

VICTORIA'S SECRET

Stacy Redler
Designer- Color, Print & Concept
Victoria's Secret Design

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To Whom it May Concern:

I was looking to source a local artist who could do customized work on a bicycle for a presentation of concept for summer '06. Maria Medina was referred to me through an associate at Victoria's Secret. I initially gave Maria, and several other artists being considered, a series of floral references and a palette of our colors, with the task of coming up with several options of painted floral motifs using our colors and the general flavor of the florals. Maria came back with several hand painted tiles that really illustrated the feeling I was after. I was very pleased with her hand and styling. She in effect, beat the competition, and we commissioned her to do our bicycle. Maria and I had a series of meetings to go over the exact concept that I wanted put on the bicycle, discussing size, color, placement, stylization and the short time frame in which I needed this done.

Maria took all the information and began her work. She touched base with me and kept me informed throughout every step of this process-

- She faxed and/or e-mailed me initial pencil sketches, and revisions where necessary
- She painted and scanned in the actual artwork, e-mailing that to me as well
- She kept me aware of any timing issues and options,, such as getting decals made of the art, or hand-painting it on the bike, so I was able to make informed decisions and/or adjustments along the process.

I really appreciated Maria's open-mindedness to revisions and adjustments to this project, including my giving her some last minute baskets and tins to be customized and painted in the same time frame. Our complete project came out beautiful, on time, and was a huge hit in the presentation, better than anyone imagined. Maria is a talented artist with a beautiful hand, who also has a sense of responsibility and timing. I will be continuing to use her on an ongoing basis for future customization projects.

Sincerely,



Stacy Redler

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