

Kalagamm

BRANDING, PACKAGING, TYPE & ILLUSTRATION STUDIO.

Studio



who we Are...

FOUNDED TO CHALLENGE THE ORDINARY. BUILT TO CREATE THE UNFORGETTABLE.

Founded in 2018 by award-winning art director Karen Alejandra Gallego, Kalagamm was born from the vision of blending craft, culture, and creativity into branding that truly connects. After leading global campaigns for Coca-Cola, Fanta, Starbucks, and more, Karen created a studio where *storytelling is emotional, design is intentional, and every detail carries meaning.*

Today, Kalagamm partners with global brands, bold startups, and boutique disruptors across Latin America, the Middle East, and beyond — delivering award-winning work in branding, packaging, illustration, and campaign design. What sets us apart? We lead with heart, we design with purpose, and we build identities with cultural depth and visual soul.



Our essence

CREATIVITY-LED. DESIGN-OBSESSED. EMOTION-DRIVEN.

Design that moves. *Strategy that connects.* *Stories* that last.



At Kalagamm, we believe the best brands don't just look good — they mean something. We design with purpose, craft with heart, and build identities that connect deeply and stay with people. Every detail tells a story. Every brand we touch is made to move, to feel, and to last — because beauty might catch the eye, but meaning is what makes it unforgettable.

Our Expertise

Our EXPERTISE

BRANDING & IDENTITY SYSTEMS

Strategy, Naming, Brand Architecture, Logo Design.

PACKAGING WITH PURPOSE

Trend-forward CPG design that tells product stories.

CREATIVE CAMPAIGNS

Big ideas, advertising, copy, content, and rollout.

ILLUSTRATION & ARTISTIC DIRECTION

Custom illustration with soul — crafted in-house.

CREATIVE AND MOTION DESIGN

Animation, Social Loops, AR Activations.

Our EXPERTISE

DIGITAL & SOCIAL DESIGN

Content creation, feed design, interaction strategy.

AI | ENHANCED CREATIVITY

Human-led ideas empowered by generative tools.

3D & CGI DESIGN LAB

Product visualization, stylized campaigns, packaging mockups.

CREATIVE RETOUCHING & CRAFT TEAM

Editorial-level polishing for flawless visuals.

CREATIVE LEADERSHIP

Senior Art Direction & Team Mentoring for top-tier execution.

Our Values

**Strategic
thinkers**

*with
artistic
minds.*



Cost
Effective

Our flexible, efficient model means you get bold, crafted results without the heavy overhead.



Collaboration

Every project is a partnership where your vision meets our craft, and ideas come to life together.



Impact

Because great design doesn't just look good — it makes people feel something.



Our process

FROM FIRST SPARK TO FINAL DETAIL.

Our PROCESS

HERE'S HOW WE BRING BRANDS TO LIFE.

Project Management

Brief to Launch.

We begin with clarity—aligning on business goals, audience insights, and campaign objectives.

- ☀ Multi-channel campaign brief development.
- ☀ Timeline planning aligned with production and media milestones.

Creative development.

We guide projects from concept to completion with structured feedback loops and creative oversight at every stage.

- ☀ Idea generation, storyboarding, mockups, and campaign rollouts.
- ☀ Approval checkpoints built into the schedule.
- ☀ Creative leadership ensures brand integrity and creative excellence.

Finalization & Asset Delivery.

We ensuring high-quality execution across all touch-points print, digital, branding, etc.

- ☀ Final QC, asset management
- Format adaptation.
- ☀ Artwork/digital assets release for print and social.

