KESSA STYLE – Artist Biography

As of October 2026

Kessa Style is the international music and lifestyle brand of Kerstin Häfner-Holle, bringing together music, fashion, femininity and visual creativity in a distinctive artistic world. Born out of a passion for aesthetics, emotion and individuality, Kessa Style stands for contemporary music with character, sophisticated visual presentations and creative expression.

Songs released under the Kessa Style Records music label tell stories and evoke emotions – from heartfelt ballads and modern waltzes to international pop, dance and energetic party music.

Music with Personality and International Appeal

Through her original lyrics and artistically developed compositions, Kerstin Häfner-Holle gives each production a personal signature. Her music explores joie de vivre, love, self-confidence, longing and the courage to follow one's own path.

Kessa Style brings together different musical genres, cultural influences and languages. Songs in German, English, Italian, Croatian, Thai, Hawaiian and French reflect the brand's international outlook.

Its artistic identity remains distinctive: feminine, emotional, elegant and full of joie de vivre.

Creativity Meets Modern AI Technology

The deliberate use of modern artificial intelligence is an important part of the creative process.

AI-assisted tools broaden the possibilities for music production, visual design and the creation of music videos. They open up new creative perspectives and help bring ambitious artistic ideas to life.

At the heart of this process are Kerstin Häfner-Holle's ideas, lyrics, creative decisions and distinctive artistic vision.

Technology is the tool – the artistic vision remains human.

Music Videos, Fashion and Visual Experiences

At Kessa Style, music is more than sound. Through movement, fashion, imagery and visual storytelling, it becomes an immersive experience.

Music videos, shorts and creative film productions combine the messages of the songs with a distinctive aesthetic. Traditional photography, digital design and AI-assisted image and video technologies complement one another.

Fashion and lifestyle are not merely accessories; they are essential elements of the brand's identity. They give music a visible expression and connect artistic creativity with personal style.

Creative Music and Advertising Productions for Businesses

Under the Kessa Style umbrella brand, Kessa Style Business Production develops individual music and media productions for businesses of every size, brands and advertising campaigns.

Its focus includes bespoke advertising songs, musical brand messages, jingles, creative music videos and audiovisual advertising formats designed to give businesses an emotional and recognizable identity.

The combination of original lyrical concepts, musical creativity, modern AI-assisted production and visual design offers diverse opportunities for brand communication, product presentations and social media campaigns.

From the initial creative idea and musical concept through to visual execution, Kessa Style takes an integrated approach.

The aim: advertising that is not only seen and heard, but also evokes emotion and stays in people's minds.

A Brand with Character and Personality

Kessa Style stands for sophistication, creativity, emotion and individuality.

Femininity is not merely portrayed here; it is confidently lived as an expression of personality, elegance and joie de vivre.

Every production bears Kerstin Häfner-Holle's creative signature. Music, fashion and visual design together form the DNA of a brand that combines traditional values with modern technologies and contemporary aesthetics.

From emotional love songs to international pop, from elegant fashion to imaginative music videos, Kessa Style creates a multifaceted artistic world with a recognizable identity.

Kessa Style – Emotion. Style. Class.

Sound becomes Style – Style becomes Sound.