

JOSEPH BOTCHERBY DESIGNER & ART DIRECTOR

BERLIN-BASED ART DIRECTOR AND GRAPHIC DESIGNER
FROM YORKSHIRE, UNITED KINGDOM.

His professional trajectory began with apparel print design in men's fashion, leading him through a diverse and multifaceted career in marketing and design. He gained experience working both freelance and in-house, across digital briefs, billboard campaigns, photo and video shoots as well as retail and apparel design. He continuously manifests a passion for working on diverse creative projects with different outputs.

NIKE SPAETI REACT

DATE **FEBURARY 2019**

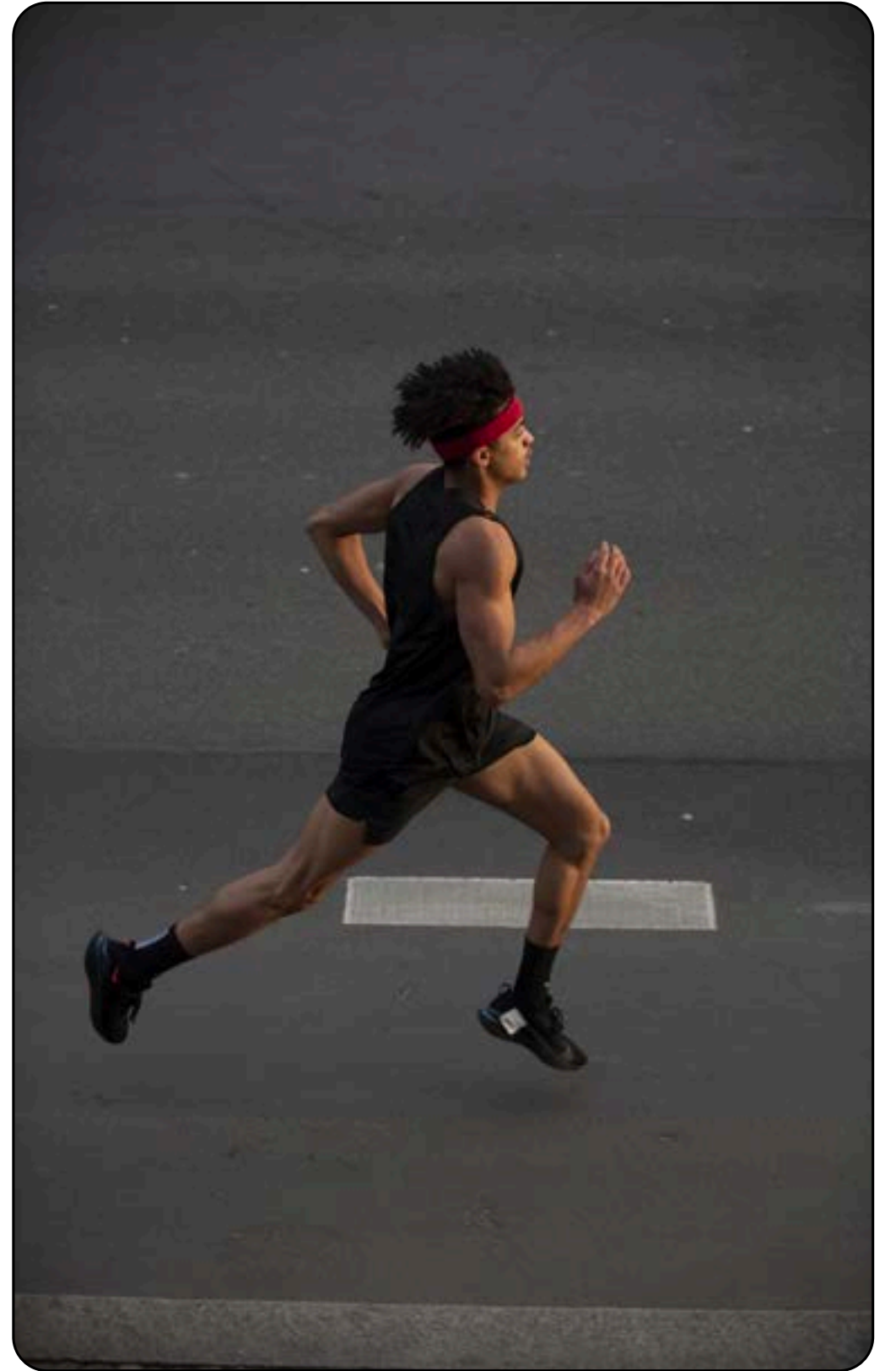
CLIENT **NIKE**

PARTNER **BERLIN BRAVES**

The Späti React campaign was launched ahead of the 2019 Berlin Half Marathon. In order to develop a concept for the overall campaign and corresponding photoshoot, I collaborated with the Berlin Braves – a community sports club that focuses on creative expression in athletic performance. Späti, a convenience shop quite specific to Berlin and other parts of former Eastern Germany, is a phenomenon - a space of gathering. I crafted a concept following three protagonists on a run through the streets of Kreuzberg, ending at a Späti to rejoice and rejuvenate.









