

MONOGEM

Creative Direction

Feeling Myself

By laurie TB

SET 1
VISUAL CONCEPT

COLD SET / WATER
BLEU & GOLD
REFLECTIVE FLOOR FOR A WATER FEEL





ACTION / SHOTS

"FLOW"

SLOW MOTION MOVEMENT + CAMERA MOVEMENT

SLOW MOVEMENT

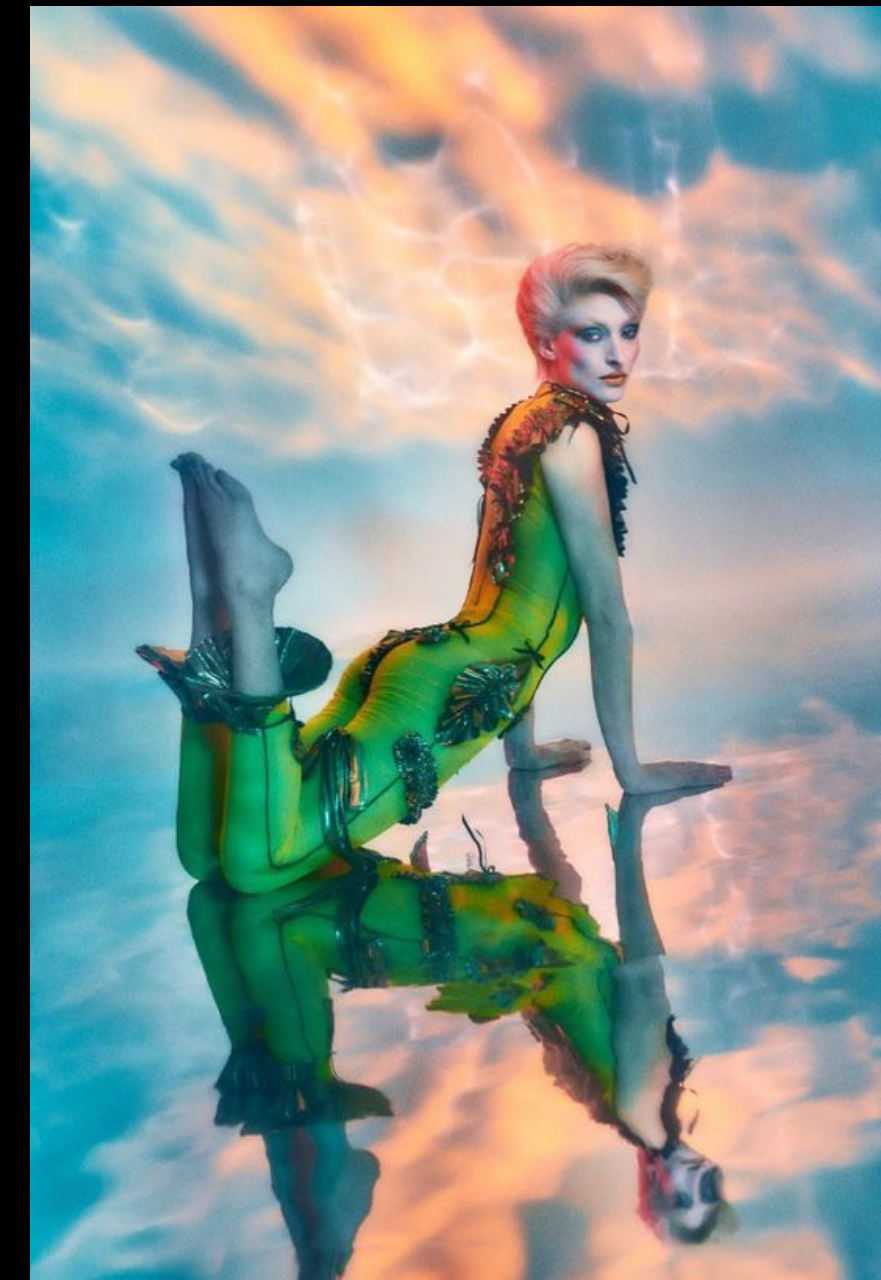
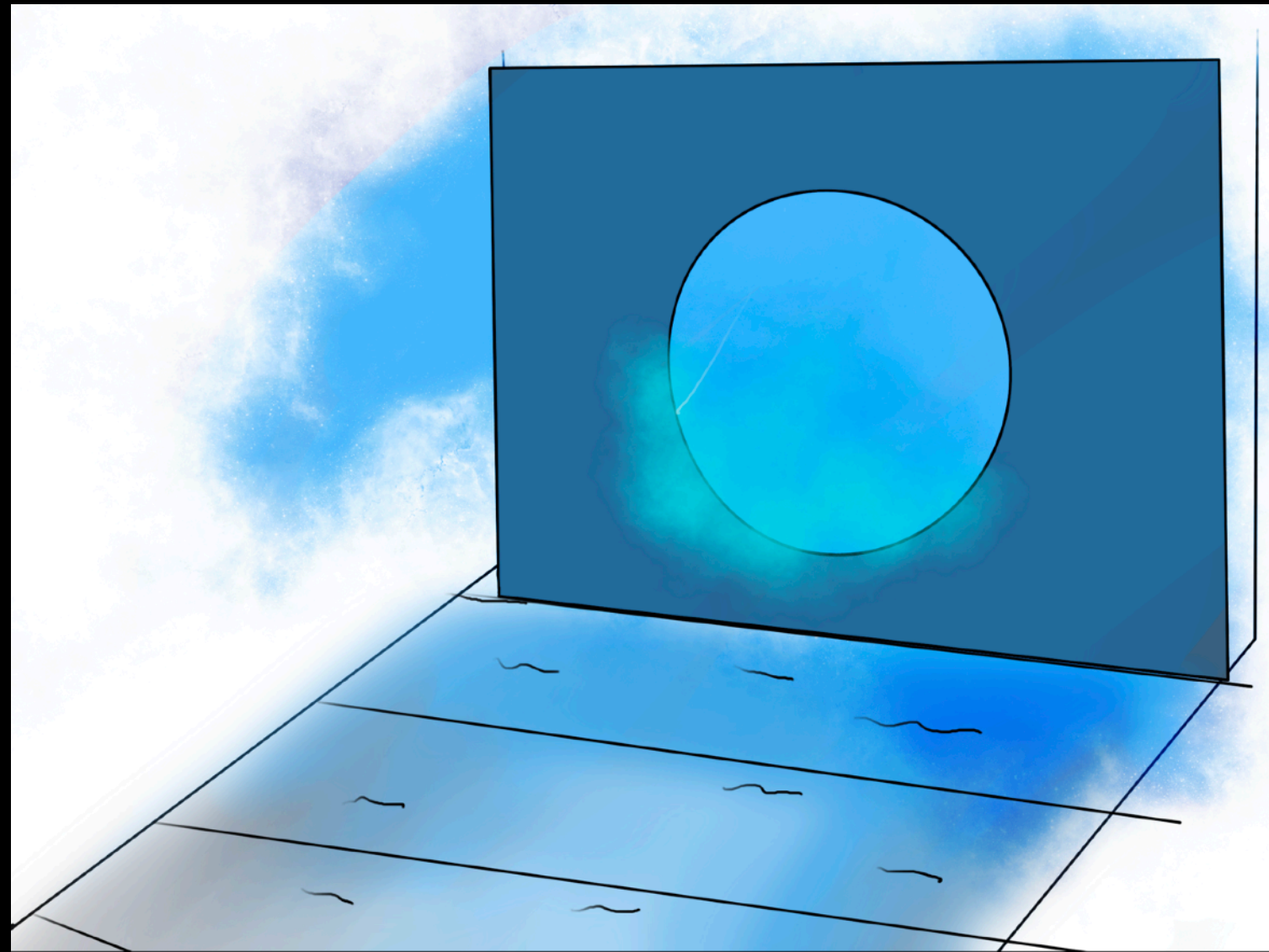


