

# SELECT WORLD

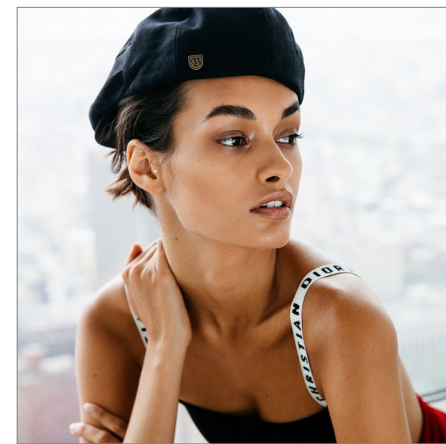
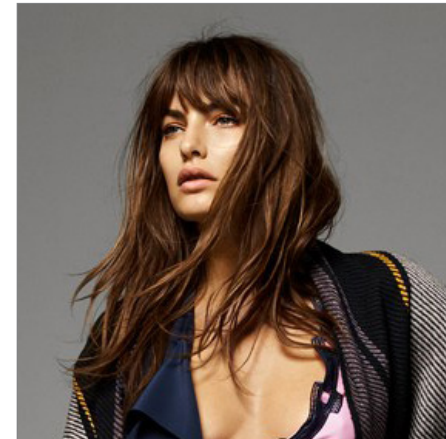
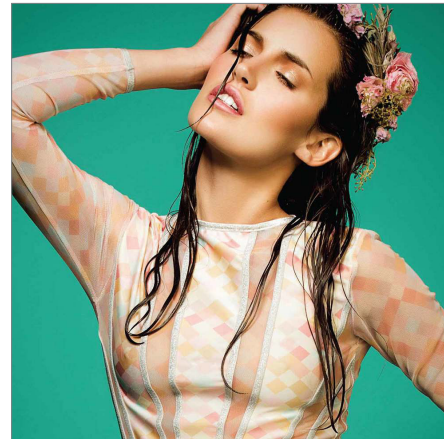
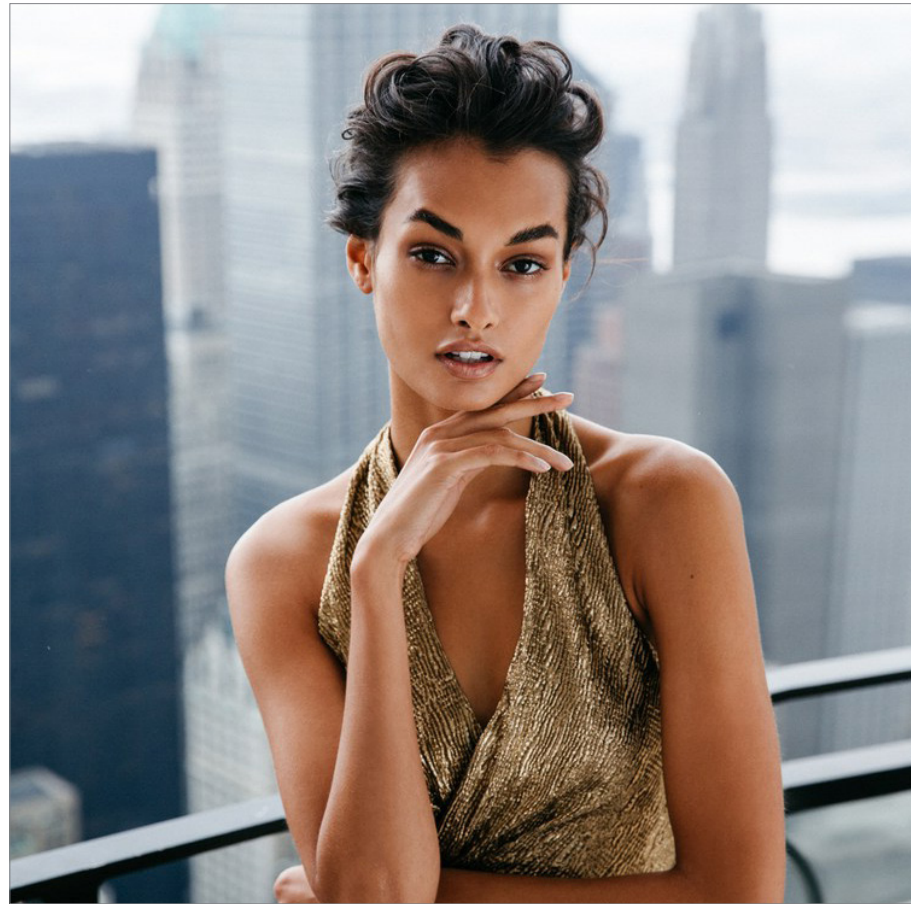
*WCC & WCT Key Visuals PPM*