13

13A



14



14A

400
13
KODAK PORTRA 400
14
KODAK PORTRA 400






ZALANDO JOY IS OURS

DATE **DECEMBER 2021**
CLIENT **ZALANDO**
PARTNER **ANOMALY**

“Joy Is Ours” is a Christmas campaign that centers around the emotionality of the holiday season. Whether it’s the nostalgia of family gatherings, connecting with old friends, or spending precious time with that special someone, Zalando encourages people to celebrate joy in all its forms. “Joy Is Ours” represents a purposeful step towards ‘the new normal’ while acknowledging the challenges we’ve all faced in past months. This 360° campaign was created in collaboration with creative agency Anomaly. I was part of the design team working on defining a layout system for the whole campaign, and afterward rolling it out across all print and OOH channels.

Joy is ours 



zalando

Joy is ours 

Hedvig & Patricia
Partners



zalando

Joy is ours 

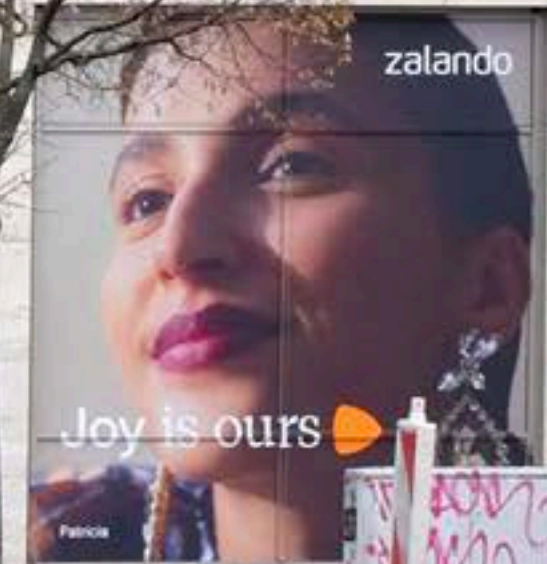
Christian & Nathan
Brothers




zalando

Joy is ours 

Jan & Shani
Best Friends



zalando

Joy is ours 

Patricia



zalando

Joy is ours 

Marie & Kim
Partners



Zöti 100

Glück gehört zu uns

Ash und Shami
Beste Freunde

Europa verstehen www.erfahrungen.eu
Berlin Hauptbahnhof





Zalando

Glück gehört
zu uns

Sscore



zalando

Le bonheur
est à nous



zalando

Le bonheur
est à nous





MERBAO

COFFYNESS

La felicità è nostra ▶

zalando

zalando

La felicità è nostra ▶

Patricia



NIKE BE TRUE

DATE **JULY 2019**
CLIENT **NIKE**
PARTNER **GLUTAMAT**

Ahead of 2019's Pride Month, the Nike Be True campaign aimed to create the brand presence during Berlin's annual CSD parade. The resulting video is a celebration of LGBTQ+ Berliners who find their strength in sport. In partnership with comms agency Glutammat, I supported the concept of the video as well as the creation of assets, which involved leading the creative, briefing and production teams. Furthermore, I led feedback rounds on creative decisions with the set photographer and videographer. Most importantly, I collaborated with the Nike Berlin retail team on translating the campaign assets into a physical space. The final video highlights the harmony between the CSD parade, the campaign and retail execution.

[CLICK TO PLAY](#)







DOOR



**BETRUE
UNTIL WE ALL WIN**

Gilbert Burns

**BETRUE
UNTIL WE ALL WIN**



Gilbert Baker

**BETRUE
UNTIL WE ALL WIN**

UNTIL WE ALL WIN

BETRUE.

