PAOLO SANTOSUOSSO

Creative Director & Brand Strategist — Founder, Socialrise · Milan / New York

Paolo Santosuosso is an Italian creative director and brand strategist working across fashion, luxury and culture. He lives and works between Milan and New York.

1.8M+

followers across the brand accounts the campaigns were published on

133M+

combined Instagram audience of the talent cast (Gigi Hadid, Bella Hadid)

~200%

growth in Guest in Residence online sales

7

brands · 20+ campaigns and editorials in 2025–2026

Watch the campaign films online: socialrise.de/paolo-santosuosso

RESUME

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Paolo Santosuosso is an Italian creative director and brand strategist working across fashion, luxury and culture. He lives and works between Milan and New York.

With over twenty-five years of experience, his practice focuses on brand vision, creative strategy, positioning, art direction and visual identity, helping brands define, evolve and articulate their identity across every point of expression.

In 2014, he founded Socialrise, an independent creative studio working with international fashion and luxury brands. His work spans brand strategy and repositioning, creative and art direction, identity systems, campaign development, image direction, digital experiences and content strategy.

His approach begins with defining a clear brand vision: identifying its cultural relevance, distinctive codes, audience and positioning, and translating these into a coherent creative language. From strategic foundations to execution, he develops systems that connect identity, communication, image and experience.

Working across both consultancy and creative direction, Santosuosso oversees projects from strategic definition and concept development through to campaigns, photography, film, digital and branded content, ensuring consistency while building a distinctive and recognizable brand world.

LATEST WORK 2026

01	GUEST IN RESIDENCE	2026 · @guestinresidence · 304K followers
02	AGNONA	2026 · @agnonaofficial · 73K followers
03	FABIANA FILIPPI	2026 · @fabianafilippi · 280K followers
04	LAKE	2026 · @lakepajamas · 212K followers
05	JUCCA	2026 · @jucca_approved · 77K followers
06	SANTONI	2026 · @santoniofficial · 622K followers
07	PAUL & SHARK	2025–2026 · @paulandshark · 252K followers

GUEST IN RESIDENCE

THE ASK

Guest in Residence, the cashmere brand founded by Gigi Hadid, needed one creative direction able to carry the brand season after season — and to launch its first denim line without losing the warmth and ease that define its knitwear.

WHAT WE DID

Art direction and production of six campaign chapters in one year: Pre-Spring 2026 with Theo de Gueltz, SS26 with Matteo Montanari (Gigi Hadid and Divine), FW26 “Guest Goes West” with Clara Balzaray (Gigi and Bella Hadid), the FW26 Denim film directed by Java Jacobs, FW26 with Rasmus Weng Karlsen and the Fall campaign with Sean Thomas.

SCOPE

Seasonal campaign concepts, casting and team selection (photographers, film director), production and on-set direction, launch films and social cut-downs for every drop, plus client communication and production management for the Pre-Spring shoots.

