



PR Campaign

M2 BEAUTÉ & KLODIN ERB

For researched formula beauty brand M2 Beauté, Bel Epok Brand designed a year-long communication and PR campaign with the theme: The Art of Beauty.

Celebrated Swiss artist Klodin Erb collaborated with us, creating a limited-edition leather clutch bag, hand-painted by the artist.

The total edition of 100 bags together formed a complete 16 sq. meter motif, a Klodin Erb original. The artist collaboration was featured in all relevant communication channels, such as social media and lifestyle magazines, for which we produced all relevant image and film material.

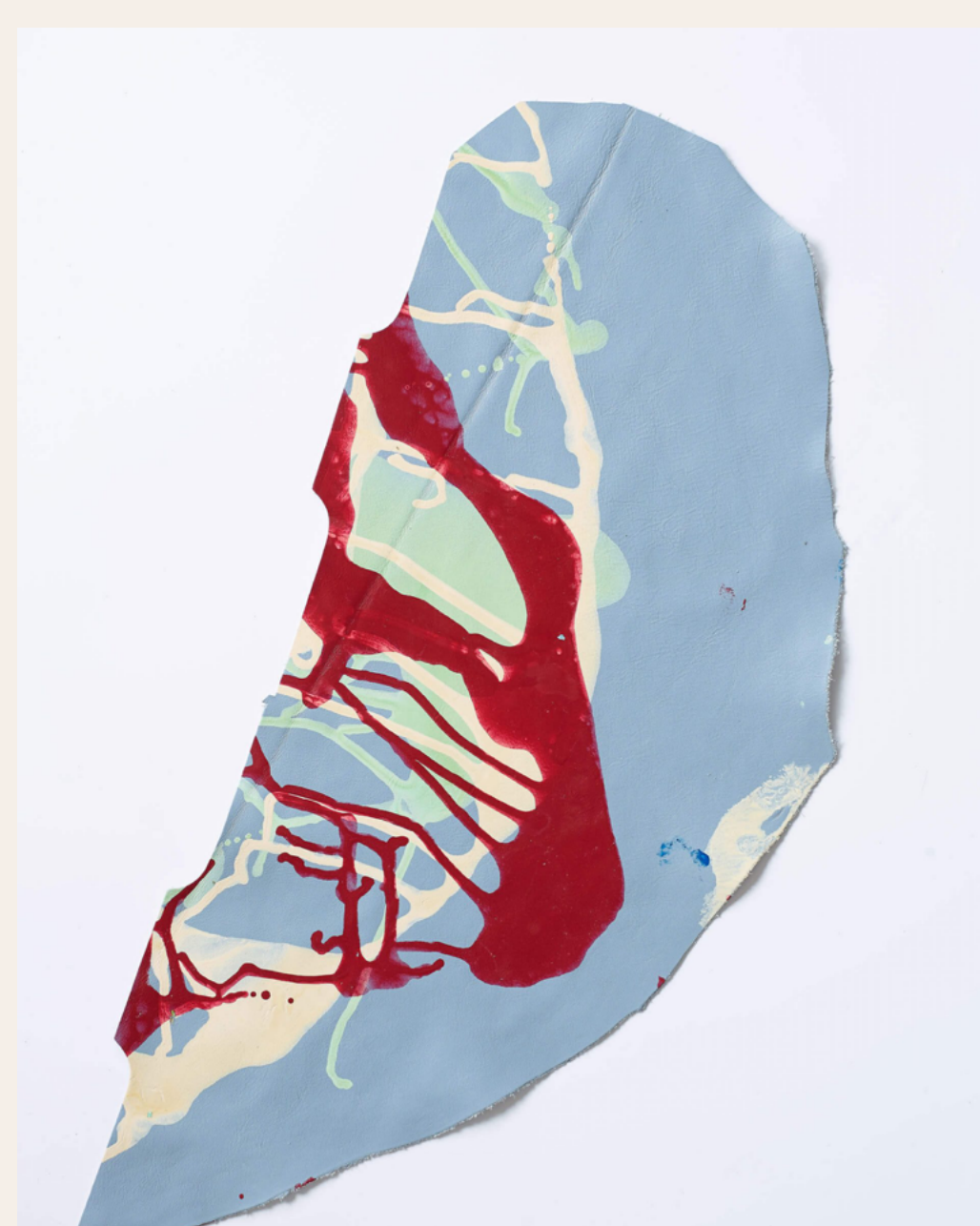


The limited edition of clutch bags was gifted to the VIP guests of Art Basel.

