

PORT FOLIO

MOHNISH PANJABI



A B O U T M E

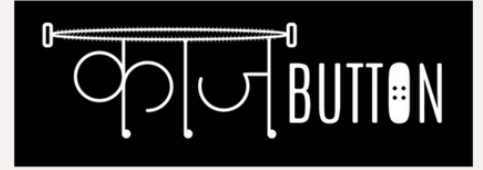


NAME: MOHNISH PANJABI

LUXURY BRAND STRATEGIST | PRODUCER | IP CREATOR

With expertise in luxury branding, fashion, and marketing, I create premium visual experiences that blend strategic storytelling, refined aesthetics, and commercially driven production for modern brands.

C A M P A I G N S



Cinematic Production Meets Cultural Heritage

Produced and executed
flagship campaigns, creating
immersive environments that
complemented the brand's
craftsmanship

All while delivering premium
content that elevated visibility
across digital platforms



Links:

[HTTPS://KAAJBUTTONSTUDIO.COM/COLLECTIONS/JALSA](https://KAAJBUTTONSTUDIO.COM/COLLECTIONS/JALSA)

[HTTPS://KAAJBUTTONSTUDIO.COM/COLLECTIONS/SUKOON](https://KAAJBUTTONSTUDIO.COM/COLLECTIONS/SUKOON)

[HTTPS://KAAJBUTTONSTUDIO.COM/COLLECTIONS/MALANG](https://KAAJBUTTONSTUDIO.COM/COLLECTIONS/MALANG)

[HTTPS://WWW.INSTAGRAM.COM/REEL/DYONNOGOBYZ/?IGSH=MXA5ZMV5DWXZCZJ4AA==](https://WWW.INSTAGRAM.COM/REEL/DYONNOGOBYZ/?IGSH=MXA5ZMV5DWXZCZJ4AA==)

C A M P A I G N S



l i n e
o u t l i n e

Minimalist Art Direction & High-Fashion Execution

Directed and produced minimalist lookbooks where precise spatial design and clean visual language

Highlighted the collections' geometry, craftsmanship, and contemporary luxury appeal.



Links:

[HTTPS://LINEOUTLINE.IN/COLLECTIONS/CHAPTER-7](https://lineoutline.in/collections/chapter-7)

[HTTPS://LINEOUTLINE.IN/COLLECTIONS/CHAPTER-8](https://lineoutline.in/collections/chapter-8)

PODCASTS



MOSHH MOTION MEDIAWORKS



Creating a Bold, Community-First Talk Format

Produced a distinctive podcast property, developing its visual identity, set design, and audience experience to build a scalable, recognizable media brand.

Links:

[HTTPS://YOUTUBE.COM/@SHUTUPWRT?SI=E9A33XARCDNEBR54](https://youtube.com/@shutupwrt?si=E9A33XARCDNEBR54)

PODCASTS



MOSHH MOTION MEDIAWORKS



Transforming Brands into Lifestyle IPs

Created, developed, and produced a premium branded talk series that merged corporate messaging with lifestyle storytelling, positioning the client as a trusted voice beyond dentistry

Links:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=MBRZRGQ_A4Y&T=2364S](https://www.youtube.com/watch?v=MBRZRGQ_A4Y&t=2364s)

EVENTS & SHOWS



Curating Intimate Live Performance IPs

Conceptualized and executed intimate live music experiences, crafting immersive environments that strengthened artist-audience connections through thoughtful production and atmosphere

Simran Jhanjharya & Snehdeep Singh Kalsi

EVENTS & SHOWS



Acoustic Visual Curation & Ambient Production

Produced visually rich live sessions designed for multi-platform distribution, combining atmospheric set design, lighting, and storytelling to enhance every performance.

Sanjeeta Bhattacharya

MUSIC & VIDEOS



Spearheaded end-to-end creative production, styling, and visual execution for Rono and Aarifah's music video. By blending luxury fashion aesthetics with atmospheric indie storytelling at Studio Ash, I delivered a sophisticated, cohesive sensory experience.

Links:

[HTTPS://YOUTU.BE/DI6KRS5KWN4?SI=C4VLLTGQQEBGDRTY](https://youtu.be/dI6KRS5KWN4?si=C4VLLTGQQEBGDRTY)

STYLING



Wardrobe Styling & Creative Direction
Sartorial Curation for the Lens

Curate wardrobe narratives that align talent, environment, and brand identity, using form, texture, and colour to strengthen visual storytelling across every production.

C O N T A C T

TURNING CREATIVE VISIONS INTO HIGH-PRODUCTION REALITIES

GREAT STORIES AREN'T JUST TOLD; THEY ARE METICULOUSLY DESIGNED. WHETHER YOU ARE LOOKING TO LAUNCH A SCALABLE MEDIA IP, EXECUTE A HIGH-FASHION CAMPAIGN, OR CURATE AN IMMERSIVE LIVE EVENT, I AM READY TO BRING A STRATEGIC LENS, PREMIUM AESTHETICS, AND END-TO-END EXECUTION TO YOUR NEXT PROJECT.

LET'S COLLABORATE TO ELEVATE YOUR BRAND PRESENCE AND CAPTIVATE YOUR AUDIENCE.

GET IN TOUCH

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MOSHH MOTION MEDIAWORKS