Founder
**& CHIEF
CREATIVE**
Visionary



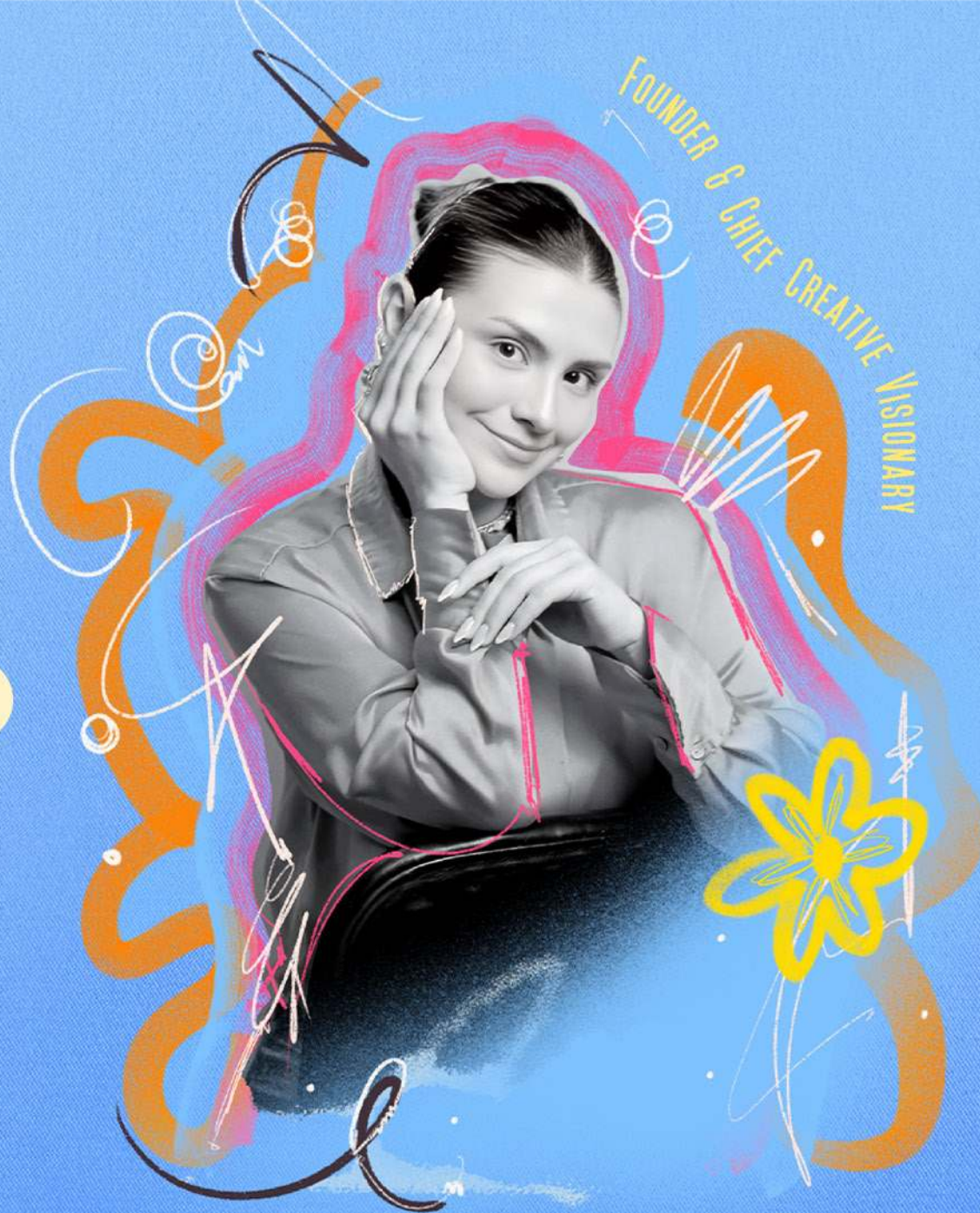
 @ka.lagamm

*K*aren...

Colombian soul, global storyteller. Leads with heart, purpose, and award-winning art direction.

BIOGRAPHY

Karen GALLEGO



FOUNDER & CHIEF CREATIVE VISIONARY

Founded in 2018 by award-winning art director Karen Alejandra Gallego, Kalagamm was born from the vision of blending craft, culture, and creativity into branding that truly connects. After leading global campaigns for Coca-Cola, Fanta, Starbucks, and more, Karen created a studio where *storytelling is emotional, design is intentional, and every detail carries meaning.*

Today, Kalagamm partners with global brands, bold startups, and boutique disruptors across Latin America, the Middle East, and beyond — delivering award-winning work in branding, packaging, illustration, and campaign design. What sets us apart? We lead with heart, we design with purpose, and we build identities with cultural depth and visual soul.

