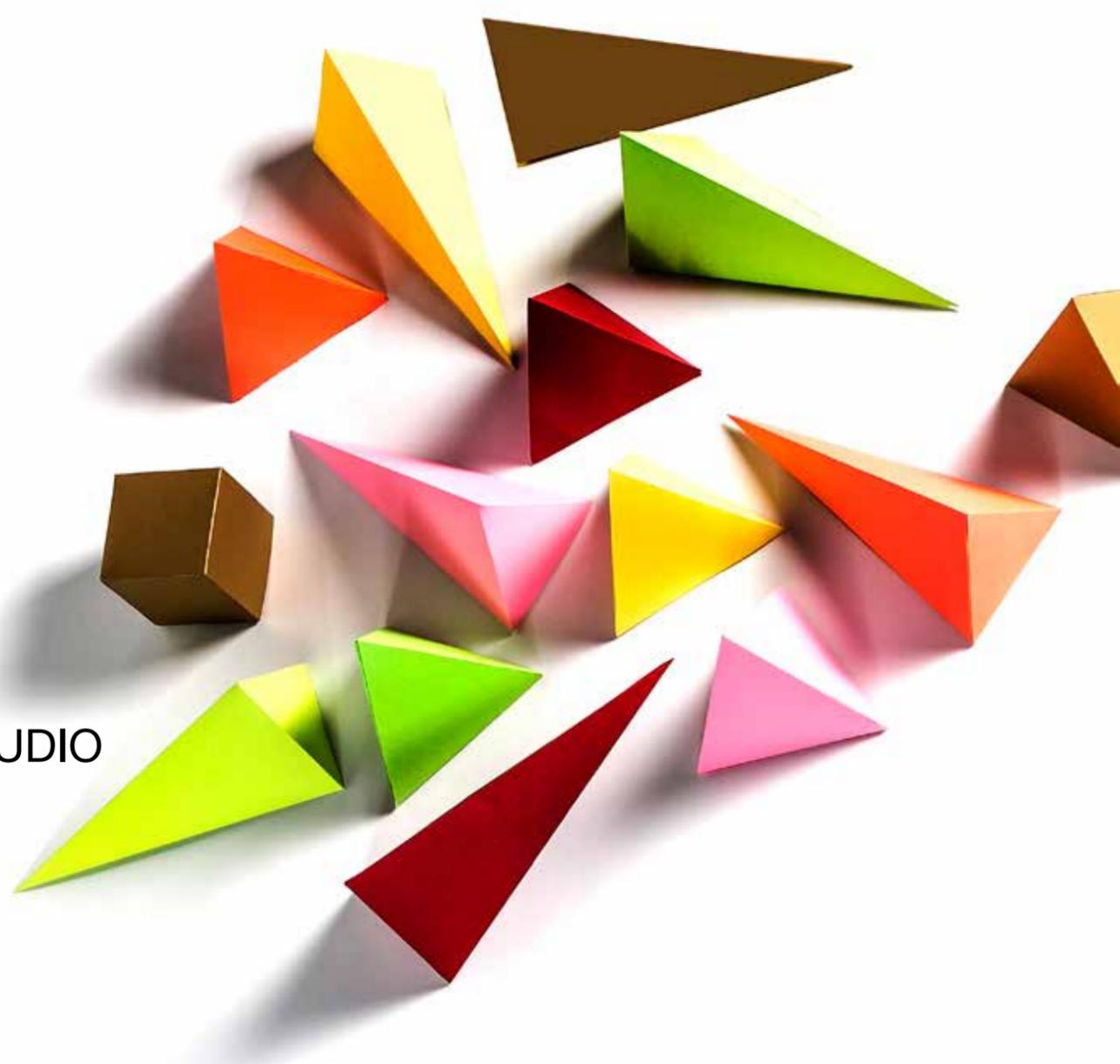# AG / C

A FULL SERVICE CREATIVE STUDIO

https://agc.work/

Alex Geana, principal
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646-283-0193

ALEX GEANA

- Runs a creative shop designing high-end websites and content

- Attended and participated in over 500 Fashion Shows

- Former Senior Fashion Blogger for Huffington Post

- Clients include Disney, Verizon, HBO, Donna Karan

- Photography published by The New York Times, Vogue.com, Yale University Press, Zink Magazine, Nylon Magazine, WWD, nymag.com: The Cut, Daily Intel, Science of Us

