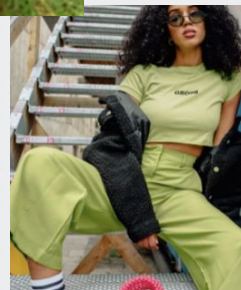
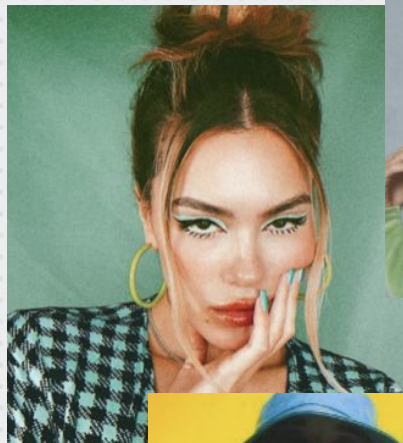


Girlfriend Creative

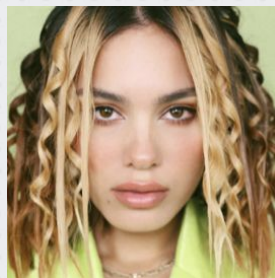
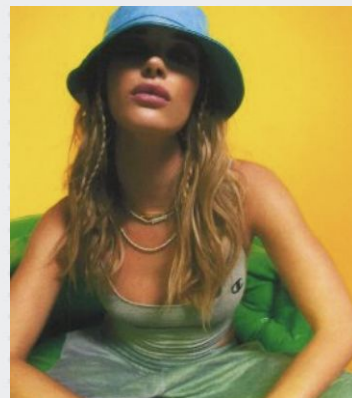
X Jess Meyer

General moodboard



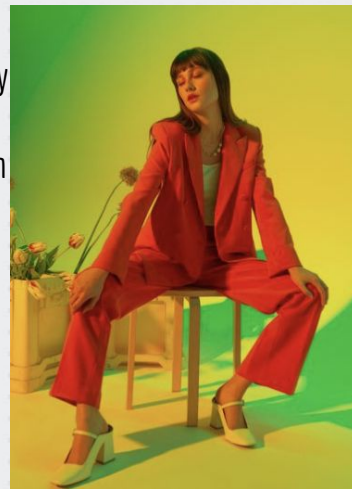
GF
Creat
we.

Press Shot Concepts // edit 1



retro green fairy

This first concept is inspired by pastel retro colours, daylight and 90's style and vibe. Shot in a studio setting with different colour backdrops. We aim to get portrait shots as well as full body with the addition of some props.



Press Shot Concepts // edit 2



Flower shop

Edit 2 is going to be a little more playful with the use of different props like flowers, jewellery, fruits and vintage furniture in order to create a retro 'set' and vibe



Press Shot Concepts // edit 3



Kitchen vibes

Edit 4 will be a relaxed setup
in an old/vintage kitchen
decorated with props (flowers,
old phone, cereal boxes)

Press Shot Concepts //edit 4



Outdoor

Edit 4 is going to be focused on the outdoors places around in hackney marshes, blue skies and green around us, with the use of mesh and dust sheets

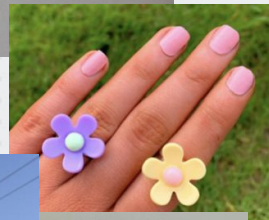
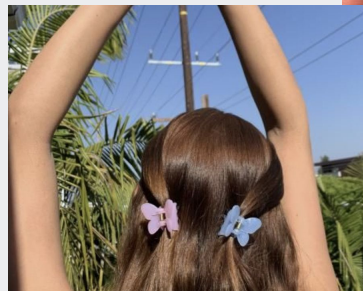
Casual Content



Everyday



Details



GF
Creat
we.