

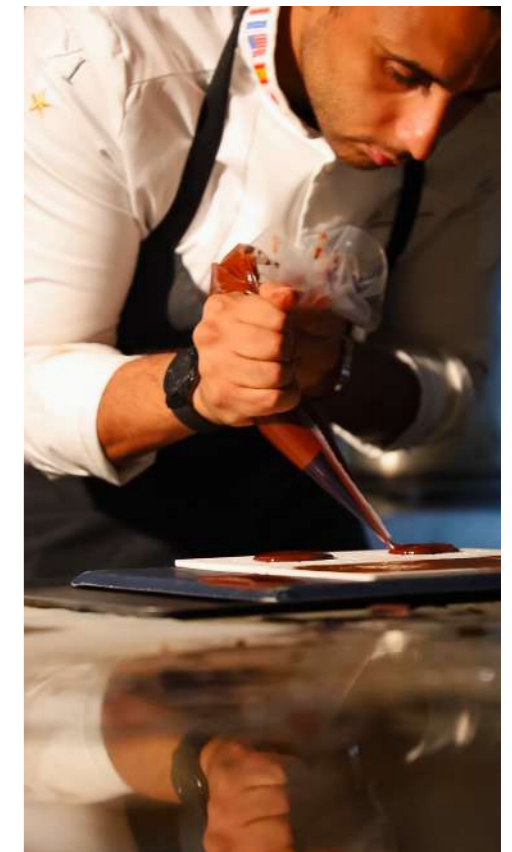
YANIS LEBSIR | **PORTFOLIO**

YAZID ICHEMRAHEN

ART DIRECTION | PHOTOGRAPHY | PRODUCTION

Production of promotional videos for the World Pastry Champion, Yazid Ichemrahen, as part of his collaboration with the prestigious Lys Martagon Hotel in Courchevel. The main objective of this collaboration is to enhance the French culinary expertise, the art, and the passion of the Chef in an eagerly anticipated media project.





FUTURALZHEIMER

ART DIRECTION

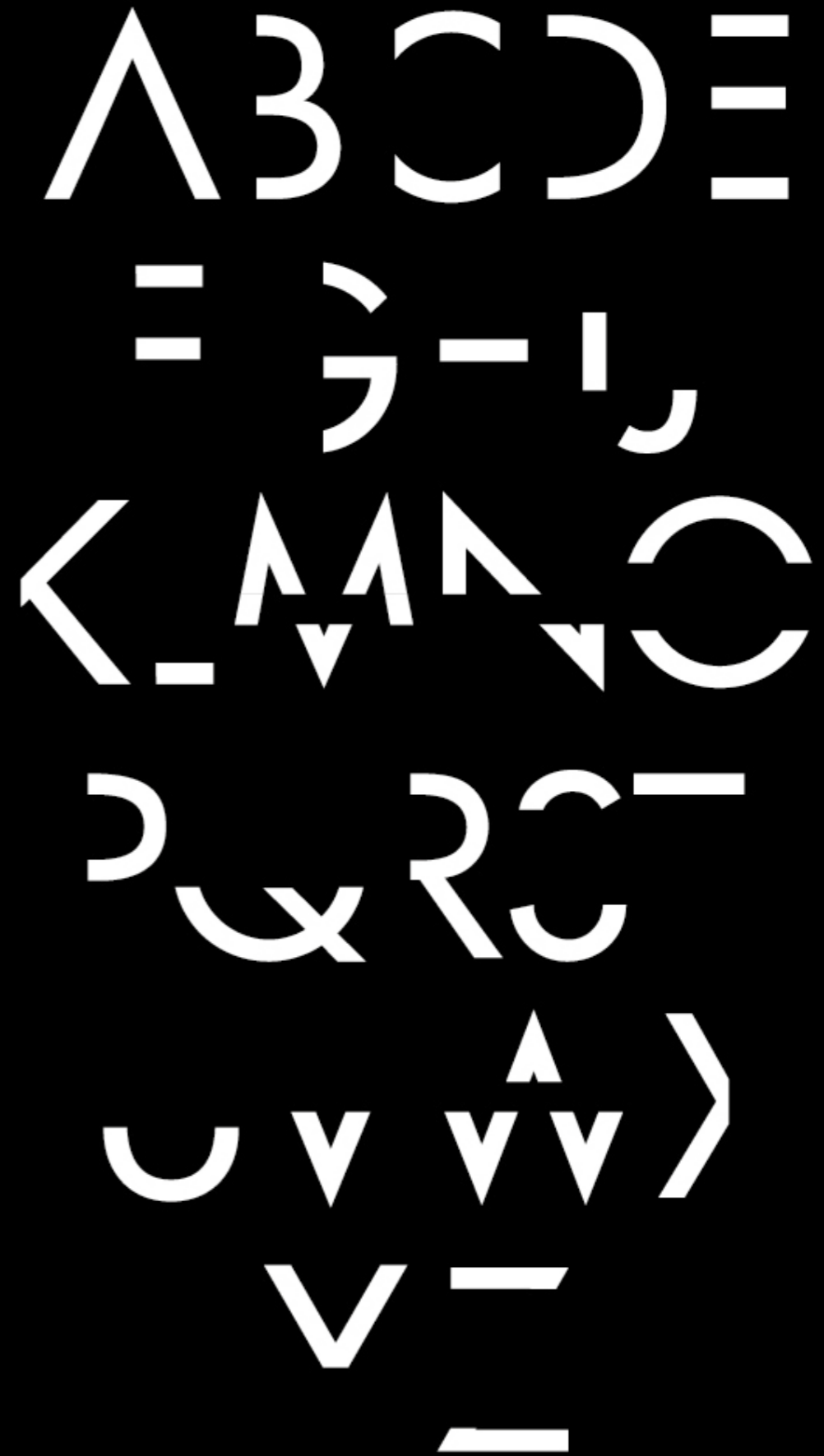
Creation of an awareness campaign about Alzheimer's disease through three posters. The primary inspiration for my work stems from the Dadaist artistic movement, which posits that the destruction of languages leads to the decay of societies.

In this perspective, I deliberately chose to use Futura typography, the most widely used modern font globally. The work's creativity disrupts its geometric structure and clear lines. This universal symbol of communication is altered until the reader can no longer understand what they see. This approach visually symbolizes the cognitive disruption associated with Alzheimer's disease, graphically illustrating its direct impact on patient's understanding and communication.

Poster 1: At the onset of the disease, the individual forgets small things in life, fragments of letters without affecting their daily life.

Poster 2: Subsequently, the patient forgets fundamental aspects of their life, represented by the most important parts of the letters. They no longer remember the alphabet, cease communication, and lose understanding of their daily life.

Poster 3: Finally, in the advanced stages of the disease, the individual is completely disoriented. They lose their bearings as the letters of the alphabet become mere shapes to them. These symbols, incomprehensible, no longer allow them to communicate.



FUTURALZHEIMER

/ | | |

* B C D
E F G
H I J K L M
N O P Q
R S T U V W
X Y Z



Stylized white graphic of a person's face, composed of vertical lines and curved shapes.

