JEWELLERY · EDINBURGH · SS22

Gold, skin and the sea

A campaign shoot proposal for a Scottish jewellery brand: location, casting, styling, light and film.

MY ROLE

[Your role]

SCOPE

Stills · Video · Art direction

STATUS

Shoot proposal



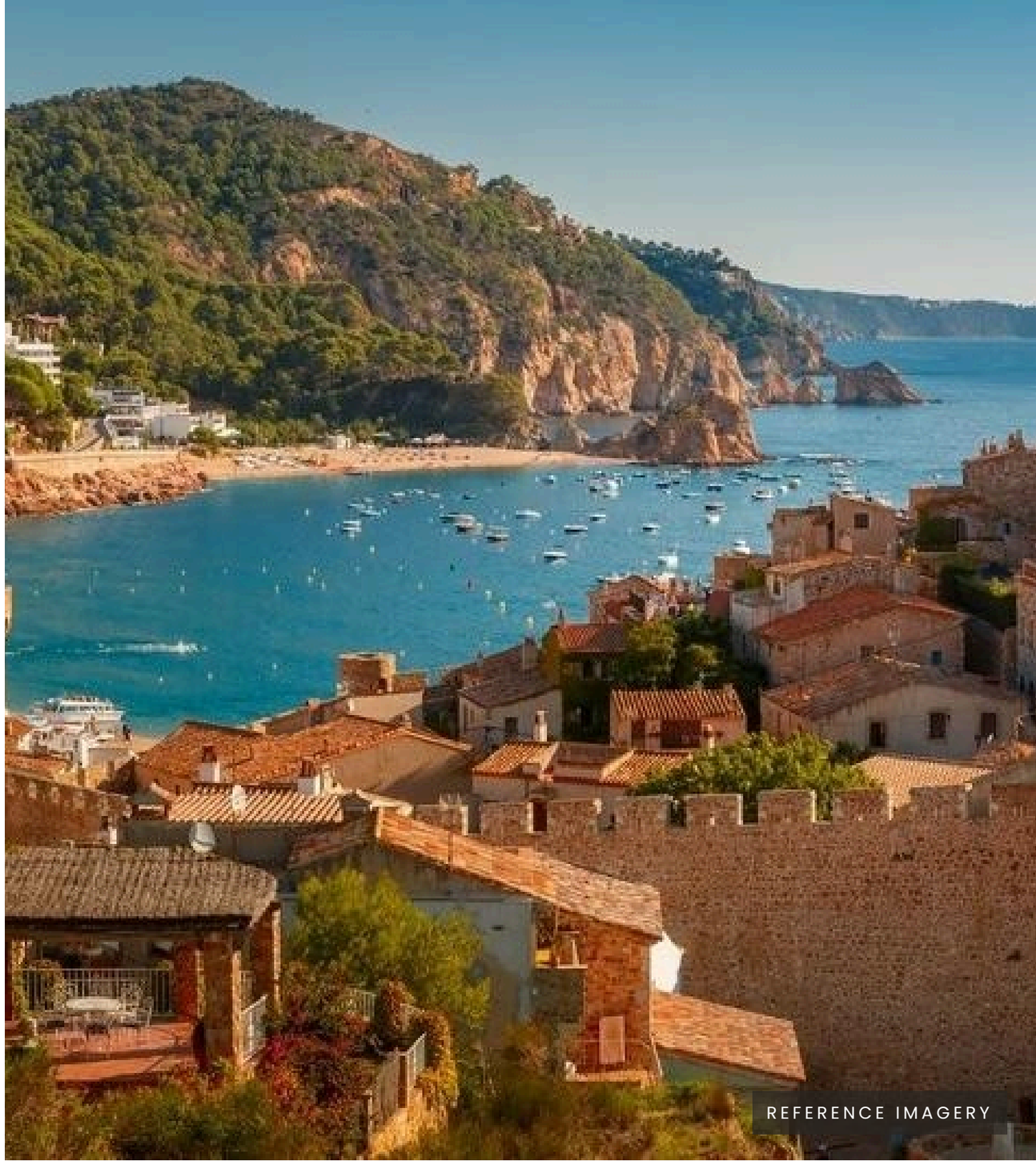
REFERENCE IMAGERY

OVERVIEW

Speak to the women who already wear it. Stop the scroll for the ones who don't.

