The Dragan Filovski[JR.]

draganfilovski.com

DRAGAN FILOVSKI JR.

Lifestyle Architect.

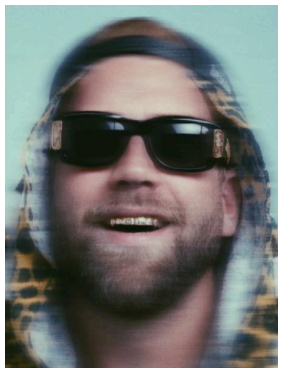
Good taste. Better connections.
I'll figure the rest out.

Dragan Filovski ⊕ *The* Dragan Filovski ⊕ *The* Drag

Hi, I'm Dragan.

Bio.txt — Notepad

Old-school manners. *New-school moves.*



People called me The Classic. A handshake means something to me. So does my word. If I say I'll do it, I do it.

But I'm curious as fuck. New ideas, new tools, new possibilities. That's where the "New" came from. New Classic was me before it was an agency.

I grew up on 90s culture. Sneakers, basketball, hip-hop, clothes, collecting. Those interests became friendships, businesses, stores and events.

People come first. Some of my closest friendships started through projects. Some of my best projects started through friendships.

People first. Quality always. The details are personal.

FLUENT IN ENGLISH · GERMAN · SWISS GERMAN · SERBIAN

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Dragan Filovski Jr.

I build brands, bring people together and make shit *happen*.

Based in Berlin · Zurich · Los Angeles · Belgrade

Online

The Work — onlygrams-usa.html

Back Forward



OnlyGrams

GERMANY & USA · BUILT AND FRONTED ONLYGRAMS USA

TOOK IT ACROSS THE ATLANTIC

Came for the booth. Took it across the Atlantic.

I joined OnlyGrams as a freelance creative. My first project was the Mary Jane booth—the stand that made the front page of the Berliner Zeitung.

From there, I helped shape the brand's packaging, website, social media and overall look, bringing my cultural knowledge into a young company finding its direction.

If you could see it, I probably designed it.

Basketballs, merch, rolling papers, bags, packaging and booths. From the product in your hand to the space you walked into, I built the visual world around the brand.

The US wasn't the brief. It was my pitch.

I proposed taking OnlyGrams into the US. They agreed, and I took the lead in making it happen—across design, product development, partners and distribution.

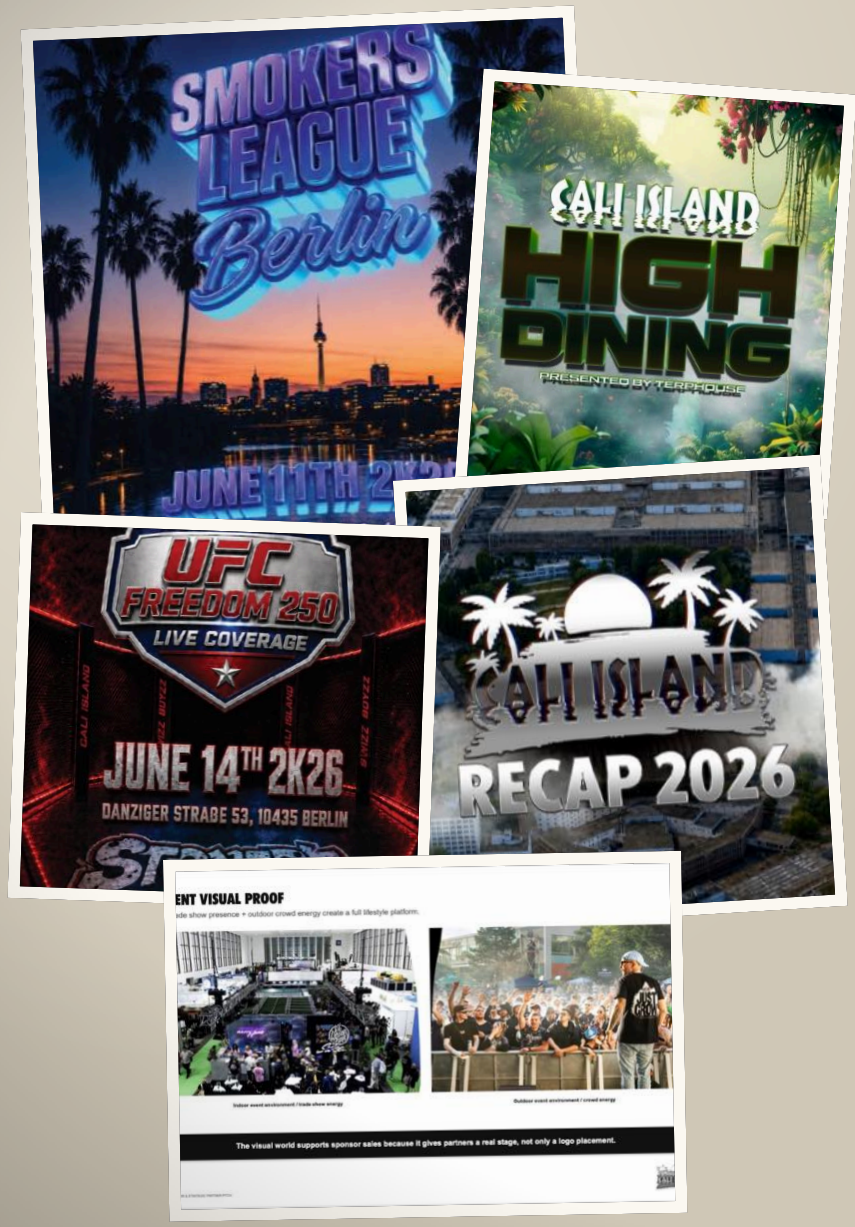
A successful US launch. Built from the first pitch onwards.