Portfolio **highlights**

STORIES WE'VE BROUGHT TO LIFE

KALAGAMM STUDIO CREDENTIALS-2025



CELEBRATE HER AT
DUBAI FESTIVAL CITY MALL

<p>WOMEN'S CRAZY SALE Get up to 70% discount on beauty, fashion & more!</p>	<p>WOMEN'S PAMPER DAY Get up to 30% discount on saloons</p>	<p>WOMEN'S COFFEE MORNINGS Get a free coffee from 9am - 11am</p>
<p>WOMEN'S HEALTH DAY Get a free check up at Al Futtaim Health Hub</p>	<p>WOMEN'S AT WORK Special weekday F&B discount from 12pm - 3pm</p>	<p>WOMEN'S WORKOUT Get 1 day pass at Fitness First</p>

OFFER IS VALID FROM 1 - 31 MARCH

f i t dubaifestivalcitymall.com Dubai Festival City Mall

CALIFORNIA GARDEN™

Ocean's Finest

Rich in Protein | Rich in Omega 3

امريكانا
الجودة

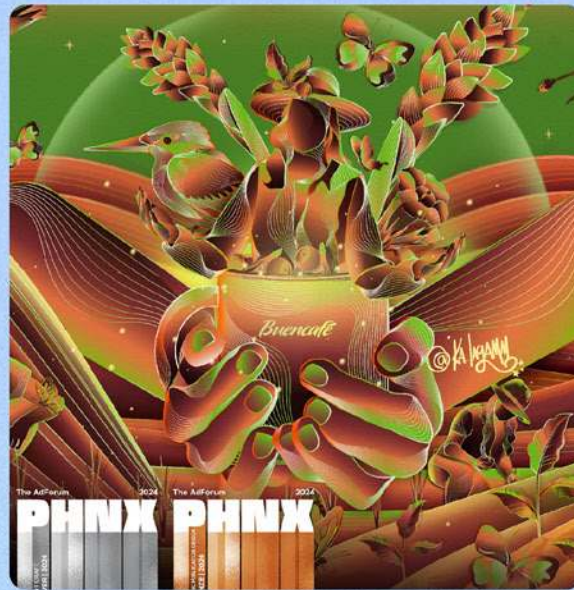
جذورنا أساس فخرنا.

AMERICANA
QUALITY

The perfect Eid gift,
Packed with
love and lots of smiles



Federacion Nacional de Cafeteros de Colombia.



