

LILIT MARKOSIAN

*Writer &
Creative*

*Writer &
Creative*

PORTFOLIO

SPRING '20

BRIEF

Words matter; they define ethos and refine image. By cultivating thoughtful, energetic copy I enable clients around the world to tell their stories in distinct, resonating ways. Every project begins with thorough research that feeds into a cohesive identity of prose and visuals. Everything must connect, enthrall — elevate experience.

SELECT PORTFOLIO

- THE NEW SCHOOL**
- ANNE-MARIE CHAGNON**
- NAIRIAN SKINCARE**
- TOGAS HOUSE OF TEXTILES**
- LEVIATHAN**
- 360STORIES**

Collected here are samples from my latest projects. They comprise copywriting, design, and art direction for clients in the education, beauty, luxury lifestyle, and tech industries.

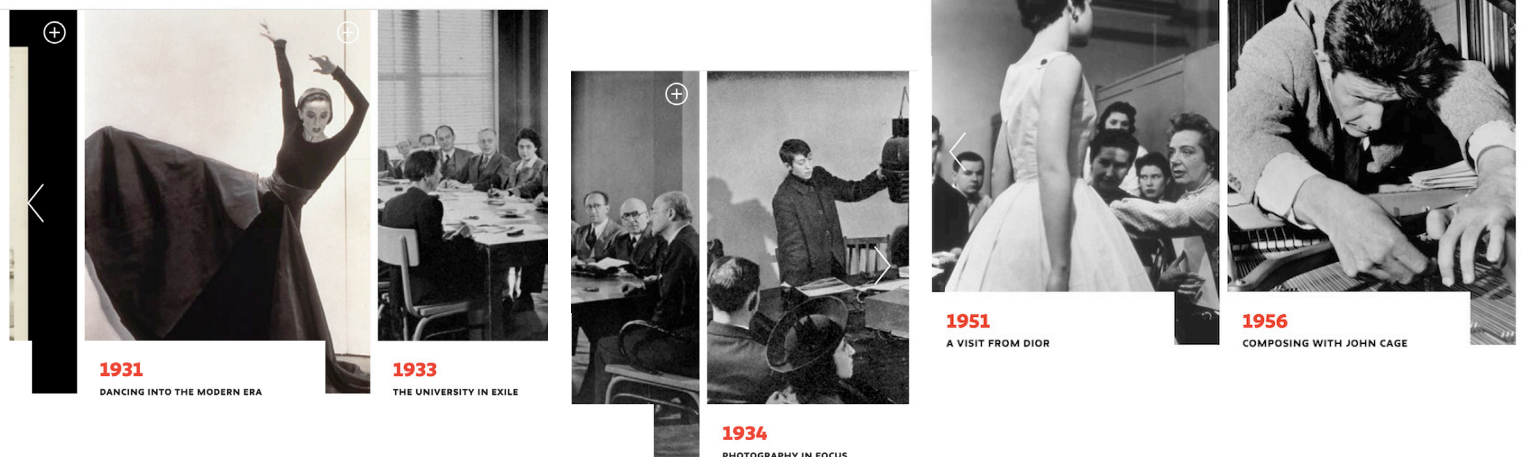
THE NEW SCHOOL

Composed of five schools and colleges, including the world-renowned Parsons School of Design, The New School has been at the heart of New York City for a century — acting as a touchstone for culture, intellectualism, art, and fashion. In early 2017, I joined the university's in-house creative team, where I contribute to multi-platform ad campaigns; develop digital and print marketing materials; and write for and produce *Regarding Design*, Parson's annual design magazine.

ANIMATED ADS



HISTORY



CHALLENGE INTELLECTUAL ORTHODOXY BY DESIGN



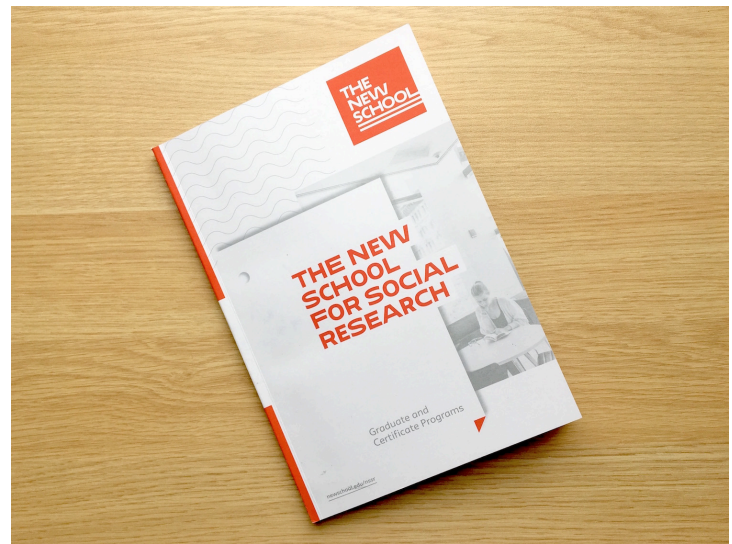
GIDEST is a university hub where scholars explore the intersections of art, design, and social research — and advocate for bold new inquiry.

In his office at The New School for Social Research (NSSR), Professor **Hugh Raffles** surrounds himself with a chromatic spectrum of imaginative research: Shelves stretch around the room, laden with books organized by color. The space reflects an artistic sensibility that is interwoven throughout Raffles' approach to scholarship — from his own anthropological research to his leadership of the university's Graduate Institute for Design, Ethnography, and Social Thought (GIDEST).

Artists, explains Raffles, are often more comfortable than academics when it comes to raising open-ended questions and delving into ambiguity. While academics are trained to make arguments and find solutions to problems, artists do not consider finding answers their main concern. Raffles argues that art poses conceptual questions for viewers to explore. In the resulting "thought space" — as Raffles calls it — powerful discourse is born and flourishes. Though he does not refer to himself as an artist, Raffles says that the proposition of creating an open space where ideas can transmute and intermingle informs his approach to scholarship.

In his work, Raffles tries to create opportunities to think about or experience new ideas concerning relationships between humans, animals, and even inanimate objects. He sees this process as "part of that project of creating conditions for people to see something in a way they might not have before." Raffles explains that he enjoys meditating on the smallest of objects — such as insects or stones — because they require close attention from their beholder. Those who study smaller things, he says, often develop the ability to look closely. In a world where most prefer to react rather than reflect, this work is designed to foster a much-needed mindfulness and a contemplative kind of patience.

DISCOVER A UNIVERSITY THAT HAS BEEN PROGRESSIVE SINCE ITS INCEPTION.



DIALOGUE 15

Transforming Memory Research Through Interdisciplinary Exchange

William Hirst
Malcolm B. Smith Professor of Psychology and Department Co-Chair

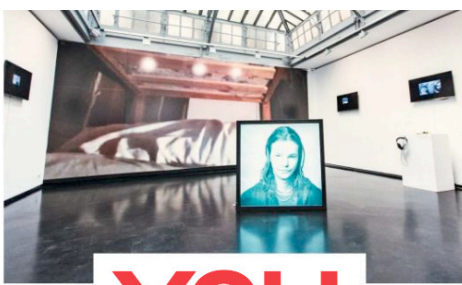
Professor William Hirst explores the opaque folds of the mind. Focusing mainly on human memory, his research offers insights into how people comprehend the world and what cognitive elements shape both individual and collective identity.

Hirst studied under Ulric Neisser and George Miller, two giants of cognitive psychology. His early research centered on language and the biological underpinnings of memory. At the heart of his inquiry was an investigation of how the individual mind functions in isolation. Looking back, Hirst admits that this methodology itself was isolated— involving little to no discourse with disciplines beyond cognitive psychology.

