



**FROM
NATURE,
WITH
LOVE**

LUSH

VERECDITAS
SUBMISSION

PROJECT TITLE
FROM NATURE, WITH LOVE





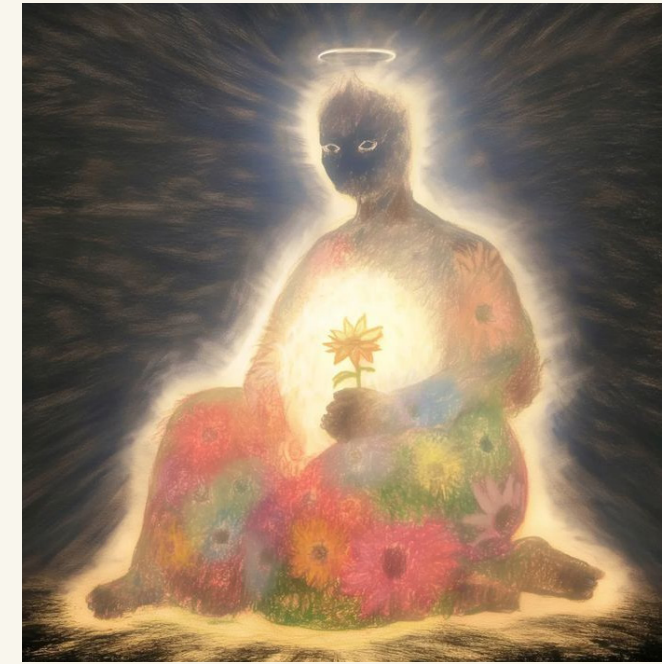
