

# Brett Casper

Professional photographer and author Brett Casper is the founder of Pure Luck®, rated “Top 5 Best” in America by Food & Wine Magazine and featured in ELLE Decor. Acclaimed as a “pioneer” of kombucha brewing in Asia. He and his partner Tibb Phungtham opened Thailand’s 1st ever Kombucha brewery in 2013, and the world’s first dedicated kombucha school in 2017. Pure Luck®’s notable collaborations include Michelin Starred Le Du and Gaggan Anand, FENDI, Fresh Cosmetics, and 5 Star resorts; Park Hyatt, Anantara Kihavah and Six Senses.

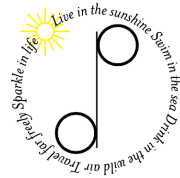
These experiences plus living in four countries, working as a professor of creative writing in Japan and traveling extensively, twenty-seven countries and counting, helps him find a well-rounded, objective, and experienced perspective to what it means to be alive in the 21st Century.

Available for writing projects relating to:

- Food & Tea
- Health & Wellness
- Kombucha, Fermentation & Gut Health
- Travel & Hospitality
- Photography & Arts

\* Available to take photos to compliment any assignment

\*\* Consulting on request



## Pure Luck®

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Founded by Brett Casper in Brooklyn, New York in 2009. Pure Luck originally began as an arts organization. During the first two years. Pure Luck was representing artists and operating a gallery space at 2 Great Jones Street & Broadway, in Manhattan. Always the trend setter, in late 2010 Pure Luck reinvented itself as a kombucha brand. In partnership with Chatthip Phungtham, in 2013 Pure Luck opened Pure Luck Bangkok, Thailand's first ever kombucha brewery. Pure Luck is the first, and only, shelf stable kombucha in the world guaranteeing a room temperature shelf life with a minimum of 2 years. Our emphasis is brewing strictly with tea blends. Brett Casper has developed over 65 different flavors of Pure Luck - Pure Kombucha, brewed exclusively from tea. Pure Luck brews in our trademarked style called Pure Kombucha. What sets Pure Luck - Pure Kombucha apart from other brands. We always slow ferment, in small batch glass fermentors. Using 100% mountain spring water. Pure Kombucha is always naturally carbonated (bottle conditioned), we never add juice, additives or sweeteners. Each bottle takes between 60-90 days to produce. Listed in the following pages are select highlights for the last 12 years.

2010 - One of the oldest kombucha brands, Pure Luck® is founded in Brooklyn, NYC

2011 - Escape to NY Music Festival

2012

- Opened Brooklyn's first Kombucha bar, Pure Luck Tea Bar mentioned in Grub Street, Time Out New York & Yelp
- Successfully lobbied United States Patent and Trademark Office to add "kombucha" as a trademark designation

2013

- Trademark issued for Pure Luck® with kombucha designation
- Partnership with fresh® cosmetics owned by LVMH Group

2014

- Opened Bangkok, Thailand's first ever kombucha brewery as recognized in BK Magazine
- Vendor at Thailand's first ever Wonderfruit Music Festival

2015

- ELLE DECOR print magazine, Pure Living - Pure Luck Bangkok feature story
  - Cho Why Art Gallery Partnership
  - Soul Bar "Summer Beer" drink partnership
  - Famous Soi Nana Jumble Trail, Bangkok
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## 2016

- Pure Luck California established
- Partnership with Erewon Market Los Angeles
- Wellness Wednesdays at Erewon Venice with Moon Juice, Addictive Wellness
- Partnership with fresh® cosmetics owned by LVMH Group
- Wellness Wednesdays, We Work partnership
- Grassroots Market in Pasadena Meatless Mondays partnership
- Mid-Summer tasting menu, custom flavor with Animamundi Herbals
- Topanga Living Cafe, Los Angeles custom flavor partnership

## 2017

- VIP gift bag insert Eat Drink Vegan event, Los Angeles
- CBD partnership with Sagely Naturals, Dosisit, Moon Juice, Torii Labs, Los Angeles
- First Pure Luck - Kombucha School class held in Thailand
- Named one of the "Top 5 Best" kombucha brands in America by Food & Wine Magazine
- Paid Speakers, Health Society Expo, Bangkok