Gilbert Baker

**BETRUE
UNTIL WE ALL WIN**



STONEWALL
50 EVERY RIOT STARTS
WITH YOUR VOICE

BE THE
UNTIL WE ALL WIN





PAUL McCARTNEY THE LYRICS

DATE **DECEMBER 2021**
CLIENT **PENGUIN BOOKS**

The book "Paul McCartney: The Lyrics" is a celebration of the renowned songwriter and performer that traces the origins of his creations. Handwritten lyrics and photographs, spanning McCartney's long-term career, reveal the process and people behind some of the most famous songs of all time: from his earliest compositions, through legendary decades of The Beatles, to the present. I was invited to work on brand marketing to accompany the book's launch which included billboards featuring portraits of McCartney throughout his career, alongside some of his most iconic



Paul McCartney

THE LYRICS



Got to get you into my life

Paul McCartney
THE LYRICS



Please stand on the right

Please stand on the right

77

77

Paul
McCartney



THE
LYRICS

Paul
McCartney



THE
LYRICS

Paul
McCartney



THE
LYRICS

From me to you

Paul McCartney
THE LYRICS

In bookshops now



59 King's Cross



ZALANDO LUXURY ON YOUR TERMS

DATE **AUGUST 2021**

CLIENT **ZALANDO**

PARTNER **ANOMALY**

Zalando Designer Autumn / Winter 2021 campaign, titled “Luxury On Your Terms”, invites Gen-Z consumers into a new world of luxury that is fluid, self-expressive, and inclusive. The campaign was photographed by a frequent Gucci and Maison Margiela collaborator, Coco Capitán, whose style is considered an influential contribution to a group of young women leading the “female gaze” movement in fashion photography. As the lead designer in this project, I led the campaign logo and layout direction for all print outputs for the project. I focused mainly on OOH (Out Of Home) placements that were published across European cities, including Paris, Marseille, Milan, Rome, Barcelona, Vienna, Geneva, Basel, and Berlin.

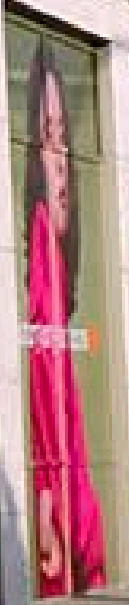
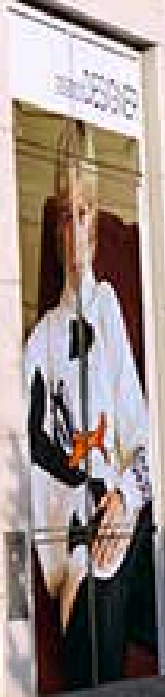
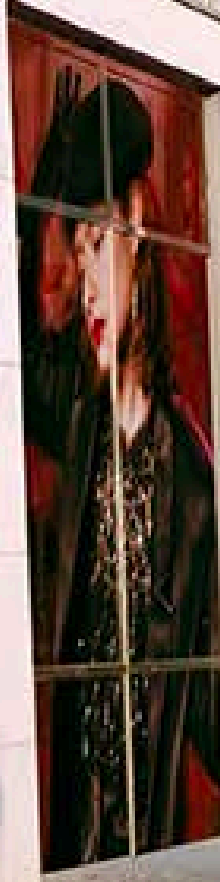


