

Graphic Design

Portfolio

Louis Bullen



Contact

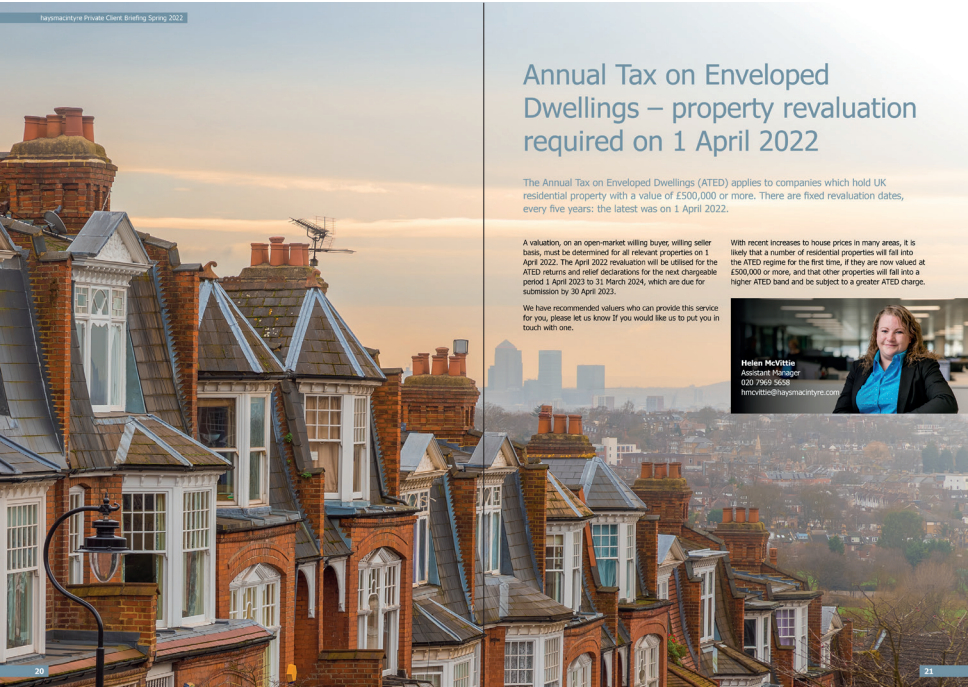
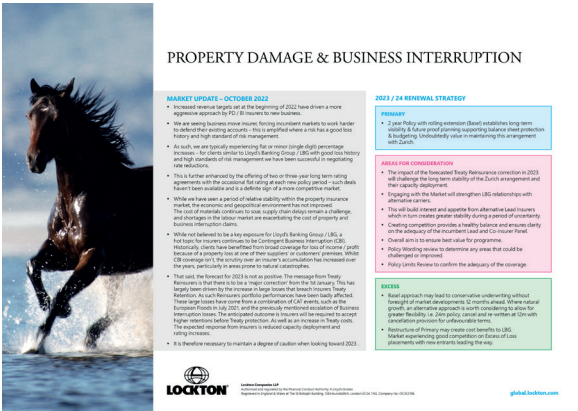
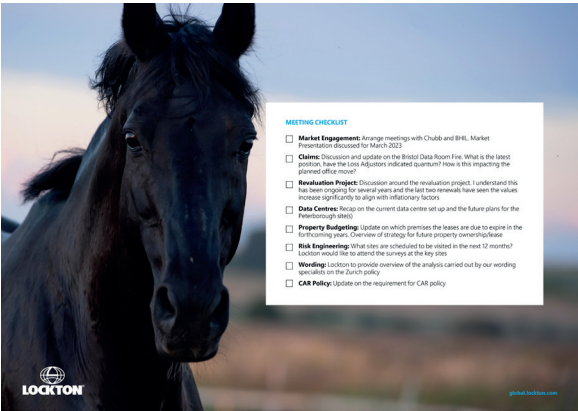
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01 Lockton & Haysmacintyre

Corporate editorials

A range of print and digital publications including brochures for Lloyds TSB and Next PLC. Through researching the client's brand colours and imagery, I was able to produce visually tailored documents to order.



