

Portfolio

BRAND CREATION - BUSINESS DEVELOPMENT - ARTISTIC DIRECTION -
PERFORMANCE MARKETING - CAMPAIGN PRODUCTION

JULIE TUAN

2026

I help brands express themselves

DEVELOPING BUSINESS, CREATING IMPACTFUL CAMPAIGNS AND STRATEGIC EXPERIENCES THAT FEEL COHERENT, RELEVANT, AND CULTURALLY AWARE, WITH BOTH EMERGING NAMES AND ESTABLISHED GROUPS.

Brand: **Cruel Pancake**

Role: **Co-creator and go-to-market lead**

Budget: **150K€**

FRAGRANCE LAUNCH

BESO EN CAYO COCO - 2025



Beso en Cayo Coco is the result of a two-year creative and strategic journey. Selling a fragrance without physical testing required a strong narrative and visual universe to translate scent into desire.

I co-built the olfactive direction, naming and creative identity in close collaboration with perfumer Alexis Gruegon and Maison Firmenich.

I turned the robbery of our entire first batch 24 hours before launch into a strong marketing element that **generated 1M views**, making this disaster a **viral hit** in less than a day.

Introduced through an e-commerce-only release and a Paris pop-up, the fragrance is approaching **sold-out status** in early 2026.

My role:

- **Directed the launch campaign, leading creative direction, production and the overall marketing strategy**
- **Managed the full go-to-market rollout, driving the project from awareness to conversion across digital and IRL activations**

The launch resulted in **4,757** perfumes sold and over **2,000** attendees at the Paris pop-up, turning an early setback into a creative and commercial success.



LIPTON ICE TEA x CRUEL PANCAKE BRAND COLLABORATION - 2024



Brands: **Cruel Pancake & Lipton Ice Tea**
Role: **Project Lead - Creative, Marketing & Event Production**
Budget: **400K€**

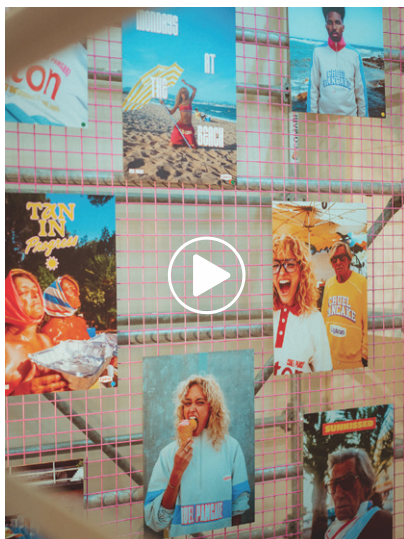
Cruel Pancake x Lipton Ice Tea marked Cruel Pancake's first major brand collaboration.

My role:

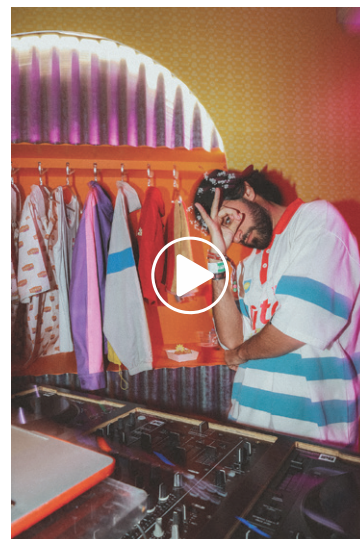
- **Defined the creative and marketing strategy**
- **Managed a €400K global budget**
- **Co-creation and product development** of the clothing collection
- **Directed and produced the creative campaign**
- **Conceived and produced the launch event:** artistic direction, creative concept, gamified experience, influencer strategy and gifting

The activation transformed a Paris café into a temporary branded space, welcoming **1,500 visitors** in 12 hours, followed by a private evening event.

The 360 campaign combined digital, international influencers, gamification and IRL experiences, generating **6M+ Instagram views** and **11,000+ online players** across Europe.