RESULTS

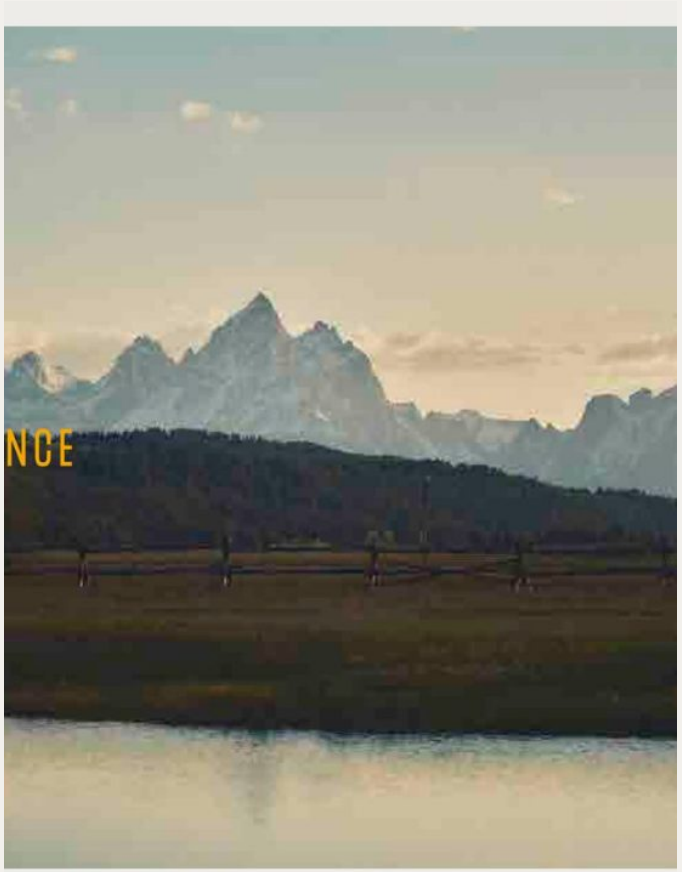
— Online sales up approx. 200%

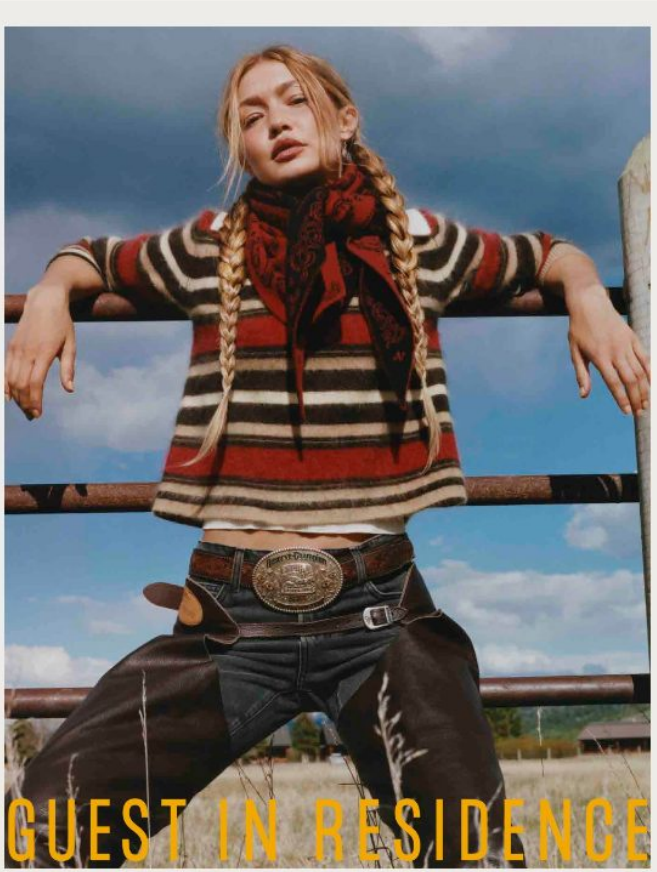
— Campaign posts drew 27% more likes than the brand’s other recent posts

— 5 FW26 launch posts: 17,372 likes and 230 comments

— Denim film “Our Jeans. Everywhere.”: 4,195 likes, 66 comments

— Brand audience: 304K followers · talent audience 133M+





Watch the films: socialrise.de/paolo-santosuosso

GUEST IN RESIDENCE

FW 2026 — GUEST GOES WEST Models: Gigi and Bella Hadid — Photographer: Clara Balzaray

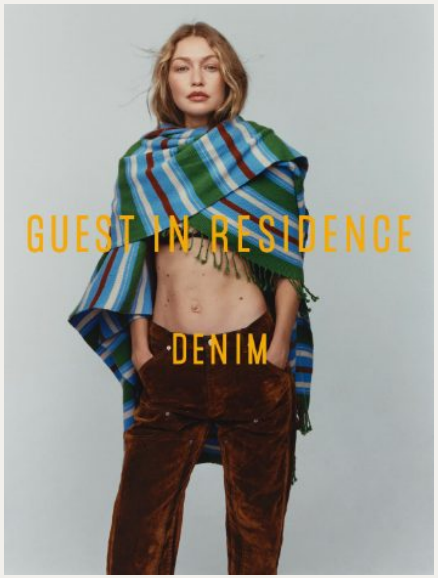








FW 2026 — DENIM Director: Java Jacobs — Photographer: Lukasz Pukowiec — Starring Gigi Hadid & Malika








2026 · @agnonaofficial · 73K followers

AGNONA

THE ASK

Agnona asked for a Fall Winter 2026 image that would put its textile heritage at the centre — quiet luxury expressed through material, light and posture rather than logos.

