

annahilton@me.com  
07813140602

## Anna Hilton Graphic Designer

Originally from London, UK, I studied graphic design and illustration at Chelsea College of Art and Nottingham Trent university. After graduating, I worked for three years at a design studio in east London working on creating visual identities and digital solutions for clients across various disciplines. I then moved to join the digital design team at Selfridge's to design and launch their first e-commerce website, working closely with the luxury brands represented.

For the last 9 years I have been working at the luxury accessories company, Anya Hindmarch. Working closely with the creative director, I would manage the design team to produce all graphic elements required to support the business - particularly the creative, marketing and digital teams. My main focus was to translate the seasonal creative concepts into digital solutions for the Anya Hindmarch website and social assets.

Since 2019, I been a freelance designer working for various clients in the luxury field to support with their digital and print requirements.

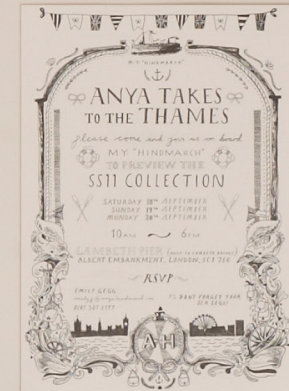
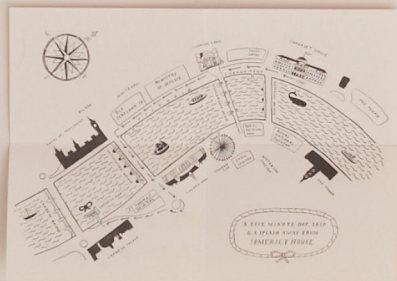
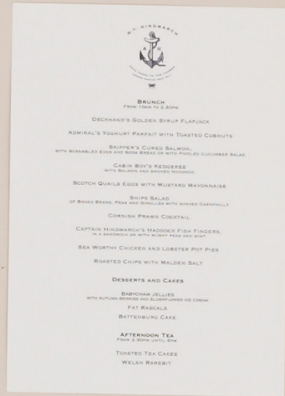
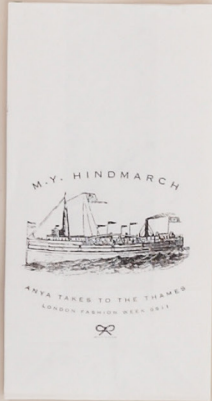


## Anya Hindmarch

SHOWROOMS 2011 - 2012

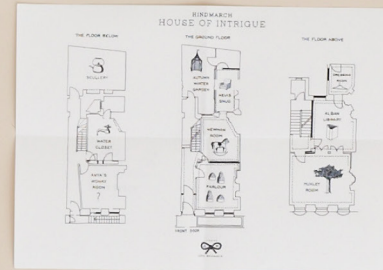
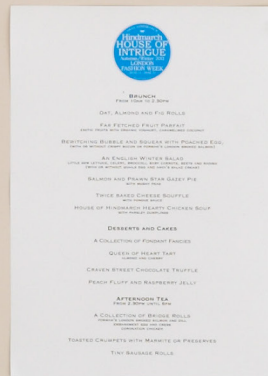
The Anya Hindmarch showrooms were always an experience in themselves, as well as a chance to see the new collection. I worked on producing the invitations and graphic elements at the event. Such as cafe menu's, kiosk items, goody bag ephemera and signage.

LONDON FASHION WEEK SS11  
 Showroom printed collateral including invitations, menus  
 and goody bag ephemera





LONDON FASHION WEEK AW11  
 Showroom printed collateral including invitations, menus  
 and goody bag ephemera





LONDON FASHION WEEK SS12

Showroom printed collateral including invitations, menus and goody bag ephemera



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## Anya Hindmarch What Planet Are you on?

To support the SS14 'Out of this world' collection, the art director had the concept to create birth charts for the front row called 'What Planet Are You From?'. I was tasked to create these charts and created the illustrations and visual look of the charts. An online version was created so customers could create their own as well as an in-store kiosk which printed a receipt version.

[whatplanetareyouon.com](http://whatplanetareyouon.com)



# WHAT PLANET ARE YOU ON?

Micro-site and personalised printed charts for Front Row

ANYA HINDMARCH LONDON

NAME: ADAM WRIGHT DATE OF BIRTH: 26 / 04 / 1961

**WHAT PLANET ARE YOU ON ?**

A VOYAGE OF SELF-DISCOVERY  
Bodily go on an astro-biographical journey to discover your universal truths, astro-facts and space oddities.

ANYAHINDMARCH.COM

1 SECOND BRIGHTEST OBJECT IN THE SKY

2 NAMED AFTER THE ROMAN GODS

3 LOVE AND BEAUTY

4 VENUS IS OFTEN CALLED THE EARTH'S SISTER PLANET

5 SURFACE TEMPERATURE: 462 °C (The hottest planet)

**YOUR RULING PLANET IS VENUS**  
*I'm your fire, at your desire.*

WHO AM I?  
Adam, you are clearly a fun and diplomatic person. Being a typical Taurus, you can veer towards the stubborn, but no one minds because you Wednesday children are so smart - not to mention very enthusiastic lovers (we know this is true because Elvis Presley told us). We wish we could be as honest and efficient as you, you should probably think about becoming a therapist; it's not too late - you're still only 9.8 in dog years.

YOU WERE BORN IN THE CHINESE YEAR OF: OX

YOUR STAR SIGN IS: TAURUS

YOUR NATIVE AMERICAN ZODIAC SIGN IS: BEAVER

YOUR FORTUNE FOR TODAY  
Two small jumps are sweeter than one big leap.