AG / C

CAPACITY

- custom website and platform builds

- team building

- strategy

- influencer marketing

- ux/ui

- design

- photography production

- digital ad management and creation
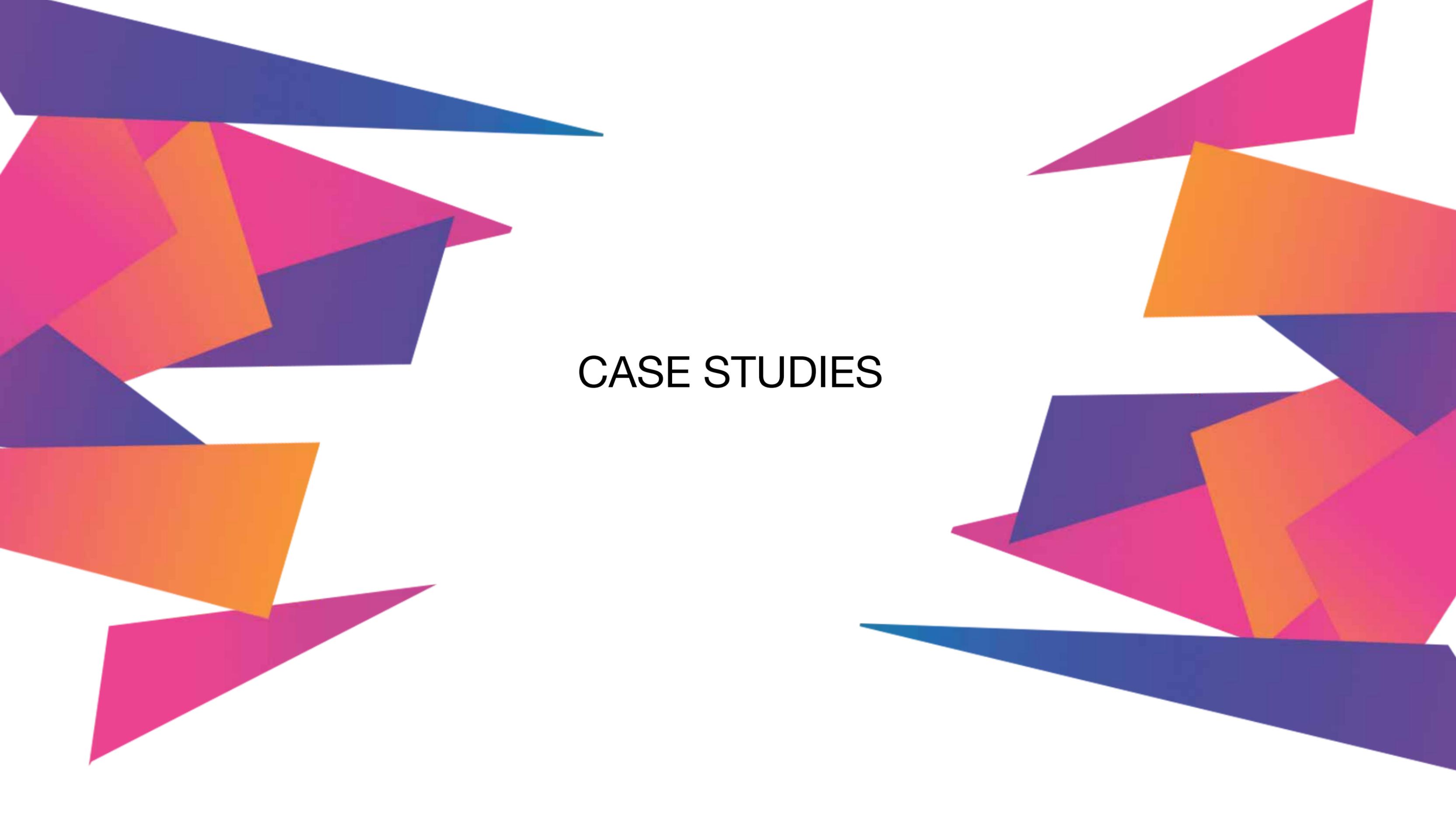
AG/C

