# Alyssa Naicker-Lawrence

ART DIRECTOR & MULTI-DISCIPLINARY DESIGNER

# PORTFOLIO

2026

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## ABOUT ME

Art director and creative lead with 12 years' experience across brand identity, digital platforms, and integrated campaigns. Ex-Ogilvy. Based in South Africa (GMT+2), working with agencies, founders, and distributed teams internationally.

My work sits at the intersection of brand, product, and communication. I start by understanding the business, the customer, and the opportunity behind the brief, using that context to shape direction and guide decisions as projects evolve.

At Ogilvy Durban, I worked as Digital Art Director on SA Home Loans' platform transformation, helping lead the design of South Africa's first fully automated home loan experience across distributed teams during lockdown. I later joined ITI as Art Director on the MR Price Sport account, contributing across campaigns, shoots, and rollout while taking on broader responsibility across team output.

Since 2023, I've worked independently with agencies and founders across brand, digital, and campaign projects.

## HOW I WORK

I help teams turn direction into delivery. Whether the challenge is a brand, product, campaign, or digital experience, I bring clarity to the work early and stay closely involved as it develops. My role often extends beyond creative execution, helping connect business objectives, customer needs, and the decisions required to move projects forward.

I work across independent and distributed teams, with clear communication, reliable delivery, and experience collaborating across time zones.

## EXPERIENCE

**Ogilvy Durban**
**Digital Art Director** * SA Home Loans digital platform transformation

**ITI**
**Art Director for MR Price Sport** * Campaign concepting, shoot direction, and multi-channel rollout

**Independent Practice**
**Art Director & Multi-Disciplinary Designer** * Brand, product, and campaign work across agencies and founders.



Alyssa Naicker-Lawrence

# SELECTED WORK

## J&K Holiday Homes, Brand Identity & Website

BRAND IDENTITY · WEBSITE DESIGN · WORDPRESS DEVELOPMENT · BOOKING INTEGRATION

## Orca Estates, Brand Strategy & Website

BRAND STRATEGY · POSITIONING · PRICING · WEB DESIGN · WORDPRESS DEVELOPMENT

## MR Price Sport, Brand Campaigns

TEAM LEAD · CAMPAIGN CONCEPTING · ART DIRECTION · SOCIAL · PRINT · DIGITAL · STORE

## SA Home Loans, Digital Platform Design

UI DESIGN · ART DIRECTION · DESIGN SYSTEM · PRODUCT DESIGN

## Liza Clifford, Brand Refresh

BRAND IDENTITY · PACKAGING · ART DIRECTION

## Fri[s]mith, Skincare Website Launch

ART DIRECTION · CONTENT STRATEGY · WEB DESIGN

## BeautyZone, Glamour Party Sale Campaign

CAMPAIGN STRATEGY · ART DIRECTION · CONTENT PRODUCTION · PHOTOGRAPHY

## Archive Section

EARLIER PROJECTS ACROSS DISCIPLINE AND INDUSTRY, SHAPED BY VARIED CONTEXTS AND BRIEFS.

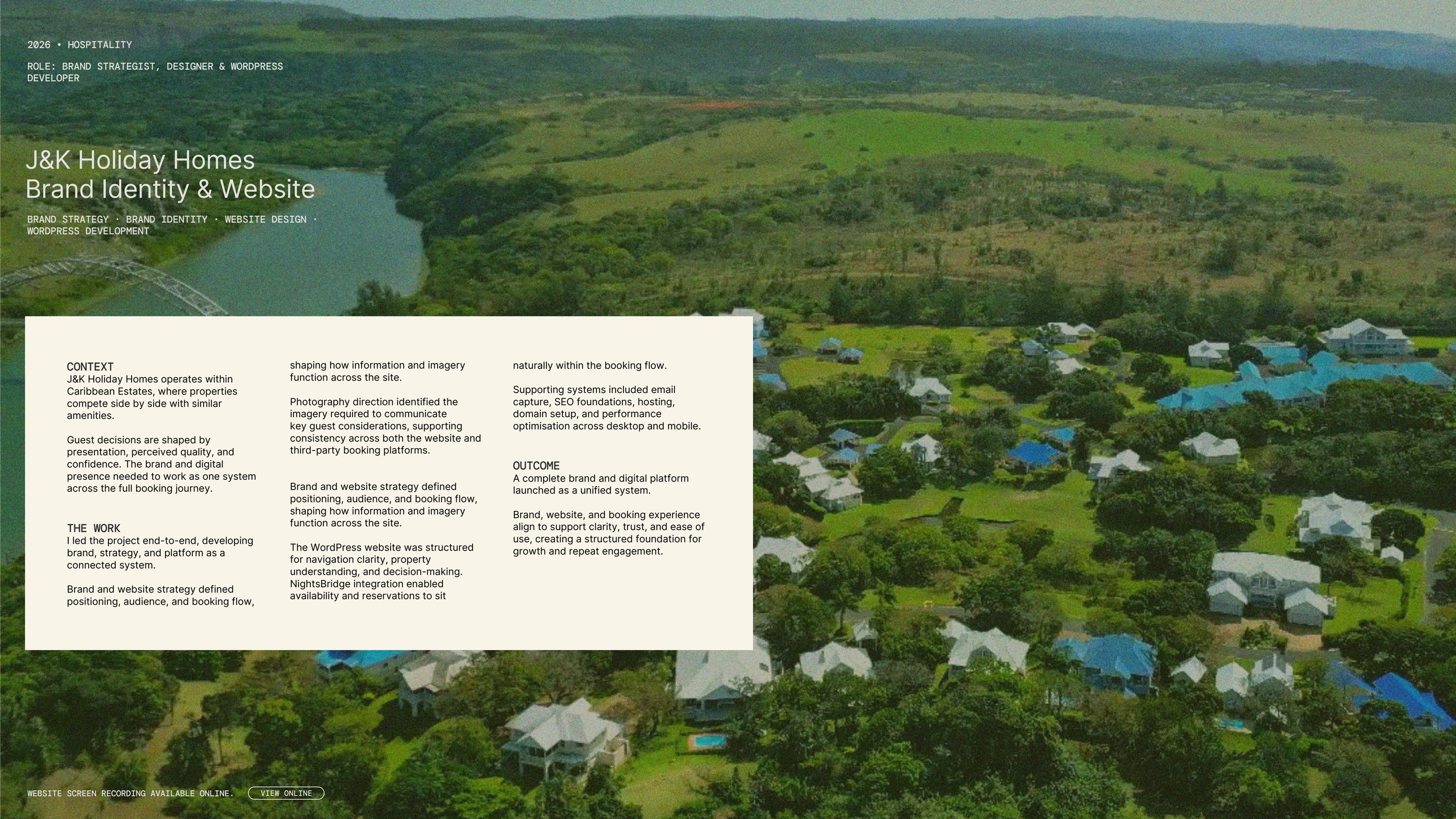
(CLICK TO JUMP TO A PROJECT)

2026 • HOSPITALITY

ROLE: BRAND STRATEGIST, DESIGNER & WORDPRESS DEVELOPER

# J&K Holiday Homes
# Brand Identity & Website

BRAND STRATEGY · BRAND IDENTITY · WEBSITE DESIGN · WORDPRESS DEVELOPMENT



## CONTEXT

J&K Holiday Homes operates within Caribbean Estates, where properties compete side by side with similar amenities.

Guest decisions are shaped by presentation, perceived quality, and confidence. The brand and digital presence needed to work as one system across the full booking journey.

## THE WORK

I led the project end-to-end, developing brand, strategy, and platform as a connected system.

Brand and website strategy defined positioning, audience, and booking flow, shaping how information and imagery function across the site.

Photography direction identified the imagery required to communicate key guest considerations, supporting consistency across both the website and third-party booking platforms.

Brand and website strategy defined positioning, audience, and booking flow, shaping how information and imagery function across the site.

The WordPress website was structured for navigation clarity, property understanding, and decision-making. NightsBridge integration enabled availability and reservations to sit naturally within the booking flow.

Supporting systems included email capture, SEO foundations, hosting, domain setup, and performance optimisation across desktop and mobile.

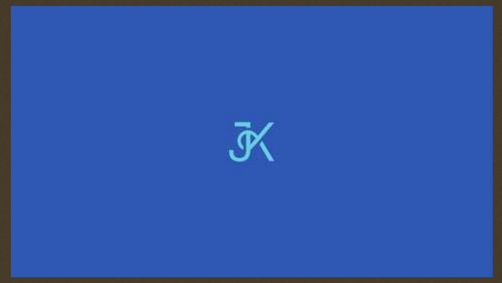
## OUTCOME

A complete brand and digital platform launched as a unified system.

Brand, website, and booking experience align to support clarity, trust, and ease of use, creating a structured foundation for growth and repeat engagement.

WEBSITE SCREEN RECORDING AVAILABLE ONLINE. VIEW ONLINE

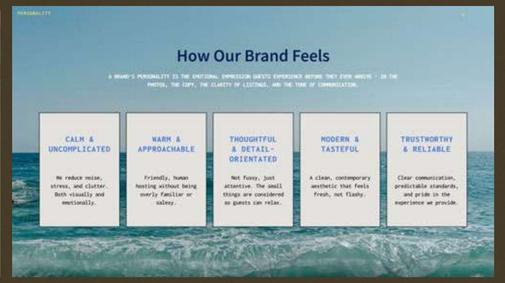

J + ∞ + K = J&K
J&K HOLIDAY
HOMES




About our Brand Guidelines
This document outlines the core brand guidelines for JBK Holiday Homes. It serves as a clear, practical reference to help us present the brand consistently across the website and any future materials as the brand continues to grow.


Our Brand Mission
To provide modern, thoughtfully equipped coastal homes where families and groups can relax easily, feel completely safe, and enjoy a peaceful, comfortable stay.


Our Guiding Principles
CONSIDERED COMFORT
Modern, calm environments designed with thoughtfulness and care. Everything guests need, nothing they don't.
WARM HOSPITALITY
A genuine, human welcome. Clear communication, approachable feeling, and a sense of being looked after, not managed.
THOUGHTFUL CONSISTENCY
Predictable quality guests can trust. Reliable cleanliness, maintained spaces, and clarity in every detail.
TOGETHERNESS & JOY
Spaces that make it easy for families and groups to connect, unwind, and create meaningful memories.
STEWARDSHIP & PRIDE
We care for our homes and what they represent. Built with the future in mind, maintained with intention, and treated with respect.


How Our Brand Feels
A BRAND'S PERSONALITY IS THE EMOTIONAL IMPRESSION GUESTS EXPERIENCE BEFORE THEY EVER ARRIVE - IN THE PHOTOS, THE COPY, THE CLARITY OF LISTINGS, AND THE TONE OF COMMUNICATION.
CALM & UNCOMPLICATED
We reduce noise, stress, and clutter. Both visually and emotionally.
WARM & APPROACHABLE
Friendly, human hosting without being overly familiar or salesy.
THOUGHTFUL & DETAIL-ORIENTATED
Not fussy, just attentive. The small things are considered so guests can relax.
MODERN & TASTEFUL
A clean, contemporary aesthetic that feels fresh, not flashy.
TRUSTWORTHY & RELIABLE
Clear communication, predictable standards, and pride in the experience we provide

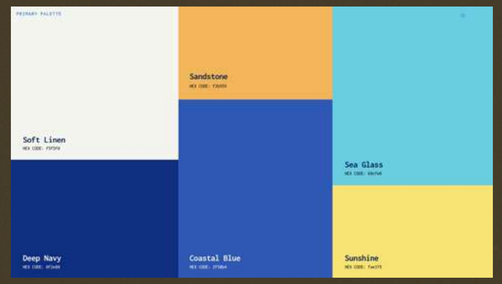

How We Speak
OUR TONE TRANSLATES OUR VALUES AND PERSONALITY INTO LANGUAGE. EVERY MESSAGE SHOULD SOUND:
CLEAR & REASSURING
No jargon, no confusion. Speak with calm confidence.
WARM & WELCOMING
Friendly without being over-familiar. Professional without being cold.
SIMPLE & HONEST
Straightforward descriptions, transparent details, and no exaggerated claims.
THOUGHTFULLY HELPFUL
Anticipate questions, guide without pushing, and make it easy for guests to feel confident.
MODERN & POLISHED
Clean phrasing, well-chosen words, and a sense of quiet refinement.


Logo Suite Purpose
The JBK Holiday Homes logo suite is a flexible system of logo variations designed to maintain a consistent and recognisable brand presence across all touchpoints.
Logo Usage
The primary logo should be used whenever space allows. Secondary logos support the brand in constrained contexts: the wordmark for horizontal or UI-heavy layouts, the monogram for small-scale applications, and the sign-off for occasional, informal brand moments.
JBK HOLIDAY HOMES
PRIMARY LOGO
MONOGRAM
JBK HOLIDAY HOMES
WORDMARK
JBK Holiday Homes
SIGN-OFF

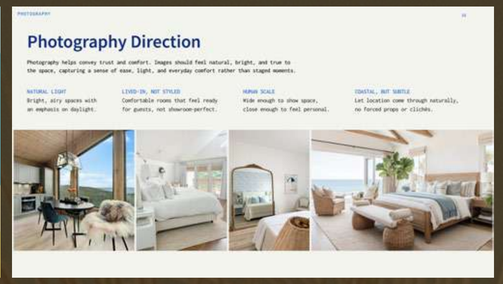


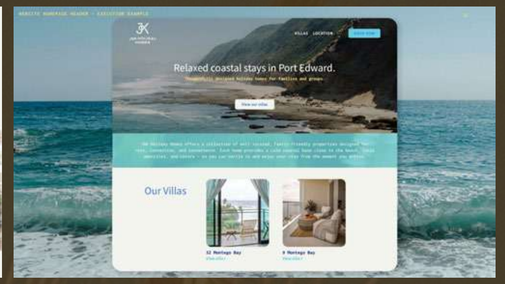

Typography
The typography system balances clarity and warmth, ensuring the brand feels friendly and easy to engage with while remaining legible across digital platforms and printed materials.
SUB-HEADING
BODY COPY
ACCENT TYPE
HEADING
A welcoming place to unwind together
Relax & unwind

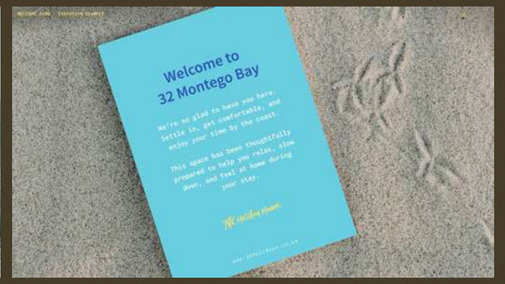

Colour Palette
The colour palette has been chosen to support a calm, modern, coastal feel. Colours should be used with restraint to maintain a clean, uncluttered look. Neutrals should lead, with accent colours used sparingly.
Warm Linen
Deeper Navy
Soft Coastal
Sea Glass
Sandstone
Sunshine
Soft Linen
Deep Navy
Coastal Blue
Sea Glass 45%
Golden Sand
Sunshine 50%


Soft Linen
Sandstone
Sea Glass
Deep Navy
Coastal Blue
Sunshine


Warm Linen
Golden Sand
Sea Glass 45%
Soft Linen
Sandstone
Deeper Navy
Soft Coastal
Sea Glass
Sunshine 50%
Deep Navy
Coastal Blue
Sunshine


Photography Direction
Photography helps convey trust and comfort. Images should feel natural, bright, and true to the space, capturing a sense of ease, light, and everyday comfort rather than staged moments.
NATURAL LIGHT
Bright, airy spaces with an emphasis on daylight.
LIVED-IN, NOT STYLED
Comfortable rooms that feel ready for guests, not showroom-perfect.
HUMAN SCALE
Wide enough to show space, close enough to feel personal.
COASTAL, BUT SUBTLE
Let location come through naturally, no forced props or clichés.

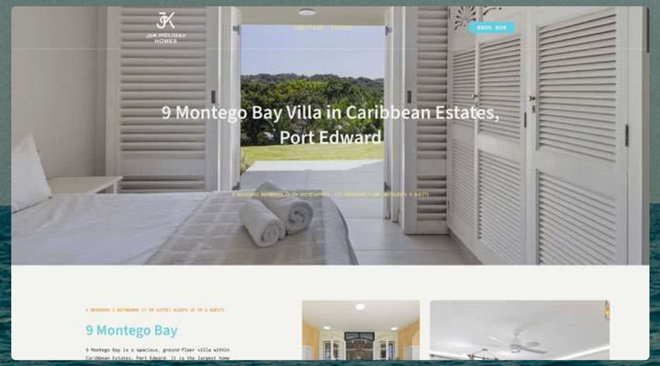

Relaxed coastal stays in Port Edward.
Our Villas

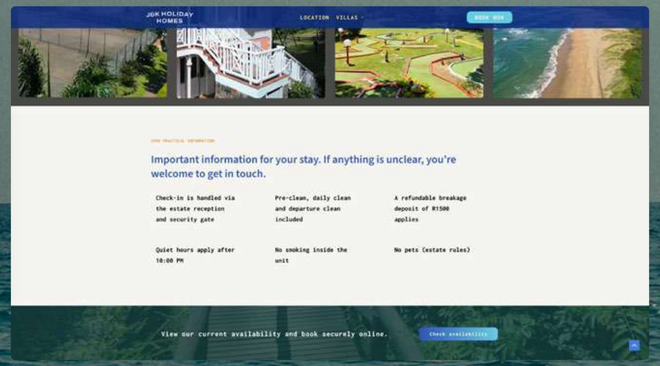

Welcome to 32 Montego Bay
We're so glad to have you here. Settle in, get comfortable, and enjoy your time by the coast.
This space has been thoughtfully prepared to help you relax, slow down, and feel at home during your stay.
JBK Holiday Homes

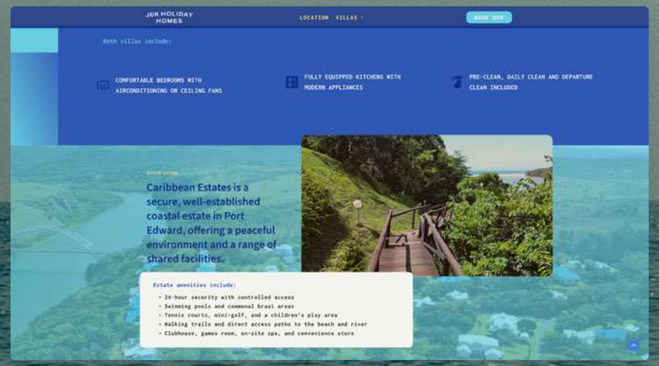

A few helpful details
WI-FI DETAILS
CONTACT US
EMERGENCY INFO
HOUSE RULES
CHECK-OUT
If you need anything during your stay, or have questions about the area, feel free to get in touch.
We hope you enjoy your time in Port Edward.

