

SELECTED WORKS

ALEXANDER RICHARDSON

CREATIVE DIRECTION

PROFILE



Alexander Richardson is a creative director working across brand, product, campaigns, editorial, and special projects. He operates at the intersection where taste, strategy and execution meet, building brands and creative systems that are both culturally resonant and commercially credible.

His background spans luxury, sport, media, tech & innovation allowing him to move fluently between concept, narrative, product, and presentation. From established brands to emerging ventures, he brings a rare combination of visual judgement, strategic clarity, and hands-on development experience – shaping work that feels intentional, distinctive, and clean.

SELECTED CLIENTS & COLLABORATORS

ACRONYM • ARC'TERYX • CIELE • COACH
COTE&CIEL • DISTRICT VISION • GSTAR:RAW
GIORDANA • HOKA • MARC JACOBS • MONCLER • NORDA
PERRY ELLIS • REBECCA MINKOFF • REED KRAKOFF • SATISFY
STERLING RUBY STUDIO • TECHUNTER • THE HUNDREDS • WILSON

SELECTED WORKS

TECHUNTER

- Editorial Direction
- Campaigns & Partnerships
- Audience Growth



COACH

- Special Projects
- Brand Expression
- Product Storytelling



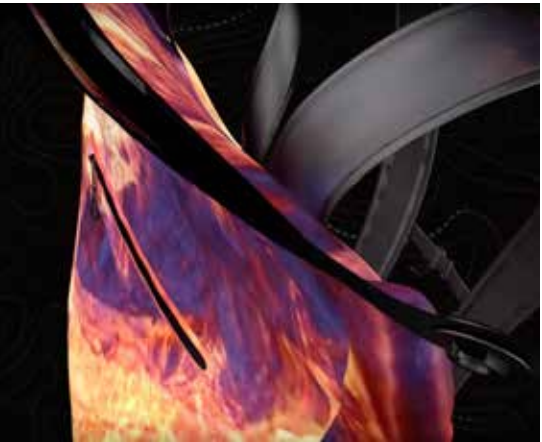
STERLING RUBY STUDIO

- Luxury Accessories
- Design Direction
- Cultural Positioning



ESP

- Concept Development
- Brand Systems
- Product Innovation



AVENIR

- Brand Building
- Product Direction
- Cultural Storytelling



TECHUNTER

EDITORIAL DIRECTION + BRAND EXPANSION

TECHUNTER operates between industry insiders and culturally engaged consumers—bridging technical expertise, editorial authority, and market-facing storytelling.

Alexander Richardson helped refine that position through partnerships, content direction, events, and brand development across print, digital, and physical touch-points. His role centered on strengthening TECHUNTER’s credibility, expanding its reach, and sharpening its voice within global performance apparel.

SELECTED CONTRIBUTIONS

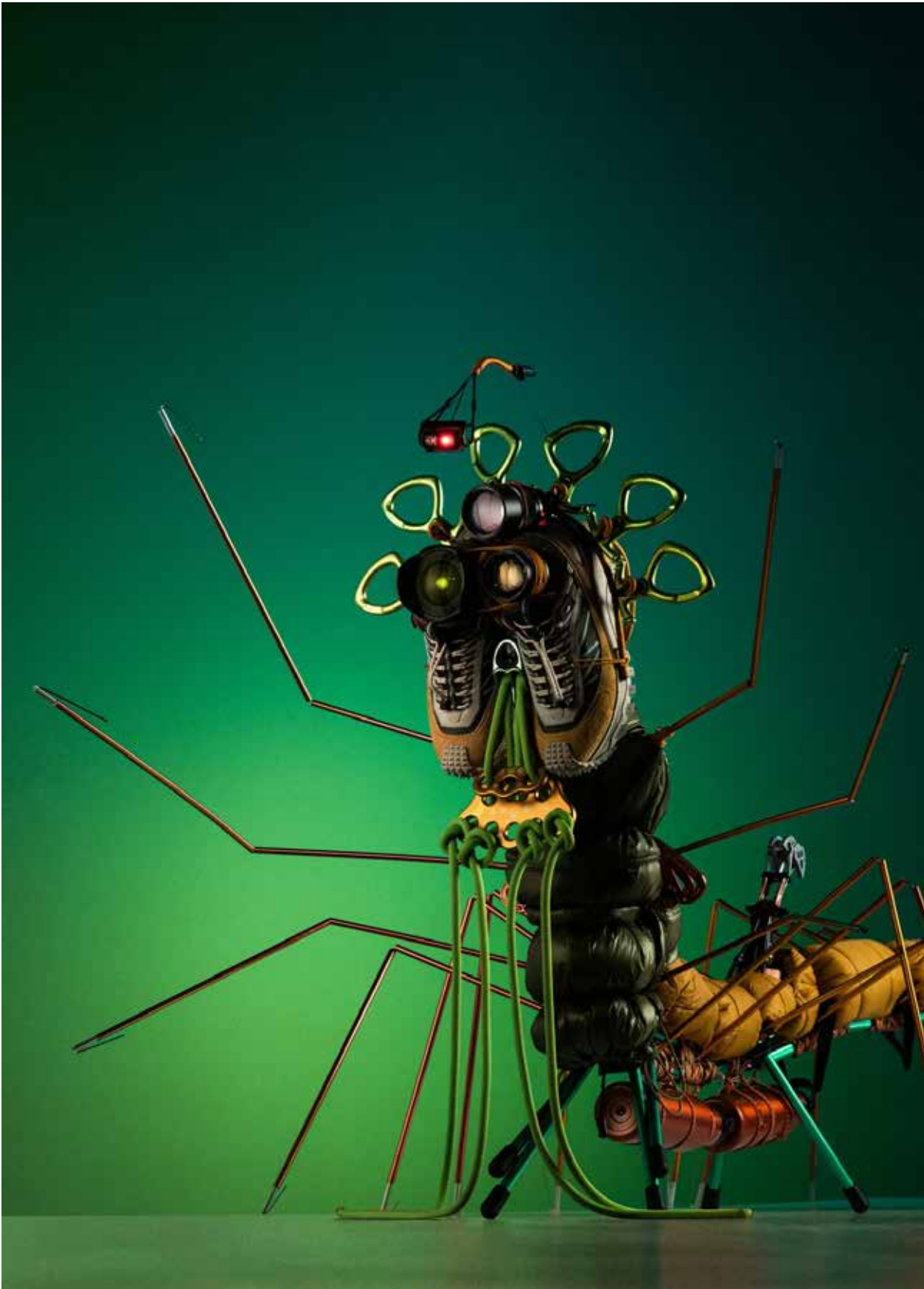
- Editorial Strategy
- Brand Positioning
- Partnership Development
- Visual Identity + Content Direction
- Print, Digital, and Event Storytelling