International Sales

Their franchise partners currently operate 185 stores in 31 countries and at the close of the year there were three owned stores in the Czech Republic. This arm of the business is also reliant on a panel of international websites and partnerships with aggregators that push consumers to Next platforms.

	Jan 2020 (£m)	Jan 2019 (£m)	Var %
Franchise income:	52.0	52.2	-0.3%
Own store sales:	4.9	10.0	-51.7%
Total revenue:	56.9	62.2	-8.6%
Operating profit:	6.2	6.2	-0.5%

The table below compares the performance of overseas sales on the nextdirect.com website with sales through third-party aggregators such as Zalando (including Zalando Fulfillment Solutions), Otto Versand and others.

Supply chain

NEXT has a well established supply chain that is supported by our overseas sourcing operation, NEXT Sourcing (NSL). NSL provides buying, sourcing and design skills which support the product teams in the UK. In common with other retailers, NEXT's product supply chain is both diverse and dynamic. During the year, NEXT products were manufactured in around 40 countries through over 650 suppliers. Our Tier 1 supply chain comprises circa 2.9 million workers. NEXT owns a similar, smaller operation based in Portugal overseeing sourcing in Europe and North Africa. Next has pledged to source 100% of main raw materials through known, responsible or certified routes by 2025.

Next Sourcing is their internal arm of the business that operates out of Hong Kong and 9 other overseas offices. It is responsible for sourcing 40% of Next branded products. There is also scope for them to explore utilising this function as an outsourced provision for other brands and as part of their Next Total Platform solution.

Next Finance

The businesses introduction of this scheme back in 2016 has shown huge growth and continues to be a key provider to the businesses profit margin, close to now overtaking the profit derived from the core retail store estate. This will clearly be an area of continued focus for the business, but also carries sufficient balance sheet risk.

	Jan 2022 (£m)	Jan 2020 (£m)	Var %
Credit sales	1,977	1,748	+13%
Average customer receivables	1,062	1,185	- 10%
Interest income	249	269	- 7%
Bad debt charge	(27)	(43)	- 37%
Overheads	(49)	(43)	+17%
Profit before cost of funding	173	183	- 6%
Cost of funding	(31)	(36)	- 15%
Net profit	142	147	- 3%
Opening customer receivables	1,028	1,207	- 15%
Closing customer receivables	1,163	1,234	- 6%
ROCE (after cost of funding)	13.4%	12.4%	

Aims and Objectives of Broking Exercise

The objectives are:

- To ensure Next Plc have the most comprehensive cover at the most competitive premium
- Tripartite relationships with underwriters
- Options for Long Term Agreements
- Advantageous or interest free premium instalments
- Quotations in isolation and as a package welcome

Your Quotations

Quotations should be based on this presentation and clarification of the following should also be provided:

- On a net basis with ISB (5%)
- Profit share / low claims discounts
- Risk Management Bursaries or Risk Management Offerings
- Any changes to cover requested

Contract Certainty

The information contained in this submission has been provided to satisfy the Contract Certainty definition to obtain firm quotes and place firm orders.

If you are not satisfied that this submission meets the Contract Certainty definition, please advise us immediately.

We await your quotation for this risk and would ask that any conditions or subjectivities are clearly expressed as conditions of the contract.

In the event of cover being placed, we trust that you will draft / issue the policy wording, including the fully worded terms, conditions and subjectivities (particularly timescales, responsibilities and consequences of same), in good time to allow us to meet the 30 day requirement regarding the appropriate evidence of cover. (The market agreement is that insurers will provide the broker with the policy / Schedule (if renewal) document within 21 days of renewal / inception).