**06/05/19**

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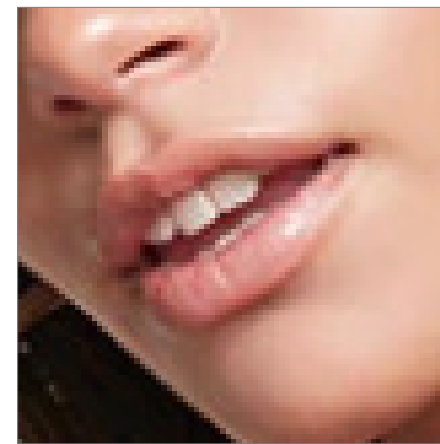
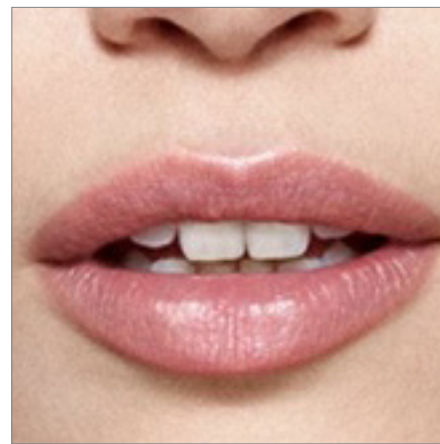
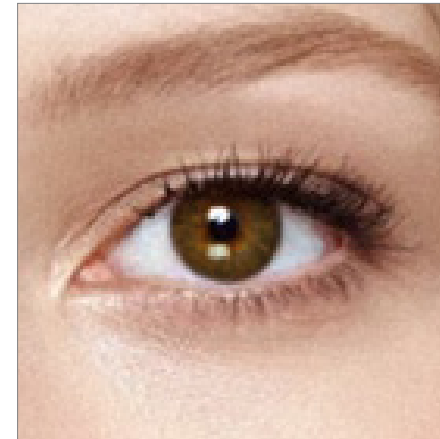
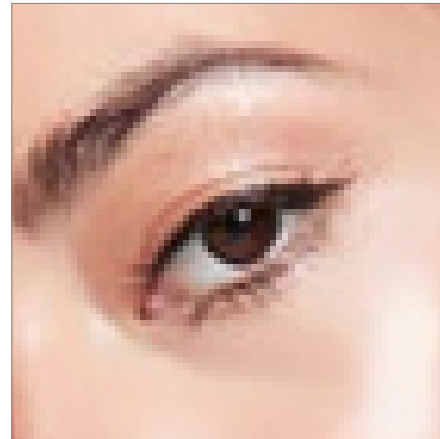
- TALENT
- MAKE UP // GENERAL LOOK
- MAKE UP // TANGO LOOK
- MAKE UP // PAINTS
- WCT: HAIR COLOR // (EXISTING)
- WCT: TONER // (EXISTING)
- WCC: PAINTING // (EXISTING & NEW)
- WCC: PAINTS // (EXISTING & NEW)
- WCC: DEMI // (NEW)
- WCC: LIQUID TONER // (NEW)
- WCC: PERM GEL // (NEW)
- WCC: LIQUID COLOR // (NEW)

# TALENT: PHOTOGRAPHER // MASHA MALTSAVA



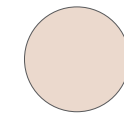
WORKS

# MAKE UP // GENERAL LOOK



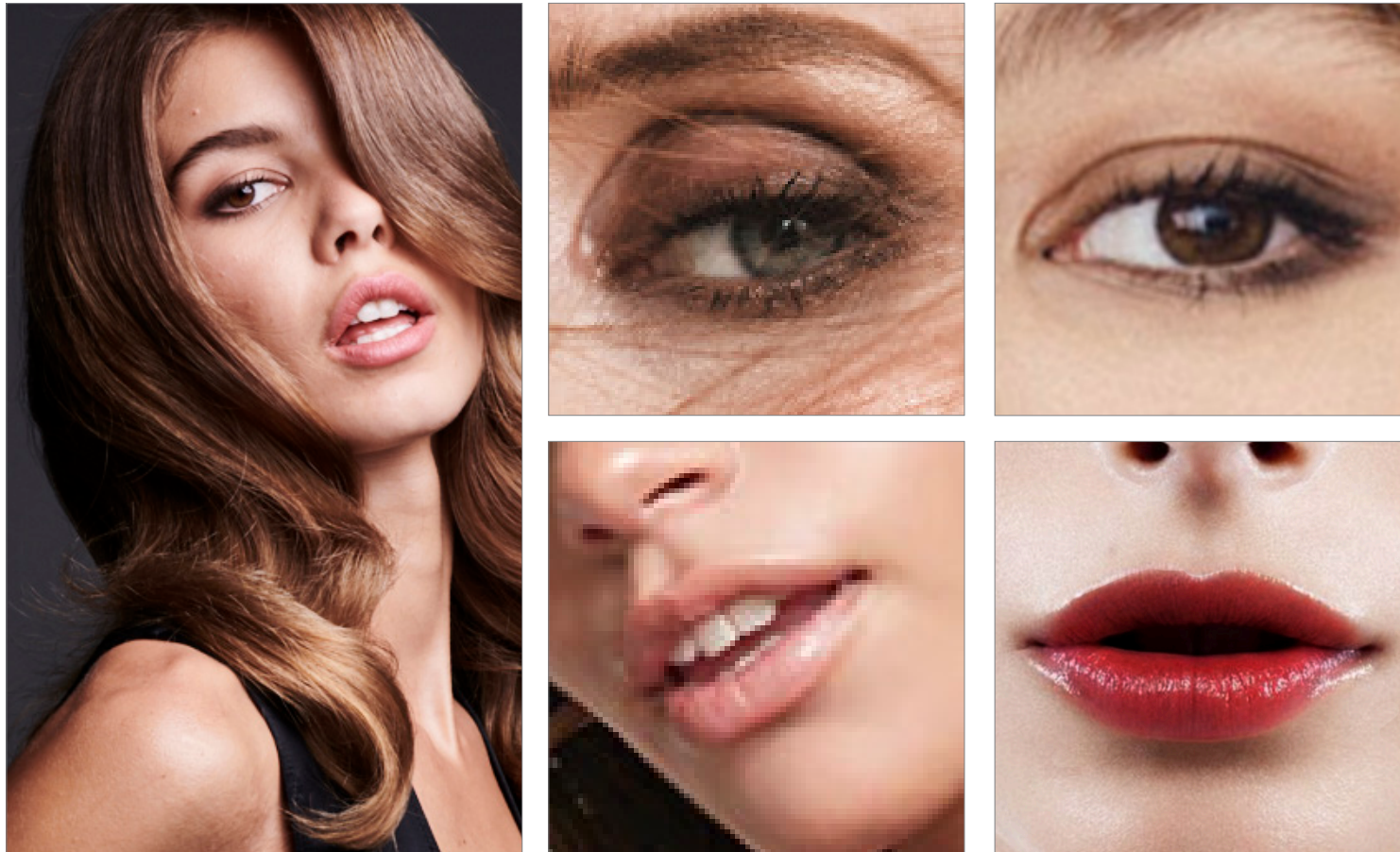
ENSURE SKIN IS EVEN AND SHOULD APPEAR HEALTHY

NAIL COLOR(S)



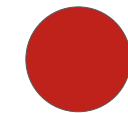
NUDE SHADE

# MAKE UP // TANGO LOOK



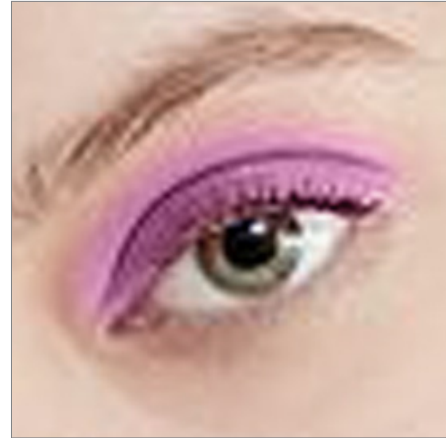
ENSURE SKIN IS EVEN AND SHOULD APPEAR HEALTHY.  
MAKE UP IS SEXY/PROVOCATIVE.