EVENT RECAP - PART. 1



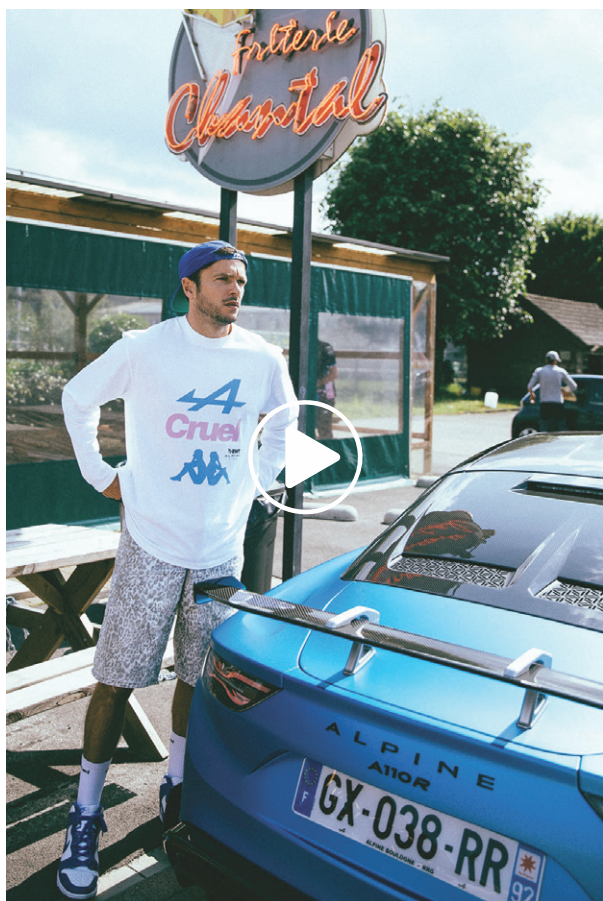
EVENT RECAP - PART. 2

BWT ALPINE F1 TEAM x KAPPA x CRUEL PANCAKE
 BRAND COLLABORATION - 2024



Brand: BWT Alpine F1 Team, Kappa & Cruel Pancake
Role: Creative Direction & Launch Strategy
Budget: 0€ (and 2 weeks to make it happen!)

VIDEO CAMPAIGN



Cruel Pancake collaborated with **BWT Alpine F1 Team** and **Kappa** to launch a limited edition collector piece during the Belgian Grand Prix at Spa.

My role:

- Led the project from **creative development to launch**.
- Coordinated with the graphic designer under a tight timeline
- Managed **product development**, prototypes, and **pre-order setup**: website launch, newsletters, logistics and sales operations

The collaboration and pre-order were revealed 24 hours before the drop through a video campaign, supported by a photoshoot featuring **Pierre Gasly** and **Esteban Ocon**, shot on the eve of the race.

The limited edition launched as a weekend-only pre-order and sold over **1,500** t-shirts within a few hours, reaching **more than 5M views** organically across brand channels, with **zero paid media**.

LET'S MAKE SOME NOISE

CAMPAIGN - 2023

Brand: **Cruel Pancake**

Role: **Creative Lead & Executive Producer**

Budget: **50K€**

Let's Make Some Noise campaign was released through a large-scale campaign combining **film, music and storytelling**.

- Project management: defining the **creative concept** and leading the full **production** of the campaign, from pre-production to final delivery
- Coordinated the film crew, post-production and campaign rollout across digital channels
- Directed the **360 communication strategy**
- Managed the operational execution: **product development, logistics, website setup, launch mechanics...**

The campaign was built around **4 long-take sequences** and a final hero film. An **original music track** was created in collaboration with an artist, and a **limited vinyl record** was gifted to the first 100 orders to reinforce desirability and cultural impact.

The drop generated **over €850K in revenue** within a few hours, positioning the drop as one of the brand's strongest commercial and creative performances.





