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stay chill studio

Taipei

Creative agency

2025

Milan



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branding. strategy.

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Content



We are a creative agency based in Milan & Taipei,
where aesthetics meet strategy to help brands grow and thrive.
With deep roots in both European and Asian markets,
we specialize in business strategy, branding, content production, and social media
—crafting digital experiences that transform abstract ideas into compelling, impactful narratives.
Every collaboration is tailored as we work hand in hand with our clients to push creative boundaries
and bring bold visions to life. Through innovation, thoughtful design, and cultural insight,
we unlock new possibilities and build brands that stay relevant.
Ready to craft a story that stands out? Let's make something unforgettable together.

Stay Chill Studio 是一個以米蘭和台北為基地，結合美學與策略的創意設計單位，
提供商業策略、品牌塑造、內容製作到社群媒體的全方位數位體驗服務，協助品牌成長與茁壯。
憑藉多年深耕於歐洲及亞洲市場的經驗，我們以細膩的美學視角與靈活的邏輯思維，透過跨領域整合，
為每一次作量身打造方案，
提供兼具創意與影響力的策略。
想讓你的品牌故事更吸引人、更具影響力嗎？讓我們一起創造難忘的里程碑吧！

who we are



Strategy

Branding

Social media

Production

諮詢與顧問
Advisory & Consultancy

市場研究與洞察
Research And Insight

品牌宗旨、使命與願景
Purpose, Mission, Vision

品牌價值主張
Value Proposition

品牌個性塑造
Personality Traits

藝術指導
Art Direction

品牌規範
Brand Guidelines

視覺識別設計
Visual Identity

網站設計與開發
Web Design & Development

影像拍攝製作
Shooting Production

藝術指導
Art Direction

拍攝提案
Shooting Proposal

製作規劃
Production Planning

配樂製作
Music Production

內容設計
Content Design

網紅行銷
Influencer Marketing

社群排版設計
Editorial Design

數據監控與分析
Data Listening
And Analysis

what we do



Clients:

THERMOS
neum
asavingcompany
HQXYH
NAOMI TSAI
Seethea
Jun616xteen
ASCHON

Think of brand strategy as the navigation system for your company, guiding your brand toward the best path for growth while identifying innovative, effective, and sustainable strategies.

The process of shaping a brand's visual identity and value goes beyond just a logo or visual design—it is the soul of the brand. It ensures that the brand stands out in the market and creates an emotional connection with its audience.

品牌策略就像企業的導航系統，
幫助品牌找到最佳發展路徑，
並制定創新、高效且可持續發展的策略。
塑造品牌形象與價值的過程，它不僅是 LOGO 或視覺設計，而是品牌的靈魂。
確保品牌在市場中下深刻印象，並且與受眾產生情感連結。

商業策略及品牌形塑

branding & strategy



Thermos 於 1904 年創立於德國，販售至全球 120 個國家
為真空保溫杯瓶產品銷售的第一品牌

Thermos 將義大利選為進入南歐市場的首站

我們為其進行義大利市場商業分析報告

驅動 Thermos 在義大利市場的進行

Thermos was established in 1904, Germany.

Distributed around the globe in 120 countries.

It is said that Thermos is the No.1 brand in vacuum flask brand.

Italy has been chosen as the first stop in southern Europe for Thermos.

We conducted an analysis for Thermos for Italian market entry.

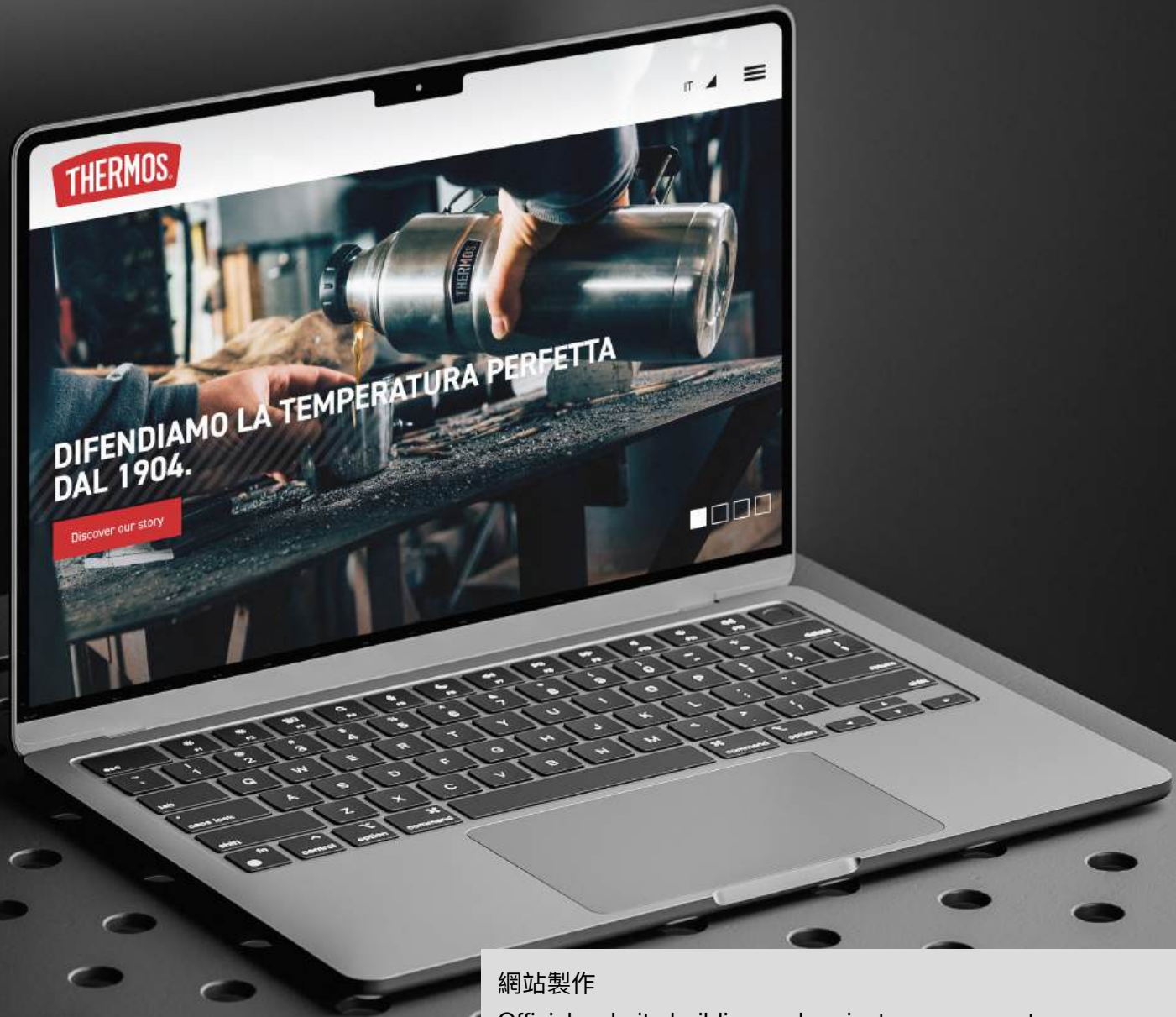
THERMOS®

- 市場分析與研究 Research and insight
- 諮詢與顧問 Advisory & consultancy



從競品調查、通路訪查、選品建議、行銷策略、使用者問卷等等提供策略性觀點及方案

We conducted an analysis including competitor investigation, channel exploring, product selection, and user survey.....etc.
As a conclusion we provide a strategic perspective and marketing advice.