DETAILS

EDITORIAL / MEDIA PLATFORM

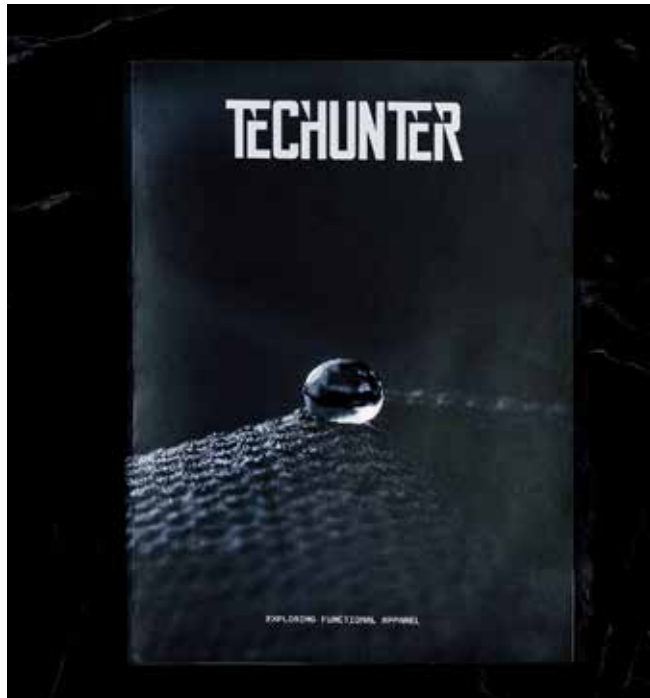
PARIS FRANCE

2022 – 2024



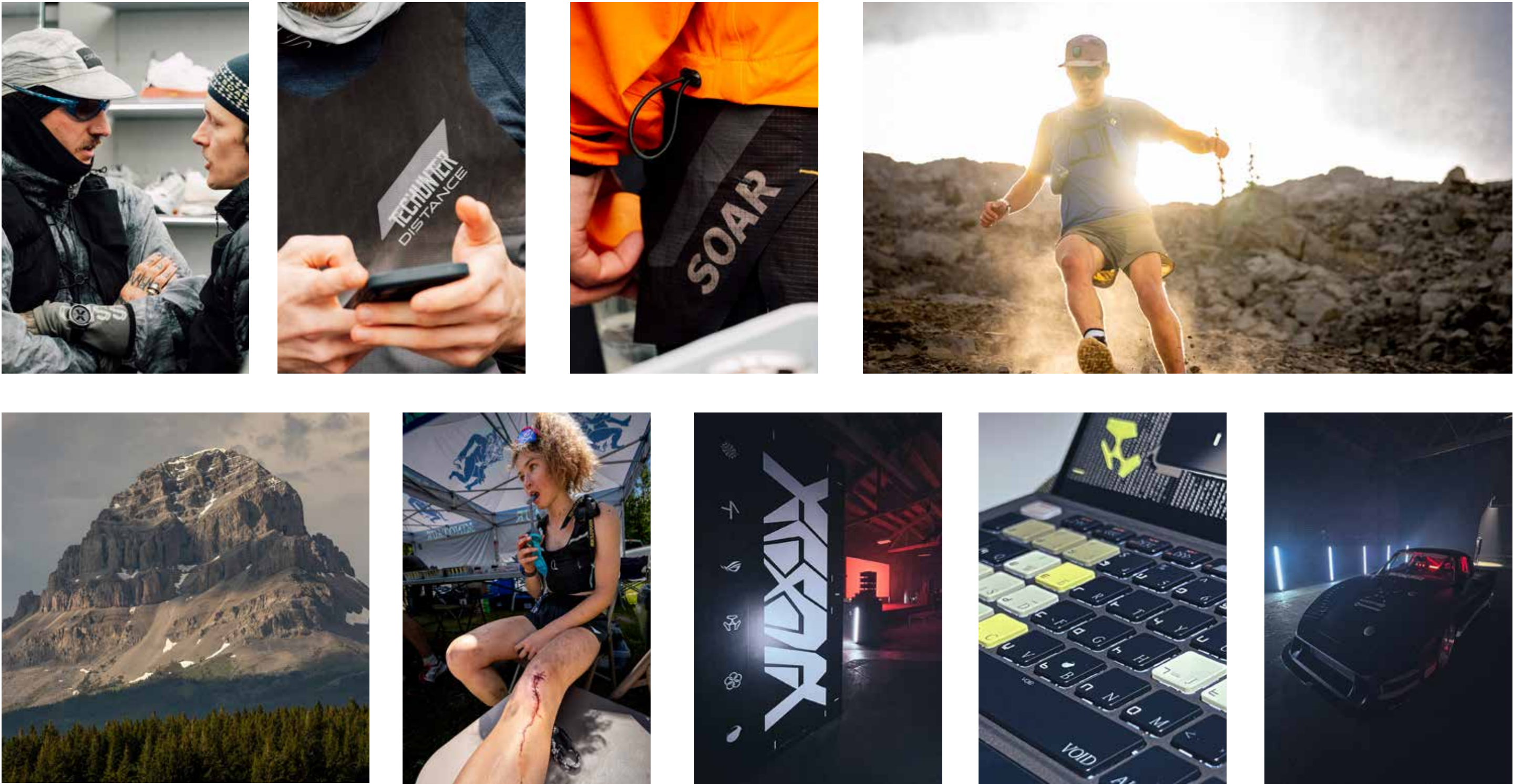
PRINT ISSUES 08 + 09

DETAILS – TH08 and TH09 re-established TECHUNTER's print presence through sharper editorial direction, stronger partner support, and original content development.



ACTIVATIONS + EVENTS

DETAILS – TECHHUNTER extended its authority beyond publishing through partner activations, event design, logistics, and cross-channel coverage.



CAMPAIGN – MONCLER x GOZZILAH

DETAILS – A concept-led Moncler collaboration developed through TECHUNTER for the brand's global Grenoble campaign in 2024.

