

Hello, I'm Bella.

I'm an Italian born, London based creative. I like making things with my hands, talking with strangers and granny smith apples.

I don't like rollercoasters, close mindedness and sitting still for too long.

It's nice to meet you.



I moved to London in 2015, and graduated from UAL in Design for Art Direction in 2018.

Since then I interned at London Fashion Week, had my work shown at Somerset House, shot product photography, designed campaigns for web and print, exhibited at Milan Design Week, worked as a graphic designer, and much more.



I've screen printed, animated, graphic designed, 3D printed, photographed, sewn, pitched, coded and art directed.

I'm always hungry for more. Let me show you some of my work!



USC: New arrivals SS21

art direction
graphic design

This was one of the first campaigns I worked on (almost) completely independently for USC. Here's how it happened:

1

I collected some references, and pitched the idea to shoot 'suspended' product photography. The marketing team had initially proposed a flatlay shoot, which we had done previously many times. I wanted it to look more interesting!

2

Graphic-wise, it was decided that we were going to have a lockup made of stickers. So I designed a colourful selection of stickers that we could use according to our needs.

When the photos were ready, I decided how to distribute and display the content between the homepage and landing pages. Then I worked on web banners, social media content and email designs.

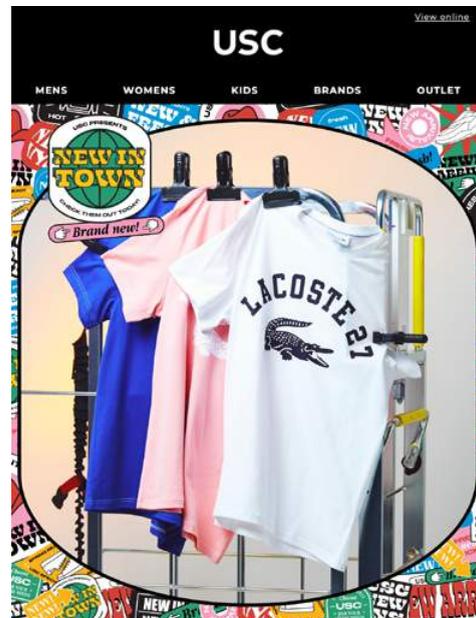
3

Once the content was ready and approved for all channels, I coded all the changes on the landing pages, and pushed them live at the chosen day and time.

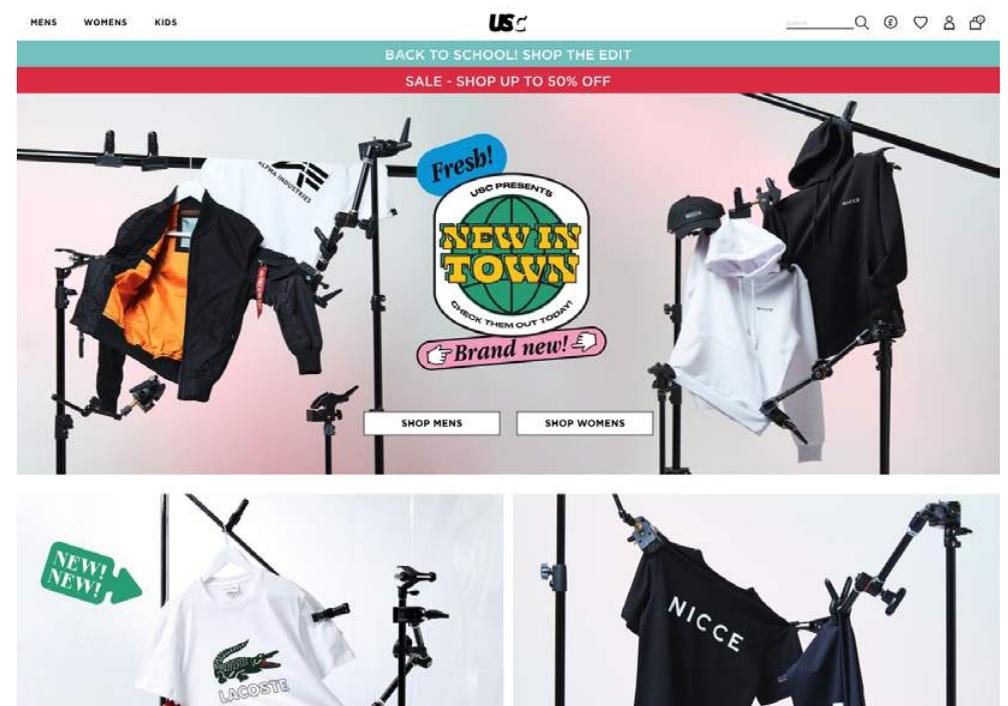
4

I refreshed the content every few weeks, until all the assets were used and we moved onto the next campaign. That's it!

