GLOBAL BRANDING AGENCY

BRANDING • PACKAGING • REG&CO • AI GENERATIVE • DIGITAL ASSETS • MOTION • VISUAL PRODUCTION

MSL SHAPES VISUAL IDENTITIES AND PACKAGING,
COMBINING CREATIVITY, STRATEGY, AND PRECISION TO OPTIMIZE PRODUCTION,
ACCELERATE TIME-TO-MARKET, AND ENSURE SEAMLESS VISUAL CONSISTENCY.

WE SUPPORT BRANDS, AGENCIES, AND INDUSTRIES IN CRAFTING IMPACTFUL VISUAL UNIVERSES, FROM GRAPHIC DESIGN TO COMPLIANCE MASTERY IN OUR PRODUCTIONS.

WITH OUR EXPERTISE IN GENERATIVE AI, WE EXPLORE NEW CREATIVE DIMENSIONS TAILORED FOR ALL PLATFORMS.

MOTION DESIGN, VISUAL PRODUCTION, AND SOUND CREATION:
WE BRING DEPTH AND MOVEMENT TO BRANDS FOR A
FULLY IMMERSIVE EXPERIENCE.


DIGITAL
REGULATORY
& DESIGN
CREATIVE
SKILLS
> CHOOSE OUR AGENCY
COSMETICS
ARTERTAINMENT
VISUAL & SOUND
PRODUCTION
MEDICALS
CORPORATE


DIGITAL

EVERY IMAGE IS BORN FROM AN EXPERT'S EYE, CAPTURING EMOTION WITH PRECISION. PHOTOGRAPHERS AND ART DIRECTORS COMBINE HIGH STANDARDS WITH SENSITIVITY TO CREATE POWERFUL VISUALS.

WITH ADVANCED EXPERTISE IN AI AND ADOBE TOOLS, WE DESIGN KEY VISUALS THAT SEAMLESSLY TRANSITION ACROSS PRINT AND DIGITAL PLATFORMS.

OUR IMAGES ADAPT EFFORTLESSLY FROM LARGE-SCALE DISPLAYS TO MULTI-PLATFORM DIGITAL CAMPAIGNS, ENSURING PERFECT VISUAL CONSISTENCY AND OPTIMAL BRAND PRESENCE.

KEY VISUALS / *FOR DIGITAL & PRINT AD CAMPAIGNS* **DIGITAL /** *ASSETS & VARIATIONS PRODUCTION SET*
EXPERTISE / *HYPER-REALISTIC PRODUCTION, MULTI-PLATFORM ART DIRECTORS & PHOTOGRAPHY EXPERTS FOR AI-GENERATED ANIMATED & STATIC KEY VISUALS*
FORMATS / *HIGH-RESOLUTION & LARGE FORMATS FOR ALL ADVERTISING PLATFORMS* **PRODUCTION /** *CROSS-AI PLATFORM + FULL ADOBE EXPERTISE*





CLIENT / *KÉRASTASE PROSPECTIVE* **RANGE /** *AI GENERATIVE*
PROJECT / *ASSETS PRODUCTION (EXCL. PACKAGING)*
SKILLS / *CONCEPT, AI GENERATIVE, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING - A.TEMPLIER*







CLIENT / *KÉRASTASE PROSPECTIVE* **RANGE /** *AI GENERATIVE*
PROJECT / *ASSETS PRODUCTION (EXCL. PACKAGING)*
SKILLS / *CONCEPT, AI GENERATIVE, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING - A.TEMPLIER*





CLIENT / *KÉRASTASE PROSPECTIVE* **RANGE /** *AI GENERATIVE*
PROJECT / *ASSETS PRODUCTION (EXCL. PACKAGING)*
SKILLS / *CONCEPT, AI GENERATIVE, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING - A.TEMPLIER*







CLIENT / *GARANCIA PROSPECTIVE* **RANGE /** *AI GENERATIVE*
PROJECT / *ASSETS PRODUCTION (EXCL. PACKAGING)*
SKILLS / *CONCEPT, AI GENERATIVE, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING - A.TEMPLIER*







CLIENT / *GARANCIA PROSPECTIVE* **RANGE /** *AI GENERATIVE*
PROJECT / *ASSETS PRODUCTION (EXCL. PACKAGING)*
SKILLS / *CONCEPT, AI GENERATIVE, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING - A.TEMPLIER*


COSMETICS

SPECIALISTS IN LUXURY AND COSMETICS,
WE CREATE PACKAGING AND VISUALS WHERE AESTHETICS MEET INNOVATION AND TECHNICAL PRECISION.

FROM CONCEPT DEVELOPMENT TO PROTOTYPE PRODUCTION, EVERY DETAIL IS METICULOUSLY EXECUTED TO ENSURE HIGH-END RESULTS, EQUALLY SUITED FOR PRINT AND DIGITAL APPLICATIONS.

OUR CREATIONS BLEND HARMONY, EXCELLENCE, AND RESPONSIBILITY, OPTIMIZING MATERIALS AND PROCESSES TO REDUCE WASTE AND PRIORITIZE MORE SUSTAINABLE SOLUTIONS.

PACKAGING / *CONCEPT, GRAPHICS, MOCK-UP, TECHNICAL EXECUTION* **PHOTOGRAPHY** / *STILL LIFE, INGREDIENTS, MODELS, KEY VISUALS*
EXPERTISE / *CROSS-PLATFORM ART DIRECTORS, PRODUCT DESIGNERS, PRINT DESIGNERS, CGI OPERATORS*
SKILLS / *FULL-CYCLE GRAPHIC PRODUCTION* **PRODUCTION** / *ADOBE & CGI EXPERTISE, MOCK-UP COLLABORATION*



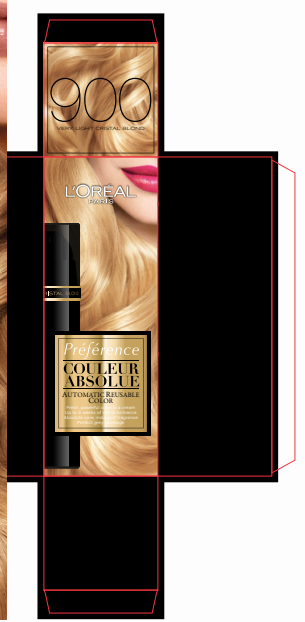




CLIENT / *L'ORÉAL PROFESSIONNEL* **RANGE /** *MYTHIC OIL*
PROJECT / *CLEANSING RANGE BRANDING*
SKILLS / *CGI VISUAL PRODUCTION, MERCHANDISING, PRINT, PACKAGING*
PRODUCTION / *MSL CONSULTING*

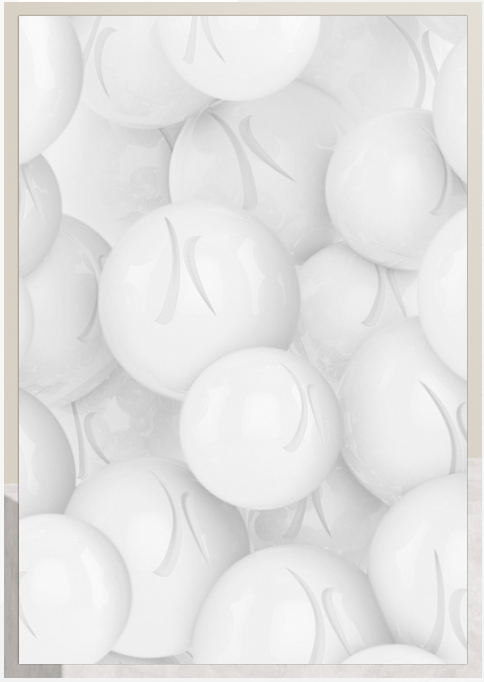








CLIENT / *L'ORÉAL PARIS* **RANGE /** *PRÉFÉRENCE*
PROJECT / *COULEUR ABSOLUE REBRANDING*
SKILLS / *CGI VISUAL PRODUCTION, PRINT, PACKAGING*
PRODUCTION / *MSL CONSULTING*





CLIENT / *L'ORÉAL PROFESSIONNEL* **RANGE /** *X-TENSO REFILLER*
PROJECT / *FULL RANGE BRANDING*
SKILLS / *CGI VISUAL PRODUCTION, PHOTOGRAPHY, MOTION DESIGN, PACKAGING*
PRODUCTION / *MSL CONSULTING*





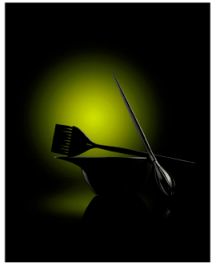




CLIENT / *L'ORÉAL PROFESSIONNEL* **RANGE /** *SÉRIE NATURE*
PROJECT / *FULL RANGE BRANDING*
SKILLS / *CGI VISUAL PRODUCTION, ILLUSTRATION, PACKAGING*
PRODUCTION / *MSL CONSULTING*