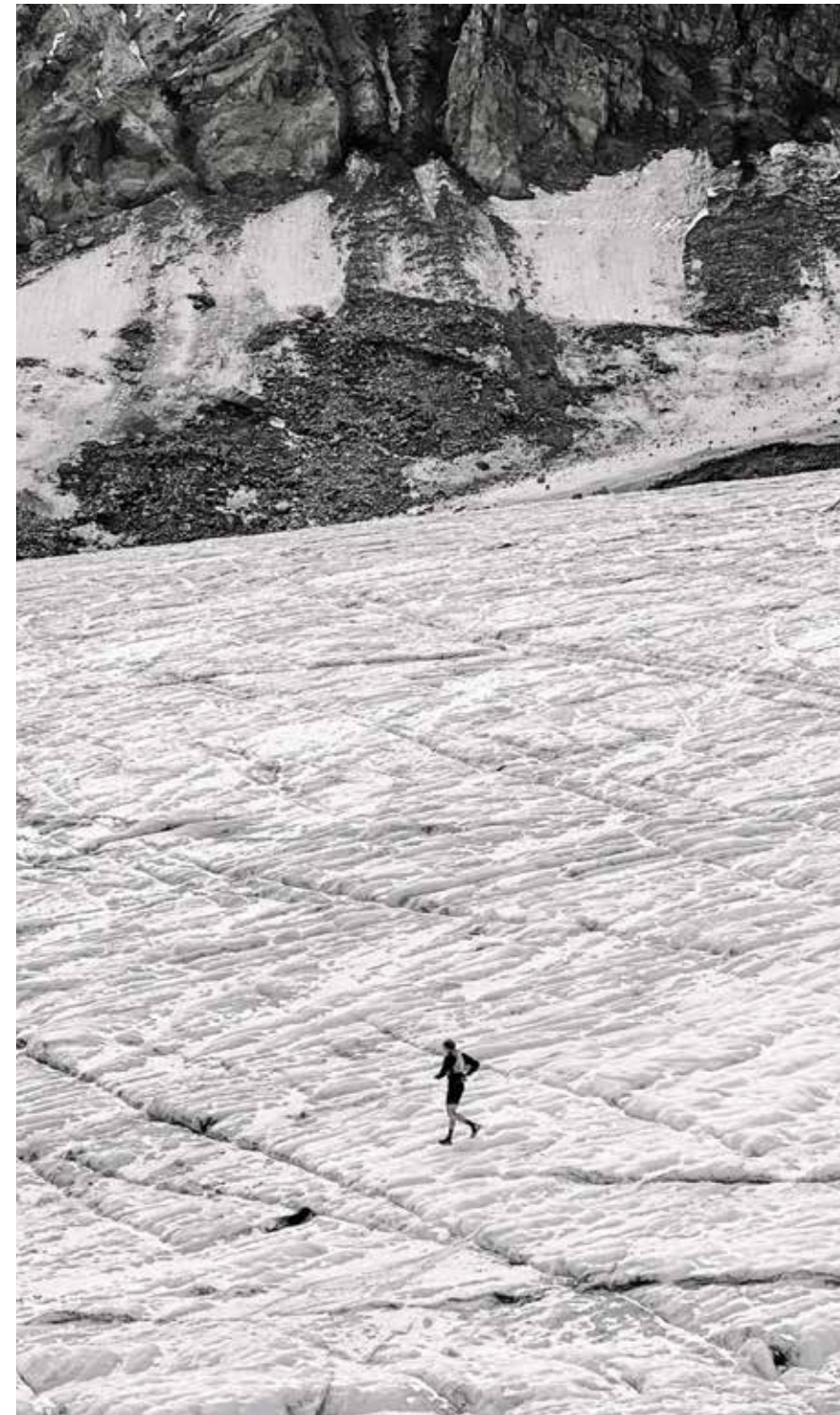


BRANDED EDITORIAL

DETAILS – TECHUNTER’s editorial platform extended into partnership-driven campaigns & field-built storytelling—translating specialist credibility into visually distinctive brand work across radically different contexts.

ARTICLE – THE GRAVEL SIDE OF THE MOON

ARTICLE – KAZBEGI TRAILS



COACH

SPECIAL PROJECTS + BRAND EXPRESSION

Coach is an iconic American luxury brand whose evolution has depended on balancing heritage, relevance, and product innovation across a global market. Alexander Richardson contributed to special projects that helped reinterpret that legacy for a new audience—developing work across product storytelling, collaboration, and brand expression within a highly visible commercial context. The work required clarity, restraint, and the ability to operate inside an established brand while pushing it toward something more contemporary and culturally resonant.

SELECTED CONTRIBUTIONS

Special Projects
Product Storytelling
Collaborations + Partnerships
Brand Expression + Visual Direction
Market-Facing Product Development

DETAILS

FASHION + ACCESSORIES

NEW YORK, NY USA

2014 – 2017



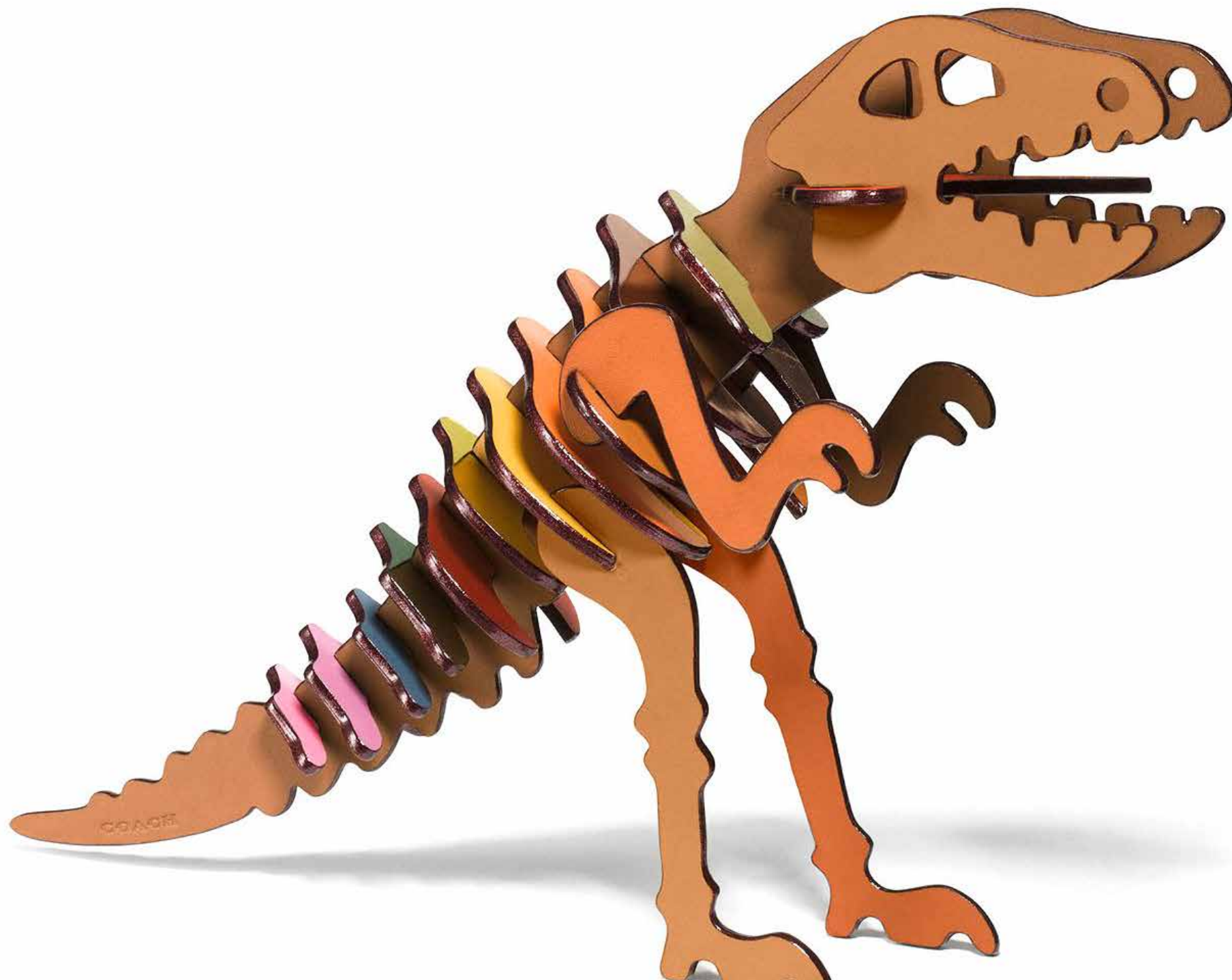
CRAFTSMANSHIP BAR

DETAILS— Concept, hardware, and material development for Coach flagships in collaboration with the global environments team.



REXY THE DINOSAUR

DETAILS— Character concept development for Coach's REXY platform, developed for special presentations and gifting.



MICKEY MOUSE

DETAILS— A limited-edition Disney collaboration spanning accessory, toy, and product development for a global Coach activation.



SNOOPY

DETAILS— A limited-edition Peanuts collaboration spanning accessory, toy, and product development for a global Coach activation.



VIP GIFTING

DETAILS— Custom small leather goods developed for Coach's top-tier VIP gifting program.



STERLING RUBY STUDIO

LUXURY ACCESSORIES + DESIGN DIRECTION

Sterling Ruby Studio translated the language of a globally recognized artist into a fashion and accessories world with real cultural and commercial presence. Alexander Richardson contributed to the development of this inaugural expression through accessories design direction, material research, concept development, technical renderings, and production-minded sourcing. The work balanced artistic integrity with luxury execution—shaping objects and visual language intended for runway, retail, and high-visibility presentation.

