



RUX Merch

PORTFOLIO



A COLLAGE MERCH PORTFOLIO

ABOUT THE ARTIST

ARTIST STATEMENT

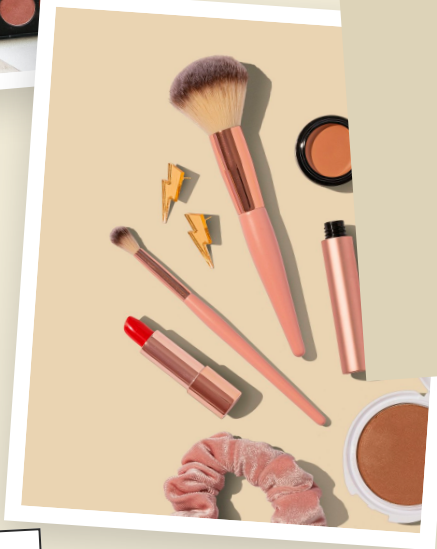
A merchandising student building a diverse portfolio across trend forecasting, brand strategy and editorial design — with a side practice in jewellery.

The work favours saturated mood, physical texture and pages assembled by hand: cut, layered, taped, rearranged until the argument reads at a glance.



DIGITAL COLLAGE

UNAPOLOGETICALLY PINK



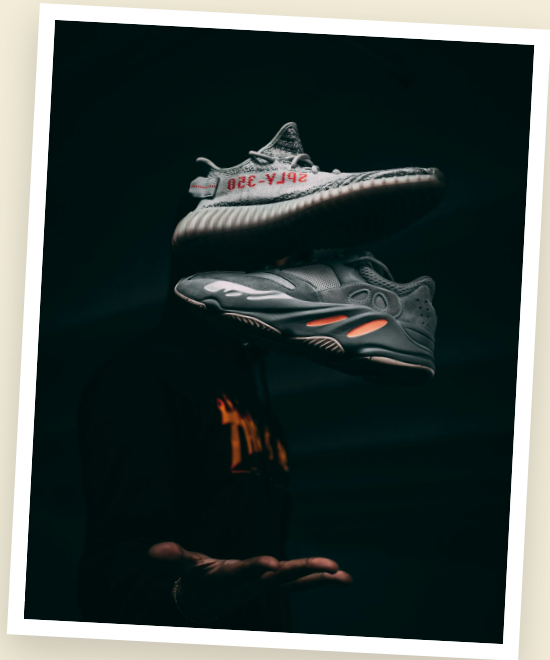
WINTER WONDERLAND



DIGITAL COLLAGE

BRAND INTRODUCTION

Positioning, promise and the voice the label speaks in.



TARGET MARKET INFO

Who buys, where they live online, and what moves them.



RETAILING & PRICING

Channel mix and the price architecture across the range.



STOREFRONT

The pop-up concept and its merch flow.



SUSTAINABILITY

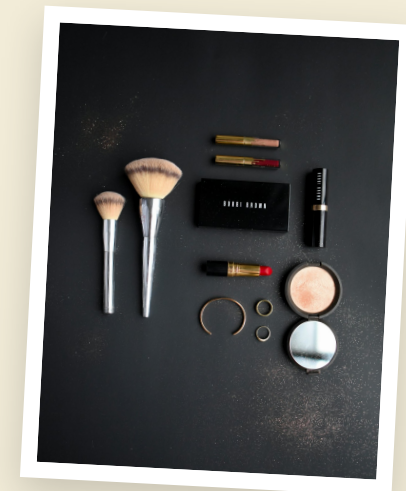
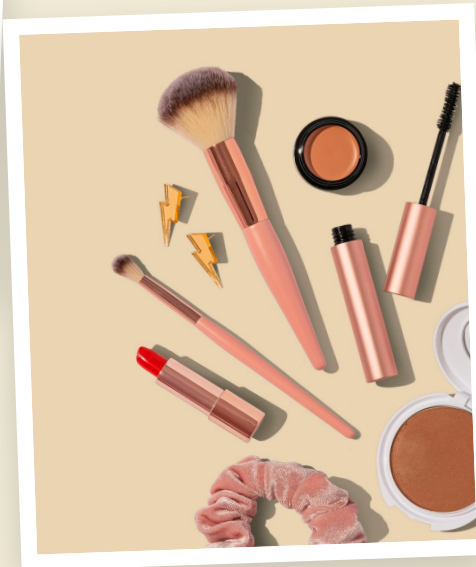
Material choices and second-life policy.

MAGAZINE SPREAD PROJECT

Magazine spread project: I was tasked with creating a cover and two-page spread for one trend of my choosing, then translated those trends into my own editorial layouts.



CUT-AND-PASTE ENERGY



CUT-AND-PASTE ENERGY



BUSINESS CASUAL



BOLD FLORALS



SHEER FABRICS



MICRO HEM-LINES



THE OVERSIZED TOTE



HEMLINE INDEX



BOWS



STYLED LOOKS

For this project I was tasked with creating and styling three looks based on my moodboard — neutral colours, classic silhouettes, animal prints.



LOOK NO.1



LOOK NO.2



LOOK NO.3