

SOFIE SPINDLER

ION-Sei



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Solid Nature

Rock Power
Campaign SS16
Onyx Metis Amare by Otto Kaan

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Our Stone Universe
Image directions for Solid Nature FW16
Photography by Otto Kaan



Collaboration and influencer strategy
Beauty editorial Colour As Emotion
Alba by Lotte van Raalte
Hair & Makeup by Kathinka Gernant



Juxtapositions
Brand campaign FW14
Elise Crombez by
Annemarieke van Drimmelen

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lolaandgrace by Swarovski

Urban Legend London FW15
Integrated brand campaign
Yumi Lambert by Elza Jo

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The Protector
Glamcult
SMIB by Elza Jo
Hair & Makeup by Kathinka Gernant

senscommon + UCHINO

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senscommon



on-journey wear
Photography by Younès Klouche

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senscommon

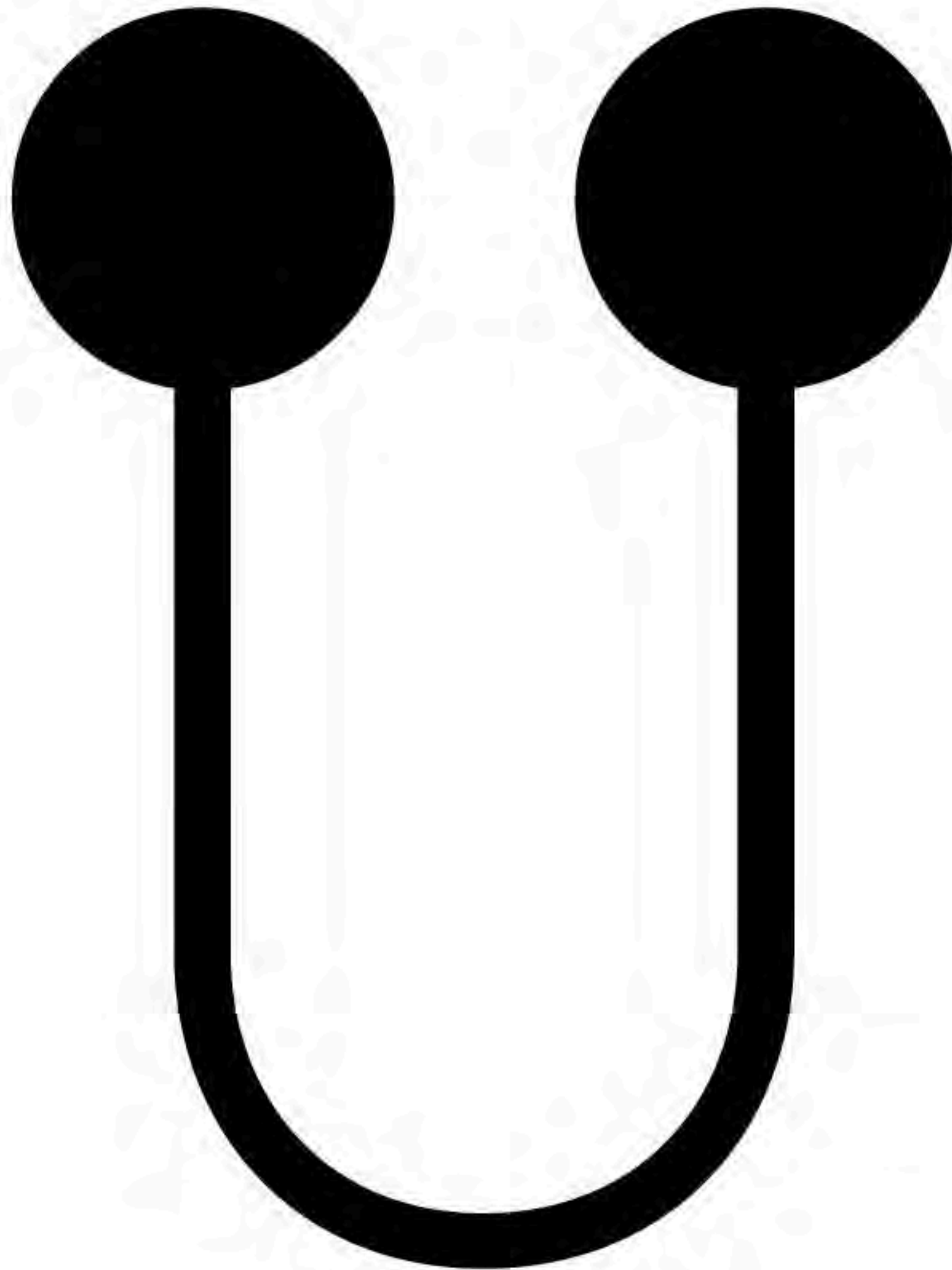


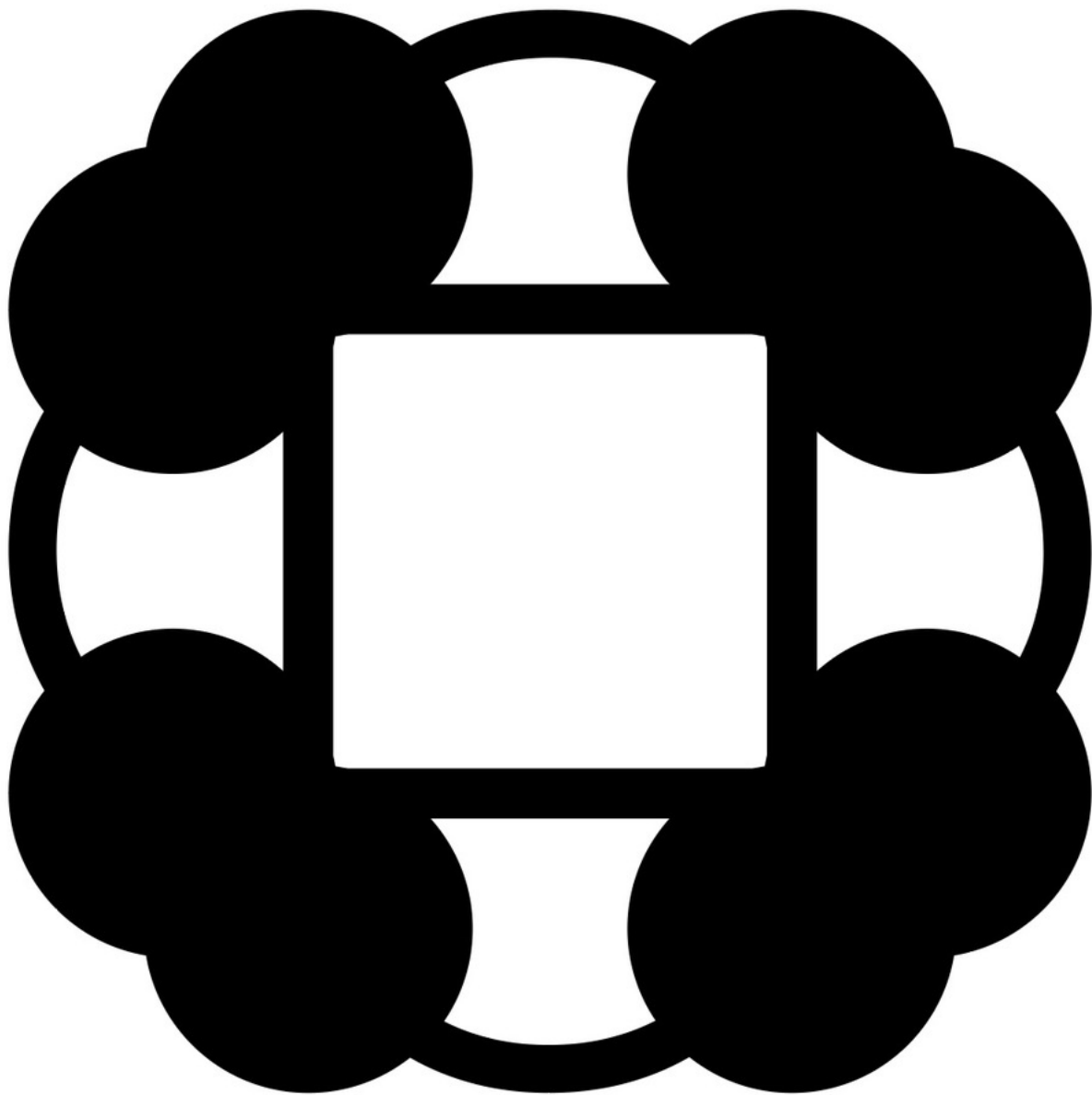
on-journey wear
Photography by Younès Klouche

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UNSPOKEN





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Mirror Mirror magazine

Nude
Aminanta Minte by Otto Kaan
Hair & Makeup by Kathinka Gernant
Set design & Styling Pieter Eliens

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Naming and logo

NLÉ means 'at home' in the Yoruba language of Adeyemi's native Nigeria.
Not 'at home' in the sense of four walls, a door and a roof, but 'at home' in the city.

