

LA CANNEBERGE

Creating a cohesive visual identity through story-driven design

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Art Direction + Design

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Overview

ROLE:

Social Media Marketer + Designer

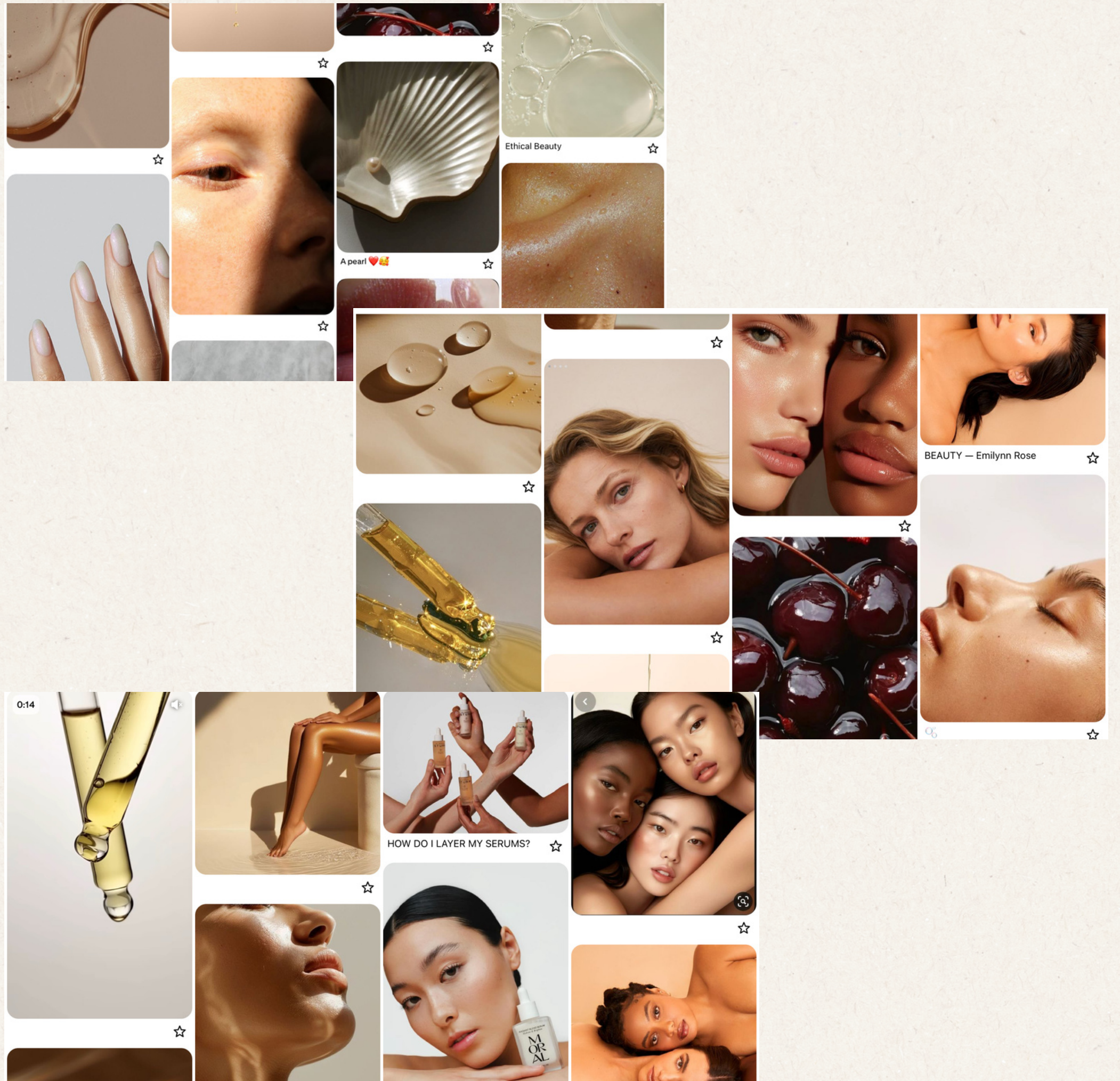
01 GOALS:

The goal of the Porcelain Skin Campaign was to redefine what “flawless” means by highlighting natural, healthy radiance rather than perfection. We coined the term porcelain skin to represent the glowing, hydrated look that La Canneberge products create—skin that’s luminous, smooth, and full of life, achieved naturally through nourishment and balance. The campaign aimed to position the brand as a source of effortless confidence, celebrating the beauty of real skin enhanced by nature’s care, not filtered ideals.

