

**HUGE**

**Hello**

**FLA.**

**Building and living a creative culture.**

August 12, 2019

1. Why is culture important?
2. Building our culture.
3. Living it in our work.
4. Q+A.

Today.

**Team.**

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**Angie Yuanmalai.**  
Associate Creative Director



**Hollie Lubbock.**  
UX Director



**Anna Parellada.**  
Senior Art Director  
*Currently on an island 🌴*

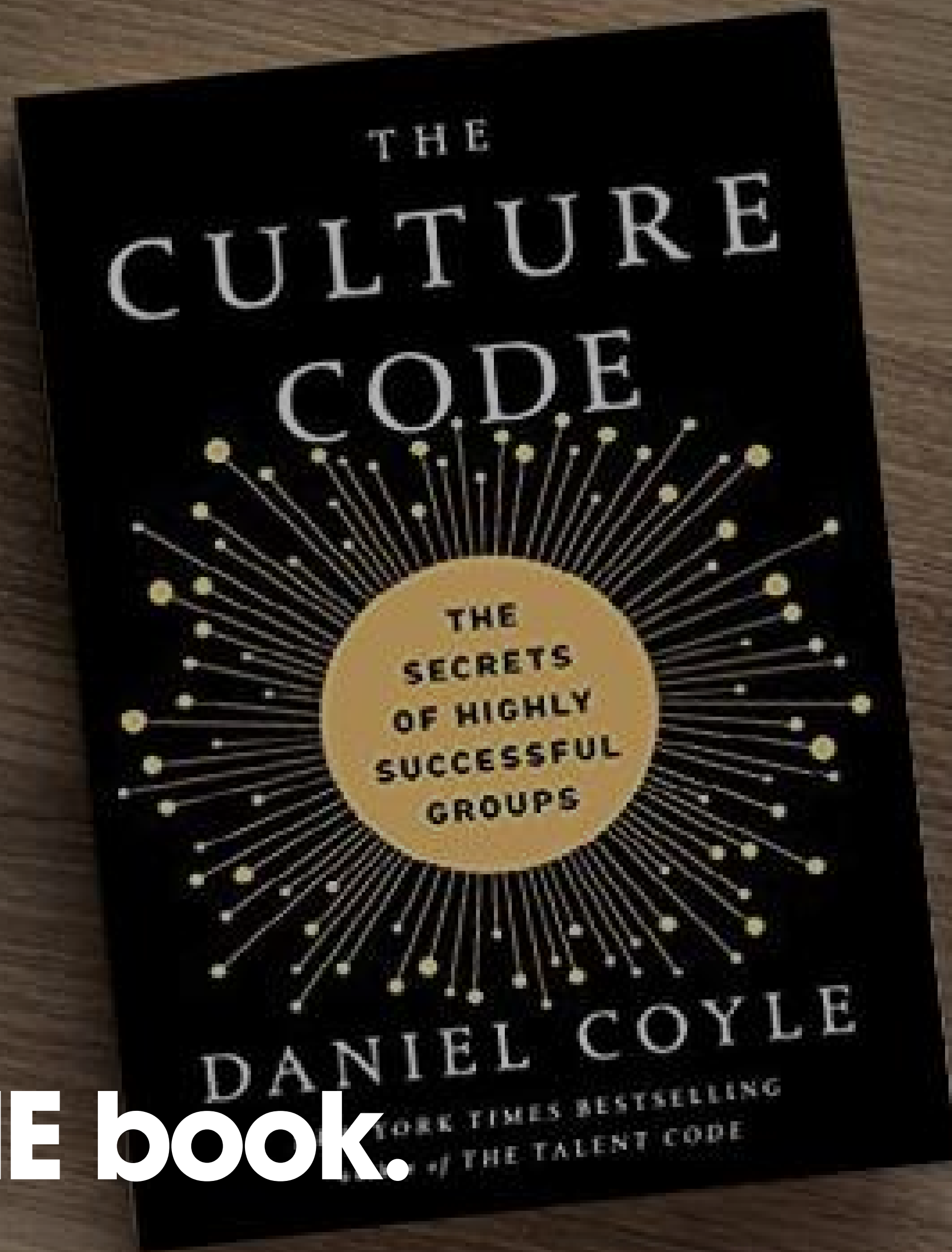
**Why is  
culture  
important?**



What is culture?

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**The ideas, customs, and social behaviour of a particular people or society.**



**This is THE book.**



Culture.

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**Happy people.**  
**=**  
**Happy teams.**  
**=**  
**Better work.**



**Culture.**

**Better work.**  
**=**  
**Recognition.**  
**=**  
**More business.**



**Building  
our culture.**

2



**Let's be honest.**

**Build a safe  
space for people  
to make mistakes.**

## A culture of innovation.

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### Schools.

Training the next generation of digital leaders.



### Huge Change.

Partnering with non-profits for social impact.



### Huge Café.

Brewing great coffee and testing ideas.



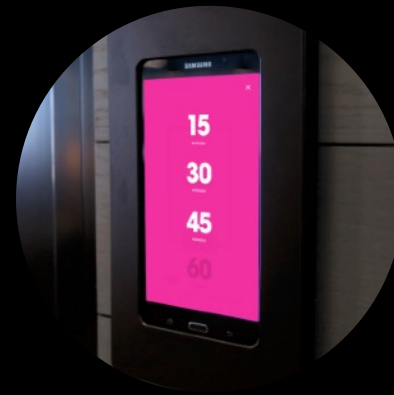
### Magenta.

Our publication for people who care about design and technology.



### Open Source.

Styleguide and other Github contributions.



### Smart Office.

Making our office work for us.



### Photography.

Photos shot by Huge employees around the world.



### Ink.

Our print publication showcasing our peoples' side hustles.

**Building our culture.**

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- 1. Get together.**
- 2. Learn and grow.**
- 3. Celebrate positivity.**
- 4. Be well.**
- 5. Aligned purpose + goals.**

What is culture?

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The ideas, customs, and **social behaviour** of a particular people or society.

**Social behaviour.**

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**Get together.**

More than just parties and lunches.



Get together.

DATA STORAGE

Private work cocoons

Seated by project or discipline?

Open areas to socialise

83'-10"

11'-7"

12'-3"

13'-6"

15'-6"

11'-10"

18'-4"

Re-consider your work space.

