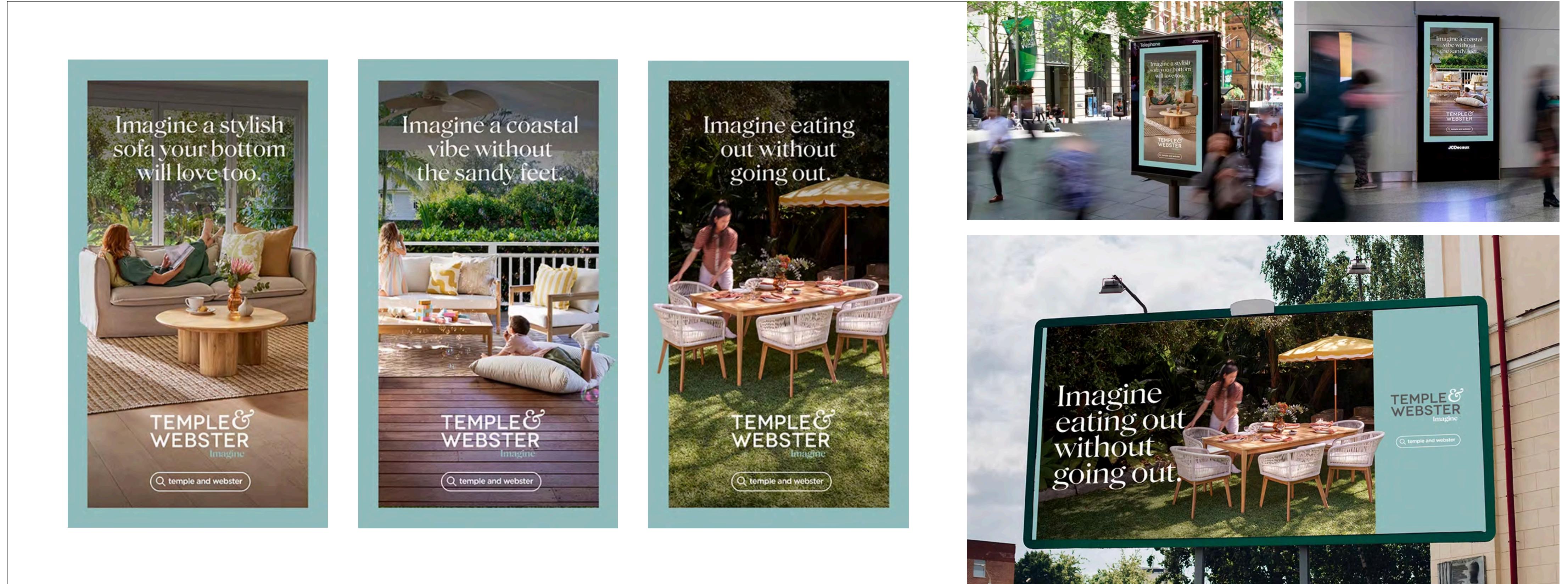


Rachel Sims

Senior Creative, Designer & Art Director



Temple & Webster - Imagine

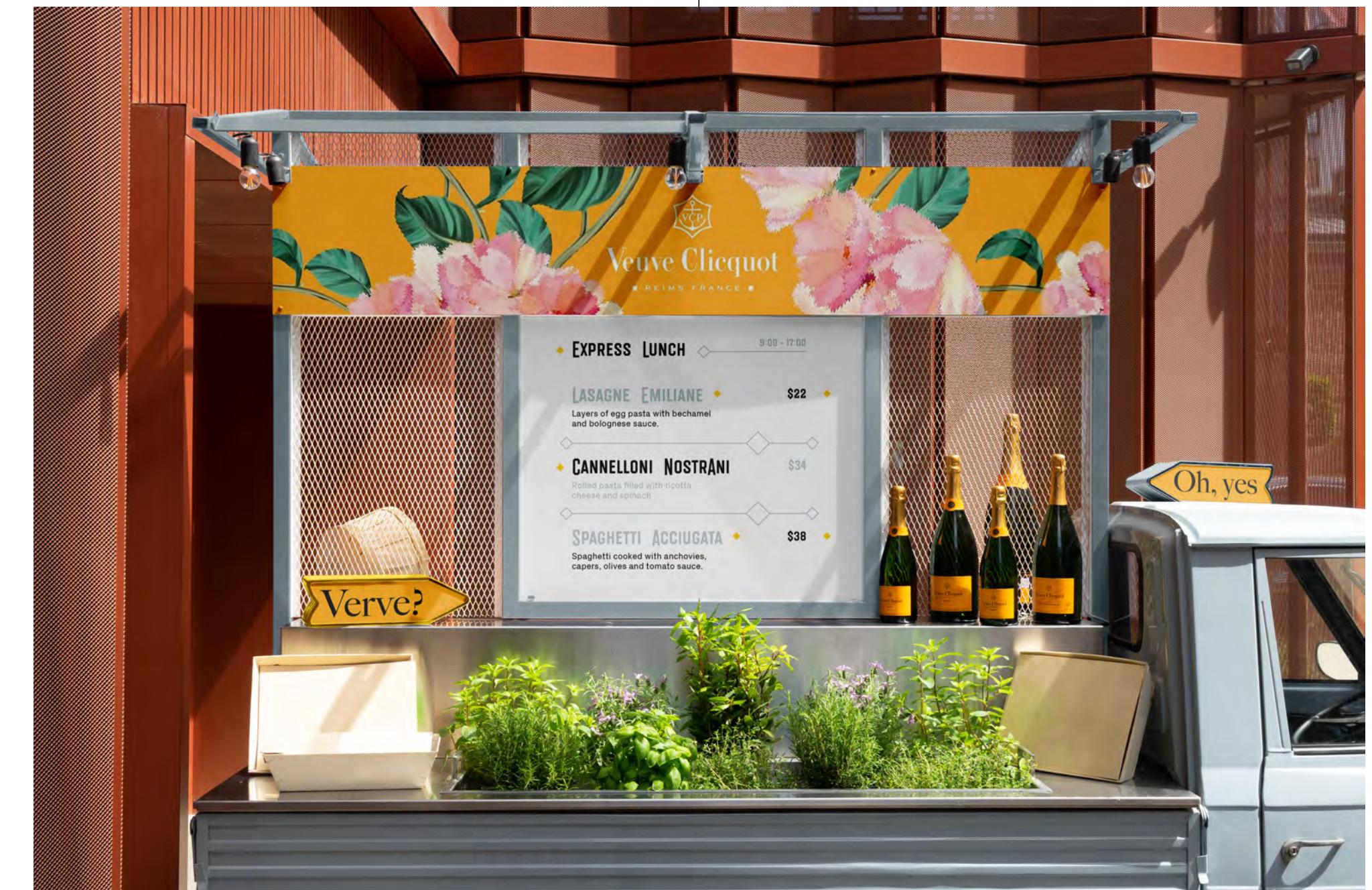
Art direction and design for Temple & Webster - Imagine, campaign. Launched OOH, digital and social Australia wide.

TEMPLE &
WEBSTER

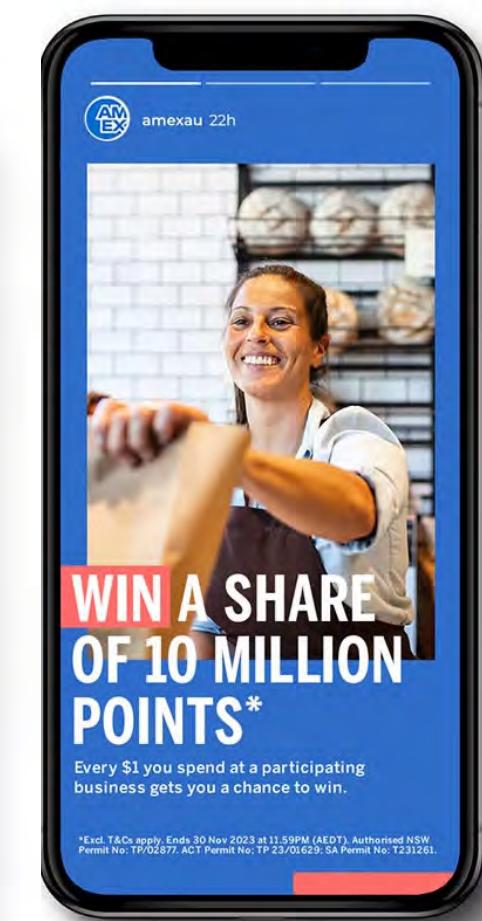
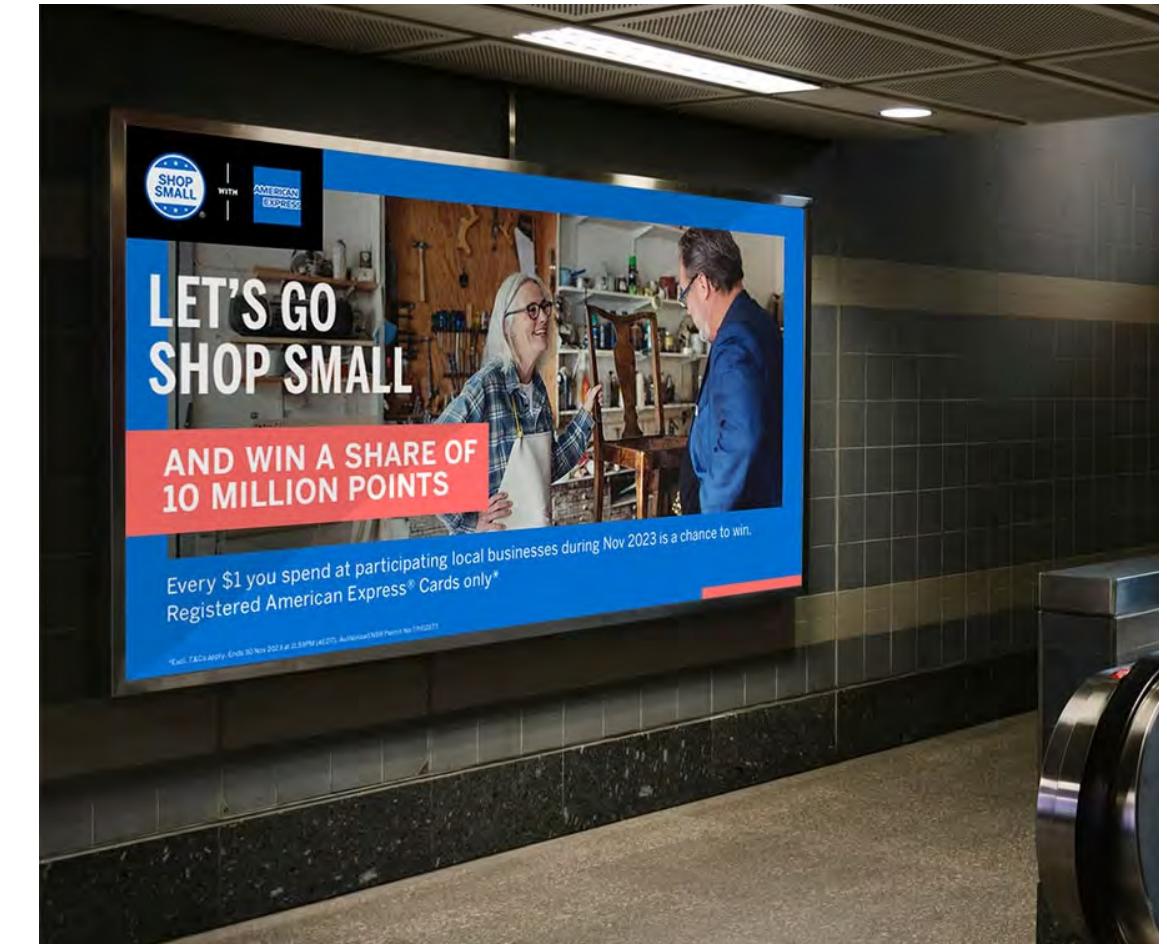
Rachel Sims