ROLE

Creative direction · Design · Packaging · Website · Social media · Merchandise · Booth design · US project initiation and leadership · Product development · Partner and distribution development

Listen: Inside Cultivation podcast with Dragan ↗

14 object(s)



Cali Island

A CALIFORNIA ISLAND INSIDE MARY JANE BERLIN, ONE OF THE BIGGEST CANNABIS CONVENTIONS WORLDWIDE · 2026

First it was a vision. Now it's history.

California connections. European plug.

Basketball first brought me to California. Then came the thrifting, flea markets and buying trips. As a stylist, I made money finding pieces for people who couldn't get their hands on them back home.

Years of going back and forth became friendships, family and business. Cali Island grew out of those connections: help my friends and the brands I know make their move into Europe.

Bring them together inside Mary Jane Berlin, then carry the experience into brand-presented After Hours events.

I'd been bringing California back in my suitcase for years. This time, I brought the people.

Somebody had to figure it out.

I pitched the vision to Mary Jane. Got the space. Lost it. Got another space. Kept going.

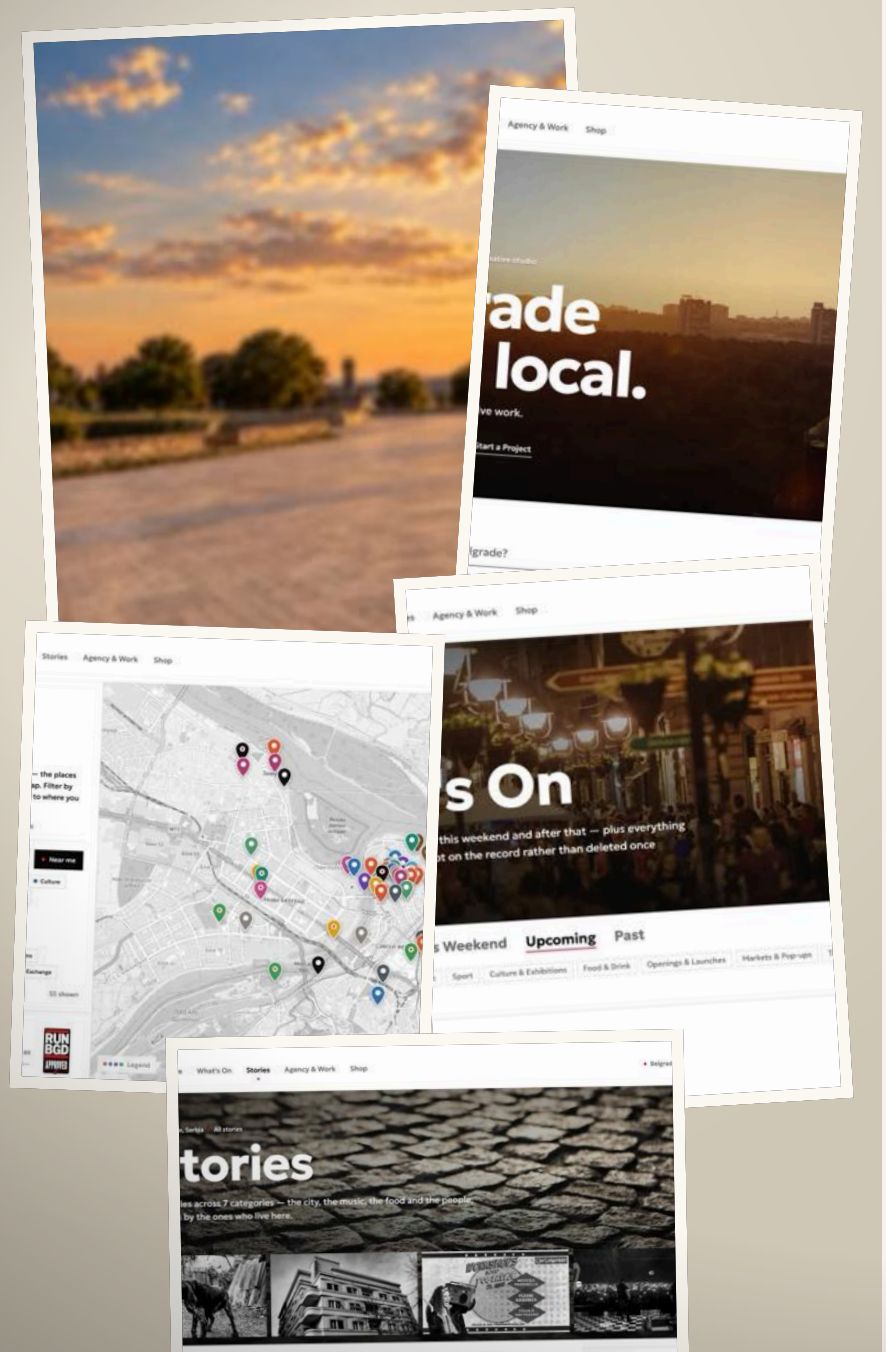
Relationships, contracts, curation, logo, website, booth production and marketing materials. Helping brands show up properly and become visible in Europe.

