

BERTRAND AZNAR

PRESENTATION DECK

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BERTRAND AZNAR

My name is Bertrand Aznar, and I'm a French artist specializing in illustration. I also work as the creative director and footwear designer for the Amsterdam-based sneaker brand Neutra.

I'm represented in the United States by Illustration Division, and by Oskar Illustration for the rest of the world — excluding France, where I represent myself.

Throughout my career, I've collaborated with a wide range of international clients across design, fashion, and culture, such as 43einhalb, Airbnb, Aspesi, Courir, Decathlon, Dockers, Esquire, La Maison du Chocolat, Le Parti du Thé, Le Rayon Frais, O'Neill, Reebok, Sealson, Soho House, The Washington Post, Transnomadica, Tylko, Vanity Fair, Wired Japan, Wired UK, Zeit Wissen and more.

Japan has always held a special place in my heart. It began with a childhood fascination for Japanese pop culture and grew into a lasting admiration for the Japanese way of living, its craftsmanship, aesthetics, philosophy...

In 2025, I finally traveled to Japan for the first time. What I experienced there confirmed everything I had long felt from afar. Japan is not just an influence — it is a place that feels profoundly connected to my creative identity.

002 | ARTISTIC STYLE

My work is defined by a deep attention to detail and a sense of quiet balance.

Rooted in the Franco-Belgian “ligne claire” tradition and enriched by the influence of Japanese graphic aesthetic, my illustrations combine precision, clarity, and style.

They reflect a world where design, culture, fashion and everyday life meet with a calm, timeless aesthetic.







003 | SELECTED WORKS

ASPESI - ITALY

I created a curated series of 4 illustrations for Aspesi's Instagram, translating the brand's aesthetic and collection into a refined, visual storytelling format.



