

Jasmin Sehra

London-based Illustrator and Designer

 @jasminsehra
7,696+ Followers

www.jasminsehra.com

Jasmin Sehra is a London-based illustrator and designer passionate about identity, empowerment, self-love and positivity through her art-work. Jasmin has amalgamated her Indian heritage, love for 80s graphics and pattern, bold typography reminiscent of vintage film posters and cassette tapes and love for nature to form her artistic storytelling through illustration, typography and design.

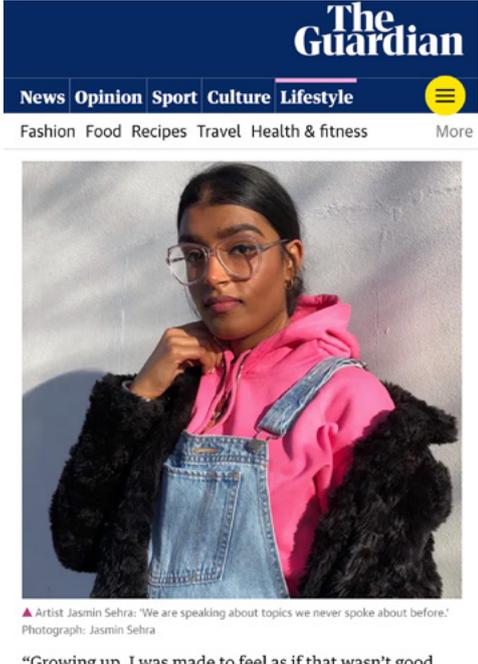
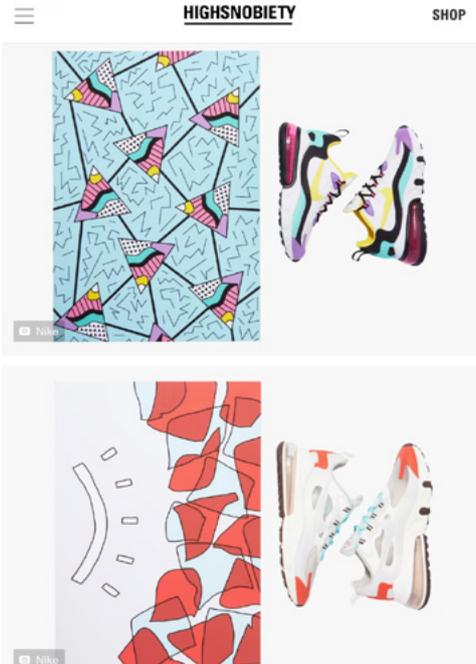
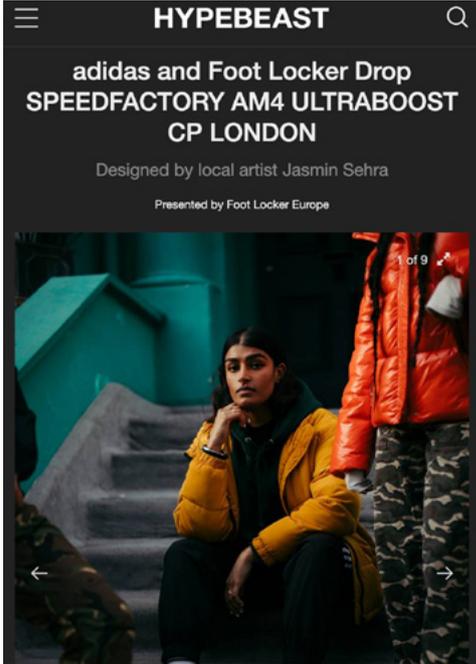
Jasmin first built her popularity through her 'Bollywood Poster Series', which gained international press. She has since built up an impressive client base and portfolio of work, specialising in illustration, murals, painting, design, typography, creative workshops and bespoke hand painted customised products.

As a believer in using her creativity to unite and inspire, she has also held creative workshops and has been a speaker in talks and festivals as well as being the face of global branded campaigns.