NAIL COLOR(S)



RED

# MAKE UP // PAINTS



ENSURE SKIN IS EVEN AND SHOULD APPEAR HEALTHY.  
MAKE UP IS MORE PLAYFUL AND COLORFUL.

NAIL COLOR(S)



TBD BASED ON HAIR COLOR

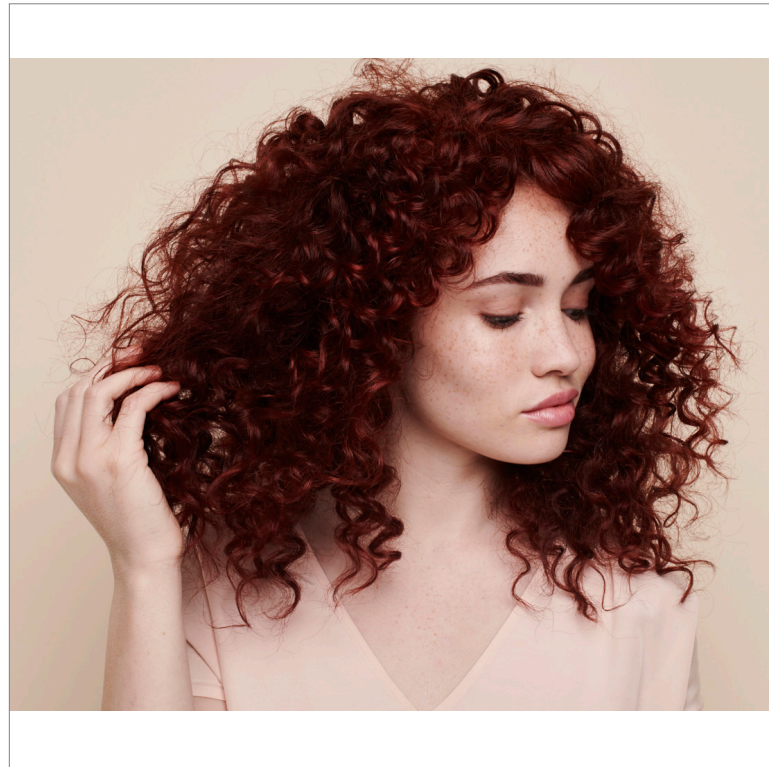
# WCT: HAIR COLOR // (EXISTING)



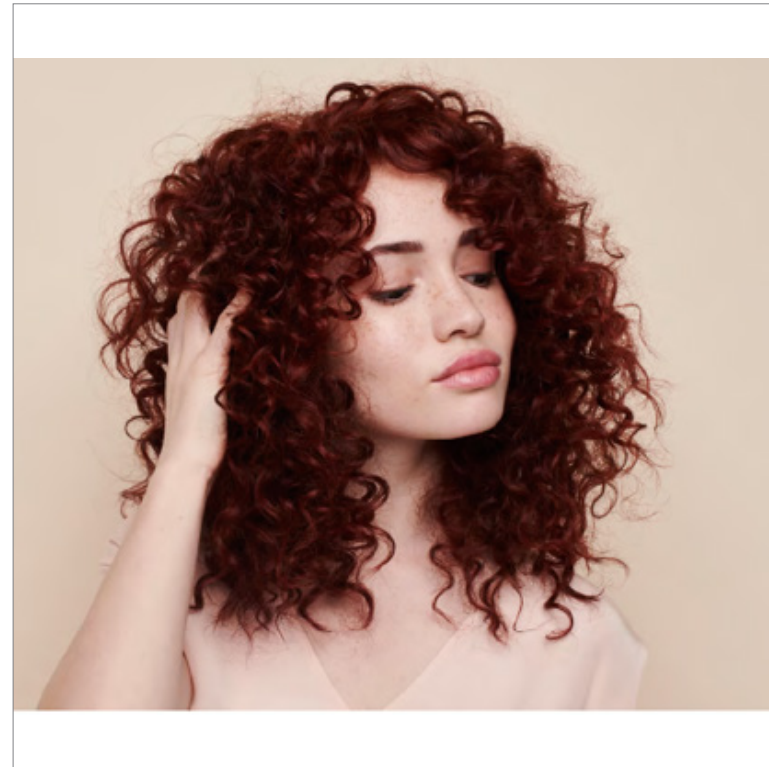
CURRENT



# WCT: HAIR COLOR // (EXISTING)

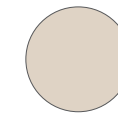


NEW (EXISTING, CLIENT PREFERENCE)

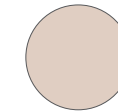


NEW (EXISTING)

## BACKGROUND COLORS



LIGHT BEIGE



## DIRECTION

- USE COCO

## PRODUCT





# WCT: TONER // (EXISTING)



CURRENT



# WCT: TONER // (EXISTING)



EXISTING

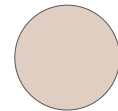


EXISTING

## BACKGROUND COLORS



EXISTING (OLD):  
CHARCOAL GREY



NEW: BEIGE



NEW (EXISTING, CLIENT PREFERENCE)



NEW (EXISTING)

## CASTING DIRECTION

- USE COCO
- STANDING/SEXY/  
POSE LIKE DANCE

## PRODUCT



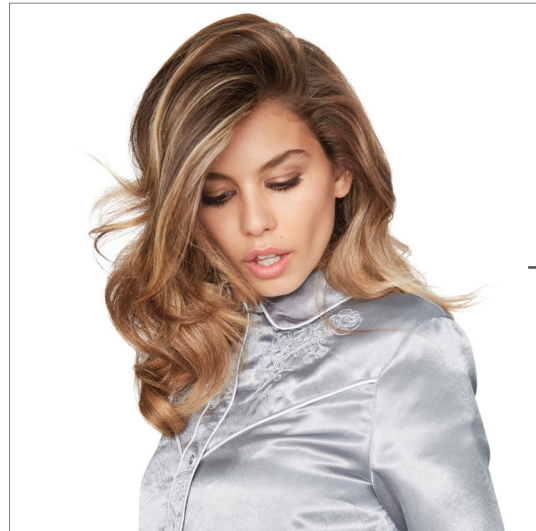
# WCC: PAINTING // (EXISTING & NEW)