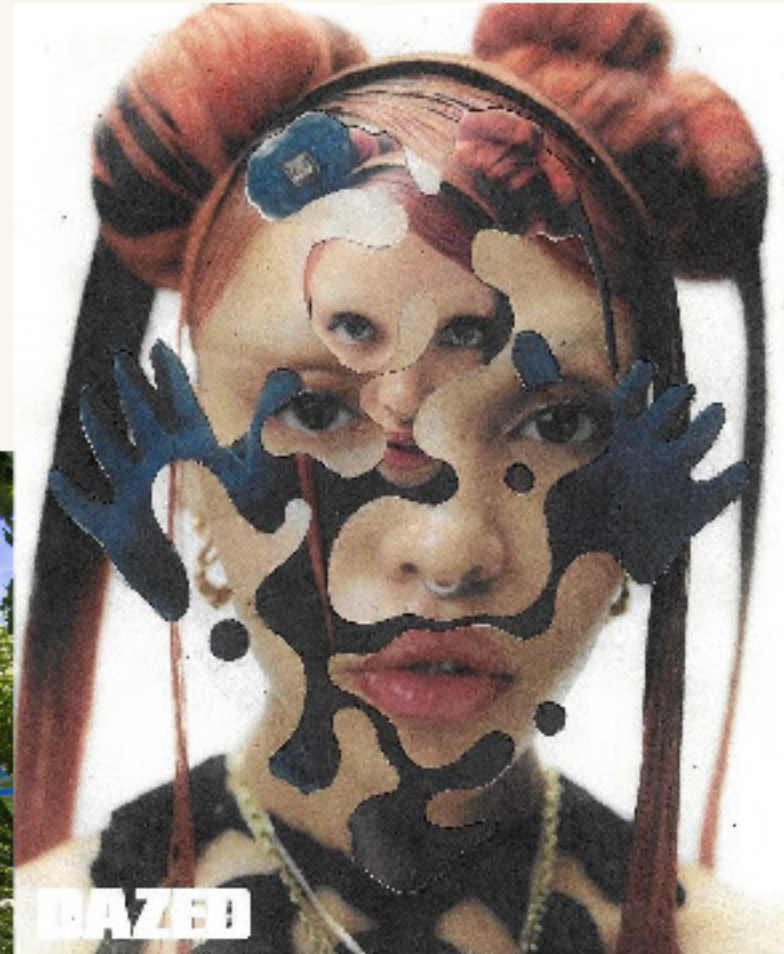
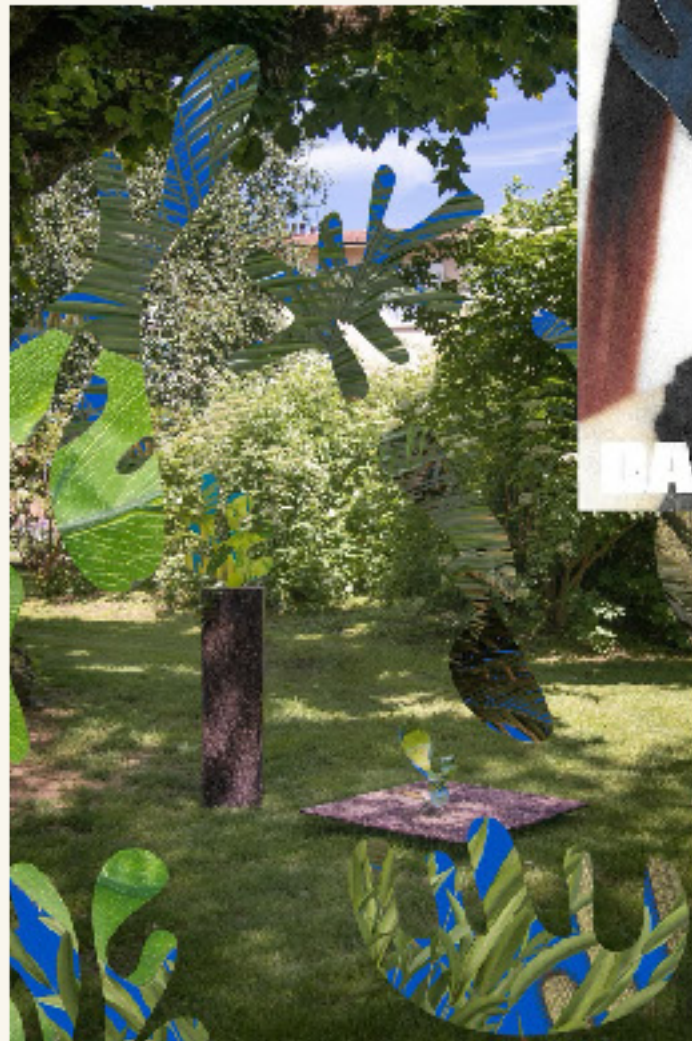
CONCEPT & VISUAL DIRECTION

