

TALLULAH JONES

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ABOUT ME

- Completing Masters in Fashion Communications -Art Direction at IED in Madrid.
- Looking to start work in September 2026.
- Building and marketing an independent label, Stupidjones.
- Placements with global, luxury brands understanding how to translate trend insight into creative brand growth using the correct tone.
- Paul Smith X Tallulah Jones (SS23) - Art of the Sneaker collaboration: concept and campaign visuals.

HIGHLIGHTS

Launched disruptor fashion brand Stupidjones (2020-present) Founder, lead creative direction, stylist, photographer, merchandising, from initially making myself to growing and sourcing materials and manufacturers. Brand identity, product storytelling and ecommerce marketing.

#12 Worldwide Depop Top Seller-@lula12jones (2021) for Stupidjones.

Collaborated with Paul Smith on the Art of the Sneaker (SS23) gaining recognition as an emerging British artist, reflecting my ability to work with major brands, understand the tone of their identity and earn industry acknowledgement.

Create short-form features for brands like Asos, Motel Rocks, YSL, Dr Martens, Levi's, and L'Oreal on TikTok/Instagram, showcasing my strong social media skills that elevates brand presence.

EXPERIENCE

Stupidjones London - Founder & Creative Director (2020-Present) London Pop ups / Online

Launched disruptor fashion brand for GenZ audience.

Creative direction, merchandising, communicate with manufacturers on sampling and shipping, brand identity, product storytelling, and e-commerce marketing. Concept to community. Lookbook imagery. Shopify site management, product drops, packaging and community engagement. Social Media BTS, Tik Toks, Reels.

Activate partnerships through collaborations, product placement and platform features to grow reach and credibility.

The Cirkel - Creative & Brand Campaigns (2025) London

Support campaign ideation and content creation with an influencer-first approach.

Coordinate collaborations and event activations, ensuring brand consistency across partners and channels. Style advisor.

Mira Mikati - Styling, Social Media & Event Support (2024-2025) London

Assisted with styling, gifting and content capture to support seasonal marketing moments.

Supported event logistics and on-the-day execution, coordinating assets and communications with wider teams.

Paul Smith - Marketing Intern (2024) London / HQ Nottingham

Supported SS24 content planning and marketing execution: asset organisation, shoot support and channel-ready deliverables

Contributed to creative research and trend insight to inform messaging and visual direction.

Studio Support London - Graphics department in Nottingham - T shirt printing, designing prints

Stuart Trevor - Styling & Image-making (March - August 2025) London

Assisted with studio operations, styling prep and image-making support to deliver campaign and studio outputs.

Savannah Miller -Dressing and Styling (March 2025) London

Bridal Collection, styling, dressing for Fashion Show

My Beautiful City / Bacchus - Production Assistant - Fashion Week (2025) London

Backstage and production support across show preparation, lighting coordination and run-of-show organisation

EXPERIENCE

Shrimps – Styling & PR Intern - (2023). London

Styling, content creation, gifting, sample sales, and social scheduling

Anthropologie – Style advisor (2023) - London

Sales assistant, Cashier, Stock maintenance, Styling advise, flexible hours.

Host Hospitality - Hospitality (November 2024 – Present) London

Various high-end events, flexible hours as and when.

Cubitt House - Hospitality (September 2024 – December 2024) – London

Waitress/Bartender/Social Media. Training Academy /-Food Hygiene, Safety, Barista, Cocktail

P448 Trainers - Runner (October 2021). London

Directing models to shoots - collecting clothing - supply teas coffee /lunch

Clarissa Hulse - Work Experience (September 2021) London

Live studio printing analogue and digital - homeware/interiors

Teen Vogue Magazine - Work Experience (July 2019) London

Magazine Cover workshopwith editor Naomi Pike

SELECTED PROJECTS & PLACEMENTS

LVMH (2023) - branding imagery and campaign presentation support.

Uniqlo (2023) - creative conceping and marketing visuals.

Shrimps (2023) - styling support, gifting coordination and social content.

Paul Smith X Tallulah Jones (SS23) - Art of the Sneaker collaboration: concept and campaign visuals.

EDUCATION

IED Madrid Master's, Fashion Communication & Art Direction

2025-Present - Madrid

Central Saint Martins, University of the Arts London BA (Hons), Fashion

Communication & Promotion

2021-2024 - London

Istituto Marangoni Foundation Diploma, Fashion

2020-2021 - London

SKILLS

- Research-led conceping & ideation
- Art direction & styling (on-set + studio)
- Imagery curation & composition (luxury aesthetic)
- Social Mediacontent production (TikTok, Reels, BTS)
- Brand storytelling, tone of voice & copywriting
- Partnerships, events & activations
- Adobe CC: InDesign, Photoshop, Illustrator, Lightroom
- High-standard presentations & style guidelines
- Retouching, cropping & asset delivery
- Talent/creative sourcing (photographers + emerging creatives)
- Cross-team collaboration (creative/production/marketing)
- Workflow, scheduling & deadline management

OTHER

- Leadership training with CISV
- Duke of Edinburgh Bronze
- Exhibited at Kettles Yard 2025 (Paint What Matters)
- Spanish level A1

INTERESTS

- Travel, creative drawing photography
- Art galleries Reading