mackie.

FASHION ART DIRECTOR, PHOTOGRAPHER, STYLIST AND COMMUNICATOR.












Portfolio Contents

KULT MODELS LONDON (4)

CUSP PUBLICATION (26)

JOHN SMEDLEY (52)

TANK MAGAZINE (58)

MEGAN GIBSON (72)

BLUMENHAUS MAGAZINE (80)



kult
LONDON





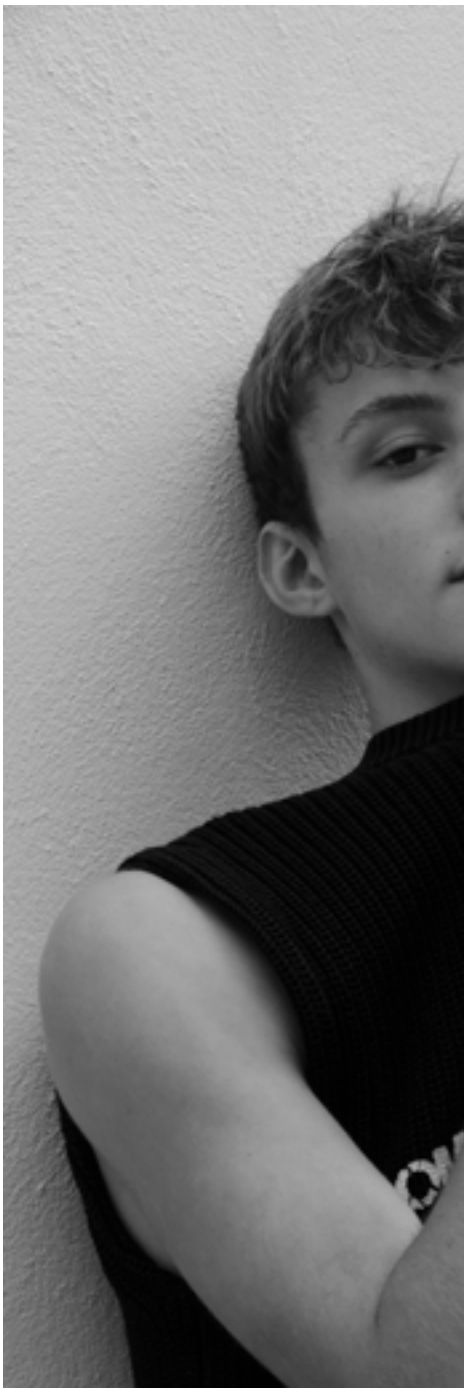