Next Steps

We look forward to receiving your thoughts by return, and in due course your quotations please. If you do have any questions please contact the undernoted.

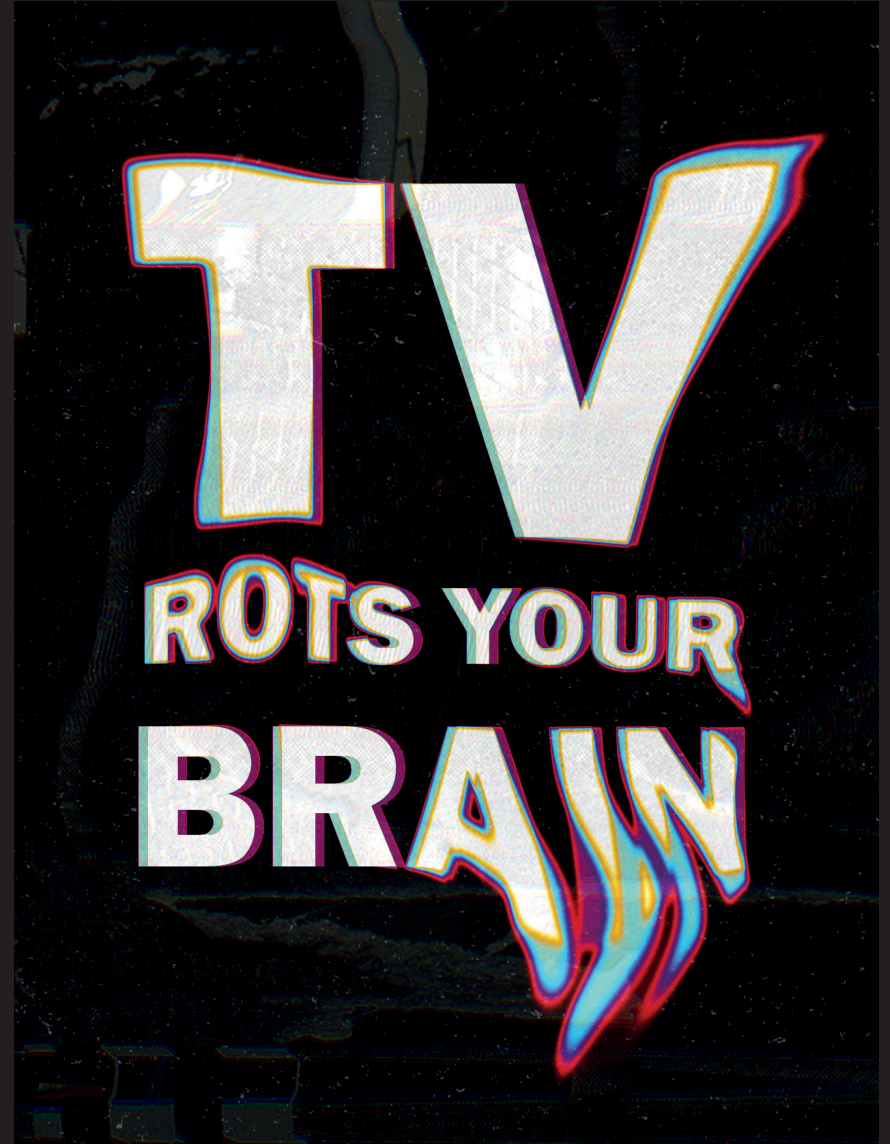
Name:	Jennifer Smith Placement Broker, Vice President	Ian Price Broking Leader
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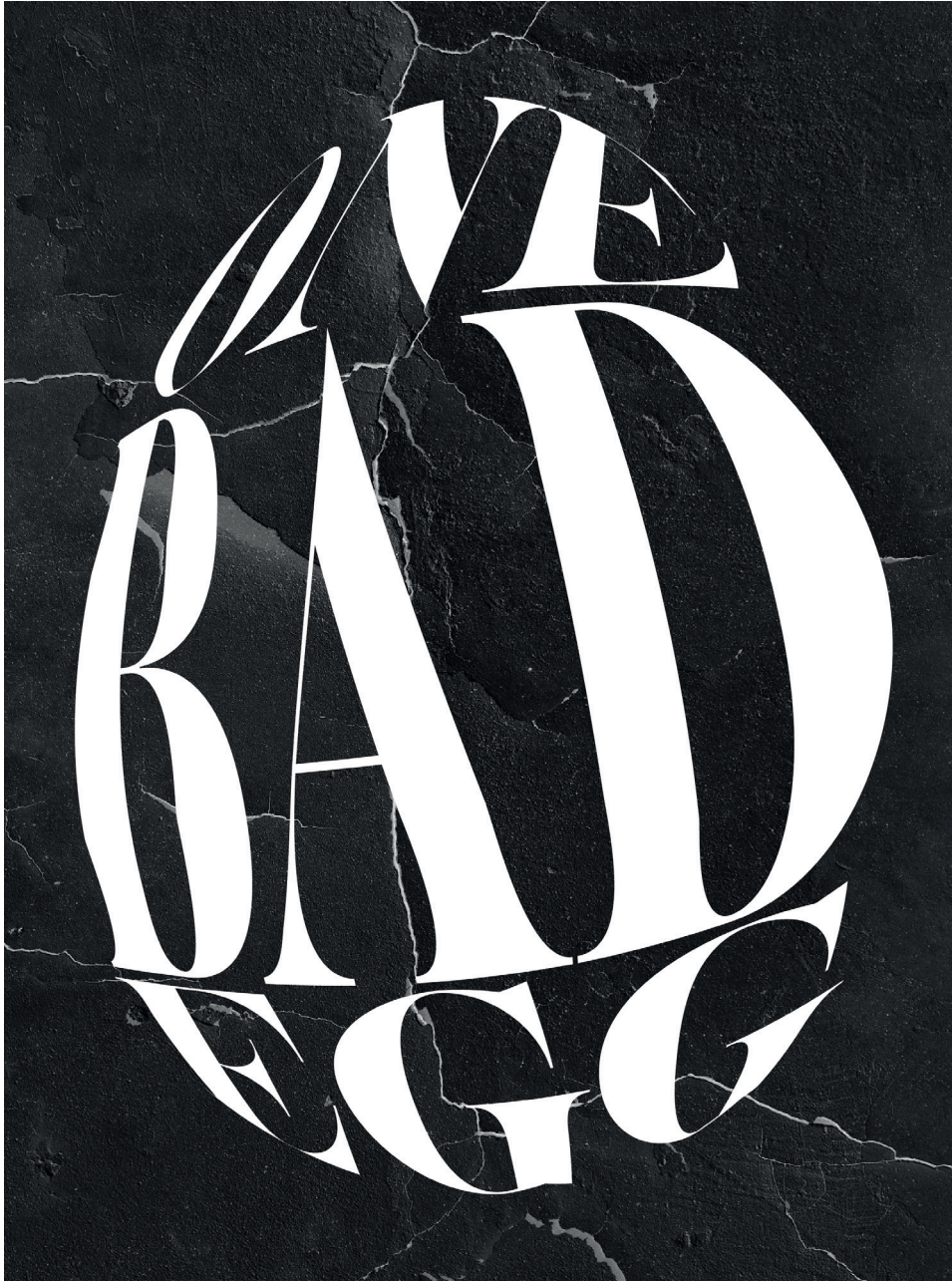
The information contained in this presentation is given in confidence to Underwriters, to enable quotations to be provided to Lockton Companies LLP and, if appropriate, to grant cover on receipt of our instructions. The information may not be used for any other purpose without our consent.

