2 kilo
OF KESSELKRAMER
Diesel, Print campaign and newspaper

The Action! campaign for Diesel is inspired by today's highly motivated youth and their continued, passionate involvement in world events. The urban nature of the images is influenced by the deliberately rough-looking Diesel collection featured in the campaign, which also consists of elements drawn from several European countries. Above you see the cover of the large format newspaper catalogue for the collection and some more spreads from the advertising.