



TABAREAU
Art direction and code, Paris

Portfolio, October 2026

Websites and apps, art-directed and built by one person. For fashion labels, artists, galleries and founders.

I art-direct websites and apps, then build them myself, in Paris.
Direction and build by the same hands, so nothing is lost
between them.

hello@clementtabareau.com

clementtabareau.com →

Cases

Four, told in full

01



TRYO

Identity, app direction and website

QReal · 2022

02



Pardonne Moi Père

Digital art direction and identity

Since 2024

03



Dotdat

Co-founder, design and build

Since 2023

04



Gigi

Founding designer

Time 3.0 · 2024

Each work opens on two pages here, and in full on the site.

TRYO AR try-on app, a QReal product.

Brief

QReal had built an AR try-on app called Try Try Buy: sneakers, watches, sunglasses and hats, tried on with your phone before you buy. It needed a brand that could launch with big fashion and luxury products.

My choices

The name. "Try Try Buy" sounded like a discount app. After many talks with business, marketing and product, I pushed to rename it TRYO: short, it says "try", and it works as a wordmark and as an app icon. On colour, I proposed soft pastels; the team chose five strong colours, and I applied them everywhere. Both are on the next page.

My part

Lead brand and product designer. The identity and its kinetic type, the guidelines, the app's UX and UI on iOS and web, the design system, TRYO Admin (the partner dashboard), the launch kit, and the showcase site, which I built.

Result

Launched as TRYO on 14 November 2022, with more than 500 3D products from brands including Cartier, Gucci and Rolex.

Lead brand and product designer, QReal, January to November 2022 · with QReal's product, marketing and creative teams · the final palette was chosen with QReal's marketing team and creative director.

[The full case →](#)



The TRYO wordmark, 2022

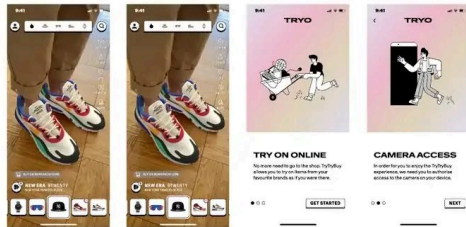
My proposal, and the one chosen

2022

COLORS CHOICES



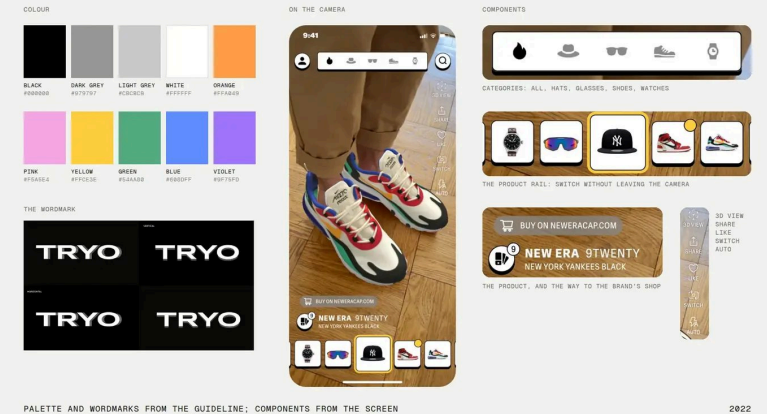
APP STYLE



My proposal · soft gradient pastels, not the one chosen

TRYO · AR TRY-ON APP, A GREAL PRODUCT · 2022

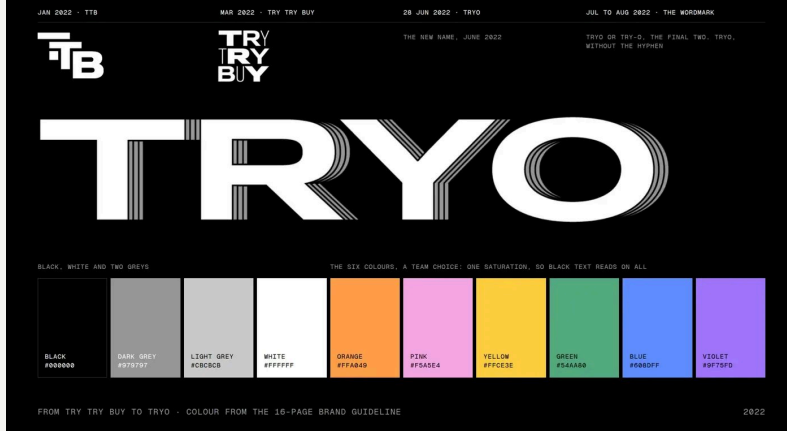
PLATE 2/3 · THE SYSTEM



Chosen by the team · five strong colours, applied across the app, the social and the guidelines

