

a brief story
of what I've
done so far

this is how I look like



I like yellow

what do I do when
I do not work

- I make lists (movies, things underrated, overrated... basically for everything)
- I eat fruits (I am obsessed with them)
- I make collages
- I make scrapbooks (only when I am travelling)
- I take photos of old people, this page is for them [@oldpeopleareunderrated](#)
- Make short movies

*For me, it starts
with a photo*

Chapter 1

Social Media Management

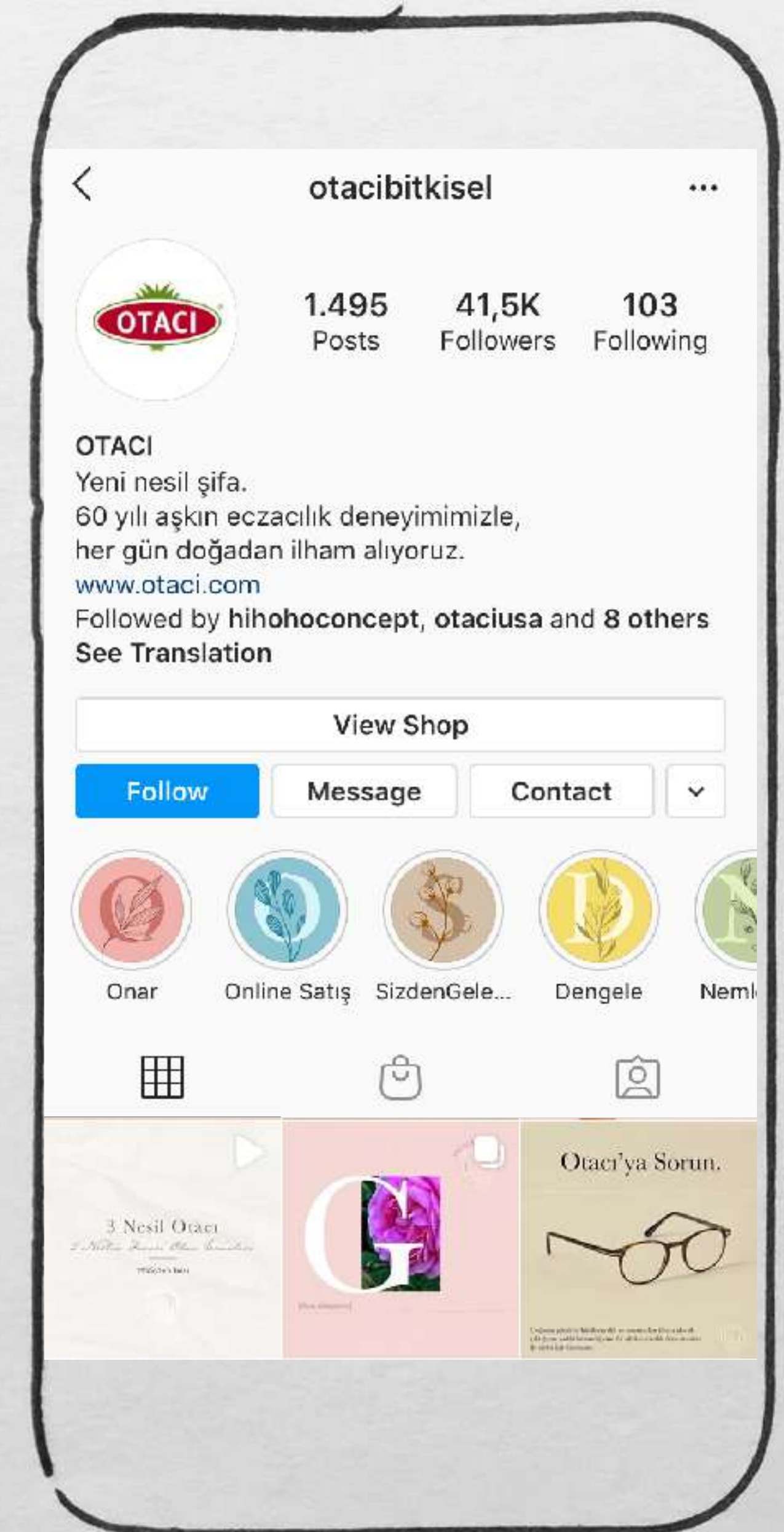
client: OTACI

Service: Social Media Management

year: 2020 / Current

OTACI is a international lifestyle cosmetic brand with a heritage. Le Koko Collectif is both creative and social media agency of the brand.

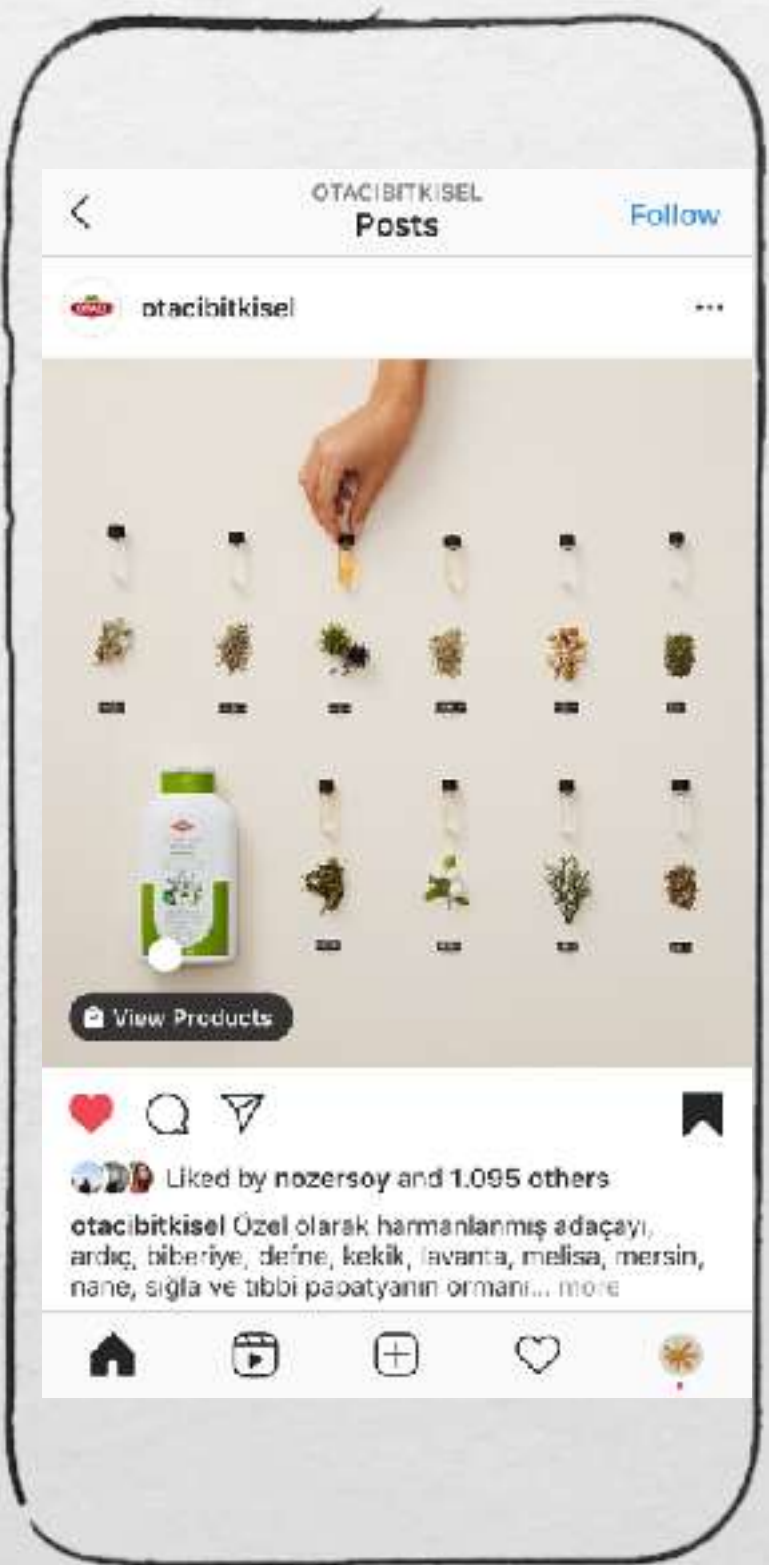
I was in responsible brand's creative and strategic positioning. This includes brand's tone of voice for the social media, art direction, content creation...



Represented by Le Koko Collectif

OTACI is a family business, we have created that tells the story of the family and brand. Also I was responsible of art direction for the seasonal photoshoots. We've created post and story series; to show the products in a new way, "how to" vides, lifestyle tips etc.

Of course we considered and shaped each content in responding to the marketing needs of the brands.



client: YARGICI

Service: Social Media Management

year: 2019 / 2020

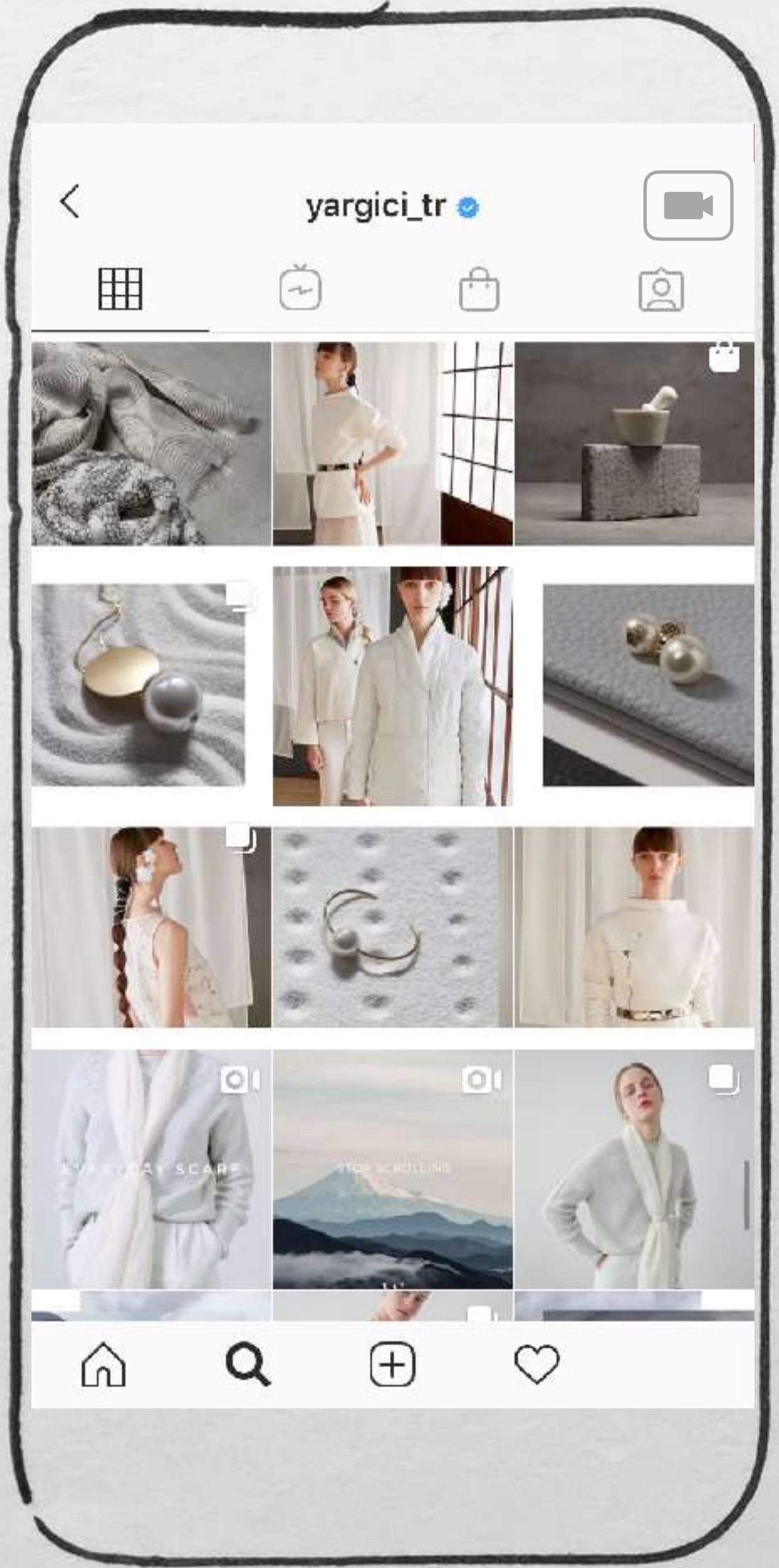
YARGICI is a international lifestyle fashion brand. Le Koko Collectif created all of the visuals for the AW 19/20 season communication including the campaign, look book and social media content photos. I took a part during each.