CLIENT / *L'ORÉAL PROFESSIONNEL* **RANGE /** *INOA COLOR CARE*
PROJECT / *FULL RANGE BRANDING*
SKILLS / *CGI VISUAL PRODUCTION, PACKAGING BRANDING, PRINT, PHOTOGRAPHY*
PRODUCTION / *MSL CONSULTING*









CLIENT / *L'ORÉAL PROFESSIONNEL* **RANGE** / *PRO FIBER*
PROJECT / *PRESS LAYOUT BRANDING*
SKILLS / *LAYOUT BRANDING, PRINT - PACKSHOT BY F.KALIFE*
PRODUCTION / *MSL CONSULTING*







CLIENT / *L'ORÉAL PROFESSIONNEL* **RANGE /** *CC. CARE*
PROJECT / *FULL RANGE BRANDING*
SKILLS / *CGI VISUAL PRODUCTION, PACKAGING, BRANDING, PRINT, PHOTOGRAPHY*
PRODUCTION / *MSL CONSULTING*







CLIENT / *L'ORÉAL PROFESSIONNEL* **RANGE /** *BLOND STUDIO*
PROJECT / *FULL RANGE BRANDING*
SKILLS / *CGI VISUAL PRODUCTION, PACKAGING, BRANDING, PRINT, PHOTOGRAPHY*
PRODUCTION / *MSL CONSULTING*





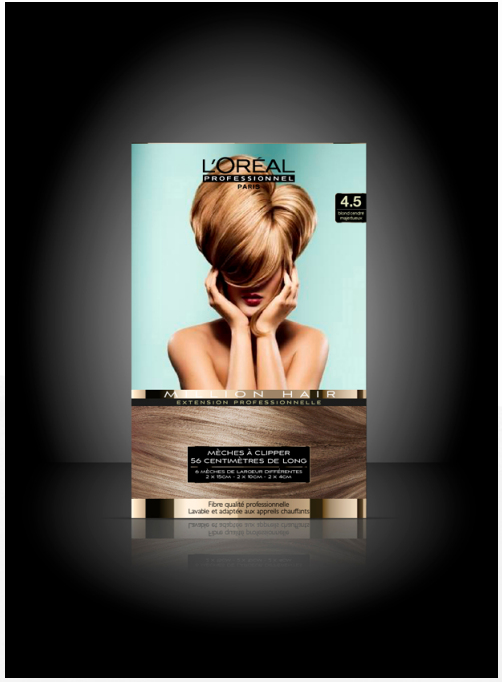




CLIENT / *L'ORÉAL PROFESSIONNEL* **RANGE /** *UNLEASH THE STAR IN YOU*
PROJECT / *FULL BRANDING*
SKILLS / *CGI VISUAL PRODUCTION, PRINT, MERCHANDISING, PACKAGING*
PRODUCTION / *MSL CONSULTING*











CLIENT / *L'ORÉAL PROFESSIONNEL* **RANGE /** *MILLION HAIR*
PROJECT / *FULL BRANDING + HAIR STILL LIFE*
SKILLS / *CGI VISUAL PRODUCTION, PACKAGING, BRANDING, PRINT, PHOTOGRAPHY*
PRODUCTION / *MSL CONSULTING*


MEDICALS

WE ASSIST PHARMACEUTICAL LABORATORIES AND THE HEALTHCARE INDUSTRY WITH PACKAGING AND VISUALS THAT COMBINE CLARITY, PRECISION, AND REGULATORY COMPLIANCE.

FROM DESIGN TO PRODUCTION, WE OVERSEE GRAPHIC EXECUTION AND CONTENT CREATION WITH THE UTMOST ATTENTION TO DETAIL, DELIVERING RELIABLE, INDUSTRY-STANDARD MATERIALS SUITABLE FOR BOTH PRINT AND DIGITAL USE.

EACH PROJECT STANDS OUT FOR ITS FLAWLESS TECHNICAL PRECISION, MEETING THE HIGHEST INDUSTRY STANDARDS.

PACKAGING / *CONCEPT, GRAPHICS, MOCK-UP, TECHNICAL EXECUTION* **PHOTOGRAPHY** / *STILL LIFE, INGREDIENTS, MODELS, KEY VISUALS*
EXPERTISE / *CROSS-PLATFORM ART DIRECTORS, PRODUCT DESIGNERS, PRINT DESIGNERS, CGI OPERATORS*
SKILLS / *FULL-CYCLE GRAPHIC PRODUCTION & REGULATORY COMPLIANCE PARTNERSHIP* **PRODUCTION** / *ADOBE & CGI EXPERTISE, MOCK-UP COLLABORATION*

GLOBAL COMMUNICATION

PRINT PUBLICATIONS | PACKAGING | CGI





PACKAGING & PRINTS VARIATIONS



CLIENT / *GREENBIOTICS* **RANGE /** *FOOD SUPPLEMENT*
PROJECT / *FULL BRANDING*
SKILLS / *PACKAGING, ILLUSTRATIONS, BRANDING, PRINT*
PRODUCTION / *MSL CONSULTING*

PURESSENTIEL
GLOBAL COMMUNICATION

PRINT | POS | PACKAGING PARTNERSHIPS





POINT OF SALES FULL RANGE & PARTNERSHIPS

Puressentiel
L'Efficacité à l'état Pur

Pur Moment Aroma

퓨어센셜

Puressentiel
FONDATION

LOGOTYPES ILLUSTRATION & VARIATIONS



FULL RANGE OF PRINT PUBLICATIONS

CLIENT / *PURESSENTIEL* **RANGE /** *FULL RANGE*
PROJECTS / *ALL PRINT SUPPORTS BRANDING*
SKILLS / *TECHNICAL PRINT, BRANDING, CGI VISUAL PRODUCTION, ILLUSTRATION*
PRODUCTION / *MSL CONSULTING*

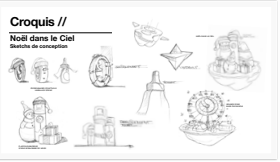
SPECIAL OPERATIONAL PROJECTS

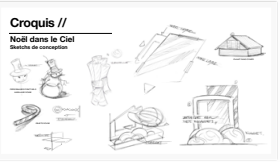






PROMOTIONAL PACKAGING





CONCEPT ILLUSTRATIONS



CLIENT / *PURESSENTIEL* **RANGE /** *FULL RANGE*
PROJECTS / *ALL PRINT SUPPORTS BRANDING*
SKILLS / *TECHNICAL PRINT, BRANDING, CGI VISUAL PRODUCTION, ILLUSTRATION*
PRODUCTION / *MSL CONSULTING*


REG&CO

“ REG&CO IS THE MOST EFFICIENT SOLUTION TO STREAMLINE PRODUCTION COSTS AND ACCELERATE YOUR TIME-TO-MARKET, BOTH IN FRANCE AND INTERNATIONALLY. ”



HOW DOES IT WORK?

STEP one

After the regulatory review, we create a FULLY COMPLIANT LABEL. Mandatory statements, claims, font sizes, label format, other requirements... We ensure your product label is compliant with your country of choice.

STEP two

We then REFINE the design together with you to match your maketing and sales objectives.

STEP three

Once the LABEL or PACKAGING is final, we will provide you a READY-TO-PRINT digital package including native and HD files.

ALL AROUND THE WORLD

MSL will develop all the different compliant versions of your labels, ready for your expansions. Thanks to many years of experience at an international level, MSL can provide you advice on how to localize your product communication, giving your expansion strategy the best opportunity to succeed in new markets.

