# BE8

## THIS IS NOT A HEART



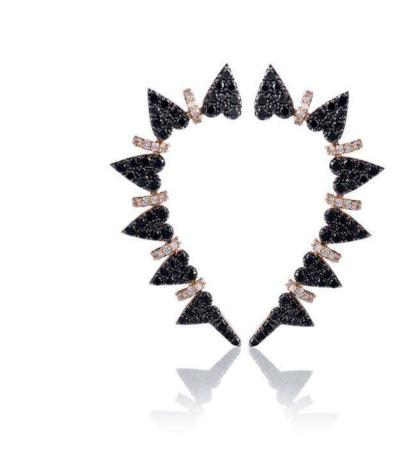






#### IT IS A CHOICE











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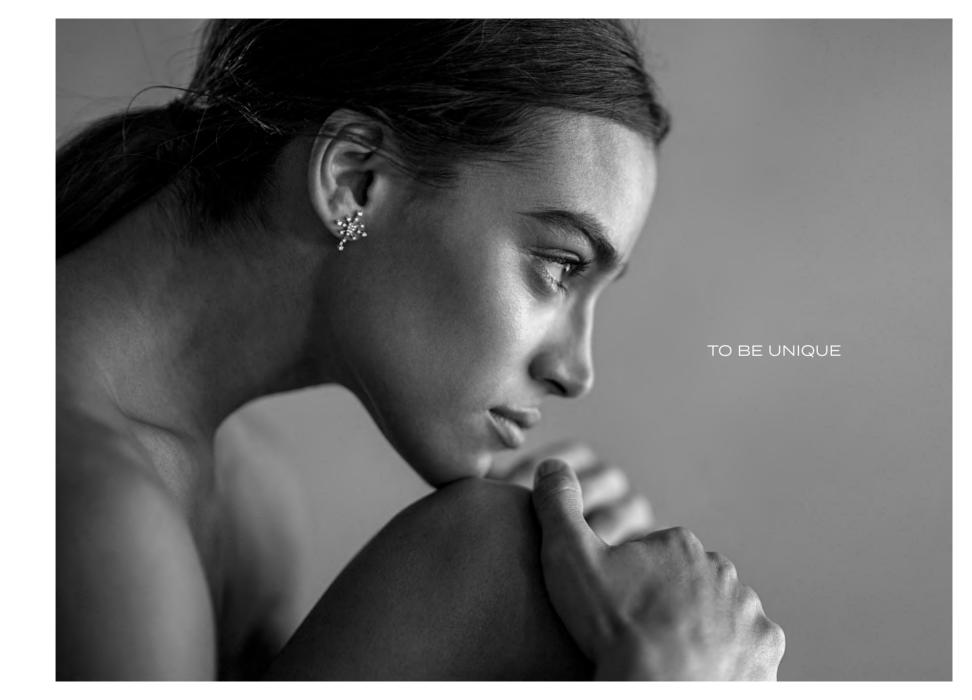






























### IT IS A LIFESTYLE

























#### A DECLARATION OF LOVE



























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AND FEELING CONFIDENT





























This is not a heart.

It is a choice. To go against the flow, to be unique.

It is a lifestyle. A pursuit of freedom. A declaration of love.

It is silence. Taking your time and feeling confident.

It is wellbeing.

Beppe Callegari



#loveyourself

Credits:

Creative direction: Beppe Callegari

Photos: © Giovanni De Sandre © Andrea Sottana per Studio GDS

Model: Denise Croce Styling: Beppe Callegari Hair & Make Up: Veronica Ramses Post-production: Studio GDS



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