

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.



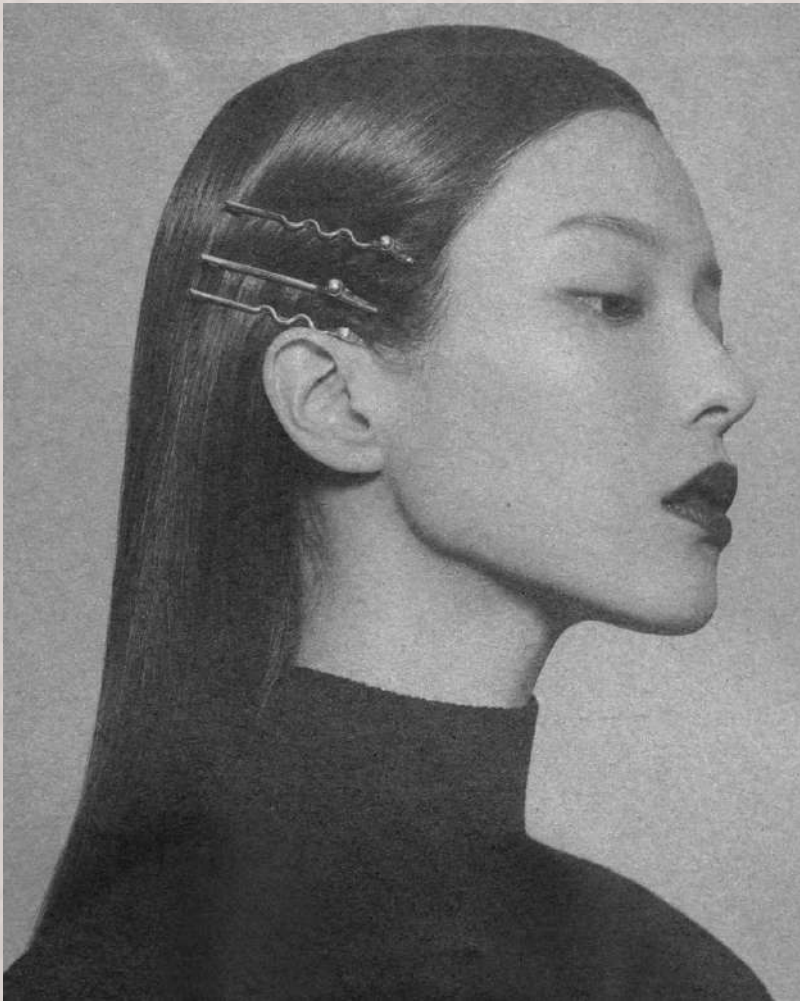
CHÉRIE, REGARDER PAS is an eyewear editorial concept focused on attitude, minimalism and visual tension. Through close portraits, soft grain and a clean composition, the project turns the sunglasses into a sharp and sensual statement object.



CHÉRIE, REGARDER PAS

SS'26

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.





AIRI is a beauty concept where jewelry becomes makeup. The visual story explores shine, skin and adornment through a delicate crystal necklace placed as an extension of the eye. Soft pink textures and minimal editorial composition create a quiet, feminine and surreal product world.

