



# ART DIRECTION INSPIRATION

2025-2026

HF

HANNAH FRANCIS & CO

Inspiration is everywhere—in fashion, nature, color, and beyond. This endless creativity drives us to disrupt the ordinary, challenge the status quo, and empower customers to celebrate their unique design expressions.

This presentation serves as a visual foundation for innovative product marketing campaigns, advertisements, social media content, and sales materials. Each concept is crafted to spark fresh ideas, align with evolving trends, and translate vision into high-impact storytelling across every brand touchpoint.

Avant-garde design—defying expectations,  
pushing boundaries, and reinventing form  
with bold originality.







Casual sophistication—streamlined sets and striking silhouettes set the tone for a laid-back, yet refined atmosphere.







The chair in the corner—  
a silent partner in clutter,  
holding everything but its  
intended occupant.





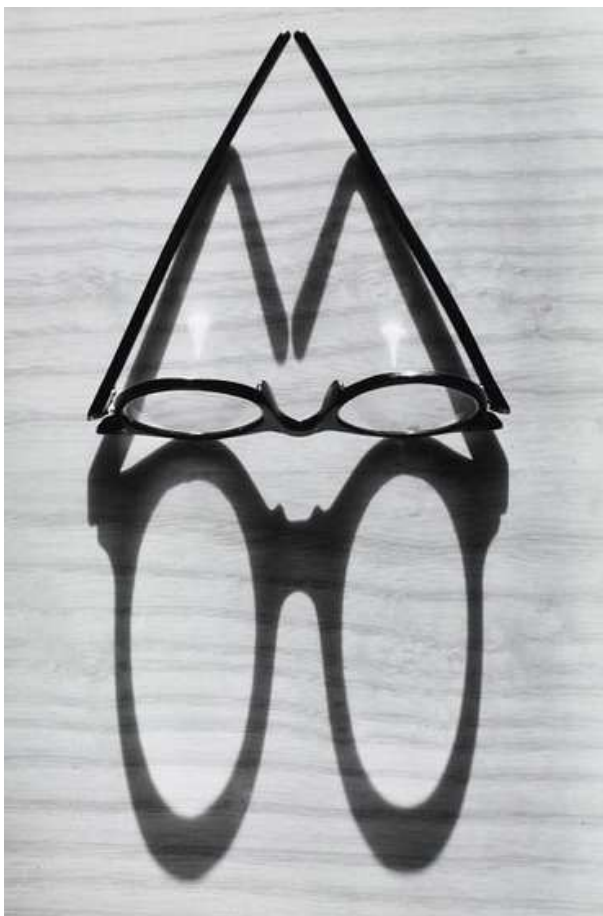
Interior design inspiration—Andrée Putman's iconic blend of minimalist form and French refinement creates spaces of quiet elegance and enduring impact.



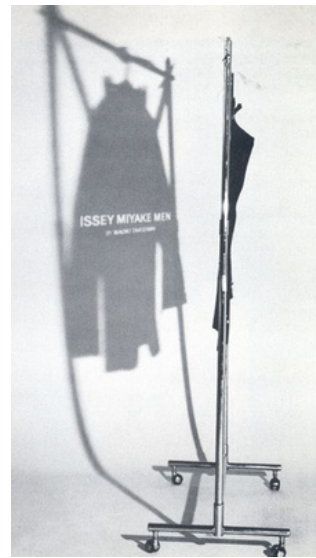
Inspired by fashion—YSL's 2015 couture revival channels modernist style, blending 18th-century French and Art Deco furniture to create a moody, dramatic black-and-white aesthetic.







Shadows as art—where light and dark merge to create depth and contrast.







Grounding elements—lush, layered environments that center the eye and calm the senses, anchoring each product in rich visual harmony.





Sustainably styled—natural wood grains celebrating design that honors material authenticity and skilled craftsmanship.



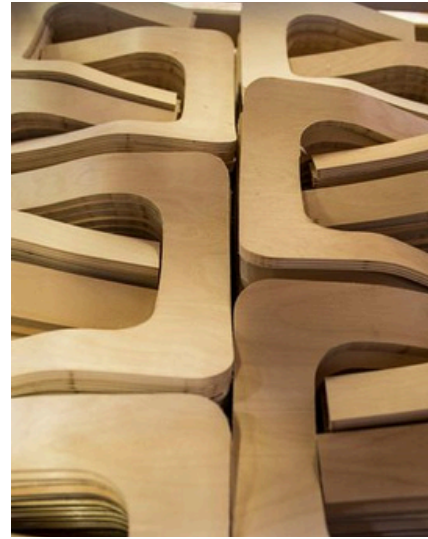
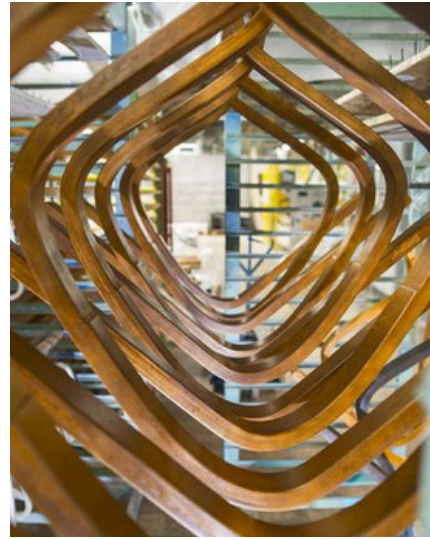


Textural composition—neutral, layered backgrounds crafting depth with understated impact.



