

ROMAN KRAJEWSKI

**GRAPHIC DESIGN ART DIRECTOR
PRINT & DIGITAL**

BEAUTY | SPIRITS | WATCHES | JEWELRY
360° CONCEPT | BRANDING | PACKAGING DESIGN

NUXE

SUPER SERUM CAMPAGNE 2027

A VISUAL EXPLORATION OF SKIN LONGEVITY, TRANSLATING THE AMBITION TO SLOW THE EFFECTS OF TIME INTO A LUMINOUS, MODERN AND SENSORIAL CAMPAIGN UNIVERSE. THE CREATIVE DIRECTION COMBINES THE SERUM'S ICONIC GOLDEN MICROBEADS WITH VISUAL EXPRESSIONS OF TIME, EFFICACY AND PRESERVATION.

CAMPAIGN CONCEPT & ART DIRECTION
PRINT & DIGITAL CAMPAIGN DEVELOPMENT.

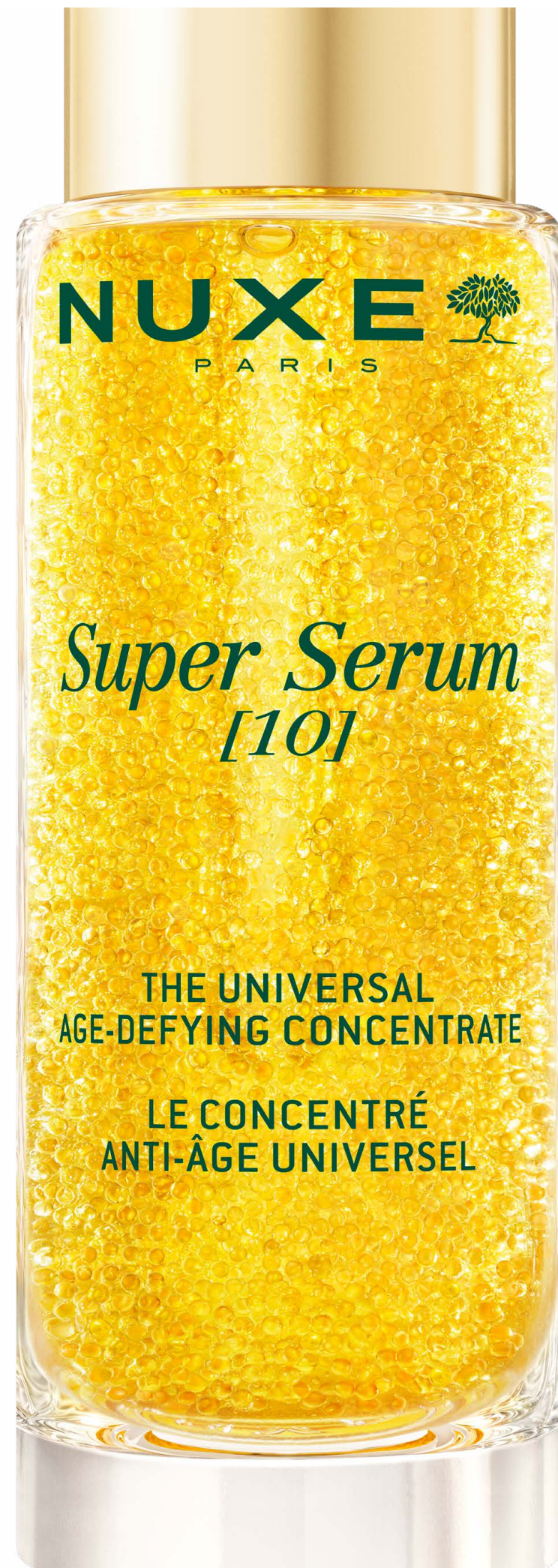
PRODUCTION
EXTERNAL PHOTOGRAPHY & 3D PRODUCTION ·
AI-ASSISTED VISUAL DEVELOPMENT & RETOUCHING · ADOBE CREATIVE SUITE

NUXE
P A R I S











NUXE

EXCEPTIONAL SKINCARE CAMPAGNE 2027

A VISUAL CELEBRATION OF NUXE'S ALL-IN-ONE APPROACH TO ANTI-AGEING SKINCARE, HIGHLIGHTING TWO EXPERT FORMULAS DESIGNED TO MEET THE SKIN'S NEEDS, DAY AND NIGHT. THE CREATIVE DIRECTION COMBINES COMPLEMENTARY PRODUCT IDENTITIES, GENEROUS TEXTURES AND PRECIOUS GOLD TO EXPRESS SIMPLICITY, EFFICACY AND EXCEPTIONAL CARE.

