FOUNDER AND CREATIVE DIRECTOR
LEIGH HOWELL

CREATIVE STUDIO
FOUNDED MARCH 2025

BRAND IDENTITY SYSTEMS
CREATIVE DIRECTION
VISUAL CONTENT AND STORYTELLING
SHOPIFY DESIGN
CAMPAIGN AND EDITORIAL DESIGN
AI-ENHANCED BRAND EXPERIENCES

STUDIO LEI

Let’s Build Your World

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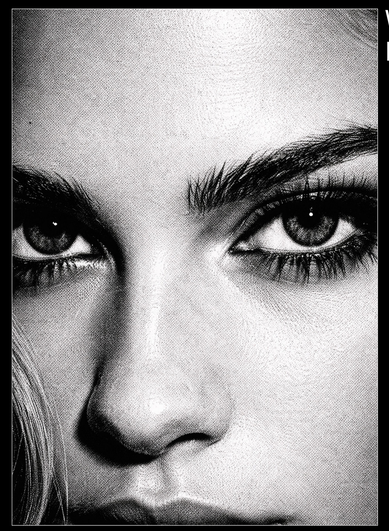

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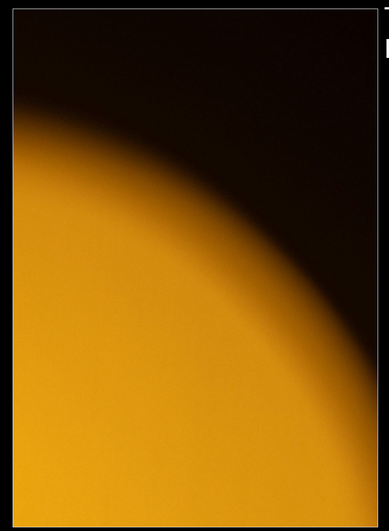

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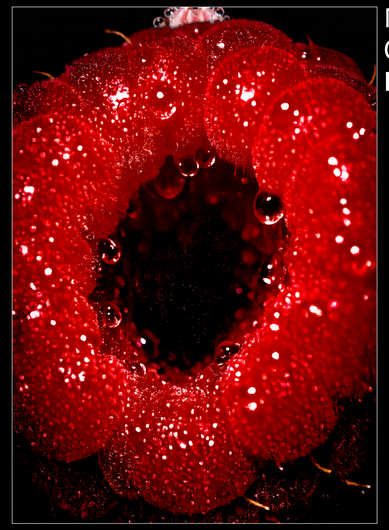

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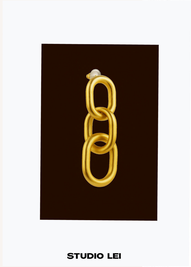
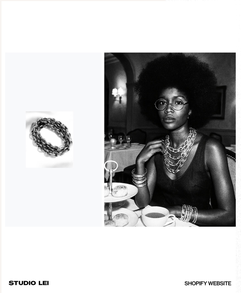
Brand worlds shaped through emotion, culture, and precision.

WE BUILD BRANDS THAT DO MORE THAN LOOK GOOD ON SCREEN. WE SHAPE VISUAL WORLDS WITH FEELING, MEMORY, AND INTENTION — BLENDING STRATEGY, STORYTELLING, AND DESIGN PRECISION TO CREATE IDENTITIES WITH DEPTH, CONSISTENCY, AND PRESENCE.

About Our Studio





STUDIO LEI, IS A CREATIVE STUDIO DEDICATED TO BUILDING VISUAL WORLDS THAT CONNECT THROUGH FEELING AND FORM.

BASED IN ITALY AND SHAPED BY CROSS-CULTURAL PERSPECTIVE, STUDIO LEI WORKS PRIMARILY IN ENGLISH WHILE WELCOMING ITALIAN CLIENTS THROUGH CLEAR, FLEXIBLE COMMUNICATION.

WE WORK WITH FOUNDERS, BRANDS, AND CREATIVE PROJECTS THAT WANT MORE THAN SURFACE-LEVEL DESIGN. WHETHER THE NEED IS A CLEARER IDENTITY, A STRONGER DIGITAL PRESENCE, OR A MORE COHESIVE STORY, OUR ROLE IS TO BRING STRUCTURE TO THE VISION AND EMOTION TO THE STRATEGY.

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Our Approach

EMOTION

WE BEGIN BY UNDERSTANDING WHAT YOUR BRAND SHOULD FEEL LIKE, NOT JUST HOW IT SHOULD LOOK. THIS CREATES WORK WITH RESONANCE, NOT DECORATION.

CULTURE

WE BUILD WITH CONTEXT IN MIND. REFERENCES, TONE, AUDIENCE, AND ATMOSPHERE ALL MATTER. A BRAND SHOULD FEEL ALIVE IN THE WORLD IT BELONGS TO.

PRECISION

EVERY VISUAL DECISION SHOULD HAVE INTENTION BEHIND IT. WE SHAPE IDENTITIES AND EXPERIENCES THAT FEEL REFINED, ALIGNED, AND BUILT TO LAST.

What We Build

1. **BRAND IDENTITY SYSTEMS**
2. **CREATIVE DIRECTION**
3. **VISUAL CONTENT AND STORYTELLING**
4. **SHOPIFY DESIGN**
5. **CAMPAIGN AND EDITORIAL DESIGN**
6. **AI-ENHANCED BRAND EXPERIENCES**

EACH PROJECT IS DESIGNED TO STRENGTHEN CLARITY, CONSISTENCY, AND EMOTIONAL CONNECTION — **CREATING A BRAND PRESENCE THAT FEELS ELEVATED, MEMORABLE, AND DISTINCTLY YOUR OWN**.

Who We Work With

WE'RE ESPECIALLY DRAWN TO FASHION, FITNESS/WELLNESS, LIFESTYLE, HOSPITALITY, AND CULTURALLY LED BRANDS, AS WELL AS FOUNDERS WITH A STRONG POINT OF VIEW.

OUR CLIENTS OFTEN COME TO US WHEN THEIR BRAND FEELS VISUALLY INCONSISTENT, UNDERDEVELOPED, OR READY FOR A MORE INTENTIONAL NEXT CHAPTER.

The Experience.

WORKING WITH STUDIO LEI IS COLLABORATIVE, THOUGHTFUL, AND VISUALLY RIGOROUS. WE ASK THE RIGHT QUESTIONS, SHAPE CLEAR DIRECTION, AND CREATE WITH BOTH INSTINCT AND STRUCTURE. THE GOAL IS NOT SIMPLY TO PRODUCE ASSETS, BUT TO BUILD A WORLD YOUR AUDIENCE CAN RECOGNISE, TRUST, AND REMEMBER.

Let’s Build Your World:

IF YOU’RE READY TO CREATE A BRAND WITH STRONGER PRESENCE, CLEARER DIRECTION, AND A MORE REFINED VISUAL LANGUAGE, WE’D LOVE TO HEAR FROM YOU.

BOOK A DISCOVERY SESSION OR GET IN TOUCH AT INFO@STUDIOLEI.COM .

BASED IN ITALY. WORKING PRIMARILY IN ENGLISH, WITH ITALIAN-FRIENDLY COMMUNICATION WHERE NEEDED.

Our Visual World
Powered by AI
Directed by STUDIO LEI

studio lei

NICKEDES
JAM
UB-
UB
DANCEHAZI
PARTY

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