

# AABID YOUSSEF

BASED IN TORONTO - CANADA

PHOTOGRAPHY / DESIGN / VIDEO PDF PORTFOLIO

w. [aabidyoussef.com](http://aabidyoussef.com)

IG. [@aabidyoussef](https://www.instagram.com/aabidyoussef)

## HOWLER - CREATIVE DIRECTOR (present)

- Lead designer and creative behind soccer inspired apparel brand Howler.
- Featured in GQ and Complex. Responsible for garment design, e-commerce photos, branding, graphic design, promotional stills and videos and web design.

## PHOTOGRAPHER / (present)

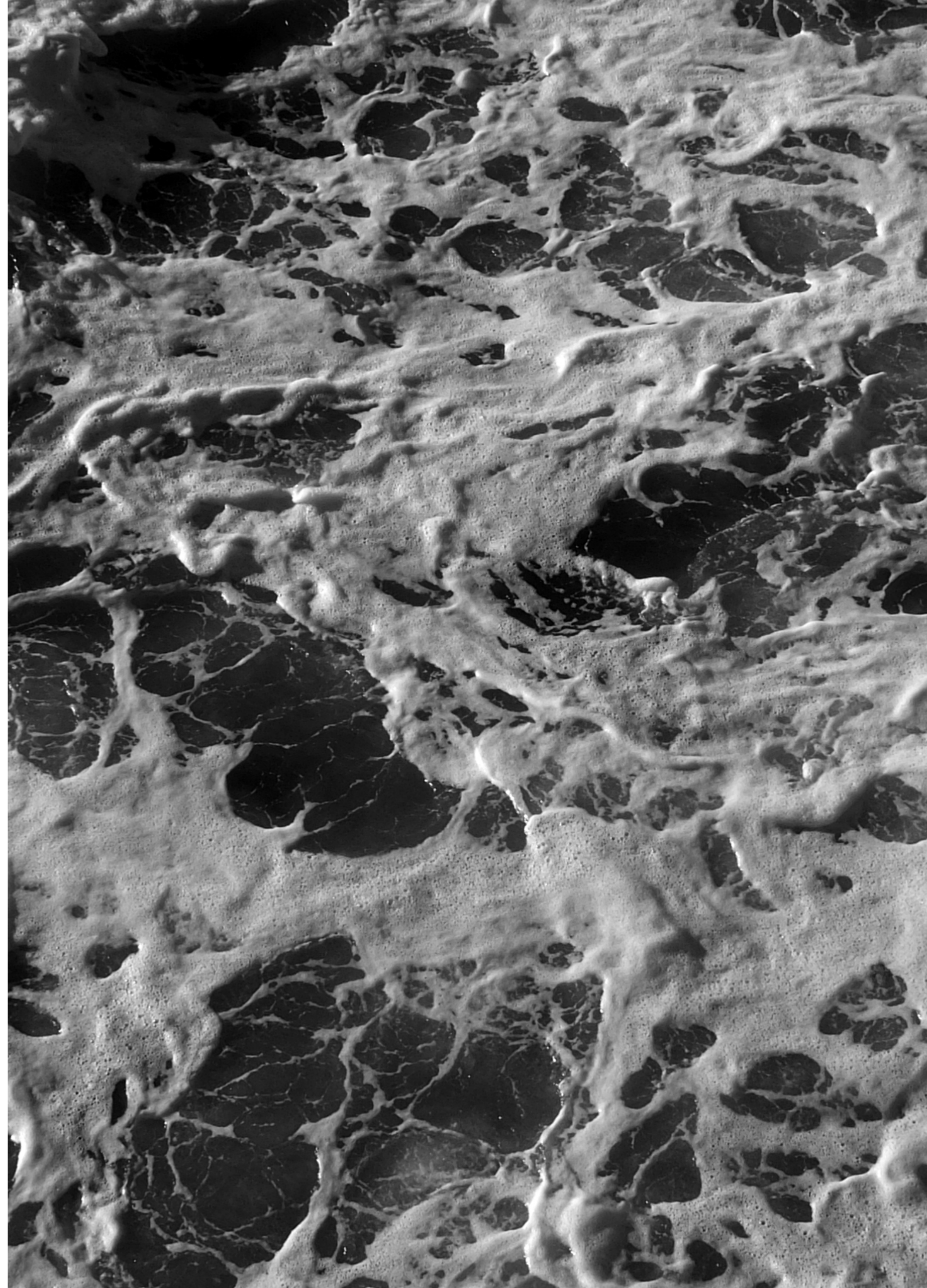
- Social media photographer for the Tim Hortons 2018 fall campaign
- E-commerce photographer for eBay Canada
- Event photographer for Sunkist Canada
- Photographer for Unilever Canada brands Becel, AXE and Love Beauty and Planet
- Photographed and filmed promotional content for musicians Sneaks, Superbody, New Justine, Shade, and Thrillers