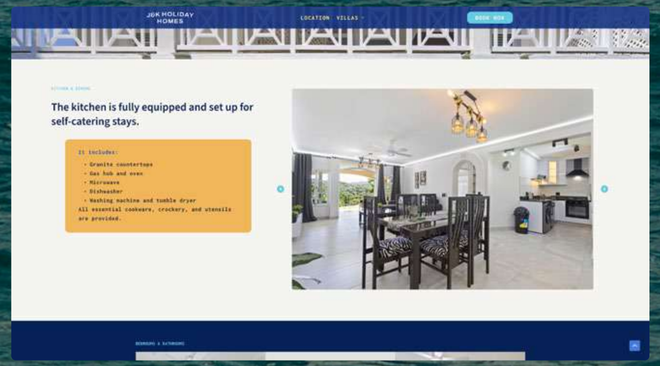

JBKHolidayHomes



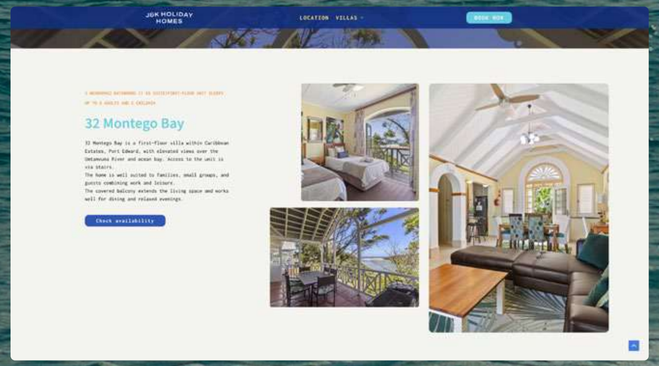

9 Montego Bay Villa in Caribbean Estates, Port Edward
9 Montego Bay

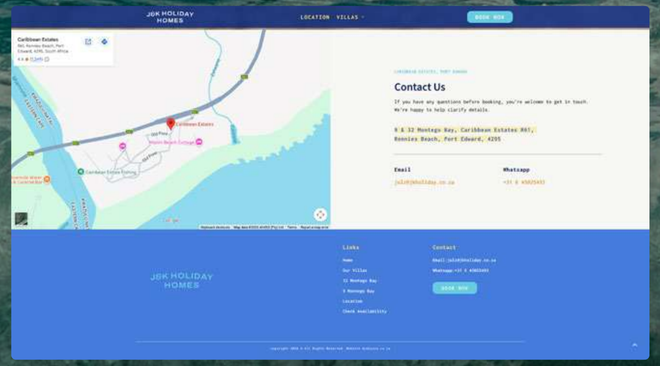

Important information for your stay. If anything is unclear, you're welcome to get in touch.
Check-in is handled via the estate reception and security gate
Pre-clean, daily clean and departure clean included
A refundable breakage deposit of R1500 applies
Quiet hours apply after 10:00 PM
No smoking inside the unit
No pets (estate rules)
View our current availability and book securely online.
Check availability

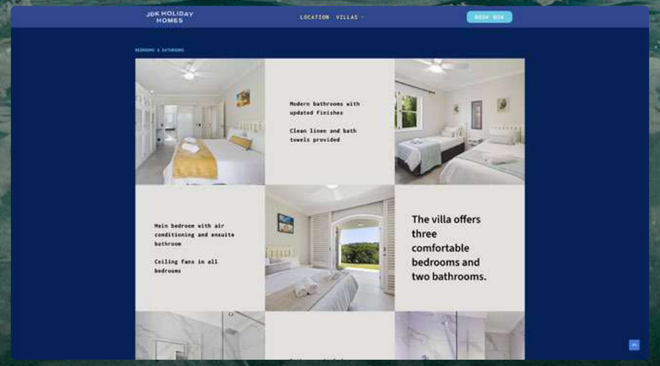

Both villas include:
COMFORTABLE BEDROOMS WITH AIRCONDITIONING OR CEILING FANS
FULLY EQUIPPED KITCHENS WITH MODERN APPLIANCES
PRE-CLEAN, DAILY CLEAN AND DEPARTURE CLEAN INCLUDED
Caribbean Estates is a secure, well-established coastal estate in Port Edward, offering a peaceful environment and a range of shared facilities.
Estate amenities include:
• 24-hour security with controlled access
• Swimming pools and communal braai areas
• Tennis courts, mini-golf, and a children's play area
• Walking trails and direct access paths to the beach and river
• Clubhouse, games room, on-site spa, and convenience store

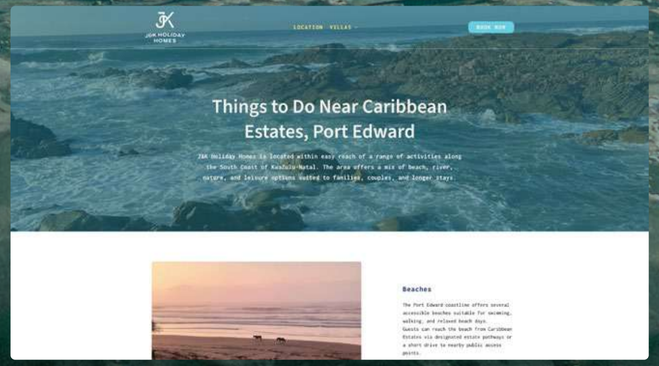

The kitchen is fully equipped and set up for self-catering stays.
21 includes:
• Granite countertops
• Gas hob and oven
• Microwave
• Dishwasher
• Washing machine and tumble dryer
All essential cookware, crockery, and utensils are provided.


Modern, comfortable holiday accommodation in Caribbean Estates, Port Edward
View Villas
Book your stay
J&K Holiday Homes offers a small collection of modern, fully equipped, recently renovated holiday accommodation within Caribbean Estates, Port Edward.
Each home is privately managed and maintained to a consistent standard, with an emphasis on comfort, practicality, and ease of use.


32 Montego Bay
Check availability


Contact Us
6 & 32 Montego Bay, Caribbean Estates R61, Ronnies Beach, Port Edward, 4295
Email
Whatsapp
Links
Contact
BOOK NOW


Modern bathrooms with updated finishes
Clean linen and bath towels provided
Main bedroom with air conditioning and ensuite bathroom
Ceiling fans in all bedrooms
The villa offers three comfortable bedrooms and two bathrooms.


Things to Do Near Caribbean Estates, Port Edward
J&K Holiday Homes is located within easy reach of a range of activities along the South Coast of KwaZulu-Natal. The area offers a mix of beach, river, nature, and leisure options suited to families, couples, and longer stays.
Beaches

2024 • HOSPITALITY

ROLE: BRAND STRATEGIST, DESIGNER & WORDPRESS DEVELOPER

# Orca Estates
# Brand Strategy & Website

BRAND DEVELOPMENT · PRICING STRATEGY · WEBSITE DESIGN · WORDPRESS DEVELOPMENT

## CONTEXT
A KZN coastal guesthouse required a website to support bookings in a highly competitive local market.

Guests compared similar offerings within close proximity, where perception of value, clarity, and ease of booking drove decisions.

## THE WORK
The project expanded into strategy before execution.

Positioning and narrative were defined around family stays, comfort, and proximity to nature. Audience and competitor analysis shaped framing and structure.

Pricing was restructured to align perceived value with offering.

The website was designed to support the full journey from discovery to booking, with clear navigation, suite detail, experience content, testimonials, and integrated booking functionality.

SEO, mobile responsiveness, and performance were included.

## OUTCOME
The business launched with aligned brand, pricing, and platform.

**The website generated R80,000 in bookings within the first week.**
Brand, pricing, and digital experience now operate as a connected system supporting confidence and conversion.

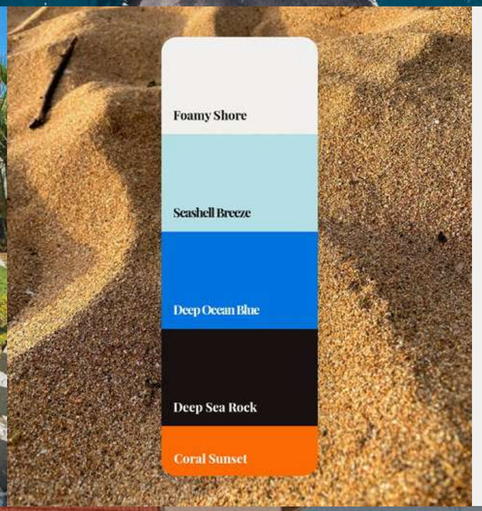
ORCA ESTATES

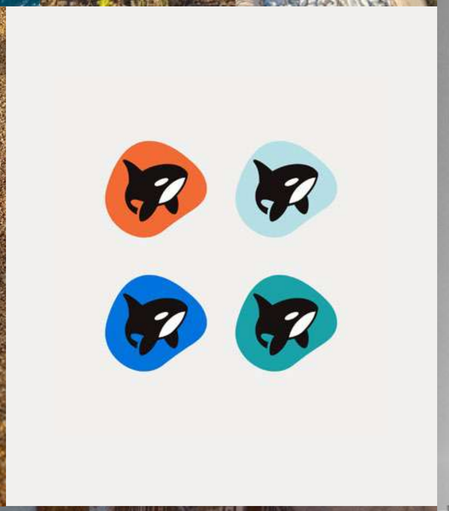
WEBSITE SCREEN RECORDING AVAILABLE ONLINE. VIEW ONLINE


ORCA ESTATES
Experience relaxing, family-friendly stays at Orca Estates.
We are a vibrant, family-friendly guesthouse nestled in the heart of Bluff, Durban. With a capacity to host up to 35 guests, our three guesthouse options offer a tranquil escape close to the beach, nature reserves, restaurants, and shops.

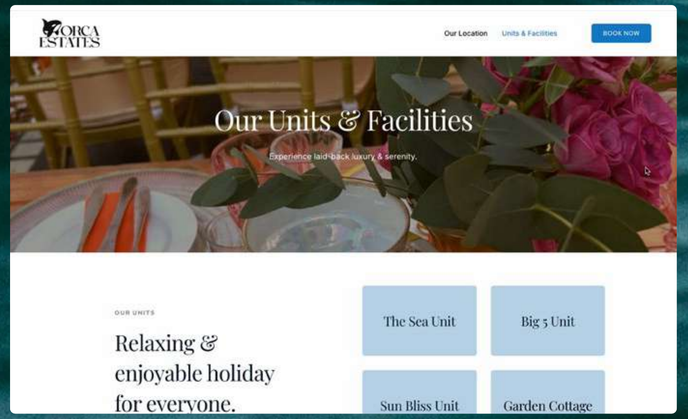


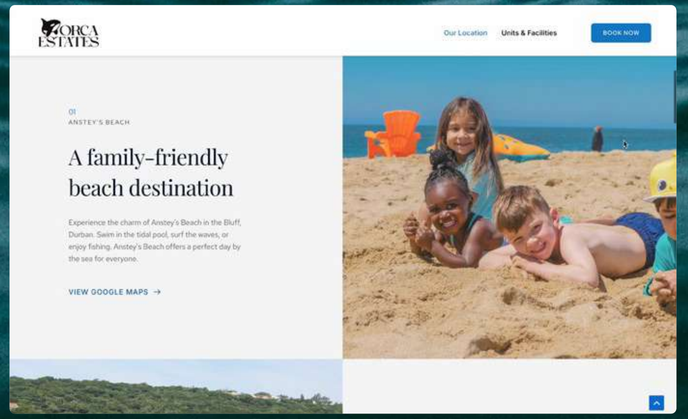


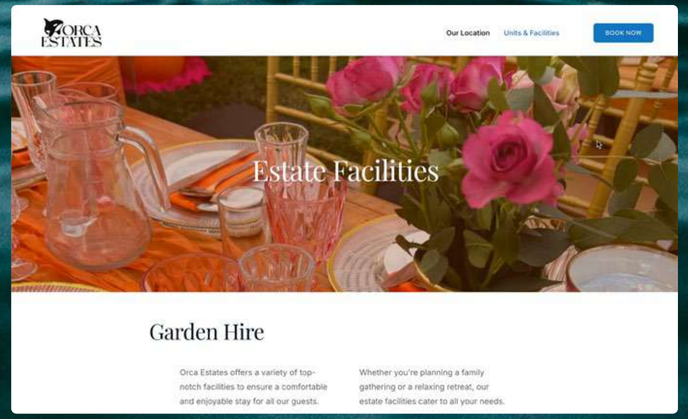

Foamy Shore
Seashell Breeze
Deep Ocean Blue
Deep Sea Rock
Coral Sunset

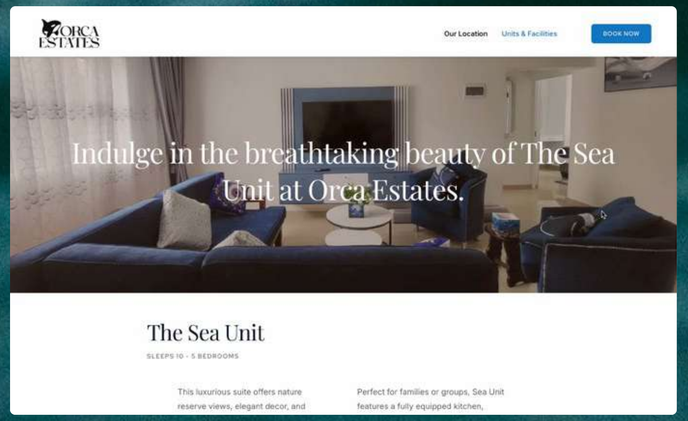


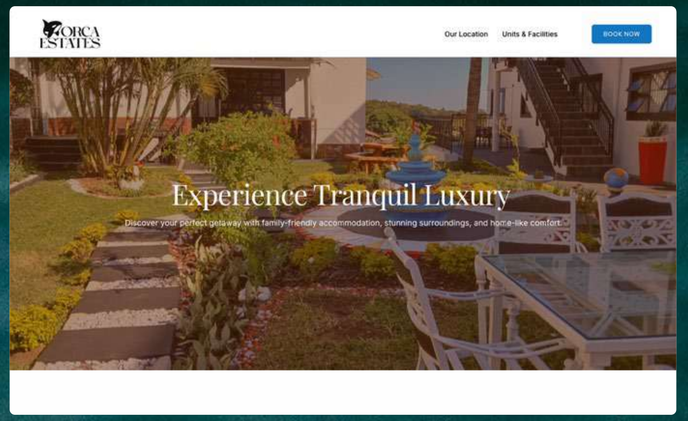

ORCA ESTATES
134 Hillhead Road, Bluff, South Africa.

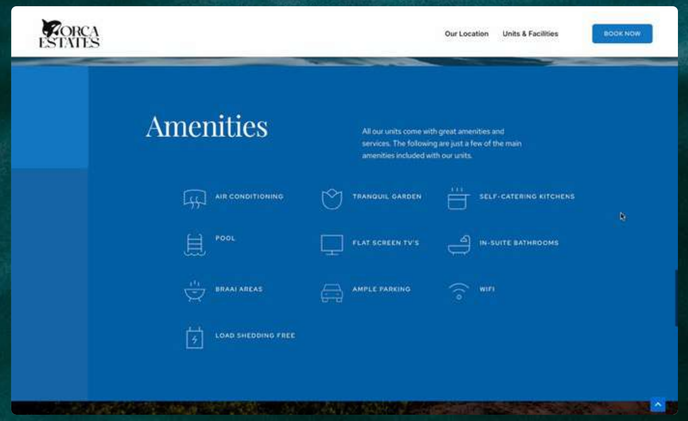

ORCA ESTATES
Our Location
Units & Facilities
BOOK NOW
Our Units & Facilities
Experience laid-back luxury & serenity.
OUR UNITS
Relaxing & enjoyable holiday for everyone.
The Sea Unit
Big 5 Unit
Sun Bliss Unit
Garden Cottage

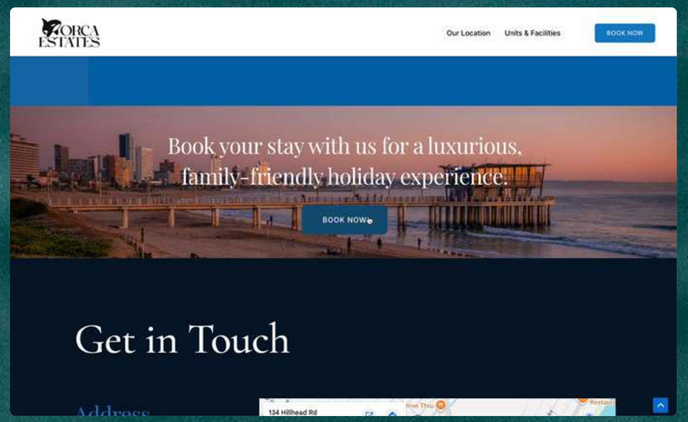

ORCA ESTATES
Our Location
Units & Facilities
BOOK NOW
01
ANSTEY'S BEACH
A family-friendly beach destination
Experience the charm of Anstey's Beach in the Bluff, Durban. Swim in the tidal pool, surf the waves, or enjoy fishing. Anstey's Beach offers a perfect day by the sea for everyone.
VIEW GOOGLE MAPS →

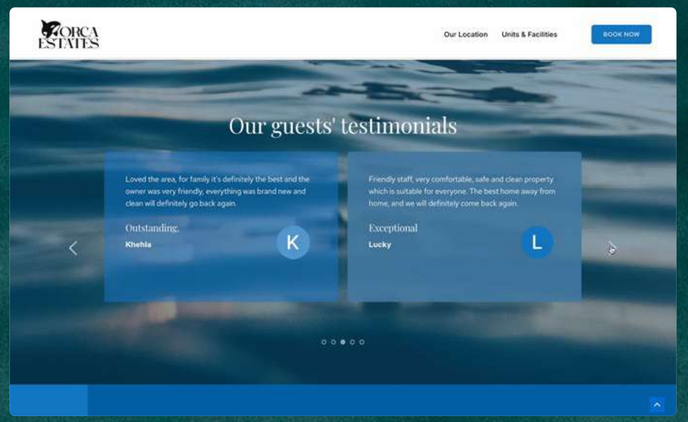

ORCA ESTATES
Our Location
Units & Facilities
BOOK NOW
Estate Facilities
Garden Hire
Orca Estates offers a variety of top-notch facilities to ensure a comfortable and enjoyable stay for all our guests.
Whether you're planning a family gathering or a relaxing retreat, our estate facilities cater to all your needs.

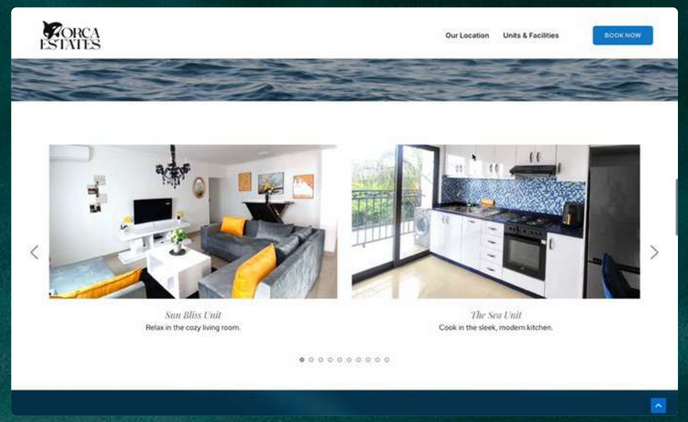

ORCA ESTATES
Our Location
Units & Facilities
BOOK NOW
Indulge in the breathtaking beauty of The Sea Unit at Orca Estates.
The Sea Unit
SLEEPS 10 · 5 BEDROOMS
This luxurious suite offers nature reserve views, elegant decor, and
Perfect for families or groups, Sea Unit features a fully equipped kitchen,


ORCA ESTATES
Our Location
Units & Facilities
BOOK NOW
Experience Tranquil Luxury
Discover your perfect getaway with family-friendly accommodation, stunning surroundings, and home-like comfort.