It was not until he came to NSSR that Hirst began to actively engage with scholars of the humanities and other social sciences. "From an intellectual point of view," he explains, "The New School was a transformative place in that it allowed me to really think in an interdisciplinary way." This transformation led Hirst to realize that memory cannot be understood in isolation. Slowly moving away from studying the biology of the brain, he became more interested in the effects of social interaction and context on memory.

the surface of the skin," as he puts it, it is more accurate to say that the mind extends outward into the larger world. Unlike a computer, which stores memory in a static way, human recollection is dynamic and social, simultaneously drawing from and influencing its environment. Understanding this process is important because it is through collective remembering and forgetting that individual and cultural identities are formed and history determined.

Seeing how intellectual exchange across disciplines reinvigorated his research, Hirst is an eager proponent of that kind of dialogue. He says that NSSR's Psychology program in particular has embraced the approach. In the study of cognitive, social, and developmental psychology, the department intentionally recruits scholars whose interests reach beyond the academic setting to encompass larger social issues. "We bring together individuals who are deeply and profoundly engaged in the way in which living in a social world shapes our cognitions."



YOU ARE HERE.



TODAY DESIGN IS TRANSFORMING GLOBAL CULTURE. CREATE THE CHANGE YOU ENVISION— IN THE CENTER OF PARIS.

Since 1921, **Parsons Paris** has offered students an opportunity to immerse themselves in Parsons' acclaimed curriculum, experiencing Paris' legendary creative culture. Now more than ever, Paris is a gateway to Europe's diverse cultural, academic, and innovation-focused resources. And Parsons—recently named the Best School of Art and Design in the United States—

New York City

REFRAMING INTERNATIONAL AFFAIRS

FOR THE TWENTY-FIRST CENTURY

Named one of the top international affairs programs by the Foreign Policy Association, the Studley Graduate Programs in International Affairs are distinctive in the New School tradition: critical, engaged, and iconoclastic.

The problems of the 21st century are urgent and global in scale. **The New School's** graduate international affairs programs offer unique opportunities to engage with these challenges in the heart of New York City, a center of diplomacy, business, art, and social justice activism. Our diverse faculty of research scholars, public intellectuals, and professionals from around the world encourage students to think rigorously about complex international problems and explore creative new solutions. Students take on global issues—from economic rights and urban development to new media technologies and environmental justice—while benefiting from field-based learning, small classes, and flexible study options.

The New School



In Production:

Think of how many products pass through your hands within a single day. Toothbrush, wool sweater, smartphone, disposable coffee cup, MetroCard—you'll notice how quickly the sum escalates into the hundreds or even thousands. Reflected in each of these objects are materials and processes that directly connect you to and affect the global environment, commerce, and culture. Throughout Parsons, designers are exploring this network of production and reimagining the supply chain to foster resilient businesses and sustainable manufacturing.

By Lilit Markosian

Production Transformed

The last century saw profound changes in the way consumer goods were produced. On the one hand, local manufacturing scaled up into massive operations to feed extensive international markets. On the other hand, new technologies radically transformed labor and challenged traditional making models. Although some craftspeople were replaced by algorithms, technology made the creation of goods more accessible, varied, and efficient. Meanwhile, a budding digital culture brought communities around the world together, engendering shared tastes that dictated new kinds of demand.

Now, at the tail end of this transformation, complications have emerged in the supply chain—the series of steps that turn an idea into a finished product. Besides dealing with diminishing resources and climate change, producers have to contend with automation, migrating labor pools, and myriad material and cultural dynamics. Even consumers are beginning to re-examine their buying habits. Within this changing context, it is clear that traditional supply chains are too inflexible to contend responsibly with the variables that affect production.

Rama Chorpash, director of the MFA Industrial Design (IDD) program at Parsons, says that "the term 'supply chain' can be a misnomer, because it suggests a completely linear process and limited context." In order for businesses to thrive in the unpredictability of the current moment, a more holistic approach is needed. "Instead, we can look at it more like a network," he continues, "in which every step—from concept to final product—involves a range of considerations, such as sourcing, cradle-to-cradle manufacturing, and ethical labor."

The task of reframing the supply chain is not trivial. While many businesses are beginning to engage with the increasing complexity of production, bottom lines and the pressure to grow hamper their ability to lead change. A university, however, has the intellectual and creative wherewithal to explore alternatives. "At The New School, we have the opportunity to step back and look at the big picture,"

says Chorpash. And that's exactly what the university is doing, across its disciplines and with practitioners in fields ranging from product design to labor policy.

Embracing the Complexities of Making

The border between the professional world and Parsons has always been permeable. As the making industries face complex challenges, the design school responds with a dynamic pedagogy designed to shape a generation of creatives who are aware of their accountability in the production process.

"It's not just about coming up with the perfect, most ethical design with the least environmental impact," says Brendan McCarthy, MFA Fine Arts '11, assistant professor of fashion and director of the BFA Fashion Design program's Fashion Systems and Materiality pathway. "It's about understanding the complexity of the issues and the questions one needs to ask to be a critical thinker as a designer." The call for this perspective could not be clearer. "Producers are beginning to understand that responsibility is actually crucial to their business, which offers students fantastic opportunities to stand up and push companies to go even further," adds Gyungju Chyon, assistant professor of product and industrial design at Parsons' School of Constructed Environments (SCE) and a designer with extensive experience in global making.

The MFA IDD program's Global Production Studio offers young designers a key opportunity to engage in thoughtful product development. Chyon, a faculty lead, explains that the semester-long course challenges students to explore extended supply chains and propose designs to be implemented across national boundaries and cultures. Regularly participating in external projects and even going abroad, students get to experience firsthand the changing demands of manufacturing and see how commercial brands tackle complications in sourcing.

In fall 2017, the Global Production Studio class was invited to reimagine the "rituals of resting, gathering, and

the Supply Chain

How Parsons Is Reframing the Supply Chain

DATA

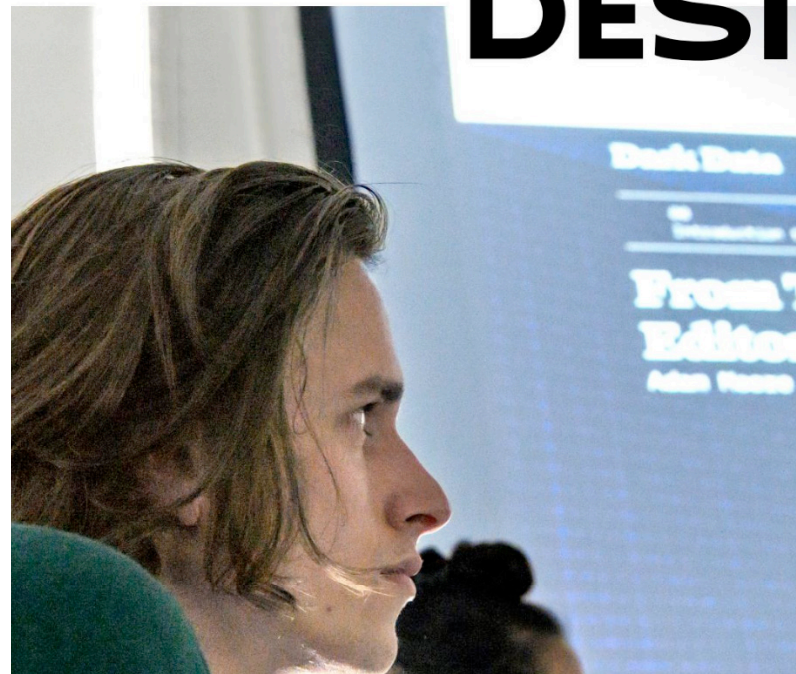
DESIGNING DATA

PARSONS DESIGNERS ENGAGE WITH THE PROMISE AND CHALLENGE OF A FUTURE SHAPED BY DATA

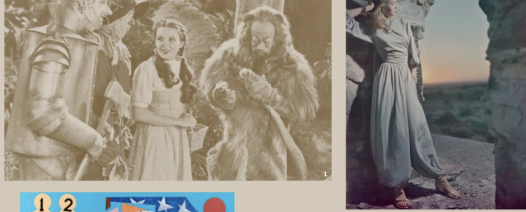
BY LILIT MARKOSIAN

In an 11th-floor classroom at Parsons School of Design, students discuss the week's tech headlines. Work tables speckled with paint have been pulled together in a large square, and the New York skyline—a reminder that we are situated in a global hub of commerce and creativity—rises through broad windows in the background. Informed by the digital activism of professor David Carroll '00, the subject of Netflix's recent documentary *The Great Hack*, the conversation covers a spectrum of topics: Are algorithms firing Amazon warehouse workers? What happens if Instagram removes the "like" function? Will YouTube's crackdown on toxic content affect shareholder profits? "The future is private," one student says, quoting Mark Zuckerberg, and his peers chuckle at the irony. The debate is energetic. Beyond their connections to coursework, these questions frame students' lived experience as digital natives and budding designers.

