

@NICOLE\_LAXTON\_

WWW.NICOLELAXTON.COM

# Personal Branding

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@MELISSA\_POLO

# PEOPLE WANT TO KNOW WHO YOU ARE!

Whether you are a business or have a presence on social media, updating your images is a necessity these days. You have three seconds to make an impact on someone. By creating styled imagery, you capture more of an audience that you can monetize.





# ABOUT

Photography and styling plays a pivotal role in building and maintaining your brand identity. Nicole and Melissa are aligned in a vision of elevating the branding shoot.

“We noticed a lack of creativity in the professional space for high-end imagery. In a world where online presence is key to building and maintaining a strong brand, it is our goal to set our clients apart from competitors.”

With years of experience in the fashion industry, we create imagery that is relevant and transforms your average corporate/branding shoot into a high-end shoot with an editorial aesthetic! Attention is given to the individual and the brand. Whether you are in the creative industry or finance, we will deliver an exclusive and unique creative solution that will set you apart from your competition.



## OUR SERVICES

- Creative Direction
- Branding
- Creative Photography
- Elevated Fashion





# BEFORE



Client: Interior Designer - Sire Design and Netflix Personality - Designing Miami





# AFTER

A mix of Miami flare and modern sophistication





# AFTER

Client needed new imagery that represents who the woman is behind her business -


Our aim was to produce imagery that was bold but aligned to her personality, company aesthetic, and design approach!






# BEFORE


Client: EC Beauty Studio




Active Ingredients:  
Take time when applying active skincare products. Allow each layer to absorb for 30-60 seconds, so it's not counteracted or diluted by the next one you put on.




CHEERS TO THE WOMEN WHO REMINDED US TO ALWAYS WASH OUR FACE BEFORE BED.



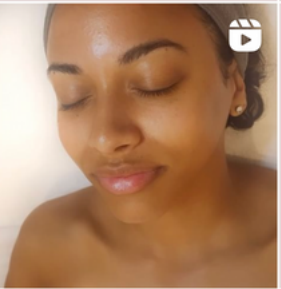
My skin is my sugar baby. I spoil her and buy her things all day and her job is just to look pretty.




I don't know who needs to hear this, but the sunscreen in your makeup isn't enough!



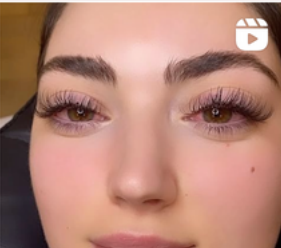
Reminder!  
when the seasons change, our skin does too.



A gentle reminder that self care is a daily habit. It's not something you do after you're burnt out. It's preventative.



Lash Tip:  
The cleaner you keep your lashes, the longer your extensions will last!









## EC BEAUTY

EC Beauty required a complete RE-BRAND. The Re-Brand included a thorough understanding of the current EC Beauty brand image and client profile. A new logo, company color palette, font kit and online media aesthetic was created. A brand and team shoot was included. The shoot was broken up into two parts: The personal branding of the owner and face of the business, ERICA and 90 days worth of imagery of her team, services and product offering.



# BEFORE

Client: Interior Designer - Mtt Designs





# AFTER

Chic, feminine and bold!





# AFTER

Chic, feminine and bold with a mix of fun!







## EVENTS BY LO

A personal branding shoot introducing our talented wedding planner to her followers. We produced website content and social media content that reflected her business and personal aesthetic. These are the first professional images our client had taken of herself for her business.



# BEFORE

Celebrity Holistic coach. Client has standard health coach imagery but was lacking images of herself. She wanted images showing her personality and personal aesthetic in the most minimal way possible!







## OUR APPROACH -AFTER

A very raw shoot where showing our client's personality was the main focus!



# BEFORE

Silver Defender CEO -Entrepreneur of an innovative startup! CEO is featured in Forbes Magazine and in numerous articles. She required new imagery for her PR initiatives and various business platforms.





