PORTFOLIO — 2019—TODAY

Antoine Ruiz

CREATIVE COPYWRITER & IDEA MAKER

21 PROJECTS · ANTOINERUIZ.LIFE

Ideas first. Then the words that make them travel.

Antoine Ruiz is a Paris-based creative copywriter and idea maker. From Numéro Magazine to Publicis Luxe, he has spent his career turning briefs into one clear concept — then writing the name, line, script and story that carry it.

Cartier, YSL Beauty, M·A·C, Kérastase, Cuure, Topicrem, AMI Paris: campaigns, films, brand experiences and naming across luxury, beauty, fashion and culture. Different brands, one conviction — a strong brand doesn't just need a voice; it needs an idea.

TOPICREM · 2023 · CAMPAIGN CONCEPT · CREATIVE WRITING · FILM

PEAUSITIVITÉ

Instead of celebrating a brand turning 30, celebrate every age of skin.



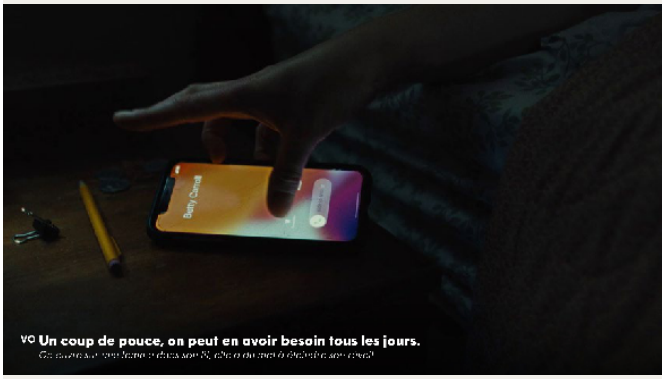
THE CHALLENGE

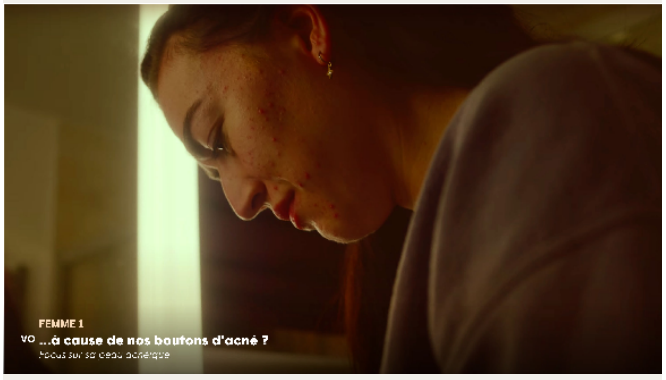
How can a dermatological brand celebrate thirty years without making the story about itself?

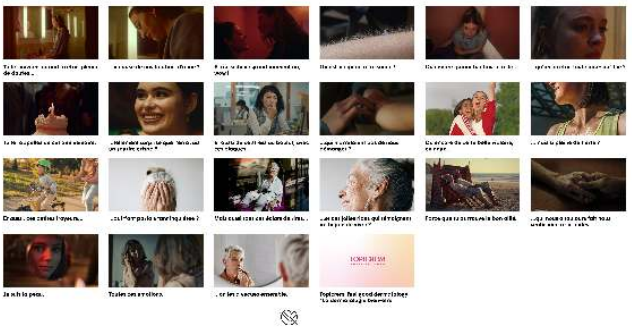
THE IDEA

A positive new language for skin at every age—turning an anniversary into a collective celebration rather than a retrospective.





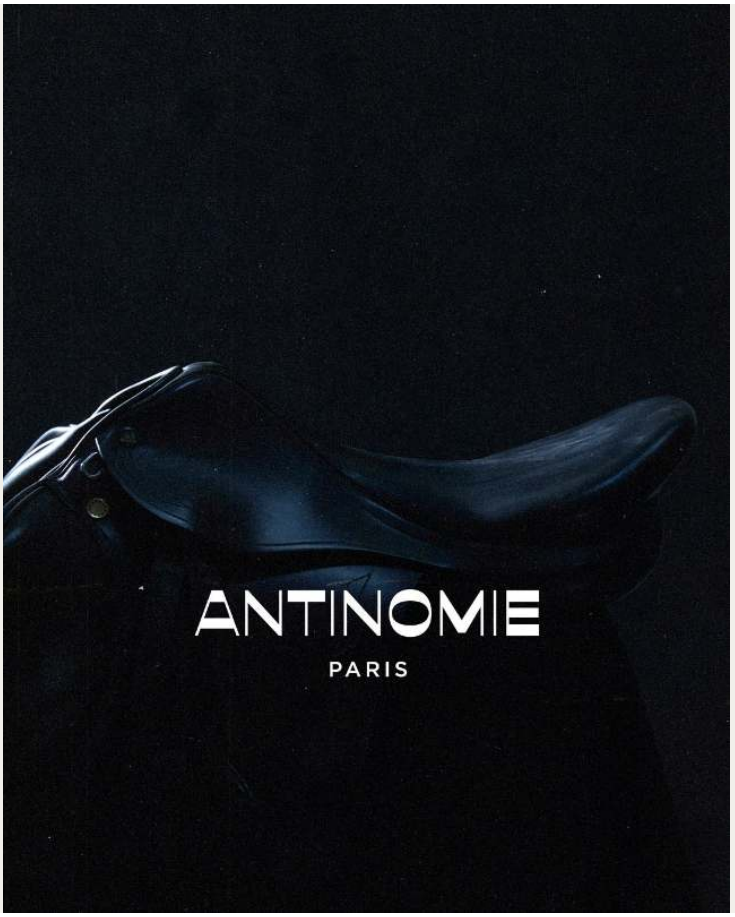




▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE

ESSENCES INTENSES

A fragrance collection built on the creative force of contradiction.



