

# Bedding & Linen

Spring 2025 Refresh

Objective:

Seasonal visual direction developed while consulting with Neiman Marcus Home to evolve bedding and linens storytelling for Spring 2025.

My Role:

Creative direction, visual concept, photo art direction, category storytelling, and seasonal visual refinement.



Light, effervescent color with playful patterns, texture and details

Reference imagery included for creative exploration and visual direction only. Images are used to communicate aesthetic intent and remain the property of their respective owners.



Soft neutrals, layered texture, and quiet contrast establish a refined palette rooted in warmth and understated luxury

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Organic contrast, layered pattern, and directional light to elevate texture

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Tone on tone layering with subtle variation in sheen to create depth, softness, and elevated luxury

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Crisp contrast, smart details

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Layered texture and tonal restraint to create warmth, softness, and visual richness

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Grounded forms with rich chocolate tones and subtle gold accents

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Macro photography used to elevate tactile detail and reinforce material quality

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Crisp contrast with refined tonal balance

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The objective was to establish a refined Spring visual language for bedding and linens that balanced aspiration, warmth, product clarity, and cohesive photographic storytelling.