SELECTED CONTRIBUTIONS

Accessories Design Direction
Materials & Silhouette Research
Technical Illustrations + Renderings
Custom Concepts for Runway & Retail
Global Sourcing + Production Development

DETAILS

FASHION / ACCESSORIES

LOS ANGELES, CA USA

2018



CONCEPT to PRODUCT

DETAILS – Concept-driven tote development translating Sterling Ruby Studio’s visual language into finished accessories.



NORTH / SOUTH TOTE
REFERENCES AND INSPIRATION



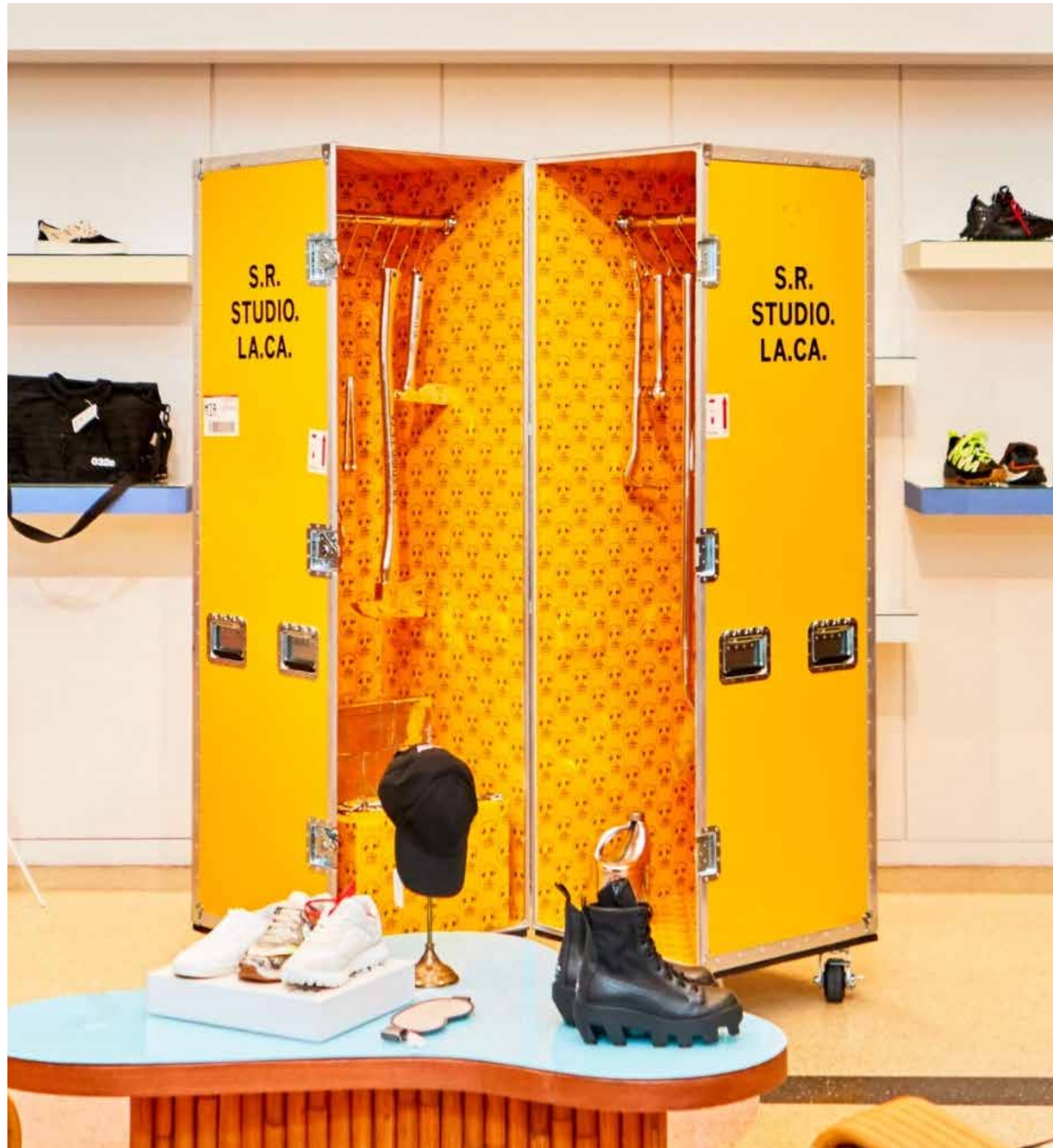
PITTI UOMO #96

DETAILS – Sterling Ruby Studio’s inaugural runway presentation at Pitti Uomo 96 introduced the accessories work within an international luxury context.



LUXURY RETAIL

DETAILS – Sterling Ruby Studio entered select luxury environments through wholesale partnerships, product placement, and installation-driven presentation. **PARTNERS** – The Webster, Broken Arm, SSENSE



PRESS

DETAILS— Press coverage positioned Sterling Ruby Studio’s inaugural fashion work within a wider cultural and editorial conversation. **OUTLETS** – [VOGUE](#) • [HYPEBEAST](#) • [GQ](#)

VOGUE

RUNWAY

Artist Sterling Ruby Turns Fashion Designer, Launches S.R. Studio. LA. CA. at Pitti Uomo

BY LUKE LEITCH

June 13, 2019

f

twitter

p



HYPEBEAST

STORE

Q

S.R. STUDIO. LA. CA. Keeps the Raf Simons Connection Alive in SS20 Collection

Sterling Ruby's debut as a solo designer.





Fashion

Jun 13, 2019

12.0K

9

Sterling Ruby

 officially launched his collection at [Pitti Uomo](#) today with a runway show at the Florence event. Named [S.R. STUDIO. LA. CA.](#), Ruby's debut show was host to a who's who of fashion, including [Raf Simons](#) and [Virgil Abloh](#), all showing out to support the artist-turned-designer.

GQ

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Style

Sterling Ruby's Fashion Line Is Officially On Fire

And the first pieces from S.R. Studio L.A. C.A.'s Pitti Uomo show are available right now.

BY SAMUEL HINE

June 14, 2019

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twitter

STERLING RUBY STUDIO

19

ESP

CONCEPT DEVELOPMENT + BRAND SYSTEMS

Extra Sensory Perception was an innovation-led luggage venture built around advanced materials, future-facing product concepts, and a distinct brand point of view. Alexander Richardson helped shape the project through concept development, product direction, brand systems, and market-facing creative—translating a speculative idea into a more coherent and commercially legible offering. The work balanced invention with clarity, building a visual and strategic framework that could support both product development and launch positioning.

