

ALEXANDRE RICHARDOT

Creative Executive — Luxury, Image & Brand Experiences

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Creative Executive with 20+ years of experience shaping the image of luxury brands through campaigns, photography, film, retail and immersive experiences across Europe and Asia.

Currently Creative Director APAC at Bureau Béatrice (part of **The Independents**), leading creative work for Cartier, Boucheron, Chaumet, Vacheron Constantin, Melco, Barbour and Lacoste.

Previously led Branded Entertainment across Vogue, GQ, Vanity Fair, AD and WIRED at **Condé Nast**, following more than a decade running my own award-winning production company.

Career highlights include co-producing the Chanel episode of **Netflix's** 7 Days Out, co-producing Chef's Table: France for Netflix, and collaborating with creative talent including Thierry Piraud, Jan Kounen, Kristoffer Borgli, Gaspar Noé, Huang Jiaqi, Jeremy Z. Qin and leading photographers, filmmakers and artists across Europe and Asia.

EXPERIENCE

Creative Director APAC Bureau Béatrice (The Independents), Shanghai Nov 2024 - Present

Lead creative direction across campaigns, image systems, retail experiences and immersive storytelling for luxury brands throughout Asia.

Selected clients : Cartier, Jil Sander, Barbour, Boucheron, Chaumet, Vacheron Constantin, Lacoste.

Senior Director, Branded Entertainment, EMEA Condé Nast, Paris 2023 – 2024

Creative leadership across Vogue, GQ, Vanity Fair, AD and WIRED, developing branded content and creative partnerships for luxury and lifestyle brands.

Clients included Gucci, Tiffany & Co., Google, Armani and Perrier Jouët.

Co-Founder, Creative Director, Writer Isolani Pictures (Beta Film), Paris 2017 – 2022

Cofounded (and sold) a scripted development company creating original premium television series for international broadcasters, studios and streaming platforms. Led projects from original concept and writing through visual world building, packaging, talent development and production strategy.

Selected projects

La Panthère — A six episode series inspired by the life of Jeanne Toussaint and the history of Cartier.

Cellar Door — A six episode international drama set in the world of wine, optioned by NHK.

Black Snow — An eight episode thriller developed with writer Simon Donald.

Executive Producer, Managing Partner Rods Films, Paris 2010 – 2016

Founded and led an award winning production company delivering international campaigns, branded entertainment and premium documentaries.

Selected work: Netflix — Chef's Table: France, Canal +, Armani Beauty, Lacoste, BNP

Executive Producer Paranoid Projects, Paris & Los Angeles 2006 – 2009

Optus "Secret Training Camp" (LIA Best VFX) | Nissan, Electronic Arts, HP, Nintendo

Art Director, Assistant Director Entropie Films, Paris
Peugeot, Kenzo, Dior Homme, YSL La Nuit de l'Homme (dir. Gaspar Noé)

2003 – 2006

EDUCATION

Sciences Po Paris — MSc Digital & Media Management, Summa Cum Laude
Université Paris 1 Panthéon-Sorbonne — Masters of Law (D2A), Film/TV/Advertising, Magna Cum Laude | BA Cinema

SELECTED CLIENTS

Cartier · Boucheron · Chaumet · Vacheron Constantin · Chanel · Gucci · Tiffany & Co. · Armani · Dior Homme · Yves Saint Laurent · Kenzo · Jil Sander · Barbour · Lacoste · Google · Netflix · Canal + · Diageo · Lancôme · Melco · Audemars Piguet · Descente · Audi · Peugeot · Nissan · Fiat

EXPERTISE

Global Image Direction · Visual Strategy · Campaign Development · Art Direction · Photography · Film · Brand Experience · Retail Environments · Creative Partnerships · Talent Direction · Team Leadership · Production Strategy · Budget Oversight · Luxury Brand Strategy

AWARDS

Cannes Lions · Clio · LIA · Eurobest · Epica · AICP · YDA Retail · Club des DA · Retail Asia Awards

LANGUAGES & SKILLS

French (Native) · English (Fluent) · Mandarin (Basic) — Photography . Gen AI.