

Giselle Leon's E-Portfolio



Abstract

The work of Picasso comprises more than fifty thousand paintings, drawings, engravings, sculptures, and ceramics produced throughout the past eighty years through his series of overlapping periods. Picasso's work resides in many places around the world, but in New York, his pieces are spread throughout the museums in the city such as the Guggenheim, the Metropolitan Museum, and MoMA. At MoMA, New York City hosts one of the year's largest events, where Picasso's most important painting, "Les Femmes d'Alger (O. J. R. M.)," from his stay at Guernica from 1939 through 1981, is on display. Although his paintings are available throughout the city in the New York Metropolitan Museum, Picasso has a landmark exhibition focusing on his collection from 1881 to 1973. The museum features three hundred works including the museum's complete holdings of paintings, drawings, sculptures, and ceramics by Picasso.

The art and the fashion industry have a lot of things in common as they can relate in many ways through expression, details, history, creativity, and harmony. Art can be expressed in various ways through fashion such as through graphic design apparel, visual windows at clothing stores, and through their websites. A visual merchandising window that can be compared to Picasso's view of women is the Victoria's Secret lingerie store located on the first floor of the Bay Plaza Mall in the Bronx, New York. Paintings are created through the eyes of a creative artist. Its influences are inspired by their habits, visual imagery from the theater, popular culture, and research of different histories in art. Many artists seem to describe their vision through colors, details, lines, and balance in their pieces of art—but Pablo Picasso had a different set of eyes. His paintings established the modern principle that artwork need not represent reality to have artistic value. Picasso's work influenced the world through his series of intense and

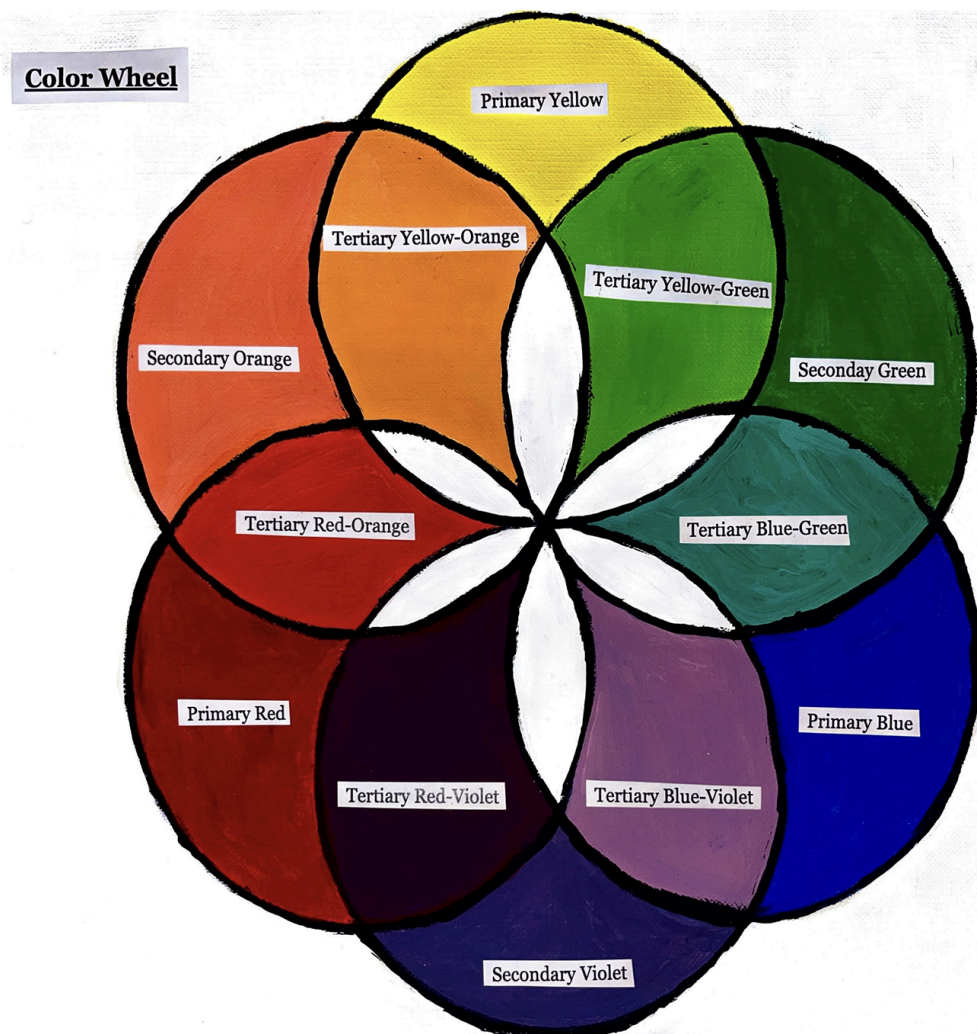
overlapping love affairs in his lifetime. Each of his love affairs had a huge influence on his artwork and his connection to women in each phase of his life.