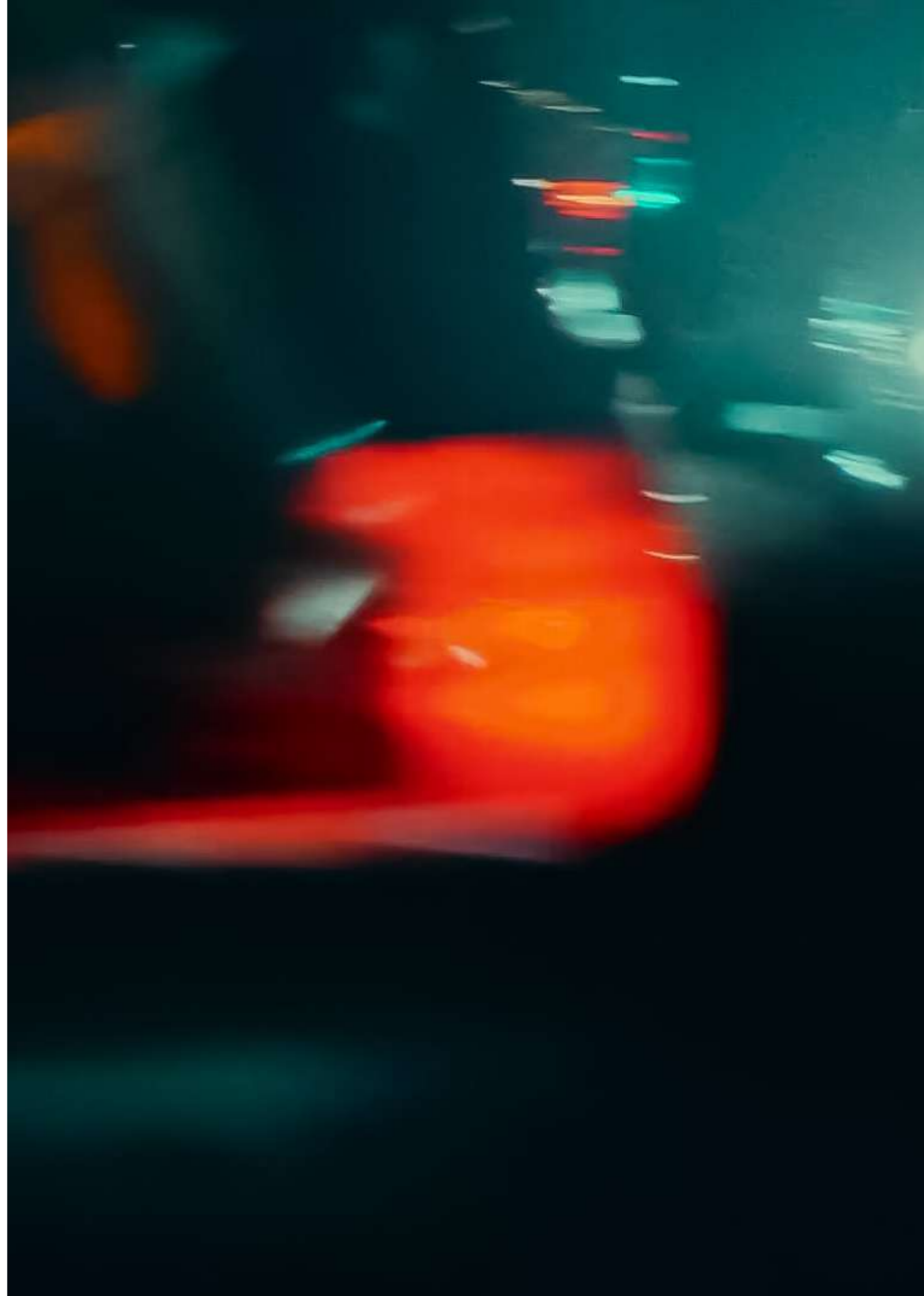
FUTURAZAMER

ESCAPE

CHERKI - RISQUE

ART DIRECTION

Art direction for a music video for French rapper Cherki. Urban aesthetics, vintage vibes, and an old-school spirit—my aim was to infuse the video with a retro Parisian atmosphere, capturing the unique essence of an era while delivering a modern visual experience.





RAFFLES - AL AREEN PALACE BAHRAIN

ART DIRECTION & PHOTOGRAPHY

Photography of the gastronomic creations of the restaurant and palace at Al Areen in Bahrain, showcasing the elegance and finesse of each flavor. The photo sessions were meticulously orchestrated to visually capture the culinary expertise and refinement that characterize the unique dishes of these prestigious establishments.









DAYOU

ART DIRECTION & PHOTOGRAPHY

Photography of the creations of Maison Dayou in Paris, highlighting the elegance and finesse of each flavor.

The photo sessions were meticulously orchestrated to visually capture the artisanal expertise and passion that characterize the unique pastries of the establishment.





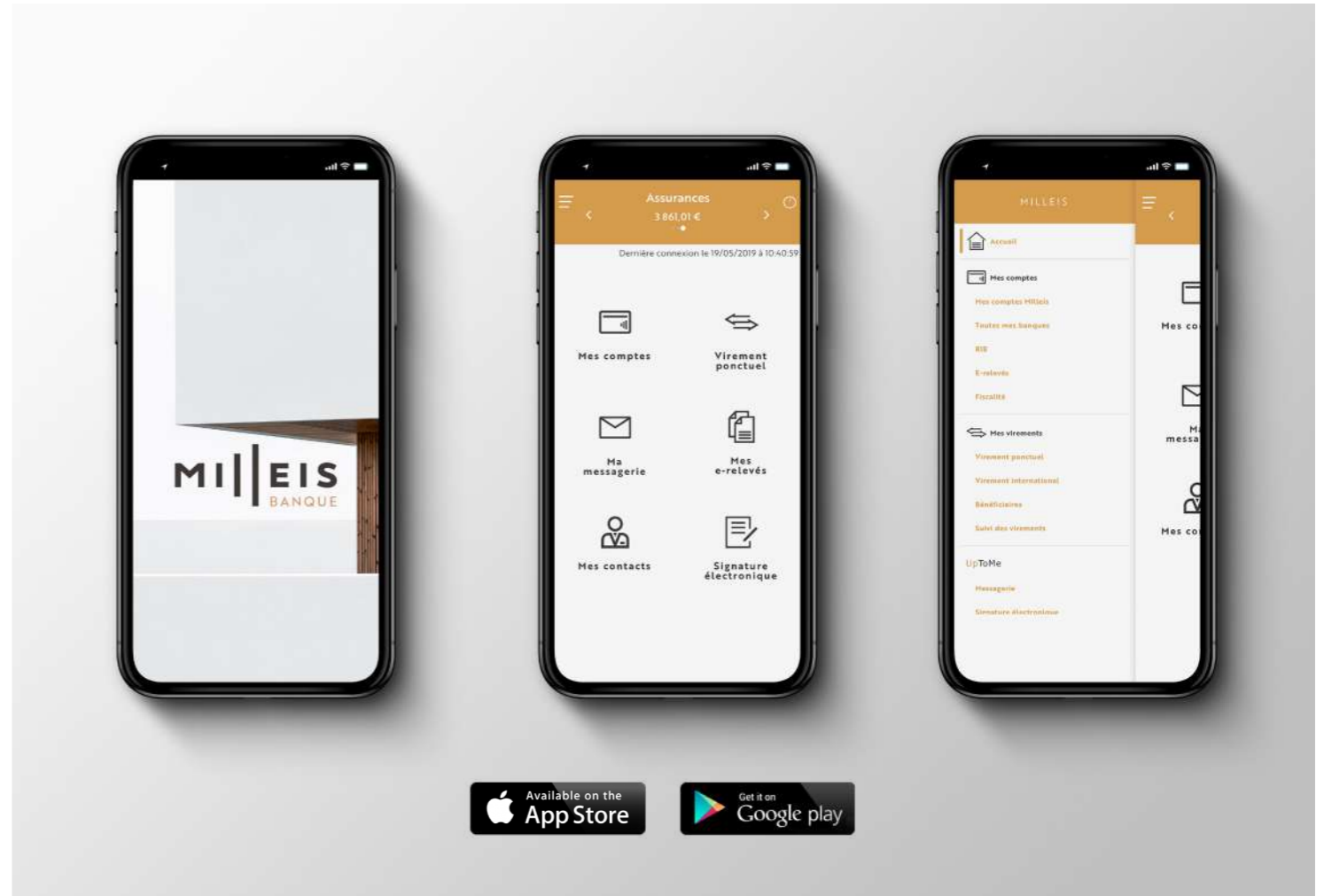
MILLEIS BANQUE

ART DIRECTION

Development of the visual identity for Milleis Banque, formerly Barclays France. Creation of the logo, graphic charter, iconography, and web design in collaboration with Carré Noir agency. Implementation of an advertising campaign displayed in the most prestigious districts of France and featured in over 20 newspapers, magazines, and journals.

From logo design to graphic charter harmonization, every aspect of this project aimed to highlight the high-end image and new visual identity of Milleis Banque.

The logo for Milleis Banque is displayed in white and orange on a dark grey background. The word "MILLEIS" is written in a bold, sans-serif font, with the letters "M", "I", and "E" being significantly larger than the others. A vertical bar is positioned between the "I" and "E". Below "MILLEIS", the word "BANQUE" is written in a smaller, orange, sans-serif font.





MILLEIS
BANQUE

X



FOUR SEASONS

MILLEIS X FOUR SEASONS

ART DIRECTION & PRODUCTION

Production of a film during a Milleis event in partnership with the Four Seasons George V and Chef Simone Zanoni.

French gastronomy, exceptional architecture, exclusive venues, and carefully selected guests representing the target audience of the entity are highlighted in the production.



VIVEZ L'EXPÉRIENCE BANQUE PRIVÉE

MILLEIS FILM REVEAL

ART DIRECTION

Art Direction for a film revealing the new logo of Milleis Banque. Targeting the press, collaborators, and privileged clients, this production aims to exclusively and immersively present the brand's rebranding.

In this film, only the collaborators actively involved in the rebranding project are featured, adding a personal and authentic dimension to this visual revelation.

Anamorphosis has been strategically employed to evoke a visual suspense, concealing the bank's new name until a specific viewing angle. This technique proved even more captivating as the participating collaborators were unaware of the new name, reinforcing the impact of the revelation.