網站製作

Official website building and project management



CIS 系統延伸辦公周邊文件

CIS system extension and application



neum

neum 為台灣新銳獨立設計師品牌

強調重新探索框架與界線的定義

體現在其輪廓設計、服裝細節以及一件多種穿法等方面

塑造出難以被定義的單一風格

我們在設計中調和剛強及柔軟的線條，表現出『放棄界線』輪廓

圖形以頻率為發想做重複性延伸

從初期市場調研、品牌定位、企業識別系統

一直到包裝設計、工作室空間規劃、網站設計、形象攝影、活動規劃與執行、產品開發等全方位的品牌孵化專案

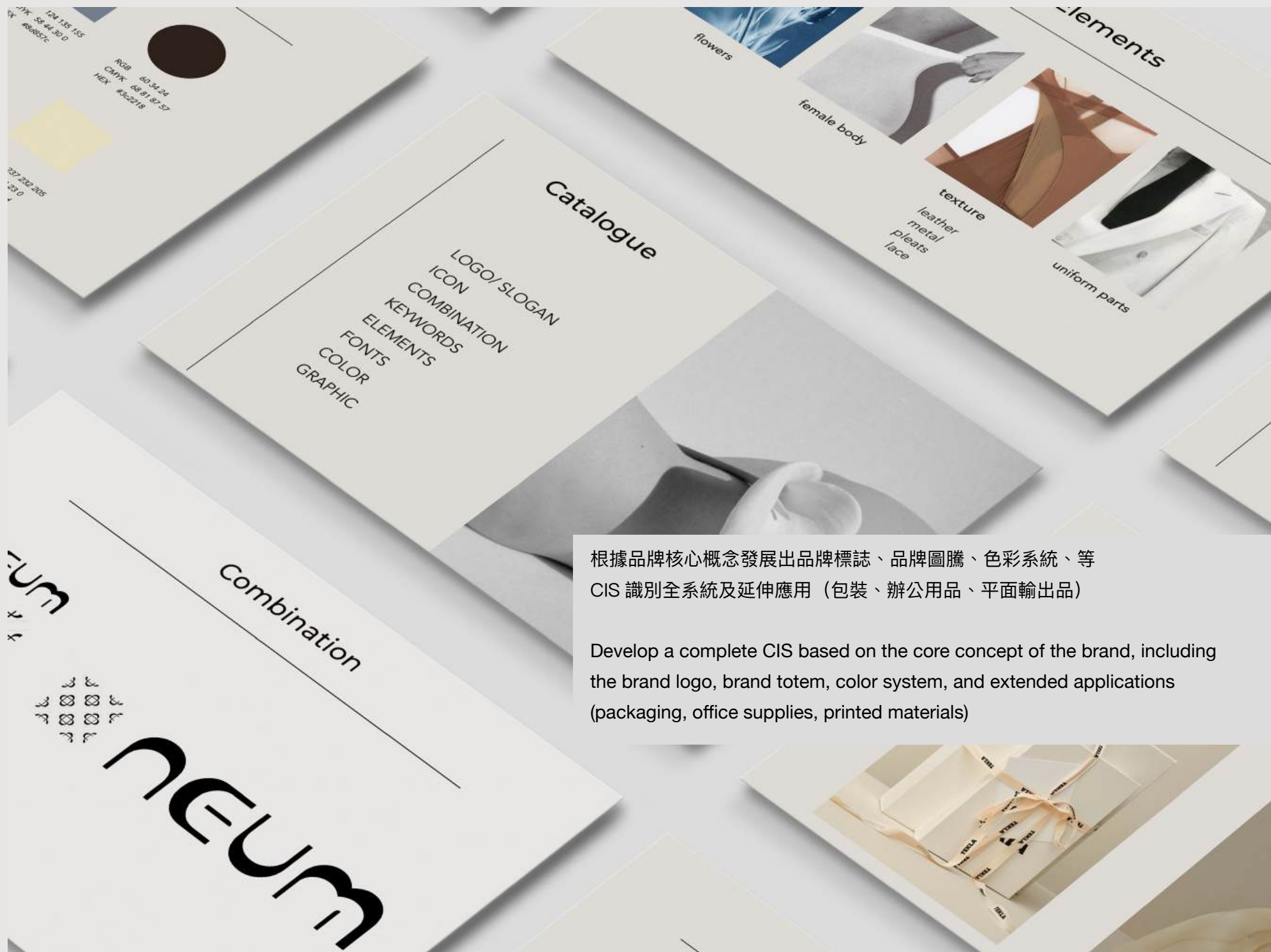
neum is an independent designer brand from Taiwan, emphasizing the re-exploration of boundaries.

This is reflected in their contour designs, garment details, and multi-functional clothing, resulting in a style that defies a single definition.

From initial market research, brand positioning, and the corporate identity system,

to packaging design, studio space planning, website design, image photography, event planning and execution, and product development, a comprehensive brand incubation project.

- 市場分析與研究 Research and insight
- 諮詢與顧問 Advisory & consultancy
- 企業識別 CIS
- 藝術指導 Art direction
- 拍攝製作 Shooting production
- 網站設計 Website Design



根據品牌核心概念發展出品牌標誌、品牌圖騰、色彩系統、等
CIS 識別全系統及延伸應用（包裝、辦公用品、平面輸出品）

Develop a complete CIS based on the core concept of the brand, including
the brand logo, brand totem, color system, and extended applications
(packaging, office supplies, printed materials)



網站製作

Official website building and project management





SS24 campaign shooting





HOXYH

美國水泵品牌

客群為高端企業訂製用戶

我們針對其客群特性以乾淨線條為主軸

以水循環的概念融為其中

將現代、專業的風格呈現於企業識別、形象拍攝、網站設計

Water pump brand from the United States,
targeting at high-end industrial business for customization.

We focused on the specification of their target audience
using clean silhouettes, merging the symbol of water cycling into the
logo generating a modern, professional tone of voice, presenting via
CIS, image building shoots, and website.

- 企業識別 CIS
- 藝術指導 Art direction
- 拍攝製作 Shooting production
- 網站設計 Website Design

HOXYH

Your reliable partner.

HFPU

**SUBMERSIBLE
FOUNTAIN PUMPS****FEATURES**

1. Garden fountain.
2. All engineering plastic material design. No rusty issue.
3. Seal Plate, pump casing, impeller, and diffuser are stainless steel and engineering plastic material.

APPLICATION

1. Submersible sprinkler system.
2. Garden fountain.
3. High head water transport.



2 Years warranty



Industrial sewage discharge



Environmental protection system

INFO@HOXYH.COM WWW.HOXYH.COM

HOXYH

HFPU

SUBMERSIBLE FOUNTAIN PUMP

Pump Casing: NY+GF

Motor Housing: PP+GF

Impeller: PPO+GF

Shaft: SUS316

pH: 6 - 8

Liquid temperature: 32-104 °F

HOXYH Model No.	OUTPUT		Volts	PH	Depth (Feet)
	HP	W			
HFP-122	1/2 HP	250 W	120V	1	12'

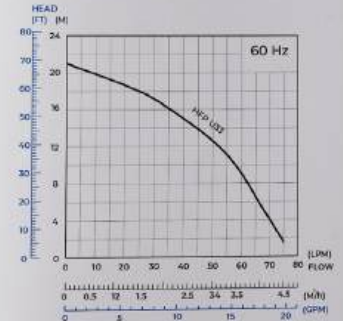
Performance

HOXYH Model No.	Pump Solid iron	Max.	
		Head (ft)	Flow (LPM)
HFP-122	1/2	65 ft	15.01

Pump Specifications

HOXYH Model No.	Amperage (A)	Pump Casting	Cord Length		Dimension (inch)				Weight
			ft	m	L	W	H	DC	
HFP-122	-	-	10 ft	3 m	7.4 IN	4.1 IN	14.5 IN	13	15.46