## 2018

- Partnership with Roots coffee Thailand, International Barista Championship, 3rd place finish
- Lobbied Thai legislature to add "kombucha" as a FDA designation category
- First kombucha brand in Thailand, receive FDA license with "kombucha brewery" designation
- Partnership, fresh® cosmetics owned by LVMH Group, custom label, marketing collaboration
- Paid TV appearance on Channel 3, Bangkok
- Pure Luck - Kombucha School established in Bangkok, Thailand
- Trained Head Chef of 5 Star Anantara Kihavah Resort in Maldives
- Farm to Ferment partnership with Rai Ruen Ram organic farm in Chiang Rai, Thailand
- Named number one "Healthy Drink Spot in Bangkok" by Lifestyle Asia
- Feature invitation, Thailand's largest food expo, newsprint recognition over 100,000 attendees
- Tasting menu collaboration with Park Hyatt Bangkok
- Partnership with Porsche Asia
- Tasting menu collaboration, HSBC bank, for High Net Worth individuals at St. Regis Bangkok
- Thai Airways inflight magazine feature
- Wonderfruit Music Festival collaboration, workshop and lecture

## 2019

- Tasting menu collaboration, One Michelin Starred Gaggan Anand, Bangkok Thailand
- Opened San Francisco, California location
- Partnership with FENDI, custom label and marketing collaboration

## 2020 - Present

- Due to COVID19 we were forced to shut down our California brewery operations and partnership opportunities. Pure Luck Bangkok and Kombucha School are still operational and running at reduced capacity with no events or collaborations to report. In 2022 our Bangkok location celebrated it's 8th year of operations and the Pure Luck brand celebrated 14 years in existence.

# Pure Luck® Creative

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Brett Casper

Visual Arts, Photography - [brettcasper.com](http://brettcasper.com) - [info@brettcasper.com](mailto:info@brettcasper.com)

## BRETT CASPER PHOTOGRAPHER // DIRECTOR

Still & video for advertising, travel, beauty, events, music, portraiture and lifestyle

## SELECT PHOTOGRAPHY CLIENTS // PUBLICATIONS

Armand de Brignac, Beefeater Gin, Blackbook Magazine, Bloom Cosmetics, Brooklyn Brewery, Columbia University, ELLE (Italy), G-Star, Housing Works, Il Nuovo (Cover), IFAW, Johnnie Walker, Kmart, Lloyd's of London, Nickelodeon, New York Magazine, Old Navy (Campaign), RADAR Magazine, Soni and Cindy, Time Out NY, Total Entertainment, Tokyo Junshin Women's College, Vogue (Germany), YMCA

## SELECT MUSIC // CELEBRITY PHOTOGRAPHY

Christian Baha, Garrett Oliver, Oliver Stone, Prince Andrew Duke of York, Warren Buffet, The Beatnuts, Hot Chip, Mary J Blige, The Japanese Pop Stars, Jeru the Damaja, N.E.R.D., Ne-Yo, Nick Jonas, Shaka Kahn, Wyclef Jean

## NOTABLE PHOTOGRAPHERS ASSISTED (NYC)

Ruven Afanador, Nadav Kandar, Katharina Bosse, Jon Ragel, Kyoko Hamada

## TITLES HELD 1999- 2011

### TBWA/CHIAT/DAY SENIOR RETOUCHER

Still life, people and comping for multi-million dollar, pitches, branding and advertising campaigns

### EUROSTAR RSCG //BLUESTAR SENIOR RETOUCHER - [www.havascreative.com](http://www.havascreative.com)

Pharmaceutical retouching and comping for multi-million dollar branding and advertising campaigns

### LLOYD & CO. SENIOR RETOUCHER - [www.lloydandco.com](http://www.lloydandco.com)

Swiftly and effectively photograph, composite, retouch and manipulate hi-end branding images for fashion, beauty and product pitches for clients like Bottega Veneta, Boucheron, Estee Lauder, Gucci, Oscar de la Renta, Sephora, Tom Ford, Yves Saint Laurent, Y-3

### D-TOUCH NYC // PARIS RETOUCHER - [www.dtouchnyc.com](http://www.dtouchnyc.com)

Highly stylized post-production; fashion, beauty & products for worldwide advertising, packaging and editorial print for clients like Wella (Worldwide Packaging // Campaign) & Pantene (Worldwide Packaging & Campaign)

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RR DONNELLEY RETOUCHING MANAGER - [www.studiow26.com](http://www.studiow26.com)

Responsible for client management, Q&A, delivery, billing, and management of a team of eight retouchers. Retouching daily 10 to 100+ images for web, print and advertising for multiple clients consecutively. Some clients included Ralph Lauren, Tory Burch, Saks 5th Avenue

JON RAGEL STUDIO MANAGER - [www.jonragel.com](http://www.jonragel.com)

Manage all aspects of a professional photography studio with business in excess of 1 million USD per year. Billing, production, digital production, equipment R&D, retouching, assiting, portfolio production & tracking maintenance & image handling

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