I was in responsible of brand's communication on social media during FW 18/19 season. The collection was inspired by Japanese Zen culture so we shaped every detail according to the story. the Creating a tone of voice for the social media, art direction, content creation...



We've created post and story series for each day of the week and named them to tell the story of the season... Like: "how to" vides, fashion and lifestyle tips, backstage stories etc.

Of course we considered and shaped each content in responding to the marketing needs of the brands.



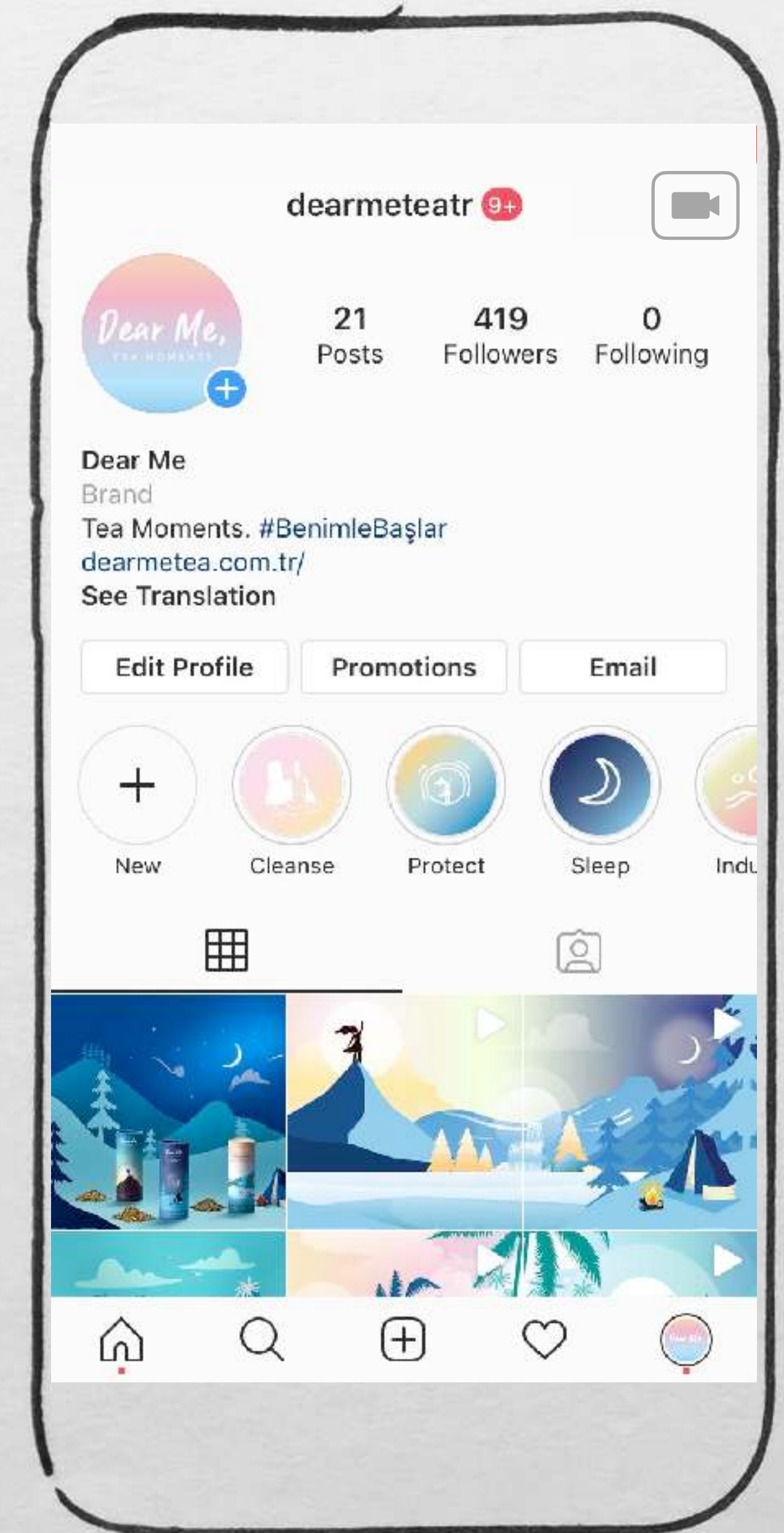
client: UNILEVER / Dear Me Tea

Service: Social Media Management

year: 2020

Dear Me is a lifestyle tea brand with a customization option created by Le Koko Collectif.

