

WKEF

WELCOME PACK

CREATIVE CONCEPT

FEBRUARY 2022

elluminate

INTELLIGENCE | INNOVATION | IDEAS

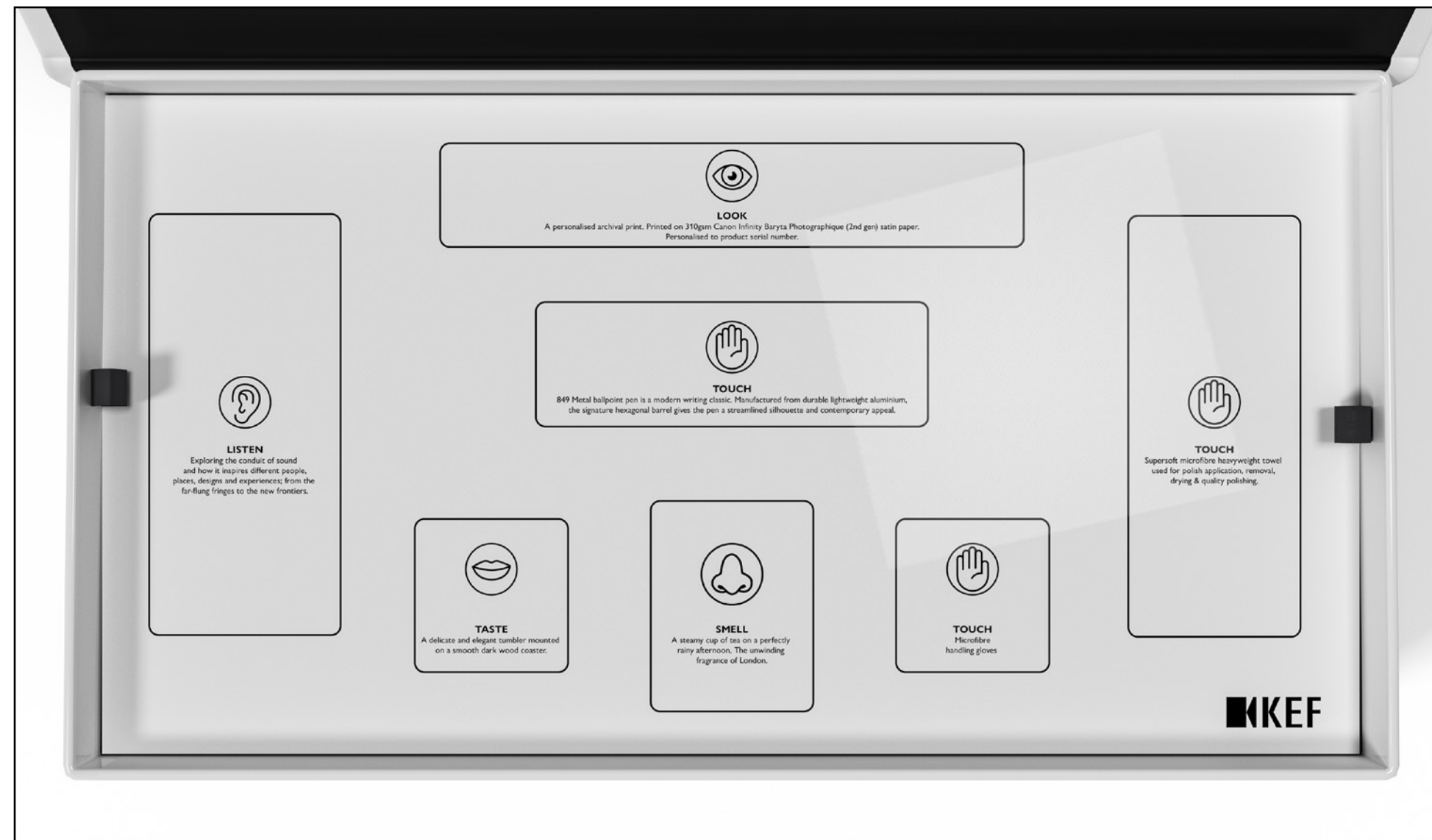
Welcome Pack Presentation Box

Presentation box delivered post purchase containing curated gifts to enhance the listening experience through awakening the senses



Welcome Pack Presentation Box

Magnetic fold over presentation box with removeable introduction tray and foam cut insert to insure safe transportation and premium presentation.