YOU SHARE YOUR BIRTHDAY WITH: MARCUS AURELIUS

WHICH MAKES YOU ALL: I.M. PEI

9 <sup>nine</sup> LUCKY NUMBER

24 <sup>th</sup> LUCKY DATE

MON LUCKY DAY: TUES WEDS THURS FRI

SAT SUN

YOUR LIFE PATH NUMBER IS = 2 = YOU'RE A DIPLOMAT

AVOID anyone with the life path number 1 6 7

MARRY anyone with the life path number 2 4 8

BE FRIEND! people with the life path number 3 5

231 DAYS until your next birthday

There will be 51 CANDLES on your next birthday cake

These candles will use 13,256 CALORIES of energy

Which equates to 3 CALORIES of food energy

OSCAR FOR BEST PICTURE WENT TO WEST SIDE STORY DIRECTED BY JEROME ROBBINS & ROBERT WISE

THE UK NUMBER ONE ON THE DAY YOU WERE BORN WAS WOODEN HEART BY ELVIS PRESLEY

EUROVISION SONG CONTEST WINNER JEAN-CLAUDE PASCAL REPRESENTING LUXEMBOURG

YOU WERE CONCEIVED ON 3 AUGUST 1960 (in Australia)

AS OF 17 SEPTEMBER 2013 AT 09:30 you are 1,653,467,400 SECONDS OLD

WEDNESDAY was the day you were born

WAXING GIBBOUS was the moon's phase in the sky you were born (in London anyway)

22 YEARS 628 MONTHS 2,734 WEEKS 19,137 DAYS 459,297 HOURS 27,557,790 MINUTES

IN DOG YEARS you are 9.8

To bring you back down to earth...

YOUR BIRTH FLOWER IS SWEET PEA  
*Symbolizing friendship and gratefulness, delicate Sweet Peas are traditionally used in bouquets to convey thanks.*

YOUR BIRTH STONE IS DIAMOND  
*Once believed to be the tears of gods, Diamonds are a symbol of purity, innocence and eternal love.*

YOUR BIRTH TREE IS MAPLE  
*These whose birth tree is the Maple are no ordinary thinkers; highly imaginative, they often have complicated love lives.*

Find out who you're compatible with by creating a personalised chart for a friend at WHATPLANETAREYOUON.COM

#WHATPLANET @ANYAHINDMARCH ANYAHINDMARCH.COM

ANYA HINDMARCH LONDON

NAME: ADAM WRIGHT DATE OF BIRTH: 26 / 04 / 1961

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A VOYAGE OF SELF-DISCOVERY  
Bodily go on an astro-biographical journey to discover your universal truths, astro-facts and space oddities.

ANYAHINDMARCH.COM

1 SECOND BRIGHTEST OBJECT IN THE SKY

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3 LOVE AND BEAUTY

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5 SURFACE TEMPERATURE: 462 °C (The hottest planet)

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WHAT PLANET ARE YOU ON?

Micro-site

YOUR LIFE PATH NUMBER IS = ② = YOU'RE A DIPLOMAT

AVOID those with the life path number ①⑤⑦

MARRY anyone with the life path number ②④⑧

BEFRIEND people with the life path number ③⑥

① SECOND BRIGHTEST OBJECT IN THE SKY

④ Surface temperature 462 °C (The hottest planet)

YOUR RULING PLANET IS **VENUS**  
I'm your fire, at your desire

③ NAMED AFTER THE ROMAN GODDESS  
Love and Beauty

④ VENUS IS OFTEN CALLED THE EARTH'S SISTER PLANET

WHO AM I?  
Adam, you are clearly a fun and diplomatic person. Being a typical Taurus, you can veer towards the stubborn, but no one minds because you Wednesday children are so smart - not to mention very enthusiastic lovers (we know this is true because Elvis Presley told us). We wish we could be as honest and efficient as you, you should probably think about becoming a therapist, it's not too late - you're still only 9.8 in dog years.

YOUR FORTUNE FOR TODAY  
Two small jumps are sometimes better than one big leap.

WHEEL OF FORTUNE

YOU SHARE YOUR BIRTHDAY WITH ?

WHICH MAKES YOU ALL Taurean  
Despite their sociable nature, Taurean's feelings often run deeper than they will let on. They have a strong appreciation for comfort and material pleasures and an innate sense of style.