TRYO · AR TRY-ON APP, A GREAL PRODUCT · 2022

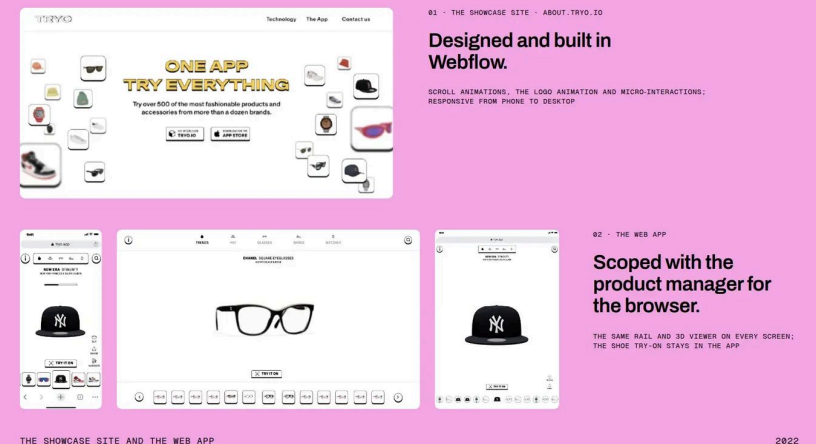
PLATE 4/7 · THE IDENTITY



The identity · from the TTB monogram to the TRYO wordmark, and the ten colours of the guideline

TRYO · AR TRY-ON APP, A GREAL PRODUCT · 2022

PLATE 7/7 · BEYOND THE APP



Launch · the showcase site and the web app on phone, desktop and tablet

Pardonne Moi Père Fashion house, Paris. Founded and directed by Seo-in Choe.

Brief

A Paris fashion house founded by Seo-in Choe, its author. The pieces are hers; the identity and the digital side had to hold them without getting in the way.

My choices

Three typefaces, one role each: Ortica for what is felt and confessed, Ronzino for what the house explains and sells, Necto Mono for what is recorded. Red belongs to the confession, so every button is black or white. The ground decides the ink: the same mark on white, black and oxblood. /confess is the one exception: a scene you walk into, not a form.

My part

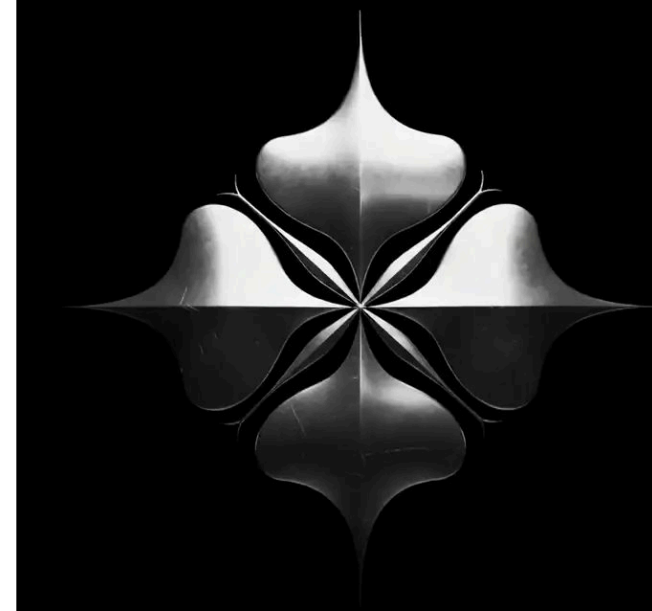
Co-founder, leading the digital art direction and the identity: the system of marks, colour, type, scale and effects, the website, the design system, and /confess, the page where the house receives what people tell it.

Result

The site is live and still changing. The button system has run across the whole site since 17 September 2026.