SELECTED CONTRIBUTIONS

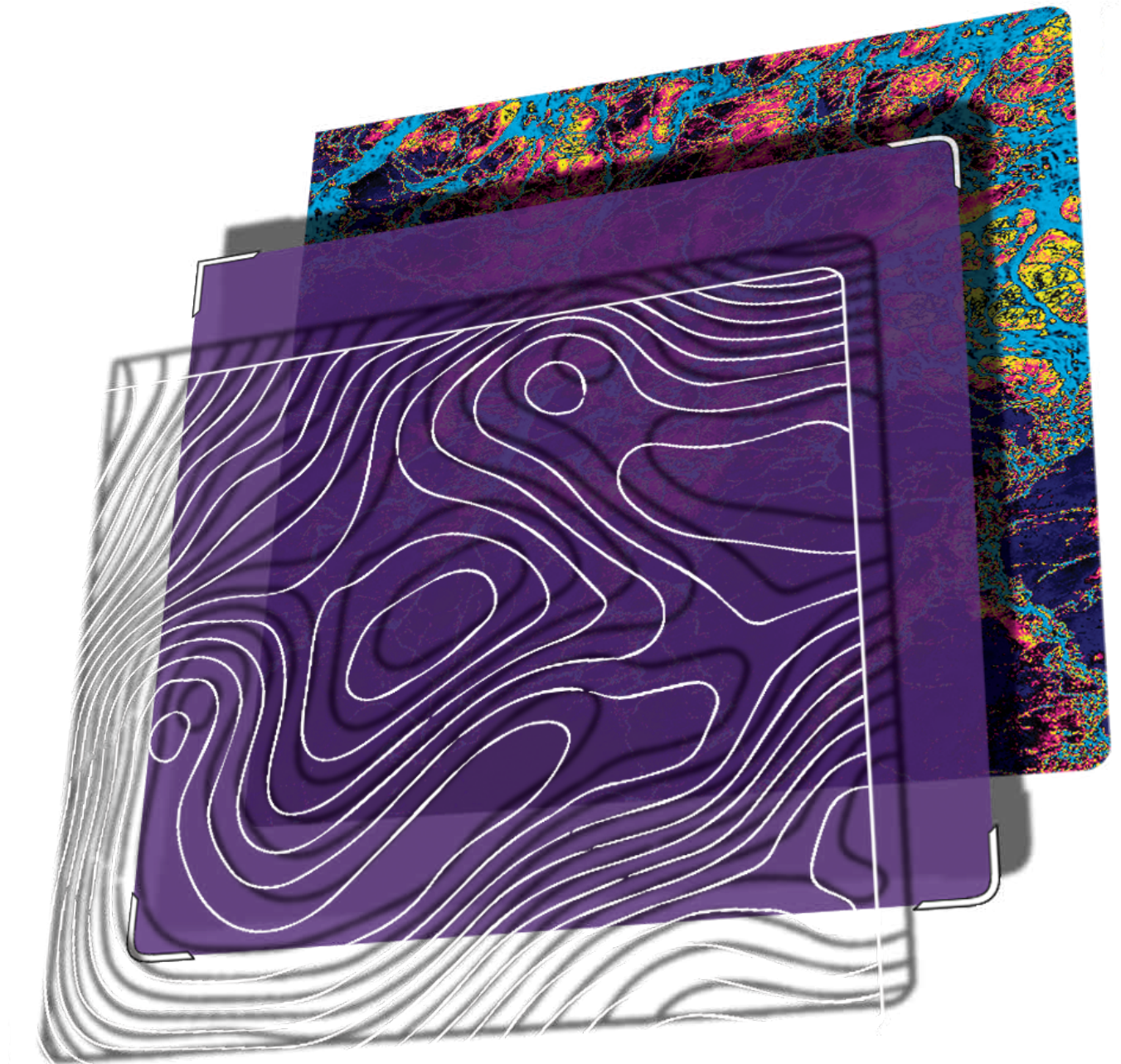
Concept Development
Brand + Product Direction
Visual Language + Systems
Materials Research + Product Storytelling
Launch Positioning + Market-Facing Creative

DETAILS

LUGGAGE + TRAVEL

AUSTIN, TX USA

2018 – 2019



VISUAL LANGUAGE + SYSTEMS

DETAILS— A visual system designed to translate ESP’s experimental product thinking into a coherent, future-facing brand language.