zalando DESIGNER



Luxury on your terms

zalando DESIGNER

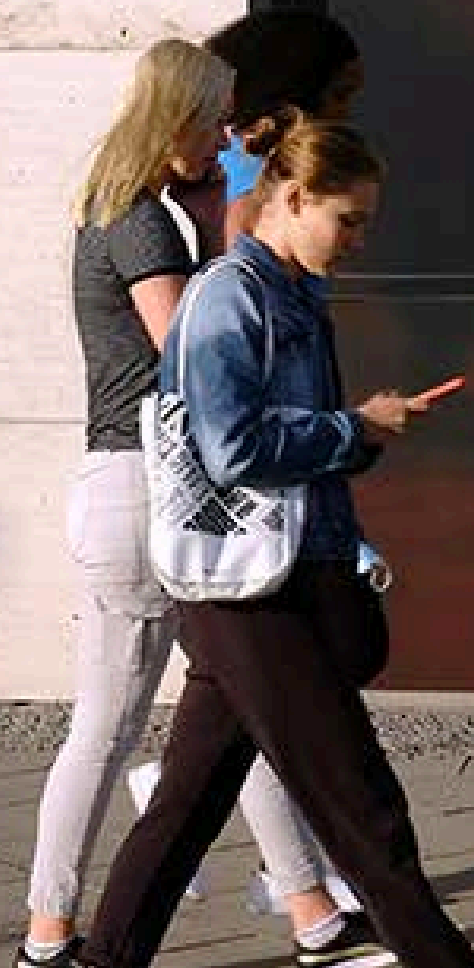


zalando **DESIGNER**

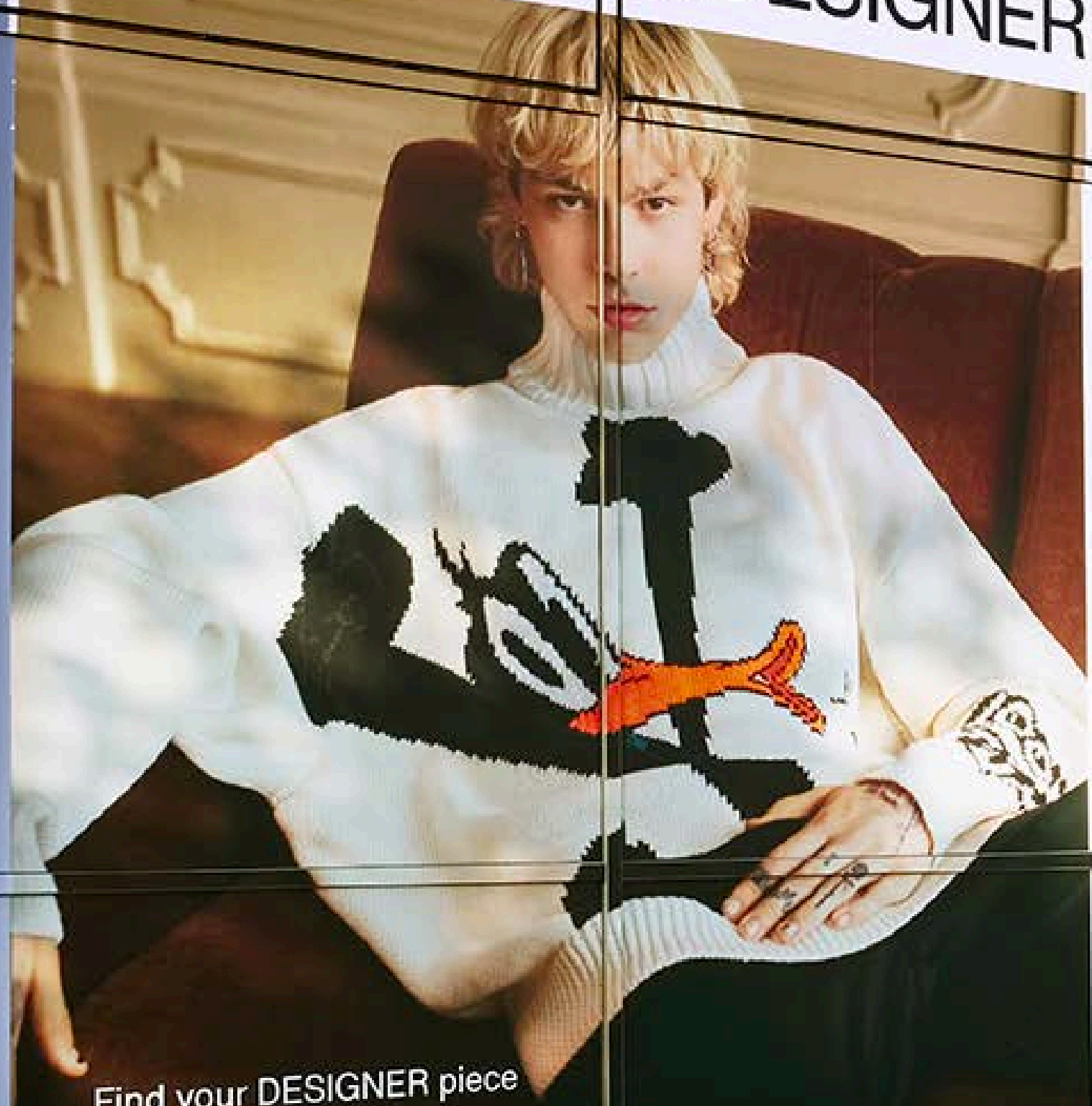


Find your DESIGNER piece
on [zalando.de](https://www.zalando.de)

Luxury on your terms ▶



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Il lusso secondo te

Il lusso secondo te

Scopri le collezioni
su zalando.it

7601

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Il lusso secondo te

NIKE ZEINA RETAIL TAKEOVER

DATE **DECEMBER 2019**

CLIENT **NIKE**

PARTNER **GOLDEN**

Zeina Nassar is a professional boxer who played a major role in changing German competition regulations regarding women wearing a headscarf during competitions. My team was tasked with conceptualising a retail execution, that draws from Nassar's media advert. We created lightboxes, with photos showcasing Nassar and her female network. As the campaign coincided with the anniversary of the fall of the Berlin wall, we arranged these to reference that old monument of thwarted segregation and oppression. To pay homage to Nassar's sport, we designed Nike boxing bags to hang around the store and after the campaign's end donated them to her local gym. Additionally, I worked closely with Yorkshire-based agency Golden, communicating feedback on the creative and comping retail graphics.



