

RASSAYA PHONBUN

PORTFOLIO 2026 - FASHION STYLING, CREATIVE DIRECTION, ART DIRECTION

<https://www.rassayatiti.com>
WEBSITE

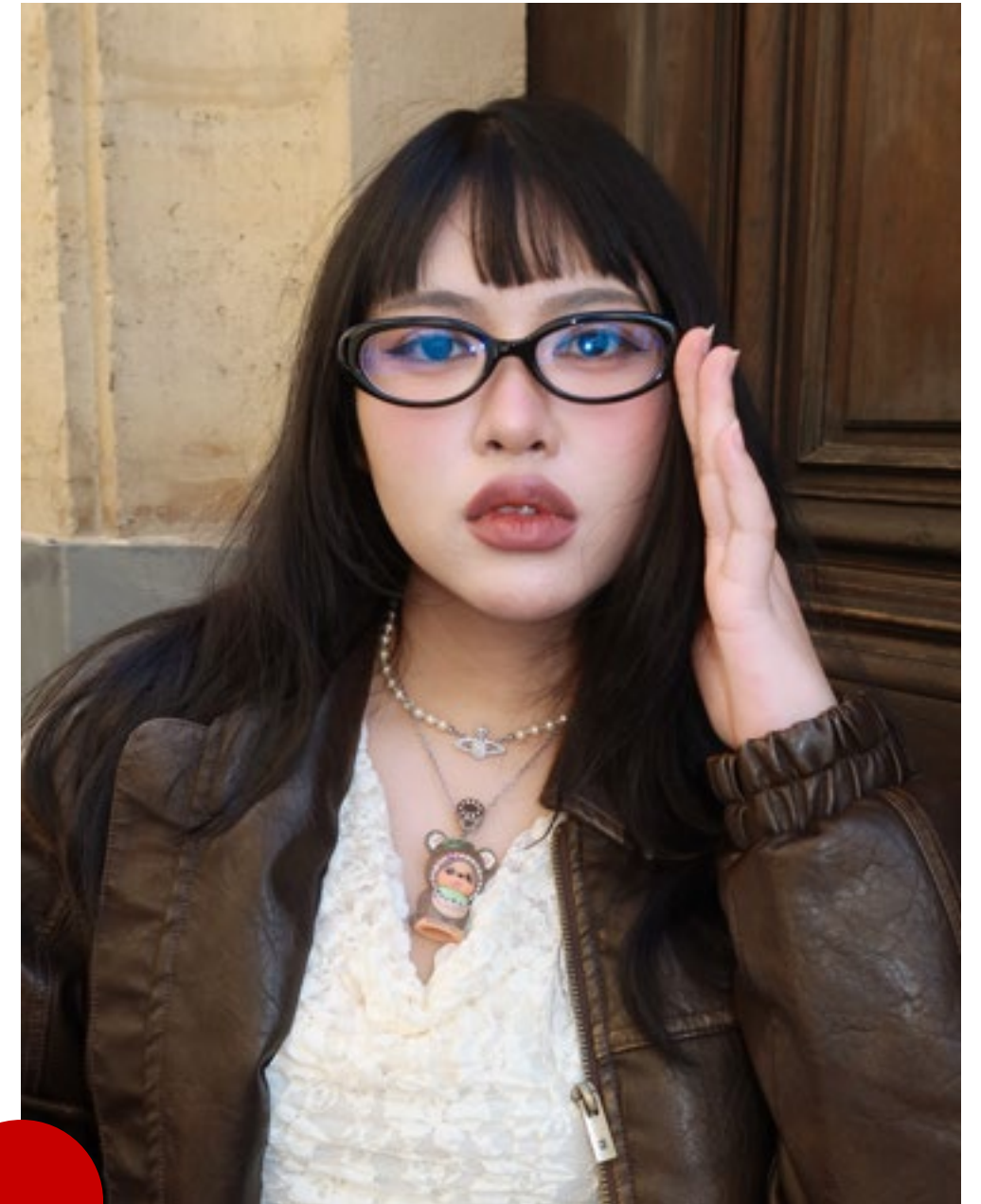


PORTFOLIO 2026

Hello, I'm Rassaya Phonbun —
but you can call me Tisia.
I'm a Thai creative currently based in Paris,
Studying Fashion Styling and Creative Direction at
Istituto Marangoni.

Born and raised in Buriram, Thailand,
I'm deeply drawn to visual storytelling and
the power of aesthetics. My work explores the
intersection of fashion styling, graphic design, and
creative direction, shaping cohesive
narratives that translate across different mediums.

With hands-on experience and a clear creative
perspective, I approach each project with both
conceptual thinking and attention to detail always
seeking to create work that feels distinctive,
purposeful, and visually compelling.



EDUCATION



ISTITUTO MARANGONI PARIS
Fashion Styling & Creative Direction
(Bachelor-Level Programme)

RUL-validated programme (Year 3)
Focus on creative art direction, styling, visual research, and concept
development for editorial and campaign projects.



