

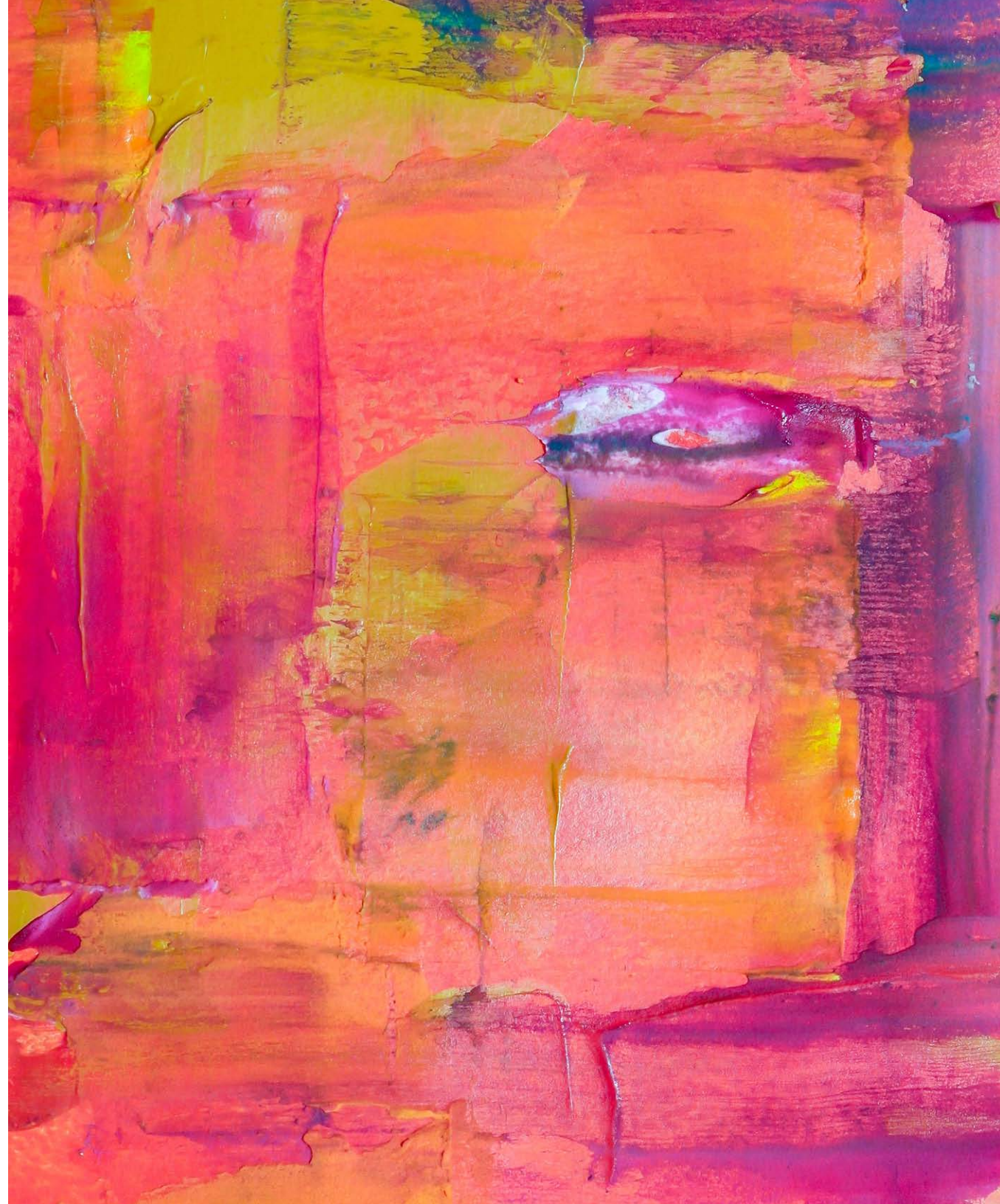


COLOUR IS POWER

Colour influences our purchasing decisions by up to 92%.