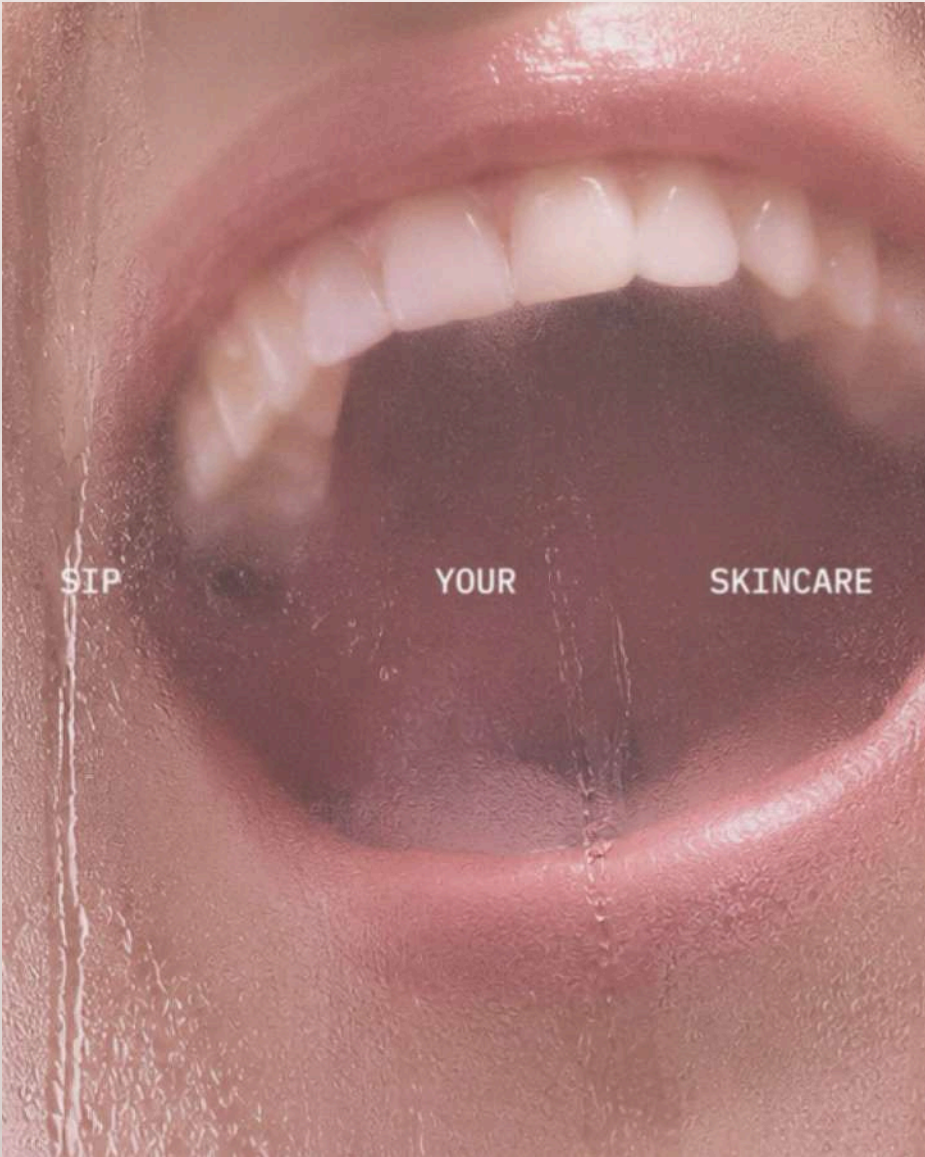
