

KATHERINE DORRO



creative direction | art direction | AI visual
concepts | brand storytelling | cultural projects



My work moves between research, intuition and visual structure. I create concepts for brands that want to build a stronger aesthetic language, connect with culture and turn ideas into memorable visual worlds. Each project begins with a question about meaning, atmosphere and perception. What should this brand feel like. What cultural world does it belong to. What image can carry the idea. What visual language will make people remember it. I work with references from art history, fashion, cinema, architecture, objects and contemporary digital culture. Then I translate them into campaigns, AI imagery, editorial systems, brand collaborations, special projects and visual strategies.

This portfolio brings together personal studies, commercial concepts and art inspired visual projects. Some works explore fashion, beauty and fragrance through AI. Others focus on cultural storytelling, brand identity, social media systems and the connection between art and commerce. My role is to create the idea, shape the visual direction and build the world around it.



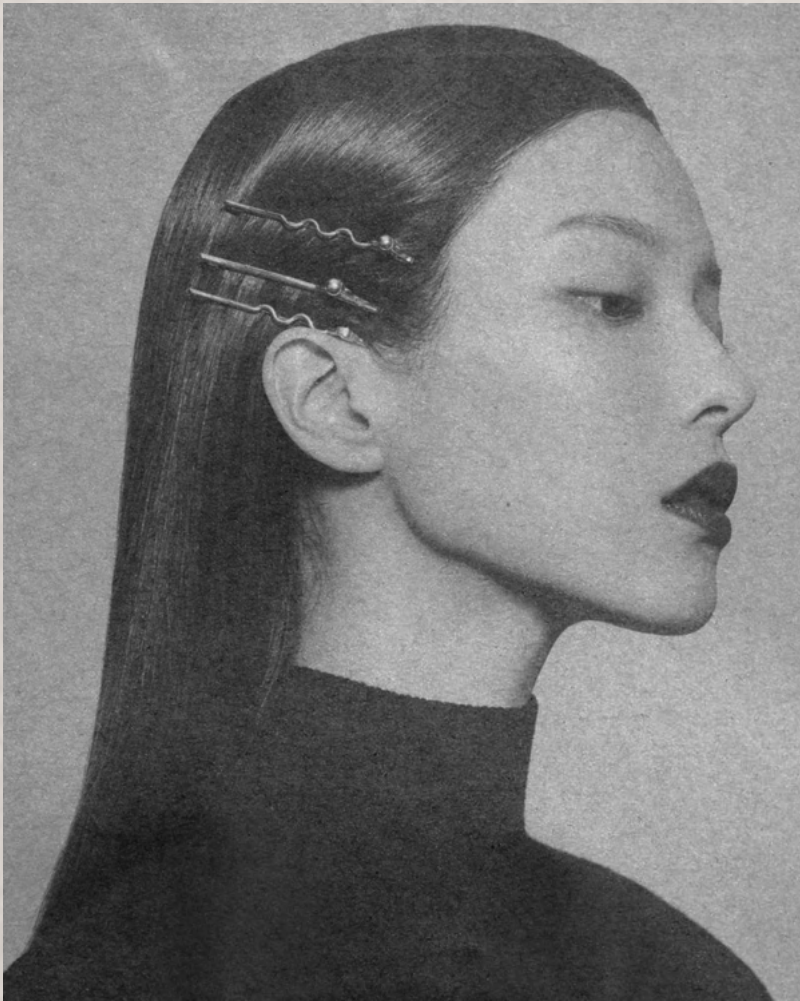
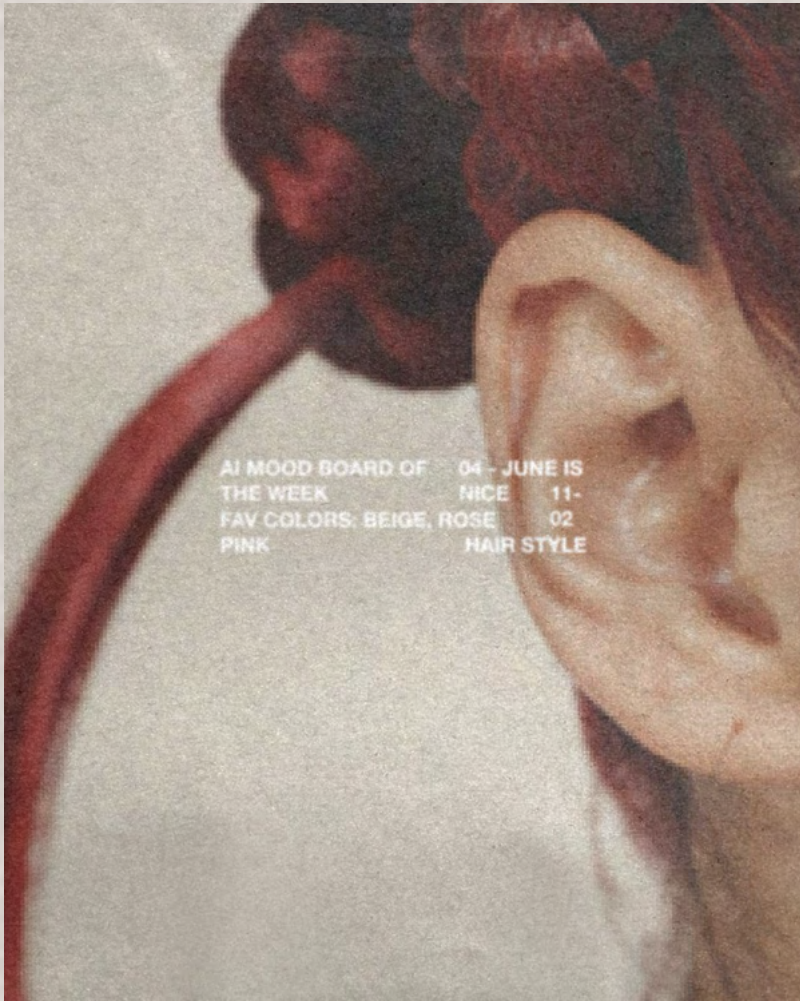
CHÉRIE, REGARDER PAS is an eyewear editorial concept focused on attitude, minimalism and visual tension. Through close portraits, soft grain and a clean composition, the project turns the sunglasses into a sharp and sensual statement object.