Du bist es nie
nur für dich.



Just
Do
It.



Just Do It.



Just Do It.

Just Do It.

Du tust es nie nur für dich.

Du tust es nie nur für dich.

Just Do It.

Du tust es nie nur für dich.

Just Do It.

Just Do It.

Du tust es nie nur für dich.

Du tust es nie nur für dich.

Balbina

MODA

Balbina ist ein kreatives, multikulturelles Szenario, Fashion und Produktion, das "Met Gala, Cannes" von Ramonessa hat neu interpretiert hat.
In ihrem Leben musste sie sich gegen Herausforderungen stellen, Anstrengung und ihre Leidenschaft für Laufsport, Training fand sie durch ihre Kreativität, denn jedoch Stärke und Klarheit.
Balbina weiß, dass Frauen sich nicht nur mehr unterstützen und zusammenarbeiten müssen, um die Welt zum Besseren zu verändern - Kunst und gesellschaftlich.

Mach mit u
beweg die
andere Nike

Just Do It.

Just Do It.



Du tust es nie nur für dich.

Balbina



Balbina ist ein kreatives Multitalent: Sängerin, Poetin und Produzentin, die den Metal-Song „Sonne“ von Rammstein für Nike neu interpretiert hat.

Ihr ganzes Leben musste sie sich großen Herausforderungen stellen. Angetrieben von ihrer Leidenschaft fürs Laufen und Training fand sie durch ihre Kreativität darin jedoch Stärke und Klarheit.

Balbina weiß, dass Frauen sich dringend noch mehr unterstützen und zusammenarbeiten müssen, um die Welt zum Besseren zu verändern – künstlerisch und gesellschaftlich.

Du tust es nie nur für dich.



Du tust es nie nur für dich.

n mit und
eg dich für
re Nike



NIKE LAUFSCHUH-ANALYSE

Lass dich professionell beraten und finde deinen perfekten Laufschuh.

Für eine Analyse sprich bitte einen unserer Store-Mitarbeiter an.

NIKE COACH FINDE DEINE AUSRÜSTUNG

Mit Nike Coach findest du die perfekte Passform – egal, ob für Anfänger oder Fortgeschrittene. Sprich mit dem Nike Coach (im 1. Obergeschoss)



Mach mit und beweg dich für andere 



LOVEHONEY WILD ANTICIPATION

DATE **MAY 2021**
CLIENT **LOVEHONEY**
PARTNER **SANE COMMS**

For Lovehoney - a leading sexual wellness retailer in the UK, known for its wide range of lingerie collections - I collaborated with the PR agency Sane Communications on the brand's Spring/Summer 2020 collection campaign. "Wild Anticipation" features twenty-one pieces that embrace the Regency-core trend, a trend that owes its growth to Netflix's TV series "Bridgeton". Shot on location, at the English country manor house, the collection brings together soft pastels, simple forms, and timeless florals to discover new modes of pleasure. I created a campaign logo that, in true regency fashion, visualized the dichotomy between the "Wild" and the "Anticipation." The logo was then applied to the film poster-esque OOH layout system, including the brand's logo, the campaign logo, and a lockup of a 5-star customer review, and an image framing system that referenced the regency period. Poppy and pastel hues, that inspired Lovehoney's collection, were a connecting thread in creating the imagery for the campaign.



Lovehoney
Wild
ANTICIPATION
★★★★★

Lovehoney
Wild
ANTICIPATION
★★★★★

Lovehoney
Wild
ANTICIPATION
★★★★★

Lovehoney
Wild
ANTICIPATION
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★★★★★



Lovehoney

Wild ANTICIPATION

★★★★★
AMAZING, AMAZING
AMAZING!



Lovehoney

Wild ANTICIPATION

★★★★★
"I LOVE EVERYTHING ABOUT HOW
IT MAKES ME FEEL!"



Lovehoney

Wild ANTICIPATION

★★★★★
"I LOVE EVERYTHING ABOUT
IT MAKES ME FEEL!"