SURANAREE WITTAYA SCHOOL
Art-Korean (Korean Language Program)
High School

ABOUT ME



<https://www.rassayatiti.com>

WEBSITE

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email: nimphonbun@gmail.com
instagram: [rassasayatiti](#) / [rassayaisme.tisia](#)
Whatsapp: (+66)0981261798
LineID: [nim250646](#)

PORTFOLIO 2026 PERSONAL SKILL

TECHNICAL-SOFTWARE SKILL



EXPERIENCE SKILL

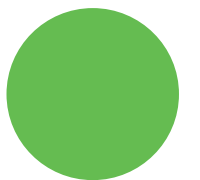
- Editorial & Concept styling
- Art direction & Visual storytelling
- Backstage styling & Show support
- Wardrobe preparation & Garment handling
- Prop & set styling with narrative approach
- Moodboard creation & Concept development
 - Visual research & Trend analysis
 - Look curation & Outfit coordination
- Creative collaboration in team environments

PRO SKILL

- Problem Solving
- Handling Pressure
- Time Management
- Teamwork

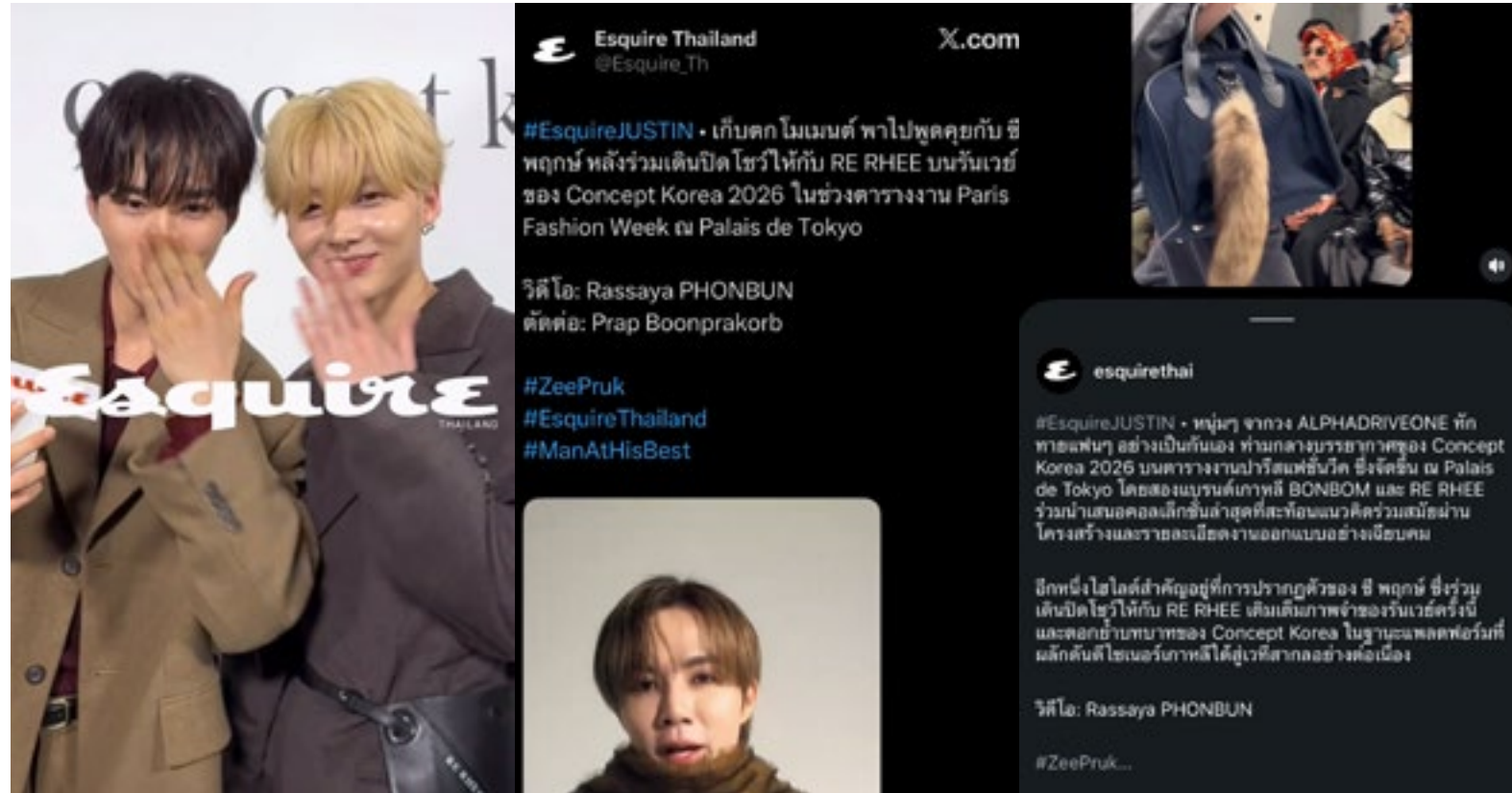
LANGUGE

- Thai (Native)
- English (Proficient)
- France (Basic)
- Chinese-Mandarin (Basic)
- Korean (Basic)
- Lao (Coversational)