INFO@HOXYH.COM WWW.HOXYH.COM

HOXYH**SUBMERSIBLE FOUNTAIN PUMP**



根據品牌核心概念發展出品牌標誌、品牌圖騰、色彩系統等
CIS 識別全系統及延伸應用

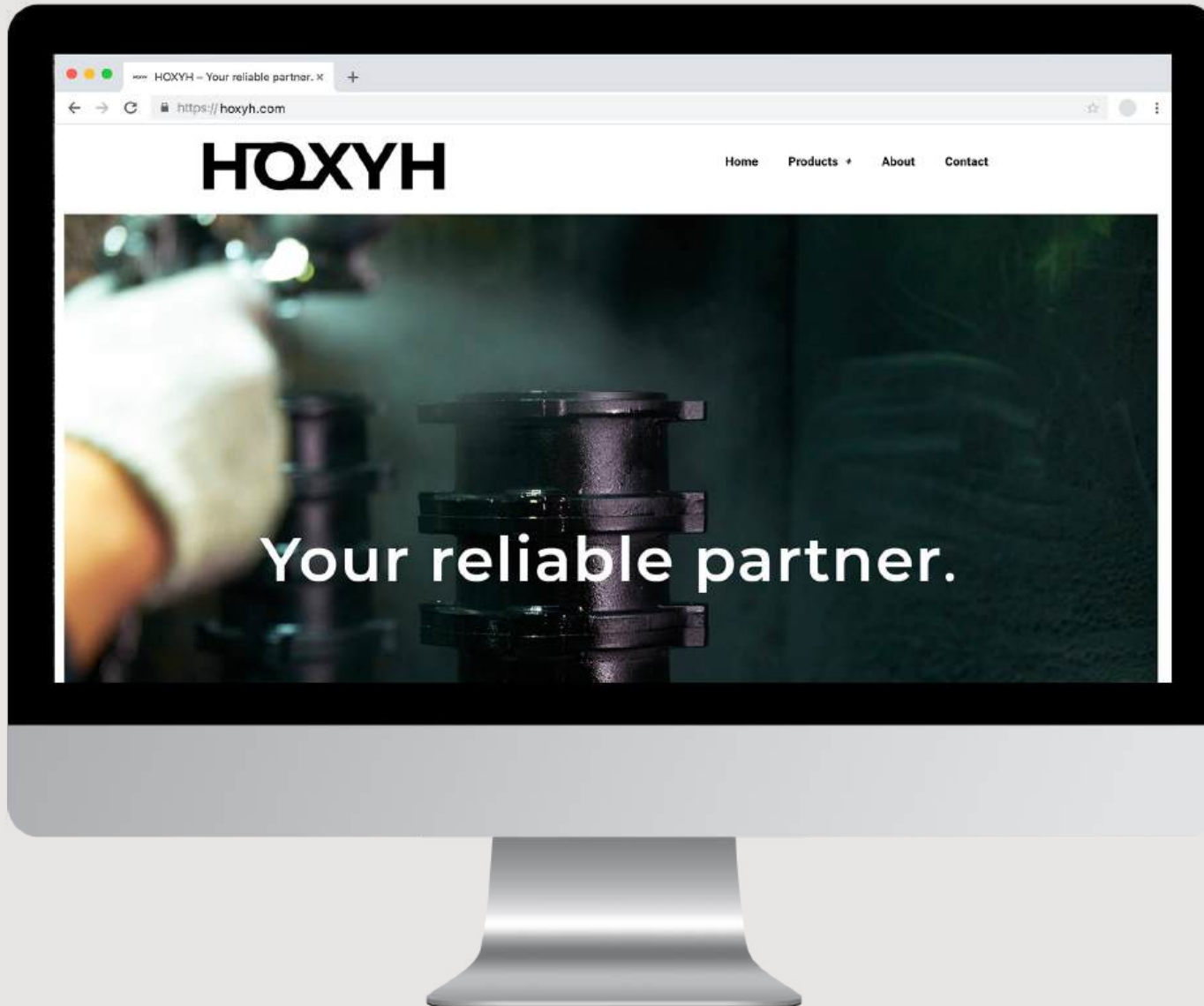
Develop a complete CIS based on the core concept of the brand, including the brand logo, brand totem, color system, and extended applications.

from merging horizontal pump
into font, presenting minial brand
age with class.
Logo should be dark on white background
or white on dark background.

click to play the video



HOXYH Brand Video





Seethea 為台灣新創保養品牌
我們以視覺顧問的角度切入
在維持品牌標誌與包裝的框架下
為品牌視覺找到精準定位

Seethea is an uprising Taiwanese skincare brand.
Start from a visual consultant perspective,
preserving the original logo and packaging,
repositioning the brand's visual tone of voice.

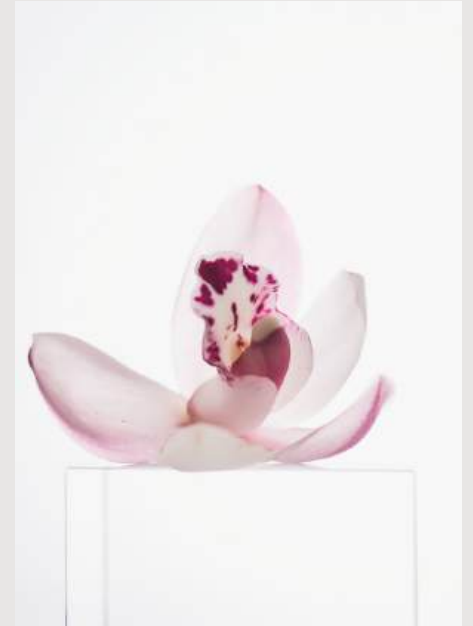
Seethea

- 品牌定位 Brand positioning
- 藝術指導 Art Direction
- 拍攝製作 Shooting production
- 文案撰寫 Copy Writting



為品牌形塑更深刻的形象價值
以 "Creating the natural spotlight of goddesses "
『打造女神自然光』為主軸
延伸執行季度形象拍攝

To amplify brand value - "Creating the natural spotlight
of goddesses"
We generate the seasonal campaign as an extension of
the brand's visual positioning.

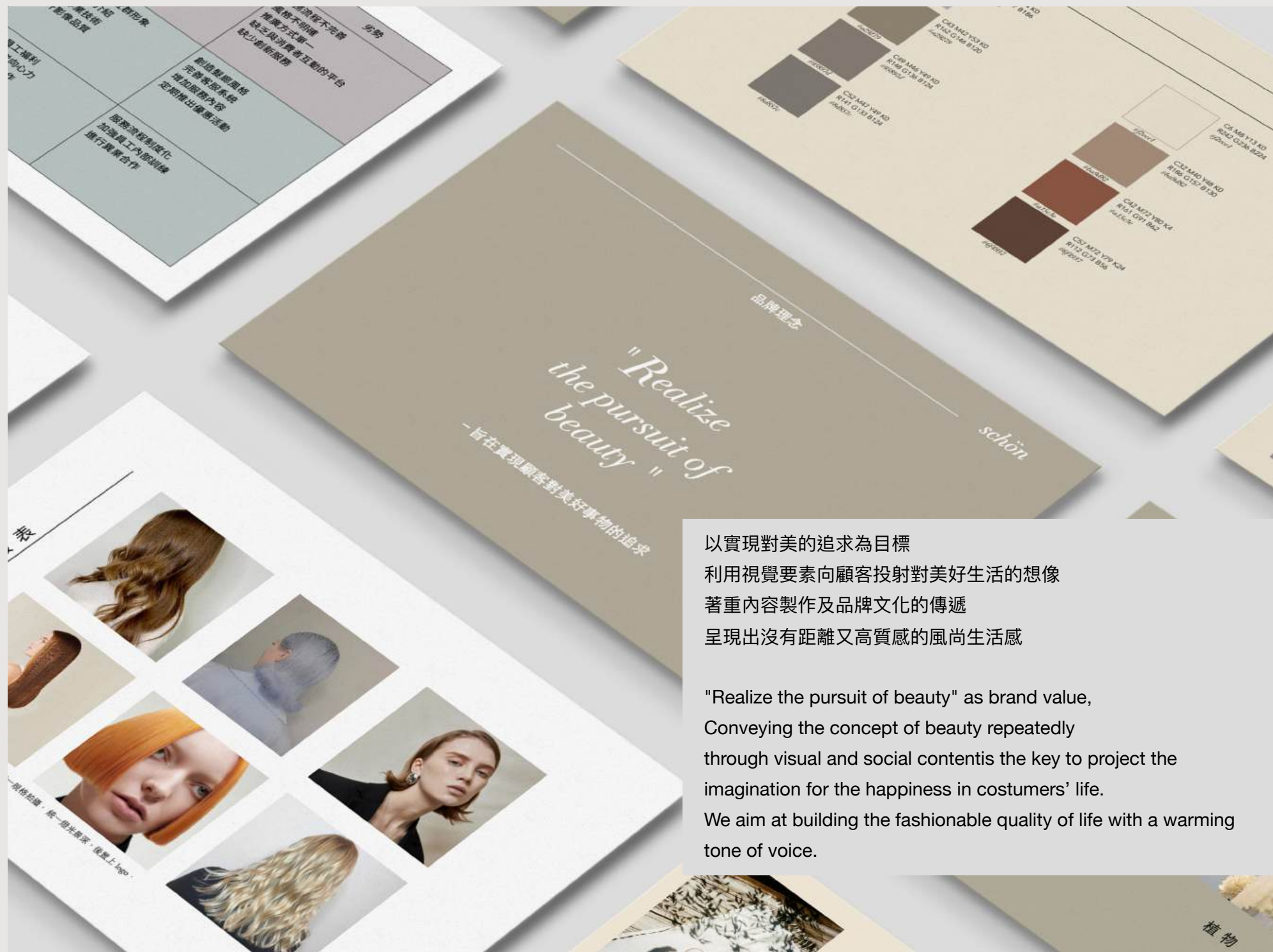




Aschön 為台北東區集團式連鎖髮廊
我們從品牌顧問的角度切入
進行各種分析及調查找出市場定位
規劃出精準的品牌 DNA、視覺風格及社群策略

Aschön is a brand of chained hair salon located in eastern Taipei.
Stay chill studio conducted in-depth analysis, reframed market
positions, and developed brand DNA, visual communication and
marketing strategies.

