

New York-Trained Experiential Designer Poppy Haryadi Brings Fashion Week Standard to London Gifting

Poppy Haryadi, who contributed to landmark AmEx builds at Rockefeller Center and Art Basel, now shapes gifting for Netflix, Spotify, and Ministry of Sound

LONDON, UNITED KINGDOM, August 11, 2026 /EINPresswire.com/ -- When a mailer for a global streaming platform or a PR package for a dating app lands on someone's doorstep in 2026, there is a growing chance the moment was designed by someone who learned her craft under the lights of New York Fashion Week. Poppy Haryadi, a brand and experiential designer now based in London at Bespoke-ly, the studio behind the gifting brand Not Another Bill has spent the past year applying what she calls "a New York standard" to gifting and PR packaging for a client roster that includes Netflix, Spotify, Tinder, Mubi, Eggslut and Ministry of Sound.

"I didn't arrive starting over," Haryadi says of her move across the Atlantic. "I arrived with a New York standard already in my hands, and I've been holding that bar in a new market."

That standard was earned quickly and at scale. In New York, working with the experiential agency Shiraz Creative, Haryadi contributed to some of the most visible brand builds of recent seasons. Her first agency project put her alongside the creative director and a senior designer on the American Express Gold Card x Luar launch at Rockefeller Center — the afterparty of New York Fashion Week, uniting four brand partners in one transformed plaza, where she was in the room for the concept and responsible for the graphics across the build. She went on to be part of the Shiraz teams behind two builds during Art Basel Miami for American Express, Resy and Delta: the Night Shift pop-up at the Rubell Museum, and The Resy Lounge, a VIP space so well executed it was named one of the top five restaurants in Miami that week, despite technically being a brand lounge.

In the same period, Haryadi built the second half of her practice: luxury beauty gifting. At the



In the photo, the talented designer Poppy Haryadi.

New York studio Another Box Story, she designed influencer mailers and launch kits for NARS, L'Oréal, Carolina Herrera and Neutrogena, including a Neutrogena Ultra Sheer mailer she owned from concept to production, printed with UV-activated ink so the brand message appears only in sunlight, echoing the invisible protection of the product itself. She simultaneously supported the Giant Spoon team on Walmart's nationwide "Delivers" activation, moving between luxury beauty and mass-market retail in the same working weeks.

"Honestly, that's just what New York asks of you," Haryadi says. "The hustle is the baseline there, everyone's stacking things, and the city quietly expects you to keep up."

Two formats, one discipline

What distinguishes Haryadi's approach at Bespoke-ly is a philosophy formed across those two New York registers: that a brand activation and a mailer are the same discipline at different sizes.

"An activation is a brand experience you walk into. A mailer is one that arrives at your door and asks to be opened," she explains. "One you enter with your whole body, the other fits in your hands, but the thinking behind both is identical. The question underneath both is always the same: how do I make someone feel something in the moment they encounter this? A room and a box are both just containers for a moment. My job is to design the moment."

For the corporate and entertainment clients she now serves in London, that means treating the unboxing as a designed threshold rather than an afterthought, the half-second of anticipation before a lid lifts, engineered with the same intent as a stage entrance. It is a sensibility increasingly in demand as brands compete for attention on creators' social feeds, where a single opening moment can shape how audiences feel about a product before they have ever tried it. "When an influencer opens a package, that single moment can shape how a potential customer feels about the whole brand," Haryadi says. "So you're designing for that, the open, the first look, the version of it that lands on someone's feed."

The production advantage

Haryadi's London chapter has added something her New York years could not: direct proximity to making. Bespoke-ly runs its production in-house, and Haryadi works directly alongside the production team, across print tolerances, structural specifications, material choices and quality control, at times hands-on with the assembly itself.

"When you're close to how things are actually made, you see everything the screen hides," she says. "On screen you can convince yourself of almost anything, but in your hands, the truth of it is obvious. Knowing what can and can't be made before it ever leaves the page changes how you design."

Among her recent London work is a heritage project for Ministry of Sound: a design-led lifestyle range marking the club institution's move into the fashion space, translating three decades of club heritage into scarves, beanies, hoodies and typographic pieces built from the brand's own visual language, made, in her words, for "the OG ravers right through to the Gen Z crowd."

A transatlantic practice

Haryadi's value to London's gifting market extends beyond craft. Having worked with the London office while based in New York, and now with US teams in LA and New York while based in London, she operates as a genuine two-market designer, fluent in both creative cultures and experienced on both ends of the time difference.

"Because I've actually lived and worked in both, I've often ended up in conversations with companies about expanding into the US," she says, "where having both points of view is the whole value, knowing what translates between the two markets and what quietly doesn't." Her route to this point was anything but linear: trained in interior architecture in Indonesia, founder of her own design studio, followed by business studies at Oxford Brookes, a marketing degree at NYU, and graphic design training at Shillington in New York. She credits the winding path, spatial thinking, commercial instinct, audience logic, and design craft, stacked in that order, for the way she now reads every brief.

"Three cities, three completely different versions of me," Haryadi says, "and somehow they all show up in a single brief."

About Poppy Haryadi

Poppy Haryadi (Noer Giovanda Poppy Haryadi) is a brand and experiential designer based in London, working across brand activations, packaging and graphic design. Her clients span beauty, entertainment and lifestyle, including American Express, Walmart, NARS, L'Oréal, Carolina Herrera, Neutrogena, Netflix, Spotify, Tinder, Mubi and Ministry of Sound. She holds a BA in Interior Architecture (Universitas Ciputra), an MSc in Entrepreneurship and Innovation (Oxford Brookes University), an MS in Integrated Marketing (New York University), and trained in Graphic Design at Shillington Education, New York.

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