5

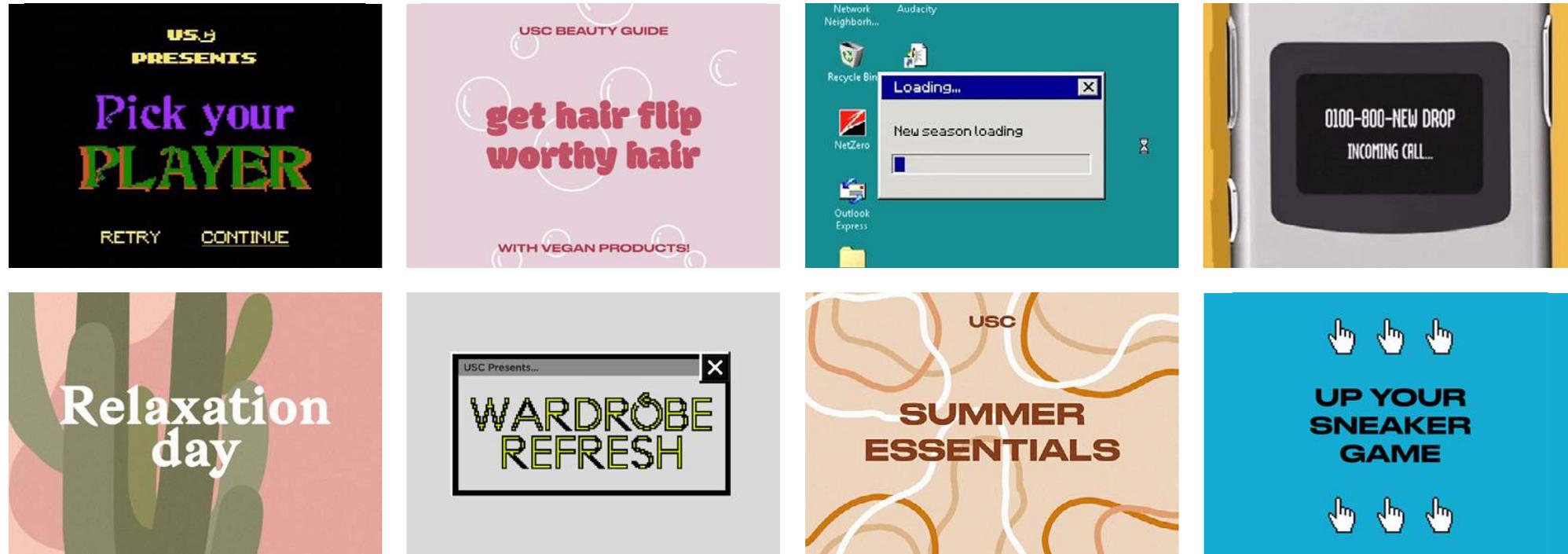


New styles you need, including the latest trainers from New Balance, Timberland shorts and more.



animation
graphic design

USC: Instagram stories content

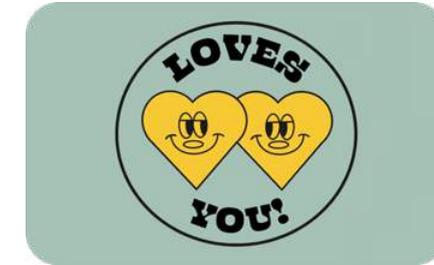


Above is a selection of some of the animated Instagram stories I created for USC. I usually had full creative freedom, and was only provided with a title, the copy and the product selection.

My personal favourite is “Pick your player”, watch it with audio! Click on the preview to see the full animated story, or click [here](#) to find my moving image archive.