A project I worked on for Kult models London. I was tasked with shooting a variety of their mens new generation models for their portfolio books.




SUPREME




COMME des GARÇONS SHIRT
SUPREME



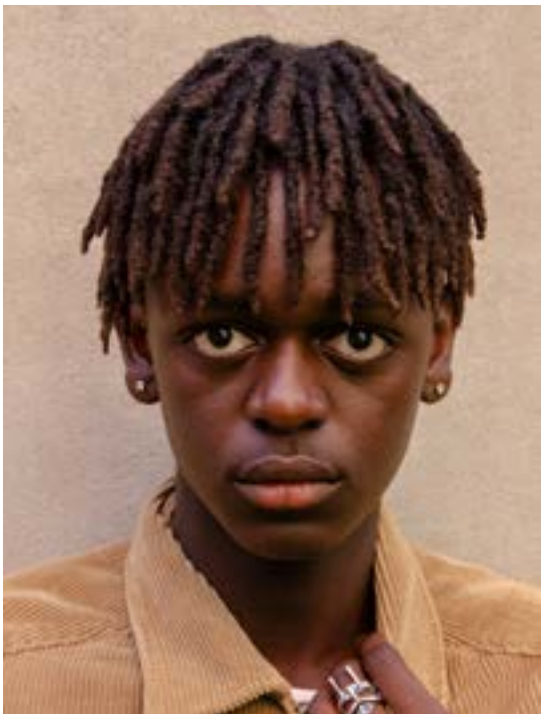
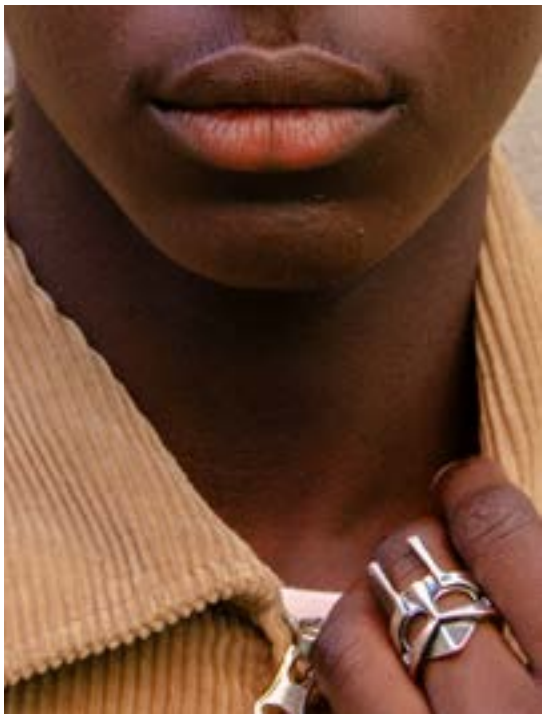