CAMPAIGN CONCEPT & ART DIRECTION
PRINT & DIGITAL CAMPAIGN DEVELOPMENT.

PRODUCTION
FULLY AI-GENERATED IMAGERY · CREATIVE DIRECTION ·
AI-ASSISTED RETOUCHING · ADOBE CREATIVE SUITE



Nuxuriance ULTRA

LE SOIN D'EXCEPTION

JOUR & NUIT 24H/24



Merveillance LIFT

LE SOIN D'EXCEPTION

JOUR & NUIT 24H/24











NUXE

MORNING GLOW ROUTINE DIGITAL CAMPAIGN

A PLAYFUL VISUAL STORY FOLLOWING THE MORNING JOURNEY FROM
TIRED EYES TO FRESH, RADIANT GLOW. THE CREATIVE DIRECTION TURNS
THE EYELIGHTER SERUM INTO THE HERO OF AN EVERYDAY BEAUTY RITUAL,
BLENDING SKINCARE, LIFESTYLE AND HUMOUR INTO A SOCIAL-FIRST
CAMPAIGN.

CAMPAIGN CONCEPT & ART DIRECTION

SOCIAL MEDIA & DIGITAL CONTENT DEVELOPMENT

PRODUCTION

FULLY AI-GENERATED IMAGERY

AI-ASSISTED RETOUCHING · ADOBE CREATIVE SUITE



NUXE

HUILE PRODIGIEUSE

A SUN-KISSED CELEBRATION OF NUXE'S ICONIC HUILE PRODIGIEUSE,
WHERE GOLDEN OIL, GLOWING SKIN AND SUMMER LIGHT BECOME ONE.
THE CREATIVE DIRECTION CAPTURES A WARM, SENSORIAL MOMENT
TO EXPRESS THE PRODUCT'S TIMELESS BEAUTY AND NATURAL RADIANCE.

