



For Sport Kaylin, a younger, high-energy sub-brand launch under the Kaylin ski label, I led art direction and photo shoot management to establish a bold, youth-forward visual identity. This shoot captures that attitude through dynamic poses, high-contrast colorblocking, orange, red, cobalt, and neon chartreuse, and playful performance styling communicating motion, confidence, and modern slope culture. While at Snowmass Apparel, I sourced and hired models, partnered closely with the photographer, and directed on-set execution to ensure the garments read clearly and consistently across multiple looks. I also produced the graphic design and layout for the catalog page, balancing hero imagery with supporting product moments to create a cohesive story and strong merchandising clarity. The result was a launch presentation that positioned Sport Kaylin as an energetic, trend-right women's ski line with a distinct, youthful point of view.



For Kaelin Men's Ski, I led art direction and photo shoot management to present the product with a premium, performance driven attitude balancing strong silhouette shots with tight detail frames that highlight construction, hardware, and fit. The imagery emphasizes bold colorblocking and technical layering vests, parkas, and insulated shells with confident, editorial posing to communicate durability and modern alpine style. I then designed and produced the final catalog layout, curating the sequence, framing, and graphic system to ensure clear merchandising, brand consistency, and high-impact presentation.



For Kaelin Women's Ski, I directed the shoot to establish a youthful, energetic tone that felt fashion forward while still grounded in technical performance, using dynamic poses and clean studio lighting to keep the garments crisp and readable. The page mixes hero images and supporting frames to showcase both full looks and key styling moments—color, proportion, and functionality so the collection reads confidently at a glance. I also handled the graphic design and catalog layout, building a cohesive visual narrative that strengthens the brand's identity and supports sales-ready merchandising.



PJ Salvage Spring 2007 Collection, I art directed an on-location lifestyle shoot aboard a 1909 vintage sailing yacht off the coast of Newport Beach, California, using the classic teak deck, rigging, and open water to reinforce the season's nautical story. The imagery showcases fresh marine stripes, lace-trim camis and chemises, and relaxed lounge bottoms—styling that feels effortless, feminine, and coastal. We leaned into natural light and wind-driven movement to create a premium, editorial catalog mood with authentic maritime character. The result is an aspirational “vintage yacht weekend” vibe that positions the line as resort-ready comfort with timeless nautical polish.



Michael Newberry's Portfolio:
Art Direction & Photo Shoot Management