ME des GARÇONS
SUPREME


COMME des GARÇONS SHIRT
SUPREME








COMME des GARÇONS
SUPREME


OMME des GARÇONS SHIR
SUPREME


COMME des GARÇONS SHIRT
SUPREME


COMME des GARÇONS SHIRT
SUPREME





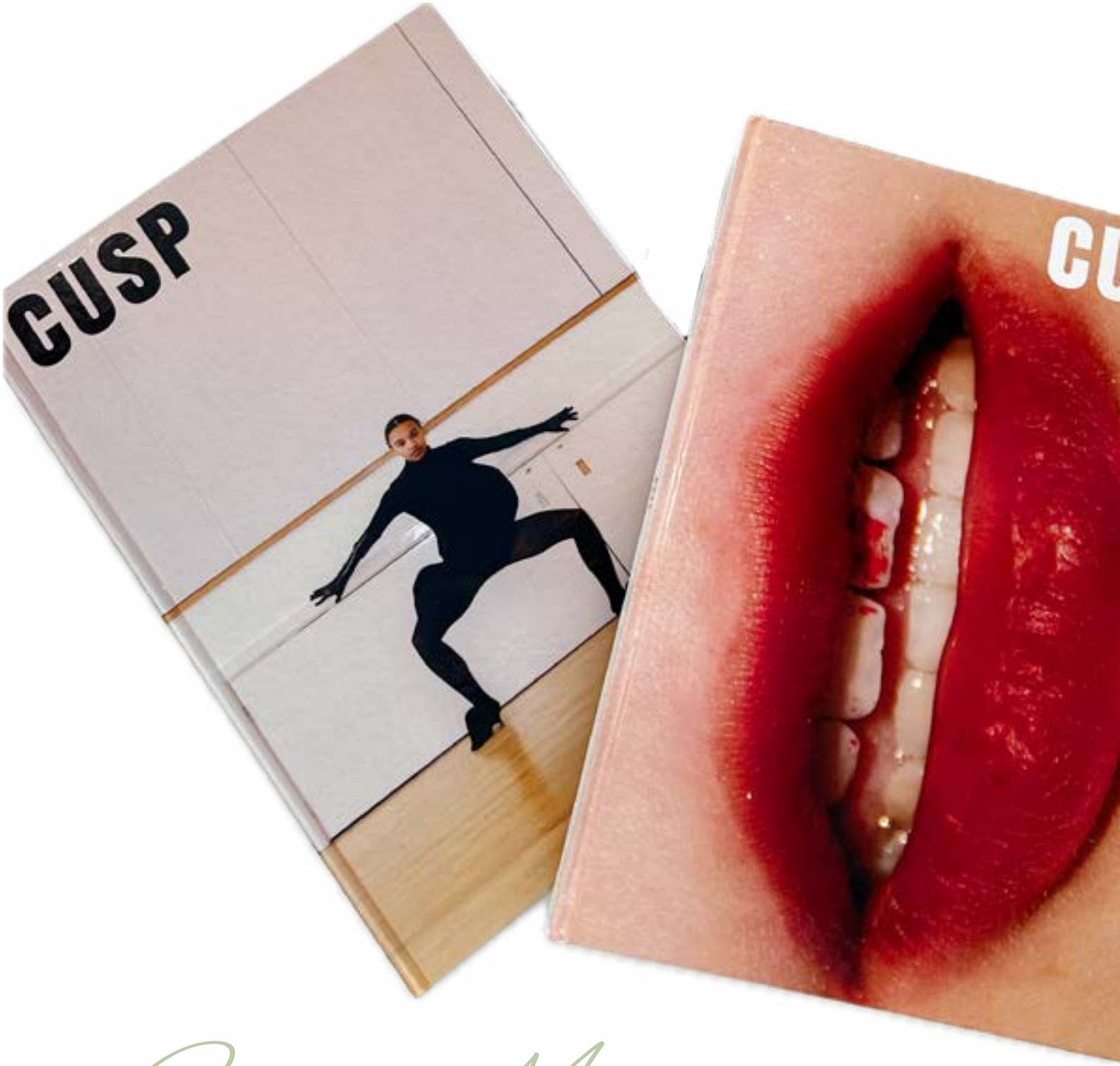







COMME des GARÇONS SHIRT
SUPREME


No Ju



Cusp Magazine

CUSP is a publication I created about the self discovery of young women.

This project is a visual depiction of the transition women go through from girlhood to adulthood. Exploring the different stages in the journey of self-discovery for young women, as they navigate the weird and wild search for identity and purpose. Comprised of several editorial narratives about the complex intersection of life as a young adult.

Within the project I celebrate the power of vulnerability, the beauty of authenticity, and the resilience of the human spirit. I made the publication with an aim to bring hope and comfort to young people that are yet to go through or are going through this process themselves.


