

KGAMI

N°01
THE
IMAGE
ISSUE

THE FACE YOU'LL KEEP SEEING

Five faces, one issue.
Learn their names
on p. 4

WHO MADE THIS?

The story behind every picture in
these pages. Answer at the back.

ONE BAG, TWO LIVES

The same handbag, everywhere at once.
p. 10

OBJECTS THAT WANT TO BE TOUCHED

Jewellery, light and a little memory. p. 9

A CITY THAT WASN'T THERE

Look up. p. 18

*On the cover: Shaan, in grey silk and
one mirror-stone earring, in a
doorway you won't find on any map.*

COMPLIMENTARY



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JAM

NEW
DRAGON
FRUIT



Lips that start conversations.

Shea, dragon fruit and a little nerve. Contains no actual jam.

Image: KGAMI

This is

कगami

who a thing is for and what it should feel like to hold, and we build outward until the world is complete: the face, the light, the wardrobe, the room, the billboard on the corner, the post on your phone. A garment becomes a character. A ring becomes a moment. A chair becomes an evening. A lip balm becomes a summer. The name comes from the Japanese word for mirror. We think the best images work like one. You see yourself in them, a little more than you are.

LEARN THEM. THEY COME BACK.



ABHAY

The steadiest hands in the issue.

p.16 · 20

OPEN

THE FACE OF A NEW ERA

SHAAN, IN A WORLD BUILT
AROUND HER. SEE HER AGAIN ON
P. 9.

01

WEAR

LOOK 01 – Beaded slip, a fisherman's net, nowhere to be. ZOYA.



Image: KGAMI

Dressed for another world.

Clothing has always been more than something we wear. It is a language. A silhouette, a texture, a colour: each one suggests a world. Here are three of them, and the people who live there — from the studio to the street lamp.

LOOK 02 → Black tailoring and a beaded tote, crouched as if about to tell you a secret. SHAAN.



Images: KGMNI

WEAR

LOOK 03 → Navy lehenga, zardozi jacket. SHAAN and VED, at the hour the lamps start arguing with the sky.



Object of desire.

OBJECTS

Nobody falls for an earring in a shop. We fall for it earlier, in a picture, while the lid is still half open and it is a little out of reach. The light does most of the work: it finds the one edge of gold worth looking at and lets the rest go soft. Then there is the company it keeps — a flower that has just dropped a petal, a stone warm from the afternoon — and the thing stops being a thing. It becomes a promise about whoever opens the box next. We do not want velvet, or gold, or a hinge. We want the minute we remember. The object is how we take that minute home.

MAREN • FLOWER EARRINGS

Velvet, emerald flowers and a very good hinge.



OBJECTS

MAREN

BAGS & FINE JEWELLERY

OBJECTS

Carry the afternoon.

02 · THE STREET – ZOYA, with the afternoon still ahead.

Image: K&AMI

FACES • BEAUTY

LENA. Wet hair, freckles, JAM
Lip Butter in Dragon Fruit,
and no intention of blinking
first.

FACES

FACE

VALUE



Image: KCM/MI

More than the product.

“A product becomes meaningful when it enters someone’s world.”

Things don’t live in studios. They live on café stools, in courtyards at four in the afternoon, on a console by the door. The moment a product enters someone’s day, it stops being stock and starts being a story.



LIVING

TRAVEL – SHAAN and VED, a courtyard at four in the afternoon. The scarf wanted to leave first.

Image: KGAMI

oo

Image: KGAMI

FACES • AFTER DARK

FACES

The other side of BEAUTY

VED, one red light, no chorus. Some faces only show up after dark.

[illegible]

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Image: KGAMI

Images: KGAMI

The city.

A campaign you could walk past. And then walk back to, pretending you dropped something.



STREET POSTER

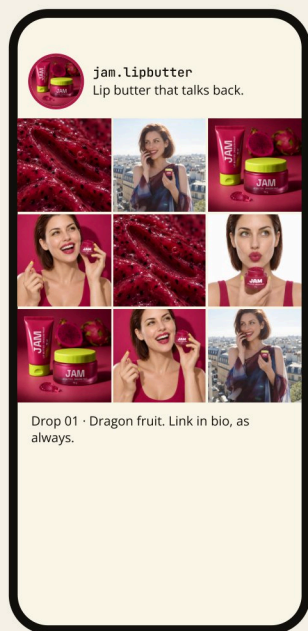
LENA walked past LENA. Only one of them blinked.