IDENTITY



VIBE



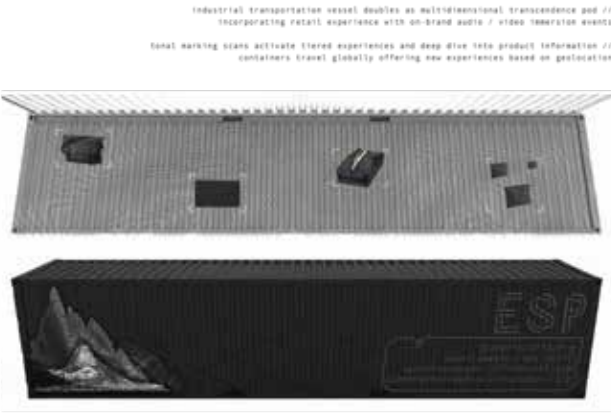
TARGET CUSTOMER



GOODS



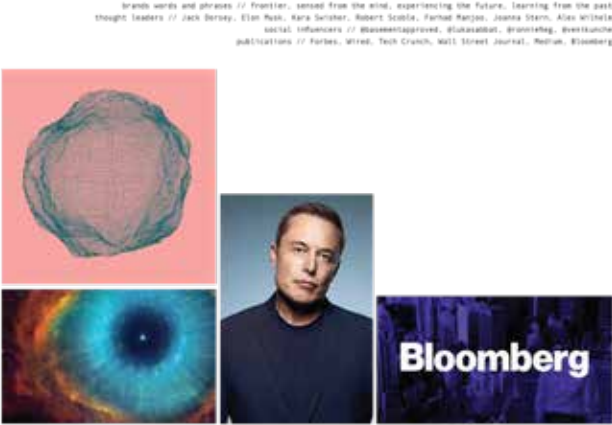
SATELLITE



SXSW // WEBSITE LAUNCH



CUSTOMER ASSOCIATION



PRICING & POSITIONING



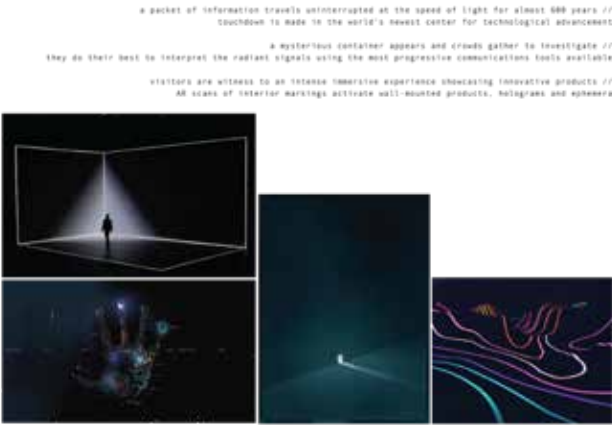
PHYSICAL



DIGITAL



AUGMENTED REALITY

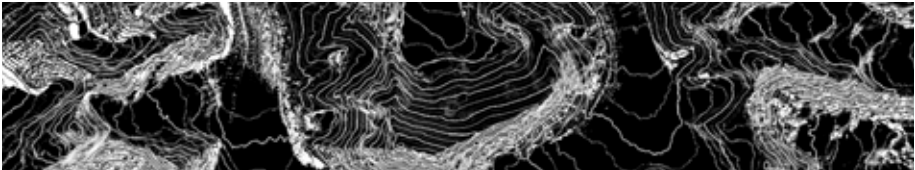
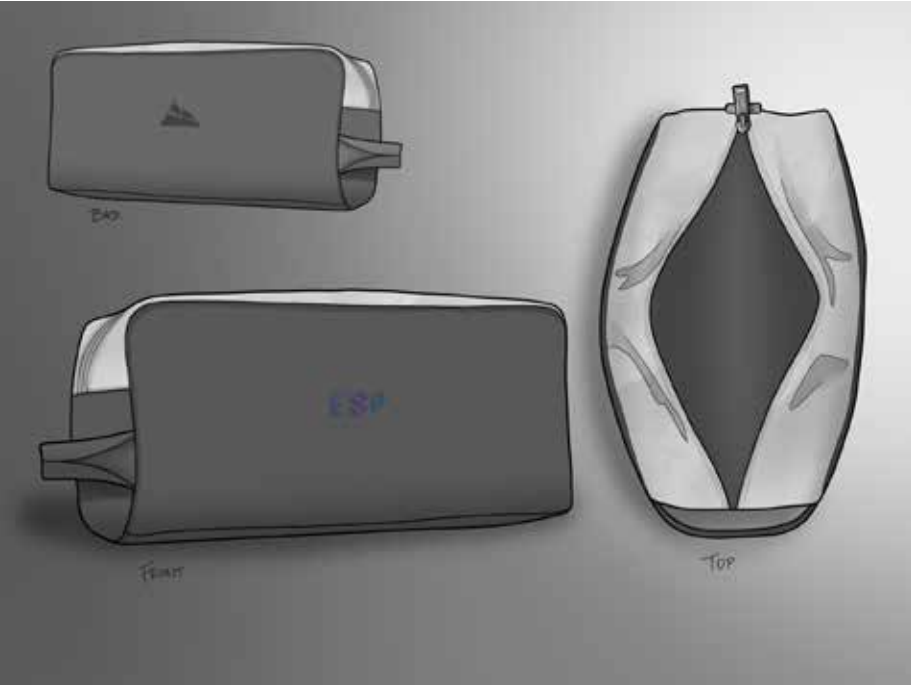
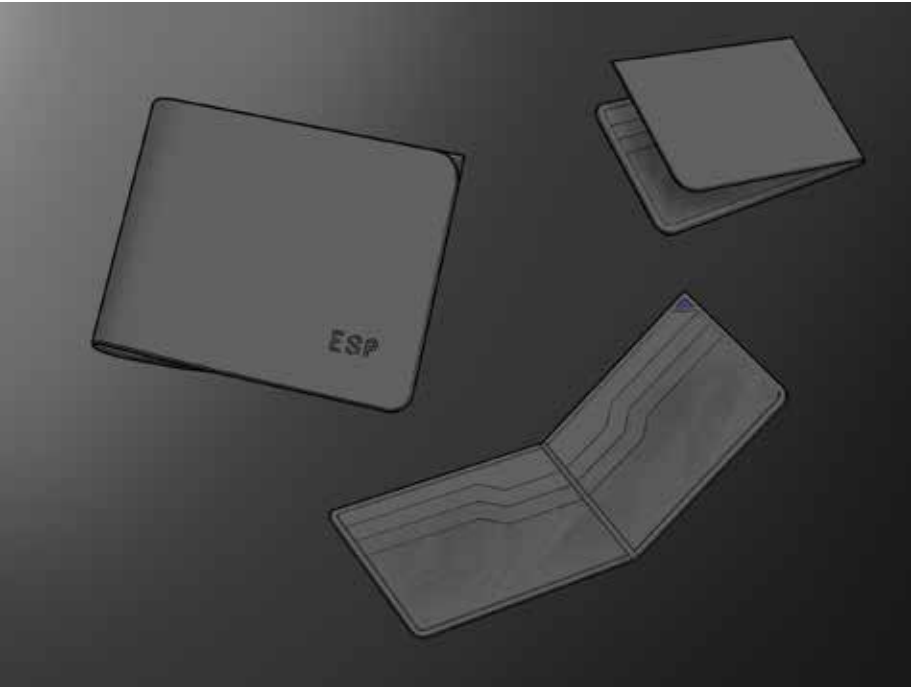


PACKAGING



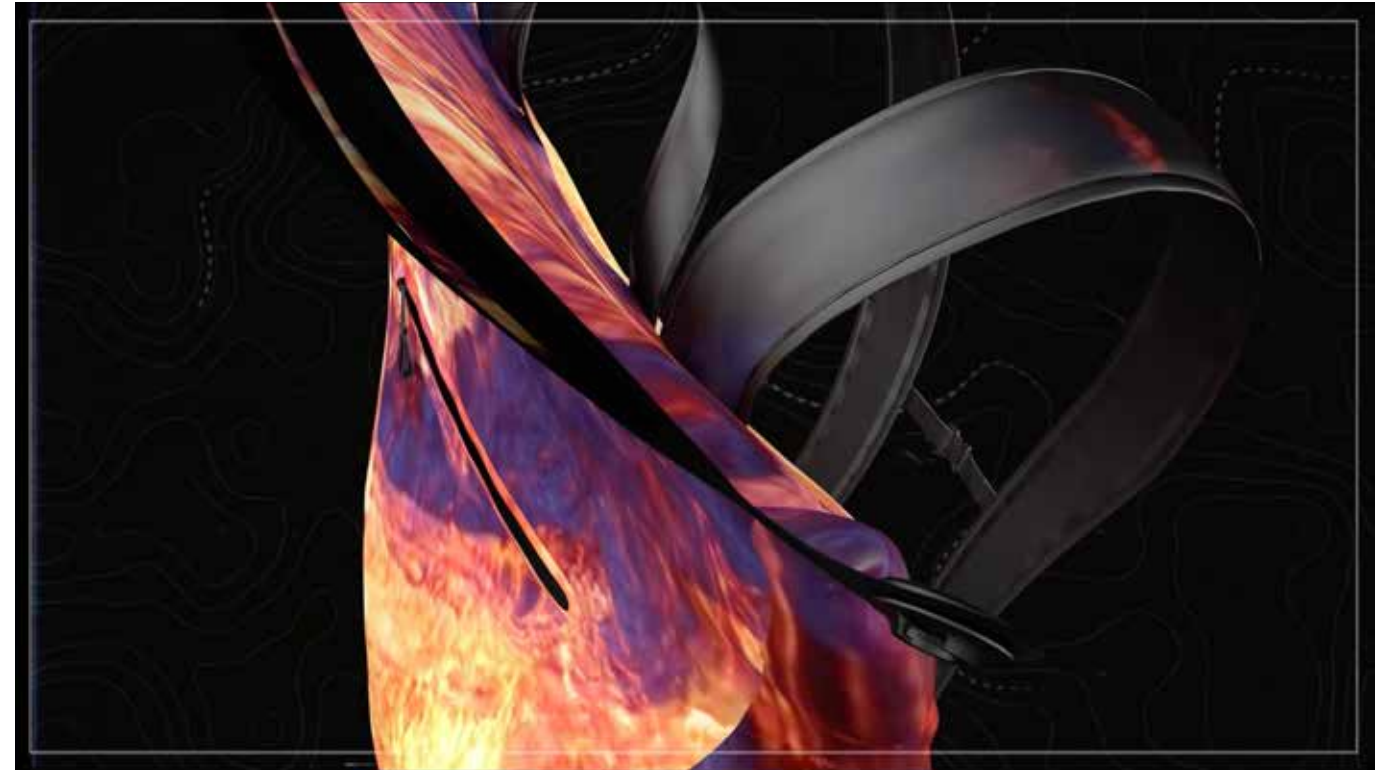
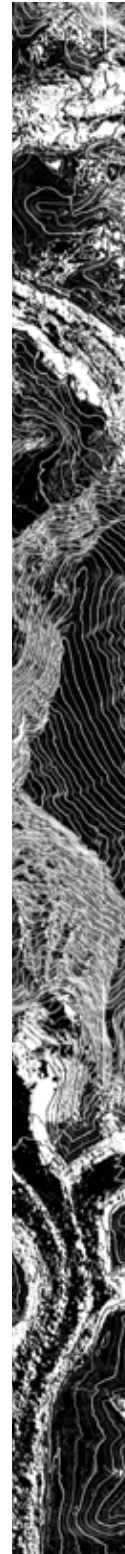
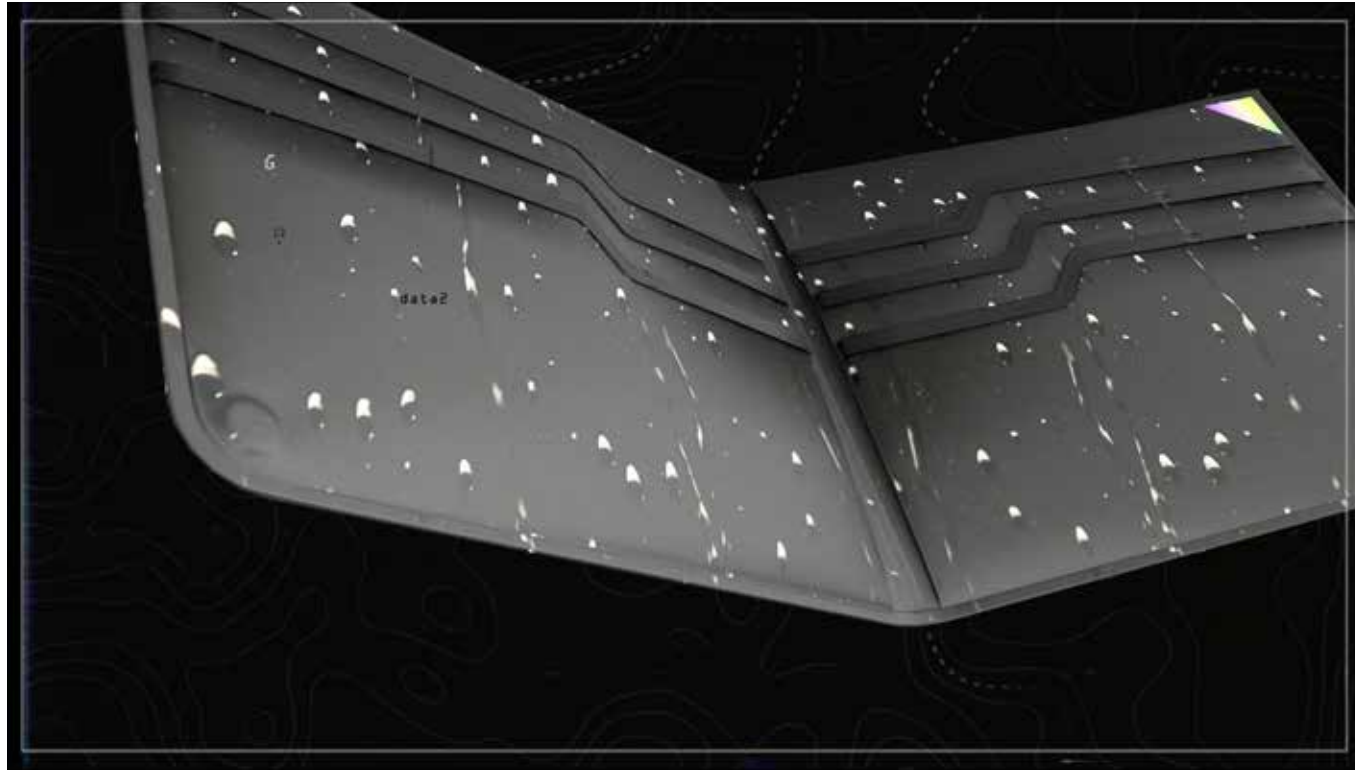
PRODUCT DIRECTION