CASE STUDIES

Mileo New York

- ■ custom website build
- ■ team building
- ■ strategy
- ■ influencer marketing

Our client wanted to build a luxe brand and enter the beauty space after spending years with a leading skincare company. AG/C helped do a visual review of the landscape, provided creative solutions, designed and built the website, created photography, assisted with hiring a PR firm and insured that the client had a distinctive brand with which to approach potential department store beauty buyers

AG/C created an image library to be used in print collateral, on the website, in a social campaign and on the packaging. This provided the brand visual continuity

http://mileo.agc.work/

AG/C

Honor Wild

- ■ custom website build
- ■ photography production
- ■ branding
- ■ identity

High-end jewlery has it's own look and feel and Honor Wild needed to stand out but fit into the catagory, AG/C's star copywriter worked with the client to communicate the sophisticated brand story for this new line

An illustrator was commissioned to add even more uniqueness to the website. AG/C carefully art directed each drawing to fit into the brand's universe. Good design, photography and creative insured that the luxury brand connected to it's core audience

https://honorwild.com/

AG / C

Reflections

- custom website build
- photography production
- strategy
- increased revenue by 300%

Our client was starting an AirBnB in a resort community and needed a website to showcase the property. AG/C worked closely to develop the identity of this exclusive resort, from the architectural photography to the listings themselves

Good creative combined with strong strategy yielded the property owner a 300% increase in bookings and revenue

https://reflectionsfip.com/

AG / C

OrderSpark

■ custom platform build

■ art direction

■ strategy

■ 360 approach

OrderSpark is an all-in-one website creation platform that enables fashion and beauty entrepreneurs to quickly build and launch online stores with all the tools they need to scale and grow. It has the usability of SquareSpace and the power of Shopify.

AG/C is building it.
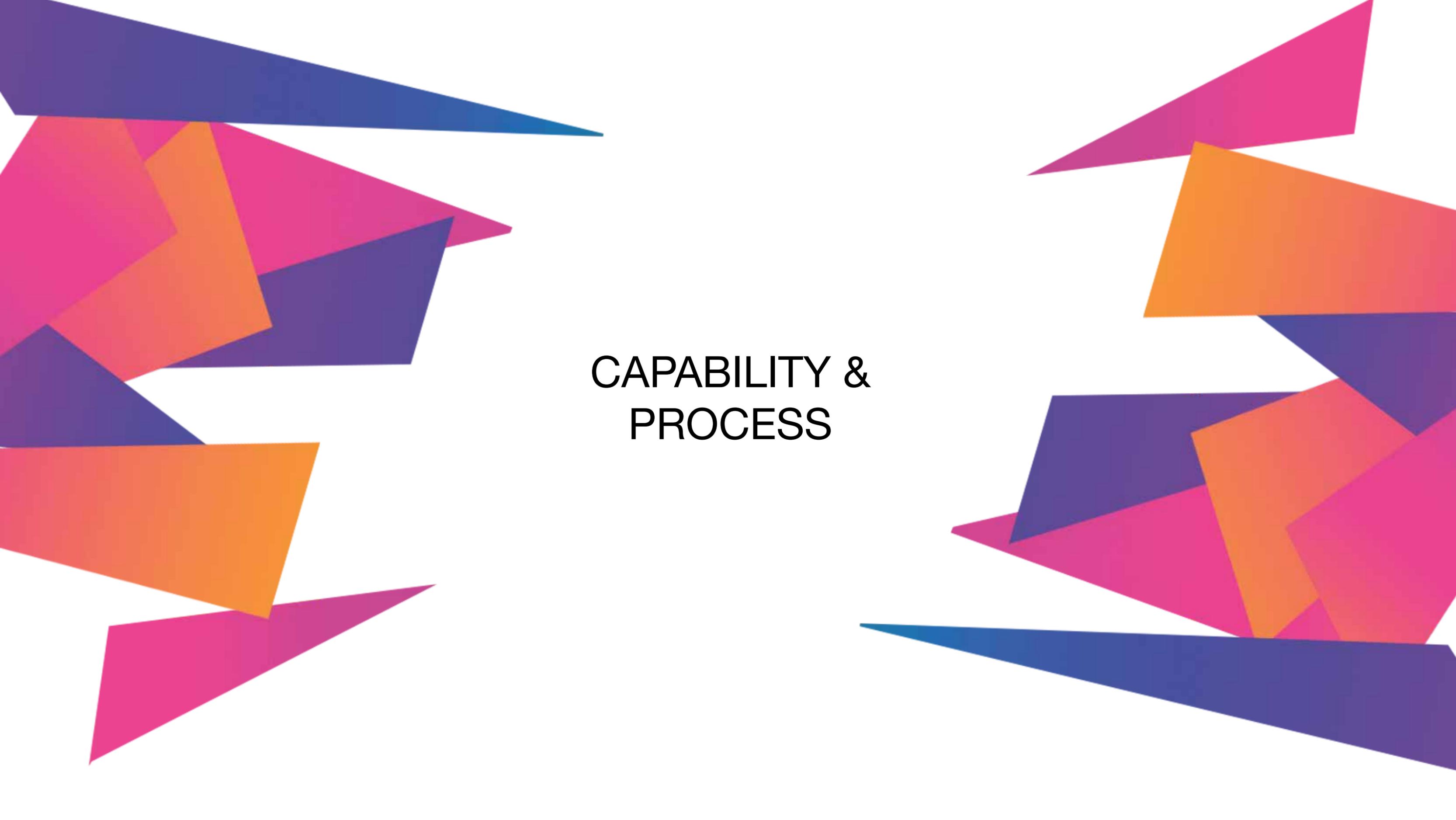
https://orderspark.io/