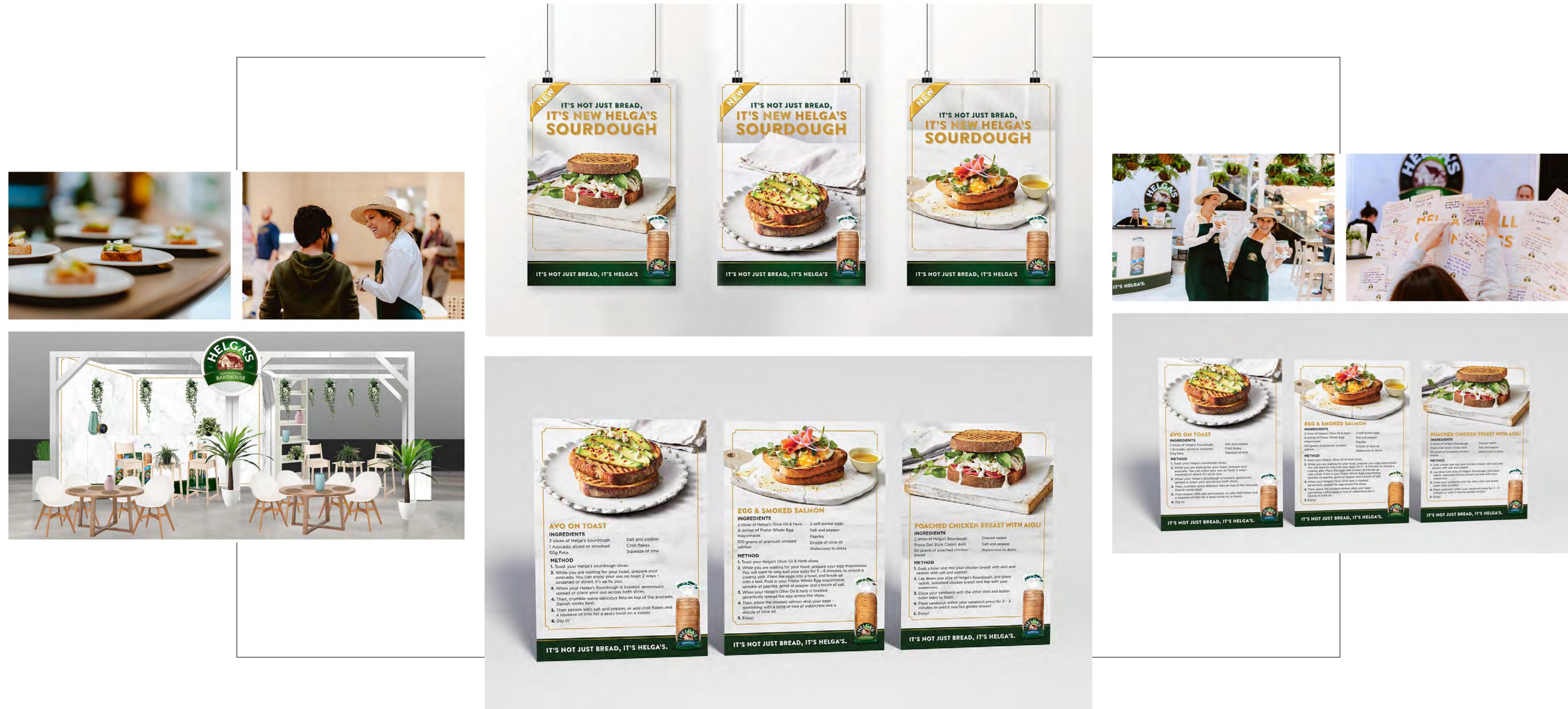


Helga's Wraps

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



Rachel Sims



Helga's H2O

The art direction and design of the Helga's H2O campaign, launched Australia wide (instore, activations, social, digital & print).



Rachel Sims



Matildas x Australian Army

Storyboarding and scripting for Matildas x Australian Army content (TVC, social and digital).



Rachel Sims



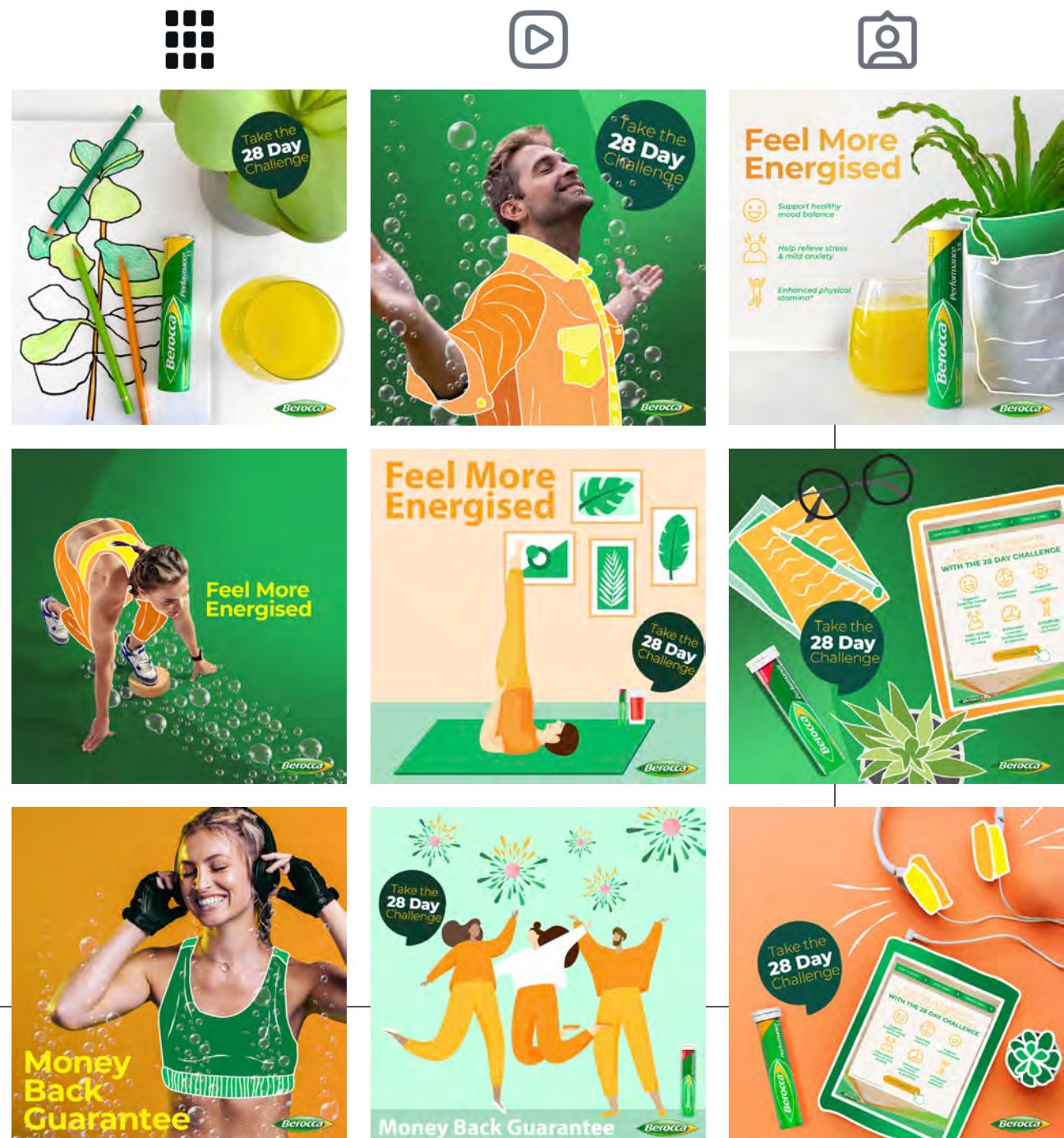
Berocca Australia

6 posts

3,748 followers

319 following

Vitamins/supplements
Fast Hydration Energy Immunity



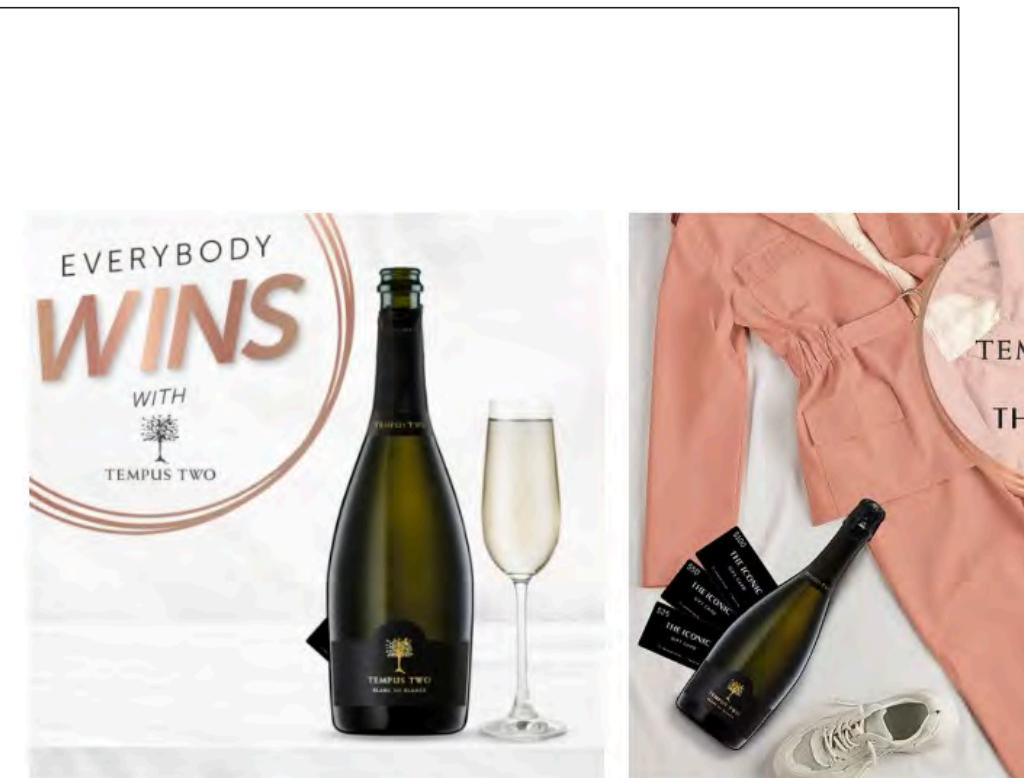
Berocca - 28 Day Challenge

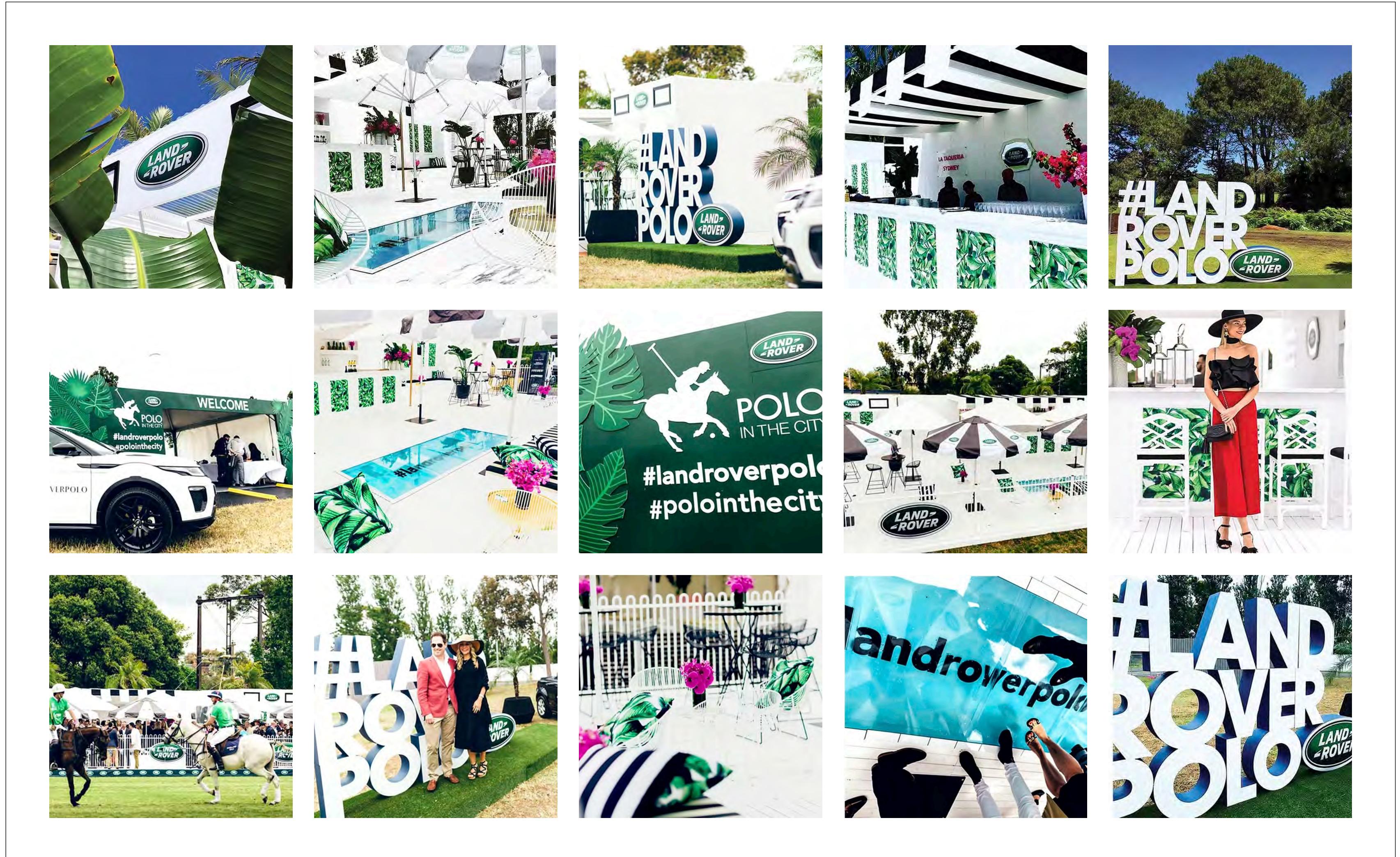
The creative design and art direction for the Berocca 28 Day Challenge. Activated throughout Australia and NZ across print, digital and social.