Read the full story online ↗

ROLE

Founder · Concept · Curation · Relationships & contracts · Logo · Website · Booth production · Marketing materials · After Hours events

Watch the official 2026 recap ↗



RUN BGD

BELGRADE IN MOTION · CITY MAGAZINE, AGENCY, SHOP & CONCEPT STORE

From a city magazine to a city ecosystem

MISSION

Show the Belgrade the guidebooks skip: the music, food, style, nightlife and everyday life, told by the people who actually live there. Then turn that platform into a business that works for the city and for brands.

SERVICES

Founder, Concept, Brand Identity & Logo, Editorial, Website & Platform, Shop, Agency, Concept Store Development, Partnerships

OUTCOME

Over a decade RUN BGD grew from a city magazine into four pillars that work together. Stories: culture writing from locals. The Map: 103 curated places, with Approved, Verified, Partner and Sponsored clearly labelled, plus a live What's On calendar. The Agency (agency.runbgd.com): a Belgrade studio for strategy, branding, content, web, events and 3D visualisation, working across Belgrade, Zurich and Berlin with clients in Europe and the USA. The Shop: the RUN BGD line. The next chapter is a two-floor concept store in Belgrade, supported by the Embassy of Switzerland in Serbia: a store and gallery, shop-in-shop bays for international brands, a music, radio and podcast studio, a graffiti corner with Beowallz, coworking and the agency floor, around the RUN BGD Round Table.

IMPACT

Website 2.0: 119 public pages in English, German and Serbian, a MapLibre map with ten curated and six practical categories, a What's On calendar with an iCal feed, a drop-first shop with 3D turntable renders, a custom CMS and “Ask RUN BGD”, an assistant that answers only from published records. 9+ years inside



Bodega Berlin

STORE, AGENCY AND STUDIO UNDER ONE ROOF · NEUKÖLLN · PAST STORE

EVERY PIECE CAME WITH A STORY

I collect shit. I create shit.

Sneakers. Cards. Music. Clothes. I grew up on 90s culture. Collected it, lived it and made it my business.

Bodega Berlin was my world with a front door. Store up front. New Classic, our creative and marketing agency, in the back. Bodega Basement, our music studio, downstairs.

My own products on the shelves—Gin & Juice and Tap Daddy Purple—and space to make dope projects happen with good people.

Every piece came with a story.

A jacket wasn't just a jacket. It was a championship season. The players who wore it. An entire era you could put on.

People came in and we talked. About the pieces, the music and the memories. I knew the stories because I cared about what I was selling.

I wasn't giving them a sales pitch. I was probably talking their ear off.

Read the full story online ↗

ROLE

Founder · Store concept · Buying & curation · Brand · Own products (Gin & Juice, Tap Daddy Purple)

@bodegaberlin on Instagram ↗

The Work — frankys-best.html

Back Forward



Franky's Best

HANDMADE BEEF JERKY & HOT SAUCES · BERLIN

FROM A HOME KITCHEN TO DELICATESSENS

MISSION

After a trip to South Africa, Frank fell for biltong and started making his own beef jerky at home. When the hobby turned into a business, he needed a brand to take it to market.

SERVICES

Brand Identity (support), Website & Web Shop, Social Media, Imagery, Marketing Strategy

OUTCOME

Built with Newclassic Studios: a logo and identity across bags, labels, stamps and merch, a consistent visual language, and the Franky's Best website and web shop. Dragan built the site and ran the social media for the brand until about two years ago.

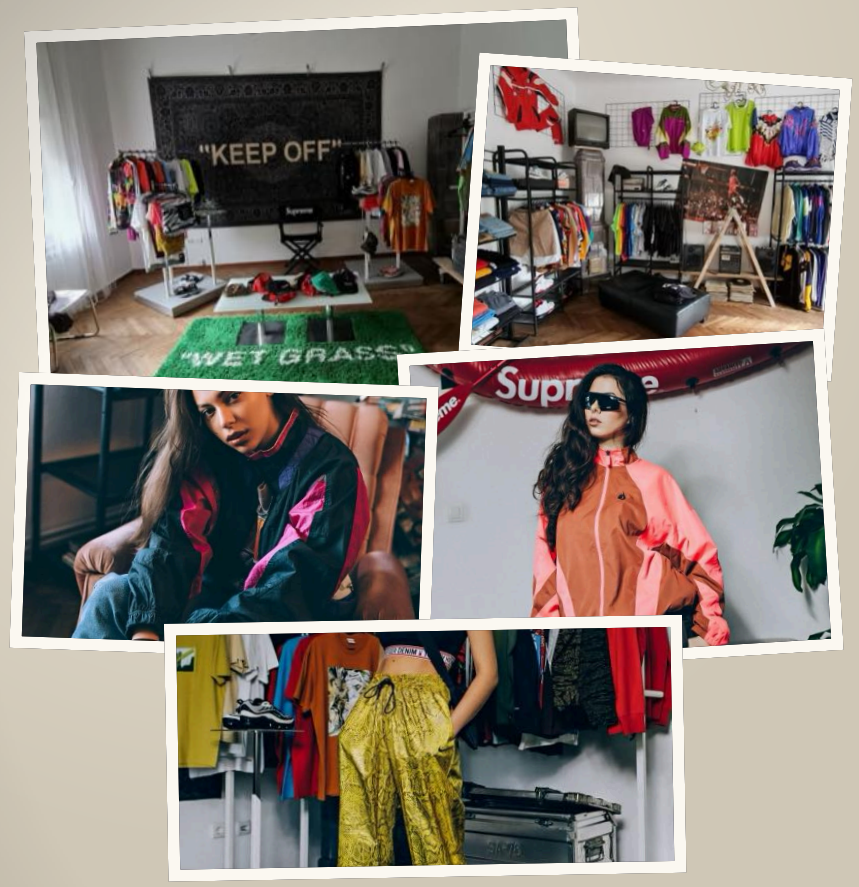
IMPACT

Classic, BBQ, Chilli, Truffle and an extra-hot Carolina Reaper jerky, plus a hot-sauce line, sold online and in selected delicatessens across Germany.