Our EXPERTISE | ARTISTIC DIRECTION & ILLUSTRATION

KALAGAMM STUDIO CREDENTIALS-2025

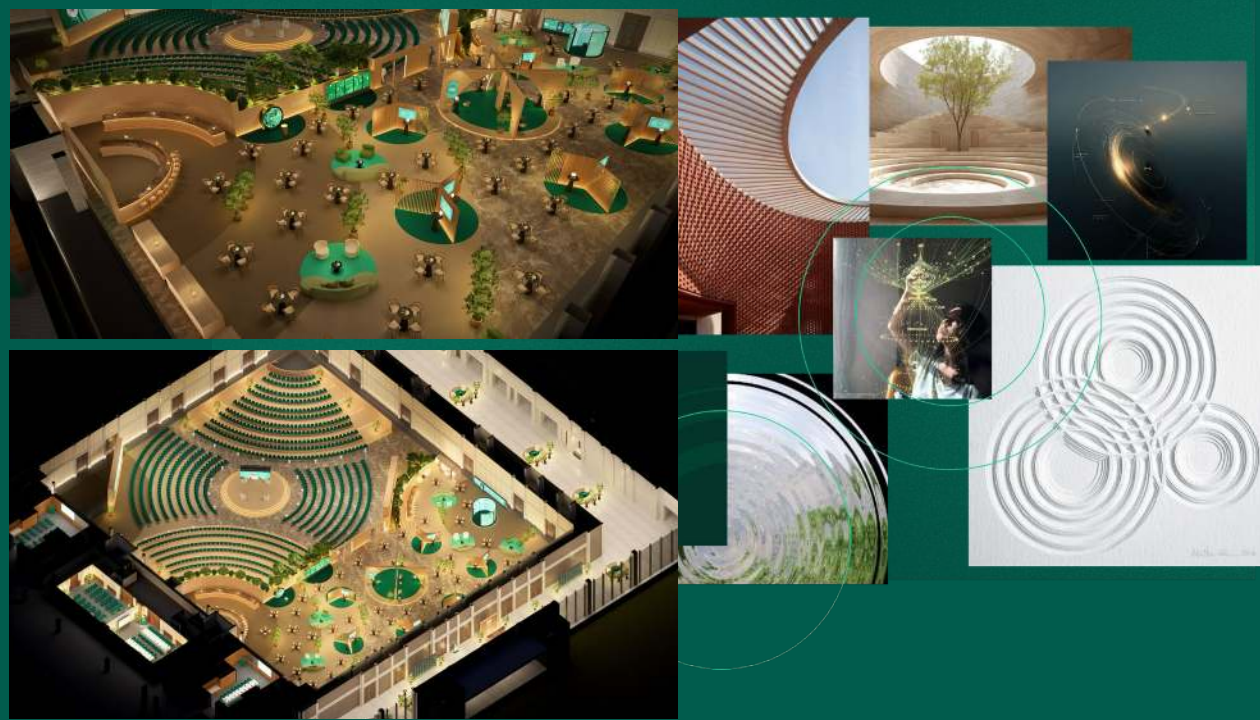


Our EXPERTISE | VISUAL CRAFT & CREATIVE RETOUCHING

KALAGAMM STUDIO CREDENTIALS-2025



— منتدى —
شركاء الصندوق
PIF PARTNERS'
FORUM —





Our EXPERTISE | Brand Experiences & Events

KalagammStudio



CREATIVE APPROACH | visual language

There's power in restraint.
Grace in control.
The stride isn't just the leap,
it's the breath before it.

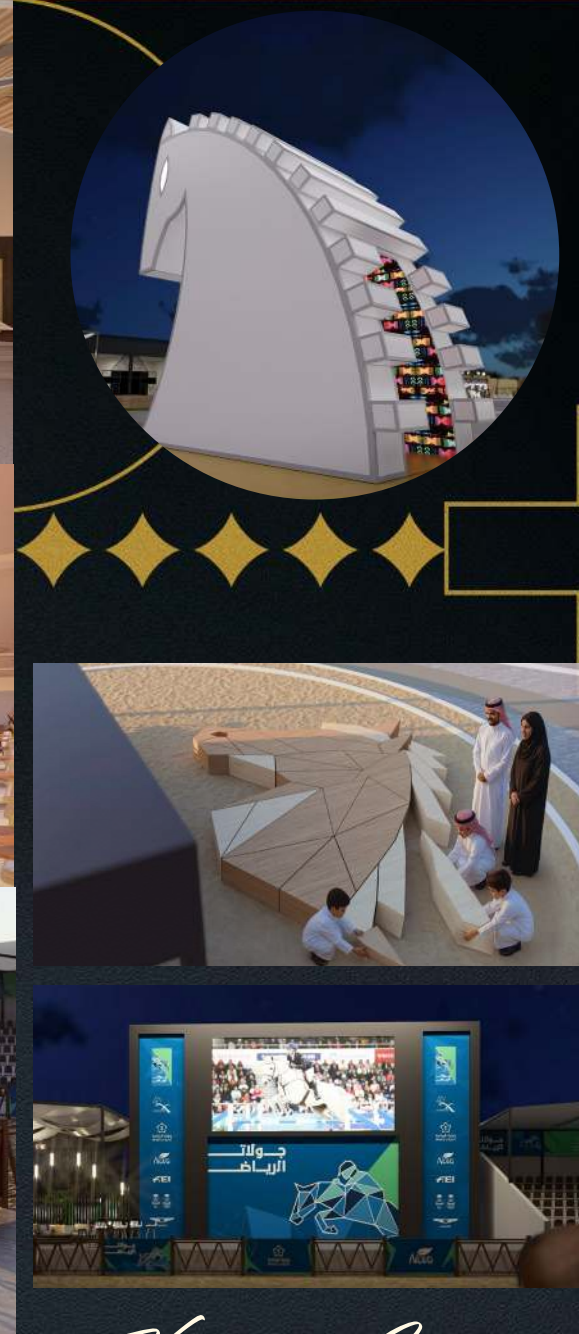
Where horse and rider move as one,
motion becomes harmony,
and mastery feels effortless.

