



LARA QUARANTA

VISUAL IDENTITY
EXPERT | ITALY ↔
SOUTH KOREA
AESTHETIC
BRIDGE

Beyond color, a holistic identity



BEYOND THE SURFACE: 10+ YEARS OF RESEARCH INTO COLOR & IDENTITY.

I am Lara Quaranta (Lara La Biche). I don't just look at colors; I read people. With over a decade of experience, I've merged my INFJ sensitivity into a unique method: the Holistic Color System. My mission is to bridge the gap between aesthetics and psychology. I combine the timeless elegance of 'Made in Italy' with the technological innovation of Korean Personal Color and Skeletal Analysis.

11+ YEARS

HCS METHOD

IT ↔ KR



THE HARMONY OF ELEMENTS: HOLISTIC COLOR SYSTEM (HCS)

HCS is a tonal method based on 6 primordial elements: Sun, Moon, Fire, Water, Air, and Earth. We focus on the 'Dominant', the key to chromatic freedom. Every profile leads to one of 24 Crystals, a visual identity as precious as a gemstone.



SOUL TAILORING: THE PERSONAL IDENTITY PROJECT

A deep-dive analysis (150+ pages) integrating Kibbe & Kitchener essences with MBTI/Enneagram psychology.

It's a journey from personal insecurities to visual strengths, creating a cohesive, authentic image.



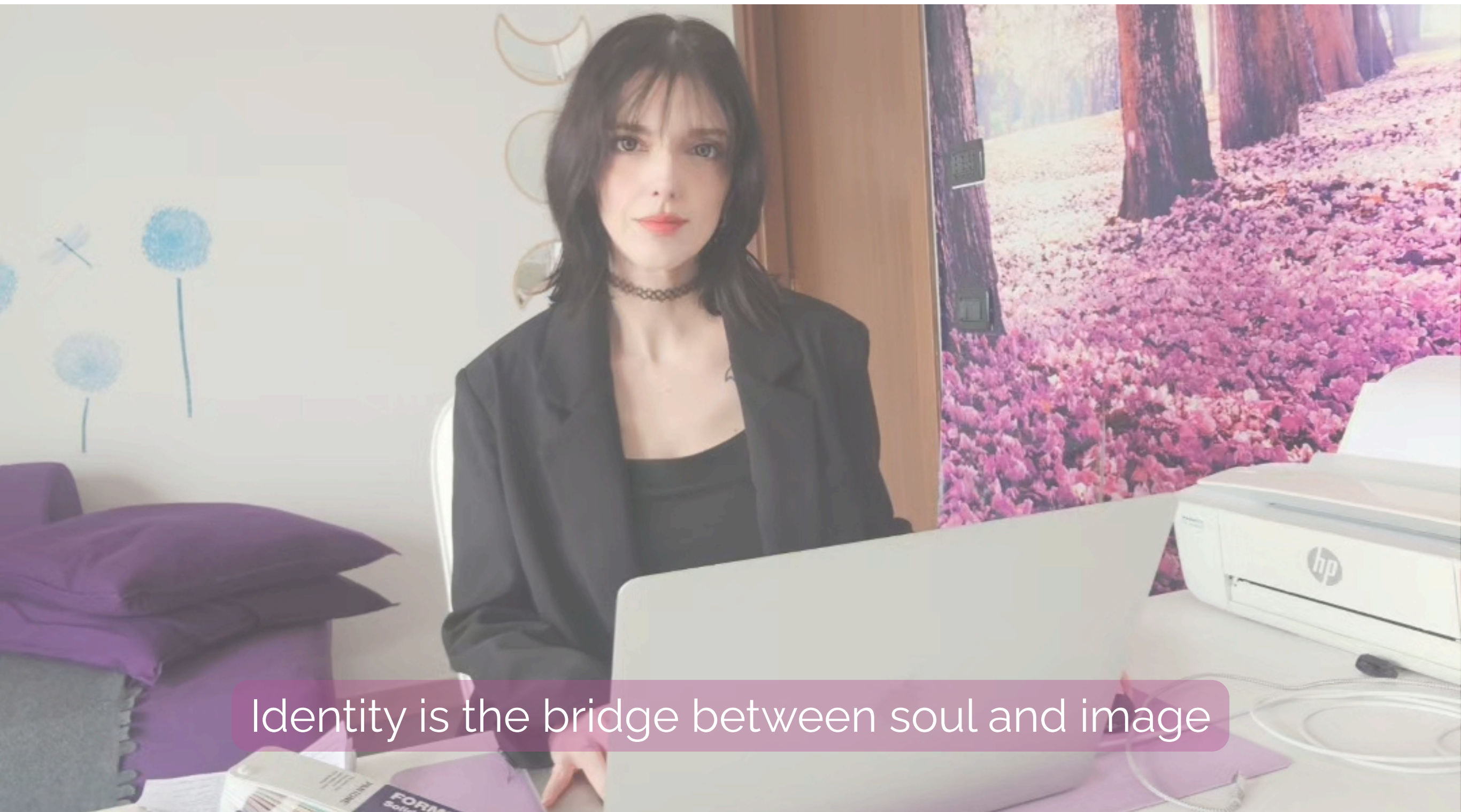
AESTHETIC SYNERGY: ITALY ↔ SOUTH KOREA

In a global market where K-Culture (Hallyu) dictates new luxury and beauty standards, cultural integration is no longer an option, but a necessity. With 11+ years of experience in the Italian market and a deep specialization in Korean systems, I offer consulting that blends 'Made in Italy' sartorial elegance with the technological precision of 'K-Beauty'.