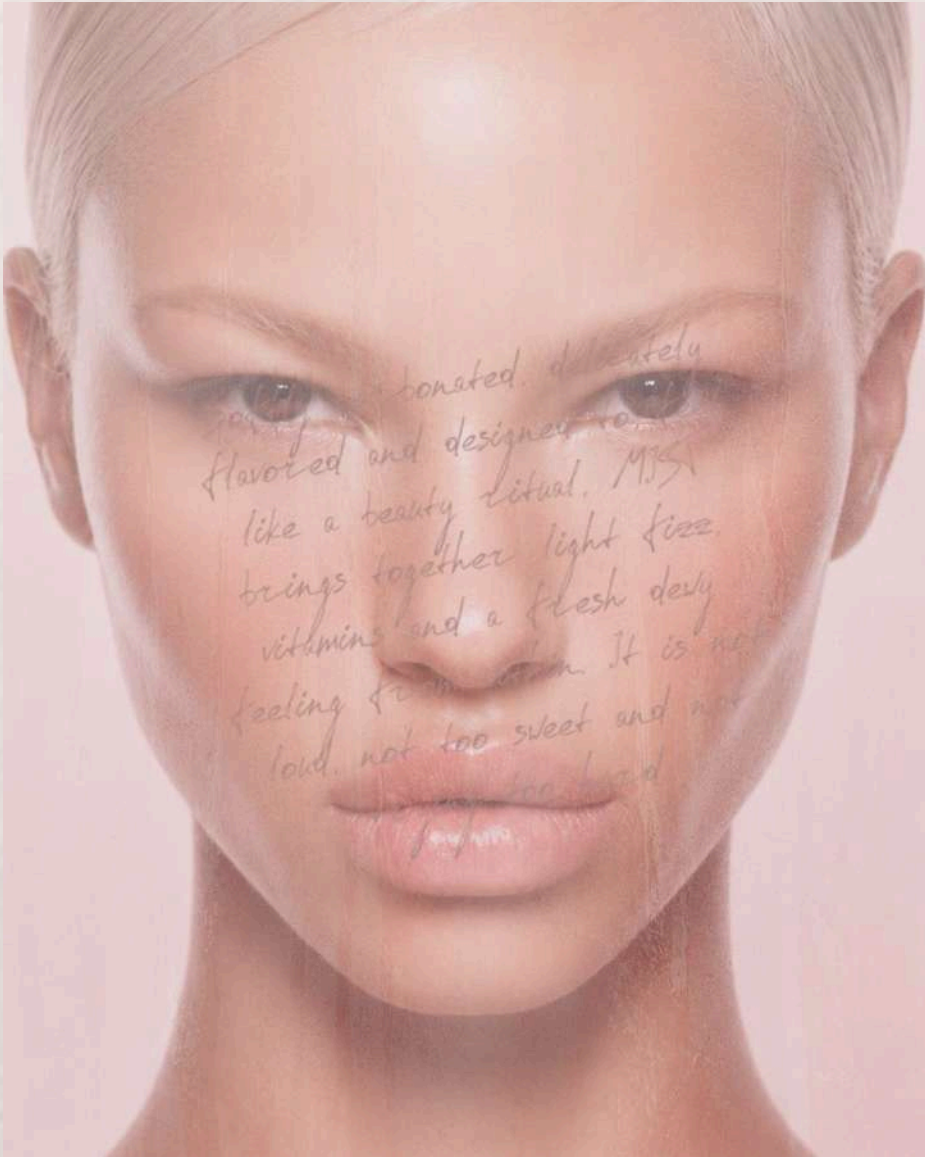
AIRI