ACTION / SHOTS



REFLECTIVE FLOOR – CLOSE UP

SET DESIGN



2M ROUND HOLE IN THE BACKGROUND
WARM LIGHT * SMOKE BEHIND

↑
CUT OUT IN PAPER
BACKGROUND

REFLECTIVE FLOOR

↑
USE REFLECTIVE
WINDOW PAPER ROLL

LOOK 1 STYLING



BLUE OUTFIT – FABRIC HEAVY



HAT (FOR SOME SHOT ONLY)
WITH SHINY FRINGE

SET 2
VISUAL CONCEPT

WARM SET / FIRE
RED & ORANGE / GOLD
OPPOSITE OF THE COLD SET



ACTION / SHOTS

"STATUE"
"CALM"



RED FABRIC PODIUM

PODIUM

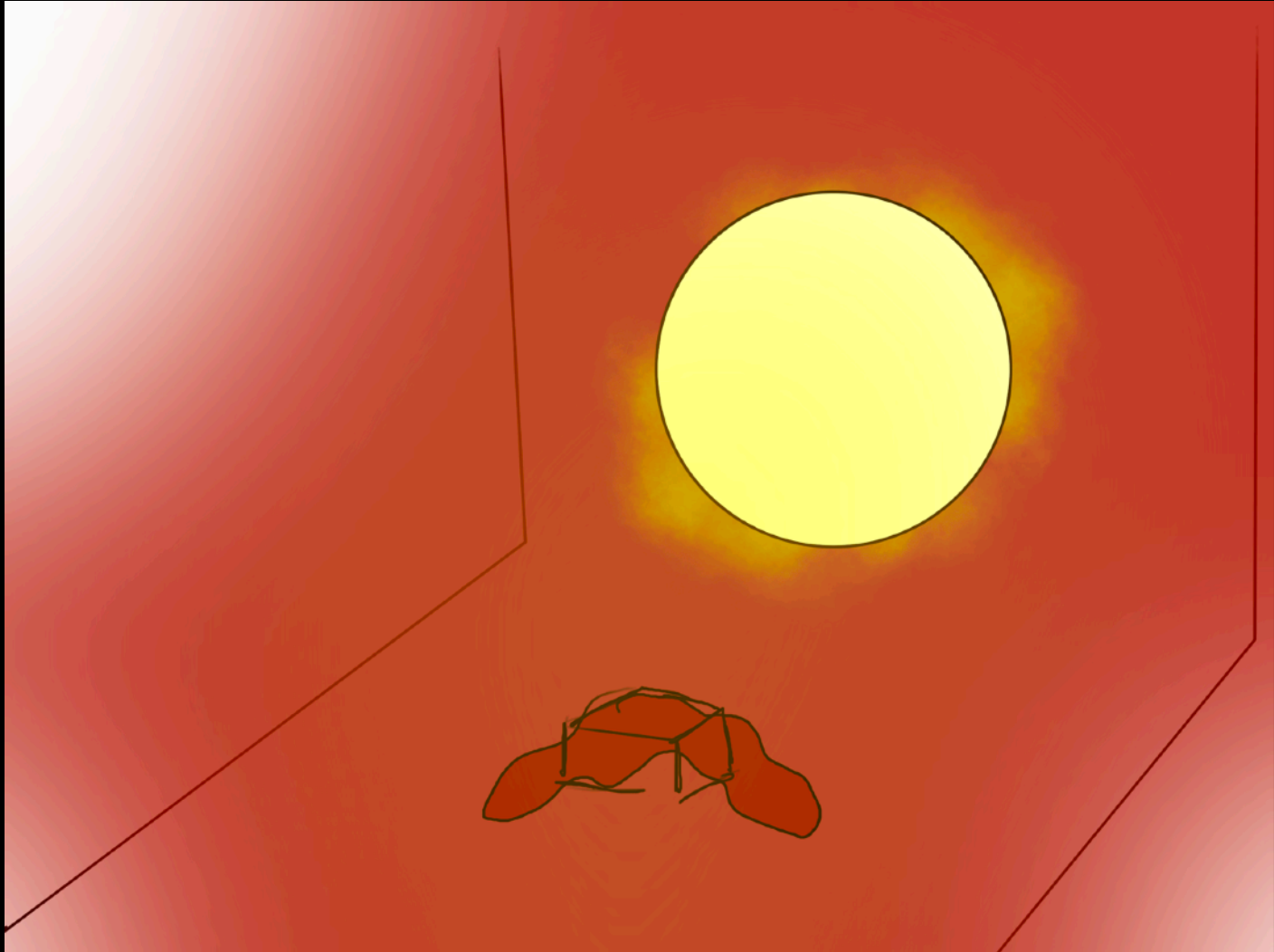
OR

MODERN CHAIRS

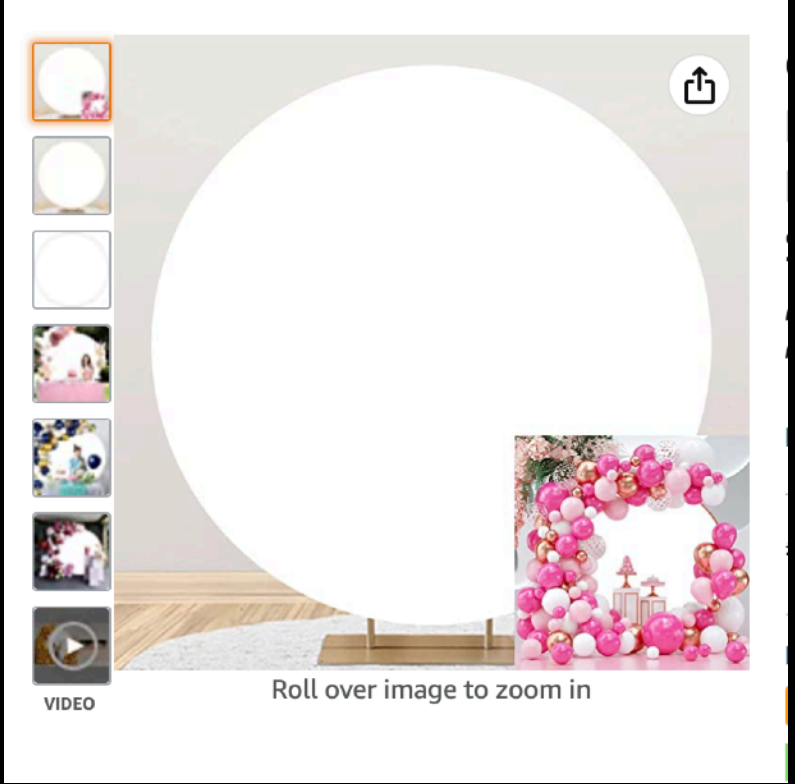


SLOW ARM & UPPER BODY MOVEMENT

SET DESIGN



2M CERCLE STAND + COVER



SMALL PODIUM
(WOOD BOX COVER WITH FABRIC)

CENTRAL CERCLE WIT LIGHT & SMOKE COMING FROM BEHIND



↑
SAME LIGHT PLACEMENT AS WATER SET
ADD CIRCLE + CHANGE LIGHT COLOR

LOOK 2 STYLING



RED SUIT + FABRIC HERO PIECE (ON HEAD OR OVER THE SHOULDERS)