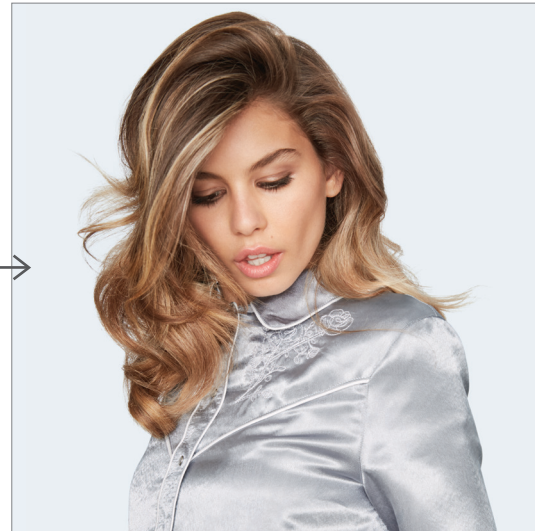
CURRENT



# WCC: PAINTING // (EXISTING & NEW)



EXISTING



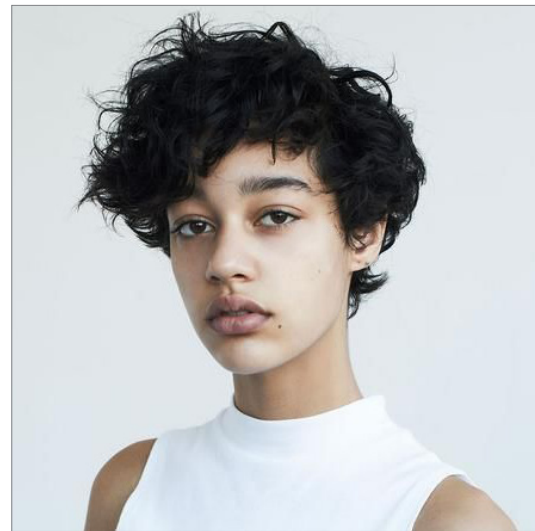
EXISTING (AMENDED)



NEW



NEW

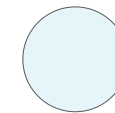


NEW

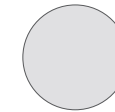


PLEASE SHOOT FOLLOWING RED GUIDES

## BACKGROUND COLORS



OPTION 1: ICY BLUE



OPTION 2: LIGHT SILVER

## CASTING DIRECTION



NEW KV - AA MODEL

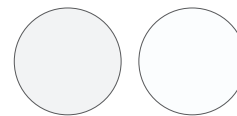
## PRODUCT



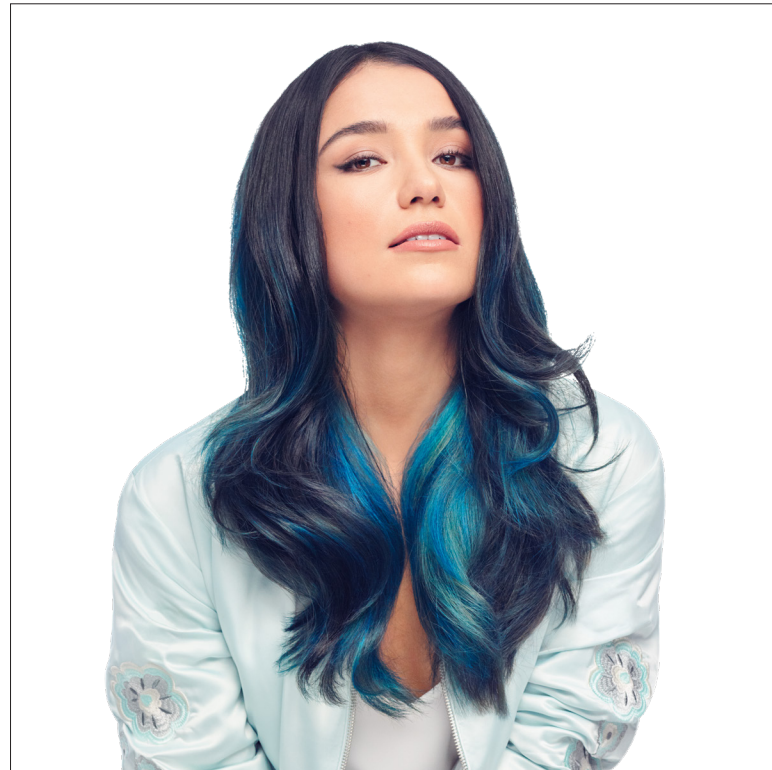
# WCC: PAINTING // WARDROBE (NEW)



COLORS



# WCC: PAINTS // (EXISTING & NEW)



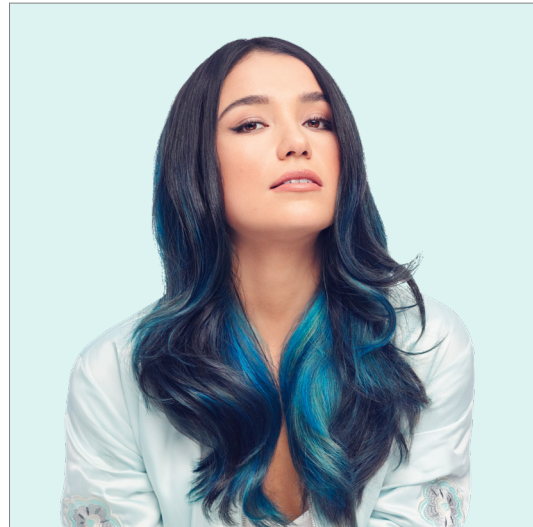
CURRENT



CURRENT



# WCC: PAINTS // (EXISTING & NEW)

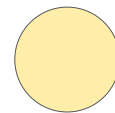


EXISTING (RECO)

