

Kyn Skyn
Photography Direction

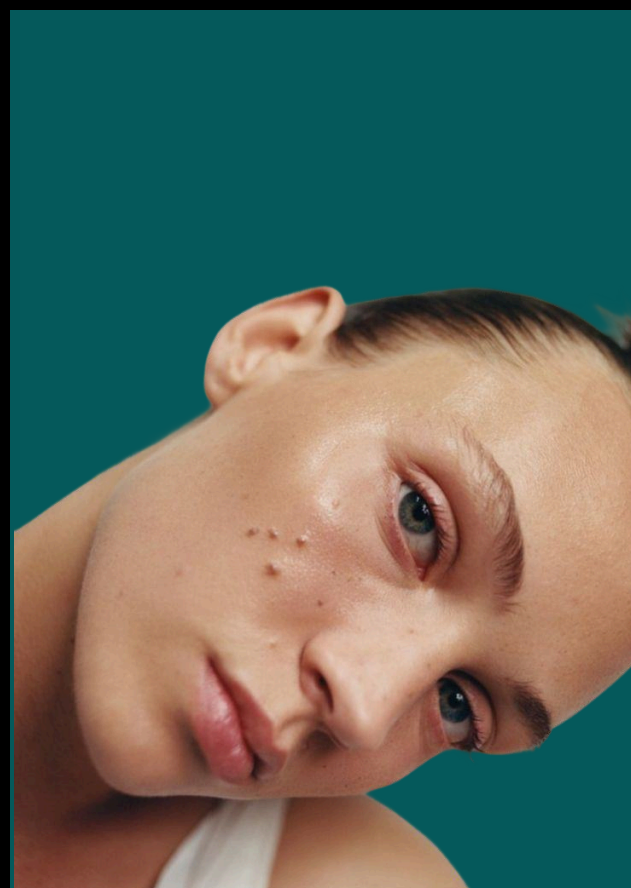
2025

THE \ BLACK PĒPPER

BACKGROUND COLOUR



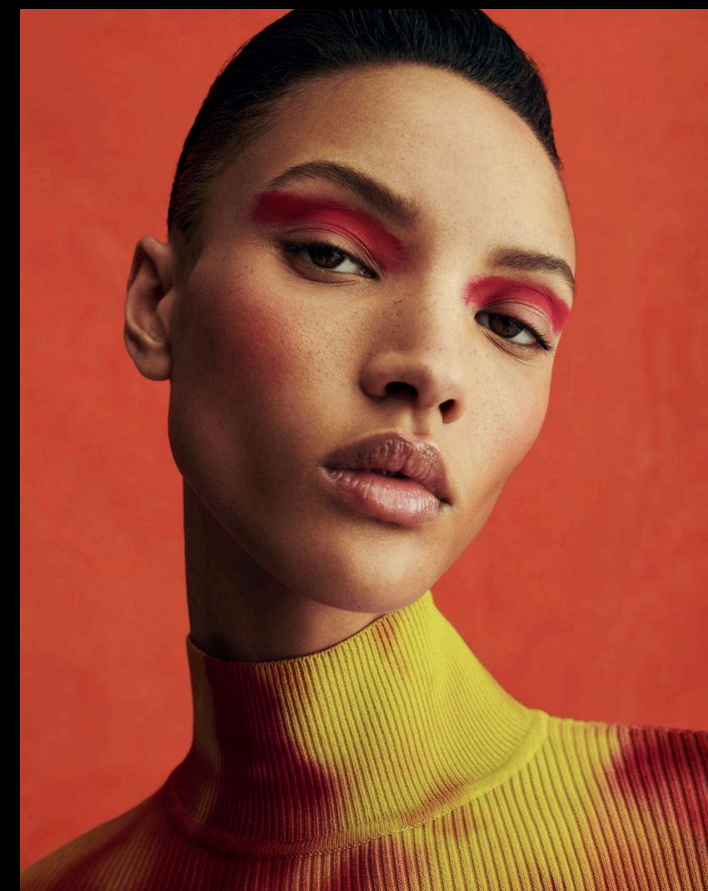
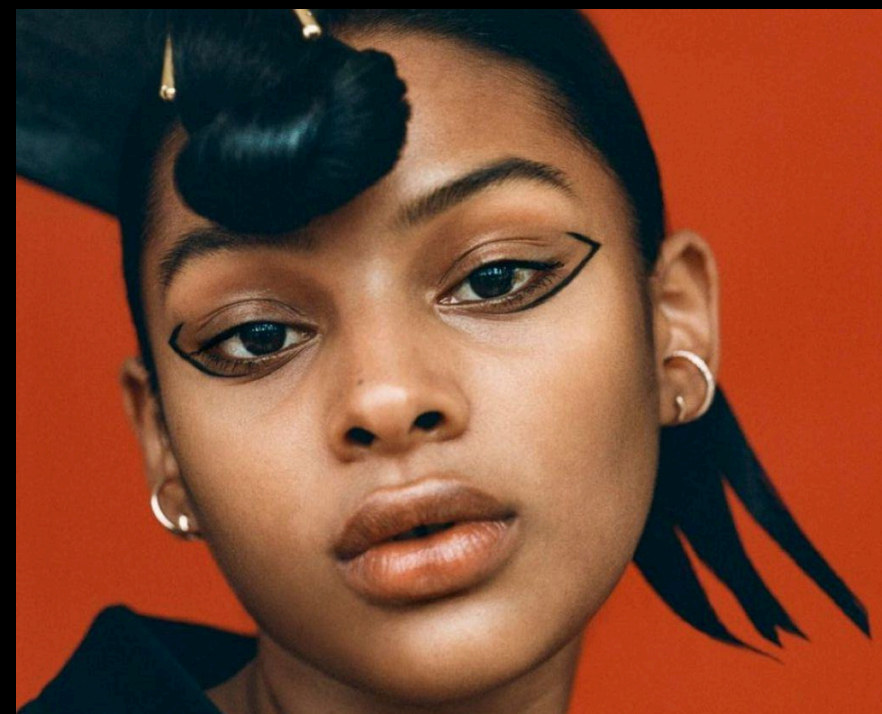
- Using different colours for each model may look quite inconsistent. WHAT DO YOU ALL THINK?
- For versatility, using a neutral or single agreed colour background creates allows breathing room for brand colours across brand applications.