WHAT WE DID

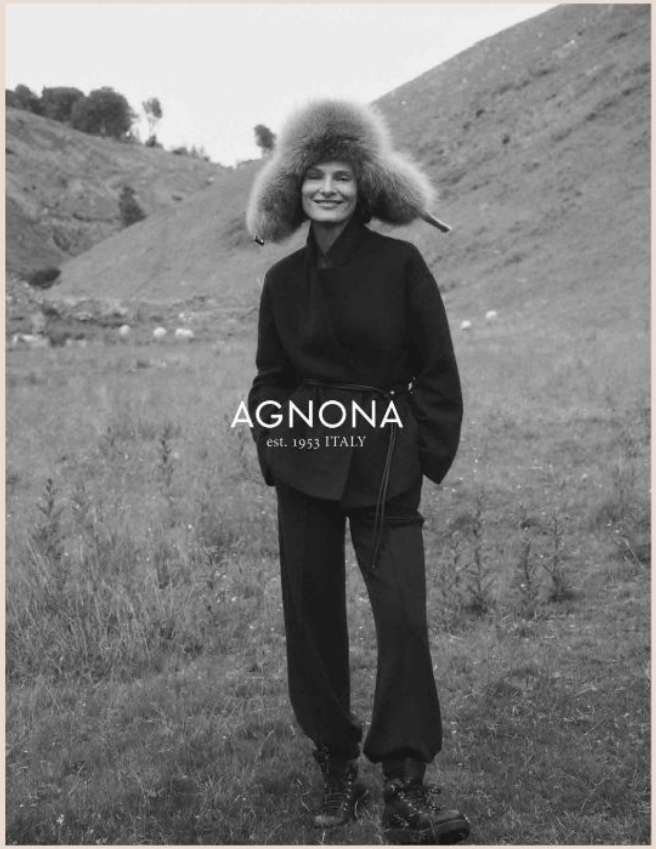
Art direction of the FW26 campaign photographed by Julia Noni, starring Tanya Rubens and Chin Chin.

SCOPE

Campaign concept, casting, photographer selection, art direction on set and the delivery of the full image set for e-commerce, press and social.

RESULTS

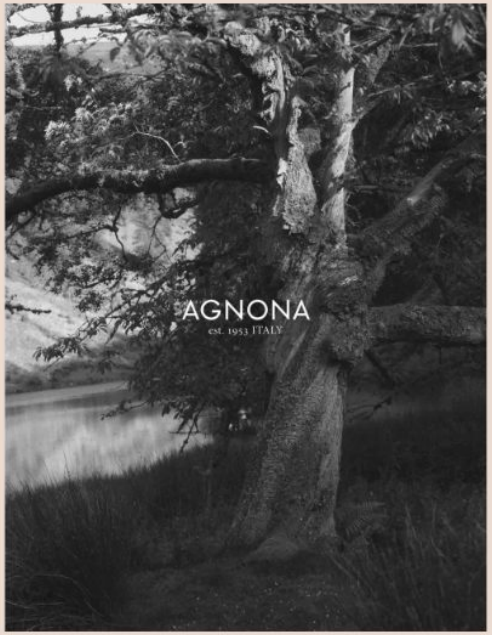
— Brand audience: 73K followers





AGNONA

FW 2026 Models: Tanya Rubens – Chin Chin — Photographer: Julia Noni









FABIANA FILIPPI

THE ASK

Fabiana Filippi needed a coherent visual system across a full year: seasonal campaigns, editorial stories and the lookbook, each with its own character but recognisably one brand.

WHAT WE DID

Art direction of three 2026 campaigns (Tasha Tilberg by Anna Daki, Vivien Solari by Keir Laird, Malgosia Bela by Theo de Gueltz), the FW26 editorial at Villa Borsani by Mark Rabadan, an editorial with Sara Blomqvist by Keir Laird, and the lookbook by Leon Mark.

SCOPE

Concept and art direction for three campaigns, two editorials (including the FW26 story set at Villa Borsani) and the lookbook, plus an Instagram editorial series released across seven posts in autumn 2026.