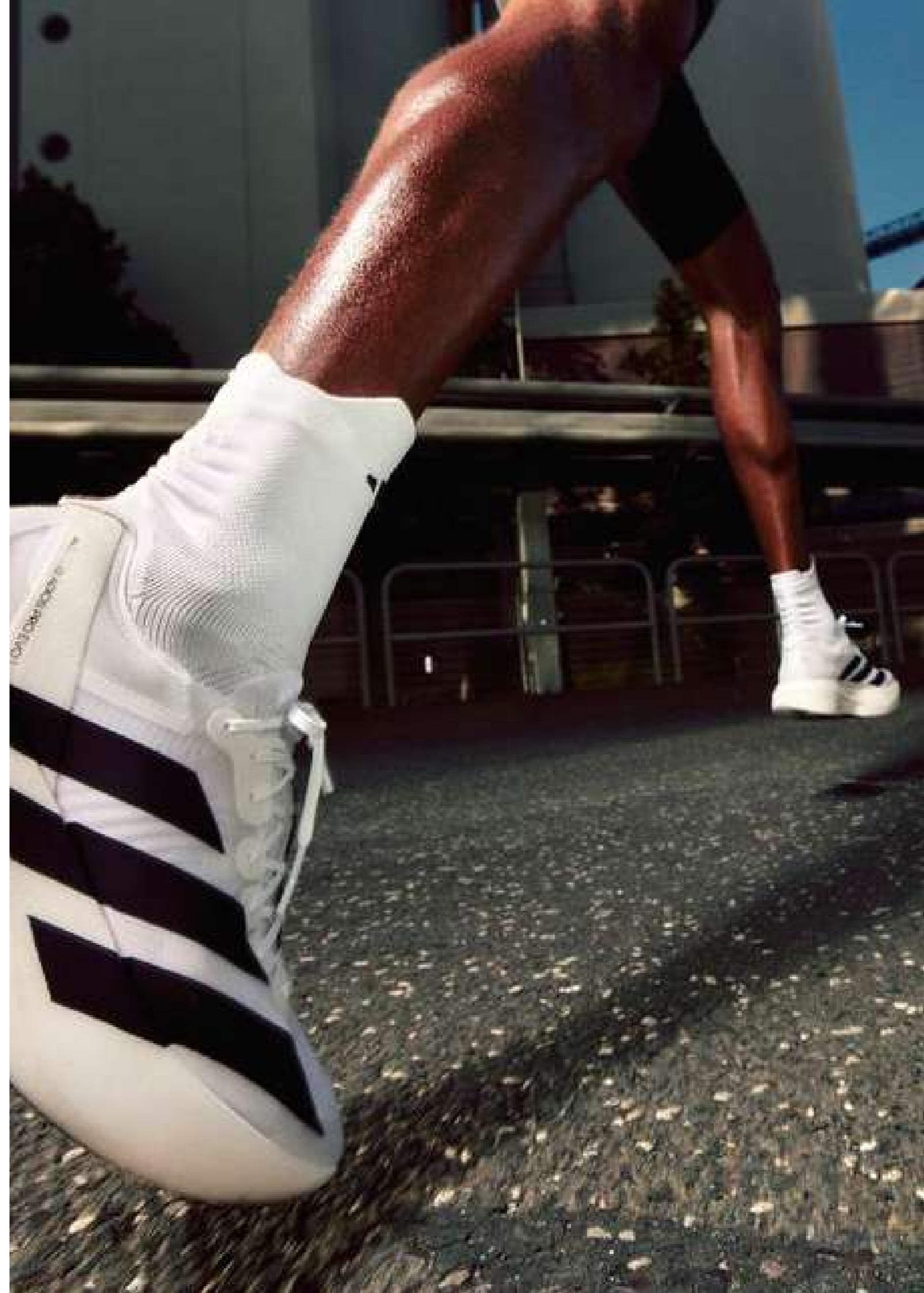


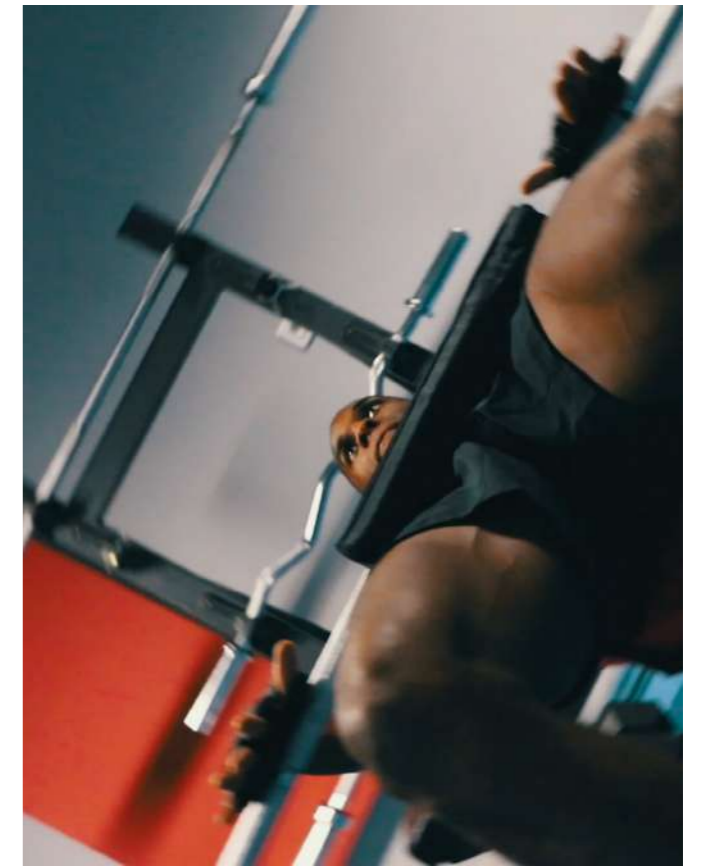


ADIDAS X JUST MATHEY

ART DIRECTION & PRODUCTION

PRODUCTION OF A FILM FEATURING JUST MATHEY, A FRENCH ATHLETE AFFILIATED WITH ADIDAS. DYNAMISM, MASTERY, AND CONCENTRATION ARE CAPTURED DURING HIS TRAINING IN PREPARATION FOR THE COUPE DE FRANCE, SHOWCASING THE ADIDAS BRAND AND ITS EQUIPMENT.







Rhude

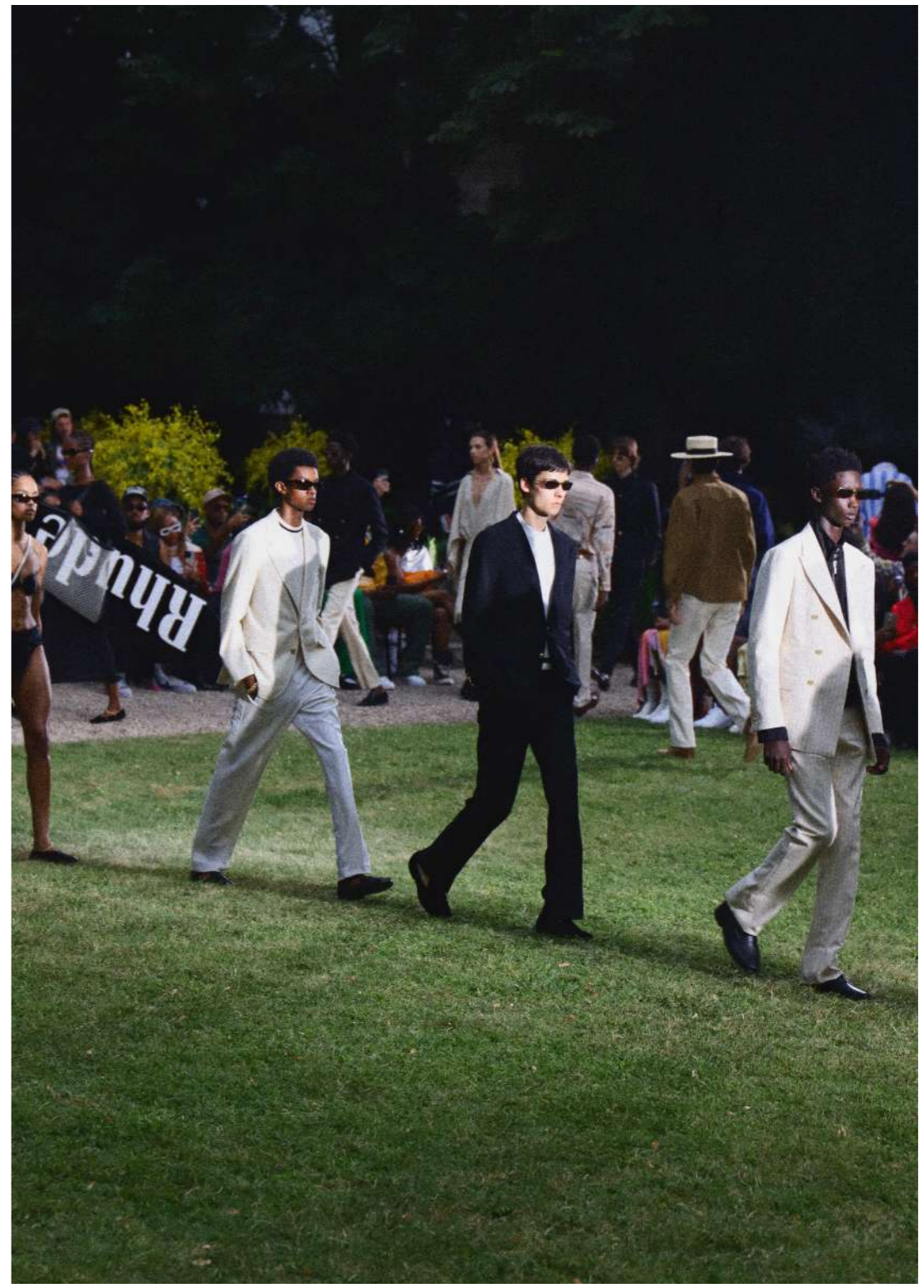
RHUDE - PARIS FASHION SHOW

PHOTOGRAPHY

Photo shoot during the Rhude fashion show in Paris, aiming to capture a mood representative of the brand, highlighting influential international personalities in the fashion industry.







