

SUMMASTUDIO

PORTFOLIO



...because greatness is about the vision.

WHO WE ARE

Summastudio is a Prague-based creative agency specializing in comprehensive event production, branding, marketing services, and the representation of fashion industry personalities, including Filip Vaněk, Lukáš Macháček, and Michael Kováčik. The agency offers a full-service approach that includes event organization, VIP concierge services, PR, influencer marketing, photo and video production, graphic design, fashion, and styling. Its clients include beauty, fashion, and lifestyle brands seeking original and precisely executed visual presentation.

founders





MARKÉTA CAHOVÁ
CEO SUMMASTUDIO



NATÁLIE VAJGERTOVÁ
HR & ONLINE OPERATIONS MANAGER



DANIELA PILNÁ
PUBLIC RELATIONS MANAGER



KAROLÍNA TOŠNAROVÁ
HEAD OF PRODUCTION



ZUZANA SMÉKALOVÁ
TENDER & BUSINESS DEVELOPMENT SPECIALIST



KRISTÝNA ZBOŘILOVÁ
BACK OFFICE



LUKÁŠ MACHÁČEK
CREATIVE SPECIALIST / DESIGNER



VRATKO BARCÍK
PHOTOGRAPHER & GRAPHIC DESIGNER

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SERVICES

- PRODUCTION / EVENTS
- PR AND MEDIA
- PHOTO & VIDEO PRODUCTION
- GRAPHIC DESIGN
- STYLING
- FASHION DESIGN
- MAKE-UP & HAIR
- VIP CONCIERGE
- ON-LINE
- INFLUENCING



We bring ideas to life — from high-impact fashion shows and press launches to unforgettable weddings, private parties, and brand activations. Whatever the occasion, we ensure every detail is executed with creativity, precision, and flair. Backed by our collaboration with **Fuel Agency**, one of the top production powerhouses in the Czech Republic, we deliver experiences that make a statement.



PRODUCTION EVENTS

...BECAUSE GREATNESS IS ABOUT THE VISION.

PR & MEDIA

Our PR & Media division delivers end-to-end publicity across print, online, and TV platforms — with the option to amplify visibility through curated events like media brunches, press days, or experiential trips.

Every PR strategy is custom-built to reflect the client's goals, offering focused support during key moments such as product launches, service rollouts, or campaign debuts to ensure maximum impact.

We also connect brands with relevant ambassadors or high-profile talent to enhance reach and relevance. For a cohesive presence, we offer full social media management as part of our integrated approach.



Jeden z nejlepších dizajnérov na česko-slovenskej scéne: Lukáš Macháček predstavil svoju historicky najväčšiu prehliadku

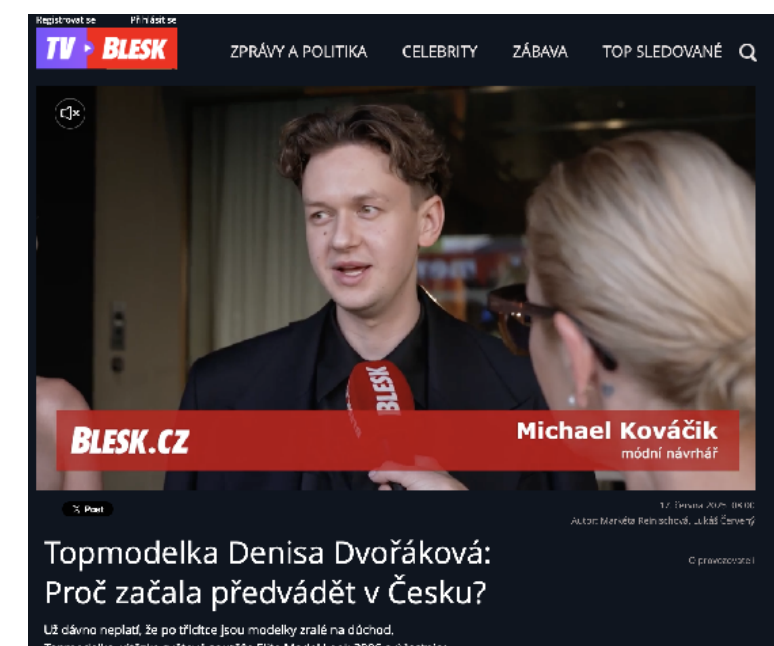
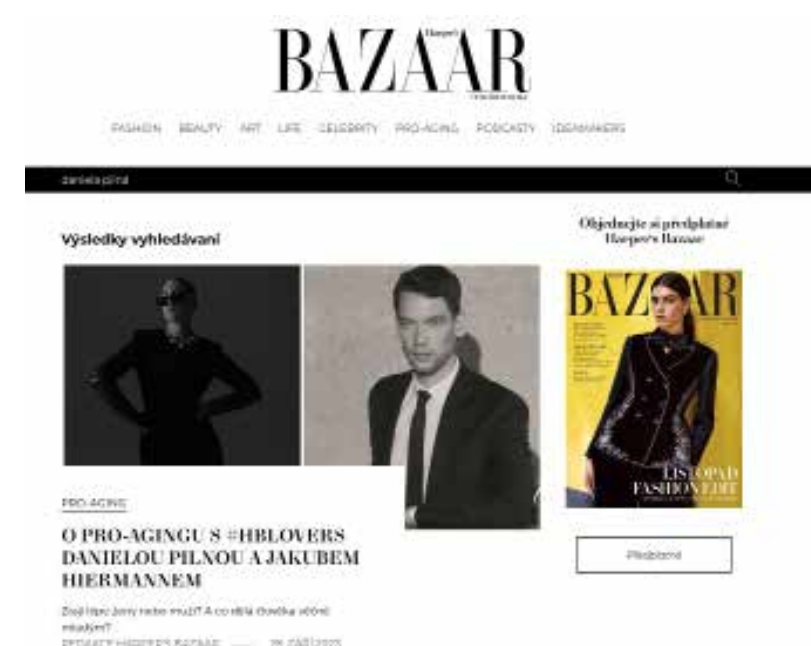