H

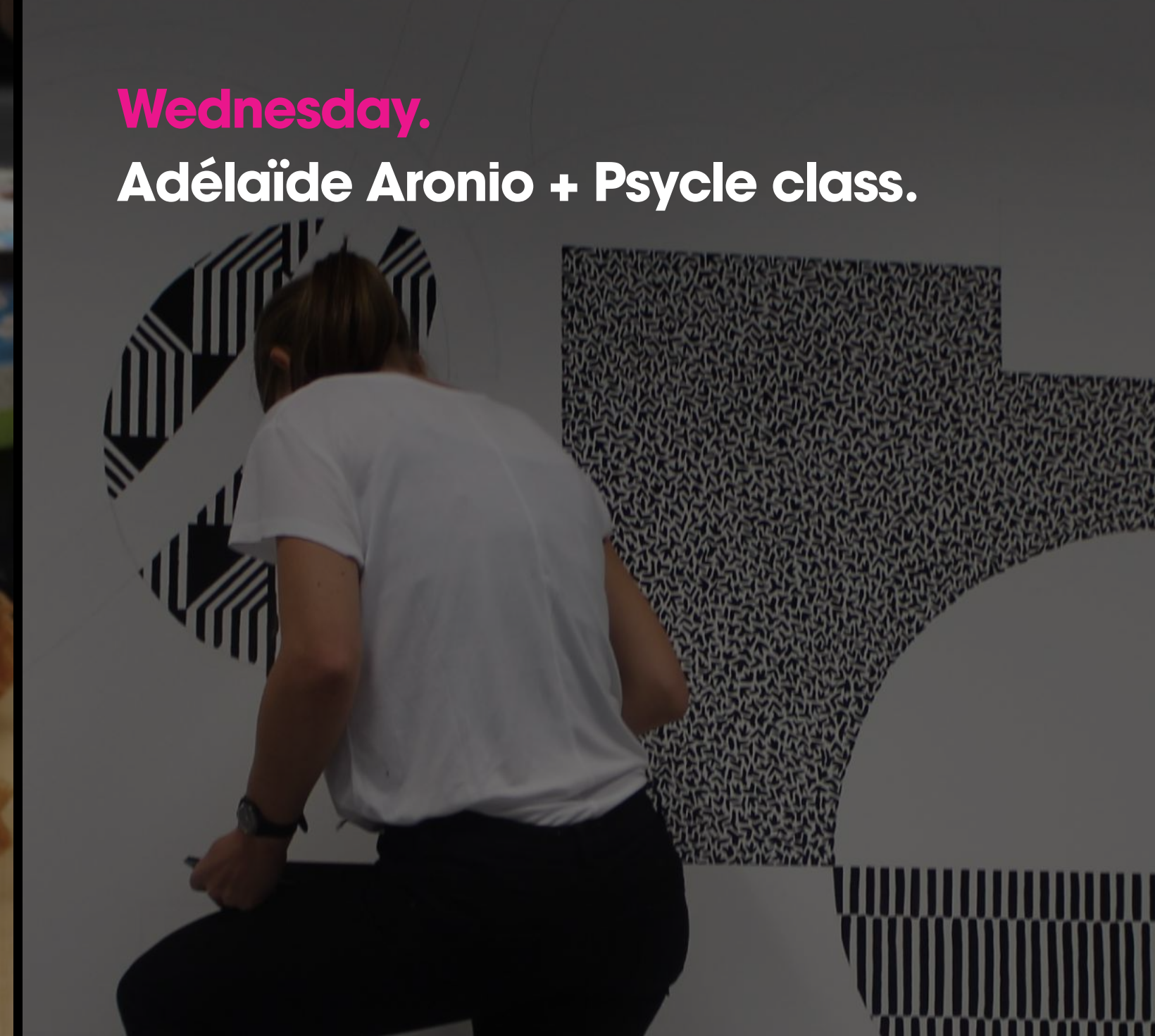
**Monday.**  
**Fat Buddha Yoga.**



**Tuesday.**  
**Ice cream workshop.**



**Wednesday.**  
**Adélaïde Aronio + Psydle class.**



**Thursday.**  
**Massages + Manis + Cocktails.**



**Week of Magic.**

**Friday.**  
**Donuts + Board games + Shuffleboard.**



What is culture?

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The ideas, **customs**, and social behaviour of a particular people or society.

**Customs.**

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**Learn and grow.**

Ask, listen and iterate.

“Our Monday stand-ups suck.”

# AXE CLUB.

*The 5 years club.*

“Take an axe to it.”

By **HUGE**

SEPTEMBER 22<sup>ND</sup>, 2017

**Customs.**

---

# **Celebrate positivity.**

Glorify all lovely things, big and small.



**Huge parents.**



**Huge X Women.**



**Immigrants at Huge.**



**LGBTQ at Huge.**



**RBG at Huge.**



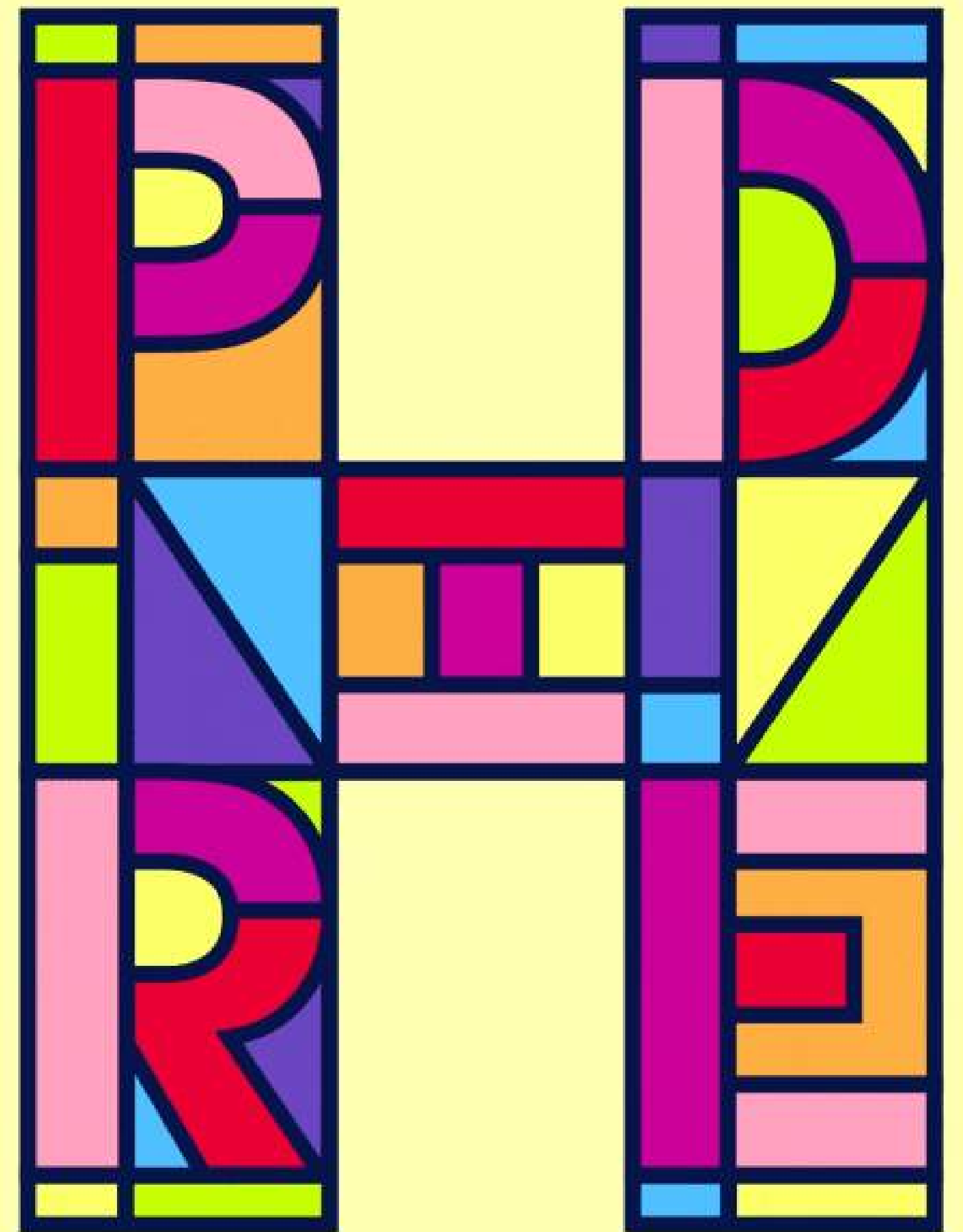


**Ada.**

*Fucking good mathematician.*



Pride.





**Huge ink.**



**Celebrate positivity.**





**Side hustles.**

**It's the little  
things too.**



**Customs.**

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# Be well.

Really care about your team's mental and physical health.