## DIRECTOR / (present)

- “Ecstasy” & “Hair Slick Back” Music videos for Sneaks released through Merge records
- “Very Good Person” Music video for Joel Eel shot in Mexico City
- Directed and edited promotional video content for Unilever Canada and Becel Canada
- Documented local Toronto artists through a series of fashion videos filmed over 3 years

## CLIENT & FEATURES

Flare Magazine / ebay / Unilever Canada / Edelman Canada / Tim Hortons / Becel / Canadian Arts Magazine The New York Times / Merge Records / Sunkist / Sleepless Records / New Justine / Joel Eel / Superbody Sneaks / Pet Sun / Shade / Thrillers / Vice Mexico / Vice North America / Vice China / The 405



# ABOUT

Aabid Youssef is an interdisciplinary creative with a focus on photography, video and design. His work, both personal and commercial, often recites themes surrounding enchantment: finding context through androgyny, beginnings and a fascination with music sub cultures.

Youssef works very closely with musicians and focuses on their evolution and development as artists through portraiture and video. Recent subjects have included musicians Alex Cameron, Lola Kirke, Superbody, Sneaks, Joel Eel, Thrillers and Shade. Featuring a distinct monochromatic colour scheme, Youssef's artist portraits are bathed in intrigue and an uncertain allure regarding his subjects.

In 2018 Youssef founded Howler, a Toronto-based football inspired apparel brand. The brand is influenced by 90's soccer culture and Youssef's sports-focused upbringing in Cairo. Howler mixes modern streetwear sensibilities with subtle football references to offer a label that speaks to underground soccer culture. Since Launch, Howler has been featured on both *GQ* and *Complex*.

In 2019 Youssef directed "Ecstasy", the latest music video for Washington-based musician and close collaborator Sneaks. "Ecstasy" was entirely conceived, shot, directed and edited by Youssef and was featured in *The New York Times*.

Youssef's recent commercial clients have included Tim Hortons, eBay, Love Beauty and Planet, Becel, Axe and Sunkist. He has recently been published in *The New York Times*, *GQ*, *Complex*, *Vice*, *The Line of Best Fit* and *The Fader*.

Youssef lives and works in Toronto, Ontario.



**CREATIVE DIRECTOR  
& COLLABORATOR**

# howler

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# GROUP STAGE T

The Howler Group Stage T - Designed in celebration of the 2018 FIFA World cup.  
Featuring simplified flag renderings of each participating country.  
Each row represented the corresponding group.







SPRING / SUMMER 2018 COLLECTION



[WWW.SHOPHOWLER.COM](http://WWW.SHOPHOWLER.COM)





## WOMEN'S WORLD CUP T PROMO VIDEO

Directed by Aabid Youssef  
Produced by Howler

[Watch here](#)

# SNEAKS

Like a piece of art with as many interpretations as people who view it, Sneaks' music is kaleidoscopic, completely unique to the listener. Between responsibility, laughter samples, and charming vocals lies one club banger, your little sister's anti-meat school lunch protest song, a 55-second epic bass surprise, and a lot of sincerity.