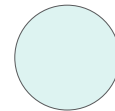


EXISTING (RECO)

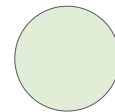
## BACKGROUND COLORS



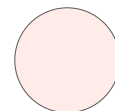
OPTION 1: YELLOW



OPTION 2: LIGHT BLUE



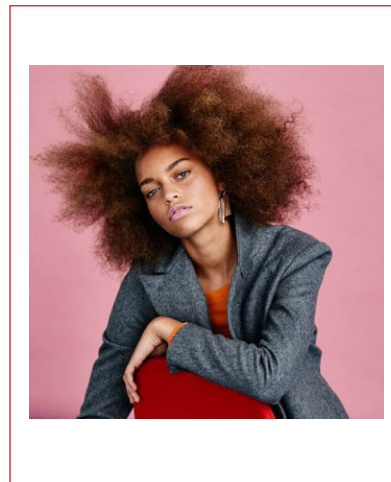
OPTION 3: PASTEL GREEN



OPTION 4: LIGHT PINK

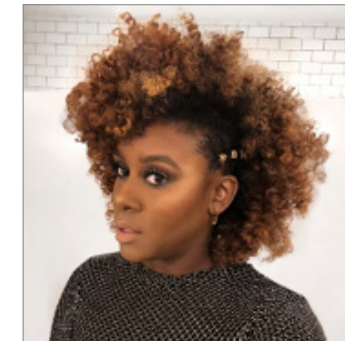


NEW



PLEASE SHOOT FOLLOWING RED GUIDES

## CASTING DIRECTION



- NEW KV - AA MODEL
- SOFT RED/PINK
- LET'S CHANGE EACH OF THE GIRLS DEPENDING ON HER HAIR COLOR

## PRODUCT



# WCC: PAINTS // WARDROBE (NEW)



COLORS





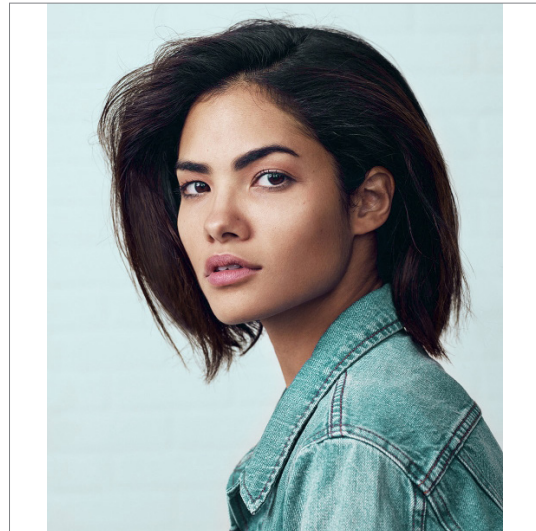
# WCC: DEMI // (NEW)