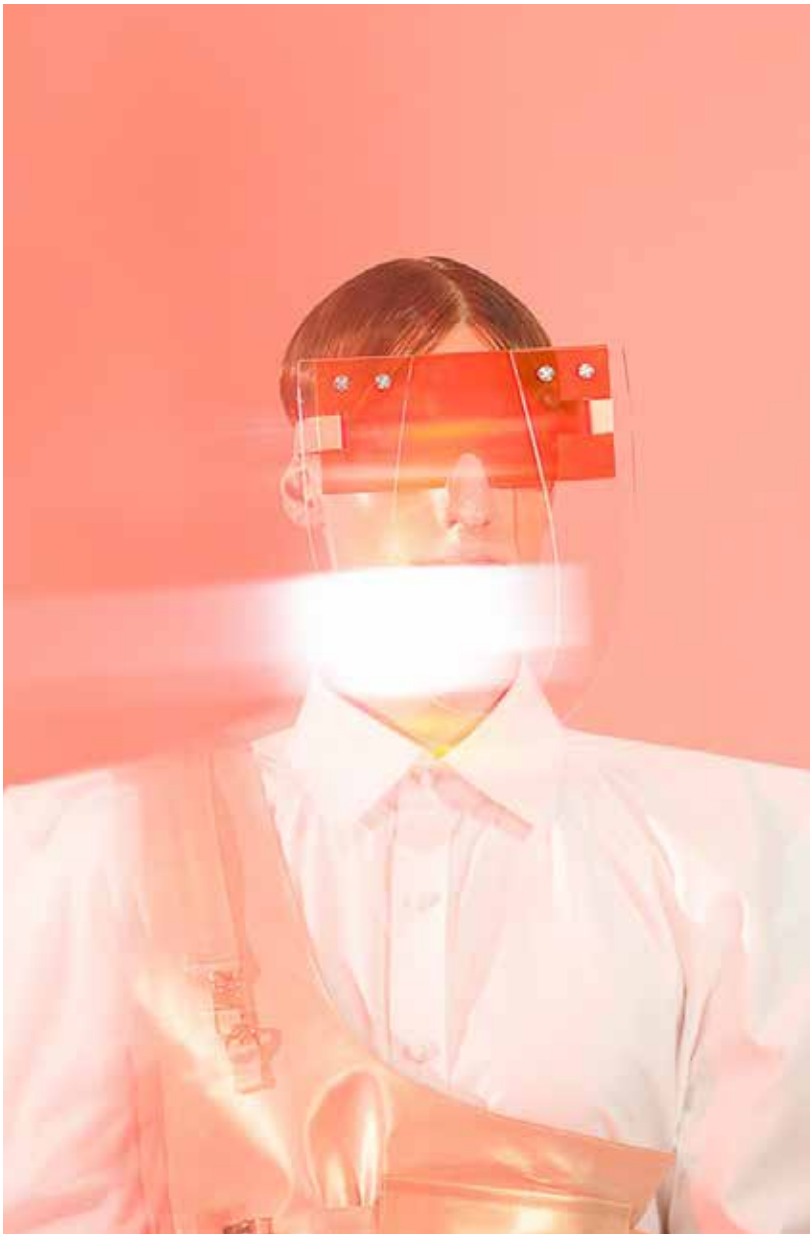


PHOTO VIDEO

In the permanent team, we have our resident photographer Vratko Barcik, who specializes in men's fashion and art photography, product photography, etc., however, we have contacts with the best Czech and Slovak fashion photographers, so we can mediate:

- private photo shoot in the privacy of the client
- wedding photographer
- product photos, for E-commerce
- lookbook photography
- campaign photography & videos
- beauty photo&video shoot
- fashion photo&video shoot
- interior photography
- company photo&video shoot of employees
- preparing photos (content) for social media
- photos for the website
- photo postproduction





Our in-house Graphic Design Department is the creative engine behind the visual identity of both brands and campaigns. We don't just design — we craft narratives that connect, inspire, and elevate. Every detail is shaped with intention, from typography and layout to color and motion.

Whether it's a complete brand refresh or a one-off campaign, we deliver high-end design solutions across print and digital platforms.

What we create:

- Brand identities & logo systems
- Packaging design
- Editorials, brochures & printed materials
- Billboards & outdoor campaigns
- Web & digital design
- Social media visuals & motion graphics
- Video visuals & campaign assets

Design at SUMMASTUDIO is always tailored, never templated — because every brand deserves to look as unique as its story.