## ECSTASY - Sneaks (2019)

Directed by Aabid Youssef  
Produced by Merge Records

[Watch here](#)

# SUPERBODY

Superbody is a tiny indie band with enormous music — and maybe the greatest '80s pop act to emerge from 21st century late capitalism. The outfit is the Tennessee basement-born and bedroom-produced DIY fever dream of 24-year-old producer and musician Robert McCurry. Until recently Superbody was a duo of McCurry and Caleb Dills who together, out of Chattanooga, crafted two albums of weirdo lo-fi '80s-inspired disco-pop, deliberately overstuffed with the indulgent synthesizers and pulpy electronic twangs of the post-1878 Billboard charts. Their semi-ironic but genuinely catchy tracks and kitschy-as-hell aesthetics have found them sharing stages with Dorian Electra, Diane Coffee and Shannon and The Clams, and even featured on the New York Times Fashion's Instagram.



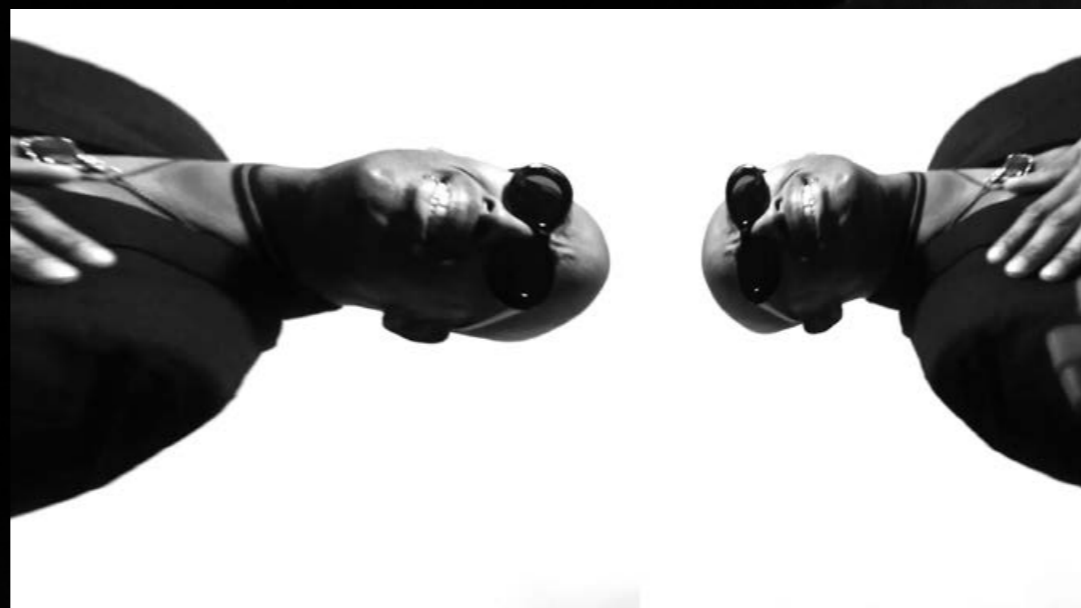
## CHAMPAGNE - Superbody (2019)

Directed by Aabid Youssef  
Produced by Invertebrate

[Watch here](#)

# THRILLERS

Brothers often dream of working together. Few actually achieve this goal. THRILLERS, the L.A.-based indie pop duo comprised of Gregory and Jeremy Pearson, has done just that, racking up hundreds of thousands of plays on SoundCloud and attracting media attention along the way.



## SLOW MOTION REPLAY - Thrillers (2018)

Directed by Aabid Youssef  
Produced by Lights and Music

[Watch here](#)

# SHADE

Hailing from Hamilton, ON the band takes the most vital parts of the music they grew up on—Brit rock’s ambitious sneer, neo-psychedelia’s mind-melting hooks, and grunge’s punk-infused heaviness—and turbo-charges them, building an assault of sound that can shake the foundations of a stadium just as readily as it razes a grimy dive bar. It pulls from the storied halls of rock ‘n’ roll Valhalla while injecting a much-needed dose of 21st-century verve, like a Frankenstein’s monster stitched together by wild riffs, fists-raised riots, and evil energy.