02 Typography

A series of experiments exploring different aspects of typography

In these designs I explore the use of gradient maps, distorted lettering, image texture, shadows, harmonious colour palettes and abstract forms.





FAUX

faux

BLEED

03 It's A Sin

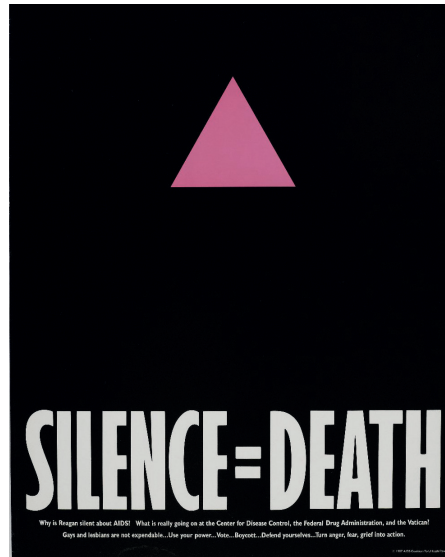
Promotional poster concept for the Channel 4 drama 'It's A Sin'.

Russell T Davies' 2021 drama, 'It's A Sin', follows the lives of a gay men living in London during the 1980s AIDS crisis

Taking inspiration from the protest posters of the New York activist group 'ACT UP', this design incorporates the pink triangle, a reclaimed symbol for the LGBTQ+ community used during the 'SILENCE = DEATH' campaign.

I used high contrast imagery and bold lettering to reflect the style of protest signage and create a broody, anarchic atmosphere. Adding grain and texture to the overall finish helped to create a dated feel and add interest to an otherwise plain design.

Inspiration:





It's A Sin poster mock-ups

04 Jennifer's Heaven

Business card mock-up

Business card design for the fictional florist company Jennifer's Heaven. In these designs I aimed to convey a high-end, reliable service through traditional stylistic choices.





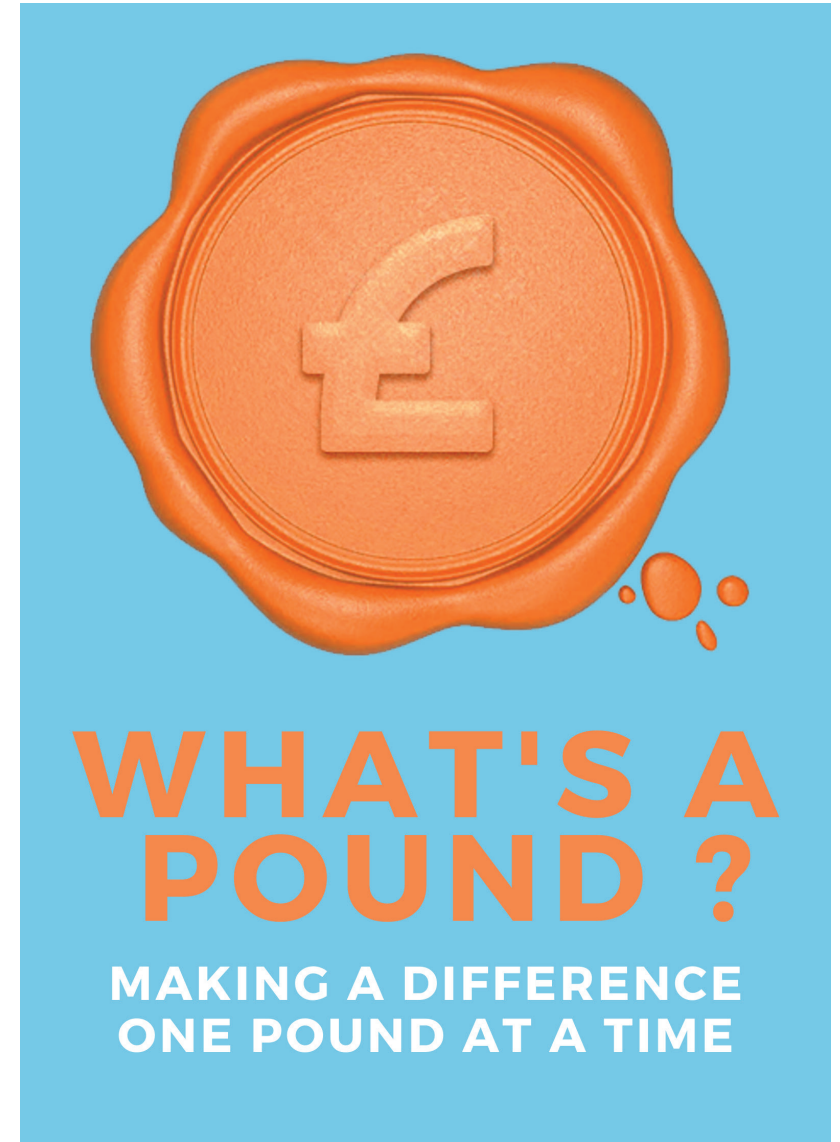
Jennifer's Heaven business card mock-ups