frankysbest.com ↗

The Work — minus1-store.html

Back Forward



Minus 1 Store

VINTAGE & CONTEMPORARY SHOWROOM · BELGRADE

BACK FROM ZERO

Minus1. Back from zero.

I met Relja from Bassivity Digital, who owned Minus1. I had a store concept I wanted to bring to Belgrade. Together, we brought Minus1 back to life.

I rebuilt the identity, interior, product selection, website, photography and social media. We styled artists including Mili, Coby and Voyage. Senidah's Cosmopolitan photoshoot took place at the store.

From the clothes we selected to how we photographed them, it all had to feel like the same world.

The clothes were on the racks. The culture walked through the door.

ROLE

Revival with Relja (Bassivity Digital) · Identity · Interior · Product selection · Website · Photography · Social media · Artist styling

Watch the store film ↗



Capital Card Convention

BERLIN'S FIRST CARD SHOW

3,500 VISITORS · 300 COLLECTORS AT THE TRADE NIGHT

We outgrew the trade table.

Capital Card started as a collecting community at Bodega Berlin, with trade nights almost every month. Berlin didn't have a trading card convention. My former partner and I decided to build one.

I handled the design, website, social media and overall organisation. The day before, I organised a trade night for 300 people.

The first convention brought 3,500 visitors across two halls, with eBay and Whatnot livestreams and a Patrick Femerling autograph session.

I eventually stepped away. I'm proud of what I put into it, and the ideas stayed with me.

Next stop: Belgrade.

A new event is in development with RUN BGD Agency: trading cards, TCG, Beyblade, gaming and VR. Still building. More when it's ready.

ROLE

Co-created with my former partner · Design · Website · Social media · Overall organisation · Trade night

Watch the recap on Instagram ↗



Nike SB x Jarritos

EUROPE RELEASE

THE FRIDGE TOLD THE STORY

I connected the dots. Then plugged in the fridge.

I conceived and led the activation, connecting Jarritos and Nike SB with Civilist for the release in Germany and Europe.

We created professional skate decks, shirts, stickers and bags. I co-designed the skate deck with Mr. P GRFX, my former creative partner. Everything else—from the central logo and icon to the other pieces—I designed and produced.

Civilist needed a centrepiece that matched its taste and fit its space. My answer: a vintage fridge in the release colours. The Dunk in the middle. Jarritos bottles around it.

The fridge told the story before I opened my mouth.

Somebody had to figure it out.

Strong opinions at Civilist. Approval rounds at Nike headquarters. Production timelines, mistakes and delays.

My job was to bring everyone to the table, get decisions made and keep the idea intact through execution.

The fridge was cool. Getting it done was the real work.

ROLE

Concept · Creative and art direction · Design · Production · Project management · Partner coordination · Skate deck co-designed with Mr. P GRFX

Watch the launch video ↗



Richie's Chicken

HOUSE OF FRIED CHICKEN · ZURICH

One rebrand. Then a reason to call us back.

Good chicken. Bigger vision.

I knew Richie through RECON ZH. His restaurant was already a success, but I saw an opportunity to bring more American influence into the concept and build a brand that could grow.

I approached him with the vision and personally led the work under Newclassic Studios Berlin.

A simpler logo. Three main colours. A stripped-back, industrial interior. I carried the direction across packaging, website and social media, working with my agency partners where needed. Franchising was the ambition.

Customer feedback was great. A year later, Richie opened a new location, and we returned to handle the interior design and relaunch.

One rebrand. Then a reason to call us back.

ROLE

Project and creative lead · Brand identity · Interior design · Packaging · Website · Social media · New-location design and relaunch

Watch the reveal on Instagram ↗

The Work — tap-daddy-purple.html

Back Forward



Tap Daddy Purple

PURPLE HAZE SOUR · STRASSENBRÄU × BODEGA BERLIN

LIMITED RELEASE. LASTING THIRST.

Limited release. Lasting thirst.

We already stocked Straßenbräu at Bodega Berlin when I pitched them a beer built around my favourite flavours: grape and vanilla.

Together with my former partners at Newclassic Studios Berlin, we handled the concept, flavour direction, naming, branding and packaging. Straßenbräu brought the brewery expertise.

Tap Daddy Purple launched at Bodega and the brewery before hitting the shelves.

The batch finished. People are still asking for it.

ROLE

Collaboration with former Newclassic partners and Straßenbräu · Concept · Flavour direction · Naming · Branding · Packaging

6 object(s)

◂ Contents Next: Gin & Juice Berlin ▸

The Work — gin-and-juice.html

Back Forward



Gin & Juice Berlin

BOTTLED COCKTAIL · BODEGA BERLIN × NEWCLASSIC

SAME TASTE. UNFINISHED BUSINESS.