AG/C

Czars Logos

- refresh logo
- new brand mark

The founder Jennifer Demarchi of PR Czars, a facebook group of public relations and media pros reached out and asked for a logo refresh and a companion logo to a auxiliary brand.

We refreshed the existing brand mark and made sure the new logo felt fresh and authentic.

AG / C

CAPABILITY & PROCESS

WHITE FRAME

■ highly customizable

■ $3M a day processing ability

■ fast build and highly scalable

White Frame is a robust e-commerce solution that AG/C created. The proprietary Content Management System delivers customization and a robust fulfillment experience. Doing away with plug-ins, every AG/C website is powerful and custom built

This means that the User Experience and the shopping cart experience are seamless for the customer. Our streamlined interface insures faster load times, increasing the users ability to purchase

AG/C can also provide hosting. This creates the perfect ecosystem for companies who want to make sure they have a perpetually monitored and managed e-commerce infrastructure and saves thousands of dollars by eliminating an in-house IT team
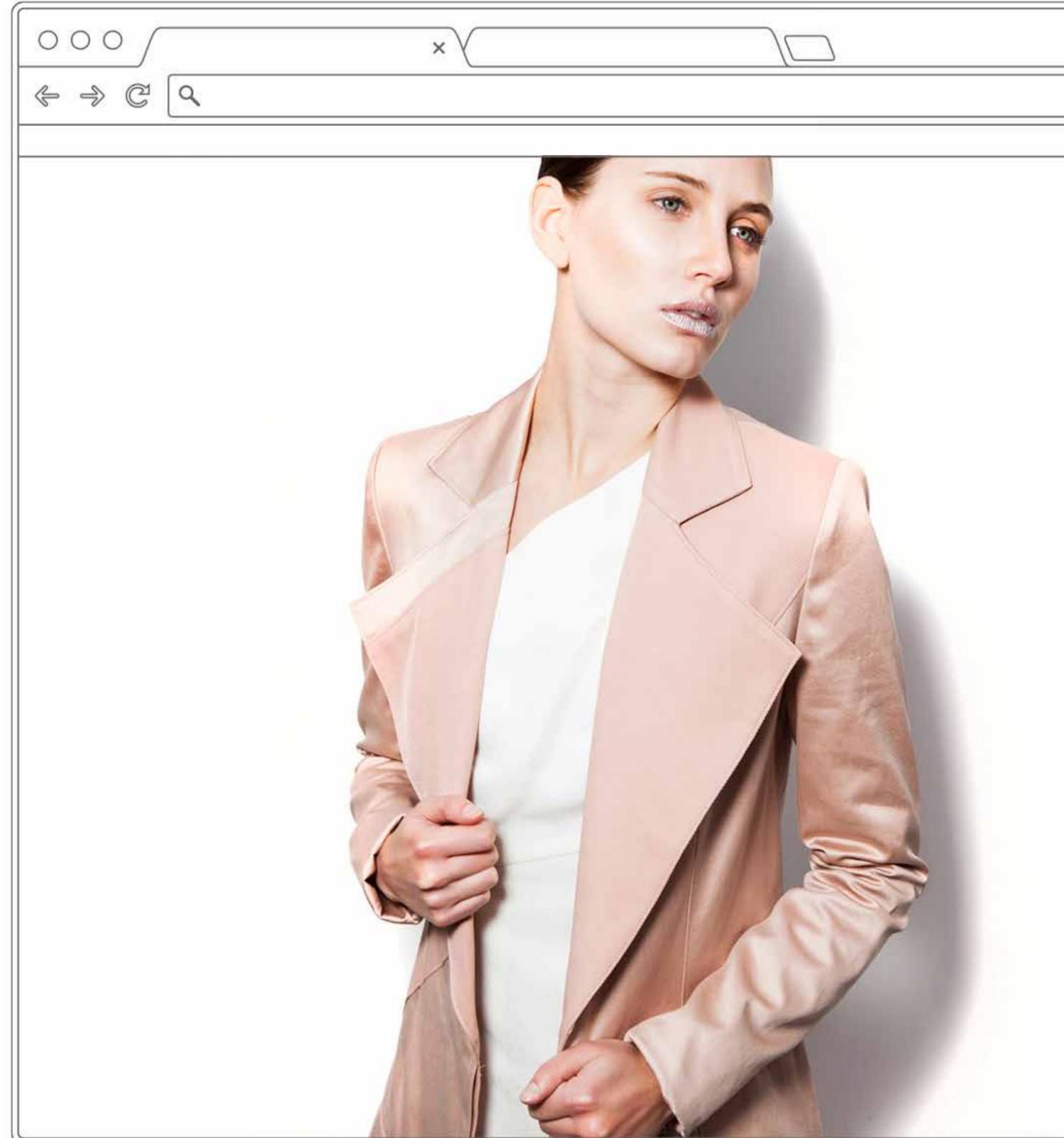
DESIGN

- dedicated mobile and desktop

- ux/ui built for quick shopping

- photography forward

Good design causes a buy action on the web, and the goal of great design is to get the user to their destination in three clicks or less. We focus on organizing a large amount of content as easily and seamlessly as possible, in a way that fits your brand identity. Oh, we do that too