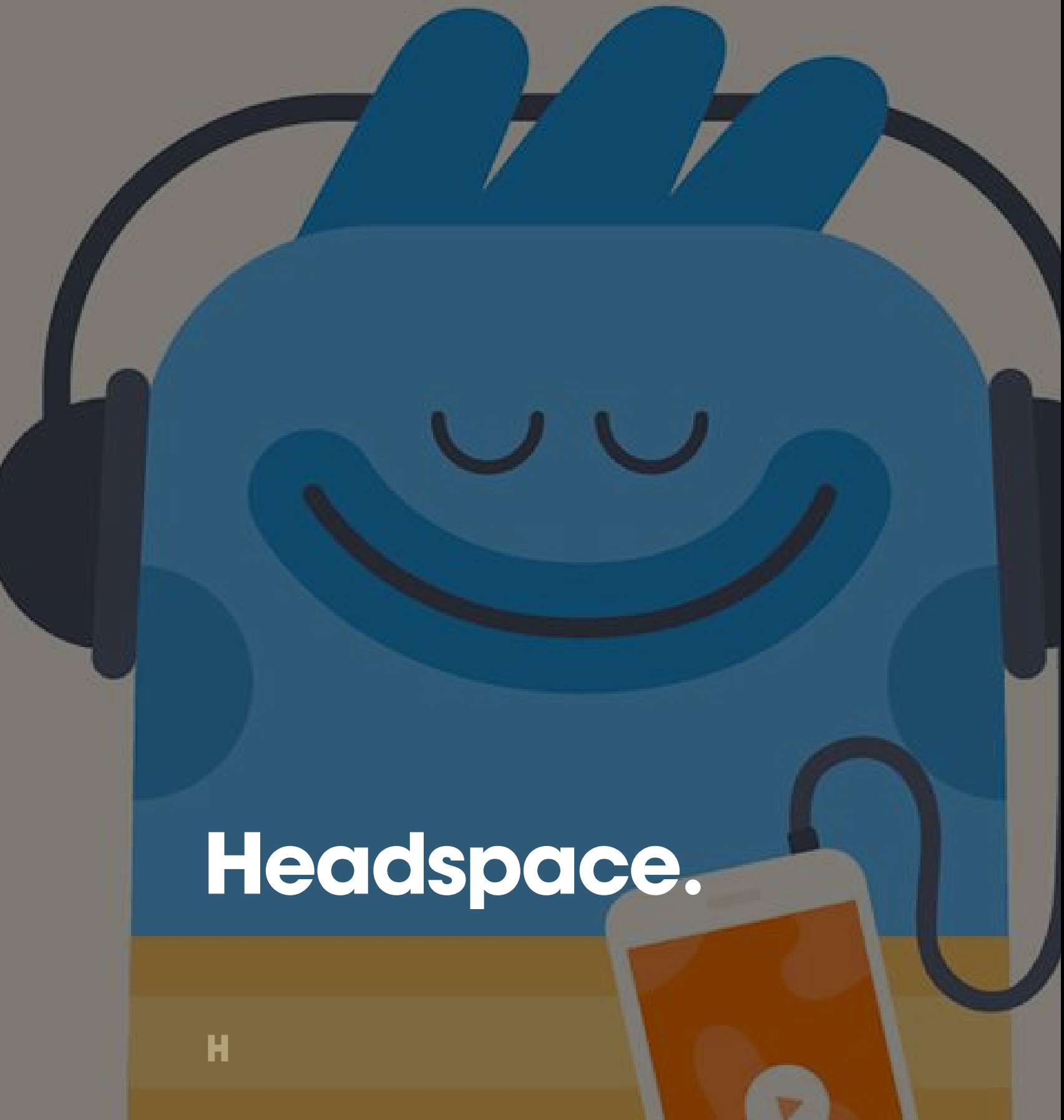
**MAGENTA**  
**Blue Monday.**

January 21, 2019





HEADSPACE®



Headspace.

H

**Calligraphy**

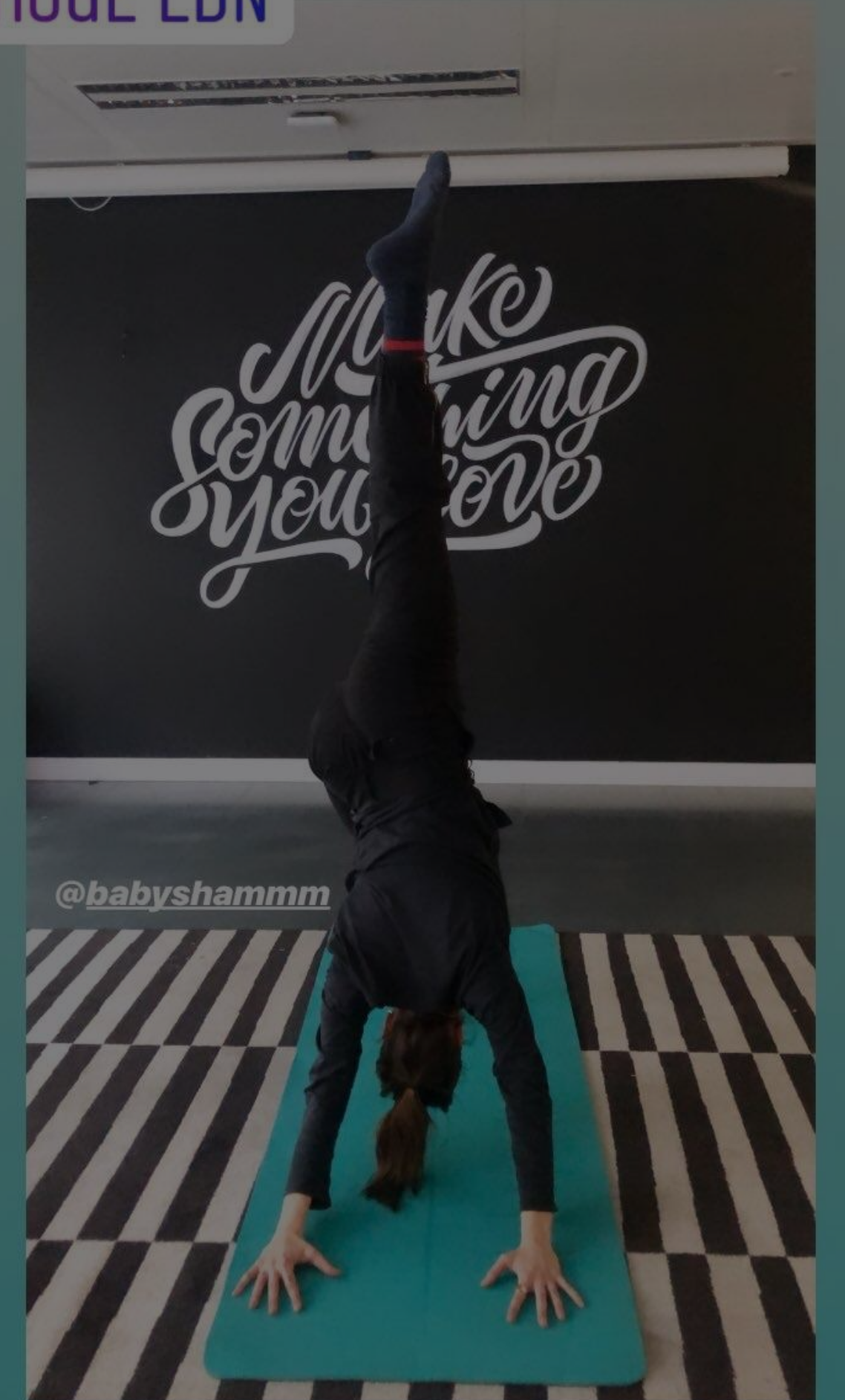
**Wellness week**

MEMORIES  
24 JAN 2019

Brush lettering.

**Friday yoga.**

📍 HUGE LDN



Yoga.

**Wellness week.**

What is culture?

---

The **ideas**, customs, and social behaviour of a particular people or society.

**Ideas.**

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# **Aligned purpose + goals.**

Give back to the community and live your motto.



**Fighting the good fight.**

Make  
Something  
You Love™



Make something you love.