CHANNING TATUM

I.M. PEI

⑨ nine  
LUCKY NUMBER

|      |            |
|------|------------|
| MON  | LUCKY D    |
| TUES | WEDS THURS |
|      | SA         |

YOU WERE CONCEIVED ON

LIST







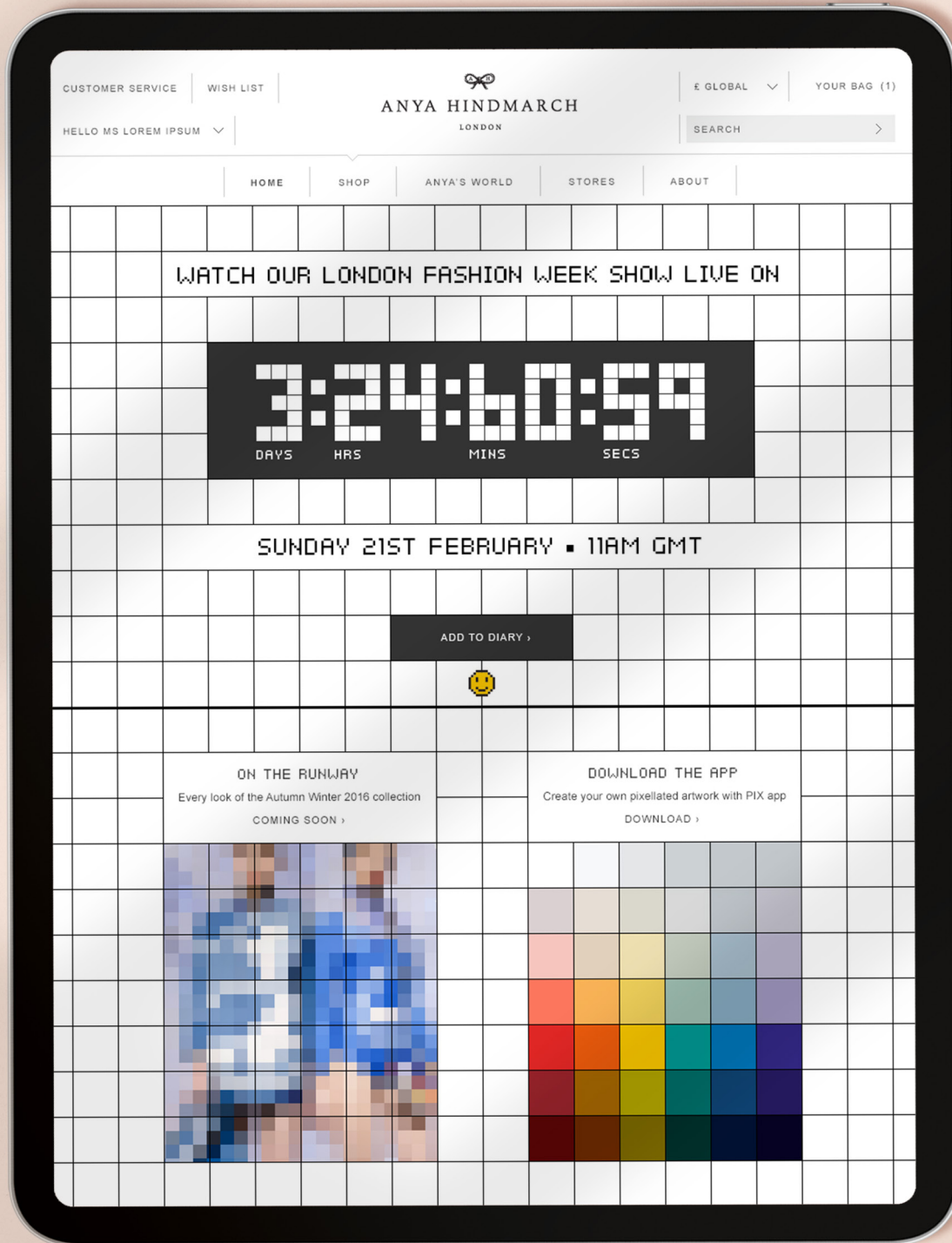
## Anya Hindmarch Pixelate Collection

AW14

To support the AW14 'Pixelate' collection, I worked on the creative for the homepage takeover as well as an app for customers to download and create their own pixel artwork. This was also used at events to create a conceptual 'photo-booth' experience which allowed customers to shoot and print their own pixel portraits.

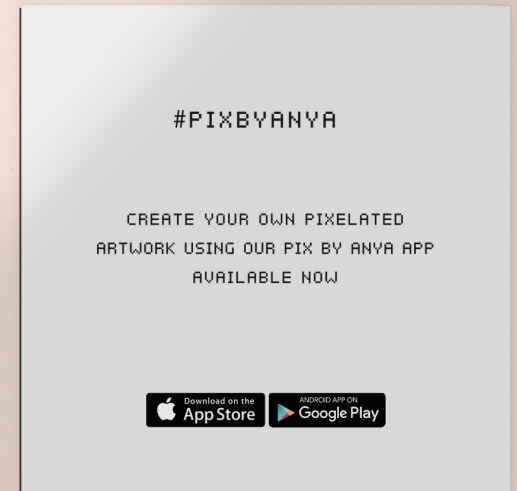
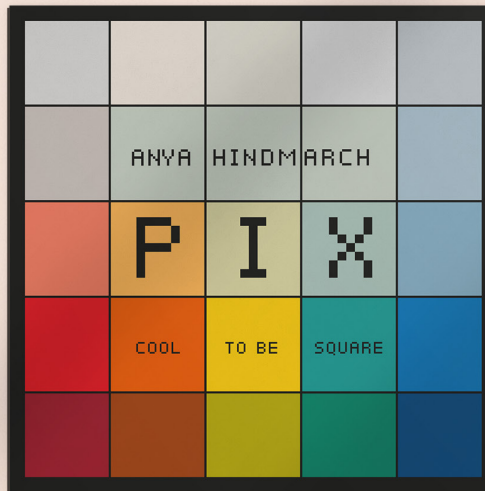
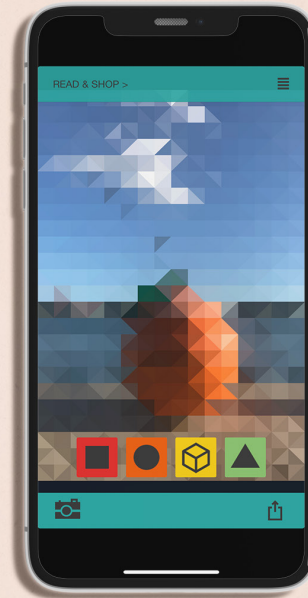


LONDON FASHION WEEK  
HOME PAGE TAKEOVER  
Branding and digital design



PIX BY ANYA APP

Branding, digital design and print design





THE AUTUMN WINTER 2016 COLLECTION EXAMINES  
 PIXELATION AND COLOUR: THE BUILDING BLOCKS  
 OF DIGITAL DESIGN. I'M FASCINATED WITH THE  
 DEBATES SURROUNDING DIGITAL DESIGN AS 'ART'  
 SO HAVE STARTED AT THE BEGINNING, WITH EARLY  
 8-BIT GRAPHICS AND PIONEERING ARCADE GAMES.  
 WE'VE EXPLORED EACH DESIGN USING INNOVATIVE  
 LEATHERWORK TECHNIQUES SUCH AS HEATFUSING  
 AND LEATHER MARQUETRY.

THESE IDEAS ARE BROUGHT TO LIFE ON THE RUNWAY  
 IN A SHOW THAT EXPLORES THE DEVELOPMENT OF  
 ARTIFICIAL CONSCIOUSNESS AND POSES THE QUESTION,  
 DO COMPUTERS DREAM WHEN THEY SLEEP?

- ANYA HINDMARCH



QUANT PIXEL MAN FEATHERWEIGHT EBURY  
 IN: 8648  
 £2200 € 2700 \$ 3750

EYES HALF BODY  
 Black Shoes  
 £200 € 260 \$ 320

LOOK  
 3



SPACE HANGOVER BATHURST BATHCEL  
 Dotted Canvas Fabric  
 £2200 € 2800 \$ 3800

WINE COIN PURSE  
 Mixed Canvas  
 £100 € 120 \$ 160

QUANT BITCHES TABLE  
 Mixed Canvas Fabric  
 £275 € 350 \$ 460

VENE BATHCEL  
 Jacquard Lamin Cloth  
 £200 € 250 \$ 330

MOULDOUSE STRAP  
 Jacquard Canvas  
 £200 € 250 \$ 330

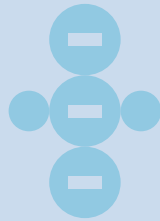
LOOK  
 14



SPACE HANGOVER BATHURST BATHCEL  
 100% Cotton with Padded Sherpa Lining  
 £2200 € 2800 \$ 3800