GRAPHIC DESIGN





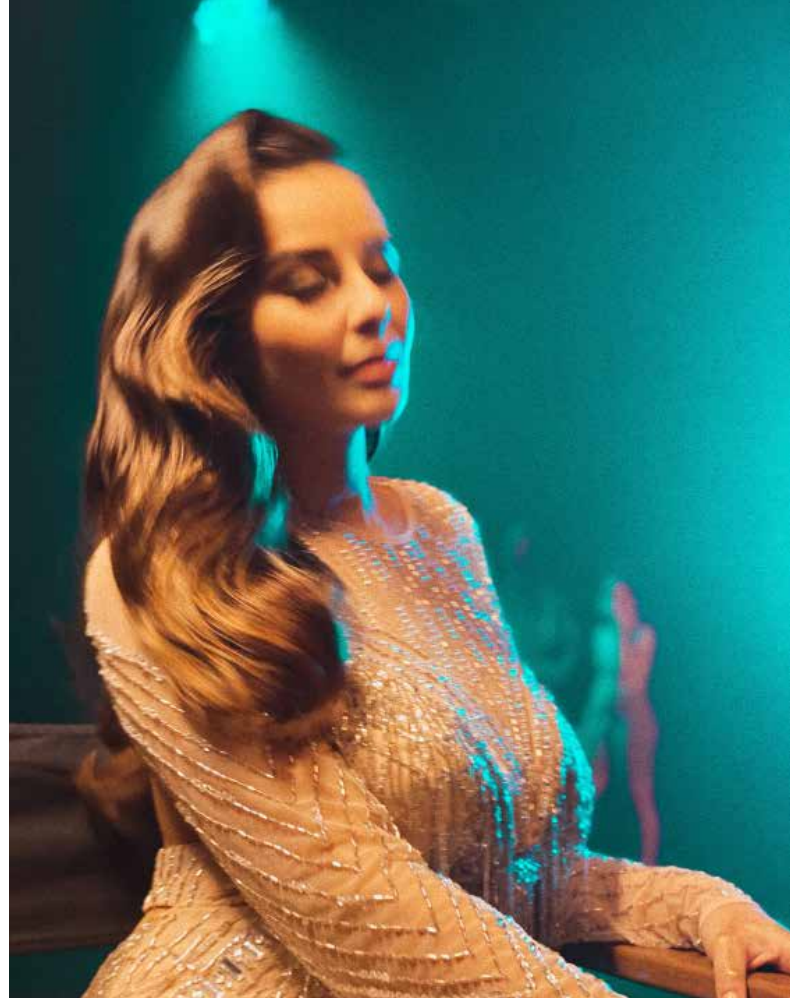
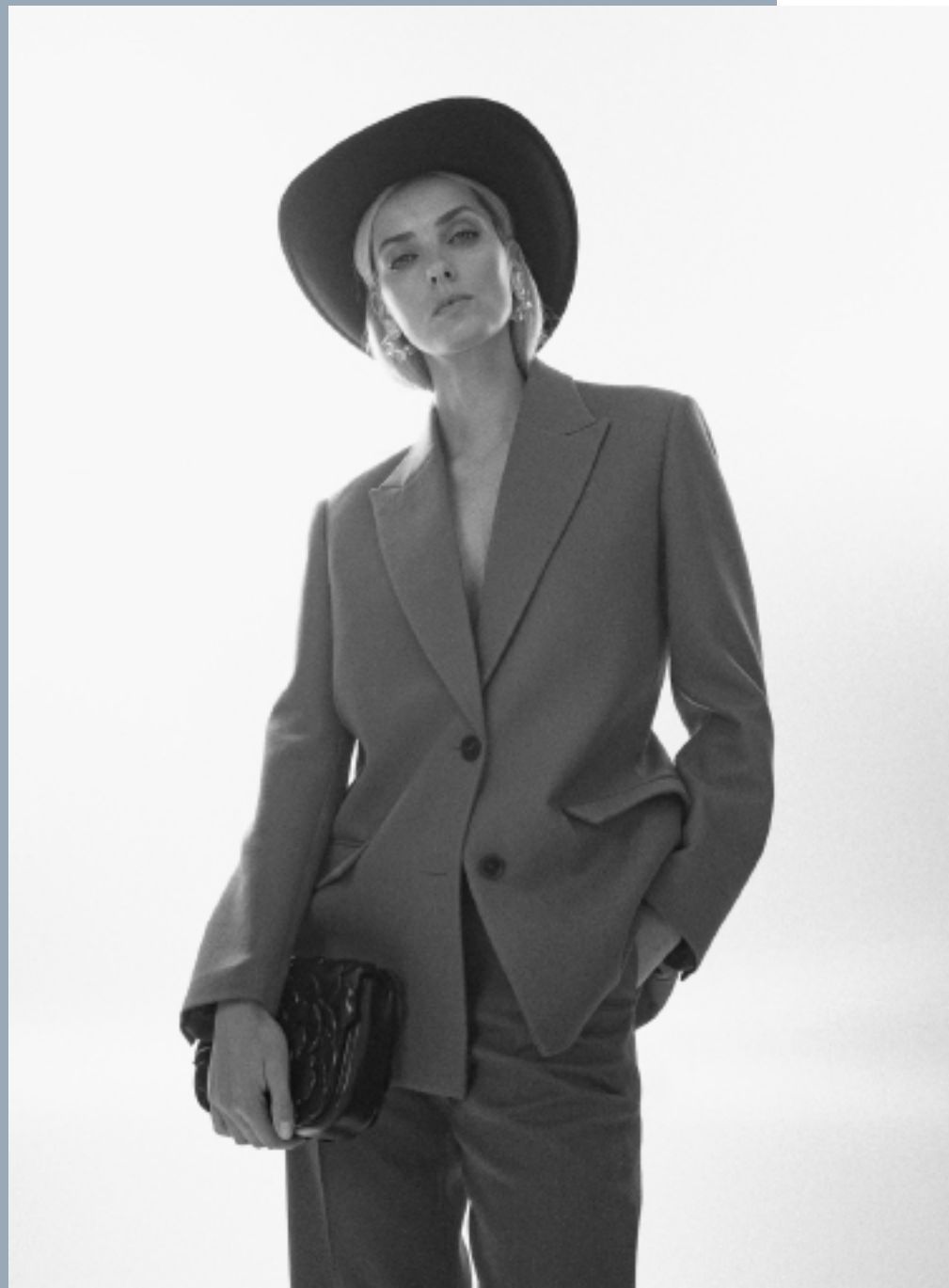
STYLING

At SUMMASTUDIO, we offer expert styling tailored to every context — from high-fashion shoots to commercial campaigns. Our team brings a refined eye, trend awareness, and a deep understanding of visual storytelling to each project.