**Mr. Lyan**

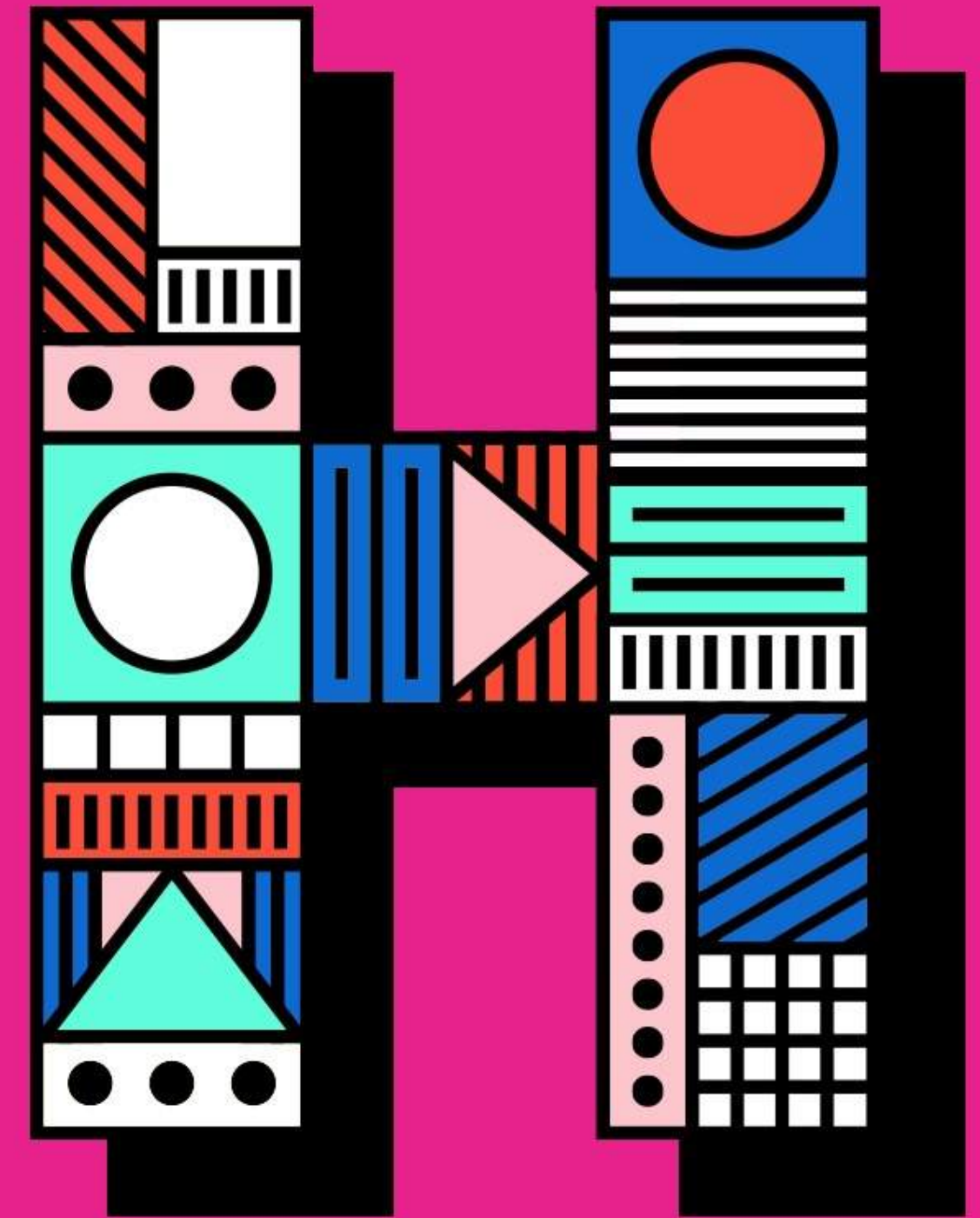
May 10, 2017

**HUGE**





DON'T TAKE YOURSELF  
TOO SERIOUSLY



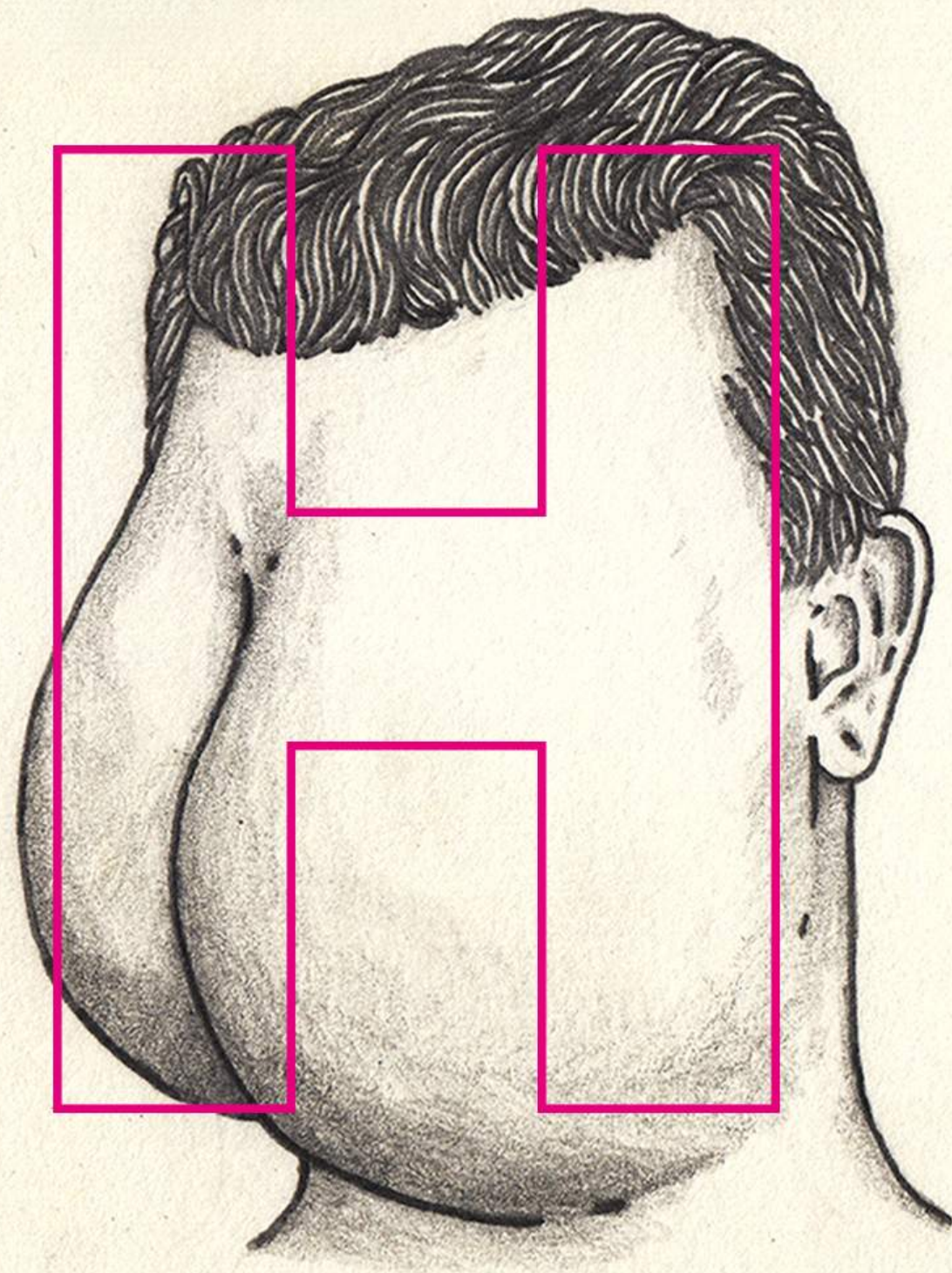
Make Something You Love.

**Camille Walala**

November 2nd, 2017

HUGE

MR Bingo



MR Bingo PRICING STRUCTURE 2015

BORING THINGS

(FOR EXAMPLE: An aspirational couple enjoying a picnic)

= VERY EXPENSIVE

FUN THINGS

(FOR EXAMPLE: A penis riding a motorbike)