OAC #1121

PERMIT #120341077-01-SG



OAC #1121

PERMIT #120341086-01-SG

Lovehoney

Wild
ANTICIPATION



*AMAZING, AMAZING,
AMAZING!*

OAC #1121

PERMIT #120341095-01-SG





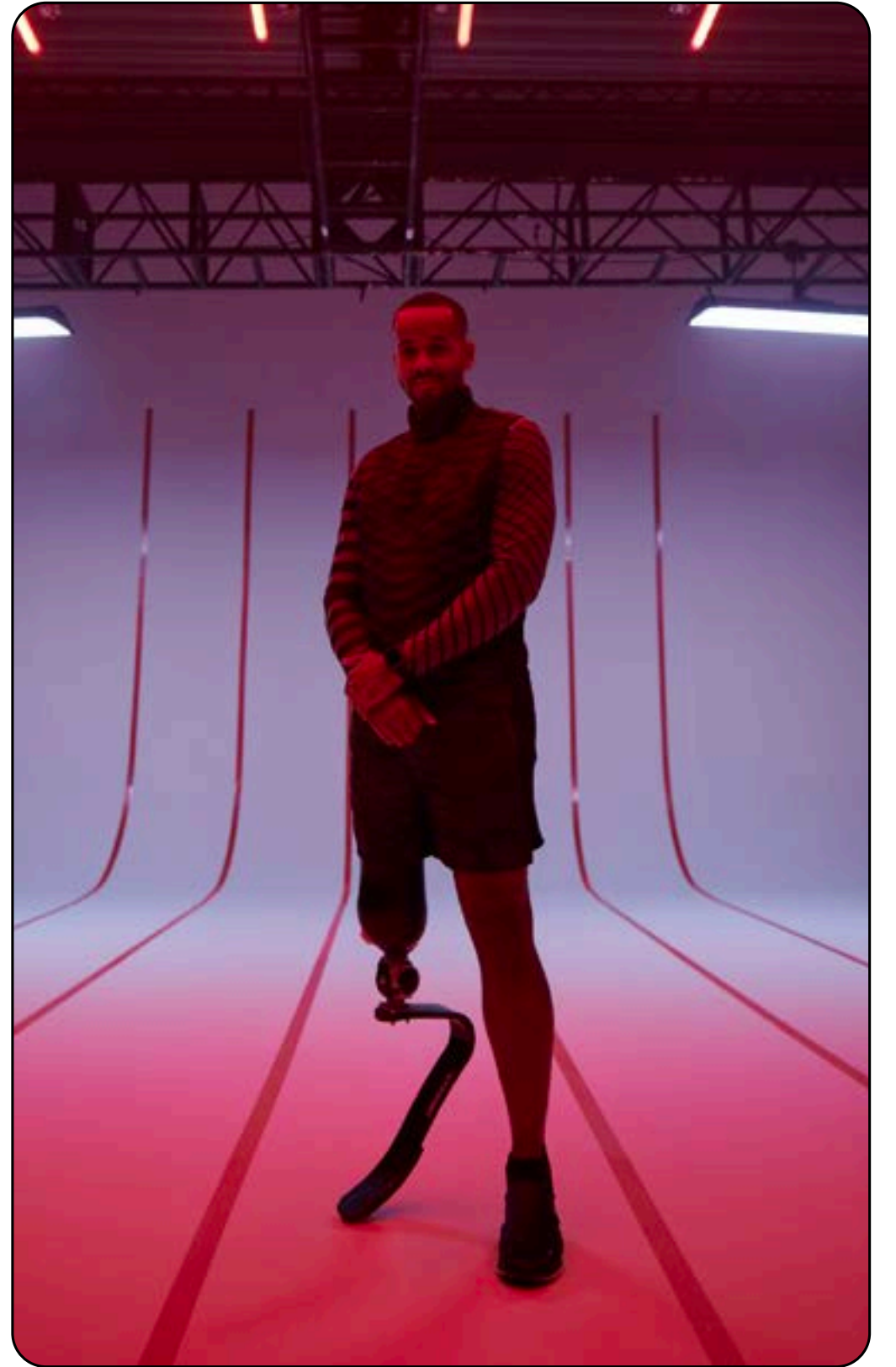
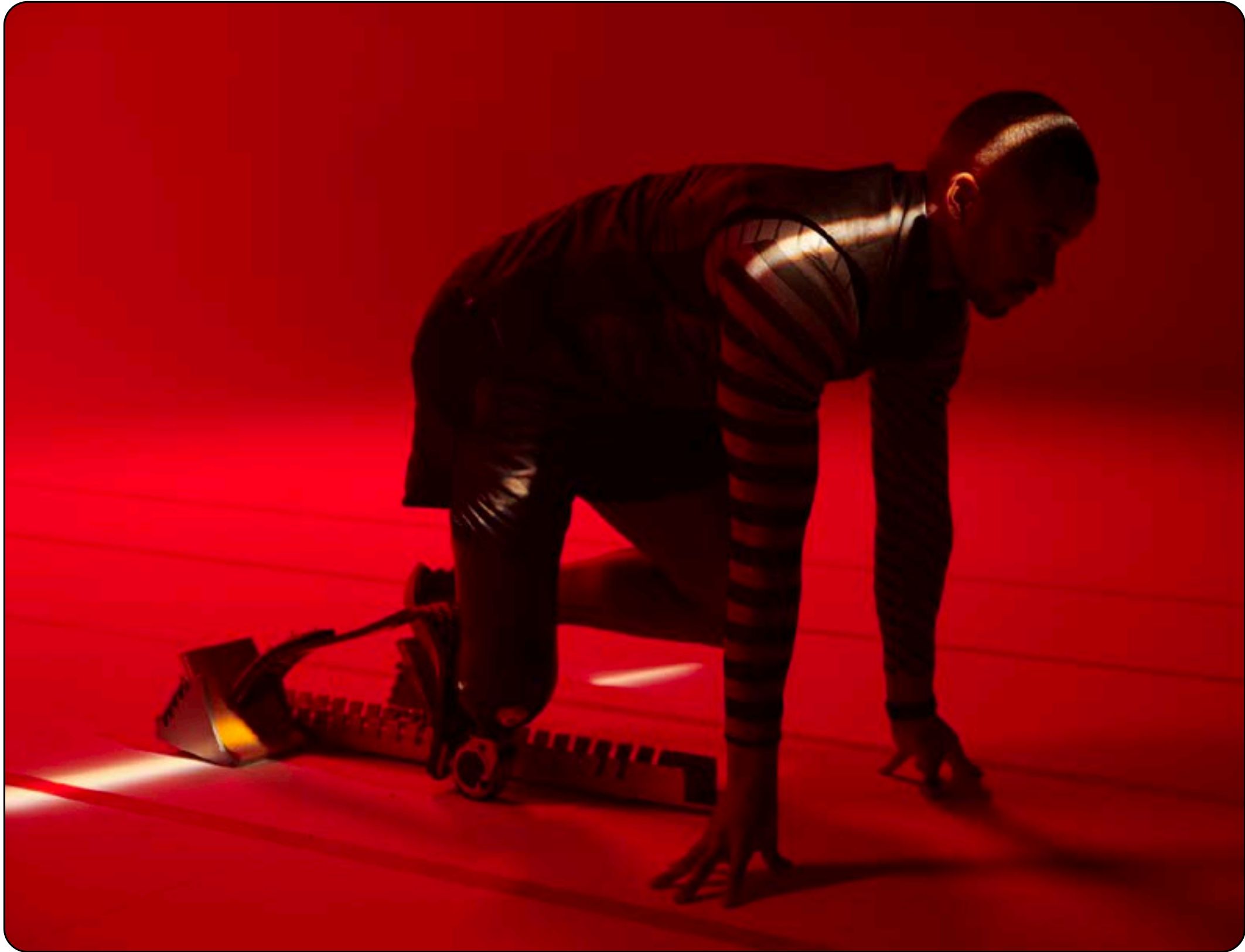
NIKE LEON SCHÄFER