- 品牌定位 Brand positioning
- 社群運營 Social media management
- 藝術指導 Art direction
- 拍攝製作 Shooting production
- 文案撰寫 Copy Writting





社群策略的部分

我們以創造美及豐富顧客對髮型的想像為方向
將設計師作品以模板方式呈現，統一品牌視覺
拍攝設計師介紹影片，強化個人風格

執行髮型創作拍攝

並分享介紹歐美著名髮型師作品等方式

從不同角度切入，帶給顧客對美的各種想像

In terms of our social media strategy, our goal is to create beauty and enhance customers' imagination when it comes to hairstyles. This involves showcasing the work of hair stylists using various templates, maintaining a consistent tone, conducting interviews with hairstylists for social media content, and cultivating personal branding. These efforts will collectively elevate the overall brand value. Additionally, incorporating creative hairstyle photography is another approach we employ to meet customers' beauty needs.





a saving company

a saving company 為台北手工銀飾品牌
以設計表達思想，用慢時尚方式貫徹永續精神
我們以品牌經營的角度切入以強化品牌深度
進行市場分析、提供策略方案
優化 @Line、官方網站以及執行聯名合作專案
為其提高 50% 銷售額

a saving company is a handmade jewelry brand from Taipei,
They use their design to express their believe, their slow fashion methods are
consistent with their sustainable brand value.
We intensified brand image from a marketing point of view,
by providing marketing analysis, we optimized Line account and official
website, along with collaboration project, the seasonal revenue went up 50%.

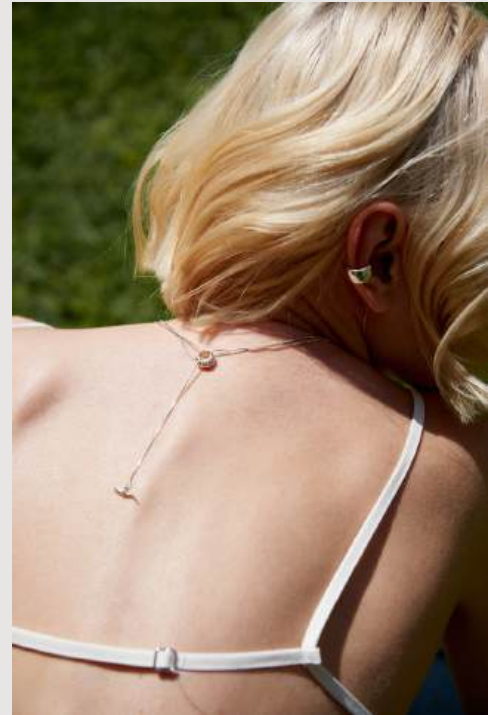
- 市場分析與研究 Research and insight
- 諮詢與顧問 Advisory & consultancy



從市場調研開始提供品牌商業策略

進而優化官網、@Line、社群內容、行銷活動等 以提高銷售額

Provided marketing strategy by starting a market research, and based on the data we were able to optimize Line account, official website, social content, and marketing activities, to bring up the sales.



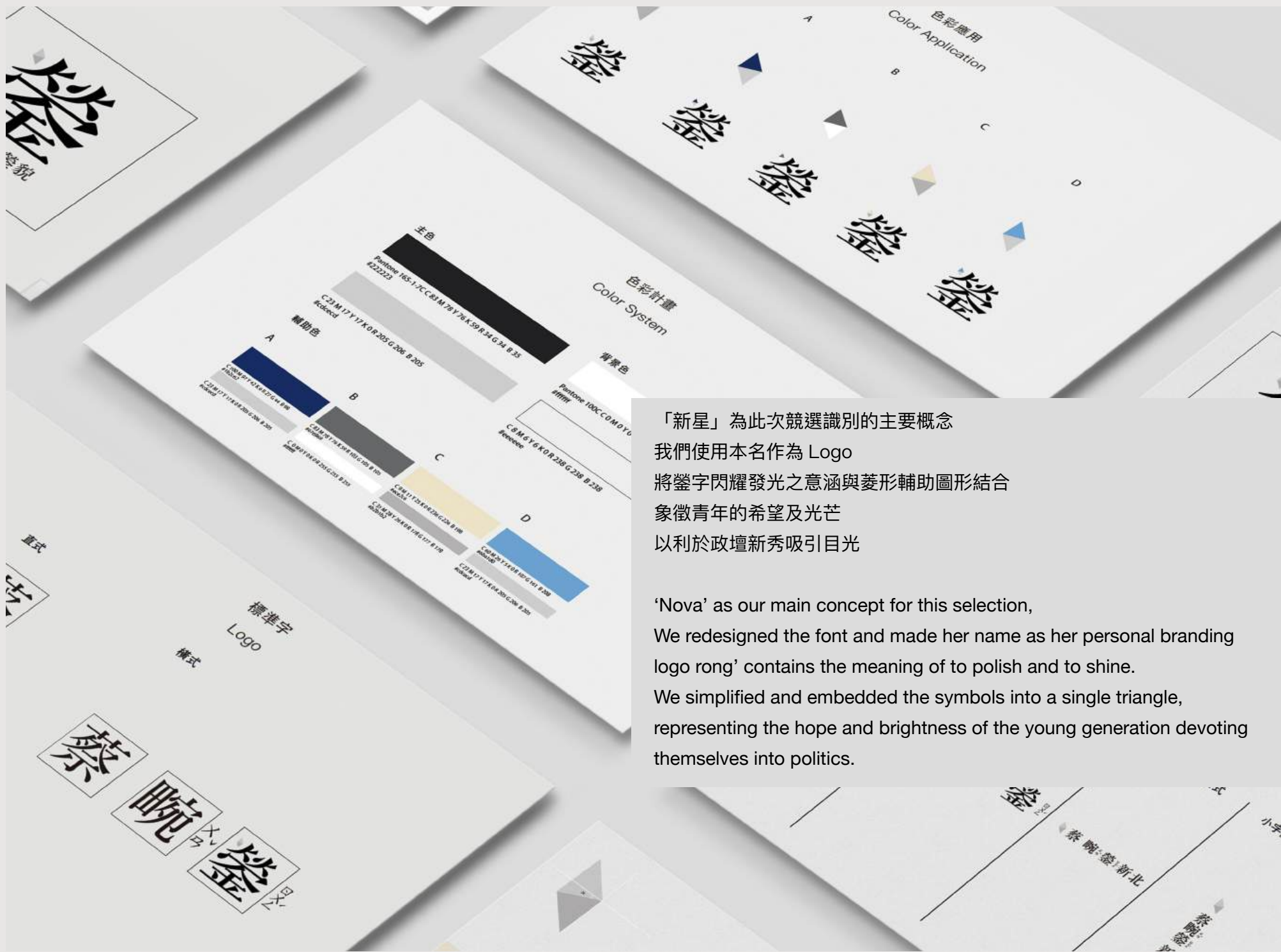


2022 新北市議員候選人—蔡琬瑩黨內初選視覺識別
鑑於前新北市副發言人蔡琬瑩首次參與地方選舉
我們為其打造不同於傳統政治形象
呈現青年參政的力量與改變

2022 New Taipei City Councilor candidate - Naomi Tsai.
Given that it's Naomi Tsai's (former vice spokeswoman of New Taipei City) very first election campaign, we built a fresh image which is different from the traditional Taiwanese politician vibe, to present the strength and change of youngsters committing to politics.