= PRETTY CHEAP

**Living it  
in our work.**

**3**



**NDA.**

**SELFRIDGES** & CO



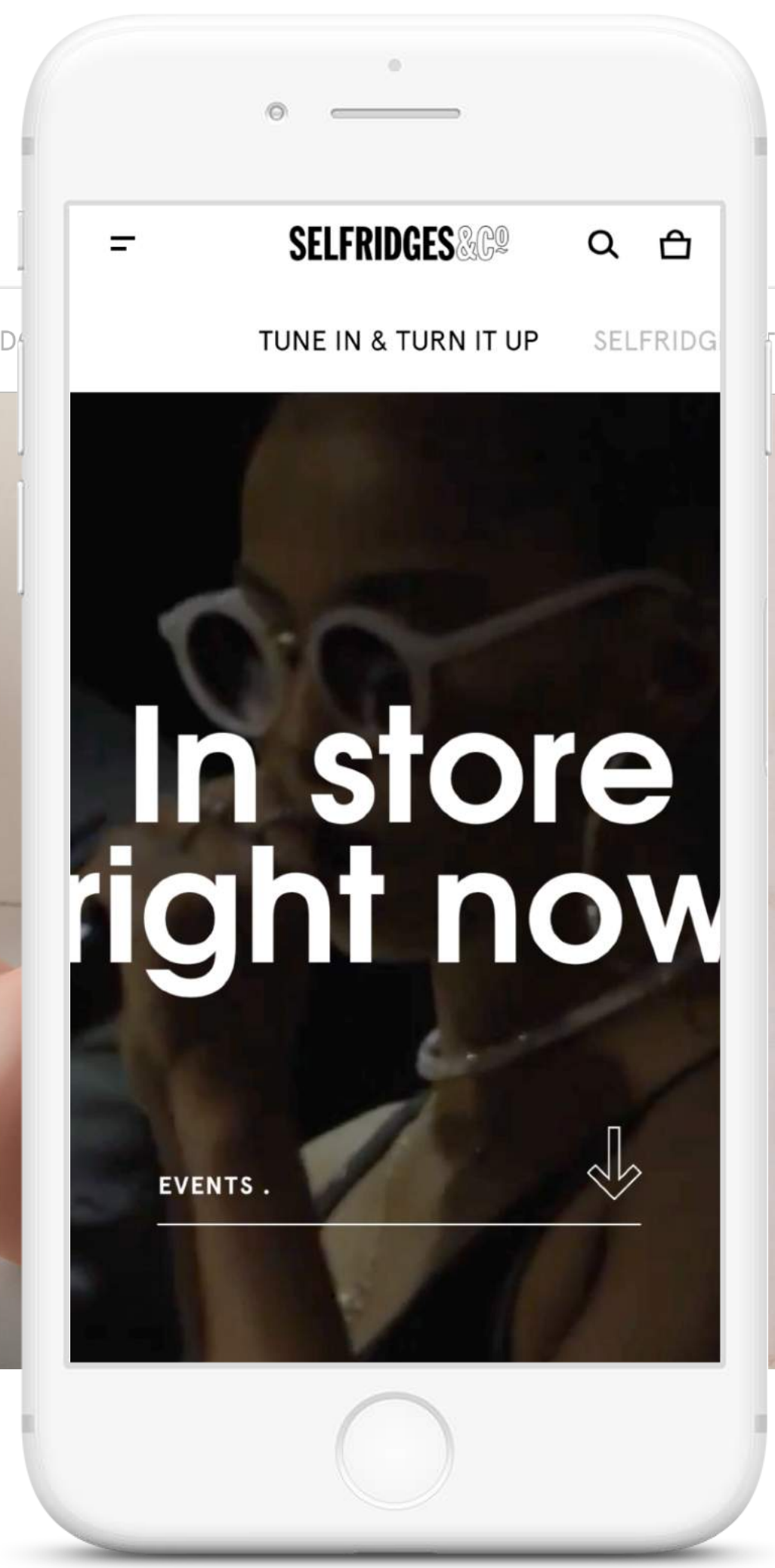
## Signature moments

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- 1. Weaving in Wonder**
- 2. The art of gifting**
- 3. Seamless checkout**



ART & CULTURE . [Down Arrow]  
**Home is where art is**  
In celebration of our State of



**In store right now**  
EVENTS . [Down Arrow]



SELFRIDGES CURATES . [Down Arrow]  
**The art of dressing:  
a men's style guide**



MENSWEAR . [Down Arrow]  
**The art of dressing:  
a men's style guide**

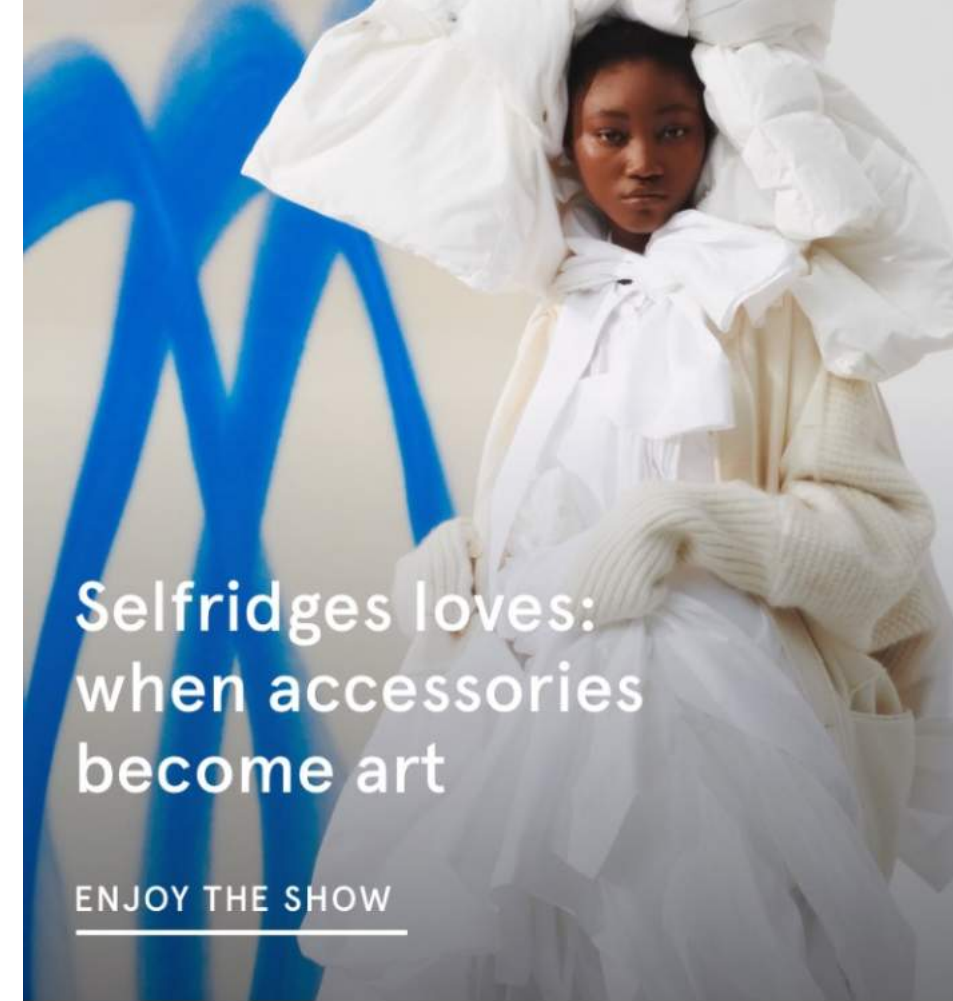


Drops in  
00<sub>d</sub> 16<sub>h</sub> 32<sub>m</sub> 15<sub>s</sub> 05<sub>ms</sub>  
**The drop**  
THE DROP . [Down Arrow]



SELFRIDGES CURATES . [Down Arrow]