## **SHE TOLD ME - Shade (2018)**

Directed by Aabid Youssef  
Produced by Sleepless Records

[Watch here](#)

**PHOTOGRAPHER**









**PORTRAIT REEL (2019)**

Watch [here](#)







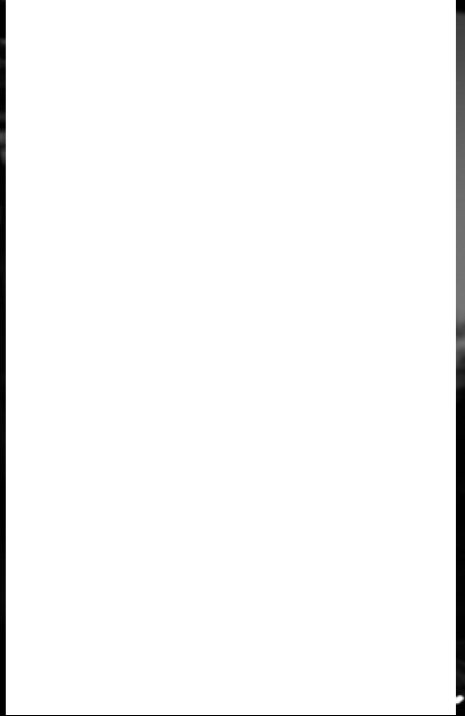
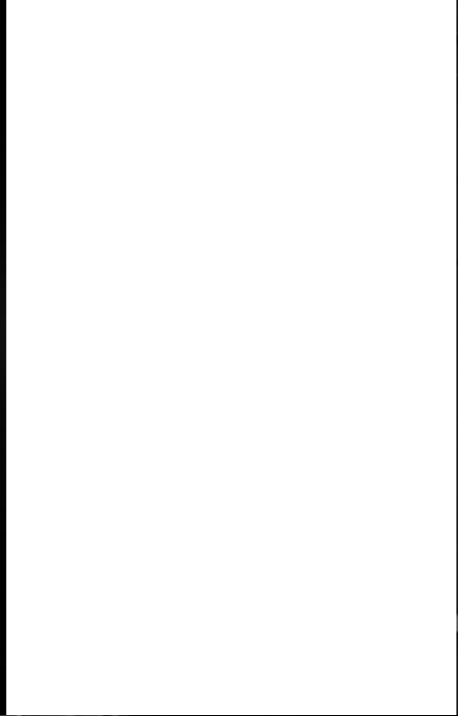
















**DIRECTOR**



**Out of Love - Plum (2018)**

Directed by Aabid Youssef

Watch [here](#)



**Hair Slick Back - Sneaks (2017)**

Directed by Aabid Youssef

Produced by Merge Records

Watch [here](#)



**HAZE - Sahara (2017)**

Directed by Aabid Youssef

Watch [here](#)



**Very Good Person - Joel Eel (2017)**

Directed by Aabid Youssef & Joel Eel

Watch [here](#)



**Becel Avo Alley pop up (2017)**

Directed by Aabid Youssef

Watch [here](#)



**Baking with Becel event (2017)**

Directed by Aabid Youssef

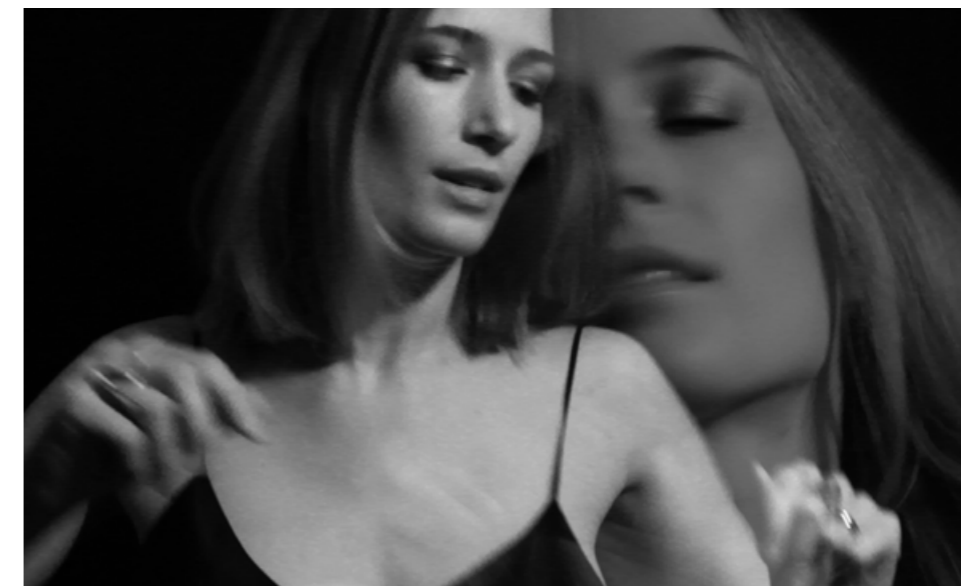
Watch [here](#)