VIDEO CAMPAIGN



VIDEO BTS

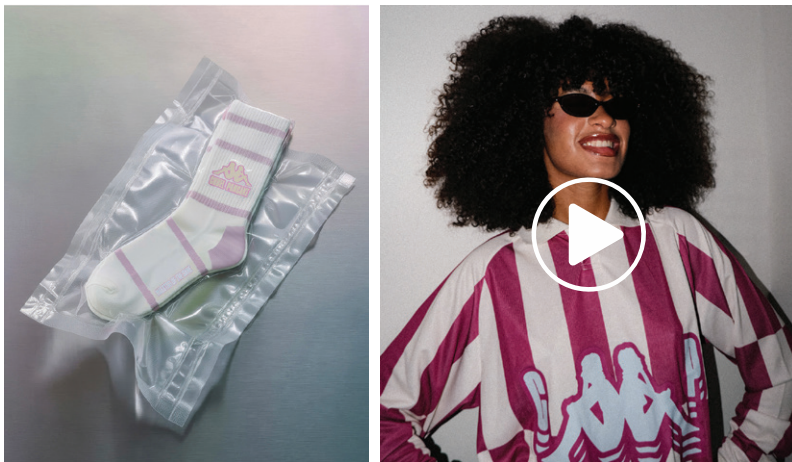


KAPPA x CRUEL PANCAKE BRAND COLLABORATION - 2025

Brand: **Kappa & Cruel Pancake**

Role: **Brand Collaboration & Activation**

Budget: **35K€**



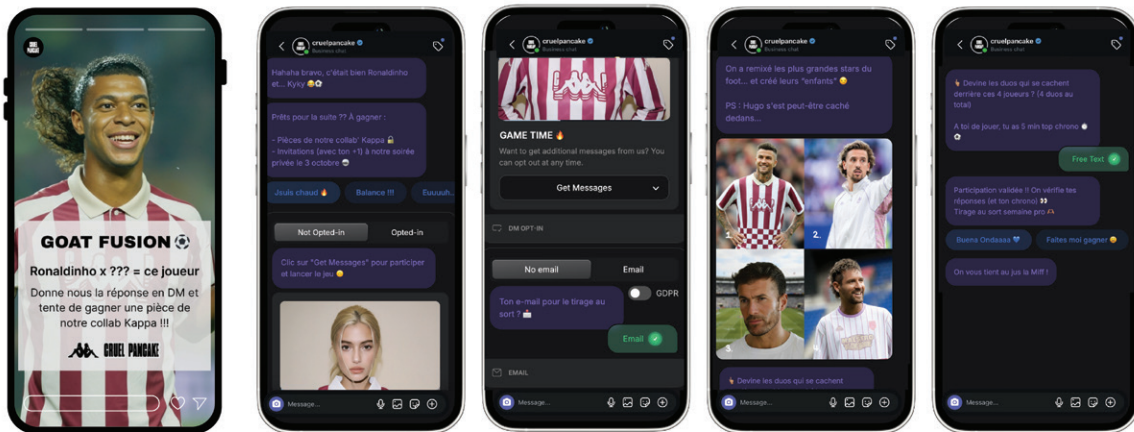
EVENT RECAP

Cruel Pancake continued its collaboration with Kappa through a football-inspired limited capsule and a dedicated Paris activation.

