

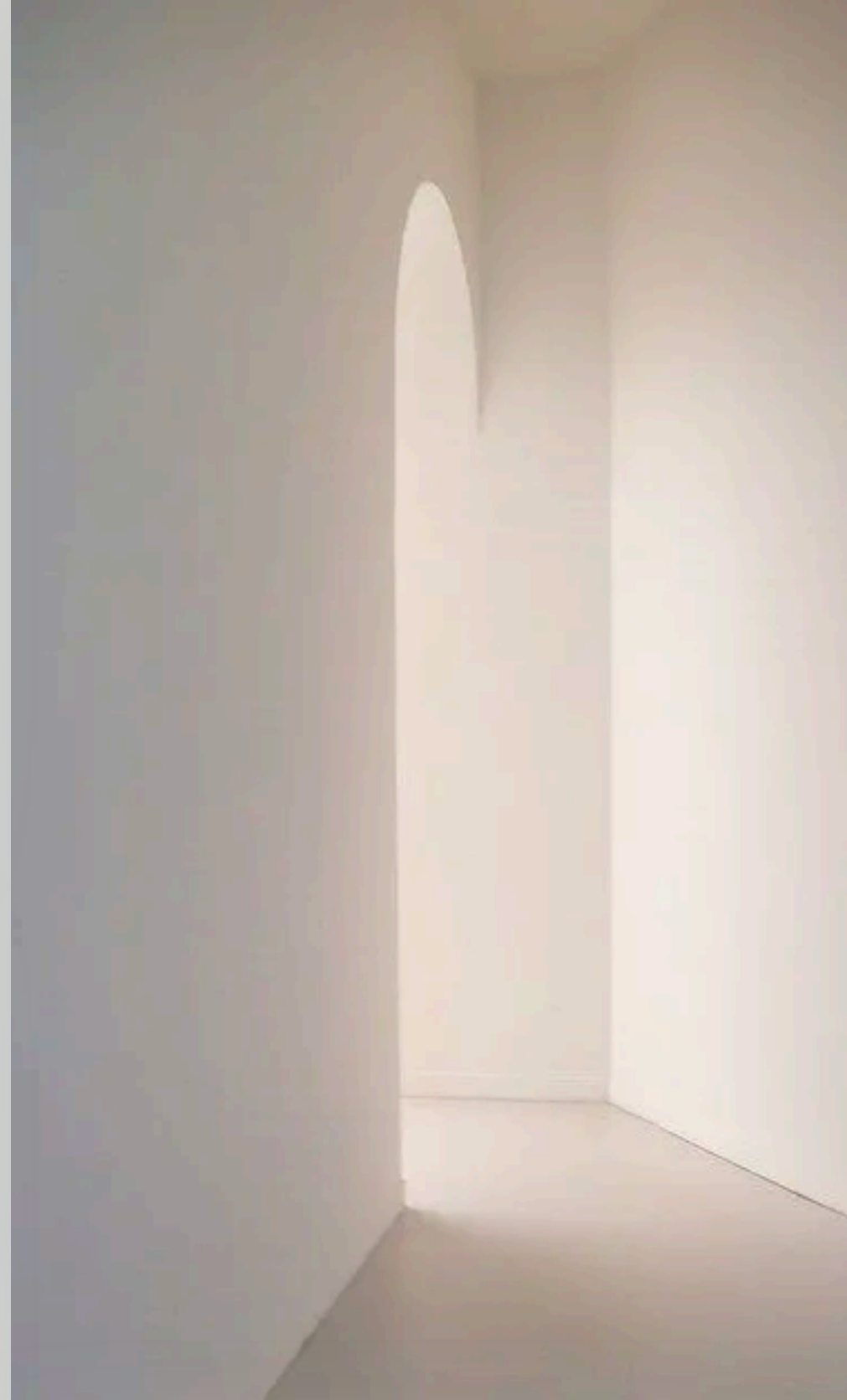


KENNEDY

Kerastase

WWM Film





## 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.