Founded and directed by Seo-in Choe · official photographer Julien Mouffron-Gardner · digital art direction and identity system, website, design system and /confess: Clément Tabareau · typefaces Ortica, Ronzino and Necto Mono, by Collettivo.

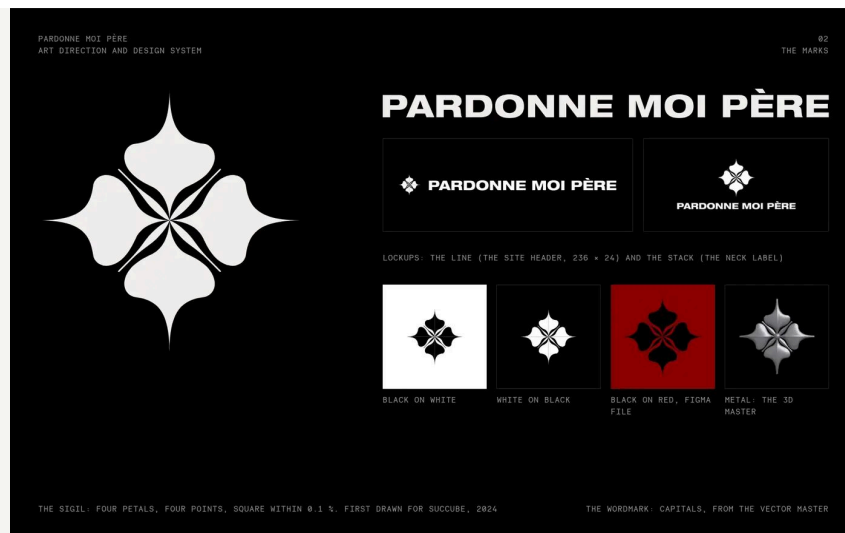
[The full case →](#)



