



# Defining A Unique Visual Concept For Kerastase

In order to narrow in on a distinct visual style that can represent the entire Kerastase brand, let's first look at what's at the core of the brand's identity.



With the introduction of the concepts of clout, hype, and the experience economy within the luxury sector, we are seeing new and exciting visual tensions for consumers — between the seemingly conflicting values of **‘emerging cultural relevancy’** and **‘established heritage dynasticism’**.

To rise to this new, diverse modern luxury consumer, Kerastase must find a visual balance between these forces.

