

## WWM Film

## Kerastase

## KENNEDY











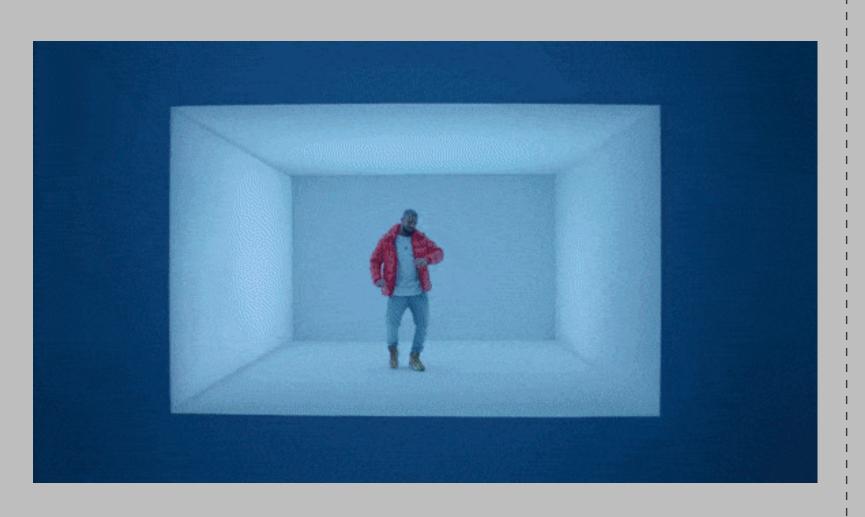
## MINIMAL SET BUILDS + DYNAMIC LIGHTING

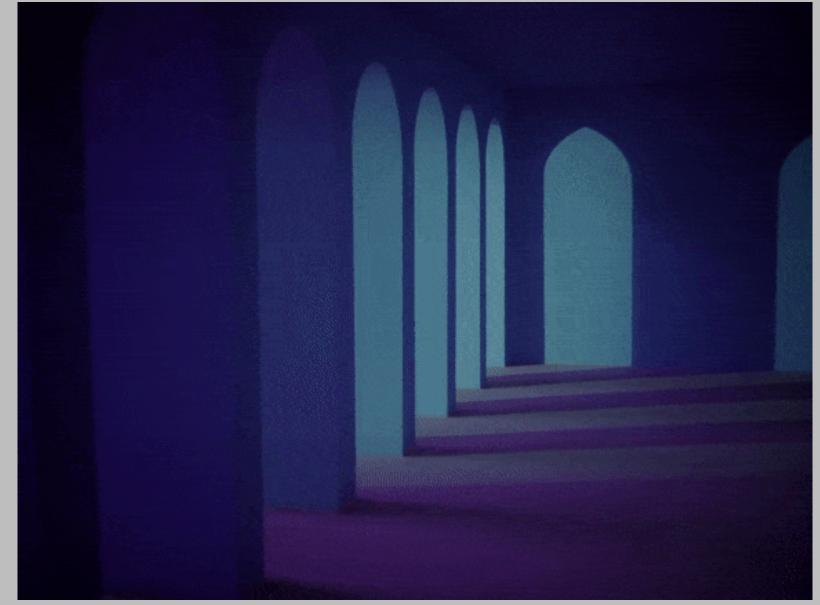


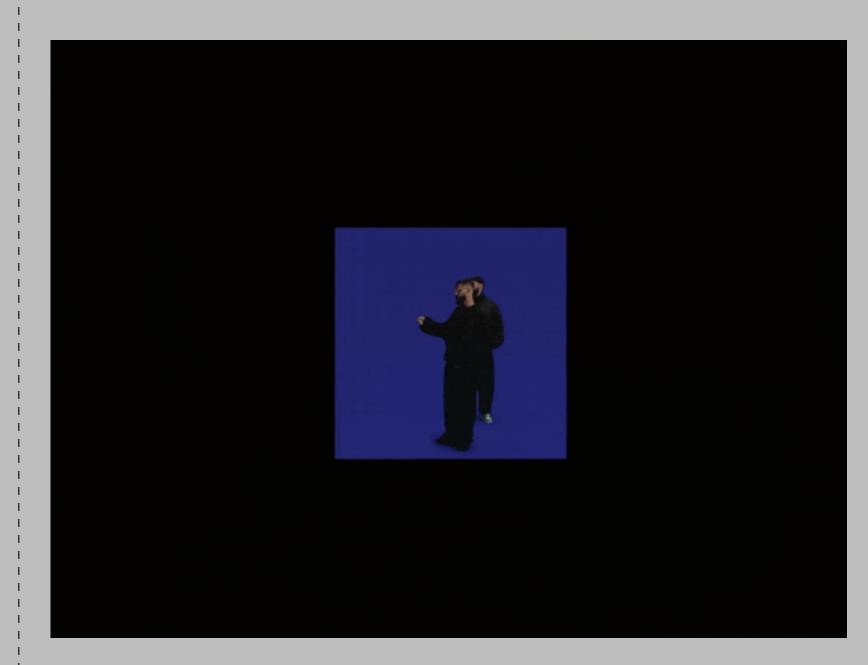




MINIMAL SET BUILDS + DYNAMIC LIGHTING







02	NARRATIVE	ROSA
03	SOUND	RETAIL
04	CAMERA	DIGITAL
		INNOVATION

As the lights shut down across our theatre stage, we transition to a real Paris location; a Salle de Bain in luxurious city apartment. The retail section could be fun, poppy and light, evoking the charisma of Paris and utilising charming filmic effects reminiscent of the French New Wave.

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