



# PIERLUCA DE CARLO

BORN IN ITALY, PIERLUCA DE CARLO STUDIED AT MILAN'S EUROPEAN INSTITUTE FOR DESIGN BEFORE MOVING TO LOS ANGELES IN 1986. IT WAS IN LA THAT HE BEGAN WORKING AS A PRODUCTION DESIGNER WITH MARK ROMANEK AND LATER HERB RITTS. HIS CLOSE COLLABORATION WITH HERB RITTS GAINED LUCA AN MTV AWARD FOR BEST ART DIRECTION AND MARKED THE BEGINNING OF HIS DIRECTORIAL CAREER. HE HAS WORKED WITH HIGH PROFILE CELEBRITIES SUCH AS; PENELOPE CRUZ, DAINE KEATON, NATALIE PORTMAN, BEYONCE, EVA MENDEZ, LIV TAYLOR, ANDIE MACDOWELL, CLOEY DESCANEL, TO NAME A FEW.

## NOTABLE WORK:

HIS CELEBRITY WORK HAS INCLUDED SUCH CELEBRITIES AS ZOE DESCHANEL, LIV TYLER, MARIA MENOUNOS, JULIANA MARGOULIS, NATALIE PORTMAN, ANDY MACDOWELL, PENELOPE CRUZ, BEYONCE, EVA MENDEZ AND DIANE KEATON.

## CLIENTS:

AMERICAN APPAREL, APPLE, CADILLAC, CANADIAN AIR, CHRYSLER, CLAIROL, COMME DES GARCONS, COVERGIRL, DAVIDOFF, DIM, DOVE, ERLANGER, FERRERO, FORD, GENERAL MILLS, HAAGEN DAAZ, L'OREAL, JERGENS, JOHN FRIEDA, JOOP, KOHLS, LACROIX, LINES, LL BEAN, MASSIMO, MOEN, MTV, NATIONAL TRUST, NESCAFE, NIVEA, OLAY, PANTENE, VIDAL SASSOON, WELLA

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