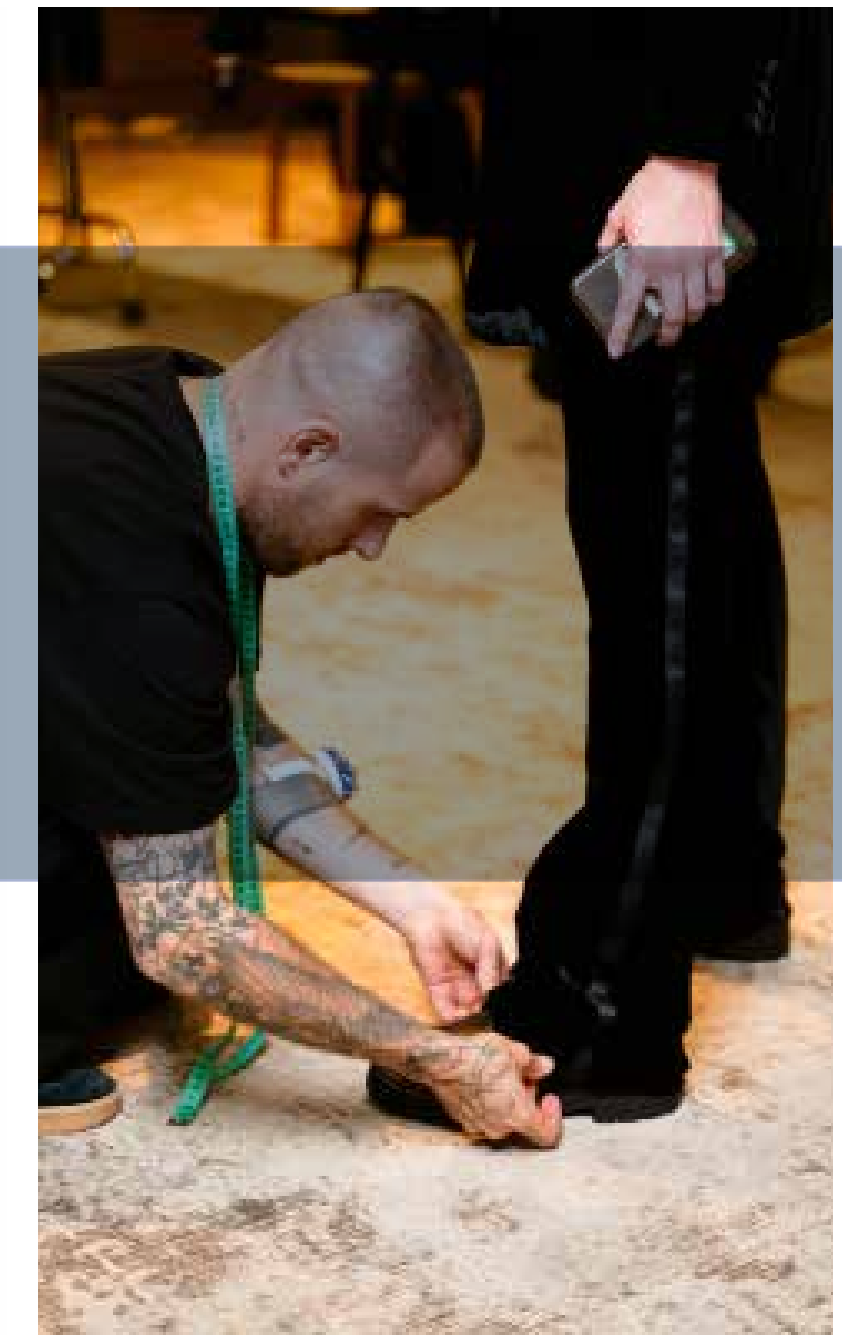
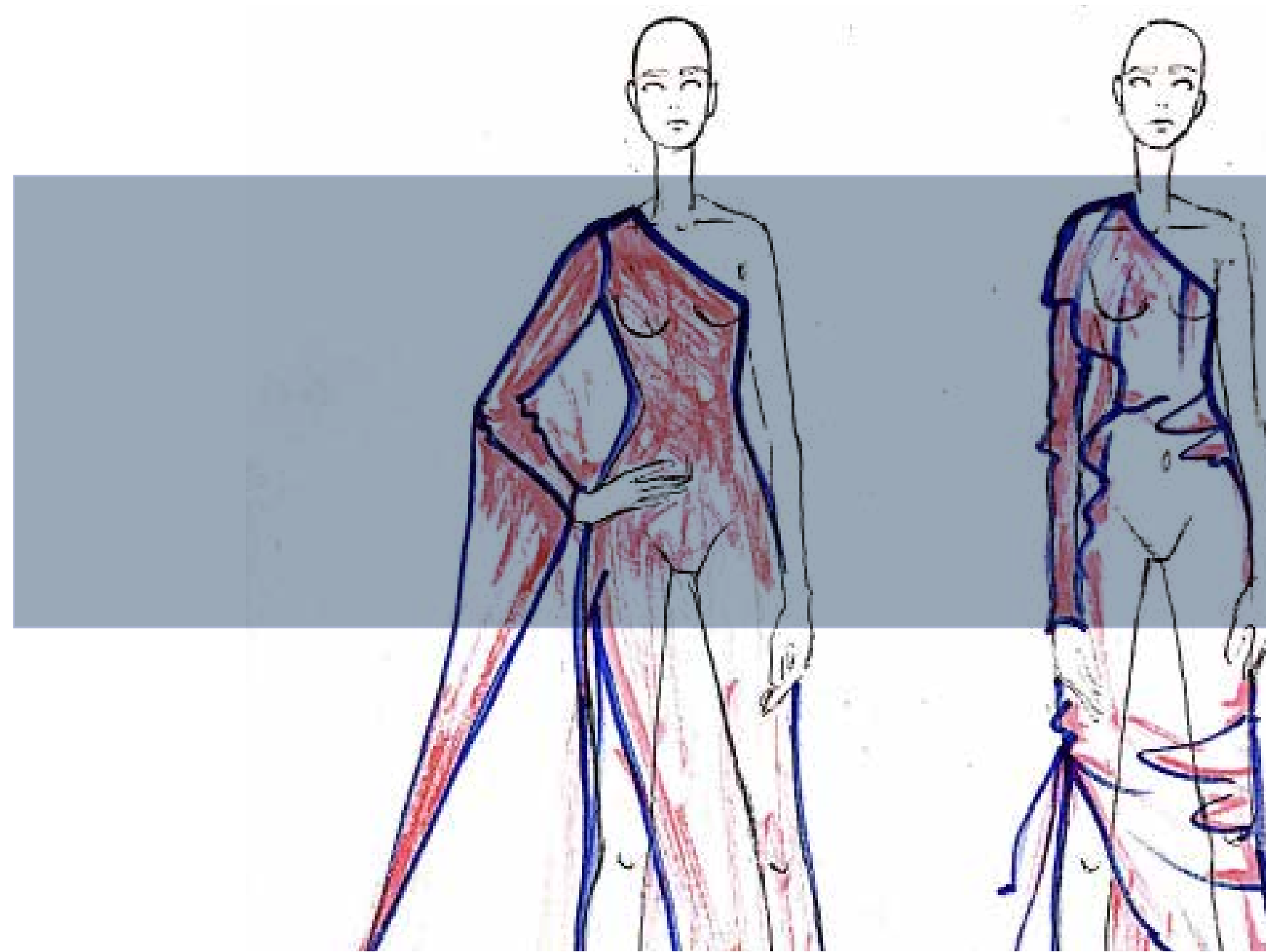
Our styling expertise includes:

- Commercial styling (advertising, campaigns)
- Fashion styling (editorials, lookbooks, runway)
- Personal styling (clients, celebrities, VIPs)
- TV & Show styling (broadcast, entertainment)
- Beauty styling (cosmetic campaigns, skincare)
- Product styling (still life, brand visuals)
- Video styling (music videos, commercials, content shoots)





FASHION DESIGN

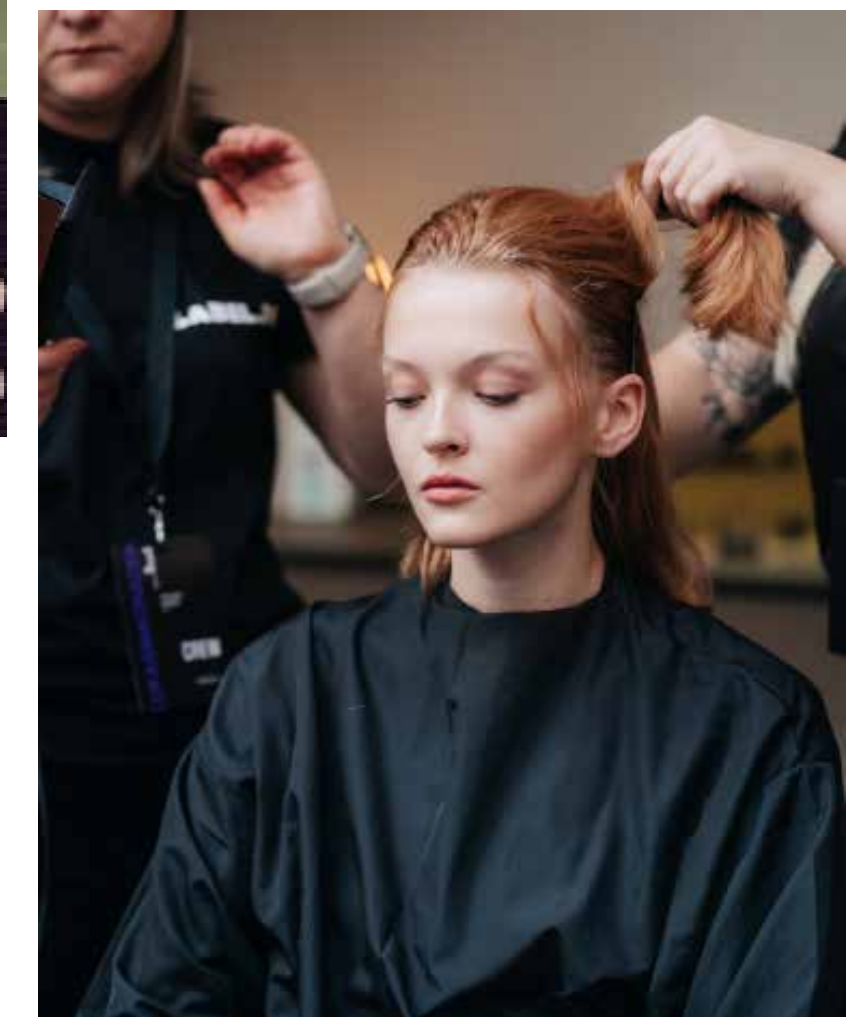
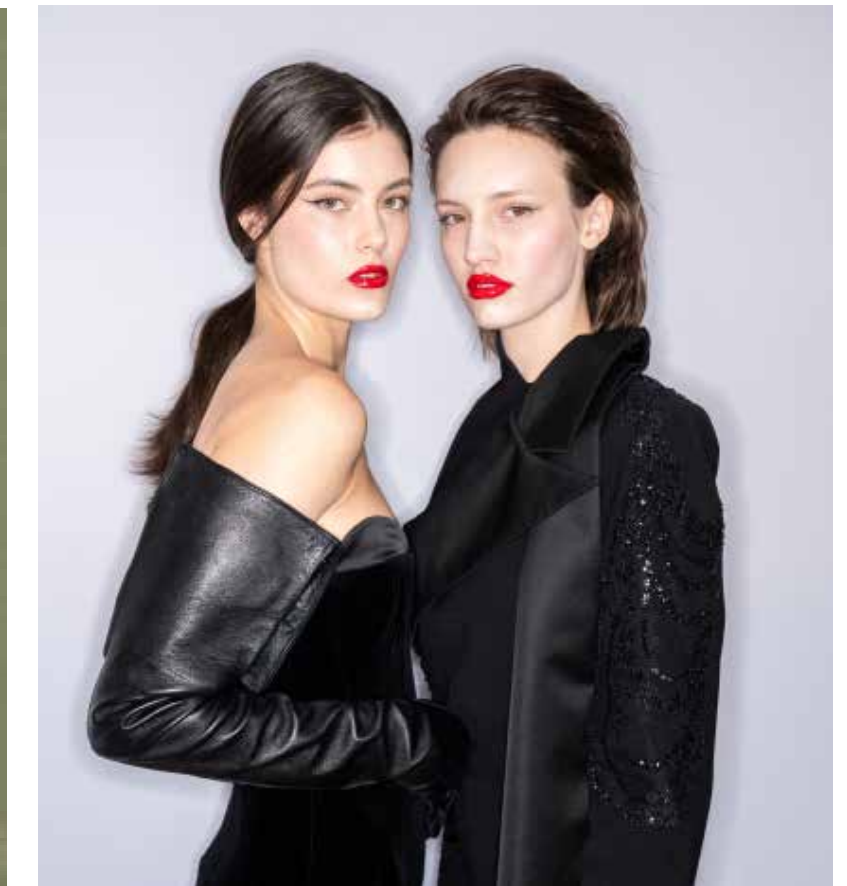


