

T|Y STUDIO

SELECTED WORKS

2025

The future of luxury
is authenticity.

We are a strategy, editorial and creative studio for authentic luxury brands. Collectively inspiring clients, collaborators and consumers with a passion for rare craft, true stories and rich culture.

REFERENCES



LVTETIA
PARIS

CZAPEK
GENÈVE



CHATEAU HAUT-BAILLY
GRAND CRU CLASSÉ



Taransaud
TONNELIER



Sotheby's
EST. 1744



360° Universe
Strategy
Editorial
Art direction
Brand content

A 360° digital and editorial campaign
for Château Pichon Comtesse
telling poetic and artistic stories of a
civilisation in movement.



PICHON COMTESSE

SCOPE EDITORIAL STRATEGY, CONTENT STRATEGY,
ART DIRECTION, STORYTELLING, CONTENT CREATION

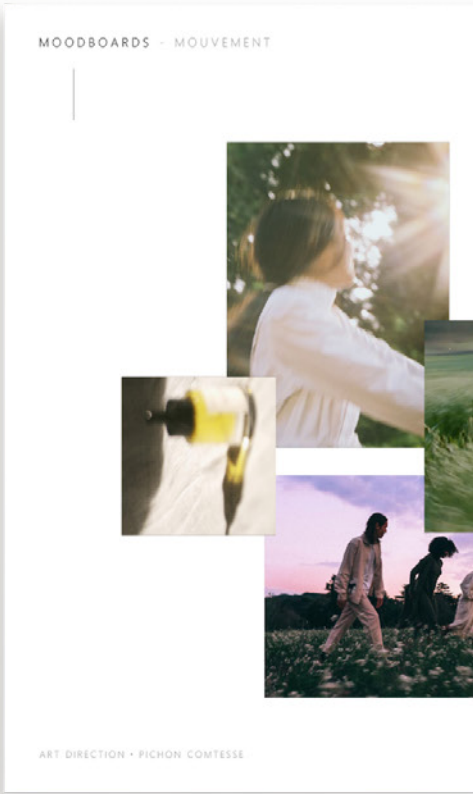
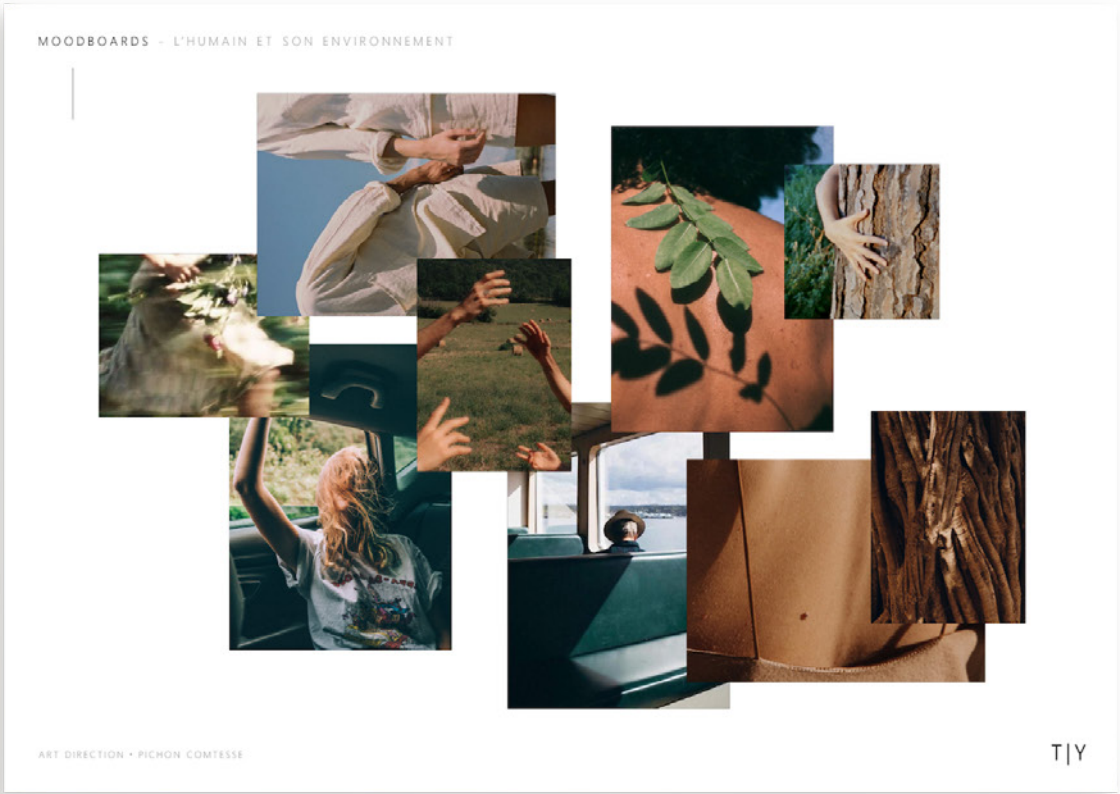
WITH CHALVIN PARIS, AGATHE BOUDIN

Driven by a dynamic team on the ground and with investment and guidance from the Roederer Collection, Pichon Comtesse's wines live amongst a more general passion for art, culture, hospitality and 'art-de-vivre'.

An update to Pichon Comtesse's campaign 'Wine is a Civilisation' aims to express culture in movement, with modernity and dynamism at its heart.

We developed a **360° digital and editorial strategy** across a wide range of media to bring this new campaign to life. A series of artistic, inspiring stories, based on a real-life interviews, re-centers the terroir around each person.







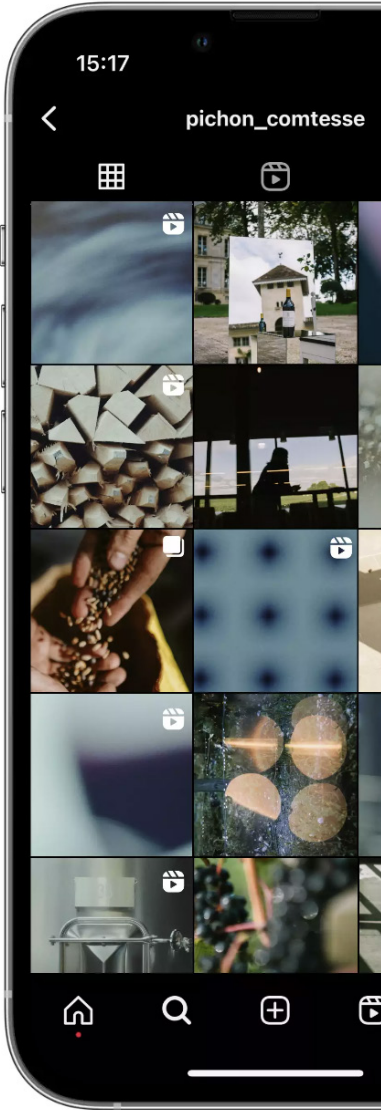
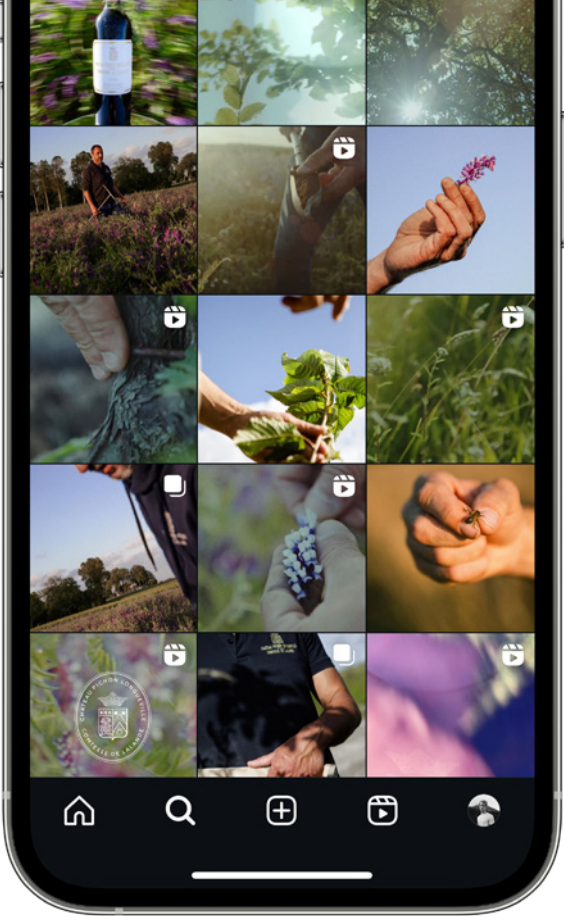
WATCH THE FILM – 'UNE CIVILISATION EN MOUVEMENT'
<https://vimeo.com/1083803520/1d79758093>

‘CONTEXTURE’

“You arrive at a place where immediately you feel a sense of comfort, calm and peace. The working atmosphere, and the overall atmosphere: the buildings, the people... all have an influence on your way of being, and therefore the style of wine that you make. Because today, wine isn’t just about vines and wine – it’s a whole context. Everything is linked in some way.”











Brand concept, universe and a 360° digital campaign for Cognac Delamain, 'Crafting with Curiosity,' exploring the curiosities of time, nature and spirit combined.



COGNAC DELAMAIN

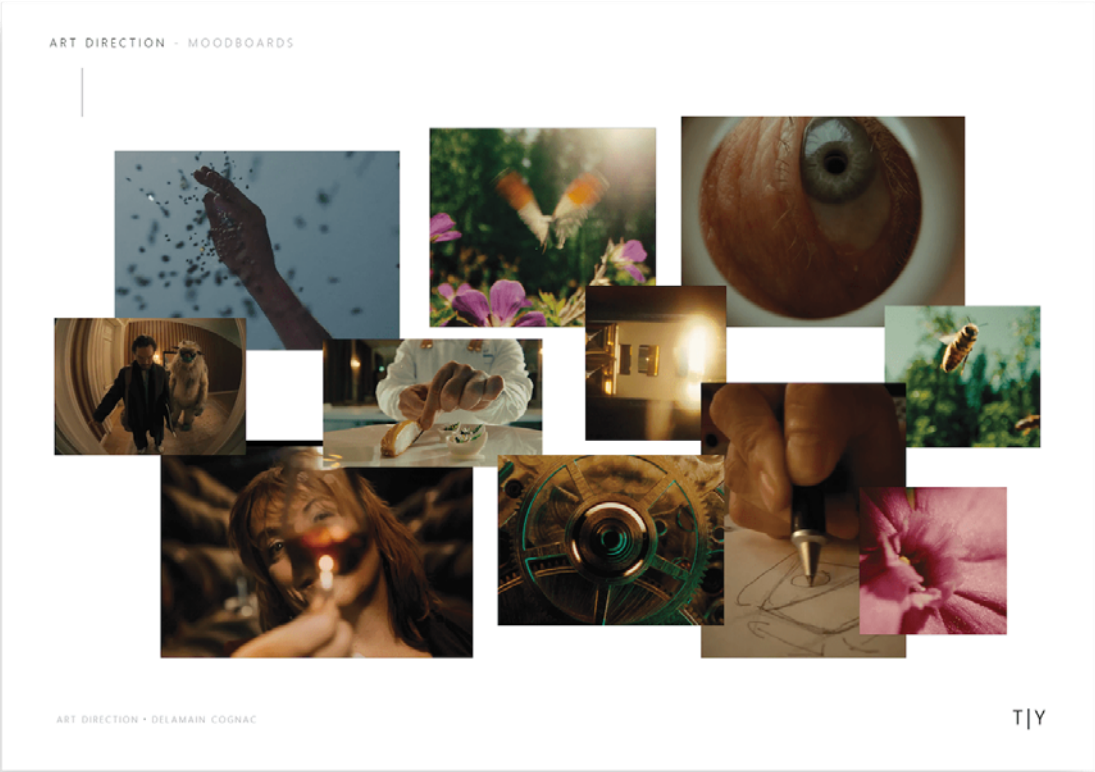
SCOPE BRAND CONCEPT, MANIFESTO, EDITORIAL STRATEGY,
ART DIRECTION, STORYTELLING, CONTENT CREATION

WITH CHALVIN PARIS, LAURIANE DUPRÉ, JÉRÉMIE DOUTRE,
L'ARRIÈRE BOUTIQUE

For over 200 years and across 9 generations, **Cognac Delamain** has captivated connoisseurs from around the world with its extraordinary and intriguing creations.