WINE TRENCH BOOTS  
 Mixed Canvas  
 £275 € 350 \$ 460

LOOK  
 20



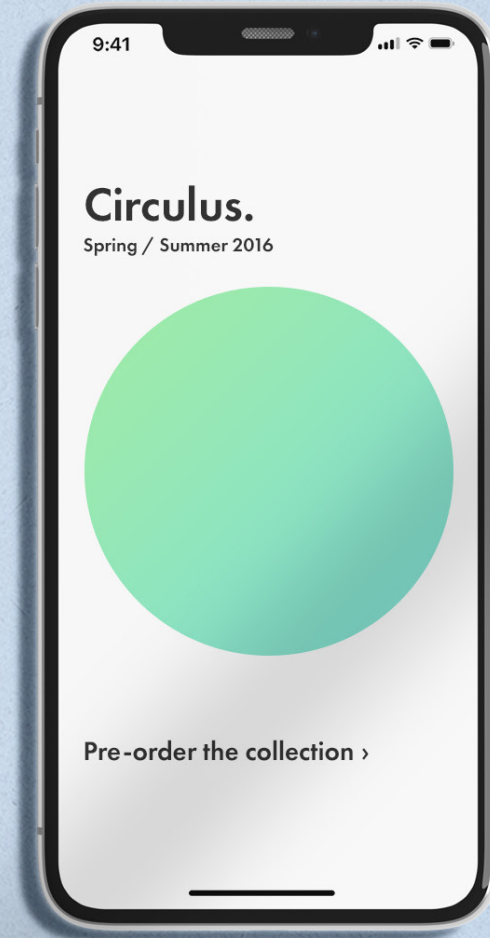
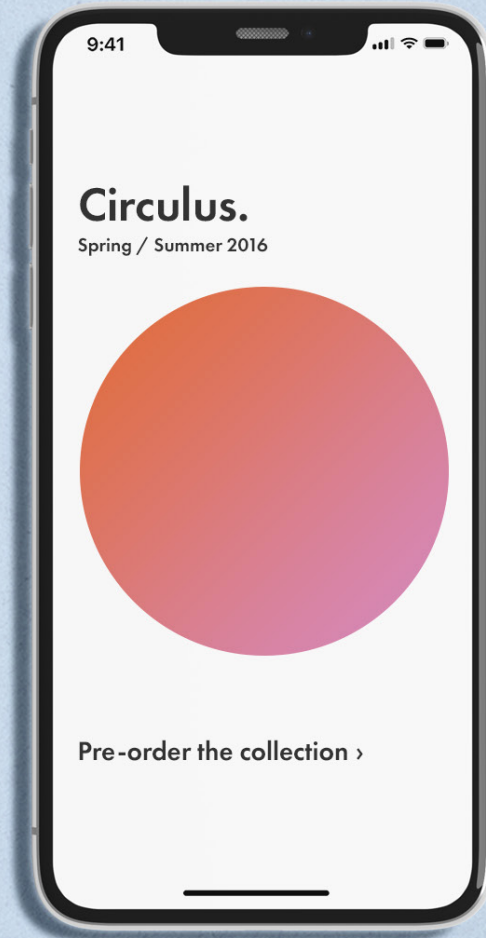
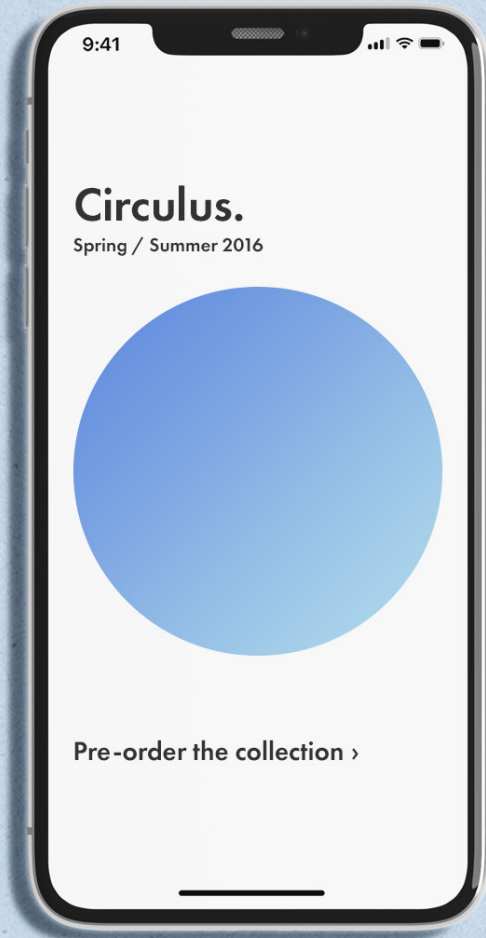
## Anya Hindmarch Circulus Collection

2017

The 'Circulus' collection was a beautiful display of craftsmanship and leatherwork. Anya “started with the ‘simple’ circle” which I took as inspiration for the digital approach.

To launch the collection online I created a clean design with the focus on a circle which slowly drifted through the colour spectrum. The email design was built so that when a reader opened the email, they would see a different coloured circle dependent on the time of day they opened it.









ANYA HINDMARCH  
SPRING / SUMMER 2017

LOOK 15  
—  
RADIUS MINI VERE CHAIN  
*Arsenic Crinkled Metallic*



LOOK 7  
—

FLIP SMALL BATHURST SATCHEL  
*Strom Silk Calf*  
FLIP SHOULDERLESS PLEAT SLEEVE COAT  
*Saltmore Scarfo*