- 識別系統 Visual identity system
- 拍攝製作 Campaign shooting production



「新星」為此次競選識別的主要概念

我們使用本名作為 Logo

將璽字閃耀發光之意涵與菱形輔助圖形結合

象徵青年的希望及光芒

以利於政壇新秀吸引目光

‘Nova’ as our main concept for this selection,

We redesigned the font and made her name as her personal branding logo ‘rong’ contains the meaning of to polish and to shine.

We simplified and embedded the symbols into a single triangle, representing the hope and brightness of the young generation devoting themselves into politics.

蔡曉瑩

電話民調
懇請支持

新台北市議員參選人
第九區
新店/烏來/坪林/石碇/深坑

新店新貌

Naomi Tsai Campaign Billboard



Naomi Tsai Campaign Portrait

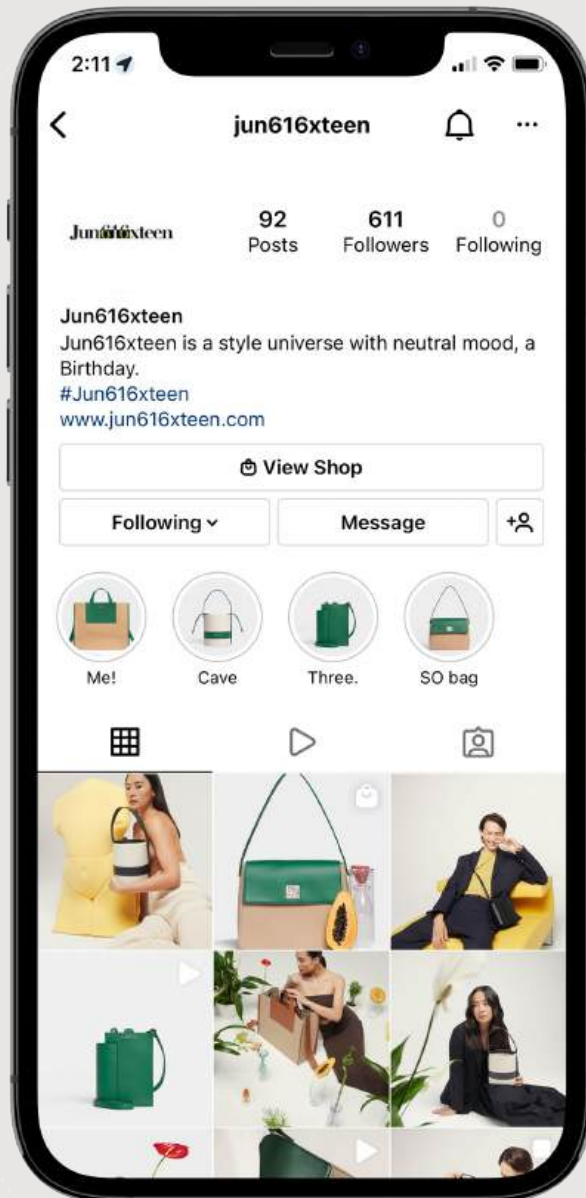


Jun616xteen

Jun616xteen 為台灣包袋品牌
我們以視覺及品牌建立的角度切入
著重內容製作及品牌文化的傳遞
以展現自我、散發魅力為主軸
進行形象影片、照片拍攝企劃
及社群策略、經營等 360 度的服務

Jun616xteen is a Taiwan-based hand bag brand,
we started from visualize the brand image,
focused on creating content and conveying brand culture.
Demonstrates yourself and to spread the charm is the core concept of
Jun616xteen.
From campaign film to lookbook, social media strategies and
management, we at stay chill studio provide 360 degree of all the digital
services that you need.

- 品牌定位 Brand positioning
- 社群運營 Social media management
- 網紅行銷 Influencer marketing
- 藝術指導 Art direction
- 拍攝製作 Shooting production
- 文案撰寫 Copy Writting



品牌目標打造出輕奢精品的形象 並以銷售往歐美為長程目標
因此在社群策略方面 我們專注於 Instagram
網紅合作以高質感影像為方向 並以我們最擅長的高端時尚語彙
將品牌文案以冷靜、高級 視覺以簡單、溫暖呈現
貼文使用中英文撰寫加深客群輪廓

Aiming at an affordable luxury image,
and to sell in Europe and the U.S. as a long term goal,
we focused on Instagram as a social strategy.
Producing quality content through collaboraton with influncers,
presenting calm, classy tone in caption, simple with warmth vibe in
visual, both english and chinese are written in caption to emphasize
the demographic of customers.



Jun616xteen influencer marketing



click to play the video



To fell in love with ____? yourself first!

Jun616xteen SS21 Video Lookbook



click to play the video



Jun616xteen Pre Launch Video Lookbook



Clients:

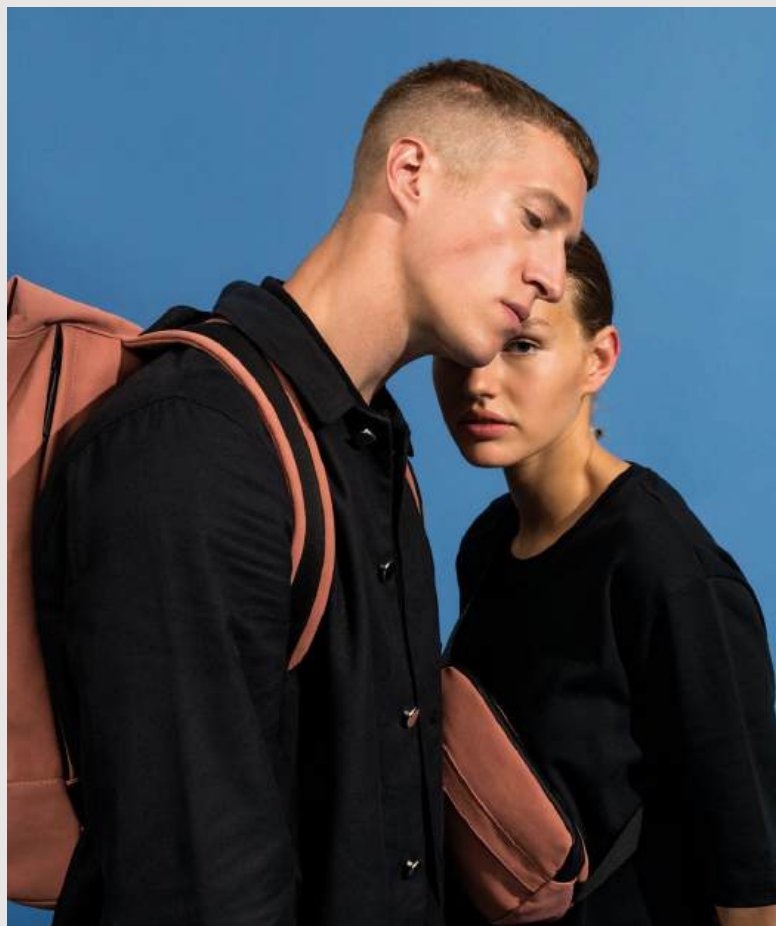
Ucon acrobatic
THE CORNER.COM

With a clear brand positioning and strong visual identity, we take your social presence to the next level—curating a cohesive and premium brand experience across all platforms, ensuring they maintain a distinct and impactful identity that translates into real business value.

