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### WestGroupe Launches KLIiK denmark 2022 Visual Campaign

By Staff  
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**Quick Take:** WestGroupe is launching the 2022 visual campaign for KLIiK denmark, inspired by the rugged beauty of the Scandinavian landscape.

**Specifics:** The campaign, Fire and Stone, contrasts calm, natural beauty with pops of KLIiK red. Alexis Nyiro, director of marketing and product development at WestGroupe, said, "The concept of Fire and Stone was originally developed as a way to get back to the brand's roots. We wanted to pay homage to the original DNA of the brand and to refocus on the simplicity of the red KLIiK logo. By stripping away all the unnecessary clutter and simply blending the red against the concrete, blue skies and otherwise neutral color palette seemed appropriate for this Scandinavian-inspired brand."

**Selling Point:** Photographer Yu Tsai shot the campaign, which showcases the clean but dramatic KLIiK collection. [www.westgroupe.com](http://www.westgroupe.com)

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