

PLUS

FALL 2022 ————— ART DIRECTION



AMAZON FASHION



Fashion for *all*

It's all for you.
The on-trend. The offbeat.
The high-low. The new and the next.
All in your very own closet full of wonders.
Uncovering and discovering. Mixing and matching.
Adding your own unexpected flourish here.
Nailing a just-right detail there.
Finding a \$25 this to go with a \$2,000 that.
All of it curated just for you.

Always on and always open.
Amazon is your valued friend in fashion.
Giving you that just-right recommendation.
Finding you that stitch-perfect fit.
From comfy socks to high-end evening wear.
So no matter the occasion, time of day, or moment,
Every time you look in the mirror,
You feel like the very best version of yourself.

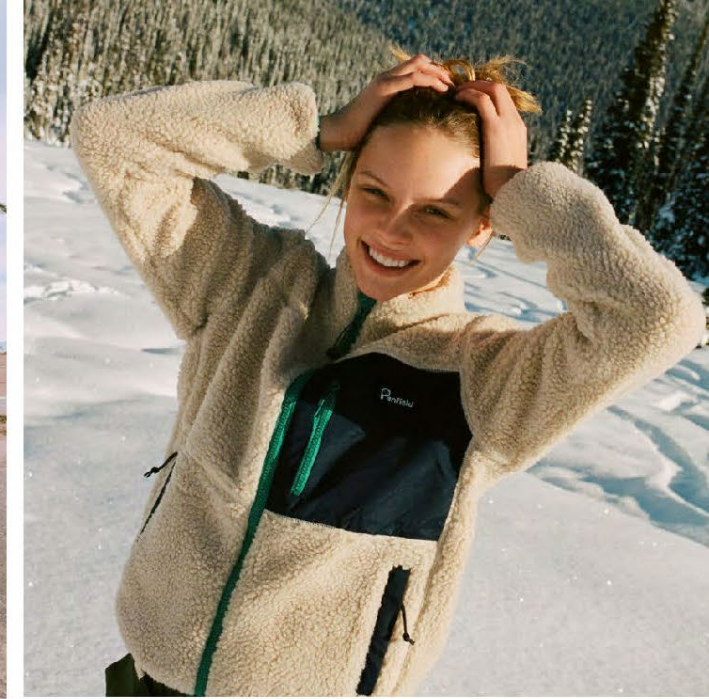
This is style made simple.
Shopping made joyful.
Fashion made personal.
Fashion for *all*.



In *environment*

Locations act as a canvas, setting the stage to build a visual narrative for our product. Environmental shots capture the **essence of an idea** or a trend, highlighting product in an **editorial** way to immediately **engage** the customer.

While the inherent qualities of a location — light, texture, terrain — should stand out, the shot should have enough negative space and natural contrast to allow the product to shine. Our locations are versatile and varied, representing a reality that is aspirational yet attainable.



VISUAL EXPRESSION

In environment *on figure*



1 SHOW OFF YOUR ASSETS

Direct the talent, photographer, and lighting to ensure that product details (waistband, neckline, buttons, texture) are accentuated and emphasized.

2 PROP WITH PURPOSE

Use props to capture a “slice of life” moment or to reinforce a concept, but not both.



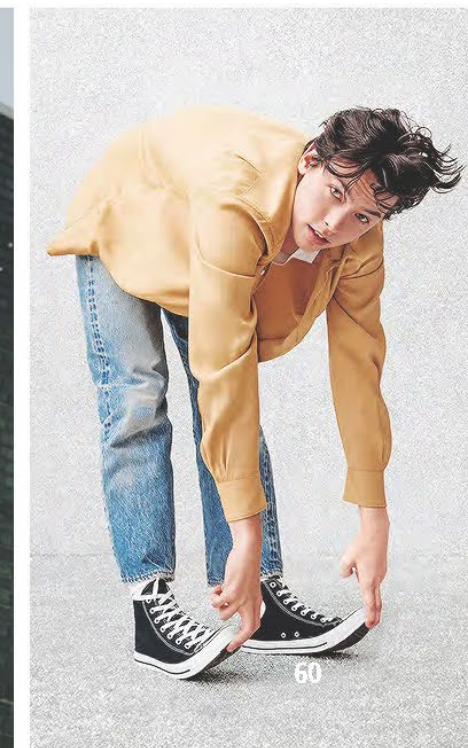
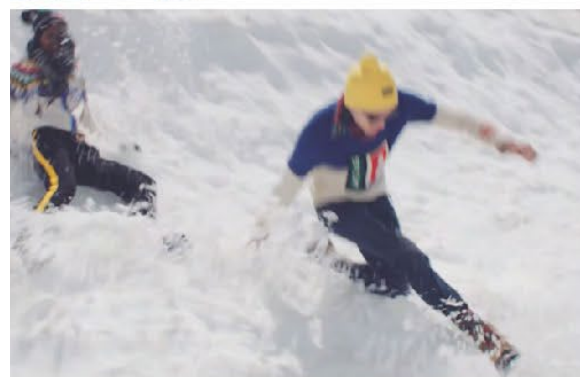
3 THE BIG PICTURE

The environment, outfits, and any props should work together or ladder back to a larger concept. They should either complement each other or contrast with each other in terms of color, texture, etc.

Talent *behavior*

Talent should look like they're living in their clothes, not modeling them. They should seem **natural, comfortable, active, and engaged.**

Models should have a **positive, relaxed attitude.** They can interact with the camera, the environment, and each other but they should not play for the camera. Overall, the feeling is engaged and **"caught in the moment,"** though posing may be used in specific instances.



VISUAL EXPRESSION

In environment *off figure*



1 SIMPLE SETUPS

Use props to capture a "slice of life moment" or to reinforce a concept, but not both.

2 FIT THE SCENE

When introducing props that provide a functional purpose, like a chair or a piece of furniture, ensure that the props feel authentic to the space or environment.



3 FEATURE THE FEATURES

Work with the stylist to ensure that product details are accentuated and that the product is positioned in a way that makes it easily readable to the customer.



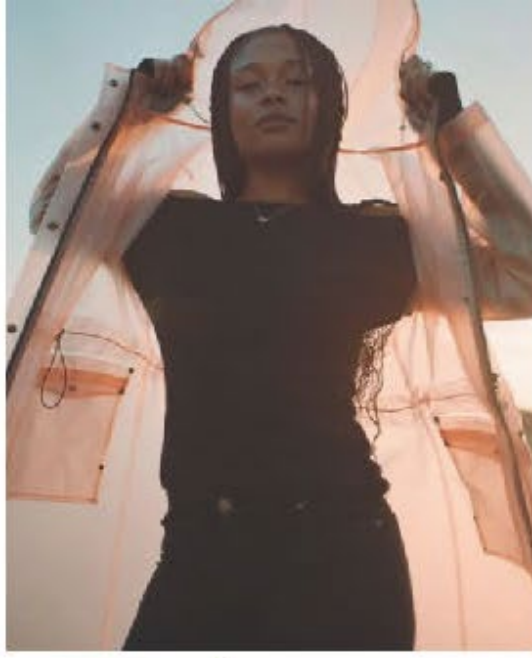
4 SHINING MOMENTS

Make the product the focal point of the shot but keep it grounded within the environment to capture the scene.

5 CONTEXT AND CHARACTER

Choose spaces within the environment that have character, unique qualities, or architectural or natural details that reinforce the larger concept.





Lighting

Light is another tool to help **tell a story**. It can accentuate, **set a mood**, add context, and define seasonality.

Our lighting feels and is natural and comfortable, accurate to the scene and merchandise represented. We use lighting to provide contrast and separation from the background in order to showcase and highlight product.

VISUAL EXPRESSION

Lighting *on location*

When shooting on location, try to use natural light creatively and keep artificial lighting to a minimum. When shooting seasons ahead, take care that lighting feels appropriate to the seasonality of the product and theme of the shoot.



1 SPRING/SUMMER

Take advantage of sunshine and the golden hour to bring warmth and joy to spring/summer images.



2 INTERIORS

Light interior spaces with natural, directional light to feel inviting. Don't over-light or fill natural shadows



3 FALL/WINTER

Use reflectors and soft, subtle key lights to add contrast when shooting in overcast conditions.



4 FLASH

Flash should be used sparingly and with intention to give an image punch or lift a subject off the background. It can be helpful when shooting in poorly lit interiors.

VISUAL EXPRESSION

Composition *guidelines*

When directing models, positioning product, and composing the shot, bear the following principles in mind.



1 ESTABLISH THE STORY

Set up the narrative with wider shots that provide environmental context.



2 CREATE FOCUS

Utilize graphic compositions to create a clear focal point.



4 INTIMATE DETAILS

Get up close and personal to convey detail.

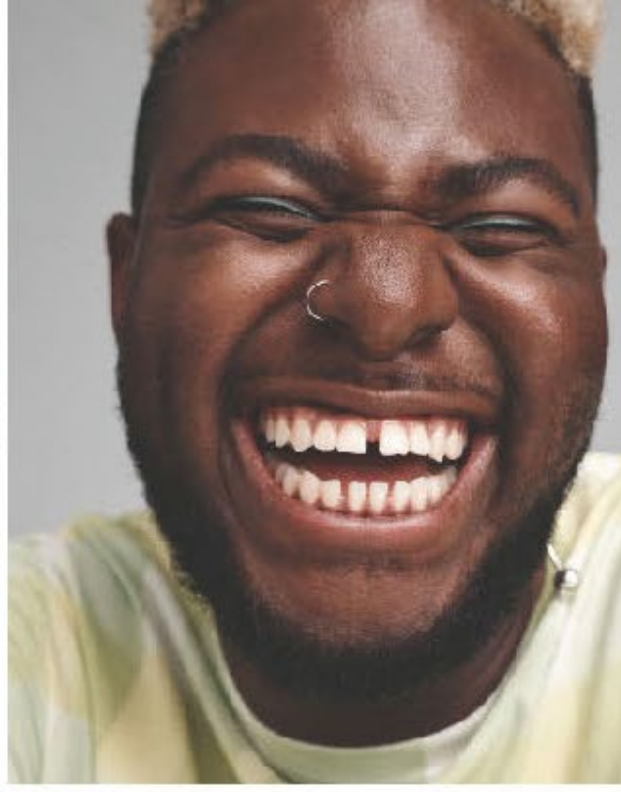
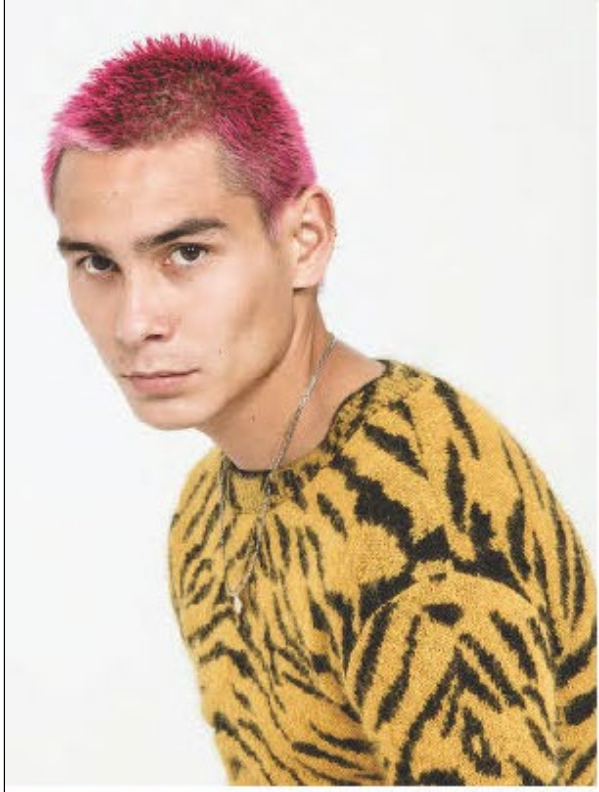
3 SHOOT STRAIGHT

Set up straightforward shots with clear framing.



5 PRODUCT PERSONALITY

Imbue product with a hint of lifestyle.



Beauty, hair, and *grooming*

Our approach is **deliberate but easy**, with an effortless quality. We embrace the **natural**.



Each look is appropriate to the setting and fashion but most importantly, it's authentic to the individual and never overdone. Everyone should look fresh, real, and put-together, but put together by themselves, not us.



AMAZON.COM — CONFIDENTIAL

fall TALENT



CLEMENTINE DESSEAUX

founder of the all womxn project

AWP is a nonprofit organization focused on inclusion, diversity and self-love for girls and womxn worldwide. AWP also provide support, education, resources, and safe spaces for girls and womxn around the globe through local chapters and events.

PORTFOLIO

INSTAGRAM

HEIGHT: 5'9.5" BUST: 44 WAIST: 38 HIP: 49 SHOE: 10



SCENARIO

Normally does meetings with clients for her AWP in a restaurant. I believe events are virtual, and may lean more towards home, or taking video calls or meeting others, or working at a cafe.

EXAMPLES

running out for coffee • meeting clients at cafe or restaurant



GIA LOVE
model & activist



SCENARIO (SPORT AND FALL)
 Gia on the tennis court, in action and as stills. Then moves off the court in to the park and streets in fall looks



SCENARIO (GOING OUT)
 Getting ready at hotel room to go out for the night. Then going to location for party scenes.

PORTFOLIO

INSTAGRAM

HEIGHT: 6'3" BUST: 51 WAIST: 56 HIP: 58 SHOE: ?

fall PLUS – TOTALS

photos

13 SHOTS – *clementine*

11 SHOTS – *gia*

04 OFF-FIGURE PRODUCT

01 HALLOWEEN STILL LIFE

*CROPS PER SHOT MAY VARY

video

01 VIDEO – *reimagined classics*

01 VIDEO – *out & about*

01 VIDEO – *shimmer & glimmer*

*EACH VIDEO HAS MULTIPLE EDITS

social

01 TIKTOK – *video vs photo challenge*

01 TIKTOK – *snapped on set 3D meets 2D*

Q&A – EACH STORY WILL HAVE A QA FOR AUDIO OVERLAY AND SHORT HANDWRITTEN WORKSHEET

fall STORIES



TREND STORY 01

REIMAGINED CLASSICS

classic basics & tailored layers

talent:

Clementine Desseaux

location:

Lauderee

real story:

Before covid, Clementine and the AWP team would host events, workshops, but now does meetings with clients in a restaurant.

scenario:

Images should be more of a fashion portrait that is in this space, and not than a staged scene.

Capture shots at table, walking in to courtyard, and around space.



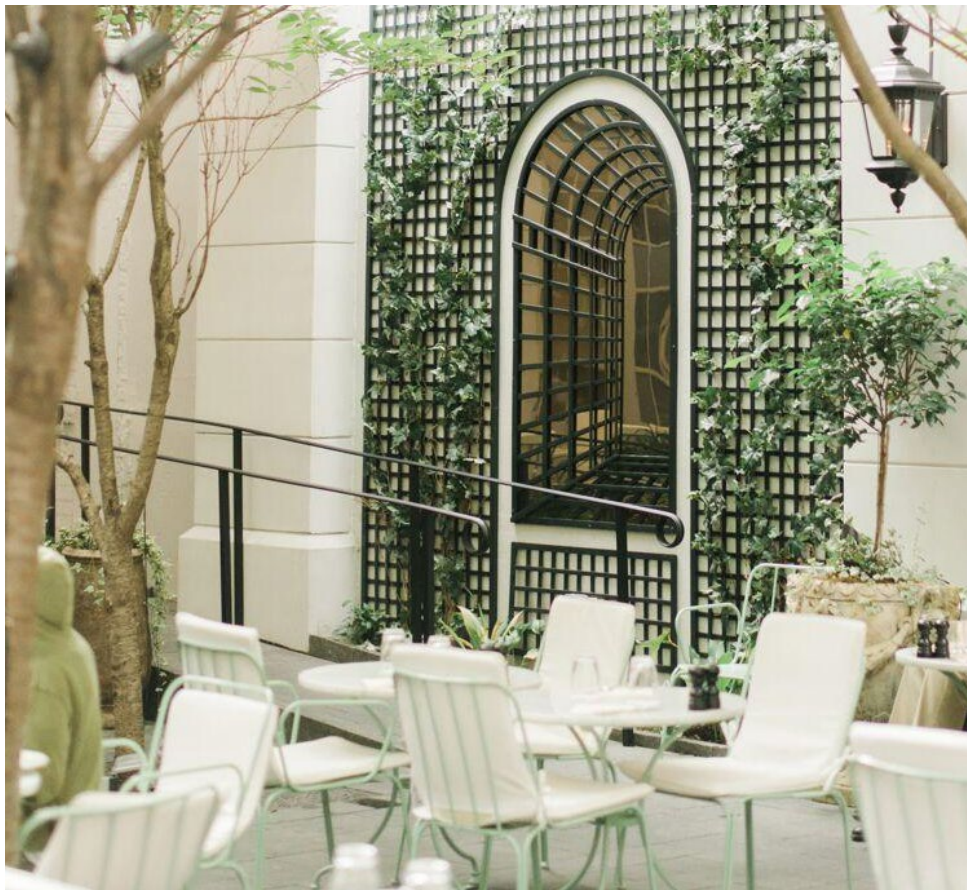


reimagined classics LIGHTING

Even lighting with deeper darks, true tone colors, and mostly natural lighting

LOCATION: RESTAURANT/CAFE - *ladurée*

STORY 2 - *exterior streets*

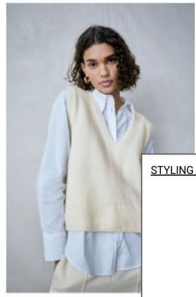


STREET SHOTS WILL TIE IN TO STORY 2 - OUT & ABOUT

reimagined classics SHOTS @ LADUREE

GW HERO 1 - AUGUST
PROGRAM: AF
TITLE: FALL STORY #1 CLASSIC BASICS
GL: XGL
FILENAME

CONTENT INSPO



STYLING NOTES:

ON-FIGURE WOMEN
OUTFIT CLEM

CLEMENTINE MEASUREMENTS:
Height: 5'9 1/2
T-Shirt: XL
Blouse: XL
Jacket: XL
Bra: 36DDD
Bust: 44
Underwear: XL
Waist: 35
Hips: 50
Dress: 16/XXL
Pant: 16/XXL
Inseam: 30
Shoe: 10/11