Her work has been championed by platforms including Vice, Hype Beast, It's Nice That, Creative Review, gal-dem, Stylist, Mass Appeal and many more. So far, she has worked for brands including Instax Fujifilm, Puma, Adidas, Nike, Footlocker, Estée Lauder, Converse, Levis, MTV, TATE, Mayor of London, Evening Standard, Amnesty UK and more.



Press



Press

REFINERY29 United Kingdom

DISCOVER WATCH SHOP MORE

The Beauty Of Being British Asian: 5 Artists On Navigating Their Dual Identities

SALMA HAIDRANI
17 AUGUST 2017, 7:30

f p e



STYLIST

LIFE /

The 21 best female illustrators to follow on Instagram

Posted by Alessia Armenise • 11 months ago

Fill your Instagram feed with the coolest ladies that are redefining the illustration world, one drawing at a time...

Jasmin Sehra

jasminsehra
7,698 followers

View Profile

BAZAR

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New public artworks celebrate London's forgotten women

The LDN WMN project will see 20 artworks displayed across the capital, each honouring historic women who struggled for gender equality

/ OCT 18, 2018



New public artworks have been unveiled across the capital today as part of the Mayor of London's women's equality campaign, #BehindEveryGreatCity. The initiative marks the centenary of the first women in the UK winning the right to vote, and intends to highlight the steps being made towards gender equality across the city.



Followers | 7,696

Male | 29%

Female | 71%

Age range | 35-44 (13%)
25 - 34 (53%)
18 - 24 (28%)

Stories | 200-500

Reach | 3,201+

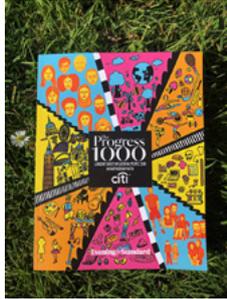
Impressions | 11,355+

Top Countries | United Kingdom
United States
India
Canada
France

Top Cities | London
New York
Los Angeles
Birmingham
Toronto



Brand Collaborations



LEVI'S

Denim Tutorial

Jasmin was asked to inspire people during lockdown and contribute to the LEVI'S 501 Live series. She filmed a tutorial at home demonstrating how to customise denim at home with paint. She also created a free alphabet sheet available for download on her website to help with customising. This tutorial was posted on Levi's Instagram channel, as well as on Jasmin's.



INSTAX

Live Customisation

In celebration of the release of the new Instax mini 11, Jasmin joined Instax to live customise guests' Instax cameras with designs made exclusively for the event. The event was pushed out to press, as well as on Instax's social channels.



ESTÉE LAUDER

Masterclass Live Customisation

Jasmin was invited to join an Estée Lauder masterclass event to customise Double Wear foundation bottles for top-tier beauty influencers. She created a sheet of exclusive patterns, and guests were able to pick their favourite design which she then live painted.

In addition to the custom bottles, she also drew digital portraits of each influencer that attended, which were customised with a brush stroke



ESTÉE LAUDER

Estee Artist Bottles

Jasmin created custom Double Wear bottles for Estee Lauder's education team



ESTÉE LAUDER

Wear Confidence Influencer Gifting

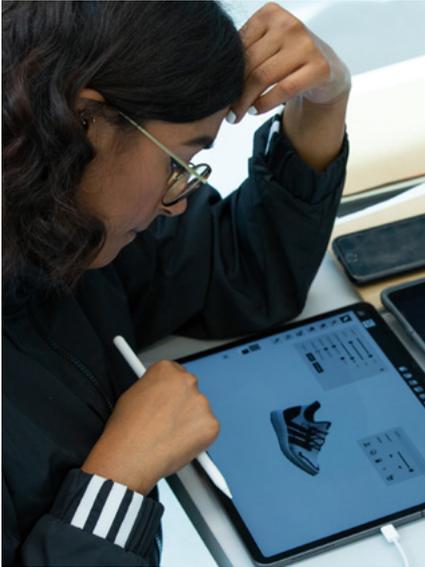
Jasmin created custom Double Wear bottles for gifting during an influencer trip to Ibiza hosted by Estée Lauder