DETAILS— Product concepts developed to translate ESP’s material innovation and visual language into a more coherent travel product offering.



VISUALIZATIONS

DETAILS— 3D visualizations developed to translate ESP's product concepts into clearer, presentation-ready softgoods.



SXSW 2019 ACTIVATION

DETAILS— Market-facing graphics and environmental applications developed to introduce ESP within the public-facing context of SXSW 2019.



AVENIR

BRAND BUILDING + CULTURAL STORYTELLING

AVENIR was a founder-led skateboarding brand built to merge product, image, and cultural perspective into a more cohesive brand world. Alexander Richardson developed the project from the ground up through concept creation, product direction, visual language, and market-facing storytelling—shaping a point of view that drew equally from skate culture, fashion, and contemporary brand expression. The work focused on building something credible, distinct, and emotionally resonant from the start, rather than treating branding and product as separate disciplines.

SELECTED CONTRIBUTIONS

Concept Creation
Product Direction
Visual Language + Brand Systems
Cultural Research + Image Direction
Market-Facing Storytelling

DETAILS

SKATEBOARDING & APPAREL

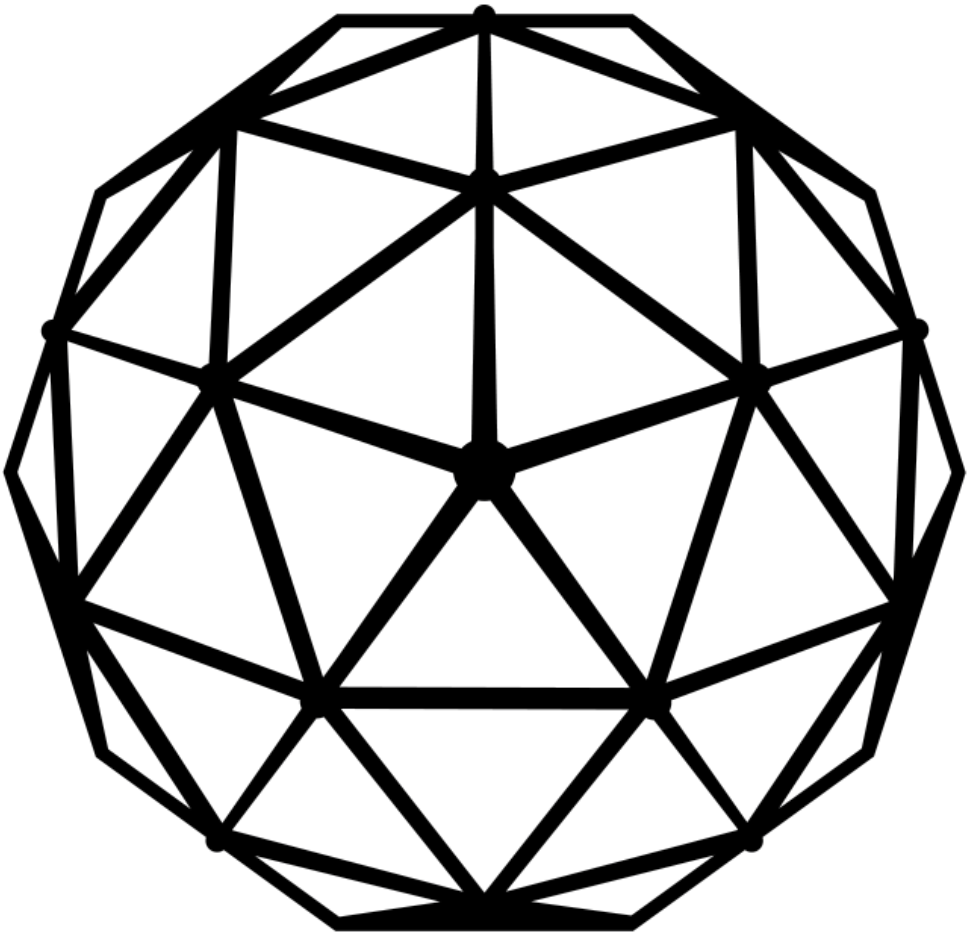
NEWARK NJ USA

2013 – 2015

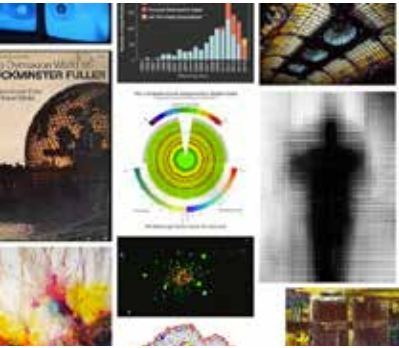


INSPIRATION + BRANDING

DETAILS— Foundational references shaped AVENIR’s visual language through personal history, skate culture, and early brand-world development.



