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.

KENNEDY Kerastase WWM Film 27

04 — LOCATION TRANSITION

The lights will go down on our stage and we'll cut to the sun coming up on a Paris apartment





