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Media Release

Winkreative appoints Ariel Childs as Development Director

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International branding and design agency, Winkreative, has appointed Ariel Childs as Development Director. Merging her unique experience from both the creative and commercial sides of the advertising and media industries, Childs will head Winkreative's new business development.

Working directly with Winkreative founder and Creative Director, Tyler Brûlé, Childs will be responsible for new business outreach, in addition to developing and maintaining the creative brief. Over the last year, the agency has won over nine clients across luxury retail, media, telecommunications, property, fashion and nation branding, prompting the creation of this new position.

Childs arrives at Winkreative from international contemporary art auction house, Philips de Pury & Company, where she was Head of Press & Public Relations. Previous to that, Childs worked as Director of Photography and then Creative Director of Wallpaper*, alongside Tyler Brûlé.

Headquartered in Zurich and with offices in New York, London and Tokyo, Winkreative, which celebrated its tenth birthday last year, is a branding, design and content agency. Renowned for its compelling creative solutions, commitment to editorial quality, in-depth global knowledge and ability to anticipate the consumer's future needs, Winkreative continues to serve a broad range of premium international clients.

Winkreative's client list includes American Express, BlackBerry, Porter Airlines, TOTO, Taiwan Tourism, Diageo World Class, TAG Heuer, Wimbledon, James Perse, British Airways, adidas and Sky News.

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