

DRINKS

BEAUTY

FOOD

WINDOWS

EVENTS

AI

ELK



REDBREAST 18 YEAR OLD



ALL THE FLAVOUR,
A LITTLE ADDED
MATURITY.



Redbreast

Built on bog oak and composed using the whiskey's fruit and flavour notes. Still image and video link to full ad.



Jameson

Two video campaigns created in one Jameson shoot (click to watch). The third image features a velvet stocking I handmade for their Christmas campaign - shaped like their iconic J. Need something made from scratch? I probably already know how.

Lambay Island

Lambay Whiskey created cocktail recipes for their website. I was inspired by the brand identity and brought elements of island life to the scenes.

As Lambay Island is a wildlife sanctuary I used binoculars, telescopes, maps and fishing floats to tell the story of the founders ancestral lineage.





Mor Irish Gin



To celebrate the launch of Mor Gin's Pineapple edition I created a tropical scene with props that tell a story of an explorer discovering exotic flavours for their handcrafted gin.



Mor Irish Gin

Mor launched a Wild Berry Edition.

I created a misty Irish woodland with silver birch trees, Irish thistles and ferns. The old leather suitcase continued the explorers narrative surrounded by glistening fruit to compliment the flavours on offer.



The Muff Liquor Company

I worked closely with the bottle designer of Muff gin to work with the narrative he had created for the brand story. The props support the story of a botanist researching and inventing their perfect gin.

I created a still life image of the explorers desk as they finalise all their research to create the perfect Potatoe Craft Gin.





The Muff Liquor Company

I used darker woods for the vodka bottle to work with the brown glass. Copper and gold metals worked with the warm dark wood while the white/cream papers and ingredients broke up the darkness and compliments the label on the bottle.



Silicium Organique



For this collagen shoot I combined the brands scientific qualities with freash natural elements. I created a textured white background and styled with minimal colour schemes to keep the light airy look.



Dublin Herbalists

I kept the styling for their oils, butters and balms quite natural and warm. The warmth was achieved with wood tones, gentle light and delicate botanicals. The soft touch is a reminder to the viewer that they deserve some self care and encourages them to indulge in these products.

The Loop

Flatlay work is strong and popular for socials





Sudocrem

I created some lifestyle shots for Sudocrem to use on their socials. Preparing shots for occasions like Father's Day, I set up shots according to the dimensions of Instagram stories leaving room for text.

Butlers Chocolates



I worked full time as the exclusive stylist for Butlers Chocolates for four years. I styled, photographed and edited images.

My work was used across all aspects of the business from packaging to advertisements in store, on the website and on their socials.





Butlers
PURVEYORS OF HAPPINESS

*Savour
the moment...*

ovingly Made Since 1932.

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Butlers Chocolates

I played with compositions to let the chocolate tell the story of the theme.



Dollard & Co.

I created seasonal scenes for Dollard & Co. I styled their summer into autumn window with two real Olive trees and a fairytale wood stairs that displayed some of the products on offer at eye level. Followed by a winter scene of hand crafted glowing paper houses. Followed by a warmer spring paper town with a golden sunset lighting effect.



Google Head- quarters

I have returned to Google each Christmas to style their street level windows. I interrupted the straight lines of the window frames with 2D clouds layered above and below to give the corner a softer more interesting structure. These scenes are created to work from inside and outside.



WEIR & SO



Weir & Sons

I created a classic North Pole workshop. Santa's best elf from the wrapping department is on a 5 min break from wrapping all the amazing gifts bought in the store. There are also three puppy toys that look like they are breathing to attract passers by.



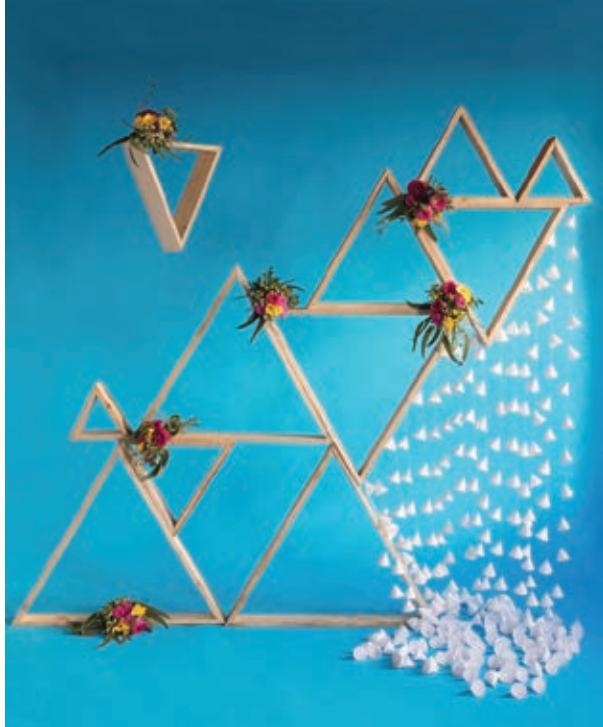
Therapie Clinic

I created a Winter forest scene with an air balloon floating through the canopy. The letters fluttering in the wind are metaphorical ideas that float through the air and land in the minds of people below.

Event Backdrops

I create stand alone custom backdrops for events, weddings and editorials.

With an emphasis on sustainable materials.







Picnics, Bars & Tablesapes

I have styled dreamy scenes for editorial shoots and events.





Autumn
Event



Spring
Event



Summer
Event



Winter
Event



AI Styling

I have created these images using AI and photo editing software to show how it can be used to create almost impossible scenes.

AI styling by Elk is the answer to small budgets with big ideas.





AI Styling

Left: the brand's original post. Right: my take.

Want your feed to hit harder?

Get in touch for social styling packages that elevate your brand in seconds.



AI Styling

Left: the brand's original post. Right: my take.

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AI Styling

Not just product shots, these are brand worlds.
Get in touch for styling that transforms the ordinary into unforgettable.