A **reimagined brand concept** and digital campaign '**Crafting with Curiosity**' expresses the meticulous, obsessive and hand-crafted approach to Delamain's wonderful creations, embodying the curiosities of time, nature and spirit combined.

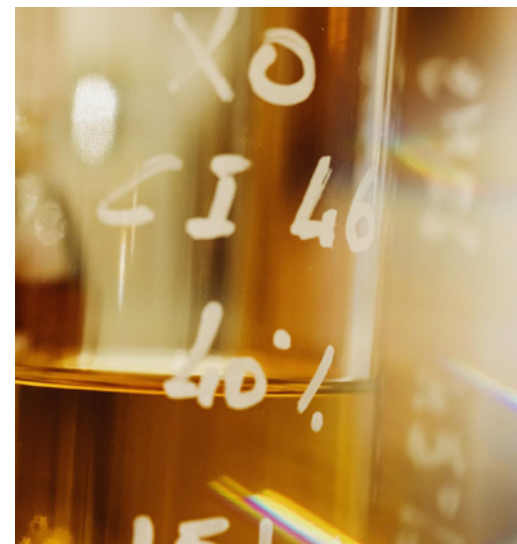
Through a **brand manifesto**, **language guide** and singular **art direction**, a series of social media-specific formats convey Delamain's creative and poetic identity with new-found confidence.



‘MILLÉSIME 1995’

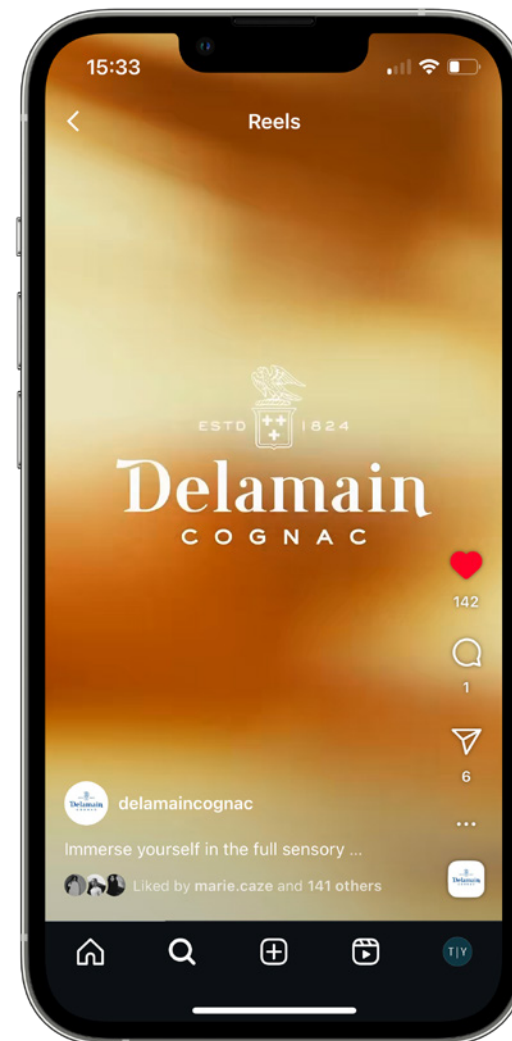
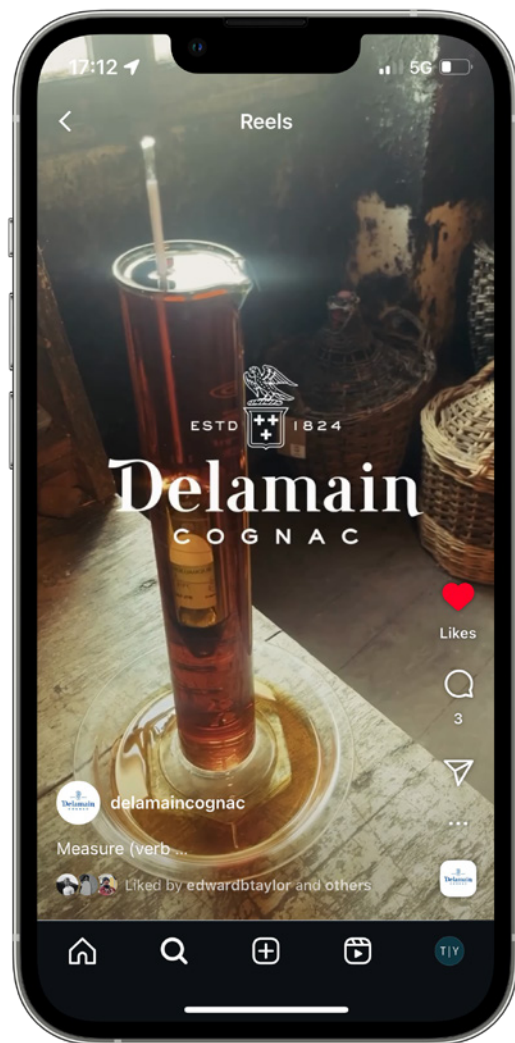
“The Delamain Millésime 1995 offers a combination of vibrant optimism and joyful nostalgia, its bright golden hues glowing with warm memories of idyllic summer evenings spent in the countryside of the South of France. Plentiful and long-lasting, the Cognac offers pleasant aromas of freshly-ripe orchard fruits and a delectable, vanilla sweetness.”

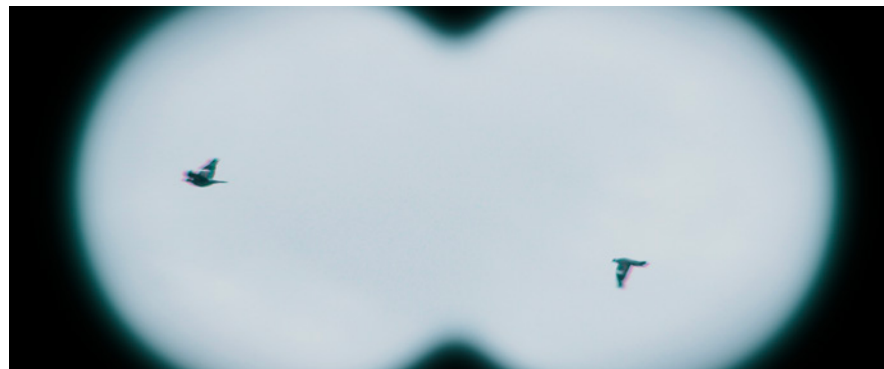
PHOTOGRAPHY



TY STUDIO • SELECTED WORKS

T|Y





COMING SOON – 'CRAFTING WITH CURIOSITY'

A playful and imaginative brand universe and 360° activation campaign for Domaines Delon, taking inspiration from childhood stories to present the family of wines 'en Primeurs.'

DOMAINES DELON

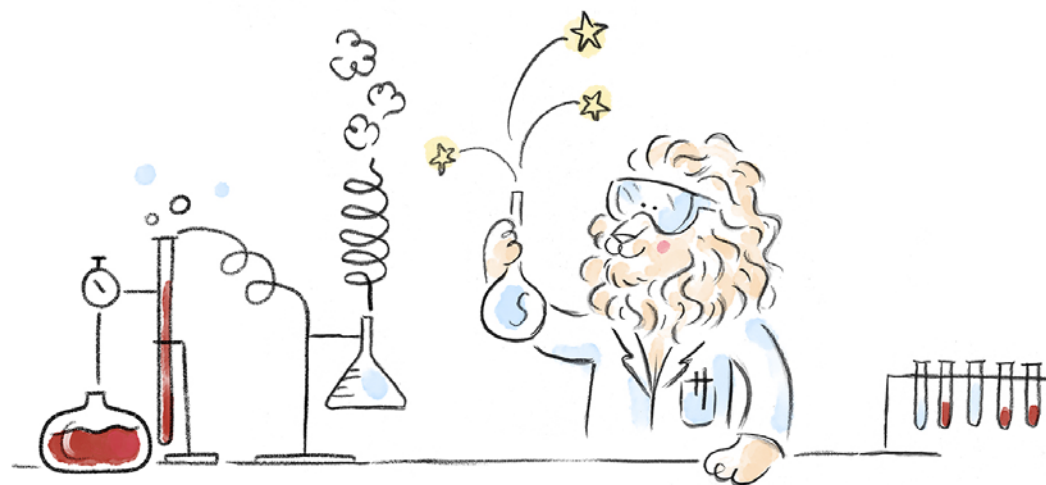
SCOPE BRAND UNIVERSE, ART DIRECTION,
BRAND ACTIVATION CAMPAIGN

WITH EVE GROSSET, JÉRÉMIE DOUTRE, L'ARRIÈRE BOUTIQUE,
STUDIO OCTOPUS, BULK ATELIER

For the 2022 vintage, Domaines Delon – famous for the **mythical wine of Las Cases** – wished to step away from a traditionally technical 'en primeurs' presentation and instead use the opportunity to hint at the ambitious projects involving their properties on the left and right banks, and the possibilities for what's to come.

Inspired by the feelings of both optimism and nostalgia as we revisit childhood stories, a **360-degree activation campaign** uses the power of **illustration and imagination** to take us through an emotional journey between the family of estates in a way that is accessible and universal.







WATCH THE FILM – 'THE STORIES OF DOMAINES DELON'
<https://vimeo.com/817356669/3fb93b6121>

ACTIVATION MATERIALS





A reimagined brand universe, editorial strategy and art direction for Château Clinet, exploring the sensorial journey experienced when tasting the wine.