DATE **DECEMBER 2019**
CLIENT **NIKE**
PARTNER **MODEST DEPARTMENT**

Léon Schäfer is a German para-athlete who specialises in sprints, high and long jumps. He was one of the protagonists in the Du tust es nie nur für dich campaign (eng. You never just do it for yourself). The objective of this project was to tell inspirational stories about the new generation of national athletes - those, who are reshaping the world of sport in Germany simultaneously influencing local sports communities. In collaboration with the Modest Department agency and the Nike Berlin digital team, we created an editorial concept for engaging imagery based on the associations with the colour red - passion and invigorating power. I was responsible for supporting the clear and consistent creative vision for the campaign as well as collaborating with the agency during the post-production process.

[CLICK TO PLAY](#)







POSTERS A COLLECTION

DATE **MARCH 2023**

CLIENT **VARIOUS**

A collection of posters from previous campaigns, unused client work and personal projects.



THE SKIN I LIVE IN



A FILM BY PEDRO ALMODOVAR

PRODUCED BY AGUSTIN ALMODOVAR, ESTHER GARCIA AND BARBARA PUÑO MUSIC BY ALBERTO ISLEMAS FILM EDITING BY JOSÉ SALCEDO
CINEMATOGRAPHY BY JOSÉ LUIS ALCAÑE CASTING BY LUIS SAN NARCISO PRODUCTION DESIGN BY ANTONIO GOMEZ
ART DIRECTION BY SET DECORATION BY CARLOS BOGELÓN VICENT DIAZ COSTUME DESIGN BY PABLO DELGADO



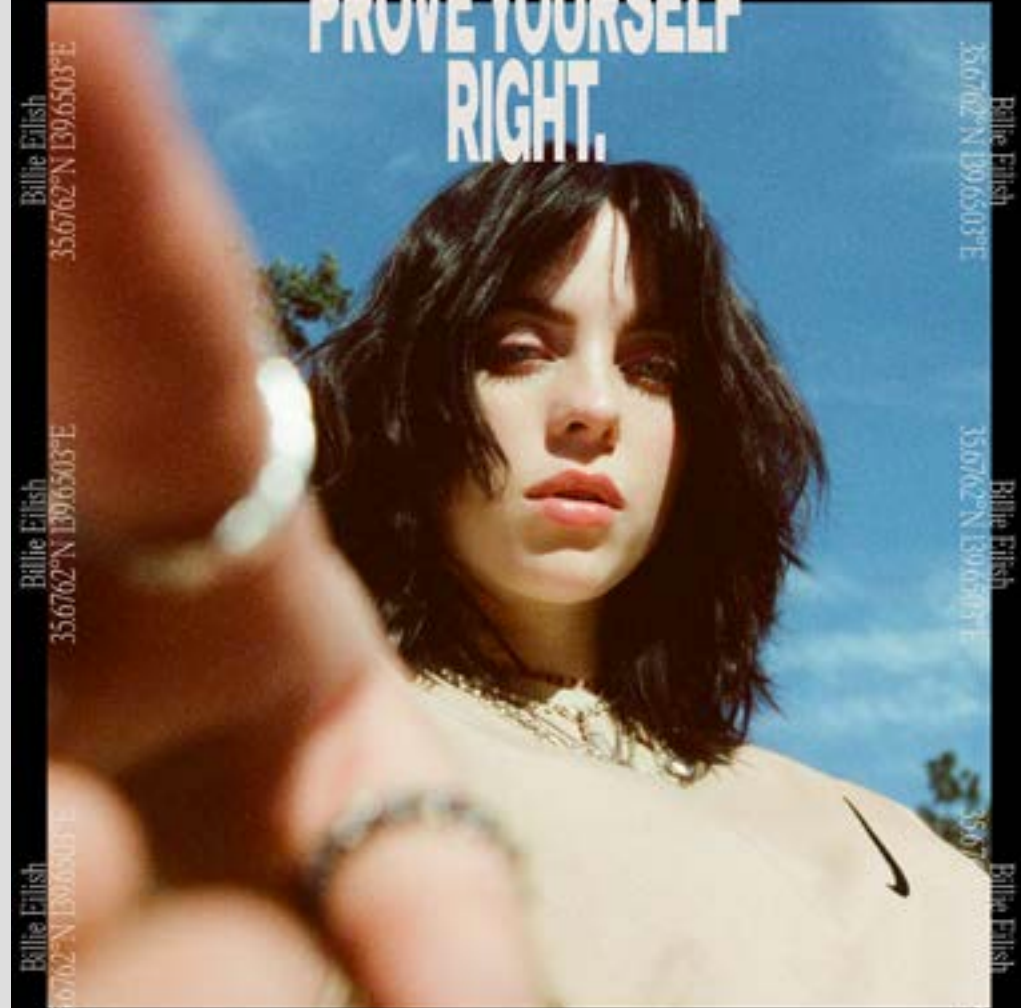
MOMMY

XAVIER DOLAN PRESENTS
ANNE DORVAL, ANTOINE OLIVIER PILON & SUZANNE CLEMENT
with ANTOINE OLIVIER PILON, PATRICK HUAUD, ALEXANDRE GOYETTE, MICHELE LITUAC & YVONNE PASCAL
WRITTEN & DIRECTED BY XAVIER DOLAN
A LES FILMS BEVILLE PRESENTATION

BEYOND




**PROVE YOURSELF
RIGHT.**





JOSEPH BOTCHERBY DESIGNER & ART DIRECTOR

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FROM YORKSHIRE, UNITED KINGDOM.

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