AR design
graphic design

USC: Valentine's Day Filter



I proposed and designed this filter for USC's 2021 Valentine's day campaign. As a modern, digital version of the game "Loves me, loves me not", the filter first shows the question card, and then upon screen tap

randomly selects one of the answer cards. (The technology to give a real, non-randomly generated answer is under development)

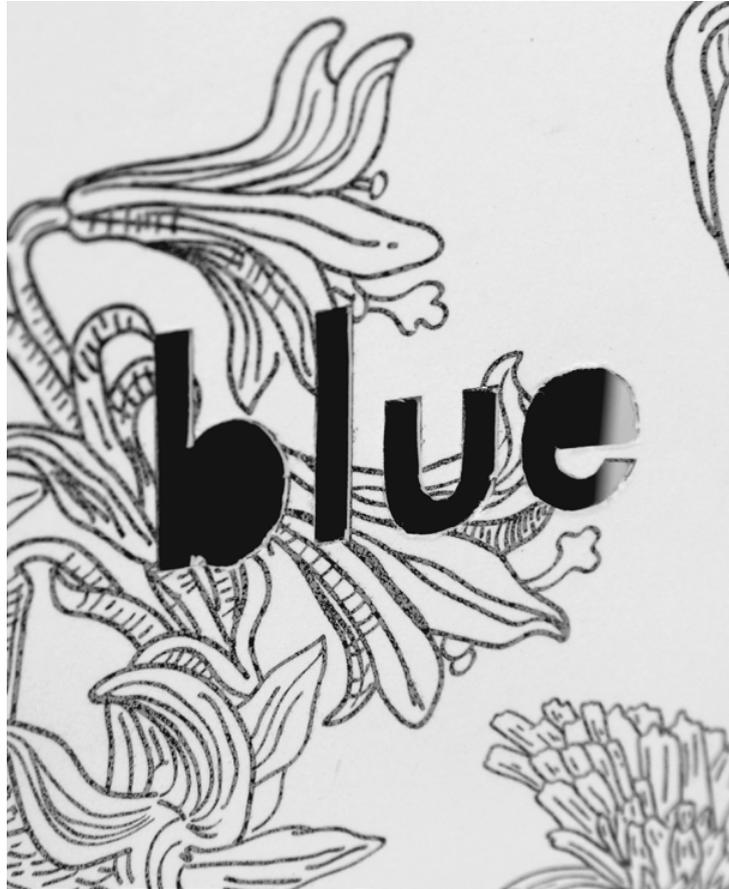


Blue

art direction
photography
graphic design
illustration

Blue was a second year university project. I worked on the publication as an art director by commissioning content (articles and illustrations) to creatives; as an illustrator by designing the cover, as a photographer by

shooting the pictures of the editorial and as a graphic designer by designing and printing the final product. Take a closer look at Blue [here](#).



The publication's content speculates on a future where thanks to robotics, every job is automated. How would a post-work society alter our perception of time? Time is simultaneously the topic and narrative medium, as



the chapters (divided in morning, afternoon, evening and night) are structured to be read during specific moments of the day, and the pages are numbered from 8 am to midnight.

The editorial I shot for Blue focused on skin texture to capture robotic, artificial beauty. It was the result of a spontaneous idea to mix portrait photography and heavy photo editing, and was improvised on the same evening in my student halls kitchen, with no professional lighting or equipment.