RESULTS

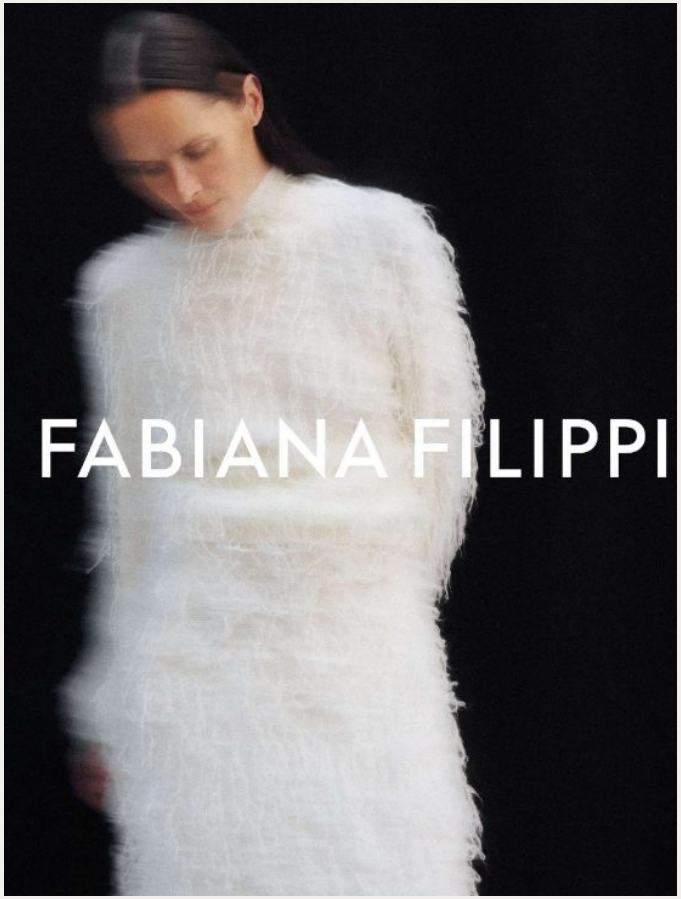
— Online sales up approx. 20%

— Campaign editorials drew 66% more likes than the brand’s other recent posts

— 6 campaign chapters delivered in one year

— Brand audience: 280K followers





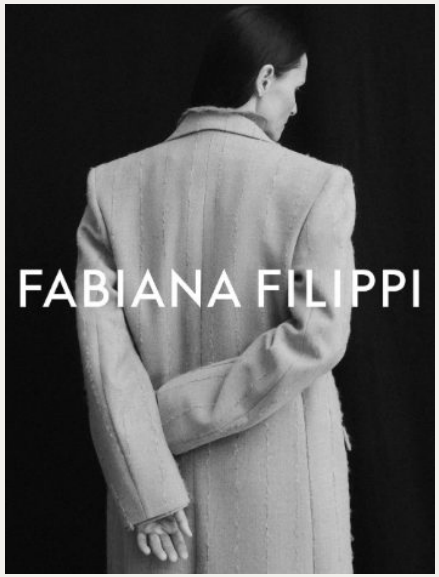
Watch the films: socialrise.de/paolo-santosuosso

FABIANA FILIPPI

2026 Model: Tasha Tilberg — Photographer: Anna Daki









EDITORIAL Photographer: Mark Rabadan







2026 · @lakepajamas · 212K followers

LAKE

THE ASK

Lake, the American sleepwear brand, was launching “The Great Escape” — a collection about leaving everything behind. The brief: make people feel the getaway before they see the pyjamas. A story, not a catalogue.

WHAT WE DID

We wrote it like a film: four characters, one escape. Karlina Caune, Cora Emmanuel, Tara Halliwell and Will Chalker, shot by Terence Connors as an ensemble on the run — light, movement, intimacy — with the campaign film as the centrepiece of the launch.

SCOPE

Campaign concept and narrative, ensemble casting, art direction of the shoot with Terence Connors, the launch film and the full image set for the brand’s online and in-store roll-out.