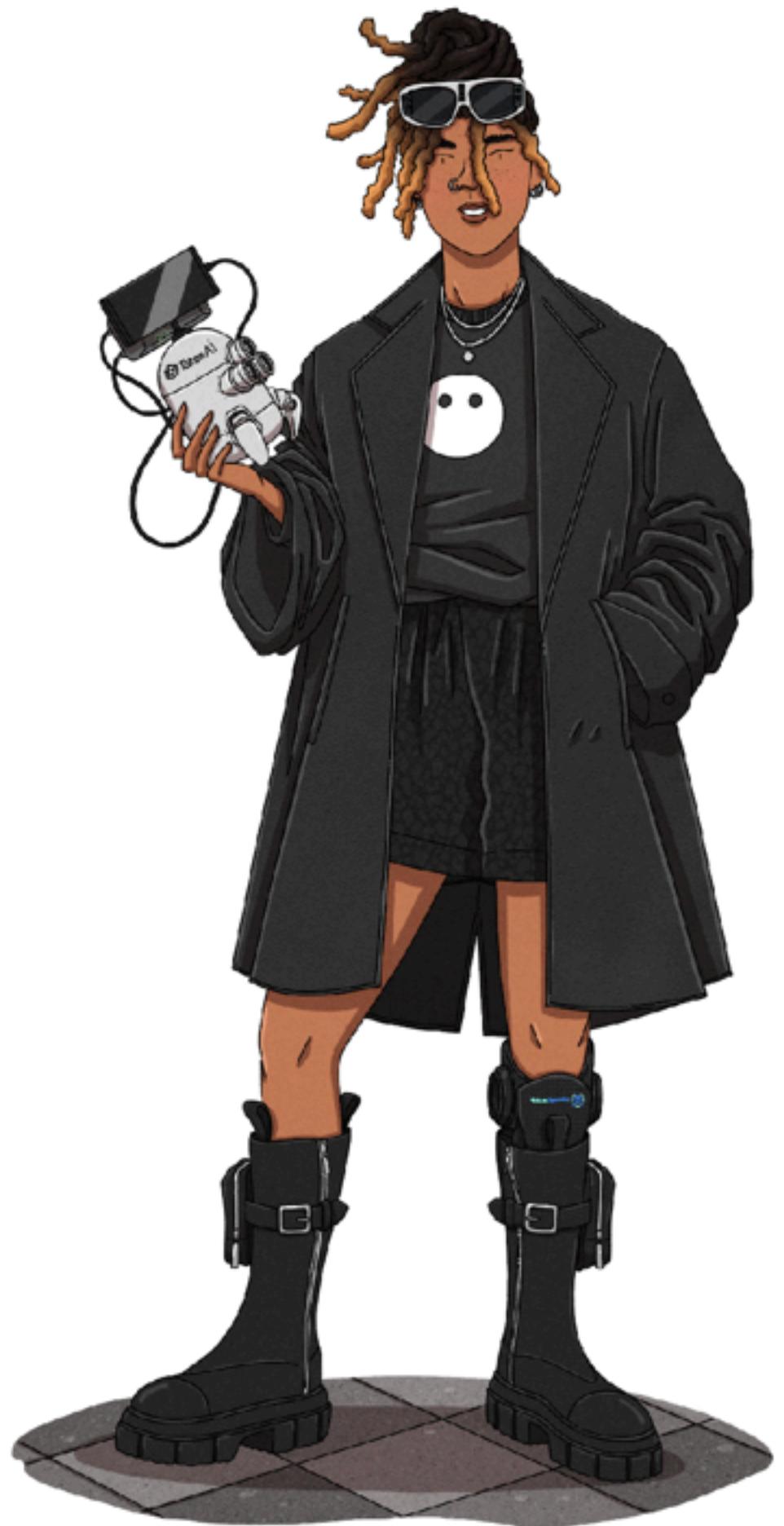
LE PARTI DU THÉ - FRANCE

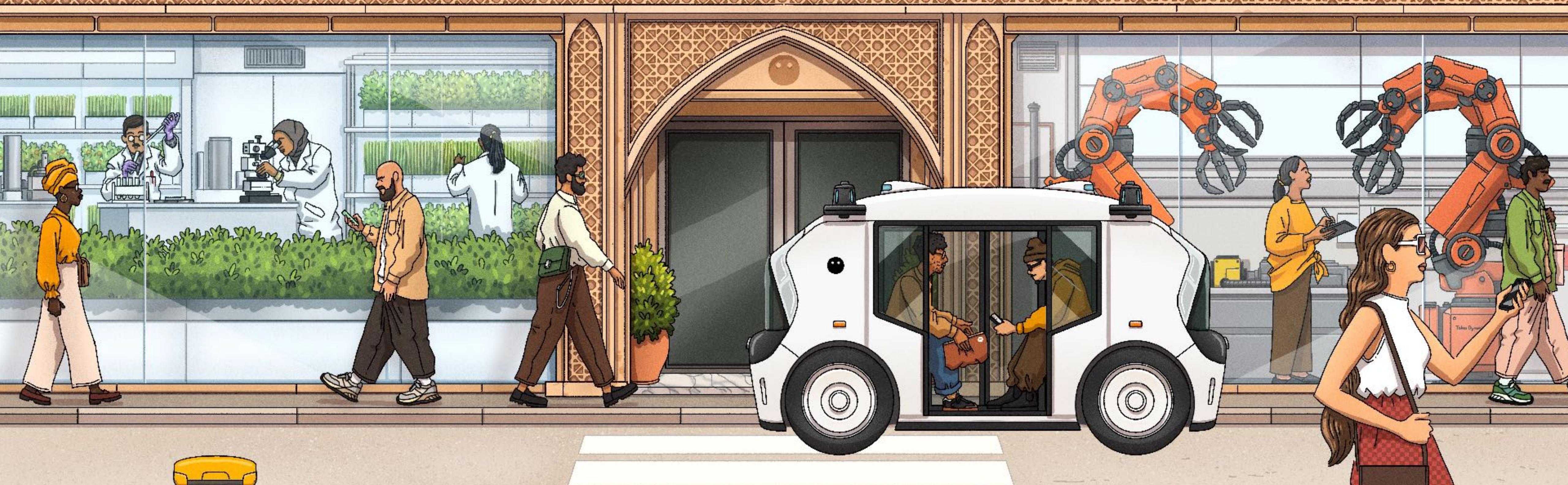
I created an illustration to celebrate the 20th anniversary of a Paris-based refined tea shop. The artwork was featured across multiple mediums, including tote bags, t-shirts, mugs, and teas boxes.



TOKEN APP - BRAZIL

A complete series of illustrations including 9 characters, 4 full scenes, and a batch of different objects, crafted to bring the app's universe to life with narrative depth and visual cohesion.