Photography and video for the season roll-out, shot on the Catalan coast.

STILLS CAMPAIGN FILM SOCIAL

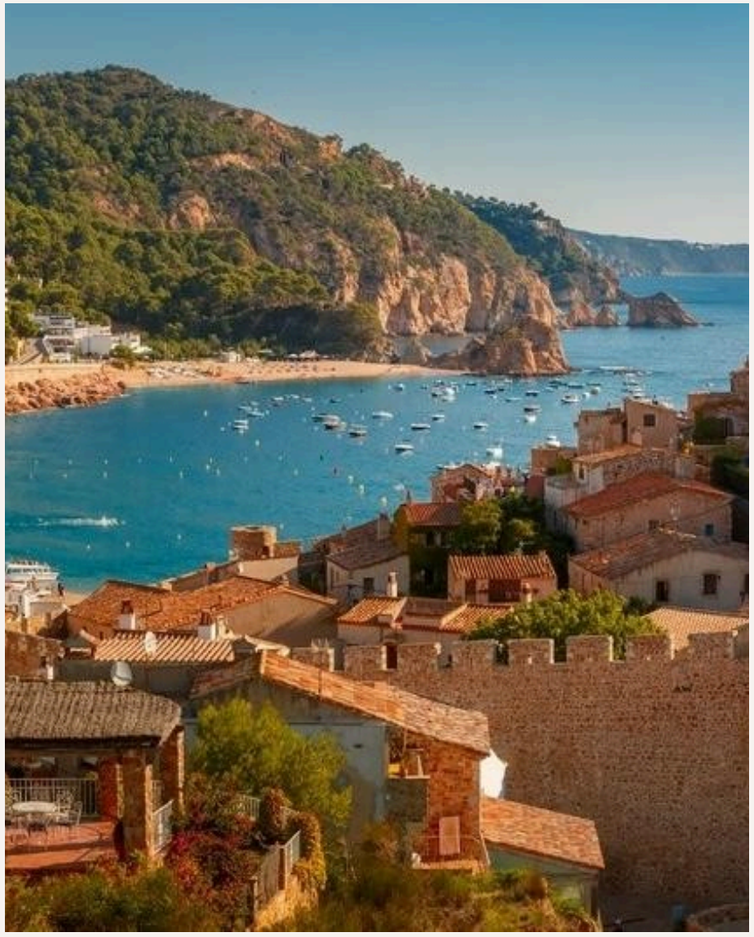


LOCATION

Girona coast, 1.5 hours from Barcelona

Coves, old town and open water, all in one day.





