



CLAIRES CAILLARD

# 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 O<sub>2</sub> – 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 **O<sub>2</sub> – 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.**

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*France ↔ India*