XYLO

Naming and logo

XYLO, or 'Xylophone', refers to the building's iconic exterior. The wooden slats recall the form of the instrument. XYLO means 'wood' in greek.

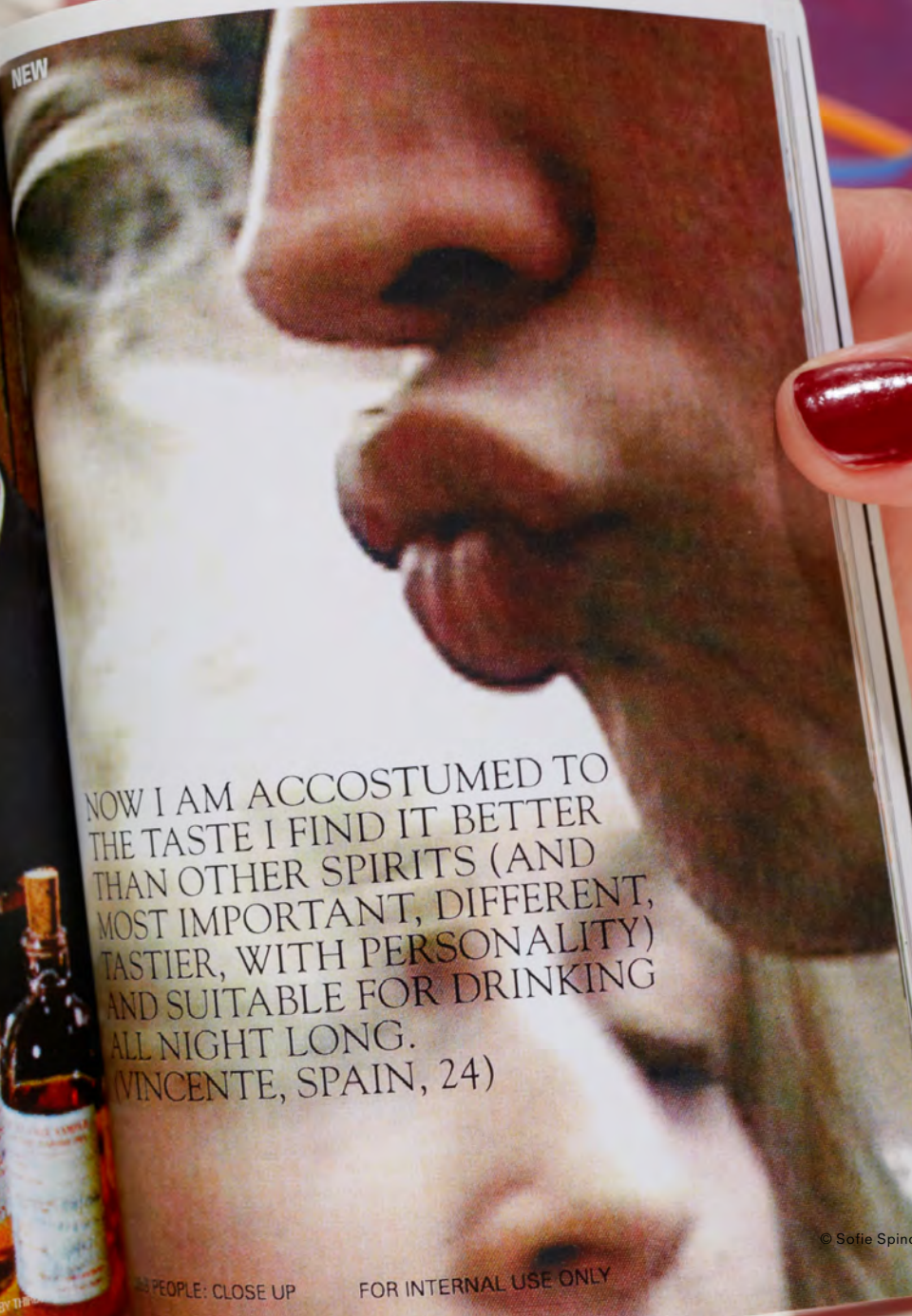
OLD

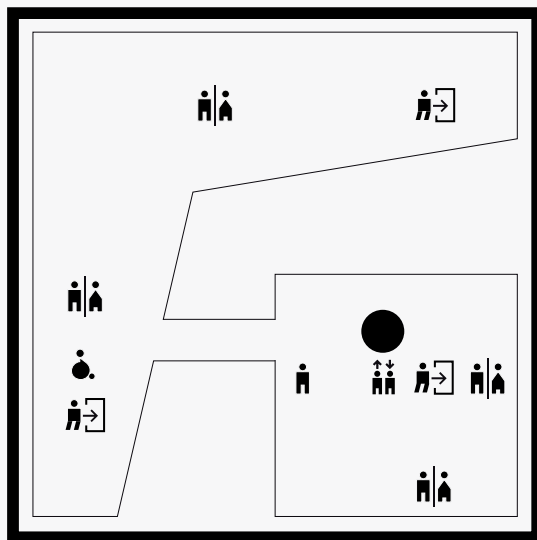
I HAVE A VISION OF AN
OLD MAN SITTING IN AN
ARMCHAIR IN FRONT OF
A FIREPLACE DRINKING
WHISKY.
(MIRNA, FRANCE, 24)



NEW

NOW I AM ACCOSTUMED TO