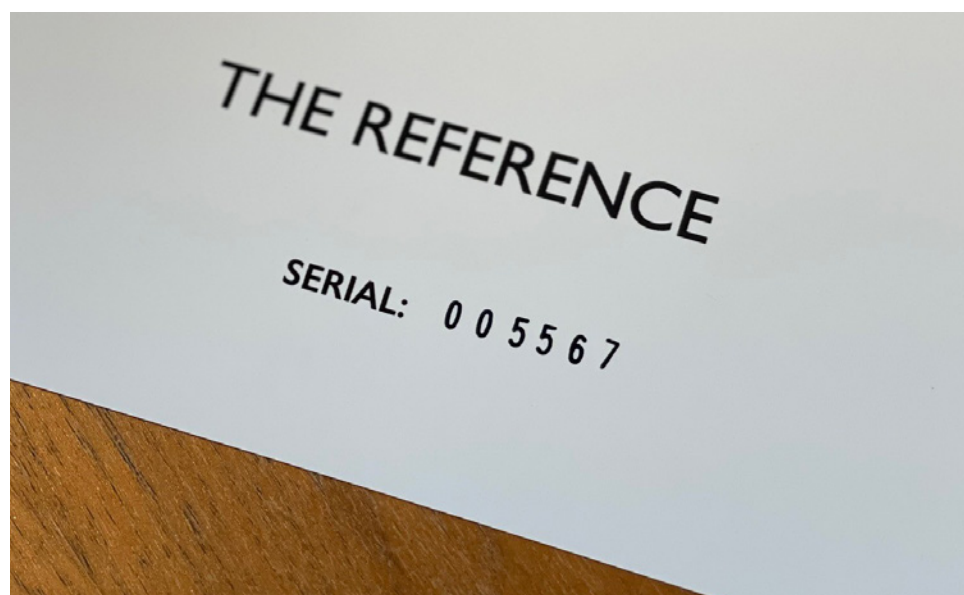
Welcome Pack Presentation Box

Look -

Premium print with serial number
personalisation to match product
purchased.

Traingular cardboard postal tube.

Personalised by dealer



Welcome Pack Presentation Box

Smell -

A steamy cup of tea on a perfectly rainy afternoon, the scent of London will make you sit down and enjoy the smallest things in life.

The unwinding fragrance of London.



Welcome Pack

Presentation Box

Touch -

Microfibre luxurious handling gloves

Microfibre polishing cloth

Branded Caran D'Ache 849 Ballpoint pen



Welcome Pack

Presentation Box

Taste -

2 part wooden base mountain
glass



Portrait: Product

Welcome Pack

Presentation Box

Listen -

Brochure / postcard series with Sound of Life content / playlists accessible through QR code access.



MIXTAPE

2021: CONSOLIDATING CHANGE



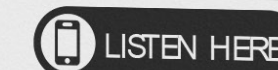
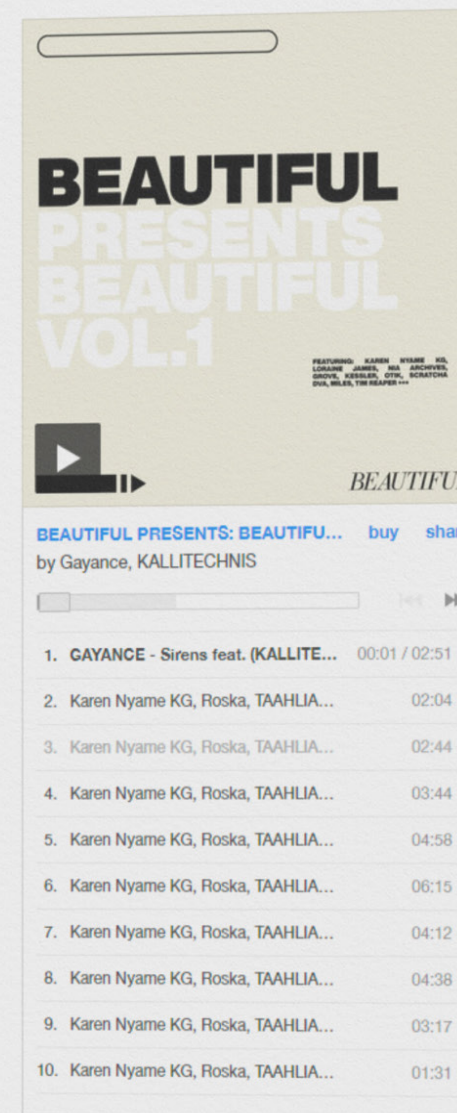
There's a powerful imperative in life and culture now to "get back to normal" – and it's understandable: after all the chaos and unpredictability of the last couple of years, everyone wants stability.