The purpose of the Porcelain Skin Campaign was to showcase the transformative yet natural results of La Canneberge skincare while strengthening its identity as a luxury, ingredient-driven brand. We wanted to move beyond traditional beauty narratives and focus on authenticity—showing real, healthy skin that glows from within. Through art direction, storytelling, and imagery, the campaign invited audiences to see skincare as an act of self-care and empowerment, reinforcing that true radiance comes from balance, hydration, and confidence in your own skin.

Concept & Inspiration

The concept and inspiration for the Porcelain Skin Campaign centered on capturing the essence of La Canneberge –pure, natural hydration with a soft, luminous finish. I aimed to create imagery that highlighted dewy, radiant skin while incorporating subtle porcelain-inspired elements to convey clarity and refinement. The result was a visual story that felt fresh, minimal, and effortlessly elegant, reflecting the brand's commitment to natural beauty and skin that truly glows from within.



Behind The Scenes

For the Porcelain Skin Campaign, I not only developed the art direction and curated the inspiration for the shoot, but also stepped in front of the camera as the model. This dual role allowed me to ensure that the vision came to life exactly as intended, from lighting and composition to the overall mood. Being both behind and in front of the camera created a cohesive, hands-on approach that fully captured the natural, dewy aesthetic central to the La Canneberge brand.



Final Images



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100% Vegan
100% Natural
100% Paraben-Free



WHY IT WORKS – BACKED BY SCIENCE

- **Cold-Pressed Cranberry Seed Oil:** Ultra-light, non-comedogenic, packed with Omega 3-6-9.
- **Vitamin E & Polyphenols:** Helps skin bounce back from dry air and inflammation.
- **Nature's Balance:** Antioxidants + essential fatty acids = barrier protection naturally.

Porcelain Skin, Naturally!

Fall is the season of refinement – in nature, in wardrobe, and in your skincare. As the cold air gets drier, skin often loses its clarity and balance. That's where La Canneberge shines!

It's unique profile of essential fatty acids, antioxidants, and vitamins helps to:

Even Out Skin Tone

Minimize The Appearance Of Pores

Strengthen The Moisture Barrier

Bring Back That Smooth, Porcelain Glow

Unlike synthetic “glow” products, La Canneberge works with your skin, not against it!

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LA CANNEBERGE
#1 Dermatologist-Recommended Cranberry Oil



BEAUTY THAT REFLECTS THE SEASON

We believe that skincare should flow with the rhythms of nature. As trees let go, your skin, too, can shed the dullness of summer and embrace the nourishment of fall.

100% Natural.
Made in Washington.

Every drop our our Cranberry Beauty Oil tells a story. And it begins not in a lab – but in the deep reds of fall. As our cranberries are harvested across Washington soil, we cold-press their seeds to preserve the nutrients your skin craves during colder months.

This season, go beyond skincare. 100% organic. Naturally perfect.



3



Fall Skin, Powered By Cranberry

Antioxidant Armor

Dewy, Not Dry

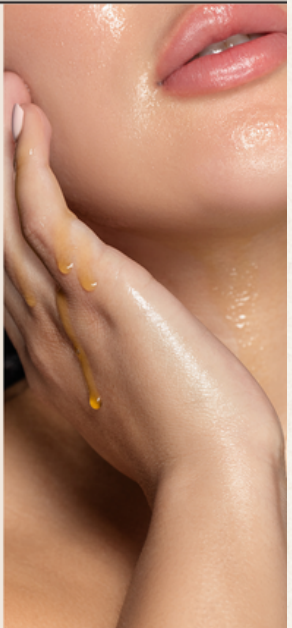
Pore Precision



THE POWER OF PORCELAIN

Porcelain has long symbolized purity, clarity, and strength – all qualities we believe your skin deserves. La Canneberge is defining the Porcelain Finish: visibly smooth, flawlessly refined skin yet resilient beneath the surface.

La Canneberge helps you to achieve that same balance delivering a poreless, glass-like glow with the antioxidant-rich power of nature. It's not just about looking flawless – it's about feeling empowered in your natural, luminous skin.





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