Rachel Sims





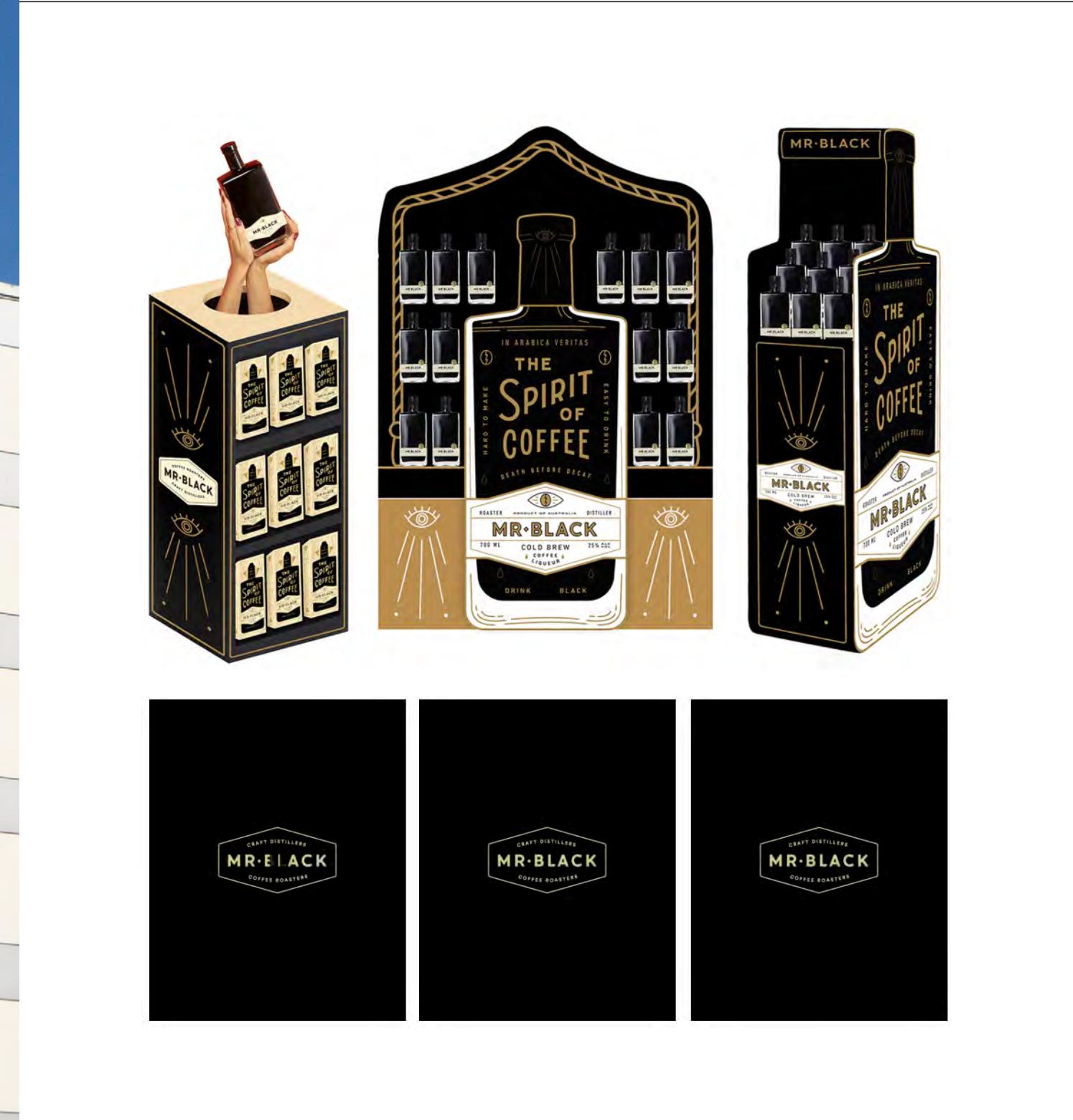


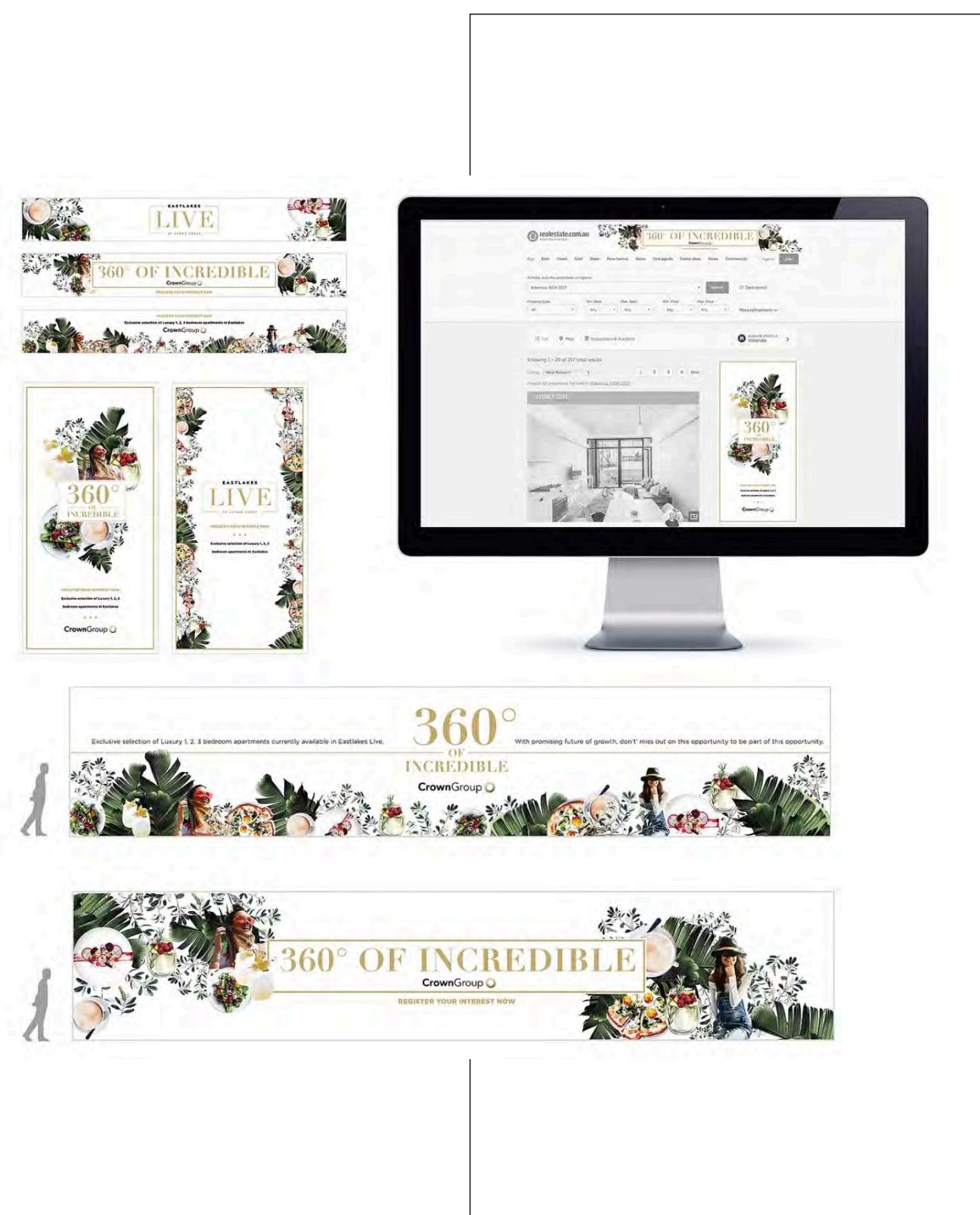
Land Rover Polo

The art direction and design of all collateral and signage for Land Rover Polo summer event.



Rachel Sims





EASTLAKES
LIVE

**360°
OF
INCREDIBLE**

Exclusive selection of Luxury 1, 2, 3 bedroom apartments currently available in Eastlakes Live.

With promising future of growth, don't miss out on this opportunity to be part of this opportunity.

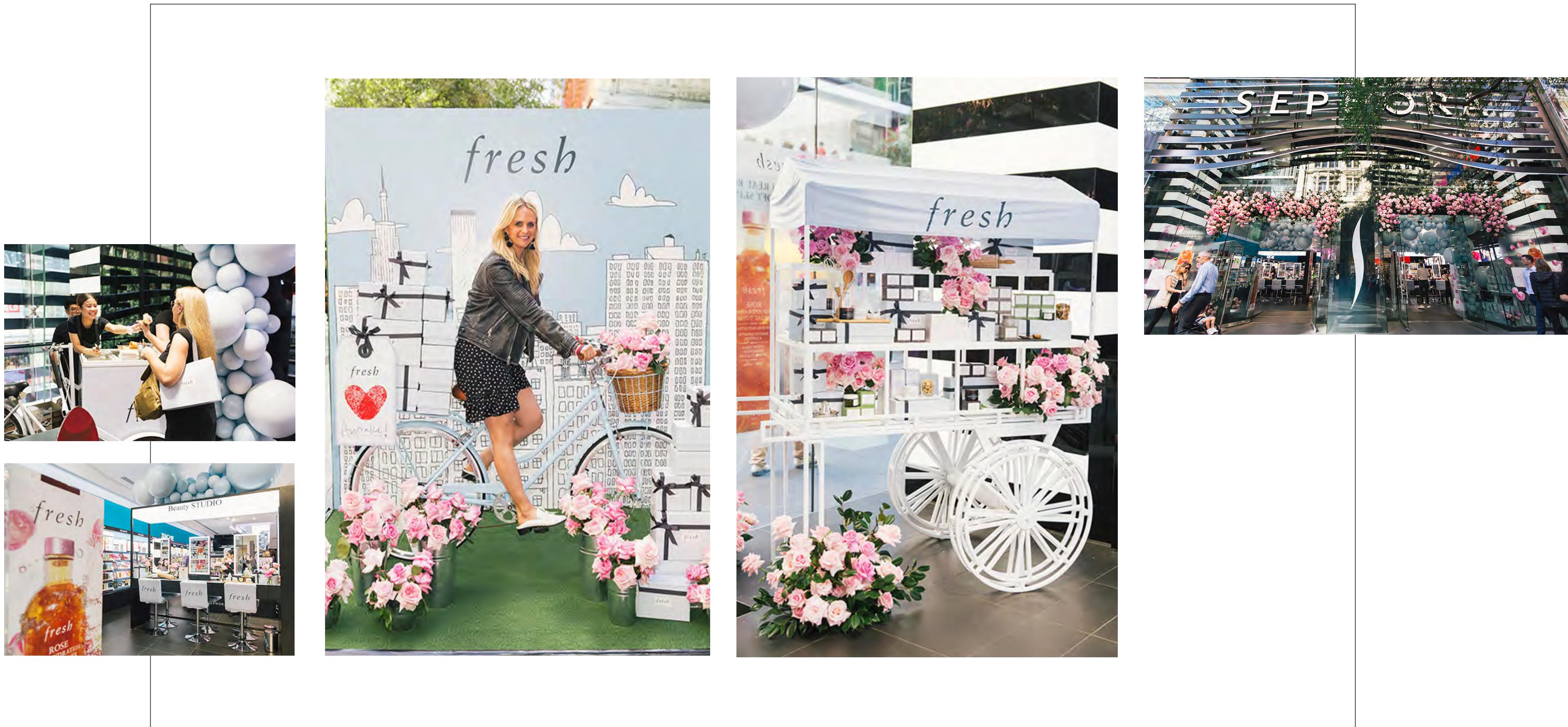
Crown Groups 1-billion-dollar regeneration of Eastlakes is set to revitalise the suburb bringing unparalleled parklands, amenity retail, restaurants and cafes to the area.