PRODUCTS **MSL'S INTERNATIONAL EXPERTS** CAN HELP YOU WITH:

FOOD & BEVERAGES	MEDICAL DEVICES	OTC PRODUCTS
DIETARY SUPPLEMENTS	COSMETICS	NEW INGREDIENTS (GRAS / NDIN, NOVEL FOOD)
MEDICAL FOOD	PET FOOD	

OFFICE **MSL CONSULTING** - 16, RUE DE LASPRANT DARGENT
92320 CHATILLON-FERRET - FRANCE - MSL.AGENCY@ICLOUD.COM



CLIENT / *REG&CO* **RANGE /** *REGULATORY & DESIGN*
PROJECT / *REG&CO CONCEPT, BRANDING & PARTNERSHIP*
SKILLS / *ILLUSTRATIONS, BRANDING, PRINT*
PRODUCTION / *MSL CONSULTING*



“FULL INTERNATIONAL COMPLIANCE & DESIGN PROCESS ADAPTATION”







BELGIUM • FRANCE • ITALY • GREECE

CLIENT / *UPSA* **RANGE** / *NOURISHED*
PROJECT / *COMPLIANCE & LAYOUT CREATIONS*
SKILLS / *TECHNICAL PRINTS + INTERNATIONAL REGULATORY COMPLIANCE*
PRODUCTION / *MSL CONSULTING*



FULL TECHNICAL PRINT LAYOUTS & COMPLIANCE
FOR INTERNATIONAL DECLINATIONS

WORLDWIDE REGULATORY COMPLIANCE

VITAMINE C - VITAMINE D - ACEROLA - UPSA KIDS
ACEROLA VITAMINE C - CITRATE DE BÉTAINE
> FRANCE / ITALY / BELGIUM / GREECE











CLIENT / *UPSA* **RANGE** / *VITAMINE - INTERNATIONAL*
PROJECT / *COMPLIANCE & LAYOUT CREATIONS*
SKILLS / *TECHNICAL PRINTS + INTERNATIONAL REGULATORY COMPLIANCE*
PRODUCTION / *MSL CONSULTING*

WORLWIDE REGULATORY COMPLIANCE & DESIGN VARIATIONS



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"Color Theory" . . . . SANDS MOD
Eau de Parfum . . . . 15ml - 0.5 fl. oz.

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All Countries

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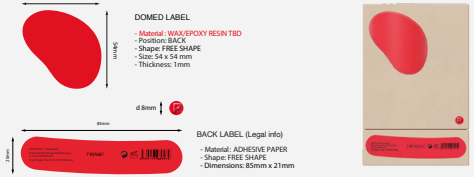
Europe | Swiss | UK

Off-White™ . . . . . PAPERWORK
"Color Theory" . . . . SANDS MOD
Eau de Parfum . . . . 15ml - 0.5 fl. oz.

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USA | Canada | Mexico
Turkey | United Arab Emirates





CLIENT / *OFF-WHITE* **RANGE /** *FRAGRANCE - INTERNATIONAL*
PROJECT / *COMPLIANCE & LAYOUT CREATIONS*
SKILLS / *TECHNICAL PRINTS + INTERNATIONAL REGULATORY COMPLIANCE*
PRODUCTION / *MSL CONSULTING*

REG&CO | END THE HASSLE OF GOING GLOBAL.
THE REGULATORY-COMPLIANT DESIGN AND LAYOUT SOLUTION.

WHEN WORKING ON PRODUCT LABELS, YOU WILL ALWAYS NEED TO...

1. CREATE LABELS and PACKAGING that are both æsthetically pleasing and compliant with local regulations
2. SAVE TIME and be COST EFFECTIVE in the process
3. ADAPT YOUR LABELS when expanding internationally
4. BE CONFIDENT your labels are FULLY COMPLIANT in each targeted country
5. MANAGE YOUR PROJECT and communication between Regulatory, Marketing, and Design department

OUR EXPERTS ARE THE SOLUTION

STATE OF THE ART DESIGN

We have partnered with the finest compliance agency in Paris, France, working together with multiple international brands in the food, supplement and cosmetic industries.

SIT BACK AND RELAX

We will coordinate the entire process between you, your company departments and third parties such as contract manufacturers and printing.

REG AND CO

REGULATION AT ITS BEST

Our team of consultants brings the best expertise with over 15 years of experience in the regulatory world.

ALL AROUND THE WORLD

Our objective is your international success. For that reason, we will support your expansion initiatives through labels localization, and with the same motivation and creativity as with your domestic market.

OFFICE **MSL CONSULTING** - 16, RUE DE L'ASPRANT DARGENT
92350 LAVALLOIS-PERRET - FRANCE - MSL.AGENCY@ICLOUD.COM





A regulatory, design and marketing solution provided by MSL.





rni

HOW DOES IT WORK?



STEP one

After the regulatory review, we create a FULLY COMPLIANT LABEL. Mandatory statements, claims, font sizes, label format, other requirements... We ensure your product label is compliant with your country of choice.

STEP two

We then REFINE the design together with you to match your maketing and sales objectives.

STEP three

Once the LABEL or PACKAGING is final, we will provide you a READY-TO-PRINT digital package including native and HD files.

ALL AROUND THE WORLD

MSL will develop all the different compliant versions of your labels, ready for your expansions. Thanks to many years of experience at an international level, MSL can provide you advice on how to localize your product communication, giving your expansion strategy the best opportunity to succeed in new markets.

PRODUCTS **MSL'S INTERNATIONAL EXPERTS** CAN HELP YOU WITH:

FOOD & BEVERAGES	MEDICAL DEVICES	OTC PRODUCTS
DIETARY SUPPLEMENTS	COSMETICS	NEW INGREDIENTS (GRAS / NDIN, NOVEL FOOD)
MEDICAL FOOD	PET FOOD	

OFFICE **MSL CONSULTING** - 16, RUE DE L'ASPRANT DARGENT
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CLIENT / *REG&CO* **RANGE** / *REGULATORY & DESIGN*
PROJECT / *REG&CO CONCEPT, BRANDING & PARTNERSHIP*
SKILLS / *ILLUSTRATIONS, BRANDING, PRINT*
PRODUCTION / *MSL CONSULTING*


ARTER
TAINMENT

PASSIONATE ABOUT ART, PUBLISHING, AND MUSIC, OUR CREATIVITY ADAPTS TO EACH UNIQUE UNIVERSE.WE TRANSLATE THE ESSENCE OF PROJECTS AND ARTISTS INTO DISTINCTIVE VISUALS, CRAFTED WITH PRECISION AND SENSITIVITY.

OUR APPROACH MERGES TECHNICAL EXPERTISE WITH CULTURAL RICHNESS TO CREATE IMAGES THAT EVOKE EMOTION AND ENGAGEMENT.

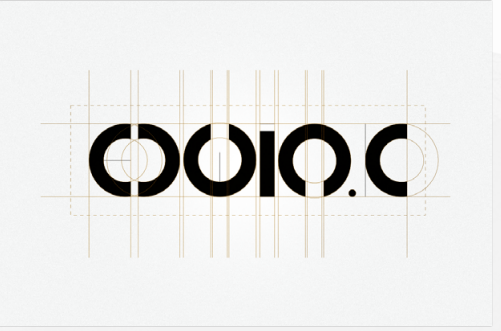
TAILOR-MADE IDENTITIES, VIDEOS, AND MULTI-PLATFORM DIGITAL ASSETS: OUR CREATIONS COMBINE HIGH STANDARDS WITH ARTISTIC IMPACT.

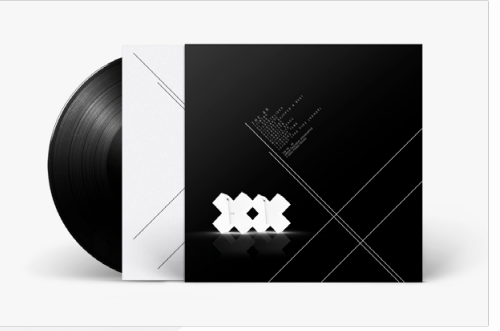
EDITION / *WRITING, EDITING, TECHNICAL EXECUTION* **PHOTOGRAPHY /** *STILL LIFE, URBAN, MODELS*
EXPERTISE / *CROSS-PLATFORM ART DIRECTORS & PHOTOGRAPHERS, HIGH-END RETOUCHING*
SKILLS / *LAYOUT CREATION & ARTISTIC KNOWLEDGE* **PRODUCTION /** *FULL ADOBE EXPERTISE*





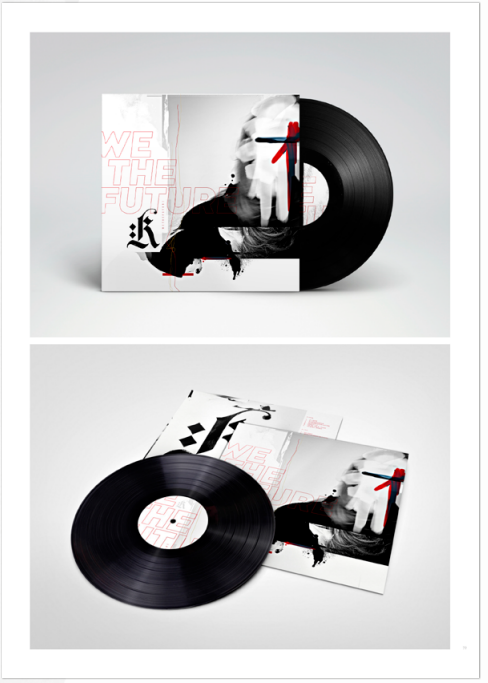






CLIENT / *LABELS* **ARTISTS /** *EDWIN K - THE XX*
PROJECT / *ARTISTS BRANDING, DIGITAL & PRINT EDITION*
SKILLS / *ILLUSTRATIONS, PACKAGING, BRANDING, PHOTOGRAPHY*
PRODUCTION / *MSL CONSULTING*