AIRI

no need

in extra shine



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.

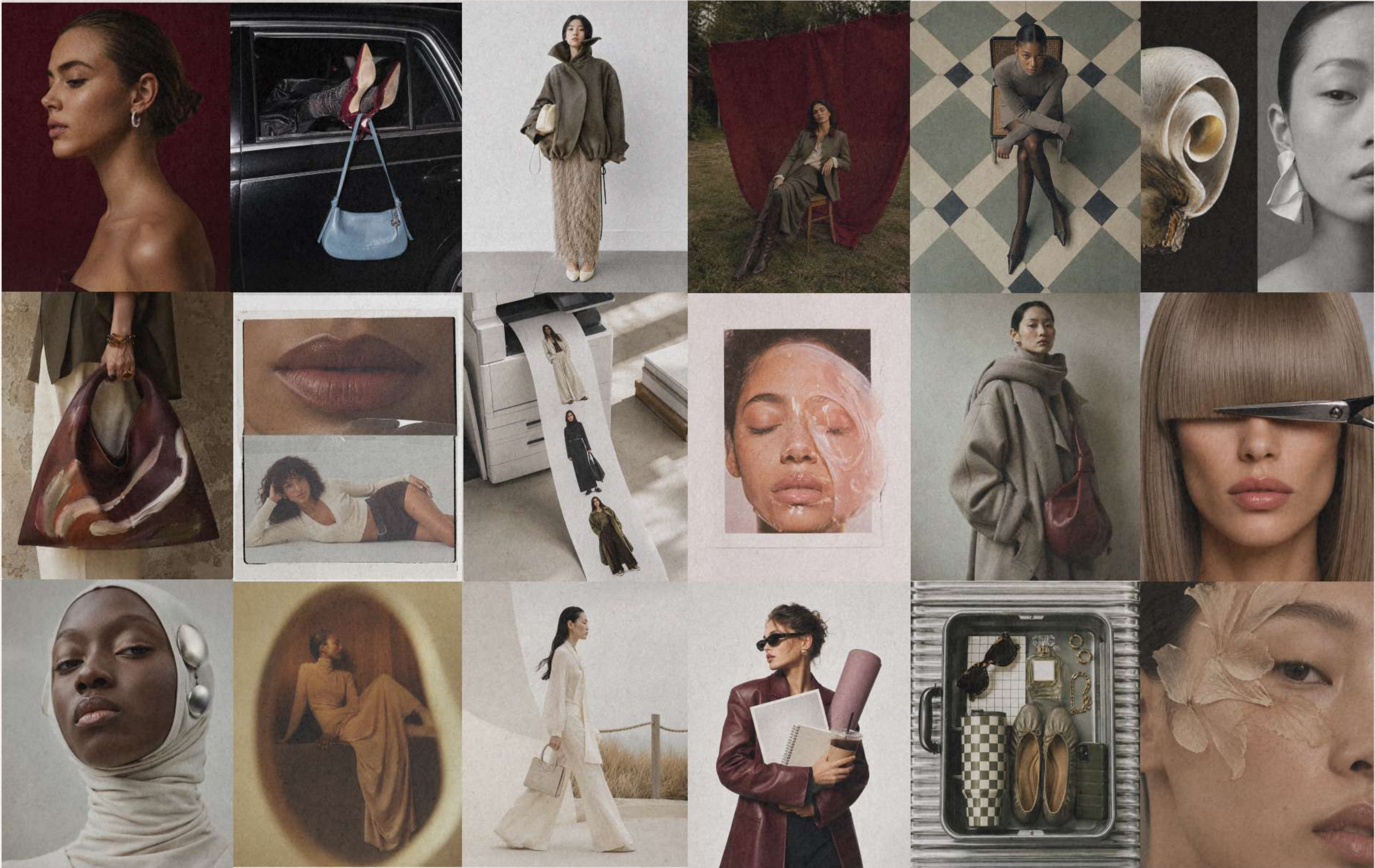


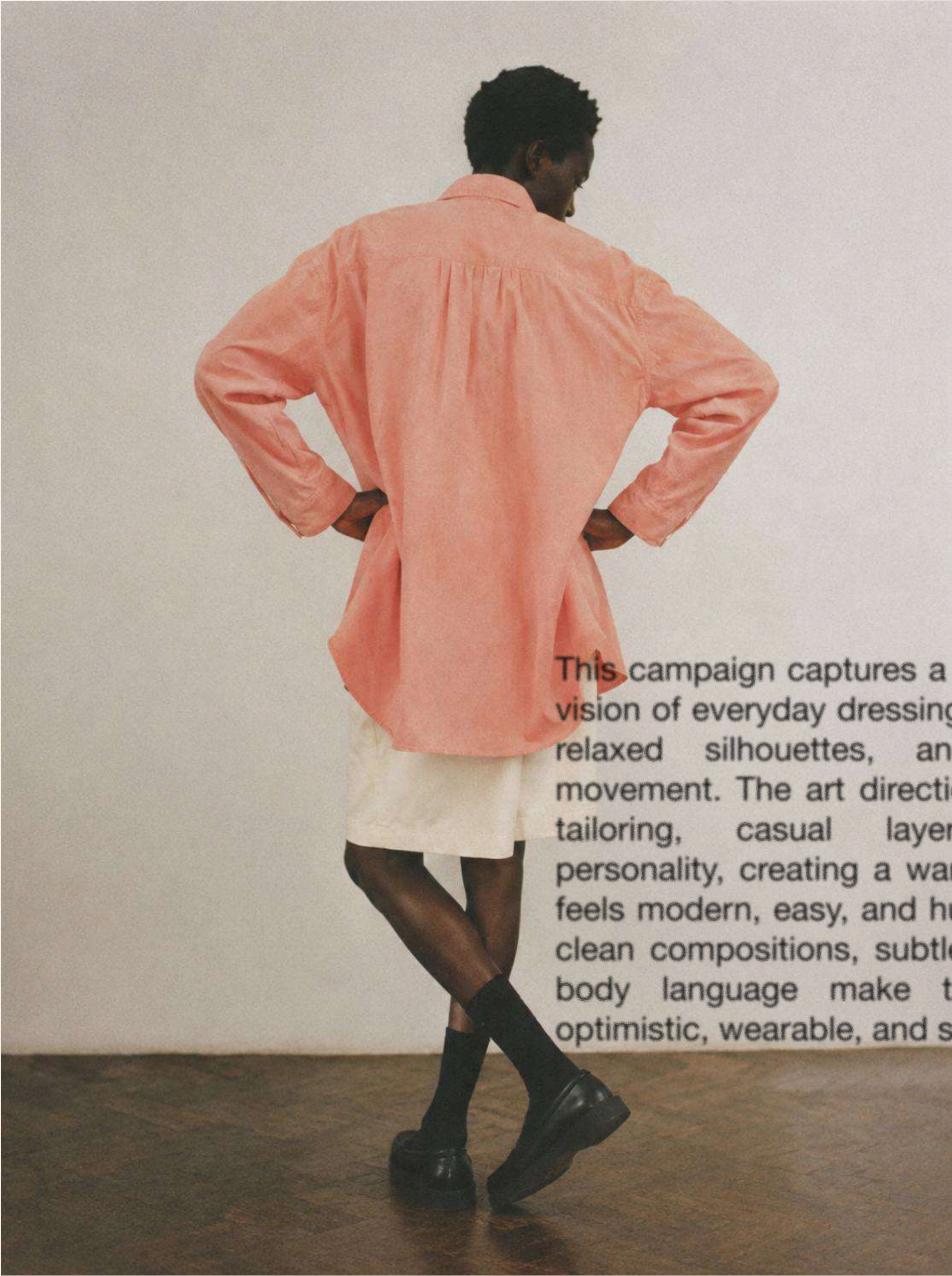
This COS campaign captures a quiet sense of everyday elegance through soft tailoring, natural movement and intimate portraiture. The art direction focuses on understated confidence, tactile fabrics and relaxed silhouettes, creating a visual story that feels effortless, thoughtful, and timeless. Warm 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 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.