Co-taught by Carroll and Melanie Crean—associate professors at Parsons' School of Art, Media, and Technology—Dark Data is a seminar that invites students to study digital tracking infrastructures created around the world, along with the broader possibilities of mass data collection. Questions posed in the classroom each week



PHIL PLATT, INTERIOR DESIGNER AND SET DESIGNER FOR GONE WITH THE WIND
ROSE CONNOR, ARCHITECT
GILBERT ADRIAN, FASHION DESIGNER AND COSTUME DESIGNER FOR THE WIZARD OF OZ
VAN DAY TRUICK, ADVERTISING DESIGNER AND HEAD OF TIFFANY & CO.
CLAIRE MCCARDIELL, FASHION DESIGNER
MELVIN DVOROK, INTERIOR DESIGNER
ALBERT HADLEY, INTERIOR DESIGNER
BILL BLASS, FASHION DESIGNER
DONALD BROOKS, FASHION DESIGNER
BETTY STEVENS SHERRILL, INTERIOR DESIGNER AND CHAIR OF MCMILLEN INC.
ADRI, FASHION DESIGNER
ANGELO DONCHIA, INTERIOR DESIGNER
BEA FETTLER, GRAPHIC DESIGNER AND ART DIRECTOR OF MS.
MARIO BUATTA, INTERIOR DESIGNER
JOEL SCHUMACHER, FILMMAKER AND COSTUME DESIGNER
DONNA KARAN, FASHION DESIGNER
KAY UNGER, FASHION DESIGNER
MICHAEL VOLLMER, FASHION DESIGNER AND ILLUSTRATOR
MICHEL DONOVAN AND NANCY GREEN, DESIGNERS AND FOUNDERS OF DONOVAN/GREEN
RICH SILVERSTEIN, CREATIVE DIRECTOR AND CREATOR OF GOTT MACPHEIN
JEFFREY BANKS, FASHION DESIGNER AND AUTHOR
ANNA SUI, FASHION DESIGNER
JUAN MONTOYA, INTERIOR DESIGNER
DEE MACDONALD-MILLER, MANAGING DIRECTOR, JONES LANG LASALLE
PATRICK KELLY, FASHION DESIGNER
JAMIE DRAKE, INTERIOR DESIGNER
NARCISO RODRIGUEZ, FASHION DESIGNER



A LEGACY OF DESIGN EXCELLENCE

DISCOVER SOME OF THE CHANGEMAKERS WHO HAVE KEPT PARSONS AT THE CUTTING EDGE OF CREATIVITY

ISAAC MIZRAHI, FASHION DESIGNER AND TV PRESENTER
MARC JACOBS, FASHION DESIGNER
VICTORIA HAGAN, INTERIOR DESIGNER
BARBARA KRUGER, ARTIST AND GRAPHIC DESIGNER
TRACY REESE, FASHION DESIGNER
ALINA ROYTBERG, FOUNDER OF BEAUTY BRAND FRESH
TOM FORD, FASHION DESIGNER AND FILM DIRECTOR
BOB WILLIAMS, CO-FOUNDER OF MITCHELL GOLD + BOB WILLIAMS
ALIKI LEE, PRODUCT DESIGNER
SUSAN WIEBER BOROS, FOUNDER AND DIRECTOR OF BARD GUARDIAN CENTER
REED KRAKOFF, DESIGNER AND ARTISTIC DIRECTOR OF TIFFANY & CO.
RYAN MCGINLEY, PHOTOGRAPHER
AI WEINEL, FINE ARTIST
ROBERT WONG, CHIEF CREATIVE OFFICER AT GOOGLE CREATIVE LAB
RODIN PREISS GLASSER, ILLUSTRATOR OF THE FANCY NANCY SERIES
SHEILA BRIDGES, INTERIOR DESIGNER
CHRISTIANE LEMIEUX, FOUNDER OF DVELLESTUDIO
SUN-MIN KIM AND DAVID HORVATH, ILLUSTRATORS AND CO-CREATORS OF UGLY DOLLS
PRABAL GURUNG, FASHION DESIGNER
LAZARO HERNANDEZ AND JACK MCCOLLOUGH (PROENZA SCHOULER), FASHION DESIGNERS
ZACH LIEBERMAN, NEW MEDIA ARTIST AND CO-CREATOR OF OPENFRAMEWORKS
CHRISTIAN MARC SCHMIDT, DESIGNER AND FOUNDER OF SCHEMA
ALEXANDER WANG, FASHION DESIGNER
MARC THORPE, ARCHITECT AND DESIGNER
EVAN ROTH, INTERACTION DESIGNER AND FOUNDER OF GRAFFITI RESEARCH LAB
MANUEL LIMA, UX DESIGNER AND AUTHOR
NINA CHANEL ABNEY, FINE ARTIST
CARLY CUSHNIE, FASHION DESIGNER
ARIEL KENNAN, INTEGRATED DESIGNER
DUNCAN TONATJUN, AUTHOR AND ILLUSTRATOR
SOPHIA SUNVVOO, CO-FOUNDER OF THE WATERS SOCIETY



1. Costume designs for The Wizard of Oz (1939) by Gilbert Adrian. 2. Dress by Claire McCardell. 3. Brown Blouse (2010) by Nina Chanel Abney. Courtesy of Nina Chanel Abney and Brown Blouse. 4. Google Glass (2012) by Robert Wong. 5. Set of Tom Ford's A Single White Woman (2007) with wardrobe design by David & Lydia. 6. Set of Tom Ford's A Single White Woman (2007) with wardrobe design by David & Lydia. 7. Set design by Joseph Platt for Game with the Wizard (2010). 8. Interior by Maria Busta. 9. Fashion (2010) by Ryan McGinley. Courtesy of Ryan McGinley and Arndt Communications. 10. Cover design produced by Peter Foster (2002). 11. Donna Karan's Second Step (2002) collection. (2002)

THE FESTIVAL OF NEW

100 YEARS NEW

The New School is celebrating a century of promoting academic freedom, tolerance, and progressive intellectual exchange by opening its doors to the public for an anniversary celebration. The Festival of New will include performances, talks, and exhibitions showcasing The New School's celebrated community of alumni, faculty, staff, and students. All festival programming—ranging from live music in Union Square Park to discussions with diverse thinkers and leaders—is free and open to the public. Speakers and artists include Cotton Series choreographer and dancer **Havanna Fisher**, BA The Arts/BFA Fashion Design '14; **Shelley Fox**, Donna Karan Professor of Fashion and director of MFA Fashion Design and Society; **Andrea Geyer**, associate professor of new genres; **Camilo Godoy**, BA Education Studies/BFA Photography '16; **Paul Goldberger**, Joseph Urban Professor of Design; associate professor of media design **Colleen Macklin**, MA International Affairs '13; **Morgan Saint**, BFA Illustration '16; **John Sharp**, associate professor of games and learning; fashion designer **Anna Sui**, BFA Fashion Design and **Otto von Busch**, associate professor of integrated design and **Fern Mallis**, **Derek Lam**, BFA Fashion Design '90 and **Emily Adams Bode**, BA Philosophy/BFA Fashion Design '13, will discuss approaches to fashion across generations and how designers turn their inspirations into apparel. To register for the festival and create a custom schedule, visit the website below. newschool.edu/festival-of-new

Nina Schwarz and Su Beyazit

Transdisciplinary Creatives

"From the very beginning, we had a unified idea of aesthetic and of what kind of place it would be."

