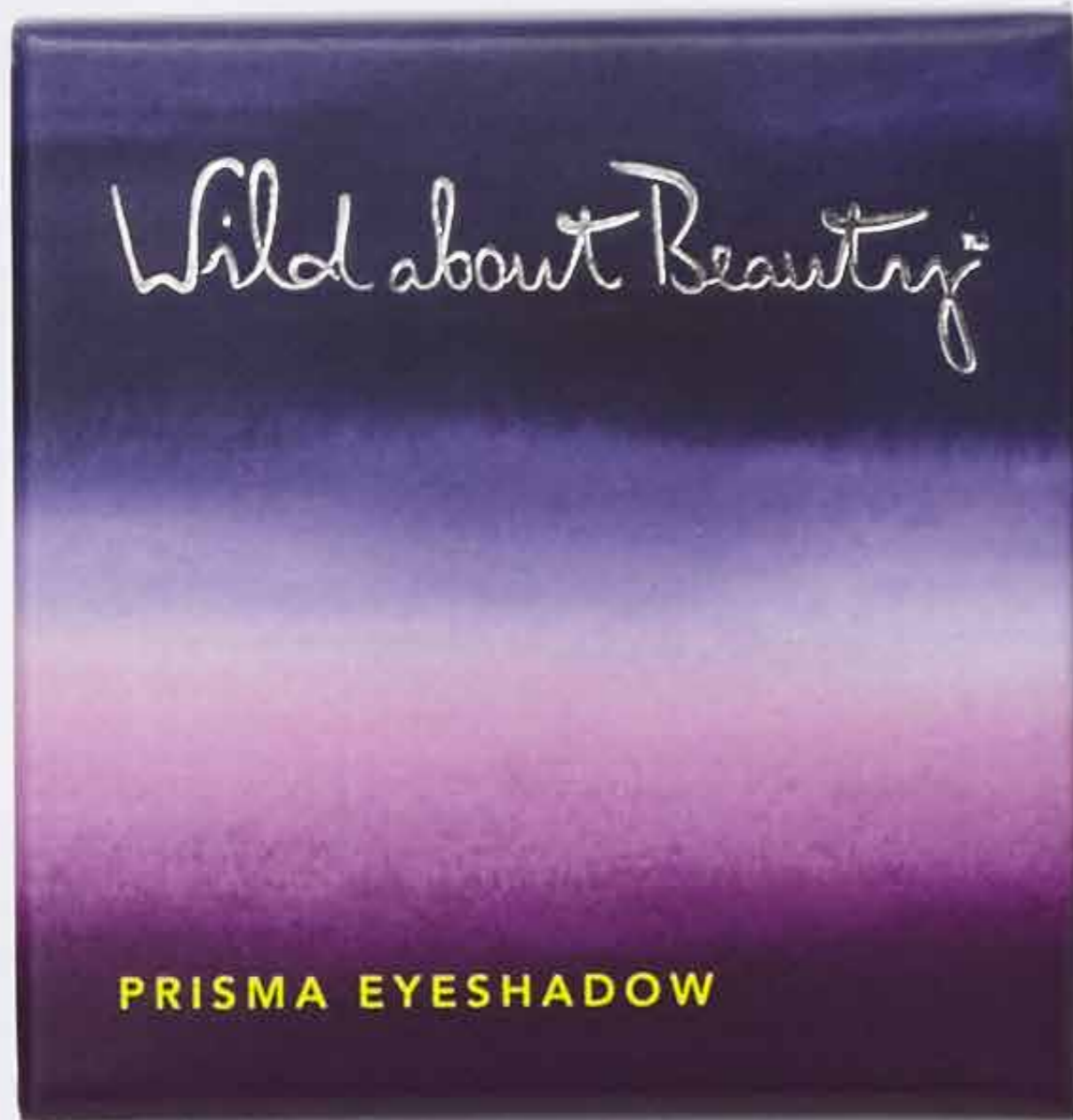


CASE STUDY

Wild About Beauty



WILD ABOUT BEAUTY

EXPERTISE

Brand Identity / Digital Communications / Marketing Communications / Packaging

BRIEF & SOLUTION

Wild About Beauty's vision was to deliver a collection of high-performing natural beauty products that helped clients achieve a less-is-more approach to make up. We defined the identity by placing Louise and Kim's personalities at the forefront - using their sense of humour, accessibility and expert knowledge to make all of the brand's expressions feel like words of advice from a trusted friend. In 2013 we updated the brand, inspired by the show-stopping power of nature, we developed the 'Super Nature' concept - a heady mix of fashion and beauty that adds a bit of rock & roll to natural cosmetics.