Create promotional pieces with the goal of engaging individuals in embracing more sustainable lifestyles and conscious consumption.

My Mother's Nature approach aligns the message by visually conveying that self-care and Earth-care are inherently connected, celebrating nature's beauty while inspiring sustainable actions.

DESIGN PROCESS

CUTOUTS
IMAGES

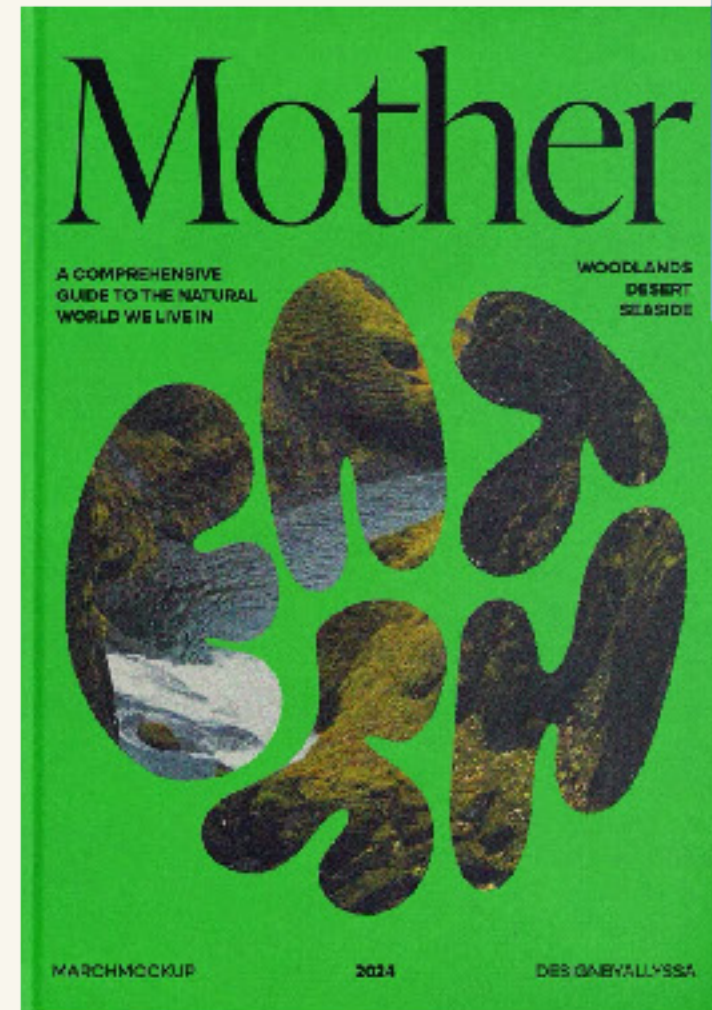


MOTHER NATURE

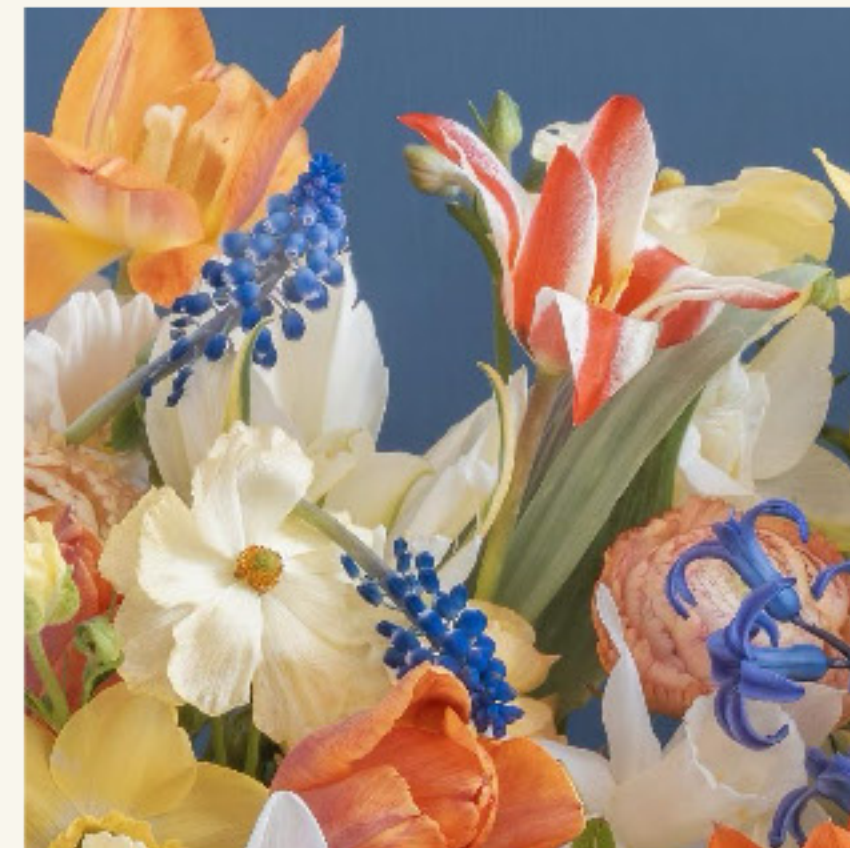
FLOWERS,
NATURE



STROKE
OF PAINT



BOLD
TYPOGRAPHY



SKETCH

Focused on building a central and symbolic composition, where Mother Nature emerges as a quiet yet powerful presence. The flowers were designed to grow organically from her face, creating movement, balance and a seamless fusion between human and nature.