With promising future of growth, don't miss out on this opportunity to be part of Eastlakes Live.

REGISTER YOUR INTEREST NOW **CrownGroup** WWW.EASTLAKESLIVE.COM.AU







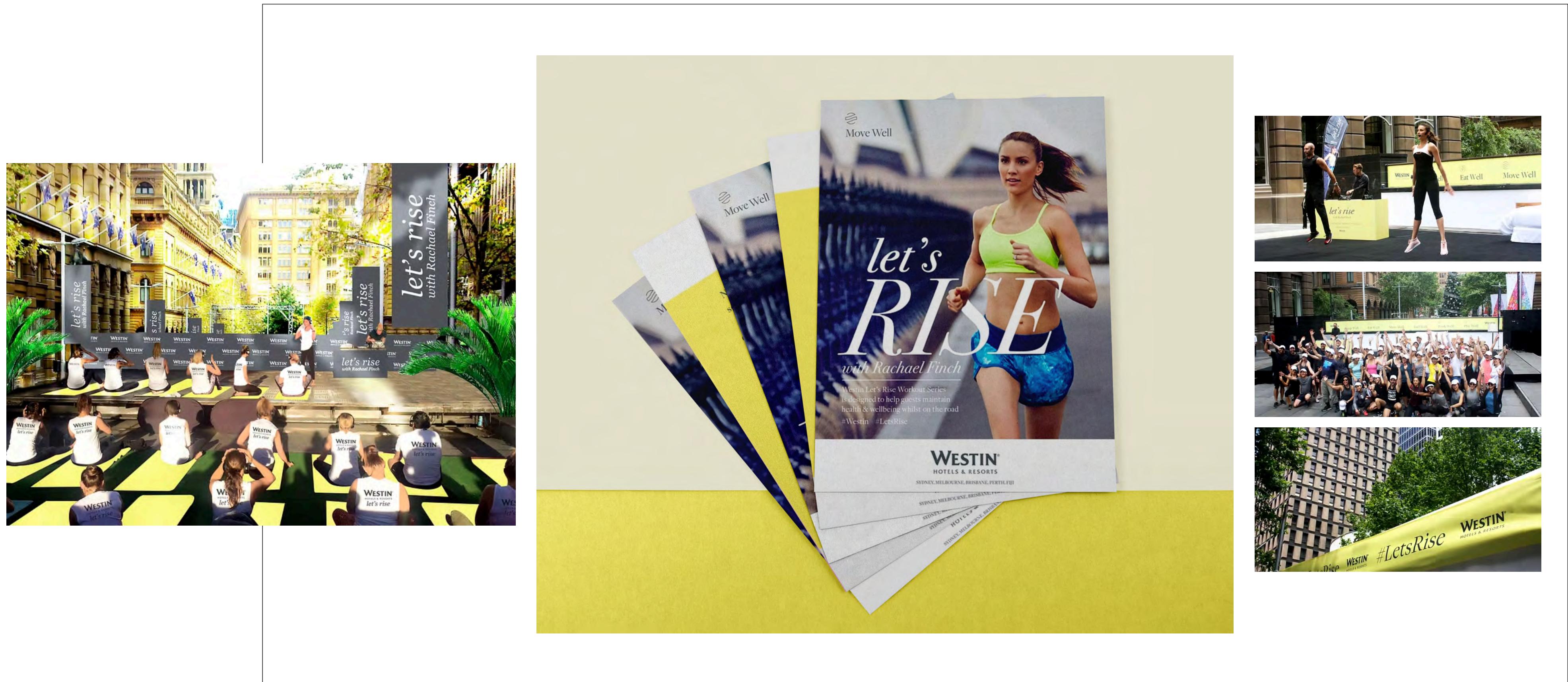
Sephora x Fresh

The art direction and design of all creative for the Sephora x Fresh product launch.