RESULTS

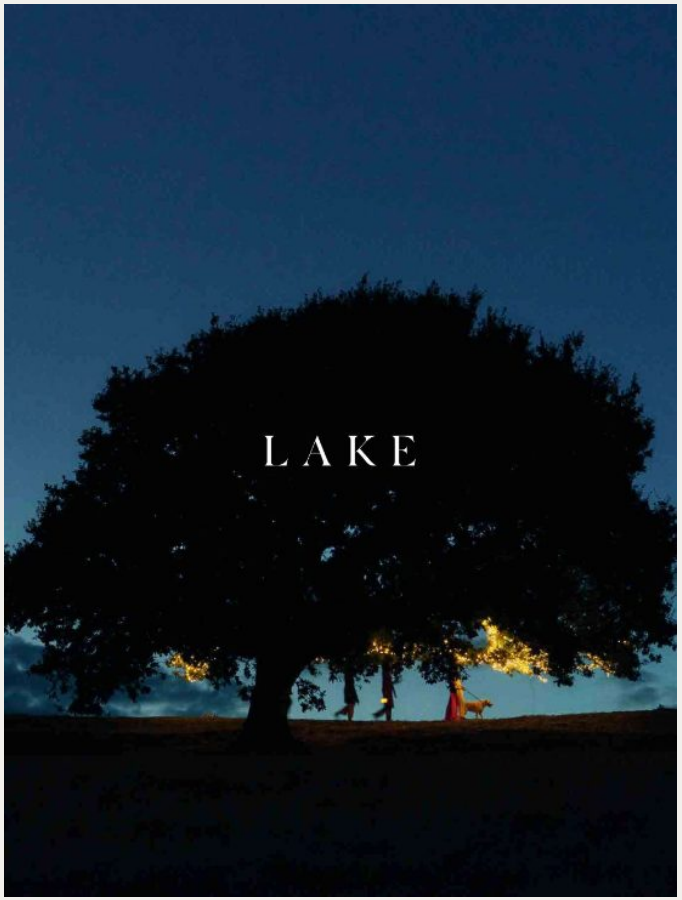
— Brand awareness up approx. 30%

— Online sales up approx. 20%

— “The Great Escape” launched online and in stores in October 2026, led by the campaign film

— An ensemble cast of four carrying one story across film and stills

— Brand audience: 212K followers





Watch the films: socialrise.de/paolo-santosuosso

LAKE

FW 2026 Models: Karlina Caune – Cora Emmanuel – Tara Halliwell – Will Chalker — Photographer: Terence Connors









2026 · @jucca_approved · 77K followers

JUCCA

THE ASK

Jucca asked to sharpen its image around tailoring and attitude, and to give the brand a consistent voice across seasons and channels.

WHAT WE DID

Art direction of the FW26 campaign “Forward Into Winter” (Helena Severin by Mark Rabadan), SS26 (Lena Hardt by Mark Rabadan) and the Fall Winter story with Leon Mark and Santa Valentina. Four campaign films: “Forward Into Winter”, “A New Balance”, “Built with Intention”, “Designed to be lived in”.

SCOPE

Brand repositioning and logo rebranding; campaign concepts and art direction for FW26, SS26 and the Fall Winter story; four campaign films with their own claims (“Forward Into Winter”, “A New Balance”, “Built with Intention”, “Designed to be lived in”); and the brand’s 2027 Marketing and Communication Plan, prepared with the CCO.

RESULTS

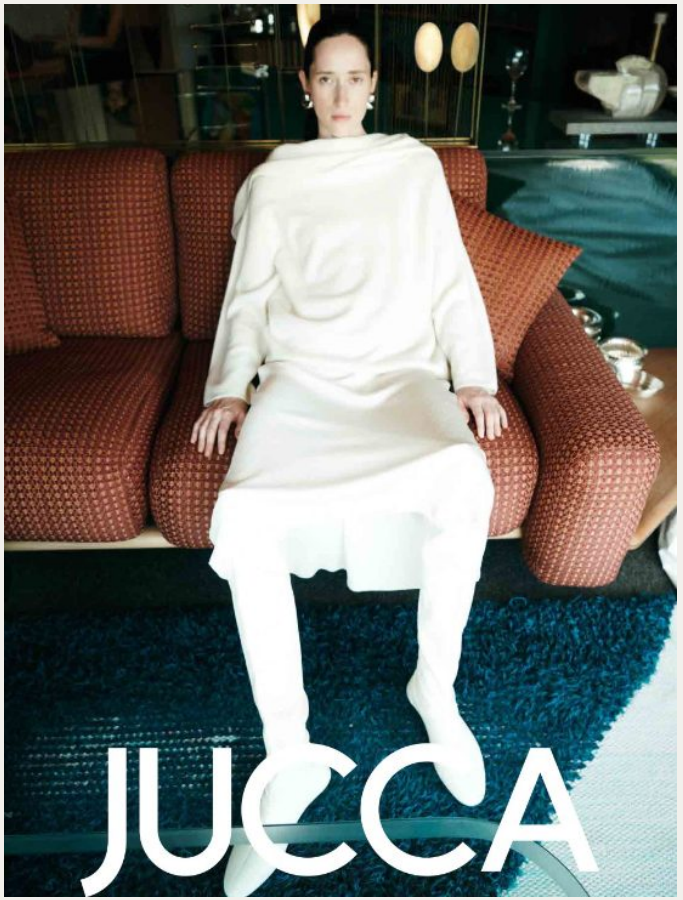
— Brand repositioned with a new logo and visual identity

