

ALEXANDRE RICHARDOT

Selected Work

FASHION / LUXURY / LIFESTYLE / ENTERTAINMENT

Brand & Creative

Brand Image / Identity / Storytelling / Experience

20+ years spanning film, entertainment, luxury and fashion.

Building brands through campaigns, content, retail and experiences.

Creative leader directing international teams, studios and agencies across Europe, the US and Asia.

CURRENT

Creative Director APAC

Bureau Beatrice / The Independents

Shanghai, PRC

BARBOUR: APAC EVENT / SPRING WITH BARBOUR

2 DAYS / 13,000 VISITORS / 634 VR TEST DRIVES / 3 AWARDS / 1,53B IMPRESSIONS

CREATIVE DIRECTION / EVENT CONCEPT / GUIDELINES

[VIEW CASE STUDY](#)



BARBOUR / CITY SAFARI

SS26 APAC CAMPAIGN / PHOTOGRAPHY

CREATIVE DIRECTION

[VIEW CASE STUDY](#)



PHOTOGRAPHY: MIKE NEOMIGO / STYLING: KANG

JIL SANDER: RITUALS

CHINESE NEW YEAR 2026 / FILM + PHOTOGRAPHY / 9,000+ LIKES · 3,000+ SAVES · ~33% SAVE RATE, RED + WECHAT

CREATIVE DIRECTION, WRITER

[VIEW CASE STUDY](#)



[WATCH FILM](#)

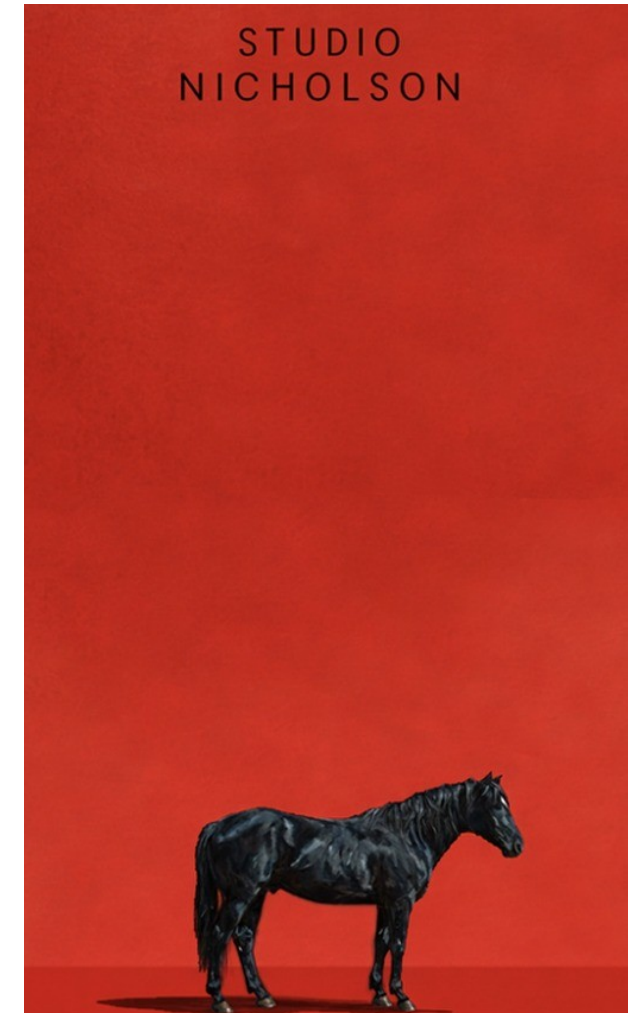


PHOTO + FILM: JEREMY Z. QIN

STUDIO NICHOLSON: BRAND VM

CHINA / CHINESE NEW YEAR RETAIL INSTALLATION AND RED PACKET

CREATIVE DIRECTION



LACOSTE / SS26 CAMPAIGN

CHINA / PHOTOGRAPHY

CREATIVE DIRECTION



PHOTOGRAPHY: KAYCEE

LACOSTE / A YEAR WITH CODI

CHINA / BRAND CHARACTER SYSTEM

CREATIVE DIRECTION, CHARACTER DESIGN, STORY

[VIEW CASE STUDY](#)