On a hot summer day, **Nina Schwarz** and **Su Beyazit**, BFA Integrated Design '10, are sipping iced coffees in the backyard of their Clinton Hill café and design store, Relationships. After one year in business, they take a moment to reflect on how they first met at Parsons and how, 15 years later, their friendship turned into a creative partnership. "From the very beginning, we had a unified idea of aesthetic and of what kind of place it would be," says Schwarz. The space is bright and airy, with a DIY faux-terrazzo bar and offbeat seating in primary colors. Shelves and pedestals display vintage furniture and new home goods by local designers, many of whom are also Parsons alumni.

After graduation, the pair pursued very different careers: Schwarz went into the art world, working at two galleries, Gavin Brown's enterprise and Salon 94; Beyazit worked as a stylist before opening a vintage store and salon called Su.juk. Eventually, the two decided to open their own shop—a "multipurpose" store, says Beyazit; "a holistic retail experience," Schwarz adds.

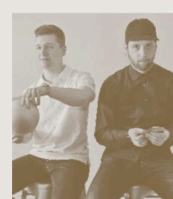
"This open-ended definition meant finding a way to bring their varied interests and experiences together in a single space. "We had been buying things for four months and storing them in the basement, just hoping they would come together when we staged the space for opening week," says Beyazit. Luckily, the concept has been working: After a year, both the shop and the friendship are thriving. relationshipsny.com

Schwarz and Beyazit at Relationships, the café and art space they designed.



Alex Levin and Ryan Riegner

Digital Pioneers



When **Alex Levin**, BBA Strategic Design and Management '10, met at Parsons, they almost immediately began collaborating on a business venture, creating the Web design company Albino Rhino in their dorm room. The two got their first gig creating logos and a website for a tool company. "It was like 400 bucks," Riegner jokes. "And our website was in Flash," Levin adds.

Since then, Levin and Riegner's business has matured into a full-service digital consultancy with offices in Milan, Barcelona, Brooklyn, and Los Angeles. After graduation, they established a fashion brand, moonlighting to support the business by helping technology companies with their visual communication needs. Realizing that this work was more profitable, the pair decided to give up the fashion brand and focus full-time on digital consulting.

Today L-R's array of services includes brand strategy, app development, research and usability testing, and graphic design. The firm has built apps for Unilever, designed branding for Amazon, and created VR experiences for Louis Vuitton. Clients are drawn to L-R by its A-to-Z approach and extreme attention to detail. Levin believes that the firm's success stems from combining these two qualities.

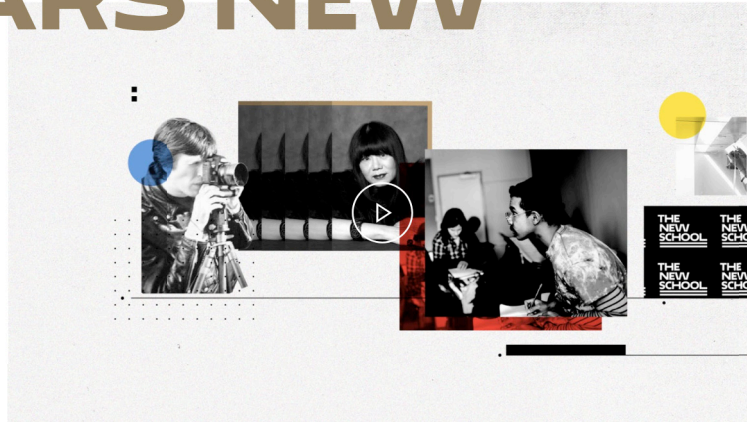
"When a designer wants to help a coder do their job better and the developer is excited about that—that's what we strive for on our team," Levin says. "I found that some spirit of collaboration at Parsons."

levinriegner.com

Below: The immersive in-store activation L-R created for Louis Vuitton combines virtual reality and mixed reality features.



100 YEARS NEW



Celebrating 100 years of new. Narrated by New School alumna Ani DiFranco.

A century ago, daring professors in New York City walked out on an imperfect model of education, inspiring today's New School community of scholars, creators, and activists to make their mark on the world. We ask the questions that lead to new questions, challenging the status quo. Our only constant is innovation. As we begin our second century of groundbreaking scholarship, bold creativity, and world-changing ideas, we are 100 years new.

In celebrating The New School's centennial, we're opening our doors to communities here and around the world. Join us in exploring our legacy and learning how 1919 was the start of something new.



New School Timeline

Dissenting opinions, groundbreaking courses, and progressive solutions are all part of The New School's tradition of changemaking. Discover some of the pioneers, movements, and events that collectively tell our story of creative and intellectual innovation.

[DISCOVER OUR HISTORY](#)



New School Histories

A through-line of scholarly and creative innovation connects the events in our university's compelling history. The New School Histories Project, created by faculty members Julia Foulkes and Mark Larrimore and university archivist Wendy Scheir, features archival material and essays that document The New School's legacy of progressive thought and action.

[READ MORE](#)



New School Archives

Whether you are a student investigating the launch of Earth Day here on campus or a journalist researching the university's role in the American labor movement, you can find a wealth of historical and creative materials in the New School Archives.

[EXPLORE OUR COLLECTION](#)



Show your school spirit and celebrate the century with new flair. Located in the University Center, The New Store will offer centennial-themed merchandise, including T-shirts and tote bags. You can also explore the store online at thenewstore.nyc.

[SHOP THE NEW STORE](#)

ANNE-MARIE CHAGNON

Based in Montréal, Anne-Marie Chagnon is a luxury jewelry brand that emphasizes traditional craft and modern femininity. I began working with the company in early 2019, developing a unique voice for new collections inspired by Anne-Marie's affinity for organic materials and creative form.



N°25 — A SIGNATURE COLLECTION FROM ANNE-MARIE CHAGNON

From the geometry of light on water to the muted tones of Joshua Tree, Anne-Marie Chagnon's twenty-fifth anniversary collection, N°25, draws its inspiration from the natural world's meditative aesthetics. Through years of artistic transformation, Anne-Marie has reaffirmed her commitment to creating unique, hand-made pieces that embrace organic form in tandem with daring composition. This collection marks the beginning of a new chapter in creativity, individuality, and explorative femininity.

Sonja

Pewter, glass, wood, leather, ceramic

The open solid planes of Sonja's ceramic, pewter, and patterned resin elements allow the texture of each piece to shine. Tethered by a bouquet of black leather bands, this necklace captivates with its shadowy forest landscapes infused with contemplative cobalt blues.



COBALT
Cobalt





* ÉTAIN
Pewter



Xenor

Pewter, plated 22k matte gold, ceramic

A cuff fit for any warrior queen, Xenor captivates with its glimmering otherworldly architecture. Smooth ecru ceramic moons and tilted rhombi balance between compressed pewter and gold-plated shards. The effect is immediate and powerful.





Perline

Sage

A sleek pewter band with half-moon cutouts forms the structure of Perline, a deco ring that features a hand-painted watercolor image in soft pastel tones, cloud whites, and nourishing jade greens.