RASSAYA PHONBUN

PORTFOLIO 2026 ASSISTANT-STYLING&REPORTER



STYLING FOR HOBP.HOUSEOFBENEDICT (2026)
Ladpvrjs for @hobp.houseofbenedict
Creative Direction: @anak.anan
Styling: Rassaya Phonbun



REPORTER FOR ESQUIRE THAILAND - PARIS FASHION WEEK (2026)
Covered the Concept Korea show featuring BONBOM and RERHEE during Paris Fashion Week. Developed interview questions and conducted interviews with models and show participants. Captured backstage and runway atmosphere, delivering real-time visual content and updates for Esquire Thailand's editorial platforms. (work for labpvrjs)

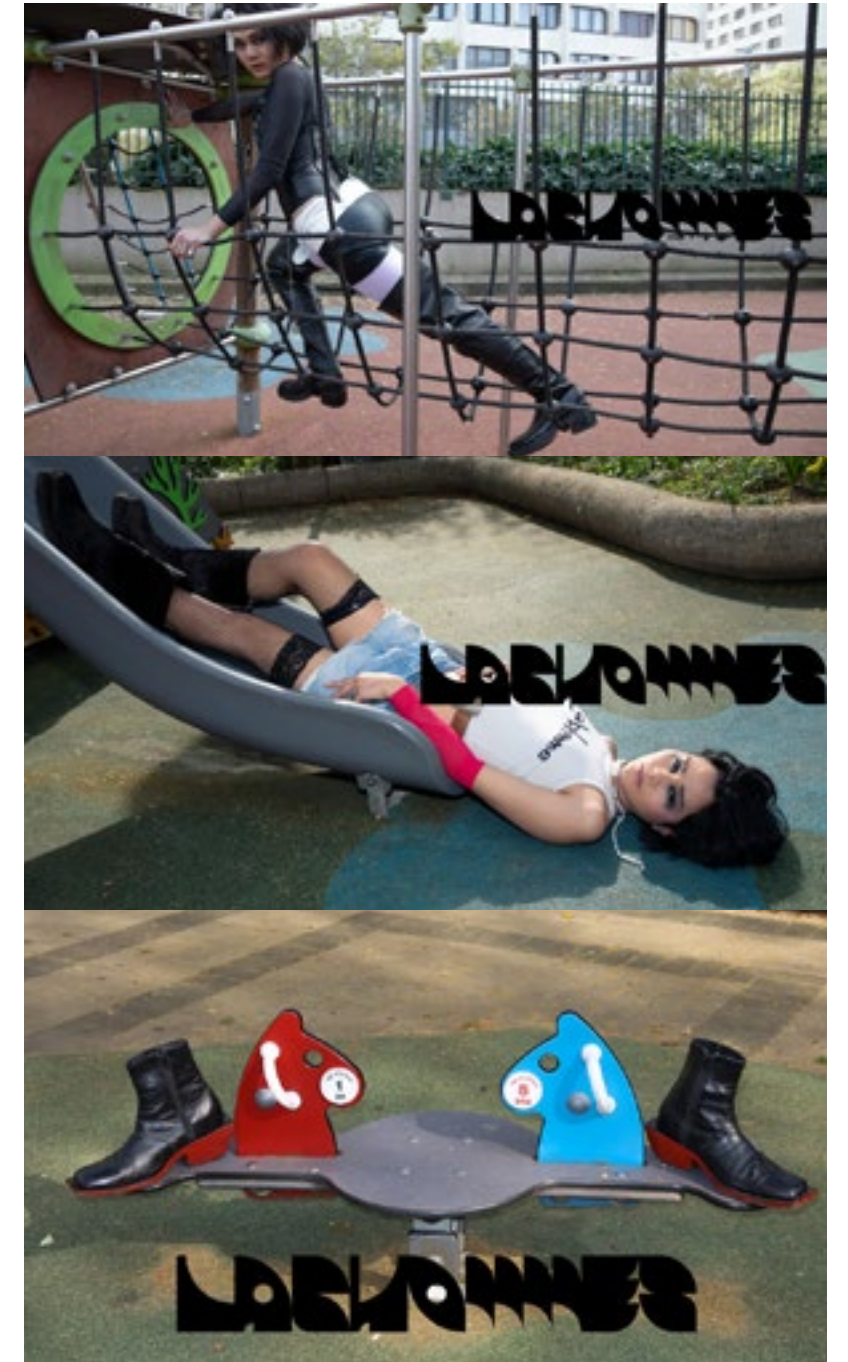
PORTFOLIO 2026 TEST SHOOT & COLLAB WITH BRAND



TEST SHOOT X MAISONSHANGRIA
Photographer: @canaosphotos_x
Model: @_judyblue_

Creative Direction & Styling:
@rassayatiti (Rassaya Phonbun)
@sofia_hrnz (Sofia Hernandez)
@ayoonjeong (Jeong Ayoong)