PAINTING BACKSTAGE



CONTRIBUTION & IMPACT

Values in action

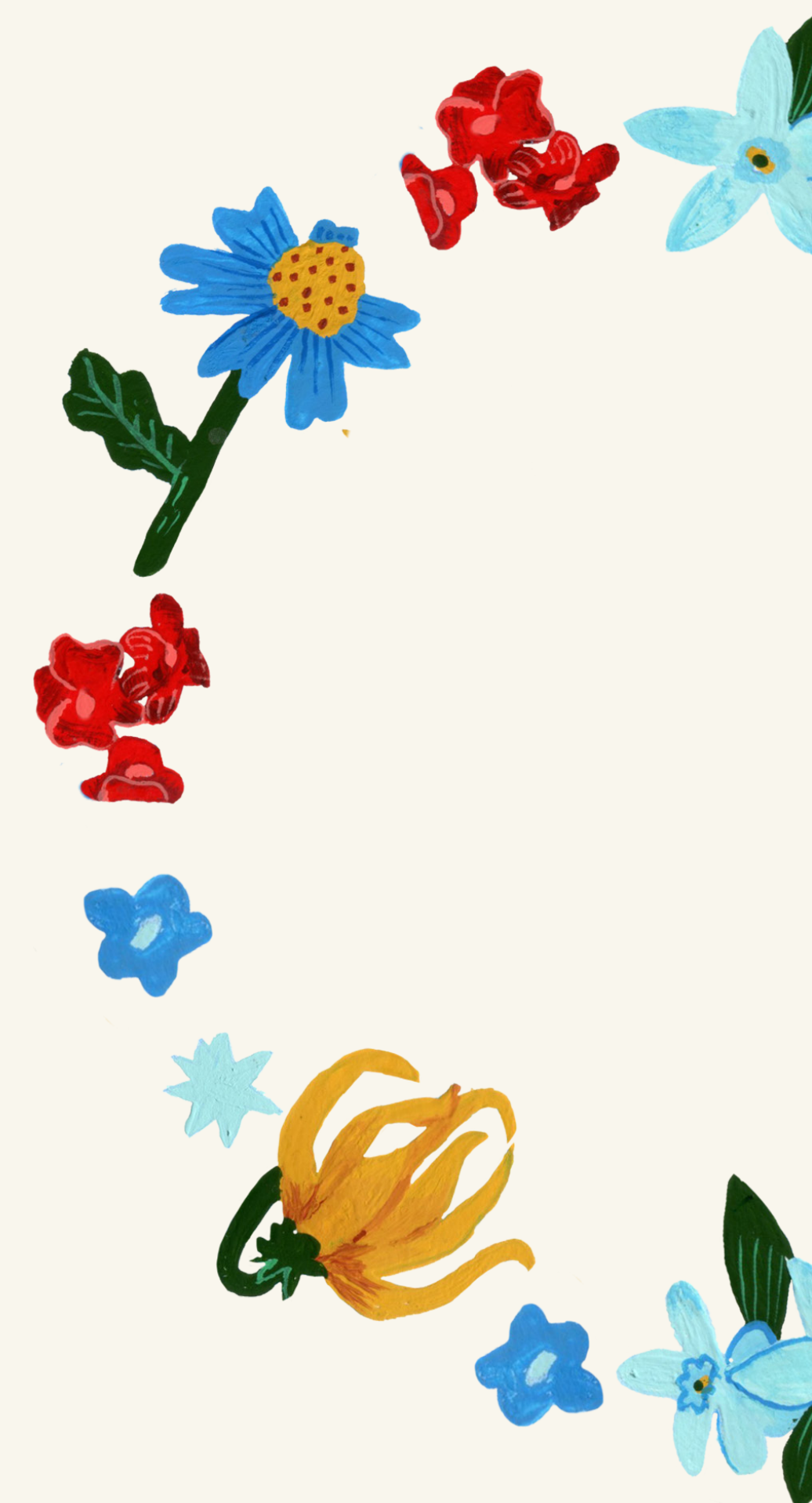
Visually reinforces LUSH's commitment to people, global communities and regenerative practices.

Craft as commitment

The hand-painted approach expresses care, intention and the intrinsic connection between nature and love.

Multi-format consistency

The illustration system adapts seamlessly across print and digital platforms.