ADIDAS X FOOTLOCKER

Speed Factory London Design

Jasmin was one of four designers that was flown out to the Adidas HQ in Germany to create an exclusive shoe design based on the city of London. Her design was chosen and 500 shoes were manufactured and sold exclusively in all Footlocker stores within the UK, Europe and online. Jasmin's SpeedFactory design was the first to have a women's size range alongside men's and the first Speed Factory shoe to be designed by a woman.



ADIDAS

Sleek Campaign

Jasmin was chosen to represent London girls in a global Adidas campaign for their Sleek trainer



CONVERSE

Spark Progress

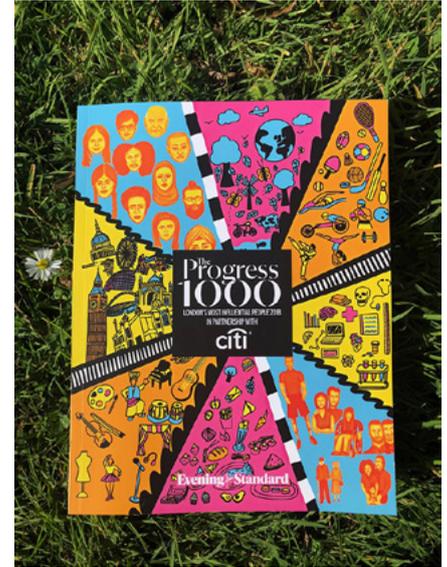
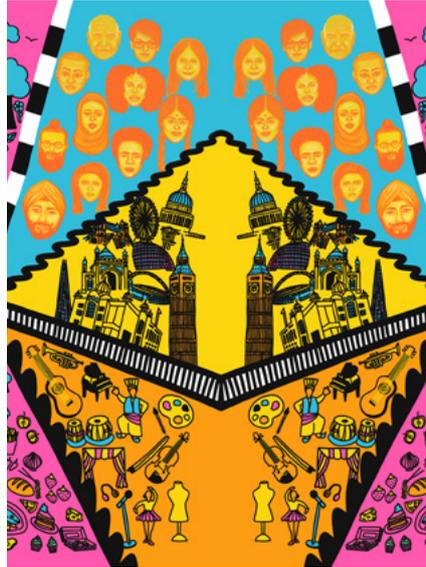
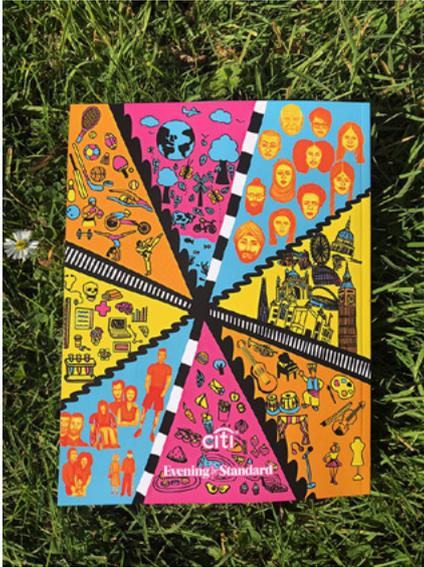
Jasmin was one of 25 female change-makers in London to have worked with Converse on their Spark progress project, championing them as community leaders to make a project of their choice come to life. Jasmin facilitated a two-day Paradise Girl Converse customisation workshop held at their HQ in London where guests were able to customise their gifted Converse using materials such as paint, beads, paint pens and more.



EVENING STANDARD

Progress 1000 cover 2018

Jasmin designed the Progress 1000 2018 cover that represented London as a melting pot of people, cultures and disciplines.



Thank you.

for any partnership enquiries, please contact
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