

BEAUTY & WELLNESS · CONCEPT

META MORPHOSIS

A painterly campaign about
transformation and second
skins.

CREATIVE DIRECTION — LOLI MARI MONTALVO
lolimari.com



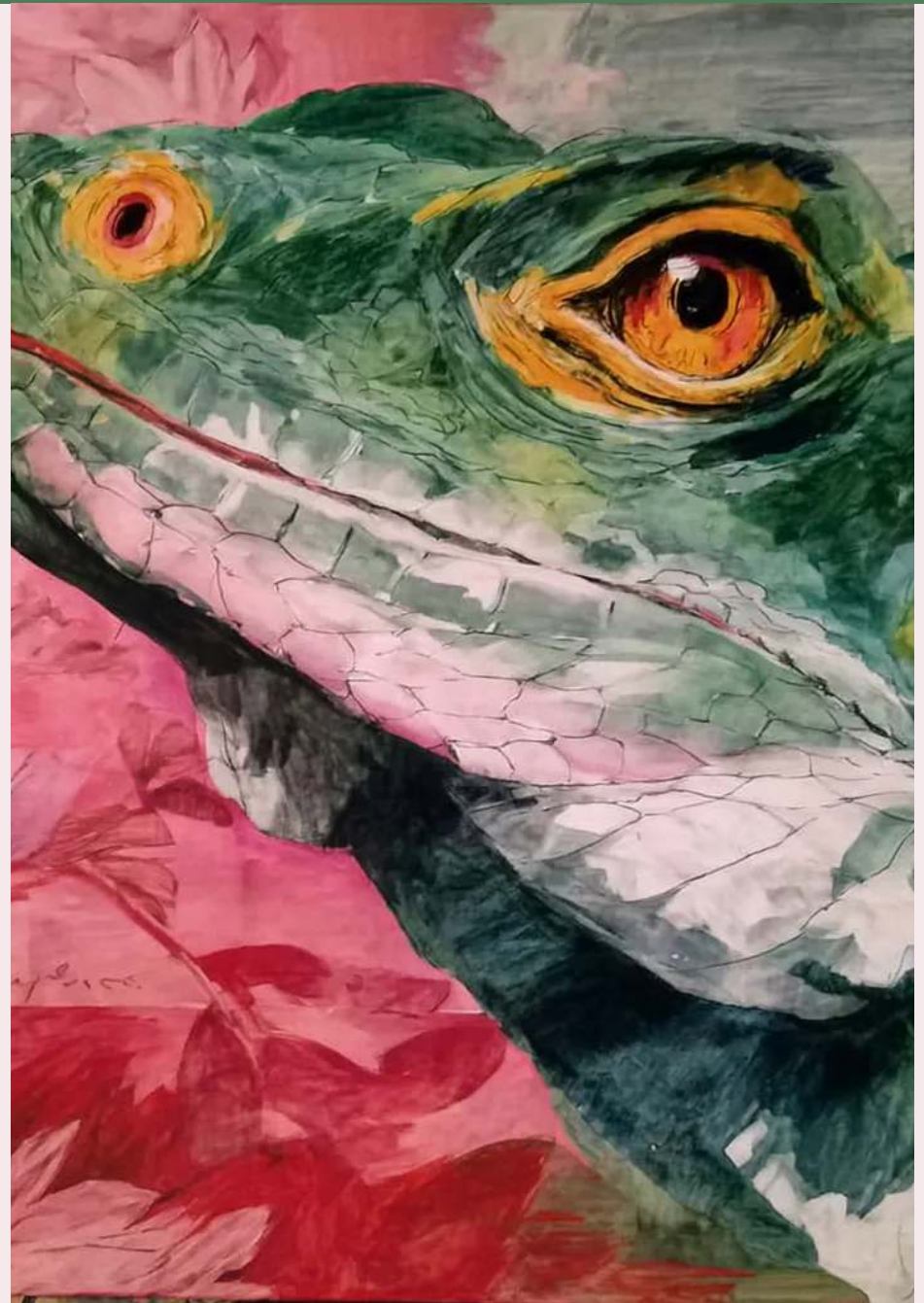
The brief

01 • CHALLENGE

Beauty and wellness campaigns default to flawless skin on seamless backgrounds. It is aspirational and interchangeable — and increasingly distrusted.

02 • APPROACH

Lean into transformation as texture. Painterly, watercolor creature-portraits — skin as landscape, the reptilian as renewal — that treat change and imperfection as the beautiful part.



KEY VISUAL

Key visuals

ONE SYSTEM



SECOND SKIN.

Built a series of tactile portraits in a rosy, fleshy palette with visible brush and paper, subject and ground bleeding into each other — closer to a gallery than a catalog.



RENEWAL



TRANSFORMATION

Digital campaign



INSTAGRAM STORY

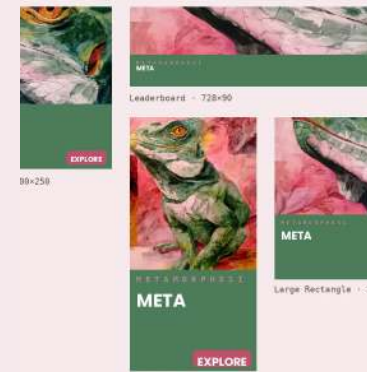


INSTAGRAM POST



OUT-OF-HOME KEY VISUAL

CAMPAIGN
placement



DISPLAY ADS



IG FEED

Direction & outcome

CREATIVE DIRECTION

Held the palette and the hand-painted surface across every frame so the campaign feels made, not manufactured — the anti-retouch position stated visually.

OUTCOME

An artful, ownable direction for a brand willing to sell transformation instead of perfection.

LESSONS LEARNED

In a category built on flawlessness, texture is the differentiator. Made-by-hand reads as honest.

Metamorphosis

BEAUTY & WELLNESS BRAND • CONCEPT



BEAUTY & WELLNESS

META MORPHOSIS

Beauty is becoming.

CREATIVE DIRECTION — LOLI MARI MONTALVO
lolimari.com · Selected campaign case study