Selfridges loves:  
when accessories  
become art

ENJOY THE SHOW

# WOMENS THI

New in

/ 1,250 items

Refine



**STAY WILD**  
Monogram print satin  
jumpsuit  
£290.00



**CHAMPION**  
Oversized cotton-jersey  
and crepe midi dress  
£50.00



**ELLISS**  
Wet stretch-cotton body  
£150.00



**E.L.V. DENIM**  
The Twin Crop denim jacket  
£345.00



**MULBERRY**  
Bayswater grained  
leather tote  
£750.00



**ACNE STUDIOS**  
Egoya cotton-jersey  
T-shirt  
£120.00

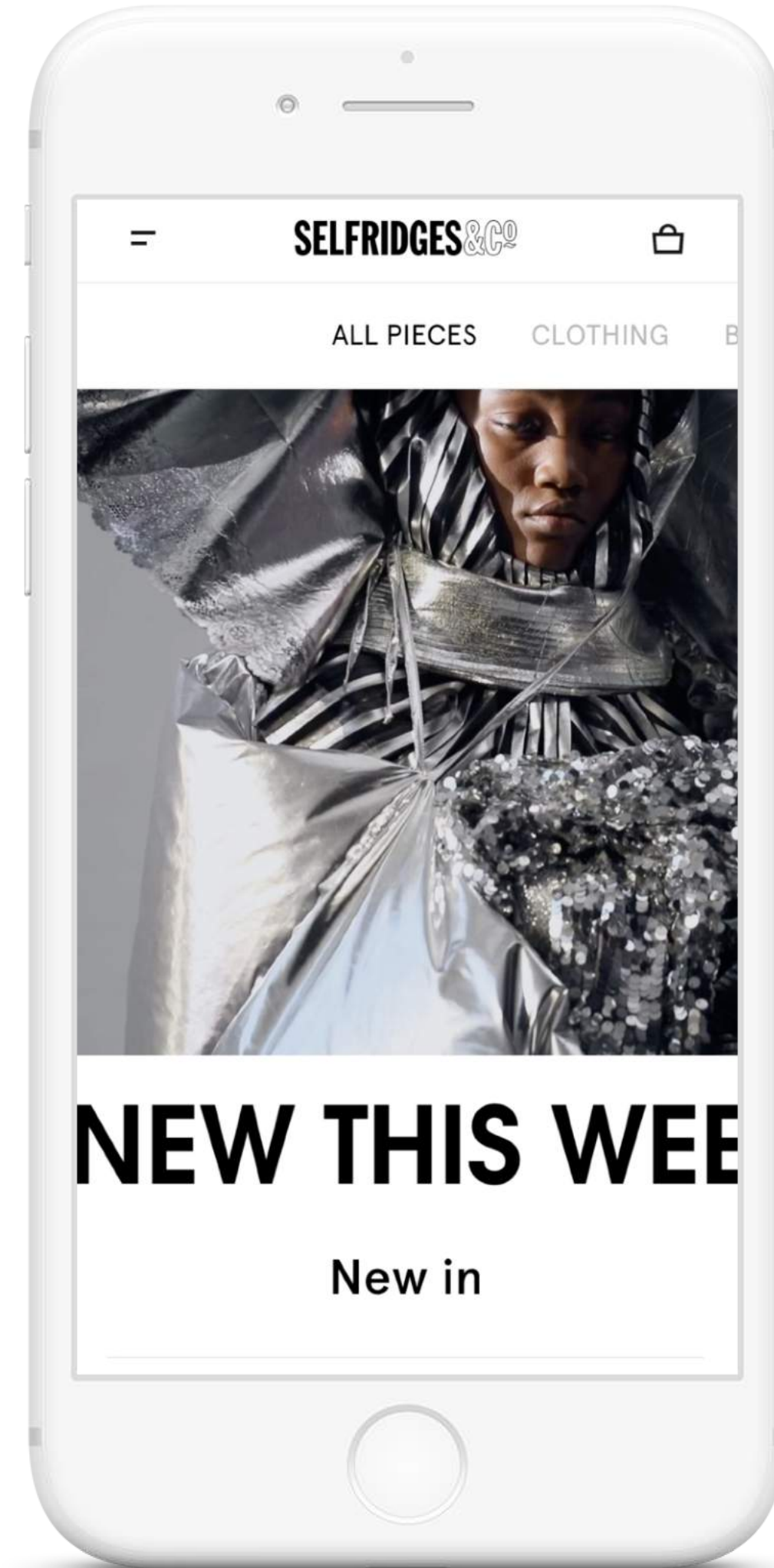
# STATE OF THE



**BALENCIAGA**  
Leather shoulder bag  
£1,190.00



**PLEATS PLEASE ISSEY MIYAKE**  
Laugh Rope printed  
pleated dress  
£330.00



**ROKSANDA**  
Sarai wool jumper  
£795.00



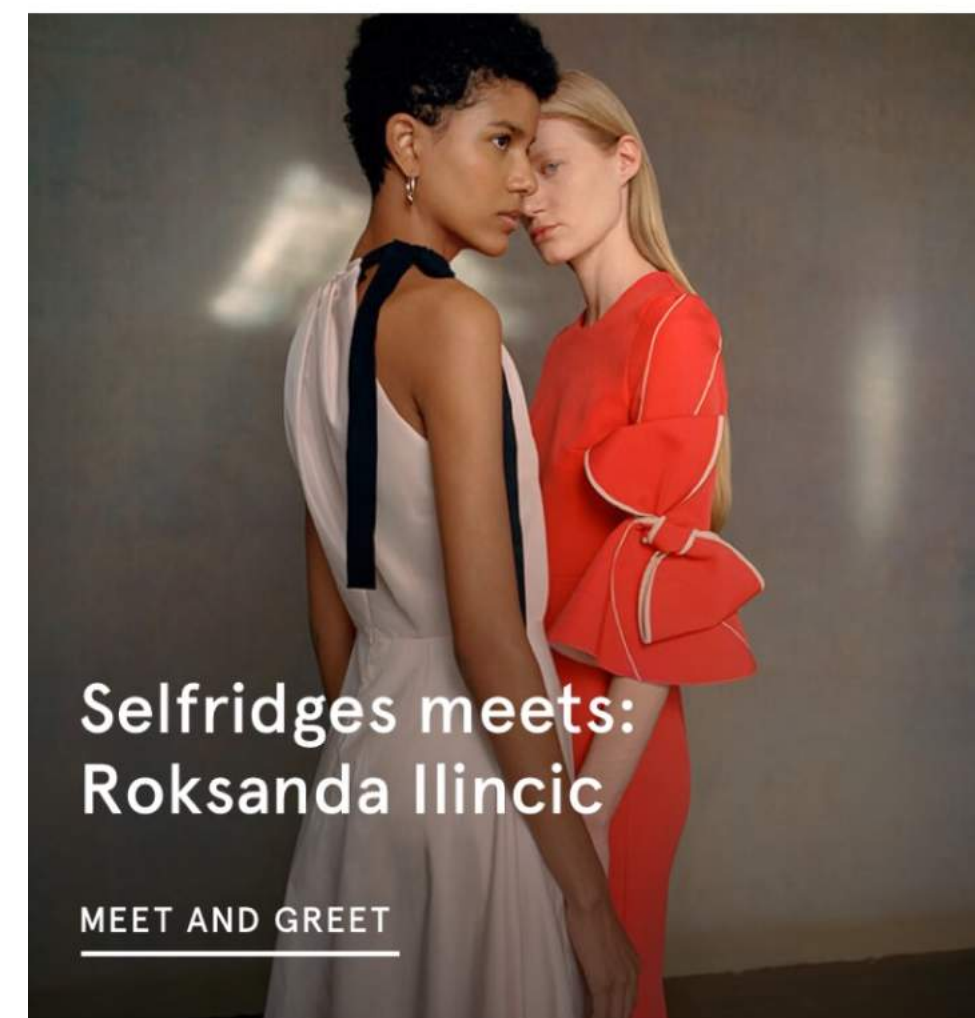
**THE ROW**  
Newen wool-blend  
coat  
£5,220.00



