



Hi! I'm Lizzy a photographer and creative director from Berlin, working on concepts, visuals and designs.

Portfolio.

My portfolio is a selection of my latest work including different campaigns, photographs and designs.

**Creative Direction
Art Direction
Photography
Conception
Design**



Campaign.

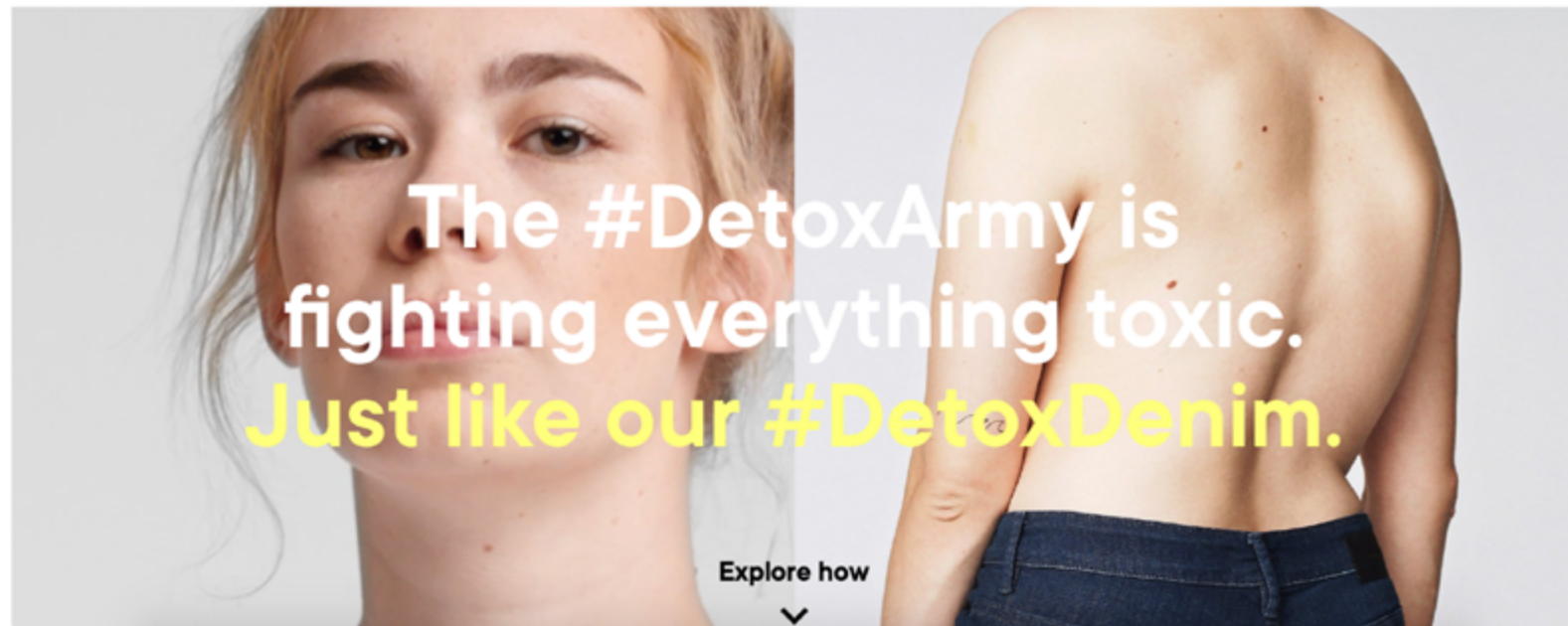
Kess is a vegan and cruelty free beauty brand based in Berlin. For their first product launch I created an experiential marketing campaign and redefined the purpose of make-up.

Creative Direction and Project Management together with co-cregency by goalgirls for Kess.

Make moments last.

For this experiential campaign we redefined the purpose of make-up. Bold moves and creativity, instead of perfection. Celebrating moments, rather than looks.

That was our kess mission, which we portrayed with huge installations at multiple festivals across Germany.



Creative conception together with co-cregency by goalgirls for Armed Angels.

“we’re fighting everything toxic.”

Campaign.

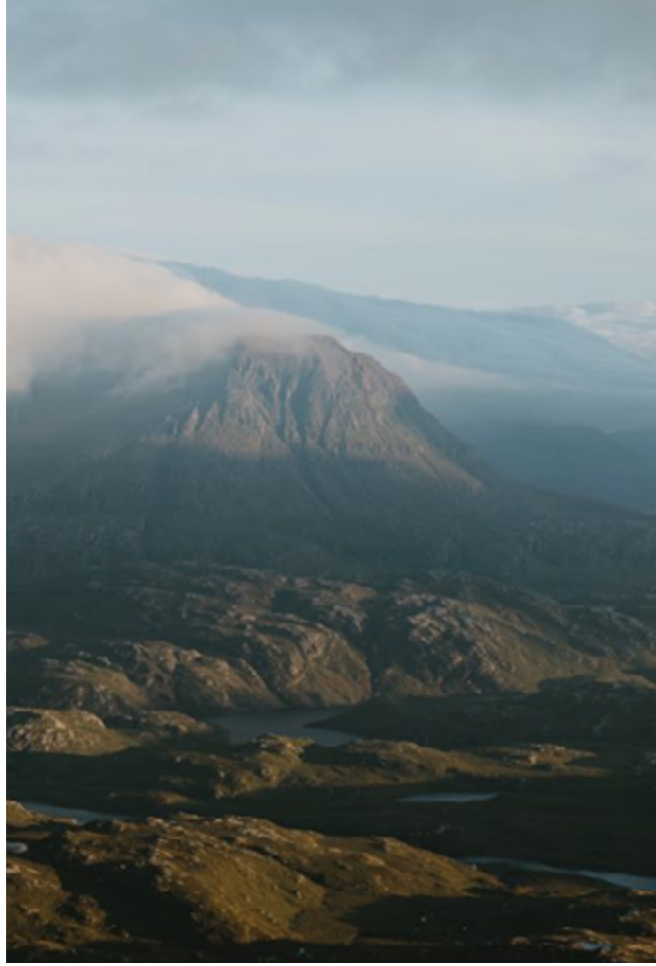
Portfolio

For this digital campaign we asked the protagonists to take a stand instead of striking a pose. The 21st century needs a detox from overconsumption, social media and greed.

To follow up on their detox denim ‘touch nothing toxic’ campaign, we decided to introduce the #detoxarmy.



Lisa-Marie Schroeter



**Creative conception
together with
Odaline for Jack
Wolfskin.**



Campaign.

Work
For Jack Wolfskin UK we
collaborated with three
talents who showcased
their hidden Highlands
gems
and took us on a
breathtaking journey with
them.





Photography
Art Direction
Conception
Production

Content creation.



Client
1331 stories



The Story
The brand 1331 stories itself is inspired by nature in every aspect. The series captures this bond with all it's lights and shadows.



Work
art direction, production and
photography

Aesop
A series of the Reverence
Aromatique Hand Balm from
vegan and cruelty free brand,
Aesop.

The hardness of the stones and
the light offer a contrast to the
softness left by the hand cream.



Content creation.







Photography.

A selection of portraits from
different editorials.





Photography.

Cherrydeck award winning
photograph on
the topic of 'Freedom'.





Editorial
A day of surf with Billabong.





Brand conception
and design for
DJcity.



Design.

Work
DJCITY STUDIO – is the European clothing line from DJcity. It aims to combine music culture with bold aesthetics. It's not just another merch line, but a new way to express the community of thriving artists.





Inspiration for DJCITY Studio
Photograph | LA, 2017



Say hi,

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Contact.