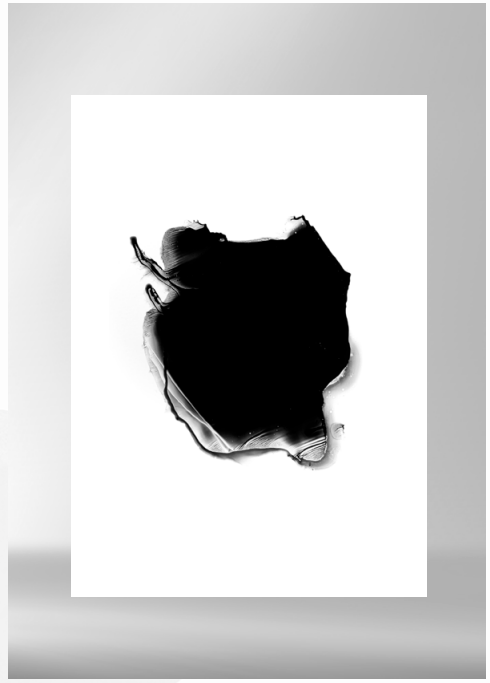






CLIENT / *PARIS WESTERN* **ARTIST /** *KOWSKII*
PROJECT / *ARTIST FULL BRANDING, DIGITAL & PRINT EDITION*
SKILLS / *ILLUSTRATION, PACKAGING, BRANDING, PHOTOGRAPHY*
PRODUCTION / *MSL CONSULTING*



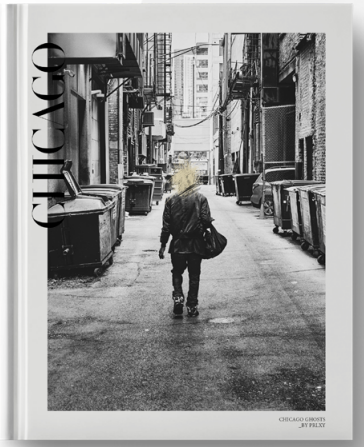


CLIENT / *PRLXY GROUP* **RANGE /** *LIMITED EDITION*
PROJECT / *144 PAGES ART BOOK EDITION*
SKILLS / *ILLUSTRATION, LAYOUT, FULL BRANDING, PHOTOGRAPHY*
PRODUCTION / *MSL CONSULTING*





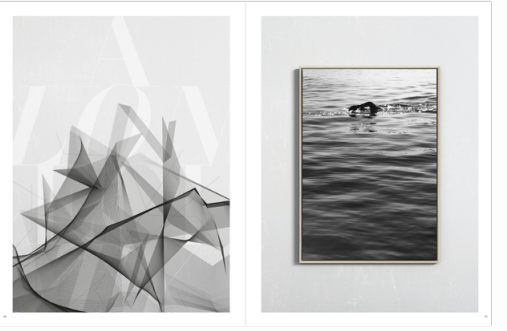
CLIENT / *PRLXY GROUP* **RANGE /** *LIMITED EDITION*
PROJECT / *164 PAGES ART BOOK EDITION + BOARDS EDITION*
SKILLS / *ILLUSTRATION, LAYOUT, FULL BRANDING, PHOTOGRAPHY*
PRODUCTION / *MSL CONSULTING*





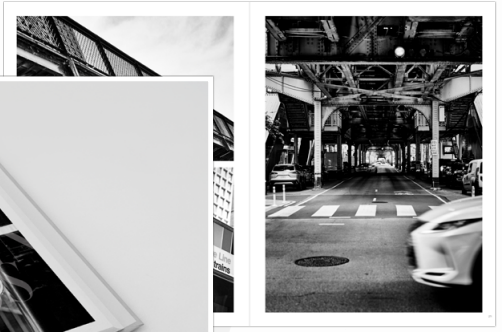




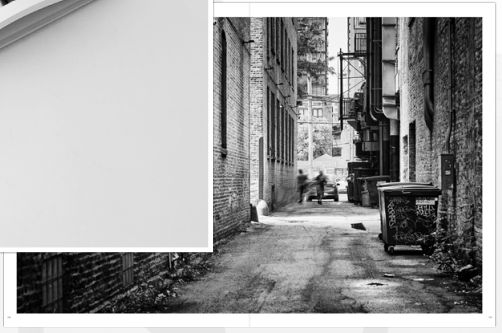


CLIENT / *PRLXY GROUP* **RANGE /** *CHICAGO GHOSTS EDITION*
PROJECT / *FULL EDITION OF A 320 PAGES BOOK*
SKILLS / *ILLUSTRATION, LAYOUT, BRANDING, PHOTOGRAPHY*
PRODUCTION / *MSL CONSULTING*











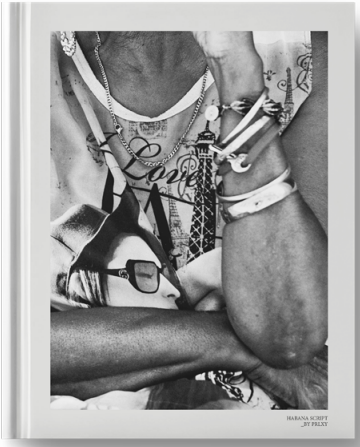
CLIENT / *PRLXY GROUP* **RANGE /** *CHICAGO GHOSTS EDITION*
PROJECT / *FULL EDITION OF A 320 PAGES BOOK*
SKILLS / *ILLUSTRATION, LAYOUT, BRANDING, PHOTOGRAPHY*
PRODUCTION / *MSL CONSULTING*



NEW YORK SHADES
_BY PRLXY



NEW YORK SHADES
_BY PRLXY



HABANA SCRIPT
_BY PRLXY

CLIENT / *PRLXY GROUP* **RANGE /** *BOOK EDITION*
PROJECT / *BOOK COLLECTION*
SKILLS / *ILLUSTRATION, LAYOUT, BRANDING, PHOTOGRAPHY*
PRODUCTION / *MSL CONSULTING*


CORPORATE

WE DESIGN UNIQUE VISUAL IDENTITIES IN PERFECT RESONANCE WITH A BRAND'S DNA, BLENDING CREATIVITY AND STRATEGY TO ENSURE MAXIMUM IMPACT.

OUR VISUAL UNIVERSES EXTEND ACROSS ALL MEDIA: DIGITAL, PRINT, CORPORATE FILMS, PRODUCT PRESENTATIONS, AND MERCHANDISING, GUARANTEEING IMPECCABLE BRAND CONSISTENCY.

EACH PROJECT IS CAREFULLY CRAFTED TO STRENGTHEN BRAND PRESENCE, WITH METICULOUS ATTENTION TO THE DETAILS THAT MAKE ALL THE DIFFERENCE.

IDENTITY / *CONCEPT, DESIGN, TECHNICAL EXECUTION* **PHOTOGRAPHY /** *STILL LIFE, MOCK-UPS, MODELS, KEY VISUALS*
EXPERTISE / *CROSS-PLATFORM ART DIRECTORS, PRINT DESIGNERS, ILLUSTRATORS*
SKILLS / *FULL-CYCLE GRAPHIC PRODUCTION & VECTOR ILLUSTRATION* **PRODUCTION /** *FULL ADOBE EXPERTISE*

Humus Apothicae

APOTHECA
PARIS









CLIENT / *MADE IN PARIS* **RANGE /** *APOTHECA*
PROJECT / *FULL RANGE BRANDING*
SKILLS / *CGI VISUAL PRODUCTION, PACKAGING, BRANDING, FULL PRINT*
PRODUCTION / *MSL CONSULTING*

