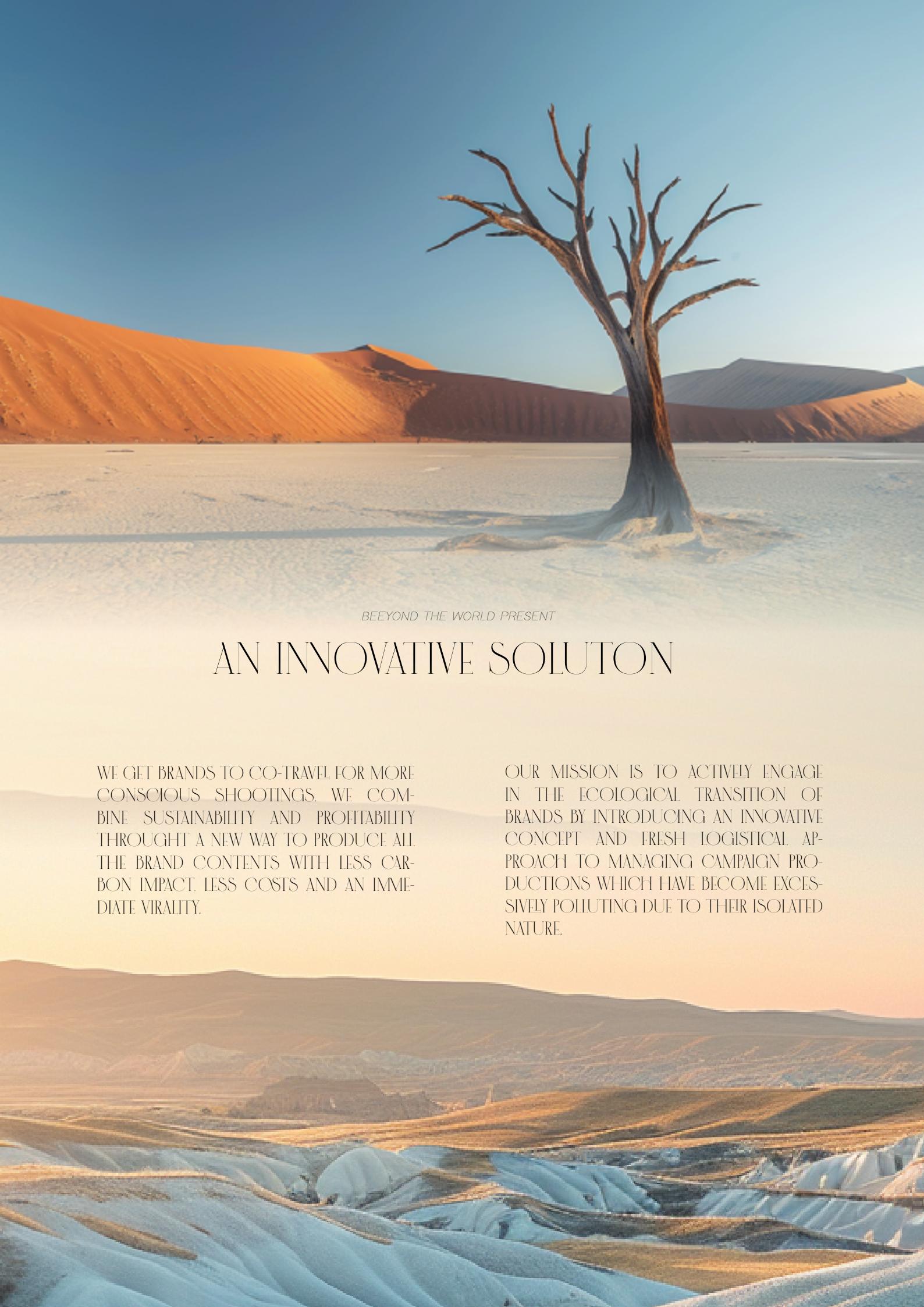




# BEEYOND *the* WORLD

BRANDSUSTAINABLE VISION & WORLDWIDE IMPACT



BEEYOND THE WORLD PRESENT

## AN INNOVATIVE SOLUTION

WE GET BRANDS TO CO-TRAVEL FOR MORE CONSCIOUS SHOOTINGS. WE COMBINE SUSTAINABILITY AND PROFITABILITY THROUGH A NEW WAY TO PRODUCE ALL THE BRAND CONTENTS WITH LESS CARBON IMPACT, LESS COSTS AND AN IMMEDIATE VIRALITY.

OUR MISSION IS TO ACTIVELY ENGAGE IN THE ECOLOGICAL TRANSITION OF BRANDS BY INTRODUCING AN INNOVATIVE CONCEPT AND FRESH LOGISTICAL APPROACH TO MANAGING CAMPAIGN PRODUCTIONS WHICH HAVE BECOME EXCESSIVELY POLLUTING DUE TO THEIR ISOLATED NATURE.



