

ella davidson

graphic design portfolio

2026

fashion

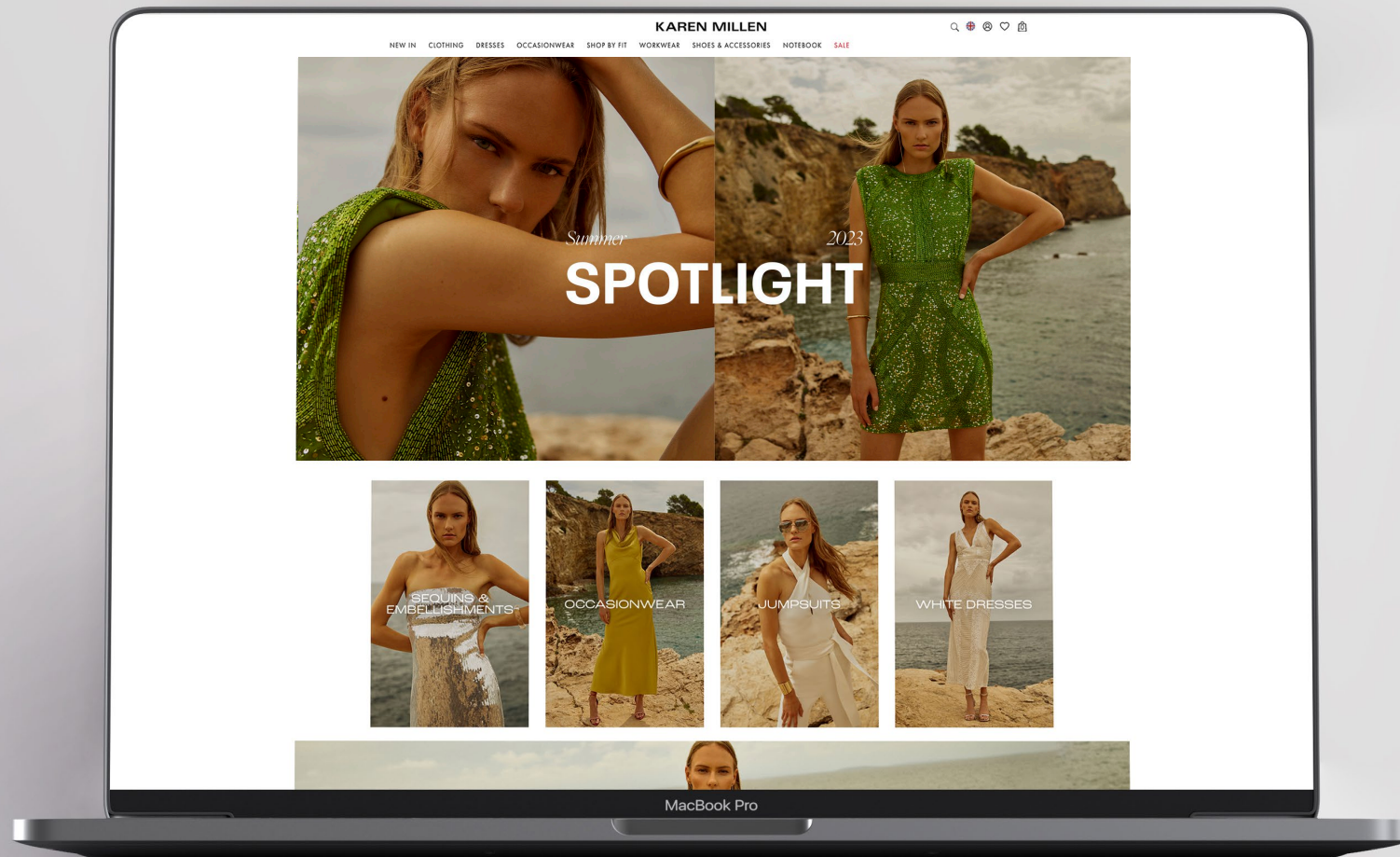


spotlight (*summer 2023*)

