

# Kumesu

*We provided Kumesu creative consulting to define their brand image in line with their brand's DNA and its targeted clientele. We shot of all campaigns (stills, social media assets and film) as creative director and did styled their LFW show. We handled their press days during LFW/PFW, celebrity dressing, social media/PR/communication strategy, creation of media pack and placement in UK and international press. Additionally, we arranged LFW/PFW buyers appointments, retail introductions, creation of e-commerce website, and set up of IG shoppable items.*



L J C T  
C O N S U L T I N G