Outline

Page	Number
Cover Page.....	1
Abstract.....	2-3
Outline.....	4
Color Project.....	5-6
Resume.....	7
Cover Letter.....	8-10
Term Paper.....	11-13
Reference Page.....	14-15
Index.....	16

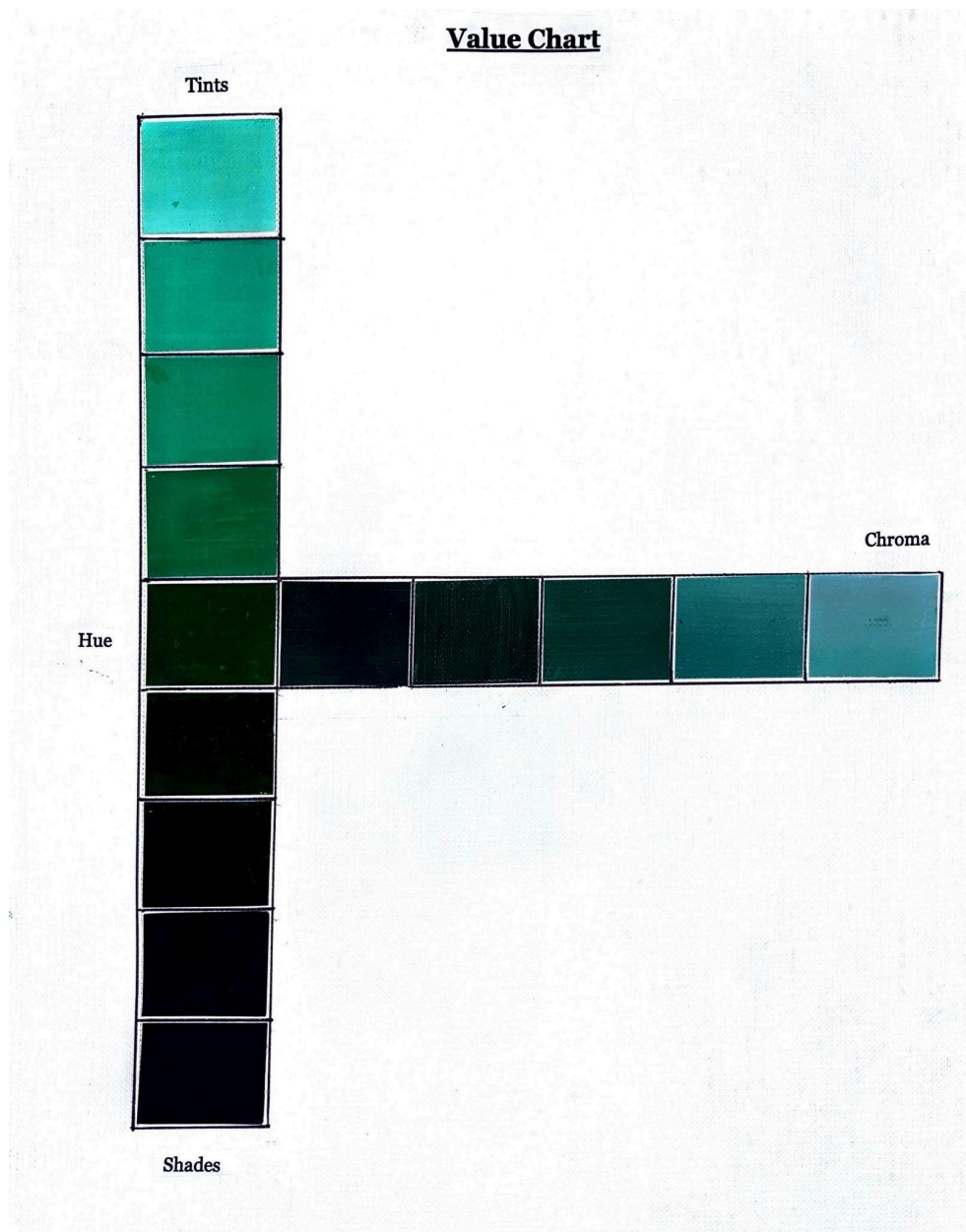
Color Project 1: Color Wheel Purpose

Throughout the last couple of months, we have been learning the fundamentals of colors and creating different wheels that will help us remember the relationship between the colors. We used primary and secondary colors including red, orange, blue, green, yellow, and violet to show the chromatic relationships between each other. The importance of the color wheel is the use of visual representation of color theory to showcase the organization of colors. It illustrates the relationship between hues and how the colors relate to each other and how they can be combined to create fascinating color schemes. Color wheels have become a source in the fashion industry as it is using colors as a source of inspiration such as the starting point for any collection. Color has also been used to make a statement or connection to the consumer.



Color Project 2: Color Value Chart Purpose

Understanding the process of colors is also understanding the mix of basic colors that change the color scheme. The chart demonstrates how a particular color palette relates to all the other colors by mixing white, black, and grey. The color chart has also been used to calibrate cameras that use film and to check the color temperature of lighting. The theory of the value of color is that it describes the overall intensity of how light or dark a color is. The beauty of watching colors combine into another color scheme with just a touch of brightness or darkness.



Resume

GISELLE
LEON

Designer



CONTACT

1+646-318-0426
gleon907@gmail.com

EDUCATION

New York City College of Technology
Bachelor in Science: Business and
Fashion of Technology

SKILLS

- Project Management
- Sketching designs
- Fashion shows
- Marketing designs
- Creative Director
- Coaching
- Strategy

LANGUAGE

- English
- Spanish

WORK EXPERIENCE

Fashion Director
ABC Corporation, LLC 2020-2023

- Managed the art buying for all photo concepts including video directors, make artists, production teams, and more.