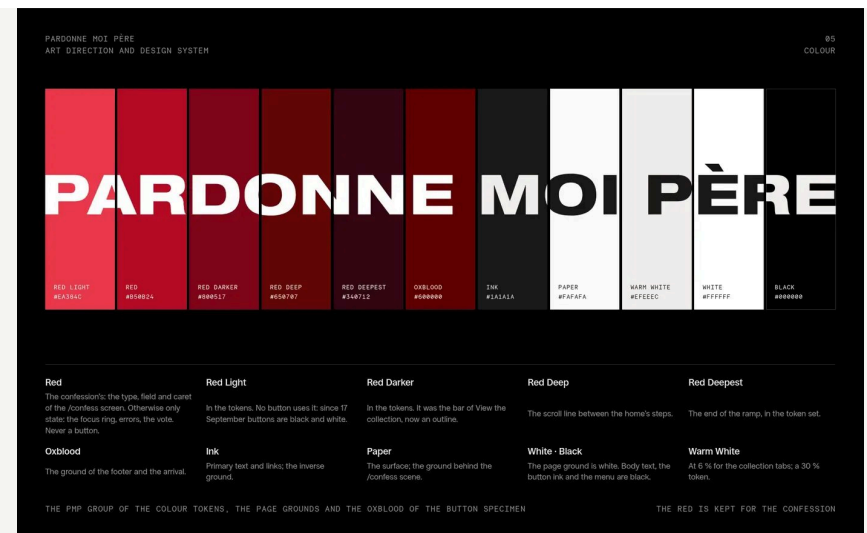
The sigil, from an AI-generated clip

The identity system

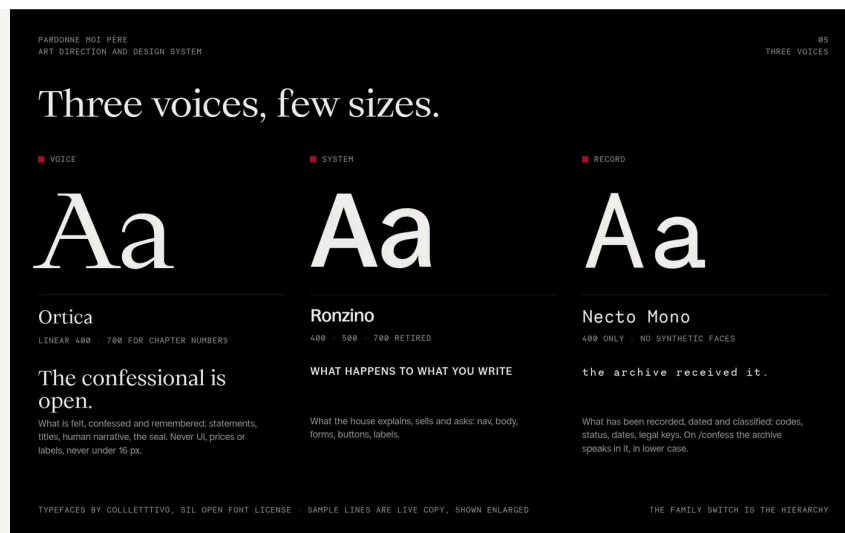
2024 to now



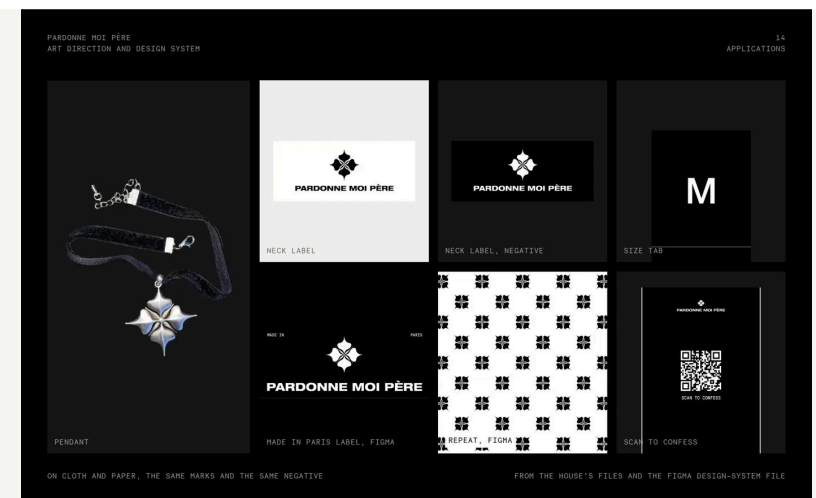
The marks · the sigil, first drawn for Succube in 2024, and the wordmark



Colour · the reds, oxblood, ink, paper, warm white, white and black



Three voices · three typefaces, one role each



On cloth and paper · labels, tags, cards and the pendant; the pieces and the direction are SeoIn Choe's

Dotdat Art marketplace, in public beta.

Brief

A curated marketplace that connects artists from BFA and MFA programmes with new collectors. Artists join by invitation and list originals and prints; collectors find work by style and price.

My choices

Trust before speed. An order is only charged once the artist confirms it, and the artist is paid after delivery. Payment, the order, any problem and the payout each run on their own track, so a refund never gets tangled with a payout. Artists come in by invitation, with a readiness check before anything can be listed.

My part

Co-founder with Pel Peltier. I designed the brand and the product, and I built the marketplace and its admin.

Result

In public beta at app.dotdatart.com, and still changing.

Co-founded with Pel Peltier · brand, product design and build: Clément Tabareau · October 2023 to now.

The full case →



The Dotdat mark

Artists, collectors, and the loop between them

2023 to now

We connect BFA & MFA Artists to New Collectors

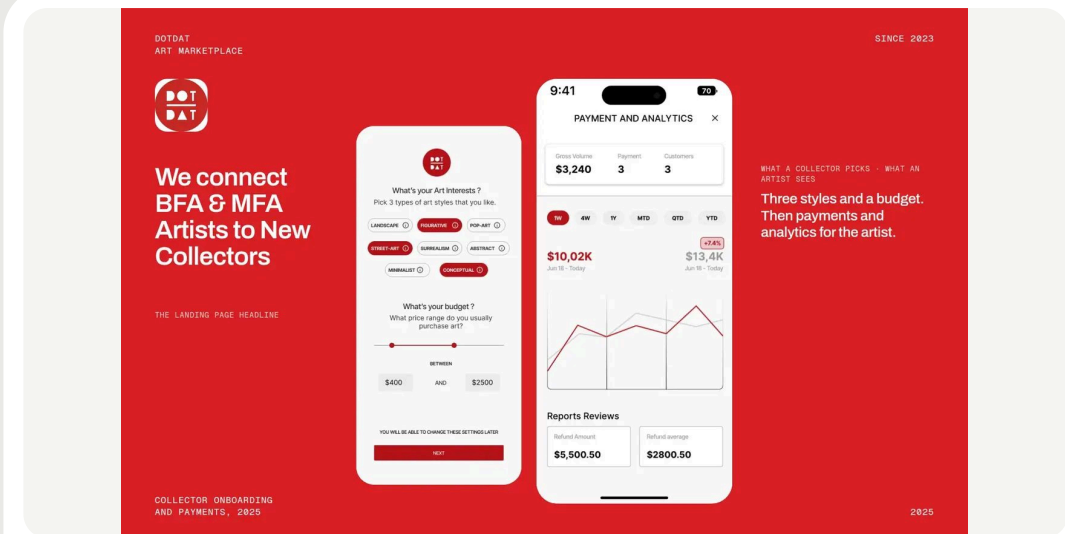
A curated platform where verified fine art students can upload, sell, and track their artworks, and collectors can discover, purchase, and build collections with trust.