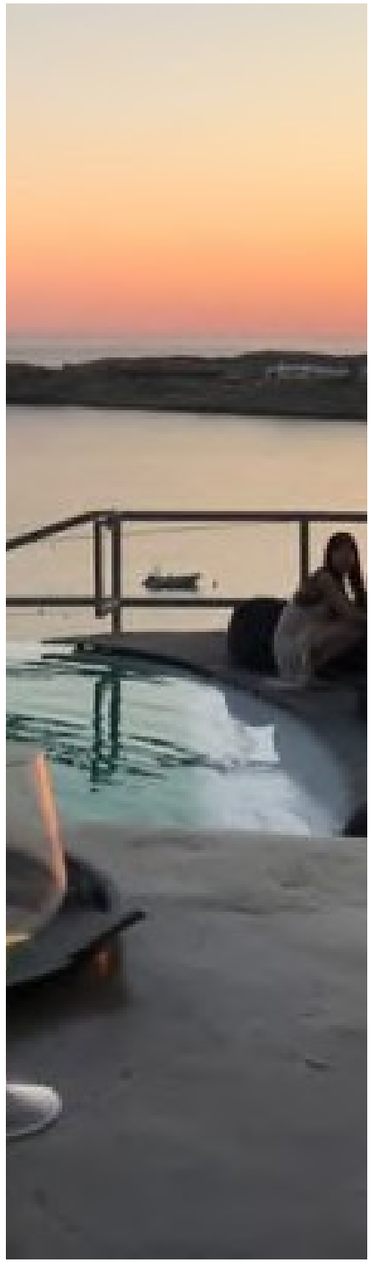


SETS

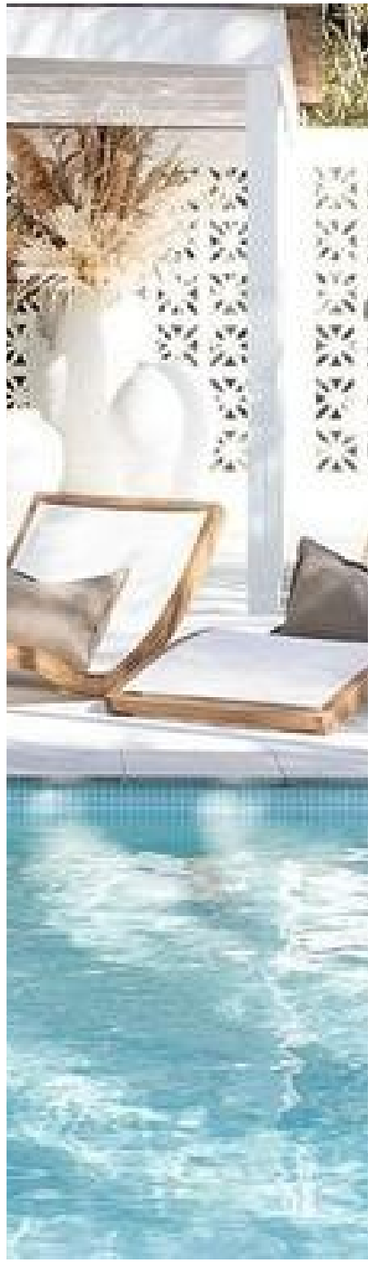
Small scenes of a slow holiday.