I've made it my life mission to know everything there is to know about colour to use it as a weapon in order to help my clients increase revenue.

My name is Marie-Chantal and here's my portfolio.



EDUCATION



**COLLÈGE
SALETTE**

Design Graduate Class of 2010



**THE
CREATIVE
CIRCUS**

Design Graduate Class of 2012



Eiseman Center for
Color Information & Training

Colour Consultancy Course 2013



ABOUT ME

“ Marie-Chantal Milette has a unique design experience. Not only did she graduate in graphic design and advertising from The Creative Circus, a world-class school and industry-leading creative incubator, but she also had the chance to pursue advanced training with Leatrice Eiseman, Director of the Pantone® Colour Institute and world leader in colour psychology and trend prediction.

This experience, which makes her one of 100 colour experts in the world, has allowed her to make the most of her talent in the context of many successful branding operations.”



CLIENT WORK

Since 2013, I've been offering my art direction and colour consultant services under the banner Kryptonite. The next few pages highlight some of the projects I've been working on in the last few years.



Mandate for Guerlain:

Colour consultation, research and preparation of a finalized document
in the wake of a new product launch for their RougeG line

GUERLAIN
PARIS



Mandate for Headster Kids:

- Trend research in order to establish the key colours for AW21/22 season
- Trend report with colour codes, possible combinations and palettes



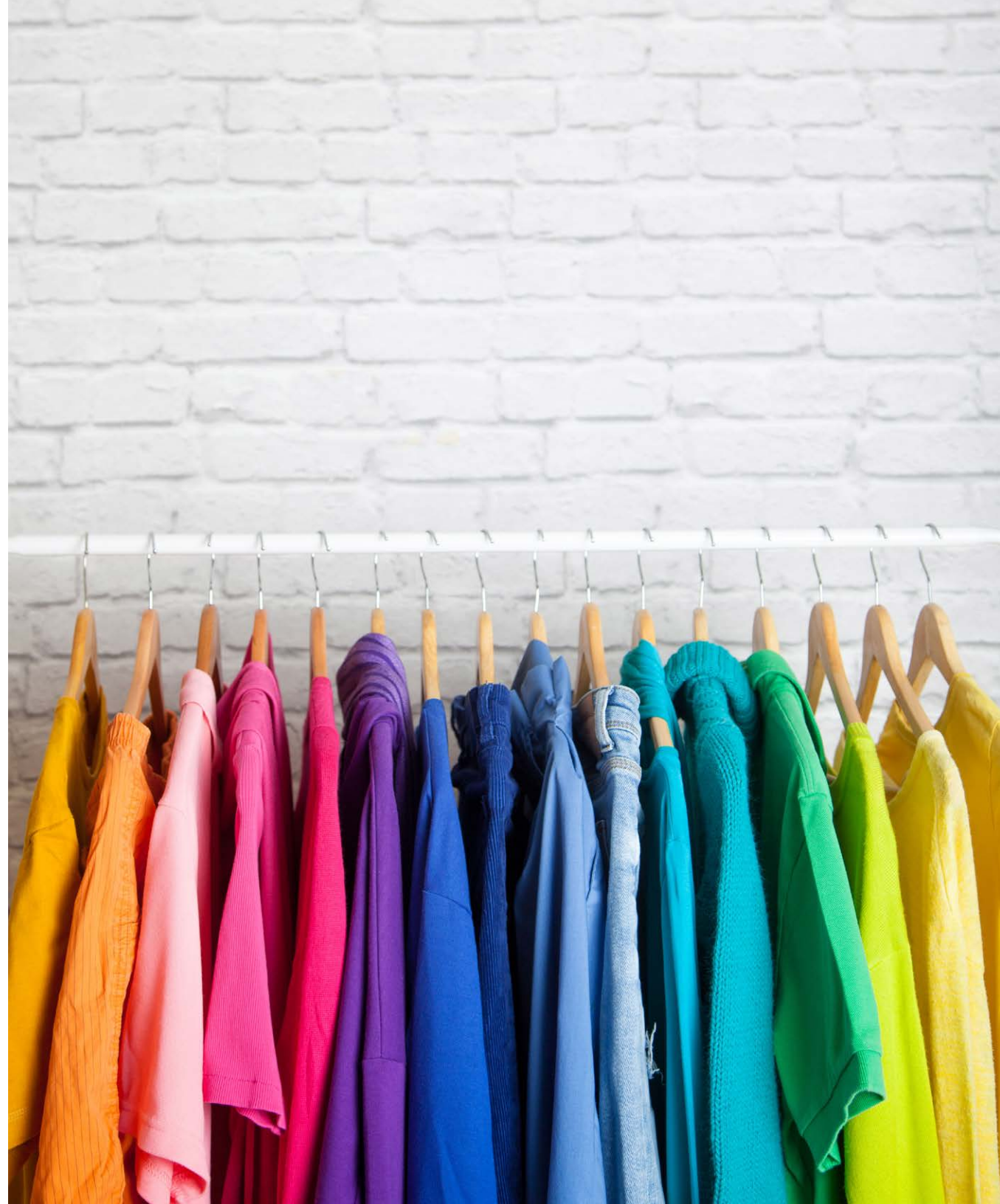
Mandate for Technosport Canada:

- Choose the new corporate colours for the brand's new image
- Create custom illustrations and design Technosport's official 2018 magazine cover
 - Design their annual holiday cards
- Coordinate all the merchandising strategy for their trade show booths*
 - Match their items to Pantone numbers and create a reference chart

Awards:

* BEST SALES ENVIRONMENT for the Western Imprint Canada Show
Selected & colour coordinated all items + created posters and visuals for the booth.

TECHNOSPORT
— CANADA —



Mandate for Khloé Accessoires:

- Naming & branding
- Choosing and naming all product colours
- Colour consultation
- Arrange presentation in store
- Design and production of promotional material
- Create social media content

KHLOÉ
ACCESSOIRES



Mandate for Spa Le Finlandais:

- Choose the new corporate colours for the brand
 - Reposition brand image
- Design all printed material for both the Spa & the Hotel
 - Style and art direct all photoshoots
 - Marketing and social media strategy
 - Branding of the 25 pavillions



Mandate for Kubik Condominiums:

- Research and colour proposal for Phases 3 & 4
 - Design of all printed material
 - Creation of a logo for the rooftop pool



Mandate for Bâton Rouge:

- Art direction, colour & rebranding proposal for the restaurants' new concept
- Menu & new uniforms' design proposals
- Work with interior design team to choose final colour & materials

**BÂTON
ROUGE**



Mandate for CellArt:

- Colour consultation
- Selection of colour and finishes
- Creation of a wall display

