

# Justin Olivier Salhani

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| Residency: Lebanon, Italy

I'm a brand & cultural strategist and writer who has worked on three different continents. My career began as a journalist in Beirut (2010-15) and then in Washington, DC (2015-17) where I ran my own fashion brand driven by football culture. In 2017, I moved to Milan, where I to run the brand and write freelance.

## Creative Experience

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### Founder & Creative Director — [Guerrilla FC](#)

Since June 2016 | Washington, DC/Milan

As the founder of Guerrilla FC - a streetwear brand and creative collective driven by football culture - my responsibilities run the gamut. Those responsibilities include market research, choosing the aesthetic and brand language, designing apparel, managing brand collaborations, all the way down to the brand's finances and accounting.

#### Notable projects:

In 2017-2018, I arranged a full capsule collaboration with the iconic football brand **Umbro**. The capsule, which I designed with my team at Guerrilla FC, featured three football shirts, a t-shirt, a shortsleeve hooded sweatshirt, and trackpants. The collaboration gained widespread acclaim and media coverage, even being brought up in a [public investor overview](#) of Umbro's parent company, Iconix.

In 2018, my brand connected with the fabled streetwear brand **SSUR** for a two-piece collaboration of long sleeve t-shirts. The items quickly sold out of SSUR's online shop.

I also organized and oversaw Guerrilla FC's 2017 European tour where the collective played football matches against teams in Paris and Milan.

### Founder & Creative Director — [lowsocks creative](#)

Since June 2017 | Milan

To compliment the work done by Guerrilla FC, I founded *lowsocks creative* in 2017 to do design and production work on athleisure apparel for brands. Clients to date include: New Balance, Errea, and Joma.

#### Notable projects:

Hired by a US-based marketing company AC & M, my team and I designed and produced a limited 20 piece set of fashionable football kits and a series of three t-shirt designs for the New Balance Otruska capsule release event. The event took place at the start of the 2018 World Cup.

Another AC&M project, my team and I designed and produced a fashion-focused football kit for the brand Joma. The shirt gained widespread media attention and went viral on Twitter.

### Curator & Host — Union - Golaso Studio

July 2018 | London

During the 2018 World Cup, I was asked to curate and run a segment on football and film for Golaso Studio's Union - a five day festival celebrating creativity and football. The festival took place at London's Old Street Station.

Among the highlights were directors showing the work they've done for Nike and Adidas as well as a feature film called Wonderkid which ran on Sky Sports.

### Contributor — [Real Clobber Magazine](#)

Since 2018 | Milan

As a regular contributor for Real Clobber's digital magazine about lifestyle and culture, I've written extensively about football culture. My focus has been on collaborations between streetwear and football brands.

The highlight of writing for Real Clobber was interviewing Stone Island's President Carlo Rivetti.

## Journalism Experience

Staff and freelance reporter

*\* Hyperlinks link to stories*

2011-present

As a journalist, I've reported on an array of issues, including conflict, security, refugees, sport, and culture. My journalism work has appeared in a host of newspapers, magazines, and online outlets (listed below).

I've also written essays for the indie quarterly Latterly Magazine, where I acted as a contributing and executive editor at various times. I've produced two documentaries, one with Vice News which, to date, has garnered 1.5 million views on YouTube.

Most recently, I've covered issues of racism and politics in sport and Italian politics.

My latest project was writing a fictional podcast, loosely based on my time and experiences in Beirut. A Beirut-based production company is currently recording the pilot episode.

### Notable outlets:

[The Washington Post](#)  
[The Atlantic](#)  
[The Los Angeles Times](#)  
[The Independent](#)  
[VICE](#)  
[Vice News](#)  
[ThinkProgress](#)  
[France 24 English](#) (stringer for TV program)  
[The National](#) UAE  
[Latterly Magazine](#) (contributing editor)  
[The Christian Science Monitor](#)  
[The Daily Beast](#)  
[Al Jazeera](#)  
[Al Monitor](#)  
[The Atlantic Post](#) (Beirut Bureau Chief)  
[Anadolu Agency English](#) (Lebanon stringer)  
[The Daily Star](#) (Lebanon - staff reporter)

### Sports and Culture outlets:

[The Athletic](#)  
Vintage Futbol  
[goal.com](#)  
[Compass Cultura](#)  
[Where Is Football](#)

## Media Appearances

In Bed With Maradona (the Guardian - UK), NSS Magazine (Milan, Italy), American Pyramid Blog (USA), Box-to-Box Football (UK), Urban Pitch (USA), Joia Magazine (Chile), SoccerBible (UK), Kicks to the Pitch (USA), Culture FC Podcast (USA), GQ Brasil, Telemundo TV (USA)

## Education

**Bachelors Degree in Global Affairs - George Mason University**

Spring '10 | Fairfax, VA

Concentration in Global Governance with a special focus on the Middle East.

## Additional Information

**Languages**     Fluent English, working knowledge of Arabic, Spanish, Italian and French.

**Travels**        USA, Mexico, Canada, France, UK, Belgium, Germany, Italy, Spain, Luxemburg, Monaco, Cyprus, Greece, Turkey, Lebanon, Jordan, Israel, Egypt, UAE, Bahrain, Azerbaijan, Kazakhstan, Indonesia, Switzerland, Russia.