# AFTER

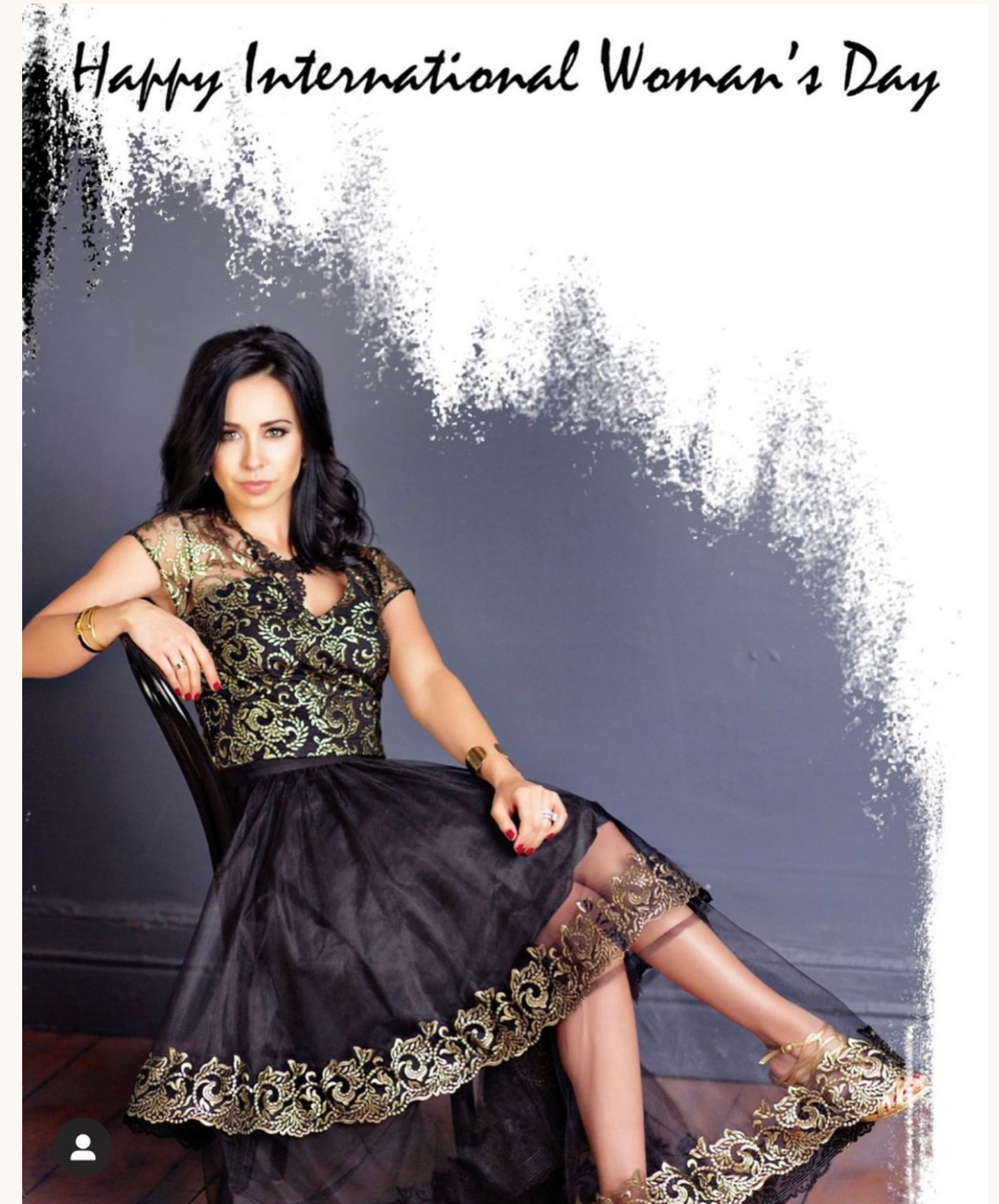
Silver Defender CEO needed to keep her aesthetic clean, professional, and in line with what she already had, but elevated!





# BEFORE

Celebrity Interior Designer Vanessa Deleon Associates- VDA Designs





# AFTER

PR content photographed of the designer in a home her company, VDA designed. This shoot was specific to the style of the home and was not intended as an overall branding shoot.