NIKE - #NIKEEVERYDAY

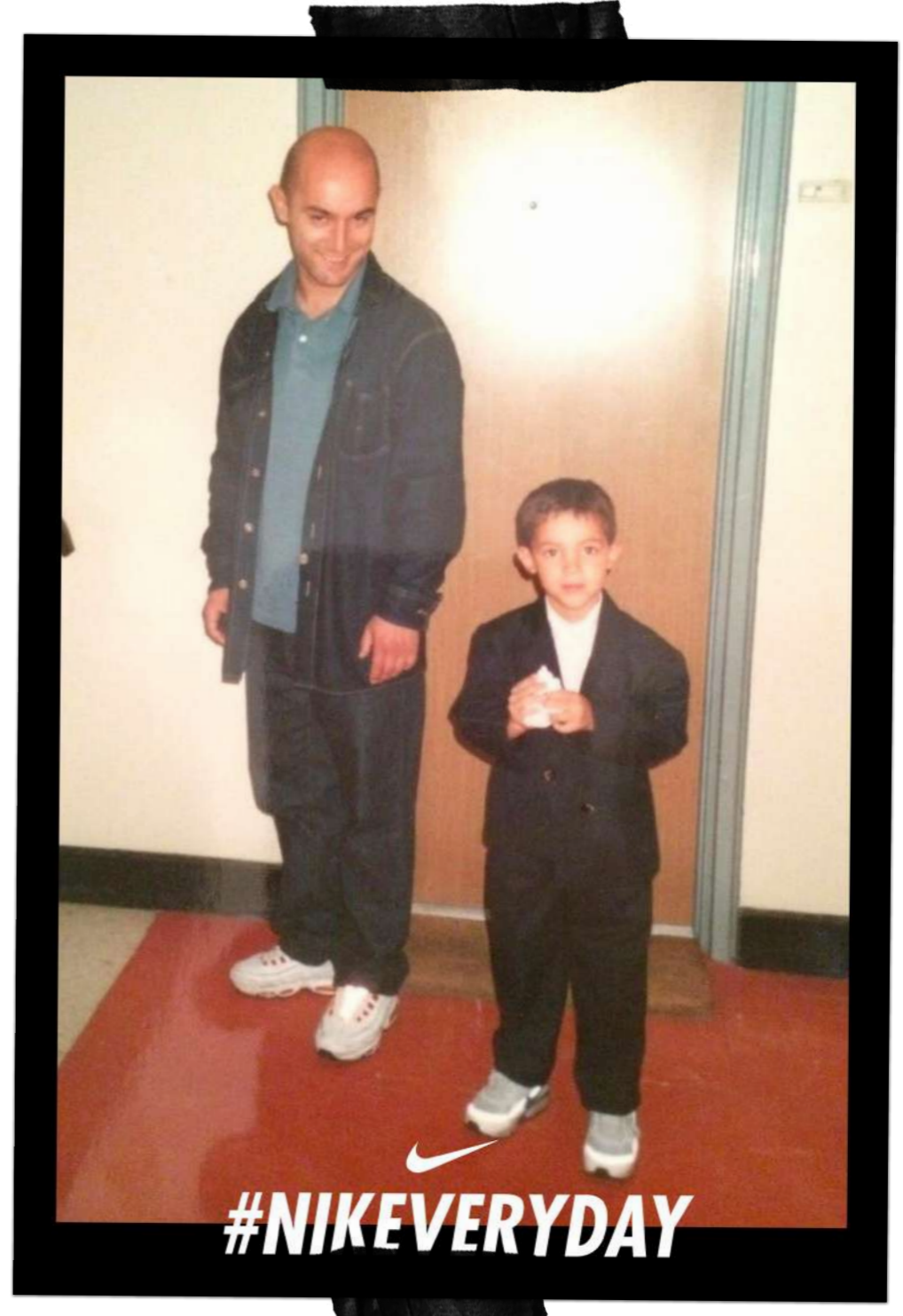
ART DIRECTION | PHOTOGRAPHY | PRODUCTION

Creation of the #nikeeveryday movement: a pair of Nike sneakers every day targeting sneaker enthusiasts. Production of a series of videos and posters using various techniques such as illustration, stop-motion, collage, photography, and video. The diversity of artistic techniques used here represents the idea that with Nike, there is something for every style and every genre.