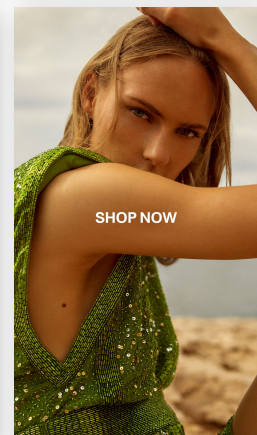
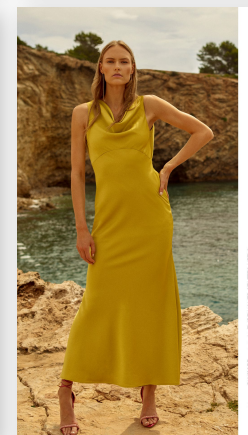
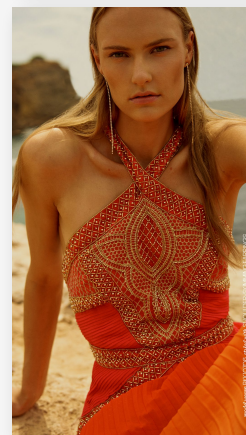
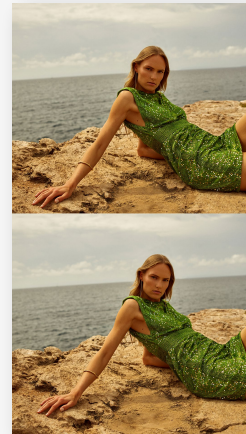
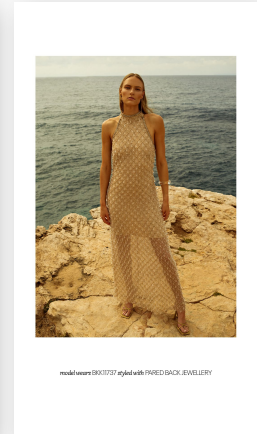
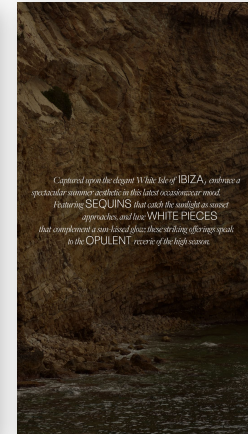
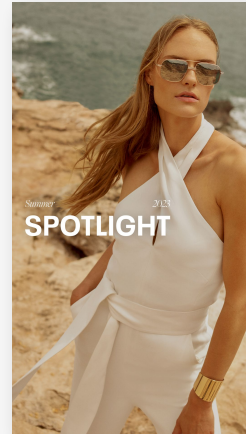
The summer occasionwear campaign for Karen Millen showcases a graphic approach that offers a contemporary twist on traditional magazine aesthetics. Drawing on the femininity and opulence of serif type - clean sans serifs, and dynamic image crops are woven in to mirror the campaign's core concept, where elegance meets modernity.

Art Direction:
Styling:
Photography:

Sally Davies
Francesca Prudente
Rhys Frampton



Captured upon the elegant White Isle of IBIZA, embrace a spectacular summer aesthetic in this latest occasionwear mood. Featuring SEQUINS that catch the sunlight as sunset approaches, and luxe WHITE PIECES that complement a sun-kissed glow; these striking offerings speak to the OPULENT reverie of the high season.