CLINET

SCOPE EDITORIAL STRATEGY, ART DIRECTION, STORYTELLING,
CONTENT CREATION, PRINT & WEB DESIGN, KEY VISUALS

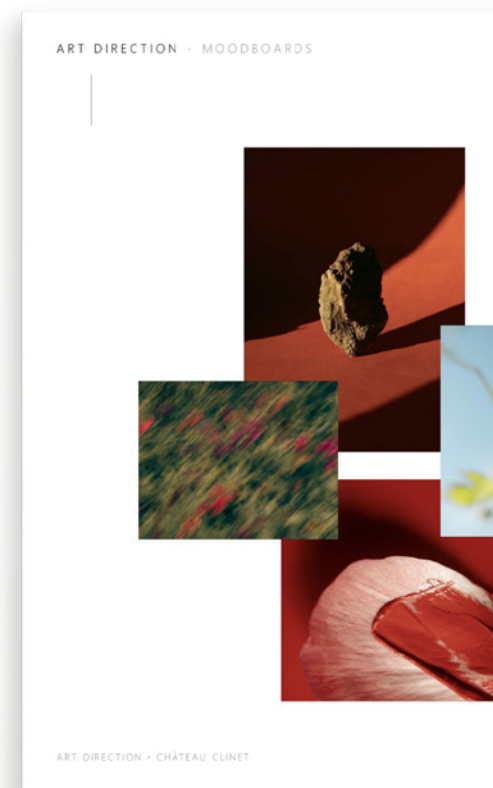
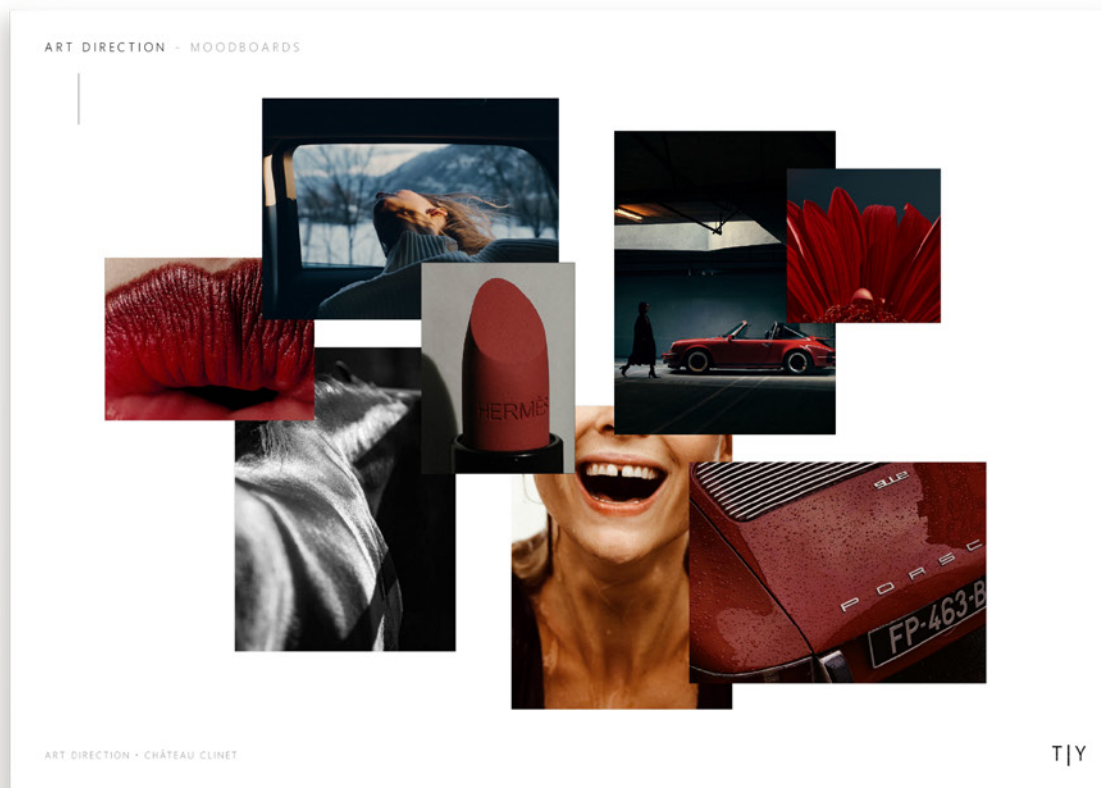
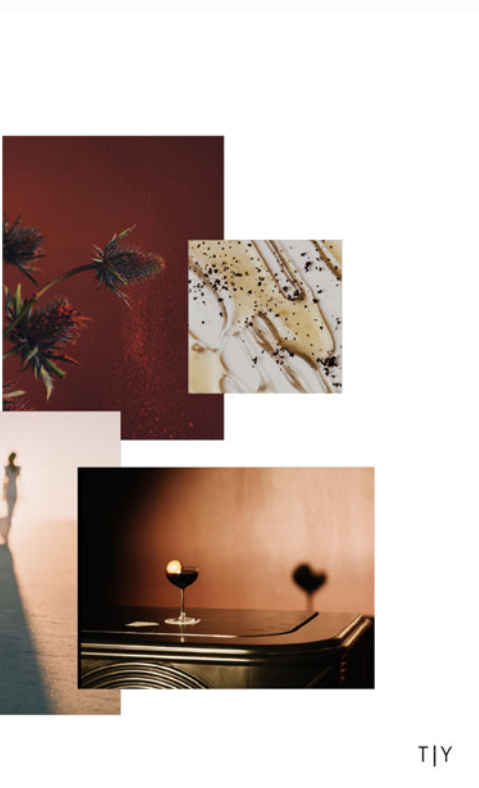
WITH STAN DESJEUX, LILY POST-PROD, PRINT SYSTEM



Clinet's rare, hedonistic qualities and powerful yet elegant aromatic palate makes it one of Pomerol's most desirable wines. An ambitious vision and continued, obsessive attention to detail has seen Clinet grow from strength to strength, its wine now no longer defined by objective technical qualities but instead as a **multi-sensory experience**.

We accompanied Clinet on an introspective journey, defining and communicating the rare sensation of tasting Clinet across a variety of **interlinked formats**, forming the basis for an editorial strategy that expresses their identity in a uniquely sensual and artistic way.

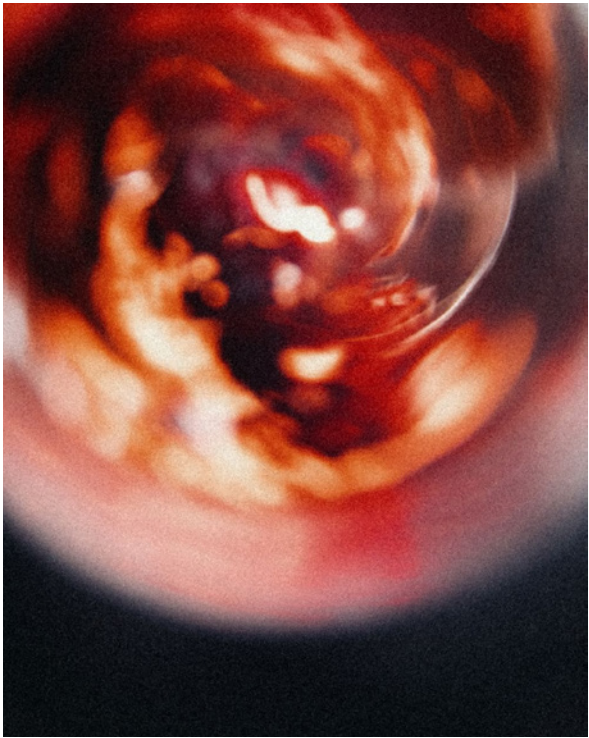
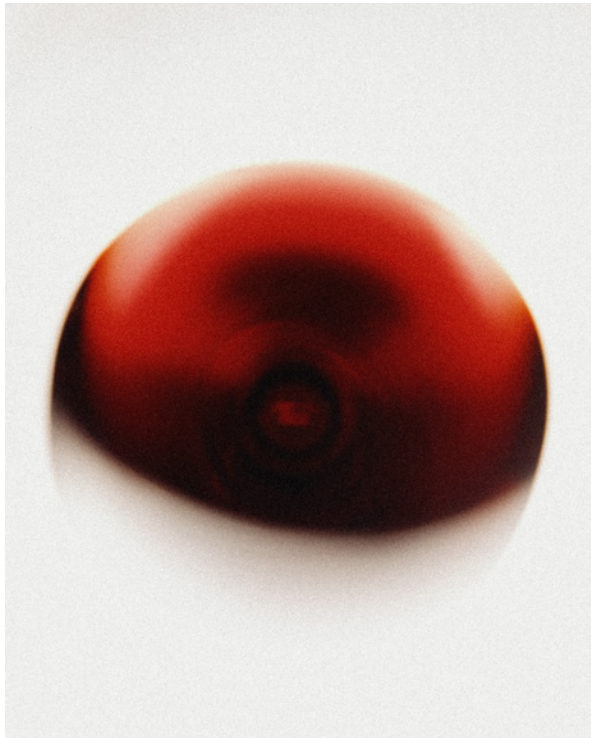


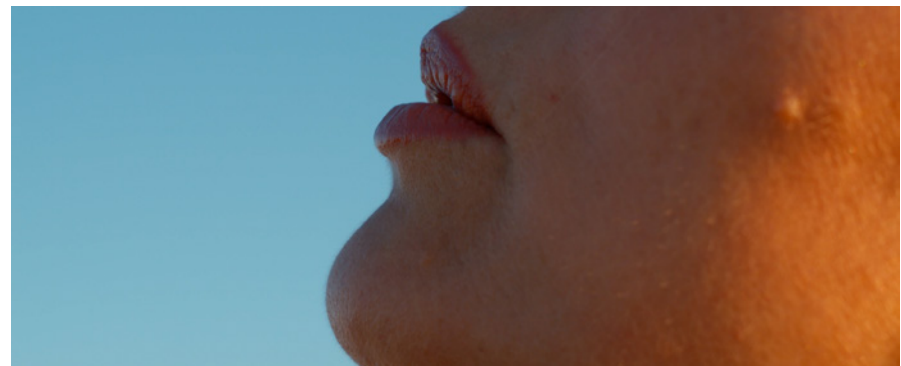
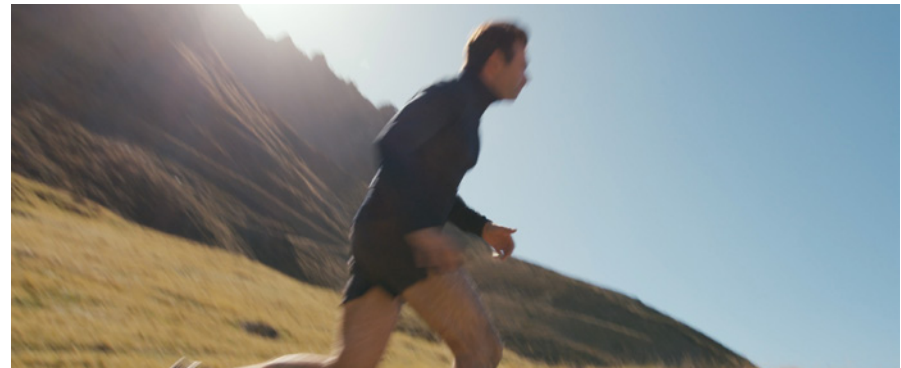
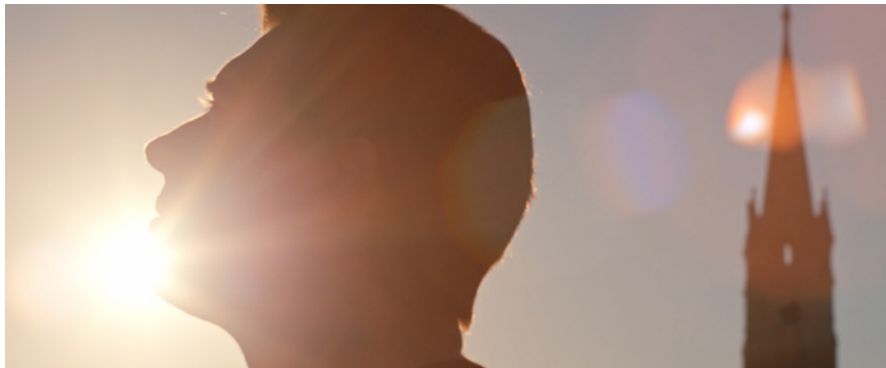