## INTRODUCING ILUMINE

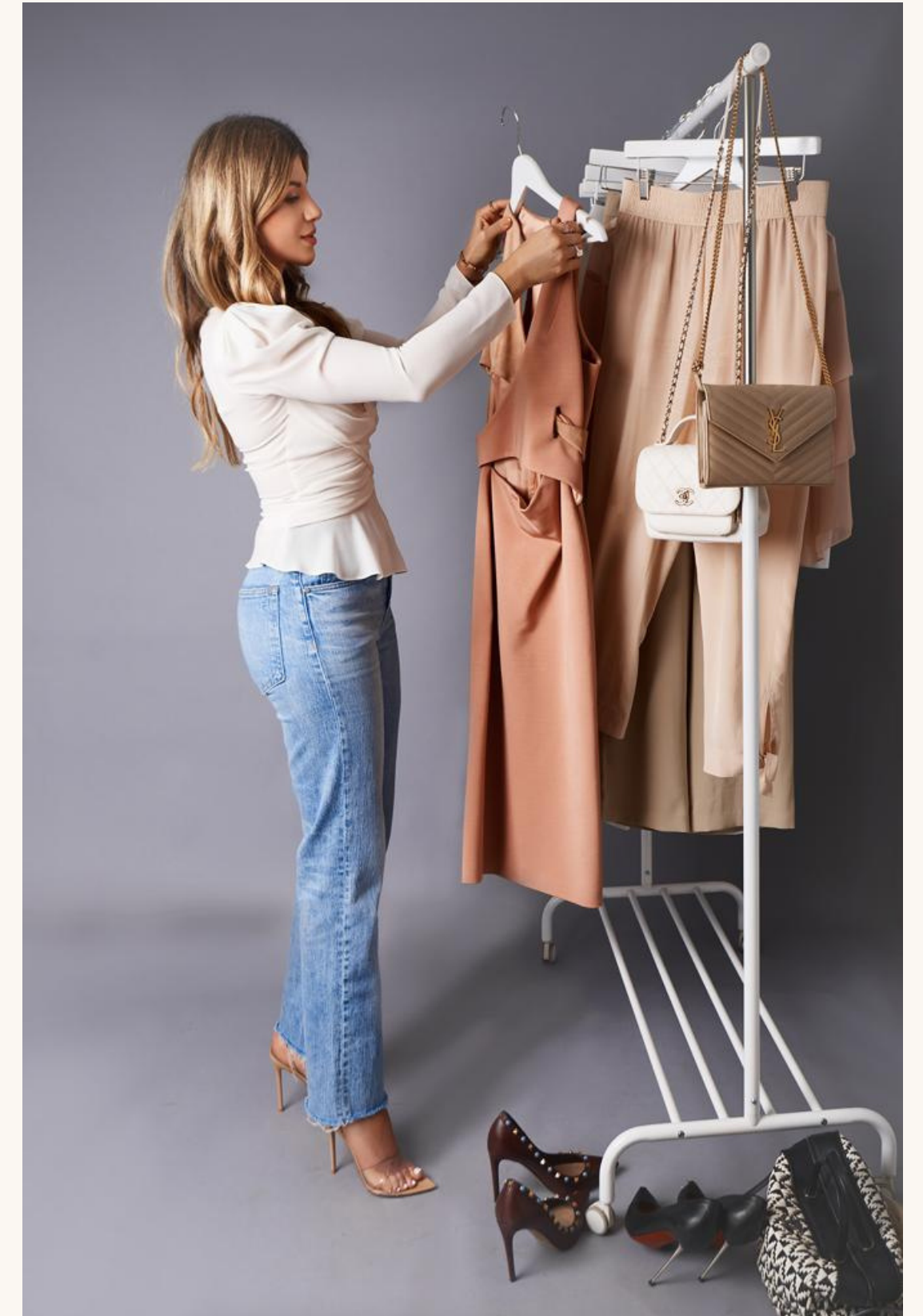
Ilumine is a collection of pendants, sconces and chandeliers by Vanessa DeLeon for Kalco Lighting. Vanessa's inspiration is rooted in her cultural composition. Her award winning work combines modern, stylized designs with classic décor. Inspired by her Cuban roots, DeLeon's innovative sensibility combined with a keen eye for detail resulted in her signature design style, "GLAMILISTIC," where she combines streamline with minimalism resulting in a rich, glamorous style. Vanessa graduated from the Fashion Institute of Technology in New York City.





# BEFORE

You are constantly evolving and so does your business. Even though your images may be "good enough" it is important to keep updating your content to stay relevant and ensure your imagery speaks to your growing audience.





# AFTER





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Thank you!

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