Hayley Morris

CASE STUDY 07

MERCH SHOOT DIRECTION

Every side of Hayley

Shoot direction for a creator's merchandise range: palette, posing, setting, product and video.

STUDIO

Marcelle Adrianna Studio

SCOPE

Stills · Product · Video

STATUS

[Shot or proposed?]



SET REFERENCE

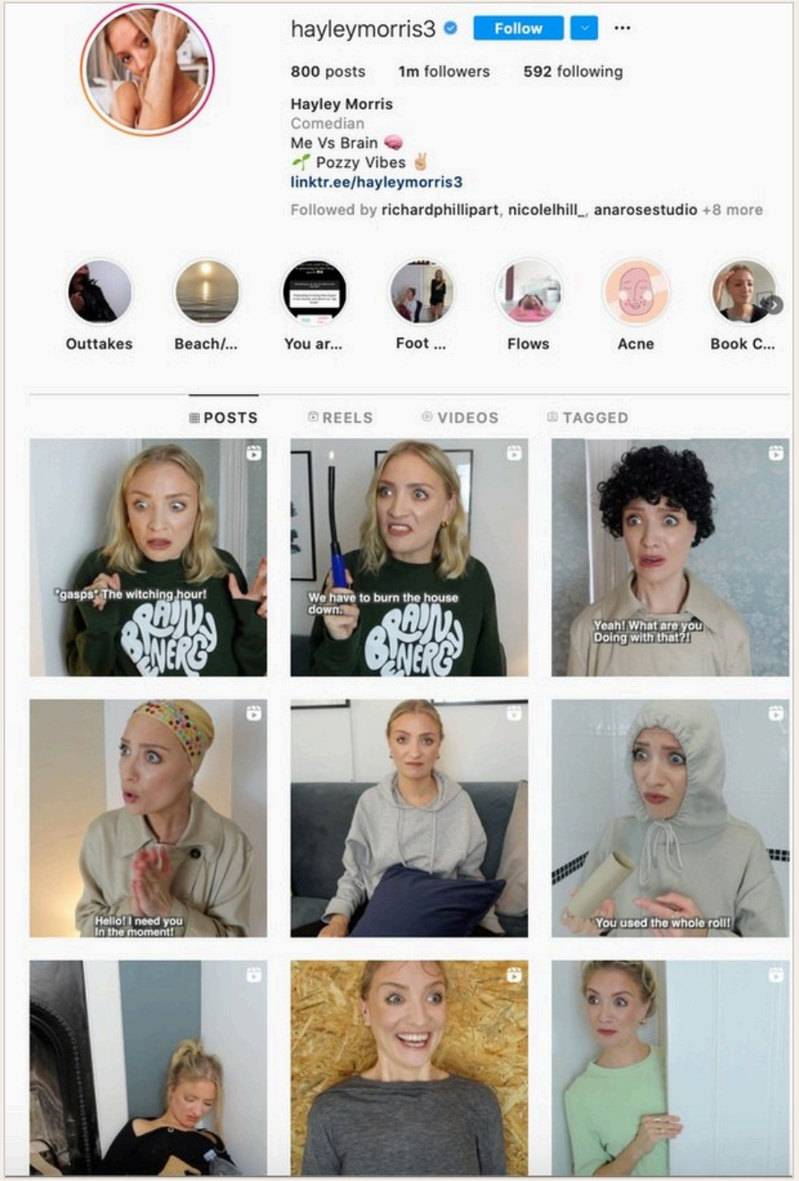
OVERVIEW

Playful, warm and unmistakably her.

Fun posing and changing moods for the characters Hayley plays

Soft neutrals with pops of the merch colours

A lifestyle setting for a more personal look



HER FEED TODAY: THE LOOK TO FIT INTO

COLOUR PALETTE

Neutral for product. Green for life.

Neutral backdrop
E-commerce and product



Deep green backdrop
Lifestyle shots



Both sit naturally beside Hayley's current social feed. Reference imagery.

Soft knits, real laughs, easy poses.

MOODBOARD










POSING

Big shapes, mid-move.

Stretches, jumps and sideways glances, so each frame shows a different character.

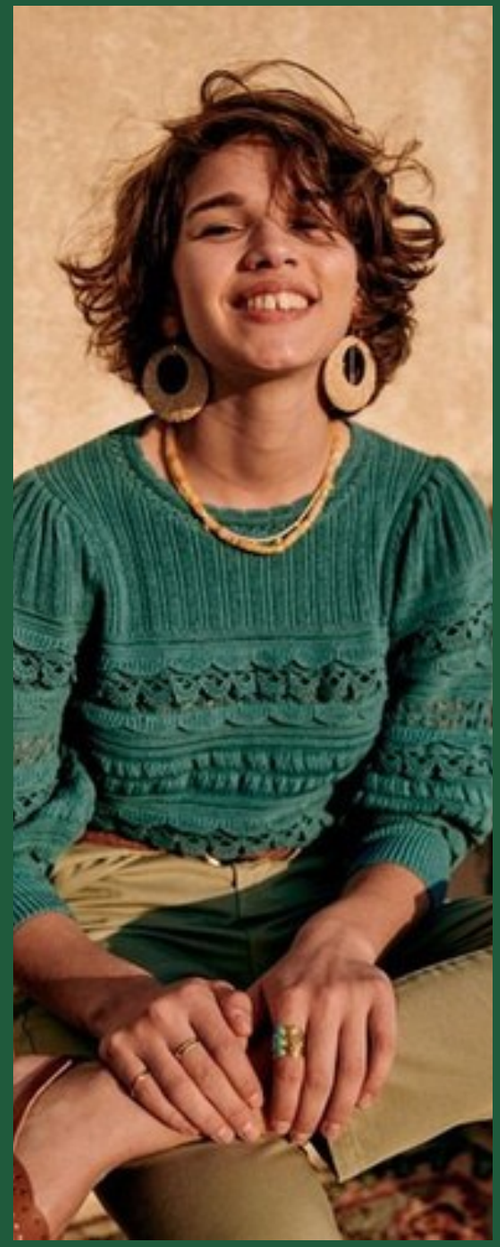












LIFESTYLE SETTING

A home, not a studio.

Warm rooms, wood and leather give the merch a personal setting beyond the plain backdrop.

PRODUCT

Front, back and detail. Every piece.

Flat lays on the neutral backdrop, with texture close-ups for the shop.



Front shot
[your image]

Back shot
[your image]



VIDEO

Shot like a home video. Cut like a launch.

A slight VHS look to match the retro merch. The product leads, while Hayley shows a different side in each clip.



Inspiration: Instagram reel

IMAGE GAP

A final shot of Hayley in the merch, if the shoot went ahead.

Hayley Morris

WHAT THIS SHOWS

Directing a personality, not just a product.

Palette, posing, setting and film planned around one creator and her audience.

MARCELLE ADRIANNA

Creative direction

CONTACT

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