SET 3
VISUAL CONCEPT

SILVER & BLUE
SHINY
ULTRA FEMININE SET





SLOW MOVEMENT



SHOT THROUGH FLOWERS

ACTION / SHOTS



360 CAMERA MOVEMENT



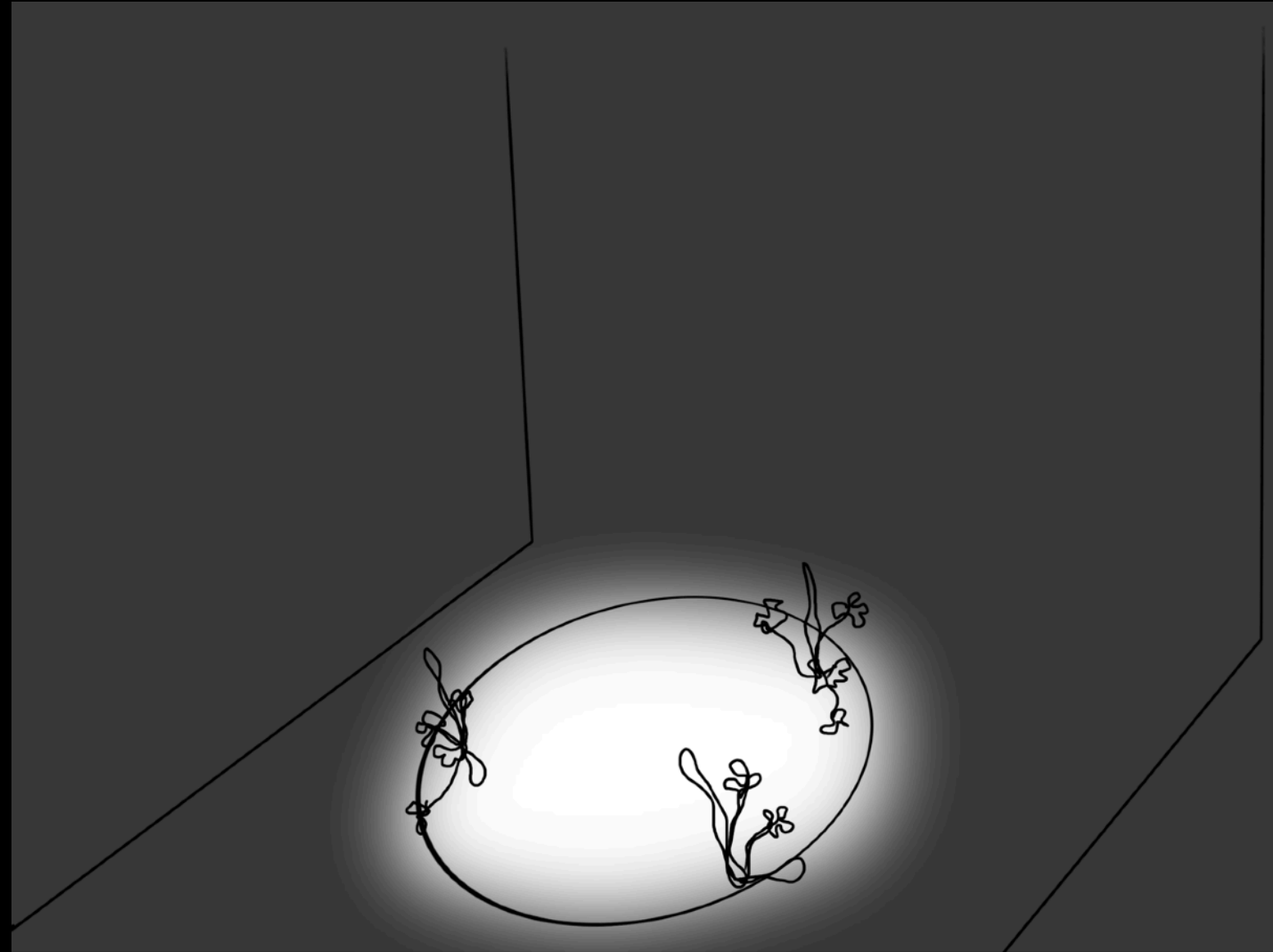
ACTION / SHOTS



TRANSITION INTO THE WARM
GOLDEN LIT SMOKE SLOWLY APPEAR



SET DESIGN



SPOTLIGHT COMING FROM OVER HEAD



4 POINT STAR LENS

Agnes - 24 Hours





SET DESIGN

FLOWAL ARRANGEMENT

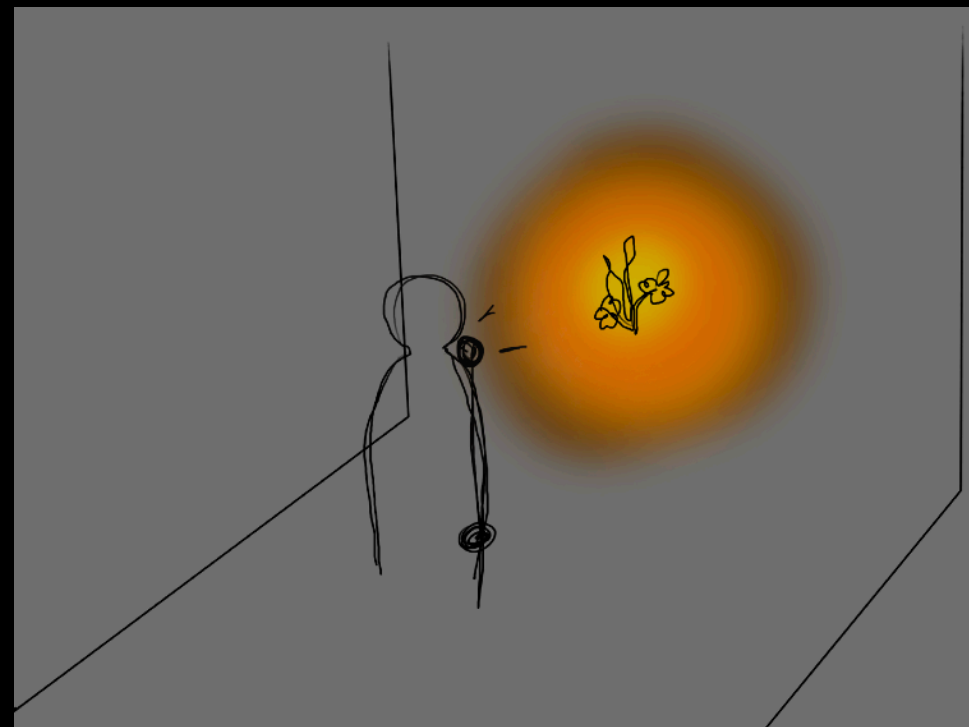
MINIMAL LOOK
3 BOWL WITH DIFFERENT
ARRANGEMENT