JESSICA LONDON
PLUS SIZE DOUBLE BREASTED WOOL BLAZER JACKET
IVORY
B08WPM58F4
3.4*/AP/SP
24/PLUS

THE DROP
CAMILLE CABLE SWEATER VEST
CURIO & WHYYADORE
B08KXPSPNG
4.3*/AP/TD
XL, XXL

THE DROP
KENDRA LOOSE FIT LONG SHIRT
COFFEE BEAN
B08K1Y1K2
4.3*/AP/TD
XL, XXL

THE DROP
BETHA HIGH HEEL SLIDE ZIP ANKLE BOOT
COGNAC
B08CCL1M1
4.2*/AP/TD


THE DROP
BETHA HIGH HEEL SLIDE ZIP ANKLE BOOT
COGNAC
B08CCL1M1
4.2*/AP/TD

THE DROP
BETHA HIGH HEEL SLIDE ZIP ANKLE BOOT
COGNAC
B08CCL1M1
4.2*/AP/TD

CLICK THROUGH DESTINATION: CURATED NODE MOBILE HERO | DESKTOP HERO | 1X1

SHOP BY CATEGORY 1 - AUGUST, SEPTEMBER
PROGRAM: AF
TITLE: TOPS
GL: APPAREL
FILENAME

CONTENT INSPO



STYLING NOTES:

ON-FIGURE WOMEN
OUTFIT CLEM

CLEMENTINE MEASUREMENTS:
Height: 5'9 1/2
T-Shirt: XL
Blouse: XL
Jacket: XL
Bra: 36DDD
Bust: 44
Underwear: XL
Waist: 35
Hips: 50
Dress: 16/XXL
Pant: 16/XXL
Inseam: 30
Shoe: 10/11

JASAMBAC
BOW TIE LS BLOUSE
WHITE NEW
B02M7Q4AR
4.4*/AP/SP
XL, XXL

THE DROP
ABBY FLAT FRONT PANT
BLACK
B09A7N2STK
4.5*/PW/TD
3X


SHASHI
DISCO TIE DUE HEADBAND
GOLD
B08Q8R2SS3
NO*/AP/SP

ERMANN
HIGH HEELS CLEAR
STILETO PUMPS
RED
B08T12V5XK
4.4*/AP/SP
10

CLICK THROUGH DESTINATION: REFINEMENT BROWSE TILE FOOTER CARD MOBILE QUAD CARD | QUAD TOP CARD

GW QUAD CATEGORY 2 - AUGUST
PROGRAM: AF
TITLE: FALL STORY #1 - DRESSES
GL: XGL
FILENAME

CONTENT INSPO



STYLING NOTES:

ON-FIGURE WOMEN
OUTFIT CLEM

CLEMENTINE MEASUREMENTS:
Height: 5'9 1/2
T-Shirt: XL
Blouse: XL
Jacket: XL
Bra: 36DDD
Bust: 44
Underwear: XL
Waist: 35
Hips: 50
Dress: 16/XXL
Pant: 16/XXL
Inseam: 30
Shoe: 10/11

THE DROP
@CARALYNMIRAND RUFFLE NECK TIERED MINI DRESS
BLACK
B08C23VCL
4.3*/AP/SP
XL, XXL


FREDA SALVADOR
THE ACE LACE UP BOOTIES
BLACK
B08D4LFBZY
4.4*/AP/SP
10, 11

WOOE
ANKLE SHEER SOCKS
PACK OF 5
B08WNSQW
NO*/NP/SP

CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD

GW HERO 6 - SEPTEMBER
PROGRAM: AF
TITLE: SWEATERS
GL: APPAREL
FILENAME

CONTENT INSPO



STYLING NOTES:

ON-FIGURE WOMEN
OUTFIT CLEM

CLEMENTINE MEASUREMENTS:
Height: 5'9 1/2
T-Shirt: XL
Blouse: XL
Jacket: XL
Bra: 36DDD
Bust: 44
Underwear: XL
Waist: 35
Hips: 50
Dress: 16/XXL
Pant: 16/XXL
Inseam: 30
Shoe: 10/11

THE DROP
WOMENS CHUNKY RIB MOCK NECK SWEATER
BLACK
B0829CBHT
4.2*/AP/TD
XL, XXL

URBEST
WOMENS SHIRT EXTENDER ADJUSTABLE LAYERING MINI SKIRT
SOLID
B08PFDYCY
NO*/NP/SP
XXL

WIDRARA
WOMENS PLAID HIGH WAIST BODYCON SKIRT
BLACK AND WHITE
B08P94L72
3.4*/AP/SP
XXL, 3XL


MANZI
PLUS SIZE PANTY HOSE
SHEER STOCKINGS
BLACK
B07TVYVLCX
4*/AP/SP
XL, XXL

CIRCUS BY SAM
EDILMAN WOMENS EMILIA LOAFER
BURGLINDY
B08P86S29
4.8*/AP/SP
10

CLICK THROUGH DESTINATION: REFINEMENT MOBILE HERO | DESKTOP HERO | 1X1 FOOTER CARD

GW QUAD CATEGORY 3 - AUGUST
PROGRAM: AF
TITLE: FALL STORY #2 - SWEATERS
GL: TBD
FILENAME

CONTENT INSPO



STYLING NOTES:

ON-FIGURE WOMEN
OUTFIT CLEM

CLEMENTINE MEASUREMENTS:
Height: 5'9 1/2
T-Shirt: XL
Blouse: XL
Jacket: XL
Bra: 36DDD
Bust: 44
Underwear: XL
Waist: 35
Hips: 50
Dress: 16/XXL
Pant: 16/XXL
Inseam: 30
Shoe: 10/11

THE DROP
RIBS CHUNKY RIB MOCK NECK SWEATER
HEATHER FROST
GREY
B082VYXLL
4.2*/AP/TD
XL, XXL

THE DROP
CYNTHIA WIDE LEG SWEATER PANT
WHISPER WHITE
B08AUMK69
3.8*/AP/SP
3X, 5X

SARKAS
ELLINGTON UNSEX KNOT SCARF
CABLE KNOT CHARCOAL
B08P8URFDE
4.5*/AP/SP

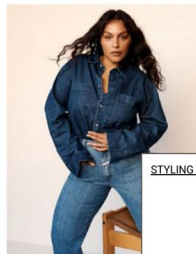
CUSHONAIR
LANE COSY COOK FOOTBED SANDAL
YELLOW
B08PQSJ161
4.5*/AP/SP
16, 11

GENIE BY EUGINA KIM
ARIANNA HEADBAND
WHITE
B08R23W346
NO*/AP/SP

CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD

SHOP BY CATEGORY 1 - AUGUST, SEPTEMBER
PROGRAM: AF
TITLE: JEANS
GL: APPAREL
FILENAME

CONTENT INSPO



STYLING NOTES:

ON-FIGURE WOMEN
OUTFIT CLEM

CLEMENTINE MEASUREMENTS:
Height: 5'9 1/2
T-Shirt: XL
Blouse: XL
Jacket: XL
Bra: 36DDD
Bust: 44
Underwear: XL
Waist: 35
Hips: 50
Dress: 16/XXL
Pant: 16/XXL
Inseam: 30
Shoe: 10/11

LEVIS
ULTIMATE WESTERN SHIRT (STANDARD & PLUS)
MINDS EYE/DARK INDIGO
B08BFF7QD
4.4*/PW/SITE


THE DROP
LEZIE HIGH RISE WIDE LEG MARINE FIT JEAN
CLEARWATER
B08VRSR5Y
3.6*/AP/TD
3X

THE DROP
BETHA HIGH HEEL SLIDE ZIP ANKLE BOOT
COGNAC
B08CCL1M1
4.2*/AP/TD

CLICK THROUGH DESTINATION: REFINEMENT BROWSE TILE FOOTER CARD CATEGORY CARD MOBILE DASHBOARD CARD MOBILE QUAD CARD | QUAD TOP CARD

GW QUAD CATEGORY 2 - AUGUST
PROGRAM: AF
TITLE: FALL STORY #1 - TOPS
GL: XGL
FILENAME

CONTENT INSPO



STYLING NOTES:

ON-FIGURE WOMEN
OUTFIT CLEM

CLEMENTINE MEASUREMENTS:
Height: 5'9 1/2
T-Shirt: XL
Blouse: XL
Jacket: XL
Bra: 36DDD
Bust: 44
Underwear: XL
Waist: 35
Hips: 50
Dress: 16/XXL
Pant: 16/XXL
Inseam: 30
Shoe: 10/11

MILUMA
WOMENS ELEGANT SATIN PROOED SHOULDER MOCK NECK SLEEVELESS BLOUSE
DARK GREEN
B08P4XLFPZ
3*/AP/SP
XL

MAKEMEHC
WOMENS HIGH WAISTED POCKETS WORK OFFICE PALAZZO WIDE LEG PANTS
BLACK
B08PNCRR2
3.7*/AP/SP
XL

VIVANLY
WOMENS CHUNKY HEEL WASH PLACE UP SANDALS
BLACK
B08VLSB1
4*/AP/SP
10

CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD



JESSICA LONDON
PLUS SIZE DOUBLE BREASTED WOOL BLAZER JACKET
IVORY
B08WPM5BF4
3.6*/PW/3P
24PLUS



THE DROP
CAMILLE CABLE SWEATER VEST
CURDS & WHEY/ADOBE
B08RKPSFNG
4.3*/AP/TD
XL, XXL



THE DROP
KENDRA LOOSE FIT LONG SHIRT
COFFEE BEAN
B09NK1YLK2
4.3*/AP/TD
XL, XXL



THE DROP
ABBY FLAT FRONT PANT
IVORY
B09M7QY8SR
5*/AP/TD
XXL, 2X



THE DROP
DUCHESS SLIP ON LOAFER
OXBLOOD
B0937QBTHM
3.3*/AP/TD
10, 11

ON -FIGURE - *fall*

STORY – CLASSIC BASICS

CROPS NEEDED



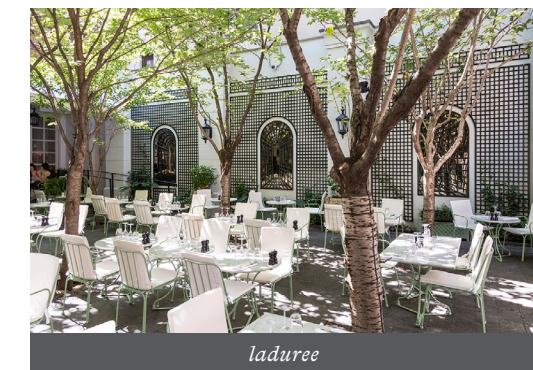
captured

captured

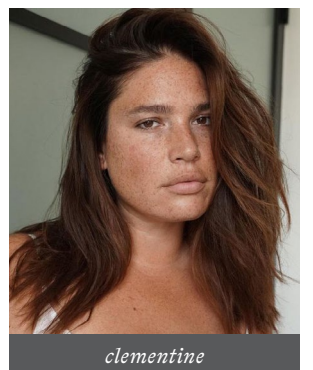


captured

LOCATION



MODEL



FILE NAME:

AF-Plus_0822_ON_W_Fall-ReClassics_Main_ClassicBasics



THE DROP
 WOMENS INES CHUNKY
 RIR MOCK NECK
 ATER
 JK
 :99CBHT
 'AP/TD
 XL



URBEST
 WOMENS SHIRT
 EXTENDER ADJUSTABLE
 LAYERING MINI SKIRT
 SOLID
 B09PYDYC2Y
 NO*/NP/3P
 XXL



WDIRARA
 WOMENS PLAID HIGH
 WAIST BODYCON SKIRT
 BLACK AND WHITE
 PLUS
 B09JYHLTZ2
 3.4*/AP/3P
 XXL, 3XL



MANZI
 PLUS SIZE PANTY
 SHEER STOCKING
 BLACK
 B07TVXYLCH
 4*/AP/3P
 XL, XXL



CIRCUS BY SAM
EDELMAN
 WOMENS EMILIA LOAFER
 BURGUNDY
 B09PY84QF9
 4.8*/AP/3P
 10

ON -FIGURE - fall

STORY – SWEATERS

CROPS NEEDED

gateway hero captured

square captured

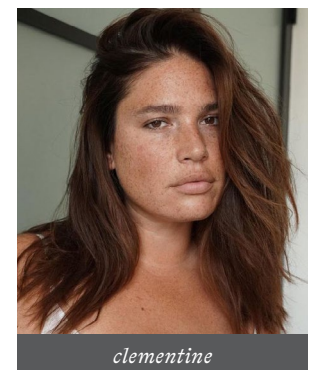
banner captured

LOCATION



laduree

MODEL



clementine

FILE NAME:

AF-Plus_0822_ON_W_Fall-ReClassics_Main_Sweaters



BAC
E LS BLOUSE
NEW
7GM4R
/3P



THE DROP
ABBY FLAT FRONT PANT
BLACK
B09M7N25TK
4.5*/PW/TD
3X



SHASHI
DISCOTHEQUE HEADBAND
GOLD
B09Q9BZSS3
NO*/AP/SB



ERMOMN
HIGH HEELS CLEAR
STILETTO PUMPS
RED
B08TRGV5XK
4.4*/AP/3P
10

ON -FIGURE - *fall*

CATEGORY – TOPS

CROPS NEEDED



captured

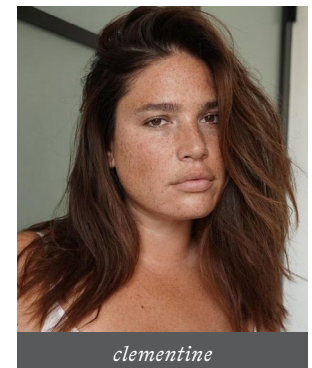


captured

LOCATION



MODEL



FILE NAME:

AF-Plus_0822_ON_W_Fall-ReClassics_Category_Tops



MILUMIA
WOMENS ELEGANT SATIN
PADDED SHOULDER
MOCK NECK SLEEVELESS

EN
Z



MAKEMECHIC
WOMENS HIGH
WAISTED POCKETS WORK
OFFICE PALAZZO WIDE
LEG PANTS
BLACK
B09NPNCR2
3.7*/AP/3P
XL



VIVANLY
WOMENS CHUNKY HEEL
WRAP LACE UP SANDALS
BLACK
B08Y5LDBS1
4*/AP/3P
10

ON -FIGURE - *fall*

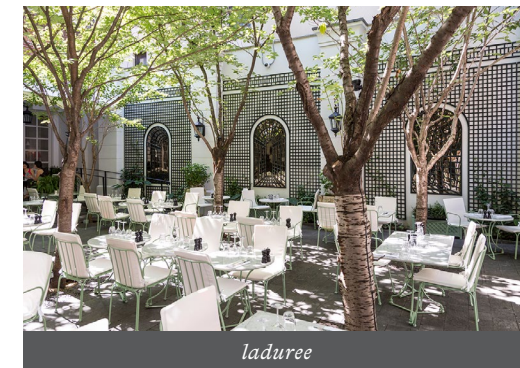
CATEGORY – TOPS

CROPS NEEDED



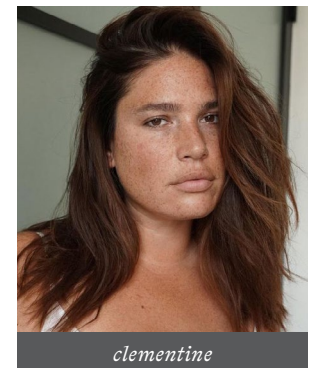
captured

LOCATION



laduree

MODEL



clementine

FILE NAME:

AF-Plus_0822_ON_W_Fall-ReClassics_Category_Tops-A



THE DROP
@CARALYNMIRAND
RUFFLE NECK TIERED
MINI DRESS
BKACK
B09CZ26VCL
4.3*/AP/3P
XL, XXL



QIAYIME
PURSE
SMALL RED
B09B7FZ8K5
4.2*/PW/TD



FREDA SALVADOR
THE ACE LACE UP
BOOTIES
BLACK
B07D4LF82Y
4.4*/AP/SB
10 11



WEOE
ANKLE SHEER SOCKS
PACK OF 5
B096HN5XDW
NO*/NP/3P

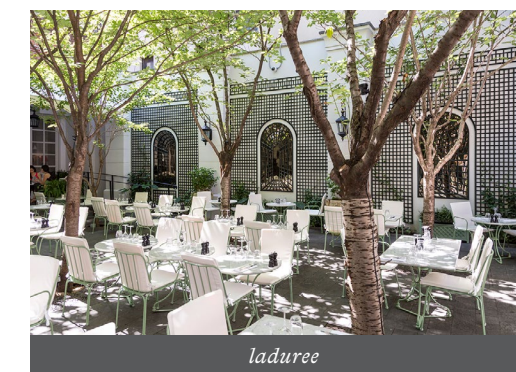
ON -FIGURE - *fall*
CATEGORY – DRESSES

CROPS NEEDED



captured

LOCATION



laduree

MODEL



clementine

FILE NAME:

AF-Plus_0822_ON_W_Fall-ReClassics_Category_Dresses-B



LEVI'S
 ULTIMATE WESTERN
 SHIRT (STANDARD &
 PLUS)
 MINDS EYE/DARK
 INDIGO
 B08BJFFXGQ
 4.4*/PW/SITE



THE DROP
 LIZZIE HIGH RISE WIDE
 LEG MARINE FIT JEAN
 CLEARWATER
 B08XR5R58Y
 3.6*/AP/TD
 36



THE DROP
 IBITA HIGH HEEL SLIDE
 ZIP ANKLE BOOT
 COGNAC
 B08C3LLRM1
 4.2*/AP/TD

ON -FIGURE - *fall*

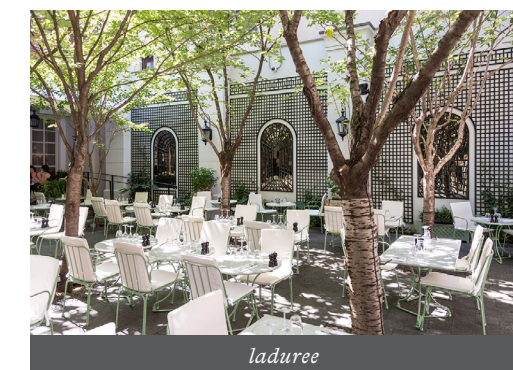
CATEGORY – JEANS

CROPS NEEDED


 captured

 captured

LOCATION



laduree

MODEL



clementine

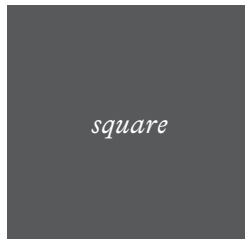
FILE NAME:

AF-Plus_0822_ON_W_Fall-ReClassics_Category_Jeans

COLOR BLOCKING - *spring*

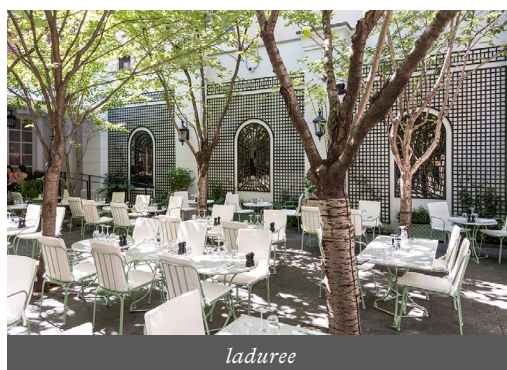
CATEGORY - SWEATERS

CROPS NEEDED

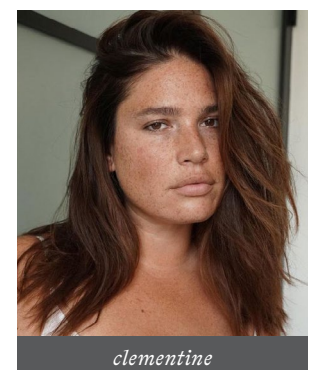


captured

LOCATION



MODEL



FILE NAME:

AF-Plus_0822_ON_W_Fall-ReClassics_Category_Sweaters



THE DROP
INES CHUNKY RIB
MOCK NECK
SWEATER
HEATHER FROST
GREY
B09GVYL9LL
4.2*/AP/TD
XL, XXL



THE DROP
CYNTHIA WIDE LEG
SWEATER PANT
WHISPER WHITE
B09MJMY6K8
3.8*/AP/TD
2X, 3X



SAKKAS
ELLINGTON UNISEX KNIT
SCARF
CABLE KNIT CHARCOAL
B00P6URFDE
4.5*/AP/3P



CUSHIONAIRE
LANE COZY CORK FOOTBED
SANDAL
YELLOW
B08PDSJ161
4.5*/AP/3P
10, 11



GENIE BY EUGINA KIM
ARIANNA
HEADBAND
WHITE
B09BQ3W346
NO*/AP/SB

reimagined classics SHOTS AROUND EXTERIOR STREETS

GW HERO 2 - AUGUST
PROGRAM: AF
TITLE: FALL STORY #2 TAILORED LAYERS
GL: XGL
FILENAME

CONTENT INSPO

STYLING NOTES

ON-FIGURE WOMEN
OUTFIT CLEM

CLEMENTINE MEASUREMENTS:
Height: 5'9 1/2
T-Shirt- XL
Blouse- XL
Jacket- XL
Bra- 36DDD
Bust: 44
Underwear- XL
Waist: 35
Hips: 50
Dress: 16/XXL
Pant: 16/XXL
Inseam:
Shoe: 10/11

MAYSIX APPAREL
LS STRETCHY BUTTON
DOWN COLLAR
MSS5A_ROSE
80835W3M1
3.9*/AP/3P
12, 2X

THE DROP
SAGE CRCP SLIMMED
VEST
BLACK
808JLJ056
NO*/AP/7D
XL, XXL

THE DROP
ABBY FLAT FRONT
PANT
BLACK
80M7N52K
9*/AP/7D
2X, 3X

FASHIONOLIC
PREMIUM LS TURTLENECK
LIGHTWEIGHT
TORY
8071Y02HD
4.3*/AP/3P
XL, 2X

REBOK
CLUB C SNEAKER
CHALK/KALABASTER/IGLE
N GREEN
8092Y1602
4.9*/AP/5B
10, 10.5

REBESSIA
LONG TRENCH COATS
BLACK
8082022M
4*/AP/3P
XL

CLICK THROUGH DESTINATION: CURATED NODE MOBILE HERO | DESKTOP HERO | 1X1 FOOTER CARD BROWSE DT HERO | BROWSE MOB HERO

GW QUAD CATEGORY 2 - AUGUST
PROGRAM: AF
TITLE: FALL STORY #1 - JEANS
GL: XGL
FILENAME

CONTENT INSPO

STYLING NOTES

ON-FIGURE WOMEN
OUTFIT CLEM

CLEMENTINE MEASUREMENTS:
Height: 5'9 1/2
T-Shirt- XL
Blouse- XL
Jacket- XL
Bra- 36DDD
Bust: 44
Underwear- XL
Waist: 35
Hips: 50
Dress: 16/XXL
Pant: 16/XXL
Inseam:
Shoe: 10/11

DALIX
INITIAL HAT
LETTER D LIGHT BLUE
8075089KW
4.9*/AP/3P

SOMETHING NAVY
CROPPED
MULTICOLORED
CARDIGAN
RAINBOW MULTI
80MJK7P4
NO*/AP/5B
XL, XXL

THE DROP
MONIQUE SINGLE
PLEAT HIGH RISE WIDE
LEG ACID WASH JEAN
BLACK ICE WASH
808F58XJK
3.8*/PW/7D
34
LOW STOCK

EYYS
ODESSA SNEAKER
BLACK
808ZFJQ19
NO*/AP/5B
LOW STOCK

CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD

BROWSE TILE 2 - AUGUST, SEPTEMBER
PROGRAM: AF
TITLE: PLUS SHOP
GL: APPAREL
FILENAME

CONTENT INSPO

STYLING NOTES

ON-FIGURE WOMEN
OUTFIT CLEM

CLEMENTINE MEASUREMENTS:
Height: 5'9 1/2
T-Shirt- XL
Blouse- XL
Jacket- XL
Bra- 36DDD
Bust: 44
Underwear- XL
Waist: 35
Hips: 50
Dress: 16/XXL
Pant: 16/XXL
Inseam:
Shoe: 10/11

COFERNI
CHICAM BAG
BLACK
8099200M
NO*/AP/5B

MIRAZZURRA
PLATFORM PUMPS
BLUE
8079R1T1Q
NO*/NP/3P
10, 11

THE DROP
MARIO PUFF SLEEVE
CREWNECK STRETCH
JERSEY T-SHIRT
OCEAN BLUE
8084FL5VD
4.9*/PW/LIVE
XL, XXL

THE DROP
CRYSTAL SILKY MIDI
SKIRT
OCEAN BLUE
809GQLP9
NO*/AP/7D
XXL 3X

CLICK THROUGH DESTINATION: PLUS STOREFRONT BROWSE TILE NODE HEADER FOOTER CARD

GW QUAD CATEGORY 2 - AUGUST
PROGRAM: AF
TITLE: FALL STORY #1 - SWEATERS
GL: XGL
FILENAME

CONTENT INSPO

STYLING NOTES

ON-FIGURE WOMEN
OUTFIT CLEM

CLEMENTINE MEASUREMENTS:
Height: 5'9 1/2
T-Shirt- XL
Blouse- XL
Jacket- XL
Bra- 36DDD
Bust: 44
Underwear- XL
Waist: 35
Hips: 50
Dress: 16/XXL
Pant: 16/XXL
Inseam:
Shoe: 10/11

THE DROP
VYVINE FRIDED
SHOULDER BALLOON
SLEEVE CREW NECK
SWEATER
DARK PURPLE
80MADZCV
4.9*/AP/7D
XL, XXL

KEASMTD
WOMEN MIDI LENGTH
HIGH WAIST SILK SKIRT
LEOPARD
808CKCF8B
4.2*/AP/3P
XL

JENNIFER ZEUNER
ODESSA EARRINGS
GOLD
8085SLRH6
9*/AP/5B

WAYDERS
MATTE SLIP ON SQUARE
TOE
ORANGE
80Y785AKT
9*/AP/3P
10, 11

CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD

SHOP BY CATEGORY 1 - AUGUST, SEPTEMBER
PROGRAM: AF
TITLE: DRESSES
GL: APPAREL
FILENAME

CONTENT INSPO

STYLING NOTES

ON-FIGURE WOMEN
OUTFIT CLEM

CLEMENTINE MEASUREMENTS:
Height: 5'9 1/2
T-Shirt- XL
Blouse- XL
Jacket- XL
Bra- 36DDD
Bust: 44
Underwear- XL
Waist: 35
Hips: 50
Dress: 16/XXL
Pant: 16/XXL
Inseam:
Shoe: 10/11

THE DROP
WOMEN'S LONA LONG SLEEVE
HOODED MINI SWEATSHIRT DRESS
AODRE
808F7YWLZG
4.3*/PW/LIVE
XL, XXL

CUSHONAIR
WOMAN'S VASCO LOW TOP CANVAS
SNEAKER
TAN
809RQZMFP
4.1*/AP/3P
10, 11

THE DROP
DIANA CROSS BODY BAG
ULTRAMARINE GREEN
80M8M459
4.2*/PW/7D

CLICK THROUGH DESTINATION: REFINEMENT BROWSE TILE FOOTER CARD MOBILE QUAD CARD | QUAD TOP CARD

GW QUAD CATEGORY 6 - SEPTEMBER
PROGRAM: AF
TITLE: FALL STORY #1 - JEANS
GL: APPAREL
FILENAME

CONTENT INSPO

STYLING NOTES

ON-FIGURE WOMEN
OUTFIT CLEM

CLEMENTINE MEASUREMENTS:
Height: 5'9 1/2
T-Shirt- XL
Blouse- XL
Jacket- XL
Bra- 36DDD
Bust: 44
Underwear- XL
Waist: 35
Hips: 50
Dress: 16/XXL
Pant: 16/XXL
Inseam:
Shoe: 10/11

ALLIGERA K
WOMEN'S NOTCHED
LAPEL BUTTON DENIM
BLAZER
MID BLUE
80M8L0ANJ
4.1*/NP/3P
XL

ADNES GRINDA
LS STRIPE PRINTS
BUTTON UP
808750AGS
3*/AP/3P
4X

LEVIS
CLASSIC BOOTCUT
JEANS
LAPS AWE (WATERLESS)
8081XW85P
4.4*/PW/5E
35

POPPI LESSMAN
RYDER SUNGLASSES
BLACK
80977XZGS
NO*/AP/3P

SEITENHUUD
PLATFORM SANDAL
BLACK
80N938R86
3.2*/PW/7D
10, 11

CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD



RISSIDA
LONG TRENCH COATS
BLACK
B09Q2QT28M
4*/AP/3P
XL



THE DROP
SADIE CROP SLIMMED
VEST
BLACK
B09LJDRJS6
NO*/AP/TD
XL, XXL



MAYSIX APPAREL
LS STRETCHY BUTTON
DOWN COLLAR
MSSS6_ROSE
B08CSWK3W1
3.9*/AP/3P
1Z, 2X



FASHIONOLIC
PREMIUM LS TURTLENECK
LIGHTWEIGHT
IVORY
B07H7YD2HD
4.3*/AP/3P
XL, XX



THE DROP
ABBY FLAT FRONT
PANT
BLACK
B09M7N25TK
5*/AP/TD
2X, 3X

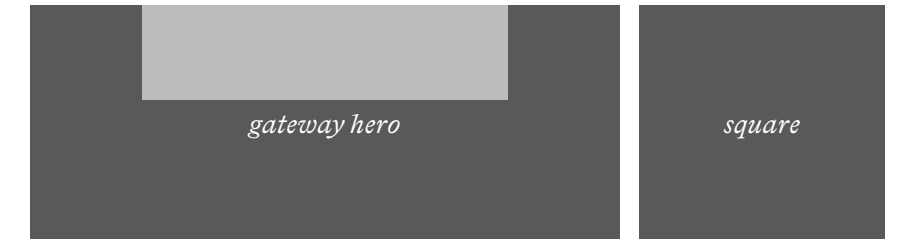


REEBOK
CLUB C SNEAKER
CHALK/ALABASTER/GLE
N GREEN
B093TY16Q2
4.5*/AP/SB
10, 10.5

ON -FIGURE - *fall*

STORY – TAILORED LAYERS

CROPS NEEDED



captured

captured

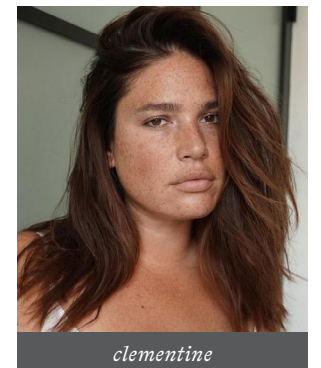


captured

LOCATION



MODEL



FILE NAME:

AF-Plus_0822_ON_W_Fall-ReClassics_Main_Tailored-Layers



THE DROP
 MARIKO PUFF SLEEVE
 CREWNECK STRETCH
 JERSEY T-SHIRT
 OCEAN BLUE
 B0845FL5VD
 4.3*/PW/LIVE
 XL,XXL



THE DROP
 CRYSTAL SILKY MIDI
 SKIRT
 OCEAN BLUE
 B09PC8LPV9
 NO*/AP/TD
 XXL 3X



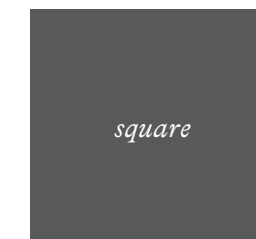
C
 ORAGAMI BAG
 BLACK
 B09PRQDDMF
 NO*/AP/SB



MIRAAZZURRA
 PLATFORM PUMPS
 BLUE
 B09TPPJ1Q
 NO*/NP/3P
 10, 11

ON -FIGURE - *fall*
GENERIC – PLUS SHOP

CROPS NEEDED



captured



captured

LOCATION



laduree – exterior streets

MODEL



clementine

FILE NAME:

AF-Plus_0822_ON_W_Fall-Plus_X-Category

**THE DROP**

WOMEN'S LONA LONG SLEEVE
HOODED MINI SWEATSHIRT DRESS
ADOBE
B08R7YWLZG
4.3*/PW/LIVE
XL, XXL

**CUSHIONAIRE**

WOMANS VASCO LOW TOP CANVAS
SNEAKER
TAN
B09RQ2MFFP
4.1*/AP/3P
10, 11

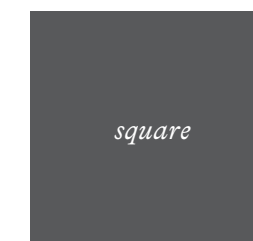
**THE DROP**

DIANA CROSS BODY BAG
ULTRAMARINE GREEN
B09MJRM4S9
4.2*/PW/TD

ON -FIGURE - *fall*

CATEGORY – DRESSES

CROPS NEEDED

 *captured* *captured*

LOCATION

*laduree – exterior streets*

MODEL

*clementine*

FILE NAME:

AF-Plus_0822_ON_W_Fall-ReClassics_Category_Dresses



DALIX
INITIAL HAT
LETTER D LIGHT BLUE
B07SQKBKKW
4.9*/AP/3P



SOMETHING NAVY
CROPPED
MULTICOLORED
CARDIGAN
RAINBOW MULTI
B09MJR7PP4
NO*/AP/SB
XL, XXL



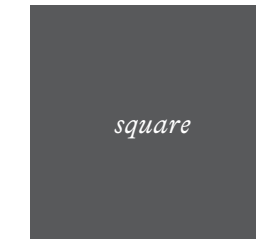
THE DROP
MONIQUE SINGLE
PLEAT HIGH RISE WIDE
LEG ACID WASH JEAN
BLACK ICE WASH
B08FSBHJX
3.8*/PW/TD
34
LOW STOCK



EYTYS
ODESSA SNEAKER
BLACK
B08ZVFJQ1B
NO*/AP/SB
10
LOW STOCK

ON -FIGURE - *fall*
CATEGORY – JEANS

CROPS NEEDED

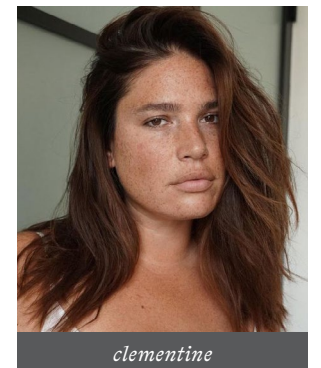


captured

LOCATION



MODEL



FILE NAME:

AF-Plus_0822_ON_W_Fall-ReClassics_Category_Jeans-B

**THE DROP**

VIVIENNE PADDED
SHOULDER BALLOON
SLEEVE CREW NECK
SWEATER
DARK PURPLE
B09MJKRZVYV
4.5*/AP/TD
XL, XXL

**KEASMTO**

WOMEN MIDI LENGTH
HIGH WAIST SILK SKIRT
LEOPARD
B081CKSF88
4.2*/AP/3P
XL



JENNIFER ZEUNER
ODESSA EARRINGS
GOLD
B09SGLRH96
5*/AP/SB

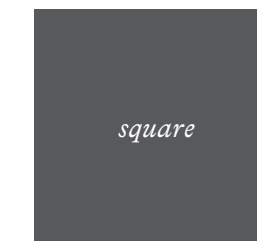


WAYDERNS
MATTE SLIP ON SQUARE
TOE
ORANGE
B09V1824XT
5*/AP/3P
10, 11

ON -FIGURE - *fall*

CATEGORY – SWEATERS

CROPS NEEDED


 captured

LOCATION



laduree – exterior streets

MODEL



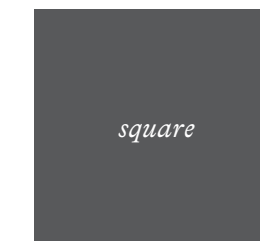
clementine

FILE NAME:

AF-Plus_0822_ON_W_Fall-ReClassics_Category_Sweaters-A

ON -FIGURE - *fall*
CATEGORY – JEANS

CROPS NEEDED



captured

LOCATION



MODEL



FILE NAME:

AF-Plus_0822_ON_W_Fall-ReClassics_Category_Jeans-A



ALLEGREA K
 JS NOTCHED
 BUTTON DENIM
 }
 JE
 LGMNJ
 1/3P



AGNES ORINDA
 LS STRIPE PRINTS
 BUTTON UP
 B08T95XC35
 3*/AP/3P
 4X



LEVI'S
 CLASSIC BOOTCUT
 JEANS
 LAPIS AWE (WATERLESS)
 B081YXWQDF
 4.4*/PW/SITE
 35



POPPY LISSIMAN
 RYDER SUNGLASSES
 BLACK
 B09TFXZVDS
 NO*/AP/3P



SEITEHUUD
 PLATFORM SANDAL
 BLACK
 B09NY38RB6
 3.2*/PW/TD
 10, 11

reimagined classics PROPS

table

coffe cup & saucer

pastry or snack

glasswear

work (personal or prop)

phone

laptop

work bag

notebook

writing tools

on the go

~~to go coffee(s)~~

~~dog (?)~~

newspaper



TREND STORY 02

OUT & ABOUT

activewear, outerwear, and lounge

talent:

Gia Love (main)
Clementine Desseaux (supporting)

location:

Highland Park (Gia)
 tennis court, park and surrounding streets

Laduree Exterior (Clementine)
 after capturing Modern Classics, we would move to surrounding streets to capture these fall looks.

real story:

Gia has a passion for tennis and often plays at Highland Park.

scenario:

Images should be more of a fashion portrait that is in this space, and not than a staged scene.