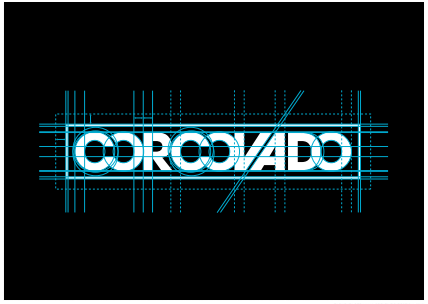


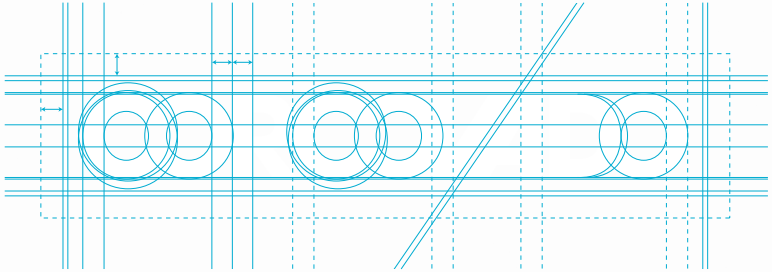


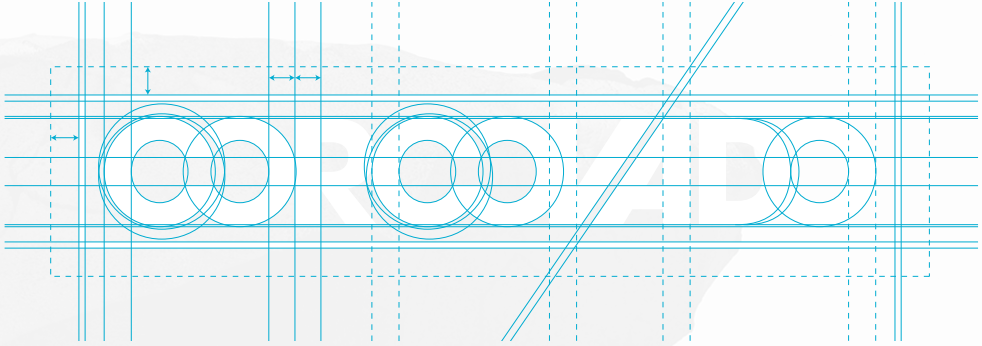


CLIENT / *TAKASAGO* **RANGE /** *CORPORATE*
PROJECT / *164 PAGES COMPENDIUM EDITION*
SKILLS / *BRANDING, FULL PRINT PROCESS, TYPOGRAPHY ILLUSTRATIONS*
PRODUCTION / *MSL CONSULTING*







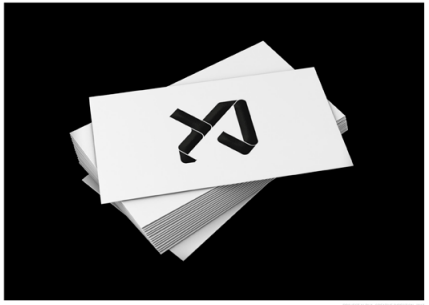


CLIENT / *VARIOUS* **RANGE /** *CORPORATE*
PROJECT / *LOGOTYPES - GLOBAL BRANDING*
SKILLS / *BRANDING, FULL PRINT PROCESS, TYPOGRAPHY ILLUSTRATIONS*
PRODUCTION / *MSL CONSULTING*













CLIENT / *VARIOUS* **RANGE /** *CORPORATE*
PROJECT / *LOGOTYPES - GLOBAL BRANDING*
SKILLS / *BRANDING, FULL PRINT PROCESS, TYPOGRAPHY ILLUSTRATIONS*
PRODUCTION / *MSL CONSULTING*



hauck
CREATIVE SERVICES

SMART
NEWSLETTER

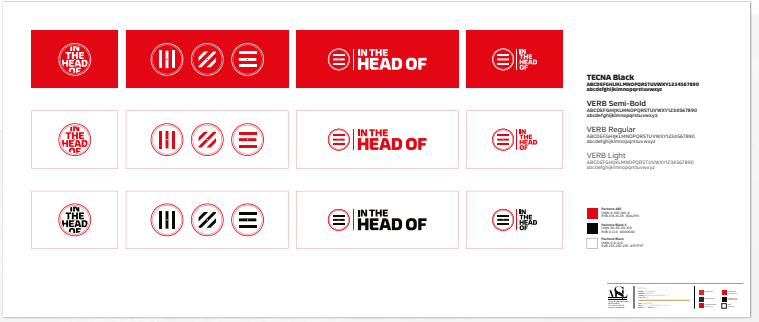
VIBRATO
ENTERTAINMENT

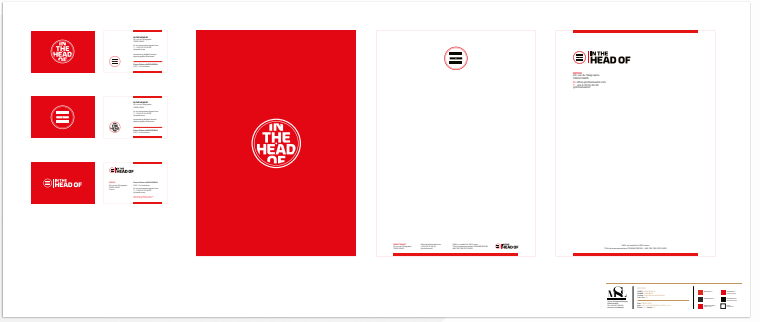
WHEREweART
BUSINESS ART FURNITURES

CLIENT / *VARIOUS* **RANGE /** *CORPORATE*
PROJECT / *LOGOTYPES - GLOBAL BRANDING*
SKILLS / *BRANDING, FULL PRINT PROCESS, TYPOGRAPHY ILLUSTRATIONS*
PRODUCTION / *MSL CONSULTING*









CLIENT / *IN THE HEAD OF* **RANGE /** *CORPORATE*
PROJECT / *LOGOTYPE - GLOBAL BRANDING*
SKILLS / *BRANDING, ILLUSTRATION, FULL PRINT PROCESS, VISUAL PRODUCTION*
PRODUCTION / *MSL CONSULTING*


VISUAL
PRODUCTION

IMAGES THAT AWAKEN THE SENSES AND TELL A STORY...
WE ENHANCE TEXTURES, MODEL ELEGANCE, AND FRAGRANCE SUBTLETY THROUGH A CREATIVE APPROACH THAT SEAMLESSLY INTEGRATES TECHNICAL PRECISION.

FROM STORYBOARD TO POST-PRODUCTION, WE BREATHE LIFE INTO BRANDS WITH VIBRANT FILMS AND IMMERSIVE ANIMATIONS.

OUR TEAMS BLEND TECHNICAL EXPERTISE WITH ARTISTIC SENSITIVITY, WORKING WITH TOP PHOTOGRAPHERS AND DIRECTORS TO PRODUCE VISUALS THAT ARE BOTH POWERFUL AND REFINED.

MOTION / *STORYBOARD, FILM SHOOTING, EDITING, MOTION DESIGN, POST-PRODUCTION* **PHOTOGRAPHY /** *STILL LIFE, LIFESTYLE, KEY VISUALS*
EXPERTISE / *FULLY EQUIPPED WITH VIDEO & LIGHTING, CROSS-PLATFORM ART DIRECTORS, MOTION DESIGNERS, PHOTOGRAPHERS, CGI OPERATORS*
SKILLS / *FULL-CYCLE FILM & PHOTOGRAPHY PRODUCTION, LIGHTING EXPERTISE* **PRODUCTION /** *ADOBE & CGI EXPERTISE, DAVINCI*





CLIENT / *GIVAUDAN* **RANGE /** *NATURE CONSCIOUS*
PROJECT / *CORPORATE BRANDING MOVIE*
SKILLS / *STORYBOARDING, CONCEPT, MOTION DESIGN, GRADING*
PRODUCTION / *MSL CONSULTING*







CLIENT / *VARIOUS* **RANGE /** *EDITORIAL*
PROJECT / *EDITORIAL PORTRAITS*
SKILLS / *ILLUSTRATION, PHOTOGRAPHY, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING*