‘THE CLINET SENSATION’

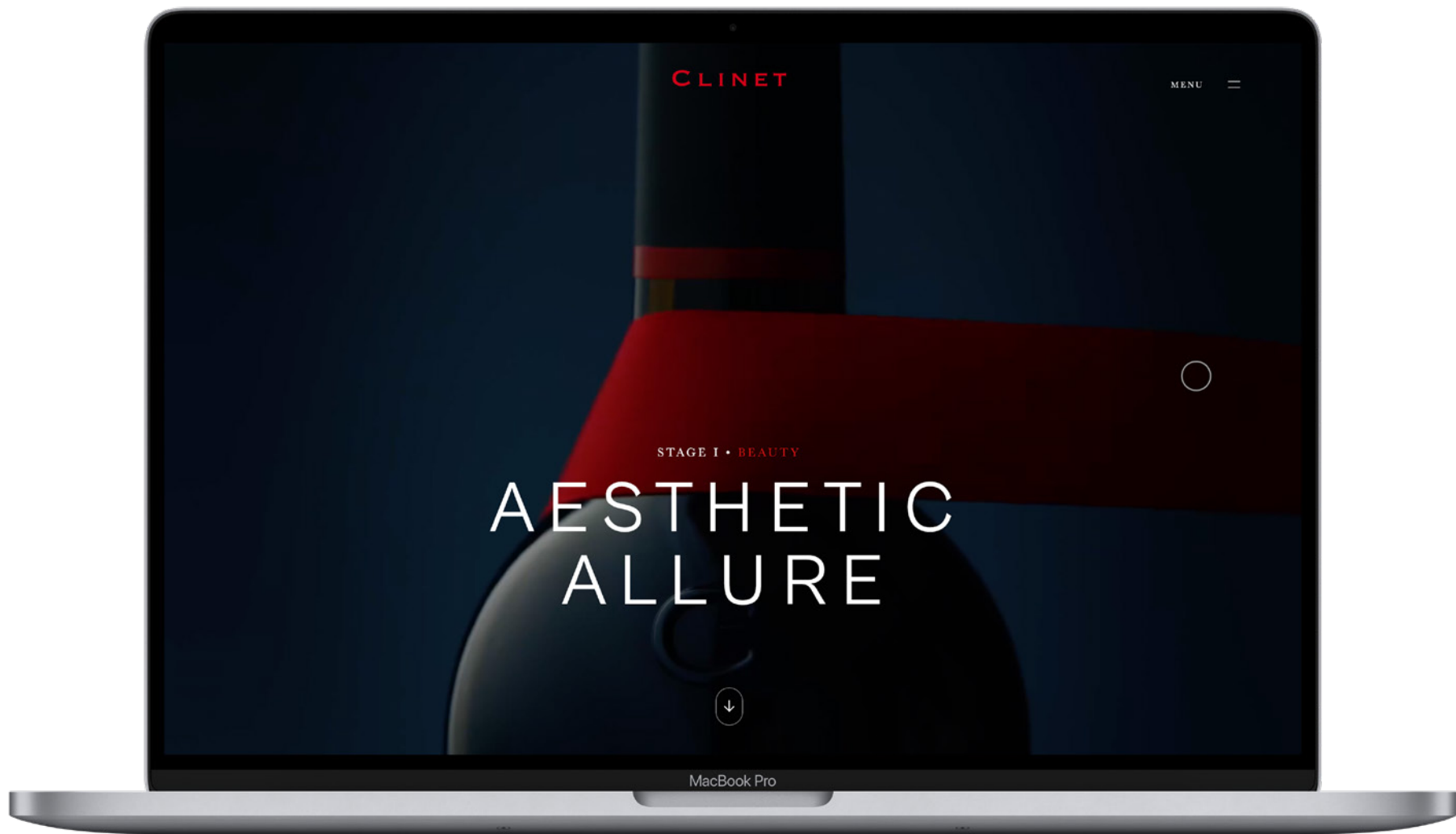
“With the slightest disturbance, Clinet comes alive. The tension flexed across its supple surface is relieved as the wine springs into shape, sparking a playful, delightful dance in close harmony with the glass.

Charged with youthful energy, Clinet radiates with joy and optimism. As Clinet swirls, it gathers excitement and enthusiasm with every turn. Sunlight streaks through the wine as if it were a revolving jewel, throwing off projections, reflections and aromas – teasing the senses with what’s to come.”





WATCH THE FILM – 'WITH PLEASURE'
<https://vimeo.com/814318969/1859471b69>







360° Universe
Strategy
Editorial
Art direction
Brand content

A reinvented brand concept 'Partners
in pursuit of good taste,' manifesto,
product stories and a digital campaign
for Champagne Palmer & Co.



CHAMPAGNE PALMER & CO.

SCOPE BRAND STRATEGY, PRODUCT STORYTELLING,
ART DIRECTION, DIGITAL CAMPAIGN

WITH GUILLAUME GARAT, PETER RECHOU

Famed for their prized Chardonnay sitting on the north-facing slopes of the Montagne de Reims, Palmer & Co's wines are enjoyed for their multi-dimensional generosity balanced by a crisp freshness and a zesty, vibrant, and exotic flavour profile.

Armed with an entirely new **brand concept**, **brand platform** and **product stories** for the entire range of wines, we launched a **digital campaign** as engaging and dynamic as the champagnes themselves, exploring **the pursuit of good taste** between Cellar Master and Chef de Cuisine.



LA RÉSERVE

“La Réserve is about combining terroirs and savoir-faire to create a champagne with character and without compromise.”

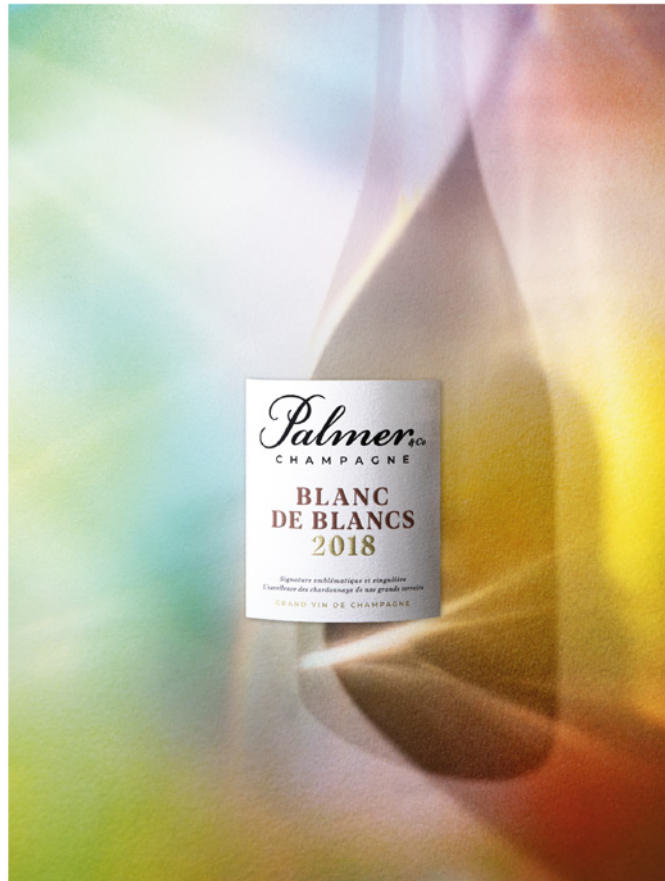
LA RÉSERVE NATURE

“With a palate so full, rich, and held in perfect balance, La Réserve Nature is proof that sometimes less is more.”

ROSÉ SOLERA

“Seeking flavour over colour, the Rosé Solera gives a spectrum of flavours and aromas greater than the eye could imagine.”

Palmer^{&Co}
CHAMPAGNE



COULEURS DE BLANC DE BLANCS





Brand concept 'We collect rare people,'
manifesto and advertising campaign for
the crowd-funded renaissance of ultra-
rare luxury watch brand Czapek & Cie.



CZAPEK & CIE.

SCOPE BRAND CONCEPT, ADVERTISING CAMPAIGN

WITH DENTSU

Czapek & Cie is an independent Swiss watch brand that has surprised collectors and enthusiasts with remarkable mechanical timepieces. The **crowd-funded revival** of the company was inspired by the pocket-watches of François Czapek, one of the greatest 19th century watchmakers, and partner to Patek Philippe.

To accompany Czapek on its rapid ascent from artisan creator to independent superstar brand, we developed a **brand concept** and **advertising campaign** conveying Czapek's collaborative yet disruptive character.





360° Universe
Strategy
Editorial
Art direction
Brand content

A new brand concept 'Forever Reborn'
and manifesto for LOUIS XIII Cognac,
supported by an editorial strategy and
product stories for key releases.



LOUIS XIII COGNAC



SCOPE BRAND STRATEGY, EDITORIAL STRATEGY,
BRAND LANGUAGE, PRODUCT STORYTELLING

WITH ICÔNE

LOUIS XIII is the jewel in the crown of the Rémy Cointreau group, and one of the world's most iconic luxury spirits.

We took LOUIS XIII from luxury product towards luxury universe first by re-thinking then re-creating the fundamentals of the brand platform, with a re-imagined brand concept.

A 360° editorial and content strategy provided the means for the brand concept to come alive across a range of formats and touchpoints, whilst a proprietary brand language gave a solid and inspiring foundation on which to craft powerful storytelling for product launches such as THE DROP and RARE CASK 42,1.

'THE DROP'

“What if centuries of wisdom, heritage and emotion could be captured, distilled and condensed down into a single instant?

Over centuries, LOUIS XIII visionaries have become masters of time, seizing every fleeting second and shaping an ever-evolving, ever-enduring legacy.”



‘INFINITY’

“What if time could be crafted so that it becomes eternal – threading the souls of man and nature into unbroken cycles of rebirth and regrowth?

What if time could be redefined to have no limit – visionary hands and minds seizing each second, and shaping a legacy that will live forever?

