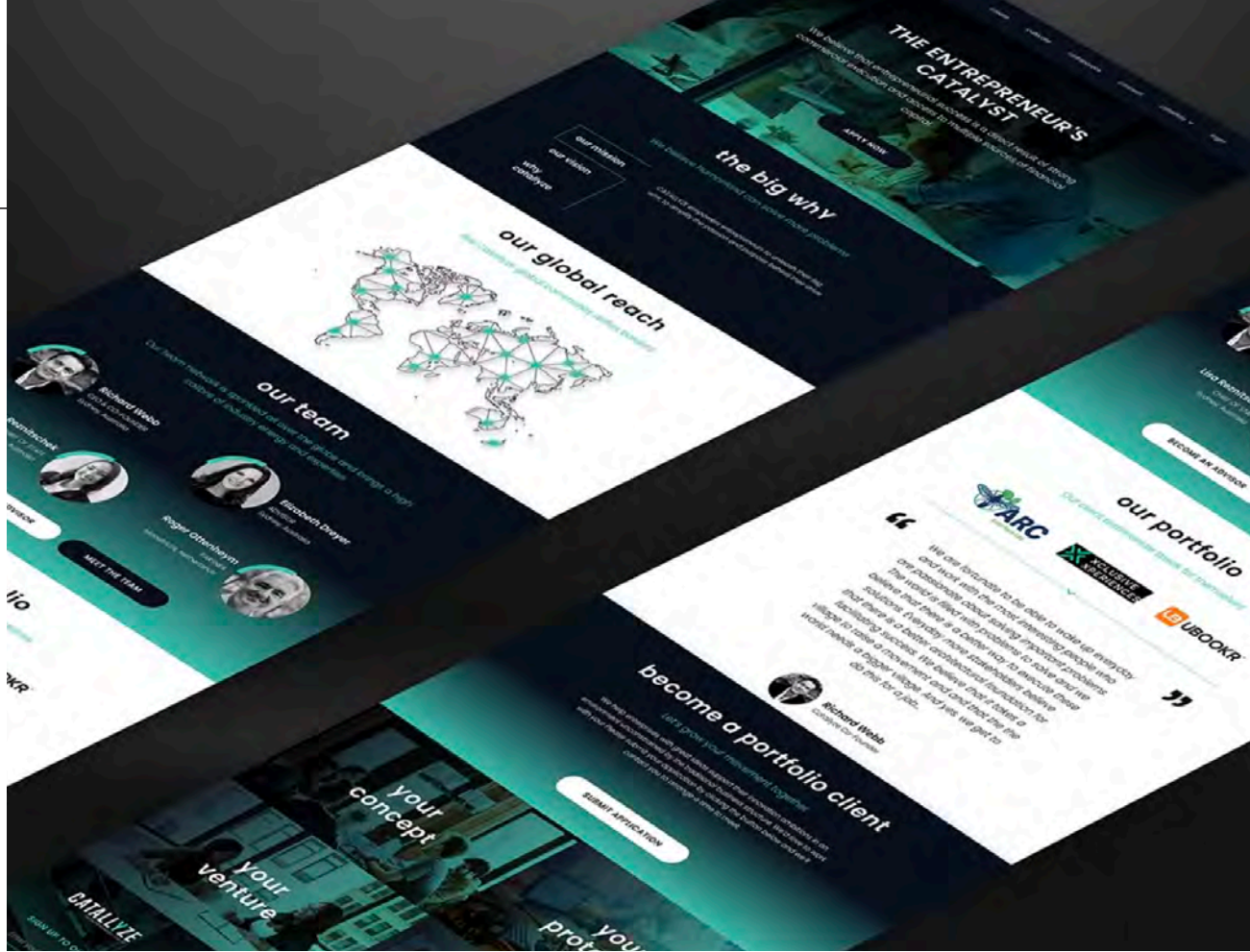
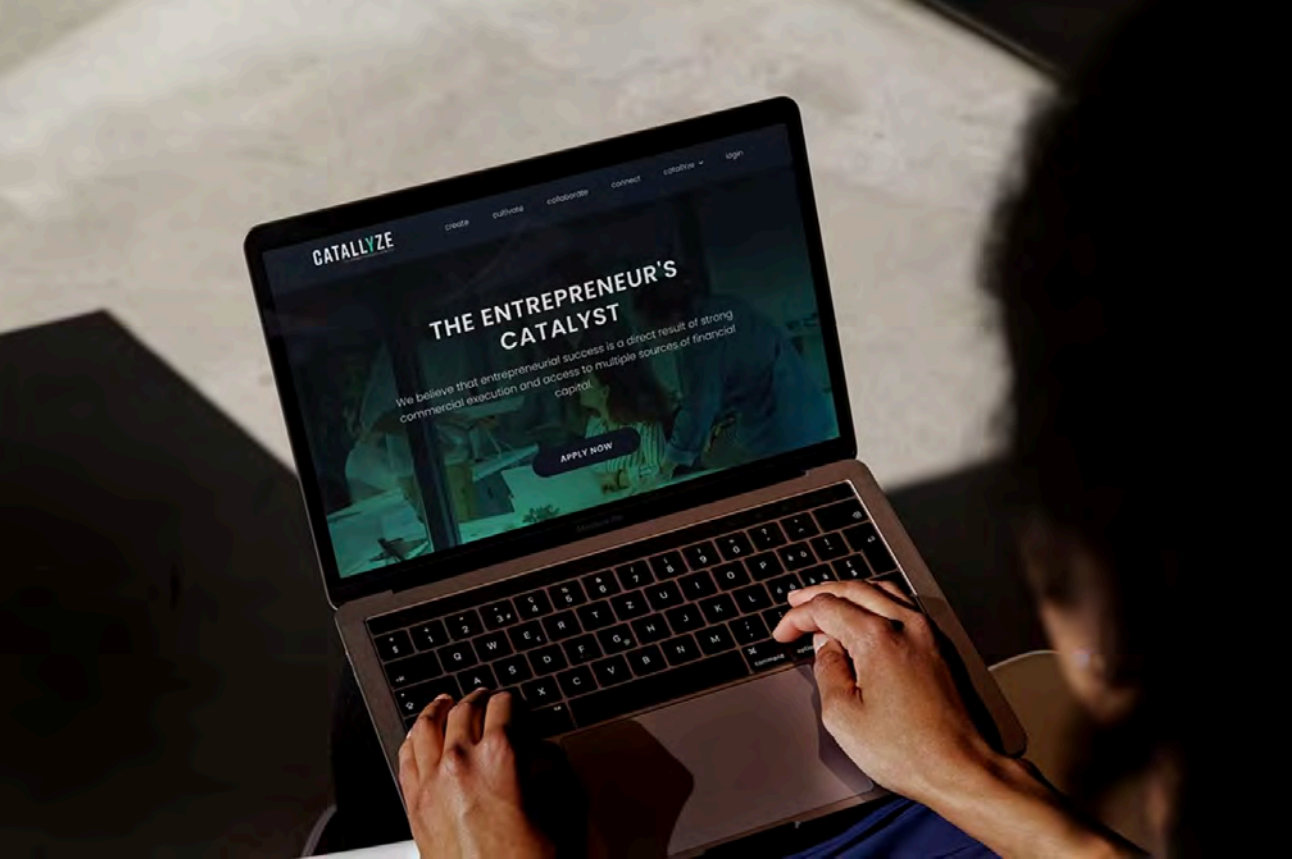




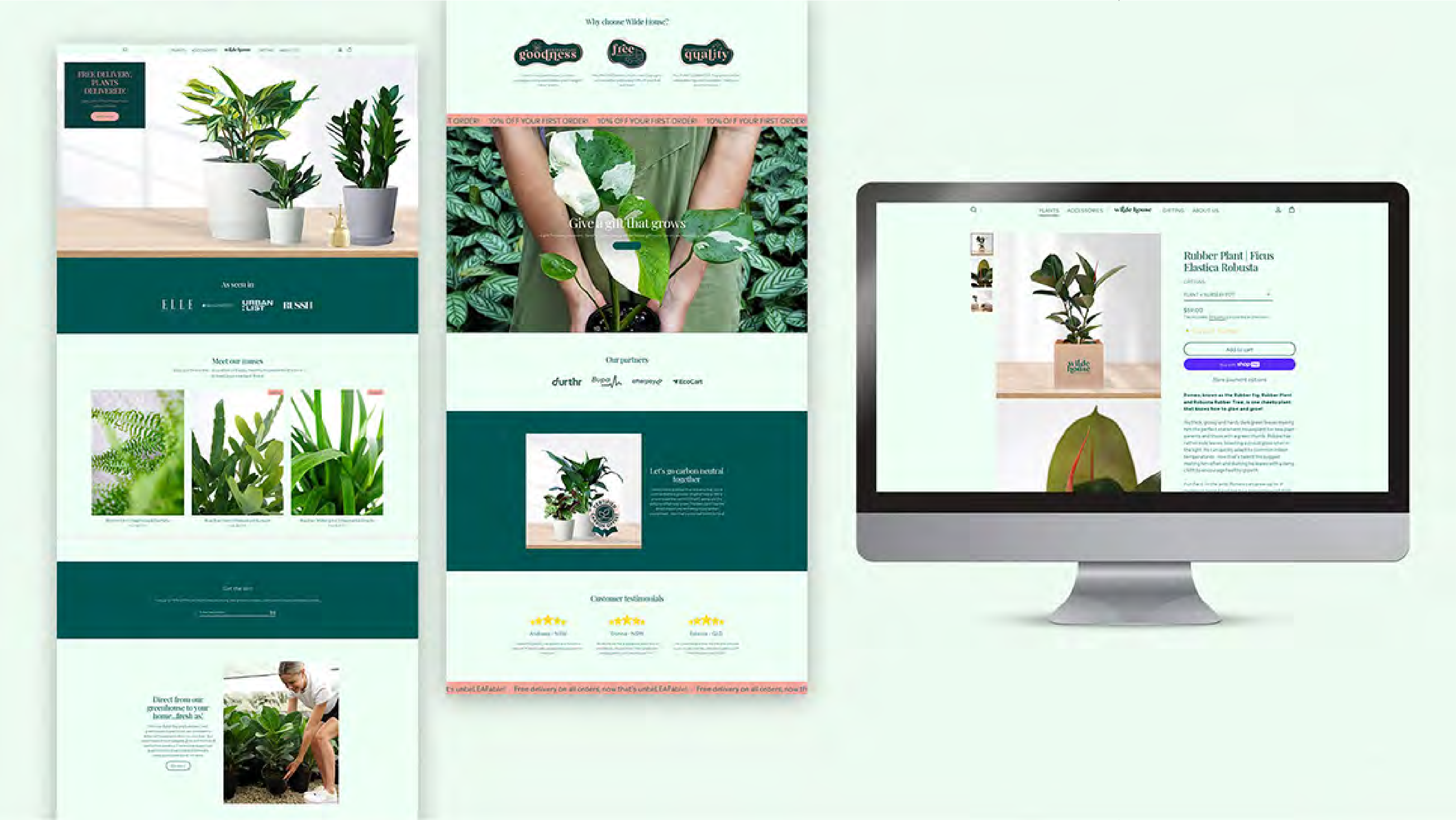




