Talenthouse
Where Brands and Creators Connect

Fashion, beauty and female lifestyle

Art works.
Talenthouse, the world’s biggest and most active community of creators and artistic influencers. Wide spectrum of multi-media talent engaged to create work and ideas for leading brands and well-known celebrities. Helping brands drive business growth through engaging creative content and artistic collaboration. Global approach: 750K creators from 175 countries. 2.5 million social followers. Talenthouse offices in Los Angeles, London, Berlin, Mumbai and Dubai. 

Client Spotlight

Lipcote
Harvey Nichols
Billabong Girl
Boden
Glaceau vitaminwater and Jessie J
Talenthouse ‘Greatness of Fashion’
Florence + The Machine
Paloma Faith
Lipcote Social Media Campaign

Challenge
- Drive Lipcote’s association with London Fashion Week
- Raise brand awareness within influential creative communities
- Increase social fans and engagement

Campaign
- Talenthouse powered a global Creative Invite calling on fashion illustrators and graphic designers to submit their finest work for the chance to illustrate for Lipcote live from the Julien Macdonald AW show

Results
- Over 100 artists took part in the challenge including Central St Martins student Mia Lily Johnson who was selected to work with Lipcote for 1 year
- A wide variety of digital content and stories which helped Lipcote achieve an increase in social followers and engagement through LFC and beyond
Harvey Nichols
Limited Edition Print Design Initiative Challenge

Challenge
 Tap into unique perspectives, fresh thinking and emerging talent
 Amplify the new “Britalia” Christmas campaign
 Position Harvey Nichols as positively supporting the next generation of artistic talent

Campaign
 Talenthouse engaged designers across the world to create an exclusive print design celebrating the fusion of Harvey Nichols and Italian style

Results
 4 selected designs were selected from over 700 to be showcased across Harvey Nichols’ global marketing materials and selected stores worldwide
 1 Selected design was printed onto the classic Italian Vespa scooter and produced into limited edition ribbons and gift wrap

“It was a pleasure to work with Talenthouse to create print designs for our 2016 winter campaign “Britalia”. Talenthouse thinks outside of the box whilst nurturing up and coming talent which are all values that complement our Harvey Nichols brand. We look forward to working with Talenthouse again in the future.”
Shadi Halliwell, Harvey Nichols Group Marketing and Creative Director
Challenge
Billabong Girls tasked Talenthouse with sourcing on-brand photography and talent to capture their #DreamInColours campaign theme.

Campaign
Talenthouse powered a global Creative Invite calling on photographers to capture #DreamInColours, incorporating the Billabong logo and tagline ‘Billabong Girls Dream in Colors’ for the opportunity to join their official photography team in Hawaii.

Results
Over 800 photographers from around the world submitted photographs which were featured across Billabong Girls social media channels and events. The Selected Artist Aminda Villa from Minneapolis, USA, covered the Pipe Master event for Billabong and went on to receive several other projects from them. She has over 6,000 Instagram followers and has had work published in Ballad Of, NYLON and Nakid.
Challenge
- Challenge the standard catalogue look and create a completely original alternative digital front cover that celebrates the summer season
- Engage creators and artistic influencers

Campaign
- Talenthouse powered a global Creative Invite calling on designers to produce striking imagery that stands out against other fashion retailer catalogues

Results
- 409 creative interpretations produced by designers and artistic influencers from 40+ countries
- Boden showcased selected work across key social and digital channels to celebrate the new Summer catalogue
Glacéau vitaminwater (Coca-Cola) and Jessie J Amplification Programme

Challenge
- Glacéau vitaminwater tasked Talenthouse with amplifying their partnership with pop icon Jessie J amongst the cultural creative classes.

Campaign
- Talenthouse developed a global Creative Invite giving fashion designers the opportunity to design an outfit that Jessie would wear on stage at Rock in Rio in Brazil.
- The campaign was promoted to Talenthouse community members alongside a dedicated outreach programme to fashion universities, bloggers and style influencers.

Results
- Over 800 fashion designers submitted work.
- Hundreds of pieces of earned media and PR.
- Millions of media impressions.

"WOW! We are blown away, not only by the number of people who participated in the glacéau vitaminwater Talenthouse project, but by how amazing all of the designs are. Selecting a designer was not easy - so many incredible choices! We are truly humbled and inspired by your passion and commitment, and look forward to working with you guys again soon. Big hugs, congrats and thanks to everyone who participated!"

Jiah Choi, Global Creative Director, Glacéau vitaminwater.
Objectives
- Source a wide variety of fashion inspired content to fuel client digital channels around iconic fashion events across the world

Campaign
- Talenthouse hosted a global Creative Invite, calling on artists to produce fashion illustrations that embody the greatness of fashion and a unique take on what makes fashion so intriguing

Results
- 670 colourful and striking artworks from over 50 countries across the world
- Selected Artists receive exposure across Talenthouse social channels with over 2.5 million followers
- Brands may purchase and license the Selected Works for distribution across key channels around key fashion events (artists receive payment)

Talenthouse Hosted Campaign
‘Capture the Greatness of Fashion’
Challenge
Universal Music Group tasked Talenthouse with helping to raise awareness of Florence’s US tour and partnership with Shazam.

Campaign
Talenthouse called on global artists to create an iconic US tour poster. The posters were optimised for Shazam Augmented Reality (AR) reading, allowing fans access to unique giveaways across the tour.

Results
Over 600 works were received which Florence regularly posted out across Instagram. Thousands of conversations around poster designs across Florence’s social channels. Earned media PR in music press.
### Challenge
- Sony Music Creative were seeking unique ways to drive awareness and sales of Paloma Faith’s new album, partnership with Liberty London and Rankin’s Hunger Magazine.

### Campaign
- Talenthouse developed a Creative Invite calling on artists to re-imagine her ‘A Perfect Contradiction’ album cover.
- Artists had their works reviewed by Liberty London, Sony Music Creative and Rankin.

### Results
- Over 450 artists submitted original works.
- The Selected Artist was featured across several channels and had their work sold as prints in Liberty London.
- Campaign article in Hunger Magazine.
- Earned media and PR across music press.

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**Paloma Faith and Liberty London Social Media Activation Campaign**

- A young lady wearing an ornate headpiece and long, flowing dress.
- A detailed illustration of a woman’s face with intricate designs.
- An image featuring the text "Perfect Contradiction."
Art works.

Work by TalenthouseArtist
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