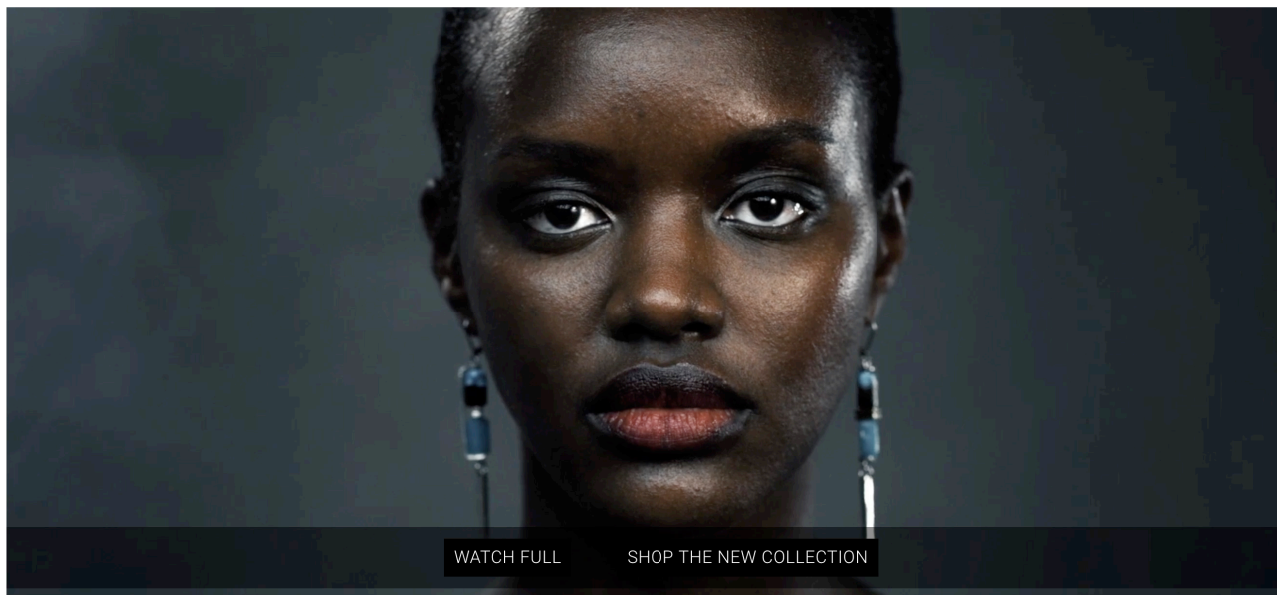
Bagues | Perline - Filet, Oasis & Sorbet (p.159) | Senzo - Sauge, Cobalt & Minuit (p.164)
Rings | Perline - Net, Oasis & Sorbet (p.159) | Senzo - Sage, Cobalt & Midnight (p.164)

Blondie

Gold

Like embodied confidence, Blondie leaves a lasting impression. Its pewter band curves into a graceful helix, surrendering a gold-plated nugget as an organic and refined focal point.





WATCH FULL

SHOP THE NEW COLLECTION

All 305

Necklaces 100

Rings 18

Earrings 92

x

Bracelets 81

Pins 3

Necklace extensions 4

Canvas 7

SEARCH



💎 Sales

★ New collection

COLLECTIONS ▼

COLOR ▼

MATERIAL ▼

PRICE ▼

CLASP ▼

2020
Marlene

★ New collection

2020-Or_Gold



Like golden honey caught in water, Marlene's matte gold-plated ornaments swirl and glisten in the light—accented by a single, meditative baroque pearl.

2020
Samoa

★ New collection

2020-Filet_Net



Framed by two polished pewter shards, Samoa's a black and white graphic petrified in resin resembles fine ink strokes on a bare canvas, captivating the imagination.

NAIRIAN SKINCARE

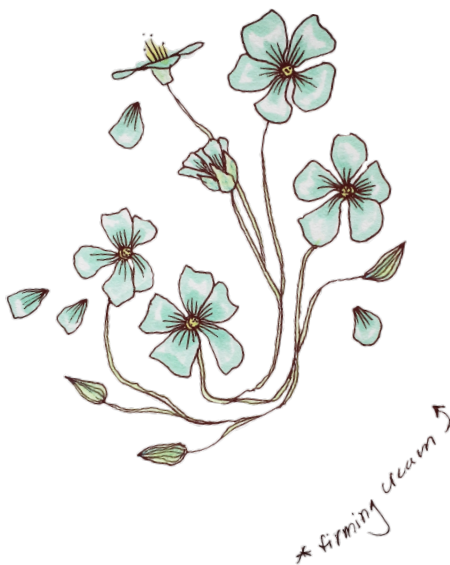
Nairian is an ethical skincare brand that prepares its comprehensive collections seed-to-bottle on a sustainable farm in Armenia's windswept highlands. Since its launch, Nairian has expanded beyond the Caucasus to regions including the Baltic Rim, Europe, Russia, and the United States. I was a founding member of Nairian, and today am engaged in developing the brand in North America. In the last year, my work has included everything from writing copy and illustrating packaging to directing photoshoots and managing brand voice and identity in new markets.

PRODUCT PACKAGING & COPY

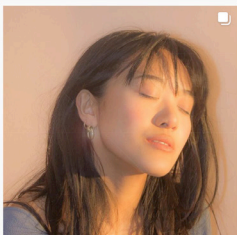
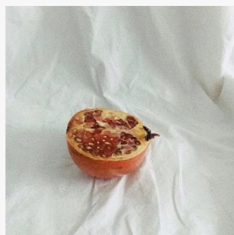
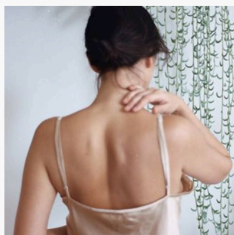
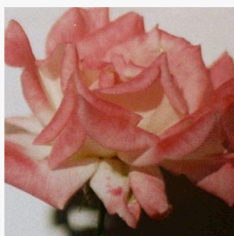
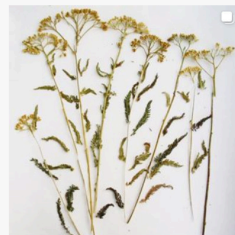
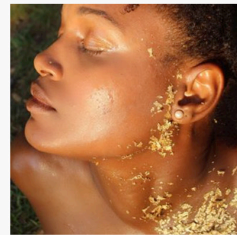
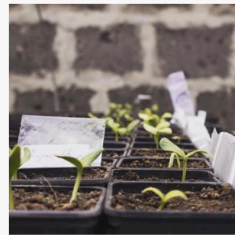
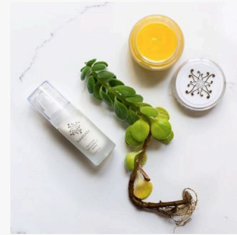
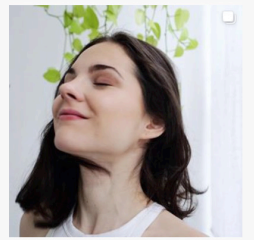


FIRMING CREAM *Hydrating & Soothing*

In this gentle cream, we've pulled together nature's best elements to illuminate your skin with a radiant and youthful glow. This recipe is infused with moisturizing, antioxidant Pomegranate Oil and firming Linseed Extract that fortify the skin, restoring a feeling of elasticity and minimizing wrinkles. There's also a dash of Rose and refreshing Yuzu in the mix to tone and tighten, ensuring the skin stays smooth and firm.