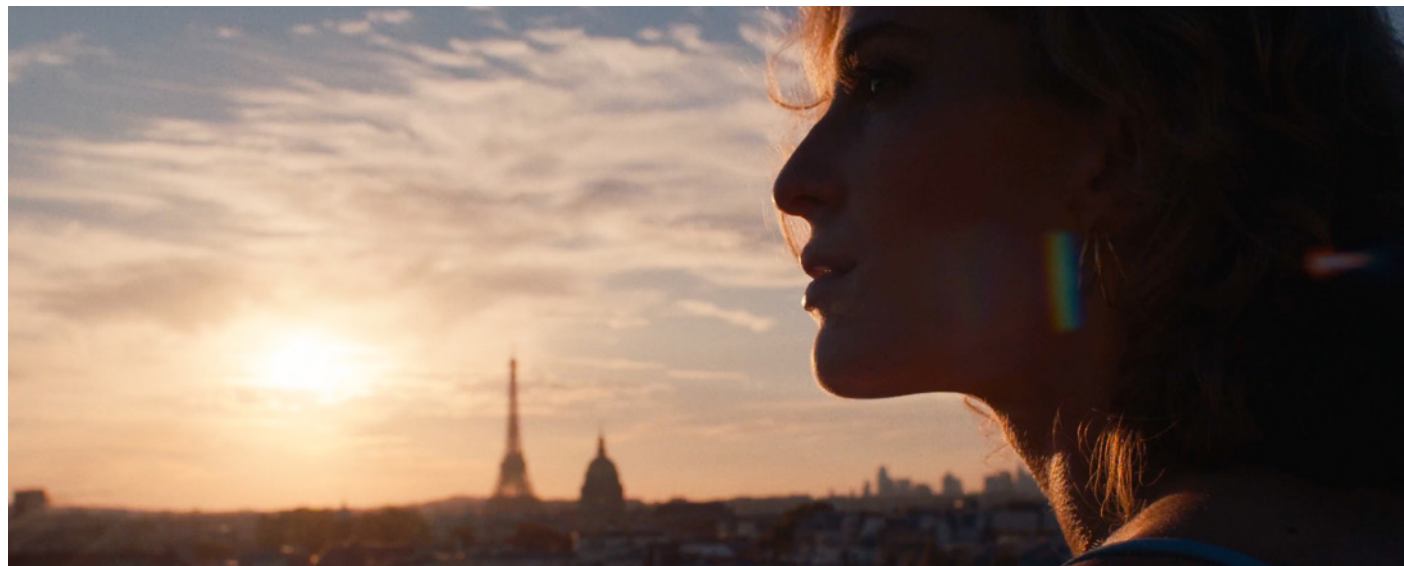
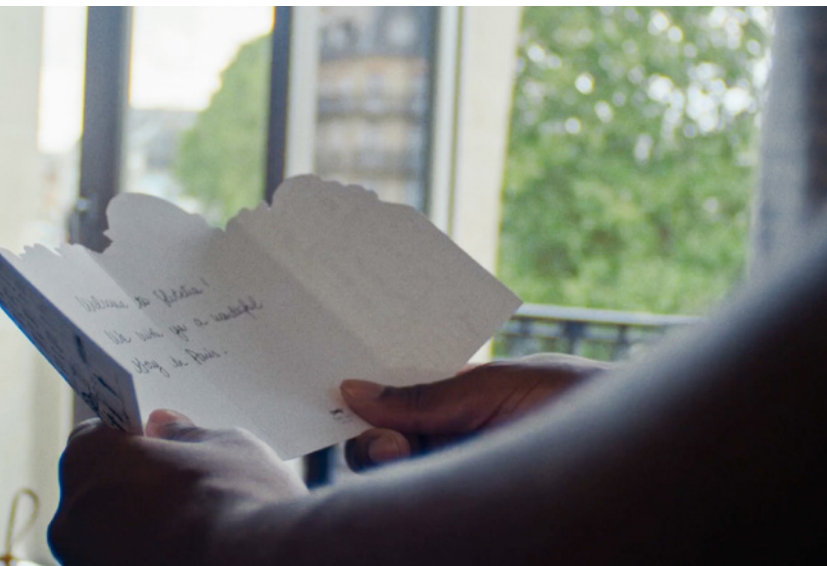
What if time could be passed from hand to hand, with the power to keep each moment alive and to reignite another instant?

What if every end was a new beginning?”

INFINITY



An editorial concept 'Become here,'
storytelling and introspective brand film
exploring the transformative journey
taken during a stay at Hotel Lutetia.



HOTEL LUTETIA

SCOPE STORYTELLING, FILM DIRECTION & PRODUCTION

WITH SAMUEL ARNOLD, MARION GAUDINO, SODASOUND, LILY POST-PROD

Located at the heart of the vibrant and affluent Saint-Germain-des-Prés district, **Hotel Lutetia is one of the most iconic landmarks in Paris**, and the only Palace hotel on the left bank of the river. For over a century, the hotel has been home to legendary artists, filmmakers and style-makers, a place where visionary minds would gather and be mutually inspired in true Parisian fashion.

‘Become Here’ is an introspective film in the form of a conversation between two people, exploring the transformative power that every person experiences during a stay at one of Paris’s most prestigious establishments.

'BECOME HERE'

“Where are you going?”

“I’m here, Paris. Here for a breath of the city”

“– away from the city”

“– at one with the city.”

“Play”

“Pause”

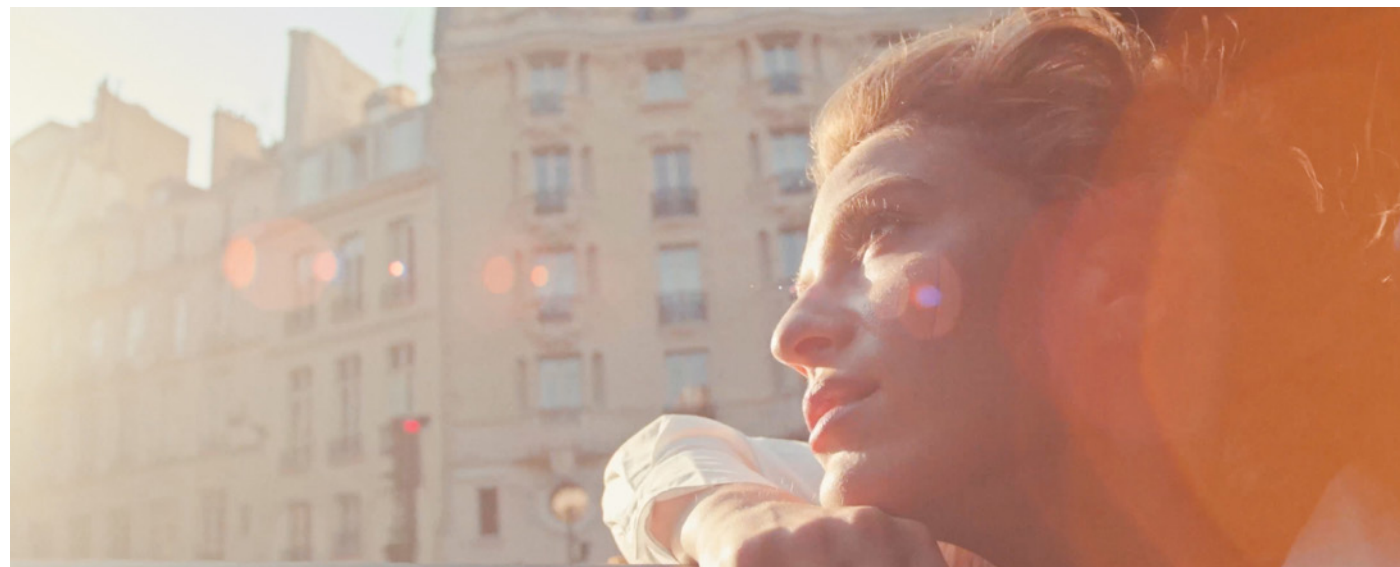
“Reset”

“Replay.”

“Being, belonging...”

“Becoming.”

“The journey has just begun.”



Product strategy 'Multidimensional:
The RA4 Effect,' storytelling, product
imagery and luxury brochure design
for tonnellerie Taransaud's high-end
precision barrel, RA4.



TARANSAUD

SCOPE PRODUCT STRATEGY, PRODUCT STORYTELLING,
PHOTOGRAPHY, GRAPHIC DESIGN

Found in the cellars of the most prestigious wineries across the world, Taransaud is one of the leading cooperages and is renowned for having mastered every stage of the barrel-making process, from wood selection to the finishing details.

For the launch of their new **high-end barrel 'RA4'** with innovative qualities, we accompanied Taransaud to achieve **strategic positioning, product differentiation and a unique expression**. By combining storytelling, imagery and design, we produced a **luxury brochure** to present RA4 to Taransaud's most premium clients.

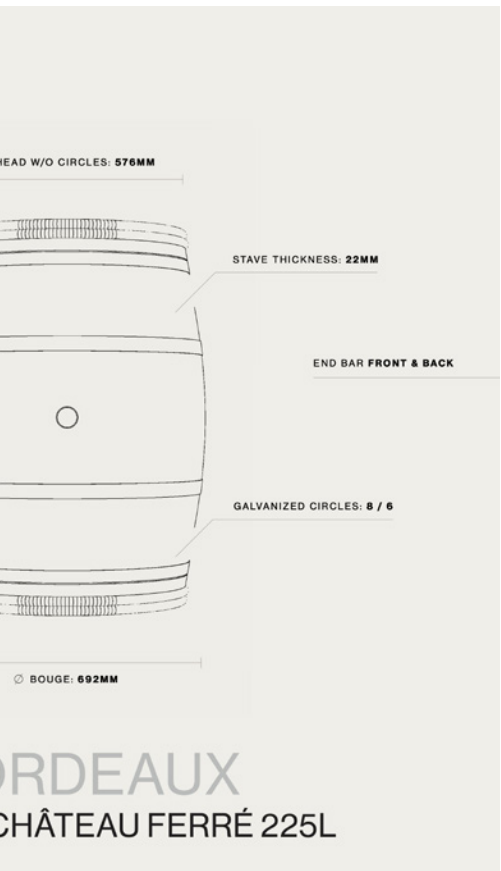


'THE RA4 EFFECT'

“After decades of research and development, resulting in the culmination of Taransaud’s savoir-faire, RA4 represents an innovative step in barrel-ageing technique – the first barrel designed for form over flavour.

Instead of aiming to alter the characteristics of a wine’s aromatic profile, RA4 provides the means to fine-tune its shape, therefore becoming the ultimate precision winemaking tool.

With RA4, even the greatest wines can be given another dimension.”



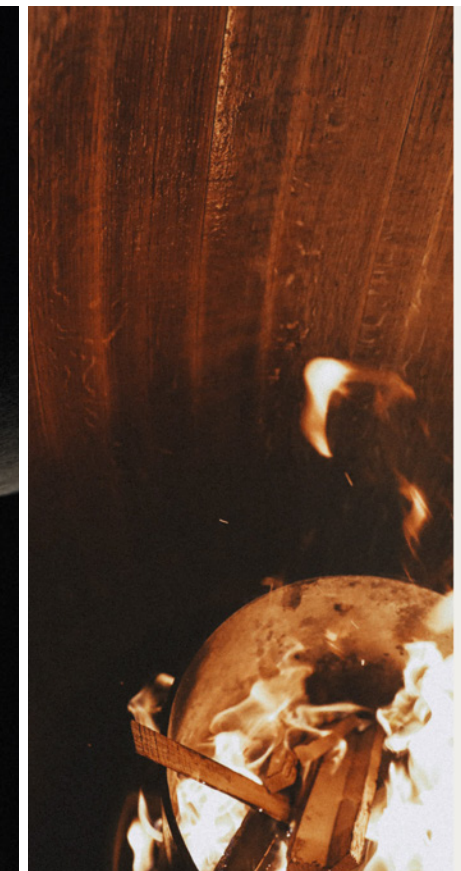
RA4 MULTIDIMENSIONAL FORM OVER FLAVOUR

The first barrel designed for form over flavour.

After decades of research and development, and resulting in the culmination of Taransaud's savoir-faire, RA4 represents an innovative step in barrel-ageing technique. Instead of aiming to alter the characteristics of a wine's aromatic profile, RA4 provides the means to fine-tune its shape, therefore becoming the ultimate precision winemaking tool.

With RA4, even the greatest wines can be given another dimension.