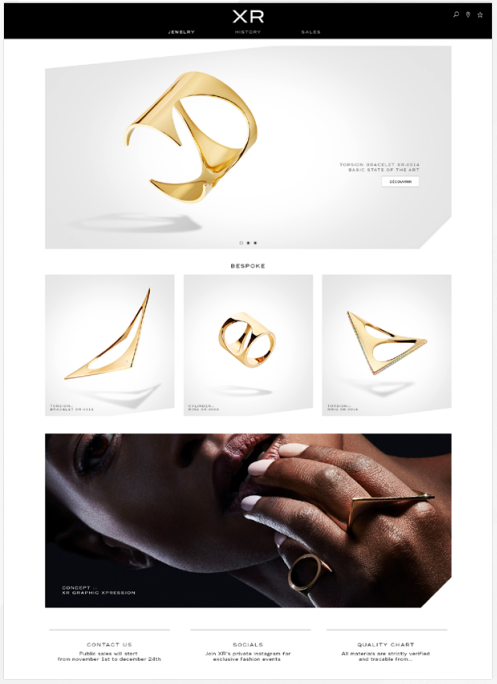


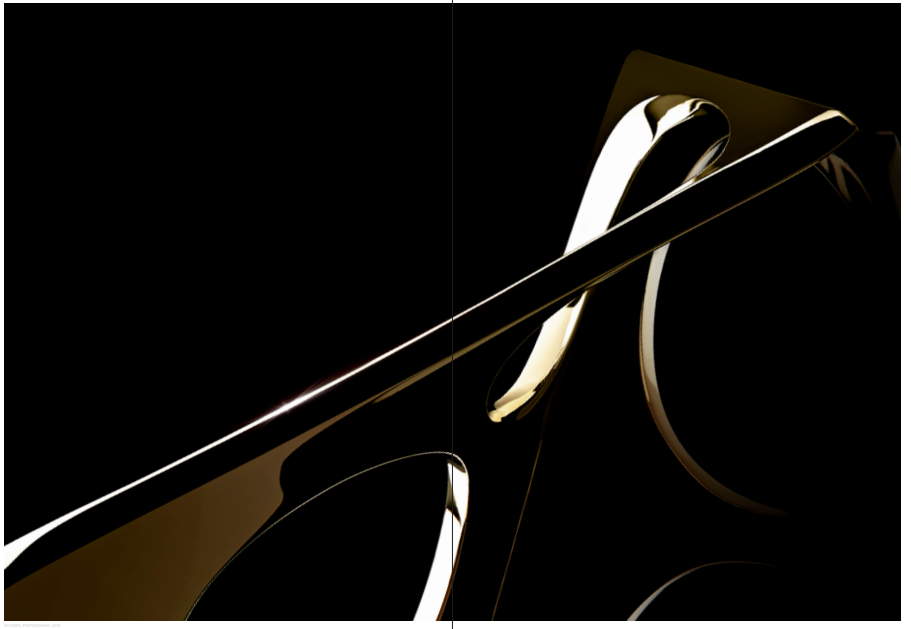






CLIENT / *XR PARIS* **RANGE /** *JEWELRY*
PROJECT / *FULL BRANDING*
SKILLS / *BRANDING, DIGITAL, PRINT, PHOTOGRAPHY, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING*





CLIENT / *XR PARIS* **RANGE /** *JEWELRY*
PROJECT / *FULL BRANDING*
SKILLS / *BRANDING, DIGITAL, PRINT, PHOTOGRAPHY, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING*

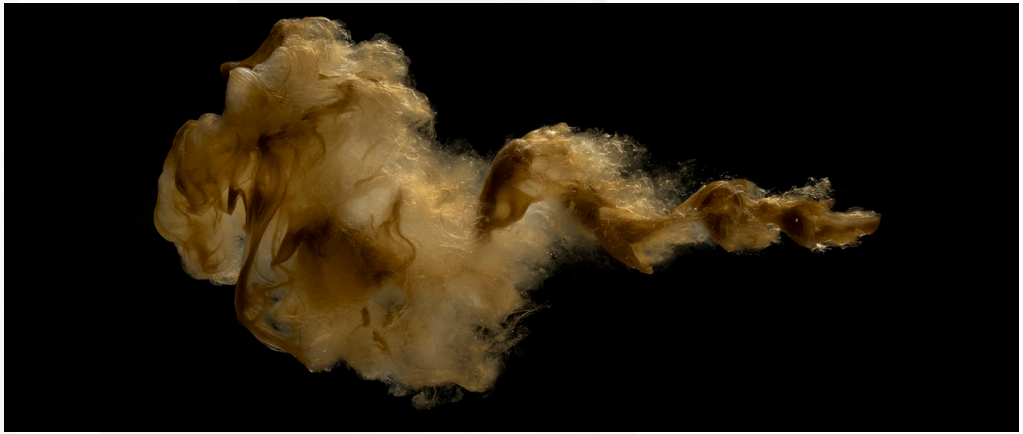


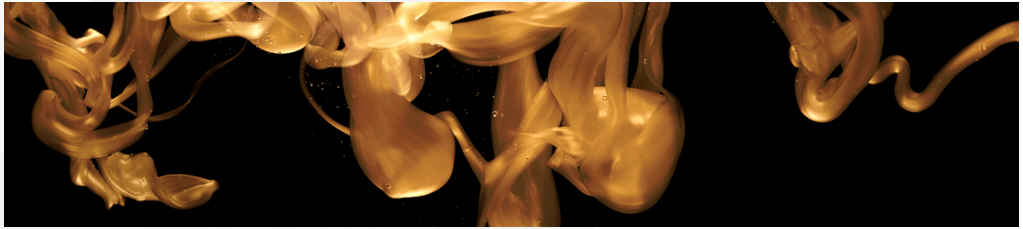


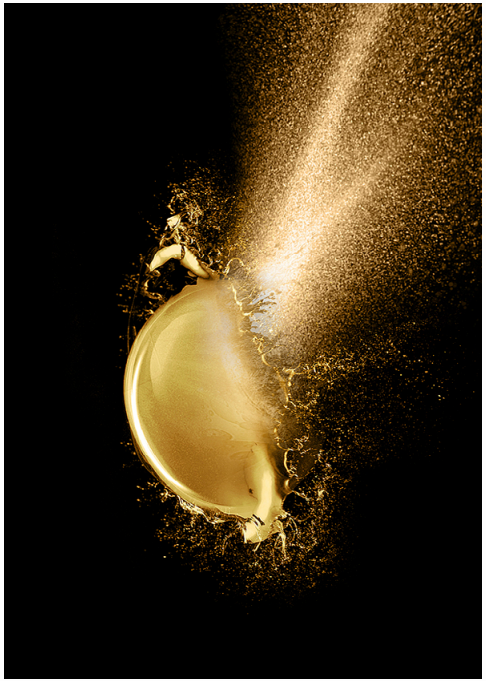




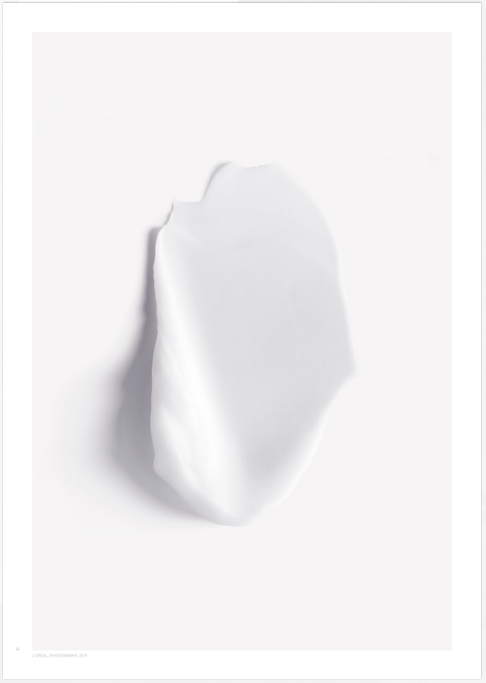
CLIENT / *L'ORÉAL PROFESSIONNEL* **RANGE /** *DIGITAL - HAIR SHADES*
PROJECT / *+900 DIGITAL SHADES PRODUCTION*
SKILLS / *PHOTOGRAPHY, COLOR GRADING, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING*

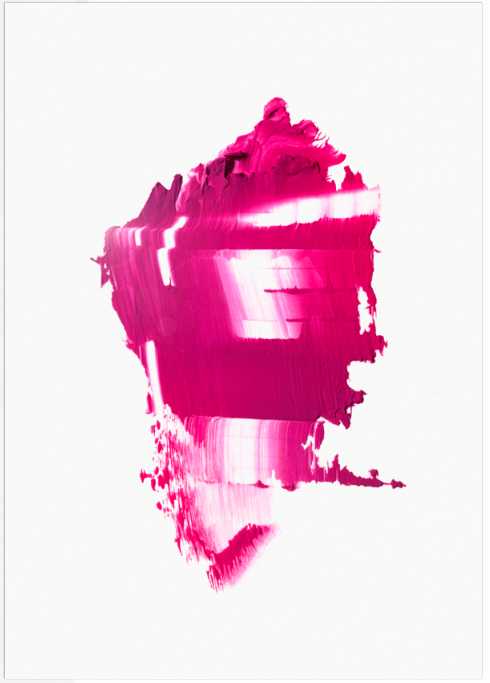


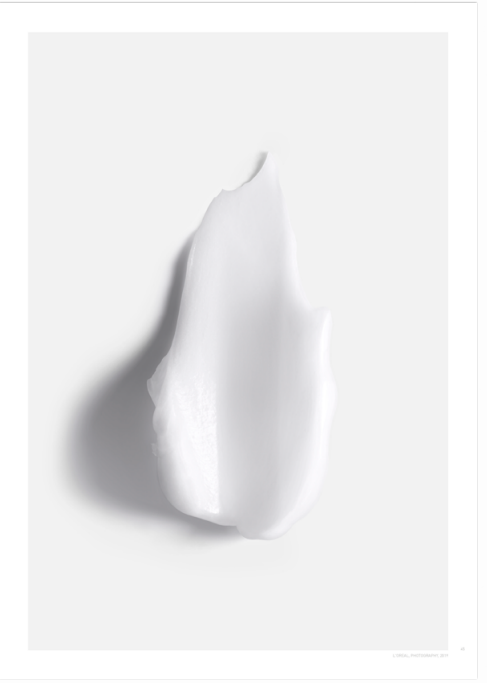




CLIENT / *L'ORÉAL PROFESSIONNEL* **RANGE /** *ASSETS PRODUCTION*
PROJECT / *STILL LIFE PHOTOGRAPHY*
SKILLS / *PHOTOGRAPHY, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING*