LOOK 3 STYLING

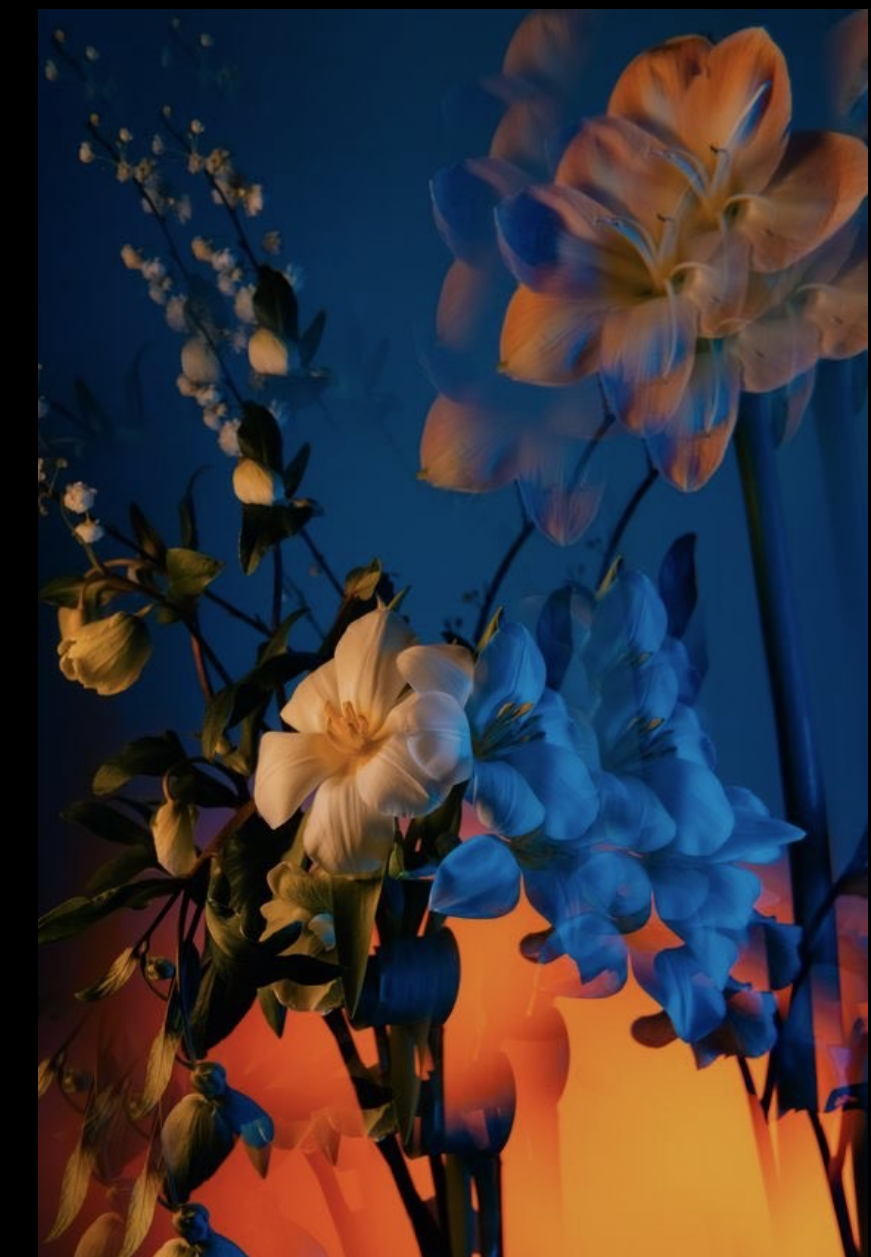


SHINY LOOK + STATEMENT JEWELLERY