— Increased brand awareness

— 4 campaign films released August–September 2026

— Brand audience: 77K followers

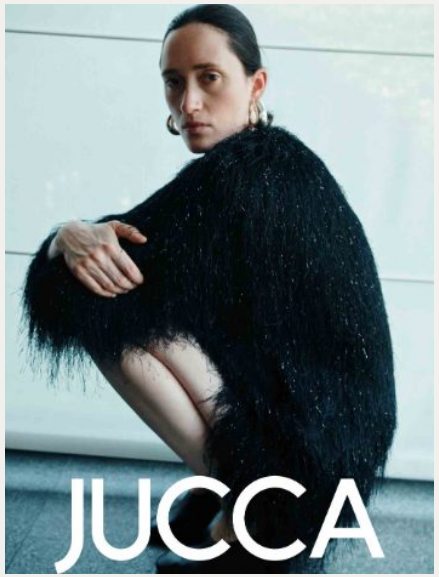


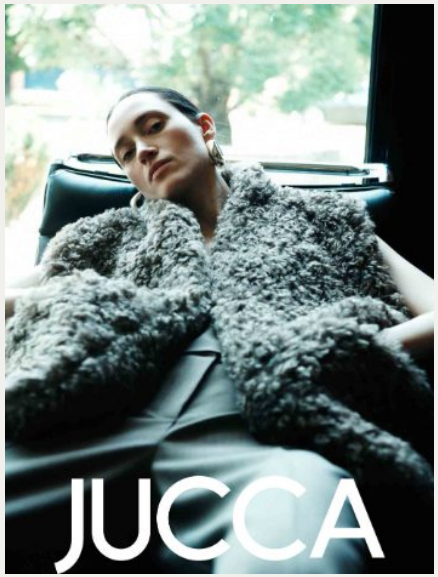


Watch the films: socialrise.de/paolo-santosuosso

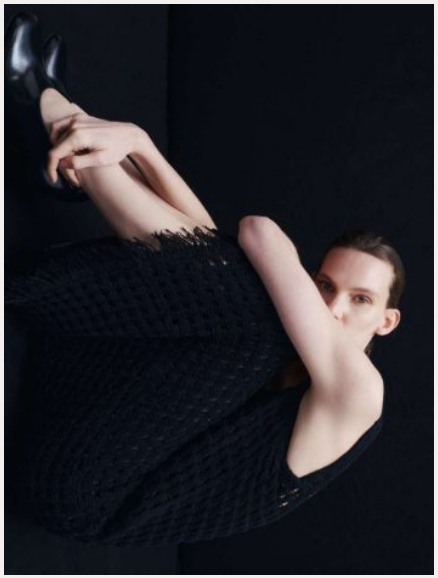
JUCCA

FW 2026 Model: Helena Severin — Photographer: Mark Rabadan

SS 2026 Model: Lena Hardt — Photographer: Mark Rabadan







2026 · @santoniofficial · 622K followers

SANTONI

THE ASK

Santoni wanted to tell its craftsmanship through the place it comes from — the Marche, its landscape and its art — rather than through the product alone.

WHAT WE DID

Art direction of the 2026 campaign photographed by Jack Davison, shot between Ascoli Piceno and the Sibillini Mountains.

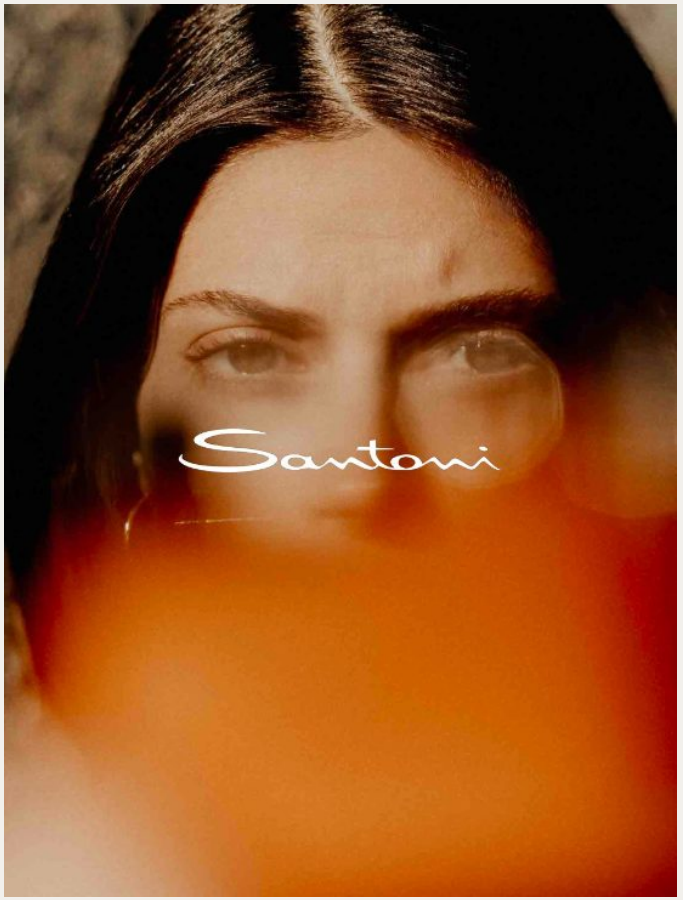
SCOPE

Concept and location scouting between Ascoli Piceno and the Sibillini Mountains, art direction of the shoot with Jack Davison and the full image set for campaign and editorial use.