**Love Beauty and Planet pop up (2017)**

Directed by Aabid Youssef

Watch [here](#)



**Elvira's dream (2017)**

Directed by Aabid Youssef & Joel Eel

Watch [here](#)



**Web of Man - Pet Sun (2016)**

Directed by Aabid Youssef  
Produced by Sleepless Records

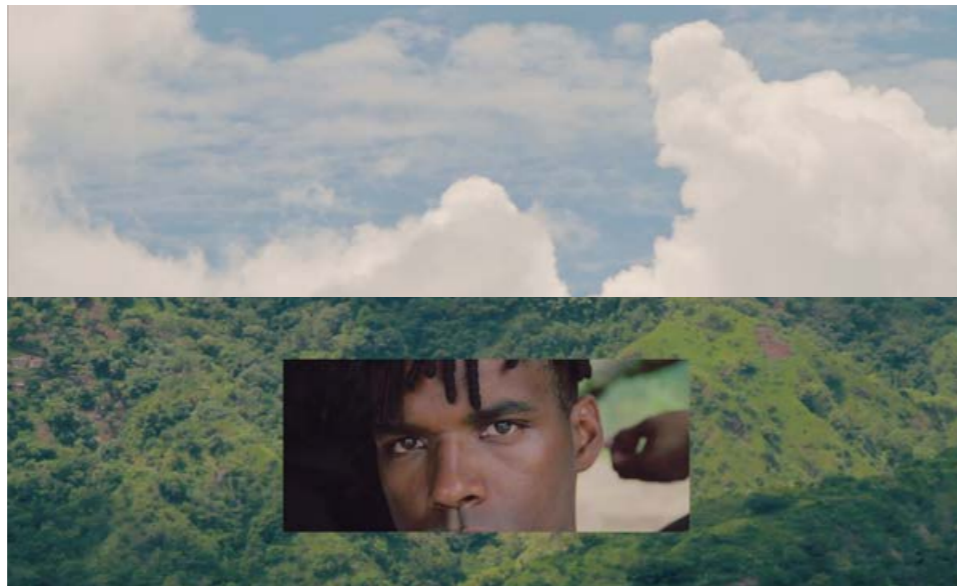
Watch [here](#)



**Free Season - Pet Sun (2017)**

Directed by Aabid Youssef  
Produced by Sleepless Records

Watch [here](#)



**I Wanna Be a Part of Your World - Mark Clennon (2017)**

Directed by Aabid Youssef

Watch [here](#)



**Howler launch video (2017)**

Directed by Aabid Youssef

Watch [here](#)



**Yan Wen Chang (2016)**

Directed by Aabid Youssef

Watch [here](#)



**Alex Jung (2016)**

Directed by Aabid Youssef

Watch [here](#)



**Can You Love Me Now - Decades (2012)**

Directed by Aabid Youssef

Watch [here](#)



**New Justine (2015)**

Directed by Aabid Youssef

Watch [here](#)



# **CLIENTS & FEATURES**



The  
New York  
Times



**COMPLEX**

FLARE

**thump**

**FADER**

THE LINE OF BEST FIT

*Tim Hortons.*

ebay

**EARMILK**

LOVE  
beauty  
AND  
planet

**Sunkist**



**AXE**

**SLEEPLESS  
RECORDS**