NO KV

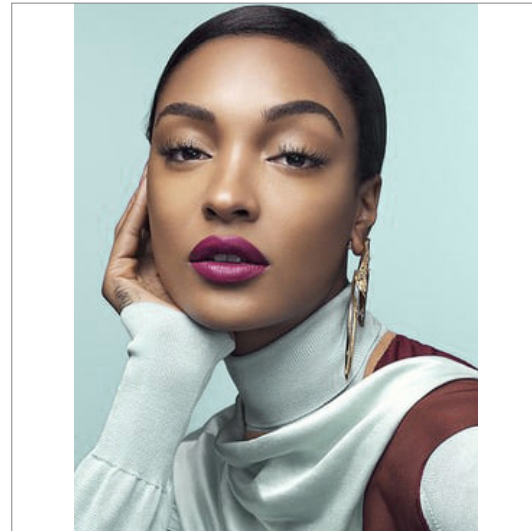
CURRENT



# WCC: DEMI // LATINA MODEL (NEW)

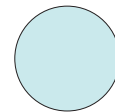


NEW

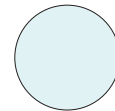


NEW

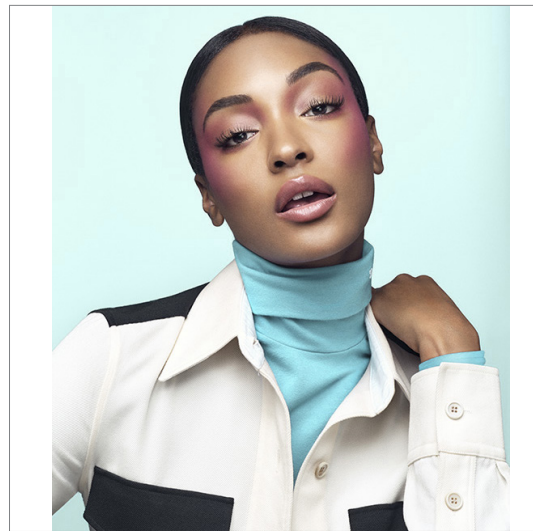
## BACKGROUND COLORS



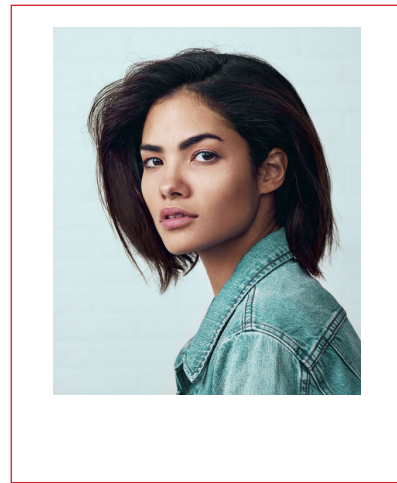
OPTION 1: BLUE



OPTION 2: LIGHT BLUE



NEW



PLEASE SHOOT FOLLOWING THE RED GUIDES

## CASTING DIRECTION



- NEW KV - LATINA MODEL
- POSE: TBD
- COLOR: TBD
- AGE: TBD

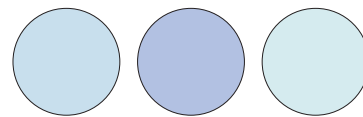
## PRODUCT



# WCC: DEMI WARDROBE (NEW)



COLORS



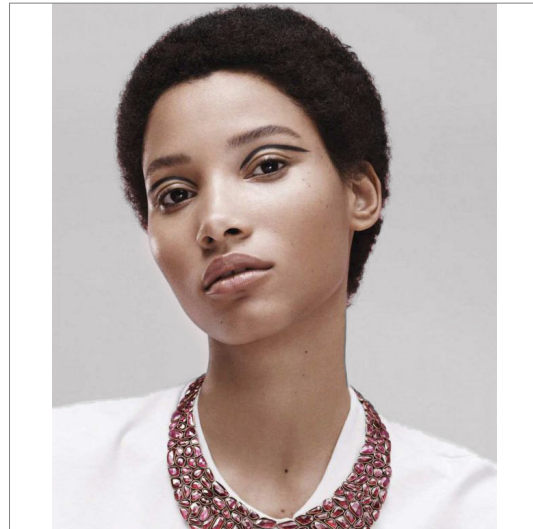
# WCC: LIQUID TONER // (NEW)



CURRENT



# WCC: LIQUID TONER // AA MODEL (NEW)

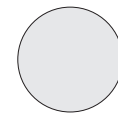


NEW

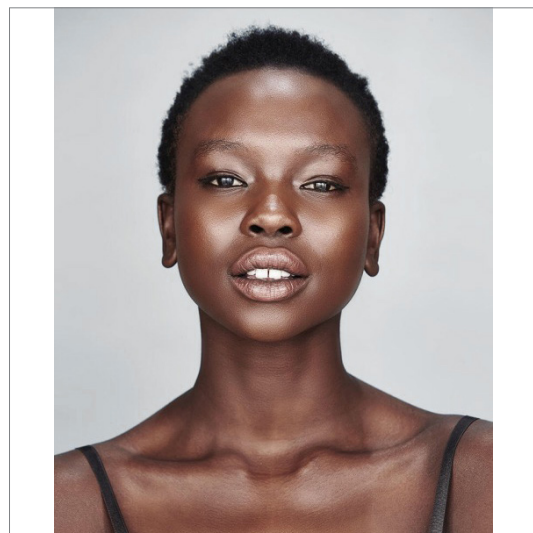


NEW

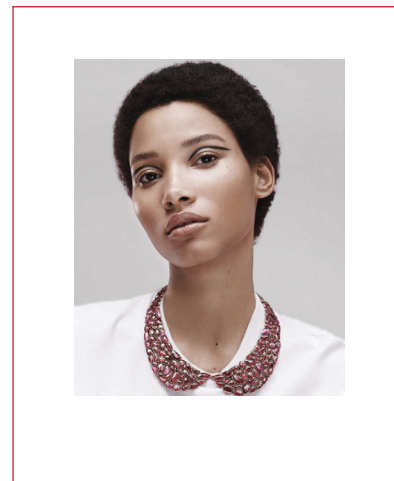
## BACKGROUND COLORS



OPTION 1: 20% GRAY

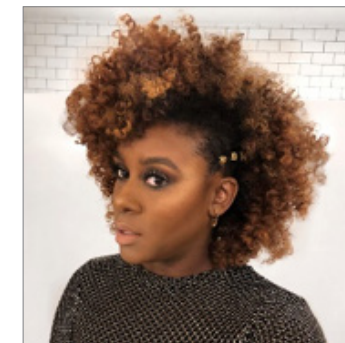


NEW



PLEASE SHOOT FOLLOWING RED GUIDES

## CASTING DIRECTION

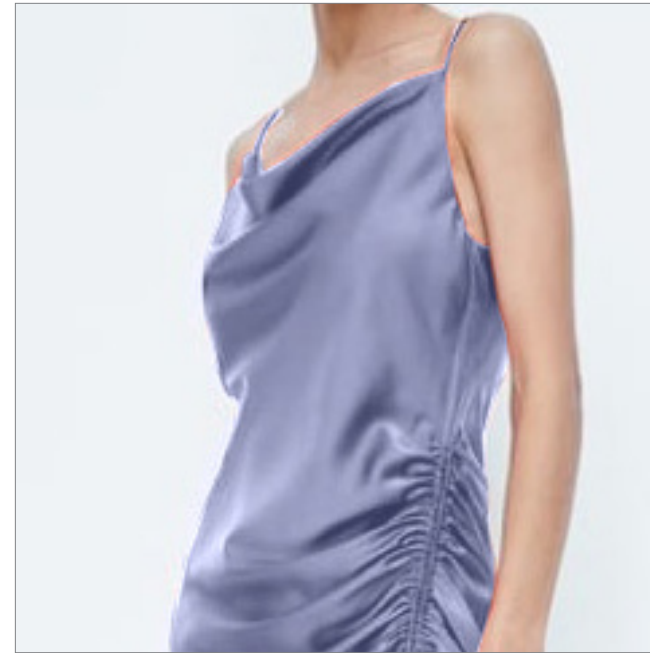


- NEW KV - AA MODEL
- 20% LIGHT GRAY
- MORE PORTRAIT-SEE SHOULDERS
- WARDROBE SHOULD BE FLOWY AND SATIN - LIKE A SATIN DRESS

