



# LBLM

LIVING BRANDS / LIVING MEDIA  
C O M M U N I C A T I O N S

**DESIGNING IDEAS**



Collaboration,  
Innovation,  
and a  
Commitment to Fascination  
are the  
key components  
for  
Living  
Breathing  
Brands.

**CONTACT:**

RAYMOND NADEAU - M: 917 376-1342 [rnadeau@nyc.rr.com](mailto:rnadeau@nyc.rr.com)  
TEDDY BORSEN - M: 917 714-7875 [tborsen@yahoo.com](mailto:tborsen@yahoo.com)

**LBLM** 220 EAST 73RD ST. SUITE 1 G NEW YORK, NY 10021 P: 212 737-2018



## **DISCIPLINES**

Advertising

Design

Concept Development

Branding

Integrated Marketing

Media / Branded Entertainment

Licensing

Ideation, Trends & Applied Experiential Technology

Consumer Touch

Video/Commercial Direction

Speaking Engagements

Education and Philanthropic Associations

Client list available upon request





RAYMOND NADEAU  
CO-CREATIVE DIRECTOR

RAYMOND IS AN AUTHOR, COPYWRITER AND CREATIVE DIRECTOR- LIVING IN NEW YORK CITY. HIS BOOK, LIVING BRANDS, COLLABORATION + INNOVATION = CUSTOMER FASCINATION, WAS PUBLISHED BY MCGRAW HILL IN FALL 2007 AND IS AVAILABLE AT MAJOR BOOKSTORES IN 28 COUNTRIES AND ON-LINE. HE IS THE FOUNDER OF THE VIRTUAL AGENCY LBLM (LIVING BRANDS, LIVING MEDIA) AND THE FORMER VICE PRESIDENT OF NEW IDEAS, GLOBAL CREATIVE DIRECTOR FOR COTY INC., COTY BEAUTY, AND COTY PRESTIGE, FORMERLY THE LANCASTER GROUP. HE HELPED TO DEFINE "BRANDED ENTERTAINMENT" AS THE EXECUTIVE CREATIVE CONSULTANT FOR THE MEDIA GROUP, FORMERLY KNOWN AS TURNER MEDIA, AND HAS LAUNCHED THE NORTH AMERICAN OFFICE OF CENTDEGRÉS, THE WORLD-RENOWNED PARIS-BASED BRAND IDENTITY AGENCY. IN CONJUNCTION WITH JONATHAN WORSLEY AND IN ASSOCIATION WITH BAZ LUHRMANN, NADEAU IS SENIOR SCRIPT CONSULTANT AND BUSINESS LIAISON FOR A MAJOR MOTION PICTURE, SATISFACTION, SCHEDULED FOR 2009 RELEASE. SATISFACTION HAS BEEN DESCRIBED AS THE LARGEST BRANDED ENTERTAINMENT PROJECT YET CONCEIVED. IN TANDEM WITH ARROW, A DIVISION OF THE PHILLIPS VAN-HEUSEN CORPORATION, HE IS SENIOR WRITER AND CO-CREATIVE DIRECTOR WORKING ON AN INTEGRATED ADVERTISING EFFORT IN SUPPORT OF THE SAVE ELLIS ISLAND ORGANIZATION AND THE NATIONAL PARKS DEPARTMENT. NADEAU HAS DEVELOPED BRAND IDENTITIES, PRODUCT CONCEPTS, AND ADVERTISING STRATEGIES FOR ADIDAS, CELINE DION, JENNIFER LOPEZ, MARC JACOBS, KENNETH COLE, AND MANY OTHERS. HIS GROUNDBREAKING LIVING BRANDS, LIVING MEDIA STRATEGY HAS BEEN PROFILED IN BRANDWEEK, W, ADWEEK, WWD, THE NEW YORK TIMES AND ON CNN. HE IS THE U.S. CORRESPONDENT FOR GDR, THE LONDON-BASED, SYNDICATED DESIGN AND TREND RESOURCE. NADEAU ALSO SITS ON THE BOARD OF DIRECTORS OF THE SPUTNIK OBSERVATORY- AN ORGANIZATION DEDICATED TO THE CAPTURE AND PRESERVATION OF CONTEMPORARY THOUGHT- SPANNING BOTH TECHNOLOGY AND THE ARTS. HE WAS ALSO THE HOST OF HIS OWN TELEVISION SHOW ON THE BEAUTY FASHION NETWORK. HE CURRENTLY WRITES FOR SPA ASIA, SPA ARABIA AND 2MAGAZINE. HE IS ALSO A CONTRIBUTOR TO [WWW.BOOMJ.COM](http://WWW.BOOMJ.COM), THE FIRST SOCIAL NETWORK DEDICATED TO ACTIVE BABY BOOMERS. RAYMOND WORKS INTERNATIONALLY AS A LECTURE AND AS CREATIVE DIRECTOR AND LEAD COPYWRITER FOR ASTOR COSMETICS, PARIS. IN COLLABORATION WITH RENOWN ARCHITECTURE AND DESIGN FIRM, AVROKO, RAYMOND'S LATEST CO-CREATED BOOK, BEST UGLY, PUBLISHED BY PRENTICE HALL WAS RELEASED IN 2008 RECEIVING OUTSTANDING CRITICAL ACCLAIM. NADEAU IS ACTIVELY INVOLVED WITH PARSONS NEW SCHOOL FOR DESIGN AND IS A REGULAR MEMBER OF ITS GRADUATE THESIS EVALUATION COMMITTEE. HE MAINTAINS RESIDENCES IN MANHATTAN, NY AND NASHVILLE, TN. CONTACT RAYMOND AT [RNADEAU@NYC.RR.COM](mailto:RNADEAU@NYC.RR.COM).