USP






DYSMORPHE









WILMOTT CROFT ROAD



RUSH ERA




SmithPackaging







THE WAITING ROOM

















HOPEFUL
ANGST









THE DREAM STATE













Model: RILEY @rlly_j





John Smedley

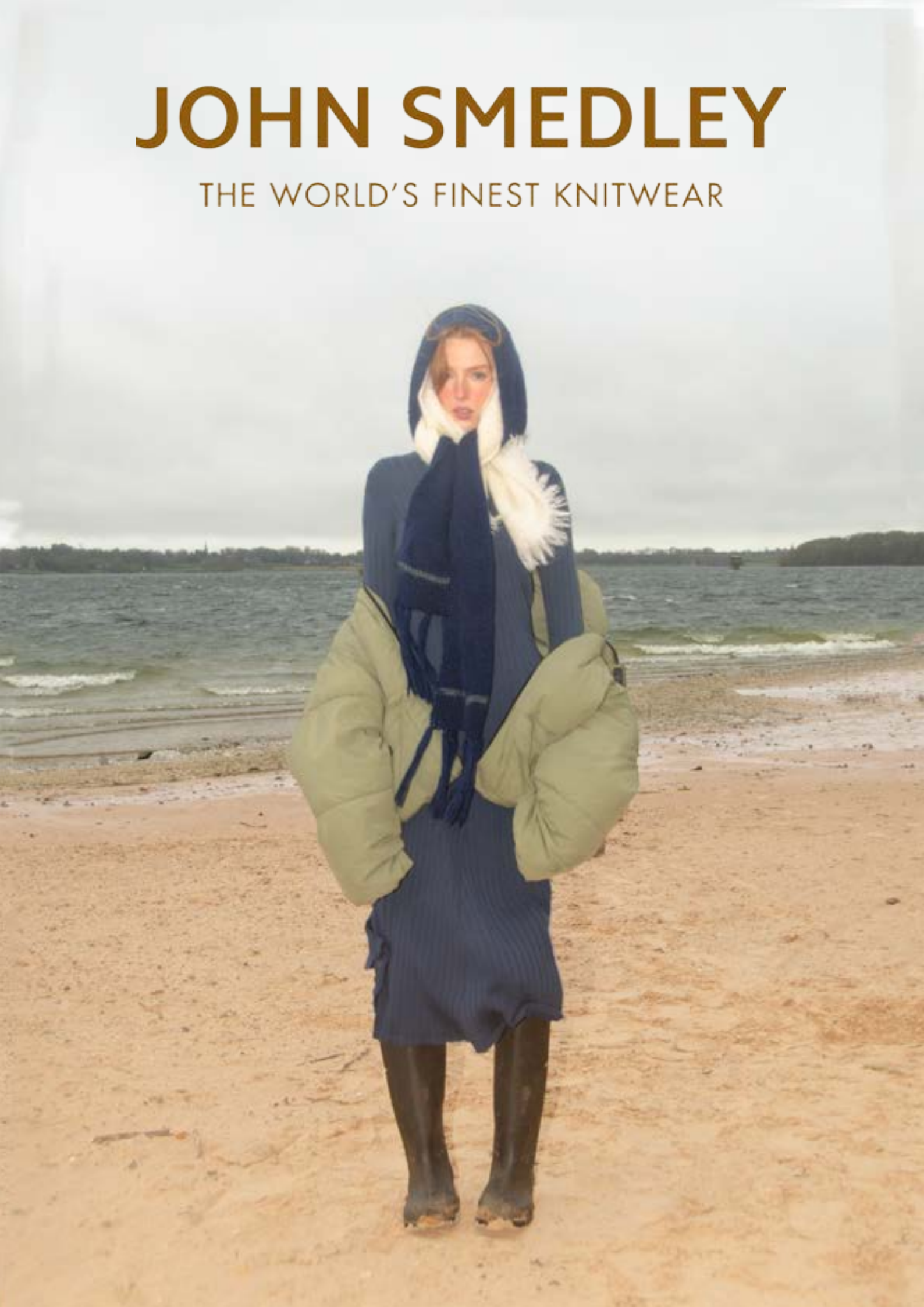
A campaign for Luxury Knitwear brand John Smedley

Carry On Through The Seasons

I based this campaign around
the brands British heritage and focused on Brits fascination with the unpredictability of the British weather. Showcasing how their quality knitwear can withstand whatever conditions are thrown their way.

JOHN SMEDLEY

THE WORLD'S FINEST KNITWEAR







Modelled by April (Nemesis Models)





TANK Magazine

Tank - Under Surveillance

An editorial project working alongside TANK Magazine. “I Know You’re Watching” is a two part editorial story exploring surveillance and those moments when you feel like you’re being watched.



Part 1: Safe Space



Mackie Johnson tells the story based on the feeling of being watched. Modelled by **Elysia** from **Atlantis Models** the story follows her as she moves from being secluded in her safe space worried about being watched, shown through a set in **The Case**, to a realisation that we are going to be watched no matter what so we might as well have fun with it. Taking creative influences from Voyeurism, CCTV surveillance and social media monitoring.







Art Direction, Photography, Styling, Set Design by Mackie
Modelled by Elysia Margiotta @atlantismodels