The Fifth Stride

Mastery ...in Motion



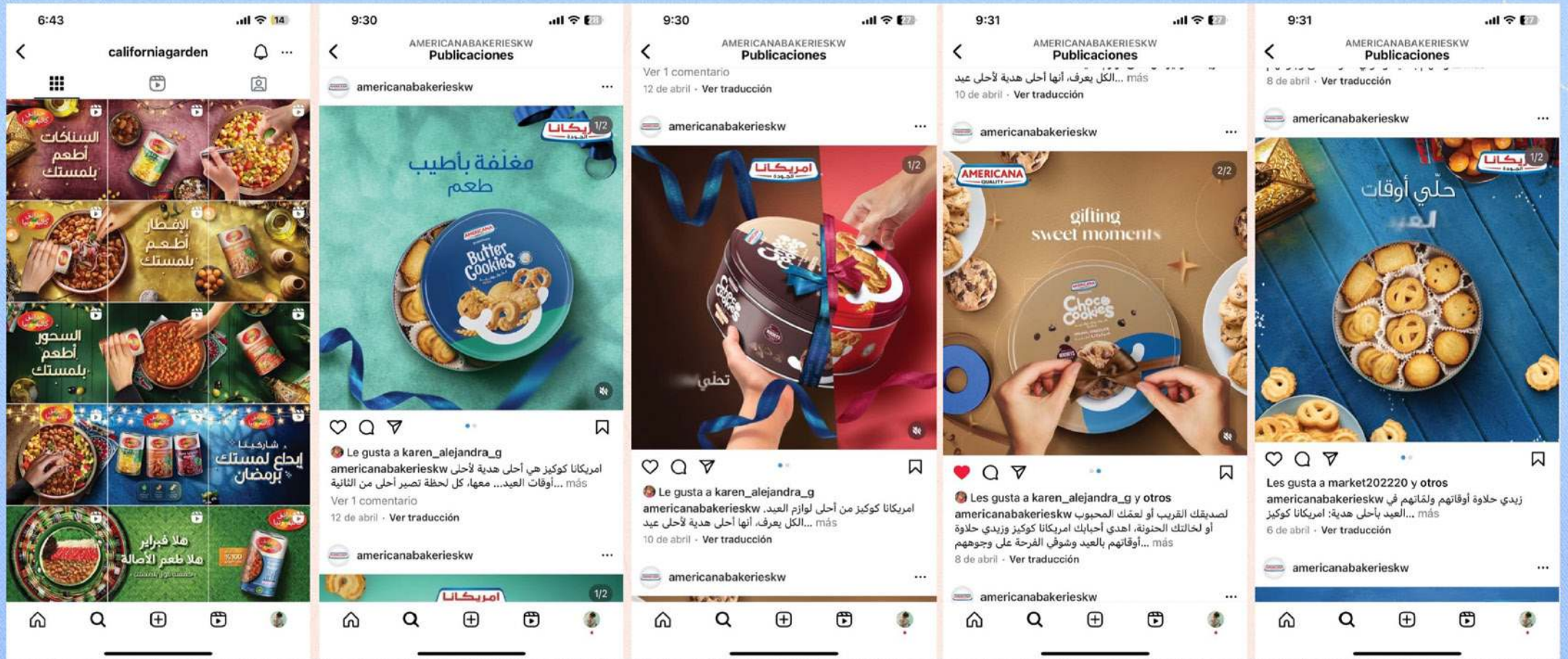
CREATIVE APPROACH | Inspiration



Our EXPERTISE | Brand Experiences & Events

KalagammStudio

Social MEDIA



Instagram

@bucatticolombia



Instagram
@colmanscol



Instagram

@task_colombia

















Brands we've *"WE DON'T JUST TAKE BRIEFS - WE BUILD VISIONS TOGETHER."* **Worked With**

Creative PARTNERSHIPS





Let's chat

LET'S BUILD SOMETHING Beautiful...

Kalagamm
• Studio Design •
Studio

كالاجام ستوديو • ش.م.ع. - د.م.م
2025 FZ- LLC DUBAI, UAE

hika.lagamm@GMAIL.COM

[@hika.lagamm](https://www.instagram.com/hika.lagamm)

DUBAI, UAE | COLOMBIA

