



Aleksandar Sasa Stanic

Creative Directors |
Co-Founders SINHA—STANIC

📍 London, UK

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Languages

English (Native)

Croatian (Native)

German (Fluent)

About

Fiona Sinha and I are a Creative Director duo based in London. Trained in Fashion Design at Central St. Martins, we work across different media, combining apparel design, art direction & brand identity.

Our experience from establishing our own fashion label SINHA—STANIC, to working with Kering on the relaunch of MCQ Alexander McQueen, has driven our passion for creating strong artistic language and delivering singular unified vision for international fashion brands.

BRANDS WORKED WITH

Alexander McQueen

FJ Benjamin

L.K.Bennett

SINHA—STANIC

SINHA—STANIC STUDIO

TOAST

Trussardi

Experience

● Creative Director | Design Consultant

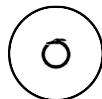
SINHA—STANIC STUDIO | Jun 2004 - Now

SINHA—STANIC STUDIO as a multidisciplinary design practice, launched alongside our fashion label in 2004.

Working fluently between fashion design and art direction — we create new narratives for brands, focusing them into contemporary context.

With a network of collaborators, we design capsule collections, create campaigns, lookbooks, social media content and printed publications for clients including Alexander McQueen, PUMA, TOAST, Trussardi, FJ Benjamin Group, alongside a wide range of artists and musicians.

nuwev.sinhastanic.com



● Collaboration

Trussardi | Feb 2020 - Sep 2020

Invited by TRUSSARDI to create a collection inspired by their archives for Summer'21 season, we were given seasonal take-over of creative and communications channels.

Creative direction for image | video campaigns, publication, pop-up website & showroom | retail installation.

TRUSSARDI NUWEV Collaboration

Archive+NOW Project No.4

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● Design & Image Director MCQ

Alexander McQueen | Feb 2014 - Jul 2019

We were responsible for the repositioning and creative direction of MCQ, the contemporary sister brand to Alexander McQueen, reporting to the CEO.

We created a contemporary vision for MCQ, whilst preserving the brand heritage — redefining the image of the MCQ Man and Woman.

With a strong focus on modern sportswear, we introduced technical sneaker categories, denim and eyewear lines.

We established a collaboration culture, working with outside artists, illustrators and musicians, bringing a new dynamic to collections and creating the concept of MCQ community.

We managed all creative teams, optimising design & brand vision across all apparel & accessories categories.

Establishing a new language for the brand, we led creative on the re-brand, new marketing and communications strategy.

We focused on documentary style photography and authentic story-

telling, creating direct engagement with the customer.

We introduced a new campaign format, with the launch of 'Document Project' — a photographic and video project, documenting artists, musicians, skaters and actors in their personal environments in cities around the world.

We worked directly with key business, licensing and retail partners to creatively address their needs, with targeted marketing, campaigns and pop-up retail installations.



- **Creative Consultant**

L.K.Bennett | Jul 2010 - Jul 2012

Creative Consultant | Red Label

Creative and Design direction for new sport | weekend line: LK Bennett RED Label.

We designed & developed a casual sport line, with a focus on iconic British style.

- **Creative & Design Consultants (FJ Benjamin Group)**

FJ Benjamin | Jun 2009 - Feb 2014

Womenswear | Menswear | Accessories

Collaboration with CEO and owner of FJ Benjamin Group, to launch a new in-house label RAOUL. We led the creative vision for the Women's, Men's and Accessories collections, directing in-house design teams to create seasonal collections.

- **Creative Director | Co-Founder**

SINHA—STANIC | Jun 2004 - Jun 2009

Creative direction of eponymous women's RTW and Accessories label.

Following our graduate collection, we were approached by Massimo Ferretti, the owner and CEO of luxury group AEFEE. Having discovered our label at London Fashion Week, he offered us a partnership to produce and distribute our collections.

We presented seasonal catwalk collections at London and Milan Fashion Weeks, gaining support of both Anna Wintour and the late Carla Sozzani, who invited us to present our second collection at a Vogue Italia event in Milan.

SINHA—STANIC was distributed worldwide in retailers including: Barneys NY, Ikram, H.Lorenzo, Browns, Harvey Nichols, Harrods and L'Eclaireur.

We were awarded NewGeneration Award in 2005 and 2006, Fashion Forward Award in 2007 & 2008, were nominated twice for the Best New Designer at British Fashion Awards in 2005 & 2006, and for the ANDAM Award in 2008.



- **Creative & Design Consultant**

TOAST | Aug 2022 - Now

Education & Training

2003 - 2004 ● **Central St Martins College of Art & Design**

MA Fashion Design, Fashion Design

1999 - 2003 ● **Central St Martins College of Art & Design**

BA Fashion Design, Fashion Design