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**KINGJAMES** GROUP

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To whom it may concern

Andrea Hull is known to me after having assisted King James on various projects for Pick n Pay on a freelance basis. These included art directing a complete redesign of Pick n Pay's press and print look and feel - including designing templates for their product and price leaflets. In addition, she also designed and photographically directed food leaflets to showcase Pick n Pay's fresh range.

She proved talented and self-motivated and produced work of the highest standard. Her aesthetic is polished, up-to-date and internationally on trend. Her understanding of strategic issues are exceptional.

She is also presentable and able to engage with clients at top management level.

I can unreservedly recommend her for any design and art direction job – especially those that require a retail focus.

Yours truly,  
Christo Nel  
Executive Creative Director