ORCA ESTATES
Our Location
Units & Facilities
BOOK NOW
Amenities
All our units come with great amenities and services. The following are just a few of the main amenities included with our units.
AIR CONDITIONING
TRANQUIL GARDEN
SELF-CATERING KITCHENS
POOL
FLAT SCREEN TV'S
IN-SUITE BATHROOMS
BRAAI AREAS
AMPLE PARKING
WIFI
LOAD SHEDDING FREE


ORCA ESTATES
Our Location
Units & Facilities
BOOK NOW
Book your stay with us for a luxurious, family-friendly holiday experience.
BOOK NOW
Get in Touch
Address
134 Hillhead Rd


ORCA ESTATES
Our Location
Units & Facilities
BOOK NOW
Our guests' testimonials
Loved the area, for family it's definitely the best and the owner was very friendly, everything was brand new and clean will definitely go back again.
Outstanding.
Khehla
K
Friendly staff, very comfortable, safe and clean property which is suitable for everyone. The best home away from home, and we will definitely come back again.
Exceptional
Lucky
L


ORCA ESTATES
Our Location
Units & Facilities
BOOK NOW
Sun Bliss Unit
Relax in the cozy living room.
The Sea Unit
Cook in the sleek, modern kitchen.

2021-2023 • FASHION RETAIL

ROLE: SENIOR DESIGNER & ART DIRECTOR

# MR Price Sport Retail Campaigns & Art Direction

ART DIRECTION · CAMPAIGN CONCEPT · RETAIL MARKETING · DIGITAL · SOCIAL · OOH · PRINT



## OVERVIEW

Art direction and campaign development across a continuous retail calendar spanning product launches, seasonal campaigns, and brand moments.

## CONTEXT

MR Price Sport operates within a fast-moving retail environment, requiring continuous output across digital, social, in-store, print, and OOH.

Campaigns, launches, and promotional activity run simultaneously, requiring creative consistency across channels while meeting demanding production timelines.

## THE WORK

Across two years, I worked across a continuous stream of campaigns, launches, and brand moments, contributing to concept development, art direction, and multi-channel rollout.

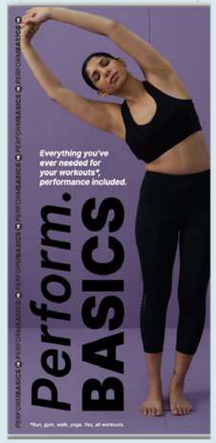
Responsibilities included campaign ideation, shoot art direction, visual development, and execution across digital, social, print, in-store, and OOH formats. Work was developed in close alignment with the broader brand system, ensuring consistency across a high volume of outputs.

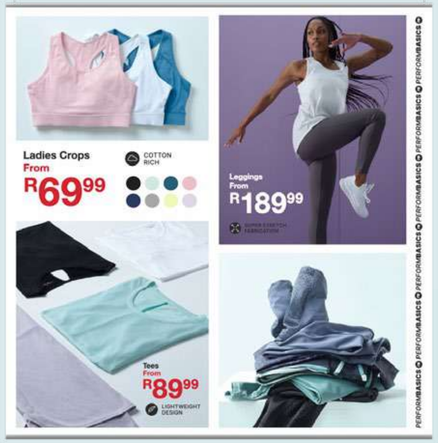
Highlighted campaigns include ***Power to Her, Power to Move***, a Women's Month campaign exploring personal expressions of strength through both narrative and retail-focused executions, and ***We Are Runners***, a winter running campaign built around shared motivations for running.

## OUTCOME

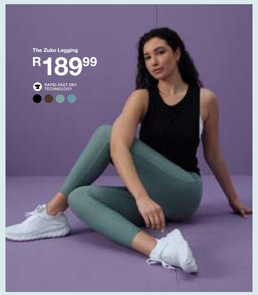
Sustained creative delivery across a high-volume retail environment.

Consistency was maintained across campaigns, formats, and timelines, supporting clear communication, strong brand alignment, and efficient rollout across multiple channels and teams.


Everything you've ever needed for your workouts*, performance included.
Perform. BASICS
*Run, gym, walk, yoga. Yes, all workouts.


Ladies Crops
From
R69 99
COTTON RICH
Leggings
From
R189 99
Tees
From
R89 99
LIGHTWEIGHT DESIGN


The Courtney Legging
R99 99


The Zuko Legging
R189 99




Maxed Elite Full Length Power Tight
R329 99


*Incredibly smoothing, body sculpting technology.
*Elevated breathability, outrageously weightless design.


Dri-Sport* Tees
From
R119 99

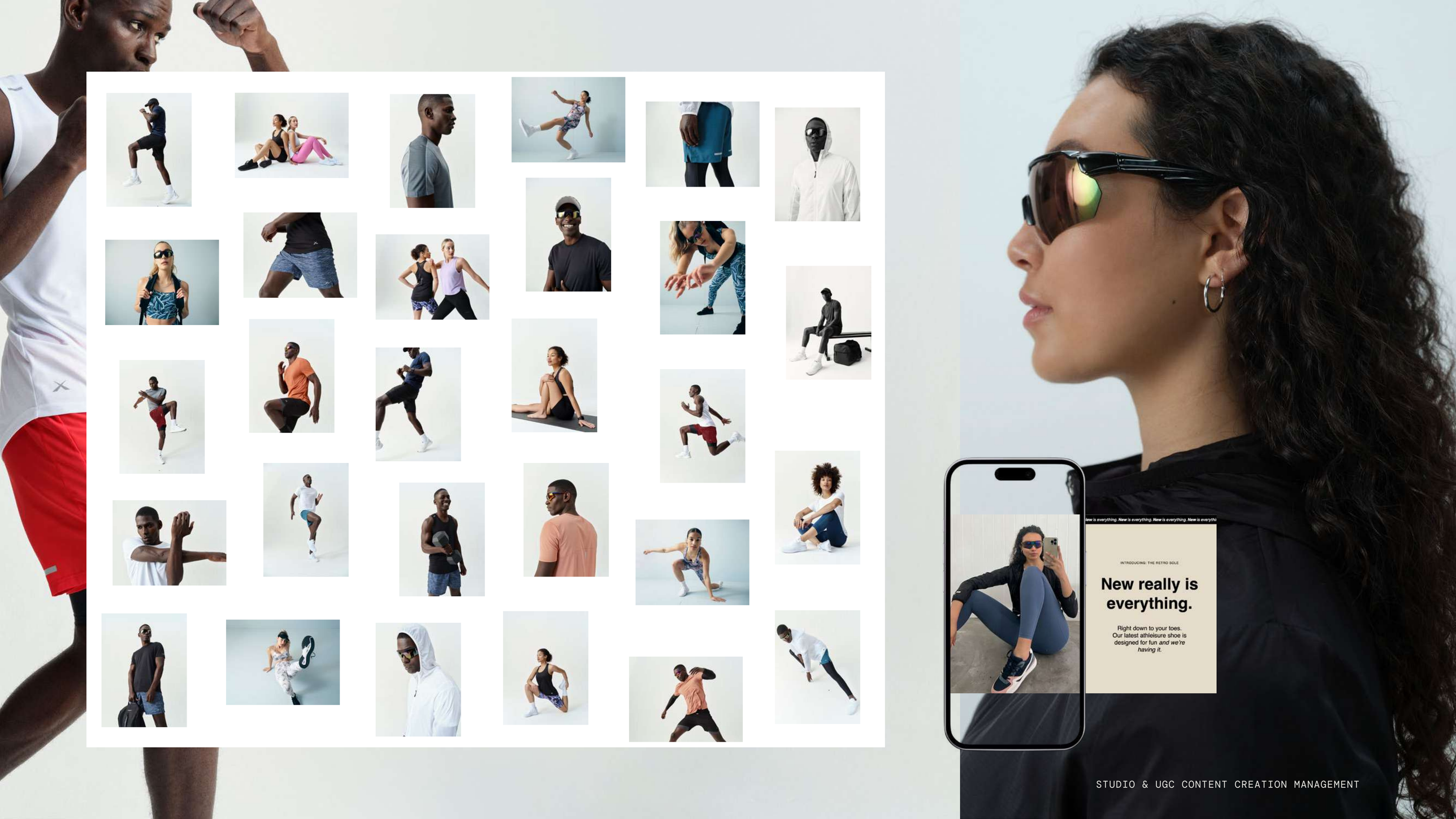

DRI-SPORT CONSTRUCTION
SUPER STRETCH FABRICATION

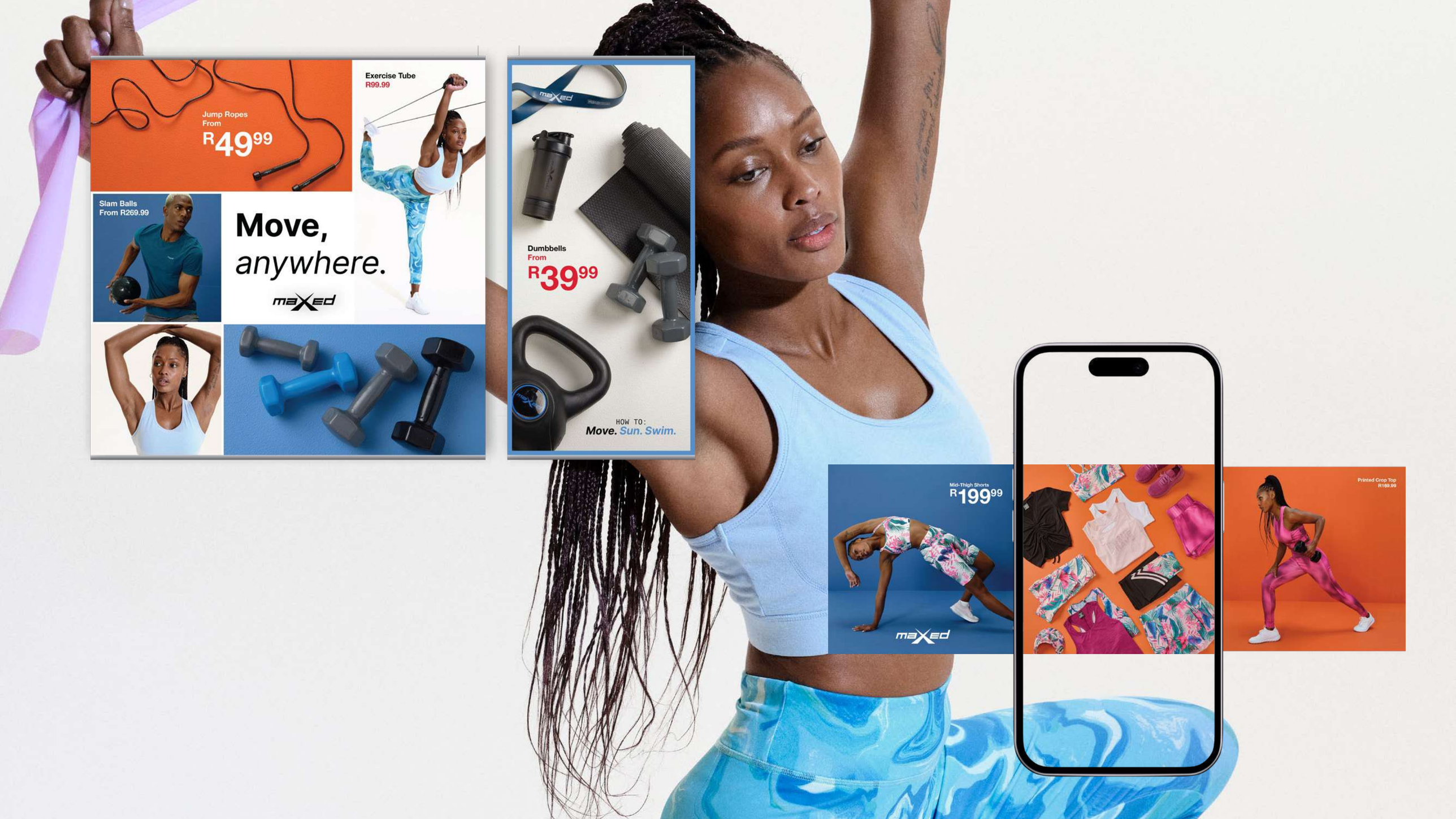

Perform. BASICS


Vests
From
R79 99


DRI-SPORT CONSTRUCTION
SUPER STRETCH FABRICATION


Dri-Sport Shorts
From
R159 99


New really is everything.
Right down to your toes. Our latest athleisure shoe is designed for fun and we're having it.
STUDIO & UGC CONTENT CREATION MANAGEMENT


Jump Ropes
From
R49.99
Exercise Tube
R99.99
Slam Balls
From R269.99
Move,
anywhere.
maXed
Dumbbells
From
R39.99
HOW TO:
Move. Sun. Swim.
Mid-Thigh Shorts
R199.99
maXed
Printed Crop Top
R169.99




MRPSPORT.COM
Technical fabrics made to perform.
Shop now




MRPSPORT.COM
Made for enduring any workout.
Shop now




MRPSPORT.COM
Designed for crushing workouts.
Shop now




MRPSPORT.COM
And looking amazing, in every colour.
Shop now

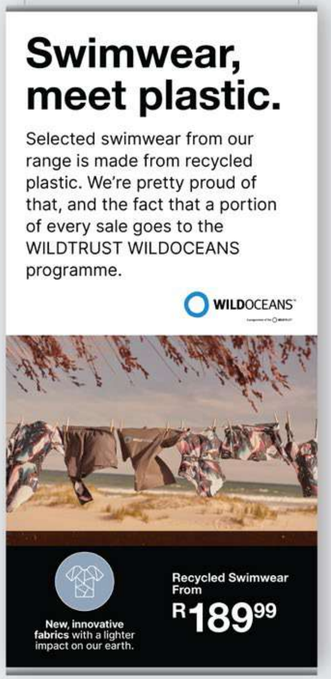






LIFESTYLE APPAREL WINTER CAMPAIGN IN-STORE SIGNAGE



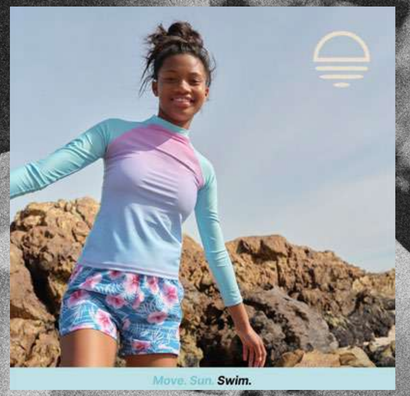

LIFESTYLE APPAREL SUMMER CAMPAIGN WINDOW BANNERS


JOURNAL
Ladies Dress
R269.99
Spend time outdoors.
Fun in the sun.


HOW TO:
Move. Sun. Swim.
Mens Tees
From
R139.99
Take a break.


JOURNAL
Ladies Jumpsuit
R229.99
Have a little fun

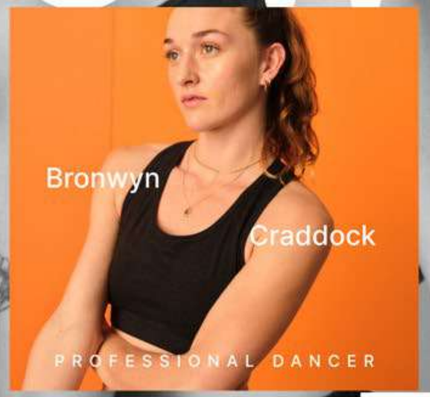


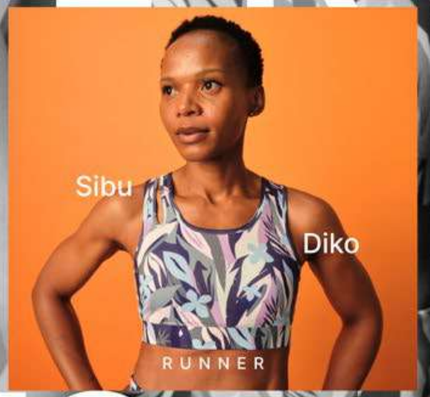

Move. Sun. Swim.


JOURNAL
MAXIMUM
COVERAGE
FOR SUN
PROTECTION

# POWER TO HER


Ashli
Abrahams
YOGI


Bronwyn
Craddock
PROFESSIONAL DANCER


Sibu
Diko
RUNNER


Roxanne
Fourie
SA VOLLEYBALL PLAYER


Shelby
Prothero
FITNESS ENTHUSIAST





Power Tight

R329.99

POWER

TO

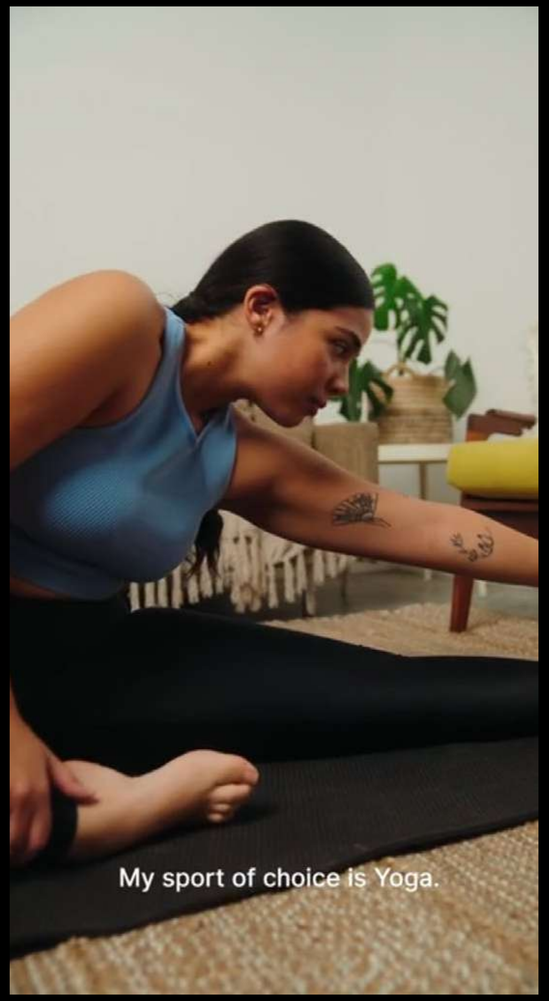
MOVE

maXed ELITE










What gives you power?

Is it defying the odds, and seeing yourself go further?

Is it your community - the people around you that build you up?

Is it the road, the court, the reps or the crowd that stands ahead of you?

Claim your power with the gear that turns goals into reality.

The power is yours...

POWER TO MOVE.