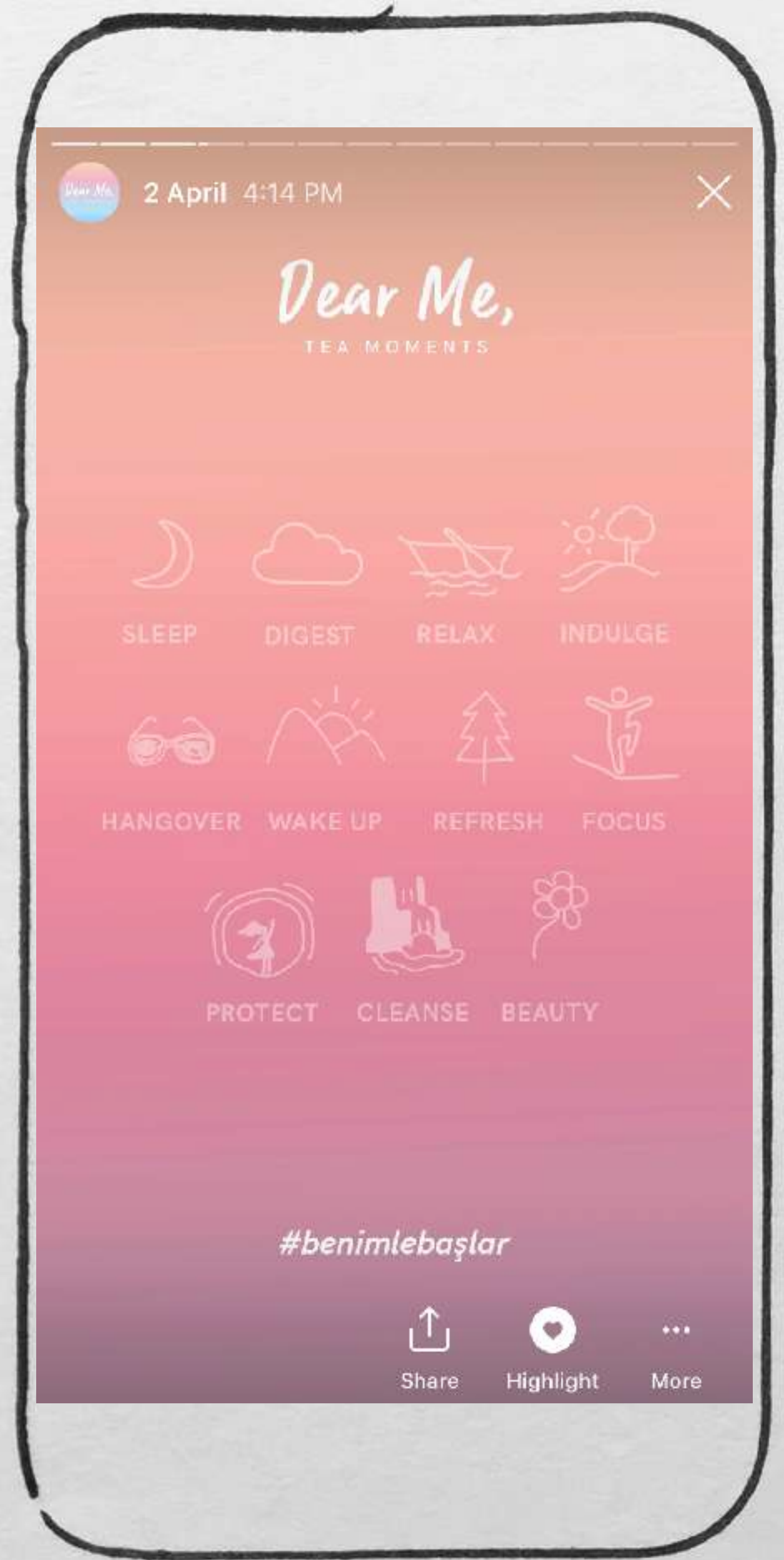
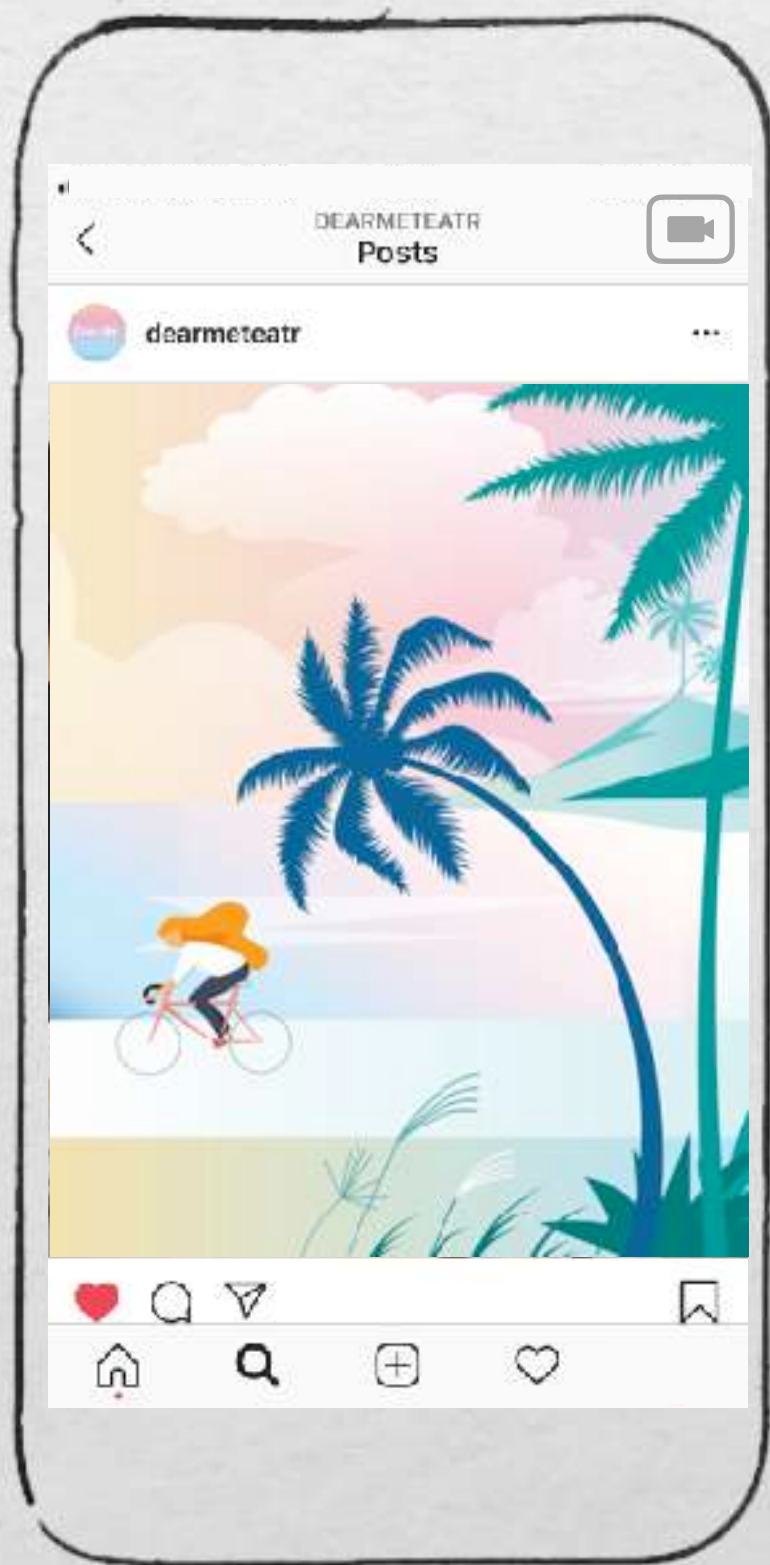
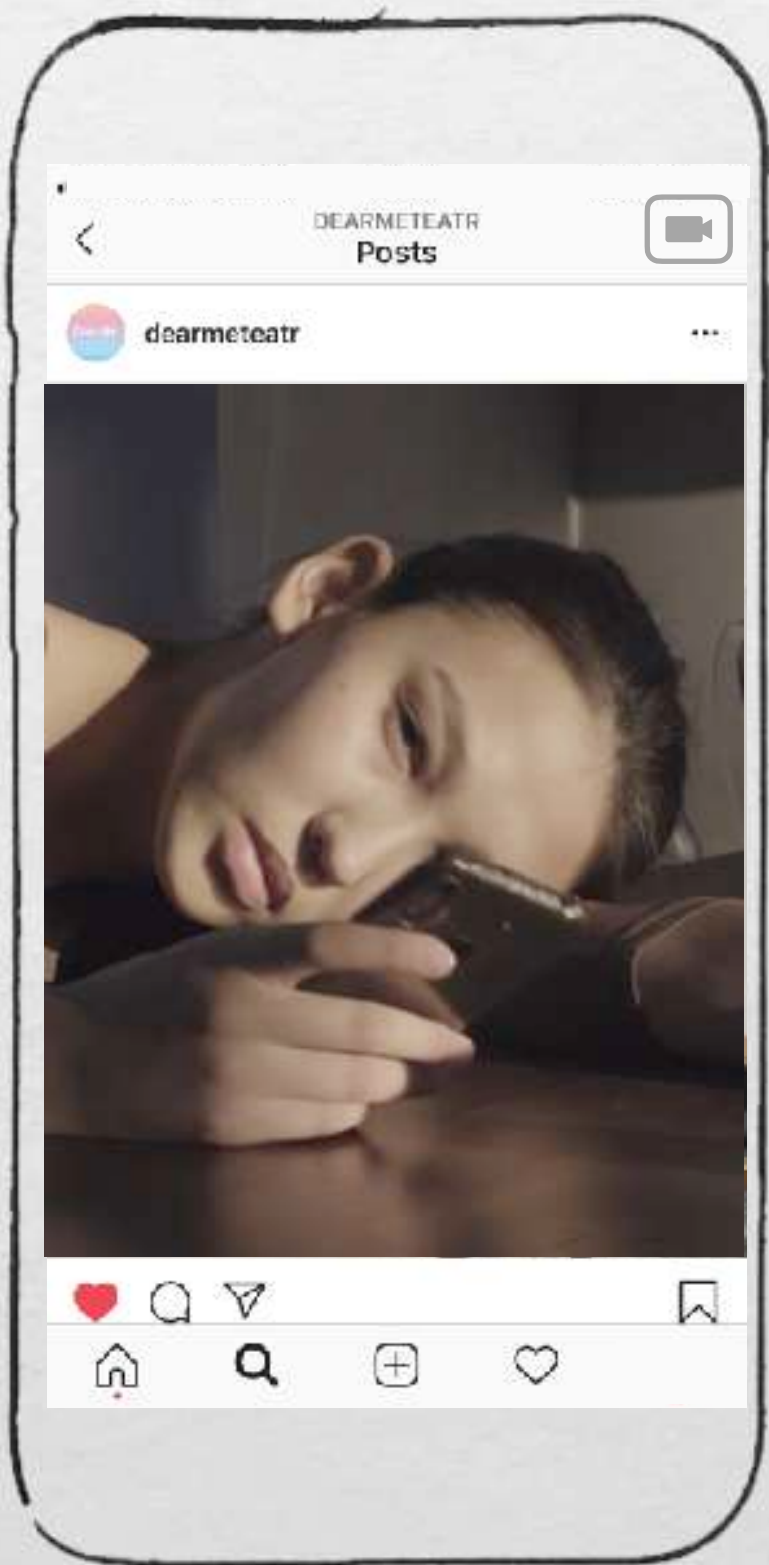
The brand targets white-collar and focuses on wellbeing. I was responsible of the brand launch including strategy, art direction for the product photoshoot, social media management of the brand and content creation.



Represented by Le Koko Collectif

We've started with the brand's philosophy. Created series of posts and stories focuses on the motto of the brand: STOP.STEEP.SIP - ensuring the assets reflect the identity.

This research bar stands for the questions brand's target should ask themselves during their tea steep like *"when did you switched of your phone before it dies?"*