- Designed noteworthy and ahead of trend campaigns and marketing content; developed bold creative brand concepts.
- Researched consumer trends and created innovative storytelling photo concepts to maintain brand integrity.
- Perform quality control and confirm quality of store delievery and finalization of punch list through completion

Fashion Director
NBC Universal Media, LLC 1997 - 2020

- Managed multiple projects with the development and executive of scope, timeless, budgets, and clients expectations.
- Collaborated with company executives to ensure campaigns met corporate brand guidelines and vision.
- Maintained knowledge of designs trends, production technology, brand marketing to PR.
- Liaise with partner in internal department including IT, Retail, Wholesale, Finance, Logistics, VM, etc. to ensure continuity of responsibilities through project completion.

Cover Letter

Giselle Leon
Operations & Performance Manager
New York, NY
(646) 318-0426
gleon907@gmail.com

December 12th, 2023

To Whom It May Concern:

As a well-versed, high-performing Operations and Performance Manager, I am excited to introduce myself to CELINE. My sense of style and concept creation, as well as my experience in market research, aligns well with the qualifications of values and goals you are seeking at CELINE. I believe my skill set and past work history would make me a valuable addition to your organization.

Since I was young, I have been passionate about the fashion industry. I borrowed inspiration from top designers as well as trends on social media. Now, with 11 years of practice applying technical designs, and over seven years of executive assistant and coordinating experience, I am well-versed in strategic planning and team organization. I am proficient in scheduling and client relationship management; my knack for learning allows me to understand and be more aware of the organization's values and needs; and my readiness to prioritize projects has improved my problem-solving and decision-making skills.

I would welcome the opportunity to discuss this position with you further. I have attached my resume and hope to hear back from you!