UNIQUE COMPARATIVE ANALYSIS
While classic Color Analysis seeks harmony through repetition, the Korean system (Personal Color) focuses on luminosity and the 'Tone-up' effect. I master both methods to guide brands in adapting products and campaigns for intercultural markets.

MORPHOLOGICAL INNOVATION
A pioneer in Italy for integrating Korean Skeletal Analysis and Animal Face Shape. These tools offer millimeter precision in identifying style, essential for high-level personal branding and visual productions.

PSYCHOLOGICAL IDENTITY
In South Korea, MBTI is a social pillar. I utilize archetype psychology and Eastern philosophy to build visual identities that mirror the inner essence, ensuring total coherence for Idols and professionals.



VISION & COLLABORATION: SERVICES FOR BRANDS, AGENCIES, AND ORGANIZATIONS

Strategic solutions to merge aesthetics, culture, and market trends.

WORKSHOPS & SPECIALIZED TRAINING
Tailor-made seminars and masterclasses for corporations and cultural festivals (e.g., Korea Film Festival). Focus on the evolution of Korean aesthetic standards, K-Beauty, and intercultural image psychology.

CONTENT CREATION & BRAND ADVOCACY
Development of technical content and authoritative reviews for K-Beauty and Fashion brands. I translate product value for the Italian "K-lover" niche through professional analysis and empathetic storytelling.

VISUAL CONCEPT FOR TALENT & IDOL
Strategic consulting for entertainment agencies. Building visual concepts for artists and influencers, balancing stage requirements, bone morphology, and the artist's psychological identity.

A holistic approach for an image that communicates beyond geographical borders.



CASE STUDIES: DECODING VISUAL EXCELLENCE

Applied analysis of K-Pop industry leaders through morphology and identity



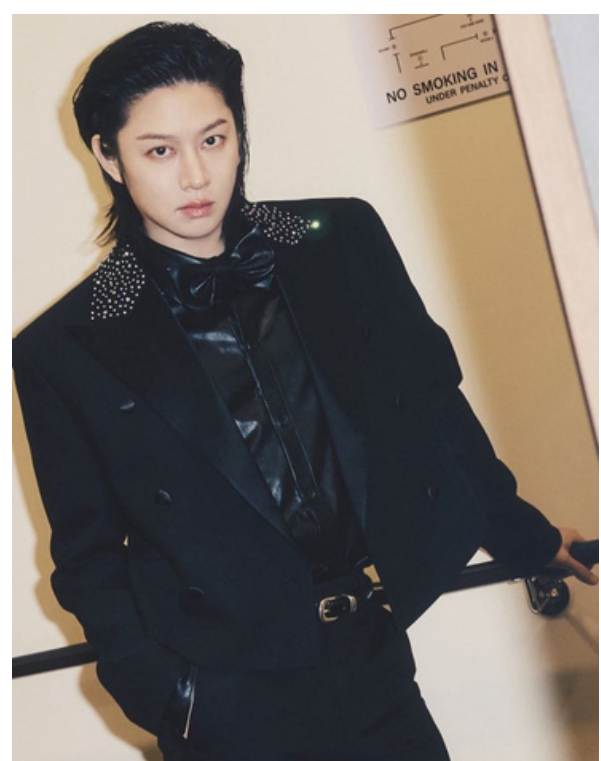
JENNIE KIM

HCS: + Earth + Fire (Deep & Bright)
Style Essences: Gamine + Dramatic (Flamboyant Gamine)
Face: Cat Type
Aura: A magnetic mix of reserve and explosive charisma. Her INFP energy translates into an iconic style that challenges conventions, transforming delicacy into visual power (Soft Power).



KIM HONGJOONG

HCS: + Earth + Water (Deep & Soft)
Style Essences: Soft Gamine + Dramatic
Face: Fox/Squirrel Type
Aura: Visionary creativity and empathetic leadership. His 4w3 nature guides an experimental and layered style, where every detail tells a story of unique identity and sophisticated rebellion.



KIM HEECHUL

HCS: + Moon + Earth (Cool & Deep)
Style Essences: Dramatic + Ethereal + Gamine
Aura: The historicist aesthete. His Type 4 energy manifests in a fluid and theoretical image, capable of uniting classical elegance with an intellectual extravagance that transcends genres.

LET'S UNITE VISIONS. LET'S BUILD THE BRIDGE.

I believe beauty is a dialogue between the soul and the world. With 11+ years of experience and a visceral passion for intercultural harmony, I help brands and individuals express themselves with truth, authority, and elegance.

Email: holisticcolorsystem@gmail.com

Website: <https://www.armocromia.eu> (available in IT | EN | KR)

Social: [@holisticcolorsystem](https://www.instagram.com/holisticcolorsystem)

Location: Orzinuovi, Italy (Private Studio) | Seoul, South Korea

Availability: Digital & On-site by appointment

