



CLAIRE CAILLIARD

PORTFOLIO

Creative Direction & Visual Storytelling

FRANCE ↔ INDIA



ABOUT ME

I am a Creative Director working across fashion, lifestyle and craft, shaping visual worlds rooted in materiality and human stories. For more than ten years between France and India, I have collaborated closely with ateliers in Jaipur, Pondicherry and West Bengal — learning from the gestures, rhythms and textures that define their work.

I design images and collections with a sensorial, narrative and intuitive approach.

My work blends European visual clarity with the emotional depth of Indian craftsmanship, creating universes that feel both contemporary and deeply rooted in handwork.

CREATIVE VISION

Material Sensitivity

Understanding textiles, jewellery, drape, density, texture and the soul of the hand-made.



Emotional Silhouette

Soft, grounded, effortless shapes that breathe naturally in front of the camera.



Narrative Art Direction

Creating visual worlds campaigns, editorials, moodboards, capsules that tell a coherent, poetic story.



Craft Dialogue

A decade of working closely with Indian artisans, transforming technique into narrative and matter into meaning.



FASHION & SILHOUETTES

I explore silhouettes that feel lived-in, authentic and tactile.

My fashion direction is grounded in softness — folds of fabric, gestures, breath, movement.

I look for the quiet tension between structure and fluidity, letting the garment reveal its personality rather than imposing one on it.





JEWELLERY & MATERIALITY

Jewellery is a language of intimacy — scale, texture, light, skin.

For nearly a decade, I developed collections shaped by organic forms, subtle contrasts and the poetry of imperfection.

Working directly with Indian artisans has strengthened my relationship to metal, stones, surface and tactile detail.





CRAFT & TEXTILE SENSITIVITY

Craft is central to my creative identity.

Khadi, handloom, block-print, embroidery — each technique carries a world, a rhythm, a human presence.

My direction focuses on honouring that presence through images that feel slow, textured and emotionally grounded.

EDITORIAL & LIFESTYLE DIRECTION

My editorial work explores atmosphere, nuance and the understated poetry of everyday gestures.

Through my collaborations with O₂ — L'Opinion Magazine, I developed visual narratives that blend documentary sensibility with refined artistic intention. Lifestyle, for me, is the art of observing how objects, spaces and people breathe together.





INDIA—EUROPE

CREATIVE DIALOGUE

My creative vision grows between two worlds.
Europe brings clarity, structure, minimalism.
India brings texture, craft, colour, emotion.
In my work, the two merge into a language both
contemporary and deeply rooted in tradition.





COLLABORATION HIGHLIGHTS

Artistic collaboration with designer **Naushad Ali** during Sri Lanka Fashion Week (silhouette refinement, colour, backstage art direction)

Creative Direction for **Amma Creative Agency**, Mumbai (campaigns, identities, Europe–India coordination)

Editorial direction for **O₂ – L'Opinion Magazine**

Ten years of full creative direction for **L'Atelier Plume**, France–India

Each collaboration strengthened my ability to shape a brand universe with coherence, depth and emotional clarity.

CONTACTS

**I am available for Creative Direction, editorial development,
campaign storytelling, capsule collections, and India–Europe craft
collaborations.**

Claire Caillard

Creative Director – Fashion, Jewellery & Lifestyle

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