Best Regards,

Giselle Leon
Operations & Performance Manager
New York, NY
(646) 318-0426
gleon907@gmail.com

Job Description

CELINE is a fast-growing French and Leather-Goods Couture House that belongs to the LVMH group driven by a new holistic and creative project led by Hedi Slimane, its Artistic, Creative, and Image Director.

CELINE's ambition is to become one of the most iconic luxury brands worldwide.

To make this vision a reality we are looking for enthusiastic, agile, and passionate personalities who are eager to evolve in a demanding environment.

Celine is looking for an Operations and performance Manager to join its Madison Avenue Boutique in New York. This position Manager plays a key leadership role within the flagship location. They will act as the “right-hand” of the Store Director and will function as the store leader when the Store Director is not present.

The Operations and Performance Manager will act as a business analyst, constantly monitoring the store sales performance to support the Store Director in driving the business, and a business facilitator, ensuring the highest level of operations efficiency

In partnership with the Store Director, they will ensure the client experience comes first and that every process is built or executed with client service in mind. They guarantee the right omnichannel strategy deployment in store, accompanying the change management needed at the store and staff level, They guarantee all processes implementation and compliance with legal, regulatory, and internal requirements

KEYS FOR SUCCESS

- 10 years of retail experience with a concentration in retail operations, preferably within a luxury environment
- Able to successfully manage people and processes, driving change within a dynamic environment
- Previous experience within an omnichannel environment
- Strong analytical skills
- Superior attention to detail
- Excellent verbal and written communication skills
- Proficient in all Microsoft Office programs with particular strength in Excel

ADDITIONAL INFORMATION

OUR ENGAGEMENT

CELINE is an equal-opportunity employer. We want to offer an inclusive environment of mutual respect where we welcome diversity and all our employees feel included, developed, and heard.

We are committed to the prevention of all discrimination, and providing equal opportunities to all applicants irrespective of gender, gender expression, disability, origin, background, religious beliefs sexual orientation, or any other basis protected by law.

CELINE recruits and recognizes all types of talent and singularities.

Color Project: Museum/Storefront Window Purpose

Picasso experienced many hardships in his career as a painter, but falling in love was not one of them. His change in moods of style, color, and expressions was demonstrated through his expansive work depicting sex and women. His object was nude females with an abstract, rapid demonstration of style, in the grace of admiring the beauty of a woman's body and its curves. As drastic changes took place in his relationships, Picasso shared drastic changes in his style of art and attributed it to the presence of a new love interest. (Cherian, H. 1993):

“Picasso’s infamous remark that women are ‘goddesses or doormats,’ has rendered him detestable to feminists, because during Picasso’s life, women were never in short supply and his charm was legendary (Hughes).” His work was constantly recognizable. He created stories behind his paintings as he shared the beauty of meeting these women and encountering a love affair with them. Victoria’s Secret's color theme consists of Piercing Red, French Pink, Lava, Bunny Cake, and Bleached Silk; each one of these colors represents a huge attraction in their target market. The company designed the front of the store with its radiant colors and rights as the basic color palette of the store is cream and black. They used their palettes accordingly in certain areas, such as hot pink to lighten the focal wall displays to create a more “lifestyle brand focusing on celebrating and supporting the power of community, fostering positive mental health among young adults and being kinder to the planet.” Through its websites and history, Victoria’s Secret has been a reliable resourceful company for over four decades that continues to escalate the fashion charts with its charm for women and angels.

THE EMPHASIS OF RHYTHM

Picasso's love for art allowed him to visit and see different areas of himself that were hard to accept at times. The painting "Standing Female Nude," shares the satisfaction of women as in the painting you can see circles with a darker shade of a smaller circle inside, appearing as a woman's nipple and creating suspense and rhythm to his painting. In the piece, you are also able to see what seems to be a figure—it appears to be a woman because the small circles around her chest resemble breasts—stretching in the center bottom of the painting. The Victoria's Secret shadow box window shows six angel models dressed in white lingerie, black leather jackets, and light denim jeans, and wearing different patterns of angel wings. The wings are designed with patterns that are visible in the window: lace, feathers, metals, and cotton. The company designed the front of the store with its radiant colors and white as the basic color palette of the store is cream and black. They used their palettes accordingly in certain areas and hot pink to lighten the focal wall displays to create a more "lifestyle brand focusing on celebrating and supporting the power of community, fostering positive mental health among young adults and being kinder to the planet." Through its websites and history, Victoria's Secret has been a reliable resourceful company for over four decades that continues to elevate the fashion charts with its charm for women and angels.

