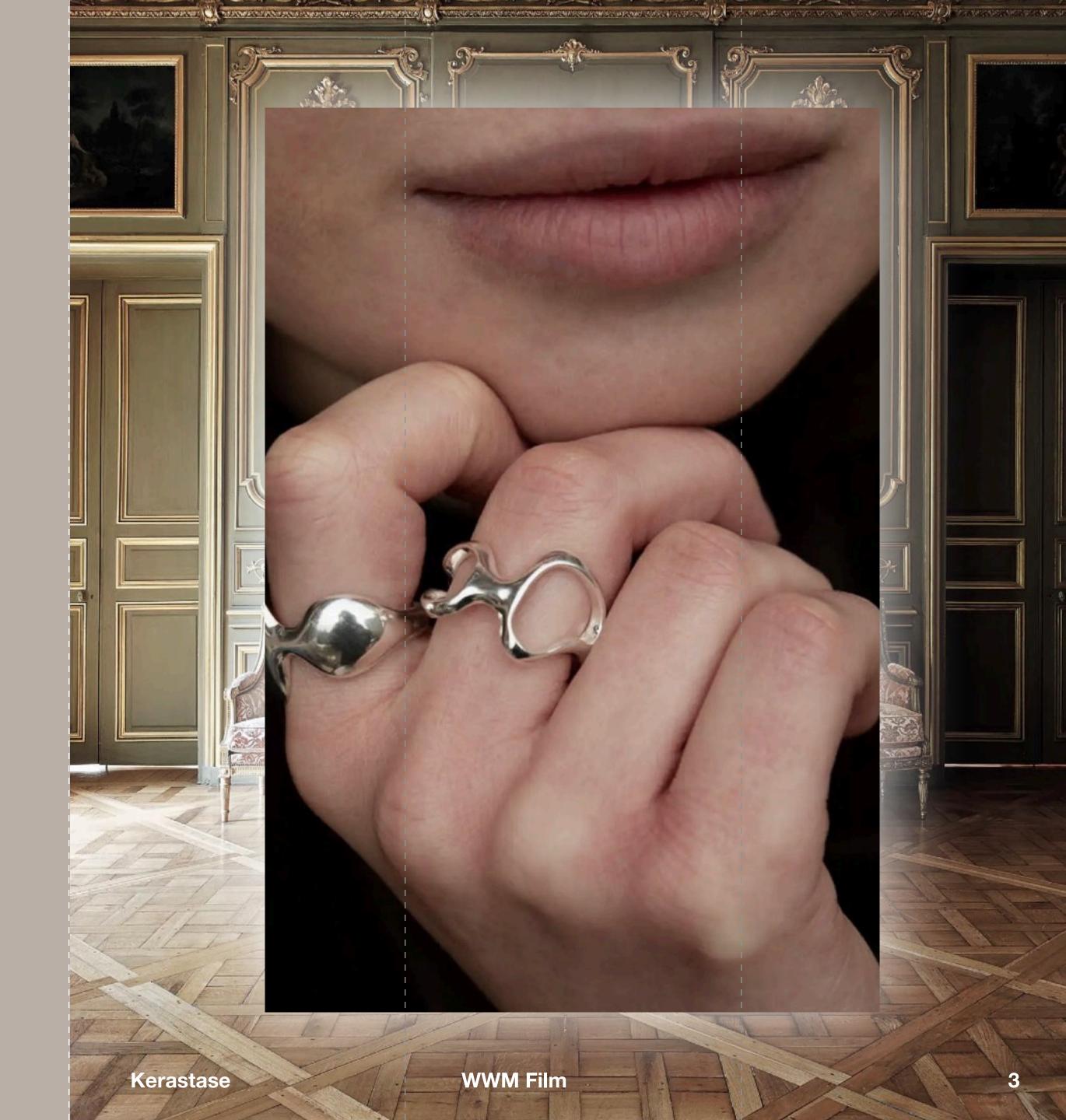
With the introduction of the concepts of clout, hype, and the experience economy within the luxury sector, we are seeing new and exciting visual tensions for consumers — between the seemingly conflicting values of 'emerging cultural relevancy' and 'established heritage dynasticism'.

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





— Alexandre Arnault, CCO Tiffany & Co., Ex-CEO Rimowa