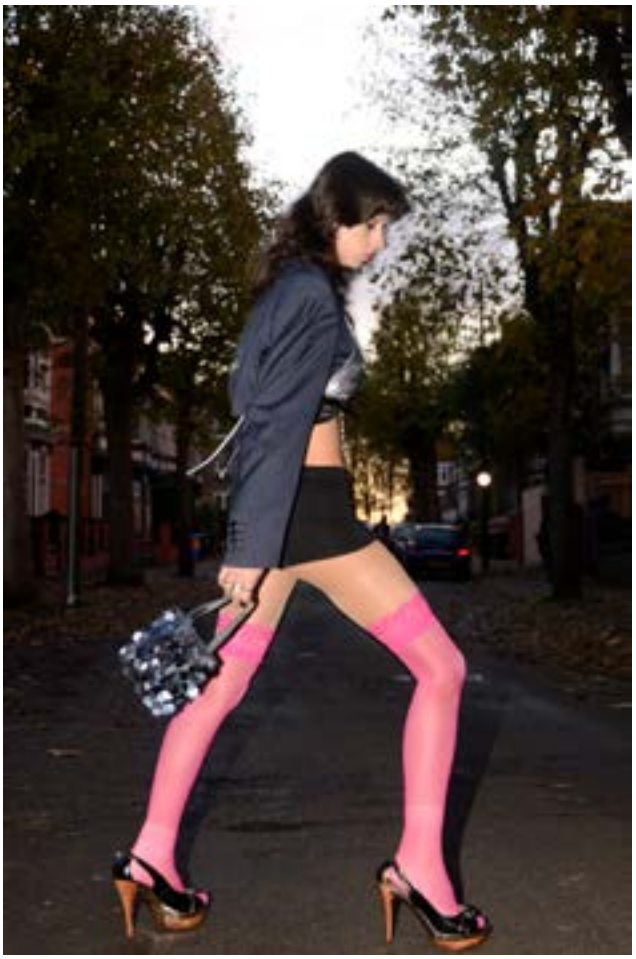


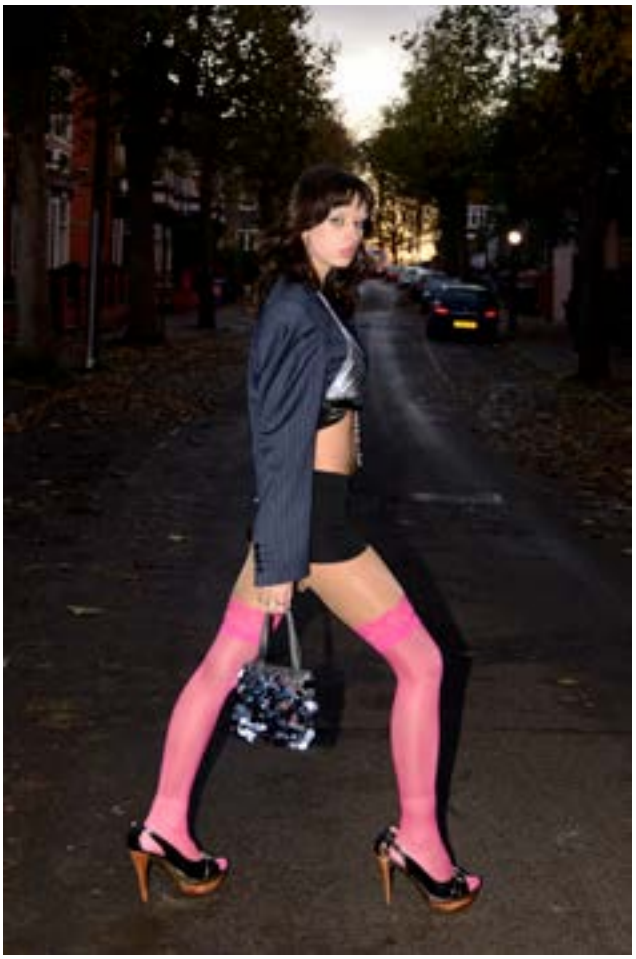


Part 2: Put On a Show













Megan Gibson Design

"Nothing to Wear"

A collaborative campaign shoot for designer Megan Gibson promoting her Graduate Collection.

Inspired by her time working in a couture atelier, investigating the fine craft of corsetry.



Art direction, photography and styling by Mackie.













Blumenhaus Magazine

A Styling Collaboration

“ Taking a moment” featured in Blumenhaus Magazine

A collaborative photoshoot with Becca Harris based around living in the countryside and the unique relationship we have with nature.











Styling and photography assisting by Mackie
Images by Becca Harris
Makeup by Sophie Pergouli
Modelled by Emmie McNair @tessmanagement
Featuring designers : Christina Davis and Meredith Cerys

















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