BALANCE & LINES

At first glance at the Picasso piece, it appears to be on the side of the top center of the painting as it appears a shape of a dog's nose by the round shape of the nose and what ap. The details in the center of the painting can be described as a woman's nude body leaning backward with her arm facing down in between her legs. Although the painting can be first compared to a dog, it can also be connected to a nude woman with the side of the dog's face; the image can be

compared to a woman's breasts and nipples. Picasso's work has inspired numerous artists and creators in the world of art and even in the world of fashion. The store window is described as a shadow window displayed by the box-shaped window that sits in the recesses within a storefront that is located in the right-hand right of the front view of the store. This fosters an intimate atmosphere for their customers as typically viewed by one person at a time.

Using the shadow box window display, Victoria's Secret designs its window with images of women in lingerie with angels. Each woman is shaped in a different complexion as they are posing with angel wings behind their back. Victoria's Secret has created a line of lingerie named "angels," representing their top status in the VS industry. An angel has a contract with Victoria's Secret, while models don't. Each angel is selected by internal processes at the VS headquarters which are viewed by their walk and their overall look. The photographs taken of each angel show the curves, lines, shapes, and expressions through different angles of the woman. Both images give, at a glance, the shape and natural beauty of a woman. Still, Picasso uses his abstract creativity to make the woman's body seem not in proportion, while in VS, the women are posing as their natural selves to be free to who they are naturally.

In conclusion, brand designers are inspired by the arts, technology, economy, and experiences. Their vision of life coming into reality is their mission as they create advertisements, visual displays of their values, focus, and their definition of innovation. Picasso's paintings will continue to influence the arts of painting, creativity, and the love for abstract art. The beauty behind the world is influenced by the eyes of innovative people who use their thoughts, ideas, and visions and bring them to life. Through art, we have learned a different type of love language that transpires through color, lines, shapes, and rhythms.

Reference Page

A&E Television Networks. (n.d.). *Pablo Picasso born | October 25, 1881*. History.com.

<https://www.history.com/this-day-in-history/pablo-picasso-born>

Home. Victoria's Secret & Co. (2023, November 29).

<https://www.victoriasecretandco.com/>

Picasso's depiction of women. (n.d.).

[http://www.people.vcu.edu/~djbromle/modern-art/02/picasso-women/index.htm#:~:text=Picasso%27s%20infamous%20remark%20that%20women,was%20apparently%20legendary%20\(Hughes\)](http://www.people.vcu.edu/~djbromle/modern-art/02/picasso-women/index.htm#:~:text=Picasso%27s%20infamous%20remark%20that%20women,was%20apparently%20legendary%20(Hughes))

Picasso in the Metropolitan Museum of Art. The Metropolitan Museum of Art. (2022, May 16).

<https://www.metmuseum.org/exhibitions/listings/2010/picasso#:~:text=Picasso%20in%20The%20Metropolitan%20Museum%20of%20Art%20%7C%20The%20Metropolitan%20Museum%20of%20Art>

Spanish, P. P. (1970, January 1). *Pablo Picasso: Standing female nude*. The Metropolitan Museum of Art.