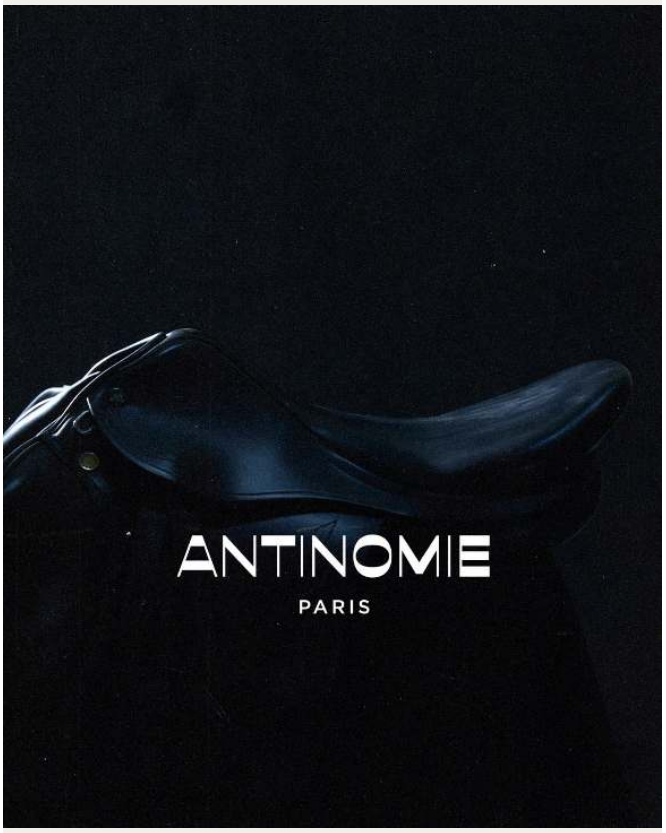
THE CHALLENGE

Name and write a new range of deep, intense fragrances, giving each scent a universe entirely its own while staying true to the house's founding contradiction.

THE IDEA

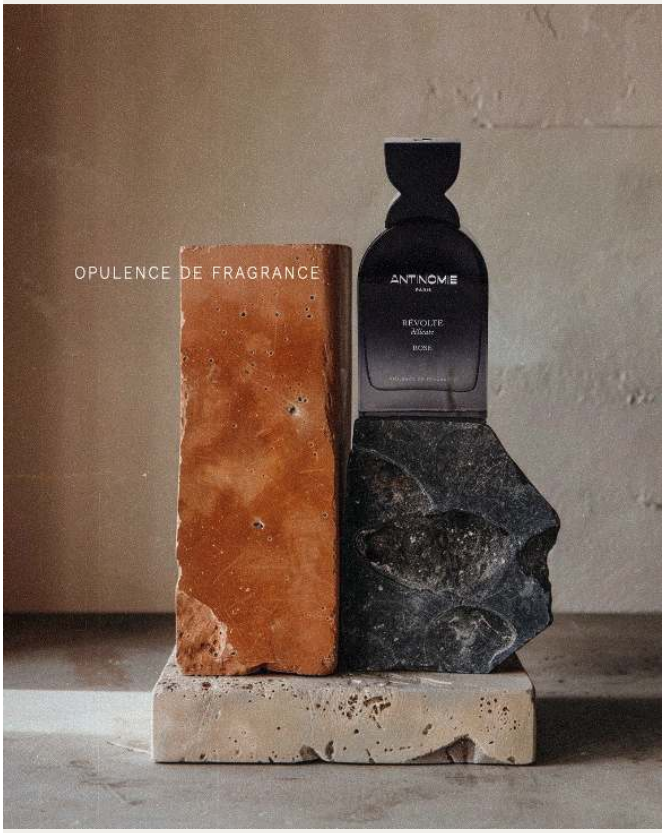
A new category, Opulence de Fragrance instead of eau de parfum, and five names built as oxymorons around each key ingredient. Each essence is told through a text written for both the website and the packaging.

Not an eau de parfum: an Opulence de Fragrance. Five essences, five beautiful contradictions.









THE BEAUTY SALON

A new beauty rendezvous where experience, conversation and community meet.



THE CHALLENGE

Beauty has become a social ritual, but one-off influencer appearances rarely leave time for product discovery or a lasting connection. What if a digital trend became a physical experience?

THE IDEA

The Beauty Salon: neither a masterclass, nor a pop-up, nor an influencer event — a new beauty platform blending experience, conversation and community. A recurring rendezvous where a Beauty Host guides discovery, rituals and dialogue, turning a moment of discovery into a lasting relationship.

Three daily rendezvous. No livestream. No replay. What happens in the room belongs to those who are there.

PARIS
2026

AGENCE GOODNIGHT

NEW BEAUTY EXPERIENCE CONCEPT

THE GOOD QUESTION

Et donc...

Si une trend digitale devenait une expérience physique ?

THE GOOD MOODBOARD



INSPIRATIONS / RÉFÉRENCES VISUELLES

THE GOOD PLATEFORME DE MARQUE(S)

APPROPRIABLE

Goodnight transforme le Beauty Salon en territoire propriétaire ré-appropriable pour chaque marque avec :

- sa propre identité visuelle
- ses propres thématiques
- ses propres Beauty Hosts
- ses propres rendez-vous
- ses propres contenus
- et sa propre communauté

Co-création d'une mini-marque à part entière ou d'une franchise culturelle au service de la marque.

LABORATOIRE DE COMMUNITY INSIGHTS

Pour chaque édition, Goodnight intègre un dispositif de collecte d'insights consommateurs via un gaming data (habitudes, besoins, attentes, réactions, préférences) et un espace dédié à l'expérimentation:

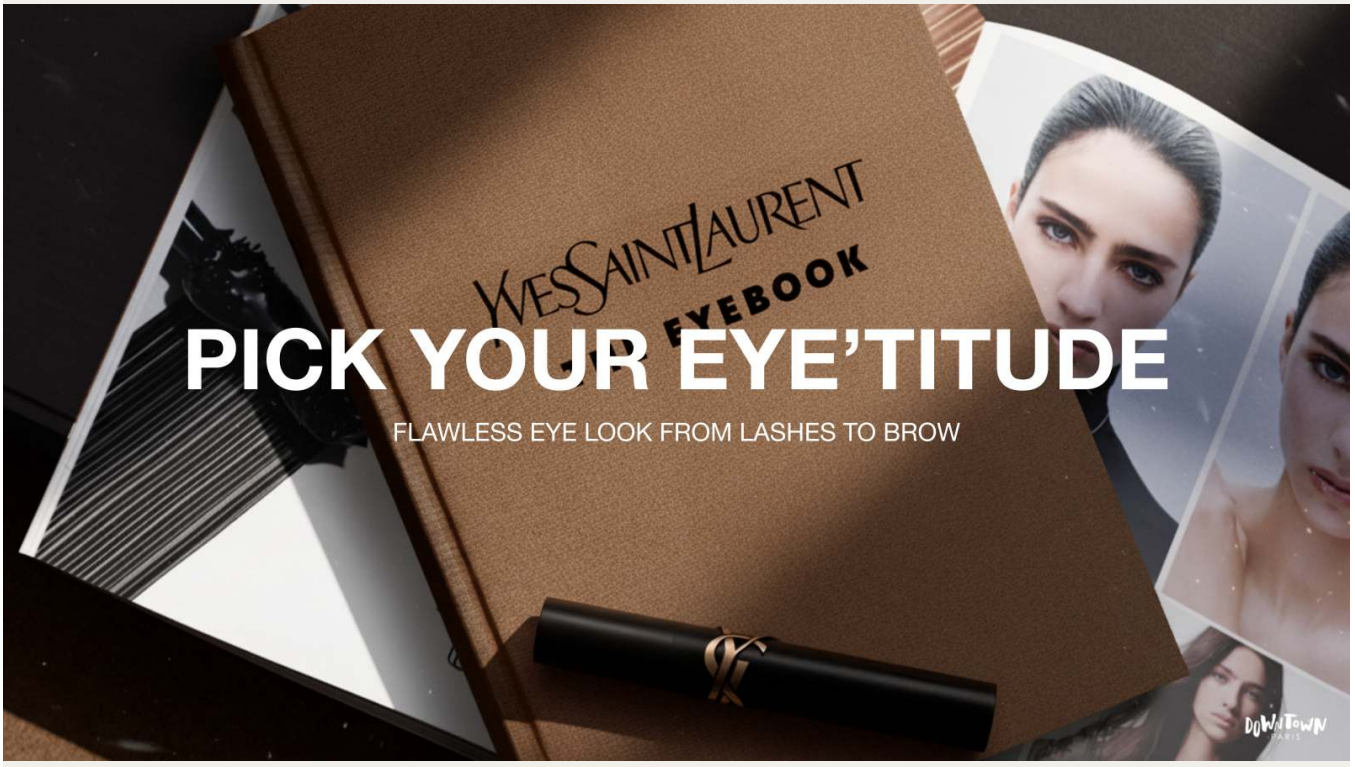
- pré-lancements
- produits en avant-première
- nouveaux concepts
- packaging
- textures
- fragrances

Goodnight transforme chaque édition en opportunité d'écoute, de co-création et de validation marché.

YSL BEAUTY · 2025 · CREATIVE CONCEPT · BRAND EXPERIENCE · FILM

PICK YOUR EYE'TITUDE

Not a look to follow. An attitude to choose, from lashes to brow.



THE CHALLENGE

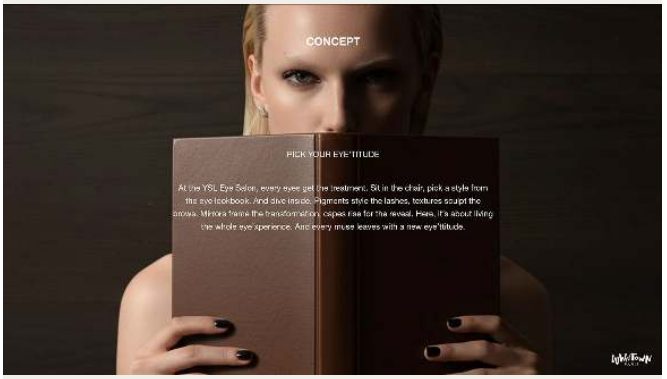
How can YSL Beauty bring lashes and brows together in one desirable eye story—without reducing the experience to a sequence of product demonstrations?

THE IDEA

Not looks. Eye'titude. Not hair. Eyes. Turn the hair salon into the YSL Eye Salon: guests pick a style from the eye lookbook, then dive inside — pigments style the lashes, textures sculpt the brows, and when the chair spins and the cape rises, every muse leaves with a new eye'titude.

Every pick, a statement. Every possibility, a power.









THE M·A·C INSTITUTE

Where makeup art meets fashion: a cultural institution for one stick of skin tint.



THE CHALLENGE

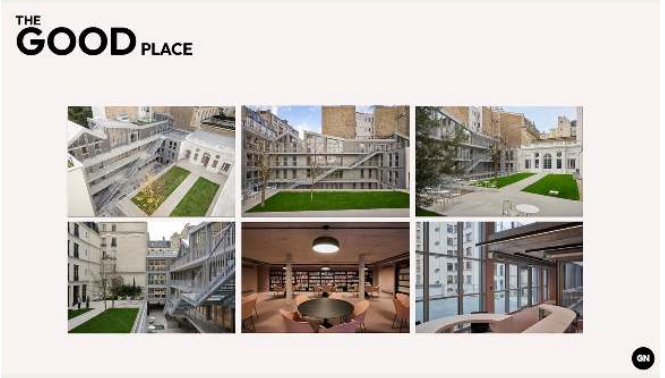
Fashion Week has become predictable — more brands, more pop-ups, more content, fewer surprises. How could M·A·C launch the Studio Radiance Skin Tint Stick as a cultural moment rather than another beauty space?