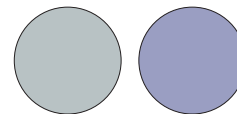
## PRODUCT



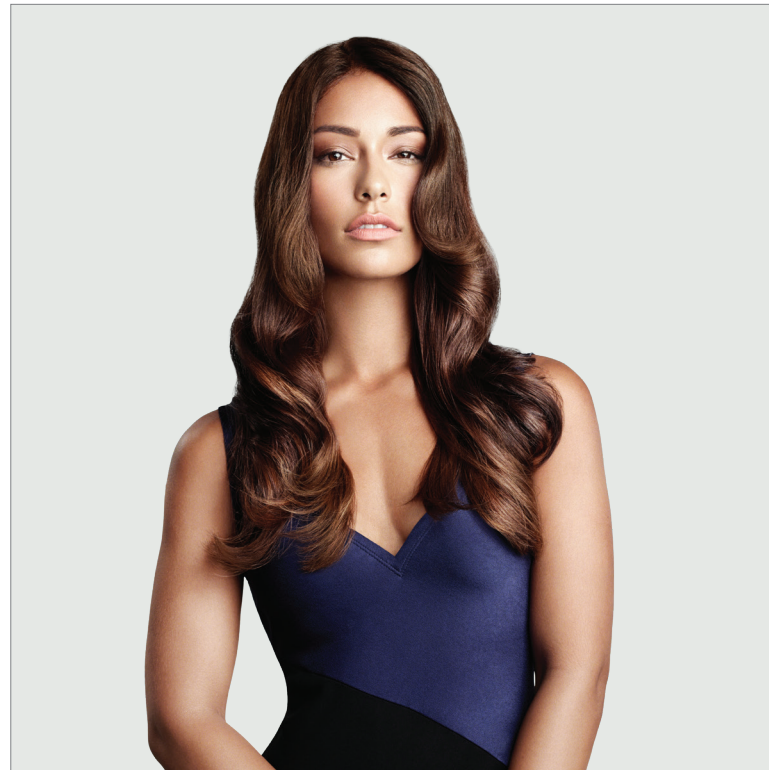
# WCC: LIQUID TONER WARDROBE (NEW)