STUDIO STILLS, LOCATION VIDEO SCREENSHOT & MANIFESTO POST







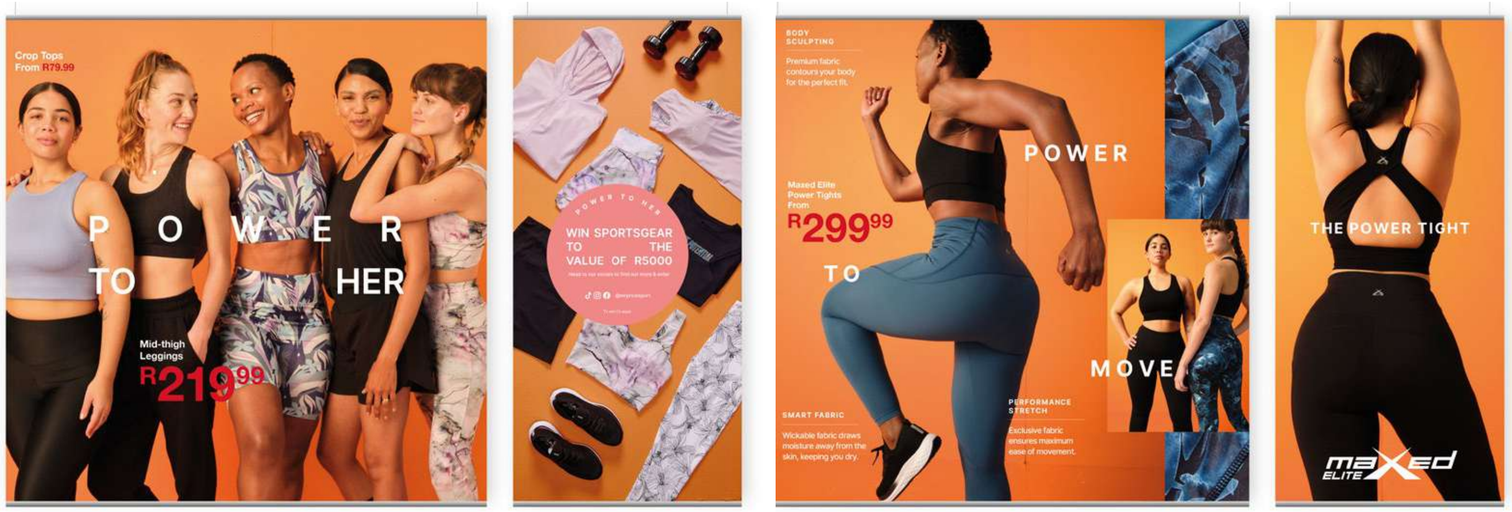




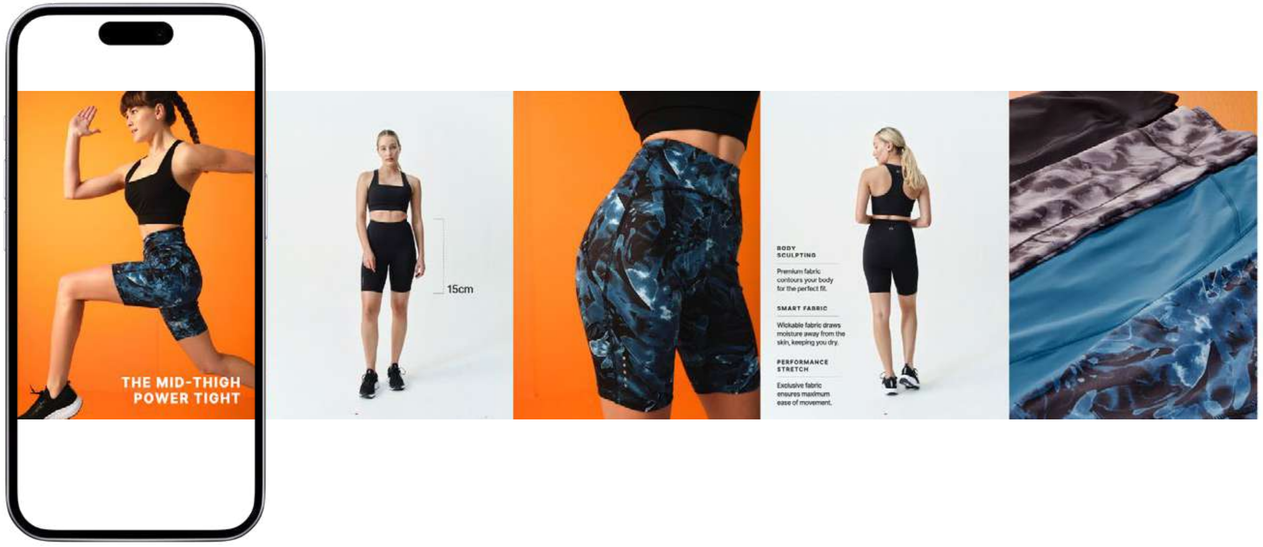




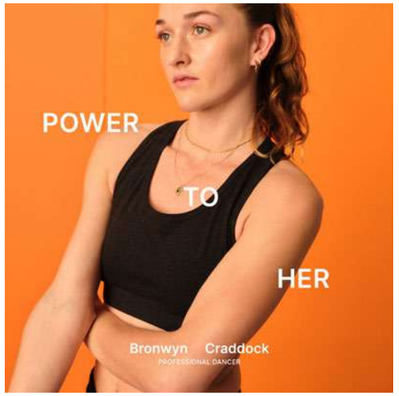

VIDEO & GIF CONTENT STILLS




STORE WINDOW BANNERS



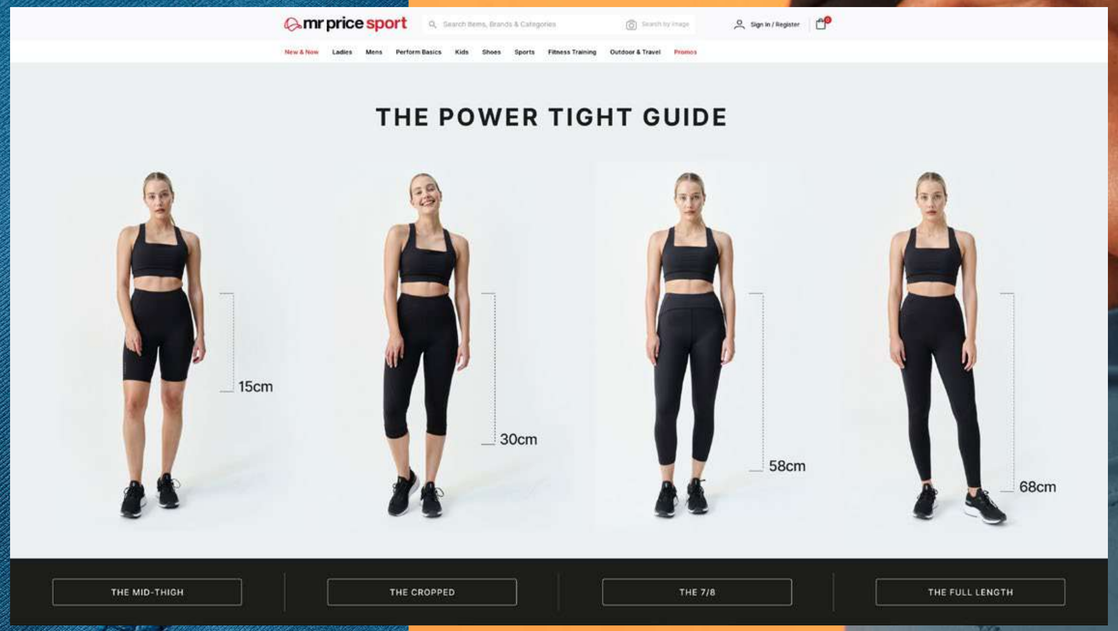

PRODUCT FOCUSED POST

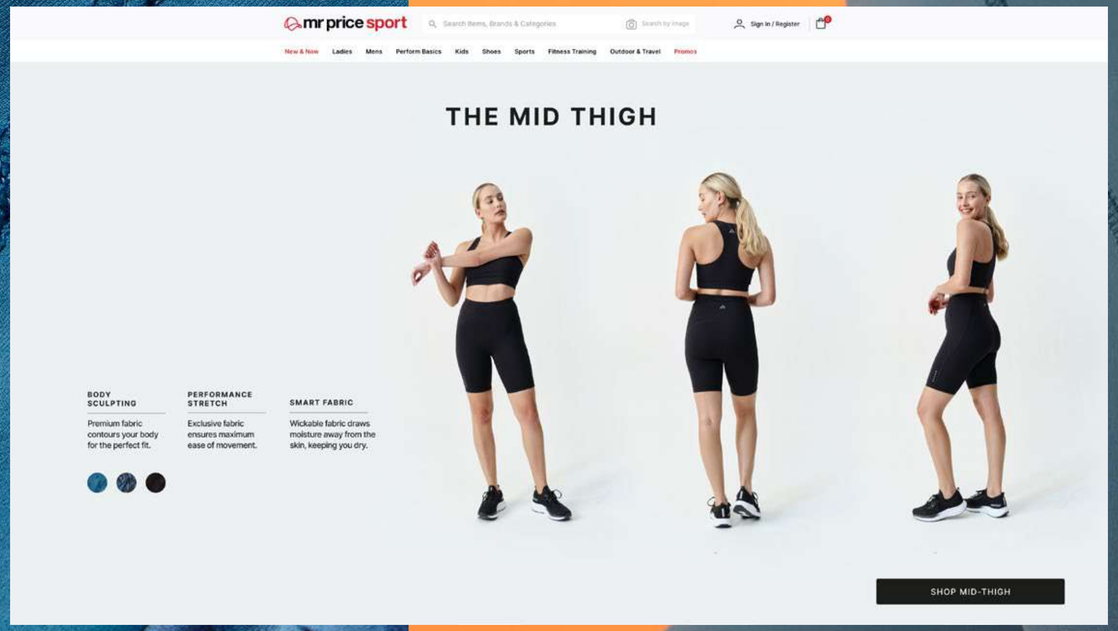






ATHLETE'S PORTRAIT & INDIVIDUAL VIDEO



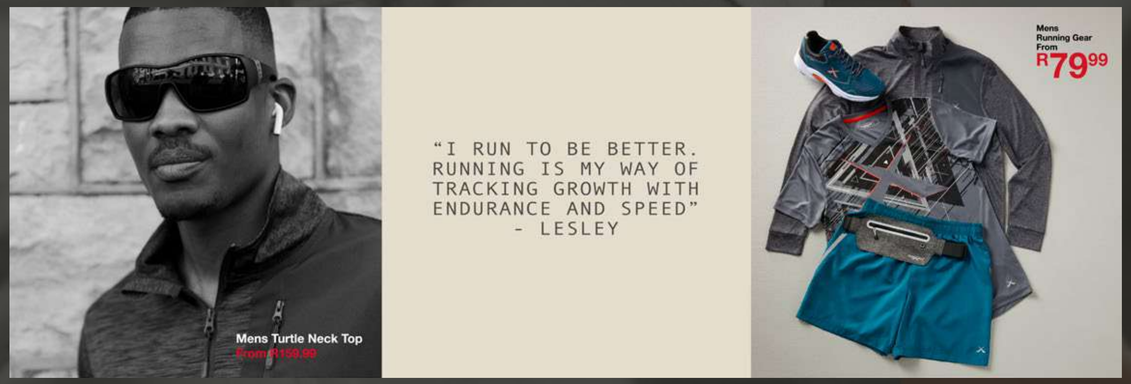




GUIDE-STYLE ONLINE SHOPPING EXPERIENCE

FOR THE BEGINNER RUNNER. FOR THE SOCIAL RUNNER. FOR THE DEDICATED RUNNER. FOR THE COMPETITIVE RUNNER




FOR THE BEGINNER RUNNER. FOR THE SOCIAL RUNNER. FOR THE DEDICATED RUNNER. FOR THE COMPETITIVE RUNNER




"I RUN TO BE BETTER.
RUNNING IS MY WAY OF
TRACKING GROWTH WITH
ENDURANCE AND SPEED"
- LESLEY

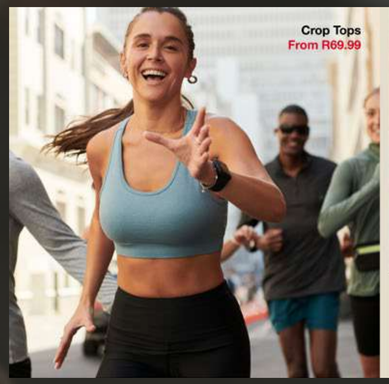







Mens Elite
Running Kit
From
R229 99

maXed ELITE

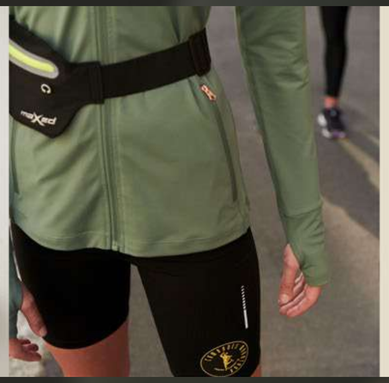





"I RUN FOR THE JOURNEY,
NOT FOR THE FINISH LINE"
- BRITTANY





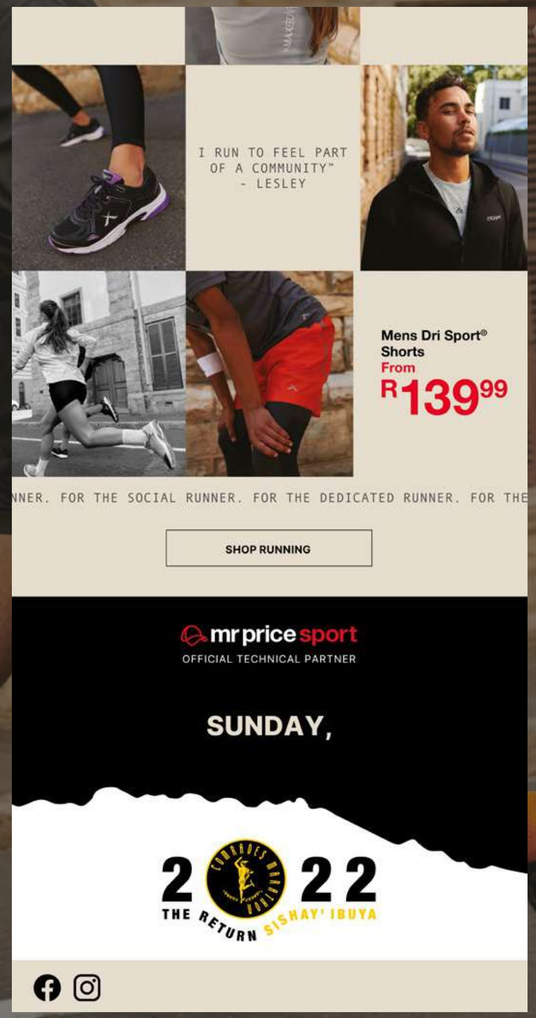



Ladies Elite
Running Kit
From
R229 99

maXed ELITE

SOCIAL POSTS



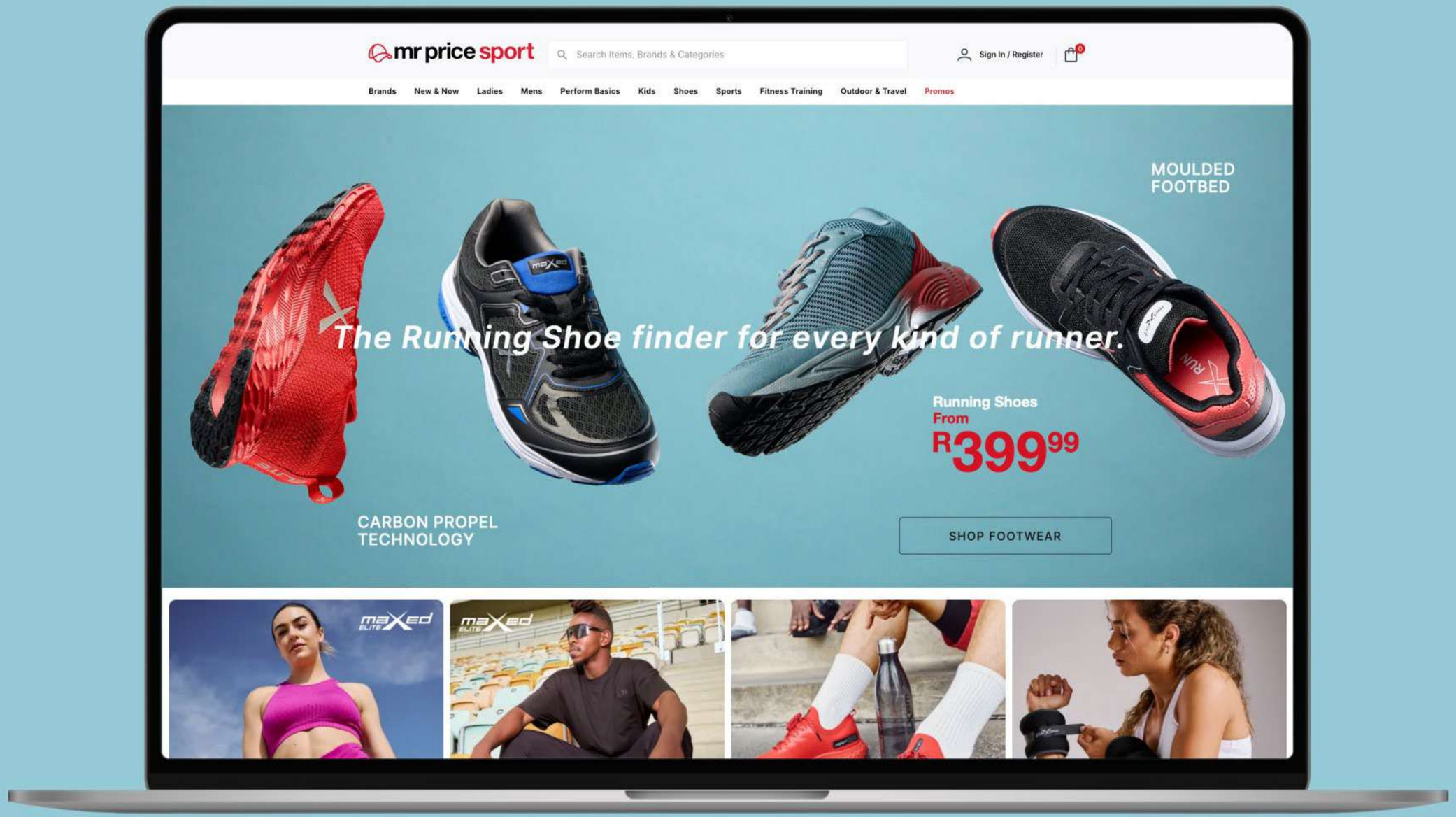

EMAILER







STORE WINDOW BANNERS




WEBSITE A-SPOT EXECUTION







PRODUCT FOCUSED SOCIAL POSTS

2020-2021 • FINANCE & INSURANCE

ROLE: PRODUCT DESIGNER & ART DIRECTOR

# SA Home Loans Digital Platform Design

UI DESIGN · PRODUCT DESIGN · DESIGN SYSTEMS · ART DIRECTION

## OVERVIEW

SA Home Loans developed South Africa's first fully automated home loan platform, consolidating application, documentation, and account management into a single interface.

The product required a structured system for how information, progression, and states were presented.