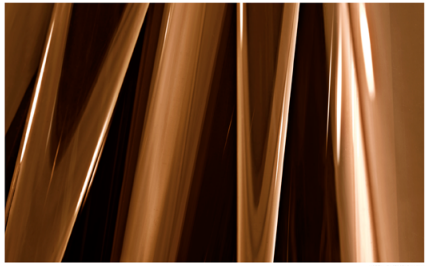


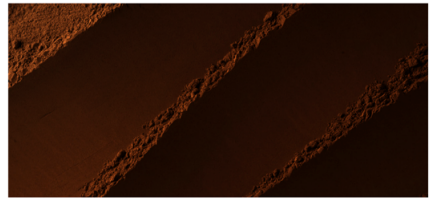


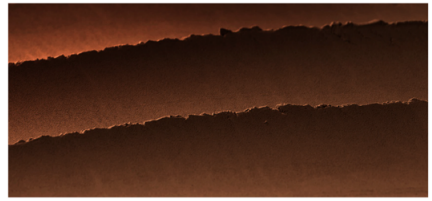
CLIENT / *L'ORÉAL* **RANGE /** *ASSETS PRODUCTION*
PROJECT / *STILL LIFE PHOTOGRAPHY*
SKILLS / *PHOTOGRAPHY, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING*

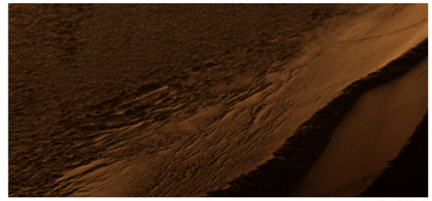








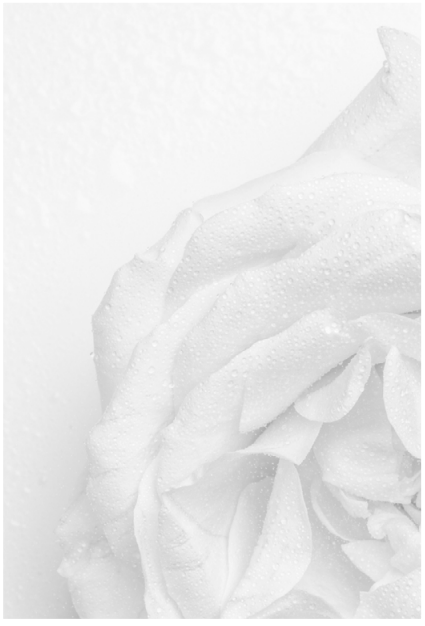




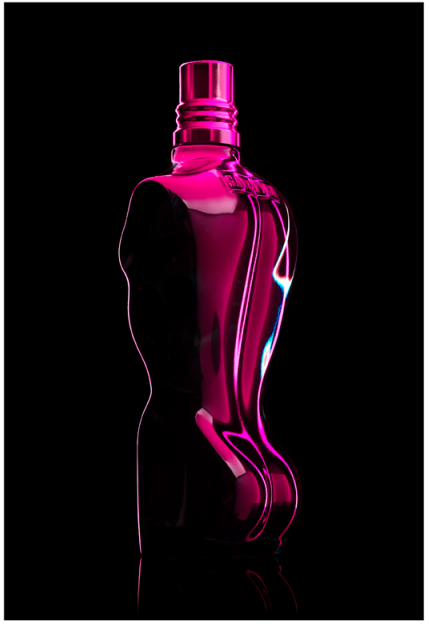
CLIENT / *L'ORÉAL PROFESSIONNEL* **RANGE /** *ASSETS PRODUCTION*
PROJECT / *STILL LIFE PHOTOGRAPHY*
SKILLS / *PHOTOGRAPHY, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING*

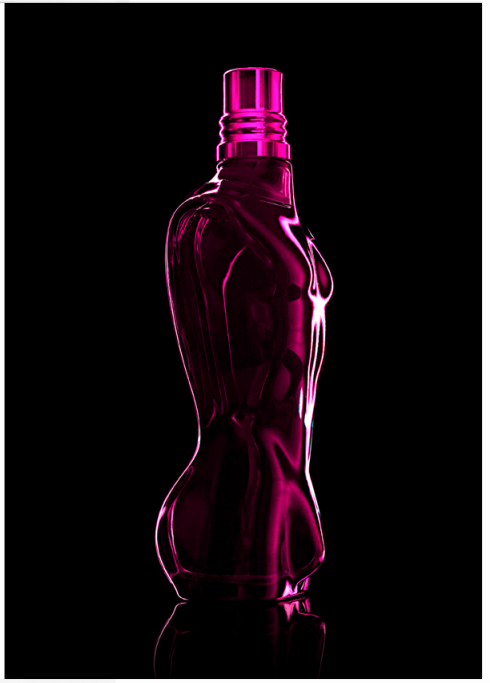






CLIENT / *L'ORÉAL - ELLA K* **RANGE /** *ASSETS PRODUCTION*
PROJECT / *STILL LIFE PHOTOGRAPHY*
SKILLS / *CGI VISUAL PRODUCTION, PHOTOGRAPHY, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING*







CLIENT / *PUIG* **RANGE /** *JEAN-PAUL GAULTIER - BLACK XS*
PROJECT / *STILL LIFE PRODUCTION*
SKILLS / *BRANDING, PHOTOGRAPHY, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING*

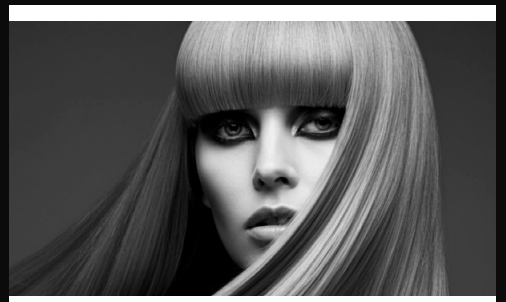




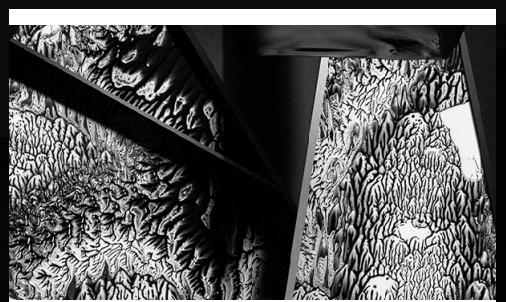


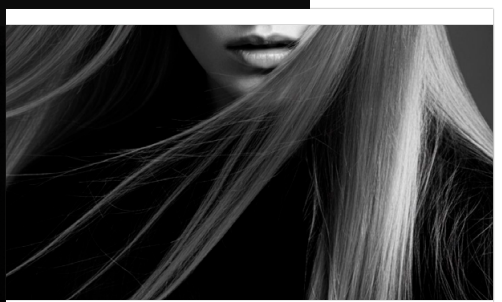


CLIENT / *EDITORIAL* **RANGE /** *YSL - MAISON MARGIELA*
PROJECT / *STILL LIFE PHOTOGRAPHY*
SKILLS / *ILLUSTRATION, PHOTOGRAPHY, HIGH-END RETOUCHING*
PRODUCTION / *MSL CONSULTING*











CLIENT / *Z&V PROSPECTIVE*
PROJECT / *THIS IS HIM! FRAGRANCE MOTION*
SKILLS / *CGI VISUAL PRODUCTION, PHOTOGRAPHY, MOTION DESIGN*
PRODUCTION / *MSL CONSULTING*