LOOK 18  
—

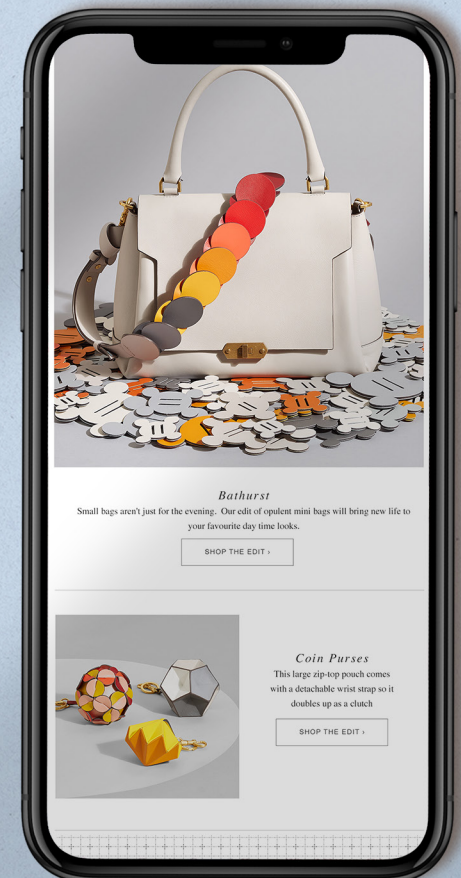
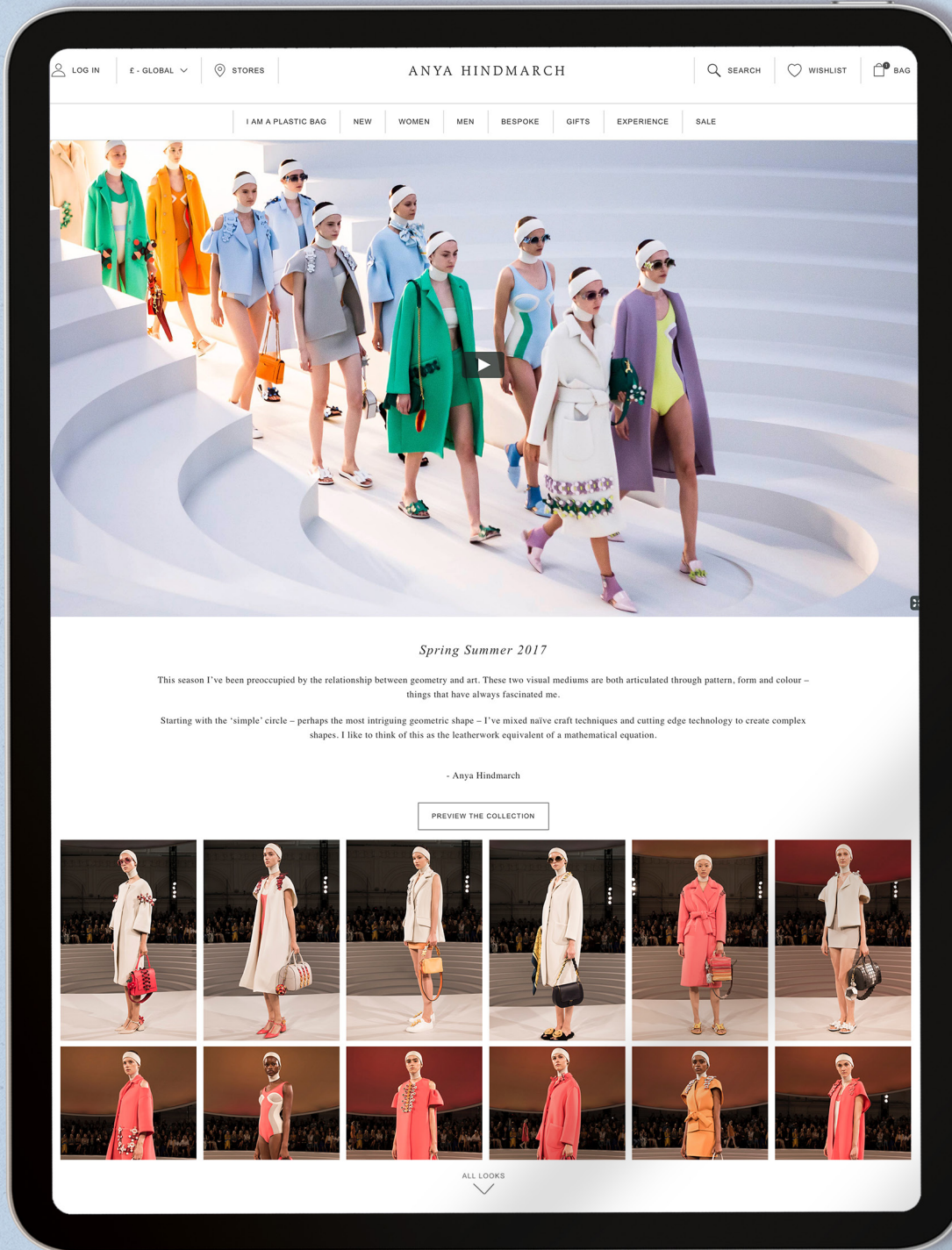
STACK WRISTLET  
*Strom Silk Calf*  
EGG TASSEL  
*White Alora*





# CIRCULUS COLLECTION

Website and email designs





## Anya Hindmarch Chubby collection

2018

The concept to launch the SS18 collection was to inflate a huge chubby heart over Battersea as Anya's love letter to London. It grew to hearts being inflated in 40 locations across 7 days. I was responsible for the production of the branding and how visually the marketing and digital communication would look. I sourced and commissioned an illustrator to create a 'tool box' of elements we could use across various collateral. I also worked with an animator to create short films which were released each day as different hearts appeared across the sky line. I designed the micro-site as well as an online tool where customers could send their own digital expanding chubby heart to friends and loved ones.

[chubbyhearts.com](http://chubbyhearts.com)



About Schedule The Feed FAQs

# CHUBBY HEARTS

OVER LONDON



**Chubby Hearts Over London is a design project conceived by Anya Hindmarch as a love letter to London and supported by the Mayor of London, the British Fashion Council and the City of Westminster.**



Starting on Valentine's Day and continuing throughout London Fashion Week, giant chubby heart balloons will be suspended over (and sometimes squashed within) London landmarks as a declaration of love to the city. The balloons will disappear each evening and appear again in a different location the next day.