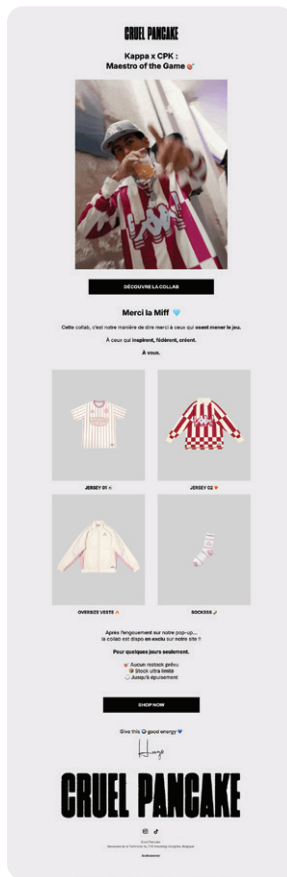
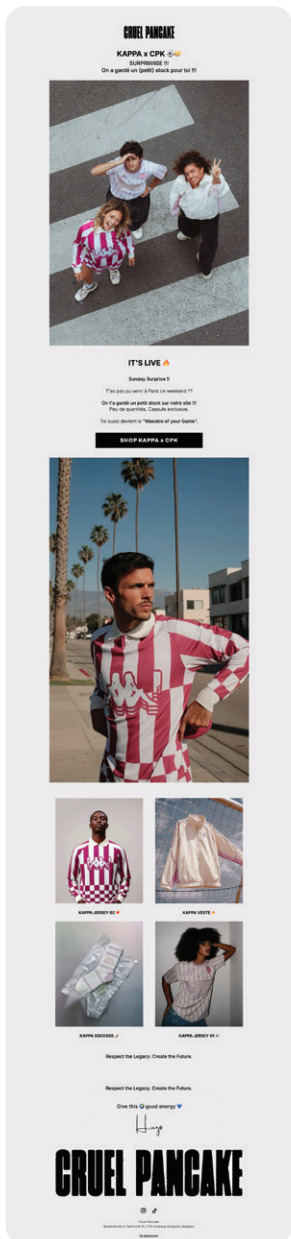
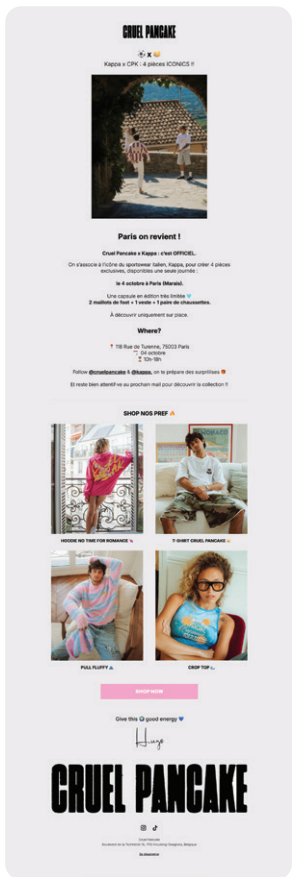
My role:

- Co-developed a limited-edition capsule of **4 exclusive collector pieces**
- **Creative direction, product development and campaign assets**
- Designed and activated a **gamified Instagram DM experience**
- **Produced and managed the Paris pop-up (1,000 attendees) and private event (100 guests)**

DM GAME ACTIVATION



EMAILING





MAS AMOR POR FAVOR CAMPAIGN - 2023

Brand: **Cruel Pancake**

Role: **Creative Director & Producer**

Budget: **40K€**

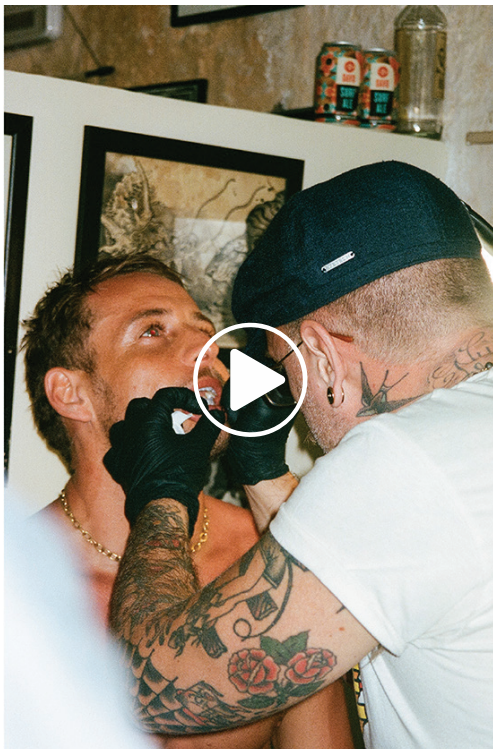
Mas Amor por Favor campaign was conceived as a contemporary reinterpretation of the iconic Amnesia Ibiza 2012 music video.