## CONTEXT

Early research and flows were partially defined at handover, with gaps at interface level. Work ran across Durban, Cape Town, and India during remote lockdown, shaping how the system was designed, communicated, and implemented across distributed teams.

## THE WORK

The UI system was extended into a full component library, defining patterns, states, and interaction rules for consistent use across the product.

I led design across the Client Zone and supporting areas, resolving undefined sections and refining flows with development teams. Interface design and system logic were developed in parallel to ensure continuity across components and full user journeys.

A supporting icon system clarified navigation and hierarchy. Micro-interactions reinforced progression through key application stages. Photography direction was used to maintain tonal consistency across the interface.

## OUTCOME

The platform was delivered as a unified interface system across all user-facing areas.

Design decisions carried from component level through to full journeys, supporting continuity across teams and delivery stages. The result is a structured product experience where interface, system logic, and implementation operate as one connected layer.

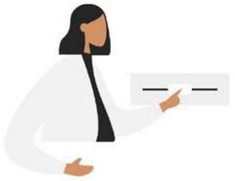
MICRO-INTERACTION ANIMATIONS AVAILABLE ONLINE. VIEW ONLINE



Where are you in the home loan process?



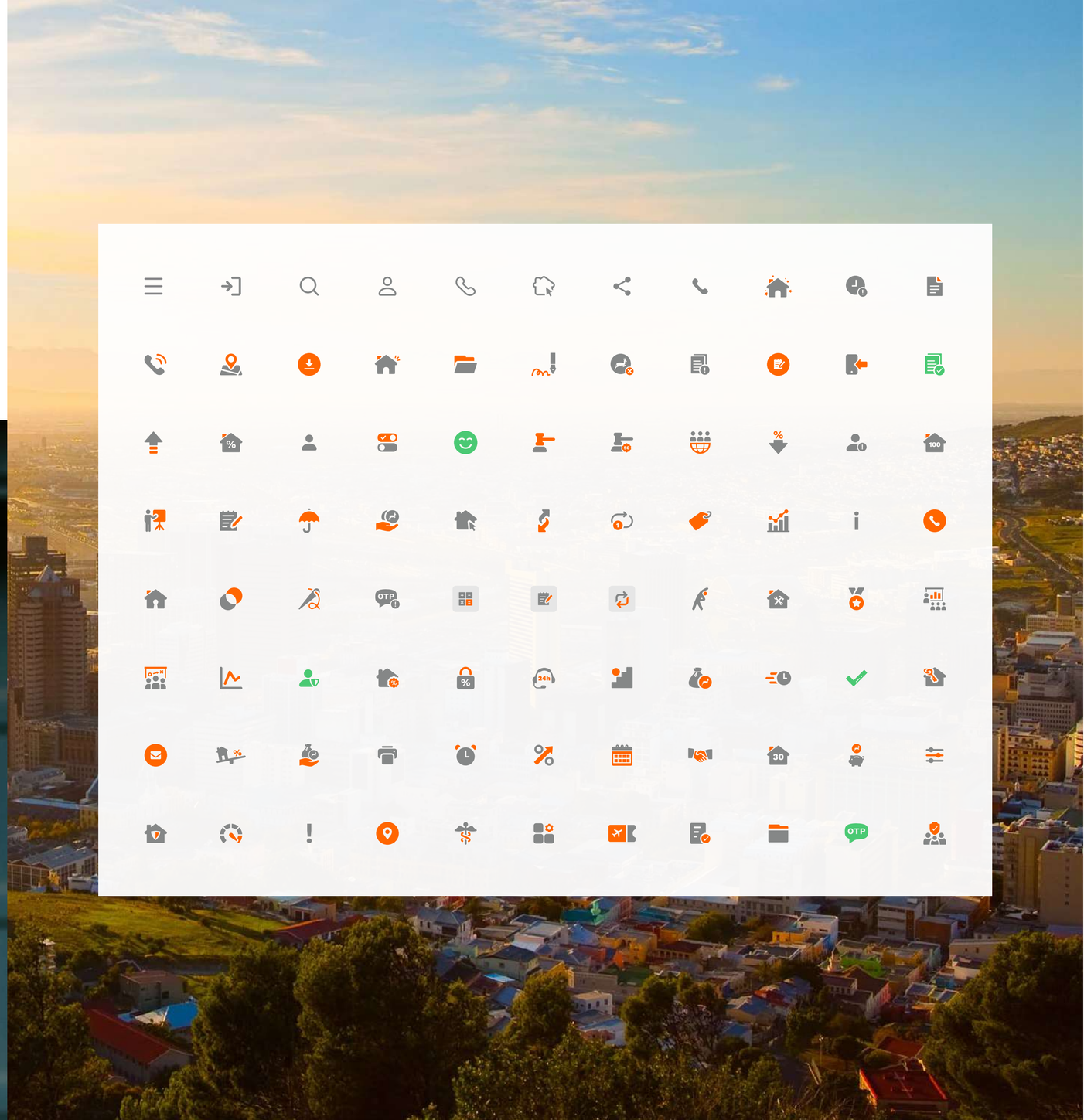
Finalise your application

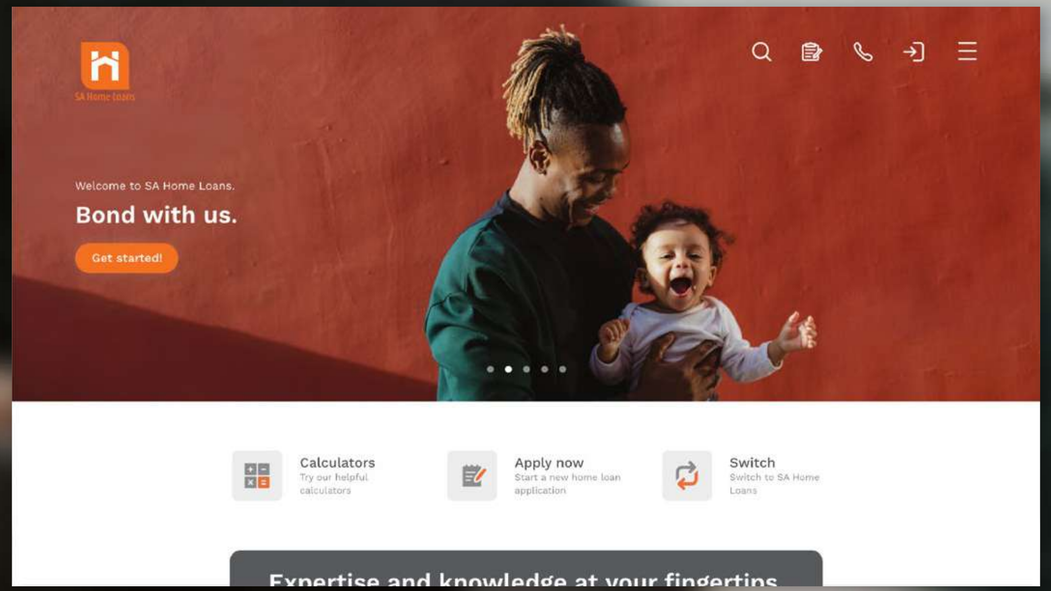


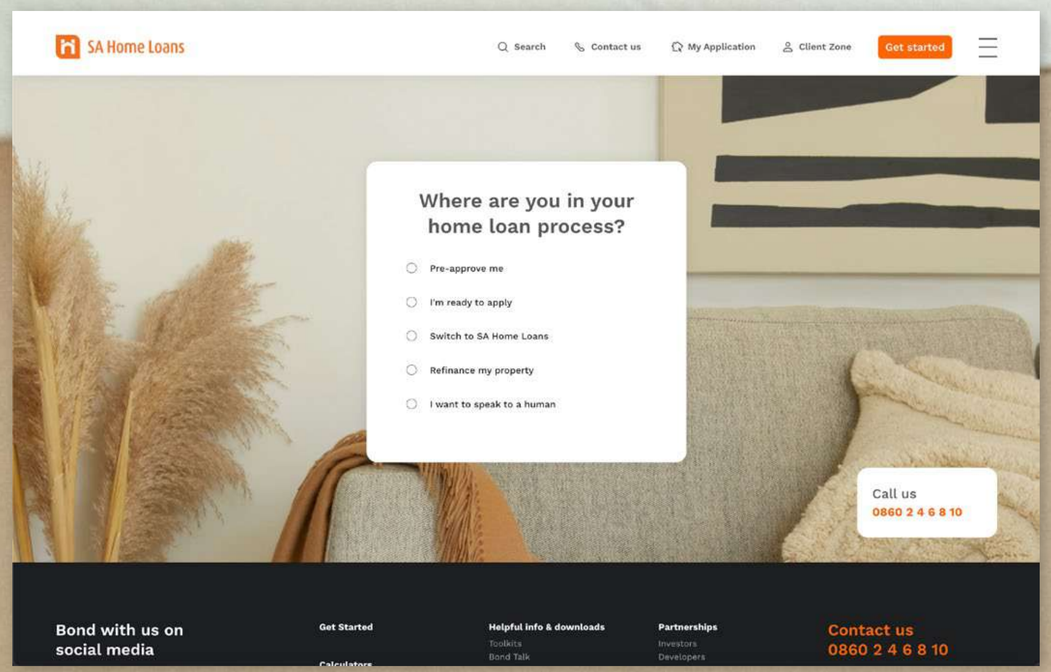
What price house do you think you can afford?

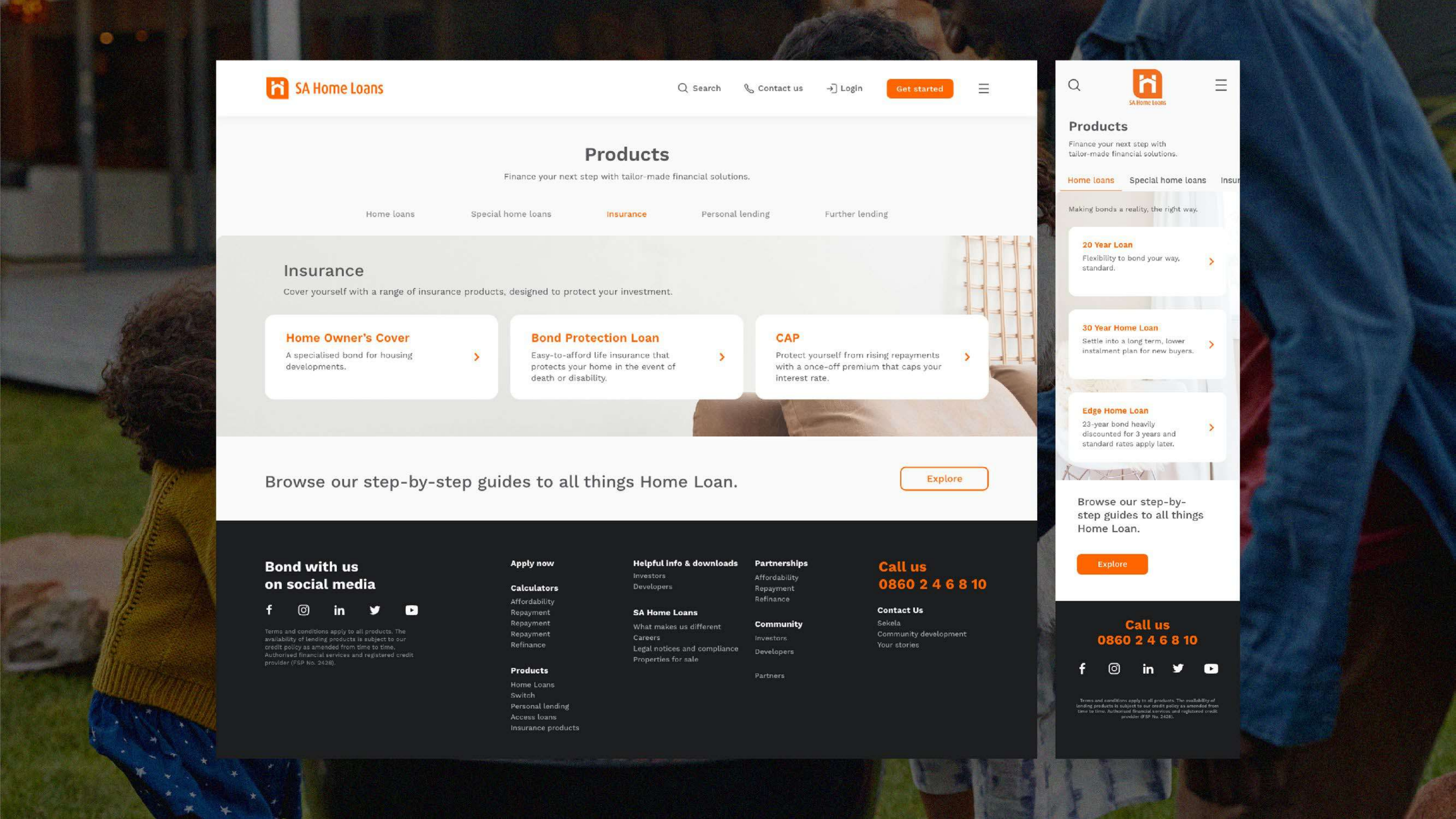







SA Home Loans
Welcome to SA Home Loans.
Bond with us.
Get started!
Calculators
Try our helpful calculators
Apply now
Start a new home loan application
Switch
Switch to SA Home Loans
Expertise and knowledge at your fingertips


SA Home Loans
Search
Contact us
My Application
Client Zone
Get started
Where are you in your home loan process?
Pre-approve me
I'm ready to apply
Switch to SA Home Loans
Refinance my property
I want to speak to a human
Call us
0860 2 4 6 8 10
Bond with us on social media
Get Started
Helpful info & downloads
Toolkits
Bond Talk
Partnerships
Investors
Developers
Contact us
0860 2 4 6 8 10


SA Home Loans
Search
Contact us
Login
Get started
Products
Finance your next step with tailor-made financial solutions.
Home loans
Special home loans
Insurance
Personal lending
Further lending
Insurance
Cover yourself with a range of insurance products, designed to protect your investment.
Home Owner's Cover
A specialised bond for housing developments.
Bond Protection Loan
Easy-to-afford life insurance that protects your home in the event of death or disability.
CAP
Protect yourself from rising repayments with a once-off premium that caps your interest rate.
Browse our step-by-step guides to all things Home Loan.
Explore
Bond with us on social media
Terms and conditions apply to all products. The availability of lending products is subject to our credit policy as amended from time to time. Authorised financial services and registered credit provider (FSP No. 2428).
Apply now
Calculators
Affordability
Repayment
Repayment
Repayment
Refinance
Products
Home Loans
Switch
Personal lending
Access loans
Insurance products
Helpful info & downloads
Investors
Developers
SA Home Loans
What makes us different
Careers
Legal notices and compliance
Properties for sale
Partnerships
Affordability
Repayment
Refinance
Community
Investors
Developers
Partners
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0860 2 4 6 8 10
Contact Us
Sekela
Community development
Your stories
Products
Finance your next step with tailor-made financial solutions.
Home loans
Special home loans
Making bonds a reality, the right way.
20 Year Loan
Flexibility to bond your way, standard.
30 Year Home Loan
Settle into a long term, lower instalment plan for new buyers.
Edge Home Loan
23-year bond heavily discounted for 3 years and standard rates apply later.
Browse our step-by-step guides to all things Home Loan.
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Call us
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SA Home Loans

Search | Contact us | Login | Get started



## Your stories

The home buying journey is exciting but can also be quite daunting – so we make it our goal to make sure that our clients have the best possible home loan experience.

The stories you will read here are authentic, unedited accounts from our clients, telling the story of their unique home buying journey. We invite you to read them - and to share your own story.

Share your story

Search

clear all

### Location

- Gauteng
- North West
- Western Cape
- Free State
- Mpumalanga
- Eastern Cape
- Northen Cape
- KwaZulu-Natal
- Limpopo

Western Cape 02 Mar 2020

Easy application

**Jimmy Mashiane**

I want to take this opportunity to thank Ayla Beckley for all your assistance through the bond...