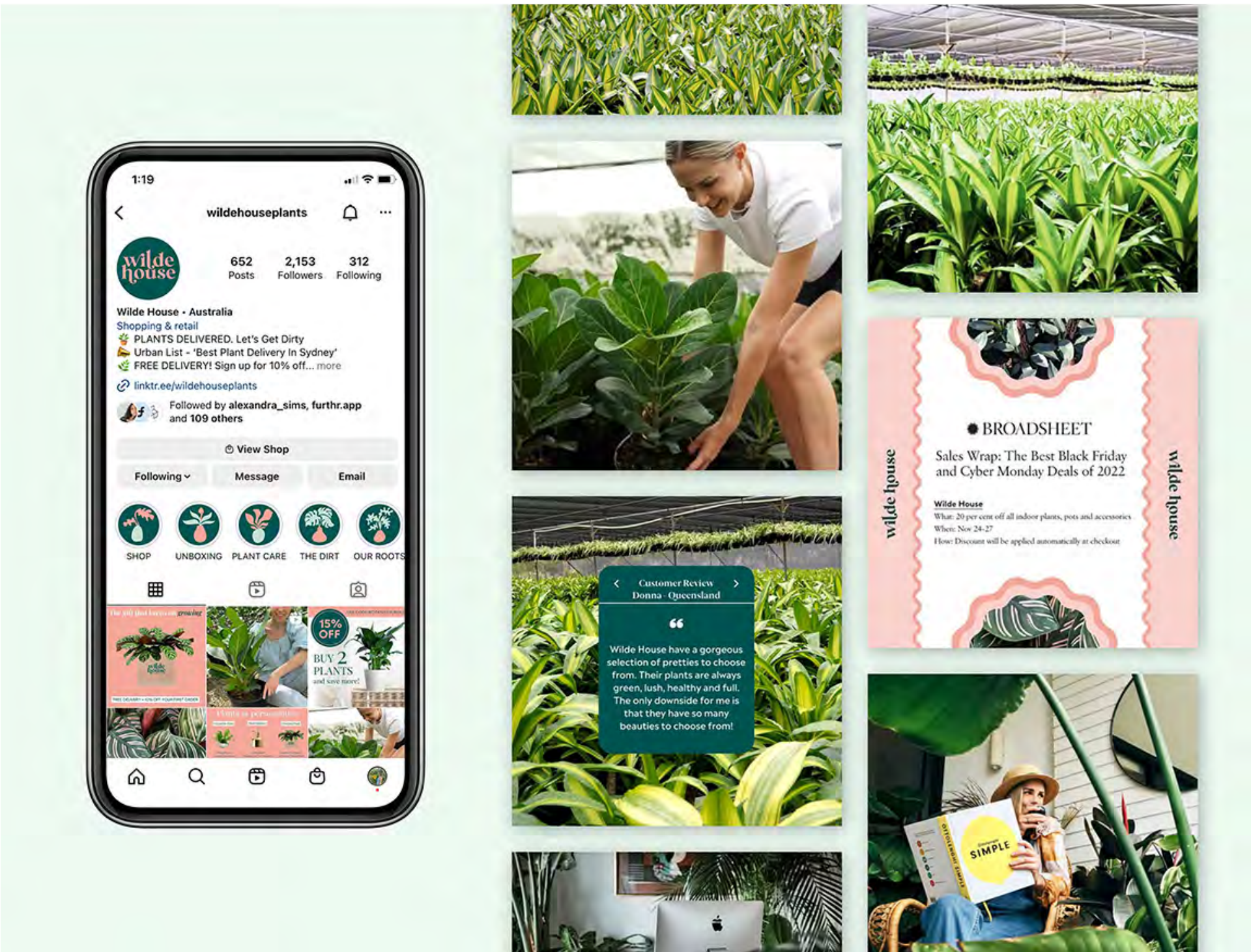




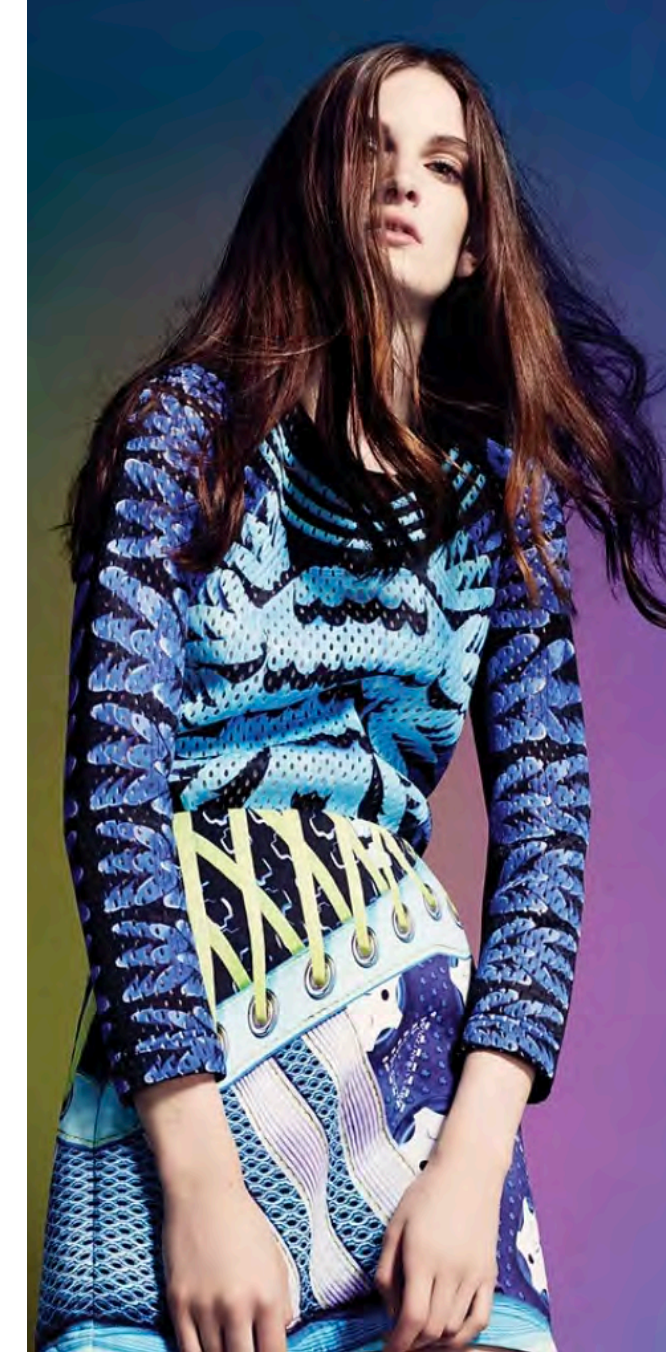
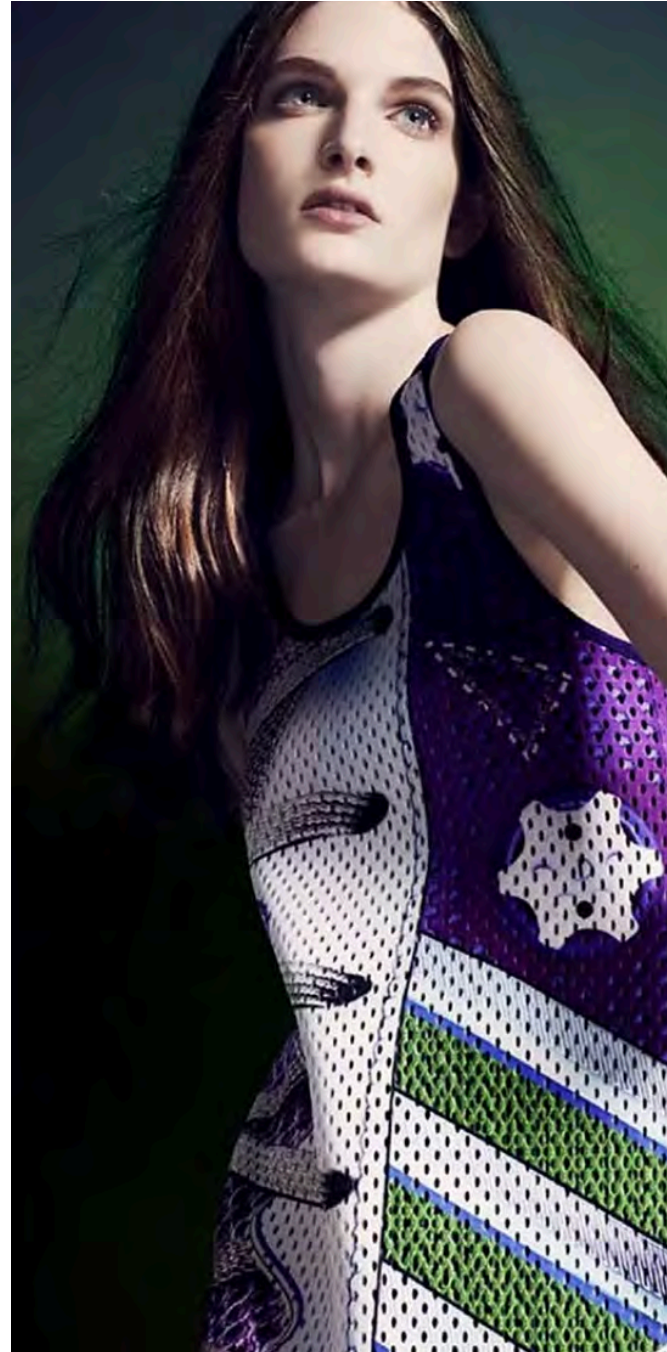




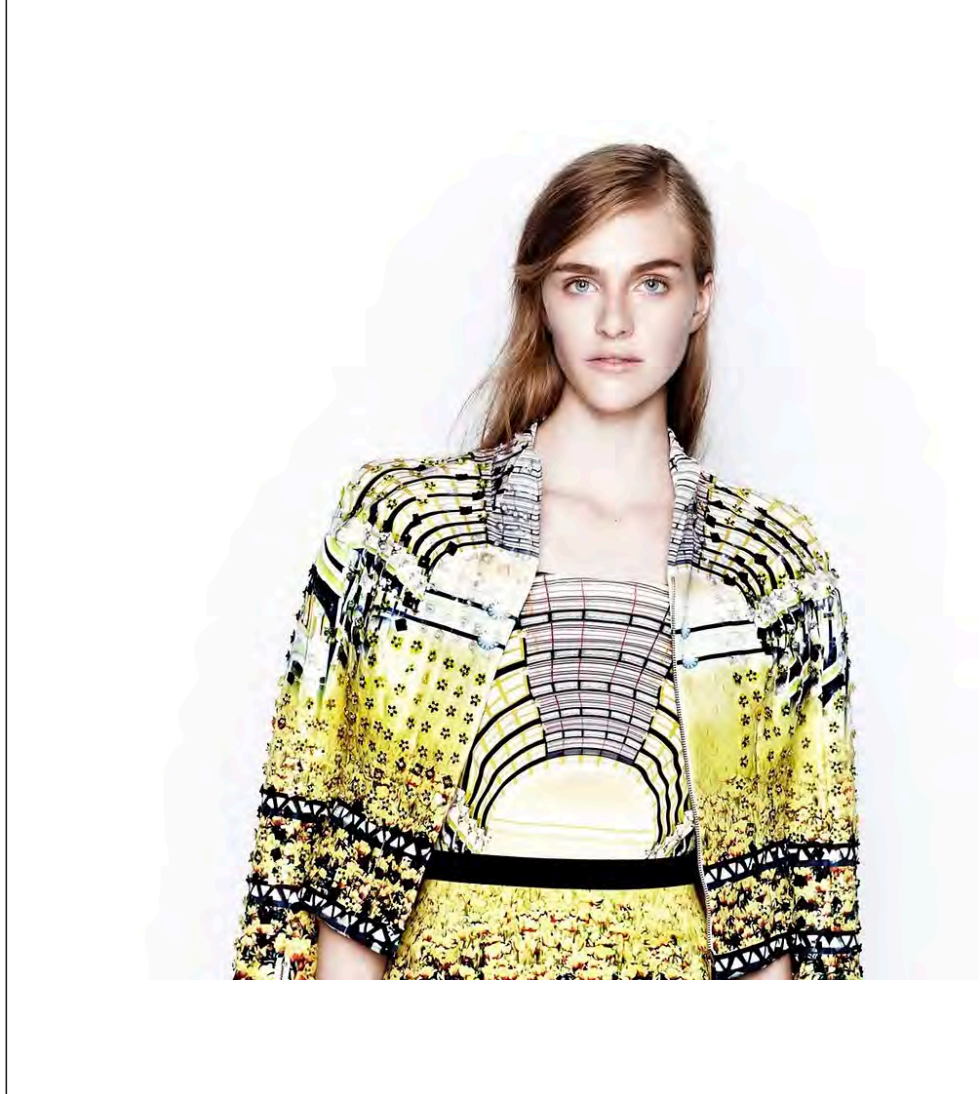