**KITX**  
Conservation high-waist  
asymmetric frayed  
denim skirt  
£795.00



**THE ROW**  
Onda Charm sterling  
silver and brass earrings  
£100.00



Selfridges meets:  
Roksanda Ilincic

MEET AND GREET

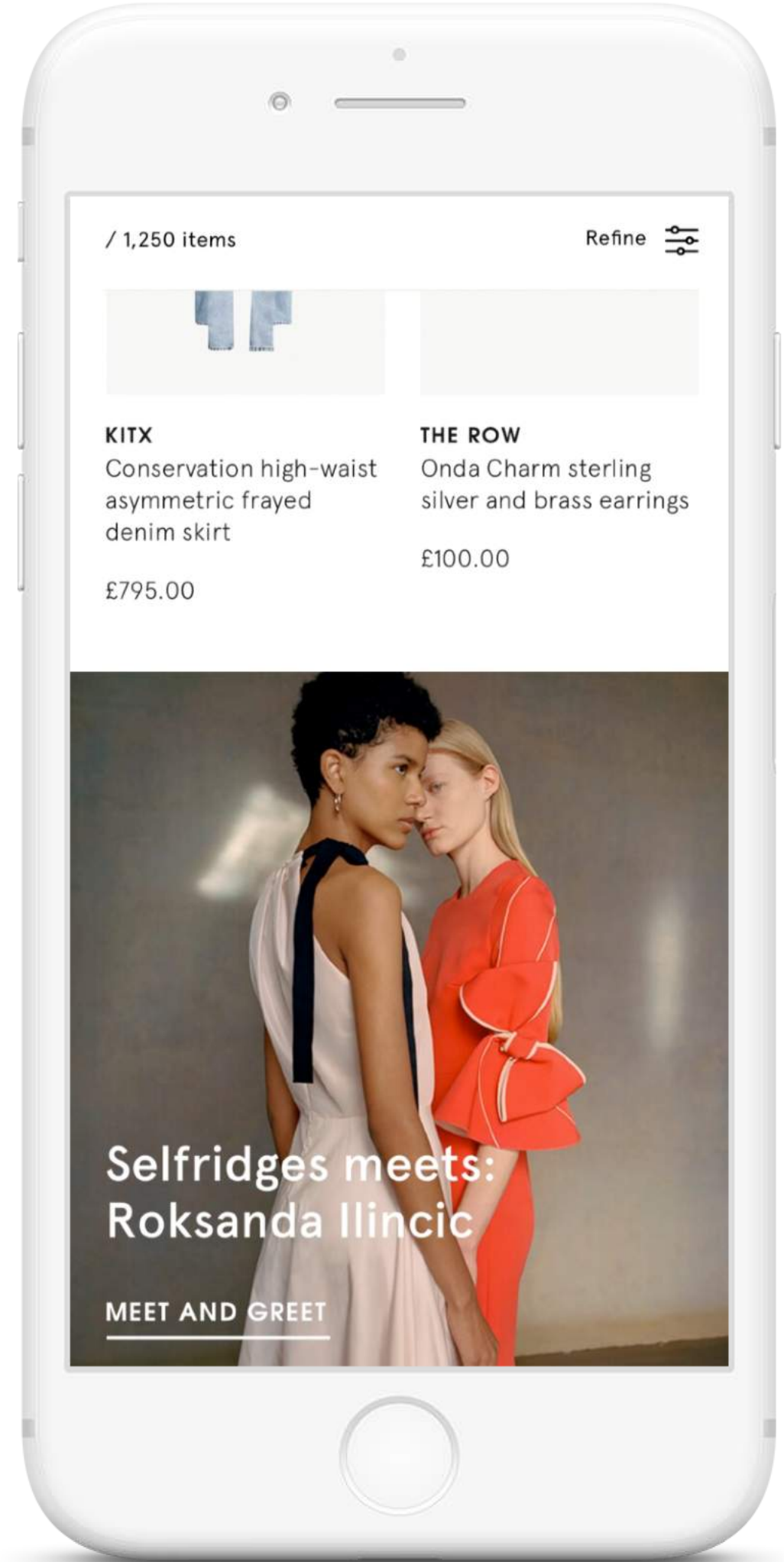


Selfridges meets:

# ROKSANDA ILINCIC

She's one of London Fashion Week's biggest stars. She counts the Duchess of Cambridge and Emma Stone as fans.

[SHOP ROKSANDA SS19](#)



/ 1,250 items Refine



- KITX**  
Conservation high-waist asymmetric frayed denim skirt  
£795.00
- THE ROW**  
Onda Charm sterling silver and brass earrings  
£100.00



Selfridges meets: Roksanda Ilincic

[MEET AND GREET](#)

**"I'm always trying to find parallels with fashion and architecture and translate what they mean, physically as well as emotionally."**

ROKSANDA ILINCIC

Roksanda's signature billowing blouses, flowing satin midi dresses and roomy culottes have been updated with more practical lightweight linens and crinkled cotton fabrics, which mirror the textures on a series of tapestries by famed architect Le Corbusier (her inspiration for SS19).



# SATIN SCARV



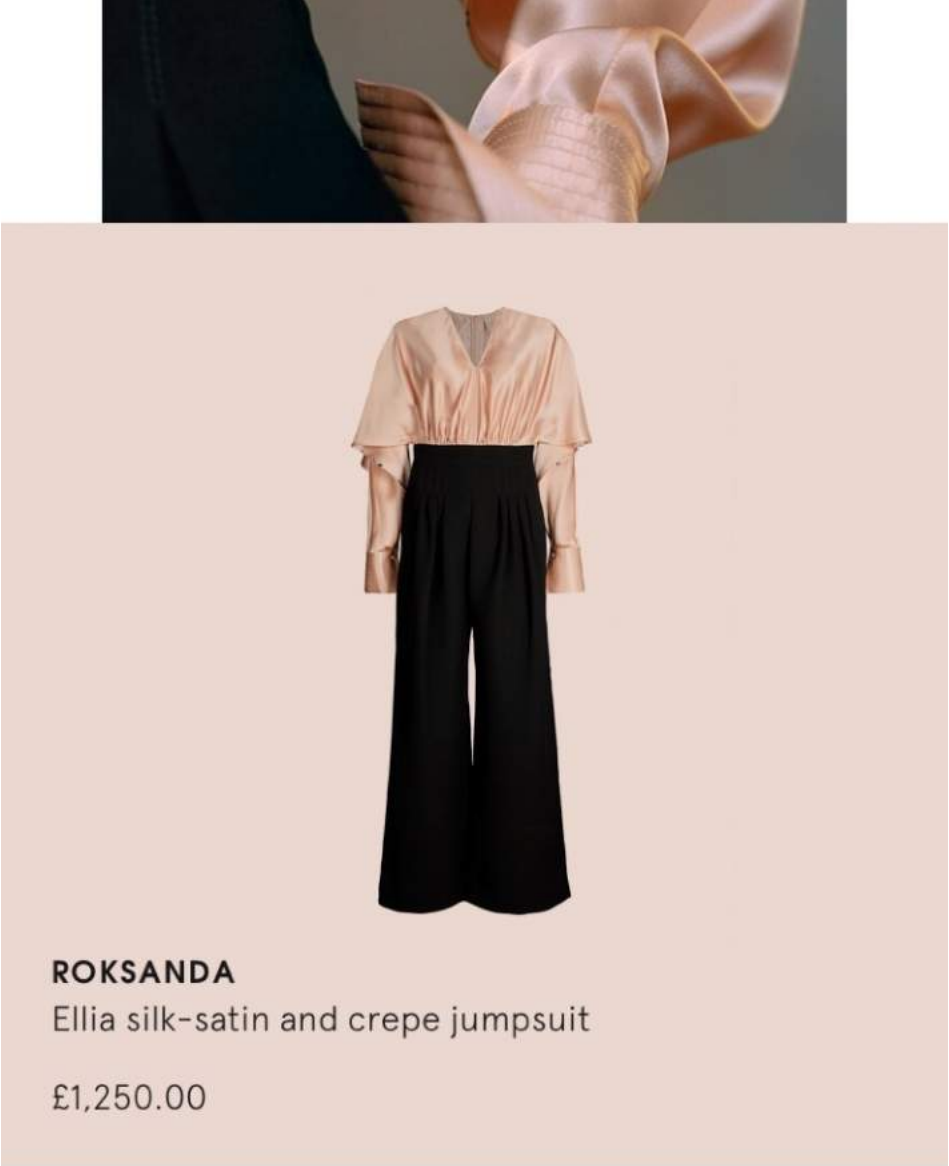
[SHOP THE LOOK](#)



[SHOP THE LOOK](#)

So who is Roksanda collaborating with for AW19? "I'm working with Troika art collective - we've known each other for a while, so it's been a really organic process. I'm super-excited - and the Old Selfridges Hotel is a wonderful backdrop."

To hear more about Roksanda's autumn/winter '19 show, check in next week and listen to our podcast interview with the designer.