RESULTS

— Brand audience: 622K followers

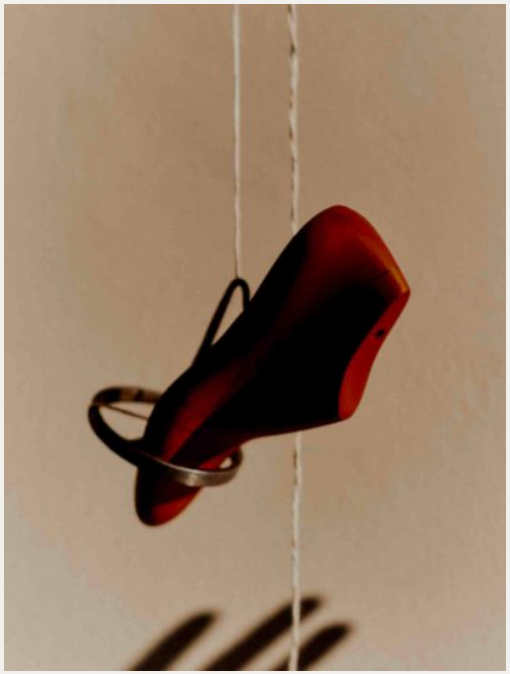




SANTONI

2026 Photographer: Jack Davison




PAUL & SHARK

THE ASK

Paul & Shark asked to bring its core values — exploration, the sea, a century of heritage — into its seasonal campaigns and into a longer form of brand storytelling.

WHAT WE DID

Art direction of FW25, shot in the Svalbard Islands with Eddie Wrey and Cedric Bihr, and SS26 “Reflections of Light” by Brett Lloyd, built on the “Sense of Journey” pillar.

SCOPE

FW25 and SS26 campaign concepts built on the brand’s pillars (“Sense of Journey”), art direction of both shoots and films, and the “Heritage” project: an animated series telling the brand’s history from the 1920s, written and storyboarded chapter by chapter (Chapter One released May–June 2026).

