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Pacôme  
**BOSQ**

## PROFILE

Art Director and fashion photographer specialized in luxury, with 8+ years of experience across agencies, fashion houses, and magazines.

I have held leadership roles in image direction, production, and editorial, working with major players such as Louis Vuitton and attending Paris and Milan Fashion Weeks as press Editor in Chief. My expertise combines creativity (art direction, photography, visual identity), strategy (brand consulting, content, communication), and production (shooting management, team leadership, deep fashion/luxury network).

## EDUCATION

SUP DE CREA (INSEEC) - Paris

**MASTER 2 (double):** ART DIRECTION - Advertising  
2017 - 2018

SUP DE PUB (INSEEC) - Paris

**MASTER 1+2:** BRAND STRATEGY - Image & marketing  
2016 - 2018

Institut Supérieur de la Communication (ISCOM) - Paris

**BACHELOR:** COMMUNICATION & MARKETING  
2015 - 2016

Université Sophia Antipolis - Nice

**LICENCE 3:** SOCIOLOGY - Cognitive sciences  
2014 - 2015

Université Paul Valéry - Montpellier

**LICENCE 1+2:** SOCIOLOGY - Media & communication  
2012 - 2014

## SKILLS

• In-depth knowledge of **marketing** ecosystems  
(levers, process, strategies, brands & agencies, etc.)

• In-depth knowledge of **photography** and production  
(team management, studio lighting, set-design, casting, post-production, digital formats, softwares, etc.)

• In-depth knowledge of the **fashion** industry  
(attending major FW shows in Paris & Milan ; ex editor-in-chief of a fashion magazine ; contacts in press, photo, styling, production, model agencies, etc.)

• Native **French**, fluent **English**, learn professional **Spanish**

## WORKS

2025 **NOVELTY** [luxury restaurant / club]

**CREATIVE DIRECTOR + DESIGNER - Paris**

- Directed artistic vision and managed cross-functional teams (designers, architects, technical staff) on space conceptualization + on-site execution.
- Led the transformation of a former restaurant from demolition to the creation of a new luxury venue of the Champs-Élysées, shaping its interior concept, visual identity, and guest experience aligned with Parisian luxury standards.

2023+2024 **LOUIS VUITTON** [fashion / luxury brand]

**PRODUCTION MANAGER - Paris**

- Art buying and lead of teams and audiovisual productions from brief to post-production, with expertise at every stage of the process: art direction, photography, styling, set design, lighting, post-production, and retouching.
- Development and management of new projects.

2021+2022 **NOB** [fashion / luxury showroom]

**IMAGE & CREATIVE DIRECTOR - Paris**

- Developed and implemented a visual and content strategy encompassing branding, storytelling, B2B communications, and influencer campaigns.
- Strategic repositioning: market analysis, target definition, and creation of visual assets adapted to international audiences.
- Directed and mentored creative teams, photographers, and production staff to deliver high-impact content.

2019+2020 **À PART** [art + fashion magazine]

**ART DIRECTOR & EDITOR-IN-CHIEF - Paris**

- Creative direction of shootings.
- Managed and coordinated full creative teams (photographers, stylists, hair & makeup, graphic designers).
- Oversaw digital photo curation and production for multi-platform distribution (print, social media, events)
- Supervised press relations and events with strong focus on brand image and influence.

2018 **À PART** [art + fashion magazine]

**JUNIOR ART DIRECTOR - Paris**

- Coordinated shoots, styling, and managed visual production logistics.
- Designed sets for fashion weeks and produced digital communication materials

2017 **l'appart.pr** [fashion communication agency]

**BRAND CONTENT MANAGER - apprenticeship (paid) - Paris**

- Developed digital strategies and created visual content for a portfolio of fashion/luxury clients.
- Managed social media campaigns, directed shoots, and coordinated fashion presentations (set design, production).

2016 **Antidote Magazine** [art + fashion magazine]

**JUNIOR ART DIRECTOR - internship - Paris**

- Assisted on editorial and commercial shoots.
- Handled iconography, graphic retouching, editorial communications, and developed new creative collaborations.

• Adobe Creative suite



• Artificial Intelligence



• Studio



• Microsoft Office 360



## SOFTWARES