AG / C
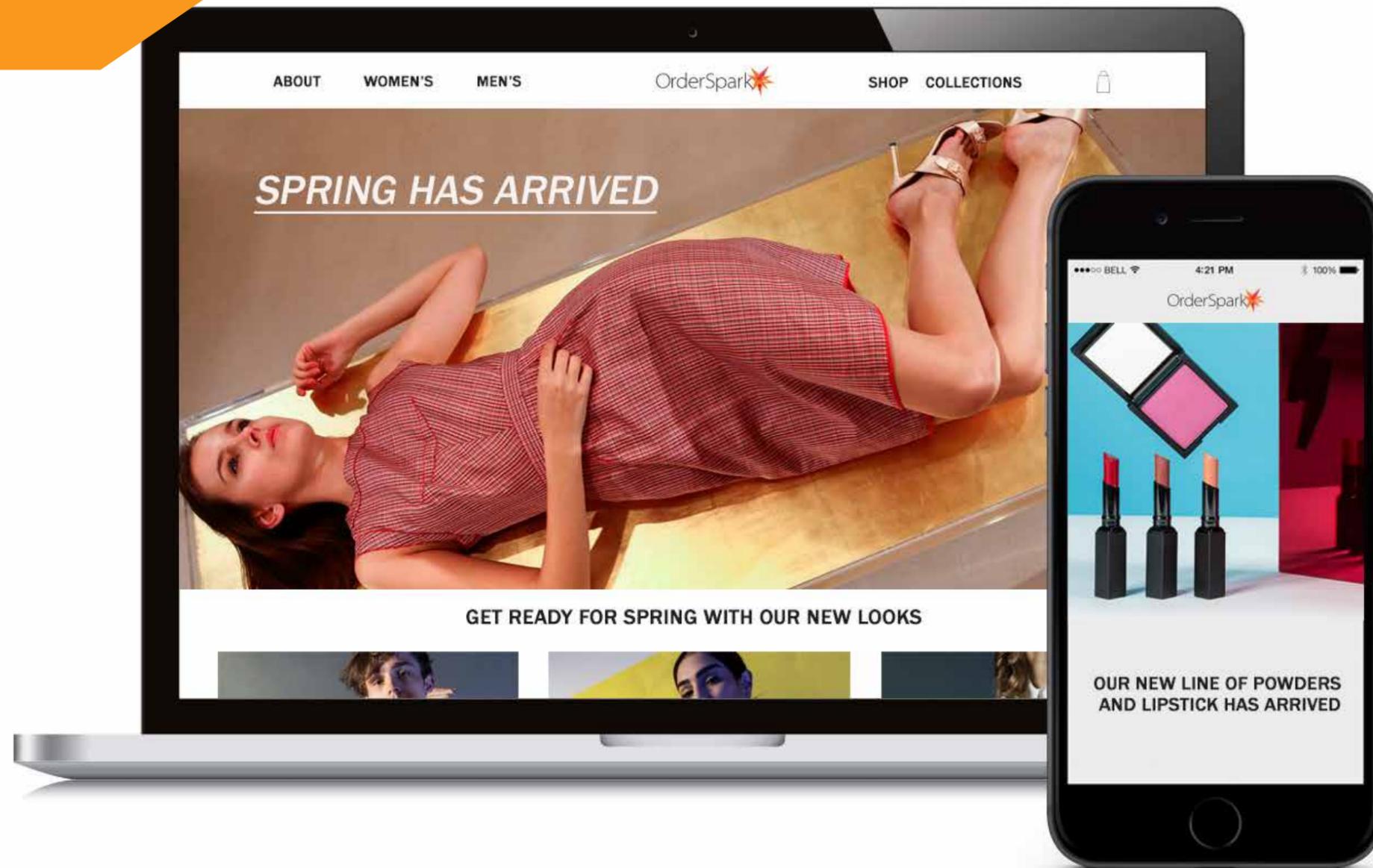
WE MAKE
EXTRAORDINARY
PICTURES
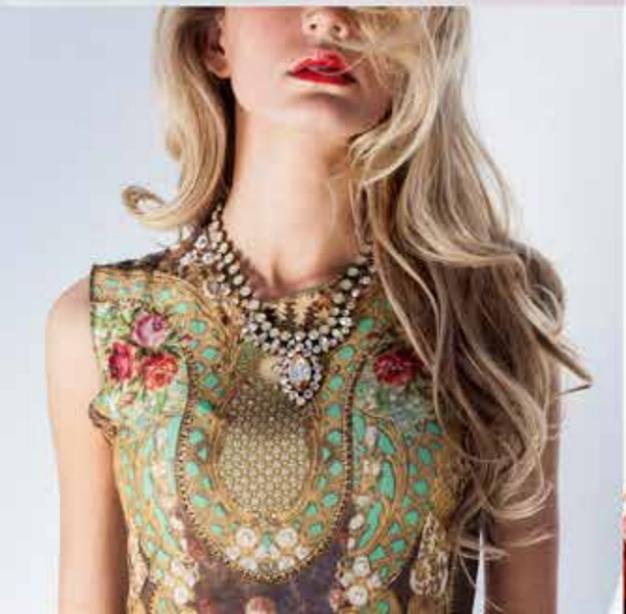
PHOTOGRAPHY
PRODUCTION

- photography

- casting

- creative vision

- production

AG/C will handle model casting, hiring production crews from food and fashion stylists to makeup artists, and provide full production services for image creation. Our photography captures a brand's DNA and can communicate quickly and concisely on the web to insure a powerful impression

AG / C

STRATEGY

From product market fit to brand managment, great creative is nothing without implementation and strategy. We build solid plans that get your products to market and execute your vision

AG / C

We bring it all together in a seamless
360 approach with online creative and strategy

AG / C

is your agency partner

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