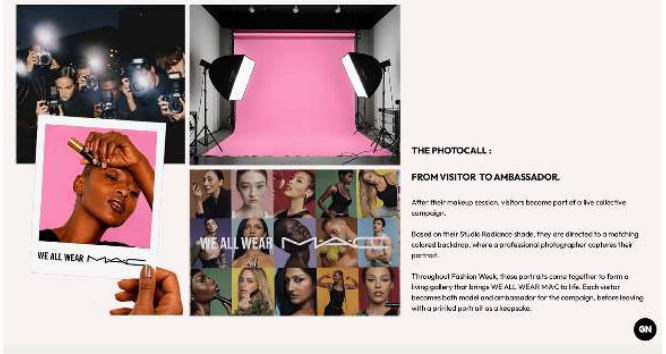
THE IDEA

During Paris Fashion Week, M·A·C takes over the Istituto Marangoni and turns the school into a cultural institution entirely dedicated to Makeup Art. Every space celebrates the Studio Radiance Skin Tint Stick as a work of art: a Shade Garden of monumental monoliths, a Conservation Lab where artists curate your perfect shade, an Open Studio of live one-minute makeup performances, and a photocall where every visitor's portrait joins a living gallery that brings WE ALL WEAR M·A·C to life.

Twenty shades. One permanent collection. Every visitor, a new piece of it.









IMAGINARIUM

Time isn't just measured. It's imagined.



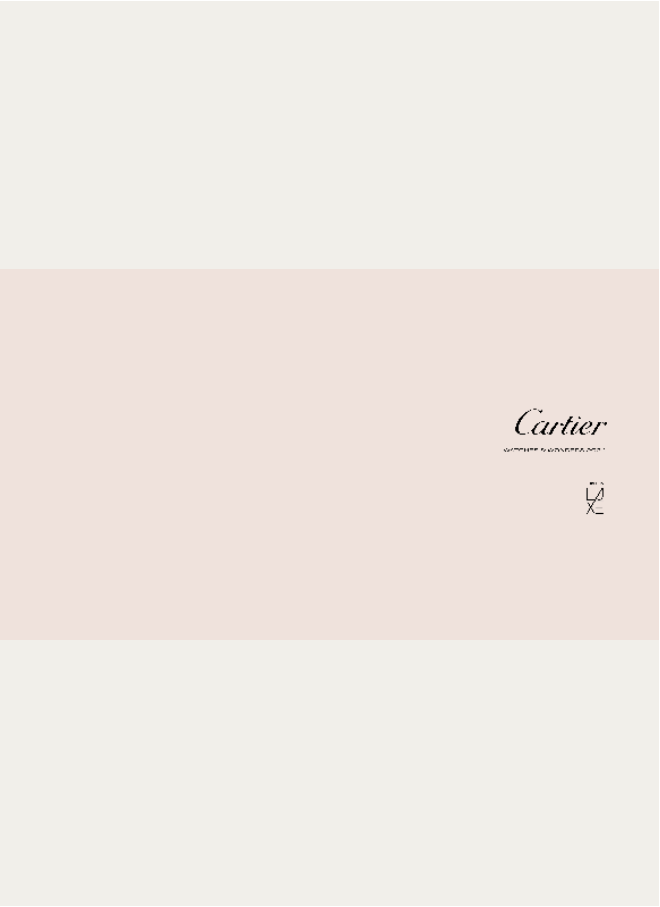
THE CHALLENGE

How do you bring the extraordinary world of Cartier to life beyond the boundaries of time? For Watches & Wonders 2024, the ambition was to create a captivating film that would transcend traditional watchmaking codes and invite audiences into the Maison's boundless imagination. A journey where creativity meets craftsmanship, where reality blurs with fantasy, and where every creation becomes a gateway to the unexpected. The challenge: turn Cartier's watchmaking universe into a world of pure wonder.

THE IDEA

Welcome to the Cartier Imaginarium. A world where imagination knows no limits, where the impossible becomes possible, and where time itself takes on a new dimension. Blurring the lines between reality and fantasy, we imagined a surreal journey through Cartier's creative universe, bringing its watchmaking icons to life in the most unexpected ways. An invitation to step inside the Maison's imagination, where every detail sparks curiosity, every creation tells a story, and wonder is always just a moment away. Because at Cartier, time isn't just measured. It's imagined.

Every creation tells a story. Wonder is always just a moment away.









▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE

CARTIER · 2024 · CAMPAIGN · CREATIVE COPYWRITING

CHRISTMAS 2024

Let the Maison's icons turn the ritual of giving into a story of wonder.



THE CHALLENGE

Write a festive campaign with global reach while protecting the mystery and restraint of an iconic Maison.

THE IDEA

A Christmas story told through gesture, movement and the magnetic presence of the Maison's most recognisable creature.

A troupe of musicians ventures to 13 rue de la Paix for a night worthy of a musical, set to the rhythm of Cartier's magic.









▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE

KÉRASTASE · 2025 · CAMPAIGN CONCEPT · PRODUCT STORYTELLING · COPYWRITING

GLOSS ABSOLU

Turn high-gloss hair into a movement you can almost touch.



THE CHALLENGE

Launch a shine range in a beauty category saturated with identical promises and technical claims.

THE IDEA

Not shine as a finish, but gloss as a new state of motion—fluid, magnetic and impossible to ignore.

Live your life in gloss. A film and digital assets with muses Sydney Sweeney and Emily Ratajkowski.



▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE



▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE



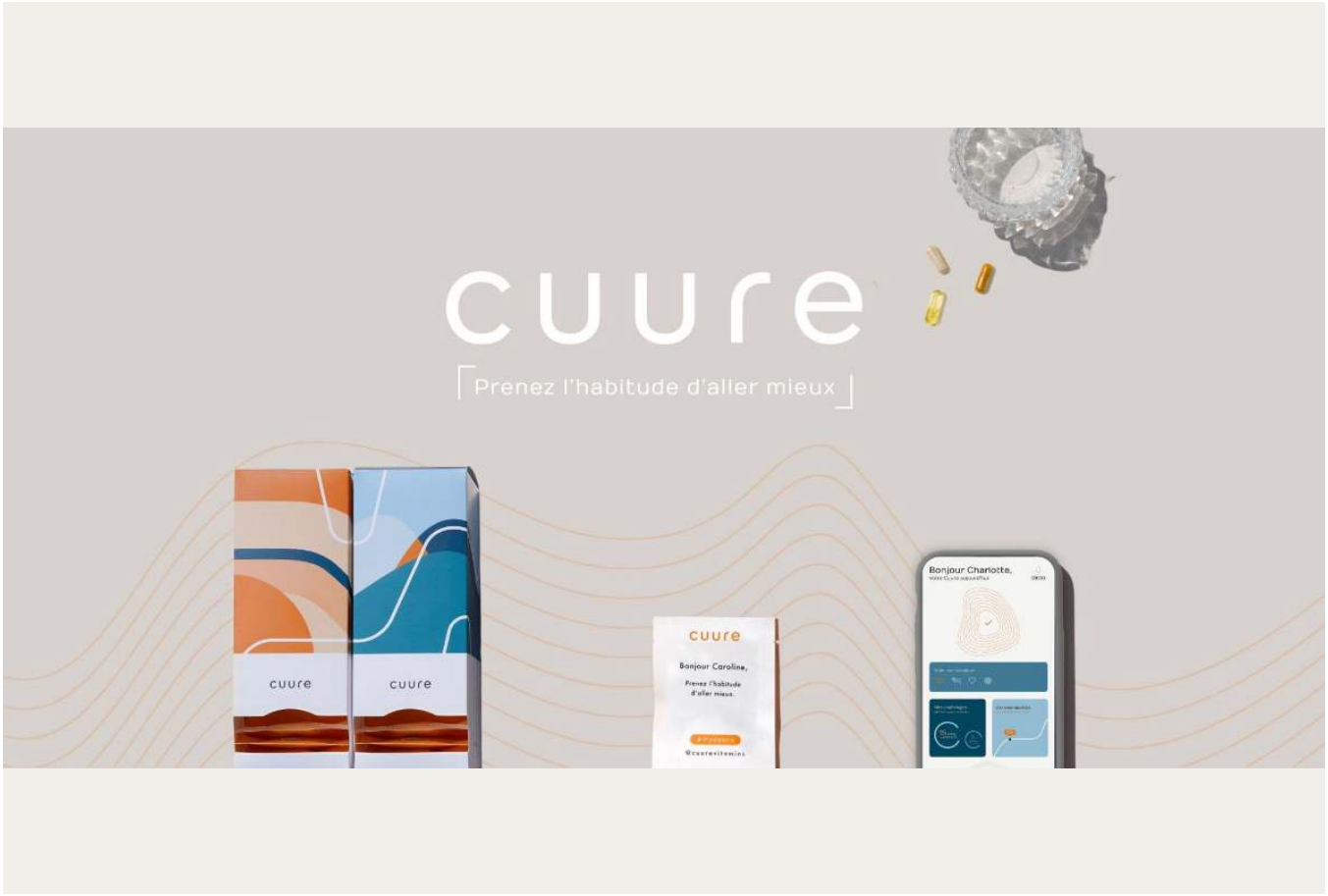
▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE



▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE

PRENEZ L'HABITUDE D'ALLER MIEUX

Turn wellness from a promise into a daily habit of feeling better.



THE CHALLENGE

Rebuild a pioneering wellness brand for a category that had quickly learned to imitate it.

THE IDEA

Stop selling perfection. Make feeling better a small, repeatable habit — something you take, and keep, every day.



Plateforme de marque

Vision

Health is a continuous journey that must be made easy, comprehensive and bespoke to feel better efficiently.

Mission

Going beyond traditional healthcare to turn your health path into an accessible, integrated and appropriate solution.

Ambition

Take health to the next level :
- Becoming the European leader in personalized and holistic health
- Offering a new way to take care of your daily health

Positionnement

Guiding you through an easy and unique health journey

Tone of voice

Concis & assuré

Parce que vous parlez de santé, il faut être clair, juste, infaillible, certain de ce que vous avancez et proposez. Montrez de l'entrain, de la motivation, de la rigueur et de l'engouement dans ce que vous partagez avec autrui.

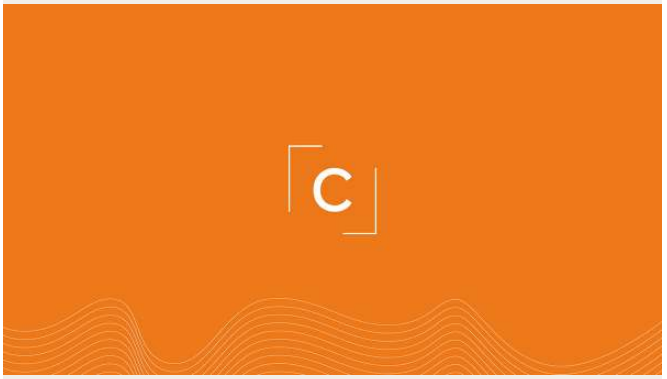
Accessible & pédagogique

Parce que vous êtes aussi au service de l'autre, il faut vulgariser la parole d'expert pour être compréhensible et assimilé plus facilement, tout en créant une atmosphère sécurisante.

Une distance d'autorité s'impose, à nuancer en fonctions des différents canaux : plus la prise de parole est personnalisable, plus la distance diminue, et à contrario plus la prise de parole est collective, plus la distance doit être respectée afin de rester pertinent.

Bienveillant & transparent

Parce que vous êtes un guide personnalisé, il faut parler avec prévenance, sans jugement, pour rassurer au maximum. Adressez-vous à votre communauté en toute franchise, sans fioriture, de manière simple et assez explicite pour apparaître comme une marque accommodante qui connaît son public.



VISPRING · 2024 · BRAND REAWAKENING · MANIFESTO · WEBSITE · COPYWRITING

THE BED OF A LIFETIME

Reawaken a century-old sleep brand through the lives lived in bed.



THE CHALLENGE

Give a British luxury bedmaker emotional relevance beyond materials, craftsmanship and sleep statistics.