#NIKEEVERYDAY



#NIKEEVERYDAY





HAYA - DATE LEMONADE

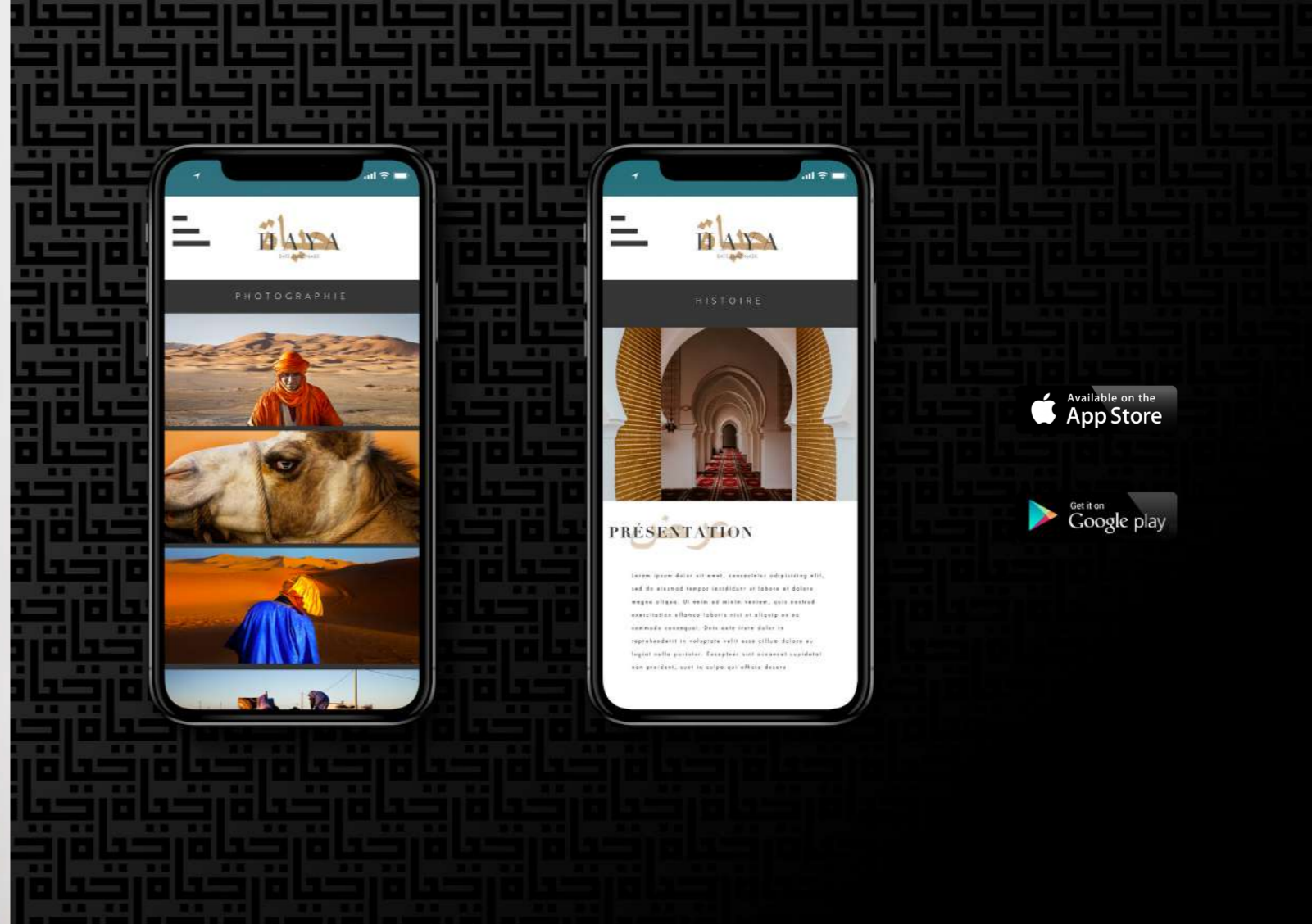
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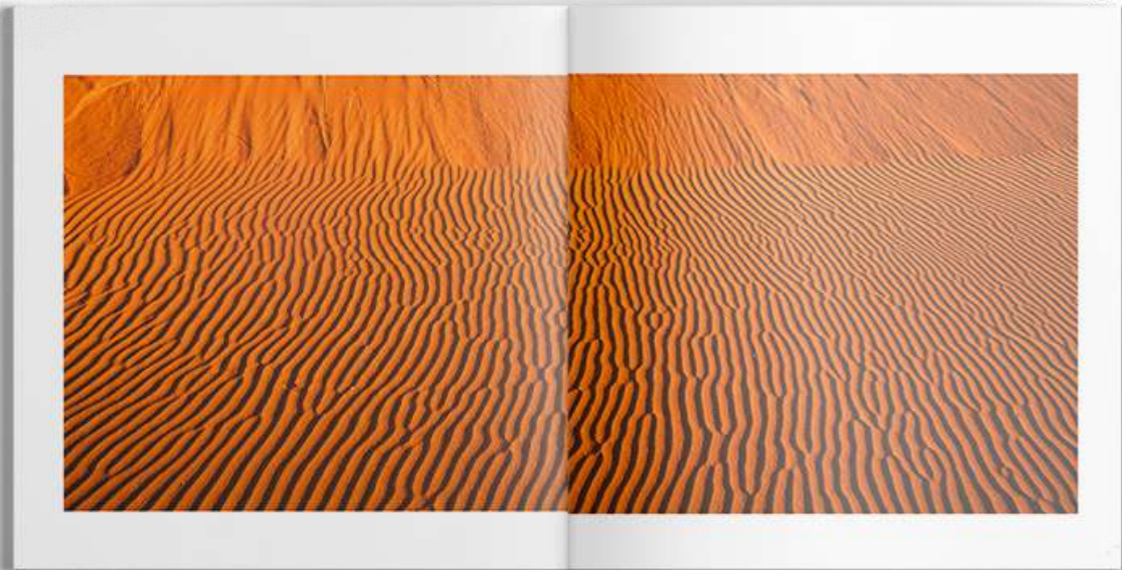
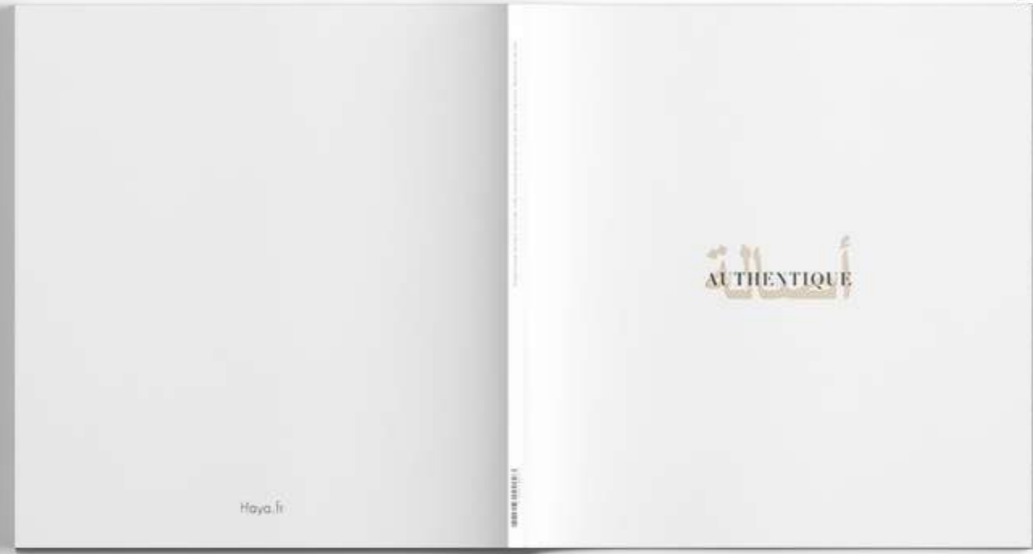
ART DIRECTION

Creation of a new artisanal date-based beverage concept.

Development of the complete visual identity from packaging to posters and lookbook.

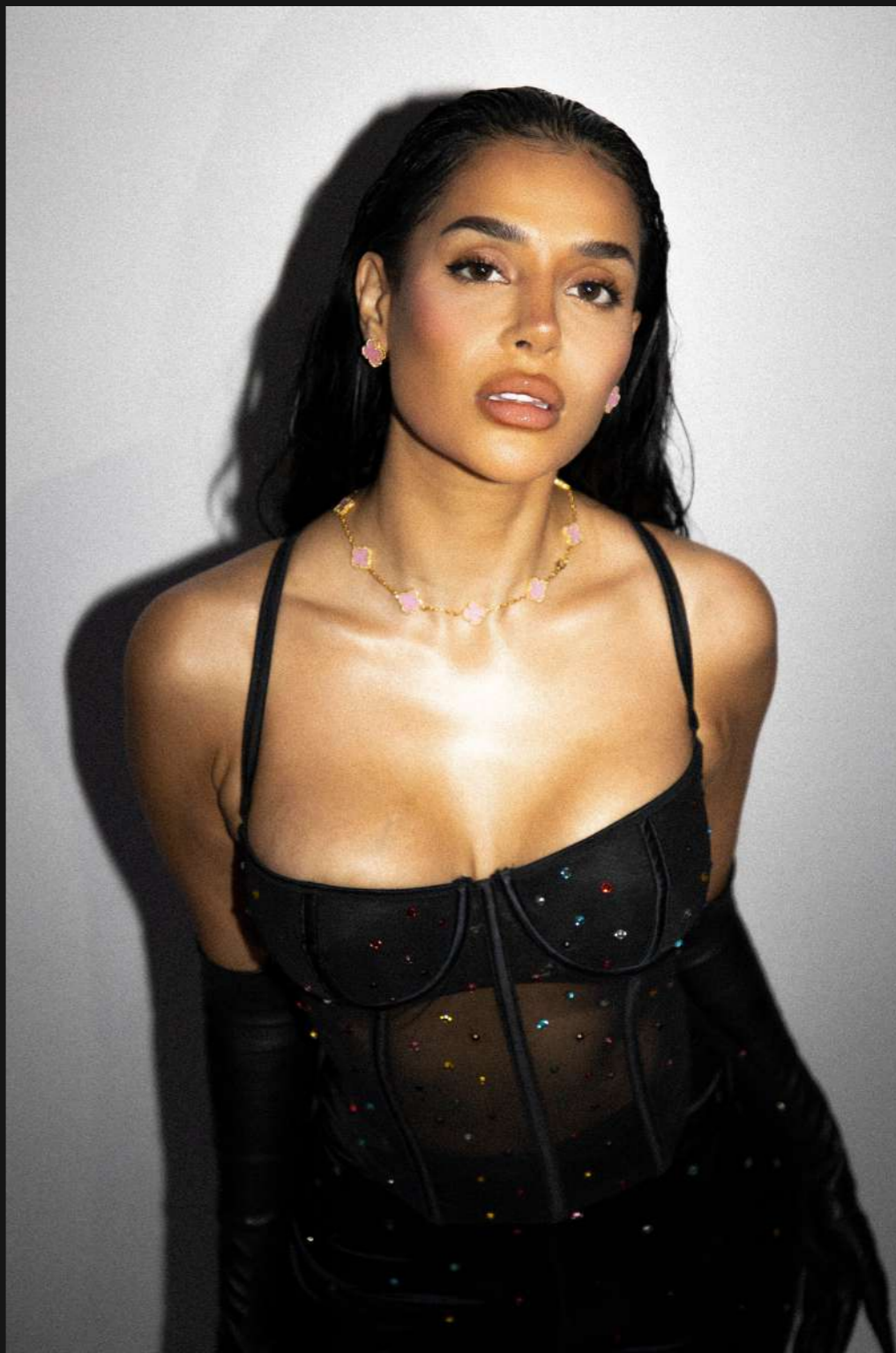
Overseeing all visual communication digital, print & videos





