



Qaveman

Qaveman image film provides a glance into its brand for men.

The start-up brand Qaveman offers high quality skincare exclusively for men. But above all, the Qaveman founders - two ETH students - want to achieve a specific goal: breaking outdated stereotypes of masculinity. In their new brand film, they explain how everything began and why they do what they do.

Qaveman's story begins with ETH student Julien Halnaut, who one day was caught by his girlfriend using her moisturizer. In search for a moisturizer of his own, Julien realized quickly that skincare products for men existed only as secondary bylines of big cosmetic manufacturers. Together with his college friend Torben, he began researching and found that skin care was hardly discussed among men, even though six out of ten use skin care products on daily basis. The idea for Qaveman was born.

"We live in a time where men can reinvent their own male rolemodel and simply be the way they want to be. But many men still let themselves be constrained by old stereotypes, such as skincare being unmanly. Qaveman wants to provide a platform that encourages men to define their own masculinity, free of stereotypes." says Julien Halnaut.

In collaboration with Swiss laboratories, Qaveman provides a high-quality range of products ranging from face cream, wash gel and beard care to the first Swiss face mask for men: the Hangover Face Mask. The products are available in selected stores, in all Manor shops and on qaveman.ch.

In their new brand film, the Qaveman crew introduces themselves and explains exactly how and why they do everything they do for the men's world (and thus, also for the women's world). Like the Qaveman brand itself, their brand film, too, emerged from their own ideas. For the shoot, the employees themselves had to get in front of the camera. Because anyone who stands behind the idea of a male beauty brand, must also show their face for it.

((Link brand film:))

<https://youtu.be/OcHx4Sujbe8>

Credits:

Written by: Jan-Torben Girault & Alexis Leibbrandt

Directed by: Sebastien Jam – <https://www.sebjam.com>

Starring: Julien, Jan-Torben, Alexis, Luca, Giada, Julia, Ylenia, Tim with the special appearance of Marguerite the cow

Voice over: Julien Buys