[See how it work](#)

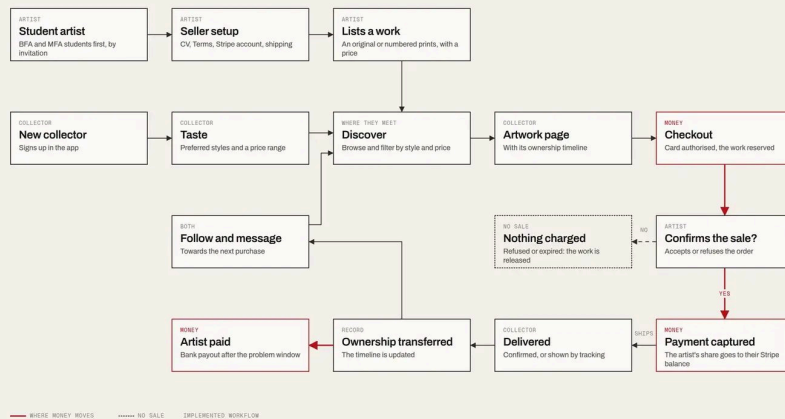
Student Artist OR Collector *

Name *

The landing page · March 2026



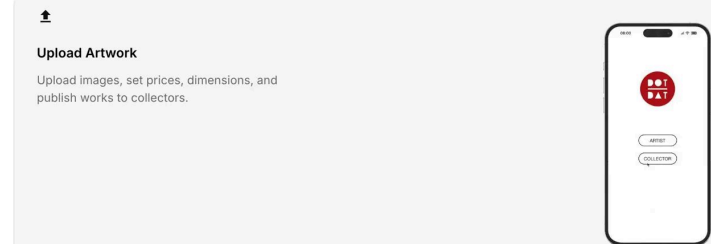
Both sides · what a collector picks, what an artist sees



The loop · artists list, collectors discover, the order is charged once the artist confirms

Everything you need to sell, collect, and track art, in one place

From uploading artwork to ownership tracking and private messaging, DOTDAT centralizes the entire art transaction flow.



The artist's side · selling, collecting and tracking in one place

Gigi AI dating app, by Time 3.0.

Brief

A dating app with an AI at its heart: Gigi asks the questions, learns what you are looking for and starts the conversation for you. In May 2024, Ava was becoming Gigi, and the product needed a character, a voice and one system.

My choices

A character before a feature: the mascot thinks, reacts and changes persona depending on what you need. Sign-up as a conversation, one question per screen, in Gigi's own voice. One red for every action, a condensed face for Gigi's questions, a plain one for what she says.

My part

Founding designer, May to October 2024: the rebrand from Ava to Gigi, the product redesign, the design systems and the launch kit.

Result

On the App Store in English in June 2024, with a campus campaign.

