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Styled BCO Hair's high-impact campaign shoot, bringing together fashion and hair in a visually striking narrative. I was responsible for curating all wardrobe looks, ensuring each ensemble complemented the creative vision and elevated the brand's aesthetic. Working closely with the creative team, I also contributed to the development of content for social media, helping translate the campaign into a digital-first experience. The final visuals gained major visibility with a feature in Times Square, New York — a powerful showcase of the brand's bold identity and my styling direction.