

Idea

The NZR team was deeply inspired by the philosophy and values of the Kahf brand, reflected in their sophisticated perfume collection, and decided to create a new format to share this story with a wider audience.

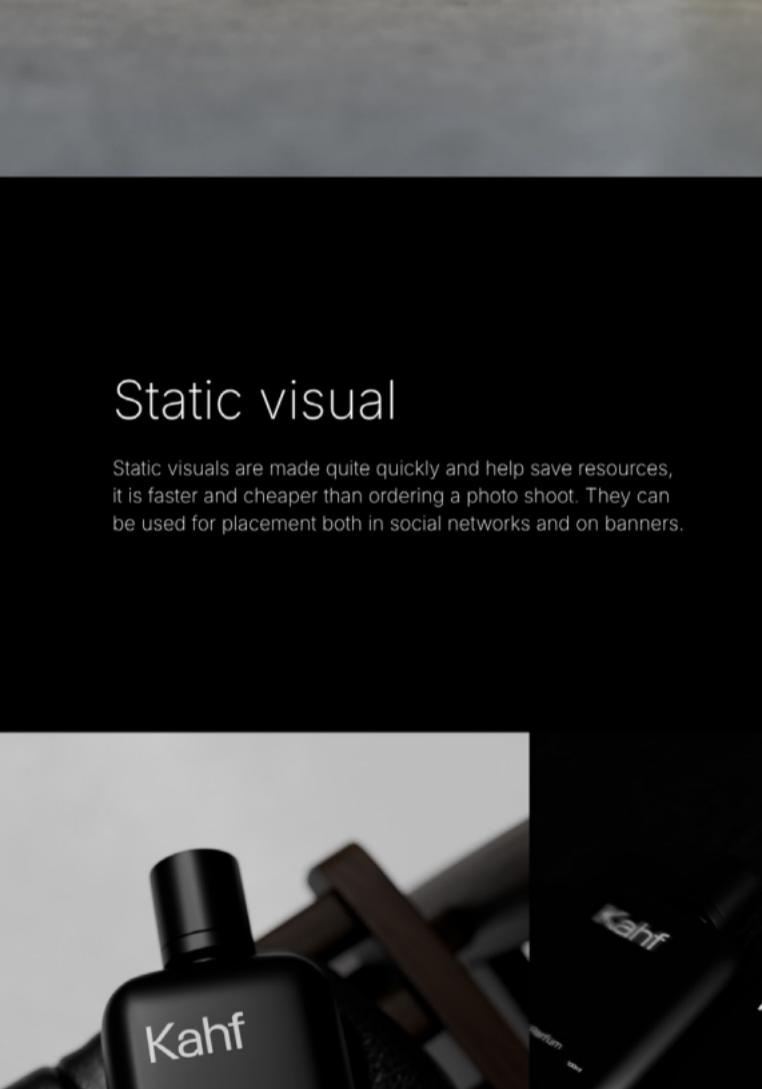
Promo video

To convey the brand's philosophy, we chose a 3D animated promo video that creates an emotional connection with the audience through the interplay of light and shapes. We "brought each bottle to life" so it could tell a story of style and character.



Design stages

Our process is transparent and logically structured from concept to implementation. You will learn how we went through all the stages of design to bring a unique vision to life and achieve exceptional results.



Storyboard & Sketch

Everything starts with a story. A storyboard with sketches and visual references is created, along with a moodboard. This helps visualize the final animation without extra costs and makes it easy to set up the plot, movements, lighting, and textures.



Modeling & Keyframe

After the storyboard is approved, we build the scene. We create the necessary 3D models and animate them using keyframes. This helps us better understand how the product will move in space.



Texturing & Light

At this stage, we bring our visuals to life - we select textures and set up lighting, make the necessary color and animation. We make pre-renders of individual frames according to the storyboard and then prepare the scene for rendering.



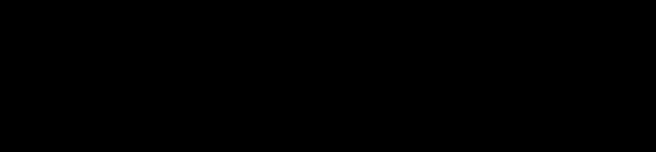
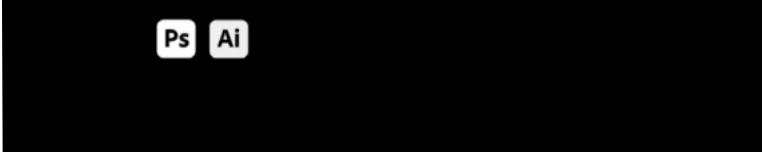
Result

We created a series of promo videos, each revealing different facets of the fragrance — from minimalism to wildness, from elegance to mystique. The goal is to help viewers intuitively feel the character of the perfume and find the one that matches their inner world.



Static visual

Static visuals are made quite quickly and help save resources, it is faster and cheaper than ordering a photo shoot. They can be used for placement both in social networks and on banners.



Created in 2025

Project development period: 3 month

Project team:

Personal Account Manager of the project, Team Lead, 3D Designer

Technology:

Design thinking, Visual research, Modeling, Blocking, Texturing, Lighting, Keyframe, Rendering

3D Design

Branding

Key Visual

Project support:

Project road map creation, disk space, creating a work chat, storing files, organizing online conferences with meeting minutes

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