CHÉRIE, REGARDER PAS

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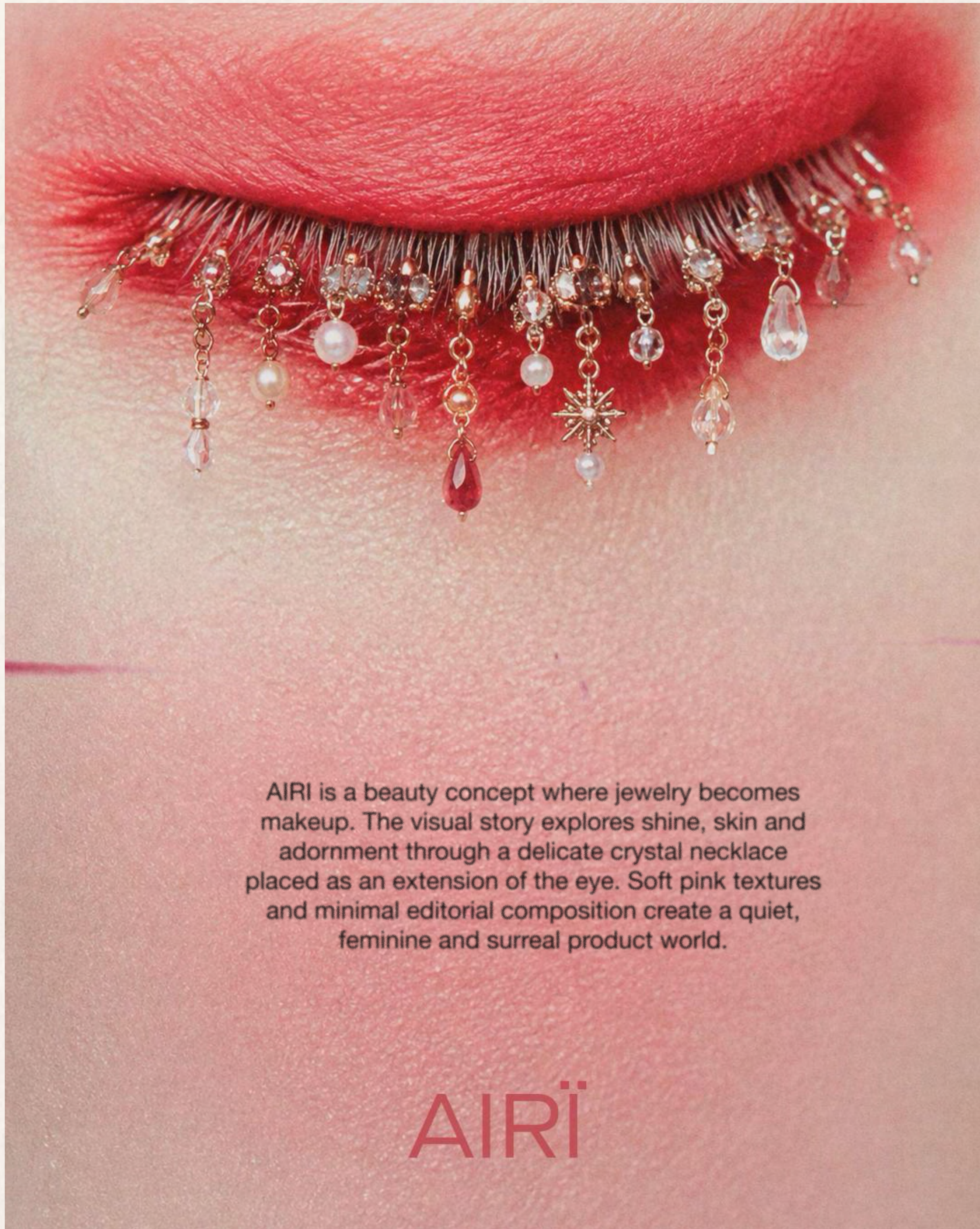
June is a beauty editorial concept that explores hair as a sculptural and expressive form. Through a series of stylized portraits, the project focuses on shape, texture and silhouette, turning hair details into the central visual language. Soft grain, restrained styling and minimal composition create an atmosphere that feels refined, experimental and quietly futuristic.





NUU is a beauty and wellness visual concept built around softness, ritual and botanical intimacy. Through muted portraits, natural textures, still life details and soft editorial grain, the project creates a calm visual world where product, skin and atmosphere become part of the same care ritual.





This COS campaign captures a quiet sense of everyday elegance through soft tailoring, natural movement and intimate portraiture. The art direction focuses on understated confidence, tactile fabrics and relaxed silhouettes, creating a visual story that feels effortless, thoughtful, and timeless. Warm neutral tones, subtle grain, and minimal styling make the collection feel modern, wearable and emotionally grounded.