My role:

- Conceived the **creative concept** and **artistic direction**
- **Directed** and **produced** the campaign: a full POV film shot in Ibiza, conceived as a music video
- Led **pre-production**, **on-set direction** and **post-production**
- Directed the **360 communication strategy**
- Managed the operational execution: **product development**, **logistics**, **website setup**, **launch mechanics...**
- Created and coordinated all **emailing** and **CRM activations**

The campaign generated **1.6M views** and drove **€1M in revenue**.

The drop introduced Cruel Pancake's **most iconic t-shirt**, "Just kiss me, we can talk later", selling thousands of units and establishing one of the brand's strongest visual signatures.



VIDEO BTS

VIDEO CAMPAIGN



BRAND ANNIVERSARY

2 YEARS PARTY - 2023

Brand: **Cruel Pancake**

Role: **Creative Event Producer**

Budget: **200K€**



EVENT RECAP

Cruel Pancake's first public event in Paris celebrated the brand's 2-year anniversary and a key moment in **community building**.

My role:

- Defined the **experience** from conception to execution
- Led venue **scouting**, **scenography**, **creative direction** and **supplier coordination**
- Managed **event production**: timelines, budgets, logistics, technical production and on-site operations
- Supervised both the public pop-up experience (**2,000 attendees**) and the private evening party (**400 guests**)
- Coordinated the full **€200K event production budget**



ATHLETIC COLLECTION LAUNCH

NEW BRAND VERTICAL - 2025

Brand: **Cruel Pancake**
Role: **Creative Direction & Brand Launch**
Budget: **30K€**



VIDEO CAMPAIGN

Cruel Pancake's **first performance-driven Athletic vertical**, expanding the brand into a new category while maintaining its cultural and creative DNA.

My role:

- **Product development and technical design**
- **Creative strategy and campaign strategy**
- **Directed and produced** both the studio shoot in Dubai and the campaign shoot in Font-Romeu (CREPS), France

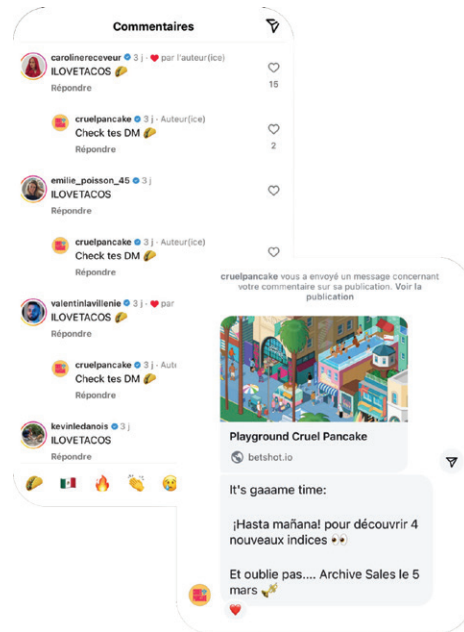


Brand: **Cruel Pancake**
 Role: **Digital Brand Experience Strategy**
 Budget: **13K€**

DIGITAL PLAYGROUND GAME

ARCHIVE SALES - 2025

CPK Playground was an **interactive digital activation** for Cruel Pancake's Archive Sales.