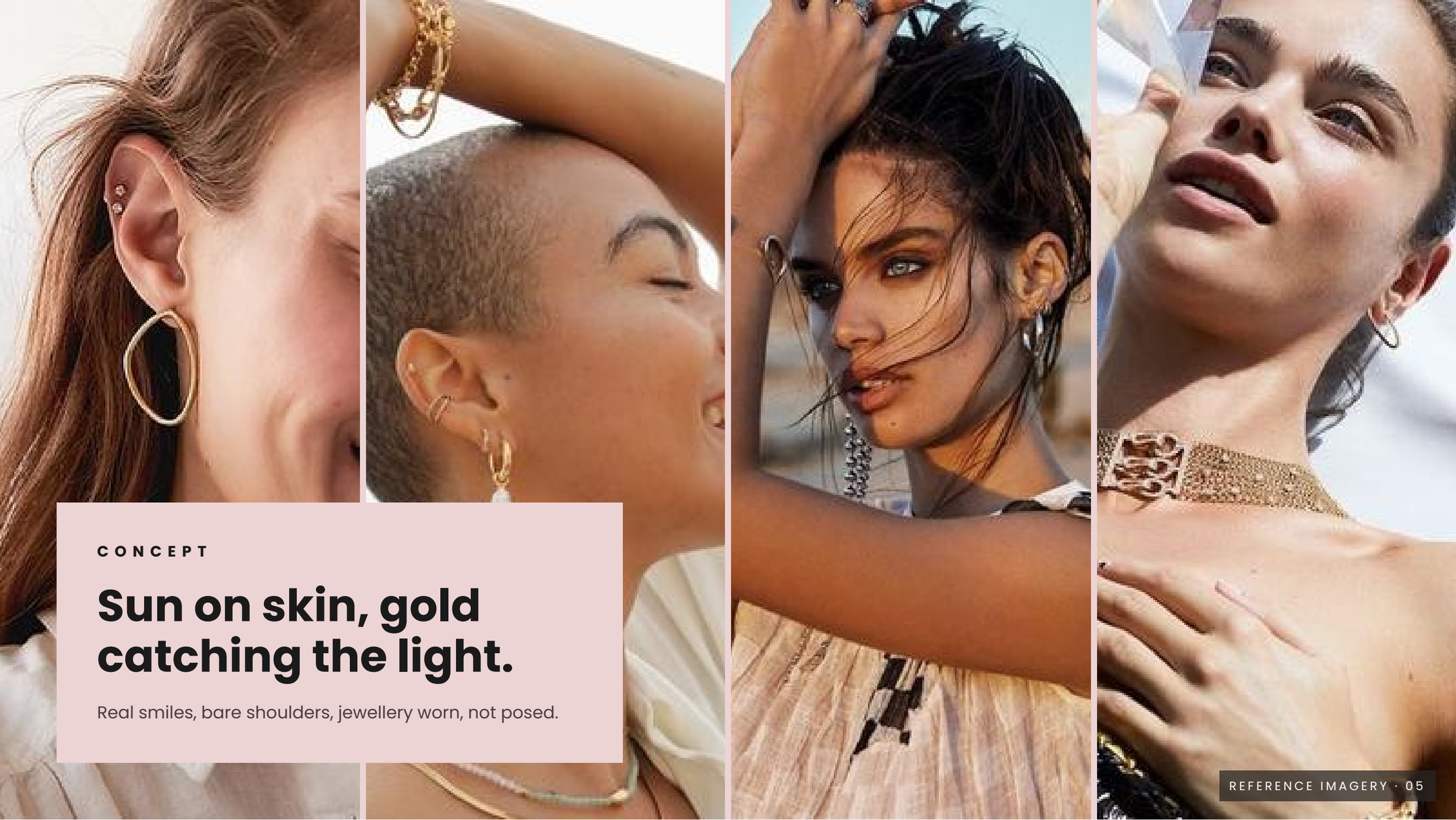
Pool steps, a straw hat, a book on the sand, rosé at sunset. Each set gives ads a different backdrop from one trip.









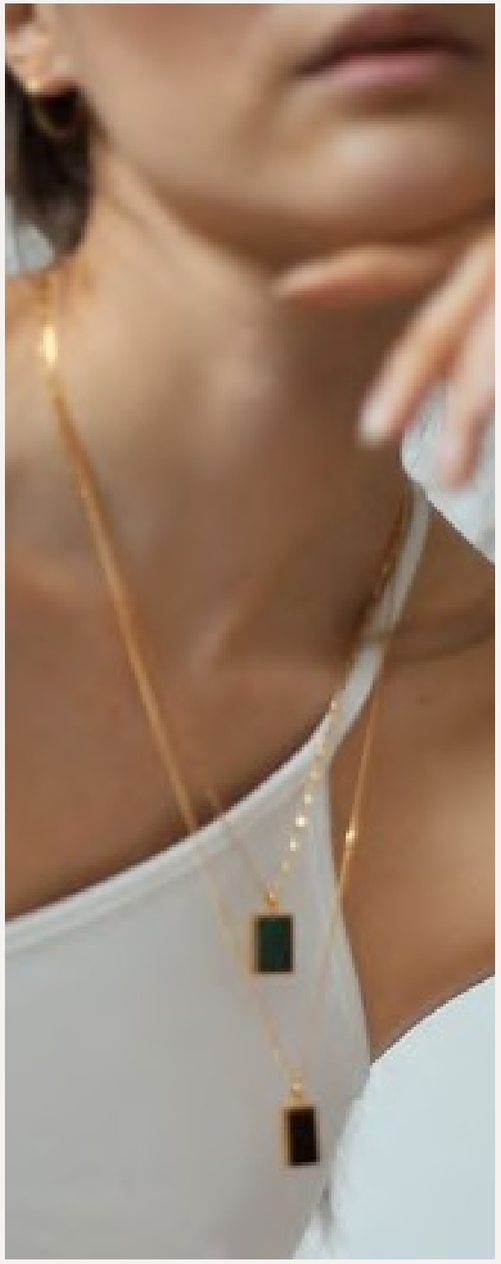


CONCEPT

Sun on skin, gold catching the light.

