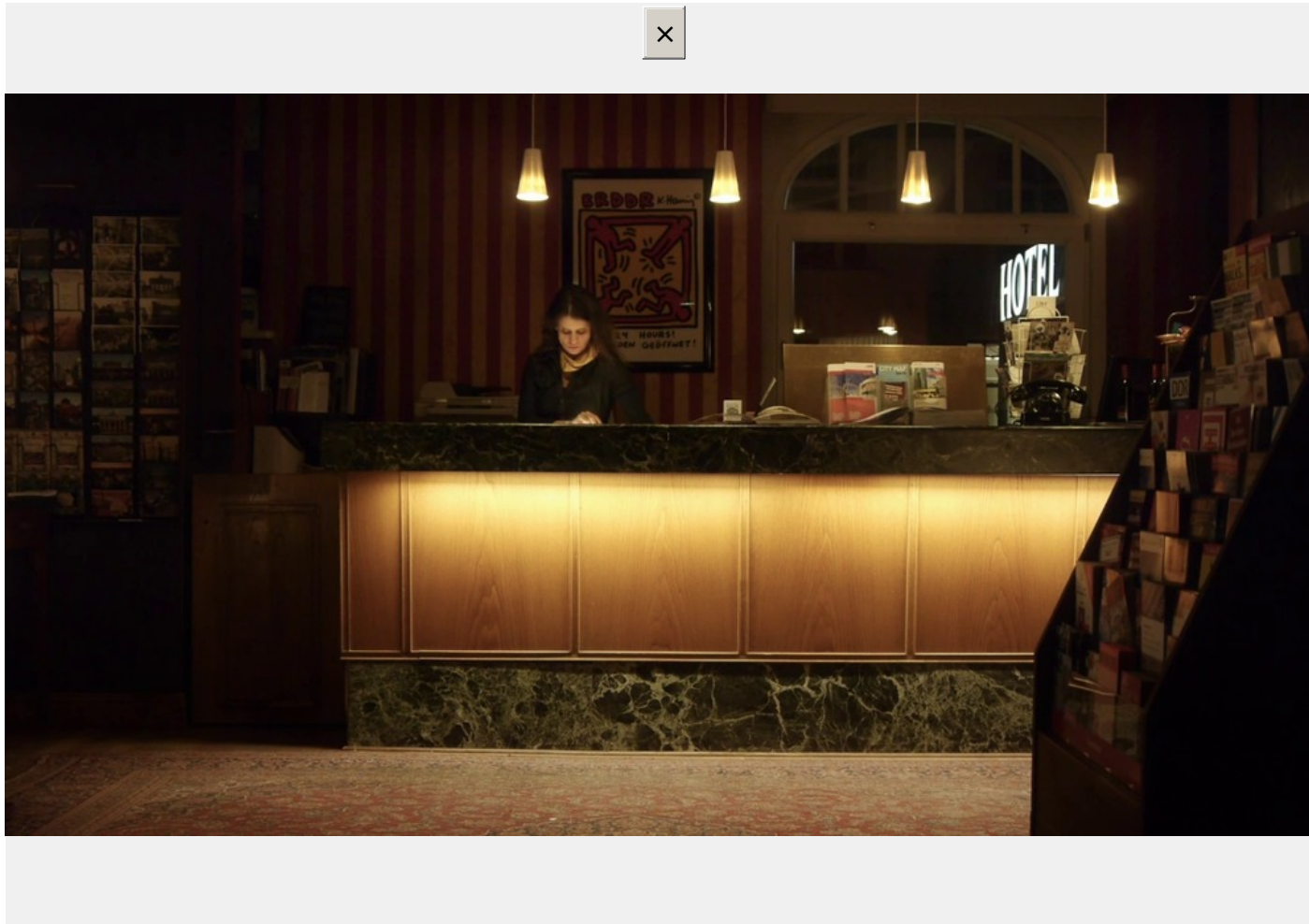


1/2 Und was trägst du? What do you wear?

clothes define our style, are cultural indicators. without them we´re all the same. is it like this?



Solution

- at the beginning there was man, then comes the clothes :)
- i want to see SKIN, the rest is you (literally) - in showing someone without clothes, the clip wants to motivate others/the participants to show someone in/with his textiles

Make The Global Skin Visible!



2/2

Und was trägst du? What do you wear?

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Creative's profile



kuesti PRO

audio video text

Creative's top 5 skills

User Experience, Communication Concept