### The Live Feed

Follow #CHUBBYhearts on Instagram to see updates from each location

[VIEW MORE](#)



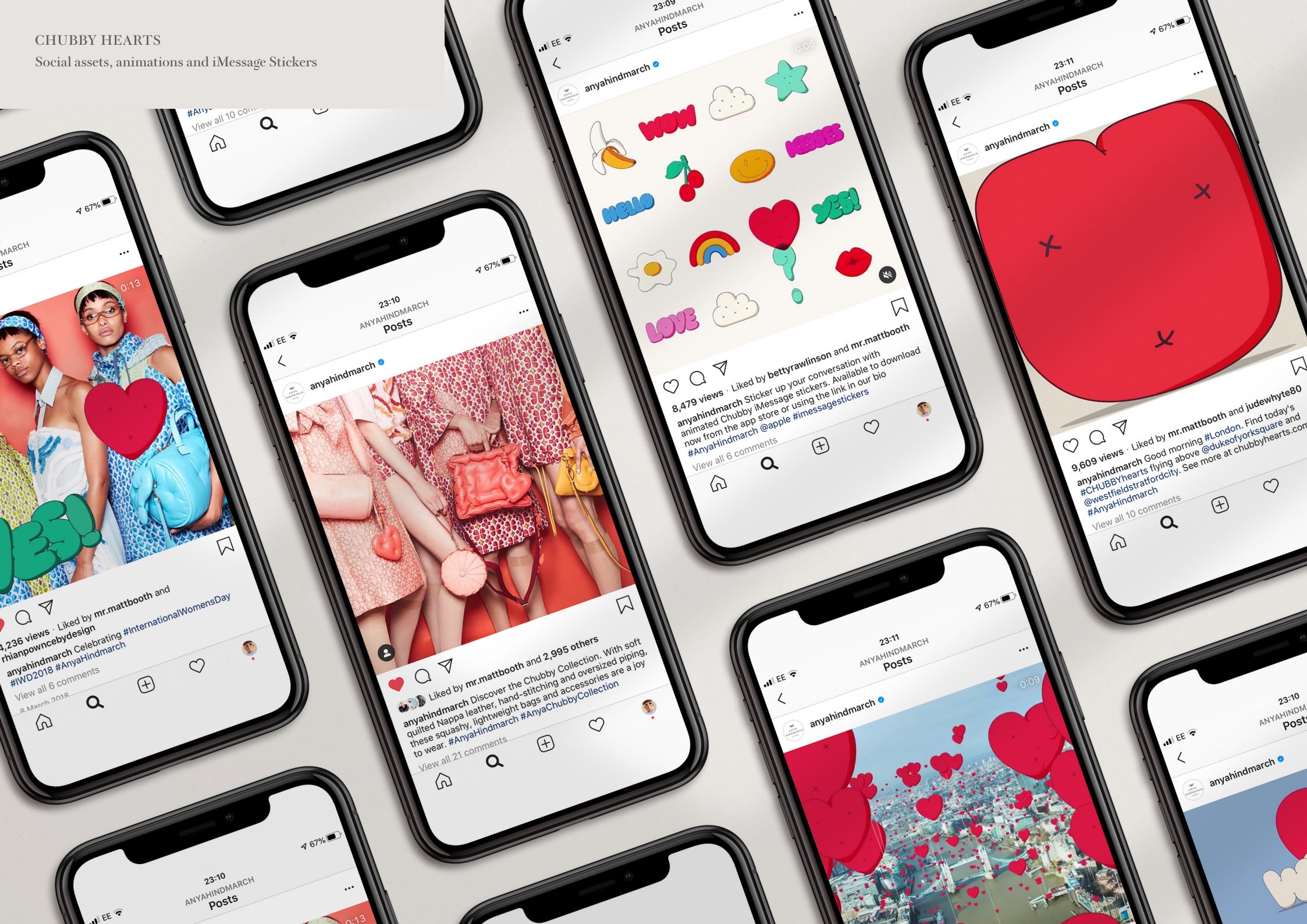
**Created in partnership with**

180 The Strand, Anya Hindmarch, Argent, Ballymore, Battersea Power Station Development Company, Bloomberg, Braeburn Estates, British Fashion Council, Broadgate Estate,



# CHUBBY HEARTS

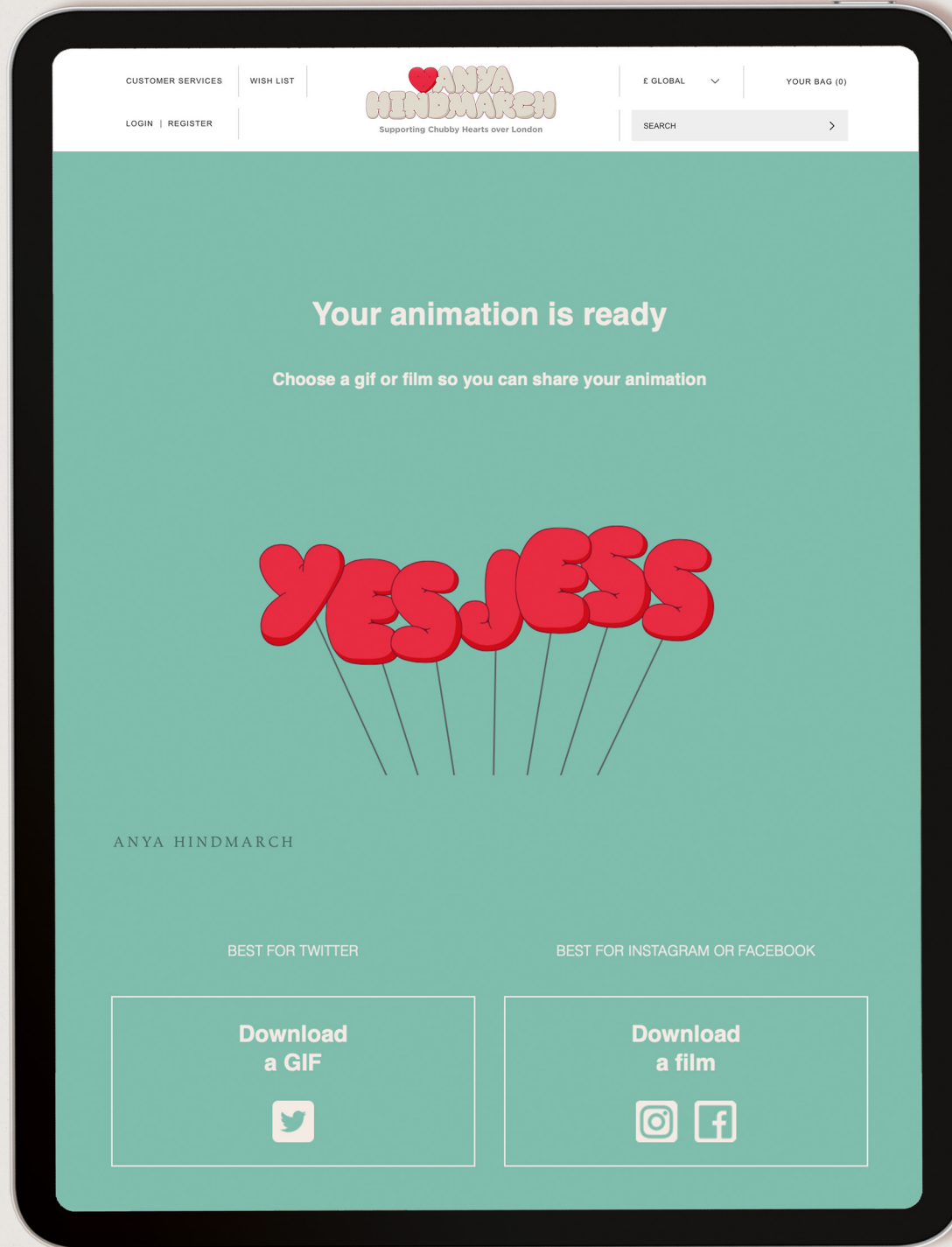
Social assets, animations and iMessage Stickers