*sustainable guidelines*  
**CSR LABEL**

**KILO SHOP**

Grace & Mila

**SMALLABLE**

Craie Studio

Ange

*paradys*

 **PIERRE RICHE**

SCARLETT POPPIES

**HUNDRED  
PIECES**

**ALMAAZ**

Alma Deia

KILIWATCH PARIS

 **KILIWATCH  
COLLECTOR**

*Kaiane*  
—DESIGNS—

tinsels

**VEGAN BOOST**



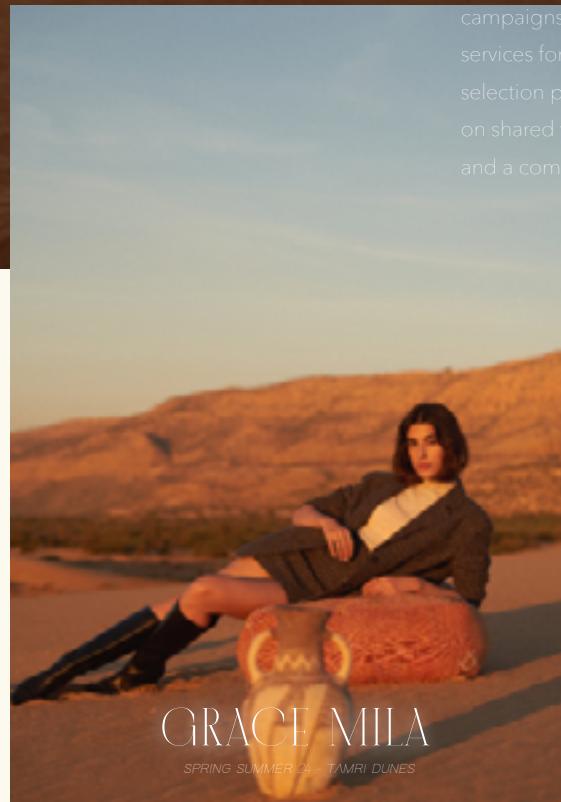
*Beyond the world*  
**CONCEPT**

ONE COUNTRY. SEVERAL LOCATIONS.  
MULTIPLE VISUALS CAMPAIGNS IN ONE SINGLE JOURNEY.



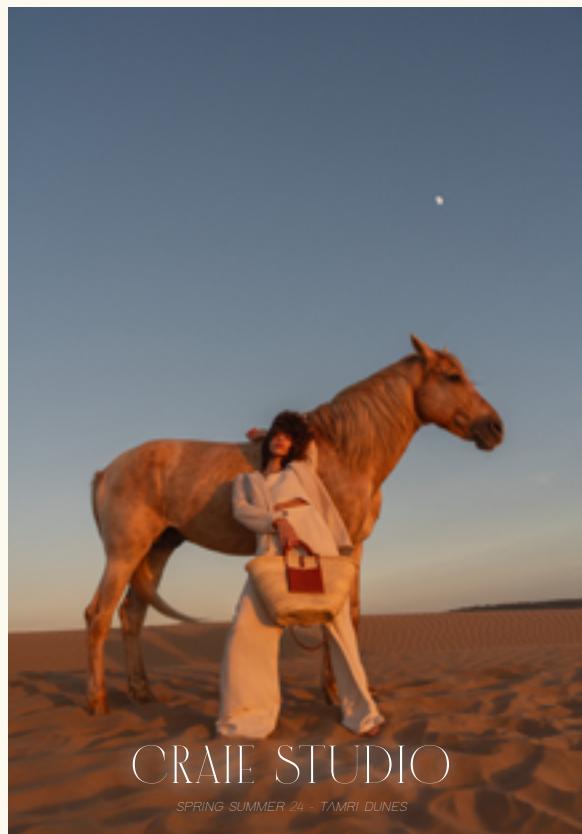
**SAHOMA**

SPRING SUMMER 24 - MARRAKECH



**GRACE MILA**

SPRING SUMMER 24 - TAMRI DUNES



**CRAIE STUDIO**

SPRING SUMMER 24 - TAMRI DUNES



**KAOOS**

SPRING SUMMER 24 - IMSOUANE

We collaborate closely with each of our clients, co-creating unique and unconventional settings tailored to their collections and the visual and communicative essence they aim to convey to their target audience. From conceptualization and styling to the execution and delivery of campaigns, we offer comprehensive outsourcing services for both current and future brands. Our selection process for brand partnerships is based on shared values such as ethical practices, fair trade, and a commitment to creating a better world.