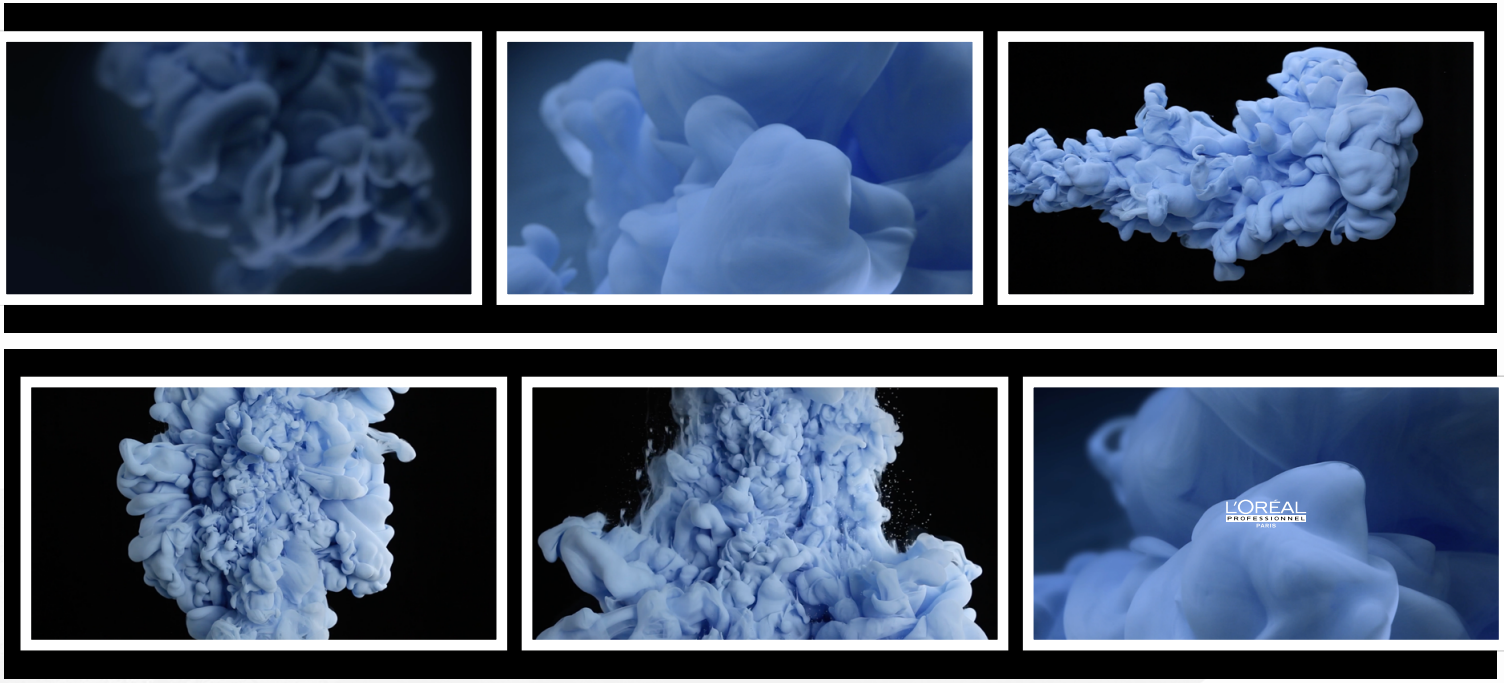

SOUND
PRODUCTION

SOUND TRANSFORMS IMAGES INTO PURE EMOTION.
EACH COMPOSITION IS DESIGNED TO ENHANCE PRODUCTIONS
AND ADD A UNIQUE DEPTH.

OUR MUSICAL APPROACH, BOTH INTUITIVE AND BESPOKE, EMBRACES THE ESSENCE
OF EVERY PROJECT.THE SOUND ATMOSPHERE AMPLIFIES THE NARRATIVE,
CAPTIVATING AUDIENCES WITH PRECISION AND INTENSITY.

WITH EXPERTISE IN ARRANGEMENT AND MASTERING,
WE ELEVATE THE AUDITORY EXPERIENCE, IMMERSING THE VIEWER IN
A FULLY ENGAGING JOURNEY.

SOUND DESIGN / *COMPOSING, EDITING, MASTERING* **INSTRUMENTS /** *KEYBOARDS, PIANO, GUITAR, BASS, DRUMS*
EXPERTISE / *MOVIE SOUNDTRACKS, ORIGINAL MUSIC CREATIONS, PROFESSIONAL MUSICIANS, CROSS-PLATFORM SOUND DESIGNERS*
SKILLS / *FULL-CYCLE MUSIC PERFORMANCE & EDITING, PROFESSIONAL COMPOSITION EXPERTISE* **PRODUCTION /** *ABLETON, LOGIC PRO, FMOD, REAPER*

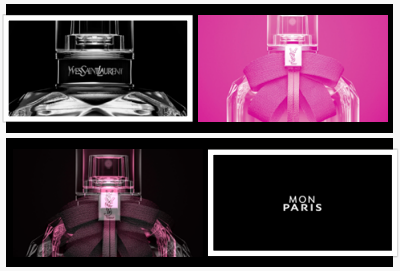


CLIENT / *L'ORÉAL PROFESSIONNEL* **RANGE /** *INOA*
PROJECT / *CONCEPT BRANDING MOVIE + ORIGINAL SOUNDTRACK*
SKILLS / *MOTION DESIGN, COMPOSING, MASTERING, PRODUCTION*
PRODUCTION / *MSL CONSULTING - STUDIO KRALIK*

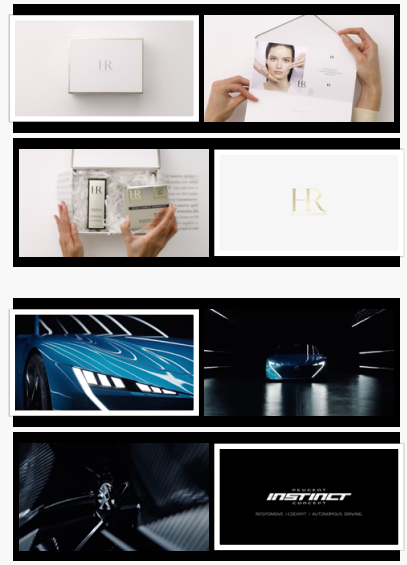




CLIENT / *GIVAUDAN* **RANGE /** *NATURE CONSCIOUS*
PROJECT / *CONCEPT BRANDING MOVIE + ORIGINAL SOUNDTRACK*
SKILLS / *MOTION DESIGN, COMPOSING, MASTERING, PRODUCTION*
PRODUCTION / *MSL CONSULTING*







CLIENT / *STUDIO KRALIK - PROSPECTIVE* **RANGE /** *YSL - HELENA RUBINSTEIN - PEUGEOT*
PROJECT / *SOUND DESIGN & MASTERING*
SKILLS / *COMPOSING PROPOSALS, SOUND MASTERING, SOUND PRODUCTION*
PRODUCTION / *MSL CONSULTING - PARIS WESTERN / MOTION DESIGN BY STUDIO KRALIK*

WHY CHOOSE MSL ?

MAXIMUM VISUAL IMPACT: OUR VISUALS ARE DESIGNED TO CAPTIVATE, LEAVE A LASTING IMPRESSION, AND REINFORCE BRAND IDENTITY.

TOTAL ADAPTABILITY: OPTIMIZED PRODUCTION PROCESSES ENSURE SEAMLESS INTEGRATION ACROSS ALL PLATFORMS, FROM LARGE-SCALE PRINT TO DIGITAL DISTRIBUTION.

TECHNICAL & CREATIVE MASTERY: COMPREHENSIVE 360° SUPPORT FROM IDEATION TO FINAL PRODUCTION, WITH AN UNWAVERING COMMITMENT TO QUALITY.

SUSTAINABLE APPROACH: WE REFINE OUR PROCESSES TO MINIMIZE WASTE AND PRIORITIZE ECO-CONSCIOUS SOLUTIONS TAILORED TO PRODUCTION REQUIREMENTS.



A HUGE THANK YOU TO OUR CLIENTS AND PARTNERS

CORCOVADO, EDITIONS POCKET, EMI MUSIC, EVERLINK, FNAC, GARNIER, GETRALINE, GIVAUDAN, HELENA RUBINSTEIN, KOWSKII, L'ORÉAL PARIS, L'ORÉAL PROFESSIONNEL, MADE IN PARIS, MIRAGE, NOURISHED, NOVONESIS, ORANGE, PARIS WESTERN, PURESSENTIEL, PUIG, PRODUCT LIFE GROUP, RNI CONSEIL, SFR, SONY MUSIC, STUDIO KRALIK, TAKASAGO, UNIVERSAL MUSIC, UPSA, URBIS PARK, WARNER MUSIC, ZARURATA...

DO YOU HAVE A PROJECT? LET'S TALK!

DOWNLOAD OUR PORTFOLIO

MSL CONSULTING
16 RUE DE L'ASPIRANT DARGENT - 92300 LEVALLOIS
MSL.AGENCY@ICLOUD.COM / +33 6 25 79 25 09