My taste. Bottled.

I created Gin & Juice from the recipe to the name, branding and packaging. Southern hip-hop in my ears. West Coast culture in the design. Grape and vanilla because they're my favourite flavours. Purple because, of course, it had to be purple.

The bottle took its shape from the classic 40-ounce. The serve: topped with Sprite or champagne. I named the producer Three6Liquors. Three 6 Mafia meets Kreuzberg 36.

We rolled out our branded ice cart for pop-ups and sold bottles through Bodega Berlin, Burgeramt and a handful of Spätis. We came close to bringing it into KaDeWe, but scaling was the challenge at the time.

Now people want to bring it back. We're working on it.

Same taste. Unfinished business.

ROLE

Created · Recipe · Naming · Branding · Packaging · Pop-ups · Distribution

@ginandjuice.berlin on Instagram ↗



Royal Blunts Europe

BRINGING THE #1 WRAPS TO EUROPE · 2025–2026

Brought to Europe

MISSION

Bring Royal Blunts, one of the best-known wrap brands in the US since 1995, to Europe and give it a European voice without losing its royal, old-school character.

SERVICES

Market Entry, Distribution, Website (with RUN BGD Agency), Social Media, Campaigns, Content Creation

OUTCOME

Dragan brought the brand to Europe, built royalblunts.eu with RUN BGD Agency and runs its social media appearance. The content mixes European city life, summer and street culture with the classic crown. The “Loyal 2 Royal” Spotify playlist with its own cover art. Seasonal campaigns include the Halloween campaign “No Tricks, Just Treats”: key visuals of monster hands, fire and shadows reaching for the wraps, a crown carved into a glowing pumpkin, Royal Blunts ghosts in the brand colours, and hand-lettered “No Tricks, Just Treats” and “Halloween is coming!” artwork, all made for the European social channels.

IMPACT

A US classic with its own European home: a website, a growing Instagram (@royalblunts.eu) and a presence at fairs like Cali Island.

royalblunts.eu ↗

The Work — sennheiser-prelistening.html

Back Forward



Sennheiser Prelistening

BERLIN LISTENING SERIES · TUA, DIE ORSONS, MORLOCKK DILEMMA, OG KEEMO, HAZE · 2019–2020

2,845+ LIKES · 1,139 COMMENTS · 268 NEW FOLLOWERS

The album set the mood. I built the room around it.

Tan from Burgeramt helped bring me to Berlin, where I joined Blackflagship. I created a prelistening concept and pitched it to Sennheiser.

The original idea involved headphones so we wouldn't bother the neighbours. The format evolved into listening events played out loud, presented by Sennheiser at Burgeramt.

We started with TUA, followed by Die Orsons, Morlockk Dilemma, Haze and OG Keemo. Then Covid hit pause.

Every album got its own atmosphere. I handled the concept, graphics, social media, organisation and execution, with invitation management alongside Burgeramt. Patrice from MTV hosted and interviewed the artists between tracks.

Decision-makers, press and rappers shared the room with fans who won tickets through social media.

Read the full story online ↗

ROLE

Concept · Graphics · Social media · Organisation · Execution · Invitation management alongside Burgeramt



BMW X7 Launch

THE LUXURY X-PERIENCE

200 GUESTS · 13 X7 SALES REPORTED THE FOLLOWING MONTH

Big names. Bigger attention to detail.

As Senior Project Manager at Blackflagship, I worked across the entire BMW X7 launch in Berlin: partner acquisition, invitations, production, programme and execution.

The Luxury-X-Perience brought together BMW, Montblanc, Chopard, Sennheiser and Degussa for an evening of craftsmanship, sound, food and live music.

Two hundred guests attended at BMW Haus am Kurfürstendamm. Avelina Boateng performed, and the first BMW X7 sat at the centre of the experience.

The branding was developed in collaboration with Stereoheat, our art director at the time.

My job: make every moving part feel like one experience.

The evening ended. The conversations kept moving.

BMW reported 13 X7 sales in the month following the event.

ROLE

Senior Project Manager at Blackflagship · Partner acquisition · Invitation management · Production · Programme · Execution · Branding collaboration with Stereoheat



ASICS x Titolo

THE24CLUB × ASICS · GEL-LYTE III "CAMO PACK" · ZURICH

SOLD OUT INSTANTLY

MISSION

Build a story around the first limited ASICS Tiger release in Switzerland, ahead of the Titolo opening in Zurich (named one of the top 15 sneaker stores worldwide by Complex), and gather as many sneakerheads, opinion leaders and influencers as possible at a release event.

SERVICES

Conception, Creative & Art Direction, Design, Storytelling, Execution incl. hand-made Box & Accessories, Project Management, Event Management, PR

OUTCOME

A concept and story that connected the release with Zurich's local culture and community instead of the global campaign. The centrepiece: a hand-made wooden box, numbered and limited to 24, its lid engraved "Obsess. Buy. Collect. Read. Think. Addict. ASICS." Inside: the GEL-Lyte III "Camo Pack", a RUN ZRH Züri Edition shirt, a 24 bracelet, a Dibelart print, a Picasso Punk mood mix and a certificate of receipt.

IMPACT

Sold out instantly. More than 200 sneakerheads, industry executives, opinion leaders and influencers came. Still the owner's favourite release.