PANDORA

Rachel Sims



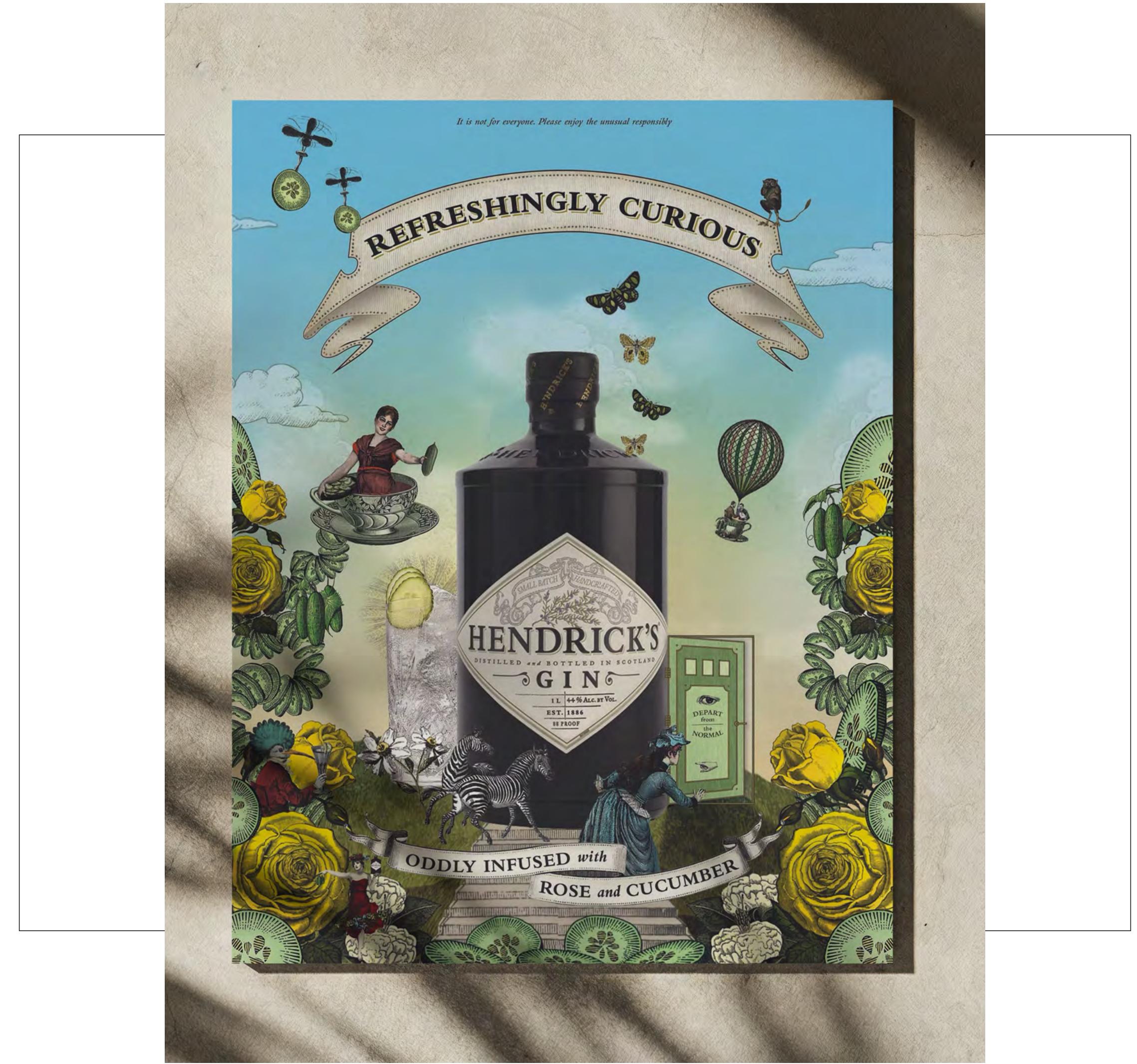


The Weston x Rachael Finch

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



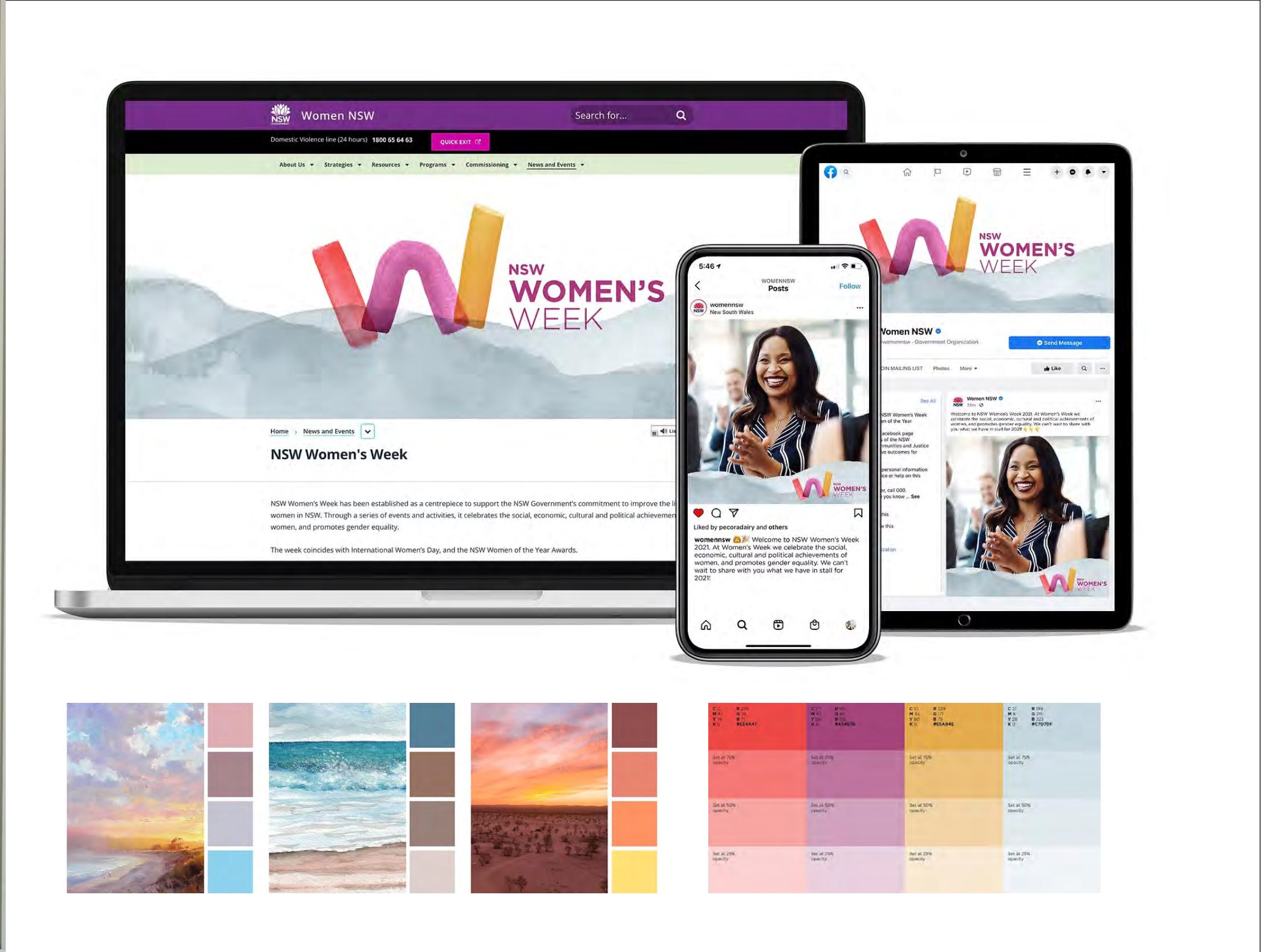
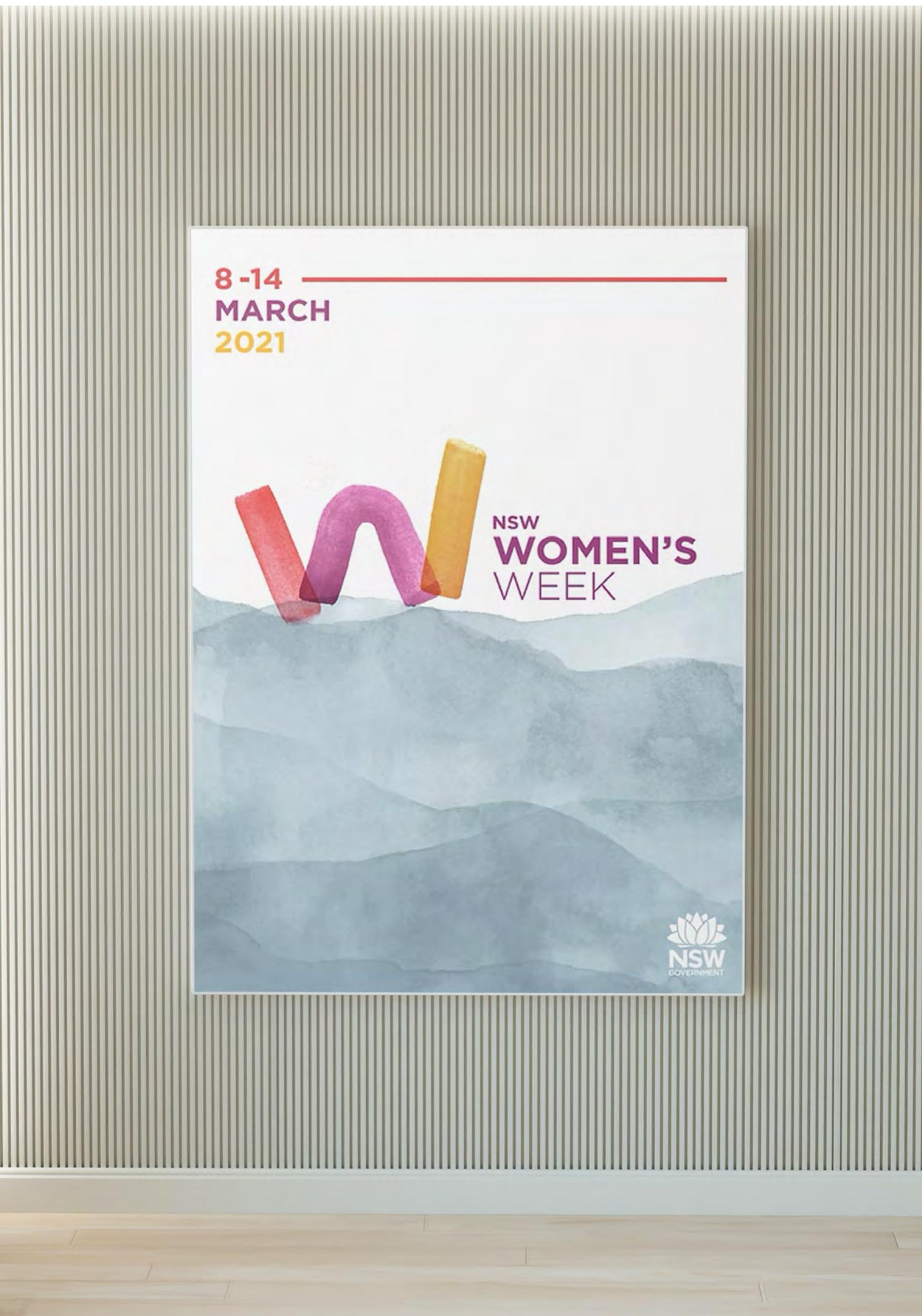
Rachel Sims

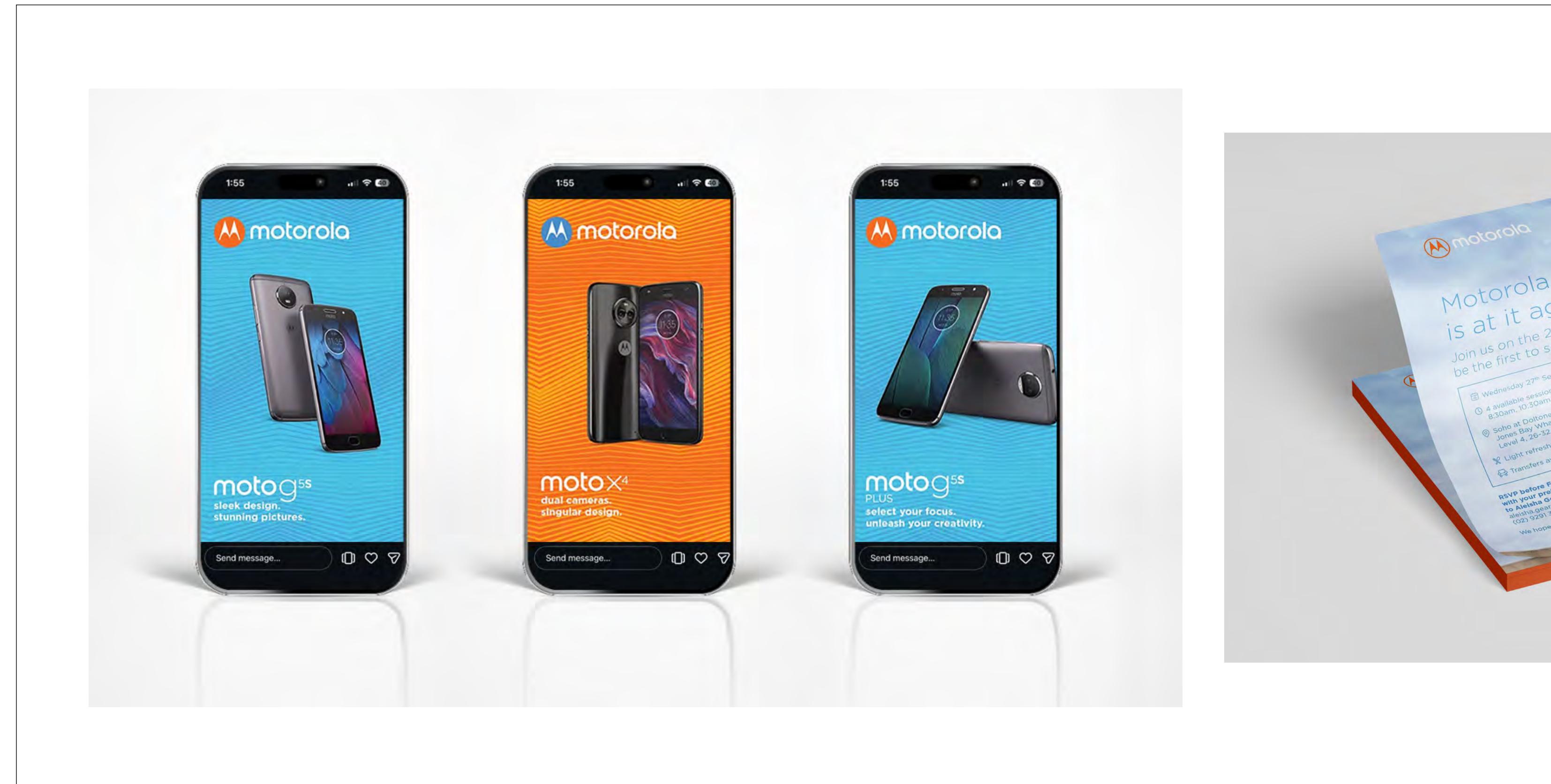


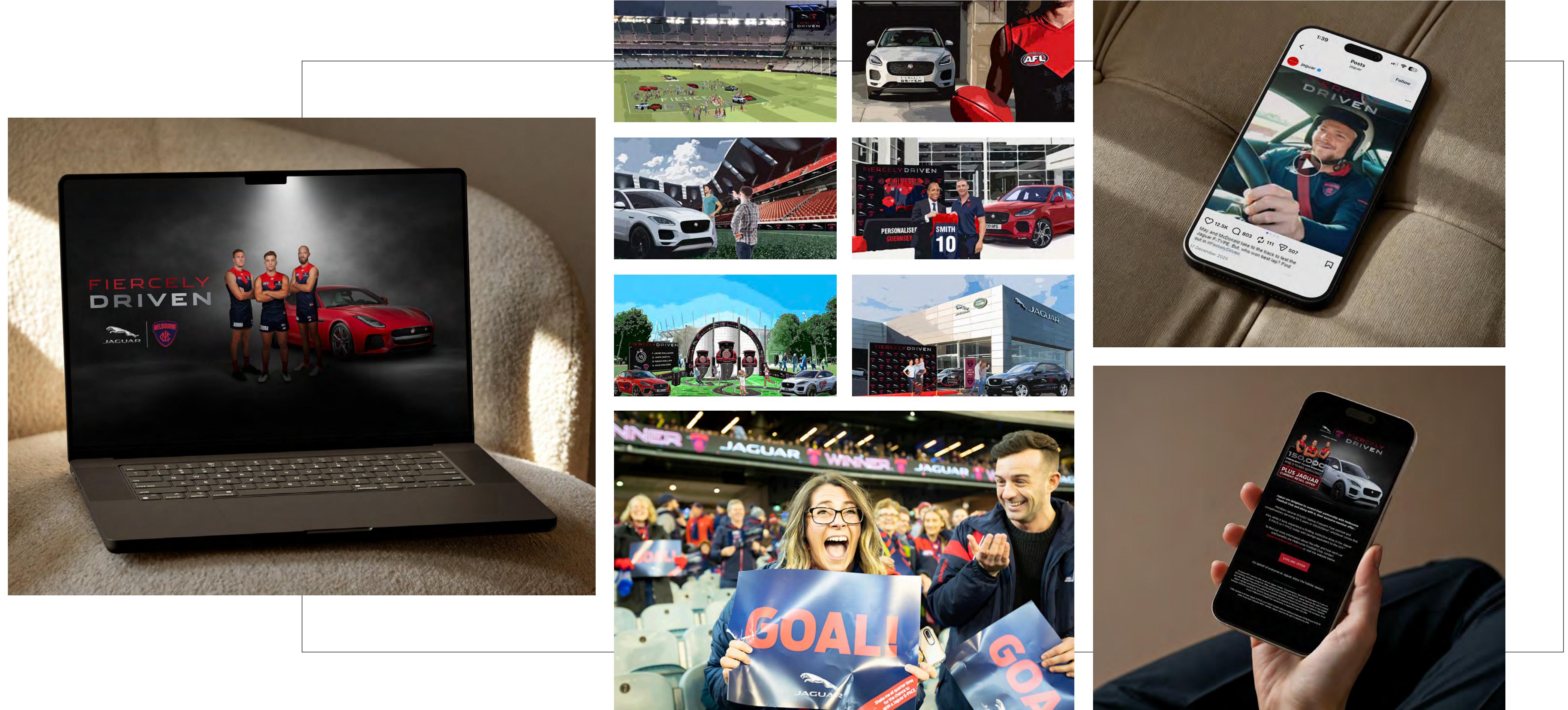
Hendricks
Hendrick key visual design for roll out of campaign.

