



Look Book Photoshoot for
Designer Children's Wear

CALVIN
KLEIN KIDS

Photoshoot for Kidswear Marketing Collaterals

Calvin Klein Kids is one of the world's most popular kidswear designer brands. Base Creative worked with Calvin Klein as they entered the South China market, helping on a range of photoshooting activities, including casting, props design, storyboard creation, talent management and photo retouching.

Business Strategy

Brand Strategy

Creative Theme
Photo Styling

Design and Touchpoints

Model Photography
Props Design
Talent Management
Photo Retouching

Digital & Social Media

Calvin Klein Kids Photoshoot

Capturing the Essence of a Leading Kidswear Brand



Calvin Klein has always been a contemporary, urban brand. We wanted to maintain the brand's core values and reinterpret them in its kids' line.

Scope of Work

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The result is a set of photographs that takes subtle cues from the brand's adult counterparts, while delivering a playful tone that resonates with children. This was brought to life across POS, look book, and marketing communications.

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