The Work — reconzh-relaunch.html

Back Forward



RECON ZH

RE-LAUNCH · ZURICH · 2014

Two months from closing. Then a destination.

Two months from closing. We weren't done.

I joined RECON ZH as a business partner when the store was facing closure within two months. I rebuilt its direction around sneaker resale, Supreme and vintage. Buying, stock, pricing, interior, branding and events—I worked across the whole thing.

Within three months, we could see it working. We took RECON to Sneakerness, and it took off, becoming a destination for collectors in Zurich and across Switzerland.

I already knew that world. I'd been selling from my own collection at Sneakerness since its first Bern event in 2008. I knew the collectors. I was one of them.

After three years, my partner continued on his own. I moved on. The turnaround stays in my portfolio.

ROLE

Business partner · Repositioning · Buying · Stock · Pricing · Interior · Branding · Events



BodegaLand

A STREETWEAR CONVENTION AS A BROWSER METAVERSE · CONCEPT, 2022

A CONVENTION THAT NEVER HAS TO CLOSE

MISSION

In 2020 the big streetwear conventions closed their doors. BodegaLand asked what a convention looks like when it never has to close: a WebGL park that opens on any phone or desktop, no app and no headset.

SERVICES

Concept, Experience Design, World & District Design, Visitor Journey, Drop Mechanics, Sponsorship Model, Pitch Deck

OUTCOME

A convention you walk through, not a webshop you scroll. Visitors arrive as a 3D avatar with a glowing aura, dress it from the brands inside and cross five districts on foot or by teleport. Brand installations open into a shop on click. Digital clothing drops land at a set time and place on the map: be there on the minute and the limited piece goes on sale, for your avatar and for real, with a queue that keeps the bots out. Around the drops: live sets with emoji reactions, food trucks that deliver a real meal to your door, monuments, and a look you can pose and share.

IMPACT

Designed and pitched in 2022 as a concept, not built. It leaves a model for a convention without a venue: districts instead of halls, drops as events on a map, the avatar as the fitting room.

BodegaLand on agency.runbgd.com ↗



Picasso Punk

DJ CREW · 15 DJS FROM 5 COUNTRIES

15 DJS · 5 COUNTRIES

Five countries. One frequency.

Fifteen DJs from Switzerland, Italy, Serbia, Croatia and France. I brought them together for their personalities and their craft. Every one played vinyl and was an established name in their city.

Picasso for the creativity. Punk for the rebellion. I called it the new normal.

I handled the name, branding, bookings, promotion and organising our parties. Together, we became a recognised crew in Europe's scene.

In 2018, the crew was at EXIT, Openair Frauenfeld and Fresh Island, where I organised our whole crew's participation.

Some were already friends. Others became friends through Picasso Punk. I gave it a name. Together, we gave it a life.

ROLE

Name · Branding · Bookings · Promotion · Party organisation · Festival participation

The crew came through · Fresh Island, Croatia · 2018 ↗



THE24CLUB · Any Given Sunday

MONTHLY COMMUNITY SUNDAY AT TALACKER, ZURICH

THE CHAI SOLD OUT. EVERY SINGLE TIME.

Different kitchens. Same table.

Every last Sunday of the month, THE24CLUB came together at Talacker in Zurich. Chris Schaad gave us the keys to his bar. I'm forever grateful for that trust.

Good food at a fair price, cooked by a different person from our community each time. Cameroonian, Serbian, Italian, Swiss, German.

People talked, worked and played board games. Kids and dogs ran around. I brought the merch and bracelets I was making, plus my homemade herbal chai. Friends helped bring it all to life.

The food changed. The chai sold out. Every single time.

Any Given Sunday felt like family. Everyone brought something. That was the whole point.

ROLE

THE24CLUB community · Any Given Sunday monthly format · Merch & bracelets · Homemade chai · with friends and Chris Schaad at Talacker

Watch the film ↗

The Work — planet-oibel.html

Back Forward



Planet Oibel

SAM OIBEL'S FIRST BERLIN EXHIBITION · URBAN ART CLASH GALLERY, GENERATOR · 2013

YOU BACK THE PERSON. THEN YOU PUT IN THE WORK.

He picked up the pen. I picked up the camera.

When Sam Oibel returned to drawing, I backed him as his manager and partner. His first Berlin exhibition became one of the projects I'm proudest of.

I promoted the show and filmed and edited the three-part Planet Oibel series. Around that chapter, we met Tan from Burgeramt—a friendship that led to years of events and projects together.

You back the person. Then you put in the work.

ROLE

Manager & partner · Promotion · Filming & editing the three-part Planet Oibel series · Urban Art Clash Gallery at Generator, Berlin-Mitte, December 2013

The Work — 2fresh4yall-concept-store.html

Back Forward



2fresh4yall Concept Store

LIFESTYLE BLOG SINCE 2008 · DIGITAL STORE CONCEPT, 2009

THE TASTE STILL HOLDS

The taste came first. The business came later.

July 2008. I started a lifestyle blog sharing the shit I was into: sneakers, music, fashion and art.

I was a regular at AGENDA in the US and Bread & Butter in Berlin. Meeting people, discovering brands and bringing pieces back that people at home couldn't get.

We photographed the first Air Yeezy on a shirt we'd designed for a party. Kanye posted that picture on his blog.

The attention was there. Knowing how to make a living from it took longer. I was a Serbian kid with ideas and bills to pay.