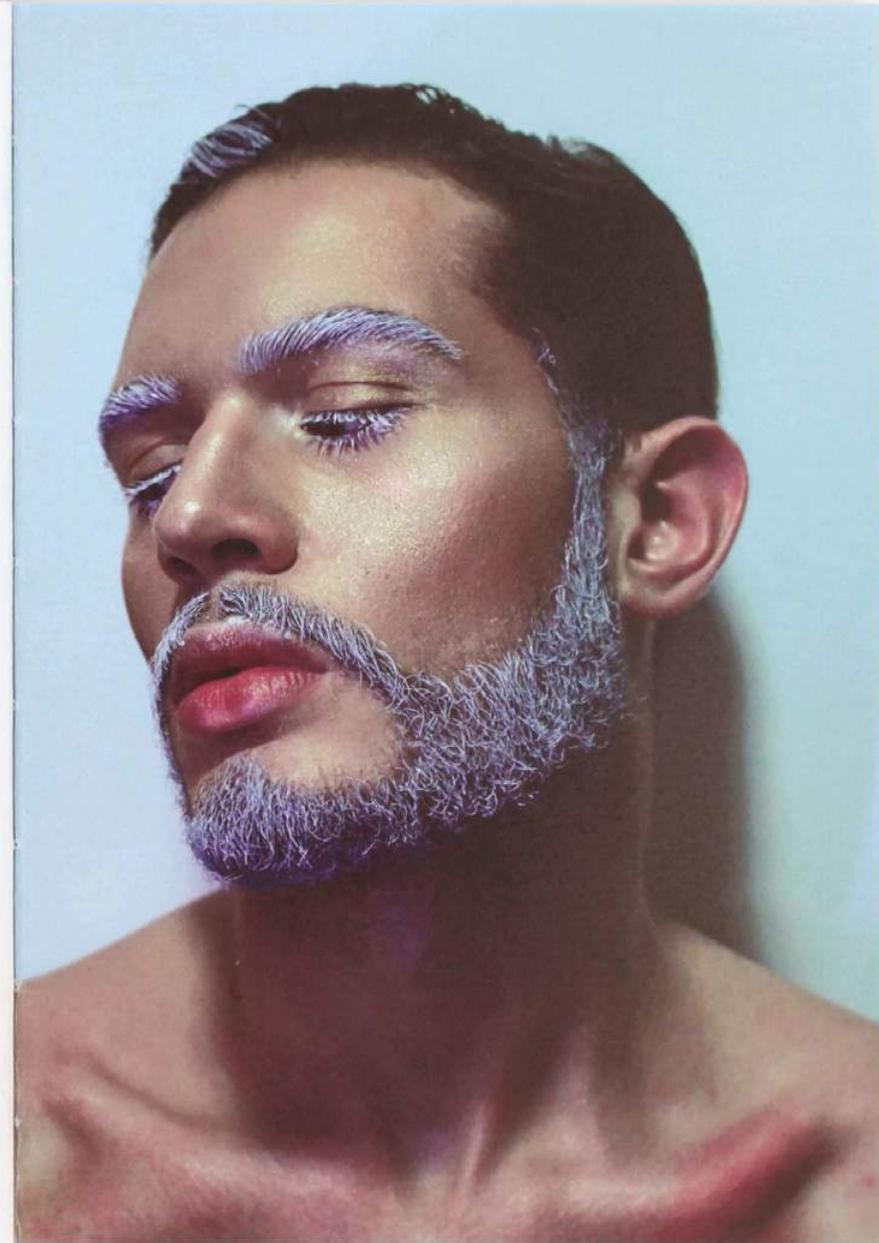
**photography
retouching**

skin

skin
By Isabella Vecchi
Model: J. Breckell



13:00







Mascbraü

**graphic design
branding**

For this project I was commissioned by an acquaintance to work on the branding and label design for Mascbraü, an independent beer brewed on the Italian Alps.



Virtual magazine: The Unpretentious

**art direction / photography /
graphic design / web design /
set design**

Unpretentious is a fictional fashion magazine accessible online. Combining renderings with photography and effective layout with unreadable articles, the publication playfully stretches the boundaries between reality and fiction in the context of fashion magazines.

Click on the cover to read



The text of the articles is taken from an online archive of spam mail, advertising for free cash and hot singles in your area.

The editorial is set in a hotel room rendered on 3D studio max, featuring clothes I physically screen printed on cotton - but dressed the model with only digitally - poking fun at the blurry line between real and fake in traditional magazines.





Research; Illustrations, screen printed on cotton.



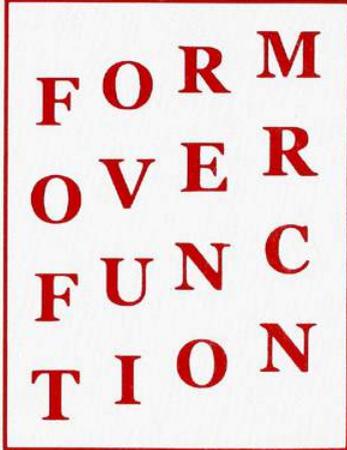
(Drawing and print of a child reading a newspaper, spotted on the Bakerloo line)



Ugly Labs

illustration
screen printing

Hand made, screen printed zipped pouches that I designed, printed and sewn as a side project.
Sold at: [PWC Milano](#)



FORM
OVER
FUNC
TION

Form Over Function

art direction
3D modelling
3D printing

Taking the shape of a printed catalogue, Form over function is a multidisciplinary project that explores again the space between reality and fiction, this time in the context of branding.