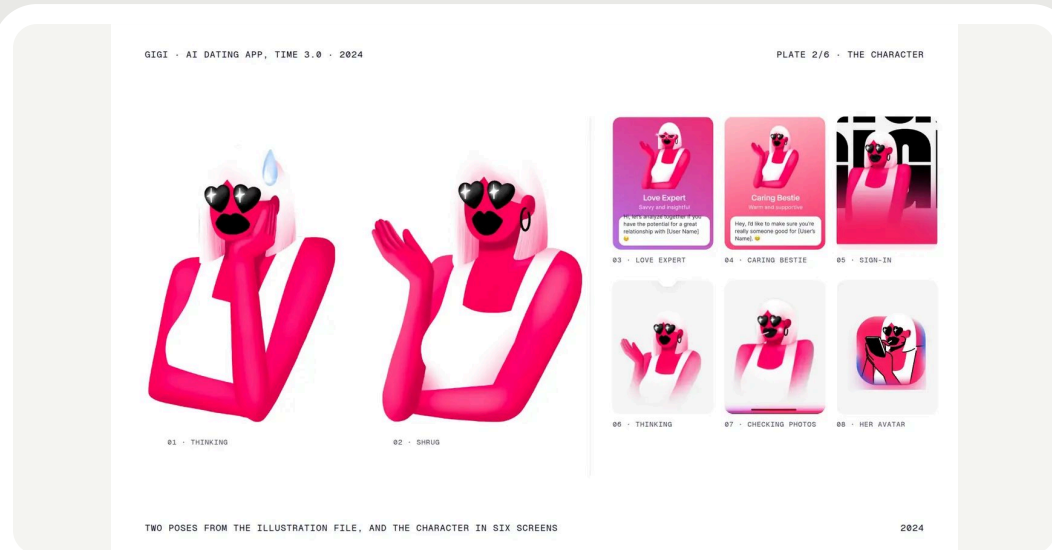
Founding designer, May to October 2024 · for Time 3.0, founded by Clara Gold · Gigi is a product of Time 3.0.

[The full case →](#)