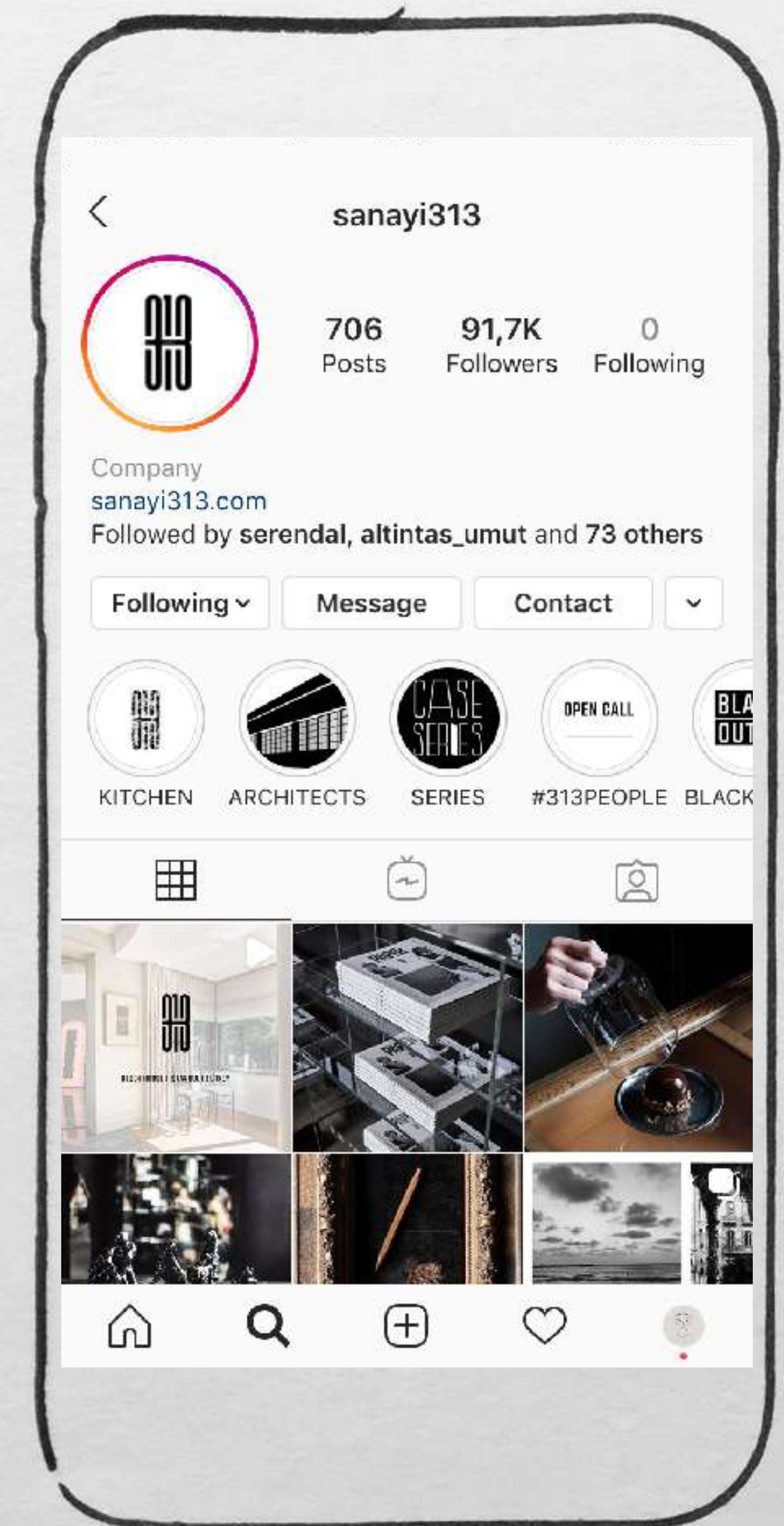
client: SANAYI313

Service: Social Media Management

year: 2018/2019

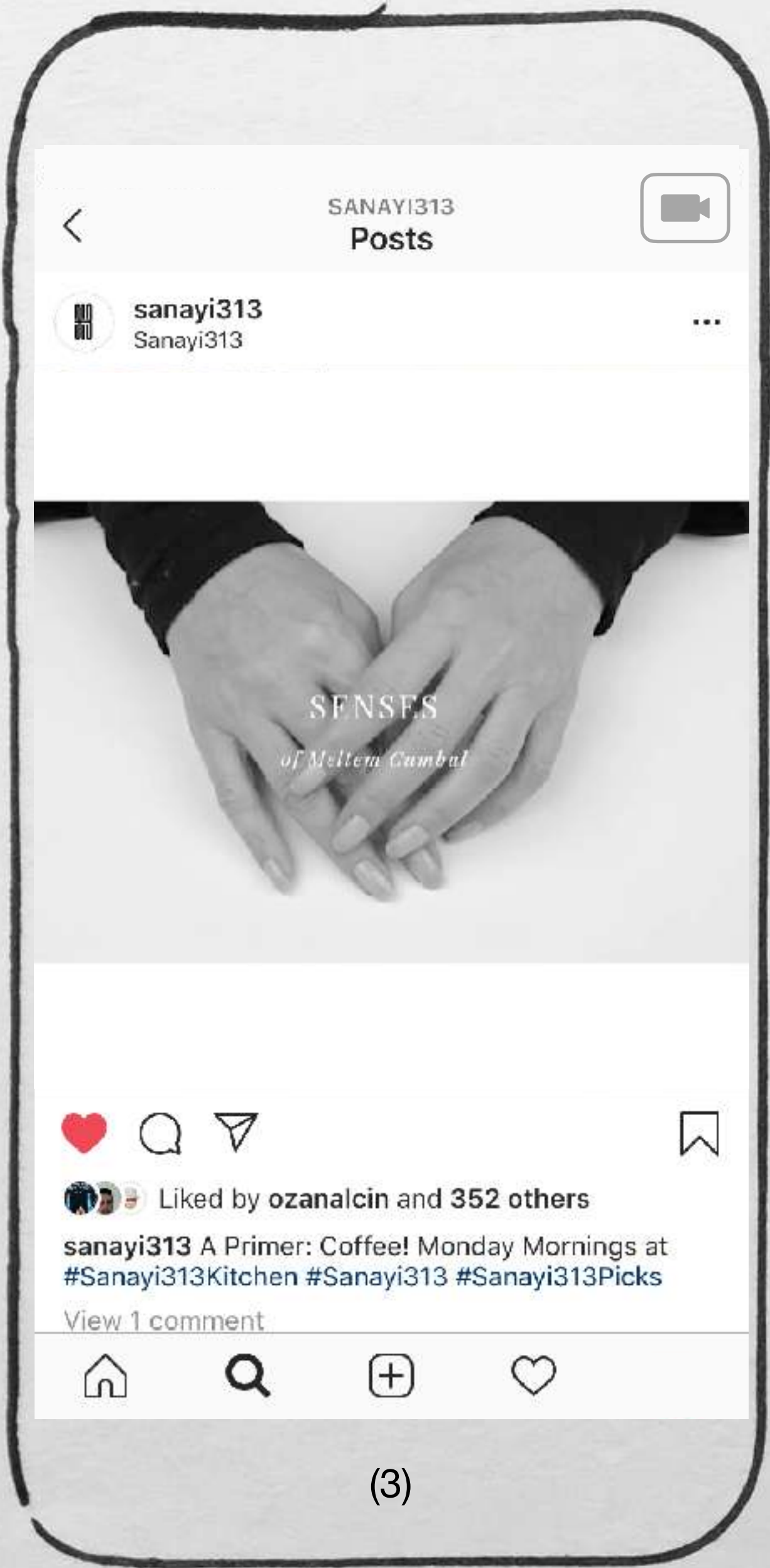
SANAYI313 is a international high-profile international brand. The place itself has a reputation as “industrial revolution” which is composed of a gallery of furniture, home & fashion accessories and a restaurant occupy the ground floor within different corners.

I was responsible of this multi-disciplinary brand’s communication on social media. Creating a tone of voice for the social media, art direction, content creation...



If we created the visual and verbal tone of voice on social media for Sanayi313, We've worked very intensely. Some examples of my work a photo taken by me for the store and cafe section of the brand (1) and a motion that I created for a holiday announcement (2)

PAPER is the printed annual magazine of the the brand. We have created of a template for each section. Video editing by me (3).