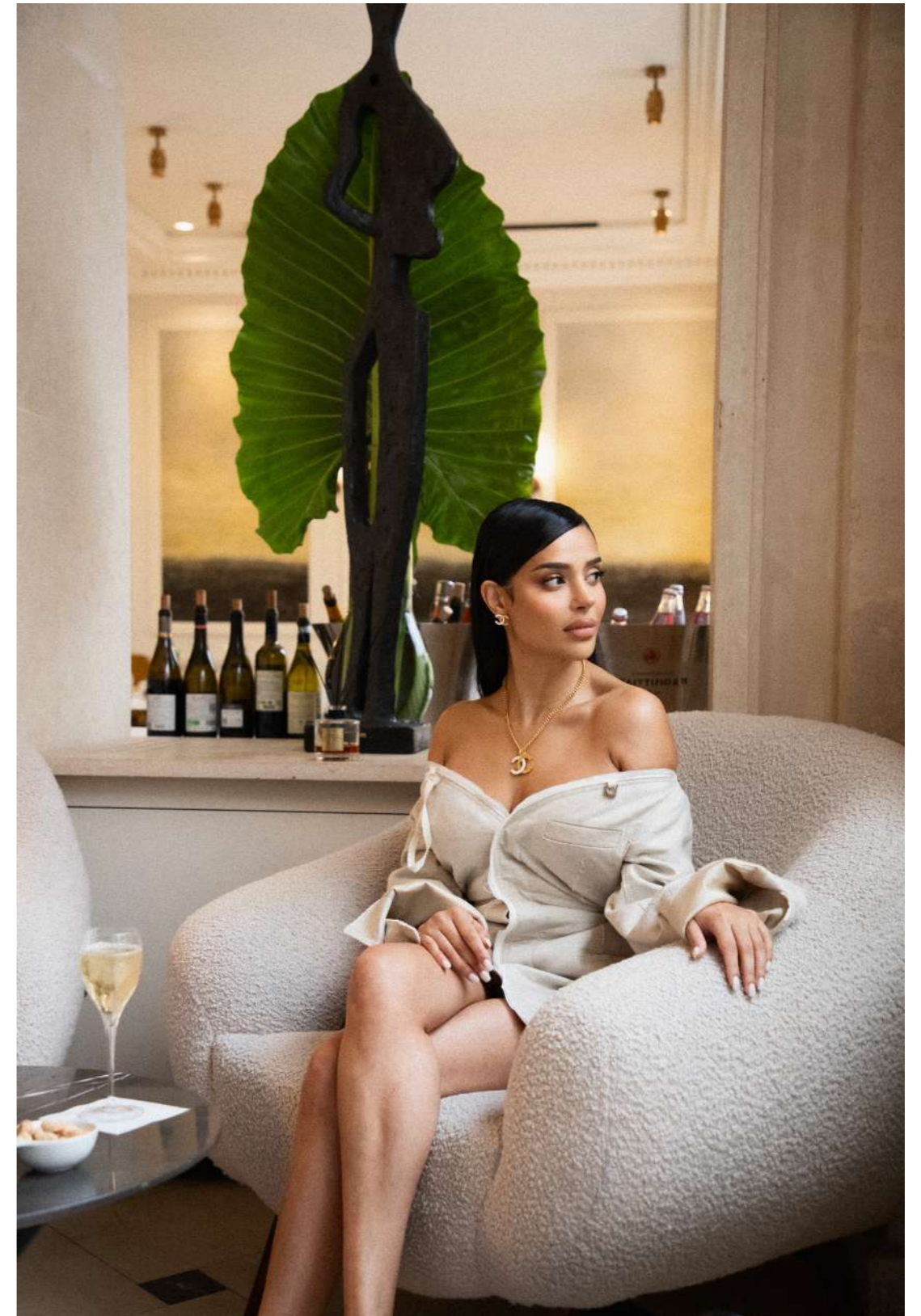
PHOTOGRAPHY - MODE & LIFESTYLE





PARIS FASHION WEEK
ALIA SHEIK







PARIS - AVENUE MONTAIGNE
HUGO EKETIKE





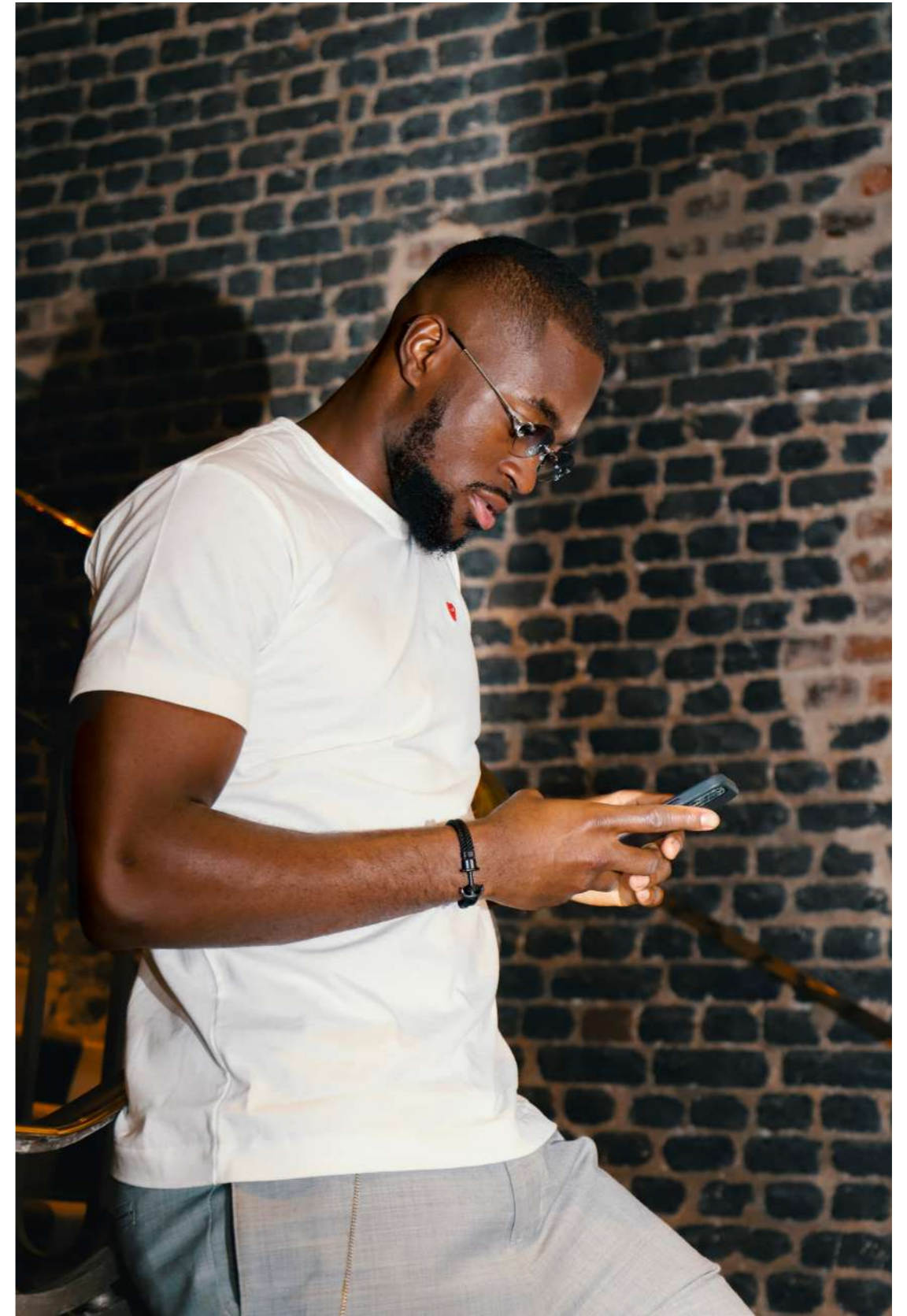


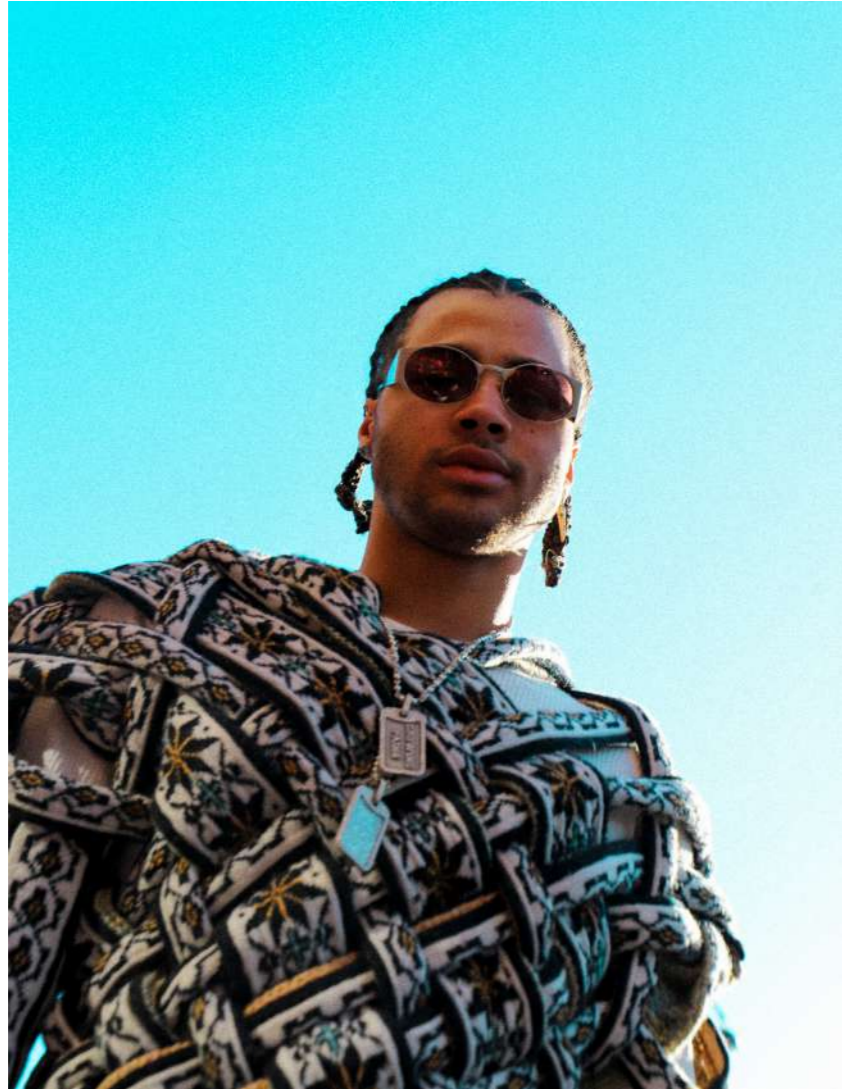
PARIS - DOLCE GABANNA
CHRISTOPHER NKUNKU