HENDRICK'S
GIN

Rachel Sims

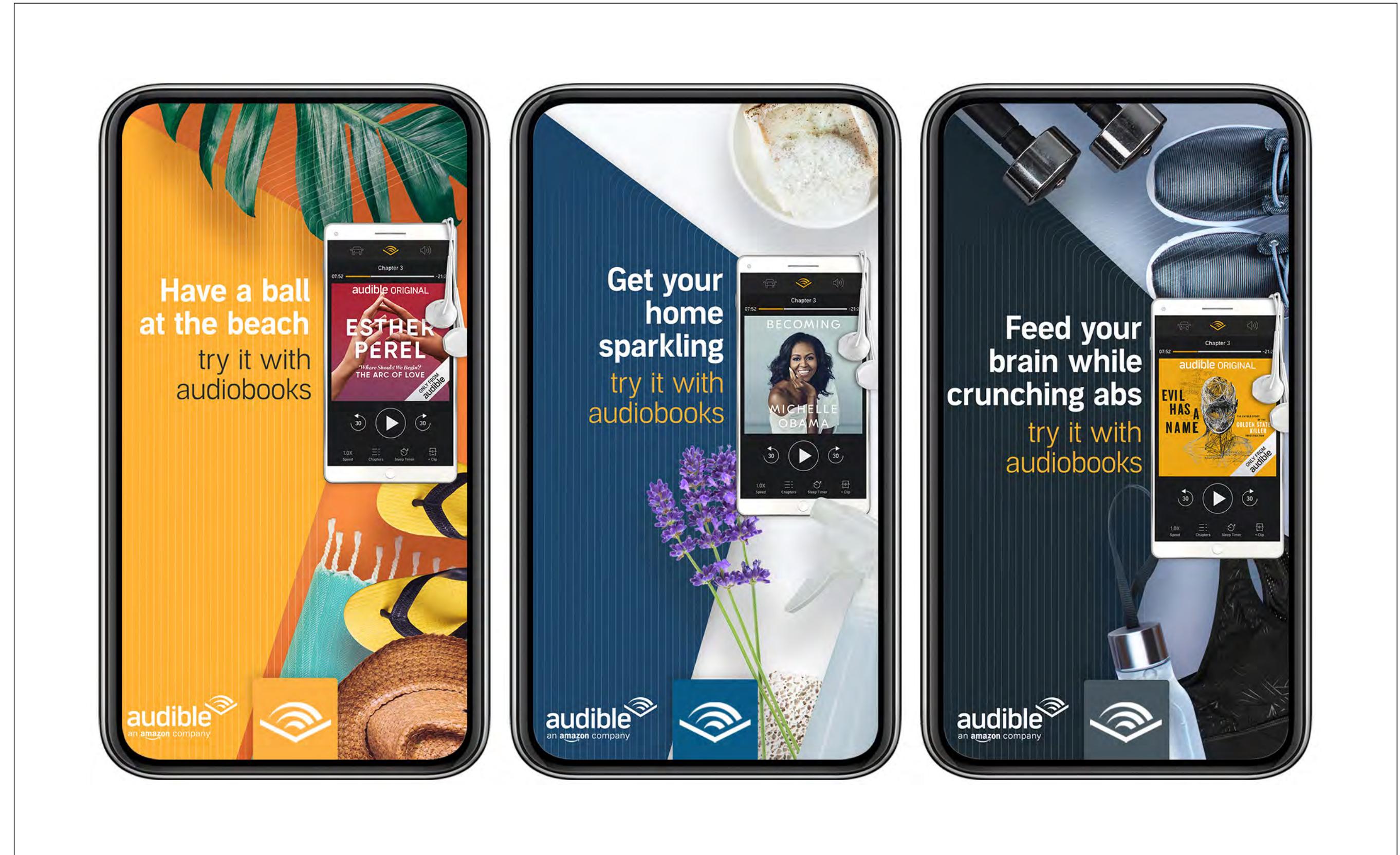


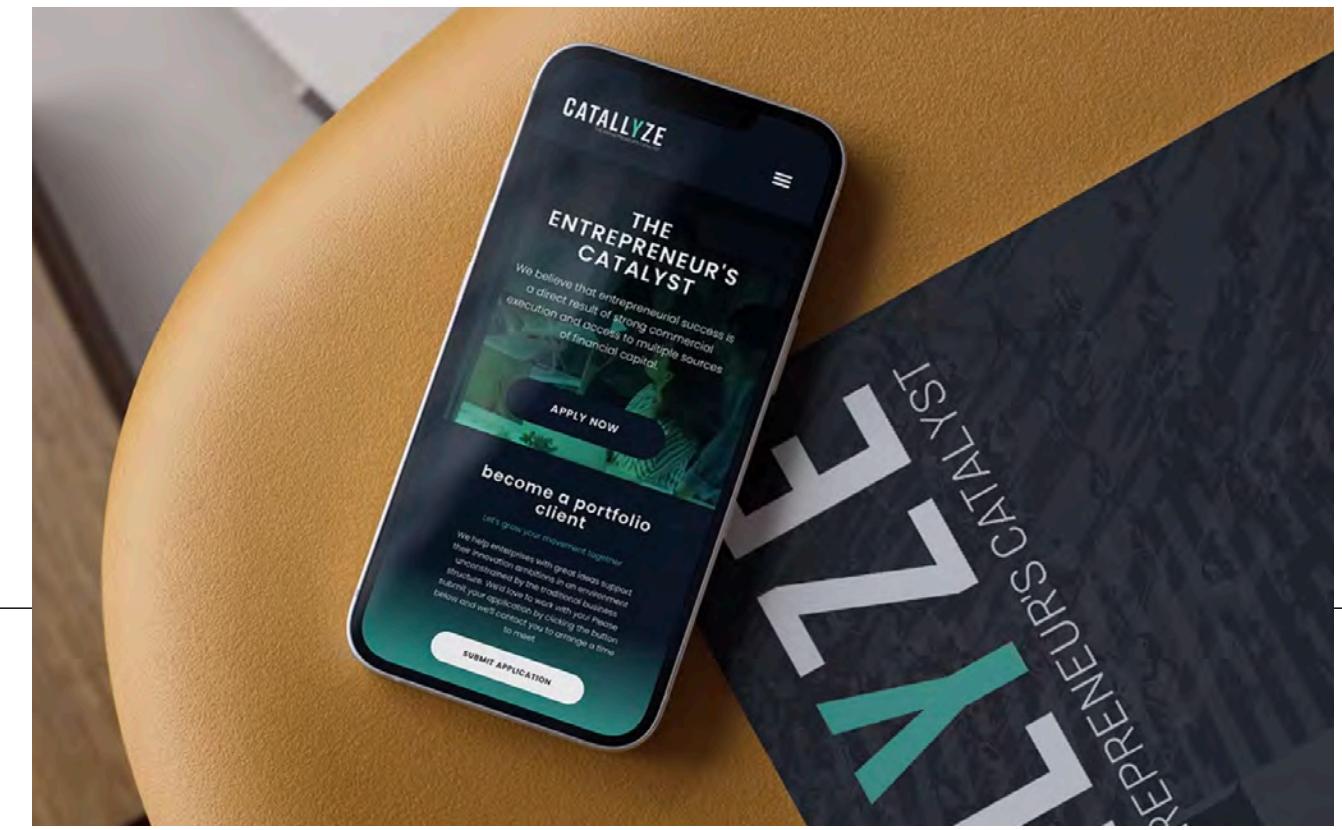
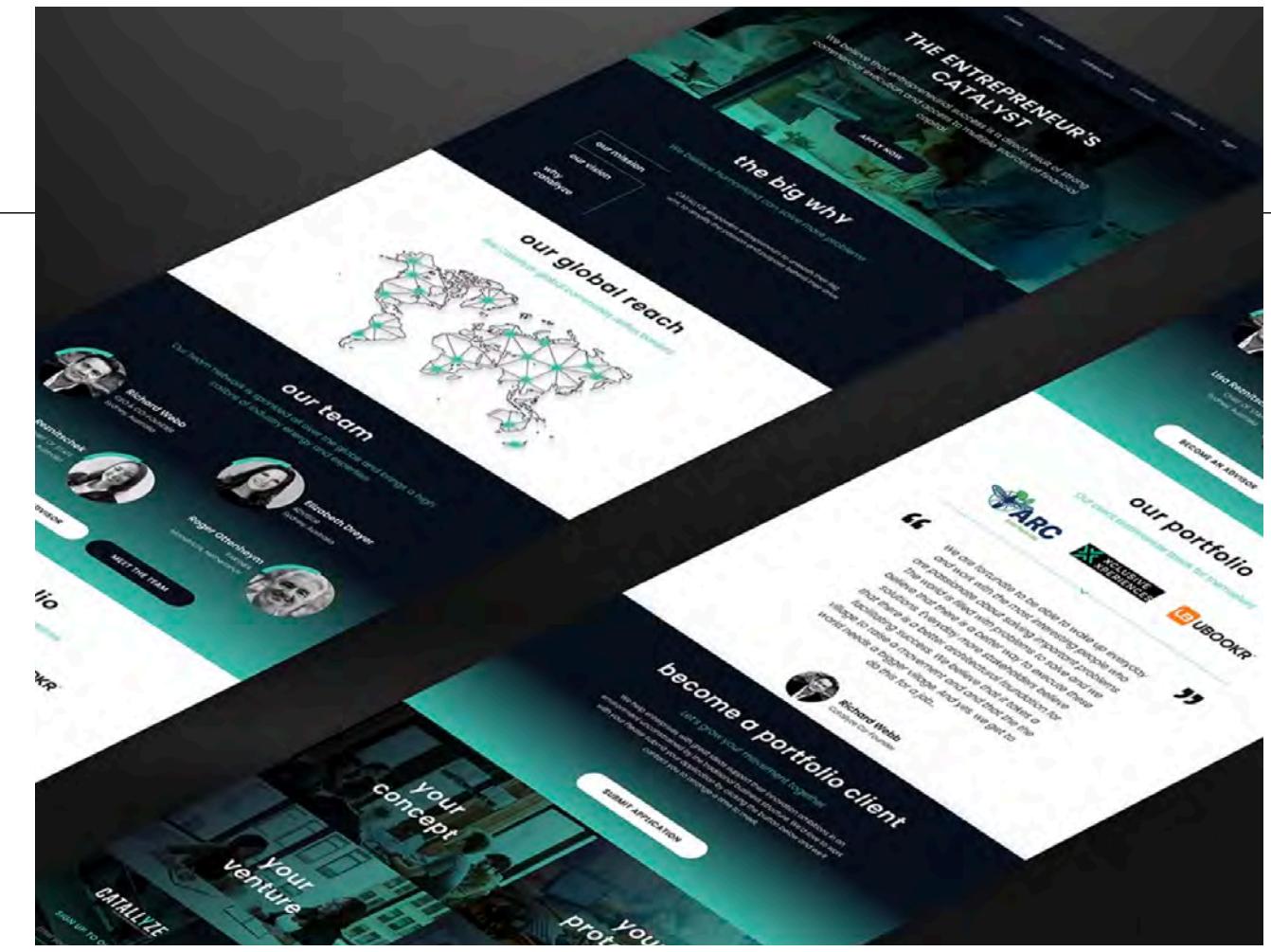
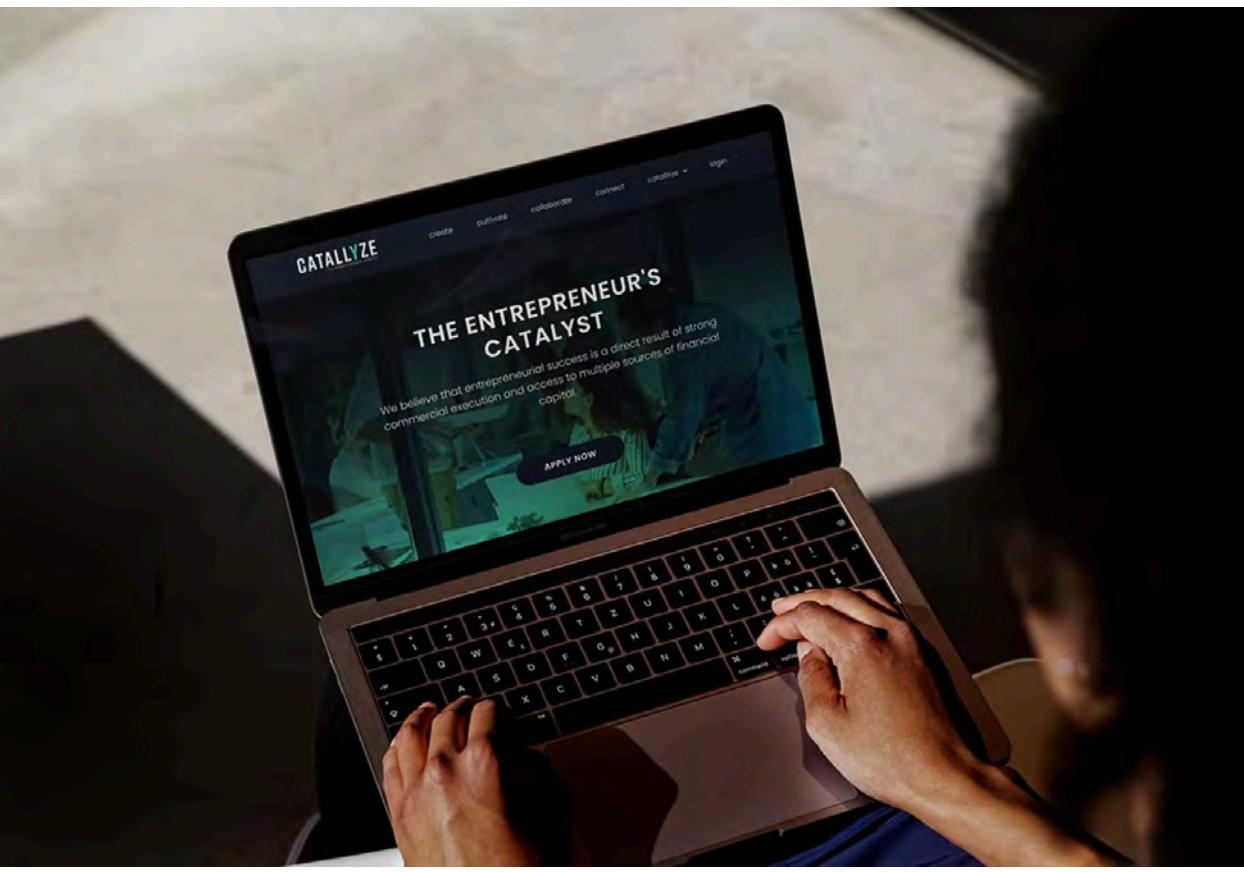


