

COMMERCE

# Spring Studios names new executive creative director

July 3, 2024



*The executive took his post late last month. Image courtesy of Spring Studios*

---

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

New York-based creative house Spring Studios is introducing a fresh guiding force.

Fred Paginton is the enterprise's new executive creative director (ECD). Alongside the appointment, the firm is implementing an original bi-annual print project titled "Ode," which will serve as a platform and safe space for designers, photographers and other artists.

"Fred's appointment is an exciting new chapter for Spring," said Marco Di Capua, global managing director at [Spring Studios](#), in a statement.

"His work is some of the most memorable and important work in the luxury and fashion space in recent years and has been widely noted in the industry," Mr. Di Capua said. "He understands how to evolve and to recreate brands in the cultural space; tapping into moments and talent that take brands to the next level."

## **New direction**

Mr. Paighton has a wealth of experience in leading businesses like Spring Studios, having served as the executive creative at London-based creative house Dazed Studios for the past five years.

In that time, Mr. Paighton led Dazed Studios to expand into the United States and greatly increased its global workforce. He also oversaw some of luxury's biggest activations and campaigns from the past year, including Italian fashion label Gucci Horsebit Loafer marketing starring Irish actor Paul Mescal ([see story](#)) and Italian apparel company Moncler's "An Invitation To Dream" installation in Milan ([see story](#)).

Spring Studio's new leader will work closely with Anouk Jans, ECD of Spring Studios Milan. Ms. Jans is also the brainchild behind "Ode."



*The new ECD has existing relationships with iconic maisons. Image courtesy of Spring Studios/Hector Clarke*

"Spring's DNA at the intersection of art and commerce as a visionary creative partner is what brought me here," Mr. Paighton said.

"Working with the world's most respected brands across modern luxury, fashion and lifestyle, and collaborating with some of the most progressive creative talent in the industry, we share an ethos and outlook that goes beyond advertising; creating work that truly impacts and elevates the culture we both consume and experience on a daily basis," he said. "Simply put, Spring has a reputation as a place where creativity can thrive and I can't wait to be a part of this new, exciting chapter."

The new ECD's pursuit of innovating luxury marketing brought about the idea of "Ode," which will be released at a later date. The work of various creatives, including Luka Booth, Stacey Gillian Abe, Tr Koch, Luke Nugent, Hector Clark, Marcus Schaefer, and Julian Song, will be featured in the first issue, which is themed around rebirth, representation and reality.

In accordance with the future launch of the publication and platform, a trio of exhibitions will be launched at Spring Studio's spaces in New York, London and Milan.

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.