FRANCE
YVON MVONGO







PARIS - FASHION WEEK
24K GOLDEN

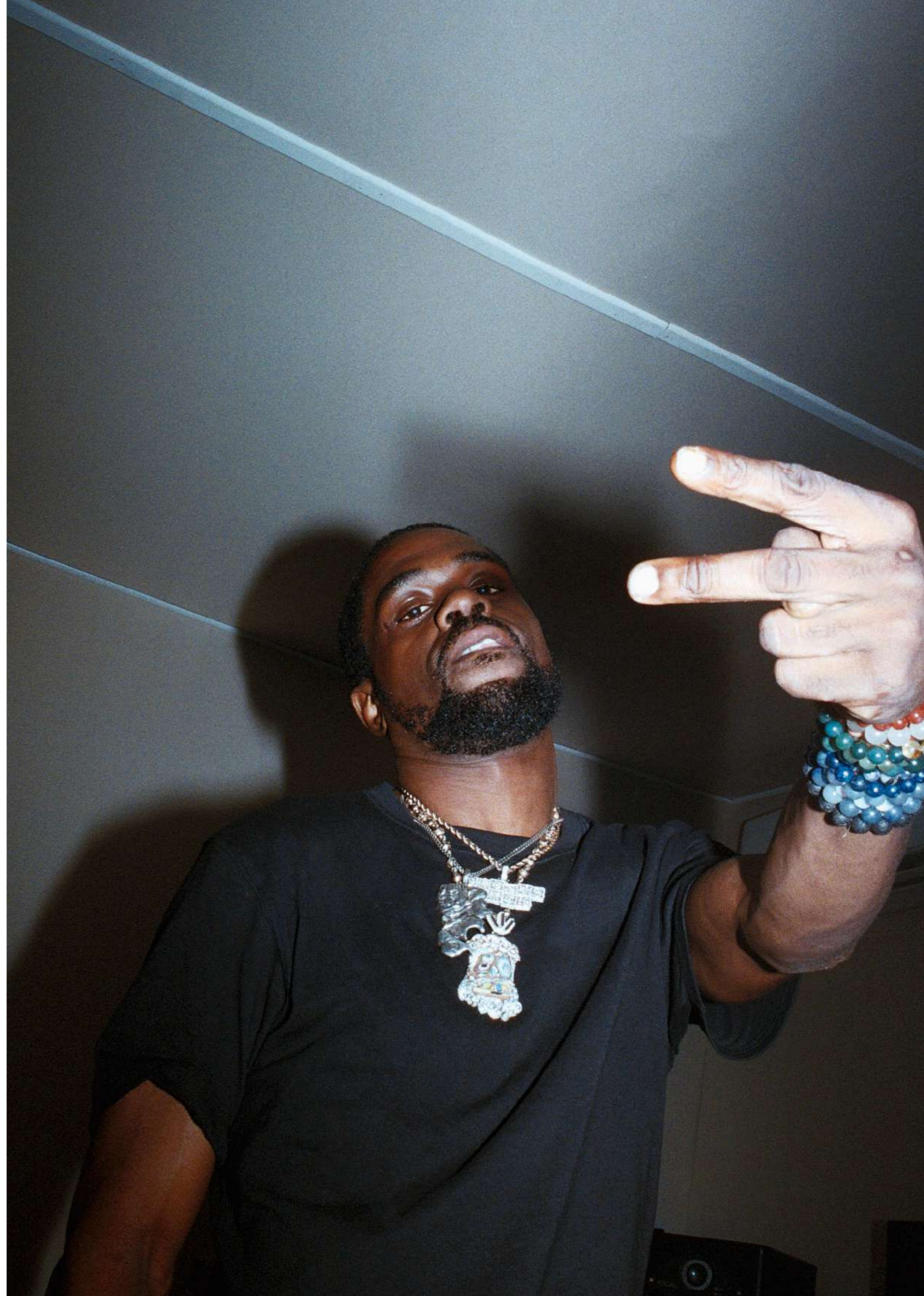




PARIS - FASHION WEEK
TYGA



PARIS - KODAK GOLD 33MM
CARLOS W. DESROSIERS AKA LOS





PARIS - FASHION WEEK
GERVONTA DAVIS



PARIS - FASHION WEEK
YUNG LB