BACKGROUND COLOUR



- **Brand colours could be incorporated in two ways:**
 - a. A single brand colour is used across board - this way it reenforces brand presence once the pictures are seen repeatedly. See images from Cecred with the brand's "blue".
 - b. A colour is associated with a product's launch so the campaign images of i.e. steady serum takes the colour tha the packaging takes (while a neutral colour is used for non specific brand images)



HOW TO USE



OUTDOOR



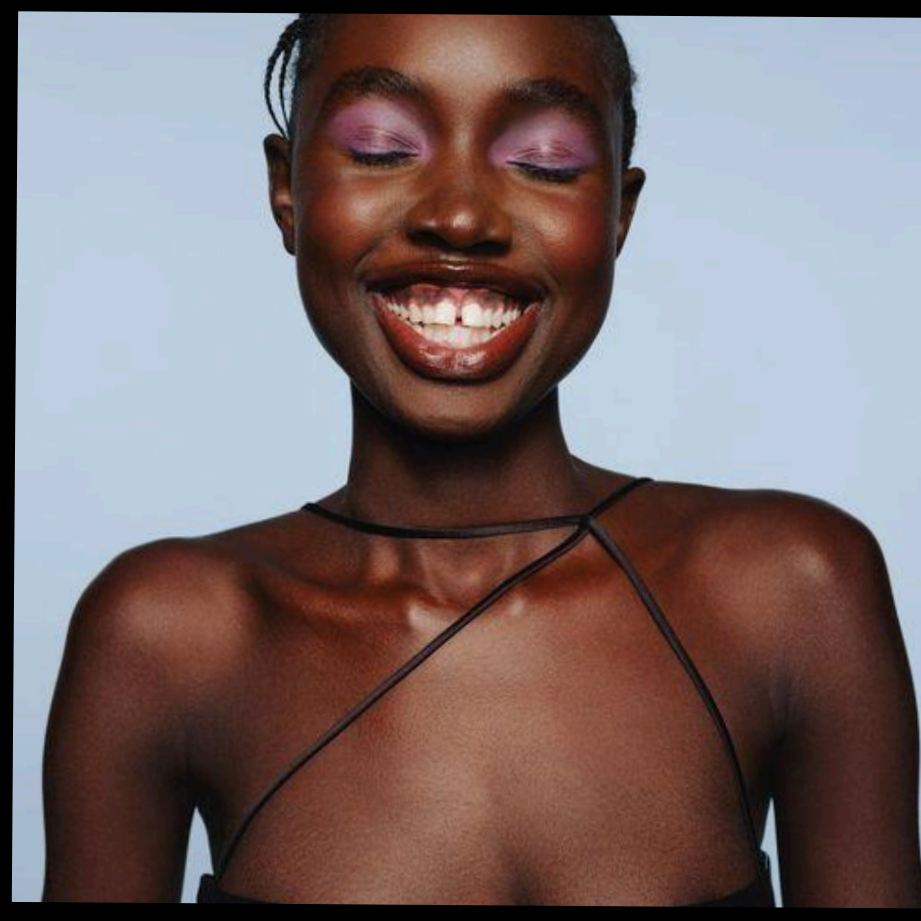
COMMUNITY SHOTS



Maya applying on John ref



WARMTH/SOFTNESS



CREATIVE (OPTIONAL)



GENERAL IMAGE DIRECTION