Starting at the tennis court, we would get action shots and video focusing on the game and her as an athlete. As we incorporate outerwear and fall looks, we would start to move off the court and in to the park and surrounding streets.

This would allow us to tie in Clementine's fall looks that will also be shot around NYC streets and have a cohesive feel when living on the same page.





out & about LIGHTING

Deeper colors and contrast to capture activewear and tennis, but should blend with first story.

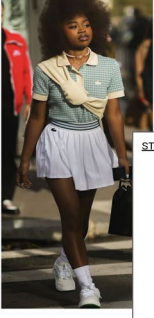
LOCATION: TENNIS COURT & NEIGHBORHOOD - *highland park & surrounding streets*



out & about SHOTS @ HIGHLAND PARK

GW QUAD CATEGORY 5 - SEPTEMBER
PROGRAM: AF
TITLE: TOPS
GL: APPAREL
FILENAME


CONTENT INSPO



STYLING NOTES

ON-FIGURE WOMEN

OUTFIT



GIA MEASUREMENTS:
Height: 6'3
T-Shirt: 2x
Blouse: 2x, 3x
Jacket: 2x, 3x
Bra: 42DDD
Bust: 51
Underwear: 2x
Waist: 47.5
Hips: 61 1/4
Dress: 18-20
Pant: 18-20
Inseam: 34
Shoe: 13W women,
10.5 men

ADIDAS ORIGINALS
JACKIE OLK CLASSICS
CROPPED L/S
WHITE
8091V5BP6
3.6*/APP/SITE
XXL

HELEDDOK
TENNIS SKIRTS FOR
WOMEN
WHITE
807PMBLQPR
4.0*/APP/SITE
XXL, 3XL

ADIDAS ORIGINALS
STAN SMITH
WHITE/GREEN
807PMBLW12
5.0*/APP/SITE
11, 11.5 MEN

HUE
WOMENS SOFT ORAQUE
KNEE HIGH SOCKS
3 PACK WHITE
8000R8D3G
4.4*/APP/SITE


AMAZON ESSENTIALS
WOMENS FISHERMAN
CABLE LONG-SLEEVE
CREWNECK SWEATER
BLACK
807Q4H63V
4.5*/APP/SITE
XXL

FURRY PLANET
WOMENS PLUS SIZE
SHEER TIGHTS
LARGE 11 BLACK
809KH1MYD5
3.5*/APP/SITE

CLICK THROUGH DESTINATION: REFINEMENT MOBILE QUAD CARD | QUAD TOP CARD

GW QUAD CATEGORY 3 - AUGUST
PROGRAM: AF
TITLE: FALL STORY #2 - LEGGINGS
GL: TBD
FILENAME


CONTENT INSPO



STYLING NOTES

ON-FIGURE WOMEN

OUTFIT



GIA MEASUREMENTS:
Height: 6'3
T-Shirt: 2x
Blouse: 2x, 3x
Bra: 42DDD
Bust: 51
Underwear: 2x
Waist: 47.5
Hips: 61 1/4
Dress: 18-20
Pant: 18-20
Inseam: 34
Shoe: 13W women,
10.5 men

CORE 10
WOMENS ALL DAY
COMFORT STRAPPY
LONGLINE YOGA SPORTS
BRA
OLIVE
807PWT1LMX
4.5*/APP/SITE
XL

THE DROP
NOA TRENCH COAT
HUMUS
809M1PCCSC
4.1*/APP/SITE
XXL, 3XL


CORE 10
WOMENS ALL DAY
COMFORT HIGH WAIST
FULL LENGTH YOGA
LEGGING
OLIVE
807KX1MYBY
4.3*/APP/SITE
XXL, 3XL

NEW BALANCE
WOMENS MADE IN US
90 VS DREAMER
GREY CASTLEROCK
807H1V0P6
4.6*/APP/SITE
W13

CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD

GW QUAD CATEGORY 6 - SEPTEMBER
PROGRAM: AF
TITLE: FALL STORY #1 - SWEATERS
GL: APPAREL
FILENAME


CONTENT INSPO



STYLING NOTES

ON-FIGURE WOMEN

OUTFIT



GIA MEASUREMENTS:
Height: 6'3
T-Shirt: 2x
Blouse: 2x, 3x
Jacket: 2x, 3x
Bra: 42DDD
Bust: 51
Underwear: 2x
Waist: 47.5
Hips: 61 1/4
Dress: 18-20
Pant: 18-20
Inseam: 34
Shoe: 13W women,
10.5 men

ZLYC
FRENCH BERET
FASHION PRINT
STRIPED RED
8050RNF1V
4.7*/APP/SITE

THE DROP
BRISTLE CHUNKY
BUTTON FRONT POCKET
RIBBED CARDIGAN
HEATHER MAJORROOM
805PVLZY1
4.1*/APP/SITE
XXL, 3XL

FLOERNS
SILK SATIN BACK A
LINE MINI SKIRT
CHAMPAGNE
807K4W1G
5.0*/APP/SITE
XXL, 3XL, 4XL

THE DROP
DUTCHESS SLIP ON
LOAFER
CHOCOLATE
809K12P6H
4.7*/APP/SITE
13

CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD

ON -FIGURE - *fall*

STORY – ACTIVE

CROPS NEEDED



captured

captured

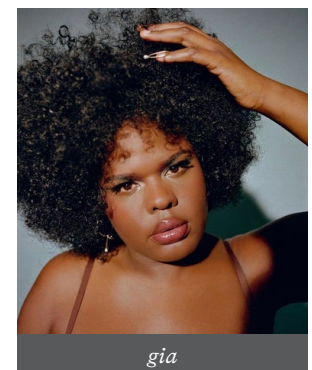


captured

LOCATION



MODEL



FILE NAME:

AF-Plus_0822_ON_W_Fall-OutAbout_Main_Tennis



ADIDAS ORIGINALS
 ADICOLOR CLASSICS
 CROPPED L/S
 WHITE
 B091V5V8P6
 3.6*/AP/SITE
 XL



HELEDOK
 TENNIS SKIRTS FOR
 WOMEN
 WHITE
 B0978R1GPR
 AP*/NP/3P
 2X, 3X



ADIDAS ORIGINALS
 STAN SMITH
 WHITE/ GREEN
 B07PM8JWT2
 5*/AP/3P
 11, 11.5 MENS

HUE
 WOMENS SOFT OPAQU
 KNEE HIGH SOCKS
 3 PACK WHITE
 B000U8D3DS
 4.4*/AP/SITE



AMAZON ESSENTIALS
 WOMENS FISHERMAN
 CABLE LONG-SLEEVE
 CREWNECK SWEATER
 BLACK
 B07QC4H63V
 4.5*/AP/LIVE
 XXL



FURRY PLANET
 WOMENS PLUS SIZE
 SHEER TIGHTS
 LARGE 1 NUDE + 1 BLACK
 B09KH1MYD5
 3.5*/AP/3P



THE DROP
NOA TRENCH COAT
HUMMUS
B09MJP6CSC
4.1*/AP/TD
2X, 3X



CORE 10
WOMENS ALL DAY
COMFORT STRAPPY
LONGLINE YOGA SPORTS
BRA
OLIVE
B07PFT1LMX
4.3*/AP/SITE
XL



CORE 10
WOMENS ALL DAY
COMFORT HIGH WAIST
FULL LENGTH YOGA
LEGGING
OLIVE
B07KKW1MPY



HUE
WOMENS 3 PAIR JEAN
CREW SOCKS
OATMEAL HEATHER
B01LOXGQYA
4.6*/AP/SITE

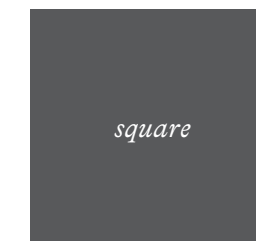


NEW BALANCE
WOMENS MADE IN US
990 V5 SNEAKER
GREY CASTLEROCK
B0791VGVP
4.6*/AP/3P\
W12

ON -FIGURE - *fall*

CATEGORY – LEGGINGS

CROPS NEEDED



captured

LOCATION



MODEL



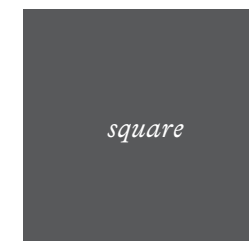
FILE NAME:

AF-Plus_0822_ON_W_Fall-OutAbout_Category_Leggings-C

ON -FIGURE - *fall*

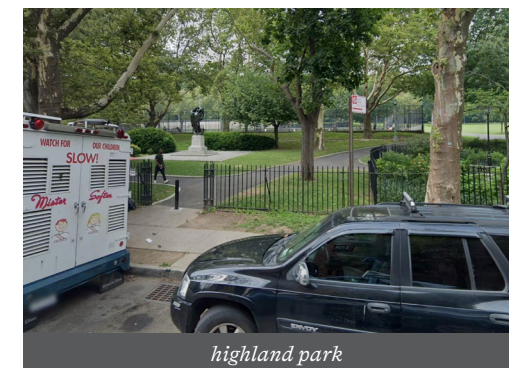
CATEGORY – SWEATERS

CROPS NEEDED



captured

LOCATION



highland park

MODEL



gia

FILE NAME:

AF-Plus_0822_ON_W_Fall-OutAbout_Category_Sweaters-B



ZLYC
FRENCH BERET
FASHION PRINT
STRIPED RED
B08D9HNF1V
4.7*/AP/3P



THE DROP
BRIGITTE CHUNKY
BUTTON FRONT POCKET
RIBBED CARDIGAN
HEATHER MUSHROOM
B08BFVLZ91
4.1*/AP/SITE
2XL, 3XL



THE DROP
SYLVIE DOUBLE V NECK
RIB CROPPED SWETER
HEATHER MUSHROOM
B08BFNVR9N
4*/AP/SITE
2XL, 3XL



FLOERNS
SILK SATIN BACK A
LINE MINI SKIRT
CHAMPAGNE
B09TK4WG1G
5*/AP/3P
2XL, 3XL,4XL



THE DROP
DUTCHESS SLIP ON
LOAFER
CHOCOLATE
B09K12PP6H
4.7*/AP/SITE

out & about SHOTS AROUND NIGHBORHOOD

SHOP BY CATEGORY 1 - AUGUST, SEPTEMBER
PROGRAM: AF
TITLE: SWEATERS
GL: APPAREL
FILENAME

CONTENT INSPO

STYLING NOTES:

ON-FIGURE WOMEN

OUTFIT

GIA MEASUREMENTS:
Height: 6'3
T-Shirt: 2x
Blouse: 2x, 3x
Jacket: 2x, 3x
Bra: 42DDD
Bust: 51
Underwear: 2x
Waist: 47.5
Hips: 61 1/4
Dress: 18-20
Pant: 18-20
Inseam: 34
Shoe: 13W women,
10.5 men

THE DROP
CONSTANCE RIB
BUTTON-DOWN
SWEATER
CANDY APPLE RED
B09K14SRL6
4*AP/7D
XXL, 3XL

AMAZON ESSENTIALS
PLUS SIZE CLASSIC FIT
LIGHTWEIGHT LONG-SLEEVE
TURTLENECK SWEATER
RED SCOOTER
A6V3023PWC2
SIP STYLING CONTENT PICK
XXL

THE DROP
ELIISON RIB FLARE LEG
SWEATER PANT
CANDY APPLE RED
B08K138636
3*P/AP/7D
2X, 3X

VALERIE
COMFORTABLE POINTED
TOE KITTEN HEEL
NUDE/PATENT
B08CTBJ0RN
3*P/AP/3P
12C

CLICK THROUGH DESTINATION: REFINEMENT BROWSE TILE FOOTER CARD MOBILE QUAD CARD | QUAD TOP CARD

GW QUAD CATEGORY 6 - SEPTEMBER
PROGRAM: AF
TITLE: FALL STORY #1 - TOPS
GL: APPAREL
FILENAME

CONTENT INSPO

STYLING NOTES:

ON-FIGURE WOMEN

OUTFIT

GIA MEASUREMENTS:
Height: 6'3
T-Shirt: 2x
Blouse: 2x, 3x
Jacket: 2x, 3x
Bra: 42DDD
Bust: 51
Underwear: 2x
Waist: 47.5
Hips: 61 1/4
Dress: 18-20
Pant: 18-20
Inseam: 34
Shoe: 13W women,
10.5 men

NARBING
WOMENS SEXY BUSTIER
CORSET TOP
S RED
B07L30WDT
4*P/AP/3P
2X

FRANHAIS
WOMENS WIDE LEG
DENIM
DARK BLUE
B09BJAP09R
4*P/AP/3P
2XL, 3XL

VASELISE
WOMENS HEELED MULES
RHINESTONE CRYSTAL
ANKLE CHAIN MULES
NUDE
B09WVWVQP
NO*NP/3P
12C

CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD

GW QUAD CATEGORY 3 - AUGUST
PROGRAM: AF
TITLE: FALL STORY #2 - OUTERWEAR
GL: TBD
FILENAME

CONTENT INSPO

STYLING NOTES:

ON-FIGURE WOMEN

OUTFIT

GIA MEASUREMENTS:
Height: 6'3
T-Shirt: 2x
Blouse: 2x, 3x
Jacket: 2x, 3x
Bra: 42DDD
Bust: 51
Underwear: 2x
Waist: 47.5
Hips: 61 1/4
Dress: 18-20
Pant: 18-20
Inseam: 34
Shoe: 13W women,
10.5 men

CARDIGO
PLUS SIZE WOMENS
PUFFER COAT
NAVY BLUE
B08V2W82G
4*P/AP/3P
2XL, 3XL

CHIRANT
WOMENS WIDE LEG
JEANS
DARK BLUE
B09BJAP09R
4*P/AP/3P
2XL, 3XL

THE DROP
KIANA LOOSE FIT LONG FUR
COAT
CHOCOLATE
B08V2W82G
4*P/AP/7D
2X, 3X

THE DROP
DEBI LOOSE FIT SHIRT JACKET
COFFEE BEAN
B08V2W82G
NO*AP/7D
4*P/AP/7D
2X, 3X

LONGIDA
BAGGY JEANS
BROWN
B08V2W82G
3*P/AP/3P
XXL

PETTIT CADEAU
CLASSIC AND POINTED
TOE SLIP ON PUMPS
WALNUT SHEEN
B08V2W82G
4*P/AP/3P

fitting will determine version

CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD



THE DROP
CONSTANCE RIB
BUTTON DOWN
SWEATER
RED



RED
SCOOTER
19-1863

AMAZON ESSENTIALS
PLUS SIZE CLASSIC FIT
LIGHTWEIGHT LONG-SLEEVE
TURTLENECK SWEATER
RED SCOOTER
AEW30235FW22
SPB STYLING CONTENT PICK
XXL



THE DROP
ELLISON RIB FLARE LEG
SWEATER PANT
CANDY APPLE RED
B09K13S626
3.9*/AP/TD
2X, 3X



VALERIE
COMFORTABLE POINTED
TOE KITTEN HEEL
NUDE-PATENT
B08CTBJ3RN
3.9*/AP/3P
13

ON -FIGURE - fall

CATEGORY – SWEATERS

CROPS NEEDED



square

captured



banner

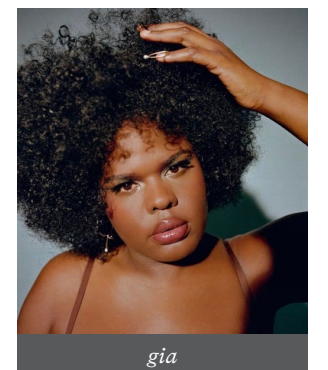
captured

LOCATION



highland park - neighborhood

MODEL



gia

FILE NAME:

AF-Plus_0822_ON_W_Fall-OutAbout_Category_Sweaters



NARHBRG
WOMENS SEXY BUSTIER
CORSET TOP
8 RED
B09TL9DWDT
4.4*/AP/3P
2X



FRANHAIS
WOMENS WIDE LEG
DENIM
DARK BLUE
B09BJMPG9R
4.1*/AP/3P
2X 2X

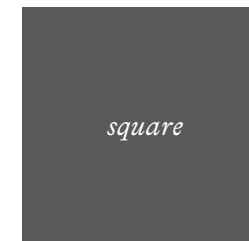


VASLELUSE
WOMENS HEELED MULES
RHINESTONE CRYSTAL
ANKLE CHAIN MULES
NUDE
B09WRWYVQP
4.4*/AP/3P

ON -FIGURE - *fall*

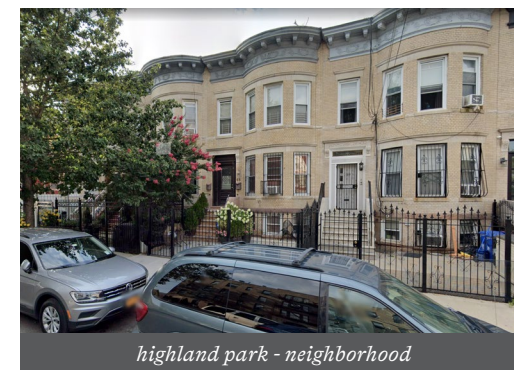
CATEGORY – TOPS

CROPS NEEDED



captured

LOCATION



highland park - neighborhood

MODEL



gia

FILE NAME:

AF-Plus_0822_ON_W_Fall-OutAbout_Category_Tops-B



THE DROP
KIARA LOOSE FIT LONG FUR
COAT
CHOCOLATE
B09B7FMJ31
4.1*/AP/TD
2X, 3X



THE DROP
DEMI LOOSE FIT SHIRT JACKET
COFFEE BEAN
B09KYPHGP7
NO*/AP/TD
2X, 3X



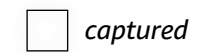
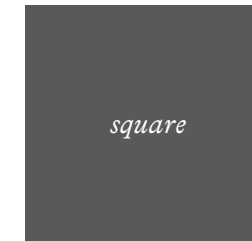
LONGBIDA
BAGGY JEANS
8698 BROWN
B09LYTYRRL
3.8*/AP/3P
XXL



PETIT CADEAU
CLASSIC AND POINTED
TOE SLIP ON PUMPS
WALNUT SUEDE
B07VZWB26F
4.1*/AP/3P

ON -FIGURE - *fall*
CATEGORY – OUTERWEAR

CROPS NEEDED

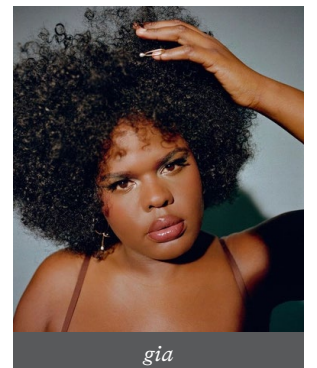


LOCATION



highland park - neighborhood

MODEL



gia

FILE NAME:

AF-Plus_0822_ON_W_Fall-OutAbout_Category_Outerwear-C

out & about PROPS

on the court (personal or prop)

tennis balls

racquets

tennis bag

water bottle

towel



TREND STORY 03

SHIMMER & GLIMMER

high shine, patent, sexy, silky, high/low urban party looks + one Halloween

talent:

Gia Love + Friends

location:

The Bowery
Images and video of the group getting ready

Kind Regards
Party images and video

real story:

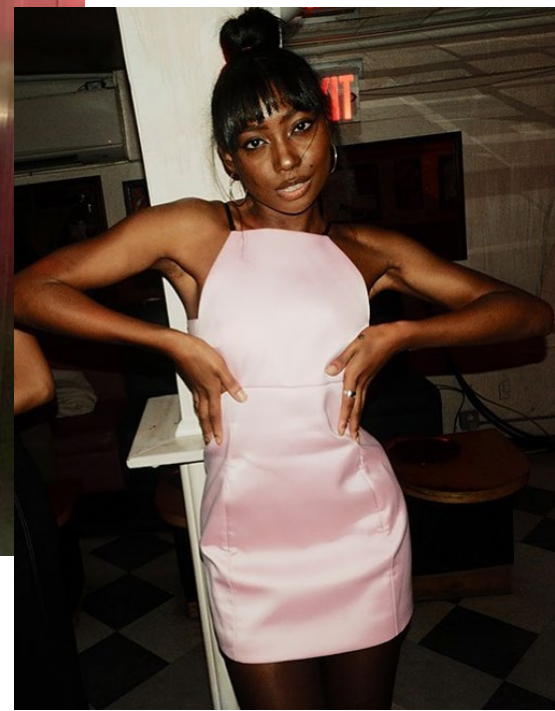
Gia is a courageous black trans woman who has overcome adversity by living in her truth unapologetically and authentically and is most recognized for her work in the house and ballroom scene.

scenario:

Images should be more of a fashion portrait that is in this space, and not than a staged scene.

At the Bowery, we would capture images and video of the group getting ready for a night out, keeping gia as the focus.

Then we would move to Kind Regards for "partying" images.

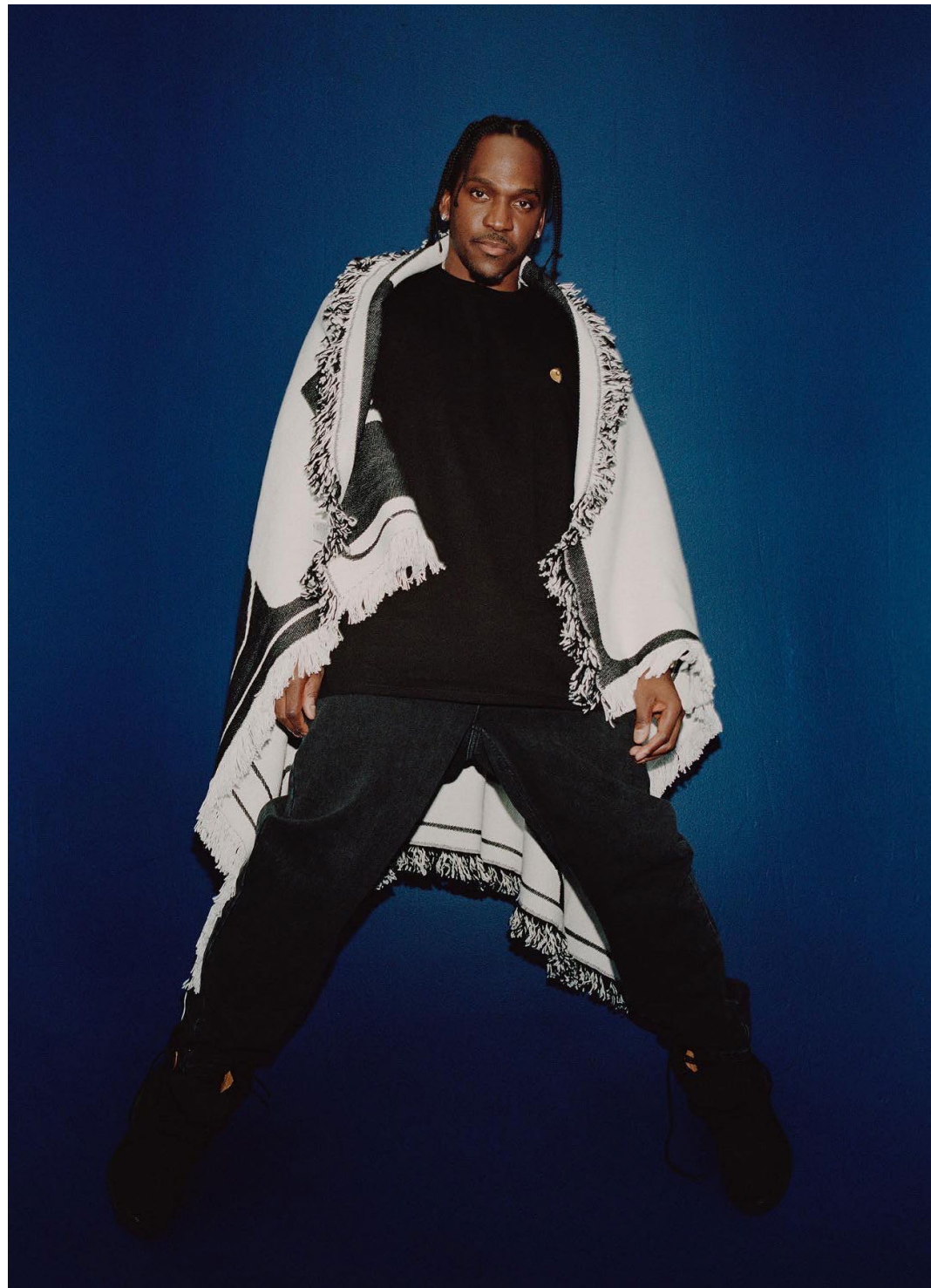




shimmer & glimmer LIGHTING

@ THE HOTEL
 Deeper tones, but keeping
 dark apparel visible, without
 harsh flash.

@KIND REGAURDS
 On camera Flash illuminating
 background and subject.




LOCATION: AT HOME - *the bowery* + AT THE BAR - *kind regards*



shimmer & glimmer SHOTS @ BOWERY

GW HERO 3 - AUGUST
PROGRAM: AF
TITLE: FALL STORY #3 HALLOWEEN
GL: XGL
FILENAME

CONTENT INSPO



STYLING NOTES

YERTTER
VINTAGE BOHO FULL RHINESTONE NECKLACES
807082CZW
4.1Y/AP/SP

TANNING
FASHION LABEL DOUBLE BREASTED LAMBSKIN LEATHER
BLACK
807082JISB
4.1Y/AP/SP
XXL

FLOERNS
PLUS SIZE SEQUIN SPAGHETTI STRAP
BLACK
809K78L542
3.8Y/AP/SP
3X, 4XL

VERISSON
POINT STILETTO KNEE HIGH LACE UP BOOT
BLACK
806K78L542
3.8Y/AP/SP
913

ON-FIGURE WOMEN


OUTFIT
GIA

GIA MEASUREMENTS:
Height: 6'3
T-Shirt: 2x
Blouse: 2x, 3x
Jacket: 2x, 3x
Bra: 42DDD
Bust: 51
Underwear: 2x
Waist: 47.5
Hips: 61 1/4
Dress: 18-20
Pant: 18-20
Inseam: 34
Shoe: 13W women, 10.5 men

CLICK THROUGH DESTINATION: CURATED NODE MOBILE HERO | DESKTOP HERO | 1X1 FOOTER CARD BROWSE DT HERO | BROWSE MOB HERO

GW HERO 4 - AUGUST
PROGRAM: AF
TITLE: DRESSES
GL: APPAREL
FILENAME

CONTENT INSPO



STYLING NOTES

THE DROP
ATHENA V NECK SILKY MID DRESS
DARK PURPLE
809K533P9
4Y/AP/TD
2X, 3X

MAIERNISI JESSI
CROSS STRAP ANKLE BUCKLE STILETTO
RED
8070TOLF4
3.9Y/AP/SP
13

GENERIC
DIAMOND EMBELLISHED FEATHER EVENING WEDDING BAG
GREEN
800T90G9B
NOY/AP/SP

ON-FIGURE WOMEN


OUTFIT
GIA

GIA MEASUREMENTS:
Height: 6'3
T-Shirt: 2x
Blouse: 2x, 3x
Jacket: 2x, 3x
Bra: 42DDD
Bust: 51
Underwear: 2x
Waist: 47.5
Hips: 61 1/4
Dress: 18-20
Pant: 18-20
Inseam: 34
Shoe: 13W women, 10.5 men

CLICK THROUGH DESTINATION: REFINEMENT MOBILE HERO | DESKTOP HERO | 1X1

GW HERO 5 - SEPTEMBER
PROGRAM: AF
TITLE: TOPS
GL: APPAREL
FILENAME

CONTENT INSPO



STYLING NOTES

THE DROP
NOMA CUT OUT SWEATER
BLUE SAPPHIRE
809K5LPHG
3.9Y/AP/TD
2X, 3X

COMMANDO
WOMENS PALK PATENT LEATHER PERFECT CONTROL LEGGINGS
BLACK
8080MTL5G
3.8Y/AP/SP
2X, 3X

WETKISS
PLATFORM BOOTS
BLACK PATENT
808K3V9KCG
4.9Y/AP/SP
13

KENNETH JAY LANE
LOVE KNOT DOOR KNOCK SARRING
WHITE
809C3ALDT2
NOY/AP/SP

ON-FIGURE WOMEN

OUTFIT
GIA

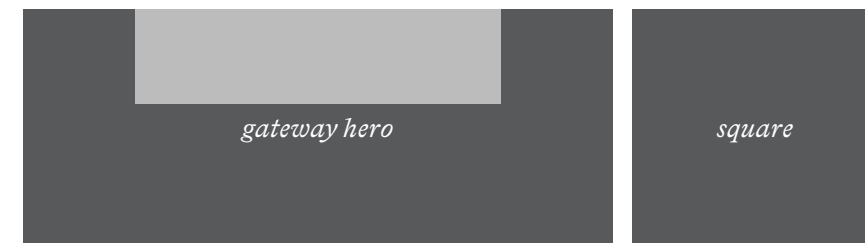
GIA MEASUREMENTS:
Height: 6'3
T-Shirt: 2x
Blouse: 2x, 3x
Jacket: 2x, 3x
Bra: 42DDD
Bust: 51
Underwear: 2x
Waist: 47.5
Hips: 61 1/4
Dress: 18-20
Pant: 18-20
Inseam: 34
Shoe: 13W women, 10.5 men

CLICK THROUGH DESTINATION: REFINEMENT MOBILE HERO | DESKTOP HERO | 1X1

ON -FIGURE - *fall*

STORY – SHIMMER GLIMMER

CROPS NEEDED



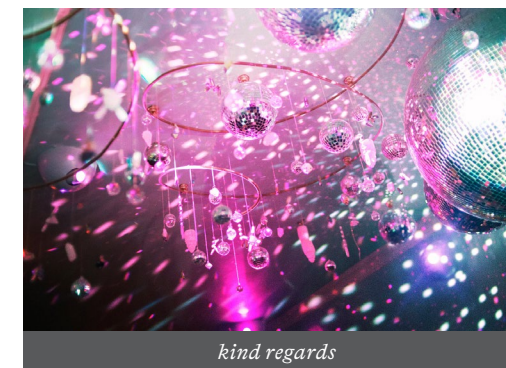
captured

captured



captured

LOCATION



MODEL



FILE NAME:

AF-Plus_0822_ON_W_Fall-ShimGlim_Main_ShimmerGlimmer



YERTTER
 VINTAGE BOHO FULL
 RHINESTONE
 NECKLACES
 B07ZQ49C2W
 4.1*/AP/3P



TANMING
 FASHION LAPEL DOUBLE
 BREASTED LAMBSKIN
 LEATHER
 BLACK
 B07T63JSX8
 4.1*/AP/3P
 XXL



FLOERNS
 PLUS SIZE SEQUIN
 SPAGHETTI STRAP
 BLACK
 B09K7BL542
 3.8*/AP/3P
 3XL, 4XL



KENDRA SCOTT
 MAGGIE 2.5 IN HOOP
 EARRINGS
 SILVER-FILIGREE METAL
 B07WCHLQWL
 4.4*/AP/3P



VERISSON
 POINT STILETTO KNEE
 HIGH LACE UP BOOT
 BLACK
 B09K7BL542
 3.8*/AP/3P
 W13



THE DROP
 ATHENA V-NECK SILKY
 MIDI DRESS
 DARK PURPLE
 B09PC537F9
 4*/AP/TD
 2X, 3X



MAIERNISI JESSI
 CROSS STRAP ANKLE
 BUCKLE STILETTO
 RED
 B07DLTQLF4
 3.9*/AP/3P
 13



GENERIC
 DIAMOND
 EMBELLISHED
 FEATHER EVENING
 WEDDING BAG
 GREEN
 B09T9DGSRB
 NO*/AP/3P

ON -FIGURE - *fall*

CATEGORY – DRESSES

CROPS NEEDED



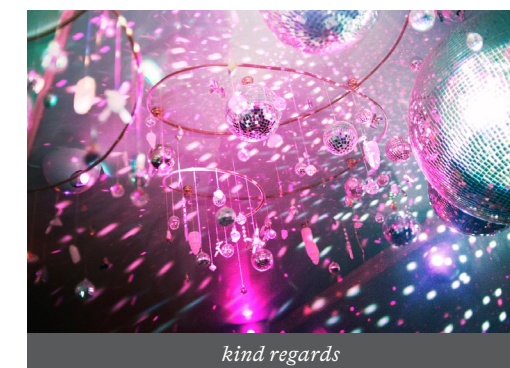
captured

captured



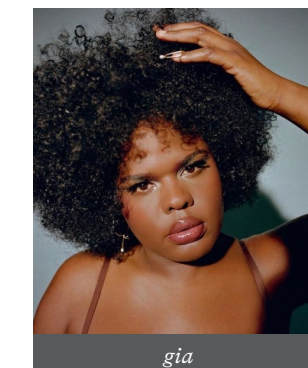
captured

LOCATION



kind regards

MODEL



gia

FILE NAME:

AF-Plus_0822_ON_W_Fall-ShimGlim_Main_Dresses



THE DROP
NOMI CUT OUT
SWEATER
BLUE SAPPHIRE
B095J5J9VG
3.6*/AP/TD
2X, 3X



COMMANDO
WOMENS FAUX
PATENT LEATHER
PERFECT CONTROL
LEGGINGS
BLACK
B0852MTL3G
3.8*/AP/3P
2X, 3X



WETKISS
PLATFORM BOOTS
BLACK PATENT
B08K3Y5HCG
4.6*/AP/3P
13



KENNETH JAY LANE
LOVE KNOT DOOR
KNOCK EARRING
WHITE
B09C2KLD2
NO*/AP/SB

ON -FIGURE - *fall*
CATEGORY – TOPS

CROPS NEEDED

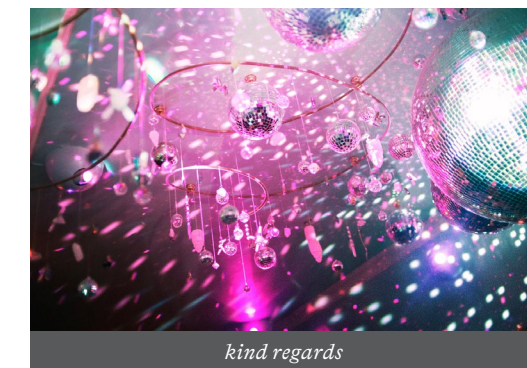
gateway hero *square*

captured *captured*

banner

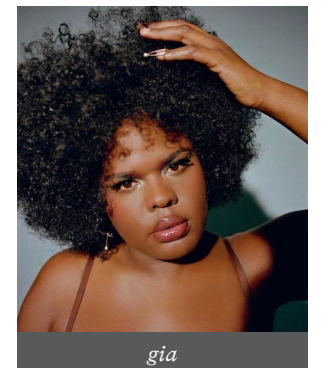
captured

LOCATION



kind regards

MODEL



gia


FILE NAME:

AF-Plus_0822_ON_W_Fall-ShimGlim_Category-Tops-C

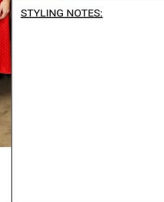
shimmer & glimmer SHOTS @ BOWERY

GW QUAD CATEGORY 6 - SEPTEMBER
PROGRAM: AF
TITLE: FALL STORY #1 - DRESSES
GL: APPAREL
FILENAME

CONTENT INSPO



STYLING NOTES:



CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD

THE DROP
@LUCYWHEMS SATIN
KNOTTED BAGS
BLACK
80089KMSZL
3.7*/AP/SITE

HALFISLAND
SATIN SLEEVE HALTER TIE
NECK MAXI FORMAL
DRESSES FOR WOMEN
BROWN
80149P3P
LOW STOCK
S, M, L, XL

GIUSEPPE ZANOTTI
WOMEN'S PLATFORM
ANKLE STRAP
NEO
4*/AP/SITE
LOW STOCK
9, 5, 11

MANZI
PLUS SIZE PANTY HOSE
SHEER STOCKINGS
BLACK
807VWYLCH
4*/AP/3P
XXL, 3XL

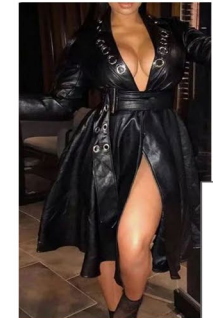
ON-FIGURE WOMEN

OUTFIT
GIA

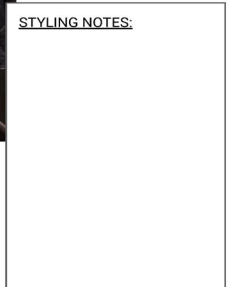
GIA MEASUREMENTS:
Height: 6'3
T-Shirt- 2x
Blouse- 2x, 3x
Jacket- 2x, 3x
Bra- 42DD
Bust: 51
Underwear- 2x
Waist: 47.5
Hips: 61 1/4
Dress: 18-20
Pant: 18-20
Inseam: 34
Shoe: 13W women,
10.5 men

GW HERO 3 - AUGUST
PROGRAM: AF
TITLE: FALL STORY #3 HALLOWEEN
GL: XGL
FILENAME

CONTENT INSPO



STYLING NOTES:



CLICK THROUGH DESTINATION: CURATED NODE MOBILE HERO | DESKTOP HERO | 1X1

ANNA BELEN
"FELINA" GLITTER CAT
EARS HEADBAND
BLACK
800LNP76
4.5*/AP/3P

EFTOM
RHINESTONE CHOKER
NECKLACES
5 ROWS Y
808PD227Y
4.4*/AP/3P

LOVECARNATION
FASHION PERFECTLY
SHAPING ZIP UP L/S
FAUX LEATHER BIKER
JACKET
BLACK
807YCSM3AJ
3.5*/AP/3P
XXL, 3XL

PYL
PLUS SIZE SEXY FAUX
LEATHER JUMPSUIT
BLACK
809NQBHMR4
3.3*/AP/3P
XXL, 3XL

BIENVENUE STORE
BRIDAL WEDDING
CRYSTAL
RHINESTONE HOOP
EARRINGS
80MM
800ND40L4G
4.3*/AP/3P


ONLYMAKER
BOW STRAP
POINTED OPEN TOE
SANDALS BOW
KNOT
808ZSJWVZP
4.4*/AP/3P
W13

ON-FIGURE WOMEN


OUTFIT
GIA

GIA MEASUREMENTS:
Height: 6'3
T-Shirt- 2x
Blouse- 2x, 3x
Jacket- 2x, 3x
Bra- 42DDD
Bust: 51
Underwear- 2x
Waist: 47.5
Hips: 61 1/4
Dress: 18-20
Pant: 18-20
Inseam: 34
Shoe: 13W women,
10.5 men

CONTENT INSPO




STYLING NOTES:




CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD

CONTENT INSPO




STYLING NOTES:




CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD

CONTENT INSPO



STYLING NOTES:



CLICK THROUGH DESTINATION: CURATED NODE MOBILE QUAD CARD | QUAD TOP CARD



HALFISLAND
SATIN SILK HALTER TIE
NECK MAXI FORMAL
DRESSES FOR WOMEN
BROWN
NO*/AP/3P
LOW STOCK
S, M, L, XL



THE DROP
@LUCYWHIMS SATIN
KNOTTED BAGS
BLACK
B08GRKMS2L
3.7*/AP/SITE



GUISEPPE ZANOTTI
WOMENS PLATDORM
ANKLE STRAP
NERO
4*/AP/SITE
LOW STOCK
9.5, 11

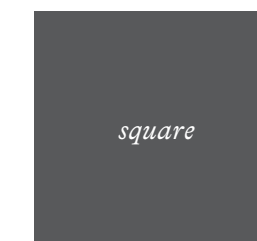


MANZI
PLUS SIZE PANTY HOSE
SHEER STOCKINGS
BLACK
B07TVXYLCH
4*/AP/3P
Xxl, 3xl

ON -FIGURE - *fall*

CATEGORY – DRESSES

CROPS NEEDED


 captured

LOCATION



bowery

MODEL



gia

FILE NAME:

AF-Plus_0822_ON_W_Fall-ShimGlim_Category_Dresses-A

ON-FIGURE - fall
STORY - HALLOWEEN

ON-FIGURE WOMEN

OUTFIT
GIA

ANNA BELEN
"FELINA" GLITTER CAT EARS HEADBAND
BLACK
B00ULNP76
4.5*/AP/3P

LOVEGARNATION
FASHION PERFECTLY SHAPING ZIP UP LS FAUX LEATHER BIKER JACKET
BLACK
B07YC8M34J
3.5*/AP/3P
XXL, 3XL

EFTOM
RHINESTONE CHOKER NECKLACES
5 ROWS Y
B08PDZZY7Y
4.4*/AP/3P

BIENVENUE STORE
BRIDAL WEDDING CRYSTAL RHINESTONE HOOP EARRINGS
80MM
B00ND4QL4G
4.3*/AP/3P

PYL
PLUS SIZE SEXY FAUX LEATHER JUMPSUIT
BLACK
B09NQ8HMR4
3.3*/AP/3P
XXL, 3XL

ONLYMAKER
BOW STRAP POINTED OPEN TOE SANDALS BOW KNOT
B08ZSJMW2P
4.4*/AP/3P
W13

GIA MEASUREMENTS:
Height: 6'3
T-Shirt- 2x
Blouse- 2x, 3x
Jacket- 2x, 3x
Bra: 42DDD
Bust: 51
Underwear- 2x
Waist: 47.5
Hips: 61 1/4
Dress: 18-20
Pant: 18-20
Inseam: 34
Shoe: 13W women, 10.5 men

HERO | DESKTOP HERO | 1X1

ON-FIGURE WOMEN

OUTFIT

AYLIS
WOMENS MESH VEILS LENGTH BLACK LACE ONE
B08QZ1L57K
4.3*/AP/3P

KRANCHUNGAL
WOMENS TEAMOUNK CORSET W/ OFF SHOULDER
VICTORIAN LACE LONG SLEEVE
PURPLE
B099YQDS39
3.7*/AP/3P
S, M

SHEIN
WOMENS ELEGANT HIGH WAIST SATIN SKIRT
BLACK
B09K459SDN
3.6*/AP/3P
L

J. RENEE
YASMINE PUMPS BLACK FIESTA LACE
B09H2LJGLL
4.9*/AP/3P
13 WIDE

VICTORIAN VAULT
GOTHINK STEAMPUNK VICTORIA PENDANT ON BLACK VELVET CHOKER
PURPLE
B089LWMJ55
5*/AP/3P

ANGEL MEASUREMENTS:
Height: 6'2
T-Shirt- S
Blouse- M
Jacket- L
Bra: 30A
Underwear: S/M
Waist: 29
Hips: 32
Dress: 4
Pant: L
Inseam: 36
Shoe: 13

HERO | DESKTOP HERO | 1X1

ON-FIGURE WOMEN

OUTFIT

LEEZEWHWA
SEXY CROSS OFF SHOULDER BODYCON SOLID ONE
GREEN
B07B7KDC4S
4.1*/AP/3P
M

SOFSY
MICROFIBER OPAQUE TIGHTS
FOREST GREEN
B07BYTPG71
4.2*/AP/3P
S, M

ELIZABETH TANG
WOMENS POINTED TOE HEELS SATIN PUMP
GREEN
B091KTRQ45
4.2*/AP/3P
12

SEEKSMILE
CLASSIC ADULT SIZE 22" LENGTH SPANDEX GLOVES
OLIVE
B076GN4K9D
4.5*/AP/3P

TYTROY
12 STRANDS ARTIFICIAL GREEN IVY LEAF PLANTS
GREEN
B08YY1ZX08
4.2*/AP/3P

OMI MEASUREMENTS:
Height: 5'7
T-Shirt- S/M
Blouse- S/M
Jacket- M
Bra: 34B
Underwear: M
Waist: 29 1/2
Hips: 38"
Dress: S/M
Pant: 7
Inseam: 30
Shoe: 11 1/2-12 WOMENS

HERO | DESKTOP HERO | 1X1

ON-FIGURE WOMEN

OUTFIT

MODPARY
FRINGE JACKET WHITE
B08Q67QLYC
4.8*/AP/3P
S/M

THE DROP
DARCY LOOSE TIE BACK SILKY STRETCH MIDI SLIP DRESS
HOT PINK
B09K13BTV1
3.9*/AP/3P
XS, S, M

COSMIC CHAMELEON
PINK WESTERN COGIRL HAT
B09NZC6VY9
5*/AP/3P

AOSPHRILIAYAN
MID CALF BOOTS
PINK
B09MTMZVGR
3.9*/AP/3P
W9

EBON MEASUREMENTS:
Height: 5'7
T-Shirt- M
Blouse- S
Jacket- S
Bra: 32A
Underwear: XS
Waist: 30
Hips: 25
Dress: 4
Pant: 25X30
Inseam: 30
Shoe: W9

HERO | DESKTOP HERO | 1X1

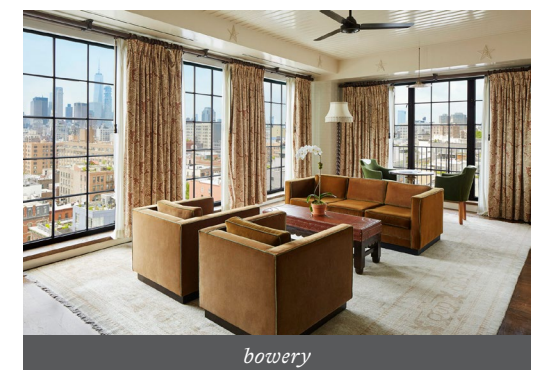
CROPS NEEDED

gateway hero captured

square captured

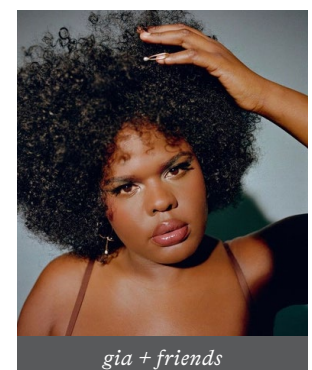
banner captured

LOCATION



bowery

MODEL



gia + friends

FILE NAME:

AF-Plus_0822_ON_W_Fall-Halloween

shimmer & glimmer PROPS

in the room

champagne

coupes

food(?) - lets ask what they normally would snack and decide

extra apparel to change in and out of

speaker or radio for music

personal items (real if possible)

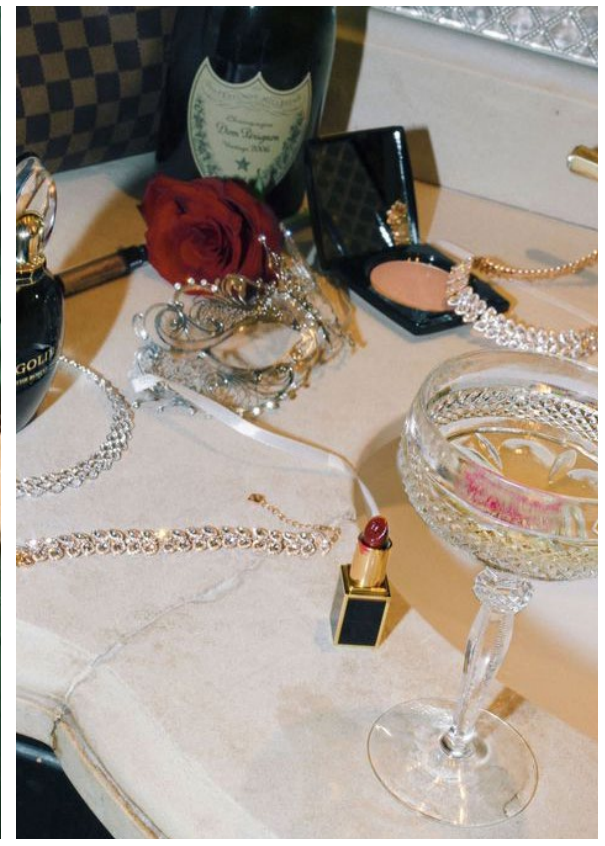
makeup bags

tools to get ready

robes/kimonos if applicable

off FIGURE

off-figure product shot INSPO





JENNIFER BEHR
MYRLA BOBBY PIN
FERM
B09Q9B4BT1
NO*/AP/SB



LACK OF COLOR
VEGAN LEATHER WAVE
BUCKET HAT
TAN
B07VBHNGQB
NO*/AP/SITE
M/L



LOEFFLER RANDALL
BELLAMY SATIN
HEADBAND
EMERALD SATIN
B09Q9CDH7T
NO*/AP/SB



LOVE LAKESIDE
CASHMERE FEEL WINTER
SOLID SCARF
LIGHT ORANGE
B0160V7DTE
4.5*/AP/3P



GENIE BY EUGENIA KIM
SAMANTHA
SCRUNCHIE
BUBBLEGUM
B09BQHCDYV
NO*/PW/SITE



NAMJOSH
EYES & STARS HEADBAND
MULTI
B083Y58YQL
4.2*/AP/SB



GENIE BY EUGENIA KIM
TAI SCRUNCHIE
TURQUOISE/TEAL
B09BQ9D1XS
NO*/PW/SITE



ILLESTEVA
PAMELA CIDER GRADIENT
SUNGLASSES
TAN
B09W66PLM5
NO*/AP/SB

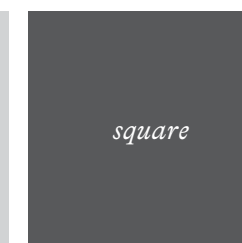
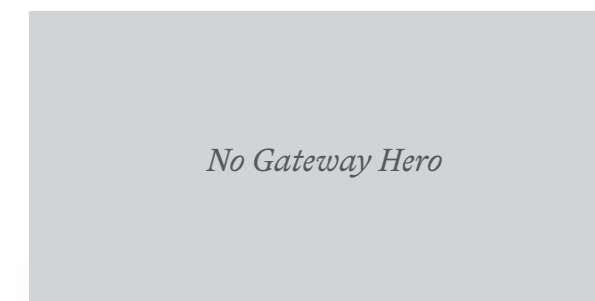


NAPPAGLO
NAPPA LEATHER GLOVES
PURPLE
B08D3S5H8M
4.2*/PW/SITE

OFF-FIGURE - fall

CATEGORY - ACCESSORIES

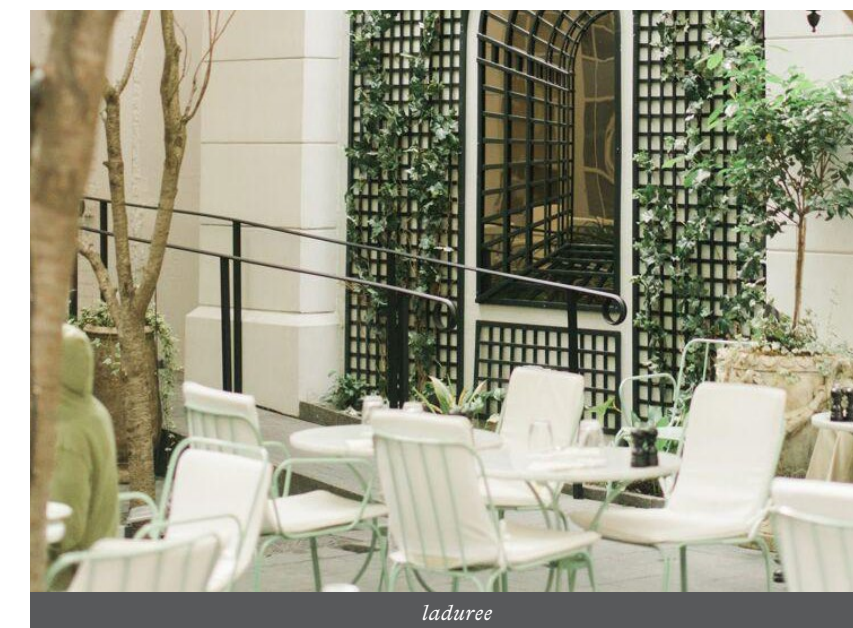
CROPS NEEDED



captured



LOCATION



FILE NAME:

AF-Plus_0822_OFF_W_Fall_Accessories



THE DROP
JANELLE GATHERED
SHOULDER BAG
ICE GREY
B08CYMW39Z
4.2*/PW/LIVE



THE DROP
SATIN KNOTTED HANDLE
BAG
CAPERS
B08GRBRHL3
3.7*/PW/LIVE



THE DROP
AVALON SMALL TOTE
BAG
RED
B07QNZN23Z
4.2*/PW/LIVE

OFF-FIGURE - *fall*
CATEGORY - BAGS

CROPS NEEDED

No Gateway Hero

square

captured

No Banner

LOCATION



laduree - exterior streets

FILE NAME:
AF-Plus_0822_OFF_W_Fall_Bags



KENNETH JAY LANE
GOLD HOOP EARRINGS W/
RAINBOW BAGUETTE
GOLD
B09K4KY7K9
4*/AP/SB



JULES SMITH
WOMENS IN CHAINS
NECKLACE
B07N89G2XG
4*/NP/SB



JUSTINE CLENQUET
PENNY EARRING
GOLD
B09TBJQLSX
NO*/NP/SB



SHASHI
CHAIN OF COMMAND
BRACELET
GOLD
B0849MPGG2
4.5*/NP/SB

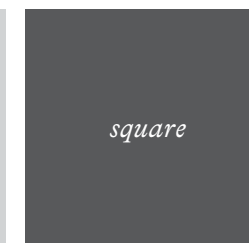


KENNETH JAY LANE
WOMENS RAINBOW
ETERNITY RING
B09SBVM9Y4
NO*/AP/SB

OFF-FIGURE - fall

CATEGORY - JEWELRY

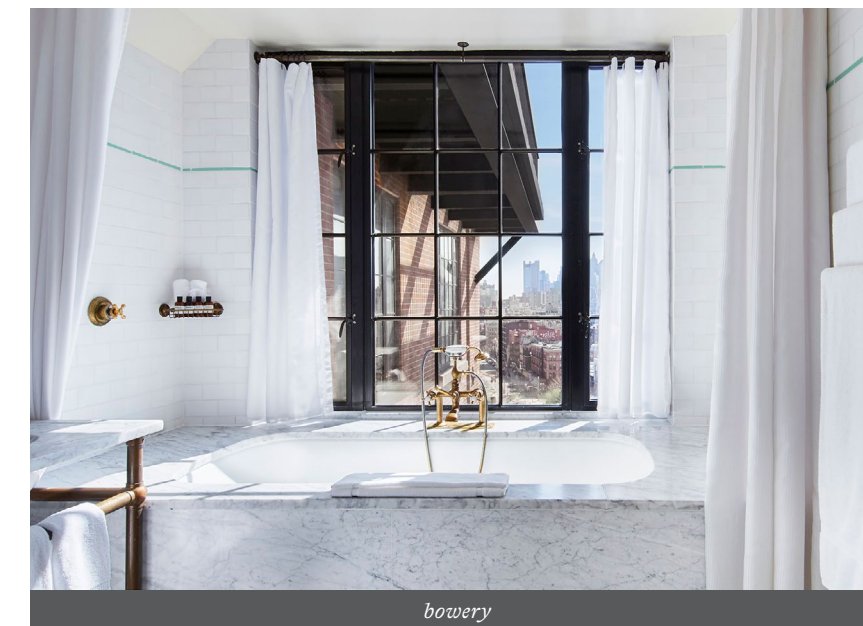
CROPS NEEDED



captured



LOCATION



FILE NAME:

AF-Plus_0822_OFF_W_Fall_Jewelry



JOURNEE COLLECTION
TRUE COMFORT FOAM
MILYNA BOOTIE
BLUE
B09739DSWR
4.8*/NP/3P
6.5



JOURNEE COLLECTION
TRUE COMFORT FOAM
MILYNA BOOTIE
CLAY
B0973CBTXK
4.8*/NP/3P
6



JOURNEE COLLECTION
TRUE COMFORT FOAM
MILYNA BOOTIE
ROSE
B0973CM18S
4.8*/NP/3P
6



JOURNEE COLLECTION
TRUE COMFORT FOAM
MILYNA BOOTIE
SLATE
B0973CM18S
4.8*/NP/3P

OFF-FIGURE - *fall*

CATEGORY - SHOES

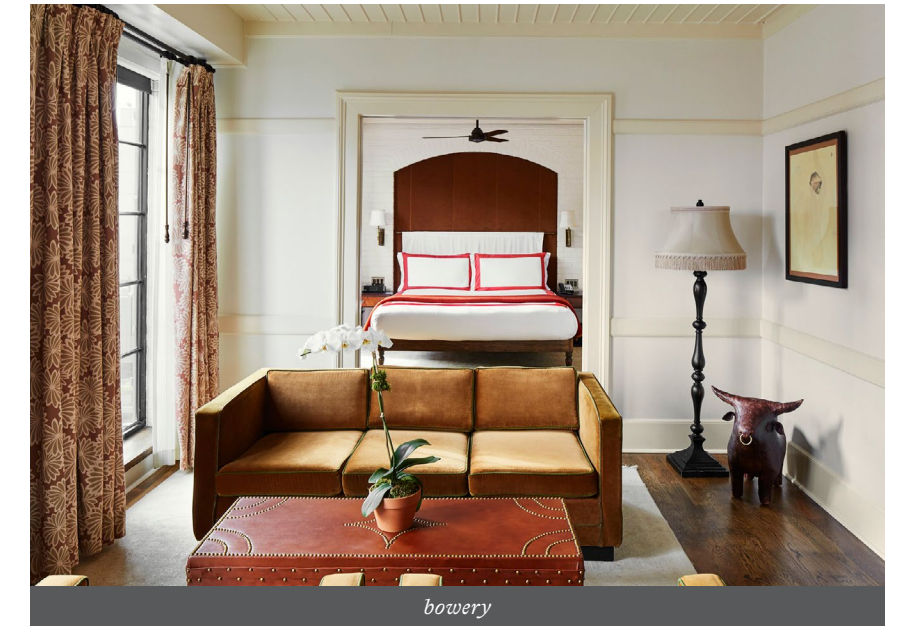
CROPS NEEDED



captured

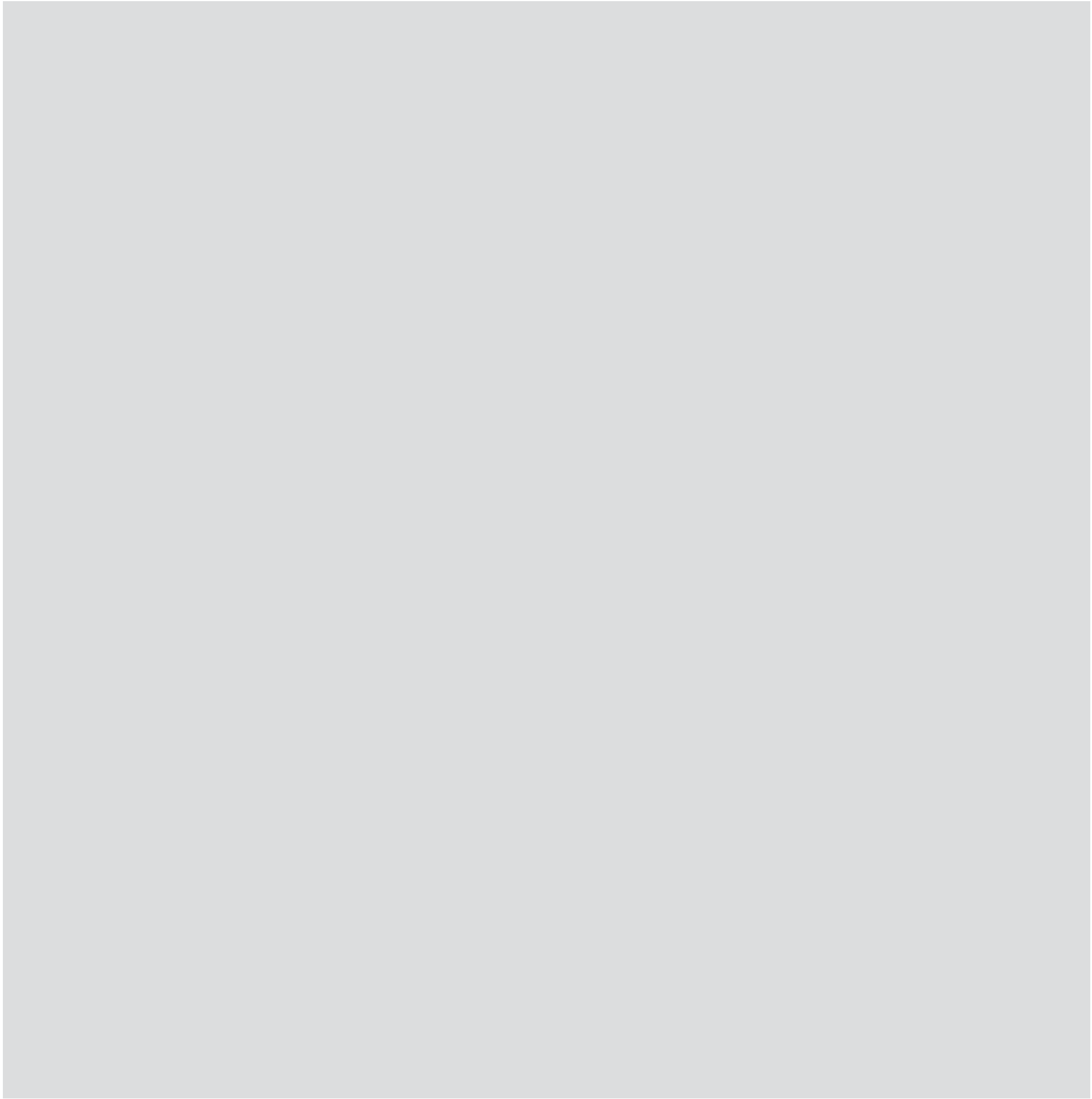


LOCATION



FILE NAME:

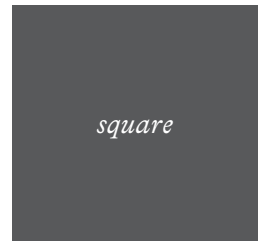
AF-Plus_0822_OFF_W_Fall_Shoes



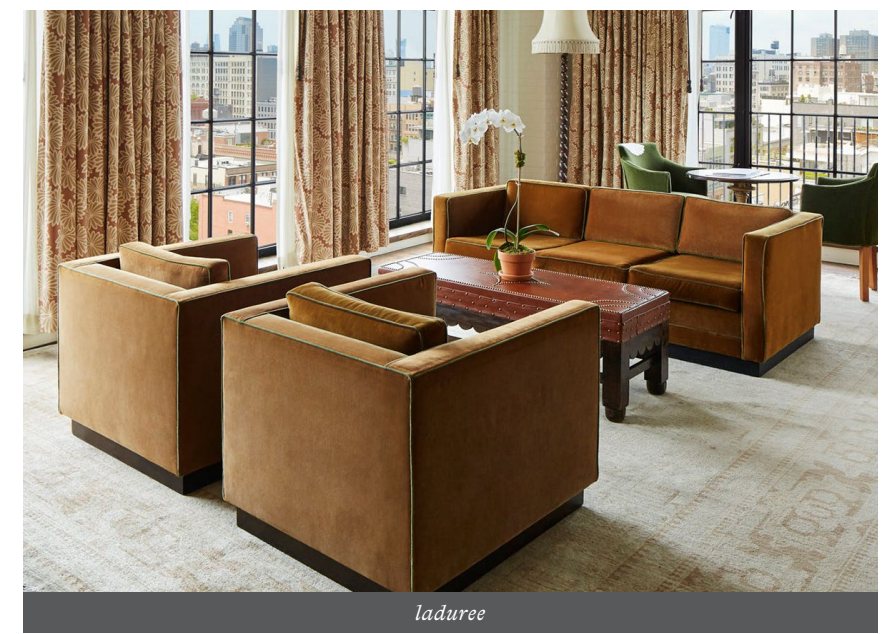
OFF-FIGURE - *fall*

CATEGORY - HALLOWEEN

CROPS NEEDED



LOCATION



FILE NAME:

AF-Plus_0822_OFF_W_Fall_Halloween

fall VIDEOS

video – CAPTURE AND OUTPUT

Shouldn't feel fake or staged and viewed as a portrait of this person, but still shows the trend or theme



STORY 01 *reimagined classics*

Founder of the All Womxn Project, and due to covid, Clementine now meets clients at restaurants, takes video calls, and works out of office.

IDEAS
show confidence and ease



STORY 02 *out & about*

One of Gia's passions is tennis and compares the game to how she lives her life fighting adversity and all the odds that came her way and still comes out victoriously.

IDEAS
show power and joy • in action game play



STORY 01 *shimmer and glimmer*

Gia is also known for her role in the ballroom scene and community.

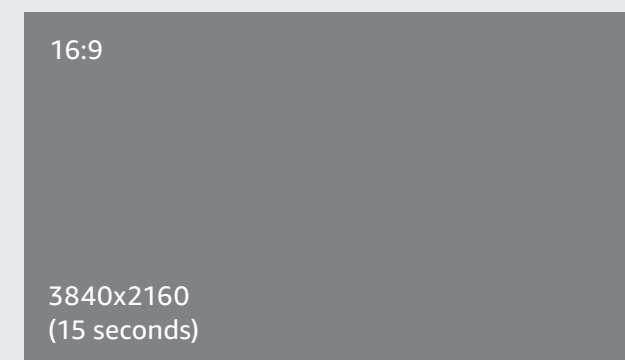
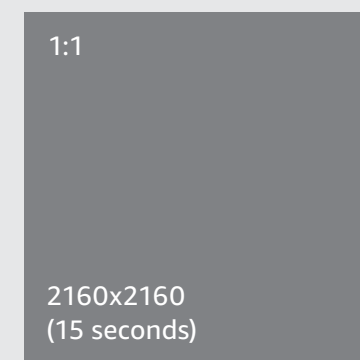
IDEAS
show fun, sisterhood, and vivaciousness
• Getting ready in room • elevator selfies
• traveling to bar

story VIDEO



this is a longer clip that will utilize talent voiceover

trend VIDEOS

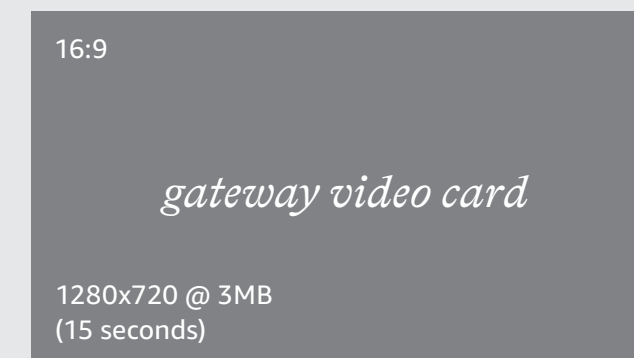


includes copy and logo

16:9 VIDEO ALTS



same trend edit without copy or logo

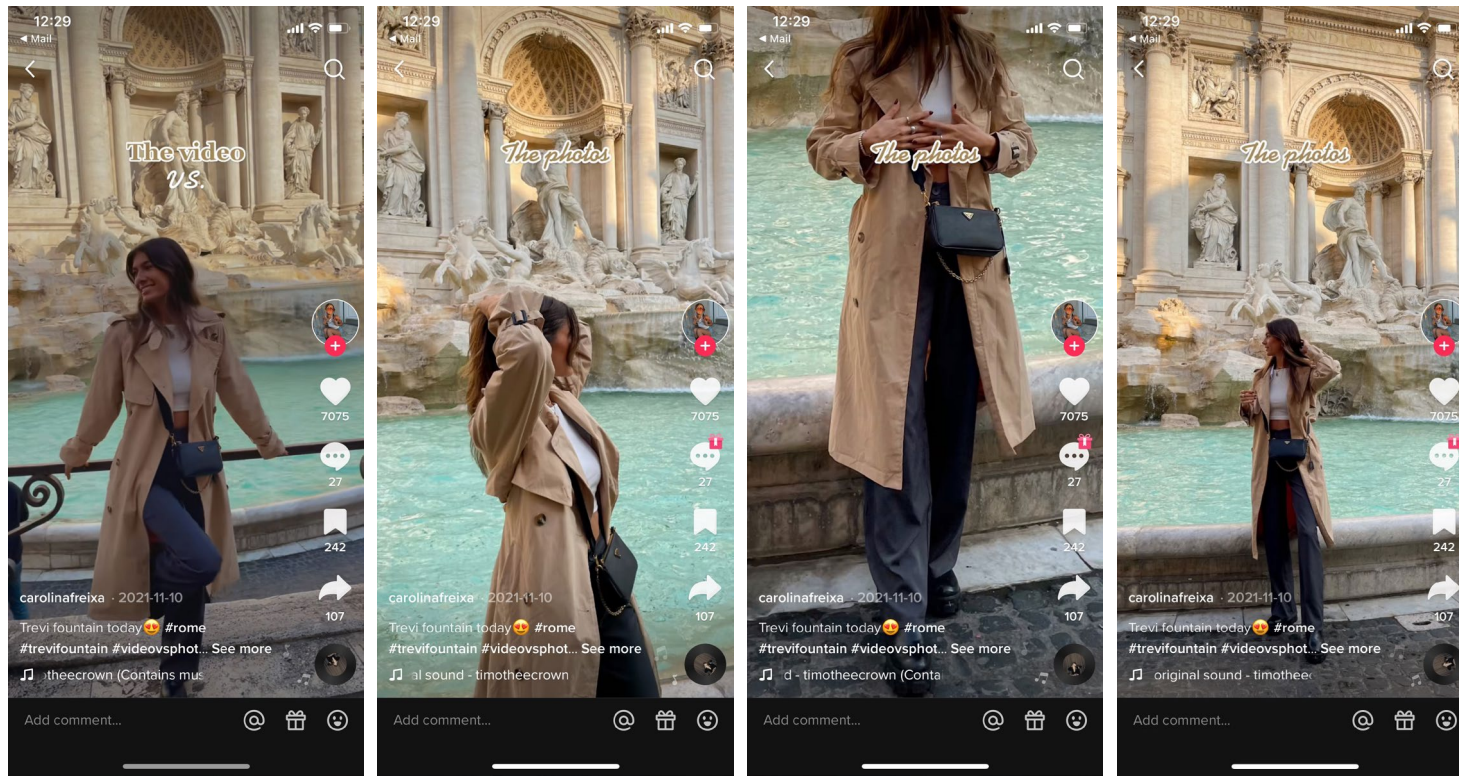


same trend edit with specific sizing

video – SOCIAL

TikTok videos will be captured using iPhone and digital camera.

challenge VIDEO VS PHOTO



3-4 second video of photographer capturing model

Followed by selects from that day.

