

TALLULAH FLORENCE JONES

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PROFILE

Creative communicator with a strong background in fashion media, trend awareness, and brand storytelling. Experienced in styling, content production, and creative direction, with a global perspective developed between London and Madrid. Passionate about connecting visual culture, youth trends, and brand identity.

EDUCATION

IED Madrid — Master's in Fashion Communication & Art Direction (2025–Present)
Central Saint Martins, London — BA (Hons) Fashion Communication & Promotion (2021–2024)
Istituto Marangoni, London — Foundation Diploma in Fashion (2020–2021)

EXPERIENCE

Founder & Creative Director | Stupidjones — 2020–Present

Oversee brand direction, production, styling, photoshoots, and marketing. Manage Shopify, social strategy, packaging, and customer engagement. Developed a distinct visual identity and loyal Gen Z audience.

Paul Smith | Creative Collaboration (Art of the Sneaker, SS23)

Concept and visuals for campaign imagery; featured across Paul Smith platforms. Recognized as “one of Britain’s up-and-coming artists.”

Fashion Projects & Internships

LVMH (2023): Branding imagery and campaign presentation.

Uniqlo (2023): Creative conceiving and marketing visuals.

Shrimps (2023): Styling, gifting, and social content creation.

Paul Smith (2024): Marketing intern – SS24 content strategy.

Stuart Trevor (2025): Styling, image-making, and studio operations.

Mira Mikati (2024–25): Styling, social media, and event support.

The Cirkel (2025–Present): Brand campaigns, influencer collaborations, event activations.

Production Assistant | Fashion Week (My Beautiful City / Bacchus) — 2025

Assisted with show production, lighting, and backstage coordination.

SKILLS

Adobe Photoshop / Lightroom / InDesign / Canva / Shopify

Creative Direction / Styling / Content Production (TikTok, Reels, BTS)

Social Media Strategy / Trend Forecasting / Brand Positioning

Event Coordination / Team Collaboration / Time Management

AWARDS & FEATURES

#12 Worldwide Depop Seller (2021)

Featured by YSL, Dr. Martens, Levi's, ASOS, Skinnydip, and L'Oréal on TikTok & Instagram