透過清晰的品牌定位與精準的視覺呈現，我們為品牌打造全方位的社群體驗，確保品牌保持鮮明且有影響力的形象，並轉化為真實的商業價值。

社群經營

social media



UCON ACROBATICS

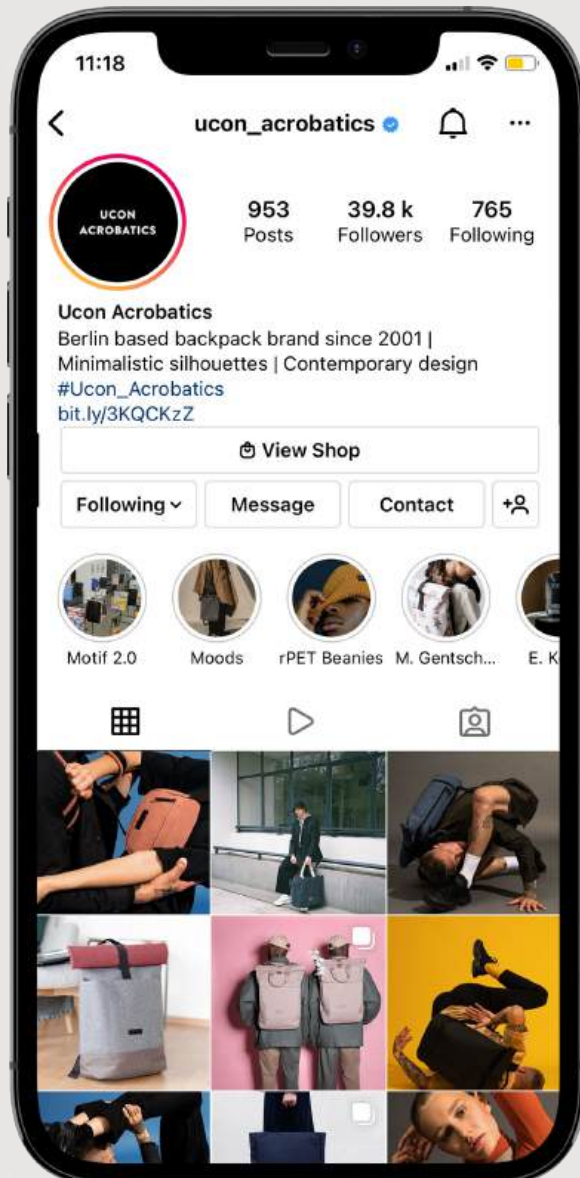
Ucon acrobatics 為德國柏林包袋品牌
全球超過五百家經銷商
以永續環保的精神
在潮流風格與極簡美感中取得平衡
我們其負責 Instagram, Facebook 的策略與運營

Ucon Acrobatics is a Berlin-based backpack brand with over 500 distributors around the world.

The core of the brand is sustainability, within this concept, they maintain the balance between street wear and minimal aesthetics.

We were in charge of the operation for Instagram and Facebook accounts, and strategies, specializing in influencer marketing which aimed at a precise group of TA.

- 社群運營 Social media management
- 網紅行銷 Influencer marketing
- 文案撰寫 Copy writting



社群策略部分，著重於網紅行銷及多元內容
以風格及互惠為目標，精準瞄準客群
除了與 300 多位網紅及數十位攝影師合作外
還包含 3D 設計工作室、動畫設計等
合作對象遍及全球
旨在以外部合作方式形塑品牌面貌
多元內容方便經銷商取材使用，進而拓展客群

Concerning social media strategy, we focused on influencer marketing and the diversity of content.

The style and reciprocity are our goals, aiming accurately at a certain group of TA.

Besides the collaboration with over 300 influencers and dozens of photographers, we also collaborated with 3D design studios, animation design studios.....etc, with partnerships all over the world.

We are aiming to shape our image from all these collaborations, and our diverse content are shared with distributor for sale's campaign.



Ucon Acrobatics Influencer Marketing

MOTIF Exhibition At Berlin

stay chill studio



發想與執行 MOTIF 專案

與歐美 38 家設計工作室進行合作

在柏林舉辦千人的展覽及線上義賣

360 度的規劃與設計使品牌效益最大化

呈現一致且強烈的風格

We set up MOTIF Project, an exhibition and charity event with thousands of visitors.

Collaborating with 38 design studios.

A 360 degree planning and design to optimize the brand value, to create a consistent and strong story telling.

click to play the video



MOTIF Exhibition At Berlin



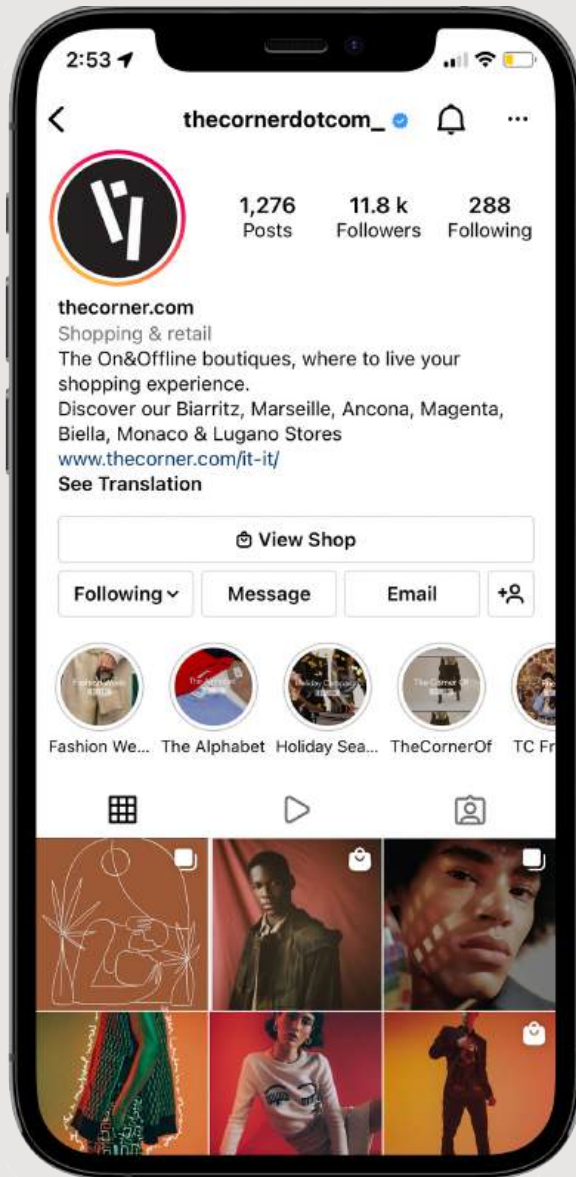
THE CORNER.COM

TheCorner.com 為奢侈品選貨店
 主要於義大利、法國、英國、美國
 販售 Gucci, Bottega Veneta, Prada
 Burberry, Palm Angels, Stone Island 等精品
 我們負責其 Facebook, Instagram 的策略與運營

Thecorner.com is a luxury e-commerce platform,
 and a channel that carries high-end brands
 such as Gucci, Bottega Veneta, Prada, Burberry,
 Palm Angels, Stone Island...etc.

The main markets are Italy, France, UK and US.
 We manage their social media accounts,
 and develop strategies
 that fulfill the needs of our clients.

- 社群運營 Social media management
- 諮詢與顧問 Advisory & consultancy
- 文案撰寫 Copy writting



品牌包含線上及線下門店，遍及歐洲各國
 我們從明亮簡約的義式商業風格著手
 與藝術指導密切合作
 從社群角度提供創意策略
 在創新與經典中保持平衡
 從數據分析進而輔佐選品及推廣方向

The brand is consist of online and offline shop across europe,
 We created a bright and minimal
 Italian commercial style of visual communication.
 In collaboration with art director and marketing department,
 we porvide creative strategy from social perspective,
 to maintain balance between modern and classic.
 Through data analysing we were able to give suggestion to fashion
 buying and direction of promotion.

click to play the video



Holiday Season Special Campaign



Clients:

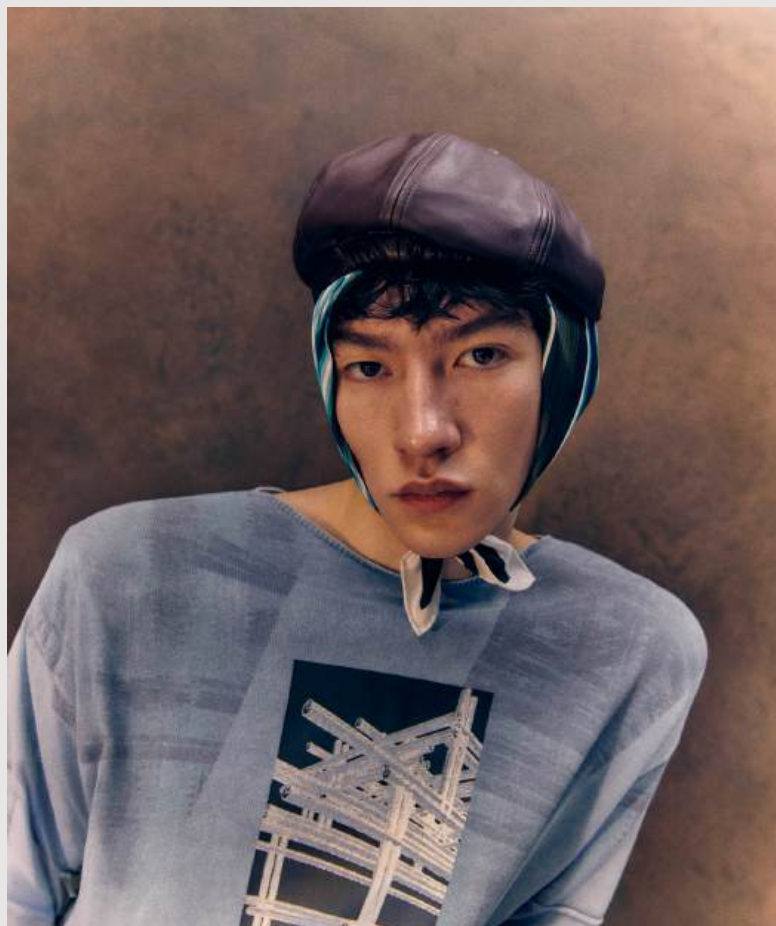
GOLDLION 3388
ODTD
SONIA FIORENTINA
THE GREATEST
AIMER MEN
9m88
FRIP
YESE
YU MEI HUANG
SUPERGA
ADD

Transforming imagination into visuals is our expertise. With deep experience in both European and Asian markets, we bring creative concepts to life through high-quality images, covering every stage from pre-production and on-site shooting to post-production.

將想像轉化為影像是我們的專長，憑藉深厚的歐亞市場經驗，將創意構想轉化為高品質影像，內容涵蓋從前期規劃、現場拍攝到後期製作的每個環節。

拍攝製作

production



GOLDLION
3388

中國高端男裝品牌金利來集團旗下支線「GOLDLION 3388」
融合品牌歷史的經典系列與彰顯東方情懷的設計系列雙線並行
我們負責其 2024 春夏靜態與動態大片的製作與執行
以藝術手法呈現「山」、「水」、「煙」、「景」
開啟「衣」與「景」的探索，將東方美學融入當代男裝
表現季度主題海市蜃樓的幻境。

Our client GOLDLION 3388, is the sub-brand of Chinese high-end men's fashion group GOLDLION.

For both classic series represents brand history and design series that showcase Eastern sentiments.

We are responsible for the production and execution of its 2024 spring/summer photo and video.

With artistic approach, presenting "mountains", "water", "smoke", and "scenery", initiating exploration between "clothing" and "scenery".

We incorporate Eastern aesthetics into contemporary menswear, depicting the illusion of a mirage for the seasonal theme.

It presents a sense of freedom and relaxation, immersing into the natural atmosphere.

- 拍攝製作 Shooting production
- 專案企劃 Project planing



Goldlion 3388 Spring 24 Campaign



Goldlion 3388 Spring 24 Campaign

click to play the video



Goldlion 3388 Spring 24 Campaign



OD
TD

ODTD 擅用摩登設計語言展現精緻主義與實用主義的巧妙結合
透過優雅、率真的風格敘述輕鬆悅己的生活方式和著裝理念
以感性自由的視角呈現都市女性的 OOTD（日常穿搭）
我們負責其 2024 春夏靜態和動態大片的製作跟執行
柔軟緩慢的波浪在陽光下閃著粼粼波光
法國巴黎的慵懶率性在詩意和現實之間流動
輕盈雀躍，皆是春日的寶藏

ODTD skilfully employs modern design language to showcase the clever combination of sophistication and practicality

Through an elegant and sincere style, it narrates a relaxed and self-satisfying lifestyle and dressing philosophy, presenting the OOTD (Outfit of the Day) of urban women in different occasions from a sensually liberated perspective.

We are responsible for the production and execution of its 2024 SS static and dynamic campaigns.

Soft, slow waves shimmer under the sunlight, embodying the carefree and casual demeanour of Parisian life as it flows between poetry and reality. Light and agile, these moments are all treasures of spring.

- 拍攝製作 Shooting production
- 專案企劃 Project planing



ODTD SS24 Campaign



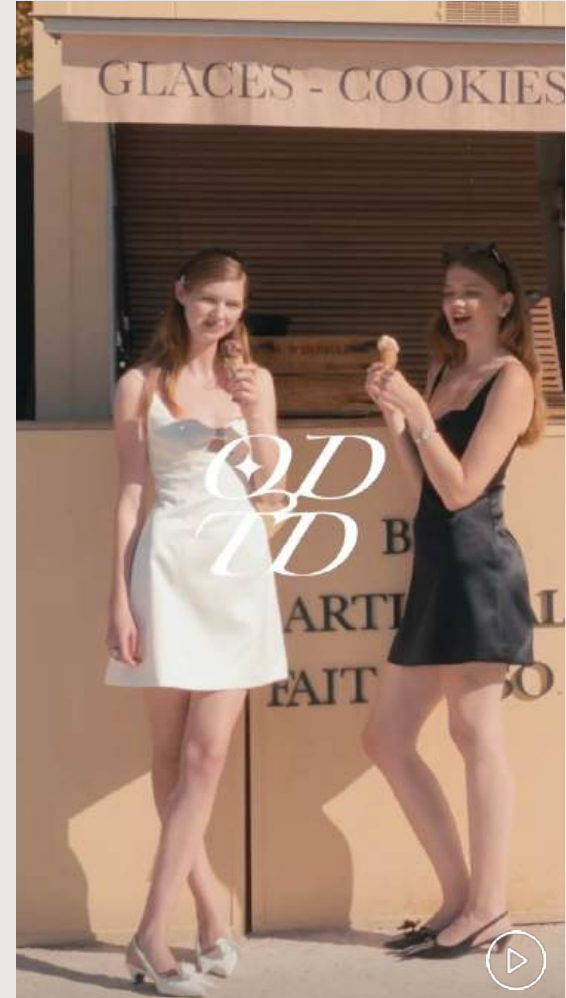
ODTD SS24 Campaign

click to play the video



ODTD SS24 Campaign Video

click to play the video



ODTD SS24 Social Video



Sonia Fiorentina

Sonia Fiorentina 珠寶誕生在充滿活力與藝術魅力的佛羅倫薩
我們負責其 2023 形像大片製作與執行
捕捉歷史的深邃與現代的流動
將經典的元素與創新的精神糅合
展現出品牌獨特標誌性的珠寶藝術

Sonia Fiorentina, a jewelry brand born in the vibrant and artistically charming city of Florence,
we are responsible for the production and execution of its 2023 image campaign,
capturing the depth of history and the fluidity of modernity, blending classic elements with innovative spirit,
showcasing the brand's unique signature jewelry artistry.

- 拍攝製作 Shooting production
- 專案企劃 Project planing



Sonia Fiorentina 2023 Campaign



THE GREATEST

The Greatest 為義大利米蘭名譽極高的獨立男裝雜誌
我們將時尚與現代自由的概念以影像來表述
執行製作 Talking Heads 及 The Universe 線上企劃
整合 72 組團隊、206 名藝術工作者及時尚品牌
並投入拍攝創作者的行列