Get a fit. Get a cut. Stay for a drink.

By 2009, I'd developed a digital store concept bringing brands, a sneaker wall, a barber chair and a bar/lounge into one space. Styling advice, stories behind the clothes and somewhere to stay a while.

Potential investors were interested. But I struggled with giving up a name that felt like part of me.

Read the full story online ↗

ROLE

Blog (since July 2008) · Digital store concept (2009) · Concept film

Watch the 2fresh4yall film ↗

My Ventures — www.exe

My own bright *ideas.*

Some started with friends. Some with “why doesn’t this exist?” All became personal.

www.cali-island.com

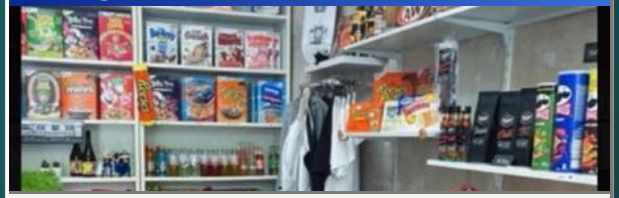


Cali Island

A California island with West Coast brands inside Mary Jane Berlin, one of the biggest cannabis conventions worldwide. Three days of culture, commerce and connection.

Visit www.cali-island.com ↗

@bodegaberlin



Bodega Berlin

My world with a front door: store up front, New Classic in the back, Bodega Basement downstairs. One of the Top 50 most influential accounts in German hip hop. The store has closed; the stories haven’t.

Open the case ▸

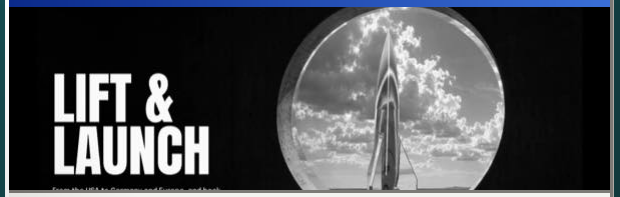
@bodega.cards

Bodega Cards

My trading card brand: collecting, pulls and the crew behind Capital Card Convention, Berlin's first card show.

Visit @bodega.cards ↗

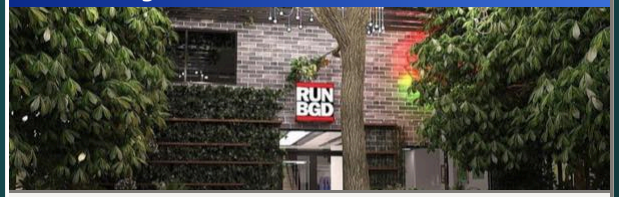
www.liftandlaunch.de



Lift & Launch

From the USA to Germany and Europe, and back again. 30+ years in the advertising game: market entry, stories that matter and campaigns that get people talking.

www.runbgd.com

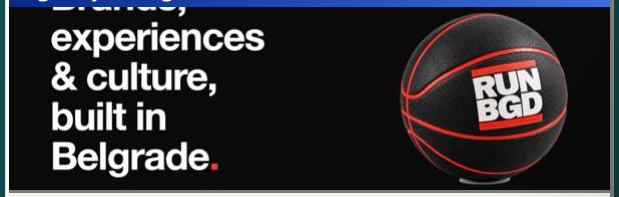


RUN BGD

Belgrade in motion: a city magazine with stories, a curated map, creative work and a shop, by people who live there.

Visit www.runbgd.com ↗

agency.runbgd.com



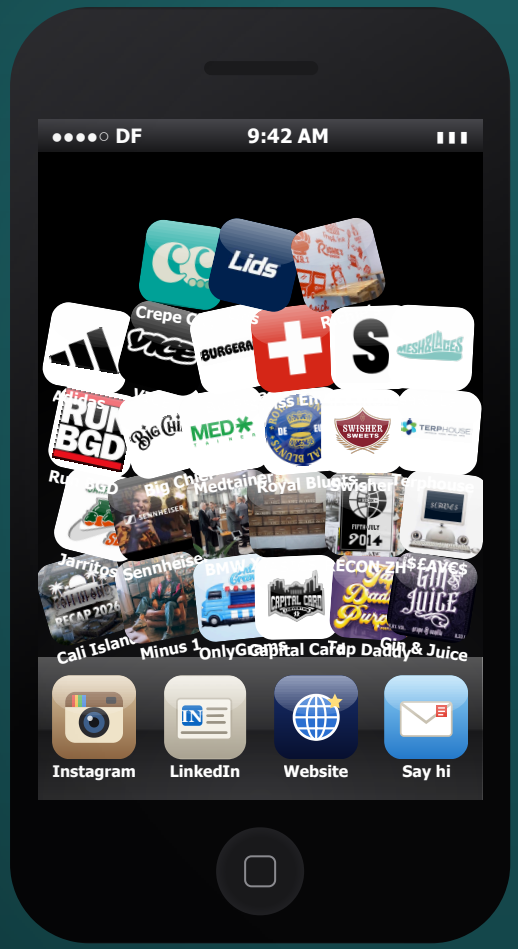
RUN BGD Agency

A Belgrade creative studio for brands, experiences and culture, working for clients in Belgrade and abroad.

