

Fifteen years directing creative for luxury brands in fashion, spirits, and hospitality, alongside editorial work. I also build CPG brands across price points, leading strategy, brand systems, packaging, and campaigns from concept through production.

Seven years in-house, founding and running a creative department across five brands, including Tequila Komos: Craft Spirits Packaging awards winner, sold in 40+ countries, and #4 in >\$100 tequila. (Nielsen)

STRATEGY	brand strategy, identity, and architecture.....	2
PACKAGE	packaging design and structural development.....	6
CAMPAIGNS	planning, direction, and production.....	10
TEAM	creative leadership and operations.....	14

STRATEGY





STRATEGY

NOT ANOTHER SPIRITS BRAND

Komos borrowed the codes of fashion and watchmaking instead: minimal design, negative space, escapism, strict guidelines held across every touchpoint. A luxury house's language, not a spirits brand's.

FOUNDING TEAM. BRAND AND CREATIVE STRATEGY, THEN BUILT THE SYSTEM THAT RUNS ON IT: BRAND BOOK, PACKAGING, CORPORATE COLLATERALS, MARKETING ASSETS, ADVERTISING CAMPAIGNS, ETC.

\$15M

Institutional funding
Spirits of Gallo, 2022

40+

Countries
Distribution

STRATEGY

FROM GUIDELINES TO WORKING SYSTEM

Doladira and Stuzzi arrived as high level brand books from the agency Perron-Roettinger: identity resolved, production system open. We wrote the specifications they needed to hold at retail scale and ran every consumer-facing execution from there.

BRAND STEWARDSHIP
IN-HOUSE: PACKAGING UPDATES,
SECONDARY PACK, MARKETING ASSETS,
NEW SKUS.

#1

Up-trending cordial
by velocity Whole Foods

63%

Doladira depletion
growth year-over-year





STRATEGY

EVERYONE HERE IS SELLING WHOLESOME. WE SOLD USEFUL.

Every bar on shelf already tells the same nature-and-nurture story, oversaturated and not ours to win. We led with function over flavor, for the high-output, contemporary world the category still won't admit exists.

CATEGORY RESEARCH, STRATEGY AND
IDENTITY CONCEPTS, PACKAGING DIRECTION,
TONE OF VOICE, CREATIVE STANDARDS.
(NOT DESIGNED)

16,000

Bars sold
First month



PACKAGE

PACKAGE

THE PACKAGE IS THE MESSAGE

Ceramic instead of labelled glass. The object set the price position before a single campaign ran. Every expression identifiable at a distance, identical in construction, varying only in glaze and label.

BOTTLE, CAP, LABEL SYSTEM: DESIGN THROUGH PRODUCTION. BUILT AND LED THE TEAM RUNNING IT AT SCALE.

CUSTOM GOLD BOTTLE FOR MGM RESORT.

3

Craft Spirits
Packaging Awards

#4

Ultra-luxury tequila
US market, Nielsen





PACKAGE

BUILT FOR THE FREE SPIRITS

The front of the bottle carries only a tattoo inspired illustration, the way a tattoo needs no caption. One identity, applied across glass, aluminum, and paper.

BUILT FROM THE ILLUSTRATION FOR THE ACCESSIBLE-PREMIUM TIER: POSITIONING, IDENTITY, PACKAGING ARCHITECTURE, PRODUCTION SPECS.

18,160

9

Cases sold in year one

SKUS across glass, aluminum and paper.

PACKAGE

BORN IN THE DESERT DRESSED FOR THE CITY

No folklore, no agave clichés, no ancient-ritual language. The bottle carries the argument instead: a tall ceramic object, green or sand, capped in copper, to evoke both the Sierra Madre desert and contemporary Mexican aesthetic.

CREATED FROM SCRATCH FOR SOTOL ROMO:
POSITIONING, BRAND IDENTITY, PACKAGING,
VISUAL DIRECTIONS, LAUNCH.

4

Generations of Romo family
Sotol producers



CAMPAIGNS





CAMPAIGNS

BUILT ONCE, ADAPTED TO EVERY SURFACE

One set of images & videos, made in-house and cut to vendor spec for every format the 360 media plan bought: Times Square, billboards, wallscapes, truck wraps, wild postings, store windows, travel retail, social media and print.

KOMOS. SEASHORE CAMPAIGNS, 2022 TO 2025. CONCEPT, PHOTO & VIDEO PROD, AND FORMAT ADAPTATION IN-HOUSE.

130M+

OOH Impressions
2022 to 2025

22

Markets
19 US, 3 Int

9

Channels

CAMPAIGNS

PAID SOCIAL CIRCULAR CREATIVE STRATEGY

The consumers inform the strategy that decide the images, that are created in an ai node base system paired with traditional still life photos that is then published and received by the consumers, who inform the strategy, etc.

STUZZI AND KOMOS, PAID SOCIAL. CREATIVE STRATEGY, DIRECTION, AND PRODUCTION RUN IN-HOUSE.

\$1.33

CPM vs \$12 average
for wine & spirits

3%

CTR vs 1% Meta
average social benchmark





CAMPAIGNS

FASHION & EDITORIAL

The craft wasn't built in CPG, it was proven first across luxury covers for Elle Italia, photography direction for Dom Pérignon and Giambattista Valli, editorials in the New York Times, Condé Nast, and Hearst.

PURPLE MAGAZINE CONTRIBUTOR, 2007-2019.
GUEST LECTURER: UPENN, PHOTO DEPT.
WORK PUBLISHED IN GIAMBATTISTA VALLI,
RIZZOLI, 2013.

50+

Photo/Video shoots
Commercial & Editorial

10+

Magazine covers
New York, Paris, Milan



TEAM

**NO SUCCESSFUL CREATIVE PROJECT HAS
EVER BEEN MADE BY JUST ONE PERSON.**

CREATIVE LEADERSHIP

Creative department built from zero in 2020 at Casa Komos Brands Group. Four people. Five brands. Physical studio inside corporate headquarters. Agency and freelancer roster management. Reported to the COO. Trusted at the executive level to steward brand integrity across teams and partners.

AI-INTEGRATED PRODUCTION

Node-based batch image generation, automated pipelines, and AI-assisted ideation and production have changed how the work is made, not what the work is.