## CHUBBY HEARTS

Choose from 4 animations and create and share a digital balloon with your friends and family



A scenic view of a hillside town, likely in Italy, with a vineyard in the foreground and a clear sky. The town features several tall, narrow towers and buildings. The foreground shows a well-maintained vineyard with rows of grapevines. The sky is a clear, light blue, suggesting a bright day.

# Match

SEARCH

## Match Search

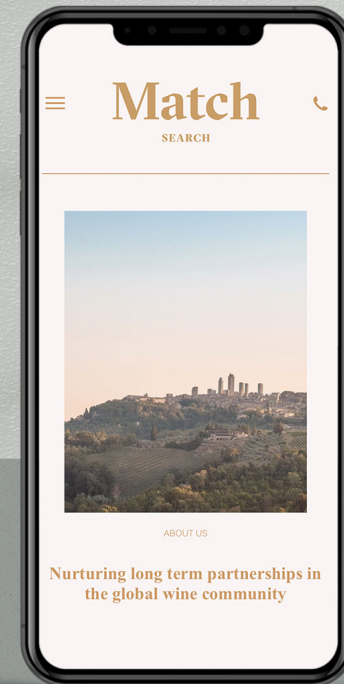
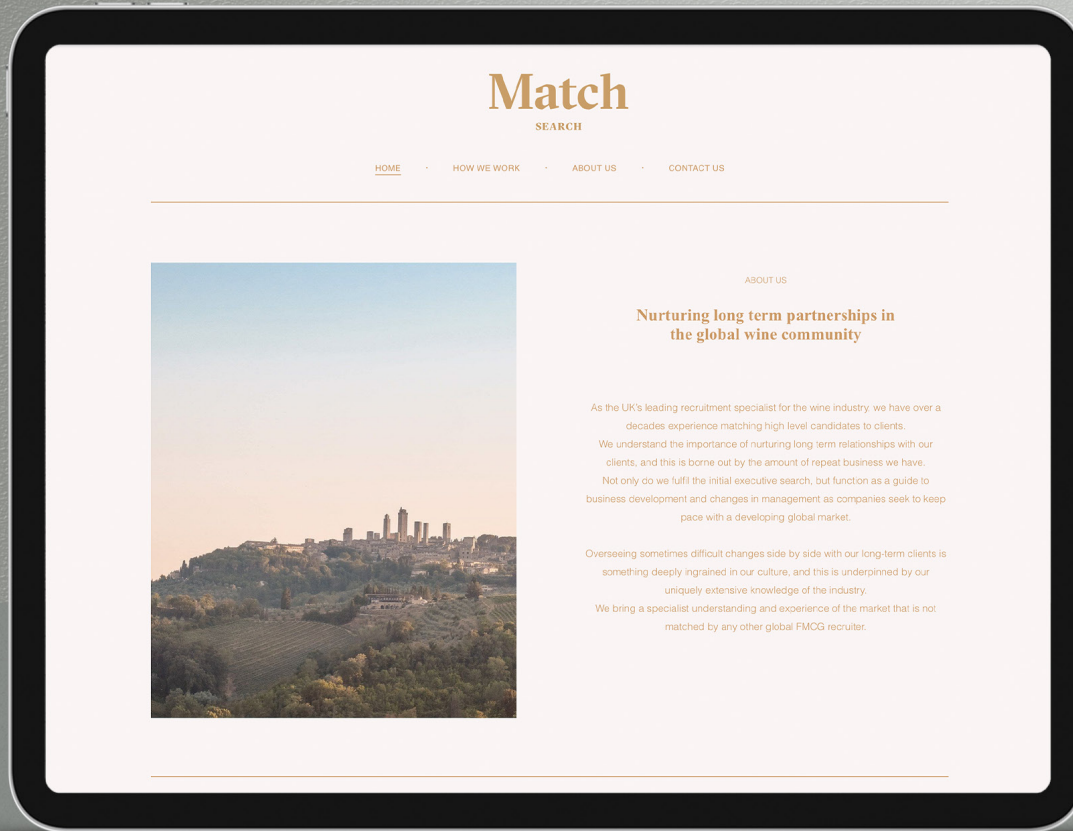
WINE INDUSTRY RECRUITMENT SPECIALIST

Match Search is a recruitment agent which specialises in the international wine industry. Inspired by the simple range of wine colour classifications, I wanted to create an identity which also used a simple palette and tangible textures alongside a confident typeface. I produced the business cards, invoice templates and website.













## Heartcore

BOUTIQUE DYNAMIC PILATES STUDIO

I have been supporting the Heartcore team to produce the concepts and graphic design for their seasonal campaigns. This encompasses in-studio light-boxes, flyers, digital elements to update their website and social assets.