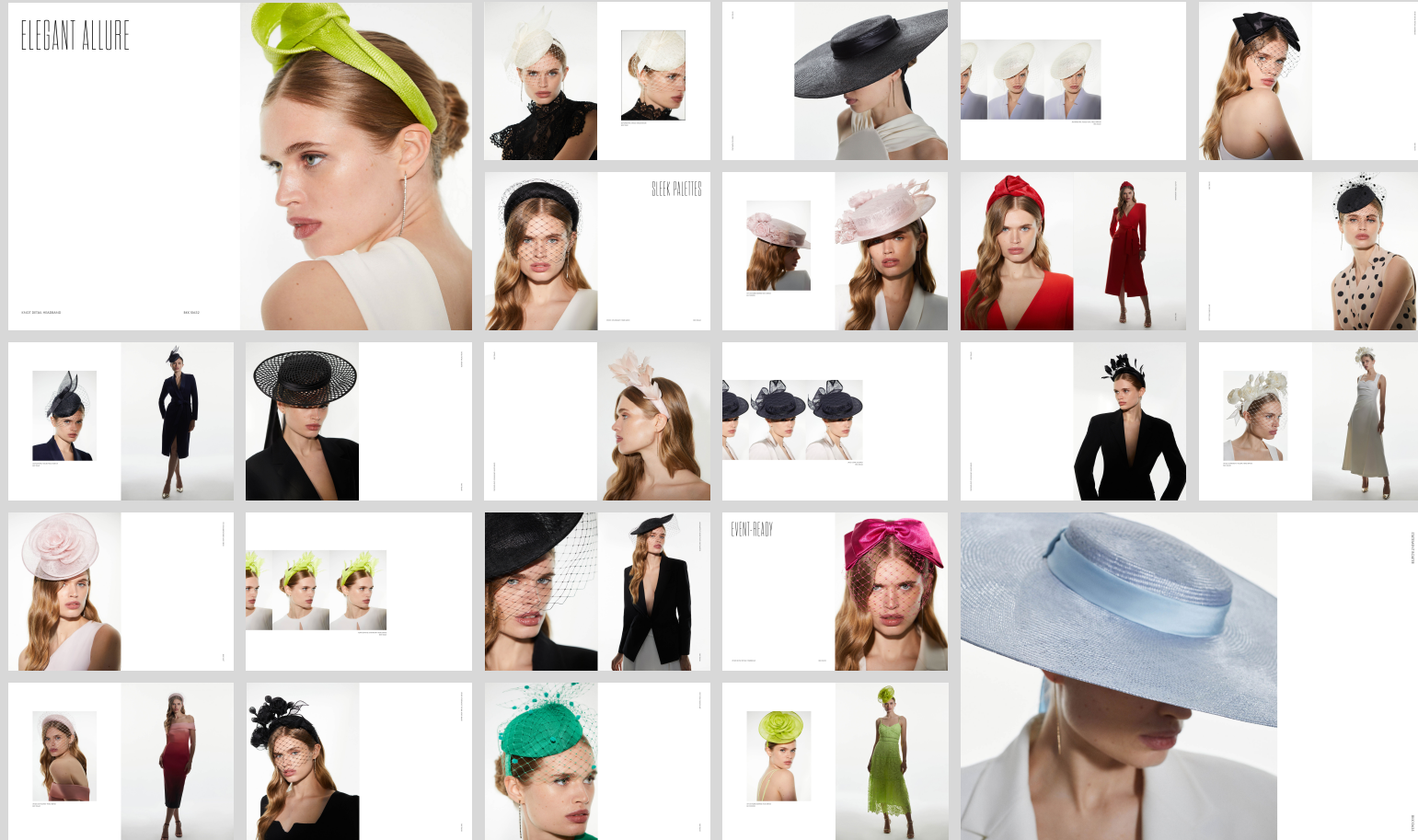


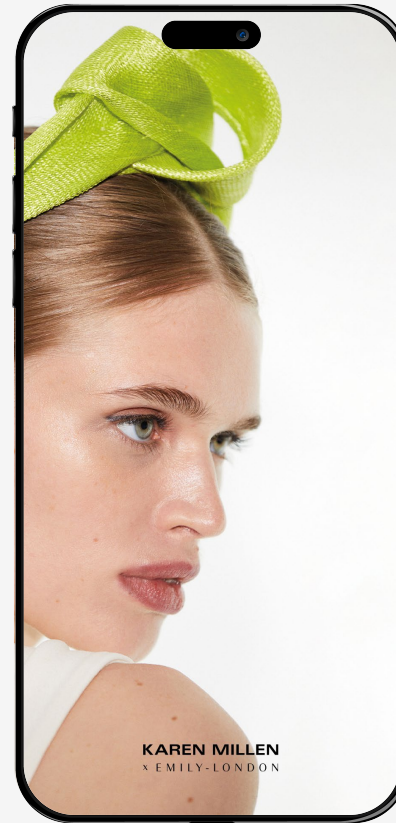
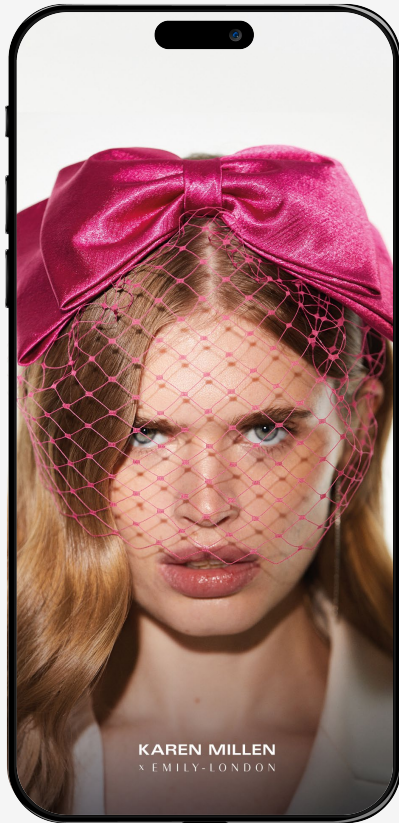
karen millen x emily london