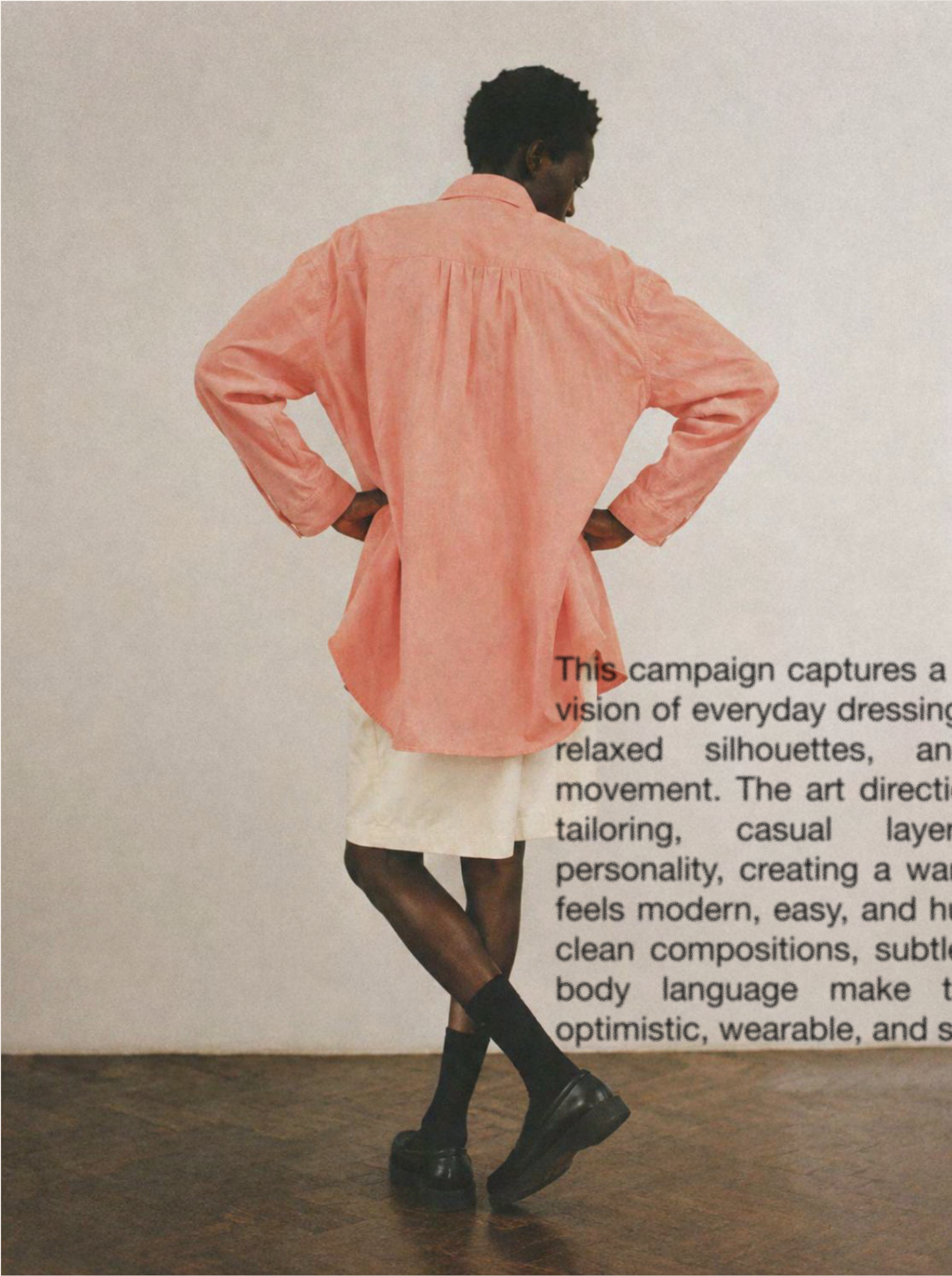
This campaign translates the jewelry collection into a soft painterly dream, inspired by the pastel sensuality of Rococo portraits and the emotional color worlds of Impressionist art. The art direction focuses on delicate blur, airy textures, and candy toned styling to make each piece feel like a small wearable artwork. Through close product details, intimate portraits, and soft movement, the campaign creates a whimsical visual story where jewelry becomes a playful expression of femininity, color, and personal mood.

This campaign unfolds like a quiet fashion film set inside an old hotel, capturing the intimate tension between elegance, nostalgia, and undone glamour. The art direction is inspired by cinematic interiors, vintage flash photography, and the sensual stillness of late night dressing rituals. Satin textures, deep shadows, warm wood, leather, lace, and muted jewel tones create a low key luxury mood where every look feels personal, cinematic, and slightly mysterious.