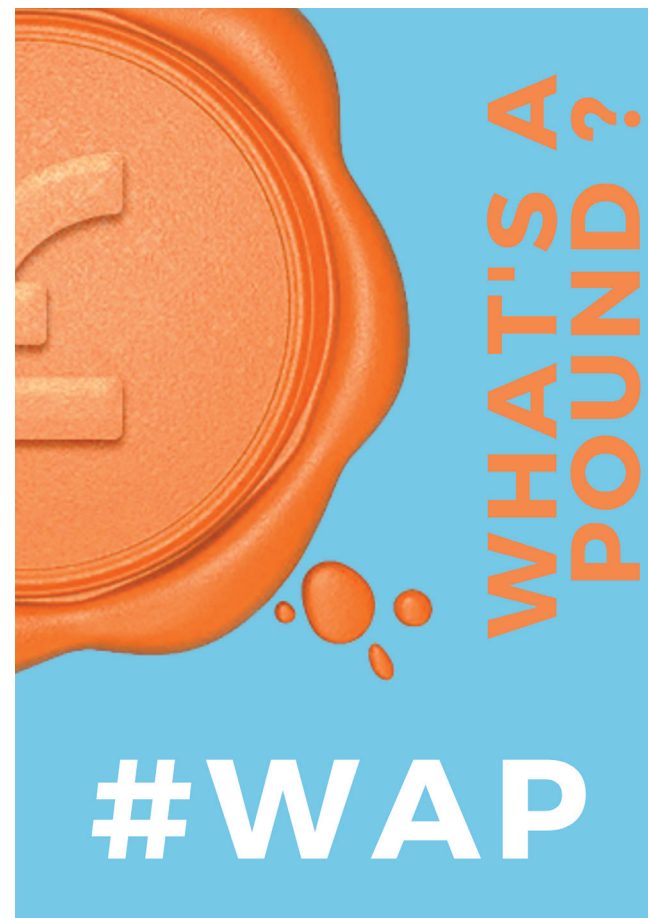
05 What's A Pound?

Charity Fundraising Posters

'What's A Pound' is a charitable campaign to facilitate everyday giving by working with events and brands to add £1 to the price of tickets. These posters were displayed at student fundraising events.

What's A Pound poster mock-up





06 Hustlers

Promotional Posters

In this original student-written play, Hoof and Horn Productions offers a glimpse into another world, one not that far from our own: the streets.

'Hustlers' investigates the mental and physical burdens of sex work, set against the tragic backdrop of the 80s drug and AIDS crisis.

The following designs focus on layering and blending imagery and text to create high contrast designs. By partially obscuring the faces of the actors, I aimed to reflect the dark and underground world of illegal sex work.

The overexposed areas of white text allude to headlights or flashlights in the night, reflecting the theme of darkness that runs throughout the play.