Real smiles, bare shoulders, jewellery worn, not posed.







MODEL SHOTS

Wide, close, closer.

A range of focal lengths across several locations, held together by one warm grade. An extra product line can slot in on the same day.

PRODUCT SHOTS

Hands, stone, shadow.

Several set-ups from the same locations, so each ad format gets its own frame.









MODEL A



MODEL B

CASTING

Two women, two audiences.

Two models reach two different customers and build on the range of women the brand already features.



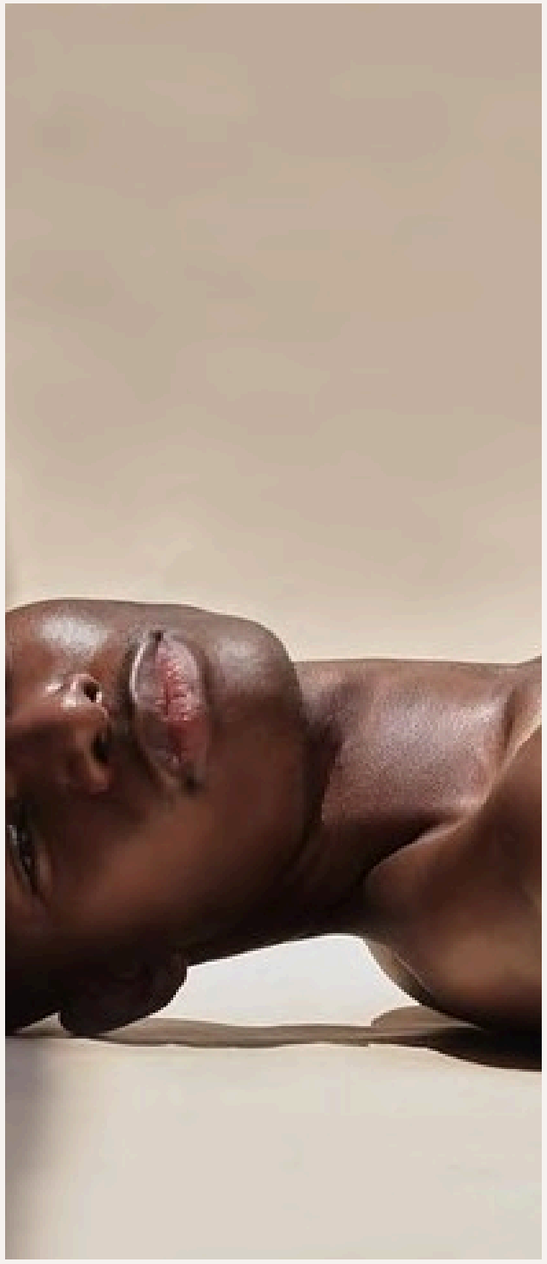




Linen, rust and glowing skin.

Wardrobe · white, sand, rust; necklines left open

Make-up · bronzed, dewy, brows brushed





LIGHT AND POSING

Let the sun do the styling.

Light · natural sun, hard shadow, gold catching it

Posing · hands to face and collarbone, so the jewellery leads

VIDEO

Short, high quality, on brand.

The landscape and locations carry short films in the brand's current tone.

- Campaign film
- Lookbook
- Social teasers



IMAGE GAP

A final campaign image from this shoot, if it went ahead.

LAURA BOND

WHAT THIS SHOWS

A whole shoot, decided before the day.

Location, sets, casting, styling, light and film, briefed in one document a crew can shoot from.

OUTCOME

[Shot or pitched?]

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