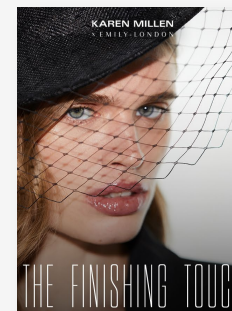
This campaign draws inspiration from classic high fashion magazines and the idea of the 'cover girl'. Additionally, it aims to incorporate a level of modernity that reflects the contemporary twist on the traditional fascinator integrated within Emily London's designs.

Art Direction:
Styling:
Photography:

Sally Davies, Ella Davidson
Francesca Prudente
Jasper Wyatt







Karen Millen has collaborated with luxury headwear label, Emily-London, to create a collection of unique headpieces. Emily-London specialises in the art of millinery, creating bespoke fascinators and hats. Showcasing both vintage-inspired designs and fashion-forward details, these headpieces make an irrefutable statement for the occasion season.

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From dark gardens to bursts of colour, allow this collection to elevate every occasion, be that a wedding celebration or a day at the races. A celebration of feminine style and technical expertise, these headpieces prove genuine is polished finishing touch, alongside exceptional craftsmanship.

[SHOP NOW](#)



[SHOP NOW](#)



new foundations

The autumn essentials collection for Karen Millen 2023 explores femininity, functionality, and timeless detailing for versatile styling. Graphically, high-contrast serif italics are introduced to soften the approach and reflect femininity, while the use of numerals brings functionality, creating visual wayfinding. Tiling and close crops serve to highlight the unique details of each garment and creates movement, introducing the notion of the streets as a runway.

Art Direction:
Styling:
Photography:

Sally Davies, Ella Davidson
Francesca Prudente
Jordan Hare



NEW FOUNDATIONS

allowing FOR
EFFORTLESS
dressing FROM
SEASON *to*
season, THIS
LATEST *edit*
LAYS THE
FOUNDATION
FOR *every*
OUTFIT.

A/W 2023





poolside glamour

The sister project to Spotlight (see project 01) - while Spotlight focuses on femininity and opulence, Poolside Glamour explores day-to-night aesthetics with sultry yet sophisticated swim and party pieces. The graphic treatment uses a punchier condensed typeface and dynamic image crops and layout to complement the energy and power in the art direction.

Art Direction:
Styling:
Photography:

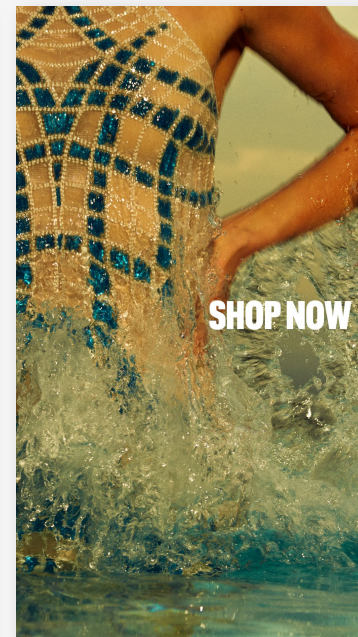
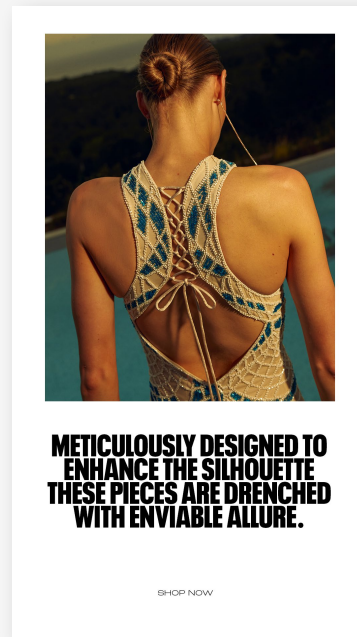
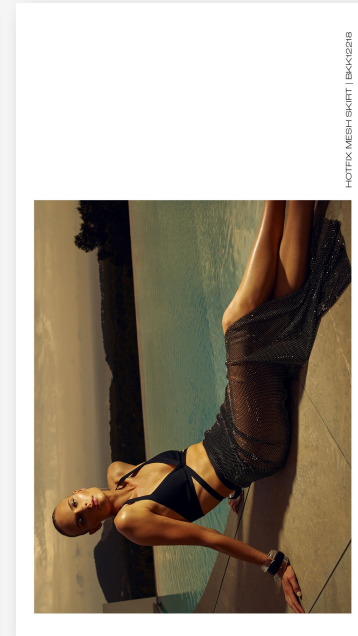
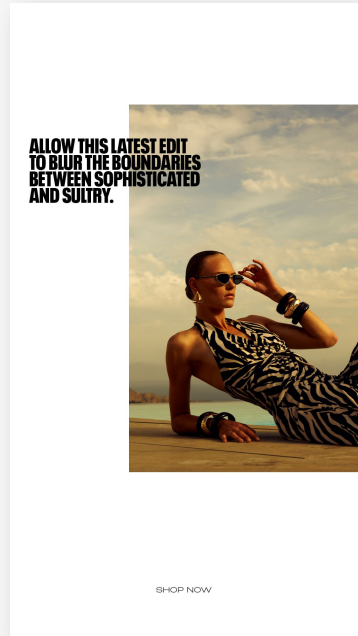
Sally Davies
Francesca Prudente
Rhys Frampton

POOLSIDE GLAMOUR, SUMMER '23

BOLD BRIGHTS & ZESTY CITRUS TONES

CAPTURED IN IBIZA







business as usual

An overview of day-to-day work at Karen Millen which involves utilising and developing the established KM toolkit through thoughtful use of imagery, colour, and product selection to produce ecommerce assets that feel elevated, premium, and editorial, all while maintaining shoppable qualities and accessible information for the customer.

KAREN MILLEN

SALENEW INCLOTHINGDRESSES

LOREM IPSUM DOLOR SIT AMET CONSECETUR ADIPISCING ELIT SHOP NOW

SPRING OCCASION inspiration

Whether searching for a Mother of the Bride outfit or race day ensemble, be inspired by these elegant autumn occasionwear pieces.

SHOP NOW

MOTHER OF THE BRIDE

SHOP MOTHER OF THE BRIDE

SPRING OCCASIONWEAR

SHOP AUTUMN OCCASIONWEAR

RACE DAY OUTFITS

SHOP RACE DAY OUTFITS

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SPRING OCCASION inspiration

Whether searching for a Mother of the Bride outfit or race day ensemble, be inspired by these elegant autumn occasionwear pieces.

SHOP NOW

MOTHER OF THE BRIDE

SHOP MOTHER OF THE BRIDE

SPRING OCCASIONWEAR

SHOP MOTHER OF THE BRIDE

KAREN MILLEN

SALENEW INCLOTHINGDRESSES

LOREM IPSUM DOLOR SIT AMET CONSECETUR ADIPISCING ELIT SHOP NOW

ENDS MIDNIGHT 40% OFF FORMALWEAR

From flowing maxi dresses to sleek tubed co-ords, discover 40% off occasionwear for a limited time only.

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KAREN MILLEN

SALENEW INCLOTHINGDRESSES

LOREM IPSUM DOLOR SIT AMET CONSECETUR ADIPISCING ELIT SHOP NOW

THE '90S OCCASIONWEAR TRENDS

Perennially leading decades past and present in style, the '90s has been forever known in fashion for its directional outlook, with many iconic looks still prevalent in today. Discover the KM x OOTO pieces inspired by this era.

SHOP NOW

THE '90S BLACK DRESS

Seen on catwalks and red carpets alike, the barely there black slip dress is one of the most unforgettable styles of the period.

SHOP DRESSES

COLOUR POP HUES

Enhance a fashion forward ensemble to an even bolder hue.

SHOP BLAZERS

ANDROGYNOUS TAILORING

SHOP NOW

SHIRTS ON SHOW

SHOP SHIRTS

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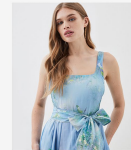
17

IN*the*KNOW

"Oh, I like all of the looks I'm shooting today. I really like the leather trench dress that I'm wearing and the gorgeous white dress with the black flowers is just everything good."