*I am
the
person
next to
you
saying
“look!”
every
five
minutes*

Chapter 2

Creative + Art direction + Still-life styling



client: OTACI

Service: Art direction + Still-life styling

year: 2020



client: OTACILab by OTACI

Service: Creative + Art direction + Still-life styling

year: 2020



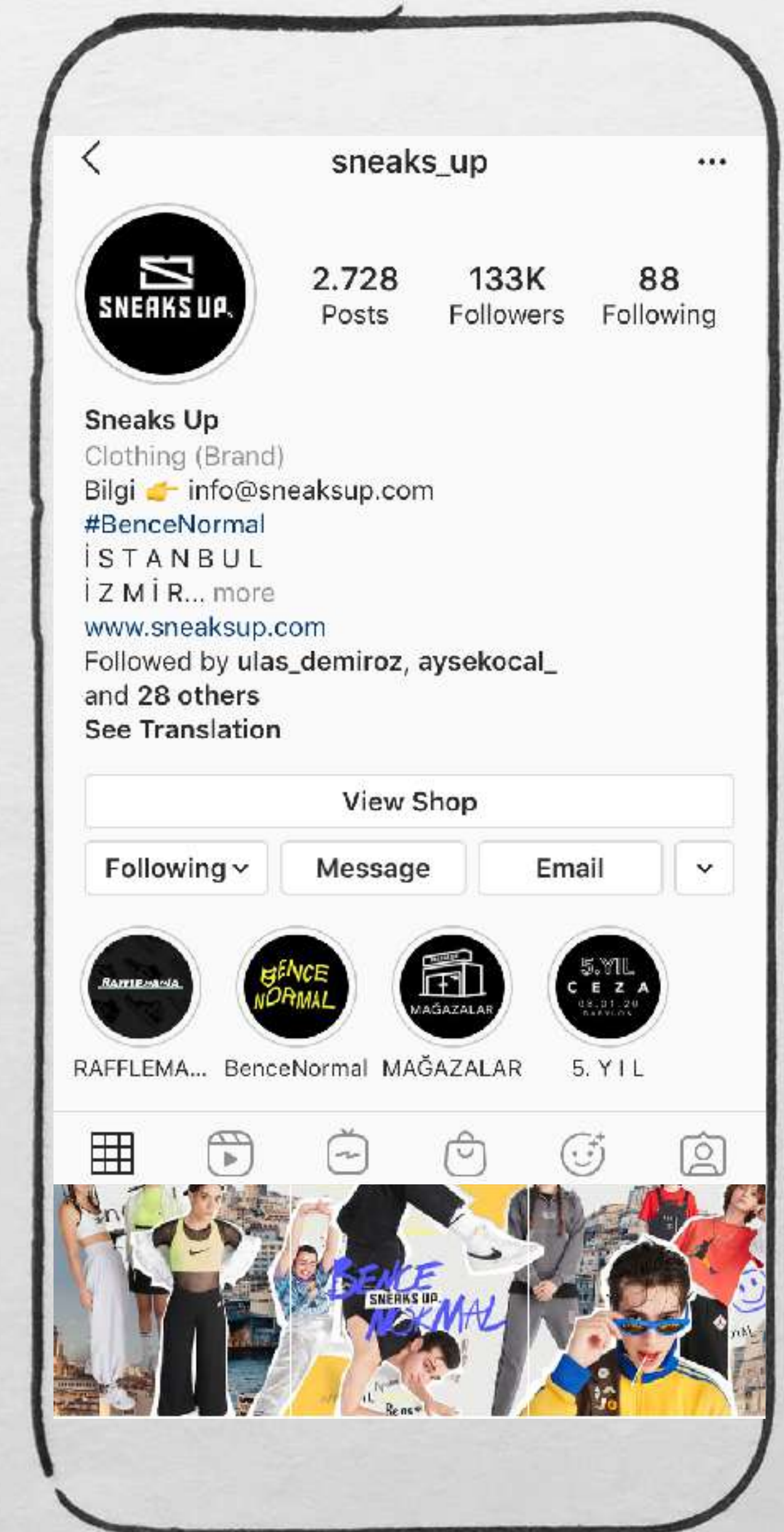
client: Sneaks Up

Service: Campaign idea + Creative + Art direction

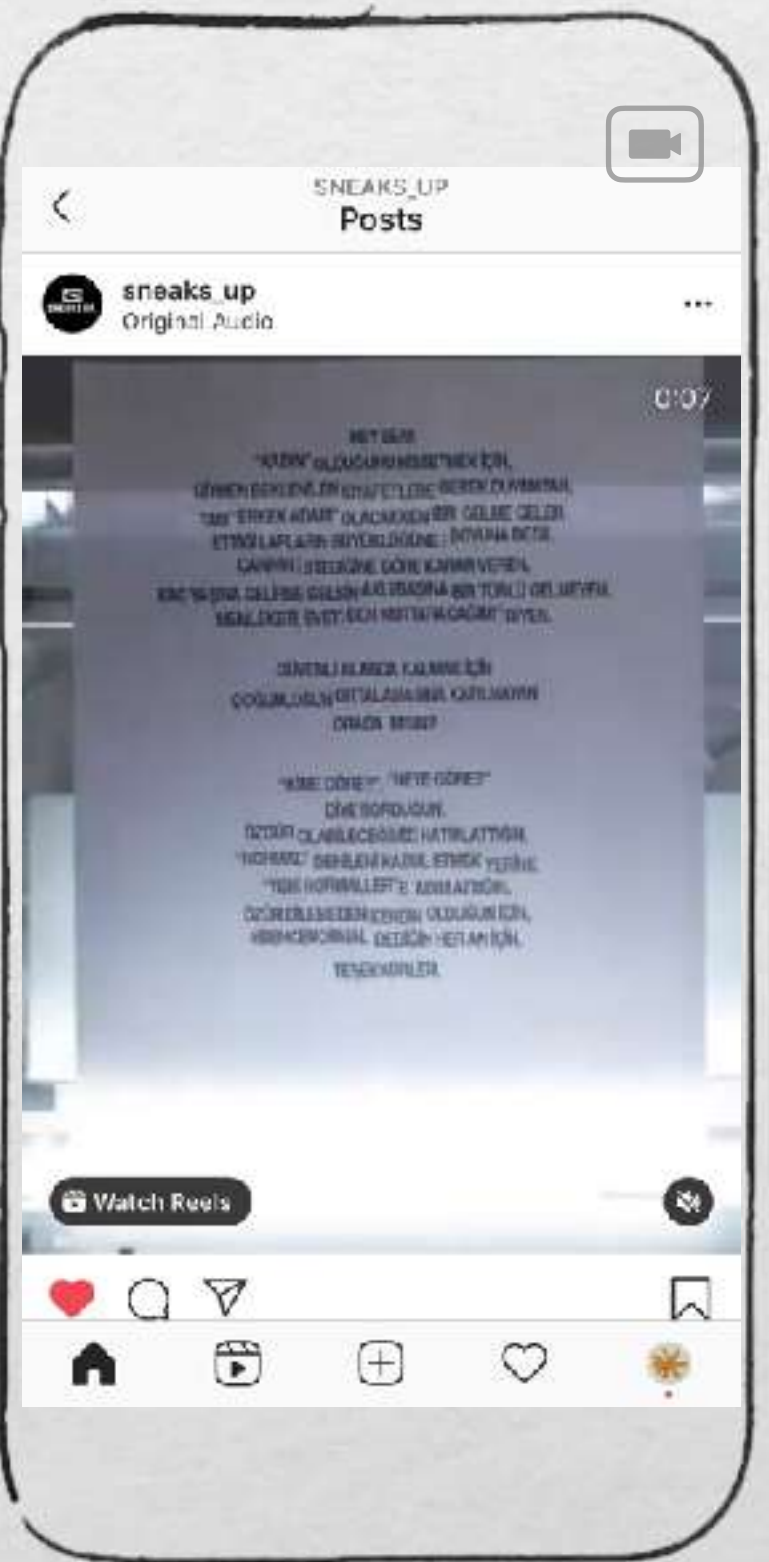
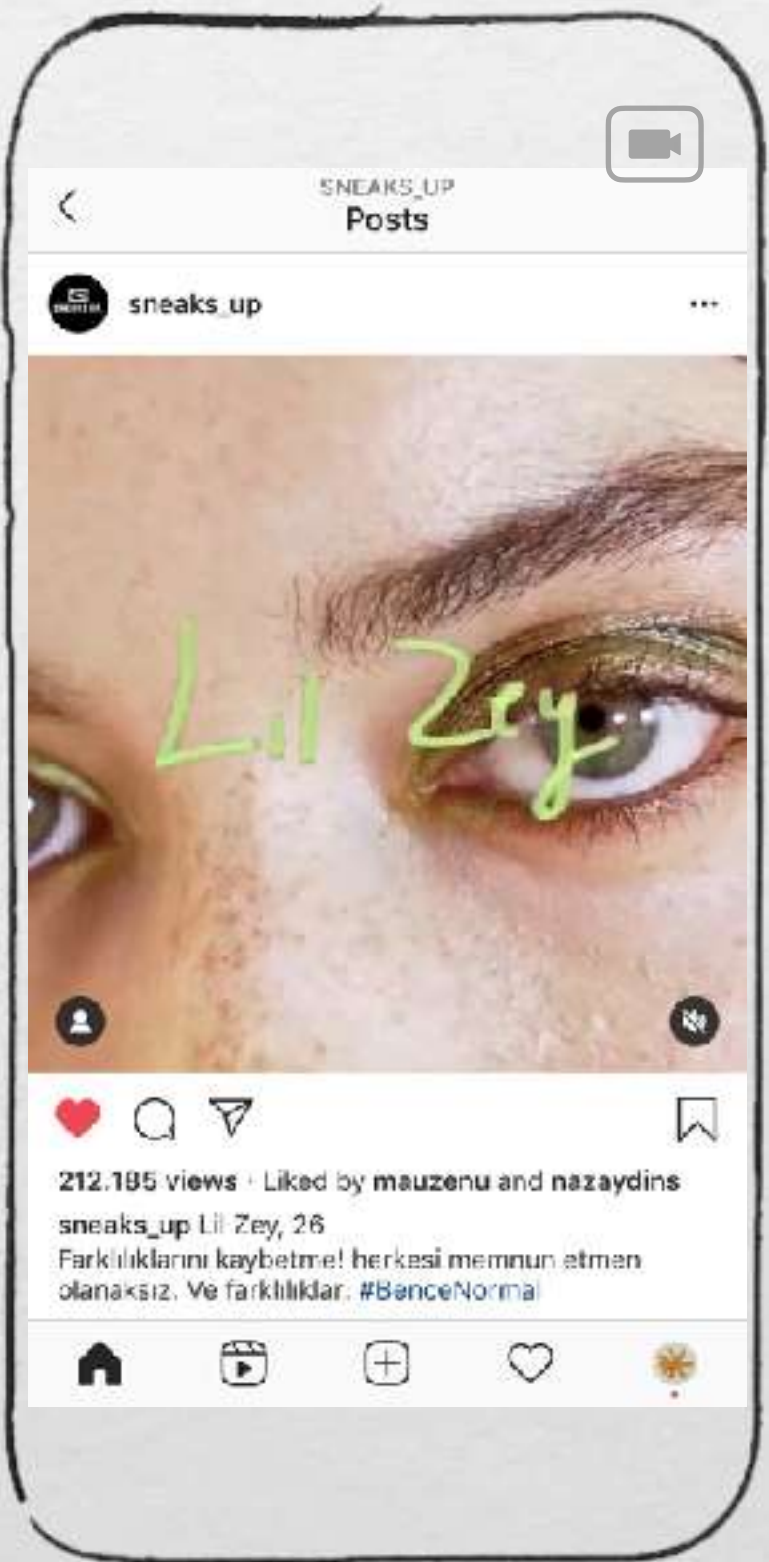
year: 2020

SNEAKS UP is İstanbul based a new generation sports department store known with it's exclusive sneaker selection. Starting by 2020 Le Koko Collective is brand's creative agency.

I have created Sneaks Up's Q4 Campaign idea #BENCENORMAL. Also worked on creative + art direction process for the photo and movie shoots. I was in responsible campaign's creative and strategic positioning. This includes copywriting, art direction, content creation...



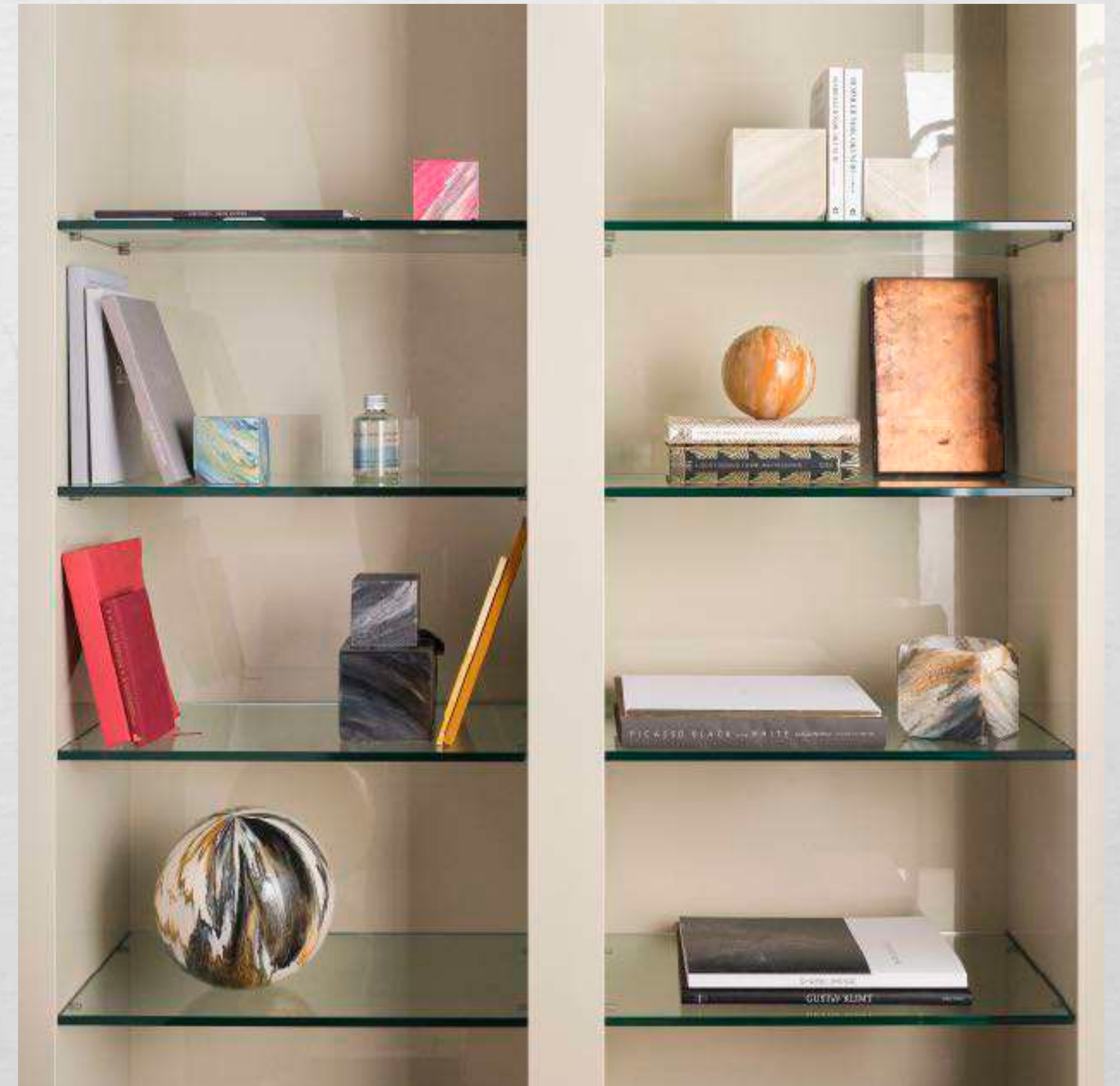
We've created; teaser video series for soft launch, a campaign movie for hard launch and character video series as Q4 content.