PORTFOLIO 2026 TEST SHOOT&COLLAB WITH BRAND

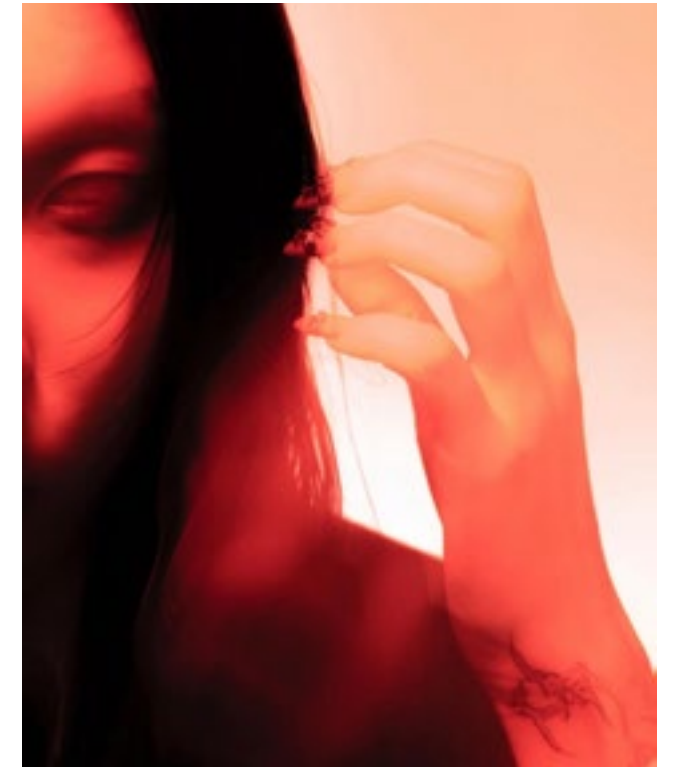
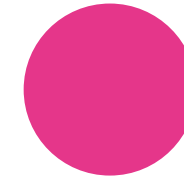


TEST SHOOT X LABHOMMES
Creative direction & Styling : @rassayatiti
Photographer: @xiyu_xiu
Model: @pumpshimyarr
MUA: @mamalolitamua

PORTFOLIO 2026 EDITORIAL PROJECT

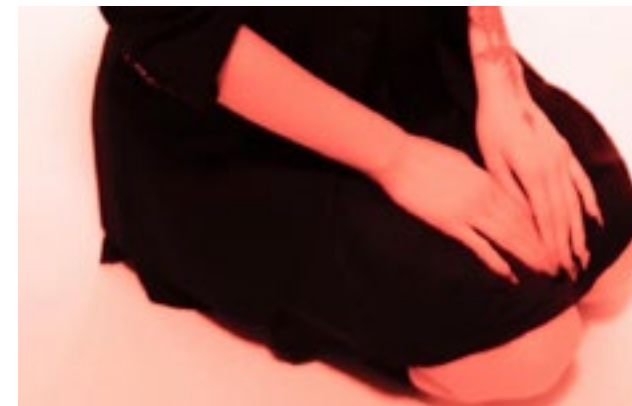
A SCARRY FELLING, 2023

Photographer: @eliott.lsg (Eliott Lesage)
Creative Direction & Styling: @rassayatiti (Rassaya Phonbun)



PHOBIE-AGORA, 2023

Photographer: @eliott.lsg (Eliott Lesage)
Styling: @rassayatiti (Rassaya Phonbun)



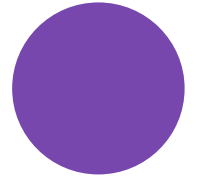
PORTFOLIO 2026 EDITORIAL PROJECT



ARAUCIA, 2024
Photographer: @eliott.lsg (Eliott Lesage)
Styling: @rassayatiti (Rassaya Phonbun)
Designer: Maine hernández



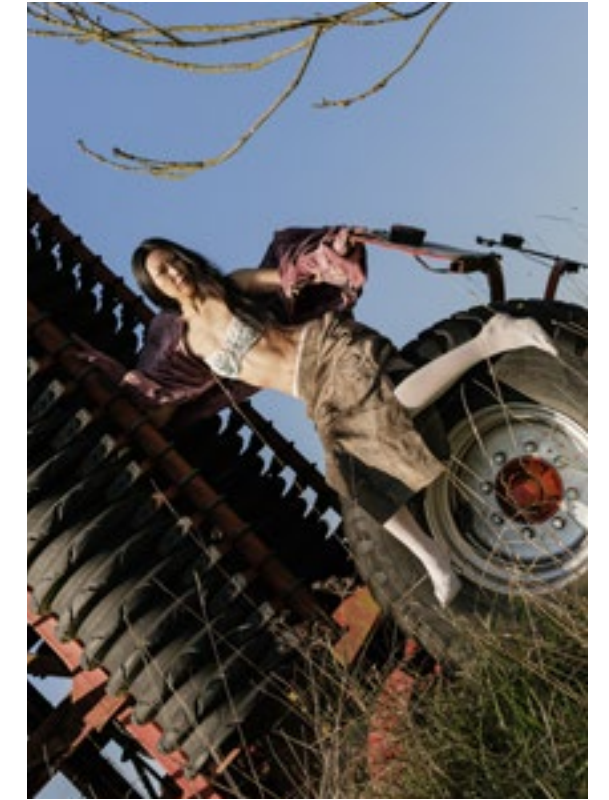
PORTFOLIO 2026 SCHOOL PROJECT-YEAR3



WHERE THE NOK KHAMIN SLEEPS ,2025

Photographer: @axeluduckhoi (Axel Manceau)
Creative Direction & Styling: Rassaya Phonbun
Model: @gunpirabhron @praeris.p
Wearing: @cherlynornika