THE TASTE I FIND IT BETTER
THAN OTHER SPIRITS (AND
MOST IMPORTANT, DIFFERENT,
TASTIER, WITH PERSONALITY)
AND SUITABLE FOR DRINKING
ALL NIGHT LONG.
(VINCENTE, SPAIN, 24)





12 مجلس لإدارة
CHAIRMAN PREMISES

11 مجلس لإدارة
CHAIRMAN PREMISES

10 لرئيس نائب رئيس مجلس لإدارة
لخبير لثقافي لرئيس
BMO BOD HR EDU LEGAL

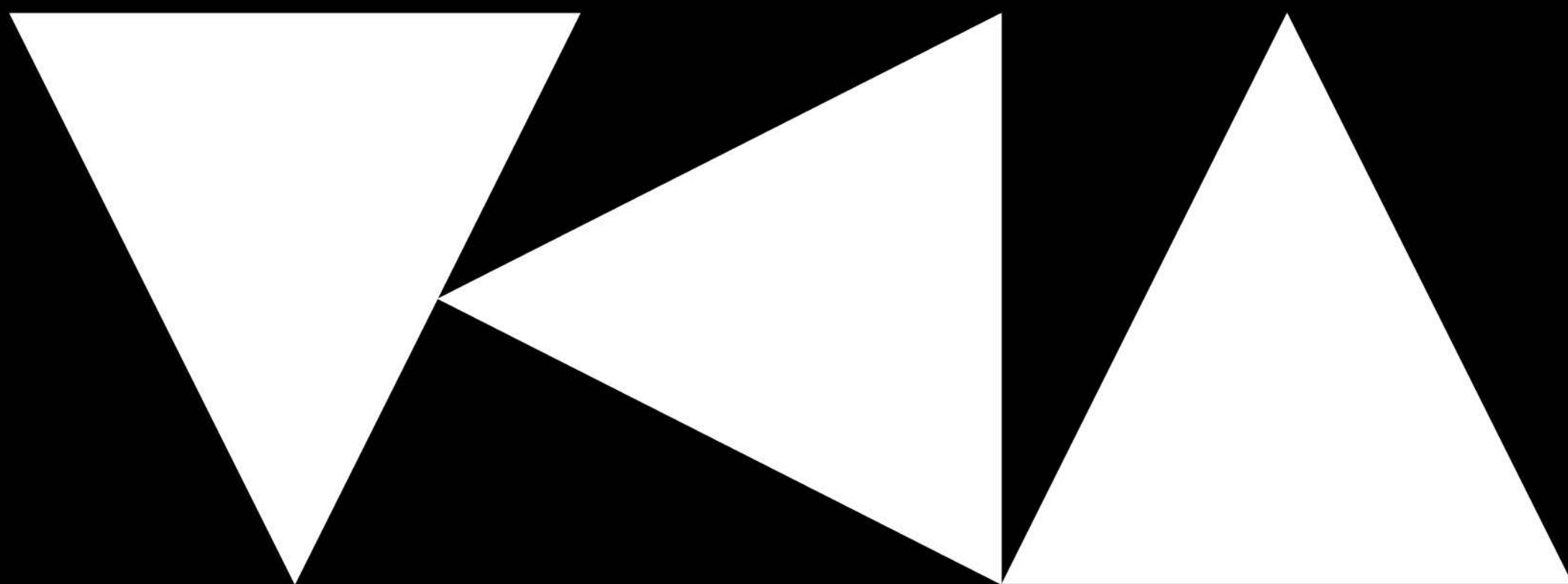
9 مركز لزيارة لمرقبة
OBSERVATION VISITOR CENTER