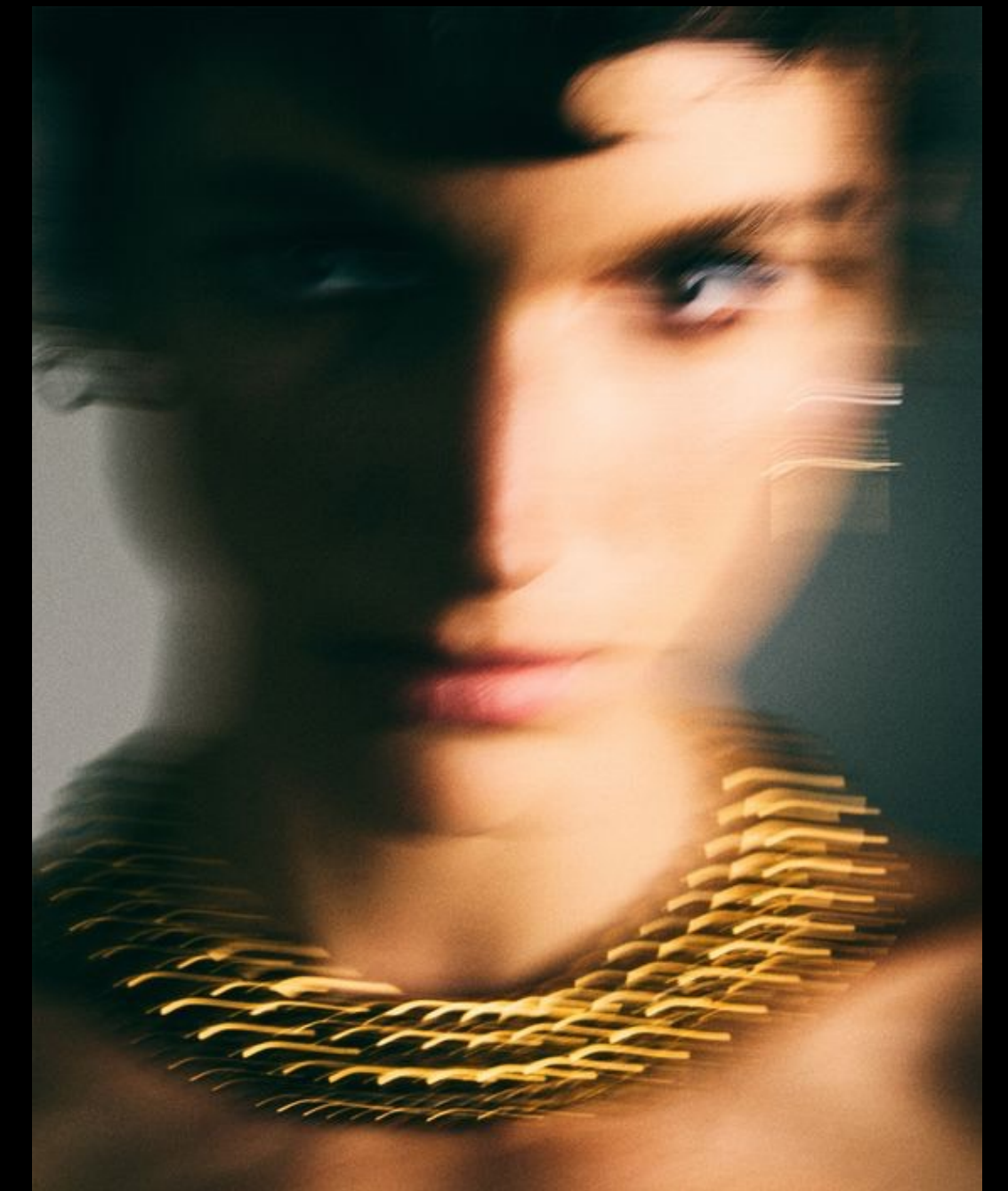
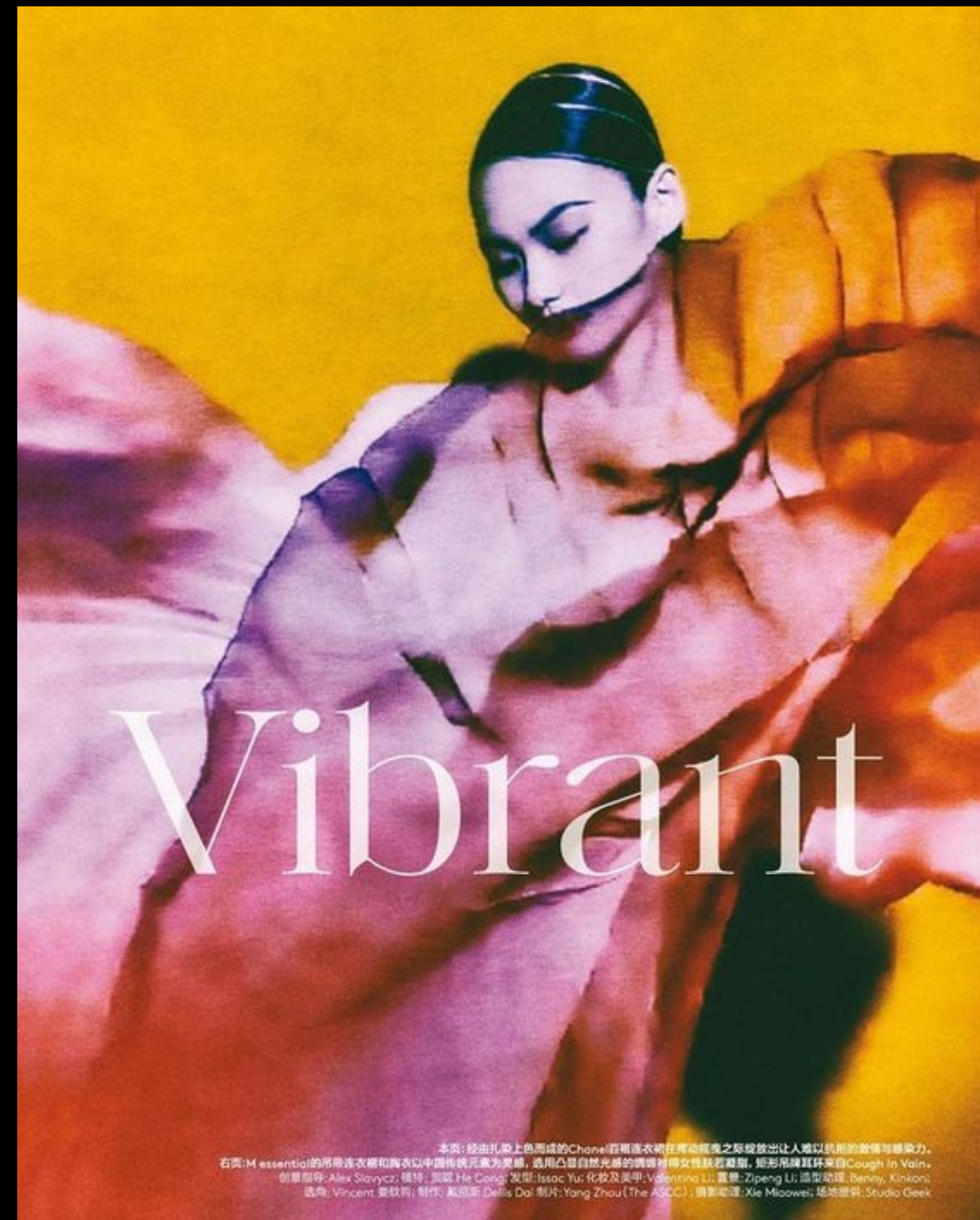