client: Ebru Uygun Studio

Service: Art direction + Still-life styling

year: 2020



Photographer Serden Selman

client: UNILEVER / Dear Me Tea

Service: Art direction + Still-life styling

year: 2020



client: AYJE SS 20

Service: Art direction + Still-life styling

year: 2020



client: LE KOKO COLLECTIF

Service: Art direction + Still-life styling

year: 2020



client: SANAYI313
Kitchen and Store

Service: Art direction + Still-life styling

year: 2019





*and what I like about
a photo is that is
unreproducible*

Chapter 4

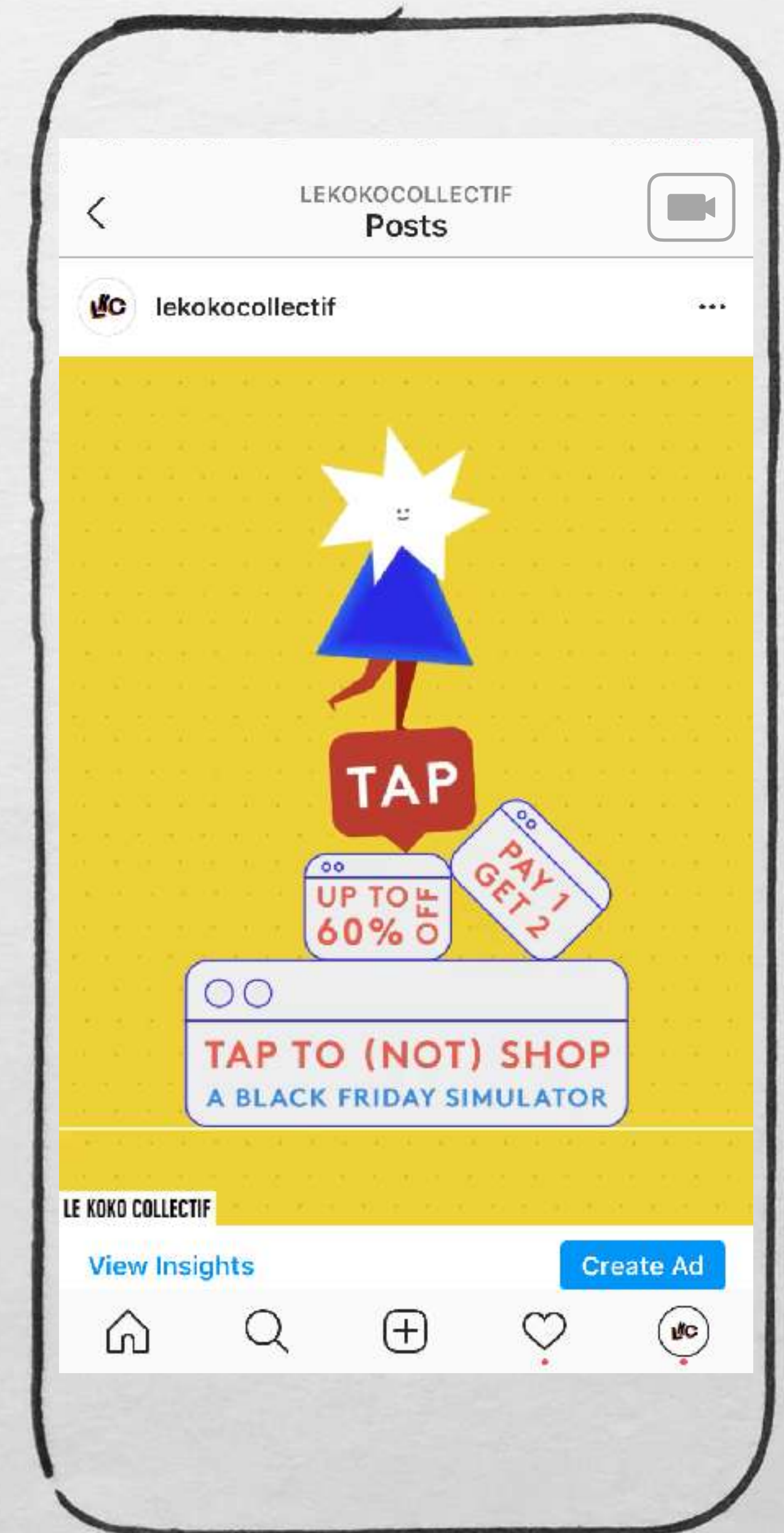
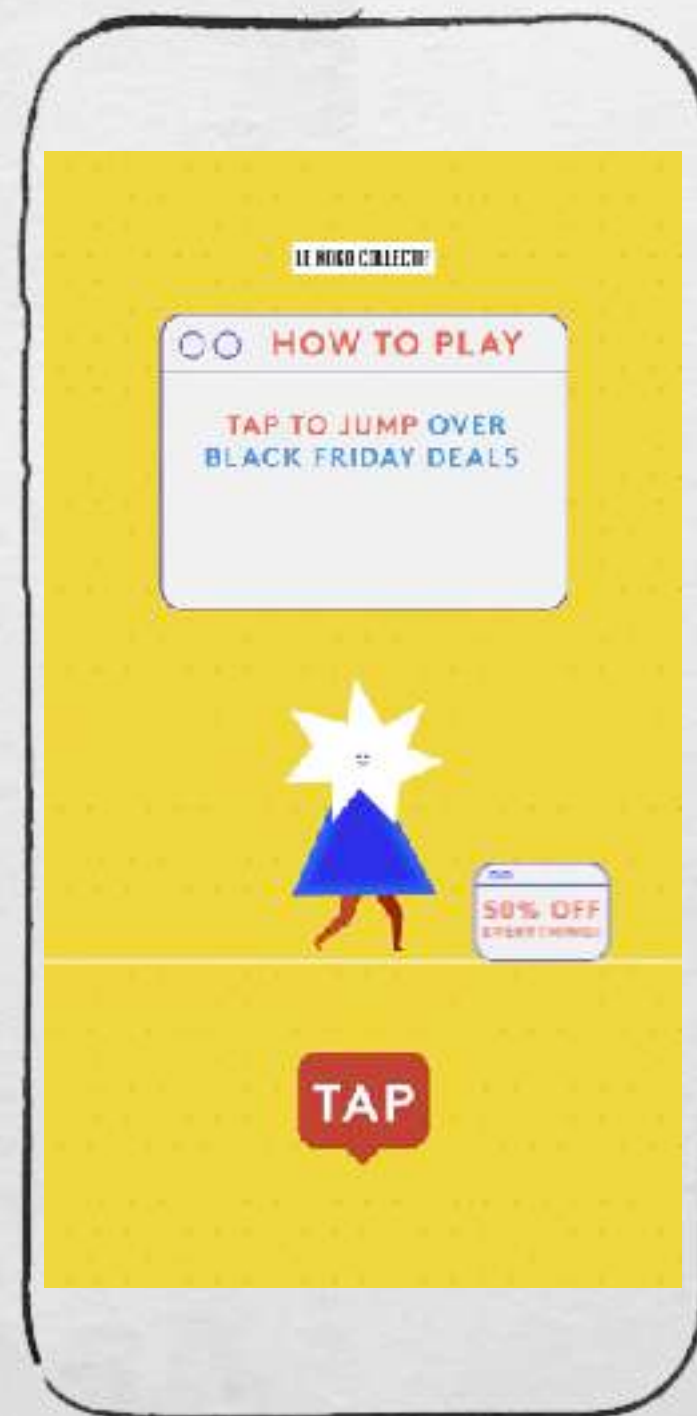
Personal Projects

client: Le Koko Collectif / Black Friday Simulator

Service: Content Creation

year: 2020

“Tap To (Not) Shop” is a story series I’ve created in collaboration with art director Ali Üzen for the Black Friday communication of the agency.