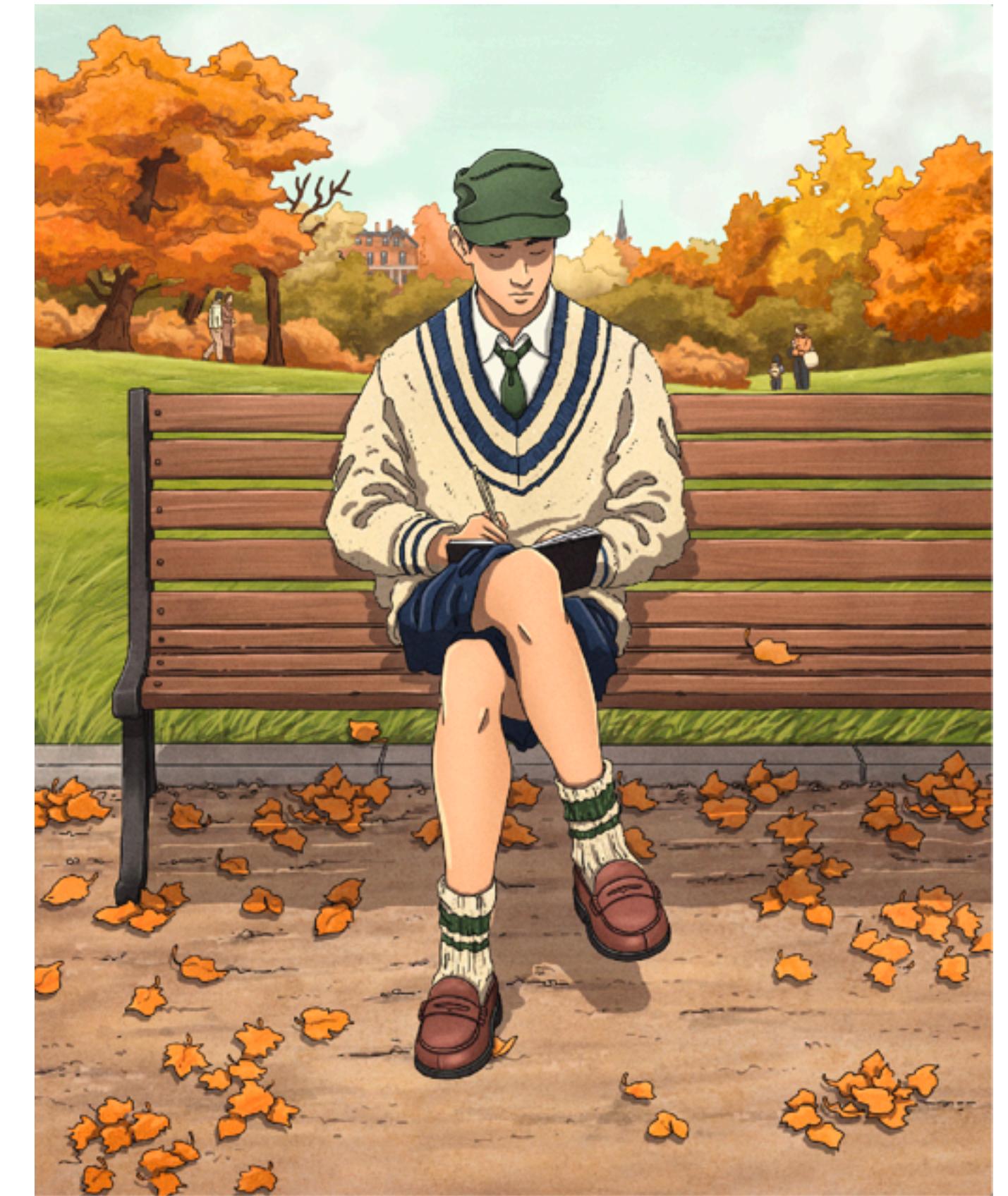




ESQUIRE - GERMANY

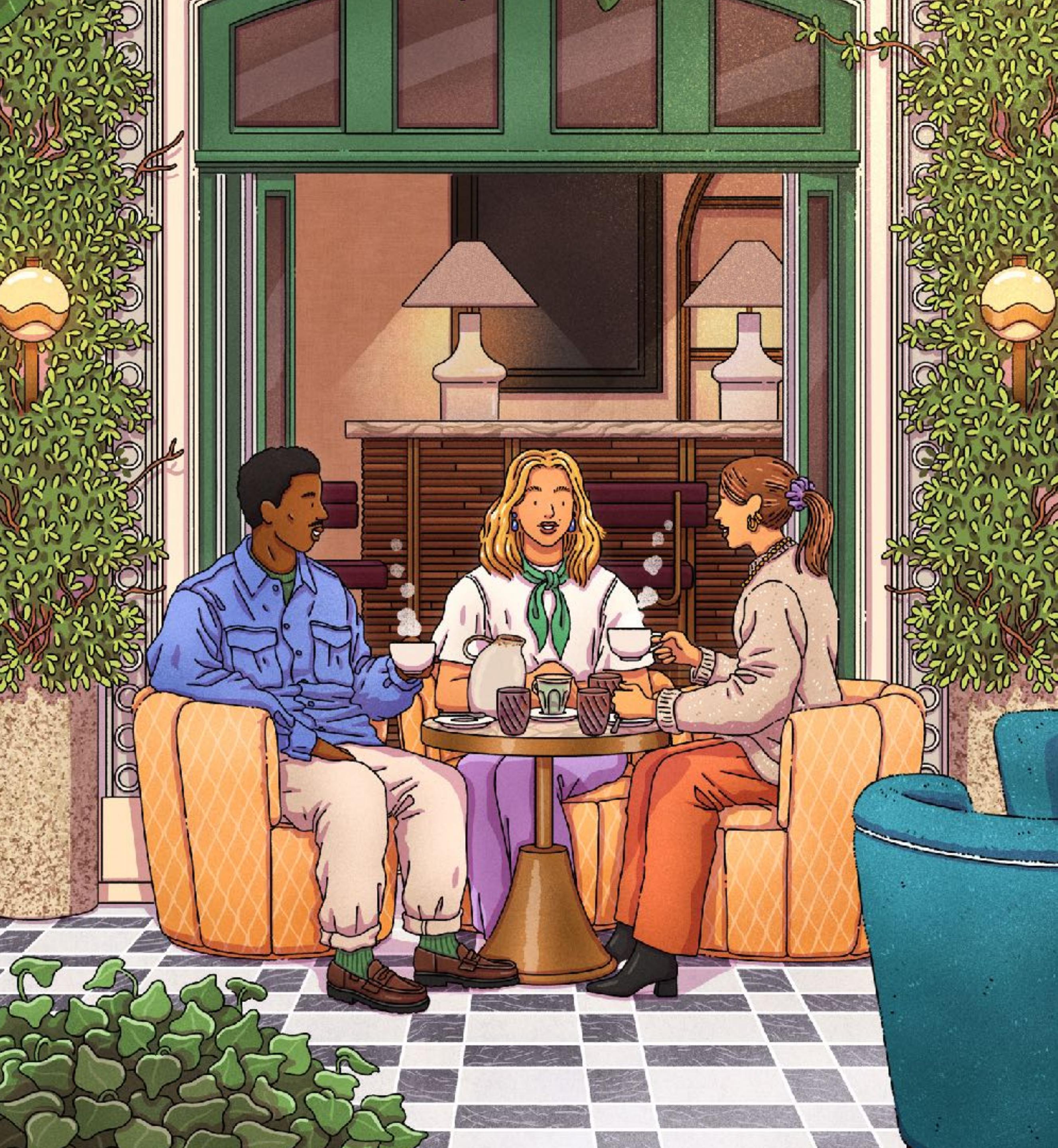
Seasonal Illustrations for Esquire Germany

Since 2024, I have been creating illustrations depicting the “outfit of the season” for Esquire Germany, translating fashion trends into refined visuals.



SOHO HOUSE - FRANCE

An original illustration for Soho House Paris featured on a postcard, placed in the rooms for Soho House members, adding a subtle artistic touch to the guest experience.



NEUTRA - NETHERLANDS

I created a series of illustrations to accompany Neutra's Spring/Summer 2025 collection, presented as an art-driven exhibition during Paris Fashion Week, merging my universe with Neutra's visual world.



DOCKERS X TRANSNOMADICA - EUROPE

I created an illustration used both on Instagram and as a postcard for the brand's seeding campaign, translating the collaboration's refined militaria/heritage aesthetic into a cohesive visual story.



LE RAYON FRAIS - FRANCE

Collaboration with the Bordeaux and Biarritz based store Le Rayon Frais.

I designed a limited series of four graphic tees and accompanying items, combining my signature visual language with the spirit of the boutiques.





**BERTRAND
AZNAR**

THANK YOU.

