

# KATERINA PAVLOVA

Creative Producer & Stylist

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## PROFILE

Creative Producer & Stylist with 10 years of experience delivering campaigns, editorials, e-commerce and social content for fashion and lifestyle brands.

Specialising in concept development, styling, casting and creative production, I lead projects from creative brief to final imagery, collaborating closely with marketing, buying and creative teams to create engaging brand content.

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## CORE EXPERTISE

Creative Production

Casting

Fashion Styling

E-commerce Content

Concept Development

Social Content

Creative Direction

Campaign & Editorial Production

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## EXPERIENCE

### LEFORM

Creative Producer

Aug 2018 – Nov 2025

One of Russia's leading independent multi-brand fashion retailers, recognised for its curated selection of avant-garde and luxury designers.

- Partnered closely with the Marketing Director, buying team and cross-functional departments to translate commercial objectives, seasonal priorities and brand vision into engaging campaigns and brand content.
- Developed creative concepts for editorials, campaigns, e-commerce, social media and special brand collaborations, leading projects from initial brief through to final delivery.
- Produced end-to-end photo and video shoots, overseeing concept development, styling, casting, assembling creative teams, production planning and on-set execution.

- Built cohesive visual identities across campaigns, editorial, e-commerce and social channels through concept creation, styling, casting and creative direction.
- Delivered campaigns and special collaborations for Stone Island, RETROSUPERFUTURE, R13, Acne Studios, Dries Van Noten, Rick Owens, Magliano and Uma Wang.

## **PYE OPTICS**

Creative Producer & Stylist (Freelance)

2020 – Present

Independent eyewear brand recognised for its distinctive visual identity and fashion-led campaigns.

- Collaborated with the brand over five years, helping shape its visual identity through concept development, creative direction, casting and styling.
- Styled seasonal campaign and e-commerce shoots, creating cohesive looks aligned with the brand's evolving aesthetic.
- Led model casting and collaborated closely with founders, photographers and creative teams from concept development through to final imagery.

## **FREELANCE CREATIVE PRODUCER & STYLIST**

2018 – Present

Alongside my in-house roles, I have collaborated with fashion brands, independent businesses, magazines and creative teams on editorial and commercial productions while continuing to develop independent creative projects.

- Developed creative concepts for fashion editorials, commercial campaigns and branded content.
  - Led projects from concept to final imagery, combining creative production, styling, casting and creative direction.
  - Built and coordinated creative teams, bringing together photographers, HMUA artists, models and freelance collaborators.
  - Produced commercial campaigns for technology companies, fashion brands and independent businesses, alongside editorial collaborations with magazines.
  - Recently collaborated on selected independent fashion projects with emerging brands and publications in London and Paris.
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## **BJUFF**

Co-Founder & Creative Producer

Jan 2019 – Mar 2022

Independent creative production partnership specialising in fashion, lifestyle and commercial campaigns.

- Developed original creative concepts for fashion editorials and commercial campaigns, translating client briefs into distinctive brand imagery through concept development, styling and casting.
- Led the creative process from concept to final imagery, overseeing project delivery, production planning and on-set coordination.
- Sourced and cast talent, assembling photographers, HMUA artists, set designers and freelance creatives for each production.
- Worked closely with clients to shape creative direction, ensuring every visual element reflected the brand's identity and objectives.
- Delivered campaigns and editorials for Yandex, PYE Optics, BestDoctor, Aperol and Cut Cut Cut.

## **THE BLUEPRINT**

Freelance Creative Producer

Aug 2018 – Aug 2019

One of Russia's leading fashion and culture media platforms, producing editorials, branded content and creative collaborations with international luxury brands.

- Produced fashion editorials, celebrity shoots and branded creative projects from concept through to final delivery.
- Led creative development, casting, production planning and on-set coordination.
- Collaborated with editors, photographers, stylists, talent and luxury brand partners.
- Produced branded collaborations for Gucci, Maison Margiela Fragrances, Chaumet and Reebok.