





**Stiletto Self Promotion
- Poster, Reel Titles and
Holiday Scarfs**

Stiletto nyc

Stiletto has always looked for sleek results for their office. They wanted something to promote themselves and present the public with new work. They chose the word 'NEW' since it's the greatest. The team was also interested in how to give it a grounded and very glossy and lush feel, so they went with a brand of high end and high quality materials.







AD

Coral outcrop¹

Jethro Haynes

This is a version of a coral outcrop to be used for a print advertisement for a footwear company Printer based in the UK.

AD

CENERE III¹

Shiletto nyc

Shiletto nyc was asked to design a carpet for a high-end clothing store, G.B. Ceneri in Bologna, near Venice in Italy. This is the second carpet design for the store. The architect's idea was to change the store feeling every year by changing the carpet design which would also be updated on the website. The store architecture is very polished and high-end so Shiletto nyc looked for a contrast to this while the elegance of the store could still be kept. The team thought of taking place as a section of the store where shoe boxes, tissue paper and packaging are taken out and left behind. The idea was to turn these paper and packaging material into what the team called 'beautiful trash' and this idea was expanded into store wallpaper and website.



Urban Forest Project

Stiletto nyc

A banner designed for the project by AS&A and Times Square Alliance in the summer of 2006. The theme was urban forest and the goal was to beautify Times Square by planting New York and international graphic designers to create a banner.

To do that, Stiletto nyc decided to bring a little green to Times Square and in the same vein, to play with the actual interest of the area, which is commerce.

The banners were later made into two tote bags by Jack Spode and sold for charity.



DESIGN TIMES SQUARE:
THE URBAN FOREST PROJECT

STILETTO NYC