PHOTOGRAPHY & ART DIRECTION

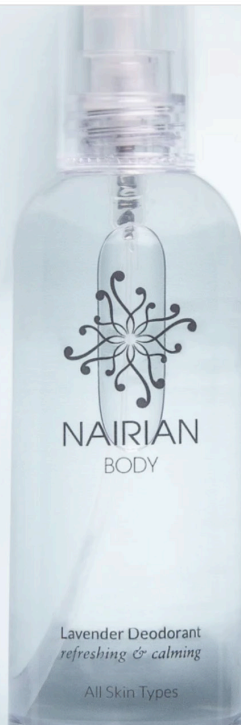




ALUMINUM FREE & NATURAL

LAVENDER DEODORANT

SHOP NOW



SEED TO BOTTLE

WHY NAIRIAN

With hand-harvested ingredients, local essential oils, and aromatherapy inspired formulas, every Nairian skincare solution is thoughtfully cultivated on our eco-farm and lab in the Armenian Highlands.

[Learn more](#)



DAY SERUM
\$85



NIGHT SERUM
FROM \$30



CLEANSER
\$36



TONER
\$28





ROSEHIPS DON'T LIE

Rosehips are one of my family's best kept wellness secrets. My grandmother kept jars of the dried buds tucked away in our medicine cabinet, consider...

[Read more](#)



HOW COSMETICS BREATHE LIFE INTO HAZY MEMORIES

The thing about memory is that these sensations or feelings will always be separate from the reality of what it was. Instead, you can only remember...

[Read more](#)



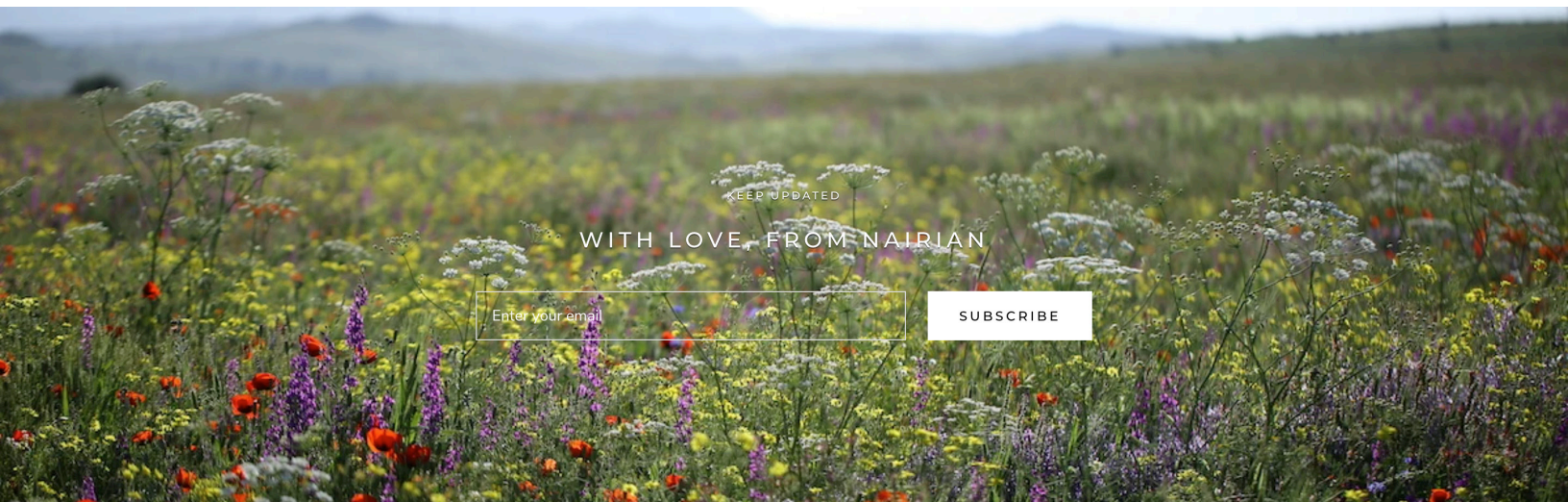
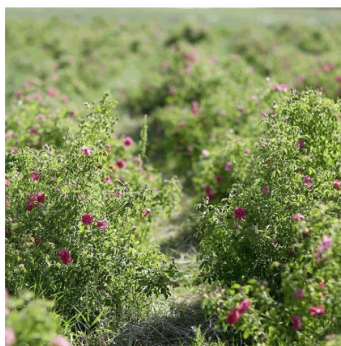
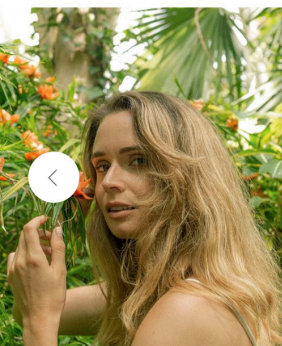
HERO PRODUCT: ANTI-AGE NIGHT SERUM

My favorite part of the day is night, when I can crawl into bed unbothered by the world and with a face full of products working their magic. Night...

[Read more](#)

@NAIRIAN.US

LOOKBOOK



KEEP UPDATED

WITH LOVE, FROM NAIRIAN

Enter your email

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RETAIL & INVESTOR DECKS

FULL SPECTRUM ETHICAL SKINCARE

Nairian offers a full spectrum of natural beauty solutions, including diverse Anti-Age, Anti-Acne, Sensitive Skin, Hair Care, and Body collections, as well as a forthcoming men's line.

We would love to work with you on a collaboration featuring our 24-Hour Glow Kit, or another unique collection tailored to meet your needs.



PRODUCT OVERVIEW



DAY SERUM
Anti-Age
30 ml



NIGHT SERUM
Anti-Age
30/77 ml



EYE CREAM
Anti-Age
15 ml



FIRMING CREAM
Anti-Age
50 ml



CLEANSER
All Skin Types
100 ml



TONER
All Skin Types
100 ml



MICELLAR WATER
All Skin Types
200 ml



UNDER-EYE CREAM
All Skin Types
15 ml



OUR STORY

Nairian was founded by a family and has grown into a flourishing local business. Our home is in the highlands of Armenia, a small Eastern European country full of sunshine and nutrient-rich volcanic soil that enhance our locally-sourced ingredients. Because we care about the earth's future, Nairian operates on a sustainable farm that supports a small village with jobs and agricultural development.

To ensure the highest quality, we grow our ingredients organically and monitor the production process from seed to bottle. At Nairian, we believe that beauty shouldn't compromise health—for our customers or the planet—so we never put parabens, sulfates, harmful chemicals, artificial dyes, or synthetic fragrances in our products. The world is fraught with difficult choices, which is why we created Nairian to be an easy investment in something positive for our customers, small communities, and the environment.

The Nairian team is eager to challenge unhealthy beauty standards that tell women and men how they should look and be. Our products are developed in a lab run by people who create Nairian for themselves, their families and friends. Together, we are a community redefining what natural beauty means for us.



ROSEHIP DAY SERUM

Nairian's luxurious Day Serum replenishes glow and fortifies the skin with a powerful mix of anti-aging vitamins and compounds.

This delicate golden serum offers a high-performance formula that restores youthful elasticity and radiance to the skin. Each of the serum's featured ingredients is native to the Armenian Highlands, where we grow, harvest, and cold-press natural oils on our organic and sustainable farm. Delicate and light, this signature formula comprises anti-aging hero ingredients including: **Wild Rosehip Seed Oil**, renowned for its smoothing and retexturizing properties; **Apricot Oil**, a light and nourishing oil that protects from signs of premature aging; and a few drops of **Damask Rose Essential Oil**, which has a calming floral fragrance and offers a powerful dose of antioxidants.

Like a luscious elixir, the Day Serum is light as air and can be worn beneath make-up or alongside your favorite moisturizer.

Retail Price
£69.00

THE 24 HOUR GLOW KIT

An essential skincare routine for enhanced glow, day and night.



TOGAS HOUSE OF TEXTILES

Togas is one of the oldest luxury textile houses in Greece. Today, the company specializes in fine bedding, home, and lifestyle products that are sold around the globe. I collaborated with the Togas creative team just as they were preparing to open their first stores in the United States. Working closely with the design and marketing teams, I strived to develop a brand voice that conveyed Togas' grounded identity, while also inviting customers into a world of luxurious leisure.