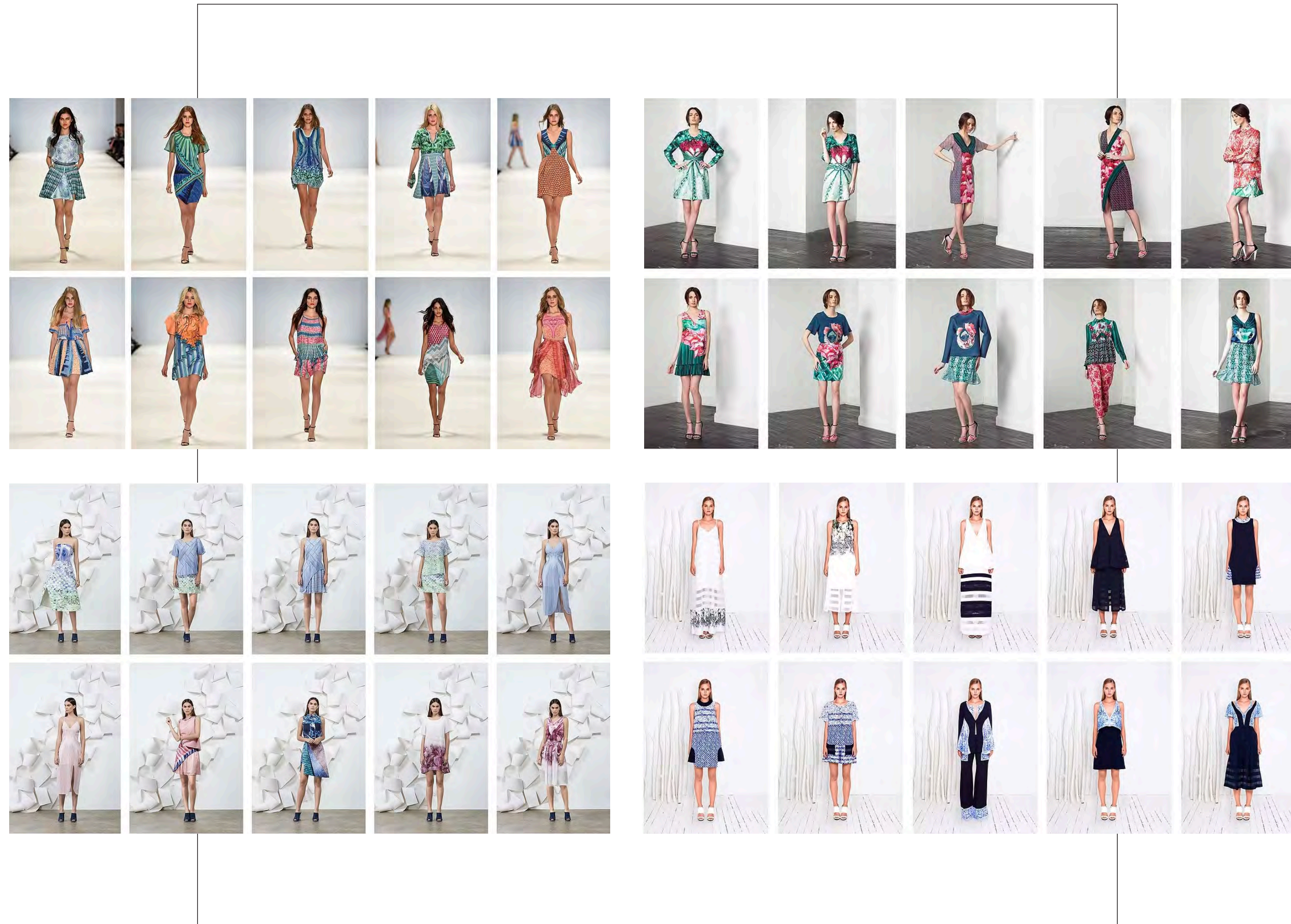










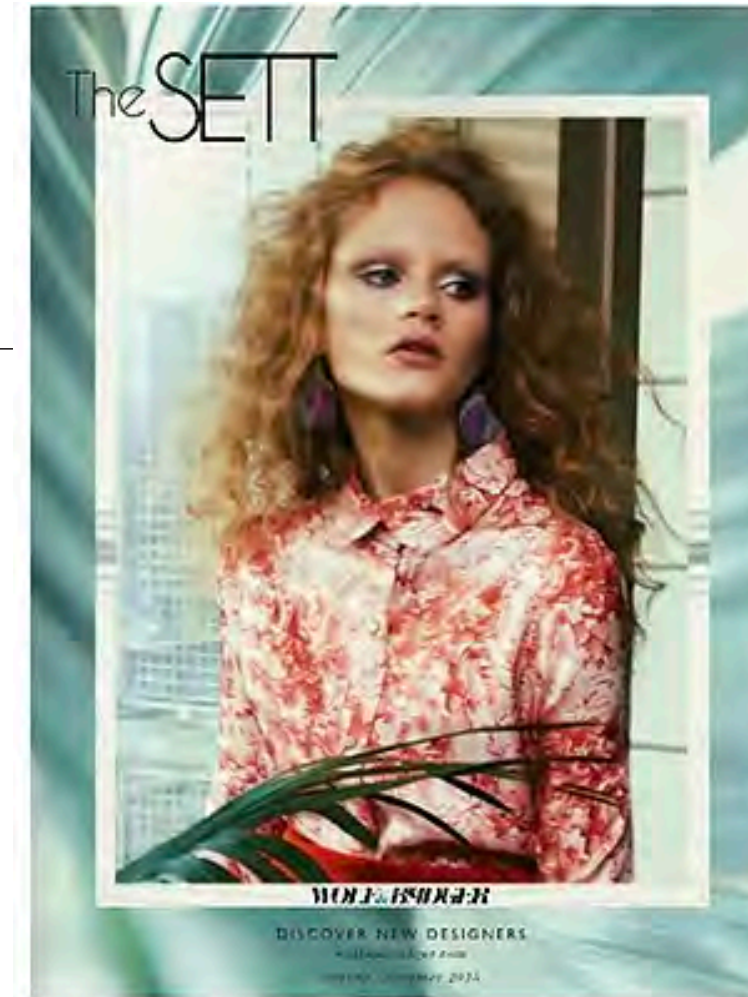
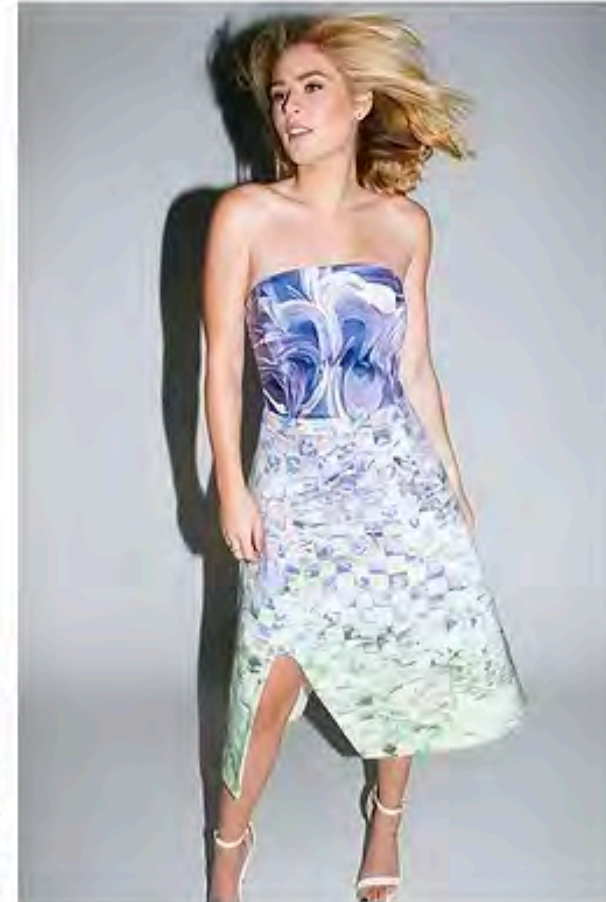


## RachelAlex - Creative Director and owner

A contemporary womenswear label that launched at MBFWA in 2014. The company subsequently secured global wholesale partnerships with retail stores throughout Australia, Indonesia, United Kingdom and USA. The label launched four. in-store collections and was a member of AFC.

**Rachel Sims**





## RachelAlex - Creative Director and owner

RACHELALEX press 2012 - 2015. RACHELALEX was published across vogue.com.au, WWD, Superior Mag, Melbourne Fashion Week, InStyle, Channel V, Fashion Journal, SHOP, The Sunday Telegraph.

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# Let's Chat

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