WE AIM TO HARNESS A NATION'S ENVIRONMENTAL RESOURCES EFFICIENTLY TO CREATE DISTINCTIVE VISUAL CAMPAIGNS IN ONE ITINERANCE SIGNIFICANTLY REDUCING OUR ENVIRONMENTAL FOOTPRINT COMPARED TO TRADITIONAL METHODS. THROUGH OUR COLLABORATIVE APPROACH, WE UNITE THREE TO 5 NON-COMPETING BRANDS ALLOWING EACH TO MAINTAIN THEIR VISUAL UNIQUENESS UPON THE LAUNCH OF THEIR CAMPAIGN IN THEIR RESPECTIVE MARKETS.





GRACE MILA

SPRING SUMMER 24 - ESSOURIA

At the heart of our solution is territorial optimization, which enables us to take full advantage of the cultural and geographical specificities of destinations. We create itinerant campaigns, where each place visited becomes a new canvas for brands, offering rich and varied visual stories while promoting the diversity of the country, with guaranteed exclusivity for each brand. Our concept is also based on the pooling of non-competitive brands. By bringing several brands together on a co-production trip, we encourage a collaborative approach that not only reduces costs, but also our ecological footprint. Each brand benefits from a distinct artistic direction, while adhering to a common framework of respect for the environment, in line with our certified CSR commitments. This strategy enables us to transform each destination into a multifaceted stage, where stories intersect and complement each other, creating a unique synergy for all stakeholders.

A woman with short, wavy reddish-brown hair stands in the foreground, looking off to the side. She is wearing a light beige cardigan over a striped scarf and matching trousers, carrying a small brown shoulder bag. The background features a deep blue lake reflecting the surrounding green and yellow mountains. The sky is clear and blue.

# CRAIE STUDIO

FALL WINTER 22 - SWITZERLAND



*sustainable guidelines*  
**CSR LABEL**

Guided by CSR-certified sustainable guidelines, our teams ensure strict adherence to sustainable practices on set. Additionally, during each journey, we engage in close collaboration with local associations, providing support in various areas such as finance, human resources, and materials. Moreover, we offset our emissions through partnerships with these associations, fostering enduring and meaningful relationships built on mutual support and sustainability.

Our vision extends beyond conventional advertising practices to actively promote the ecological transition of brands. Our innovative concept involves fostering collaborative journeys for brands, thereby facilitating conscientious creatives productions that reduce ecological impact by a significant margin. Our goal is to step by step, change the advertising industry by encouraging brands to move away from individualism and instead leverage our collective resources to ensure consistently high-quality services. Through our efforts, we aspire to make a positive impact on both the present and future landscapes of our world.

[DISCOVER MORE](#)





# *worldwide* IMPACTS

## NAMIBIA



*Societal action*

The Beeyond the World Solution is based on a strong commitment to a circular economy, where every aspect of our production is part of a sustainable and responsible approach. This innovative model has three essential levers: social, environmental and economic, with a positive impact on the world of today and tomorrow.

On the social front, each destination we choose for our campaigns is an opportunity to establish partnerships with local associations. By supporting these organizations through concrete actions - whether in the form of funding, human capacity-building or the supply of materials - we ensure that our productions leave a positive imprint on communities. These collaborations reinforce the sustainability of our projects and contribute to a long-term impact for local populations.

Our environmental impact is demonstrated by offsetting the carbon emissions of each trip. Through local initiatives linked to our destinations, we actively participate in reforestation, biodiversity protection and eco-responsible projects specific to the needs of each country. By respecting strict criteria aligned with CSR standards, we ensure that we reduce the ecological impact of our production while promoting the preservation of local ecosystems.

Our initiative aimed to promote the integration of young people into the education system by offering them the opportunity to learn essential skills for their future. We supported a local English school by providing the material resources needed to teach technology and language courses.

Thanks to our partnership, several young people have been able to join this school and benefit from full immersion. Not only have they acquired English language skills, but they have also had the opportunity to discover and learn technological skills, opening up new professional prospects for them.

This action is fully in line with our vision of having a positive impact on the communities we meet during our productions. By investing in education and local resources, we strengthen the social fabric while contributing to a more sustainable and inclusive future for generations to come.

**DISCOVER**  
**OUR WORLDWIDE ACTIONS**

*worldwide*  
**INCLUSIVITY**

DISCOVER OUR AGENCY





In our pursuit of global inclusion, let's meet Vera, hailing from the vibrant city of Mombasa, Kenya. Recognizing the diverse backgrounds and experiences that enrich our world, we are dedicated to fostering a sense of belonging for all individuals, regardless of their geographic location. Through our initiatives, we aim to empower local women who may face barriers to participation in the fashion industry. By providing opportunities and support, we strive to create a more inclusive and supportive environment where everyone can thrive. Together, we celebrate diversity and create pathways for all to contribute their unique talents and perspectives.

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