

# PROJECTS + CLIENTS

Project Management and production for KKW Beauty's Seeding Launch Event in Calabasas CA, 2017. (w/ Willo Perron & Associates)





Artist and project management for Anne Imhof Studio. Burberry's Ricardo Tisci invited Anne Imhof to collaborate on his SS21 Fashion Show Concept.





Merch and poster design for artist Anne Imhof's record release party at Robert Johnson club in Frankfurt. In 2019 Anne Imhof's release of the album FAUST was celebrated at Museum MMK für Moderne Kunst and Robert Johnson in Frankfurt with a talk, perfor-

mance and party. The album Faust acts both as documentation and elaboration to her performance and exhibition FAUST, which was staged by Anne Imhof at the 57th Venice Biennale in 2017.



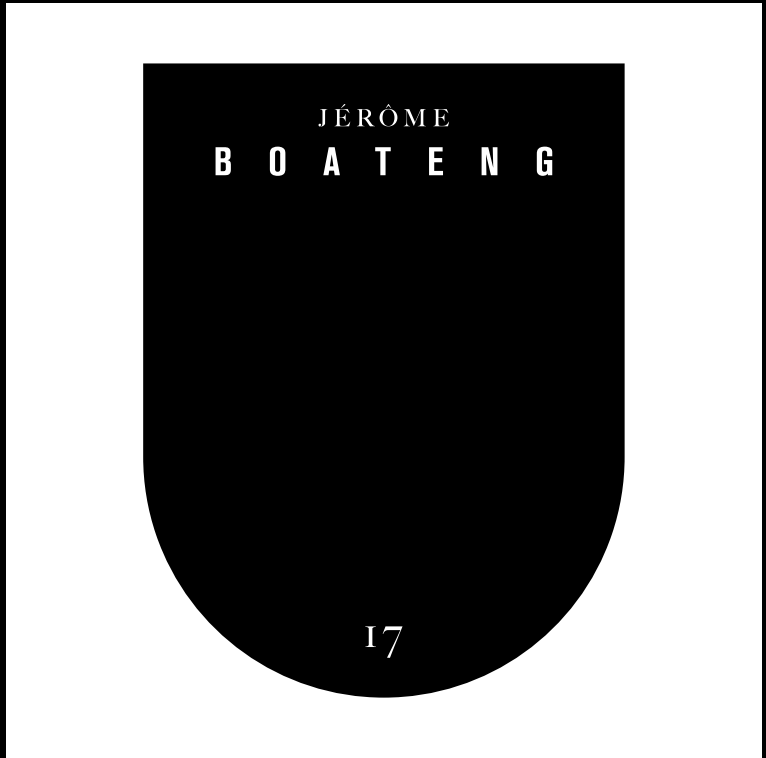


Manager to artists on Rocnation roster





Brand Concept development and marketing strategy for Bayern Munich's Jérôme Boateng. (2016)





Concept & Production for Adidas' Forum  
Shoe seeding Event at Paris Fashion Week  
FW 2020.



FW—2020  
PARIS

hosted by Jessie Andrews & Fai Khadra

DJs: Guillaume Berg, Pedro Cavaliere

Wed. 15 January 2020, 10pm  
18 Rue de la Fidélité, 75010 Paris



Management Consulting, Concept development and communication strategy for Adidas' 4d shoe. (2020)

STRATEGY

SEEDING

MARKETING

EXPERIENCE

innovators

collaborations

product placement

irl activations

digital activations

communication

THE TECH

Adidas compiled 17 years of experience to create an optimal shoe for the future. Further customer experience.

CLIP

Continuous Liquid Interface Production

Digital Light Synthesis

LATTICE STRUCTURE

design simplicity / improved thermal characteristics / heat dissipation via open-cell structure / easy to clean, does not retain water

DENSITY AND FEEL

Changeable geometry of the lattice to make different areas firmer or softer, different patterns result in different density and feel.

INNOVATORS

/Inòvertə/

a person who introduces new products.

Innovators are key figures in the 4D campaign. They are essential to the success of the campaign. Each innovator has a "metaphor" that represents a facet of the 4D ethos.

We infiltrate different communities (e.g. music, art, design etc.) by placing the shoe in different contexts for further exposure.

BR

INNOVATORS



Project management and production for Kanye West's Sunday Service, Calabasas, CA  
(w/ Willo Perron & Associates, 2019)





Development of creative marketing campaign for Kylie Minogue »Kiss Me Once« with brand collaborations, such as Uslu Airlines, Colette Paris, Chandelier Creative and Dolce & Gabbana. Additionally developed branded digital content for Sexercize with Roman Coppola, Jean Paul Gaultier,





Project management for spacial and Interior Design of the Yeezy Headquarter in Calabasas, CA (w/ Willo Perron & Associates). Yeezy is Kanye West's Fashion Brand. (2017)





Development of creative marketing campaign for Grammy & Oscar winner M.I.A.'s »Kala« and »Matangi« Album with brand collaborations, such as Versace, Opening Ceremony.





## Nadja Rangel

Artist manager Nadja Rangel began her career with a fashion PR background in London, UK for clients such as Gareth Pugh, Cassette Playa, Comme des Garçons and Roksanda Ilincic. After a transitional move from fashion to music Nadja began working at Monotone Management, Los Angeles, CA heading up the company's international management and marketing division; and spearheaded overseas plans for artists such as M.I.A. The Kills, Jack White, Vampire Weekend, Broken Bells, and James Murphy to name a few. She later moved to a management role at Roc Nation, NYC, where she managed Grammy Award Winning artist Kylie Minogue: developing her creative marketing campaign for 'Kiss Me Once' while collaborating with brands such as Uslu Airlines, Colette Paris, Chandelier Creative, and Dolce & Gabbana. She has also managed the likes of Santigold and FC Bayern Munich's defender Jerome Boateng. For both, Nadja built creative brand concepts across all marketing platforms, managing assets, touring and events.

Up until 2019 Nadja was the Chief Creative Officer at Creative Design studio WP&A in Los Angeles, where she project managed all creative design developments from live performance design, to interior design for retail, and creative marketing campaigns. Her clients range from Jay-Z, Kanye West, The XX, KKW Beauty to Nike and Stussy. Nadja has helped shape these brands by creating impactful and culturally relevant brand experiences across all mediums and platforms. Nadja has lived in Frankfurt, London, New York, Los Angeles, and has built an international network of multidisciplinary artists and influencers.

Nadja Rangel lives and works in Frankfurt & Los Angeles.



# THANK YOU

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