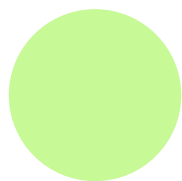
PORTFOLIO 2026 SCHOOL PROJECT-YEAR3

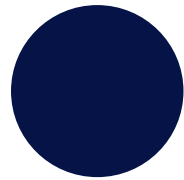


MISPLACED FIGURE, 2026

Photographer: @li.je.on (Soli)
Model: @senbykim (Sen Kim)
MUA: @clothilde.mua

Creative Direction & Styling:
@rassayatiti (Rassaya Phonbun)
@sofia_hrnz (Sofia Hernandez)
@ayoonjeong (Jeong Ayoon)





ANIMA, 2026
Production: Istituto Marangoni Paris
Creative Direction & Styling:
@rassayatiti (Rassaya Phonbun)
@sofia_hrnz (Sofia Hernandez)
@yvetexists (Yu Qianhui)

PORTFOLIO 2026 SCHOOL PROJECT-YEAR3

Video: <https://www.rassayatiti.com/projects/year3-28>



[some sence from the video]



PORTFOLIO 2026 SCHOOL PROJECT-YEAR3

Art Direction & Concept: Rassaya Phonbun

Developed the overall creative concept and strategic direction for the fashion show, overseeing material research, lighting design, spatial planning, seating layout, floor plan, Plan Feu, backstage and podium planning, as well as sound design. Managed product selection and show line-up curation, including model casting and look sequencing to ensure narrative coherence throughout the runway.

Created a comprehensive PR and communication strategy, including benchmarking, target audience analysis, KOL and media list development, accreditation planning, seasonal communication strategy, Save-the-Date and show invitation design, show timeline & action plan, and seating map allocation.

Produced 3D environments using Unreal Engine, including camera setup, virtual cinematography, and lighting design. Developed the storyboard for the fashion show film and supervised video production, including camera direction and the capture of 3D sequences within Unreal Engine.



Video: <https://www.rassayatiti.com/projects/year3-28>



SCHIAPARELLI FASHION SHOW PRODUCTION

* Save the date



Show Concept & Theme

Space Floor & Floor Plan
Backstage & Podium Plan

Product Selection
2026 Season - Jewelry - Accessories

Light - Runway

Benchmark
Instagram Benchmark

Seasonal Communications
Strategic Foundations & Communication Plan

Objectives: To help audiences fully understand the concept and story behind the show, while shifting perceptions and introducing a refreshed perspective of the brand. The goal is to reach new target audiences and make existing customers feel a renewed sense of excitement and discovery.

Key Messages: Step into our world, where imagination becomes form and stories shape creation - making the audience into our world, from concept to creation.

Channels: Earned Organic Visibility - Press Coverage, Editorial Features, Unpaid Creator Mentions, Owned Instagram, YouTube, TikTok, Partnership - Magazine Instagram Promotion, Paid Influencer Collaborations, Sponsored Editorial Content, Targeted G Ads.

Key Moments:

- Event
- Content
 - Introduce the season's concept through visual essays on Instagram.
 - Share a content made with users to spark early organic visibility.
 - Post-collection operations to editors for feature coverage.
 - Encourage organic creator/community shares to boost visibility.
- Event
 - Release a series of storying content, inspirations, sketches, behind-the-scenes.
 - Generate the narrative of "from concept to creation."
- PR
 - Feature articles and review coverage from media.
 - Promote key content through negative partners on Instagram.
 - Boost key storytelling content through targeted Instagram ads.

PORTFOLIO 2026 SCHOOL PROJECT-YEAR3

CRASH MAGAZINE-FASHION MOVIE



CAST
Estera Enea
Luisa Iancu
Yeva Kuzmenco
Kristina Zhernov
Caio Adorno
Mishel Sarkisian
Lisa Fezouine
Bay Escoto
Santiago Morales
Wiam Lemtaouar
Moustapha Dia
Clara Bartiromo
Isabella Talenti
Isabela Diaz Giraldo
Jana Beck
Elsa Cohen
Olivia Enriquez
ASSISTANTS
Nayeli
Jorge Sahyon
Miranda Sansaloni
Magraner