Read story

Western Cape 02 Mar 2020

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1 2 3 ... 149 150 Next

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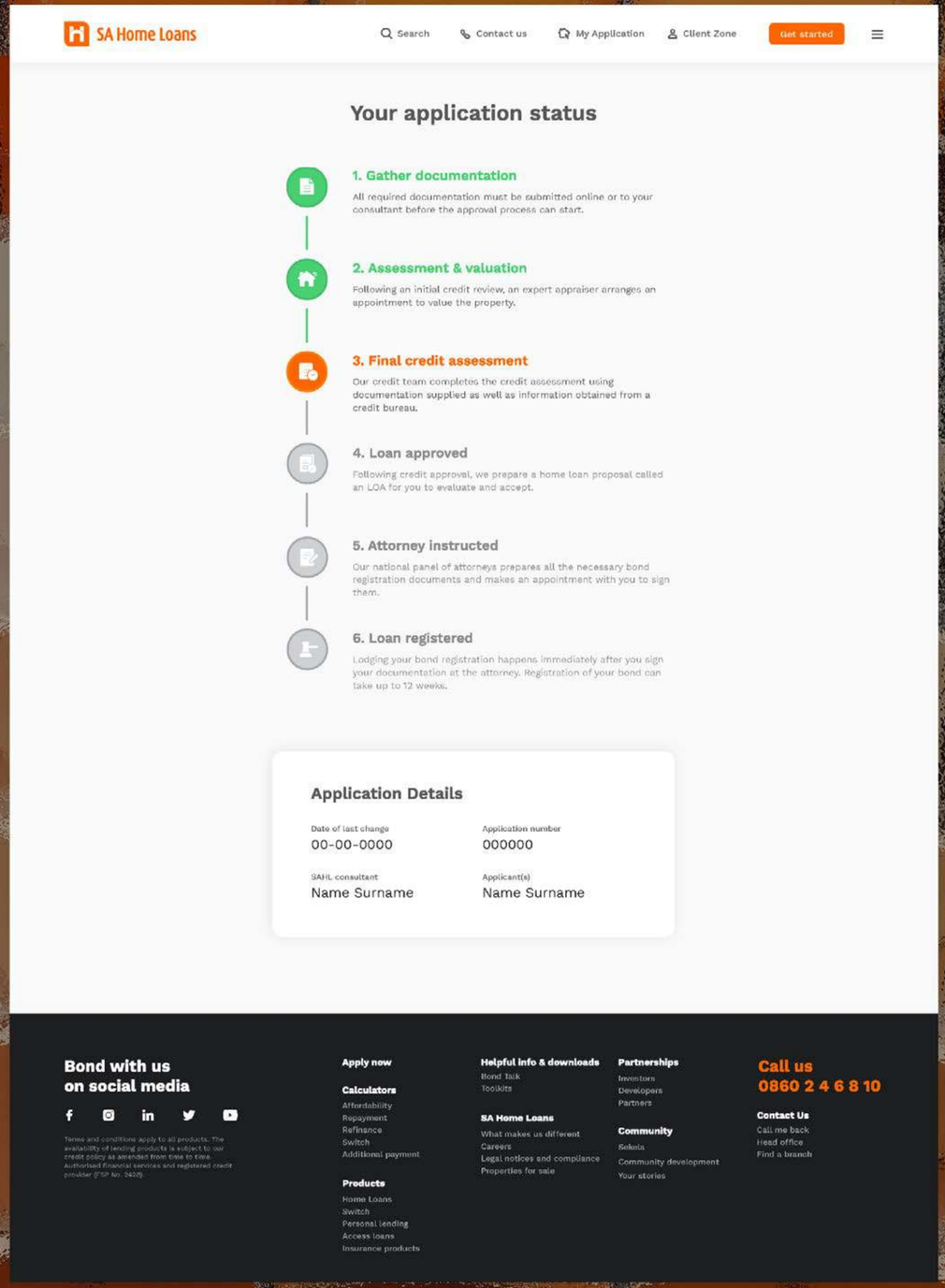
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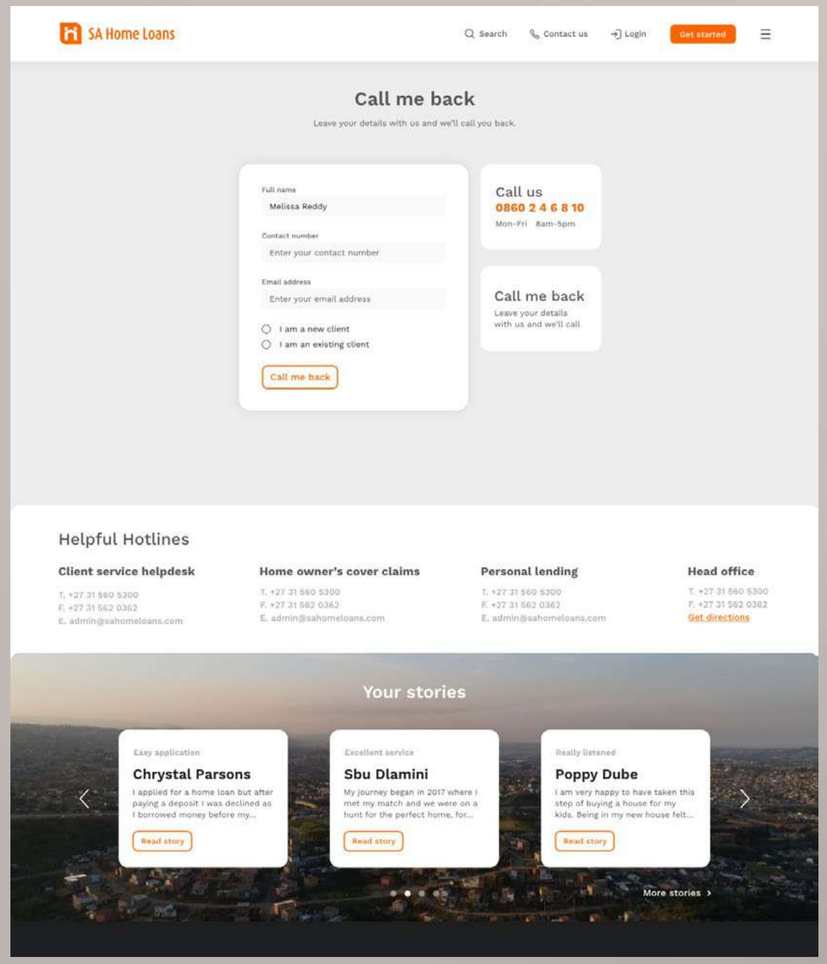
I want to take this opportunity to thank Ayla Beckley for all your assistance through the bond...

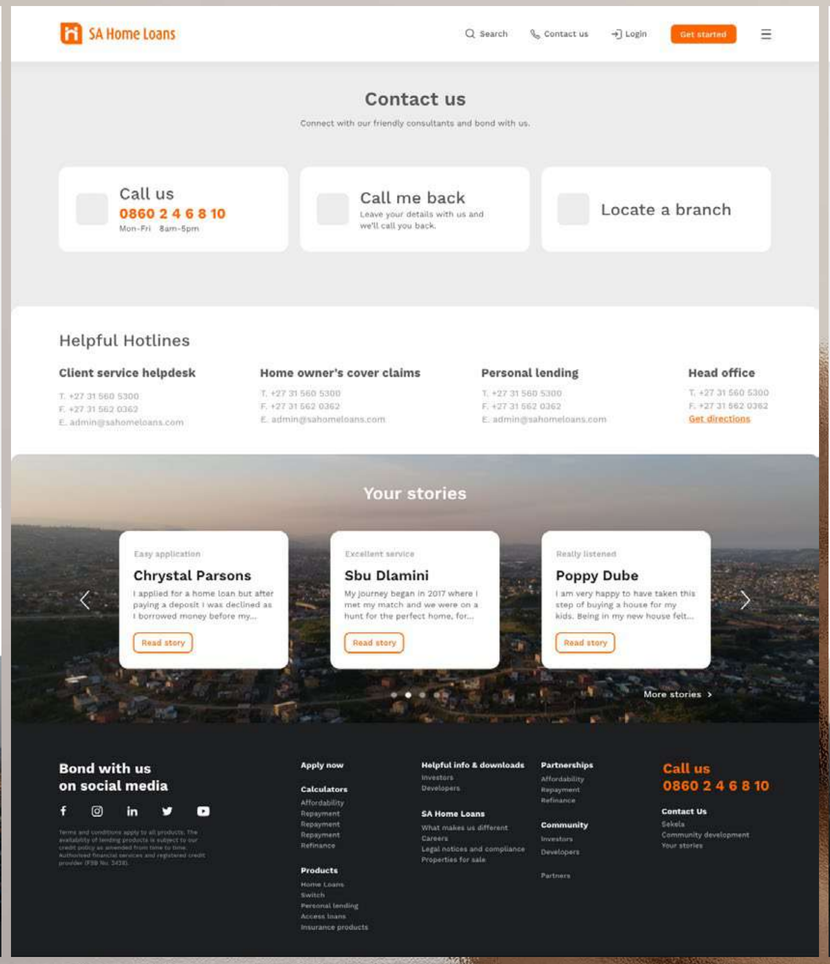
Read story

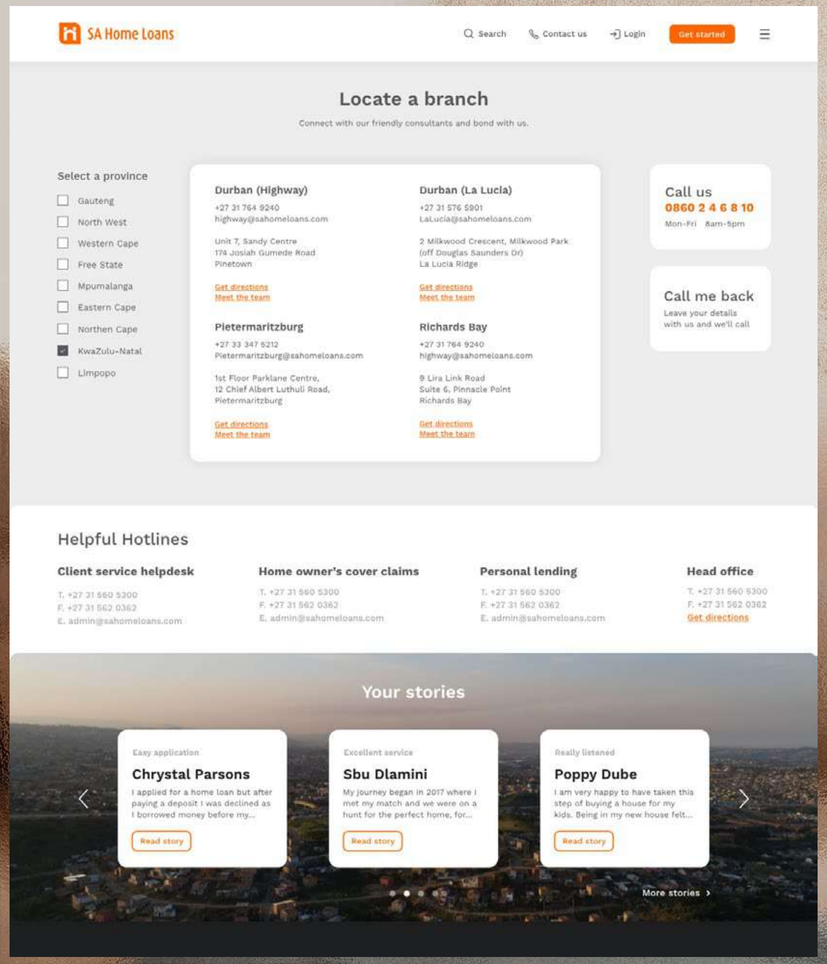
Western Cape 02 Mar 2020


SA Home Loans
Search
Contact us
My Application
Client Zone
Get started
Your application status
1. Gather documentation
All required documentation must be submitted online or to your consultant before the approval process can start.
2. Assessment & valuation
Following an initial credit review, an expert appraiser arranges an appointment to value the property.
3. Final credit assessment
Our credit team completes the credit assessment using documentation supplied as well as information obtained from a credit bureau.
4. Loan approved
Following credit approval, we prepare a home loan proposal called an LOA for you to evaluate and accept.
5. Attorney instructed
Our national panel of attorneys prepares all the necessary bond registration documents and makes an appointment with you to sign them.
6. Loan registered
Lodging your bond registration happens immediately after you sign your documentation at the attorney. Registration of your bond can take up to 12 weeks.
Application Details
Date of last change
00-00-0000
Application number
000000
SAHL consultant
Name Surname
Applicant(s)
Name Surname
Bond with us on social media
Terms and conditions apply to all products. The availability of lending products is subject to our credit policy as amended from time to time. Authorised financial services and registered credit provider (FSP No. 2428).
Apply now
Calculators
Affordability
Repayment
Refinance
Switch
Additional payment
Products
Home Loans
Switch
Personal lending
Access loans
Insurance products
Helpful info & downloads
Bond Talk
Toolkits
SA Home Loans
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Careers
Legal notices and compliance
Properties for sale
Partnerships
Investors
Developers
Partners
Community
Sekela
Community development
Your stories
Call us
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Contact Us
Call me back
Head office
Find a branch


SA Home Loans
Your application status
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Application number
000000
SAHL consultant
Name Surname
Applicant(s)
Name Surname
Name Surname
Call us
0860 2 4 6 8 10
Terms and conditions apply to all products. The availability of lending products is subject to our credit policy as amended from time to time. Authorised financial services and registered credit provider (FSP No. 2428).


SA Home Loans
Search
Contact us
Login
Get started
Call me back
Leave your details with us and we'll call you back.
Full name
Melissa Reddy
Contact number
Enter your contact number
Email address
Enter your email address
I am a new client
I am an existing client
Call me back
Call us
0860 2 4 6 8 10
Mon-Fri 8am-5pm
Call me back
Leave your details with us and we'll call
Helpful Hotlines
Client service helpdesk
T. +27 31 560 5300
F. +27 31 562 0362
E. admin@sahomeloans.com
Home owner's cover claims
T. +27 31 560 5300
F. +27 31 562 0362
E. admin@sahomeloans.com
Personal lending
T. +27 31 560 5300
F. +27 31 562 0362
E. admin@sahomeloans.com
Head office
T. +27 31 560 5300
F. +27 31 562 0362
Get directions
Your stories
Easy application
Chrystal Parsons
I applied for a home loan but after paying a deposit I was declined as I borrowed money before my...
Read story
Excellent service
Sbu Dlamini
My journey began in 2017 where I met my match and we were on a hunt for the perfect home, for...
Read story
Really listened
Poppy Dube
I am very happy to have taken this step of buying a house for my kids. Being in my new house felt...
Read story
More stories


SA Home Loans
Search
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Get started
Contact us
Connect with our friendly consultants and bond with us.
Call us
0860 2 4 6 8 10
Mon-Fri 8am-5pm
Call me back
Leave your details with us and we'll call you back.
Locate a branch
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Client service helpdesk
T. +27 31 560 5300
F. +27 31 562 0362
E. admin@sahomeloans.com
Home owner's cover claims
T. +27 31 560 5300
F. +27 31 562 0362
E. admin@sahomeloans.com
Personal lending
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F. +27 31 562 0362
E. admin@sahomeloans.com
Head office
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Get directions
Your stories
Easy application
Chrystal Parsons
I applied for a home loan but after paying a deposit I was declined as I borrowed money before my...
Read story
Excellent service
Sbu Dlamini
My journey began in 2017 where I met my match and we were on a hunt for the perfect home, for...
Read story
Really listened
Poppy Dube
I am very happy to have taken this step of buying a house for my kids. Being in my new house felt...
Read story
More stories
Bond with us on social media
Terms and conditions apply to all products. The availability of lending products is subject to our credit policy as amended from time to time. Authorised financial services and registered credit provider (FSB No. 3458).
Apply now
Calculators
Affordability
Repayment
Repayment
Repayment
Refinance
Products
Home Loans
Switch
Personal lending
Access loans
Insurance products
Helpful info & downloads
Investors
Developers
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What makes us different
Careers
Legal notices and compliance
Properties for sale
Partnerships
Affordability
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Select a province
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North West
Western Cape
Free State
Mpumalanga
Eastern Cape
Northen Cape
KwaZulu-Natal
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+27 31 764 9240
highway@sahomeloans.com
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174 Josiah Gumede Road
Pinetown
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(off Douglas Saunders Dr)
La Lucia Ridge
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Pietermaritzburg@sahomeloans.com
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Pietermaritzburg
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highway@sahomeloans.com
9 Lira Link Road
Suite 6, Pinnacle Point
Richards Bay
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I applied for a home loan but after paying a deposit I was declined as I borrowed money before my...
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Read story
More stories

SA Home Loans

Search | Contact us | Login | Get started

# Calculators

Affordability | Repayment | Switch | Refinance | Additional payment

## Switch

Assess how much you could save by moving your home loan to us, access cash, consolidate debt and improve your monthly cash flow.

Estimated property value: R0

Cash Out: R0

Gross monthly income: R0

Outstanding balance on loan: R0

Repayment term (years): 20

Income type: Salaried

Capitalise fees? Yes / No

Calculate

Home loan amount: R0

Estimated monthly instalment: R0

Initiation Fee: R0

Interest paid over term: R0

Interest rate: 0%

Interim interest provision: R0

Registration fee: R0

Total home loan fees: R0



### How is Switch calculated?

A home loan switch is when you own a home that is bonded at a bank and you wish to move that loan to SA Home Loans to access cash or to get a better deal. We consider your household income and expenses, the market value of the property, and how much you already owe on the existing home loan in order to calculate the maximum cash out you could qualify for.

SA Home Loans

Search | Contact us | Login | Get started

# Calculators

Affordability | Repayment | Switch | Refinance | Additional payment

## Switch

Assess how much you could save by moving your home loan to us, access cash, consolidate debt and improve your monthly cash flow.

Estimated property value: R1 234 567

Cash Out: R12 345

Gross monthly income: R12 345

Outstanding balance on loan: R1 234 567

Repayment term (years): 20

Income type: Salaried

Capitalise fees? Yes / No

Calculate

Home loan amount: R1 234 567

Estimated monthly instalment: R1 234

Cash out: R12 345

Initiation Fee: R1 234

Interest paid over term: R1 234 567

Interest rate: 6.6%

Interim interest provision: R12 345

Registration fee: R12 345

Total home loan fees: R12 345

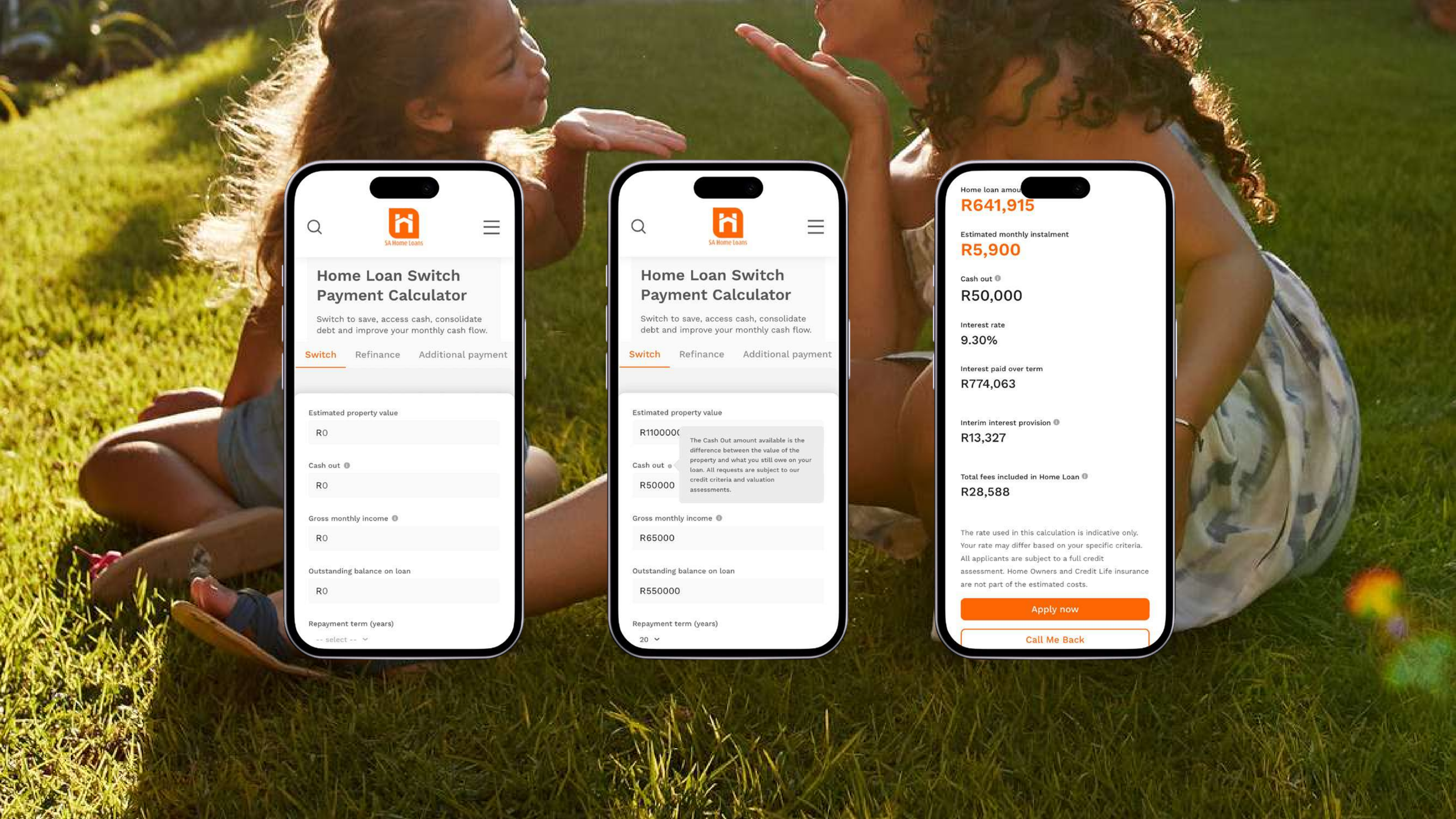
The rate used in this calculation is indicative only, your rate may differ based on your specific criteria.All applications are subject to a full credit assessment. Home Owners and Credit Life insurance are not part of the estimated costs.