Inventing an exaggerated narrative for the fictional brand MXVI, the project is focused on the creation and promotion of three distinct lines of non-functional objects: nicely packaged (but empty) skincare products, 3D printed sunglasses with no lenses, and virtual shoes that can't be worn.

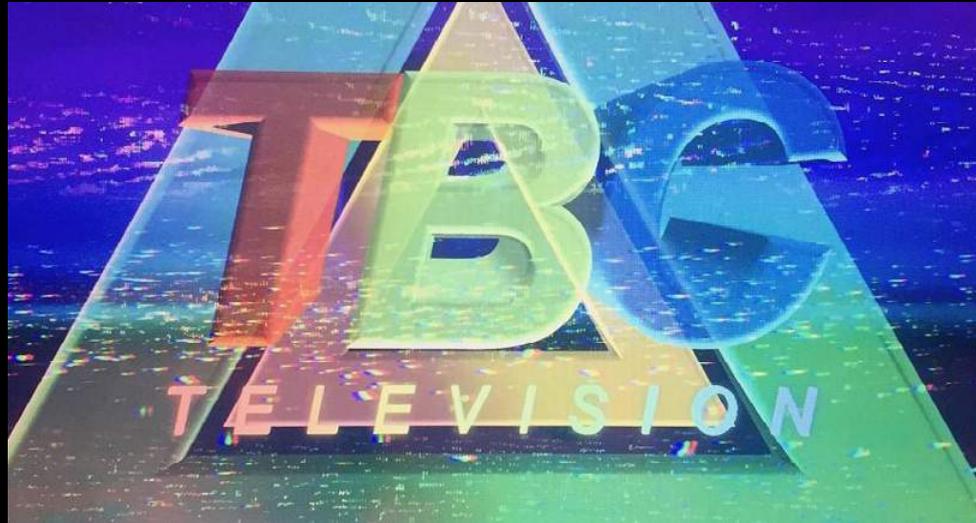
These sets of objects are documented and promoted in a final catalogue which, through its exaggerated narrative which is both surreal and very close to the reality of branding, pokes fun at the practice of advertising of making superfluous products look desirable.

[Click here to see the full catalogue.](#)