DIRECTION
Felipe Castro
Ariahna León

MOVEMENT DIRECTOR
Aaliyah Berner
Denisa-Nicola Calman

PRODUCTION
Sofía Hernández
Macarena Rodriguez

ESTERA, 2026
STYLING
Rassaya Phonbun
Qian Hui Ye
Nour Ezzedine

SET DESIGN
Michelle Fabian
Dominique Stager
Jia Jia Chen
Yizhu Chen

CASTING
Denisa-Nicola Calman
Carina Glaser
Setareh Milani
Daria Bilyk



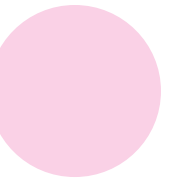
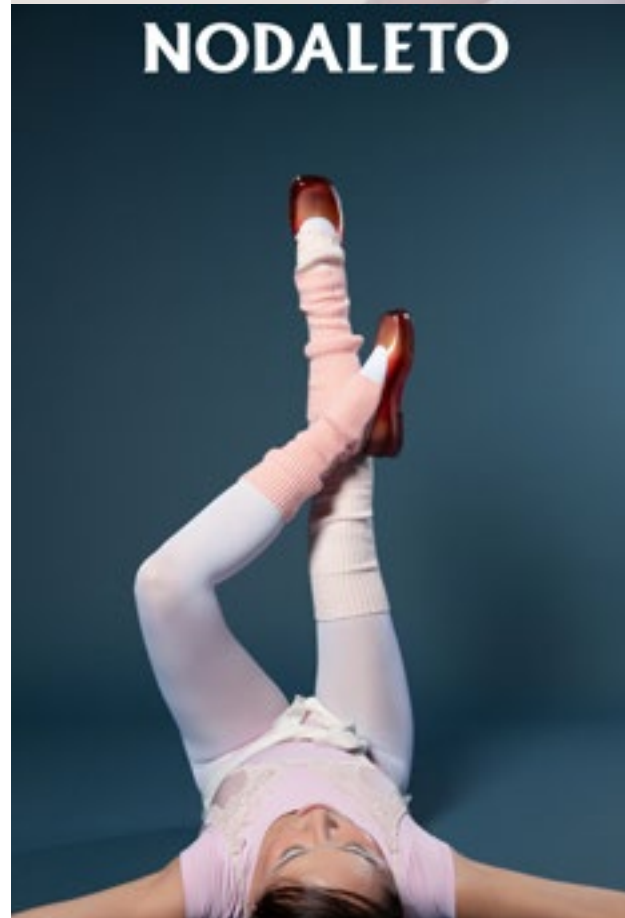
Video: <https://www.rassayatiti.com/projects/year3-37>

(part of styling team and editing the video)



PORTFOLIO 2026 SCHOOL PROJECT-YEAR3

NODALETO CAMPAIGN SHOOT PROJECT



THE AWAKENING OF A BALLERINA ,2025
Production: Istituto Marangoni Paris
Creative Direction & Styling:
@rassayatiti (Rassaya Phonbun)
@sofia_hrnz (Sofia Hernandez)

PORTFOLIO 2026 SCHOOL PROJECT-YEAR2



GUCCI - INSTAGRAM CAMPAIGN PROJECT

- Short Film Production
- Video Editing
- Concept & Content Planning
- After Effects Skills
- Research on Brand and Target Audience



Creative direction & Styling: Rassaya Phonbun



<https://www.rassayatiti.com/projects/year2-27>



REFLECTION OF DESIRES ,2024
Production: Istituto Marangoni Paris
Creative Direction & Styling:
@rassayatiti (Rassaya Phonbun)
@sofia_hrnz (Sofia Hernandez)

PORTFOLIO 2026 SCHOOL PROJECT-YEAR2

A MAGAZINE CURATED BY - COVER



- Concept Development for Editorial Content
- Visual Direction & Layout Planning
- Manifesto Development
- Research & Analysis of Editorial Magazine Context

Creative Direction: Rassaya Phonbun

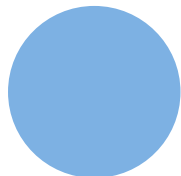
CHILDHOOD, RECONSTRUCTION (2025)



(Part of content in A Magazine curated by)



Production: Istituto Marangoni Paris
Art Direction & Set Design: @rassayatiti (Rassaya Phonbun)



<https://www.rassayatiti.com/projects>

PORTFOLIO 2026 SCHOOL PROJECT-YEAR2

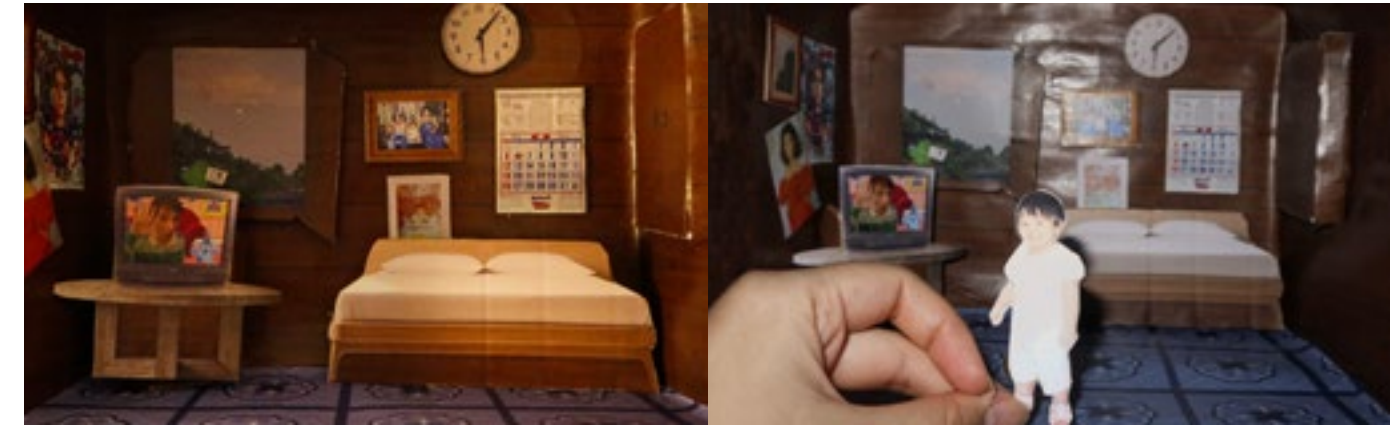
- Concept aligned with the magazine's editorial direction
- 3D Production using Unreal Engine
- Camera Setup & Lighting in Unreal Engine