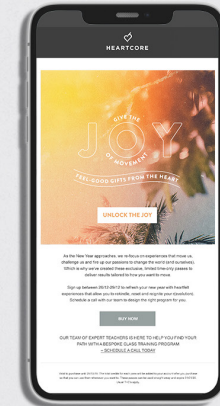
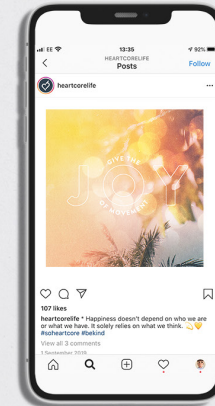
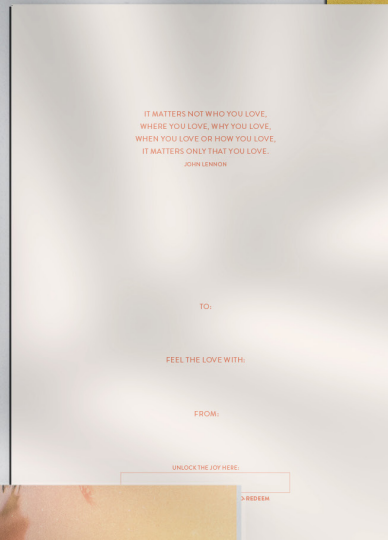






HEARTCORE

Gift card design and communication







gus + beau

## Gus + Beau

PREMIUM BABY PLAYMATS

Gus + Beau create premium playmats that use muted colours and patterns to complement the customers home aesthetic.

For the branding, Liz, the founder, wanted to include a rainbow spectrum of colour to represent her personal motivation and inspiration behind the brand which came after the loss of a her first child, Beau. A rainbow represented the magic that appears after the storm, her second child Gus.

The outcome was a tool box of colours and shapes that can be used to create patterns, illustrations, bold layouts or eclectic designs to represent the varied nature of child's play.

BRAND GUIDELINES  
Primary Logo

gus+beau  
gus+beau

gus+beau

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gus+beau gus+beau

GUS + BEAU

BRAND GUIDELINES  
Colours

cmYk

|                 |                 |                 |                 |
|-----------------|-----------------|-----------------|-----------------|
| C04 M01 Y06 K01 | C04 M01 Y03 K00 | C03 M01 Y01 K00 | C01 M04 Y04 K00 |
| C03 M01 Y03 K03 | C04 M01 Y02 K01 | C03 M01 Y02 K03 | C03 M01 Y01 K00 |

rgB

|                           |                           |                            |                           |
|---------------------------|---------------------------|----------------------------|---------------------------|
| #10A D17D B15A<br>#88B9FC | #1A81C2 B03A<br>#A0D0CE   | #1151 C181 B146<br>#81B192 | #10A D17D B146<br>#F2D08C |
| #116 D17D B151<br>#C4C7E9 | #E21 D21A B03A<br>#C0C0C4 | #151 D11B B137<br>#B37489  | #146 D17D B17D<br>#F8C7C0 |

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GUS + BEAU

BRAND GUIDELINES  
Icons and illustrations

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GUS + BEAU SHAPES

GUS + BEAU

BRAND GUIDELINES  
Typography

# Let's get ready to tumble!

BRAND GUIDELINES

**Avenir black**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Avenir light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Avenir - with underline**  
It's playtime

BRAND GUIDELINES

**Arial bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Arial regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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GUS + BEAU







GUS + BEAU

'Stay at Home' Easter Egg Hunt

Print outs and social assets

at home with  
**gus + beau**

✂ cut along the dotted lines



Share or DM us your photos of your Easter egg hunt.  
We will pick our favourite image on Tuesday 14th April to win a playmat.  
@gusandbeau\_ #gusandbeau\_

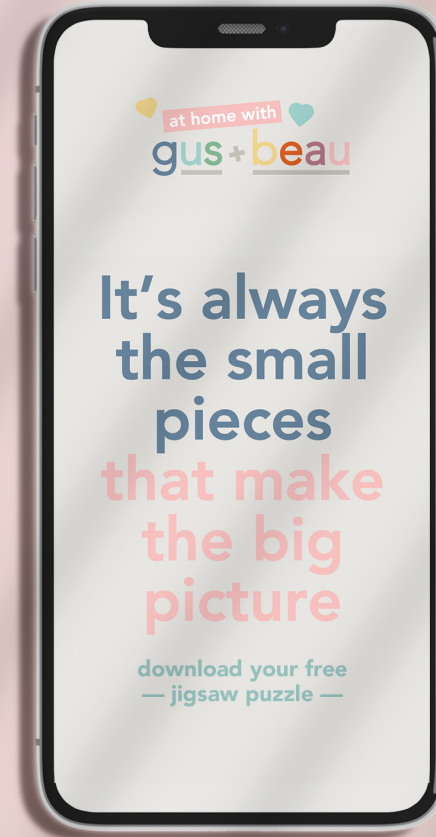
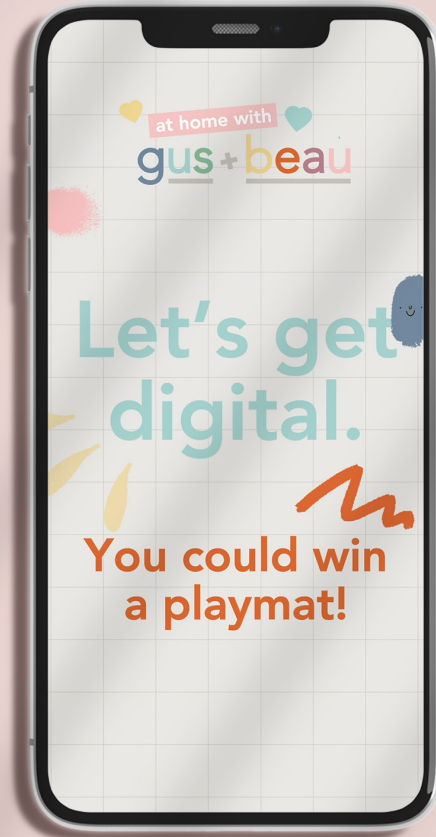




GUS + BEAU

'Stay at Home' campaigns

• Colouring in posters • Digital drawing competition • Jigsaw puzzle





Thank you for your time.

If you would like to see more samples of work, please don't  
hesitate get in touch.

ANNA HILTON  
annahilton@me.com  
07813140602