TEDDY BORSEN  
CO-CREATIVE DIRECTOR

TEDDY, ALSO KNOWN AS THEODORA HAS BEEN A CREATIVE DIRECTOR SPECIALIZING IN IMAGE ADVERTISING, BRANDING AND DESIGN FOR MANY WELL KNOWN BRANDS. HER UNIQUE VISION AND EXPERIENCE ALONG WITH SUPERB MARKETING SKILLS ARE INSTRUMENTAL IN CREATING THE TOTAL BRAND IMAGE FOR A CLIENT FROM CONCEPT THROUGH EXECUTION. HER TASTE, AND ASTUTE SENSIBILITIES AS WELL AS HER DEEP UNDERSTANDING OF FASHION AND BEAUTY HAVE BEEN AN ASSET IN THE DEVELOPMENT OF THE BRAND EXPERIENCE FOR MANY CLIENTS IN THESE AREAS AS WELL AS THE YOUTH AND TRAVEL MARKETS. PRESENTLY, SHE IS WORKING ON MANY CREATIVE BRANDING/ADVERTISING PROJECTS FOR BABY PHAT AND NAUTICA FRAGRANCES, AVON, AMERICAN EAGLE AND OTHERS. PREVIOUSLY, TEDDY WAS A PARTNER/CREATIVE DIRECTOR AT DELLA FEMINA, ROTHSCHILD JEARY & PARTNERS UNTIL 2006. SHE WAS RESPONSIBLE FOR THE IMAGE GROUP ON BRANDS SUCH AS MAXIM LIVING, COTY BEAUTY, YARDLEY/ LONDON, ABS/ALLEN SCHWARTZ, WARNACO, WORLD GOLD, PENTAX AND OTHERS. ALONG WITH BRANDING AND CREATIVE WORK- SHE ALSO WORKED ON NEW PRODUCT DEVELOPMENT AND PRODUCT LAUNCHES. SHE HAS CREATED AWARD WINNING ADVERTISING FOR MANY LEADING BRANDS INCLUDING STANDARD & POORS , COTY BEAUTY INCLUDING THE REBRANDING OF STETSON FRAGRANCE.

PRIOR TO DELLA FEMINA SHE WORKED AT KETCHUM ADVERTISING AND AT BOZELL INC. HER WORK ON LEE JEANS EARNED HER A CLIO AND GOLD MOBIUS AWARD. SHE HAS ALSO WORKED ON ELIZABETH ARDEN, REVLON, AND RUSSELL ATHLETIC.

SHE ALSO DIRECTS TV COMMERCIALS AND WEB VIDEOS AND IS REPPED FOR DIRECTING BY DOUBLEWIDE MEDIA. HER LOVE OF TRAVEL HAS TAKEN HER ALL OVER THE WORLD AND IS NOW REFLECTED IN A NEW CREATIVE VENTURE- JEWELRY DESIGN. MANY OF HER PIECES HAVE BEEN FEATURED IN MAGAZINE EDITORIALS AND AT FASHION WEEK IN NEW YORK AND DALLAS. SHE IS ALSO CREATIVE DIRECTOR OF RICHARD PHIBBS FINE ART, WORKING WITH RENOWN PHOTOGRAPHER RICHARD PHIBBS AND HIS ARCHIVE OF PHOTOGRAPHY. YOU CAN VIEW HIS WORK ON [RICHARDPHIBBSFINEART.COM](http://RICHARDPHIBBSFINEART.COM) -THE WEBSITE WHICH TEDDY ALSO DESIGNED AND MANAGES.

HER LEVEL OF DEDICATION TO CREATIVE EXCELLENCE ALSO EXTENDS TO WORTHY CAUSES. SHE IS A FOUNDING MEMBER WITH- WORLD REKNOWN PHOTOGRAPHER RICHARD PHIBBS, OF CHILDREN OF NOWHERE -A NON PROFIT CHARITY FOUNDED IN 2002 TO ASSIST CHILDREN WITH HIV/AIDS IN ROMANIA AND THIRD WORLD COUNTRIES. THEY HAVE HELD MANY CHARITY /PHOTOGRAPHY EVENTS TO RAISE MONEY. TO DONATE TO THIS SPECIAL CAUSE GO TO [CHILDREN OFNOWHERE.COM](http://CHILDREN OFNOWHERE.COM).