We work hand-in-hand with a network of top fashion designers and ateliers to bring custom garments, collections, and creative visions to life. From concept sketches to final fittings, every piece is developed with a focus on quality, craftsmanship, and individuality.

Our design capabilities cover a wide spectrum:

- Women's and men's fashion
- Wedding dresses and bridal couture
- Evening and red-carpet gowns
- Custom merchandise and brand apparel
- Designer services for established fashion brands
- Tailoring from basic to high-end, including leather and luxury materials
- Creative collaborations and capsule collections





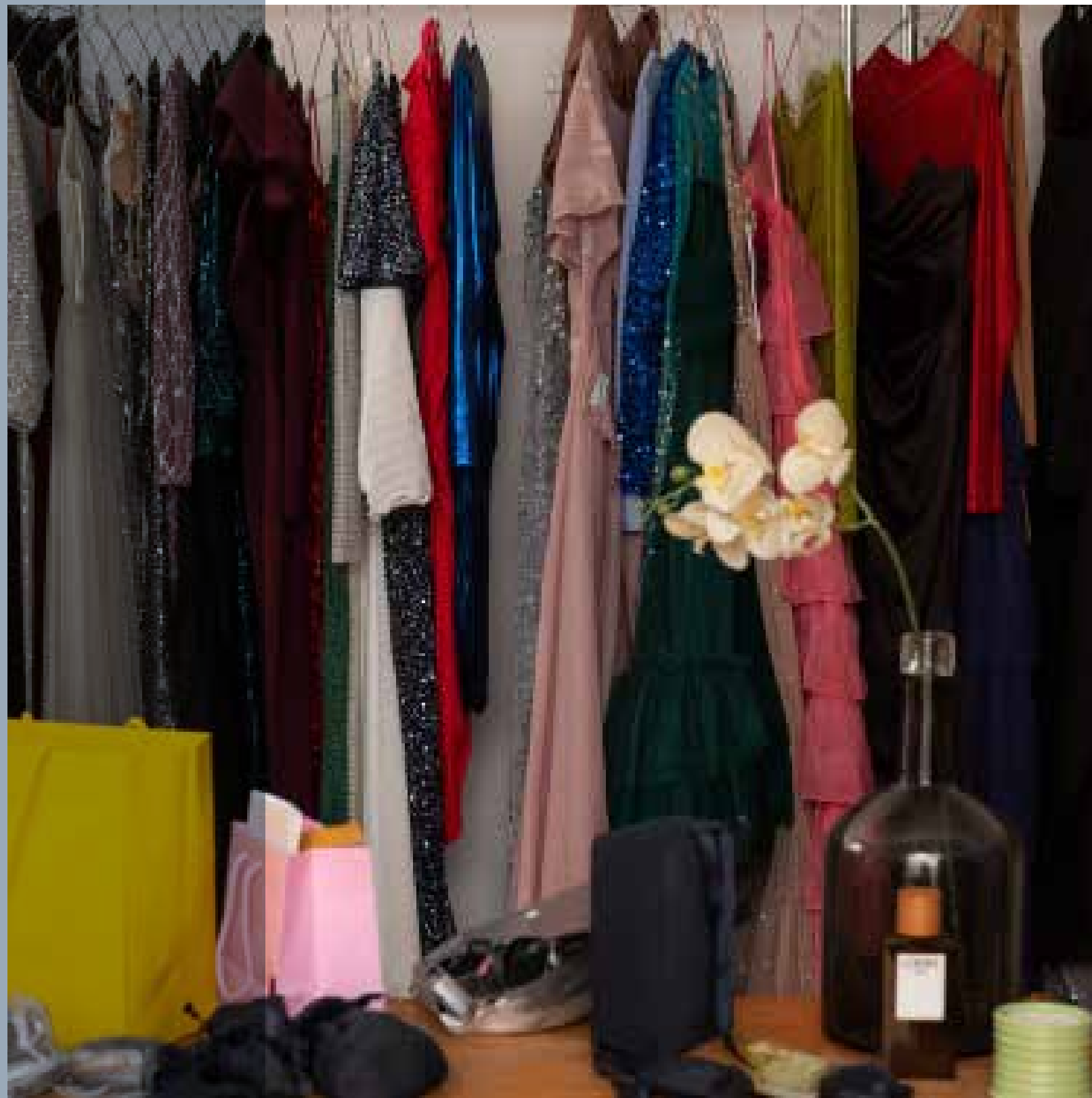
MUAH

Our portfolio includes top artists from Czech and Slovak make-up scene.
We can provide from a warm natural, nude look to professional film make-up.