Images: KGAMI

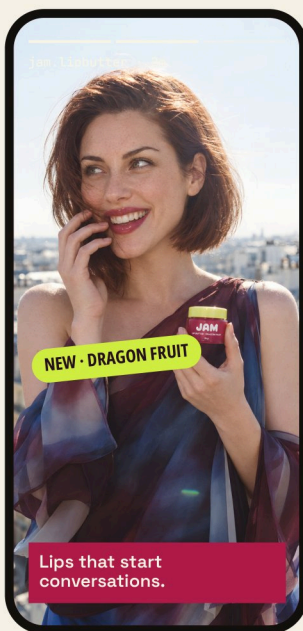


The digital world.

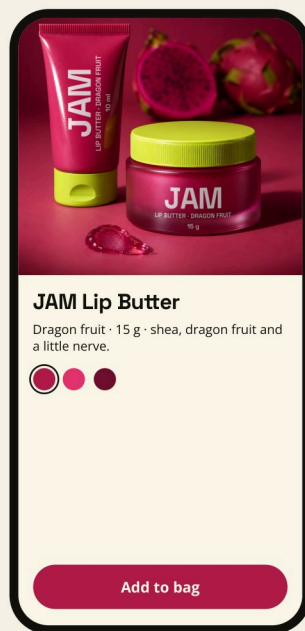
Same lips, smaller screen. The campaign shrinks to fit a thumb and loses nothing on the way.



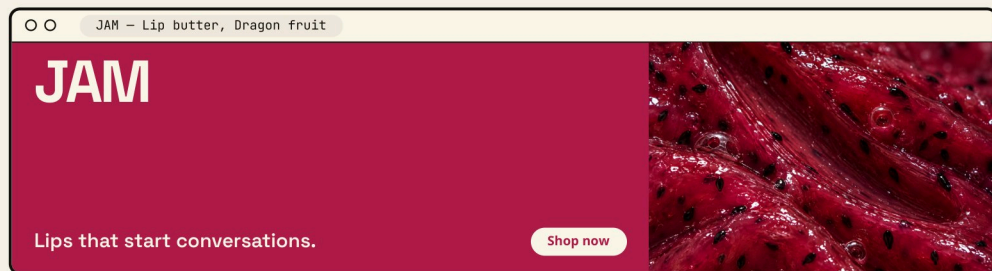
THE FEED - nine squares, one colour.



THE STORY - lasts a day, remembered for longer.



THE SHOP - one review, from her mother.



IDEAS • THE
MANIFESTO



Images: K&A

IDEAS

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[illegible]

Appetite has company.

Image: KGAMI

bunve
pass the napkins.

Food styling. Warm light.
Colour and finishing,
made for the brand.

FOOD



JAM

ONE MORE.

BEAUTY



G HAR

Somewhere to sit. Anywhere to imagine.



Image: KGAMI

LIVING

DRESSED • NELVO

DRESSED

A little cold air.

Image: KGAMI

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DRESSED



A little cold air.

Image: KGAMI

Leave the garment bag.



A mountain world.
Styling, set and light,
made for the jacket.

Image: KGAMI



FOOD

bunvu

**EXTRA NAPKINS.
OBVIOUSLY.**

Image: KGAMI

meltvi





FOOD

NELVU

Take the
long way.

DRESS TO

NELVU

Who made all this?

kgami

Architects of the unseen.

The picture is the last thing we make. Before it comes a person, a place, an hour of light and a reason you would stop turning the page. We build all of it — the face, the room, the street, the jar in her hand — and only then do we let you look.

Every world in this issue started as one product and a question. Bring us yours.

A WORLD-BUILDING STUDIO



Scan to imagine yours —
kgami.co/imagine

✚ kgami.co
📷 [@kgami.co](https://www.instagram.com/kgami.co)
✉ hello@kgami.co

Every picture was created by KGAMI. Studio craft, start to finish. Other brands in this issue are our own studio brands.

betafactory

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🌐 betafactory.io

TECHNOLOGY & DIGITAL SERVICES

We build the software that ideas run on.

BetaFactory is a technology company in Chandigarh. We design, build and look after software for businesses: custom systems that fit the way a team already works, platforms made to measure, automation for the jobs nobody should do twice, and web and mobile products people come back to. KGAMI is one of ours.

01 Custom systems

02 Custom software

03 Automation

04 Web & mobile

05 Digital products

06 Business technology

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