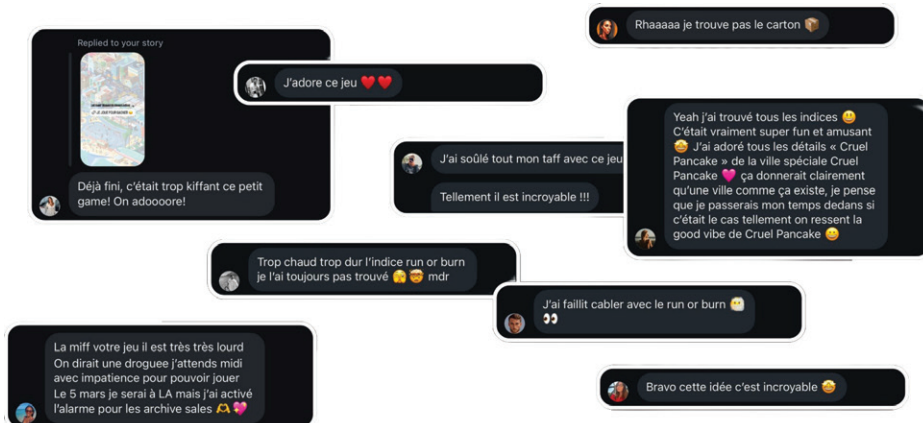


CLICK TO PLAY!

My role:

- Led the **creative concept, game mechanics and visual direction**
- **Coordinated illustrators and developers** to create an immersive branded map

Result: **14,000+ plays** and **8,000+ participants**, driving engagement and conversion through gamification.