IN*the*KNOW

"I WEAR *what* I LIKE,
when I WANT TO
WEAR IT, *how* I WANT
TO WEAR IT."

IN*the*KNOW

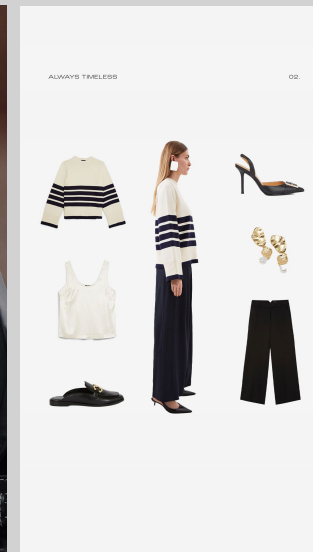
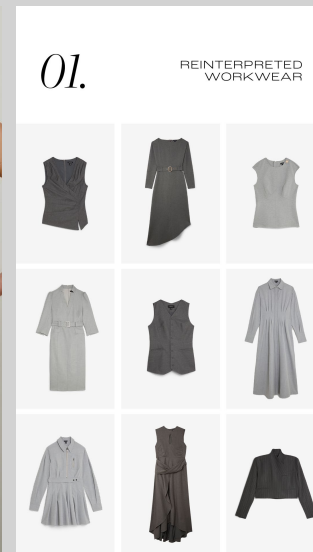
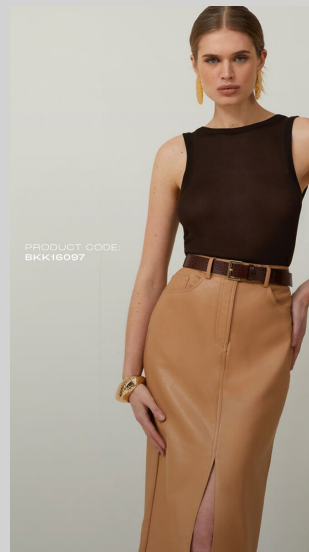
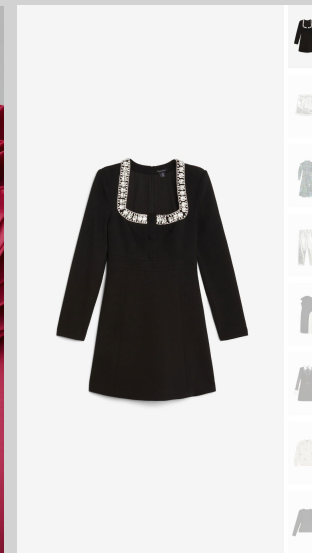
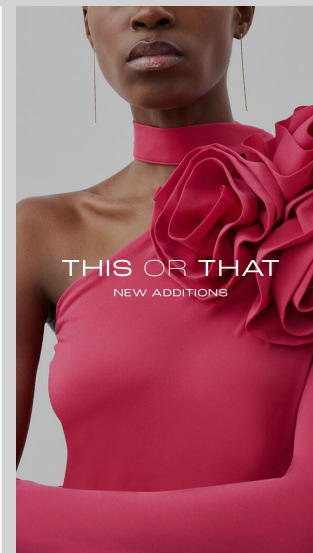
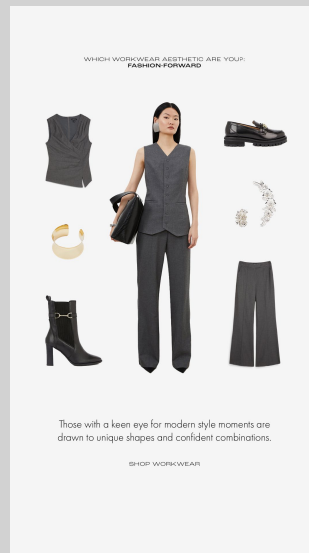
INSIDERS APRIL 2024