COLORS



# WCC: PERM GEL // (NEW)



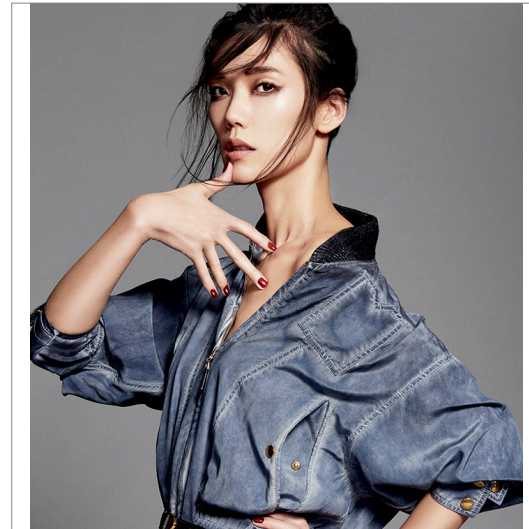
CURRENT



# WCC: PERM GEL // LATINA-AMBIGUOUS MODEL (NEW)

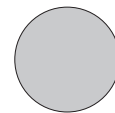


NEW

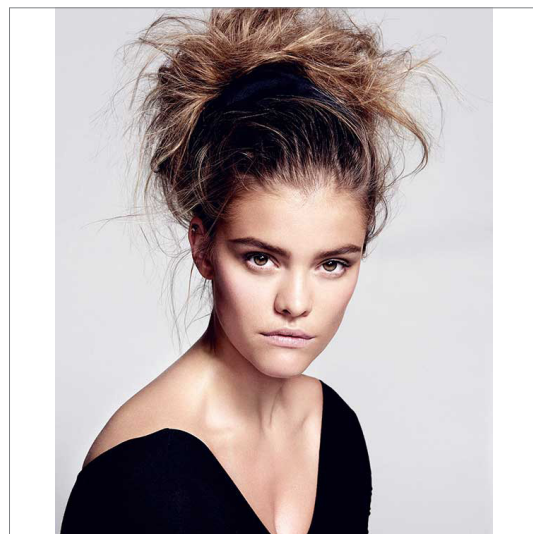


NEW

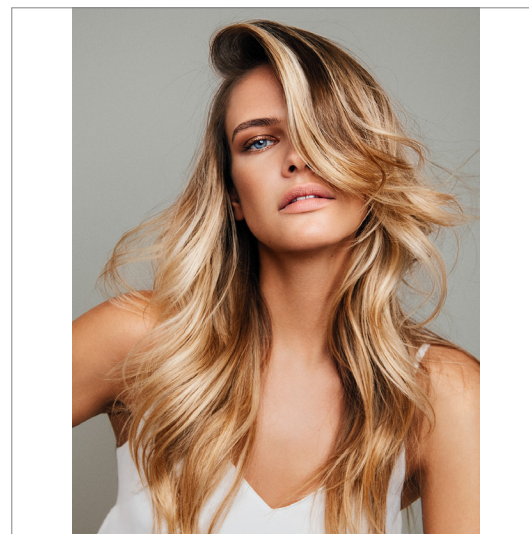
## BACKGROUND COLORS



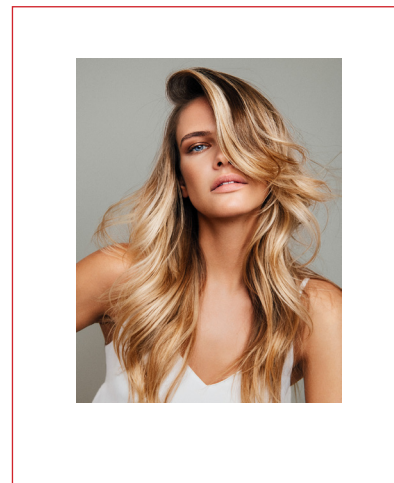
OPTION 1: 40% GRAY



NEW

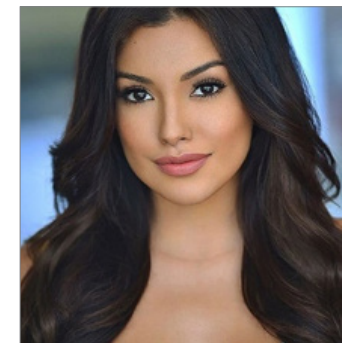


NEW



PLEASE SHOOT FOLLOWING RED GUIDES

## CASTING DIRECTION



## PRODUCT



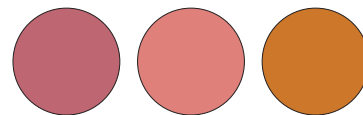
- NEW KV - LATINA/ AMBIGUOUS MODEL
- STANDING WAIST CROP
- AMERICAN PORTRAIT



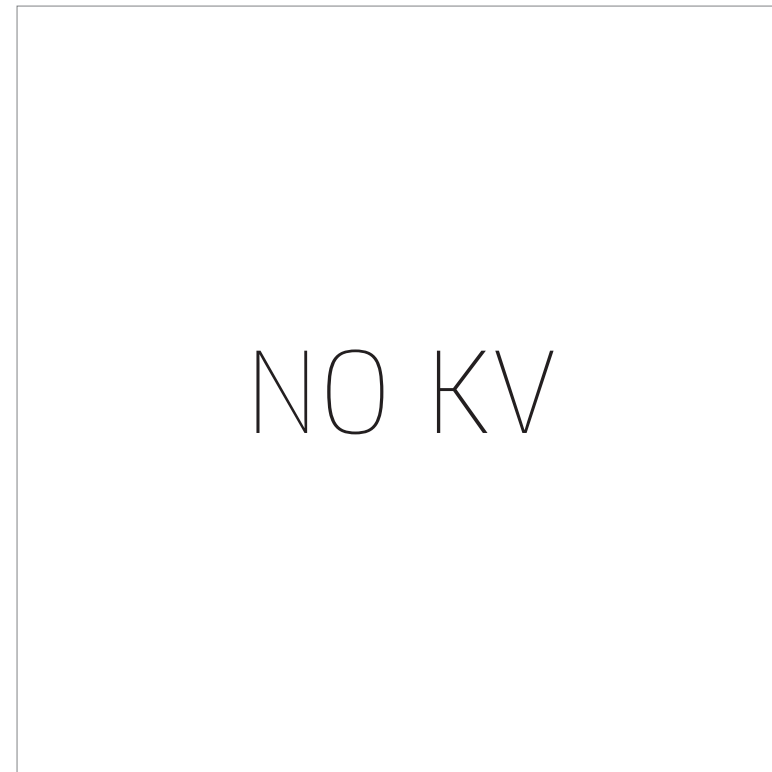
# WCC: PERM GEL WARDROBE (NEW)



COLORS



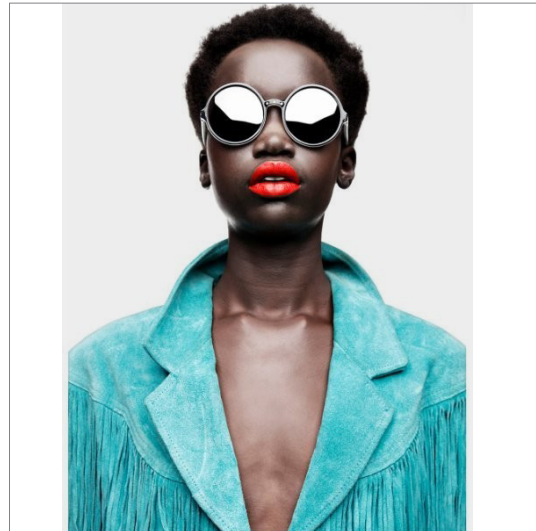
# WCC: LIQUID COLOR // (NEW)



CURRENT



# WCC: LIQUID COLOR // AA MODEL (NEW)

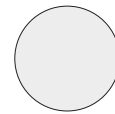


NEW

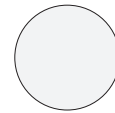


NEW

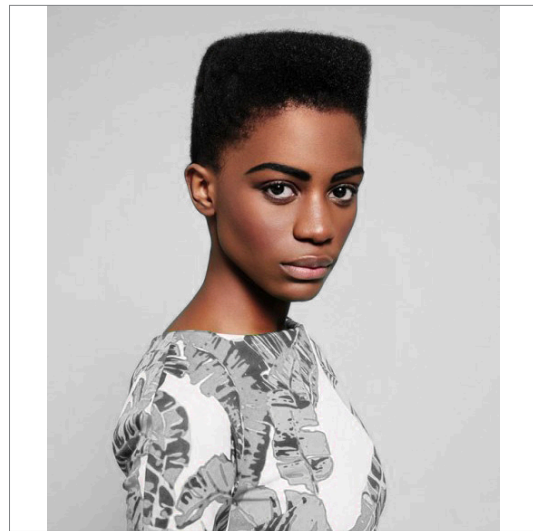
## BACKGROUND COLORS



OPTION 1: 15% GRAY



OPTION 2: 5% GRAY

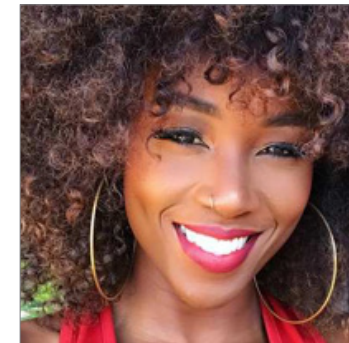


NEW



PLEASE SHOOT FOLLOWING RED GUIDES

## CASTING DIRECTION

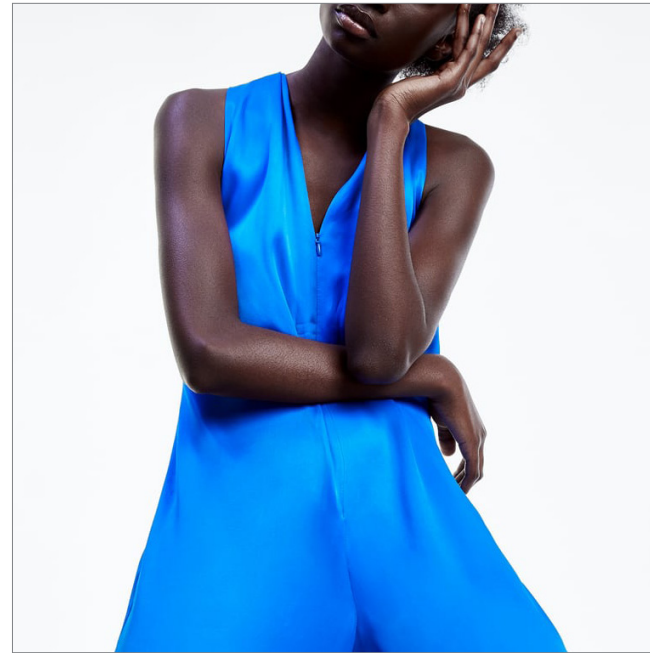


- NEW KV - AA MODEL
- POSE: TBD
- COLOR: TBD
- AGE: TBD

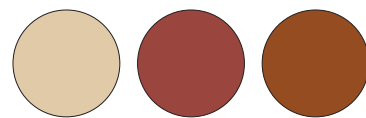
## PRODUCT



# WCC: LIQUID COLOR WARDROBE (NEW)



COLORS



*Thank You!*