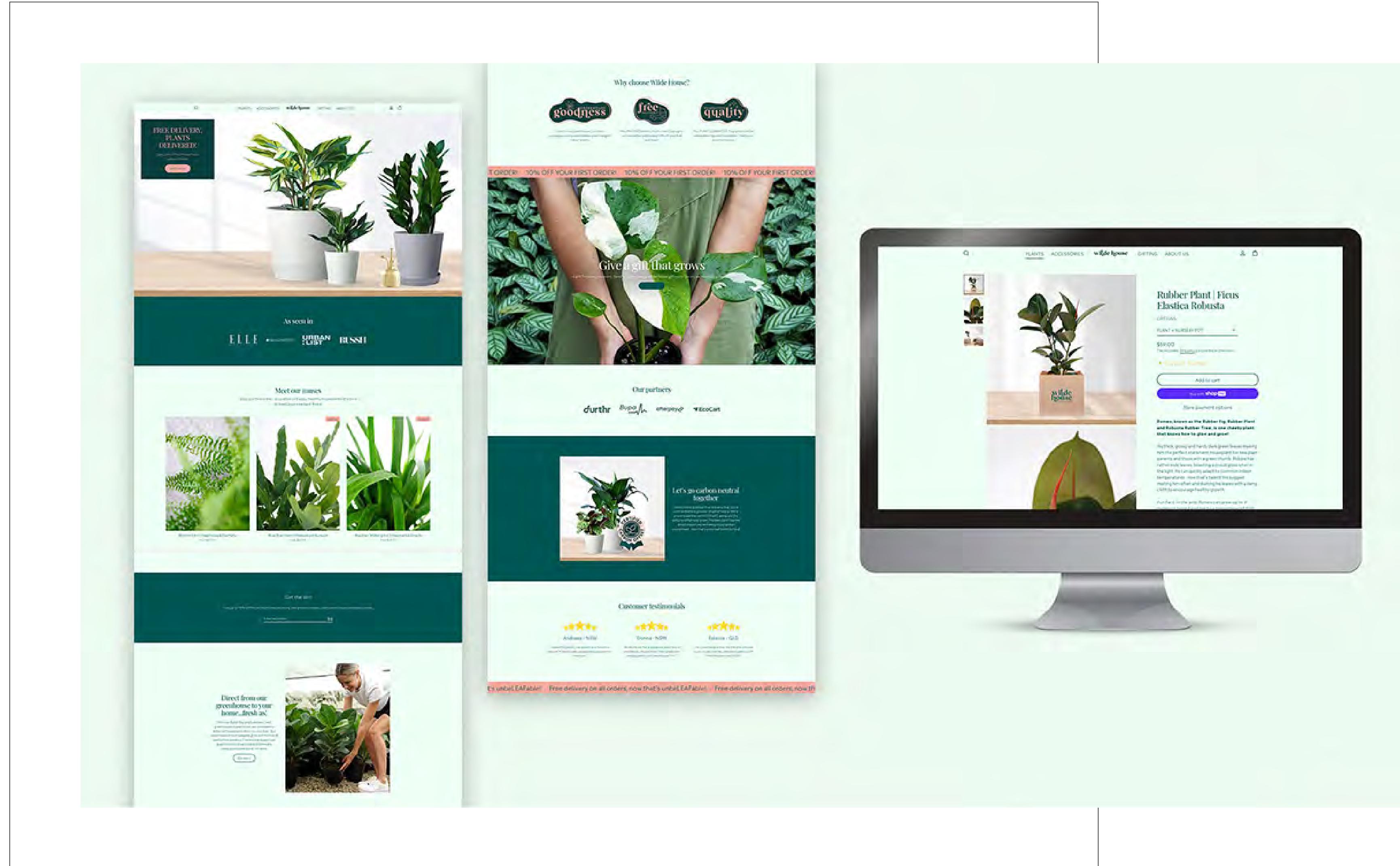


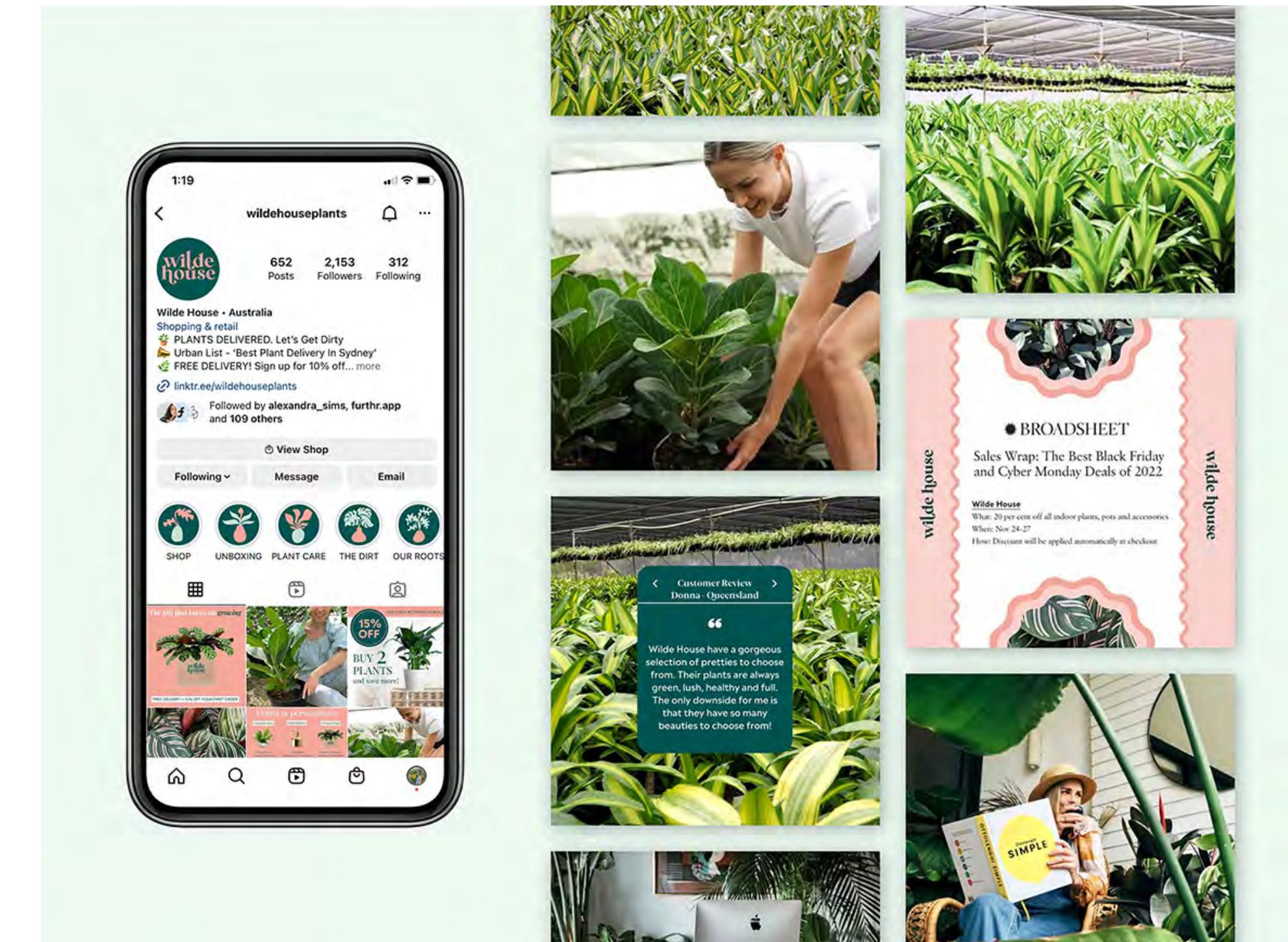


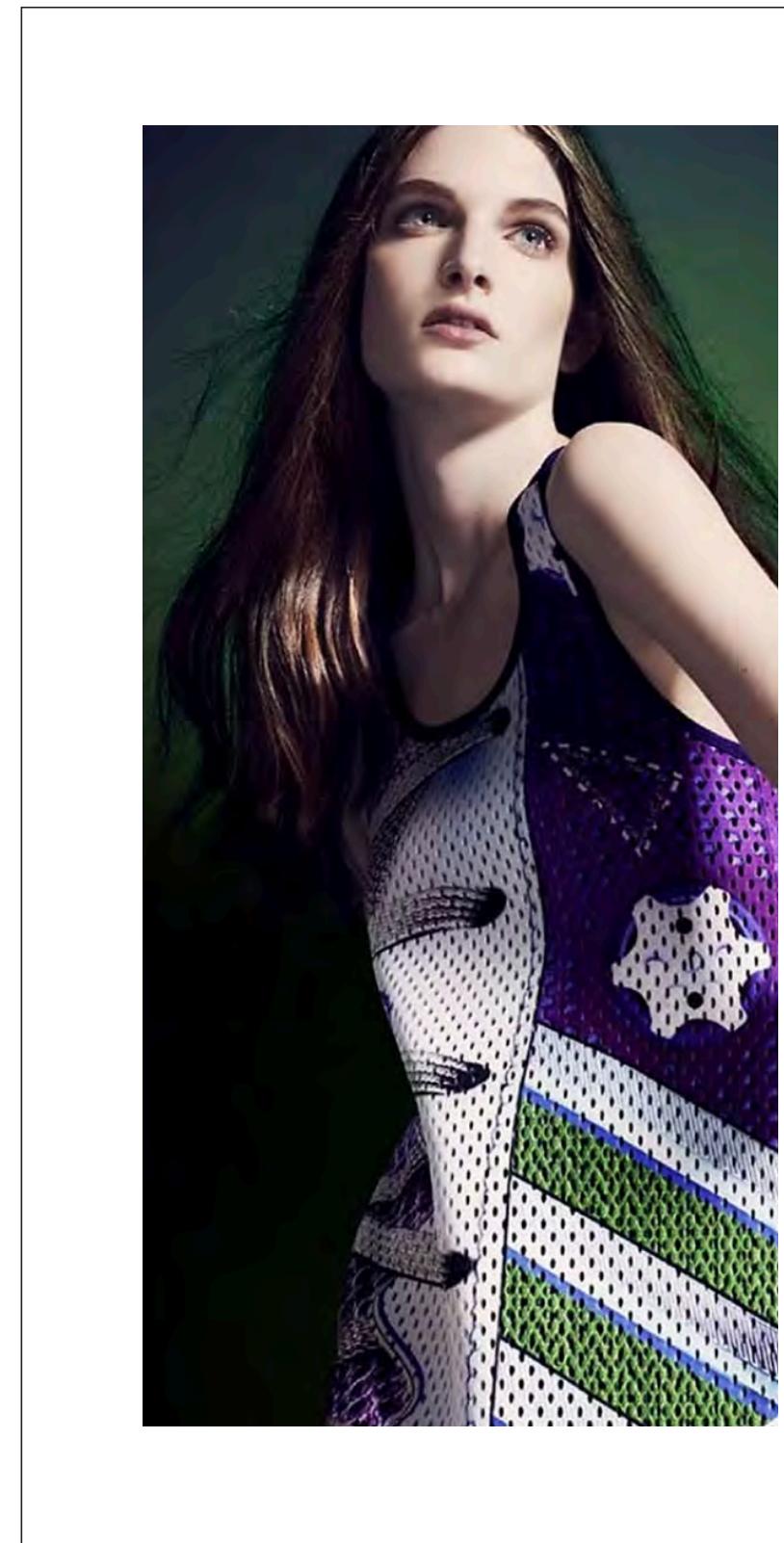












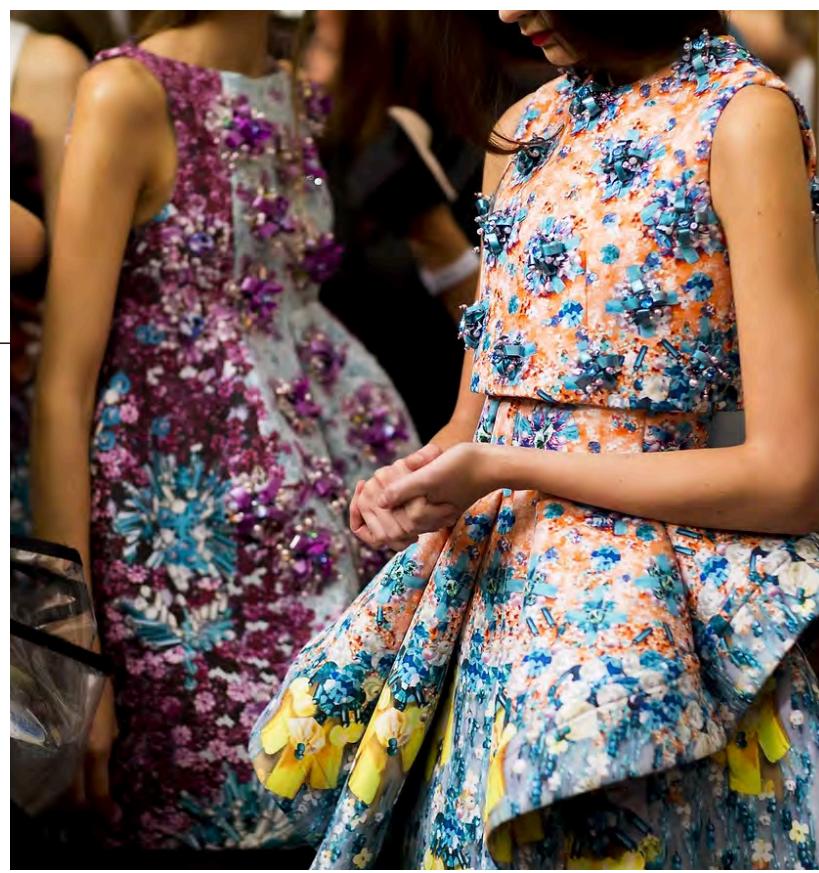
Mary Kartantzou x Adidas

Print designs for Mary Katrantzou x Adidas collaboration.

MARY KATRANTZOU



Rachel Sims

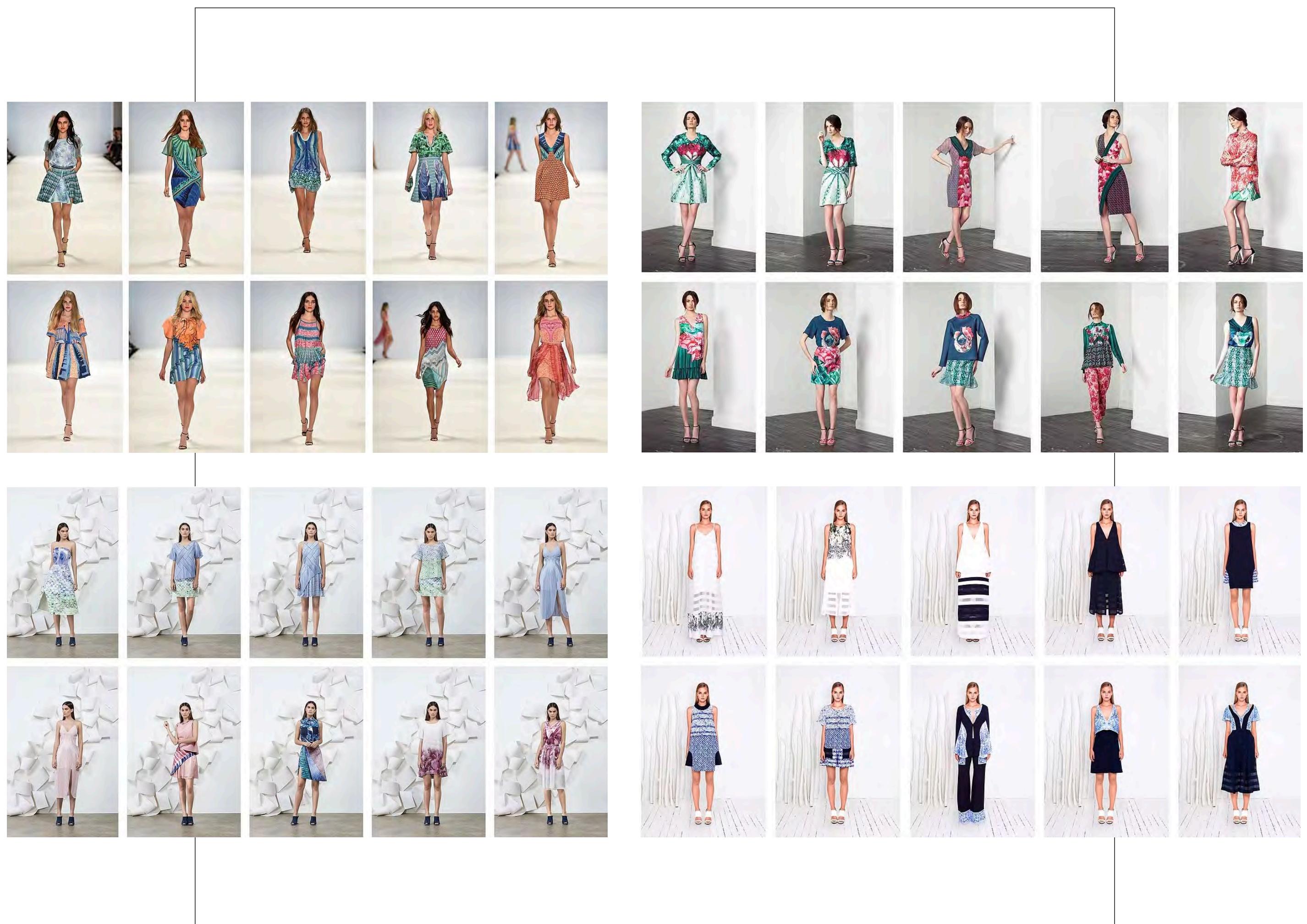


Mary Kartantzou