IN*the*KNOW

SHOP NOW



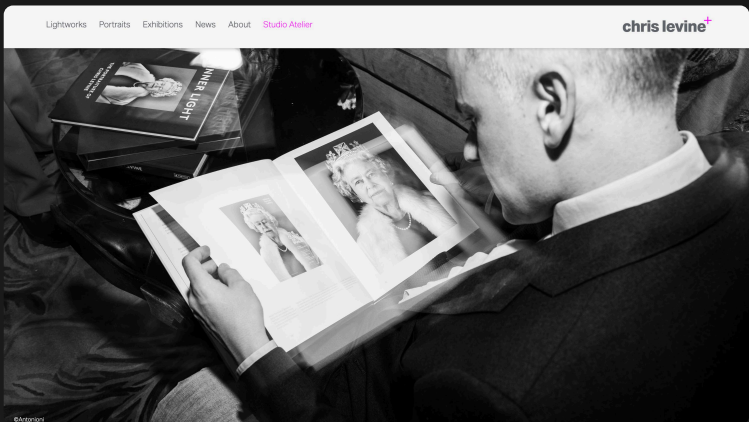
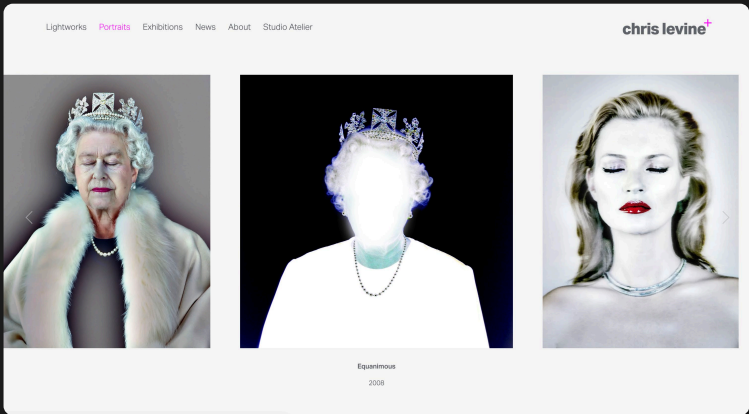
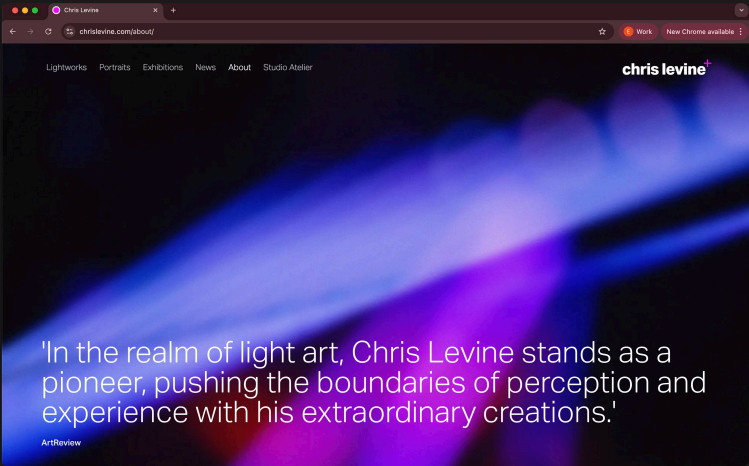
SHOP NOW