AVENIR
M A N U F A C T U R I N G



CULTURAL RESEARCH

DETAILS— Research and graphic development focused on distinguishing authentic skate-cultural signals from surface-level imitation.

Ògún: Iron Technology for Hunting, Warfare, and Social Development
Because of his association with tools, weapons, and warfare, Ògún is venerated all over Yorubaland. He collaborated with Ọbàtálá to create the archetypal human image in addition to using his machete to clear the primordial jungle and laying the foundation for Yoruba culture. The popular name *Ògúnláńà* (Ògún paves the way) commemorates this prehistoric event, emphasizing the importance of stone and iron tools in agriculture, hunting, lumbering, building, road-making, carving, urban planning, and warfare. The contributions of Ògún are equally significant in the religious sphere, because metalworkers are responsible for the tools with which worshippers construct shrines and prepare sacrificial offerings. Fellow *òrìṣà* hold Ògún in high esteem, since "Any *òrìṣà* who does not pay homage to Ògún will use his or her teeth to peel raw yams."¹⁰ Like Èṣù/Elégba, the trickster, he is portrayed in many legends as an ambivalent character, a war addict much given to violence. Yet he is widely revered as a genius "who nurtures, protects, and relentlessly pursues truth, equity, and justice."¹¹



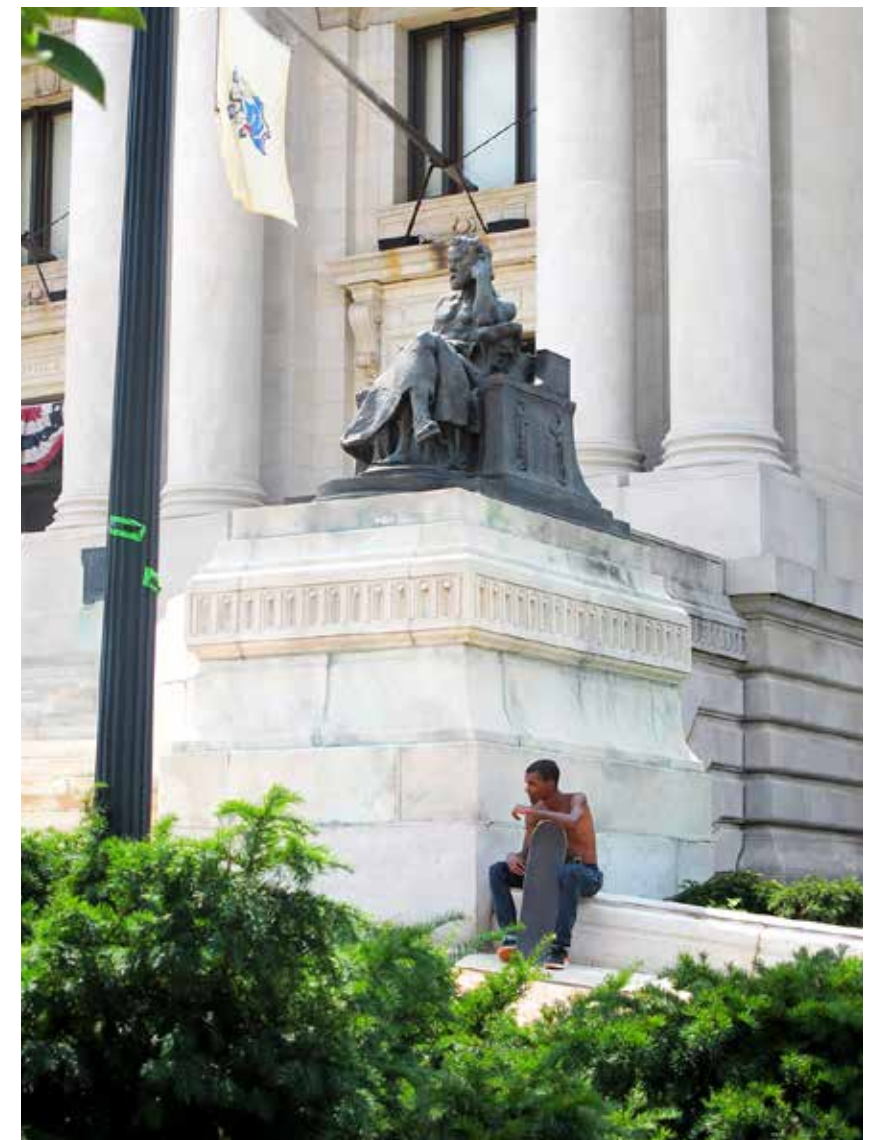
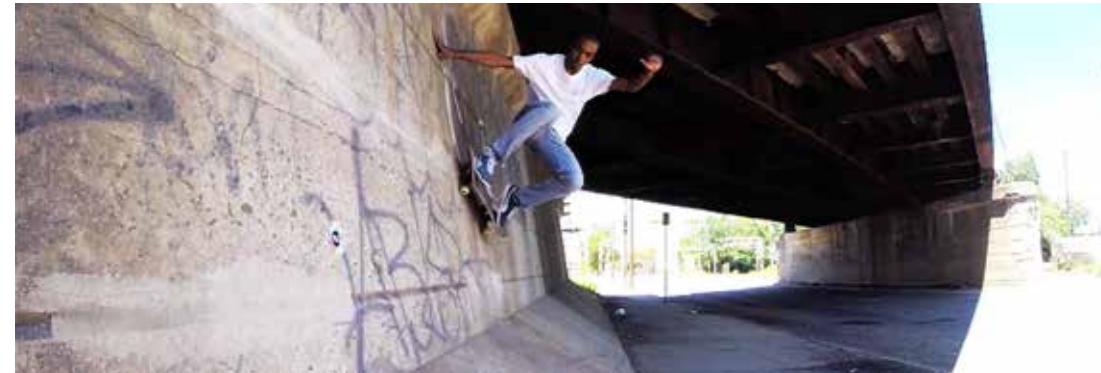
ARTISTIC DIRECTION

DETAILS— Campaign and image direction developed through concepting, team leadership, location scouting, photography, and product-aware storytelling.



SKATEBOARDING

DETAILS— Skateboarding functioned as both subject and credibility engine for AVENIR, supported through coaching, photography, and video direction.



LUXURY RETAIL

DETAILS — AVENIR extended into retail and editorial contexts through pop-up presentation, brand collaborations, and market-facing image-making.



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