ANIMATION: STUDIO JACKIE

VOGUE: GOOGLE PIXEL / GAME CHANGERS

GERMANY / WOMEN IN FOOTBALL

CREATIVE DIRECTION, CONCEPT

[VIEW VOGUE STORY](#)



PHOTOGRAPHY: HEIKO DREHER / STYLING: BIANCA FLEISCH

CHAUMET: AN ODE TO NATURE

FRANCE PAVILION / OSAKA WORLD EXPO 2025 / NEARLY 4.7M VISITORS

CREATIVE DIRECTION

[VIEW CASE STUDY](#)



BOUCHERON / FROM PARIS TO XINTIANDI

SHANGHAI FLAGSHIP / MAPPING + CONTENT

CREATIVE DIRECTION



VOGUE: BVLGARI / TINA KUNAKEY

BRANDED CONTENT / FILM



PHOTOGRAPHY: MONSIEURTOK

CREATIVE DIRECTION



DIRECTOR: LOUIS FAURY

GIORGIO ARMANI BEAUTY

ARMANI CODE SATIN + CREMA NERA

EXECUTIVE PRODUCER / RODS FILMS



[WATCH CODE FILM](#)



[WATCH CREMA NERA](#)



ARMANI CODE / PHOTO + FILM: BENJAMIN LENNOX

CREMA NERA / PHOTO + FILM: HANNA BESIREVIC

VOGUE: PERRIER-JOUET / ATELIER MONTEX (19M CHANEL)

VOGUE FRANCE / BRANDED CONTENT

CREATIVE DIRECTION



NETFLIX: CHANEL / 7 DAYS OUT

NETFLIX ORIGINAL DOCUMENTARY SERIES

CO-PRODUCER / EXECUTIVE PRODUCTION FRANCE



DIRECTED BY ANDREW ROSSI

NETFLIX: CHEF'S TABLE FRANCE

FRENCH EDITION OF NETFLIX'S EMMY-RECOGNIZED CHEF'S TABLE FRANCHISE (11 EMMY NOMINATIONS, 1 WIN) / BOARDWALK PICTURES / STREAMED WORLDWIDE

CO-PRODUCER / EXECUTIVE PRODUCTION FRANCE



CREATED BY DAVID GELB / DIRECTED BY DAVID GELB, ANDREW FRIED & CLAY JETER

PRODUCTION AT SCALE

EXECUTIVE PRODUCTION ACROSS INTERNATIONAL MARKETS, FROM TREATMENT AND PARTNER SELECTION TO FINAL DELIVERY

EXECUTIVE PRODUCTION / SELECTED WORK

[SELECTED PRODUCTIONS](#)



CANALSAT



CRIMINAL CASE (VIDEOGAME)



NF



OPTUS – FIFA WORLD CUP 2010



OPTUS X QANTAS



PEUGEOT

ALL FILMS DIRECTED BY THIERRY POIRAUD

Selected Awards

CANNES LIONS / EPICA / CLIO AWARDS

AICP / YDA / LIA / EUROBEST

TOPCOM / RETAIL ASIA / CLUB DES DA

EXPERIENCE

COMPANIES / MARKETS / CREATIVE DELIVERY

2024 - PRESENT	BUREAU BEATRICE / THE INDEPENDENTS	Creative Director APAC	Shanghai, China / Paris, France
2023 - 2024	CONDE NAST	Senior Director, Branded Entertainment, EMEA	Paris, France / EMEA
2017 - 2022	ISOLANI PICTURES	Co-Founder / Creative Director	Paris, France / Munich, Germany
2010 - 2016	RODS FILMS	Co-Founder / Managing Partner / Executive Producer	Paris, France / International
2006 - 2009	PARANOID PROJECTS	Executive Producer	Paris, France / Los Angeles, USA