But it's not happening. Even disregarding the fact that Covid isn't gone, and the technological and political turmoil of the current era shows no sign of decelerating, certain changes in music and culture are taking place that can't be undone. There is no "new normal" – tipping point have been reached, and in many cases that is for the best.

If 2020 was a year of change, for many 2021 has been a year of cementing that change. This hasn't generally been in the form of huge movements – with the notable exception of the explosion of the wonderful amapiano sound coming out of South Africa to influence pop and underground scenes globally. But there have been milestones, flags planted in the ground, key records and events that have been symbolic of much larger shifts. Some of them we've touched on here on Sound of Life, and some we haven't, but here are a few of the musical moments from the past year which have given us pause for thought – or even made us feel better about the way things are going.

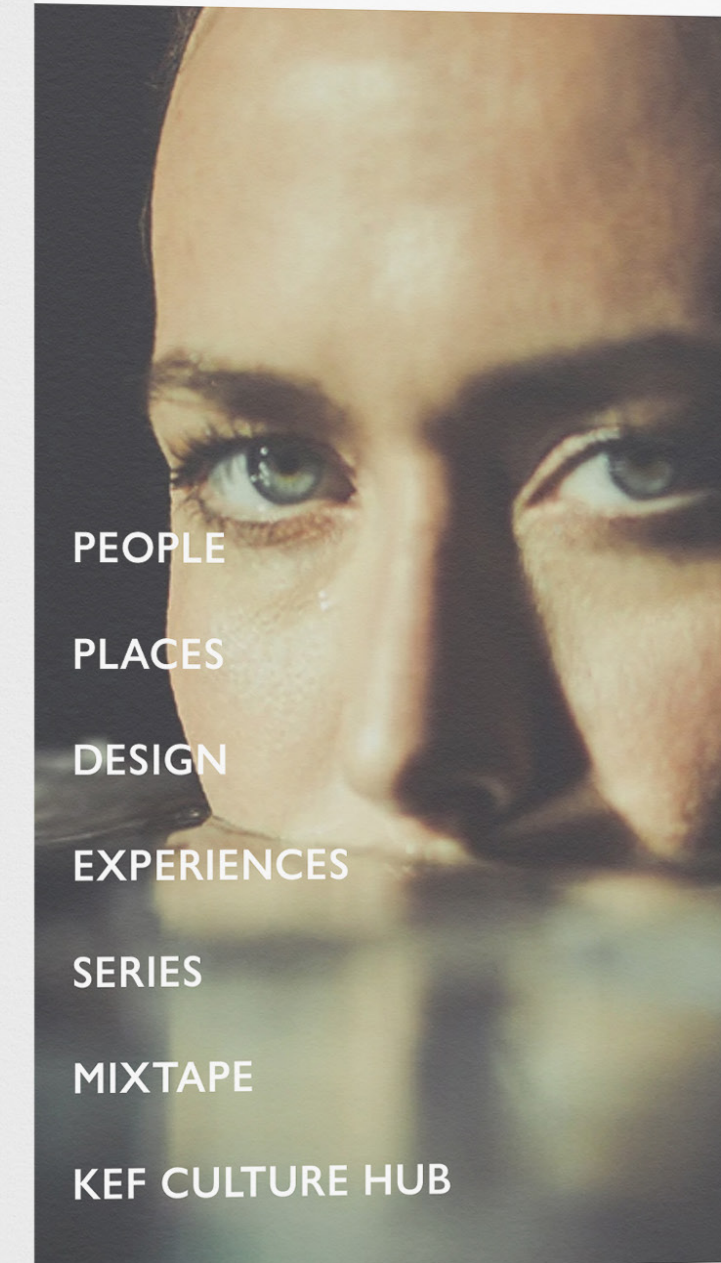
Listen and believe.

RAVE REGAINED HOPE



SOUND OF LIFE

a KEF project



PEOPLE

PLACES

DESIGN

EXPERIENCES

SERIES

MIXTAPE

KEF CULTURE HUB

Exploring the conduit of sound and how it inspires different people, places, designs and experiences; from the far-flung fringes to the new frontiers.



Welcome Pack
Presentation Box



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INTELLIGENCE | INNOVATION | IDEAS

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