

The Guiding Light



The campaign's message, centered on movement, individuality, and self expression, reflects Loreal's creative reasoning: every step in life is part of the story through her designs, she captures the strength of ordinary people who keep moving forward, even in the rain. "Design is a form of storytelling."

Looking ahead ten years, Loreal envisions leading her own creative studio where storytelling meets strategy, producing campaigns, scripts, poetry, and visual projects that inspire growth and inspiration. She also plans to continue writing for television, merging her skills in a narrative background in design. When asked what soft skills carry, she smiles and answers without hesitation, empathy. "I create from emotion," she says. "That's how you are remembered. To her younger self, Loreal would offer one piece of advice, Trust the process. "Every obstacle is part of the story you are meant to tell," she states. Keep finding the light.

Loreal Rice has always believed that creativity is born from contrast, the light and dark, the calm and the storm. One year after graduation, she has turned that belief into a career that blends storytelling, emotion, and design. Working as a creative writer and campaign designer, Loreal uses her ability to weave narrative and imagery into projects that not only sell ideas, but heals hearts. Her work stands out for its honesty, a reflection of her own journey through perseverance and renewal. Her most recent campaign, Quest, has become a defining project in her early career.