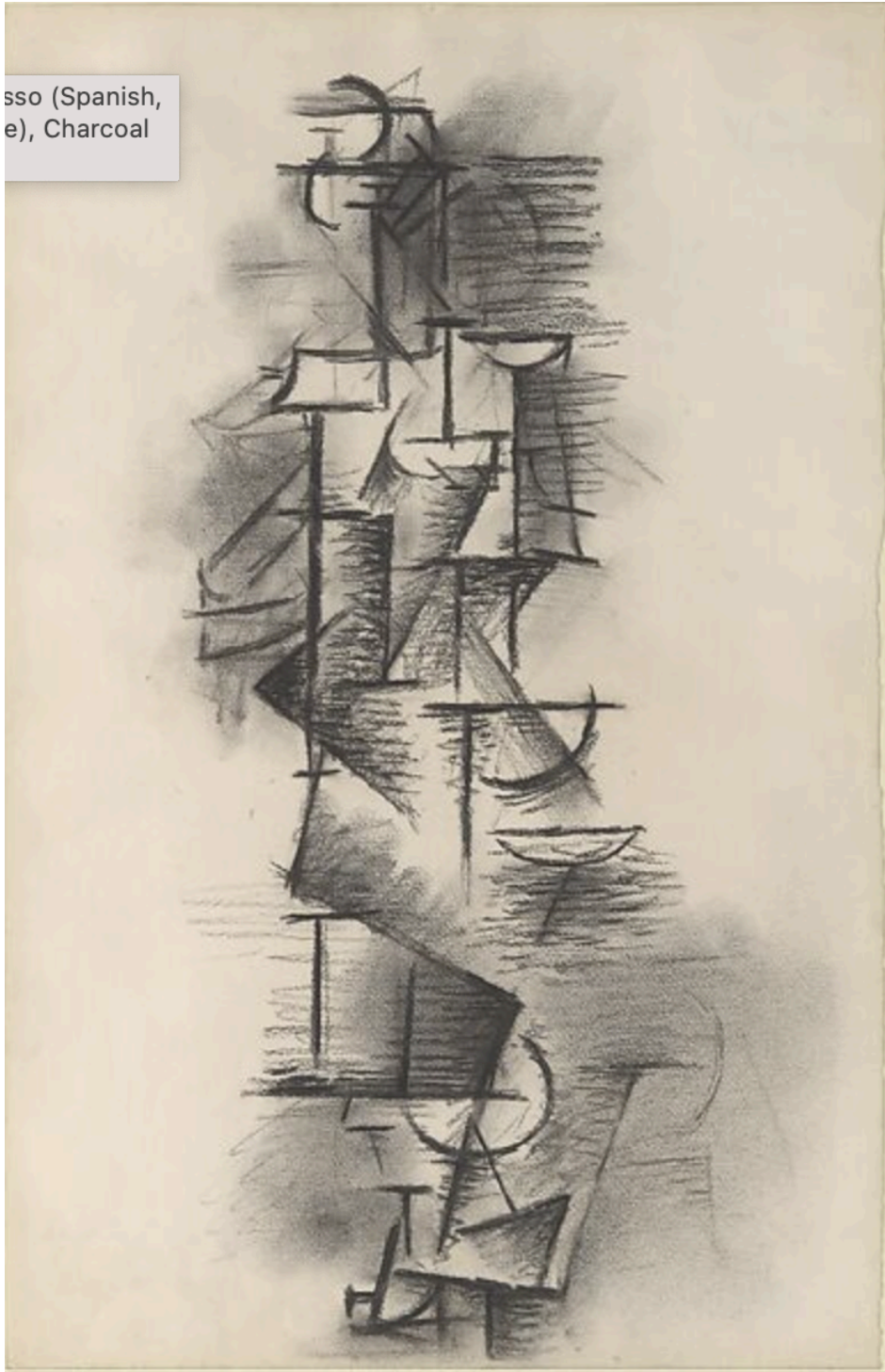
<https://www.metmuseum.org/art/collection/search/488477?ft=%2A&oid=488477&pkuids=59&pos=22&nextInternalLocale=en&pg=0&rpp=20&offset=20&exhibitionId=%7Bd3697518-1fb3-4396-9aa0-6ca4b85ad3c0%7D>

Team, D. (2023, July 27). *Art-inspired fashion: Incorporate art into your wardrobe*. Daisie Blog. <https://blog.daisie.com/art-inspired-fashion-incorporate-art-into-your-wardrobe/>

<https://www.salary.com/job/celine/operations-performance-manager-madison-avenue/j202202120421229028554>

Index

Picasso (Spanish,
e), Charcoal



“Standing Figure
Nude,” by Pablo
Picasso 1910