COLLECTION COPY

THE HOUSE OF TEXTILES

Togas

ESTABLISHED IN 1926

300 TC



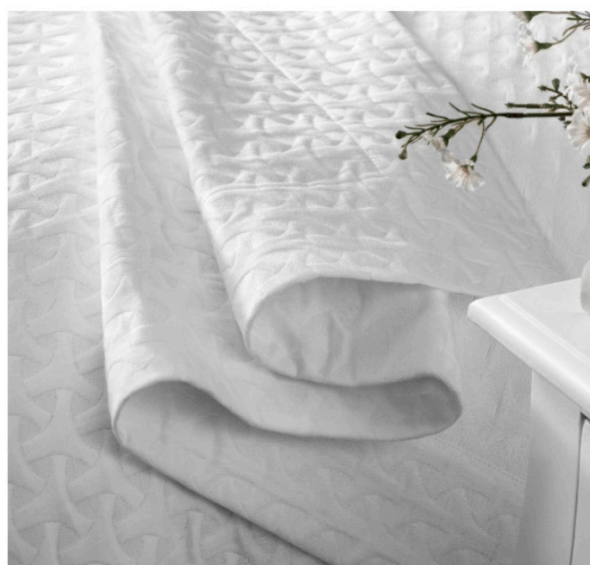
SANTORINI Bedding Set

Inspired by the most beautiful island of Greece, the Santorini collection evokes sun-kissed afternoons, azure waters, and sandy shores. Escape into summer leisure with this exclusive bedding set—made from a smooth cotton sateen, featuring hand-drawn mosaic patterns in soft shades of iridescent blue. Every element of this design hints at traditional Greek motifs and the simple pleasures of island living.

SANTORINI, bed linen set
(100% cotton sateen, 300 TC)
Sizes: Single, Family, Full, Queen
ORGANIC, bed linen set
(100% stone washed linen)
Sizes: Family, Full, Queen
LEIDEN, waffle bed cover
(100% cotton)
Size: 94"x102" (240x260 cm)
ADELIANNA, decorative pillow
(50% linen, 50% cotton)
Size: 18"x18" (45x45 cm)

ANDRE Beadspread

Much like the sun plays on the waves of the Mediterranean, so does light on the geometric ornamentation of this cotton jacquard bedspread. Designed to provide maximum ease and comfort, the Andre bed cover is light, easy to wash, and quick to dry. Its gentle grey hues make it an effortless addition to any bed set, so you can mix and match to customize for the season.



Togas

COMPANY

HISTORY

CRAFTSMANSHIP

CATALOGUES

E-SHOP

BOUTIQUES

COUTURE INTERIORS

ABOUT US

PHILOSOPHY

HOUSE OF TEXTILES

COUTURE INTERIORS

PHILOSOPHY

For nearly a century, Togas has earned the confidence of its customers by creating products that excel in quality, beauty, and style. As a company, we cherish our rich tradition and heritage, yet always seek to innovate and offer the very best in modern home textiles and decor.

Family values anchor our philosophy. Utilizing invaluable knowledge passed down from one generation to the next, our team continues to grow the iconic Togas brand, bringing our products to the international stage and celebrating the best in luxury textile design. With every stitch and detail, we manifest our passion for a beautiful and curated aesthetic.

At Togas, we work hard to execute a signature elegance in each of our diverse collections, enabling customers to seamlessly mix and match according to their personal taste. By incorporating a cohesive color palette with a wide range of refined styles, we invite our customers to imagine a world of possibilities for every corner of the home.

Store Locator +1 212 300 2876 Contact us

Sign in Cart SEARCH Q

THE HOUSE OF TEXTILES

Togas

ESTABLISHED IN 1926

BEDDING

PILLOWS

DUVETS

BATH

CURTAINS

BEDSPREADS

TABLEWARE

ACCESSORIES

HOME WEAR

KIDS

GIFTS

COLLECTIONS

CUSTOM MADE

Home Collections Bedding Collections ART-DECO



ART-DECO

Make a statement with the bold and clean-cut ART-DECO collection. Harkening back to motifs of the 1920s — an era when Togas first began to foray into high-end textile design — this luxury bedding set evokes an aesthetic of geometry and decadence. A palette of dark gray and gold meets royal sateen to make a splendid, comfortable collection.

SELECT ITEMS BELOW

Store Locator +1 212 300 2876 Contact us

Sign in Cart SEARCH Q

THE HOUSE OF TEXTILES

Togas

ESTABLISHED IN 1926

BEDDING

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CUSTOM MADE

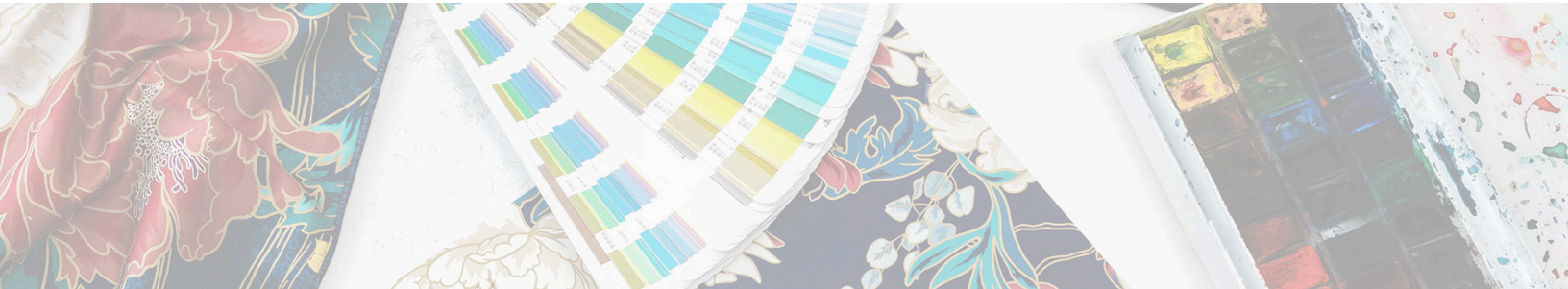
Home Collections Bedding Collections MIRABEL



MIRABEL

The MIRABEL collection is designed with feminine elegance in mind. Dusty olive and beige, accented with a warm floral motif, evoke an era of quiet splendor and beauty. This luxury bedding set features cotton sateen and polyester fabrics, crafted by centuries-old Togas family traditions. Bring refined elegance into your home with the MIRABEL collection.

SELECT ITEMS BELOW



LEVIATHAN

Decentralized internet startup Leviathan engaged me to write and design branded materials for their launch at the World Conference for Information Technology in October, 2019. The goal was to create a branded suite that could present Leviathan's complicated, radical technology in an accessible way. Because Leviathan is challenging the premise of the current web, I designed a visual identity that is atypical for tech startups, drawing on a more lyrical, old-fashioned aesthetic.

BRANDED CONTENT SUITE

Building a Democratic Web for the Twenty-First Century

The Internet of the late twentieth century was developed according to an egalitarian and democratic vision. Creators and users of the World Wide Web imagined a network that would erase borders, make knowledge universally accessible, and spur a new age of invention.

Today, we see how that vision has been corrupted. In the Internet of the twenty-first century, information is manipulated and data harvested and used against user interests. While some distances have been collapsed, others have grown in the form of dangerous political echo chambers.

Leviathan—Armenia's first decentralized Internet initiative—was established to pursue new connective principles that work for people instead of corporations.

Founded by Armenia's leading technologists and supported by Instigate Design, Leviathan is developing a peer-to-peer decentralized network that promotes community, small business, and a more horizontally integrated society.

"Once a technology is admitted, it plays out its hand; it does what it is designed to do. Our task is to understand what that design is—that is to say, when we admit a new technology to the culture, we must do so with our eyes wide open."