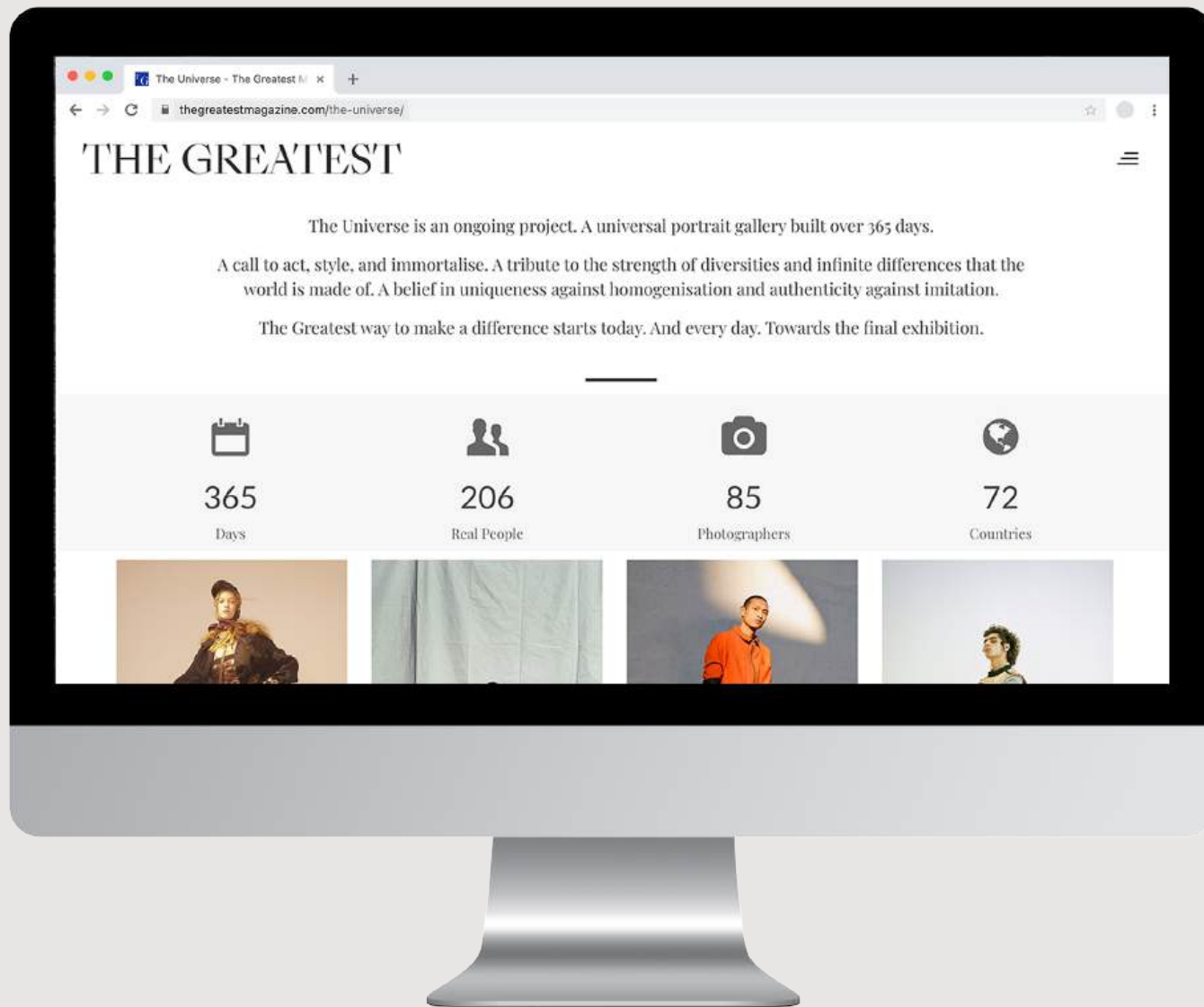
The Greatest is a independent male fashion magazine with high reputation in Milan.

We convey the concept of fashion and freedom through images by producing Talking Heads project and The Universe project, intergrating 72 teams, 206 artist and brand as creators of the projects.

- 媒體公關 Public relations
- 藝術指導 Art direction
- 拍攝製作 Shooting production



Talking Heads Project And The Universe Project





AIMER MEN
爱慕先生

AIMER MEN 愛慕先生

是中國愛慕集團旗下高端男士內衣品牌

我們負責年度拍攝企劃與執行

於義大利科莫、米蘭及美國洛杉磯

與品牌遠端連線同步進行拍攝

團隊成員包含德國、巴西、義大利、美國等

跨國家與國籍的合作

AIMER MEN is a high end Chinese men's underwear brand, we've been working on the creative proposal and shooting execution for several seasons.

From Como lake Italy, Milan and LA the U.S., we go live streaming with client during shooting.

Our crew member is consisted of german, brazilian, italian, chinese, and American for an international team.

- 拍攝製作 Shooting production
- 藝術指導 Art direction
- 專案企劃 Project planing



click to play the video



Aimer Men Street Shot Video

click to play the video



Aimer FW22 Campaign Video



9m88

9m88 為台灣爵士女歌手，多次提名金曲獎
 此次拍攝為藝人新髮型發佈
 進行宣傳照創作拍攝企劃
 以橘色短髮為發想，邀請新銳攝影師
 利用背景、燈光及場景變換
 表現出早晨、正午、黃昏
 一同演繹出關於時間週而復始
 清醒而混亂的視覺創作
 並於 Flanelle Magazine 線上發表

9m88, a jazz Taiwanese singer,
 stay chill studio conducted a creative promotion campaign inspired by
 her new hair color- orange.
 In collaboration with Berlin based uprising photographer Pin Ting Lo.
 To create a visual cycle to symbol to abstract concept of time and day
 by using background, lighting and set manipulation.
 We staged the morning, moon, and sunset scenes, demonstrating a
 series image of sober yet chaotic visuals, this editorial was published by
 Flanelle Magazine.

- 拍攝製作 Shooting production
- 藝術指導 Art direction
- 專案企劃 Project planing





YESE STUDIO

Yese Studio 為義大利米蘭的設計師品牌
以 Art base 為品牌精神 注重藝術與美學
透過市場化的設計語言將高雅的藝術審美商品化
我們為其進行 Lookbook 拍攝
視覺概念上 搭配夏季商品的豐富色彩
在年輕與性格中取得平衡
展現輕奢的輕盈與質感

Yese Studio is a designer handbag brand from Milan.
The core of Art base, is art and aesthetic,
Pouring artistic elements into products with mature market values.
Reaching a perfect balance between youth and characteristic,
Yese Studio manifests the luxurious at ease and premium quality.

- 拍攝製作 Shooting production
- 藝術指導 Art direction
- 專案企劃 Project planing





frip

Frip 為義大利米蘭擁有近三十年歷史的選品店

風格極簡、現代、前衛

選貨以北歐設計師品牌為主

還包含雜誌及黑膠唱片

選品店的概念就猶如一座小型的美術館

我們在視覺上營造出隨性自信的氛圍

傳達出 Frip 所倡導獨立而自由的品牌精神

Frip is a fashion boutique focusing on minimalistic Nordic designer brands.

The concept of select shop is as a mini museum, through the editorial imagery

we create a casual yet confident mood

to convey the independent spirit of Frip.

- 拍攝製作 Shooting production
- 藝術指導 Art direction
- 專案企劃 Project planing





YU MEI HUANG

Yu mei Huang 是定居歐洲的台灣針織藝術家
擅長將傳統針織工藝與創新技術結合
此次合作拍攝新品 Plisse knit bag
減去了裁減的過程 也免去廢布的產生
與我們堅持永續時尚的精神不謀而合
視覺上延續重新檢視生活織物的概念
表達日常生活的溫柔與細膩

Yu-Mei Huang, a knit artist, designer and craft maker rolled into one.
Born in Taiwan, currently based in London.
She specializes in combining traditional craftsmanship with innovative techniques.
The project was to generate visual content for Pliss knit bag.
The innovative production technique was applied to reduce waste during the process of fabrication.
This waste-elimination approach is in alignment with the sustainable fashion goal of Stay chill studio.
Starting from the concept of reexamining the textile in daily life, to express the tenderness in life which reflects on the product itself.

- 拍攝製作 Shooting production
- 藝術指導 Art direction
- 專案企劃 Project planing



Plisse knit bag Campaign



Superga 為義大利百年國民鞋品牌
我們從視覺角度切入
以隨性與悠閒的風格態度
契合義大利追求絕佳的生活品味

Superga is a well-known Italian footwear brand.
Our approach starts from a visual perspective,
embracing the casual and relaxed style tone of voice
which aligns with Italian's pursuit of exceptional lifestyle tastes.



- 社群專案企劃 Social project planing



Superga SS22 Social Content



add

Add 是創立於 1999 年的義大利羽絨衣品牌
隨著時代變化，為品牌注入新氛圍
與 6 位不同造型師，進行秋冬形象照拍攝
著重衣領層次的變化，結合休閒與俐落的風格
並於 GQ Italia 等雜誌曝光

Add is an established down jacket brand founded in 1999 in Italy.
As the time changes the brand requires for new vibe.
The 2020FW campaign carried out in collaboration with 6 uprising
stylists based in Milan.
The main focus was layering and the style between casual and chic.
This very campaign was on GQ Italia interviews.

- 專案企劃 Project planing



stai tranquilla with a tequila

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Taipei

stay chill studio

Creative agency

2025

Milan