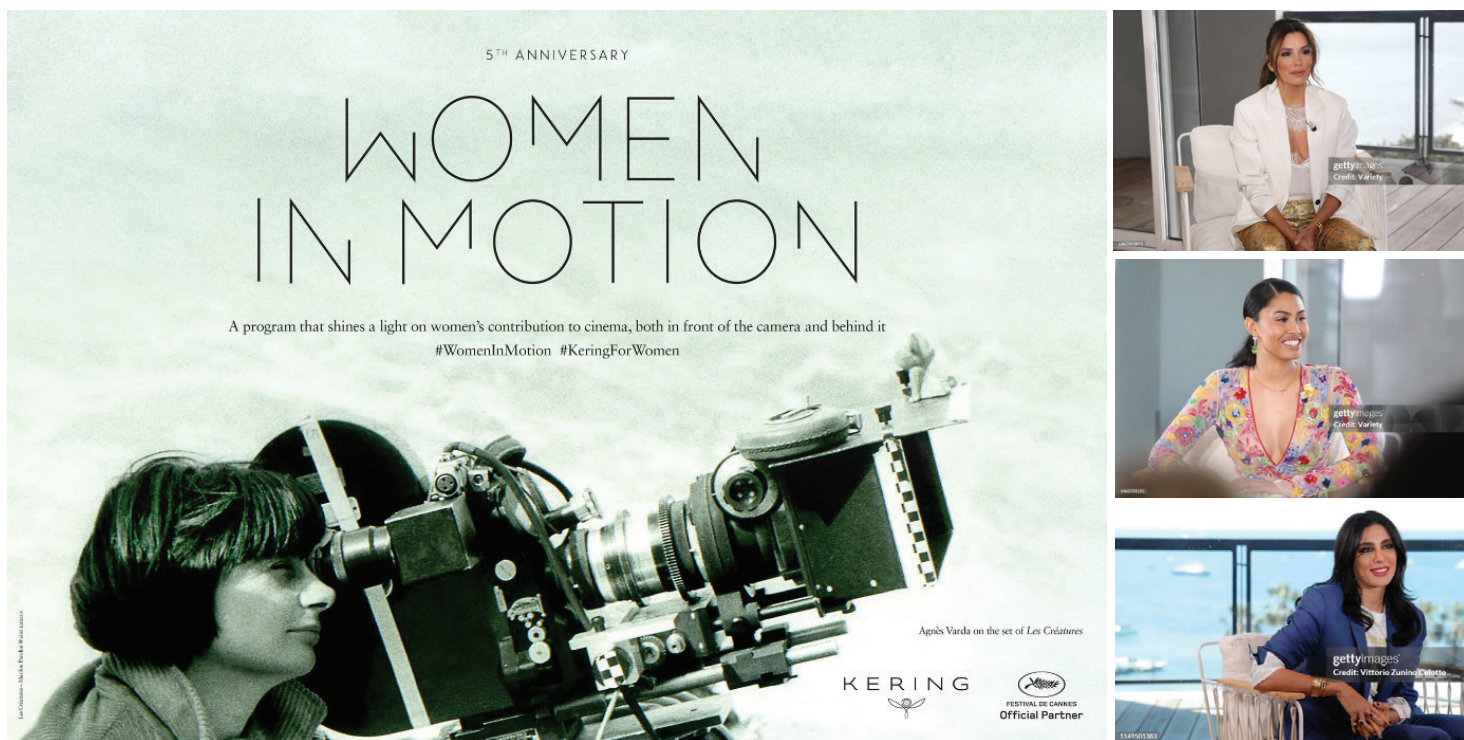
KERING - WOMEN IN MOTION

CANNES FILM FESTIVAL - 2019

Brand: Kering

Role: Events, Image & Brand Activation

Founded in 2015 out of a desire to showcase **women's contributions to the world of cinema**, Kering's Women In Motion program has become a leading platform for **helping to change mindsets and fight inequality between women and men** in the field of culture and the arts: cinema, photography, literature and the visual arts.



My role:

- Supported **image, content and event production** across the program
- **Coordinated photographers and videographers** for talks, red carpet moments and official appearances
- Managed **image production** for the Women in Motion dinner and awards ceremony, including photocall setup and close collaboration with the event team



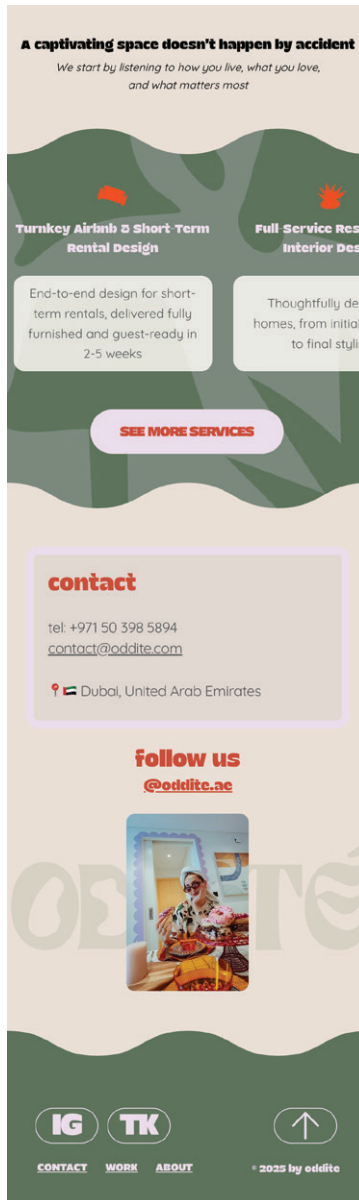
EVENT RECAP



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ODDITE INTERIORS

WEBSITE CREATION - 2025

Brand: Oddite Interiors

Role: UX, UI & Web Design

My role:

- Designed and delivered a custom website from scratch
- Handled UX, visual design, content structure and digital experience
- Translated the client's aesthetic universe into webdesign

MOYO MOTION

LOGO CREATION - 2025

Brand: **Moyo Motion**

Role: **Brand Identity & Logo Design**

My role:

- Conceived the **brand identity** and **logo** for a **premium fitness concept** in Zanzibar
- Defined the **positioning, creative direction** and **visual territory**
- Developed and refined multiple logo concepts through to final selection
- Ensured **consistency** across digital, physical and environmental applications

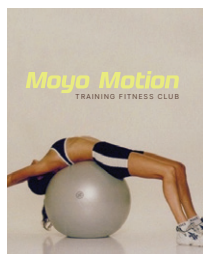
LOGOS PROPOSALS



Rounded, organic forms expressing fluid movement and approachability, grounded by warm, stable tones.



Clear, structured typography with a premium and reassuring feel, softened by light, energetic accents.



Structured and confident typography conveying control and progression, balanced by a bright, energetic accent.



Compact and powerful logo designed for strength, commitment and maximum visual impact.



Bold, high-impact logo built for performance and visibility, with a modern, energetic contrast.



Clean, precise typography balancing control and energy for a modern performance identity.

FINAL LOGO APPROVED after 2 rounds



Thank you

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