

Joy Sinanian

FASHION EDITOR, ART DIRECTION, PRODUCTION

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Joy Sinanian, born May 13th 1983, grew up in Paris. At the age of 18, she studied fashion design at Studio Bercot Paris to become a designer, but her passion for the aesthetics of images took over. She explored the profession by doing various jobs such as: designer, stylist, photoshoot production, Art Direction. During those years Joy managed to meet and assist the world's leading stylists for many magazines and campaigns and traveled the world with them for shootings. She then decided to become an independent freelance fashion editor. She's been collaborating with many photographers, for different media, clients & celebrities ever since. Nowadays Joy spends her time shooting between Paris, New York, L.A

Experience

Fashion Director/SO CHIC Magazine , Paris
Editorials, Advertising, VIP personal stylist

Paris, NewYork, L.A,Berlin, Tel
Aviv
May 2014 - Present

FREELANCE

-SO CHIC Magazine, Fashion Director
Art Direction/production/Shooting in PARIS/LA/NYC/LONDON
CELEBRITY CASTING/Pierre Deladonchamps, Melanie
Thierry, ANgie Everhart, Mickael Scott Foster.

SOON MAGAZINE/FASHION EDITOR

-SHOOTING MOVIE/ and Editorial " 3 SISTERS"With director
ELINA KECHICHEVA
-Shooting Editorial "return from the stars" with ELINA
KECHICHEVA
-SHooting Jewellery story and accessories story with SONIA
SIEFF
-RENAULT ADVERTISING with JEAN DANIEL LORIEUX and
Talent JULIE DEPARDIEU

-Elsa Zylberstein, French actress personal Stylist (Feb.2011 –
current)
Selection of outfits, evening dresses and partnerships with
designers for official events including: César Awards
Ceremony, Cannes Festival, TV shows, Medal reward, fashion
week official diners, parties, shows.

-Doolittle Magazine (March 2011 – current)
French children magazine, fashion contributor for June issue,
Director of editorials (on-line and print)
Art direction, production (location scouting, casting, choice of
the photographer, hair and make-up team), press liaisons, and
styling.

-Prestige International Magazine (Feb. 2011)
Luxury French Magazine, Fashion contributor for the March
issue.
Editorial with Elsa Zylberstein. Contact with the press offices,
Styling.

-Celio Jeans, French menswear brand (Dec.2010 – Jan.2011)

Contact with the client and styling on the Spring/Summer 2011 catalogues shootings.

-Jennyfer, French teen's brand (Jul.2010 – Dec.2010)
Styling for their e-commerce website's shootings.
Styling on the Spring/Summer 2008 advertising campaign shot by Mariano Vivanco in Paris.

-Sombra E Agua Fresca, Brazilian swimwear brand (May 2010)
Production coordinator: choice of locations, casting, and styling on Sombra E Agua Fresca Spring/Summer 2010 catalogue shot in Paris by Benjamin Nitot.

-Paco Rabanne Perfume TV Advertising/Lady Million (Jan.2010)
Assistant to the Stylist Juliet Blondel during the shooting in Paris, model Dree Hemingway.

-Longchamp, French luxury Brand (June 2007)
Assistant to the Fashion Editor Monica Pillosio, consultant for the brand, art direction, casting, and styling on the Autumn/Winter 2008 advertising campaign shot in NewYork by Mario Sorrenti, Model Kate Moss

-Chattawak, French women's wear brand (Feb.2007)
Styling on the Spring/Summer 2008 advertising campaign shot by Mark Segal in NewYork.

Consultant

Sao Paulo, Brazil
Feb 2010 - May 2010

SOMBRA E AGUA FRESCA/Beachwear, Sao Paulo

-Art direction , choice of the patterns, color pallets, sourcing new fabrics.

-Art direction and production of the brand's catalogue, shot in Paris.

Assistant to the Creative Director Pierre Tzenkoff

TZENKOFF/Creative Agency, Paris

Assistant to Creative Director Pierre Tzenkoff

Paris, NewYork, Los Angeles,
London, Berlin, Monaco and
Copenhagen.
May 2004 - Jul 2009

-Production coordinator for photoshoots in Paris, NewYork, Los Angeles, London, Berlin, Monaco and Copenhagen.

-Research and contact with Photographers: Terry Richardson, Greg Kadel, Mark Segal, Phil Poynter, Mariano Vivanco, Patrick Demarchelier, Willy Vanderperre, Mark Squires, Dujan Reljin, Paul Maffi, and Jacob Sutton.

-Events organisation, fashion shows, after shows: Cerruti
-Castings: Louise Pederson, Michelle Buswell, Evandro Soldati, Justin Gaston, Mischa Barton and Eva Mendes.

-Stylist's assistant on different budgets: Nicola Formichetti, Ludivine Poidblanc, and Franck Benhamou.

Assistant to Fashion Editor Franck Benhamou

Paris

NUMERO/Fashion Magazine, Paris

-Contacts, organisation and coordination of the requests to the press offices.

Assisting and styling on photo-shoots.

-Assist on the Spring/summer2006 advertising campaign of VERSACE JEANS COUTURE shot by Vincent Peters in Paris

Assistant to Fashion Director Monica Pillosio

Paris

May 2002 - May 2004

CITIZEN K INTERNATIONAL/ Luxury Magazine, Paris

-Organisation (castings, art direction research, location research, style research) of Editorials and Advertising Campaigns: Paule Ka, Brioni, Marrionaud, Longchamp.

-Travels organisation and scheduling. Contacts, organisation and coordination of the requests to the press offices.

-Fashion Editor and Art Director on Special Editorials for different brands:
ESCADA (Citizen K N°30), and DIESEL (Citizen K N°31)

Freelance Consultant

Paris

Dec 2000 - Jan 2009

Claudine Elbaz/Eveningwear brand, Paris

-Art direction on the collection, choice of new fabrics, new identity for the brand.

-Buying products in other countries (Brazil, USA, UK)to develop the retail business in Claudine Elbaz's own show room in Paris.

Education

Fashion and Marketing

London College of Fashion

London, United Kingdom
Jan 2006 - May 2006

Fashion Design

Studio Bercot

Paris
Sep 2001 - Jun 2003

French Baccalaureate in Literature

**Ecole Active Bilingue Jeanine
Manuel**

Paris
Sep 1986 - Jun 2001

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