

LEGZDINA EP

CONTENT SHOOT

Aesthetic Direction & References

Latvian & East European Mythology

Integrate subtle cultural symbolism to ground LEGZDINA's persona in something mysterious yet rooted in her heritage.

East London Club Kids Vibes

Fuse elements of underground fashion and street styles to give the campaign a contemporary, gritty edge. Think Vice magazine!

Mob Wife Aesthetic

High-end, luxurious visuals with power, confidence, and opulence. Incorporate fur coats, gold accents, and dangerous femme fatale energy to bring intensity to her persona. Think Winter Latina!

Witch Archetype

LEGZDINA is portrayed as a modern-day sorceress—seductive, powerful, and in control of her narrative. This identity is less about literal magic and more about symbolic power, ritualistic movements, and allure. Think Marina Abramovic!

Tone

Gritty, alluring, mysterious, but with a sharp edge of luxury and rebellion. It should feel like a mix of underground and high fashion, blending old-world myths, post soviet tones and futuristic club aesthetics.

Colour Code

Red, White, all the shades of grey



Look 1 - fingerless gloves & sunglasses, long nails
Look 2 - black corset & skirt, maybe a black hood as well

THEY WANT MORE

Love the idea of look 2 flicking between indoor and outdoor spaces and being more static and stoic verses the fingerless glove one being more energetic with my hands all up in the shots.

[AUDIO HERE](#)

REFERENCES

<https://www.instagram.com/p/DATxUJNNdOL/> - not the studio setting but the sexy style

<https://www.instagram.com/p/DAHSbnkvFQz/> - It's aggy and dynamic and I love this one cause it's super weird



They Want More

- **Theme:** Call to Arms, dark feminine energy, Goddess of War. Performance shots with drums Back of the club, rehearsal room, getting prepared for the show. .





ICING ON THE CAKE

Legzdina merch top, pants and socks.

At home in home wear - in bed after the rave

White shorts + white long top

Location tbc, bedroom - sultry, sexy, fuzzy focus, almost dream like

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Icing On The Cake

Icing on the Cake

- **Theme:** Inside, light lit, petra collins photography style, blurre focus.
- **Styling:** All white, maybe bits of white furr.
- **Location:** bedroom, soft & alluring colours, dream like state





I have this red dress with the laced up sides on the left, it's by a latvian designer and she's super cool and wants to make women wear more sensual clothing day to day. Would be cool to shoot this in a contradicting environment. Like a dive bar or something like a supermarket.

BITTER TRUTH

REFERENCES

Dark, outdoor; forest/ park / alleyway - haunted & powerful

<https://www.instagram.com/p/DAWJQxCNVgC/> - I like how she's quite static in it but the background is moving.

AUDIO HERE



Bitter Truth

Bitter Truth



- **Theme:** Dark, introspective, and dramatic. Show LEGZDINA alone, facing her reflection, in mirrors or dark, candlelit spaces. Incorporate runic symbols, hinting at the mythology without being overt.
- **Content:** A series of slow-motion videos of LEGZDINA contemplating in a dark forest or urban alleyway, looking haunted but powerful. Use shadow play, intense lighting, and emotionally raw moments where LEGZDINA is at a party but seems separate or not interacting as per Fiona Apple video.





All white outfits like the cover shoot, white lace tights which I have and a big furry white coat, white skirt.

This could be cool on the busy streets so there's the whole 'come roll with me' vibe about it. As in there motion etc etc. Possible mix of day & night footage - outdoor in the streets, outdoor with great views.

COME ROLL WITH ME

References:

<https://www.instagram.com/p/DAOekjIJNyt/>

<https://www.instagram.com/p/DATwEHZRKyN/> - the energy & camera play

Looking for hustle and bustle!

AUDIO HERE



Come Roll With Me

Come Roll With Me

- **Theme:** Laid-back yet powerful. Focus on urban movement—LEGZDINA rolling through gritty streets or sleek high-end spaces, merging street culture with opulence.
- **Content:** Short videos where LEGZDINA walks through her city at night, capturing the juxtaposition between casual street style and her larger-than-life presence. Transitions between intimate moments and grand, cinematic shots.
- Fast paced cuts to emulate the feel of a high-energy underground rave, paired with opulent, slow-motion shots of her style.