RESULTS

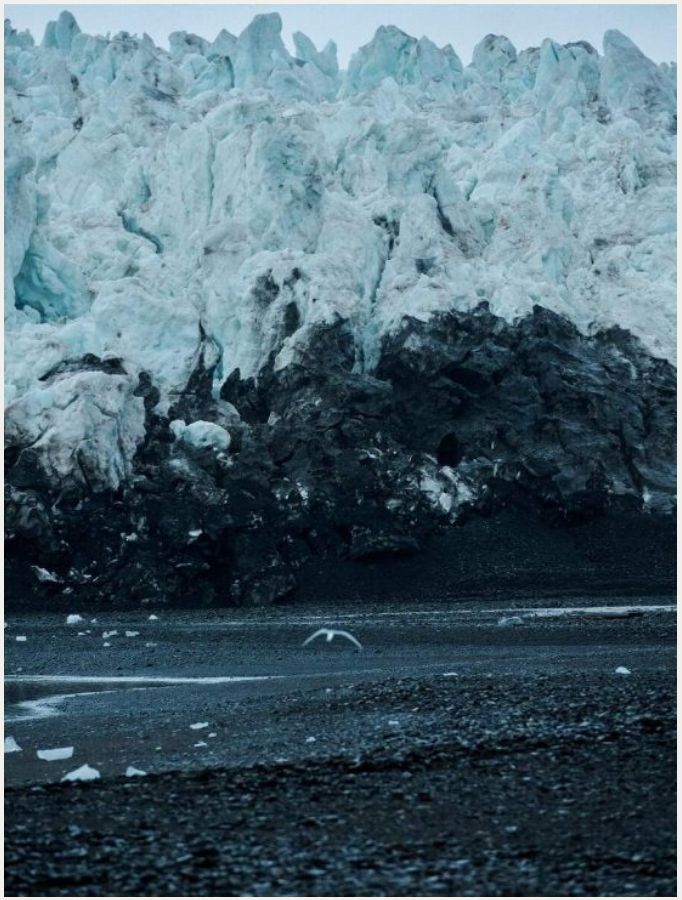
— Online sales up approx. 40%

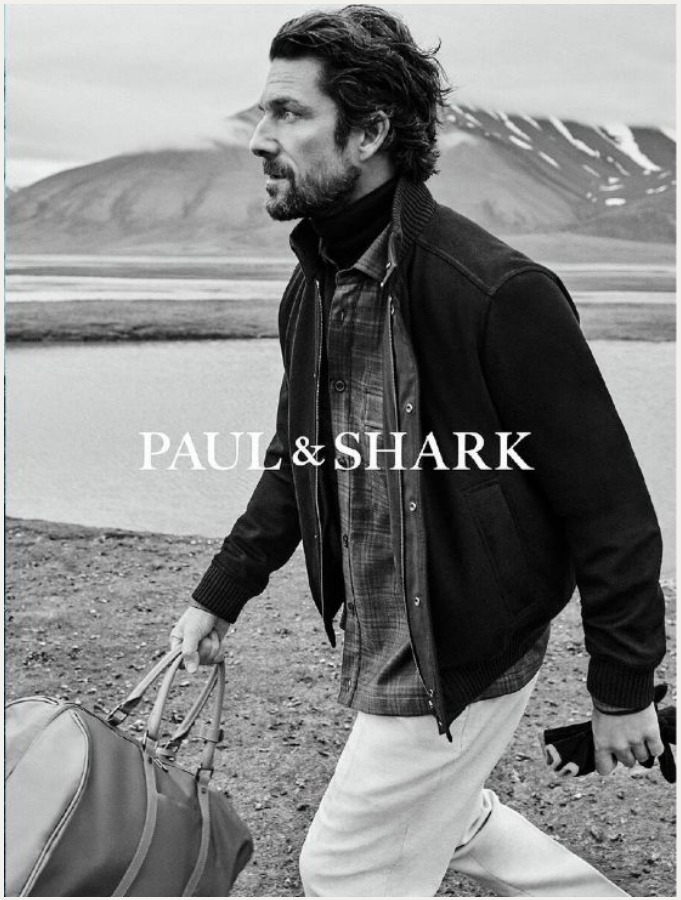
— Heritage posts drew 62% more likes than the brand’s other recent posts

— Heritage Chapter One: 6 posts in two weeks; the first three reached 1,487 likes

— FW25 campaign films: 4 posts, 1,133 likes

— Brand audience: 252K followers

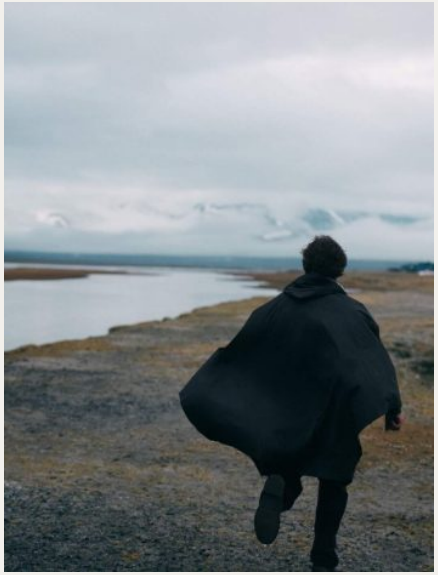




Watch the films: socialrise.de/paolo-santosuosso

PAUL & SHARK

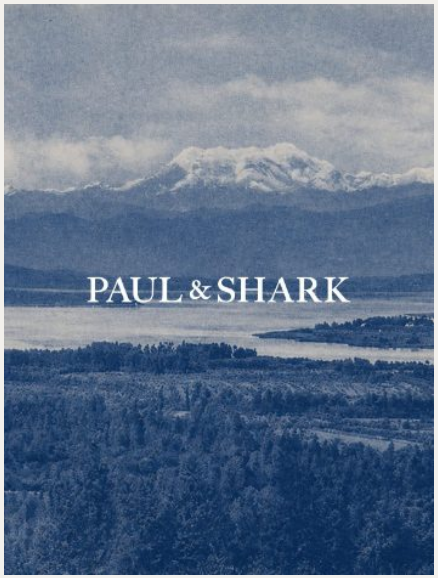
FALL WINTER Photo: Eddie Wrey






HERITAGE







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Figures: public Instagram data as of November 2026. Like uplift = average likes of campaign posts vs. the brand’s other recent posts. Online sales figures are approximate.