B ROLL

MIX OF COLD & WARM COLOUR
BLUE VS ORANGE
SILHOUETTE AND FLOWER

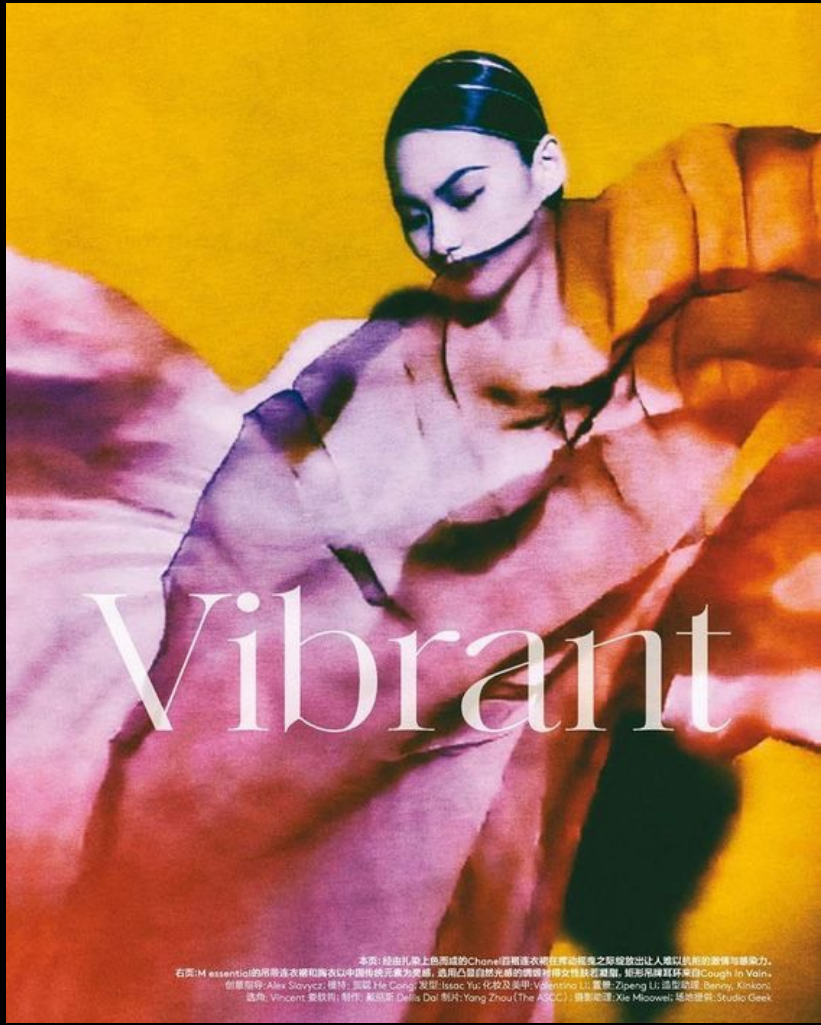


ARTWORK & PROMOTION



B ROLL – TO BE USE IN MAIN PROMOTIONAL ASSETS

ARTWORK OPTION A



FABRIC MOVEMENT
GRAINY & VIBRANT TREATMENT



CLOSE UP FACE

ARTWORK OPTION B



GLAM CLOSE UP WITH FLOWER
GRAINY & VIBRANT TREATMENT

FONT