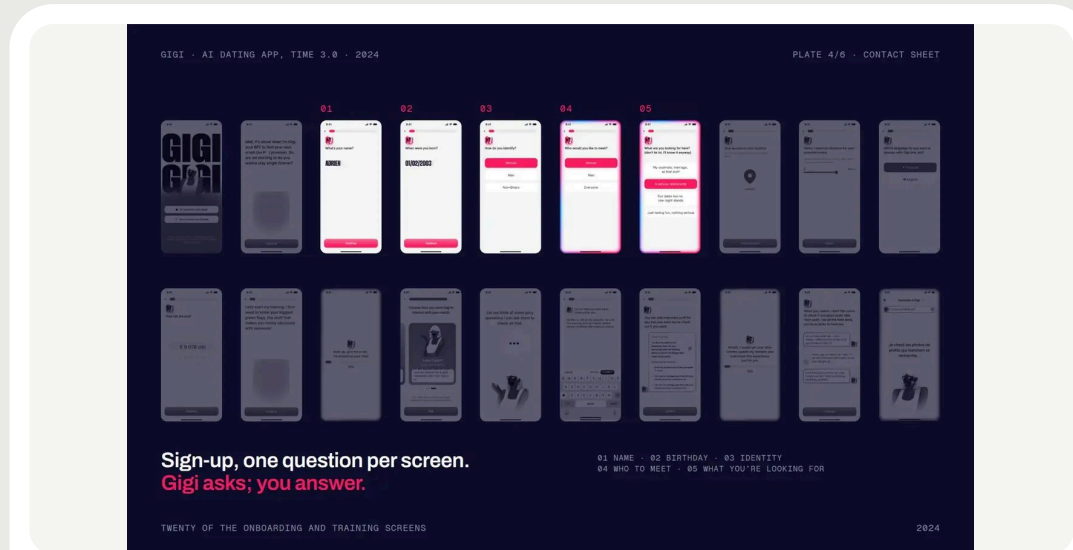


Gigi, the character

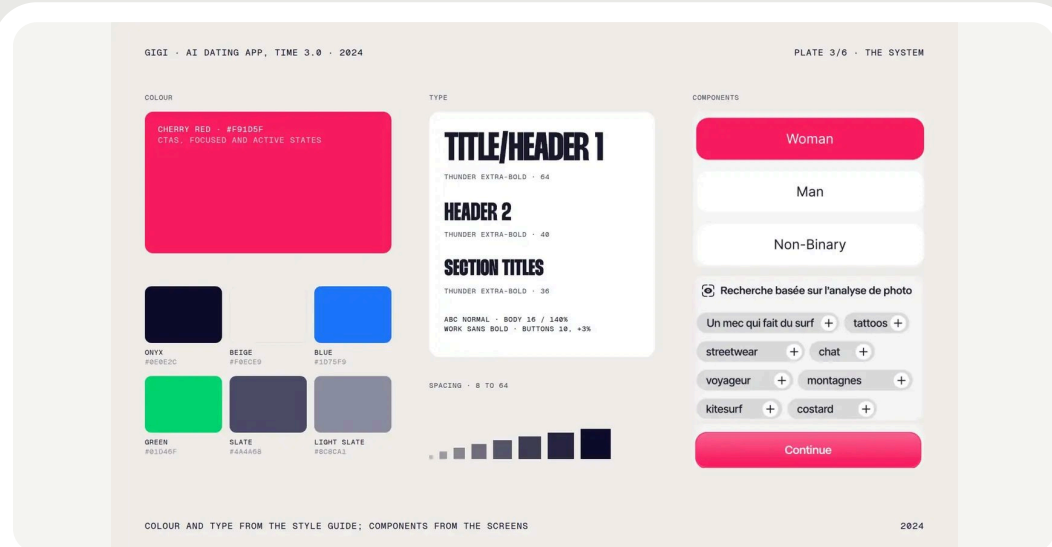
A character, a voice, one system



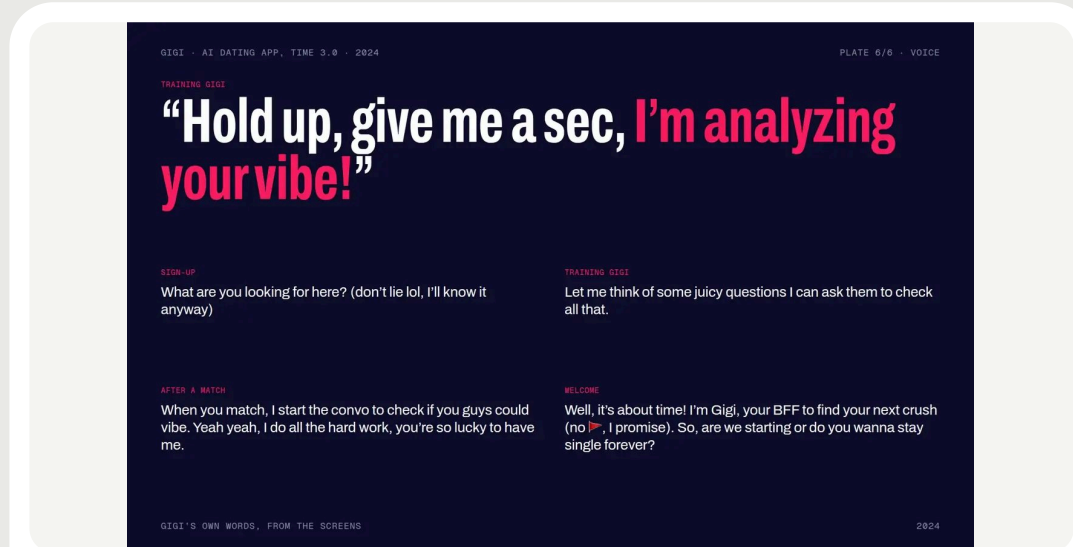
The character · two drawn poses, and where she appears



One question per screen · five sign-up questions, among twenty screens



The system · colour and type from the style guide, components from the screens



The voice · Gigi's own words, from the screens

About · Clément Tabareau, Paris

TABAREAU.

I design websites and apps, and I build them. Since 2018 I've worked freelance and inside startups, for teams in Paris, Seoul and New York: fashion and art, retail and AR, consumer apps.

One person from the first idea to the live site, so what is decided is what ships.

Paris

Art direction and code

Freelance since 2018

French, English, some Korean

Tell me what you're making.

I read every note myself and answer within 48 hours.

hello@clementtabareau.com

[Write to me on the site](#) →

Also on the site

clementtabareau.com/work

2022-23

QReal · lead brand and product designer: TRYO, AHC Virtual Spa, Novology, kiosk screens for J.P. Morgan Payments × F1 Miami

2018, 2020-21

PPANAM · brand and product design

2021-24

Studies and concepts · Kumiho, House Lights, Speak Low, Doucement

2024

Parsons Paris · workshop, Portfolio and Prototyping