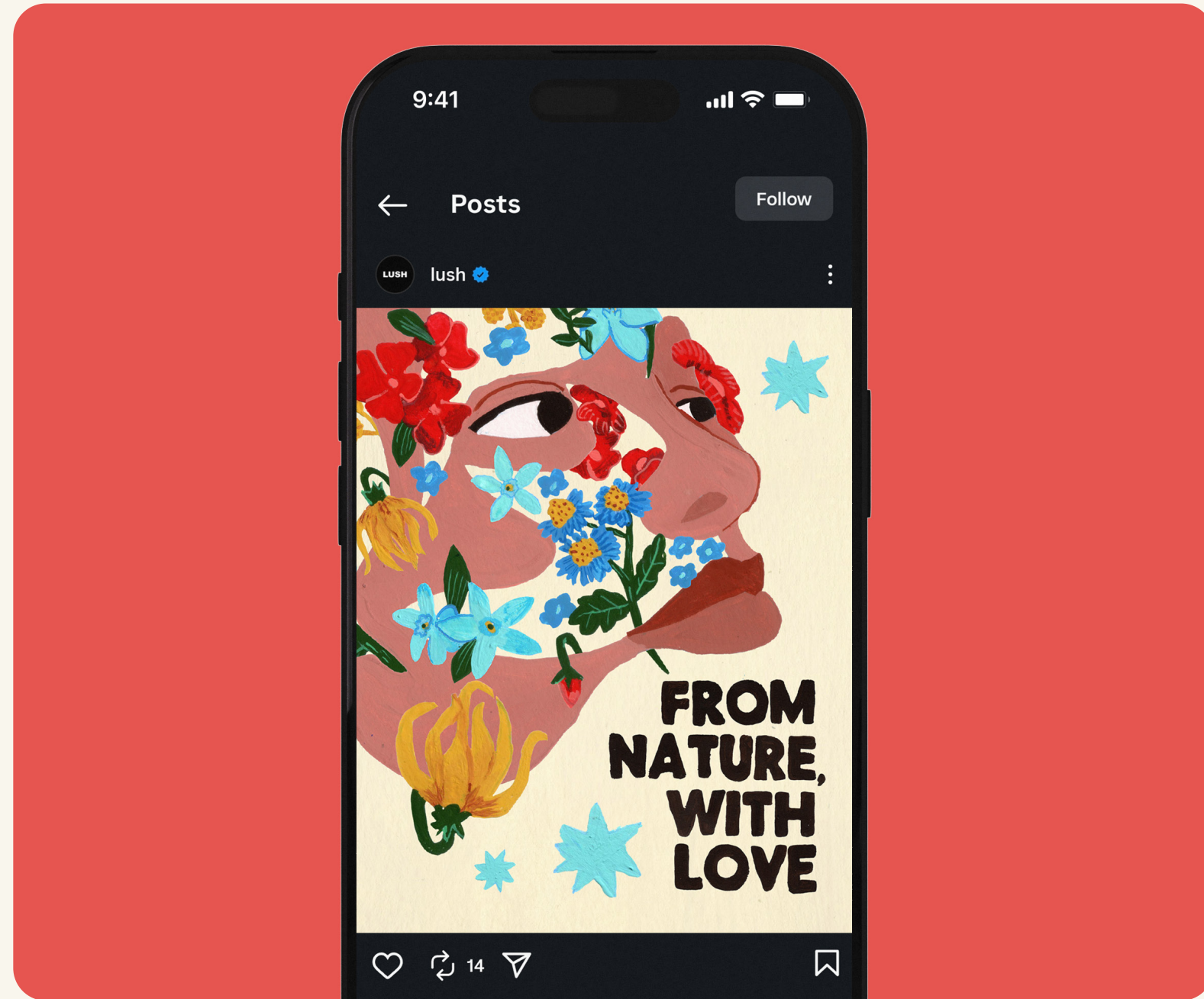
VERECDITAS
SUBMISSION

PROJECT TITLE
FROM NATURE, WITH LOVE



VERECDITAS
SUBMISSION

PROJECT TITLE
FROM NATURE, WITH LOVE



LUSH



VERECDITAS
SUBMISSION

PROJECT TITLE
FROM NATURE, WITH LOVE



FROM
NATURE,
WITH
LOVE

LUSH