Apply now | Save your result



### How is Switch calculated?

A home loan switch is when you own a home that is bonded at a bank and you wish to move that loan to SA Home Loans to access cash or to get a better deal. We consider your household income and expenses, the market value of the property, and how much you already owe on the existing home loan in order to calculate the maximum cash out you could qualify for.


SA Home Loans
Home Loan Switch Payment Calculator
Switch to save, access cash, consolidate debt and improve your monthly cash flow.
Switch
Refinance
Additional payment
Estimated property value
R0
Cash out
R0
Gross monthly income
R0
Outstanding balance on loan
R0
Repayment term (years)
-- select --
SA Home Loans
Home Loan Switch Payment Calculator
Switch to save, access cash, consolidate debt and improve your monthly cash flow.
Switch
Refinance
Additional payment
Estimated property value
R1100000
Cash out
R50000
The Cash Out amount available is the difference between the value of the property and what you still owe on your loan. All requests are subject to our credit criteria and valuation assessments.
Gross monthly income
R65000
Outstanding balance on loan
R550000
Repayment term (years)
20
Home loan amou
R641,915
Estimated monthly instalment
R5,900
Cash out
R50,000
Interest rate
9.30%
Interest paid over term
R774,063
Interim interest provision
R13,327
Total fees included in Home Loan
R28,588
The rate used in this calculation is indicative only. Your rate may differ based on your specific criteria. All applicants are subject to a full credit assessment. Home Owners and Credit Life insurance are not part of the estimated costs.
Apply now
Call Me Back

2019 • FASHION

ROLE: BRAND DESIGNER

# Liza Clifford
# Brand Refresh

BRAND IDENTITY · DESIGN SYSTEM · PACKAGING

**CONTEXT**
A 10-year established brand required refinement to align with its current positioning and growth direction.

**THE WORK**
Following a workshop, the identity system was refined for consistency across all applications.

The logo was updated with flexible lockups. A revised colour palette and typography system established cohesion across packaging, signage, and digital applications.

The system was designed to function as a unified structure across all touchpoints.

**OUTCOME**
A cohesive identity system implemented across all brand touchpoints.

The refreshed system strengthened clarity, consistency, and application across retail, packaging, and digital environments.



Liza Clifford

PUT ON COURAGE

NEW LOGO

LIZA CLIFFORD

Professional Bra Fitting Studio

OLD LOGO

Cherry Blossom

Midnight Grey

Twilight Teal

Athena

Goodnight Kiss

Protea Pink

Soft Blush










Liza Clifford
lizaclifford.com

# Put on Courage
## and snap, share and tag!

We discover your perfect fit so that you can put on the courage to live authentically and be unashamedly yourself. Enjoy!

#putoncourage #lizaclifford

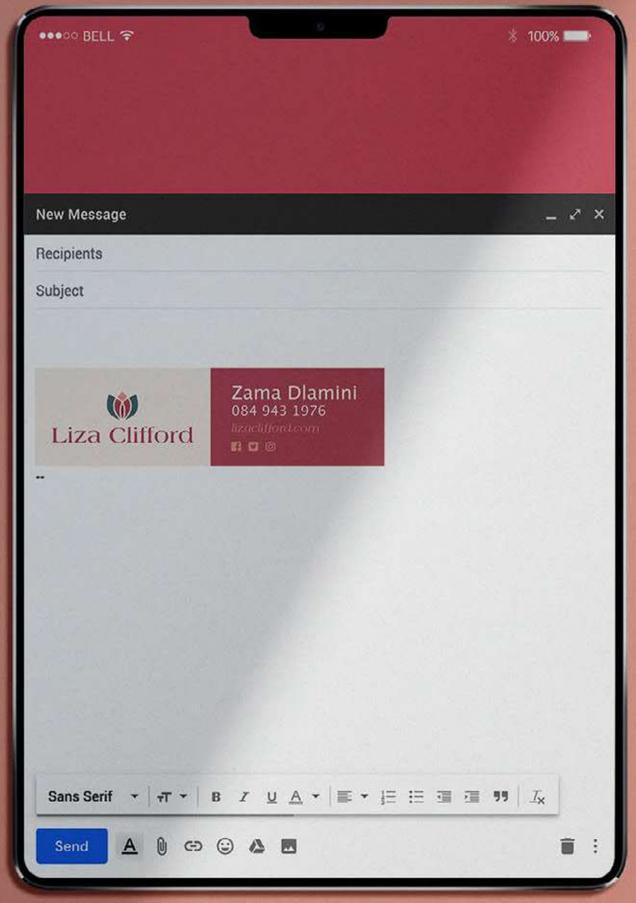


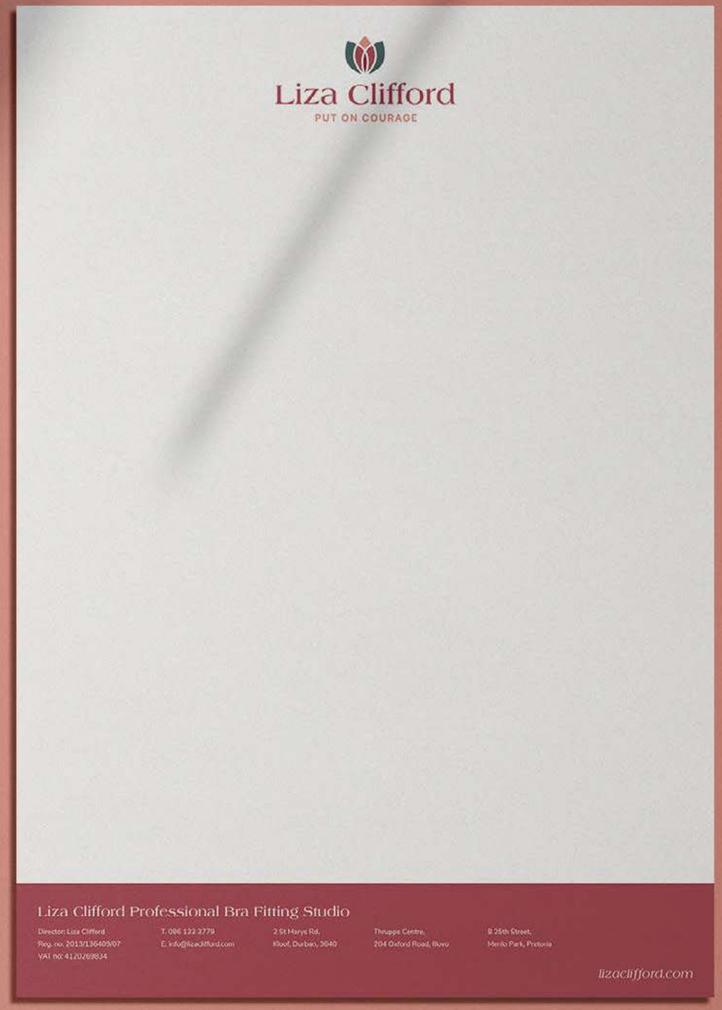




put on
courage
Liza Clifford
lizaclifford.com


The Scoop
Your consultant would've explained this to you. If you do not scoop properly your bra will gape, be too tight and you will have side breast. Please feel free to book a FREE refit if you forget these steps.
The W.I.P (Wear-in Process)
This can take anything from one week to six weeks depending on the size of your bust. This pain will subside and it will not return with future purchases. This pain will only happen approximately 2-4 hours after putting your bra on. We are happy to help you with a free refit should you be concerned about this.
Caring for your new investment.
NEVER wash your bra in the washing machine, in a bag or device. HAND WASH ONLY. We recommend a mild detergent like sunlight bar or any mild soap. Please do not use Woolite. Your bra is now supporting you and sits very close to your skin. Rashes and irritations are more likely the detergent than the bra.
Bras are expected to last 6 months to 3 years depending on how often you wear them. Please note we recommend 3 bras and a sports bra for every 2 workout days per week.
Orders
Please look to the UK size as this is the SA size curve. Your order will take approximately 4 - 12 weeks and you will only be contacted if there is a delay. Should you require more updates kindly let us know.
Your size is:
Now you can now shop for bras and swimwear in this size.
Your consultant is
Their contact details are
Notes by consultant:
We are here to help you!
You are now part of the Liza Clifford client care family and we have kept all these details especially for you. Please remember important facts done in your Body Optimizing Consultation.
At Liza Clifford we want you to have the best possible experience. We would love your feedback and encourage you to contact our customer care on info@lizaclifford.com or 0861333779 for any information.


BELL
100%
New Message
Recipients
Subject
Liza Clifford
Zama Dlamini
084 943 1976
lizaclifford.com
Sans Serif
Send


Liza Clifford
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Liza Clifford Professional Bra Fitting Studio
Director: Liza Clifford
Reg. no: 2013/136409/07
VAT no: 4120269834
T. 086 122 2779
E. info@lizaclifford.com
2 St Marys Rd,
Kloof, Durban, 3640
Thrupps Centre,
204 Oxford Road, Illovo
8 25th Street,
Menlo Park, Pretoria
lizaclifford.com


Liza Clifford
PUT ON COURAGE

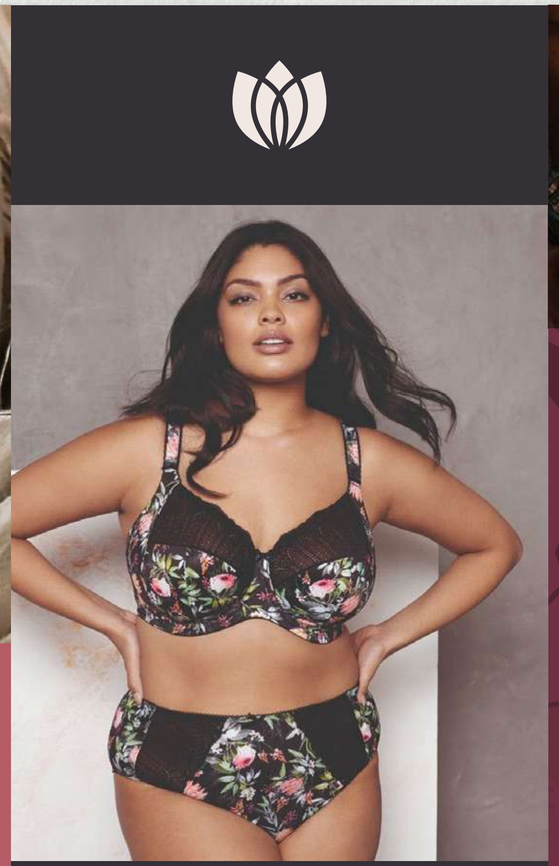

Zama Dlamini
zama@lizaclifford.com
084 943 1976
lizaclifford.com




L C








put on
courage


PUT ON COURAGE


I'm what you've
been waiting for.



## The purpose of this brand guide.

Our brand is never just one thing. It is our culture, values, interactions, perceptions, realities, design, language, people, identity, and stories. All of these work together to create something far greater than their sum. They create an entity that means something, that represents a relationship in the minds and hearts of those who interact with it. In order to keep and build on what we as the Liza Clifford brand stand for, we have to behave in a way that is clear, consistent, and confident.

These guidelines serve as the "front door" to our brand. As marketers and communicators, your role is critical to our success. We have an opportunity to entrench our brand in the minds of all who touch or are touched by our people, products, and services. By providing consistent, positive brand experiences for our audiences, we will be successful.

Within these guidelines, we provide an overview of Liza Clifford's corporate logo configurations and delineate their appropriate use. These design elements and usage guidelines have been created to allow creative flexibility to the Agency Operations, while ensuring visual consistency and brand integrity across myriad communication channels.

## Contents


**The Brand** 3
Brand Personality
Brand Tone
Purpose Statement
Vision

**Logo Variations** 4
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Secondary logo
Colour variations

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Clear space and minimum height
Logo misuse

**Typography** 7
Typography layout example
Font breakdowns

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## Clear space and minimum height

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

The minimum clear space of the logo is the width of the letter 'L'. This minimum space should always be maintained as the logo is proportionally resized.

The minimum height of our primary logo is 18mm. Please use an appropriate secondary logo for applications under 18mm height. The minimum height of our secondary logos is 12mm.

Liza Clifford
PUT ON COURAGE

Liza Clifford

## Logo misuse

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, distorting, or modifying it in any way. This includes accessorising the logo with extra elements. Only show our logo in the colour palette outlined in this document.

Here are a few examples of some ways you should never consider using the logo:

**A. Background Colours**
Don't use the logo on backgrounds that visually compete.

**B. Distortion**
Please ensure that the logo has not been squashed or distorted in any way.

**C. Special Effects**
Please do not apply any special effects.

**D. Vector First**
Use the vector version of the logo to avoid low resolution pixelation.

**E. Drop Shadows**
The logo should never have a drop shadow.

A.

B. Liza Clifford

C. Liza Clifford

D. Liza Clifford

E. Liza Clifford

## Primary Colours

Our brand colour palette is vibrant and warm. It is flexible enough to appear strong and sophisticated as required.

When selecting colours it is important to consider the contrast ratio of the colours you would like to pair in your design. To make sure our brand is always legible please adhere to the WCAG AA accessibility standards. This means keeping a colour contrast ratio of 4.5:1 for regular text and 3:1 for large text and graphical elements.

Use this online resource to test your colour combination ratios.

**Twilight Teal**
pantone 2230 C | CMYK: c86 m38 y44 k24 | HEX: #6a7474

**Dusk**
pantone 5265 C | CMYK: c77 m75 y46 k51 | HEX: #383042

**Athena**
pantone 210 C | CMYK: c30 m81 y45 k51 | HEX: #982e3e

**Goodnight Kiss**
pantone 2001 C | CMYK: c33 m82 y38 k27 | HEX: #913c59

**Protea Pink**
pantone 2046 C | CMYK: c23 m71 y44 k12 | HEX: #b59b97

**Soft Blush**
pantone 700 C | CMYK: c0 m47 y38 k0 | HEX: #e7b6b6

**Midnight Grey**
pantone 433 C | CMYK: c71 m64 y59 k63 | HEX: #333135

**Cherry Blossom**
pantone Warm Gray 1 C 80% tint | CMYK: c6 m9 y12 k0 | HEX: #f2e9e2




## Photography Guidelines

To ensure our images represent our brand personality and, in turn, engage viewers and help them feel part of the experience pictured, make sure the photographs you select or shoot for Liza Clifford:

**1. Capture authentic moments.**
People should be shown at ease and content rather than posed, staged or overly cheerful. Viewers are naturally more drawn in when people in a photograph appear real and truly engaged in their activity. Subjects should appear in natural positions and situations as if enacting a scene rather than being static or overly posed.

**2. Utilise authentic lighting.**
Lighting should look natural even if it is artificial. Over-use of studio lighting can create an inauthentic feel. Avoid shooting people on an isolated white background, which results in a loss of the environment's context.

**3. Present natural environments.**
Do not clip people and objects out of their original environment. Do not show overly manicured environments. Allow little imperfections such as glare from a window, a slightly messy desk, or someone in mid-thought.

**4. Consider the point of view.**
Explore interesting angles; a creative point of view makes subjects look engaged rather than just spectators. Crop an image and control depth of field to isolate subjects and emphasise their story.

We are a little obsessed with the new high apex style by Freya.

We started as a small private boutique where ladies of all ages could be fitted without the interruptions of other clients. The concept has grown reaching women in Kwazulu Natal and Johannesburg.

We fit by appointment only because we want to limit interruptions to a specialised service. Bra fitting is not about a tape measure or visual estimates: it's about listening to the client and establishing how we can help with her bra.

Catering to the "bigger bust" or the D+ market excluded women who find it equally difficult to buy bras in the one/or bust section, we have expanded our services to everyone in the hope that every woman can feel supported and therefore beautiful.

lizaclifford.com

## Typography

Typography is a powerful tool when used consistently. Our fonts best represent the loving, inspirational feel of the brand and should be used across all print and web applications.

headlines + accents

*Americana Reg Italic*
Americana Reg
Americana Bold
**Americana Extra Bold**

subheadings

*SF Pro Text Light Italic*
***SF Pro Text Bold Italic***

body copy

Nunito Sans Light
Nunito Sans Reg
**Nunito Sans Bold**
**Nunito Sans Black**

### Download links

Americana | SF Pro Text | Nunito Sans

## Lifestyle Photography

We use imagery that focuses on people and what is important to them. Along with capturing Liza Clifford's personality, these images demonstrate the important role Liza Clifford plays in the day to day lives of our customers, allowing us to tell our unique story in an authentic way.

Imagery should capture authentic life interactions and expressions between people who happen to be caught in the moment. Avoid imagery where people are overly posed or staged. If conceptual photos are necessary, they should be real, clever, and relevant to the message.



Do capture real-life moments and natural imperfections.



Champion women that do not fit mainstream beauty standards.



Do not depict women in a sexualised manner.



Do include a diversity of people (age, race, etc).



Find clever and interesting ways to communicate concepts through photography.



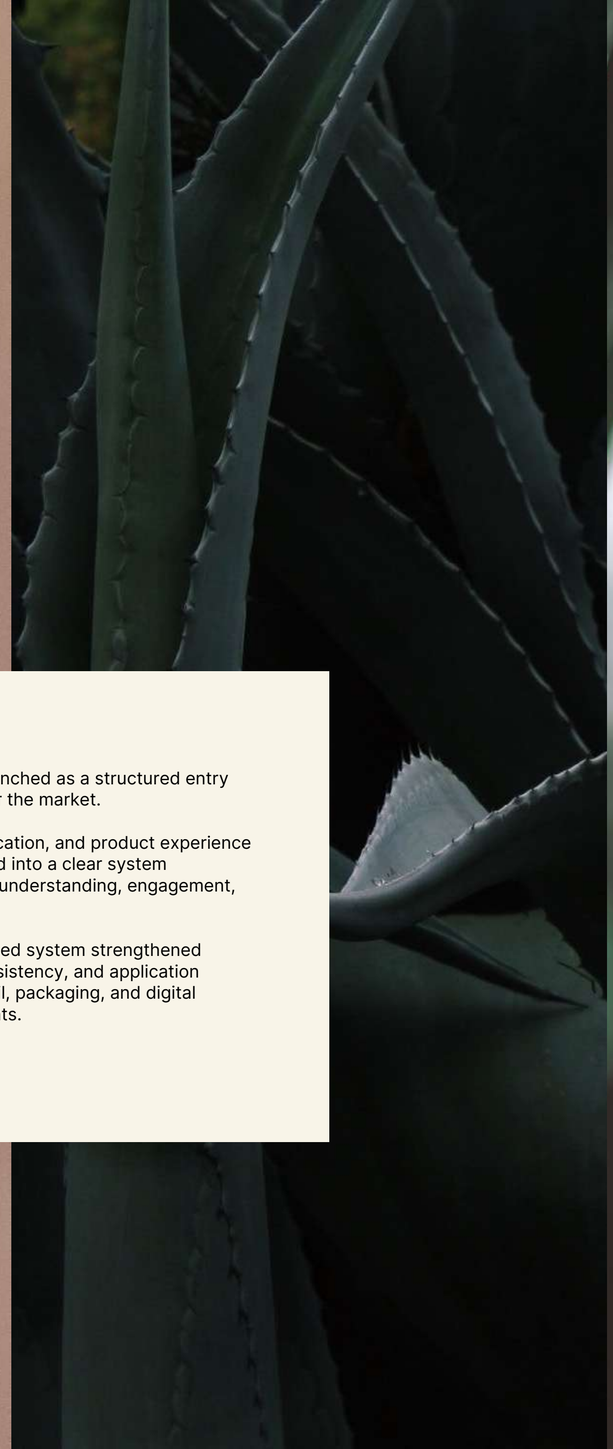
Do not use cliché images for confidence, wellness or any other concept.