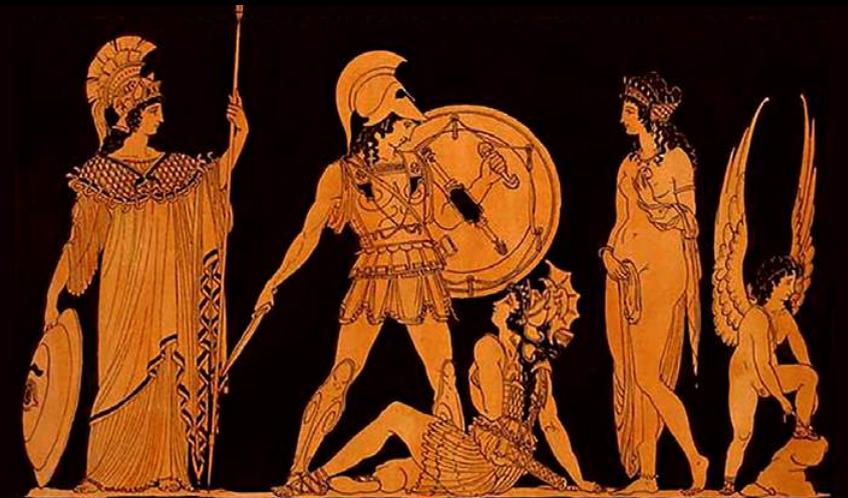
TBCTV

animation

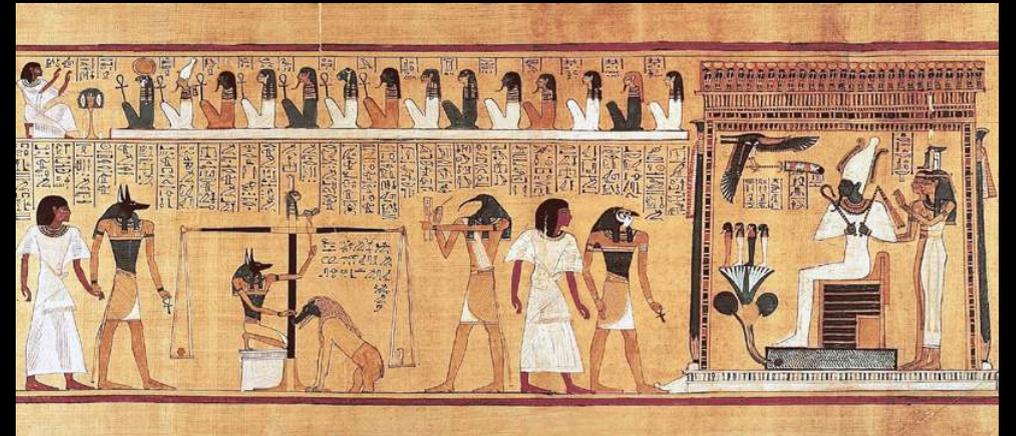
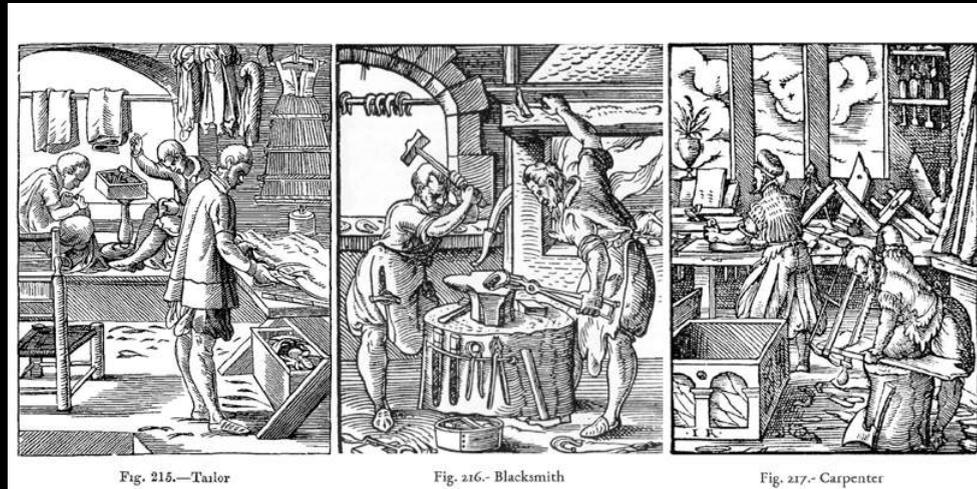


“Transforming Somerset House’s Lancaster Rooms into a mock television studio, TBCTV is an installation that brings together visual art performance and theatre, opening in October from Studios residents Mel Brimfield, Ewan Jones Morris and Chloe Lamford. TBCTV presents rolling coverage across its six TV channels showing a range of moving image work including show reels, music videos and animations.”

For this exhibition I created a series of TV idents that aired in between artist films and on a continuous loop on the screen by the entrance, pictured below. The aim was to create short videos that would playfully make TBCTV seem like a real channel, showcasing different idents that aired over the years.



Click on the animations to see them in motion.



For this purpose I decided to imagine the channel in pre TV times, selecting different historical illustrations (from Egyptian, Greek, and middle age times) and animating them on photoshop to advertise TBCTV.

MZ Skin: Photography

photography
photo retouching
set design



Whilst working as a graphic designer for the skincare brand MZ Skin, I initiated various different projects including product photography shoots.



(Products pictured: MZ Skin's Vitamin C Serum and Hydrate & Nourish Moisturizer)



We had no photo equipment in the office apart from the lighting, but improvising a set on the top of a drawer was a fun challenge!



Photoshoot: Not The Best George

fashion photography
photo editing

A few years before RuPaul's Drag Race UK, drag Queen A'Whora was just my friend George, working on his second year's womenswear collection. Looking back, I'm proud to have been the first person to shoot him in drag!

His collection featured elements from sportswear and drag, inspired by the contrast between the George his dad named him after (footballer George Best) and the George he grew up to be: a gay man studying fashion design.

Modelling for his own collection, George reclaimed his identity and rebelled against the gender roles that his upbringings tried to impose on him.





Thanks!

Thank you for reaching the last page, I hope you enjoyed looking at my work. Let's keep in touch!

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x
Bella