- service directly to your home on the day of the event
- wedding service
- make-up and hair for photo shoots or filming
- cosmetic advice and professional help in the field of aesthetic medicine

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VIP CONCIERGE



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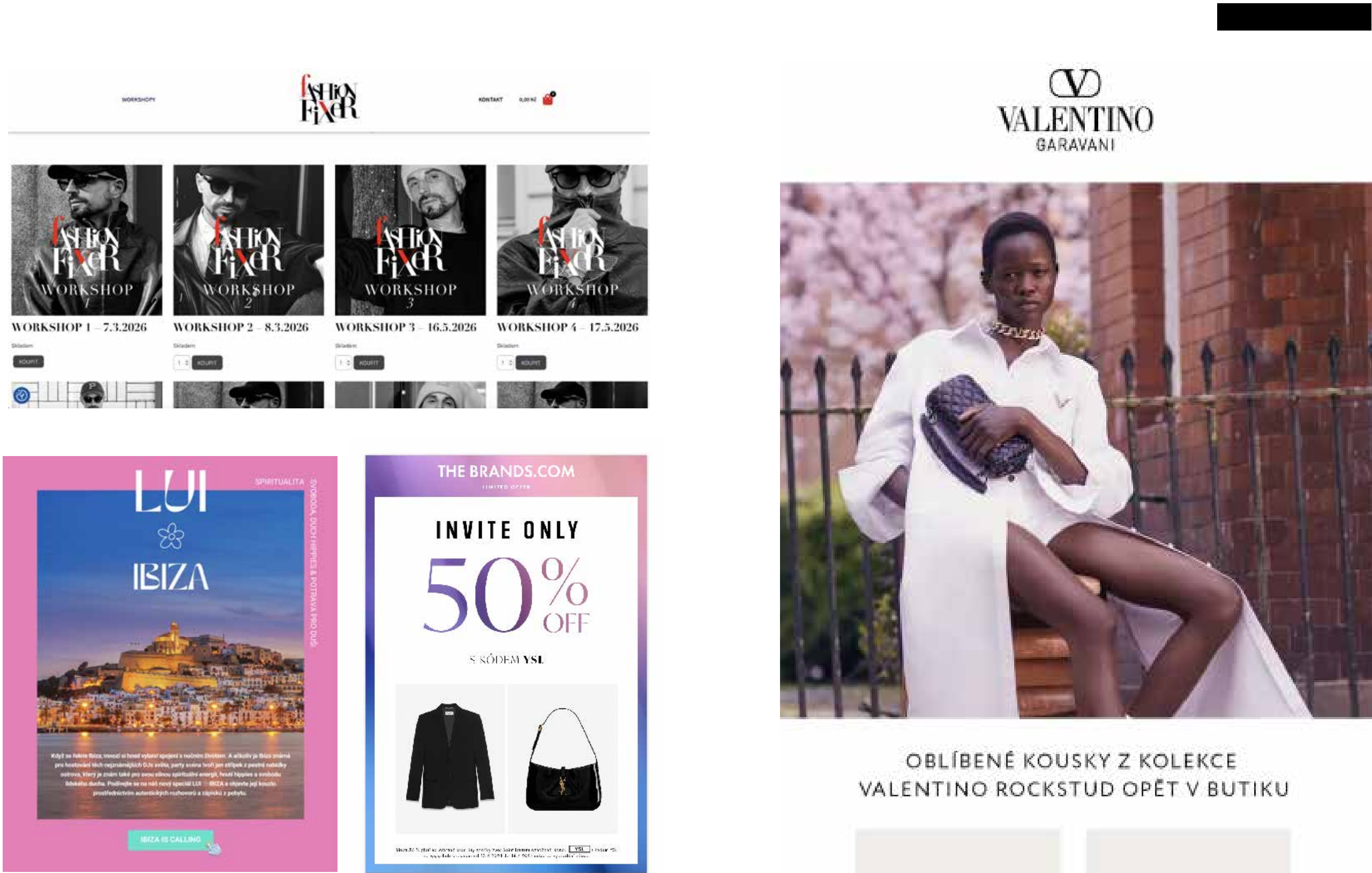
...BECAUSE GREATNESS IS ABOUT THE VISION.

Nonstop support for your fashion & beauty moments. Our VIP Concierge service is here for clients who need reliable, flexible help around events, styling, and beauty. We're available 24/7 to take care of every detail — from organizing fittings and beauty appointments to making sure everything runs smoothly on the day.