2019 • SKINCARE / WELLNESS

ROLE: CONTENT DESIGNER & WEB DESIGNER

# Frii[s]mith
# Skincare Website Launch

UX DESIGN · CONTENT DESIGN · WEBSITE DEVELOPMENT





## CONTEXT

An Australian skincare launch required a digital platform to introduce products, communicate value, and establish trust through science-led credibility.

A workshop defined direction around education, transparency, and skin confidence.

## THE WORK

I led content and website development alongside a strategist and copywriter.

The structure prioritised education, product understanding, and guided discovery across ranges, ingredients, and routines.

Messaging balanced scientific credibility with accessible communication. Visual direction incorporated natural references aligned to ingredient-led storytelling.

UX focused on simplicity, readability, and progression through information layers.

## OUTCOME

The site launched as a structured entry platform for the market.

Brand, education, and product experience were unified into a clear system supporting understanding, engagement, and trust.

The refreshed system strengthened clarity, consistency, and application across retail, packaging, and digital environments.

WEBSITE SCREEN RECORDING AVAILABLE ONLINE. VIEW ONLINE

Our Purpose Shop Learn

frii[s]mith

Log in 1

# A range of scientifically formulated skin care products developed by real people who understand skin.



We believe in **energising the**
nutrients to encourage healt
integrity of the skin creates e
ensures that your skin is fed
healthiest and most beautiful



## Enhance your skin's energy production.

This serum feeds ingredients directly into the cell, delivering what it needs to function optimally.



We believe in **energising the skin** with active elements and nutrients to encourage healthier skin cell activity. The increased integrity of the skin creates effective absorption of ingredients and ensures that your skin is fed with exactly what it needs to be at it's healthiest and most beautiful.

Shop now



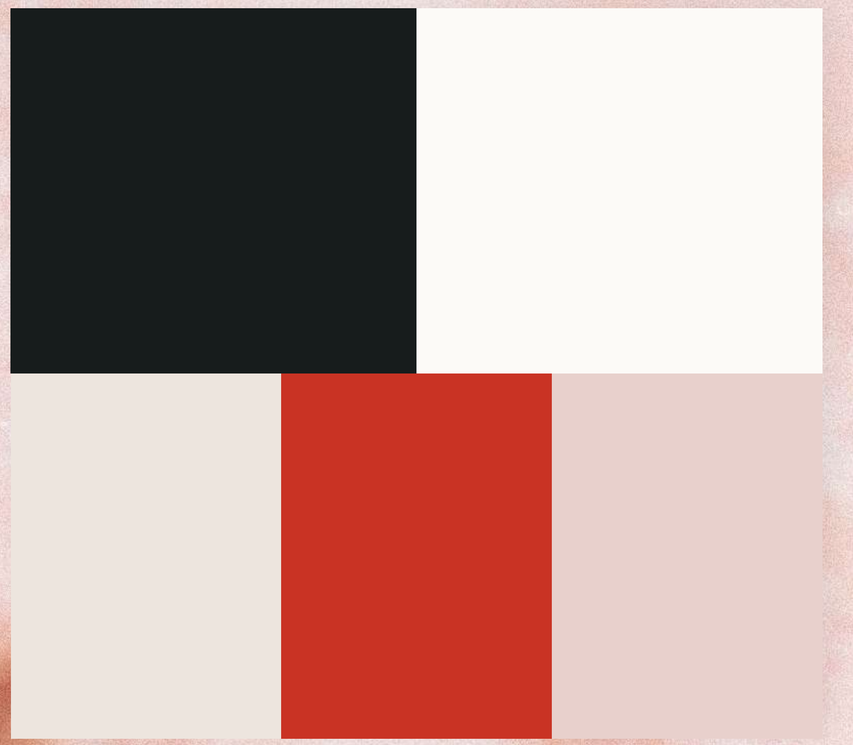









PHOTOGRAPHY & RETOUCHING



COLOUR PALETTE EXTENSION

Our Purpose Shop Learn Log in 1

## Shopping Cart

Quantity Total

I am [power] Active Cleanser — 1 — $50.00

Remove

Special instructions for seller

Subtotal $50.00

Shipping & taxes calculated at checkout

Check Out

Our Purpose Shop Learn

frii[s]mith

Log in 1

# A range of scientifically formulated skin care products developed by real people who understand skin.



We believe in **energising the skin** with active elements and nutrients to encourage healthier skin cell activity. The increased integrity of the skin creates effective absorption of ingredients and ensures that your skin is fed with exactly what it needs to be at it's healthiest and most beautiful.



## Skin enriching elements

We have combined science with earthbound energies and practices to create products that give the skin all the things it needs to thrive.

Get to know our hero ingredients





## The reason why we do what we do.

**Integrity**

Honesty above all other things. We have carefully and thoughtfully formulated our products using a variety of natural ingredients scientifically proven to enhance the skin as an organ. We want your skin to age proactively, and in order to achieve that we have used only the best vitamins, minerals and compounds in our products.

**Loyalty**

We are in this for the long haul and you and your skin are our main priority.

**Expertise and evidence based**

Your skin is your largest organ and a canvas that conveys so much more than what meets the eye. Our in depth knowledge and years of experience coupled with empathy and a passion for driving positive change fuels the frii[s]mith brand.

Learn about our story

frii[s]mith

Cart > Information > Shipping > Payment

Express checkout

PayPal

OR

Contact information — Already have an account? Log in

Email

Keep me up to date on news and exclusive offers

Shipping address

First name Last name

Address

Apartment, suite, etc. (optional)

City

1 I am [power] Active Cleanser $50.00

Subtotal $50.00

Shipping Calculated at next step

Total AUD $50.00



I am [power] Active Cleanser

$50.00

## Honesty above all other things.

We have carefully and thoughtfully formulated our products using a variety of natural ingredients scientifically proven to enhance the skin as an organ.







The driving force of our business, it's who we are and the reason why we do what we do.

Read about our approach

## Hero Ingredients

So you want to know more you little book worm. Welcome to our ted talk.

*found in **I am [power]** Active Cleanser*

## Bulgarian Rose Water

**A light, rose petal infused water.**

Maintains the skin's PH level

Anti-inflammatory

High percentage of antioxidants essential to strengthening skin cells and defending against free radical damage



## Enhance your skin's energy production.

This serum feeds ingredients directly into the cell, delivering what it needs to function optimally.

Shop now



2018 • BEAUTY RETAIL

ROLE: ART DIRECTOR & CAMPAIGN DESIGNER

# BeautyZone Glamour Party Sale Campaign

ART DIRECTION · EDITORIAL DESIGN · RETAIL CAMPAIGN · PRINT · PHOTOGRAPHY

## CONTEXT

A December sale catalogue designed to drive revenue across stores.

Customers typically browsed once and discarded materials, often returning to familiar products while exploring selectively.

## THE WORK

The catalogue was reimagined as a broadsheet–magazine hybrid combining retail and editorial design.

Product pages integrated tutorials, application guidance, and “get the look” content, supporting movement between inspiration and purchase.

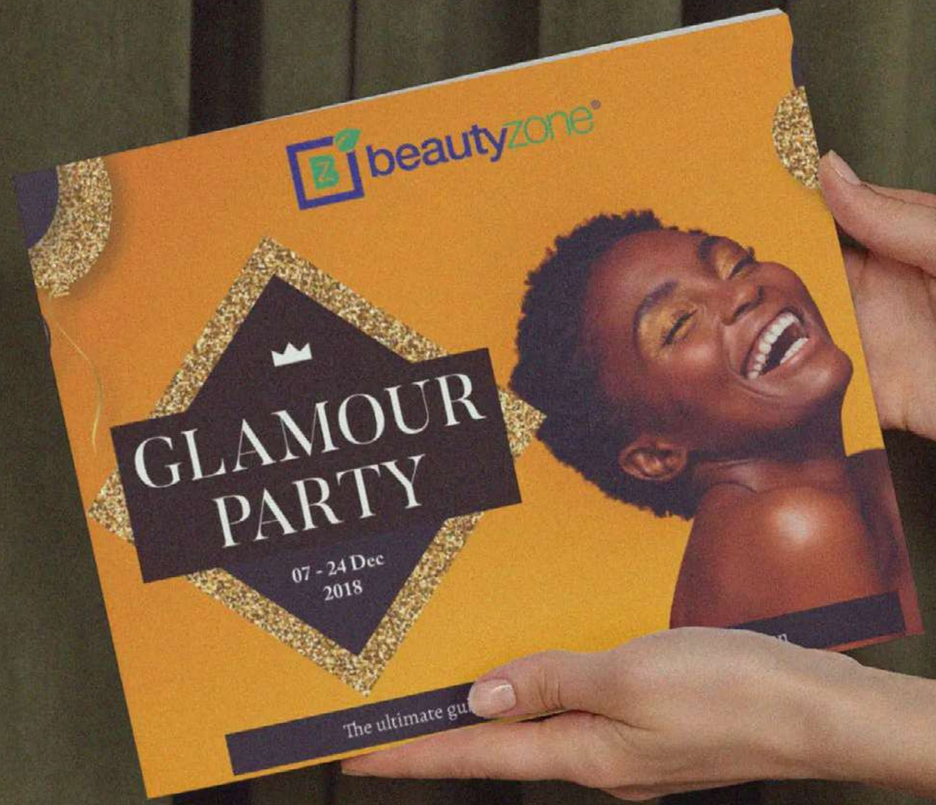
I led art direction and photography, developing imagery aligned to the editorial structure and product integration.

## OUTCOME

**The campaign delivered record-breaking sales.**

The catalogue remained in use throughout the sale period, increasing engagement and time spent browsing.

In-store teams used it as a sales tool to support product education and conversion and reported the campaign was an enjoyable experience for them in store.




Show them what you're made of...
Eyeshadow from R14.99
Cosmetic brushes and sponges from R5.99
Foundation from R11.99
Face Powders from R11.99
Pro Tip
Steps to your perfect look:
Foundation - apply with a makeup sponge for an even finish.
Dark contour - define your nose, forehead, chin and cheek bones using a darker contour cream or powder. Remember to blend!
Highlighter - illuminate your cheeks, brow bone and nose using a shimmery highlighter.
Eyebrows - fill in your brows using a dark powder and thin brush.
Eyeliner - make your eyes pop by applying eyeliner to your top lid.
Eye shadow - add some shimmer to your eyes using a golden shade.
Mascara - lengthen your lashes by applying a coat of mascara.
Lips - perfect your pout with a pop of colour.

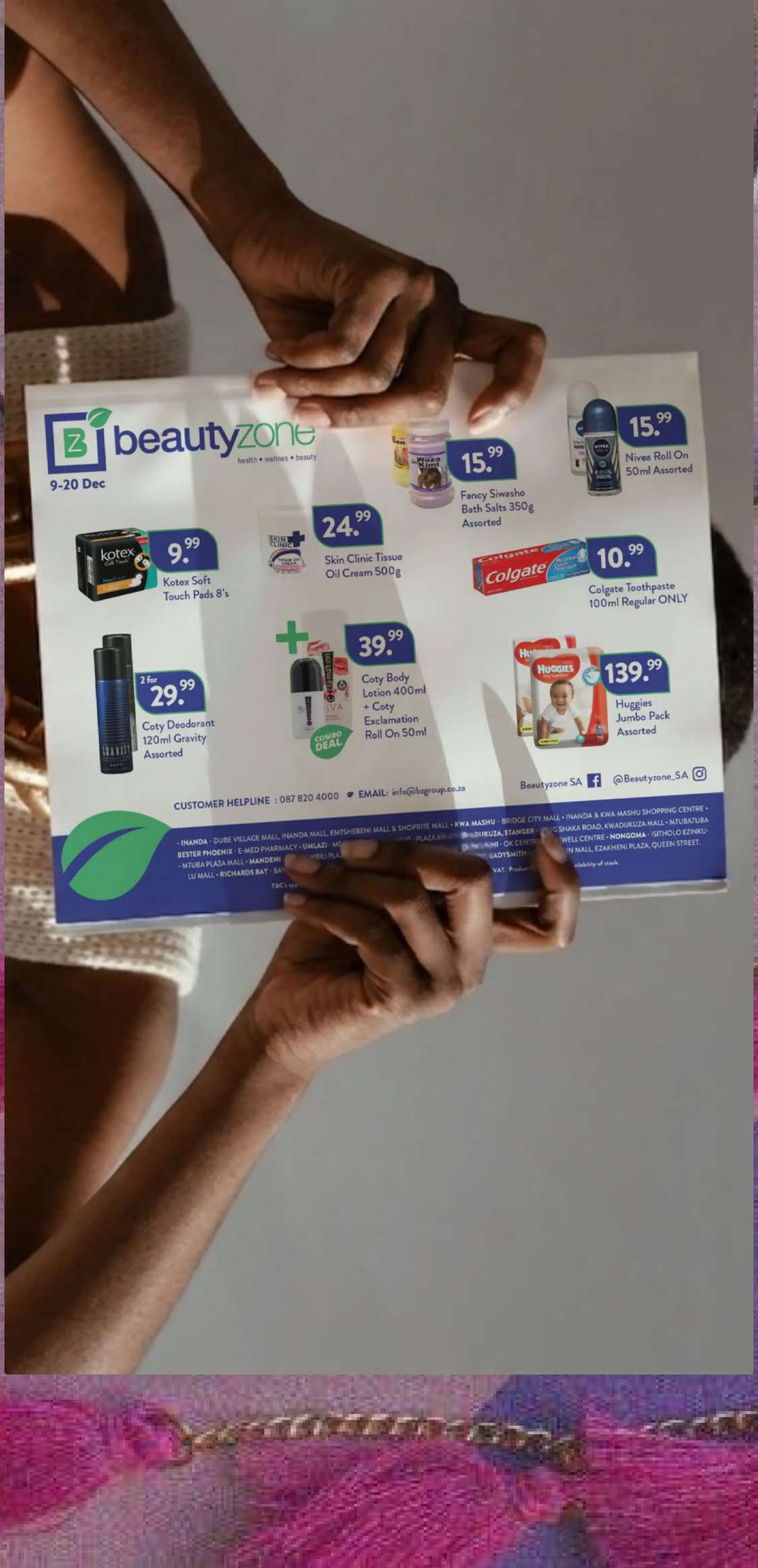

Finishing Touches
Using a thin brush, add a touch of highlighter just under your brows and near the inner corners of your eyes to take your look to the next level.
Contour Powders from R11.99
Highlighter Powders from R11.99
Dare to be eye-catching
Mascaras and Eyeliners from R4.99
Nail polish from R9.99
Lipstick from R5.99
All the colours your nails need for summer.
Find your perfect nude
Nude lipsticks enhance and define your lips in a natural way where make-up is not the hero of your look - you are.
To find the right shade, test the colour on your fingertip as this skin is more pink giving you a truer idea of how it might look on your lips.
Pair with a similar nude nail polish and you're ready to turn heads.


Get party ready and glam up.
Tassels are so in! Whether you wear them on your ears or around your neck - we've got your summer style covered.
Earrings from R4.99
Necklaces from R99.99
Luxurious care for your unique hair.
Restore Hair Food 250g Anti-Dandruff R14.99
Stylin Dredz X-Dry Oil Moisturising Spray 350ml R37.99
Inecto Hair Colours 50ml Assorted R24.99
Perfect Choice Oil Sheen Spray 240ml Original Or 300ml Aco & Melon R16.99
Dark & Lovely Precise Relaxer 250g Assorted R18.99
Restore Relaxer 250g Assorted R19.99
Stylin Dredz Moulcin Gel Wax 125ml R23.99
Dark & Lovely Salon Economy Pack R369.99
Palmolive Shampoo & Conditioner 350ml Assorted 2 for R29.99
Restore Relaxer 5lt Assorted R239.99


Gentle Magic Range from R8.99
Ponds Flawless Radiance Range from R24.99
EAD tissue oil Range from R9.99
Care for your skin this summer!
Nivea Perfect & Radiant Range from R59.99
Garnier Even & Matte Range from R19.99
Snail Care Range from R29.99
Dove Soap White Only 2 for R19.99
E45 Cream 500g R159.99
Pro Trick
Use tissue oil to rid your face of dark marks or scars. For best results, gently dab a small drop on the affected area before bed.


CHANGE YOUR LOOK FOR EVERY SPECIAL OCCASION.
A wig is a fast and easy way to change your look this festive season. Keep your wig in good condition by brushing it every time you wear it.
Assorted wigs from R60.00
Assorted godes available in selected stores.
Assorted brushes available in stores.
Beautiful Braids
Love yourself and only buy original hair pieces. Your hair needs taking care of and buying good quality brands is better for your head, easier to style and lasts longer.
Self love has never been easier.
Evita Yaki braids from R9.99
Pair your braids with dreadlock beads for a fun party look this summer. Available in stores.
Shweta Budget Braids
X-Pression Ultra Braids
Nina Rasta Dreads
Darling One Million Braids


Have a great hair day everyday.
Whether you like long, short, straight or curly, we have the perfect fit for you to achieve your unique look.
Magic Chic Beyonce from R64.99
Queena Yaki
Evita Peruvian
Nina Soft Dreads
X-Pression Multi
Afro Serve Weaving
Looking great girl
Change your hairstyle with our range of clips, tongs, hair bands and more available in store.
X-Pression 4 Flowers from R64.99
Lily Brazilian 13"15"17" R99.99
Darling Alicia K
Nina Afro Weave
X-Pression Schary
X-Pression Appeal
Darling Bantu Locks


beautyzone
health • wellness • beauty
9-20 Dec
15.99
Fancy Siwasho Bath Salts 350g Assorted
15.99
Nivea Roll On 50ml Assorted
9.99
Kotex Soft Touch Pads 8's
24.99
Skin Clinic Tissue Oil Cream 500g
10.99
Colgate Toothpaste 100ml Regular ONLY
2 for 29.99
Coty Deodorant 120ml Gravity Assorted
39.99
Coty Body Lotion 400ml + Coty Exclamation Roll On 50ml
COMBO DEAL
139.99
Huggies Jumbo Pack Assorted
CUSTOMER HELPLINE : 087 820 4000
EMAIL: info@bzgroup.co.za
Beautyzone SA
@Beautyzone_SA

# ARCHIVE PREVIEW

Earlier projects across discipline and industry, shaped by varied contexts and briefs.

BRAND
DEVELOPMENT
PACKAGING
DESIGN
WEB DESIGN
CAMPAIGNS
ART DIRECTION
SOCIAL CONTENT
SYSTEMS
POS
OOH
PRINT
ILLUSTRATION



















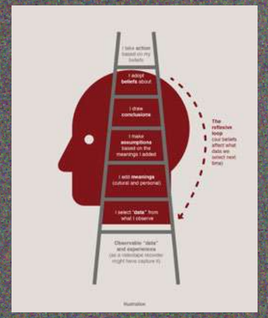





































VISIT ARCHIVE ONLINE ↗

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