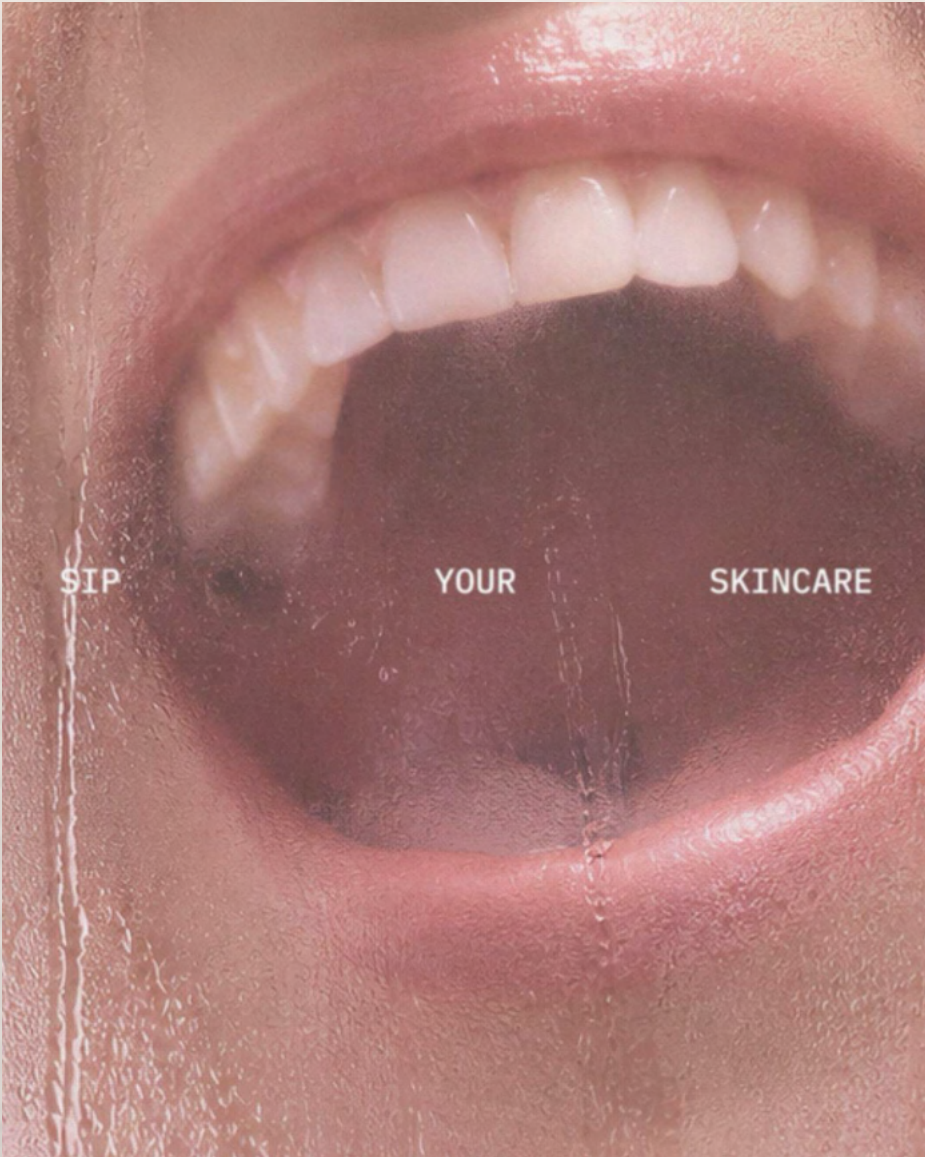
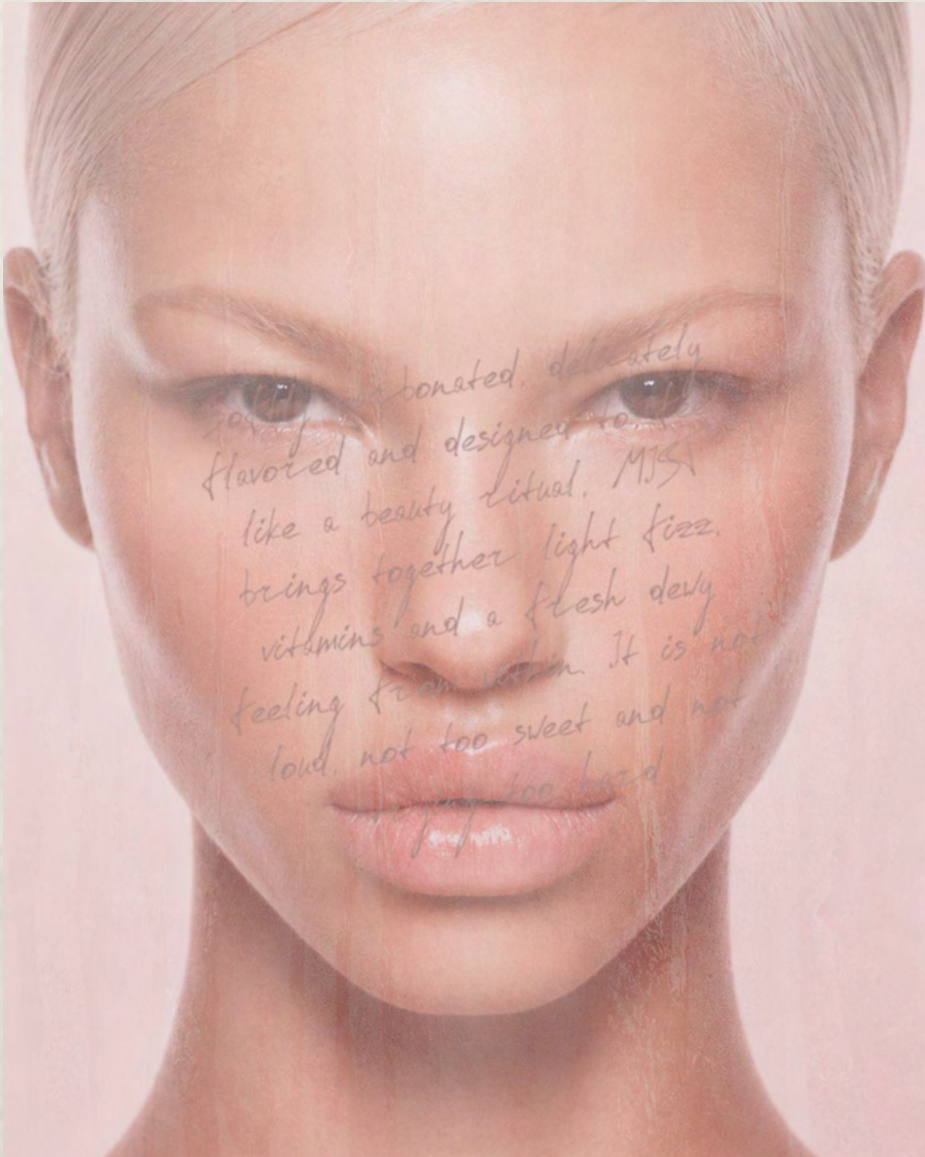
The story feels like a private moment before or after the night begins, turning the hotel room into a stage for modern femininity, confidence, and effortless fashion drama.





This campaign captures a fresh and effortless vision of everyday dressing through soft color, relaxed silhouettes, and natural studio movement. The art direction focuses on light tailoring, casual layering, and quiet personality, creating a warm visual story that feels modern, easy, and human. Pastel tones, clean compositions, subtle grain, and simple body language make the collection feel optimistic, wearable, and softly elevated.





This campaign explores skincare as a soft sensory ritual, capturing the feeling of hydration, freshness, and intimate self care through a delicate pink visual world. The concept focuses on mist, water, skin texture, and close physical emotion to create a dreamy, tactile atmosphere where the product feels light, feminine, and deeply refreshing. The art direction combines glossy skin, soft light, translucent textures, and minimal typography to make the brand feel modern, sensual, and effortlessly clean.



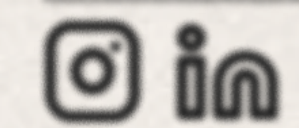


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