EXPLORE THE MAGIC LAND(2025)

3D Artwork & Art Direction:
Rassaya Phonbun)



PORTFOLIO 2026 SCHOOL PROJECT-YEAR2



WHERE MY YOUTH BELONG IN EVERY SUMMER (2025)



Production: Istituto Marangoni Paris
Art Direction & Set Design: @rassayatiti (Rassaya Phonbun)
(Part of content in A Magazine curated by)



PORTFOLIO 2026 SCHOOL PROJECT-YEAR2

* Layout Design SALACULT Magazine



SALACULT - MAGAZINE



* Packaging - SALACULT Magazine

- Concept Development for Editorial Content
- Visual Direction & Layout Planning
- Creative Direction Planning
- Mandatory Content Alignment with Magazine Guidelines

Creative Direction: Rassaya Phonbun

* Layout Design SALACULT Magazine



(some content from SALACULT Magazine)



PORTFOLIO 2026 SCHOOL PROJECT-YEAR2

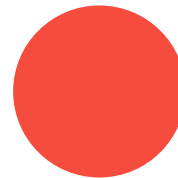


Video: <https://www.rassayatiti.com/projects/year2-40>

SALACULT MAGAZINE - VIDEO EASER



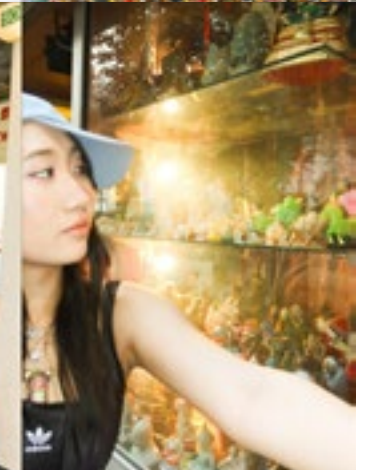
- Concept aligned with the magazine's editorial direction
- Storyboard Development
- Video Editing
- After Effects Motion Graphics



(content from SALACULT Magazine)



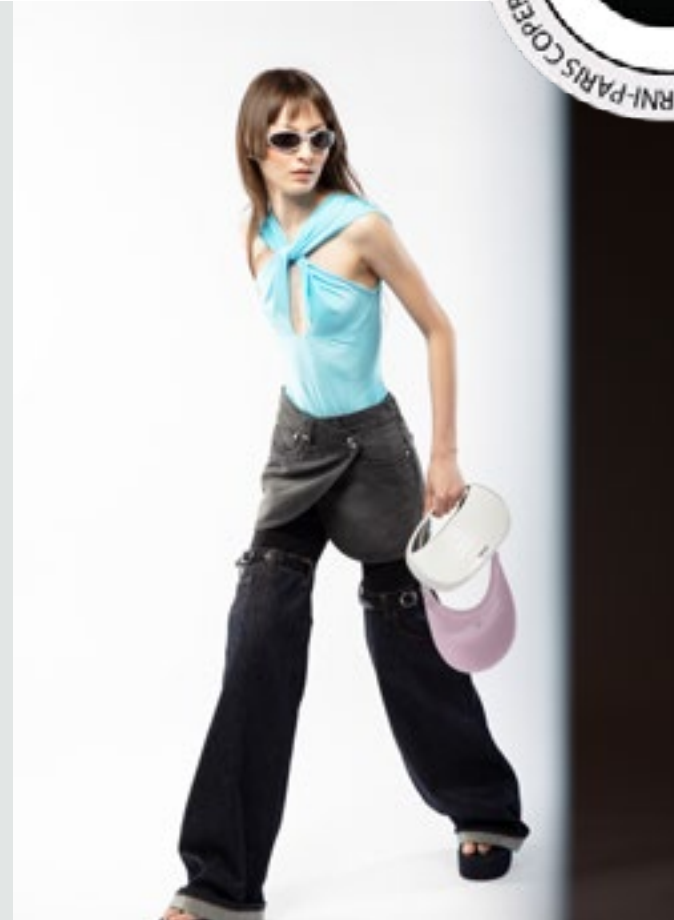
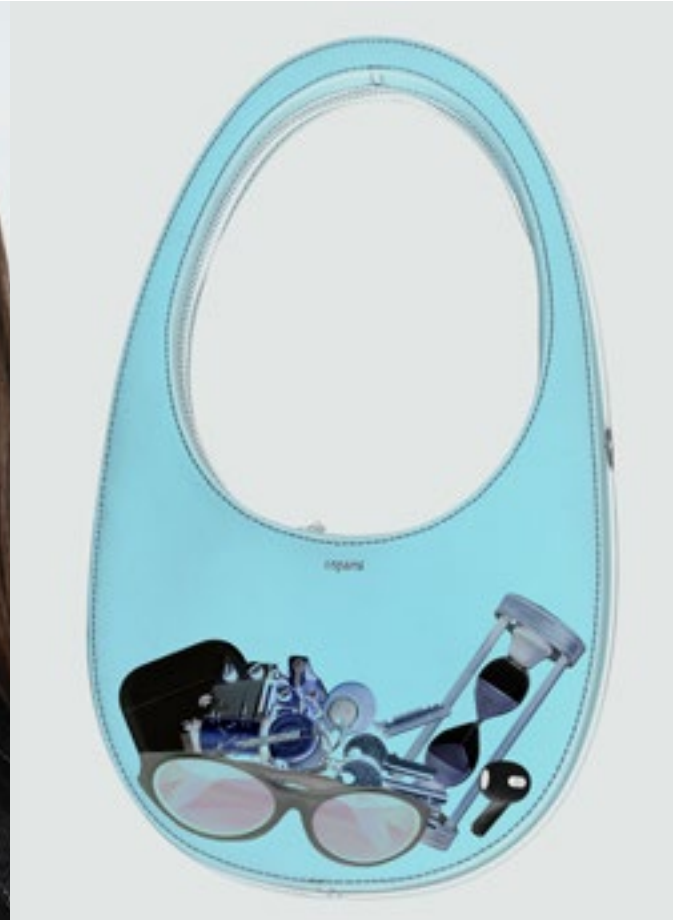
MADE IN CHIDHOOD, RAISED IN ASIA (2025)
Photographer & Creative Direction & Styling
: Rassaya Phonbun