—Neil Postman, *media theorist and cultural critic*



ggg.leviathan.am

Decentralize the Internet

Leviathan is building the next generation peer-to-peer web

ggg.leviathan.am



The Internet in Three Tiers

The current web can be understood as having three distinct tiers.

Tier 1) A physical layer of wires that stretch through cities and under oceans, connecting the world; a computer accesses this grid directly or via a wireless network

Tier 2) A protocol layer; instructional computer language that dictates how computers plugged into the Internet communicate

Tier 3) A layer where information is saved and organized; this tier is comprised of servers, browsers, navigators and other applications

Leviathan is reimagining the Internet's second and third tiers. According to our model, data is distributed and stored across thousands of personal computers, forming a decentralized cloud. Users enjoy direct peer-to-peer communication that cuts out corporate meddling.

Our Vision

By changing the way information is managed and stored online, we can empower users to take ownership of their data and form more genuine digital connections. Our current platform comprises encrypted messaging and file transfer services, as well as a decentralized data storage tool called Metax.

What characterizes Leviathan's unique model?

- P2P platform formed by personal computers, instead of corporate cloud platforms
- Non-anonymous P2P network with user transparency and identification via trust-chains (versus TOR or Bitcoin model)
- Content publishing based on Semantic Web of Linked Data (Giant Global Graph)
- Distributed search run by P2P nodes, placing everyone in an equal position to share information (net-neutrality)
- Direct communication platform for content providers and consumers
- Not-for-profit crowdfunding model; donation-based
- Small and medium enterprise friendly; sustainability focused

Join the Movement

Leviathan is a collaborative project based in Armenia. If you are an engineer, thinker, or ethical investor interested in building the next generation web, we want to hear your ideas and work with you—community is essential to our success.

Get in touch or sign up to join our beta that will launch early next year at ggg.leviathan.am



360STORIES

360Stories has pioneered 360 degree photography and video for nearly a decade. I've collaborated with the company over the years and recently worked with them to develop strategy, design, and copy for a landing page meant to convert their newest customer segment: small-to-medium tours and attractions businesses. The process began with research and ideation. As I helped 360 streamline its offerings, I was able to create an information flow and design that unpacked their technologically-advanced product for a technologically-limited industry.

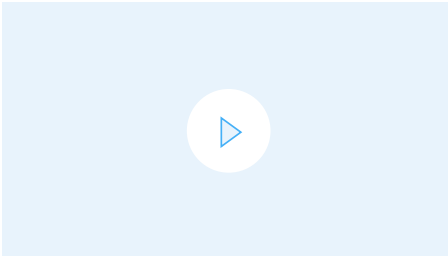
WIREFRAME DESIGN & MESSAGING

360 STORIES

Blog Partners About

Join Now

Introducing 360-Enhanced Booking for Tours and Destinations



Captivate travelers and boost conversion rates with immersive 360 content integrated on your website and popular booking platforms.



Click through to Live Example

Power Your Pitch With Experience-Oriented 360

It can be difficult for independent tour operators and destinations to stand out on large booking platforms with thousands of offerings.

Instantly engage and convert travelers with 360 content that brings their destinations to life before they've even arrived.

Is 360Stories Right For Me?

If you're an independent tour operator, museum, attraction, or experience-oriented travel provider, 360Stories is for you.

See what some of our customers have to say about their 360 experiences.



"Most of my customers book impulsively and on the go. So having really engaging content that I could share on social media was a gamechanger for my small business."

Jane Doe
Tour Guide, Barcelona



"360Stories was very helpful during the content creation process, which MoMA had never done before. We noticed an increase in foot traffic once we tried AR promotion through Snapchat."

John Doe
President, MoMA Berlin

2X Double Conversions

360 videos convert 80% more travelers than generic stock photos. Make your travel offerings stand out with content that is proven to double online conversions.

360Stories is your portal to major industry platforms like TripAdvisor, Lonely Planet, and Booking.com. We publish your 360-enhanced content and deliver it to strategic audiences.



Reach New Audiences

How It Works



360 Content

Create* 360 photos and video that showcase your amazing travel offerings.

Share your content with 360Stories for editing and post-production.

*Need help creating 360 content? [Learn more about our content creation services.](#)

STEP 1



Distribution

360Stories hosts your 360 content and distributes it to major travel and booking platforms like TripAdvisor and Lonely Planet.

You can also feature your 360 content on your website or share it across social media channels.

STEP 2



Live Conversion

Reach new audiences and double conversions as travelers find and engage with your 360 content on major booking platforms.

Increase instant booking with location-based AR recommendations for travelers using Snapchat.

STEP 3

What if I want to upload my own 360 Content?

1

360 Content

Create* 360 photos and videos that showcase your amazing travel offerings
Share your content with 360Stories for editing and post-production.

*Need help creating 360 content? [Learn more about our content creation services.](#)



2

Distribution

360 Stories hosts your 360 content and distributes it to major travel and booking platforms like TripAdvisor and Lonely Planet.

You can also feature your 360 content on your website or share it across social media channels.



3

Live Conversion

Reach new audiences and double conversions as a travelers find and engage with your 360 content on major booking platforms.

Increase instant booking with location-based AR recommendations for travelers using Snapchat or Instagram.



Power Your Virtual Live Tours with 360 Stories

At 360 Stories we power immersive content, merchandising, and distribution solutions for tour operators, galleries, and museums, connecting these businesses to the major experience marketplaces like GetYourGuide, Tixet, and Snapchat. From enhanced digital promotion to full 360 immersion marketing, we have a choice of well-suited plans to support your marketing and distribution needs.

As Airbnb's Brian Chesky testifies, online experiences are popular and make money.

"Online Experiences is, by far, the fastest-growing product we've ever launched. It's so much faster than homes ever grow and growing even faster than our in-person experiences. It's been incredible. We have online experience hosts making \$1000/day." - Brian Chesky

How Do I Create 360 Content?

CLIENTS

NORTH AMERICA

The New School

Big Drop Creative Agency

360Stories

Anne Marie-Chagnon

Revl

Cellcom

UploadVR

Knoxlabs VR

INTERNATIONAL

UNDP

Togas

Midea

Proekspert AI

Ruvento Ventures

Moley Robotics

Nairian

Ginosi Apartels

iNexxus Digital Agency

AB Advertising

Leviathan

OneArmenia

Shoka

Cinemood

Hapto

Rodin VR

VirtusVR

VicoVR

Glance Clock

CREDITS

Portfolio Design: Lilit Markosian

THE NEW SCHOOL

Creative Director:

Leslie Goldman/Alison Gragnano

Editor: John Haffner Layden

Copywriter: Lilit Markosian

Copyeditor: Leora Harris

Design: Carmen McLeod,

Mariah Tarvainen, Gracia Echeverria

Images: The New School

re:D Magazine Production:

Alison Gragnano, John Haffner Layden,

Lilit Markosian, Carmen McLeod

ANNE-MARIE CHAGNON

Creative Director: Sarah Patris

Copywriter: Lilit Markosian

Photography: Anne-Marie Chagnon

NAIRIAN SKINCARE

Art Direction: Lilit Markosian

Copywriter: Lilit Markosian

Styling: Lilit Markosian, Lachlan Miner,

Annya Weekes

Images: Gabriel Carlos, Katherine Chan,

Lilit Markosian, Kohar Minassian, Magdalena

Widoycovich, Nairian Armenia

Models: Malin Barr, Brittany Broderick,

Katherine Chan, Gracia Echeverria,

Anastasia Shpakova

TOGAS HOUSE OF TEXTILES

Copywriter: Lilit Markosian

Editor: Lilit Markosian

Styling and Images: Togas

LEVIATHAN

Design, Copywriting, and Editing:

Lilit Markosian

360STORIES

Design and Copy: Lilit Markosian

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