THE IDEA

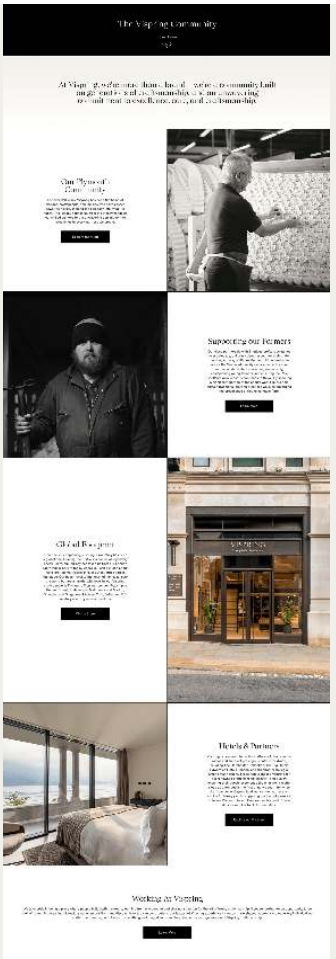
A bed is not where life pauses. It is where we dream, decide, recover and become—an intimate stage for an entire lifetime.





▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE





BODY METAMORPHIC

Transform the body and beauty into sculptural works.



THE CHALLENGE

Create a product campaign for Carita Body Metamorphic.

THE IDEA

The body and beauty become sculptural works: a film followed by the campaign's original product artwork.

The body as a sculpture.



▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE







SCULPT YOUR BEAUTY

The product campaign for Or Rejuvenic: Ampoule & Cream.



THE CHALLENGE

Write the product campaign for Carita's Or Rejuvenic Ampoule & Cream.

THE IDEA

Sculpt your beauty: three vertical films where each gesture of the ritual shapes the face like a work of art.



▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE



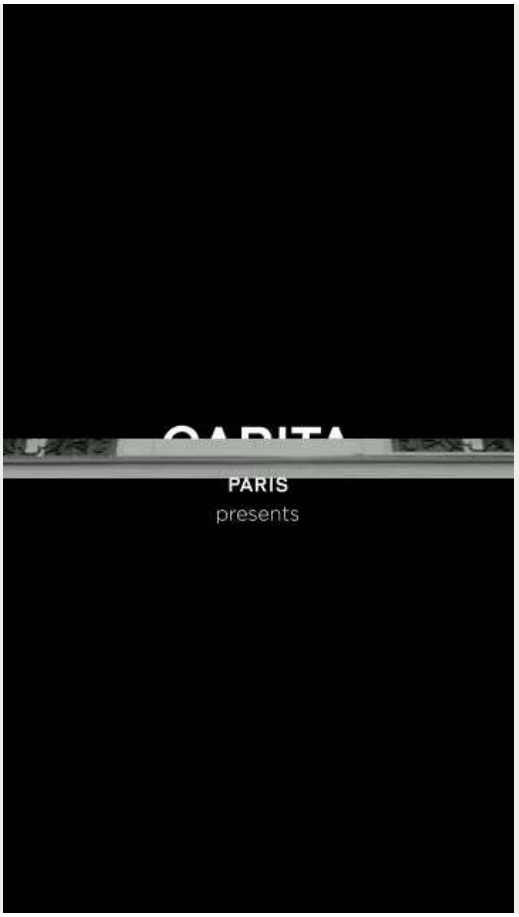
▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE



▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE

BEAUTY IN MOTION

The Maison's manifesto film, under the spotlight.