Visit agency.runbgd.com ↗

6 object(s)

◂ Contents Next: Clients ▸



Clients — iPhone

18 brands. 4 cities. *One network.*

ASICS · Burgeramt · Swiss Embassy · Adidas · VICE · Sneakerness · Mesh & Laces · Crepe City · Sennheiser · Jarritos · Lids · Richie's Chicken · BMW · Big Chief · Medtainer · Royal Blunts · Swisher Sweets · Terphouse

WEBSITES

Mesh & Laces	Visit ↗
Minus 1 Store	Visit ↗
RUN BGD Agency	Visit ↗
Cali Island	Visit ↗
Lift & Launch	Visit ↗
Franky's Best	Visit ↗
Run BGD	Visit ↗
WIKO Immobilien	Visit ↗

PROJECTS

RUN BGD Agency	Open ↗
Cali Island	Open ↗
Lift & Launch	Open ↗
2Fresh4Yall Concept Store	Open ↗
Bodega Berlin	Open ↗
Gin & Juice Berlin	Open ↗
Run BGD	Open ↗
Capital Card Convention	Open ↗
Minus 1 Store — store film	Open ↗

18 object(s)

◂ Contents

Brands — logos.exe

Brands I've *built* & worked with.

Identities, launches and campaigns. The red stickers show my role. Click a brand to see the work or visit the brand.

TOP 50



RECOGNITION · BODEGA BERLIN · ABSATZWIRTSCHAFT × THE AMBITION · ISSUE 11/23

Top 50 in German Hip Hop

Bodega Berlin, the hip-hop bodega we built with Lift & Launch, was named one of the 50 most influential social media accounts in German hip-hop culture and featured in the print issue of absatzwirtschaft.

See the post ↗

ON AIR



YOU GOT A MINUTE? A FEW STORIES ARE BETTER TOLD OUT LOUD · WITH MIKE FROM ADVANCED NUTRIENTS · DECEMBER 2024

Inside Cultivation

"Building an Empire with Dragan Filovski of OnlyGrams": a conversation about building OnlyGrams, culture and taking a Berlin brand to the US.

Watch on YouTube ↗ · Listen on Apple Podcasts ↗

FOUNDER

CALI ISLAND · CASE ▸

CO-CREATED

CAPITAL CARD CONVENTION · CASE ▸

FOUNDER

RUN BGD · CASE ▸

FOUNDER

BODEGA BERLIN · CASE ▸

FOUNDER

BODEGA CARDS ↗

CREATED

GIN & JUICE · CASE ▸

CREATIVE LEAD

RICHIE'S CHICKEN · CASE ▸

REBUILT

MINUS 1 STORE · CASE ▸

Made you *look*.

Identities, graphics, packaging and the details that pull it all together.

SERIES

$£AV€$

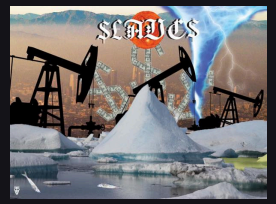
A pictorial documentation of everyday consumption madness and consumer terror.



Money



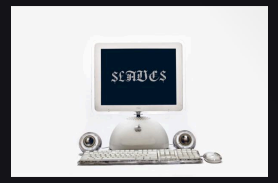
Food



Pollution



Consume this

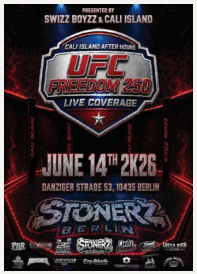


$£AV€$

LOGOS, POSTERS & ILLUSTRATION

Plus motion work: logo animations and visuals for RUN BGD, OnlyGrams, Qualis Group, Mesh & Laces and more. Watch it on the website ↗

































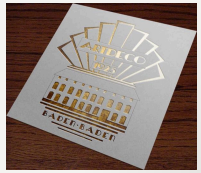














The Collection — vault.exe

I collect shit. *Here's some of it.*

Sneakers, cards, vintage and the stories that make them worth keeping.

Shop on eBay ↗ | Shop on Vinted ↗ | @bodega.cards ↗



Michael Jordan

1986 Fleer #57 · PSA Gem Mint 10



Kobe Bryant

1996 Finest Refractor #74 · PSA Gem Mint 10



Nike Air Yeezy 2

Kanye West · "Solar Red" · 2012



UGK – Ridin' Dirty

Pimp C & Bun B · 1996 · on wax



Talking Master P

No Limit Toys · Make 'Em Say Uhhh

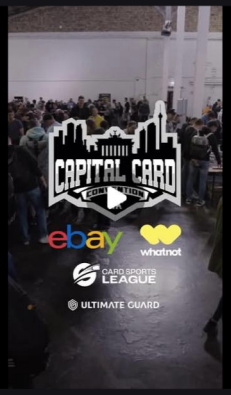
On the *gram.*

Still collecting. Still connecting. Usually up to something.

Follow @2fresh4yall ↗ Follow @bodega.cards ↗



@2fresh4yall Dirty mind. Clean fit.



@bodega.cards Capital Card Convention



@bodega.cards May 2026



@liftandlaunch.de Top 50 in German Hip Hop



@2fresh4yall July 2026



@2fresh4yall Minus 1 Store film

1-800-*2FRESH4YALL*

Let's make shit happen. Tell me what you have in mind. I'll take it from there.



Write	dragan.filovski@gmail.com
Call	+49 152 523 47 517 / +41 76 542 1663
Follow	Instagram @2fresh4yall · @bodega.cards · LinkedIn
Web	www.draganfilovski.com

Dragan Filovski ⊕ *The* Dragan Filovski ⊕ *The* Drag