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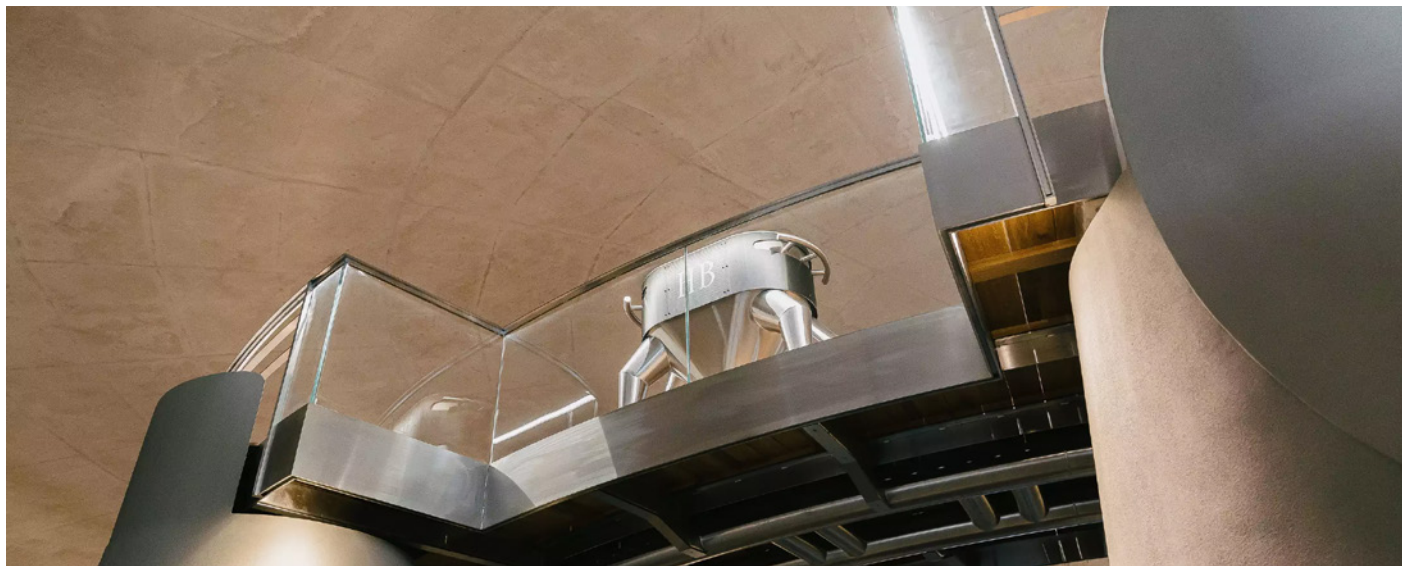
For RA4 to maintain perfect consistency, we require the highest quality of wood possible. Precise knowledge of the oak fibres and their evolution through both growing and seasoning cycles is essential to ensure perfect balance between the effects of the barrel staves and the barrel heads.

Oak for RA4 is sourced from the famous Allier region, where we carefully select from the most historically prestigious forests. Due to their close proximity to the famed Tronçais forest, they benefit from centuries of the same pristine woodland management.





Editorial concept 'Where goodness is the key to greatness' and interactive digital storytelling for the opening of Château Haut-Bailly's new winery, including a partner content campaign with the Financial Times.



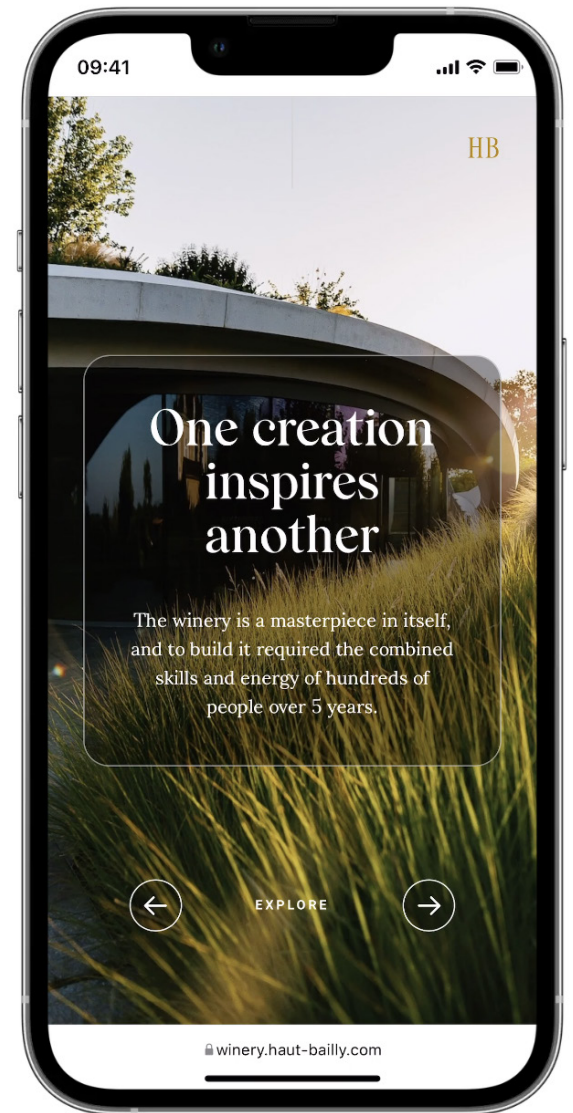
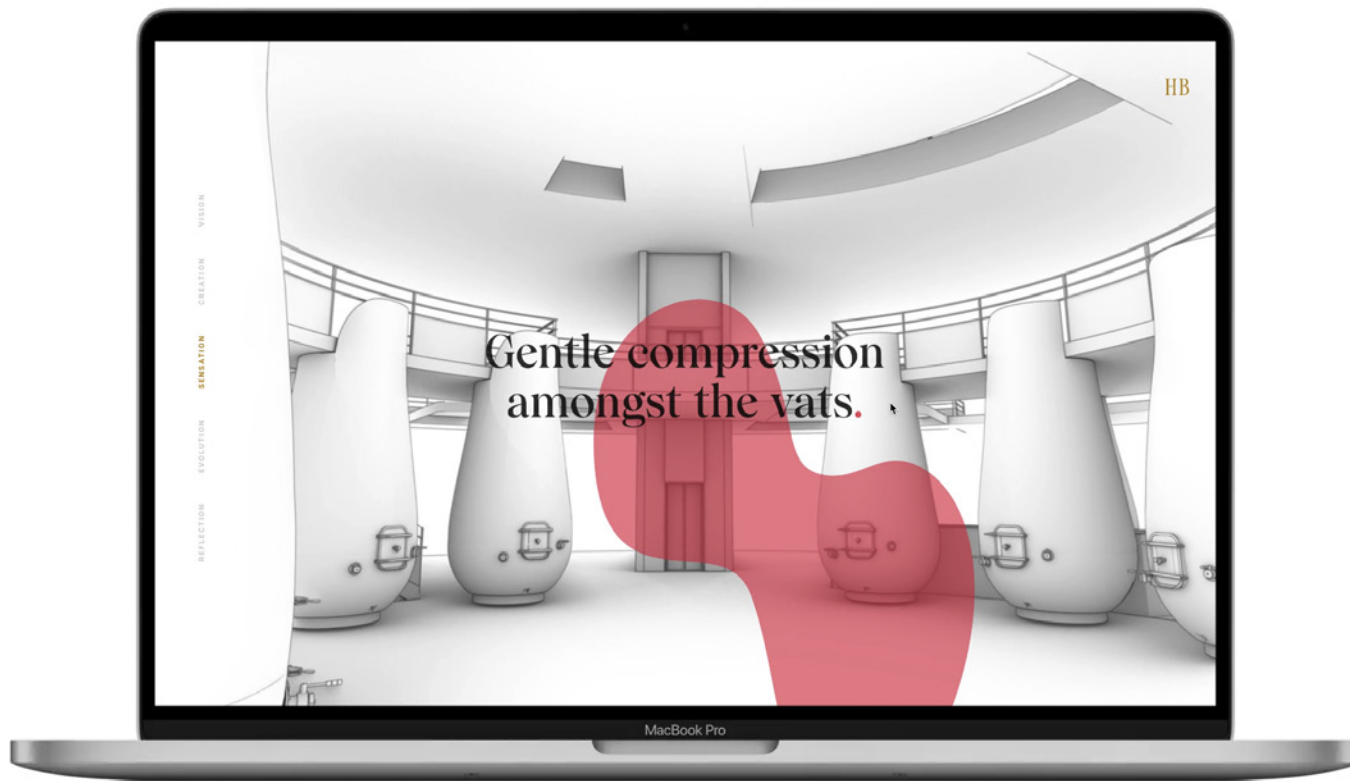
HAUT-BAILLY

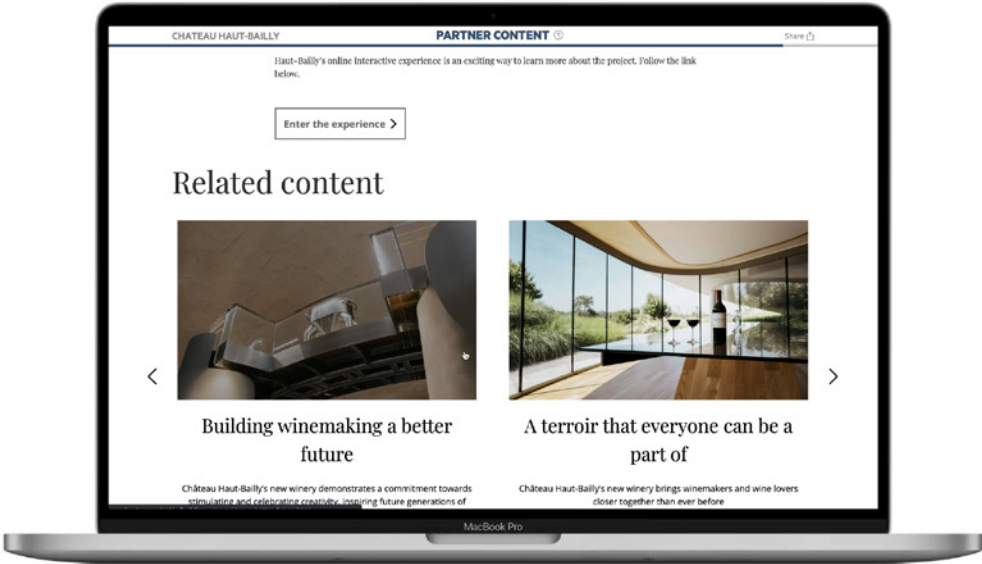
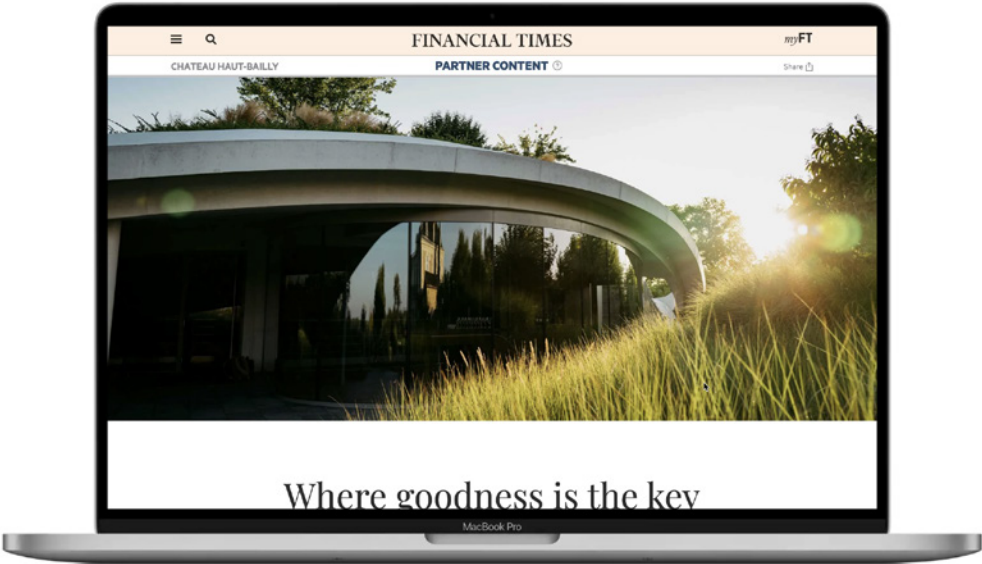
SCOPE EDITORIAL STRATEGY, STORYTELLING, EDITORIAL CAMPAIGN,
INTERACTIVE WEB EXPERIENCE

WITH THE FINANCIAL TIMES, SHELBY KAY, TILT & PAN, AGENCE ROMEO

Recognised for their ongoing contributions to scientific, artistic and cultural endeavours, Haut-Bailly's latest **architectural project** mirrors the power of the wines to establish a long-lasting connection with the terroir. Visitors are welcomed on a **sensory journey** that bonds them with Haut-Bailly through a memory created out of their interaction.