Print designs - London Fashion Week - Fall 2012, Spring/Summer 2013, Fall 2014, Spring/Summer 2014, Fall 2014 and Resort 2013.

MARY KATRANTZOU

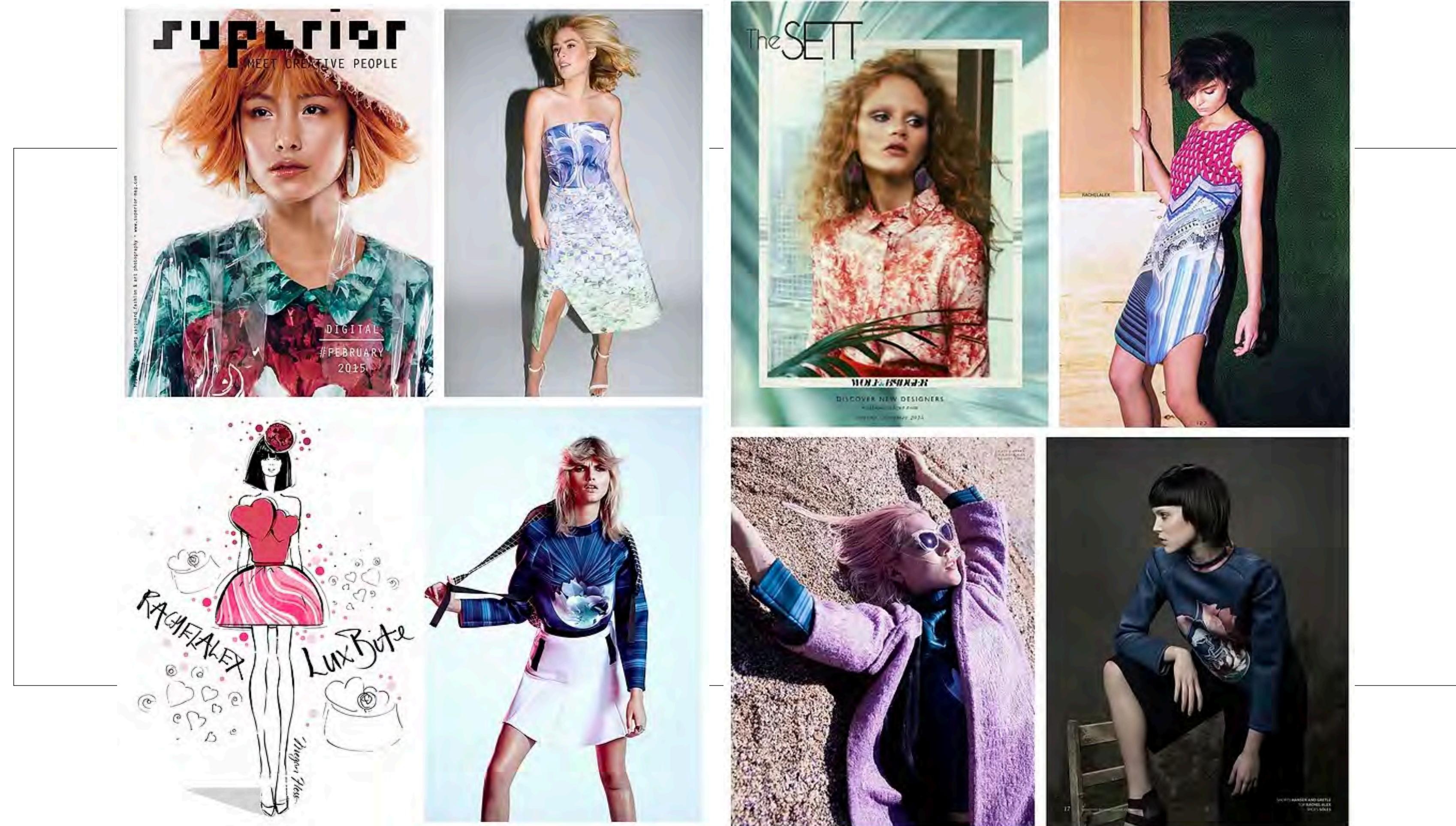
Rachel Sims



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

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

Rachel Sims

Let's Chat

rachelalicesims@gmail.com