branding

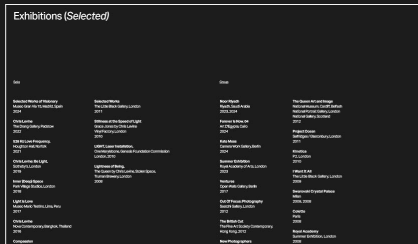
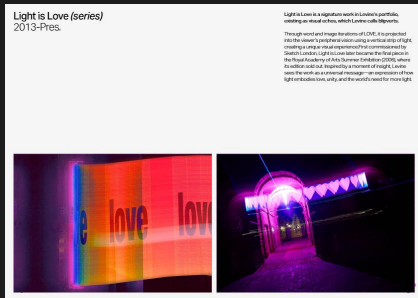
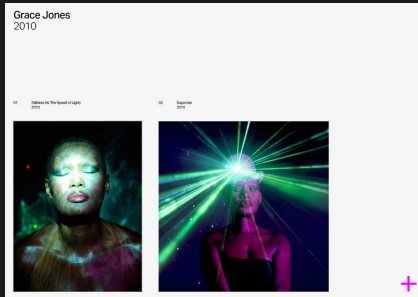
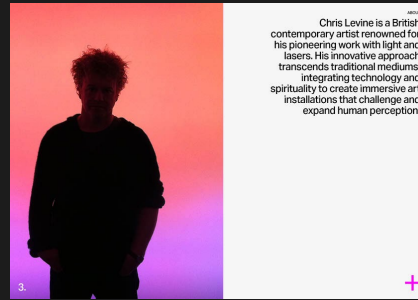
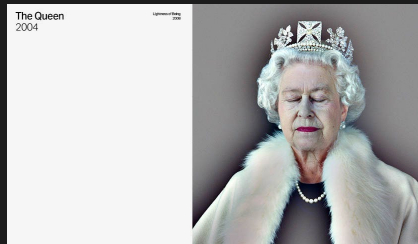
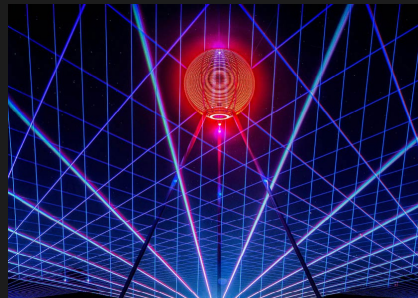
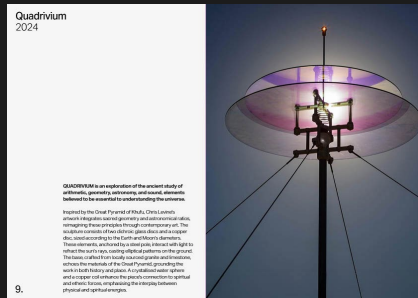
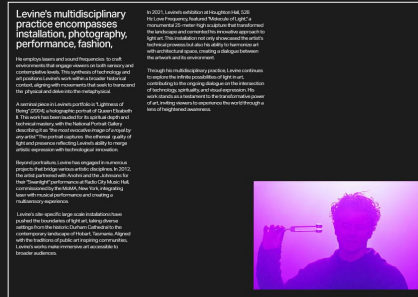
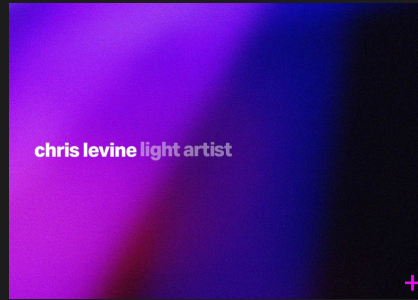
chris levine⁺

chris levine⁺



chris levine

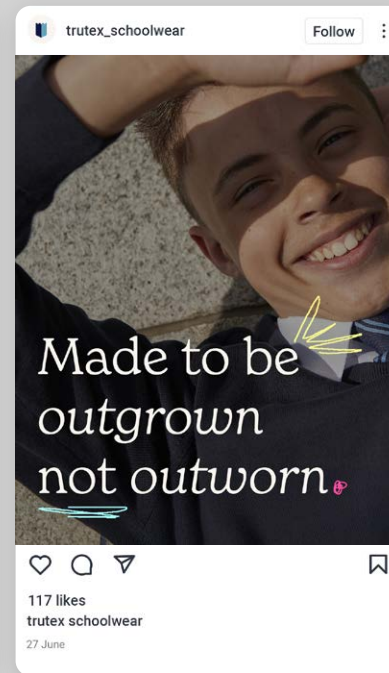
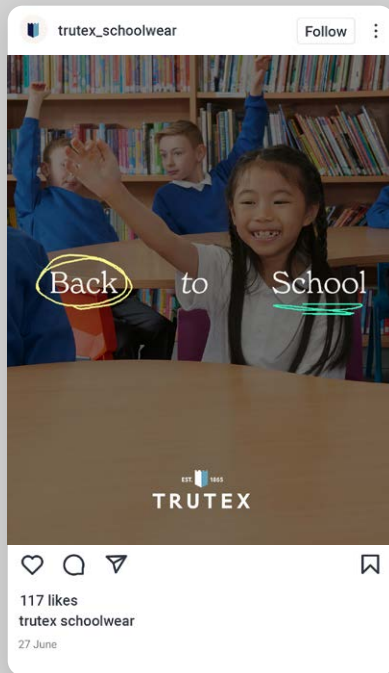
applied branding (website, artist deck)



*Made to Last Schoolwear!

TRUTEX







LAUDOMIA
PICCOLOMINI



L

P

ella davidson

Thank you

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