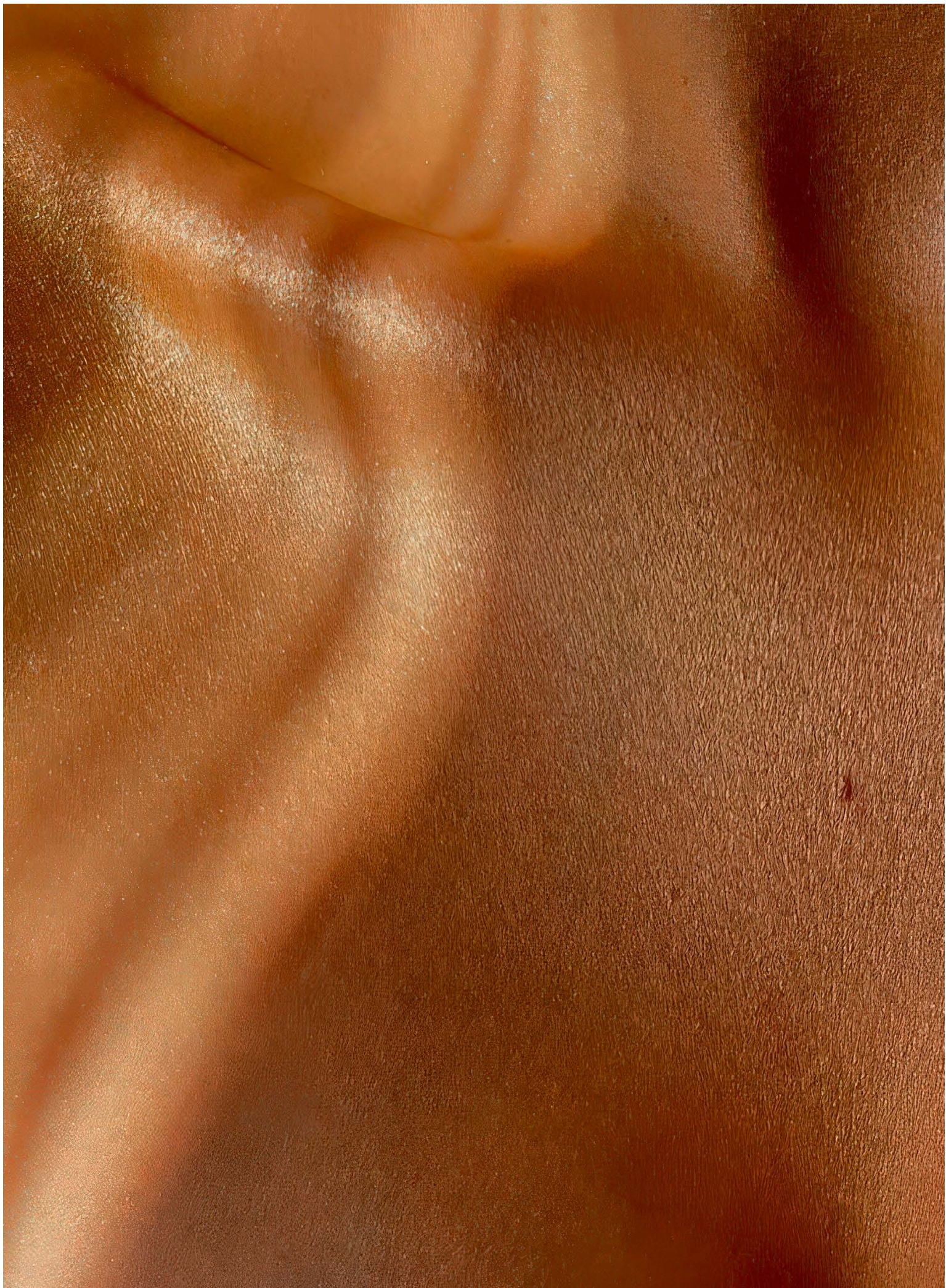
DIGITALE CAMPAIGN & ART DIRECTION

SOCIAL MEDIA & DIGITAL CONTENT DEVELOPMENT.

PRODUCTION

FULLY AI-GENERATED IMAGERY · CREATIVE DIRECTION ·
AI-ASSISTED RETOUCHING · ADOBE CREATIVE SUITE







NUXE

GIFT ROUTINES POUCHES

A SERIES OF PRODUCT STILL LIVES DESIGNED TO GIVE EACH NUXE ROUTINE ITS OWN DISTINCTIVE VISUAL IDENTITY. THROUGH COLOUR, LIGHT, MATERIALS AND COMPOSITION, THE CREATIVE DIRECTION CONNECTS PRODUCTS AND ACCESSORIES INTO COHESIVE, VIBRANT AND PREMIUM VISUAL WORLDS.

ART DIRECTION & PHOTOGRAPHY

CONCEPT DEVELOPMENT · SET DESIGN · PRODUCT PHOTOGRAPHY

PRODUCTION

ORIGINAL PHOTOGRAPHY
RETOUCHING WITH ADOBE CREATIVE SUITE & AI











NUXE

NUXE
Nuxuriance
ULTRA
LE SOIN CIBLÉ
REGARD & LÈVRES
THE EYE & LIP
CONTOUR CREAM
ALFA [3R] TECHNOLOGY

NUXE
Nuxuriance
LA CRÈME ANTI-ÂGE GLOBAL
THE GLOBAL ANTI-AGING
ALFA [3R] TECHNOLOGY

NUXE
Nuxuriance ULTRA
LA CRÈME NUIT ANTI-ÂGE GLOBAL
THE GLOBAL ANTI-AGING NIGHT CREAM
ALFA [3R] TECHNOLOGY





NUXE
PARIS

Prodigieux®
huile de douche

POU L'HE PRÉCIEUSE PARFUMÉE
Nettoyage, satinée
Aux notes dorées

PRECIOUS SCENTED SHOWER OIL
Cleanses, leaves a satin finish
With golden shimmer

NUXE
PARIS

TOUTES PEAUX - CORPS
ALL SKIN TYPES - BODY

e 30 ml 1.0 FL. OZ.

NUXE
PARIS

hair
Prodigieux®

LE SHAMPOOING
SHAMPOOING BRILLANCE MIROIR
À l'huile fermentée de camélia rose
HIGH SHINE SHAMPOO
With fermented pink camellia oil

e 30 ml 1.0 OZ. NET WT.

NUXE
PARIS

Prodigieux®
le parfum

NUXE
PARIS

Huile Prodigieuse®

HUILE SÈCHE MULTI-FONCTIONS
VISAGE, CORPS, CHEVEUX
Nourrit, répare, sublime

MULTI-PURPOSE DRY OIL
FACE, BODY, HAIR
Nourishes, replenishes, beautifies

0.33 FL. OZ. 100g/284g



ROMAN KRAJEWSKI

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