

the perfectionist

Accord
Driven to drive.



PROLOGUE

Ambitions with no limits. Perfection for success. The desire to aim high.

Through **The Perfectionist** campaign, the concept of accomplishment and achievement is explored to examine what it means to the individual. Six chosen personas - each a reflection of determination and purposefulness - share their aspirations and encouragement in hope to cultivate inspiration. Their committed qualities harmonise with that of Accord's elements - refinement, innovation, sophistication and energy. And through a fine art photography concept, these discerning fundamentals are explored to capture the very essence of Accord. As they are expressed through the different lenses of the selected photographers, the values, style and manner of the Accord are revealed - best in its class.