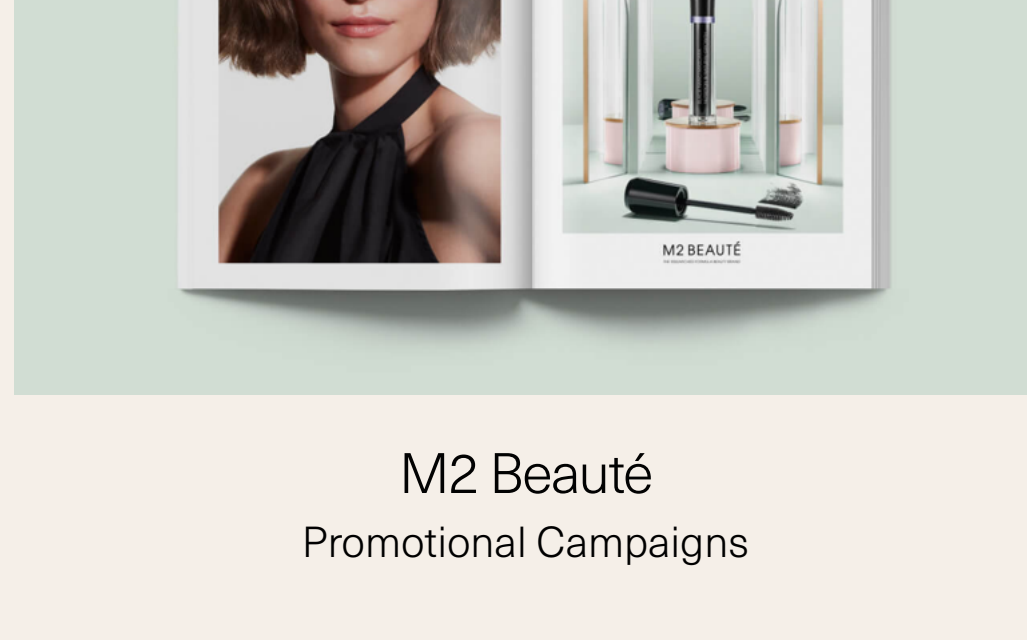


Additional Promotion Campaign

Alongside the PR campaign, a promotion campaign was developed for retail. For this measure, Bel Epok Onehunder developed a beauty pouch featuring Klodine Erb's artwork. The pouch was distributed to customers as a gift-with-purchase at retail venues that carry the M2 Beauté brand.

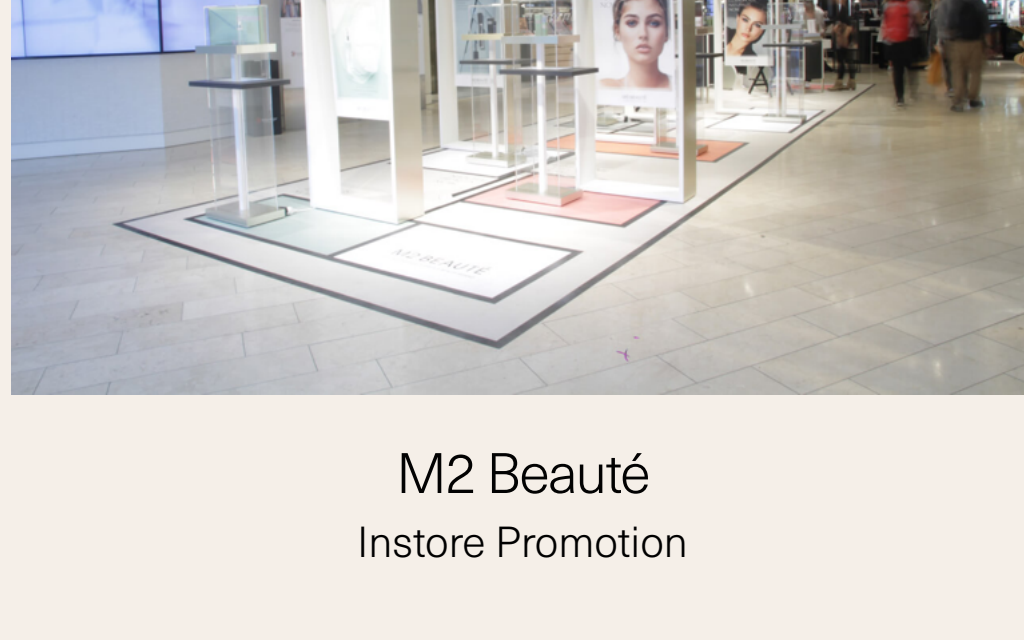


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