



Andreas Skoularikos

e-commerce creative + image director

📍 London, UK

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Links

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Languages

Greek (Native)

English (Fluent)

About

"A highly experienced creative + image director, specialising in luxury e-commerce with proven ability to deliver high impact performance enhancing visuals."

BRANDS WORKED WITH

Andreas Skoularikos

Farfetch Group

Karl Plewka

MR PORTER

NET-A-PORTER

Saturday Telegraph Magazine;

Experience

● Creative Director (e-commerce)

Farfetch Group | Sep 2019 - Jun 2023

- Define the Creative Strategy for all product pages for www.browns-fashion.com across all categories including , photography, art direction, styling, illustration and retouching
- Work directly with the Chief Brand Officer, Holli Rogers, for all creative feedback and sign off
- Recruit and manage a team of 12 senior creatives across UK and Portugal
- Responsible for the creative direction of a catalogue of 60k products annually across womenswear, menswear, fine jewellery, beauty, kids, and homeware for both inhouse and external studios
- Work with studio production to define the product flow in order to deliver the direction within the allocated budget
- Collaborated with Editorial, Brand, CRM, Social and private client departments to maximise the use of the imagery across different customer touch points and achieve a cohesive tone of voice

● Head of Creative Studio

Farfetch Group | Aug 2016 - Aug 2019

- Reporting creatively directly to the Browns CEO, Holli Rogers, conceptualise, test and deliver the new creative direction for www.browns-fashion.com for all on model and product shots for "New In"
- Recruit, direct and manage a team of 12 senior creatives across UK and Portugal, onboard them to understand the vision and guide them to test and implement improvements and changes across composition, lighting, styling, art direction, color accuracy, illustrations and retouch
- Sign off test results and continually provide feedback to ensure the products across live model and still life have an elevated editorial feel while showcasing the product, retaining Browns distinct style and Tone of Voice
- Develop the studio product flow to be able to deliver the creative direction within the allocated budget, improve efficiencies without compromising results and work with my team to educate a junior heavy team in delivering great results
- Own the creative budget and allocate it strategically to maximize impact based on business needs
- Consistently mentor the team to push the boundaries of traditional e-commerce and think outside of the box

● E-commerce Studio & Brand consultant

Andreas Skoularikos | Mar 2016 - Nov 2016

- Establish the new brand identity and tone of voice for all women's and men's model shots in "New In"
- Ensure styling is on trend, positioning Browns as a leading brand in the luxury industry
- Oversee studio recruitment to support growth

● Global Online Styling Editor

NET-A-PORTER | Dec 2015 - Mar 2016

Recruit and manage the global Online Styling teams for NET-A-PORTER across the UK and US (Deputy Editors, stylists and the still life teams)



•Define the seasonal styling direction for "what's new" on a global scale and provide art direction on the most engaging way the products should be shot



● **Online Styling Editor**

NET-A-PORTER | Jul 2012 - Dec 2015

- Style and shoot key high-profile launches such as the exclusive global launch for Chanel Fine Jewellery
- Recruit and manage the online styling team and the Deputy Online Styling Editor
- Give styling direction to the online team and sign off seasonal style guides and presentations.
- Give art direction to styling and photography teams on how to shoot all the products in "what's new" in the most current and effective way aiming for maximum sales
- Identify areas for improvements on the site and implement changes. Work with the studio managers daily and contribute to a smooth and highly efficient studio operation



● **Senior Online Stylist**

MR PORTER | Jan 2011 - Jul 2012

- Part of the original team that launched MR PORTER
- Lead the online styling team



● **Online Stylist**

NET-A-PORTER | Mar 2009 - Jan 2011

● **Men's and Women's Fashion Editor**

Andreas Skoularikos | Jul 2007 - Mar 2009

Saturday Telegraph Magazine, The Daily Mail & You Magazine, L'Officiel Greece, L'Officiel Hommes Greece, Dazed & Confused Japan, SHOWSTUDIO.COM, Market Editor: Man About Town & Wonderland Magazines

● **Fashion and Beauty Assistant**

Saturday Telegraph Magazine; | Jul 2005 - Jul 2007

● **Styling assistant**

| Jan 2005 - Jul 2005

Showstudio, i-D, Vogue, 10, 10+, Fantastic Man, Sunday Style, i-D

● **1st Assistant to Karl Plewka**

Karl Plewka | Dec 2003 - Jan 2005

Editorials: Vogue, i-D, Purple, Crystallized, Interview 032c, working with photographers including Corinne Day, David Bailey, Annie Leibovitz, Nick Knight Fashion Shows: Collette Dinnigan, Paris, John Rocha, London, Frost French, London, Clothesline, London Advertising: Marks & Spencer featuring David Beckham, Castrol GTX featuring David Beckham, Meiji featuring David Beckham, Gillette International featuring David Beckham, Coty featuring David Beckham, Agent Provocateur, Max Factor, Pasha Ibiza

Education & Training

2001 - 2002

● **Middlesex University**

M.A., Design Methodology & Problem Solving

2000 - 2001

● **Middlesex University**

B.A., B.A (HONS) Visual Communication Design in combination with Fashion photography

1997 - 2000 ● **Art & Design College of Athens**

Graphic Design & Photography, Studies in Graphic Design and Photography