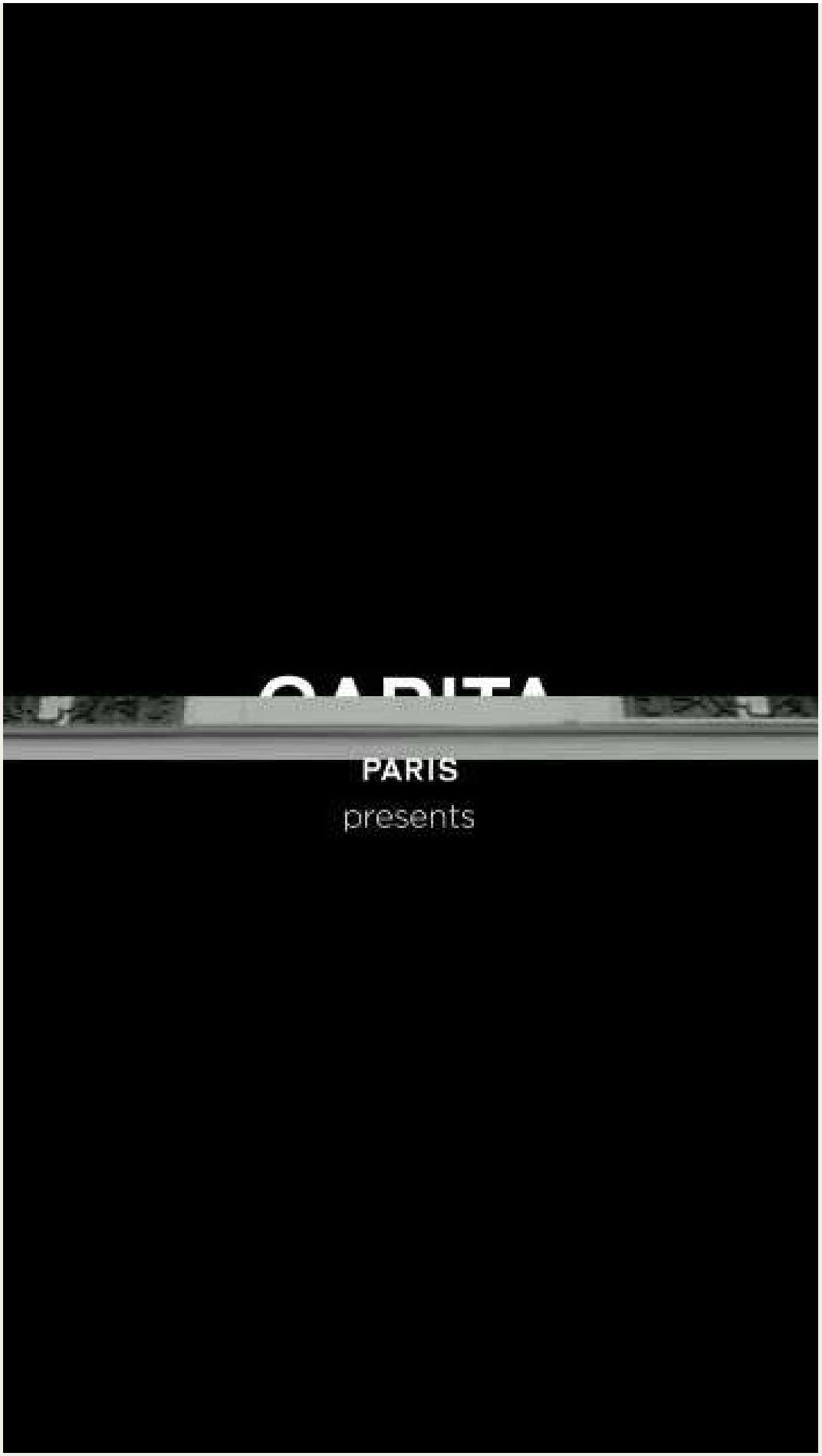


THE CHALLENGE

Write the brand's manifesto film.

THE IDEA

The Maison Carita plays with the codes of cinema to put beauty under the spotlight and reveal everyone's glow.



▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE

CULTIV · CAMPAIGN CONCEPT · COPYWRITING · OOH & SOCIAL

DU CHAMP À VOTRE PEAU

Two awareness routes for a French agricultural cosmetics brand.



THE CHALLENGE

Make a young cosmetics brand known for a rare promise: skincare grown in French fields.

THE IDEA

Two routes. "Du champ à votre peau" turns the field into a new beauty circuit; "Cuits, en soupe, en crudités… en crème" plays with the vegetables we already love, now in skincare.

Du champ à votre peau. Votre nouveau circuit beauté.

CULTIV

CAMPAGNE DE NOTORIÉTÉ

LAPETITEGROSSE



2



DEVIENT SYBELLE

A historic Marais address reborn as a place to work, meet, shine and stay.



THE CHALLENGE

Give a unique hotel, coworking, restaurant and club near Place des Vosges a strong new concept, name and identity.

THE IDEA

Sybelle: an imaginary hostess, descendant of Madame de Sévigné and Isadora Duncan, who welcomes everyone "as if at home". Rooms and spaces take the names of her world.

Work, meet, dine, swim, dream. Fais comme chez toi.

HÔTEL
COULANGES

BATEAUMAGNE LAPETITEGROSSE

CONCEPT

Travailler, s'entraîner, manger, s'abreuver, nager, flâner, sommeiller.

Pour celles et ceux qui cherchent la connexion dans la déconnexion, bienvenue chez Sybelle. Derrière ce nom à l'imaginaire sibyllin, une propriétaire fantasmée, descendant tout droit des deux grandes figures qui auront marquées le lieu : la Marquise de Sevigné et Isadora Duncan. Une propriétaire on ne peut plus parisienne, cultivée mais discrète, à la fois pointue et décontractée, et qui aime sortir mais surtout recevoir.

Sous les toits de cet édifice emblématique de la Place des Vosges réside donc un nouveau lieu de vie, animé à la fois par l'histoire, la tech et l'art, mais aussi par un concept de social club des plus sémillants. Dans son antre : une (très) grande zone de coworking, un restaurant ouvert sur cour intérieure, une belle surface fitness, sans oublier une piscine ensoleillée et des chambres qui marient moulures chic, marbre confidentiel et mobilier calfeutré.

Un dédale d'espaces aussi distincts que singuliers dont les inspirations multiculturelles se manifestent dans la plus grande discrétion, à travers un luxe informellement assumé et subtilement féminin, invitant à explorer, les pieds nus et la curiosité aiguisée.

SYBELLE

HÔTEL DE COULANGES
1BIS PLACE DES VOSGES - PARIS 4



OUT OF THE BOTTLE

Capturing the scent of a society in motion.

Out of the bottle

—

Un format tourné vers l'audio où on écoute Francis Kurkdjian nous parler de différents sujets de société qui l'inspirent.

C'est un monologue entrecoupé de bulles musicales, de sound design, de citations et d'extraits inspirants.

C'est un carnet de notes audio, comme des notes qu'il se laisse à lui-même.

Un format qui représente une balade métaphorique : telle une invitation à se promener dans les pensées de Francis Kurkdjian, à découvrir ses créations à travers sa vision de notre société et ses engagements.

Diffusé sur IGTV et sur Spotify.

4 ÉPISODES D'ENVIRON 2 MINUTES



THE CHALLENGE

Imagine a long-form content format that brings the Maison's stories to life and reveals Francis Kurkdjian's vision beyond the bottle.

THE IDEA

Out of the bottle: conversations and stories where perfume becomes a lens on culture, relayed by launch posts, product carousels and sketched insights.

Perfume is not just an object. It is the story of the people who wear it.









FALL WINTER 22

Script teasers for the Fall Winter 22 campaign.

ami

alexandre mattiussi

THE CHALLENGE

Build anticipation for the AMI Paris Fall Winter 22 campaign.

THE IDEA

Paris metro announcements, reinvented. In each teaser a familiar voice — Carla Bruni, Pierre Niney, Isabelle Huppert — takes over the platform: "Attention please", "Welcome aboard this line", "Watch out for the closing of the doors".

Attention please, this is Carla Bruni. You have now reached your destination.



▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE



▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE



▶ FILM — WATCH IT ON ANTOINERUIZ.LIFE

CUISINER, C'EST PARTAGER

We cook to pass on messages to the people we love.



THE CHALLENGE

Give a kitchen appliance brand an emotional reason to cook.

THE IDEA

Insight: we cook out of emotional need, to please the children, impress the in-laws, win someone over or apologise. Three sketches, three kitchens, three messages to those we love.