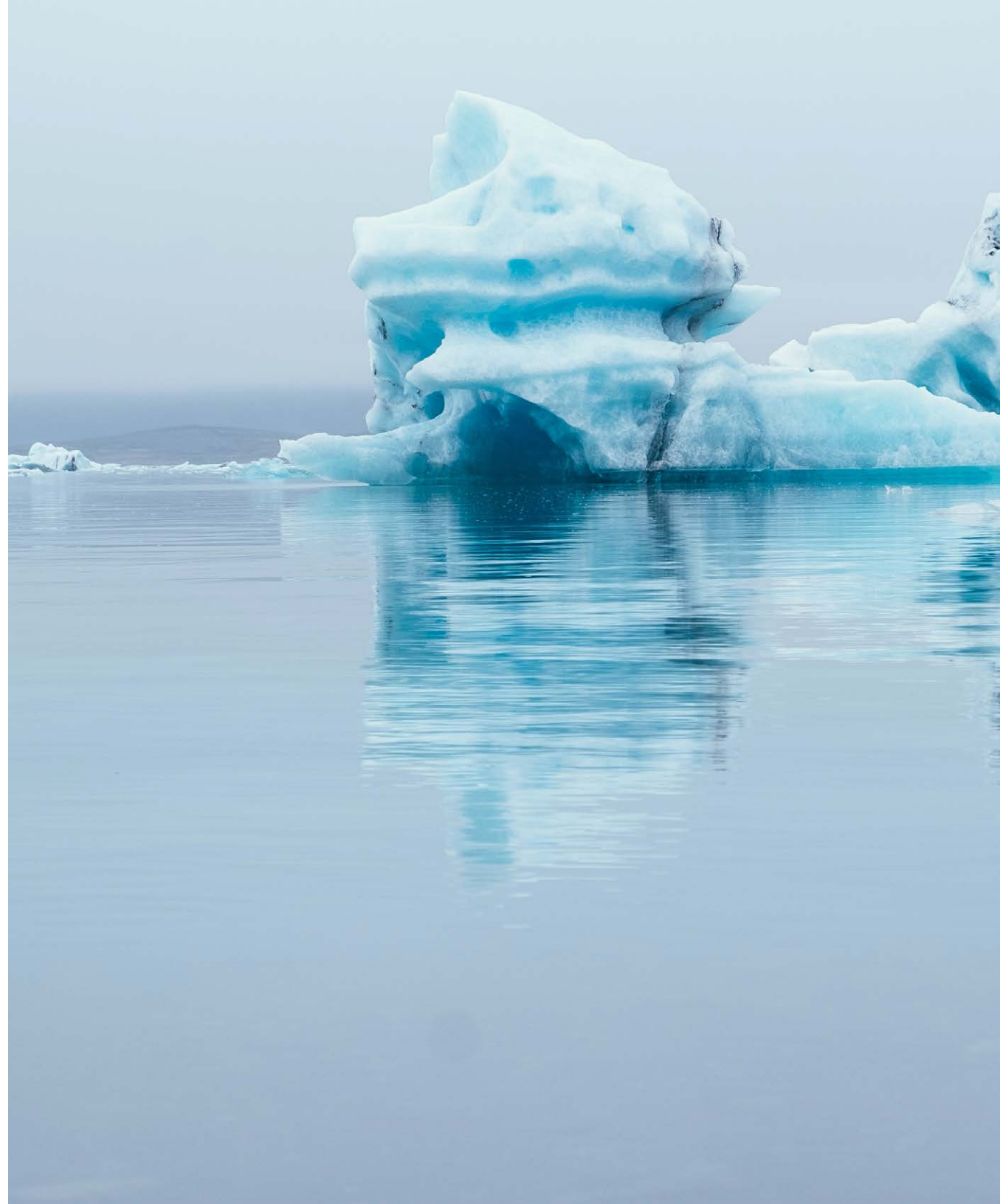
CELLART



THERE'S MORE

That's just a tip of the iceberg.

I've worked with over 100 clients from various industries.



AS SEEN ON TV

Press

In 2013, I predicted Pantone's upcoming colour of the year for 2014, months before its announcement. Since then, I've been featured in many articles for newspapers and magazines and given many interviews for both radio and television.



MOVATO HOME
Montreal • Vancouver • Toronto

LEDEVOIR

INFOPRESSE®

Global NEWS

LA PRESSE

107.3
rouge

LE JOURNAL
DE MONTREAL

SALUT
BONJOUR

TVA

LET'S HAVE COFFEE

Ready to take your business to the next level?
Let's start by meeting over coffee. Or Zoom.





Marie-Chantal Milette, Colour Expert & Founder, Kryptonie The Colour Agency
514.267.6274 | marie@kryptonie.com | kryptonie.com