8 لرئيس لمرجعة لتعليمية
لخبير لثقافي نائب رئيس مجلس لإدارة
ACADEMIC AUDIT PRESIDENT VICE CHAIRPERSON
CULTURAL ADVISOR BD UNIT



MAMA

House like Garden





All.
Together.
Now!

T

C

L



Teaching & Learning Center

Teach.
Learn.
Create.

SPINDLER

Portfolio + case studies available upon request



Wielding a combination of creative insight and analytic acumen, Sofie Spindler brings clarity, relevance and magnetism to brands through pure creative strategy and craft.

Services — Tailored Ways of Working

Spindler Only

As a senior creative director, Spindler delivers outspoken, highly potent work in close collaboration with clients. Her projects reveal a signature of editorial integrity and forward contemporary design. She develops a deep understanding of business cases to swiftly translate core objectives into creative solutions of true substance.

Spindler Unlimited

Sofie Spindler serves as the principal lead of Spindler Unlimited, a bespoke multidisciplinary branding and marketing consultancy. Spindler Unlimited's suite of brand building services extends beyond concepts, design systems and naming to immersive stages of creative production, activation and future business development.

Portfolio

Spindler's portfolio of international projects reveals an inherent understanding in categories of luxury, fashion, and innovation. Current projects include ION-Sei by Sanyei, new-to-the-world techwear brand senscommon and architectural urbanism firm NLÉ.

Her personal development in martial arts training has brought insight and dynamism to her professional discipline.

Spindler Unlimited — Services

Vision

- Brand/Business Acceleration Strategy
- Consumer Research + Insights
- Strategy-Driven Creative Direction
- Content Strategy and Social Media

Creation

- Brand Platform Creation / Transformation
- Visual System / Style Guide Design
- Campaign + Editorial Concept Development

Execution

- Creative Production incl. Casting, Styling, Photography
- Design + Copywriting Asset Delivery

Extension and Growth

- External Brand Management + Advocacy
- Marketing, Communication / PR Seeding Plans
- Ongoing Support through Activation Phases

Spindler Unlimited associates profiles and detailed service directory available upon request.

SOFIE SPINDLER

brand vision and craft



Photography by Blommers & Schumm

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Each project is custom-fit with an efficient, bespoke team of specialists, including senior level marketing experts and cutting edge creatives working at the forefront of culture.

With Spindler as their artistic director, this bespoke team delivers seamless, strategic solutions with maximum speed and precision.

Portfolio

Spindler's portfolio of international projects reveals an inherent understanding in categories of luxury, fashion, and innovation. Current projects include lolaandgrace by Swarovski, luxury womenswear brand Stills Atelier and architectural urbanism firm NLÉ by Kunlé Adeyemi.

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brand vision and craft

Projects Expertise Approach Contact

Spindler Unlimited

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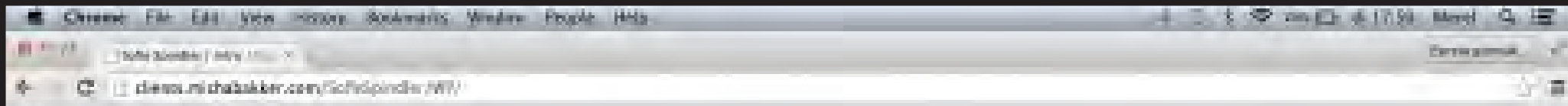
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brand vision and craft

[Projects](#) [Expertise](#) [Approach](#) [Contact](#)

Contact

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[Instagram](#)

Portfolio + case studies available upon request