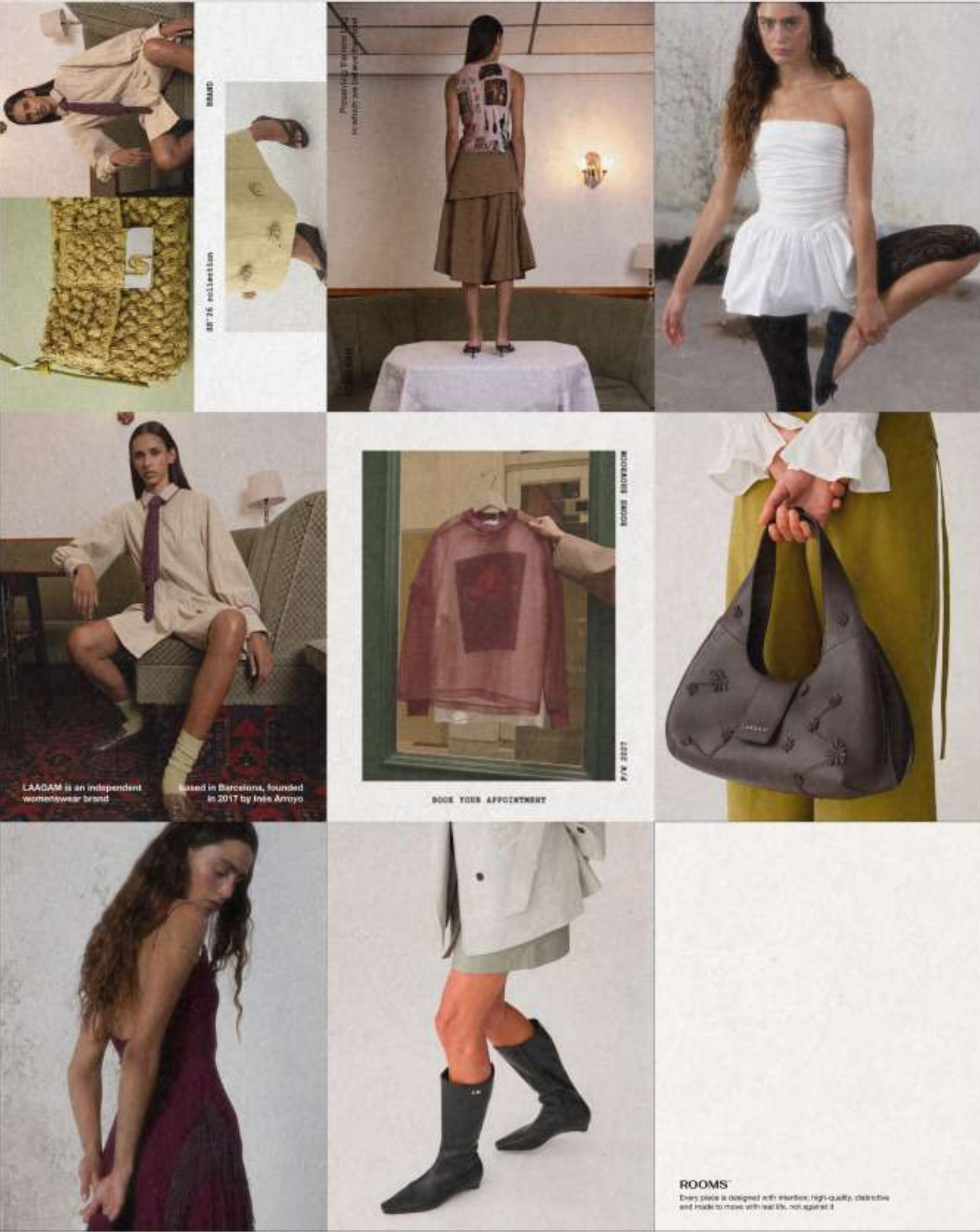
SUMMER SETS

Enhancing lightweight and fantasy materials for city warm days

ARCHITECTURAL SHAPES

combines sculptural tailoring with clean, modern design. Monochrome looks highlight the construction and details, while refined finishes contrast with raw edges for a subtle sense of tension.

ROOMS



For ROOMS Showroom, I developed a visual strategy informed by market and visual research, translating it into social media templates and a practical style guide. The work established a cohesive visual direction to support the brand's everyday communication.





I developed the concept and art direction, bringing sculptural silhouettes into a windswept coastal setting. Black sand, muted sea tones and unexpected surreal details shape an editorial world where fabric, body and landscape move together.

The project spans visual research, concept development, art direction and AI image creation, with a consistent photographic language across the series.





I develop styling concepts that bring a photoshoot's creative vision into focus. From clothing and accessories to silhouette, texture and color, I consider how every choice works with the casting, location and light to create a cohesive visual story.



I developed the art direction and concepts for a series of studio and outdoor shoots, exploring the connection between movement, form and place. Minimal styling, sculptural poses and earthy tones create an intimate editorial narrative, bringing a sense of quiet strength and ease to the collection.

For a new fragrance launch, I developed the creative concept, art direction and AI imagery. The series brings together sculptural product still lifes and expressive beauty imagery, giving the fragrance a distinct visual presence.

*Client identity confidential under NDA.



AI VISUAL CONCEPTS

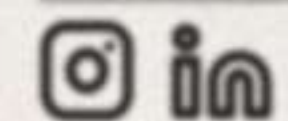


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