



LOTUS

YOU ARE NEXT

JUANCHO HERNANGÓMEZ

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The **"You Are Next"** campaign by Lotus stars **Juancho Hernangómez**, one of the leading figures in international basketball. This proposal reinforces the positioning of the Festina Group's urban brand, projecting a strong, contemporary visual identity aligned with its sporting spirit.

AN ATTITUDE THAT SETS THE PACE

Style, energy, boldness, sporting spirit, and innovation define the **Lotus** universe. With **"You Are Next"**, the brand invites a new generation to step forward, take the initiative, and express their personality with determination.

The concept is built on a dynamic and modern aesthetic, where design and attitude come together to convey strength and authenticity. A brand created

for those who live in the moment intensely and are not afraid to forge their own path.

A CAMPAIGN WITH CHARACTER

Starring **Juancho Hernangómez**, the campaign perfectly embodies the values of **Lotus**. His career, discipline, and international projection make him the ideal ambassador to represent a brand committed to self-improvement and constant innovation.

Through a powerful and coherent visual identity, **"You Are Next"** inspires audiences to take action and become part of the **Lotus** universe, where every step counts and the next move is always yet to come.