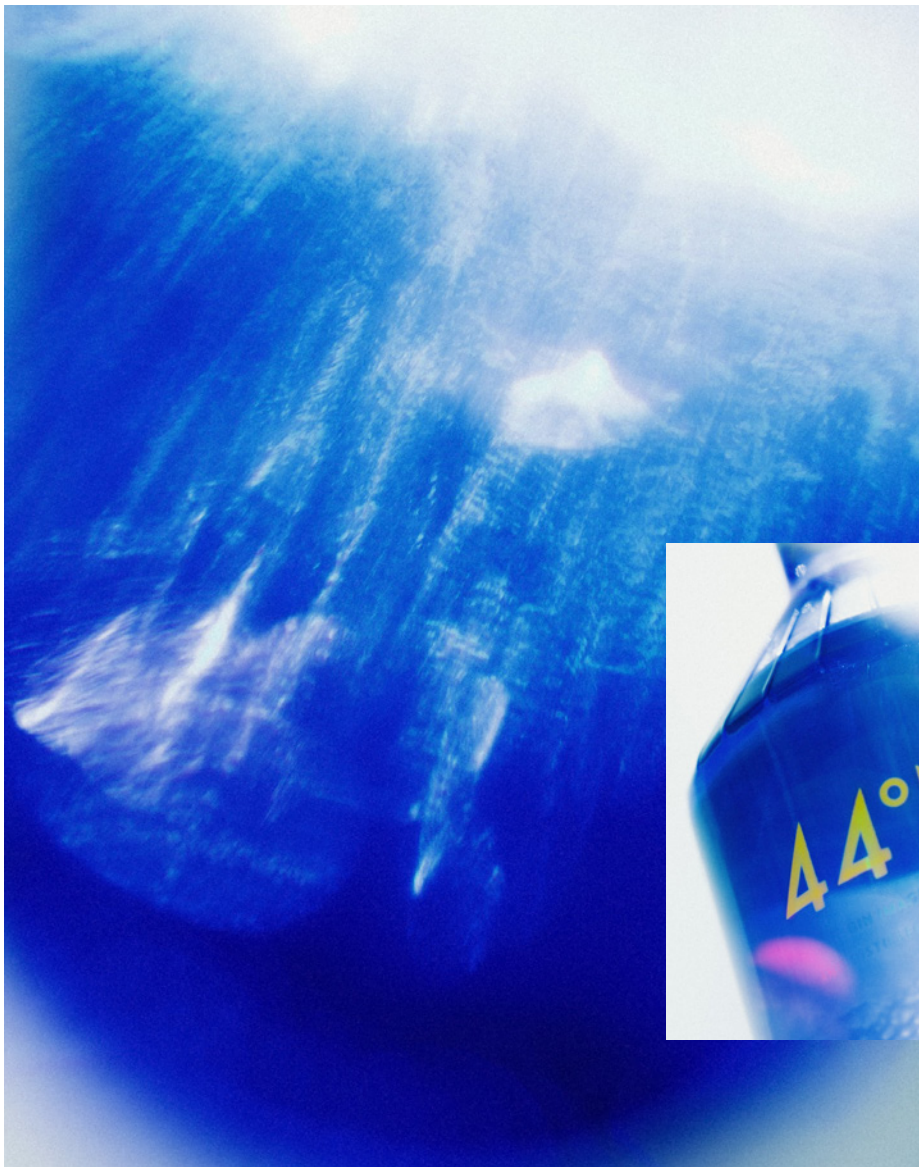
In partnership with Haut-Bailly and The Financial Times, we created an **interactive digital and editorial campaign** at the intersection between journalism and advertising, to encourage new audiences to experience the future of winemaking.





360° Universe
Strategy
Editorial
Art direction
Brand content

Art direction and photography for
Gin 44°N, expressing how the product
distills natural inspiration from its
French Riviera terroir and Grasse, the
perfume capital of the world.



44°N GIN

SCOPE ART DIRECTION, PHOTOGRAPHY

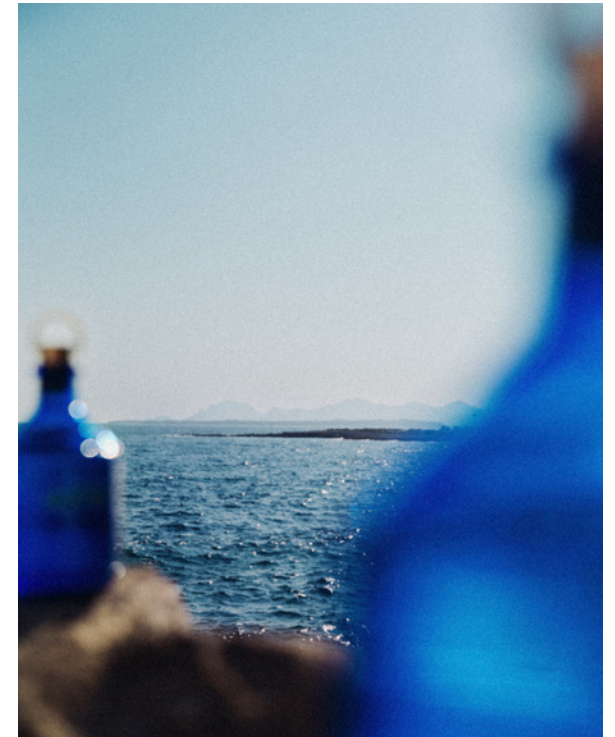
Born and distilled in Grasse, and found behind the bars of some of the most prestigious establishments in France, **Gin 44 promises an escape to the French Riviera**, with an authentic but intensely aromatic profile that is unmatched by spirits using traditional techniques.

In order to accompany Gin 44's ambitious growth, we developed a **more consistent, more premium image** aiming to preserve a sense of Gin 44's authentic roots in the region whilst expressing their modern and dynamic spirit.

Inspired by the terroir of the Côte d'Azur, we explore the role of the sun in the development of natural flavours and aromas, as well as stimulating optimism and creativity.

T|Y

T|Y





Global art direction and brand
content for St-Rémy's campaign
'What good friends are made of,'
including product activation assets,
storytelling and key visuals.



ST-RÉMY

SCOPE EDITORIAL STRATEGY, PRODUCT STORYTELLING,
ART DIRECTION, CONTENT CREATION, KEY VISUALS

WITH CIRCO DE BAKUZA, YORIS PHOTOGRAPHE, ANNE-CLAIRE
HERAUD, SARAH ARNOULD, GROOVY BABY STUDIO



St-Rémy is the **world-leading French brandy**, with authentic historic roots in the Loire Valley since 1886. Priding itself in expressing the variety and complexity of French terroirs, Master Blender Cécile Roudaut selects grapes from the most prestigious wine regions across the country to make each St-Rémy blend.

Through a collection of different projects, we developed a **more premium, more consistent brand image** for St-Rémy with the aim to express its 100% French roots whilst demonstrating the accessibility and diversity of the product.

SOCIAL MEDIA CONTENT





Art direction and key product imagery
to express the editorial concept 'Choose
Adventure' across the key products in
the Mamont Vodka range.



MAMONT VODKA

SCOPE ART DIRECTION, PRODUCT IMAGERY

Created in Siberia's oldest operating distillery, Mamont Vodka is immediately recognisable for its distinctive tusk-shaped bottle. With exponential growth, huge ambition and a cult following in Russia, Mamont launched its brand platform around the tagline: **'Choose Adventure.'**

By embarking on our own adventure in the Pyrenees, we drew inspiration from diverse landscapes and natural elements to give varying dynamics and **art direction** appropriate to each product in the range.





360° Universe
Strategy
Editorial
Art direction
Brand content

Official campaign ‘Serving emotion
together since 1977’ celebrating
the historical partnership between
Champagne Lanson and Wimbledon
tennis club.



CHAMPAGNE LANSON

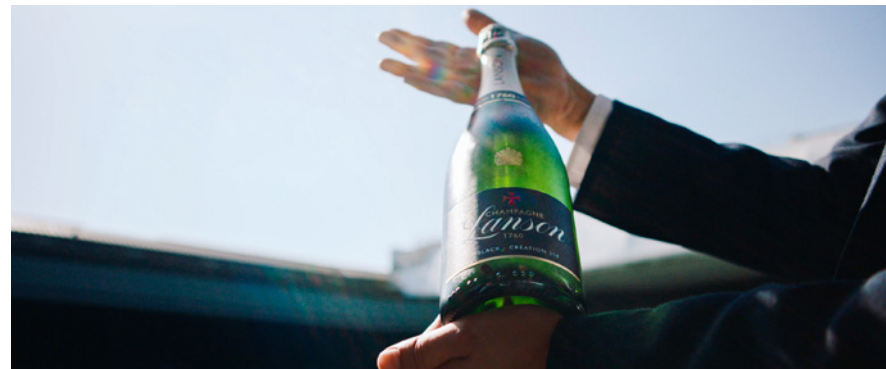
SCOPE CAMPAIGN CONCEPT, DIRECTION & PRODUCTION

WITH VICTOR MORISSE, EUDES QUITELLIER

The **Wimbledon** championships is not only regarded as the most prestigious tennis tournament, but is also a highlight of the sporting calendar for many across the world. **Famous for being full of emotion** – ranging from laughter to surprise, tension to disappointment – the dramatic gameplay provides an unparalleled accompaniment to a glass of Champagne.

To celebrate **Wimbledon's** historical partnership with **Champagne Lanson**, we imagined a campaign film 'Serving emotion together since 1977,' to be played throughout the tournament, using a mix of archive footage and bespoke imagery filmed on Wimbledon's iconic centre court.

PARTNERSHIP CAMPAIGN



WATCH THE FILM – 'LANSON X WIMBLEDON'
<https://vimeo.com/1070991965>



Award-winning documentary film for
Domaine Alexandre Bonnet telling
authentic stories of the people and the
terroir of Les Riceys en Champagne.