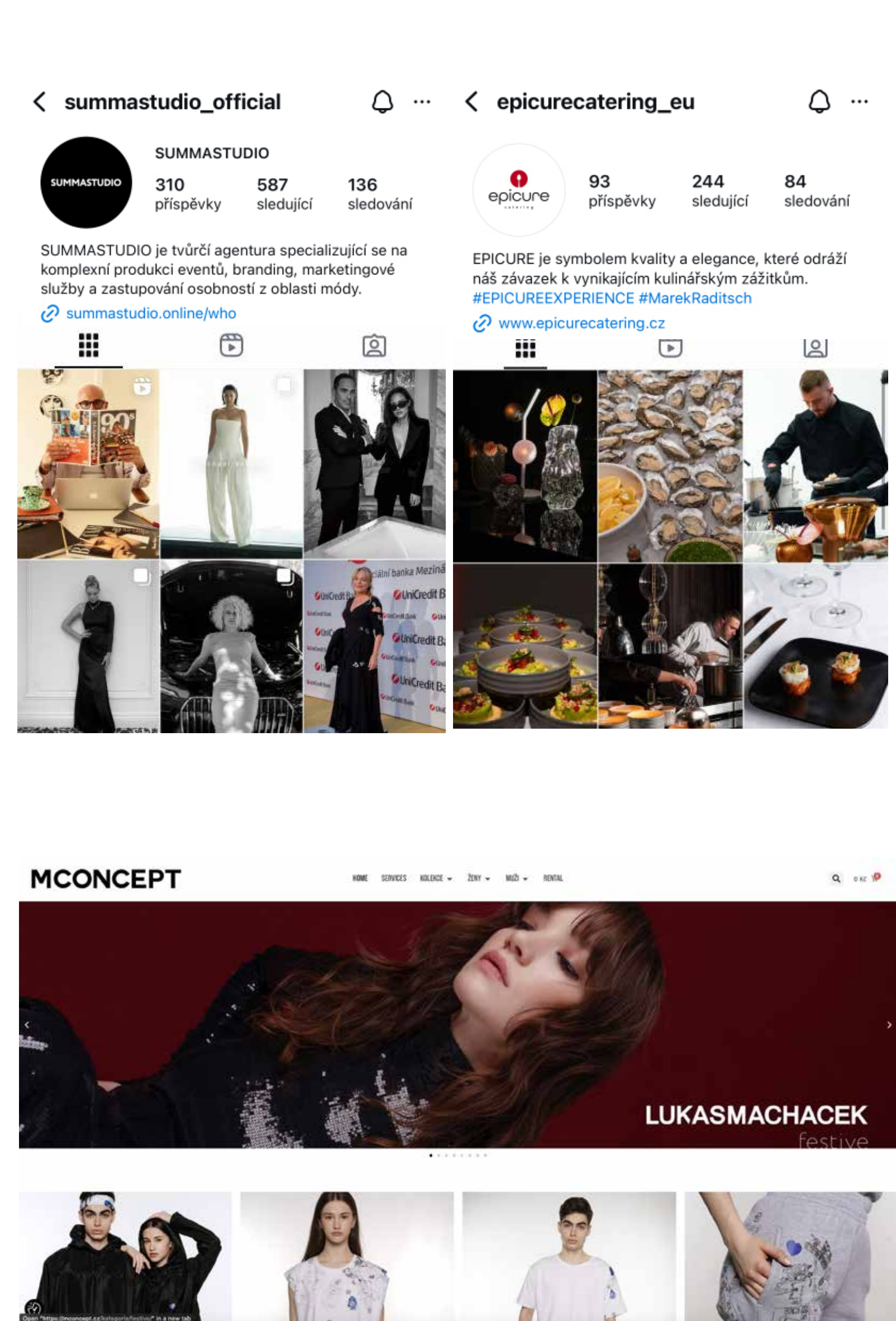
What we offer:

- 24/7 personal assistance
- Styling and beauty coordination
- Wardrobe prep and on-site support
- Help with scheduling and logistics
- Fast solutions for last-minute changes





We offer complete support in building and managing a fully customized online presence. From developing e-shops and personal branded websites to influencer services and Instagram management, we create and maintain every digital touchpoint. Our expertise covers content creation for websites, e-commerce platforms, newsletters, and digital presentations. With a creative and strategic approach, we ensure that every brand we work with stands out in the online space.





INFLUENCING

We offer tailored influencer solutions through our exclusive partnership with **Pure Model Management**, the number one agency in the Czech and Slovak market. This collaboration gives us direct access to a diverse pool of influencers from fashion, sports, and entertainment sectors.

Thanks to Pure's leading position and extensive network, we provide influencers perfectly aligned with your brand's image and campaign goals. Whether it's a high-profile celebrity or a rising star, we ensure a customized influencer match that delivers authentic engagement and maximizes impact.

Our influencer services are fully integrated with content creation and campaign management, helping your brand stand out in the competitive online space.

< filipvanek



Filip Vaněk
4 368 příspěvky 73,7 tis. sledující 1 157 sledování
Stylista
Contact: marketa.cahova@summastudio.online
Represents: @puremodel
Work: @procnemagazine @esquireczech #fashionboss
@super.cz... víc
Zobrazit překlad
www.filipvanek.cz a 1 další

< andreabezdekova



Andrea Bezděková
2 520 příspěvky 234 tis. sledující 1 150 sledování
Model/modelka
Praha
Přežila jsem na ostrově 🌴
Česká Miss 2016
Model @puremodel

< denisadvorakova



Denisa Dvorakova
2 025 příspěvky 28,3 tis. sledující 1 235 sledování
Model/modelka
A model who loves working out 💪
@denisadvorakova_photographer
Contact: denisadvorakova@puremodel.cz
Zobrazit překlad
ig.me/fj/AbYdJjr-vTIIH7ff
denisadvorakova BEHIND THE SCENES 🤗🤗

DESIGNERS INCLUDED



Part of the permanent team is the designer and stylist Lukas Machacek, who has been working in the fashion business for more than 13 years. He creates men's and women's fashion and also deals with a wide spectrum in the field of styling. He is able to subdue the creation at the request of the client, both commercial and artistic, but always retains his signature. lukasmachacek.com



Simplicity and minimalism that emphasize the exclusive essence of elegance and femininity. Timelessness and originality in mutual symbiosis with the ambition to become a dominant presence in the wardrobe of the confident woman for many seasons. He likes to look beyond the rules, pushing the limits in fashion, changing perspectives, and provoking the imagination. He appreciates the poetry of minimalism, from which calm and balance emanate. However, fashion is also about emotions, which is why his designs embody everything the wearer experiences. He offers women not only clothes, but also their own identity. His designs are meant to highlight and draw attention to her personality—not to dictate or restrict, but to provide space for self-expression and imagination.

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IN COLLABORATION WITH:

PURE
MODEL MANAGEMENT

Fuel
AGENCY

 **MEDIA:LIST**