PORTFOLIO 2026 SCHOOL PROJECT-YEAR2



COPERNI EDITORIAL SHOOTING PROJECT



THE BOARDING GATE ,2025
Production: Istituto Marangoni Paris
Creative Direction & Styling:
@rassayatiti (Rassaya Phonbun)



PORTFOLIO 2026 SCHOOL PROJECT-YEAR1

SAOSAO - DIGITAL MAGAZINE

<https://indd.adobe.com/view/e6787b3f-fe0a-4e45-9a74-260dd602dc17>



Editor / Creative Direction / Content Direction
: Rassaya Phonbun

UNKNOWN, 2023

Production: Istituto Marangoni Paris
Creative Direction & Styling: @rassayatiti (Rassaya Phonbun)



I'M JUST A WOMEN, 2024

Production: Istituto Marangoni Paris
Art Direction & Set Design: @rassayatiti (Rassaya Phonbun)



(Part of content in SAOSAO magazine)



PORTFOLIO 2026 SCHOOL PROJECT-YEAR1

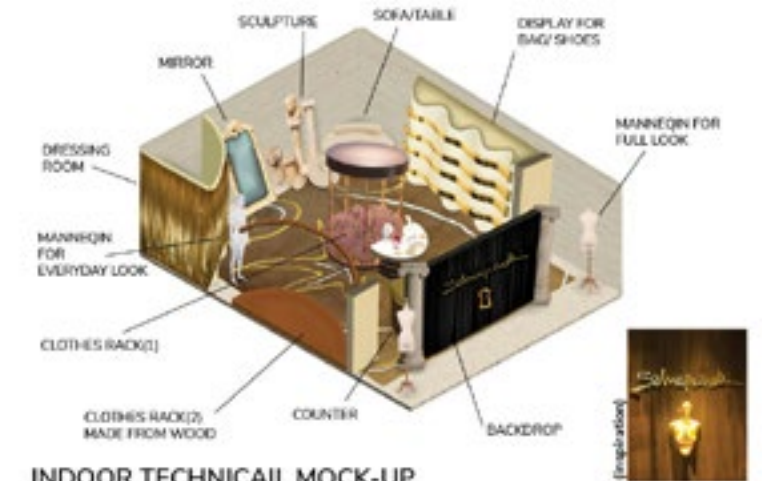
SCHIAPARELLI - STILL LIFE, 2024



Production: Istituto Marangoni Paris
Art-Direction&Set Design:
Rassaya Phonbun, Yizhu Chen, Jiajia Chen

SCHIAPARELLI POP-UP STORE

Video: <https://www.rassayatiti.com/projects/year1-22>



INDOOR TECHNICAL MOCK-UP
full of the indoor mock-up

FULL WINDOW



Created the conceptual framework and retail experience for the pop-up, focusing on spatial flow, merchandising, and product presentation aligned with Schiaparelli's identity. Additionally, designed and executed the window displays to capture attention, communicate the brand's surrealist aesthetic, and draw visitors into the space.