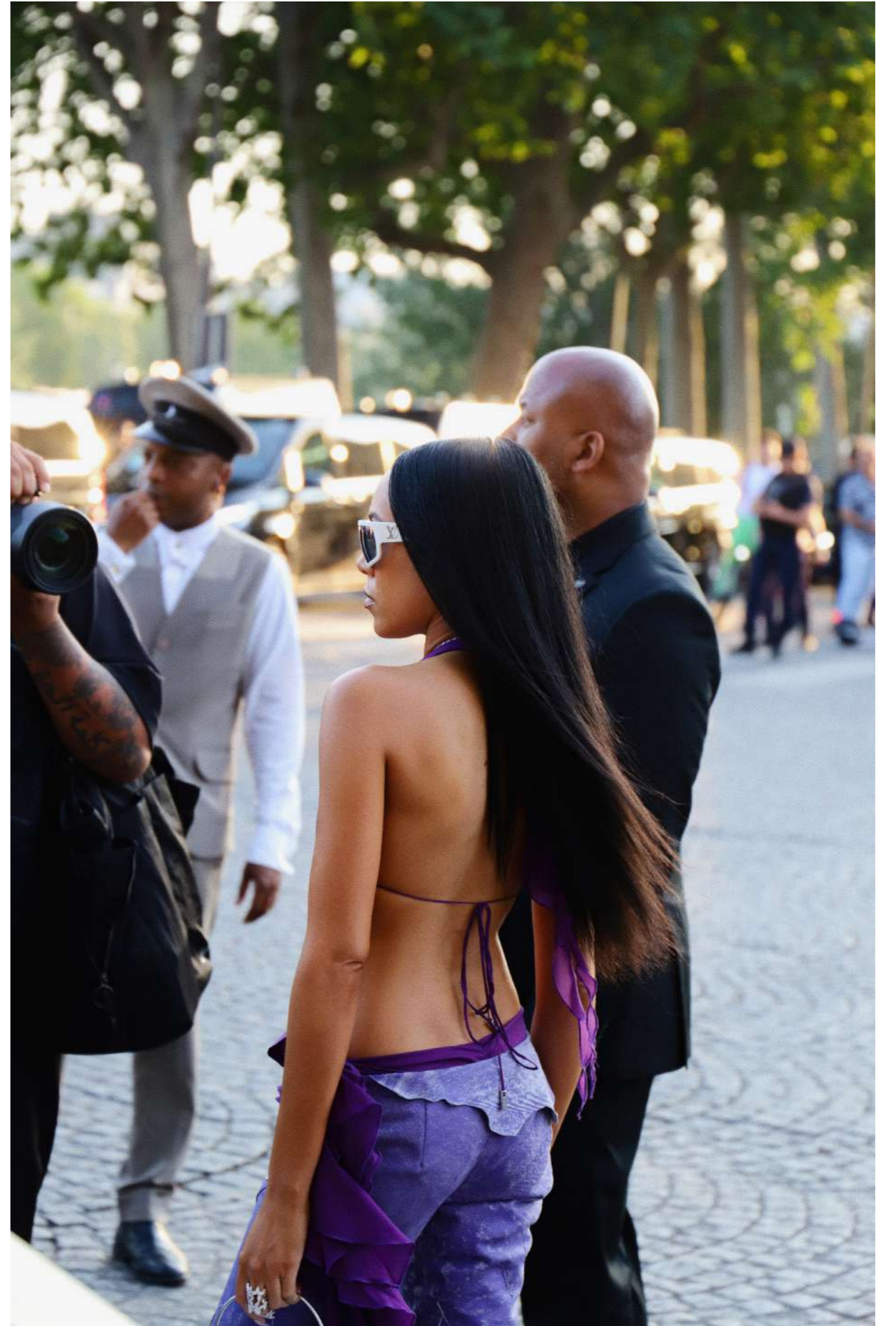


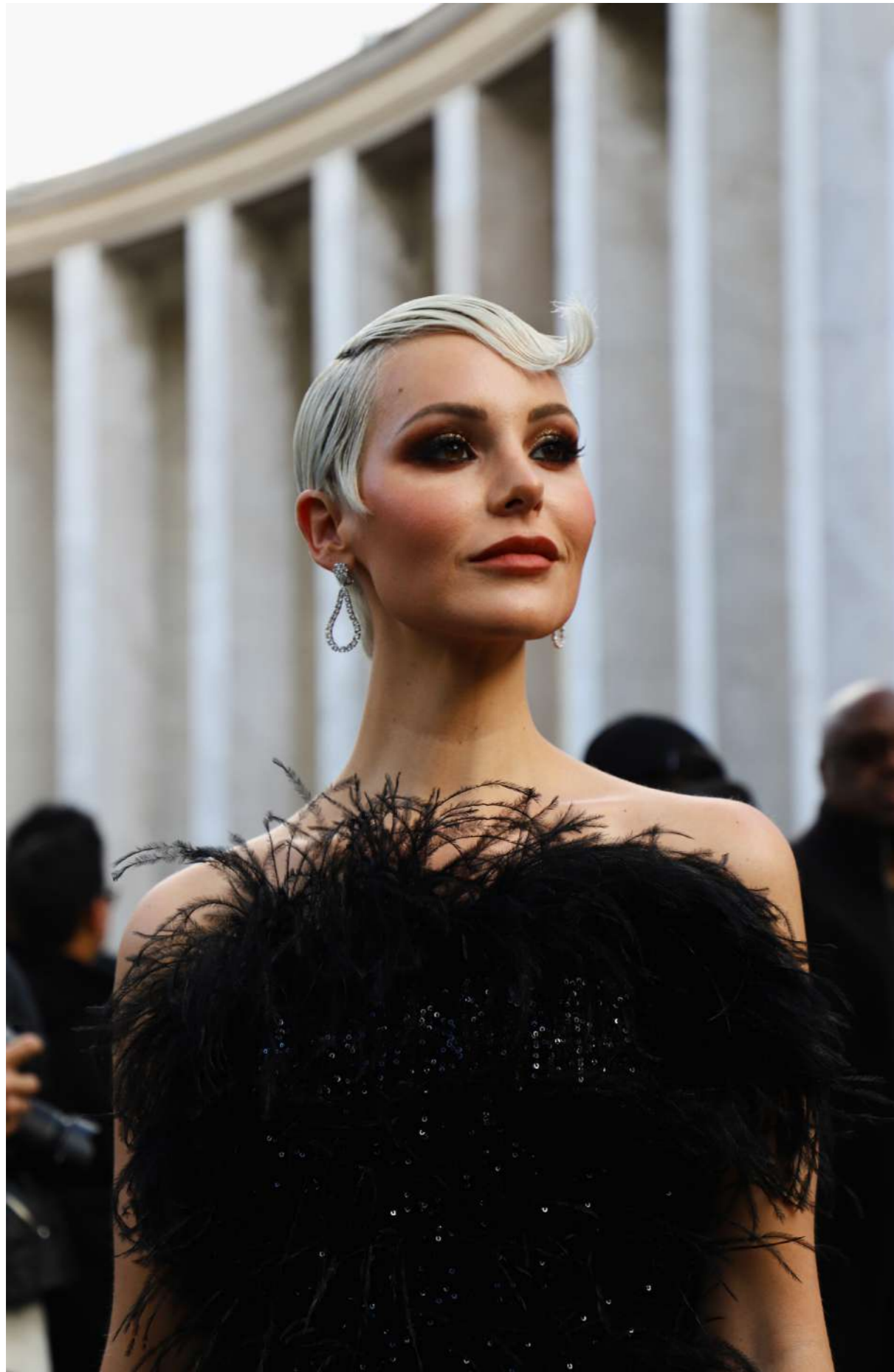


PARIS - FASHION WEEK
PUSHA T

PARIS - FASHION WEEK
KHABY LAME



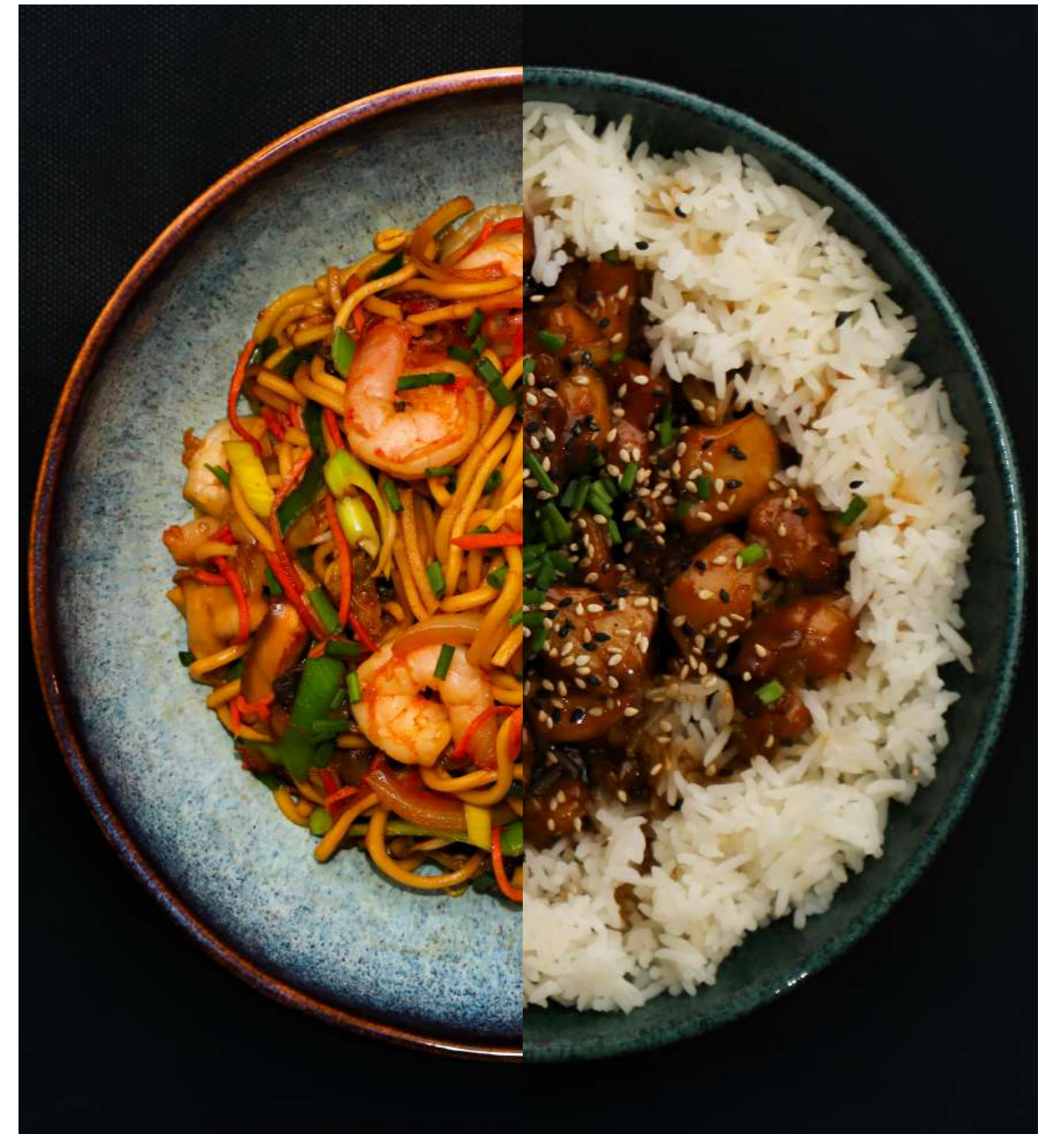












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