

FABIEN BARON

Fabien Baron is a French designer, who is known for his work in iconic ad campaigns and editorials as well as designs for beauty products and their packaging. He was born in France in 1959, but moved to New York in 1982 and became an art director for Barneys. Only six years later Fabie Baron went to work with editor of Italian Vogue with editor Franca Sozzani and went on to reinvent the entire magazine. After this he has worked with multiple fashion magazine and fashion designers. He has worked on editorial spreads, ad campaigns, fragrance and cosmetic designs and ultimately became a director for music videos and commercials. Baron is also the founder and CCO of Baron & Baron, Inc. which is a boutique advertising agency specializing in fashion, fragrance and cosmetics luxury brands. Some of the global brands that Baron & Baron, Inc. has worked with and shaped the visual identities of include Calvin Klein Givenchy, Fendi and YSL.

What sets Baron's designs apart from other are his direct style with simplicity and balance. Many of his designs are very dynamic and powerful, yet very different from anything you might have seen before. His designs in the world of fashion have become so influential that now you can almost call it mainstream, when it comes to the aesthetic. "I think I opened the door for people to see in another way, and of course, it has become common ground", he said himself in an interview with BOF. What makes his designs unique still are the risks that he takes. He goes for the bold designs, not afraid to make something completely different, and that is what has made his designs successful.

The two pieces of Baron that I chose are both from the world of beauty. NARS is one of the leading

brands in cosmetics and they are known for the sleek and simplistic packaging and logo. The typeface used in the logo is Helvetica Neue Ultra Light. What's different about it is the spacing of the letters. All the letters overlap each other, making the logo more interesting. The packaging of the products is also left very simple with the clean black background and silver in the type. I think this creates a very sleek and modern look to all the packaging. In the fashion and beauty industry most logos and packaging is done very simple and modern, yet I think with the typography and the placement of the logo Baron has managed to make the packaging still look interesting and well designed.

The second piece of Baron is from an ad campaign that he designed for Viktor & Rolf's perfume Flowerbomb. Not only did he design the ad campaign, but Baron also designed the packaging of the perfume. I think the design of the ad and the packaging is very successful while keeping true to the simplistic, sleek and modern aesthetic that Baron often goes for. The design of creating the illusion of wind flowing through the scarf that is around the models head and the ribbon that flows through the image is very successful and works well with the added touch of soft color pink, which is the same color as the perfume itself. I think while being very simple, there are a lot of details in the ad. I think it is a great representation of Baron's understated design, especially since the name of the company and the product is being presented in a way that is not completely in the viewers face, yet it is very well placed throughout the ribbon and very noticeable. •