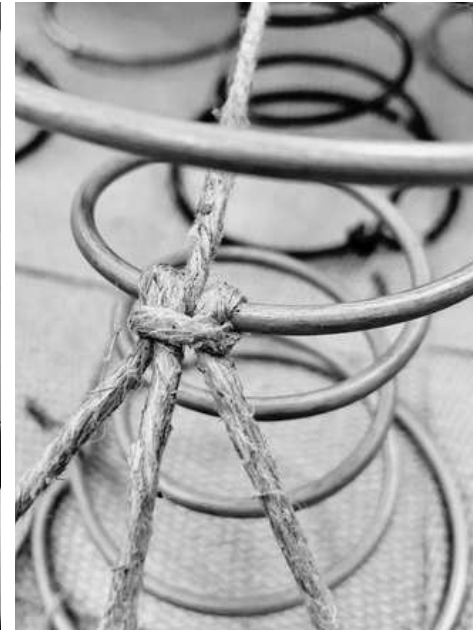


A firm foundation—where raw furniture components evolve into striking artistic expressions.

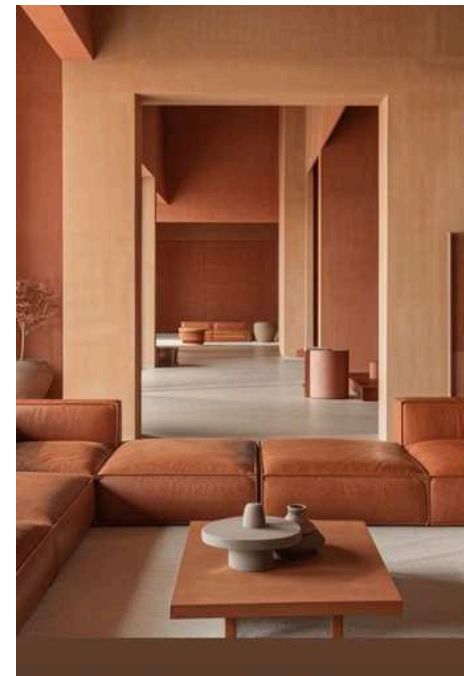




Behind the seams—a glimpse into the artisans' craft, where skilled hands transform the highest quality of materials into exceptional, handcrafted products.



Monochromatic visual design—a single color bringing clarity and definition to every product, highlighting their form and detail.





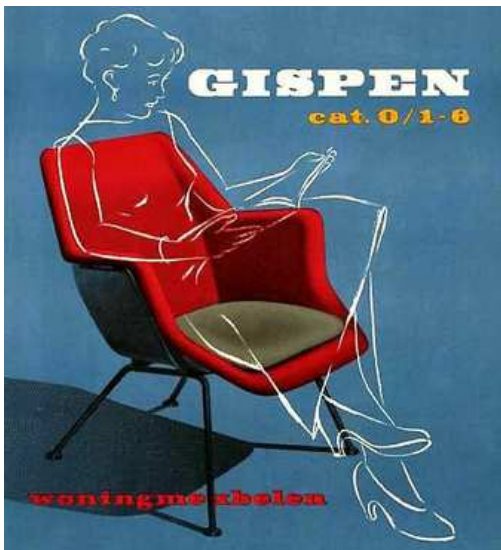


One design,  
infinite possibilities—  
transforming a single form  
through a spectrum of fabrics  
and finishes, each variation  
telling its own story.





Classics reimagined—  
vintage advertisements  
revitalized for the modern  
world, merging nostalgic  
aesthetics with cutting-edge  
design to create something  
both timeless and  
contemporary.





Editorial edge—striking visuals and bold branding in sharp, minimalist frames.



# PRIMARY



Photographed by Steven Meise

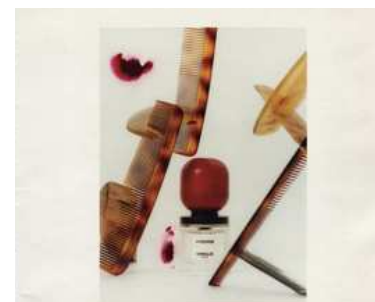
# TOTEME



# AVANT GARDE



Il est à noter que plusieurs des objets présentés dans cette exposition ont été réalisés par des artistes qui ne sont pas des designers au sens strict du terme. Ils ont été sélectionnés pour leur qualité esthétique et leur valeur culturelle.



**ORMAIE**  
PARIS



LIVE  
THE  
YOUR

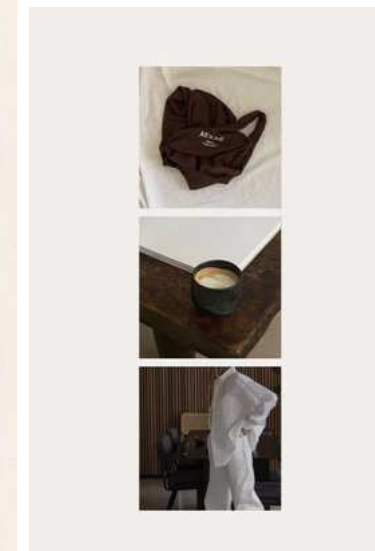
**vitra.**



# ALAI A

MARS 2014  
PHOTOGRAPHIE ET LE BRITON  
www.alai-a.com

## PARIS



LA BOUGIE PARFUMÉE  
LA VIE EN FLEURS  
**BIENAIMÉ**  
PARFUMEUR

Personality in print—serif fonts are set to return, shaping design with character, sophistication, and dimension.