Cuisiner, c'est partager.

magimix

CAMPAGNE PUB 2021



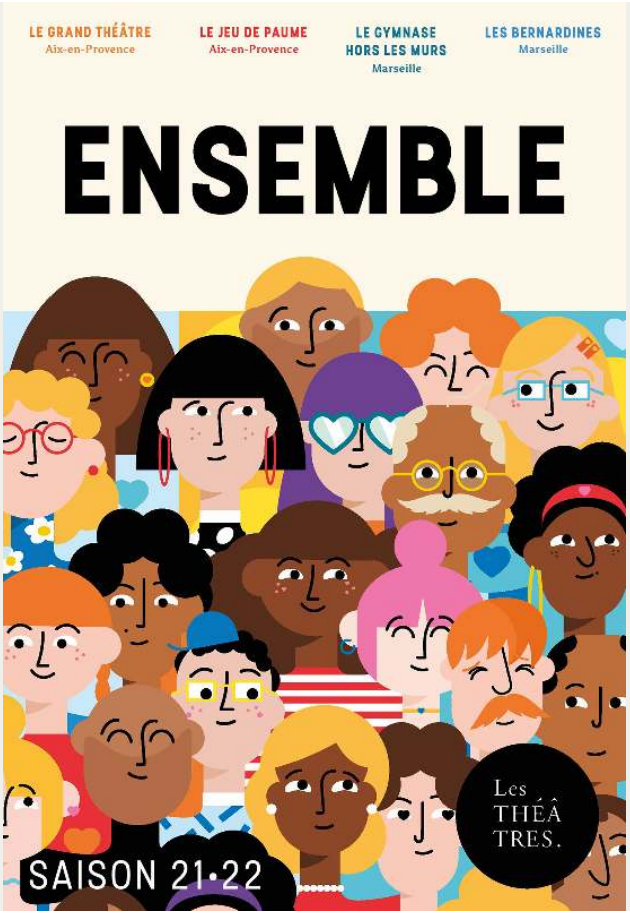
L'histoire

Trois saynètes se succèdent, dans trois cuisines différentes.

Dans chaque situation les protagonistes cuisinent pour faire passer des messages à ceux qu'ils aiment.

SAISON 21—22

A season that goes out to meet its audience.



THE CHALLENGE

Reconnect four Marseille and Aix theatres with every one of their audiences after a difficult period.

THE IDEA

ENSEMBLE: light-toned pages addressed to each audience — morning people, classical music lovers, the great women behind great women — plus themed weeks like Jeux d'enfants.

Ensemble. Créer du lien.









UN WHISKY DE CARACTÈRE

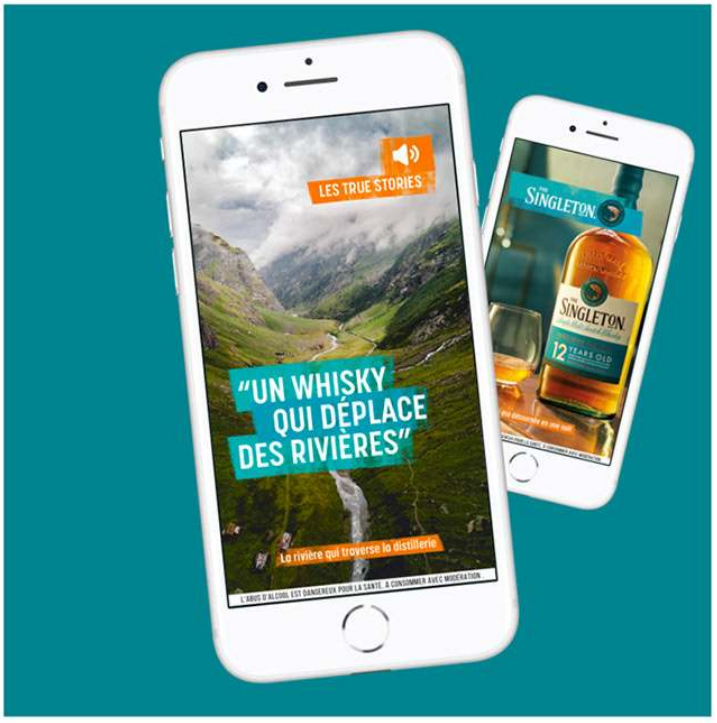
A single malt told through surprising, passionate anecdotes.

LES TRUE STORIES SINGLETON

UNE VOIX OFF NOUS RACONTE UNE ANECDOTE POUR MIEUX CONNAITRE LA MARQUE ET AINSI DÉCOUVRIR SON CARACTÈRE UNIQUE.

(HISTOIRE: LE VISUEL SE CRÉER AU FUR ET À MESURE QUE NOTRE PERSONNAGE RACONTE, LE TOUT ACCENTUÉ EN SOUND DESIGN)

DURÉE: 30 SEC
STORY POST SPONSORISÉS.



THE CHALLENGE

Tell the story of a whisky that leaves no one indifferent.

THE IDEA

Two pillars: "True Story" whisky punchlines built on brand anecdotes, and a product focus — because the anecdotes give the whisky its character and tell the brand's story.

Ce ne sont pas des histoires, c'est The Singleton.









LE BIP QUI A TOUT BON

A mini-film about the toll tag that gets everything right.



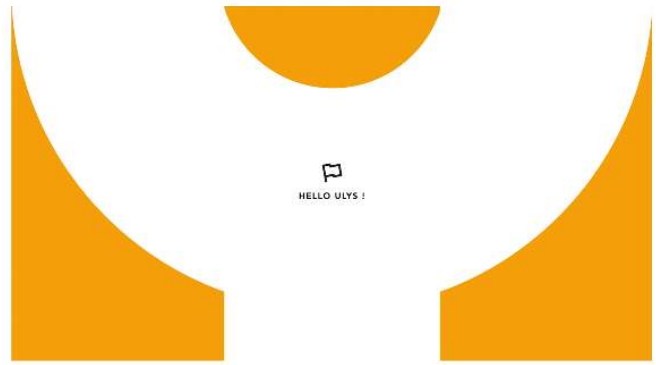
THE CHALLENGE

Make a motorway toll tag lovable during the busiest travel season.

THE IDEA

A mini-film and its script, plus a series of posts around a special campaign where the BIP becomes the hero of every journey.

Le BIP qui a tout bon.









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