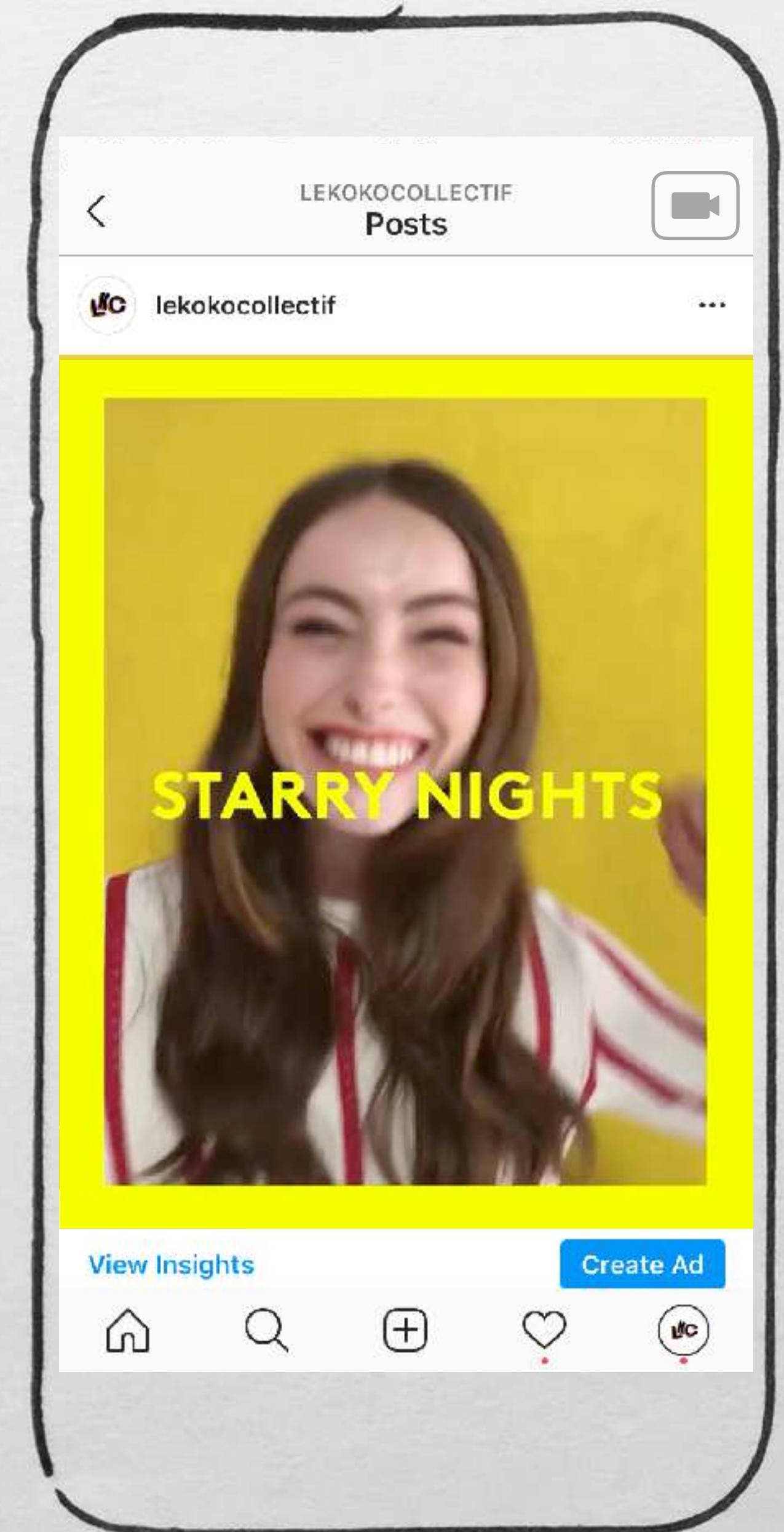
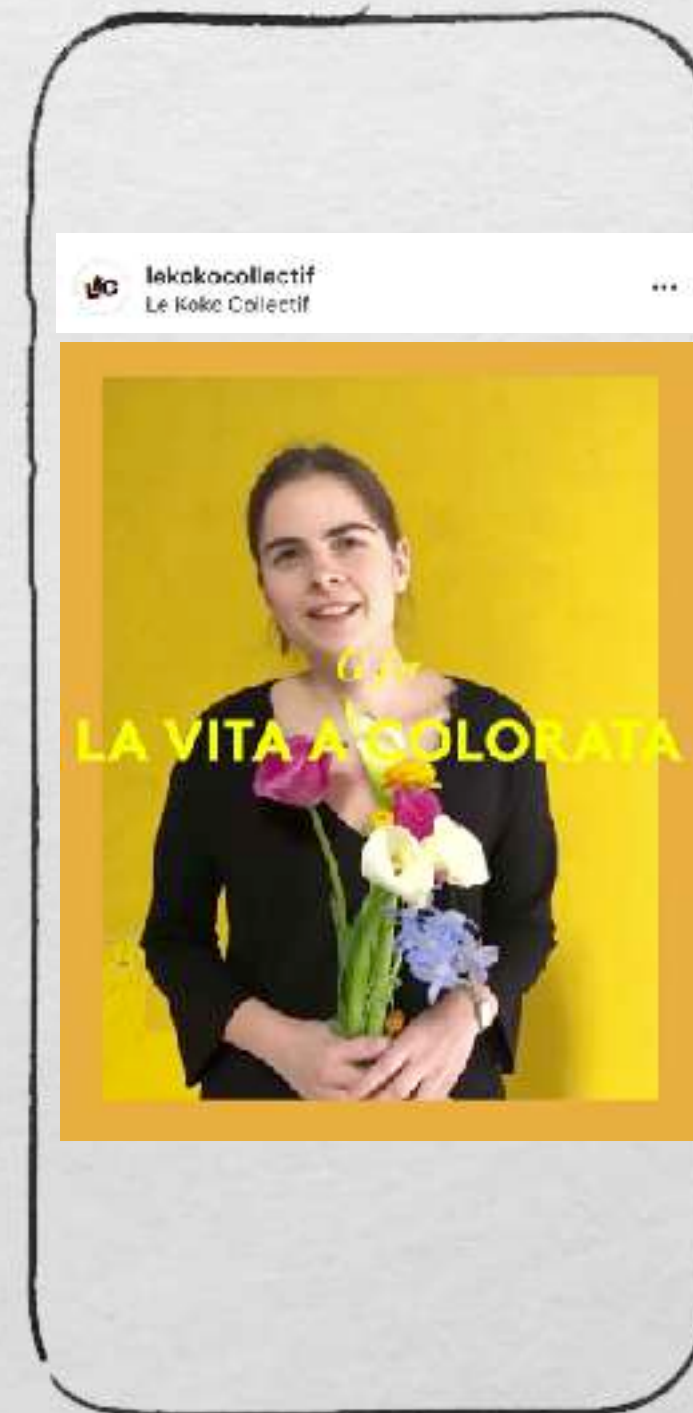
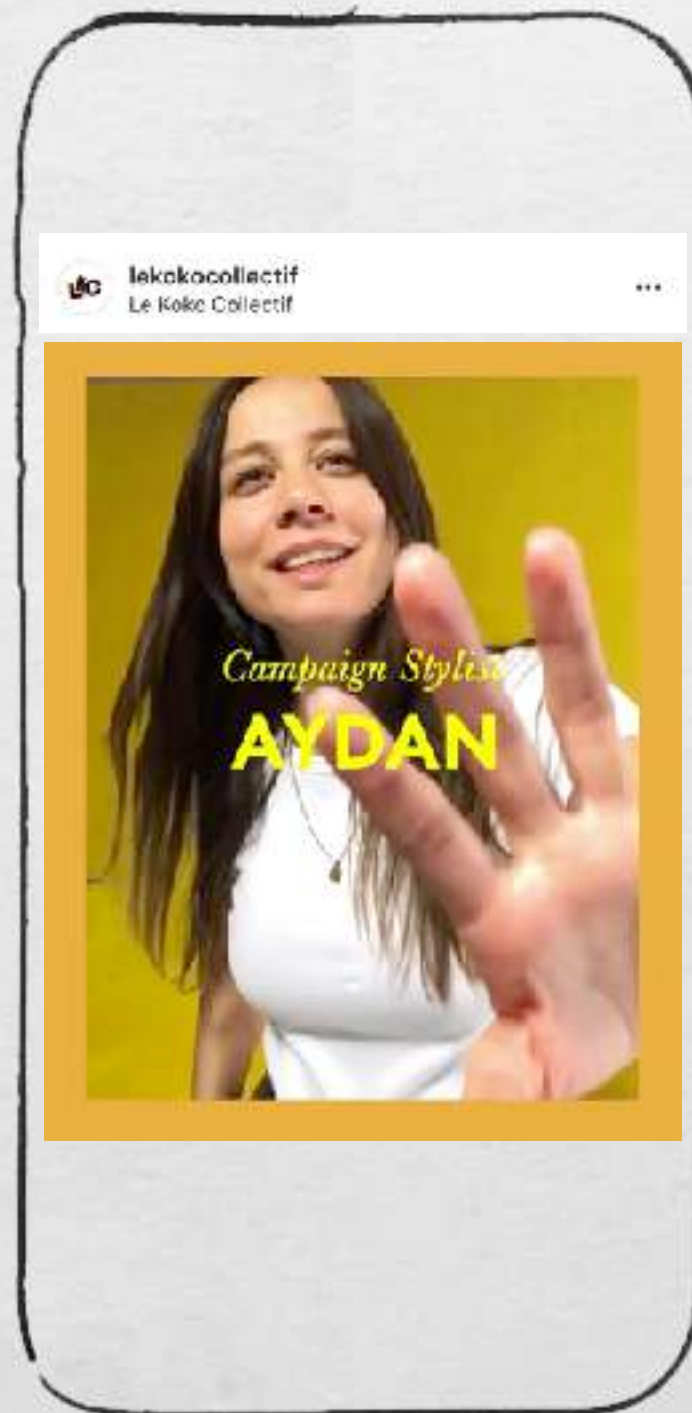
Represented by Le Koko Collectif

client: Le Koko Collectif / Divarese Backstage

Service: Content creation

year: 2019/18

Backstage series I've created during the SS 19 campaign shoot of accessories brand Divarese. The campaign story was "Italian Way of Summer".