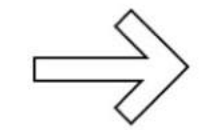


**ROKSANDA**  
Ellia silk-satin and crepe jumpsuit  
£1,250.00



[SHOP THE LOOK](#)

# SHOP ROKSANDA





So who is Roksanda collaborating with for AW19? "I'm working with Troika art

**EXPLORE MENSWEAR** ↓

**ECOALF**  
Logo-print shell hooded jacket  
£905.00

**SELFRIDGES & CO.** 🔍 🛒

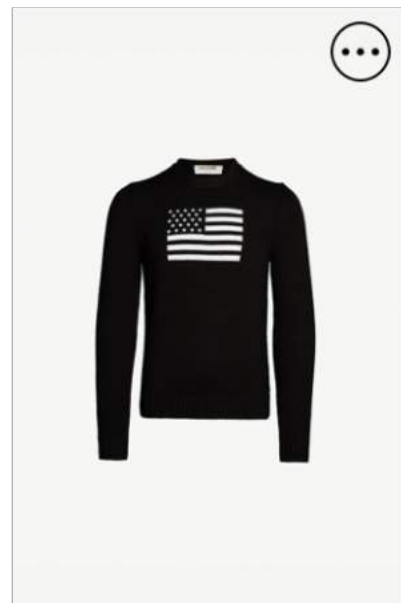
**EXPLORE MENSWEAR** ↓

**ECOALF**

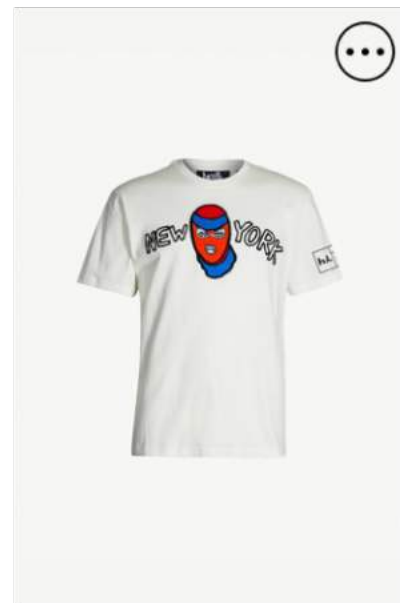
# THIS IS AMERI



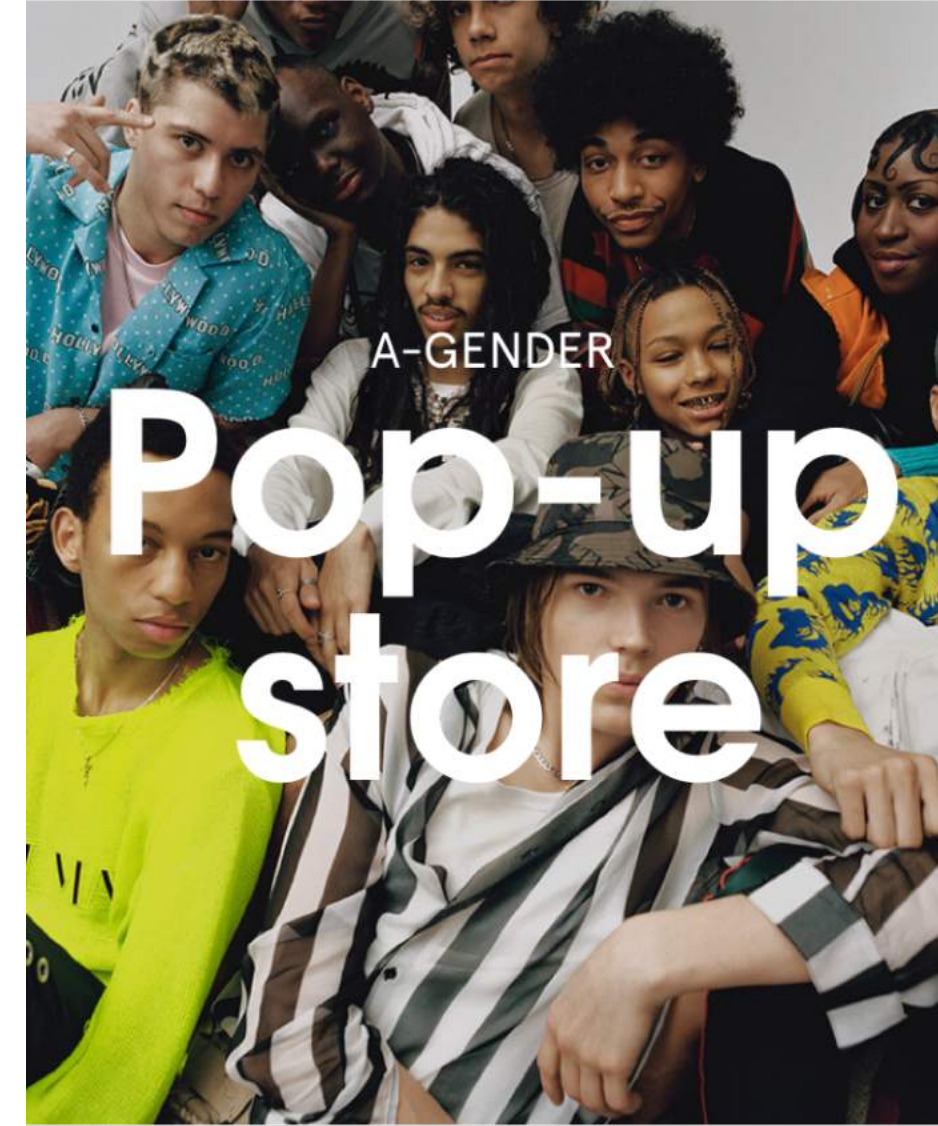
**A-COLD-WALL**  
Pocket-embellished adjustable shell jacket  
£740.00



**1017 ALYX 9SM**  
Allegiance flag-intarsia cotton jumper  
£660.00



**HACULLA**  
Flocked cotton-jersey T-shirt  
£125.00



Popular brands . Filter by brand 🛠

- 01 **Yves Saint Laurent**
- 02 **Moncler**
- 03 **Armarni**
- 04 **Balenciaga**



- Popular brands . Filter by brand 🛠
- 01 **Yves Saint Laurent**
  - 02 **Moncler**
  - 03 **Armarni**
  - 04 **Balenciaga**

**The drop**

NEXT DROP IN  
00, 16, 32, 15, 05...

**SEE THE DROP** →

**SHOP ALL MENSWEAR**

→

Shop by department .

01 / 15,389 items  
**Clothing**

02 / 8,496 items  
**Shoes**

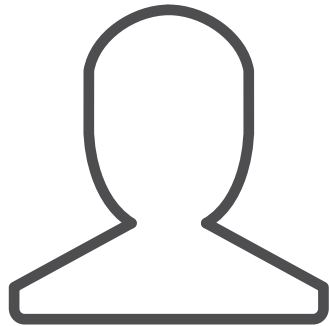
03 / 3,092 items  
**Bags**



**The Huge  
approach.**

**Our approach.**

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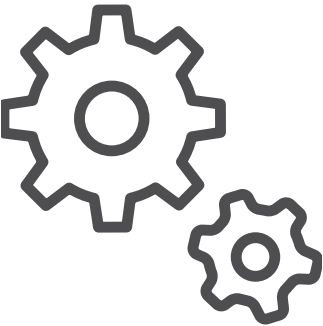
**User goals.**

Wants, needs, goals.



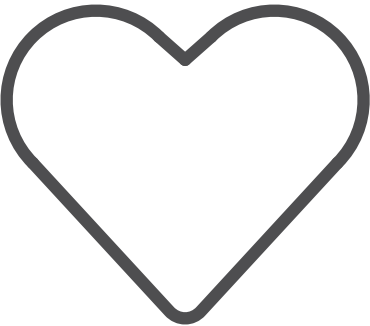
**Business goals.**

Defined KPIs.



**Constraints.**

Technology, organization,  
data, resources.



**Experience.**

Loved by users and exceeds defined  
company objectives.

**The process is  
no process.**



**Selfridges workflow.**

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**Hand sketches**

Initial ideas and brainstorms



**Sketch**

Wireframes + UI designs



**Principle**

Interaction and motion design

**Other project workflow.**

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**Hand sketches**

Initial ideas and brainstorm



**Sketch**

Wireframes + UI designs



**Principle + After Effects**

Interaction and motion design



**Invision: DSM + Inspect**

Atomic design library  
Dev handover  
Client comments



**JIRA**

Requirements +  
QA

**Building our culture.**

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- 1. Get together.**
- 2. Learn and grow.**
- 3. Celebrate positivity.**
- 4. Be well.**
- 5. Purpose + goals.**

**Build a safe  
space for people  
to make mistakes.**

**Question  
time!**

**4**

**HUGE**

**Done.**

**Building and living a creative culture.**

August 12, 2019

**Required eyebrow.**

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**Add the Dove project as a process.**