DOMAINE ALEXANDRE BONNET

SCOPE FILM DIRECTION & PRODUCTION

WITH BRIEUC SEGALEN, TILT & PAN, THOMAS FEREY,
Eudes QUITELLIER

On the border of Champagne and Burgundy, the village of Les Riceys has gradually risen to fame for the special character of its Pinot Noirs, its terroir-driven wines and its beautiful landscape. Domaine Alexandre Bonnet is one of the most prestigious Champagne houses in the region, and an important actor in preserving the heritage of what it refers to as 'wild champagne'.

In order to tell the powerful story of the people and the terroir of Les Riceys, we created a documentary film for Alexandre Bonnet that explored all aspects of the village life, constructing an authentic and emotional storyline from real-life interviews throughout the year.





WATCH THE FILM – 'LES RICEYS EN CHAMPAGNE'
<https://vimeo.com/893516571>

Editorial concept 'Home from Home'
and lifestyle photography to celebrate
InterContinental's 10 year anniversary
with Le Grand Hotel de Bordeaux.



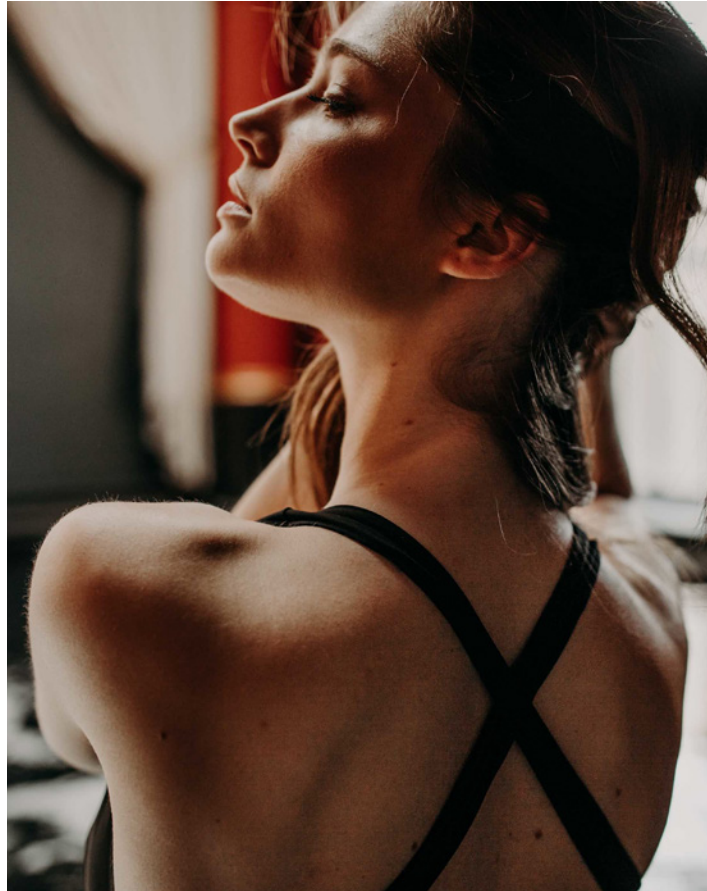
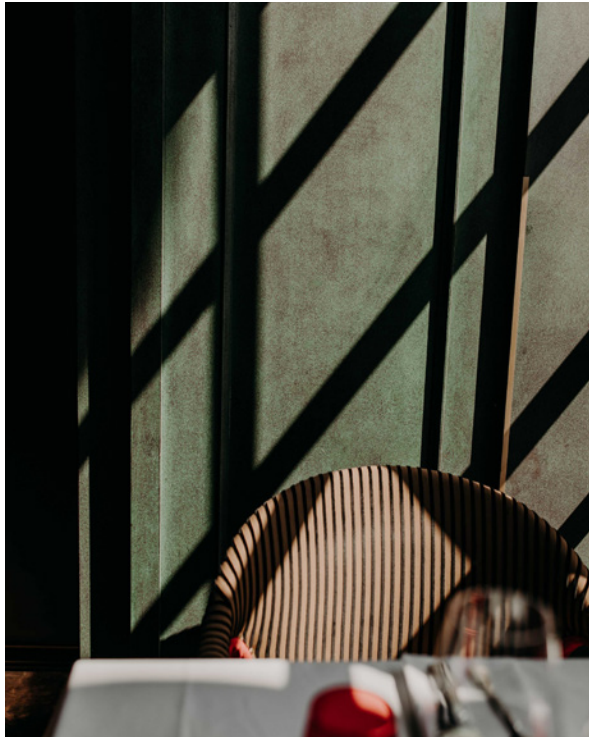
INTERCONTINENTAL

SCOPE EDITORIAL CONCEPT, ART DIRECTION,
CONTENT CREATION

WITH YORIS PHOTOGRAPHE, VICTORIA CARRATIER,
JANE DE BOY, NOEMIE LEMOINE

Standing proudly opposite the Opéra National on Bordeaux's Place de La Comédie, Le Grand Hôtel is one of the city's most iconic landmarks. The hotel's evolution through over 200 years of history provides a **wealth of different experiences under one roof**. From the Michelin starred 'Le Pressoir d'Argent' restaurant by Gordon Ramsay, to the Roman-styled spa with mosaic pool and the youthful rooftop bar, there are secrets hidden in every corner.

For InterContinental's 10-year anniversary, we celebrated how a stay at the Grand Hotel offers the finest of all Bordeaux, while also making guests feel right at home.





A mixed savoir-faire brand film for
Aurige group to present the power
of the human hand, and the modest
but awe-inspiring restoration work of
France's finest craftsmen.



AURIGE

SCOPE FILM DIRECTION & PRODUCTION

France's leader in heritage restoration remains humble in spite of the impressive scale and diversity of its projects in the public and private sectors. By uniting the country's most talented craftsmen and their savoir-faire, Aurige is a true patron of artisanship, at the service of French culture and excellence.

By focusing on **the raw potential of the human hand** instead of the grand and luxurious finished works, we demonstrate the unbreakable personal bond between maker and masterpiece and the unique value of handcrafted work.



WATCH THE FILM – 'THE POWER OF THE HUMAN HAND'
<https://vimeo.com/721541571/62e732241d>

Launch film for the opening of the
ultra-modern winery **Le Dôme**,
designed by world-famous architects
Norman Foster & Partners for
winemaker Jonathan Maltus.



LE DÔME

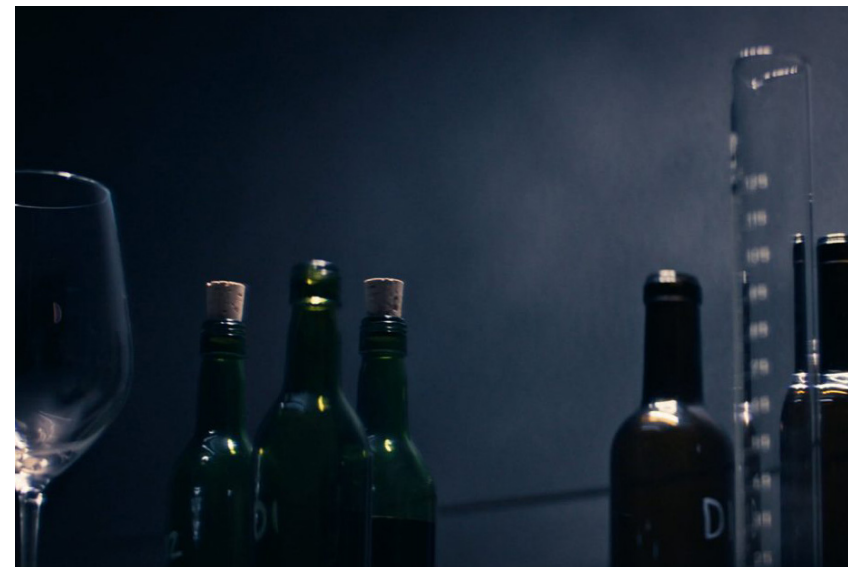
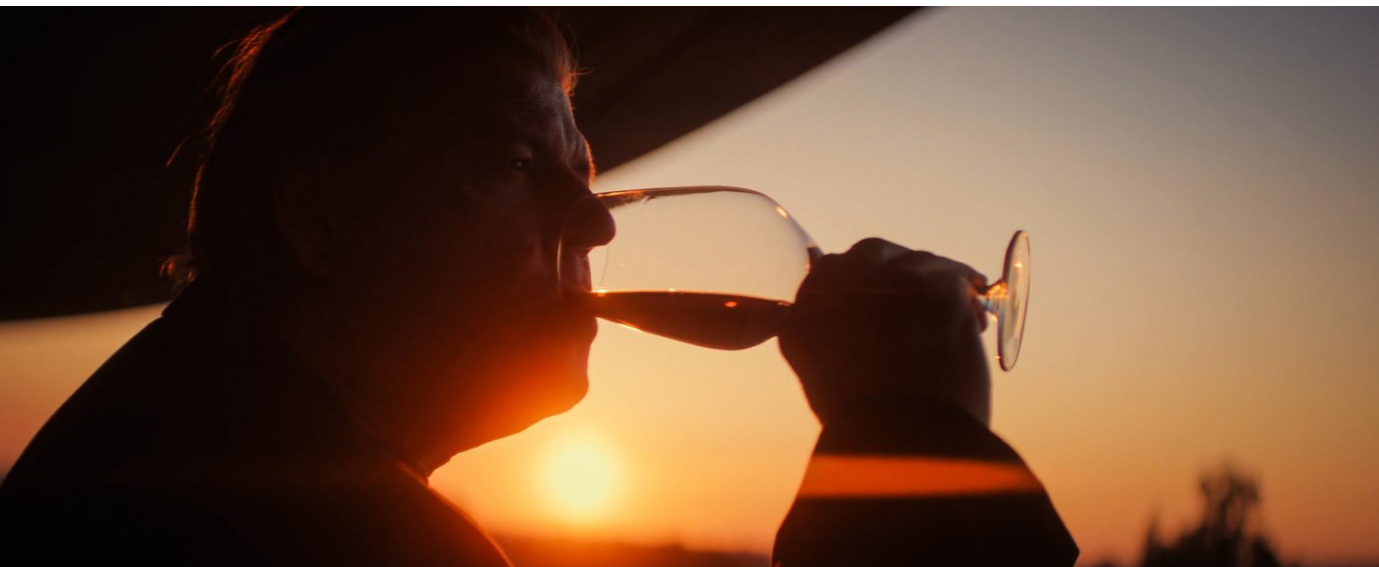
SCOPE FILM DIRECTION & PRODUCTION

WITH JULIEN SEIGNOL, MAELSTROM STUDIOS, TILT & PAN

Described by Robert Parker as a “visionary, self-styled revolutionary,” Jonathan Maltus went from being a rebellious outsider to the **first Englishman to win a 100-point score** in just 15 years. The wines of Le Dôme are as rare in character as in quantity, leading Bordeaux with the boldest expression of Cabernet Franc.

An ultra-modern winery designed by Norman Foster resembles a UFO that has landed amongst the most historic and prestigious chateaux of Saint-Émilion. **To celebrate the winery’s opening, a film was commissioned** that would make as much of a statement as the wines, putting Le Dôme on the Saint-Émilion map where it rightly belongs.

LAUNCH FILM



TY STUDIO • SELECTED WORKS

WATCH THE FILM – 'LE DÔME'
<https://vimeo.com/643631072/f003ab85f2>

T|Y

T|Y STUDIO

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