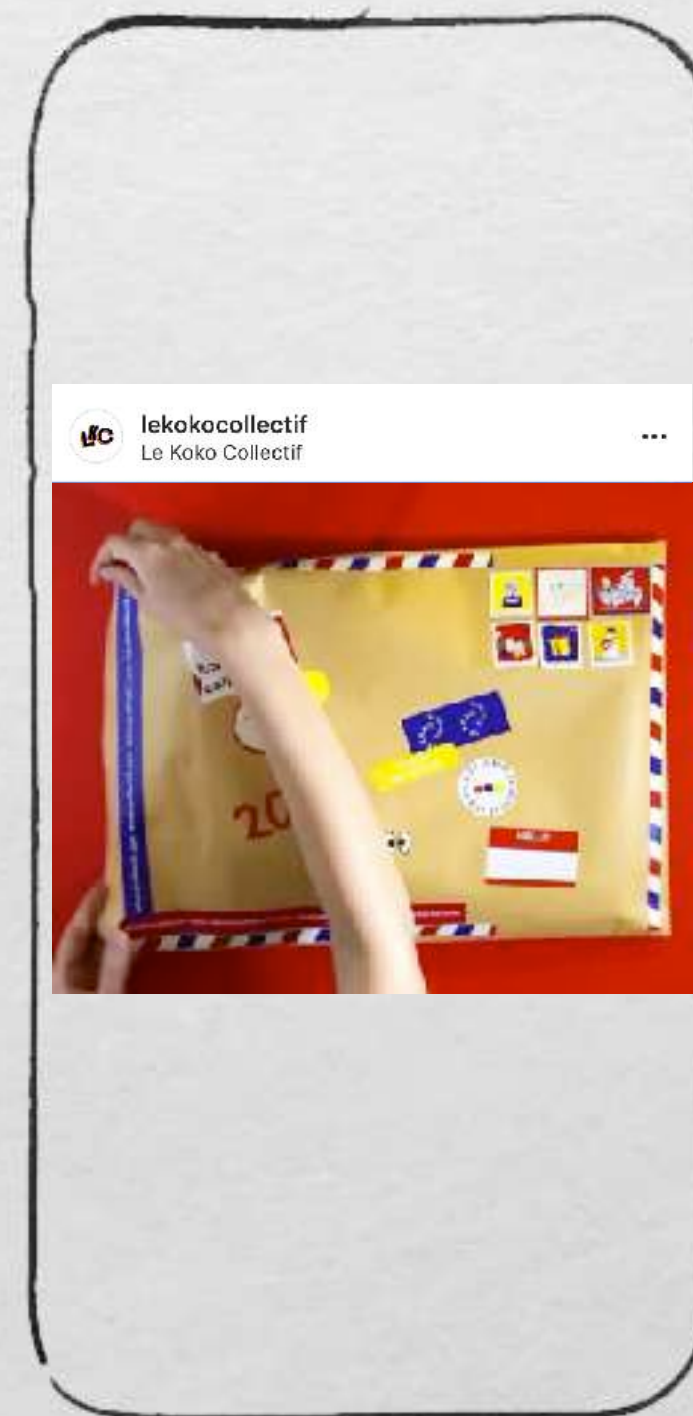
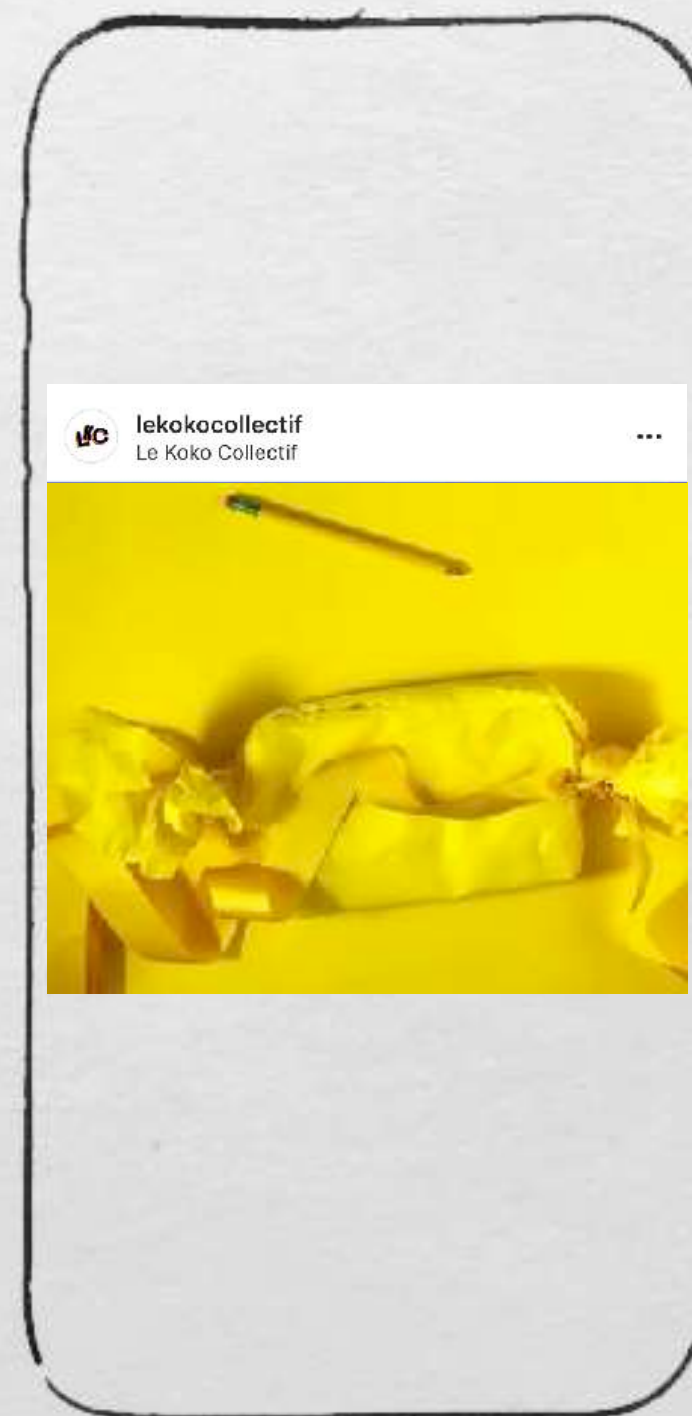
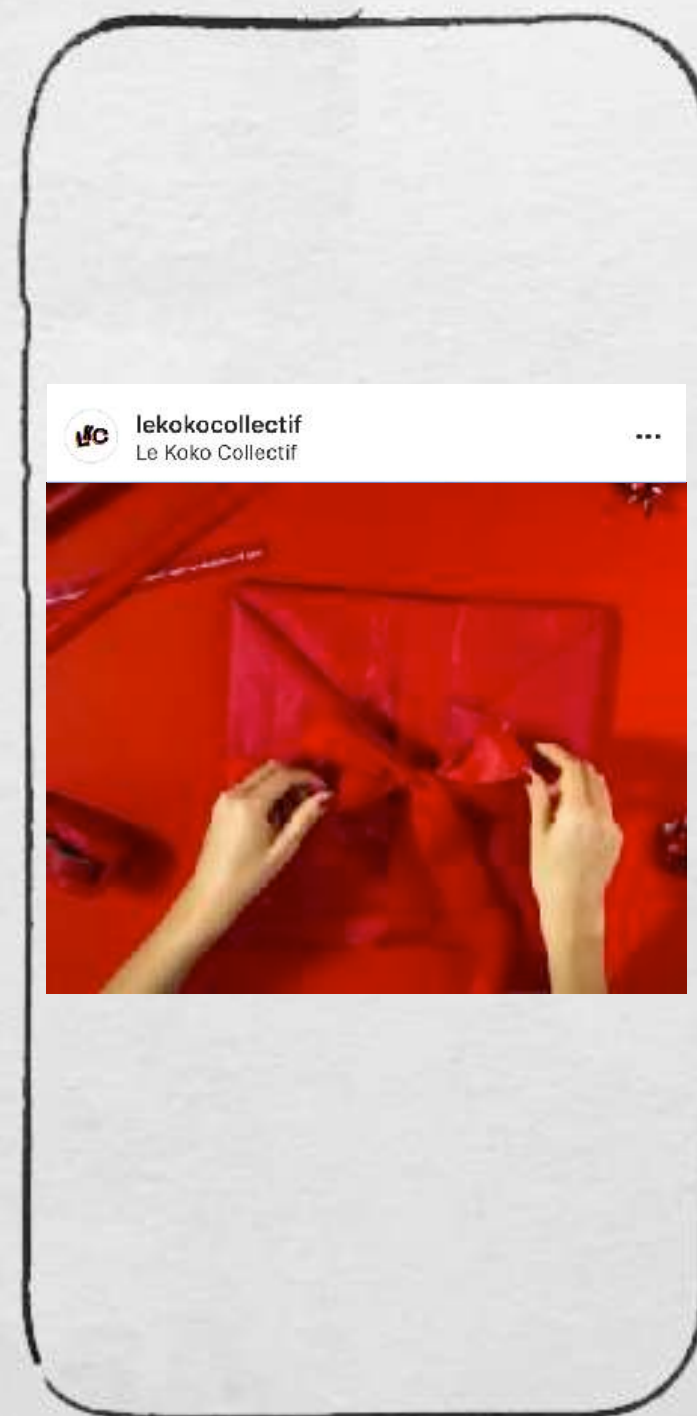
Represented by Le Koko Collectif

client: Le Koko Collectif / Le Collectibles

Service: Content Creation & Video Creation

year: 2019/18

Stop-motion series I've created for the agency's gift guide communication.



Represented by Le Koko Collectif

project: Nuance People

Brand and Campaign Development, Photography & Window Display Design

Year: 2018

what I love about it:

NuancePeople is my graduation project and I enjoyed every part of the process of it! The best part was creating the campaign with people I never met before... To see the full story you can download brand book [here](#).



On 26th of April, we had an open photo-shoot day in Izmir University of Economics.

The aim of the project was creating a meeting point between female artists and target of the fashion brand Nuance. The project has been ran in collaboration with the third year cinema and digital media student Ecem Çelik and various numbers of students and academicians.



"Nuance People" is the launch campaign of the developed brand "Nuance". The aim is creating a highly participative life style brand, targets millennial generation, stands for women in the creative industry.



You can check out the process and results [here](#).

During the photoshoot, that's me with the camera.

project: New Season, New Wardrobe for Stackmann

Campaign Development & Window Display Design

Year: 2018

what I love about it:

It started as a student project on campaign creation and window display design and it implemented to department store Stackmann located in Germany. I traveled to assist the project leader and the visual merchandiser Jörn Fröhlich. This has been a great experience for me in terms of working as an international.



The digital drawing and prototype of the window displays.



Development process



The Presentation

The trip to Bustehude/Germany for implementation.

project:FCUK V-DAY

Campaign Development & Window Display Design

Year: 2018

what I love about it: I really enjoyed to create the campaign development process, bold graphics for posters and experiencing the implementation process of the windows display.

"Cliché is a Valentine's Day campaign, developed for the UK based fashion brand French Connection. The aim of the campaign is taking target's attention by highlighting the Valentine's Day clichés and linking 'Fcuk Fashion', the older campaign of the brand, with the hashtag of '#fcukvday'.

*Love. Luv. Luff.
We got sick of clichés
Share your non-cliché story with #fcukvday get 15% off*

The campaign aims to keeping it conversational with its offering of 15% off for those sharing their story with the hashtag.



The implementation of the window display design

project: A / V

Brand & Product Development

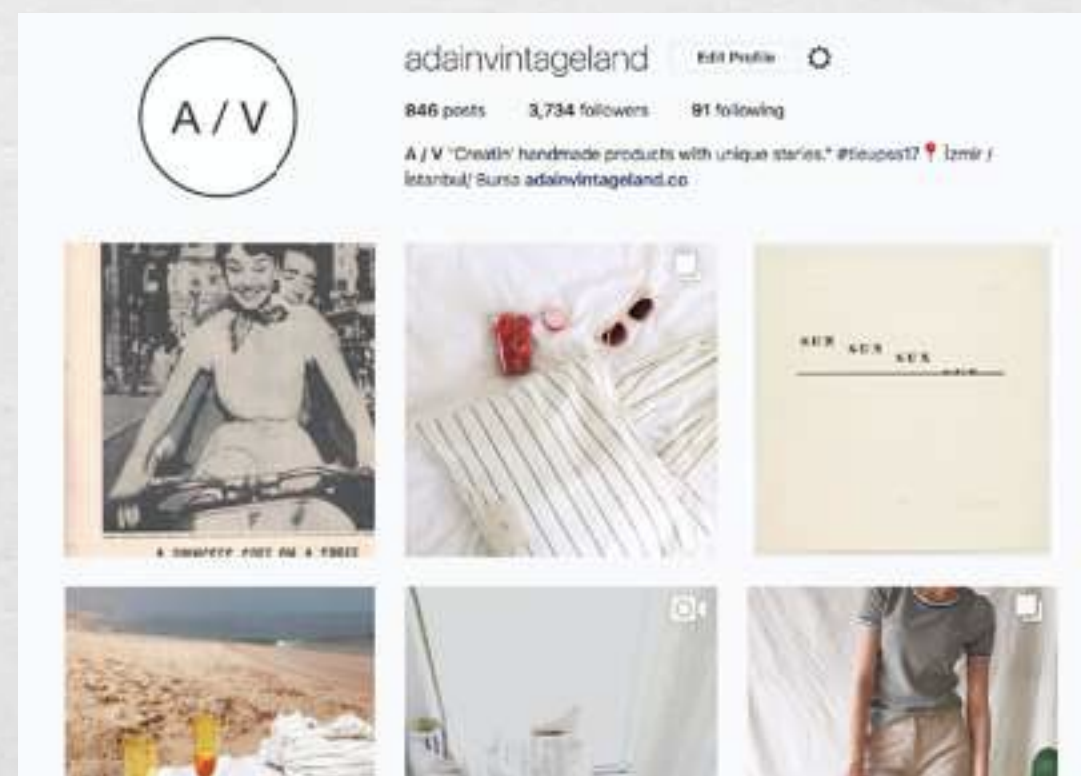
Year: 2013 / 2017

what I love about it: The project started as an experiment during my psychology study and lasted much longer than I expected. It has been great experience for me to getting know the target, branding, product development, production, storytelling and entrepreneurship.

"Ada in Vintageland" started in 2013 as a expression of my passion to photography & storytelling. "Ada in Vintageland" created as a Instagram page.



In 2016 after dozens of joined designers markets, number of the stores that the brand sold reached eight including: Lunapark Shop, Cirtlakpupe, Punta Design, Halt, Irma no42, Guzel Bir Gun, Mini Mixer. In addition e-sales kept going on via three different websites.



The brand was started as a display products, less than a two months the concept changed as handmade designs; neck collars, bags, skirts, dresses and kimonos. After a while product range narrowed down & the brand focused on womenswear accessories.



A night photograph of a street corner. On the left is a multi-story building with many windows, some of which are dark. A tree stands in front of the building, its trunk wrapped in a dense, vertical string of warm white lights. The street is dark, and the overall atmosphere is quiet and festive.

This is where you can find me:

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