total duration – 7 SECONDS

trend 3D MEETS 2D



2 second clip of photographer's viewfinder and shutter release

reveal of capture

repeat 10x

total duration – 30 SECONDS

OUR PHOTOGRAPHER

SHANIQWA JARVIS

PORTFOLIO

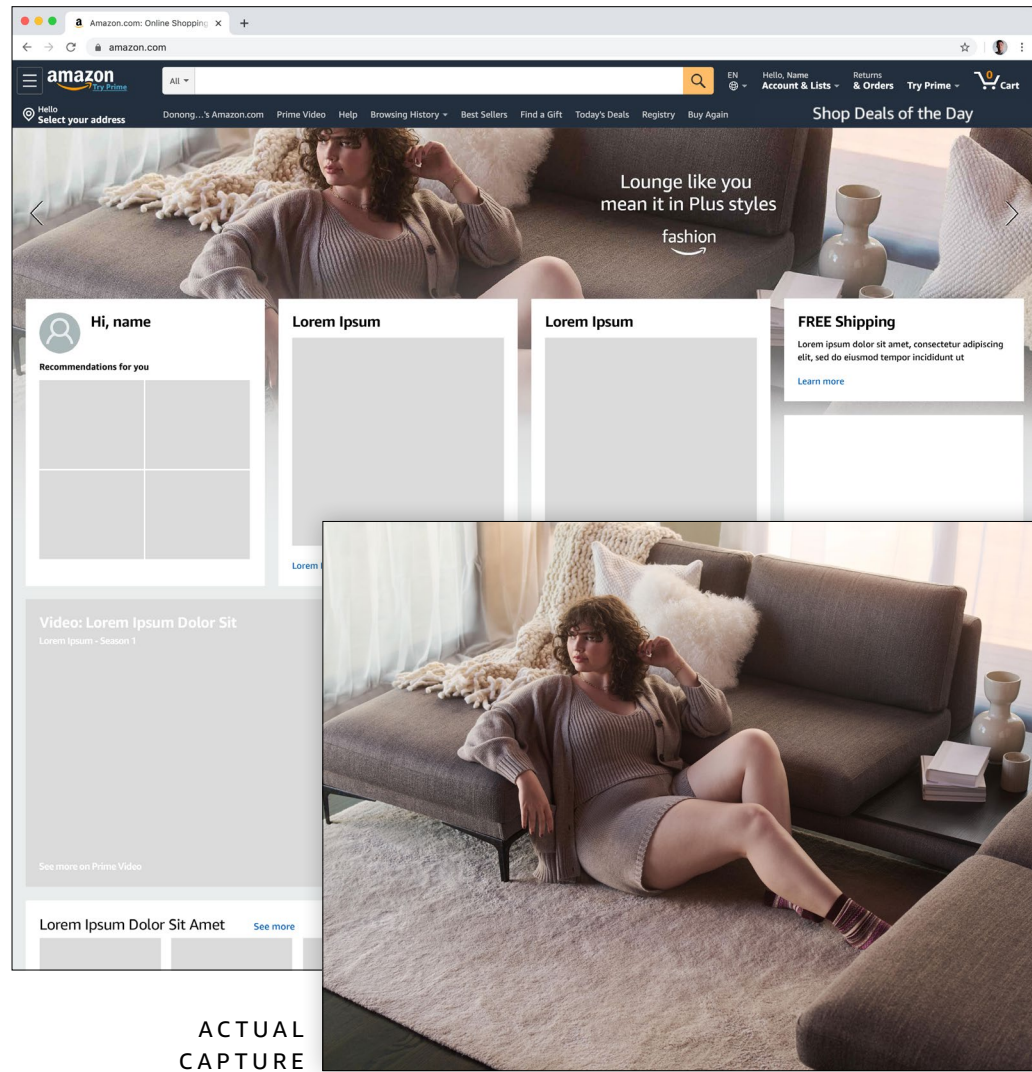
INSTAGRAM



CROP GUIDE

IMAGE CROPS

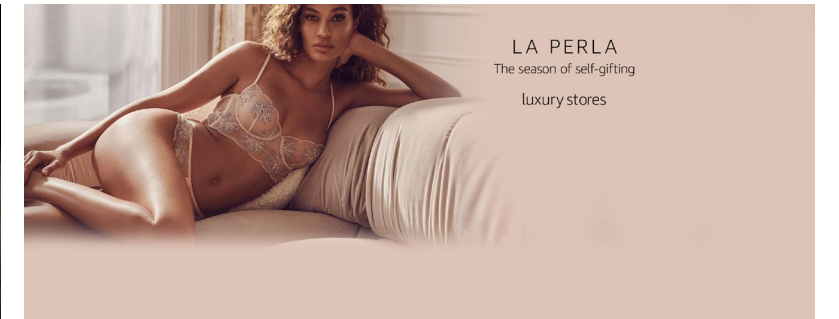
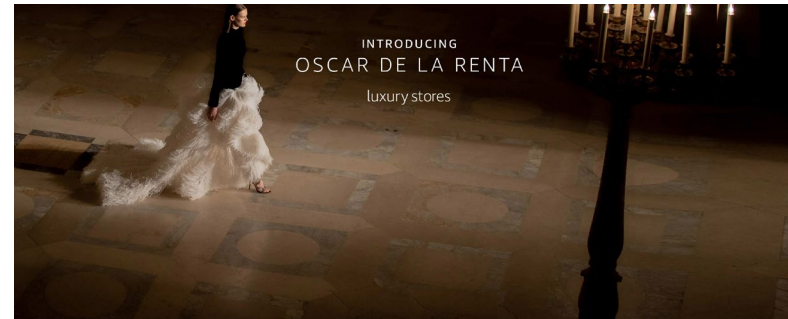
GATEWAY HERO



EXAMPLE OF FINAL ASSET



ADDITIONAL EXAMPLES



SUPPLIED PNGS FOR DIGI OVERLAY ON SET

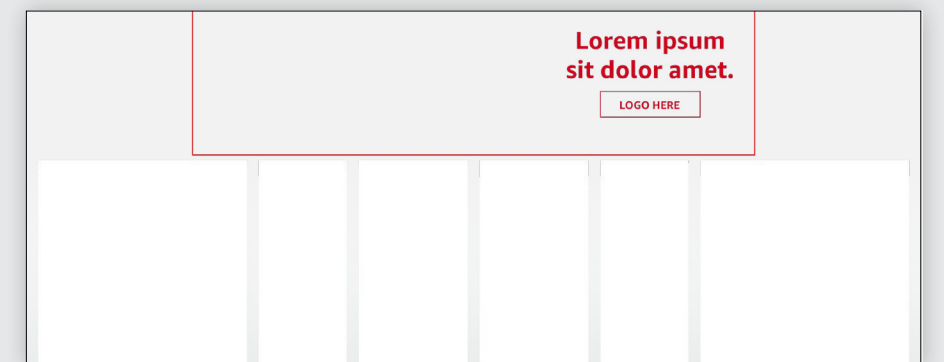
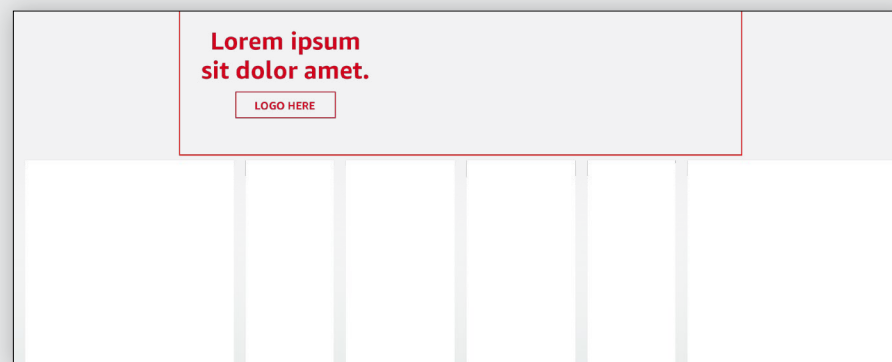
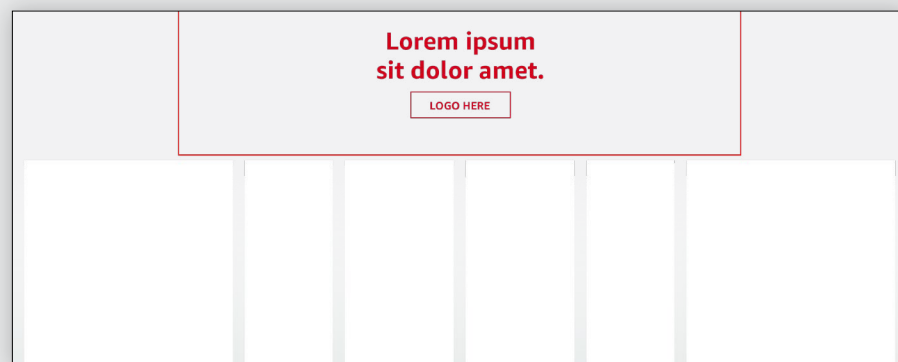
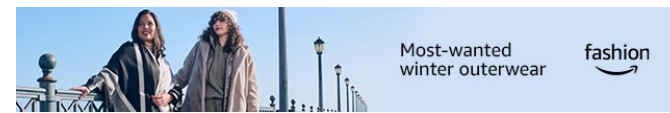
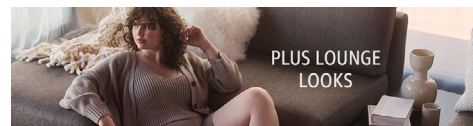
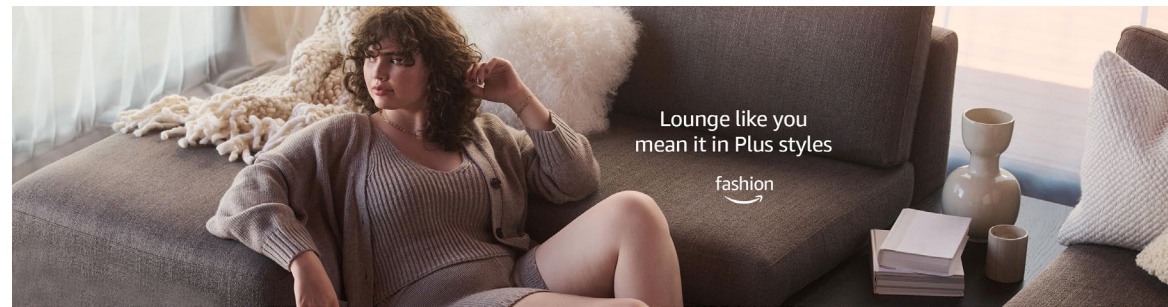
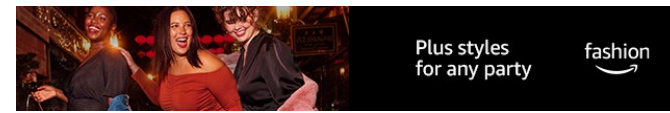
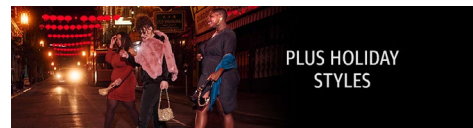
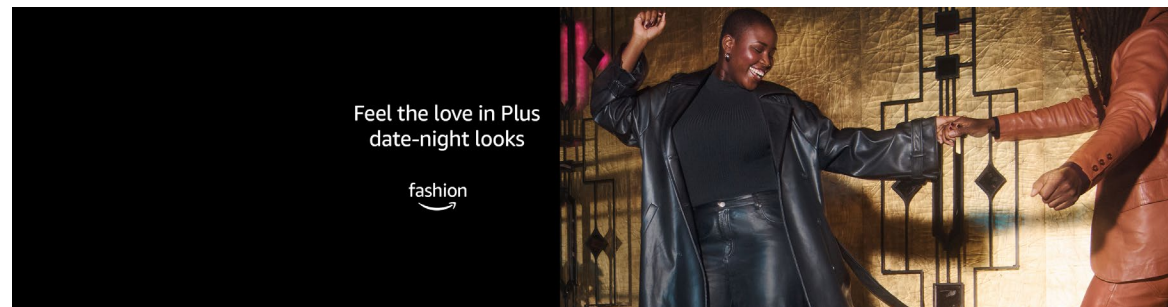


IMAGE CROPS *continued*

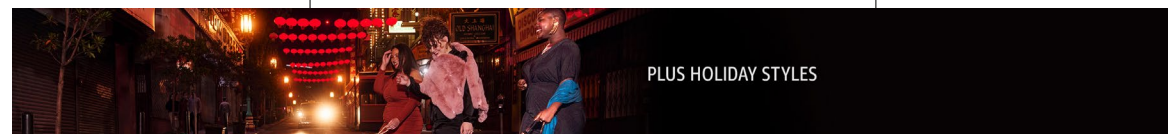
BANNERS + HEADERS



Banners are most successful when images are shot wide with content at the top or center. Leaving room for copy on the left or right.

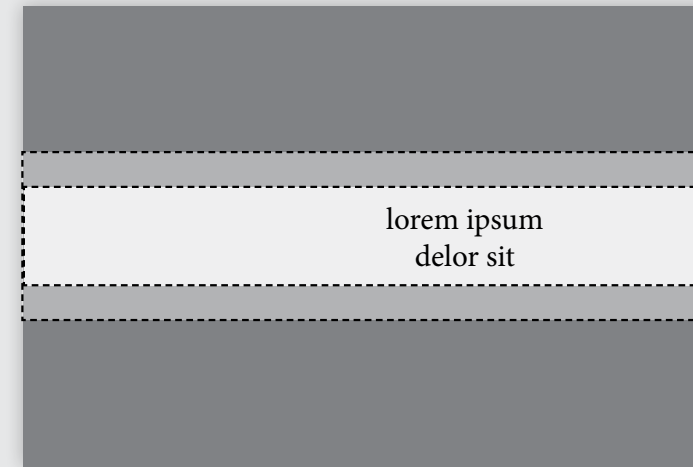


It is not uncommon for us to be creative and extend backgrounds, use color fills, etc to make space for copy and fill the asset dimensions.

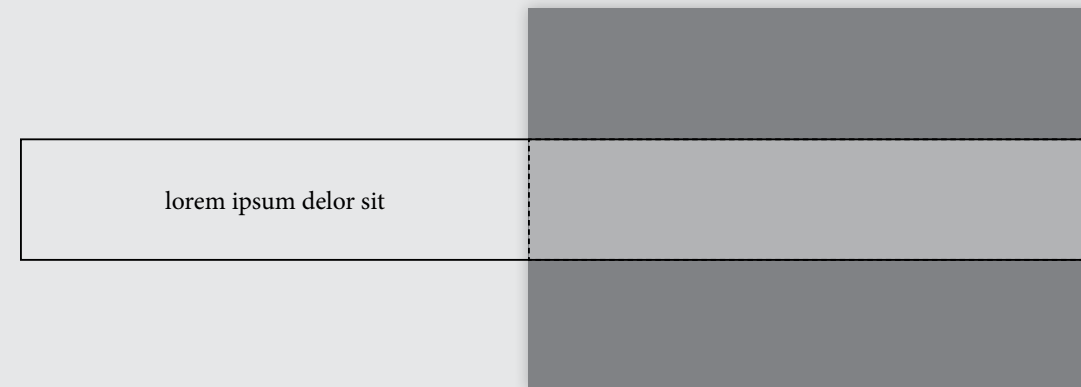


Some assets are extremely short and long, but have a safe zone that needs to be filled with creative extensions.

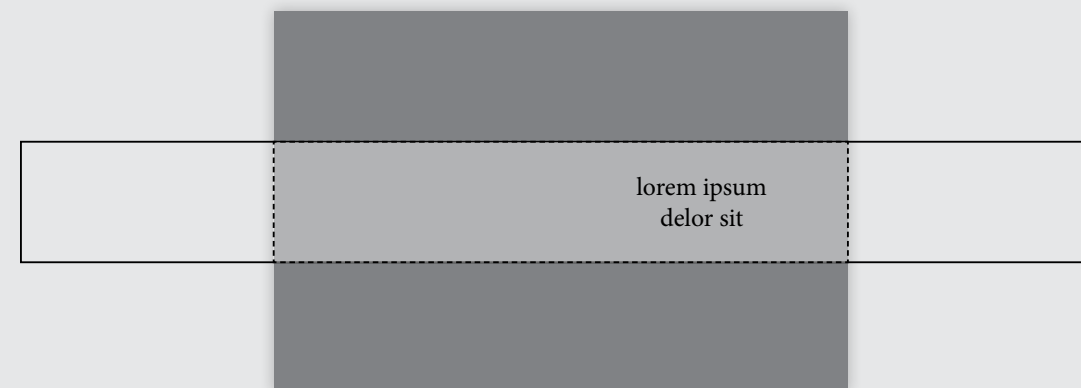
CROPPING EXAMPLES OF FINAL ASSET



Full width of image is used with content focused in a short strip



Full width of image is used, but assets utilizes a color fill or extended background to make space for copy or to fill tile.



Full width image is used in safe zone and creatively extended to fill assets for scalable assets

IMAGE CROPS *continued*

SQUARES



PLUS SWEATERS

SHOP NOW



HOLIDAY'S MOST-WANTED PLUS STYLES

Refresh your winter wardrobe with stylish dresses, tops, and more.

SHOP NOW



PLUS TOPS

SHOP NOW



TOPS



DRESSES



DATE-NIGHT DONE RIGHT

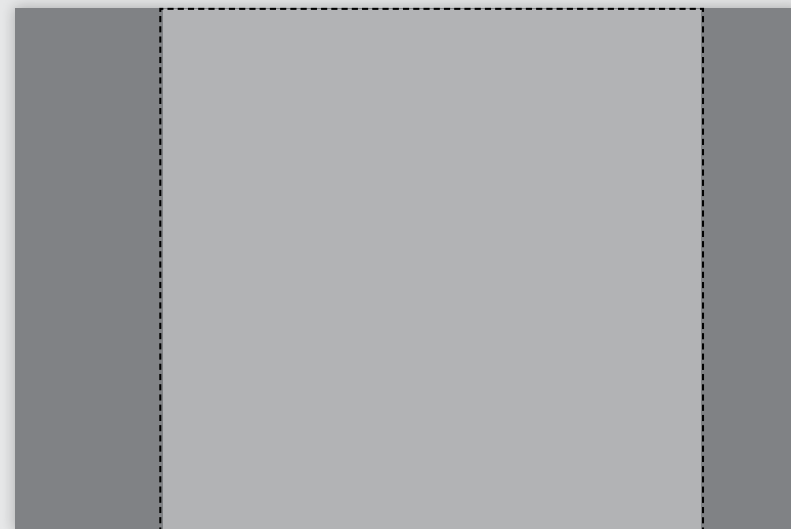
Find the perfect Plus looks for a night out.

SHOP NOW

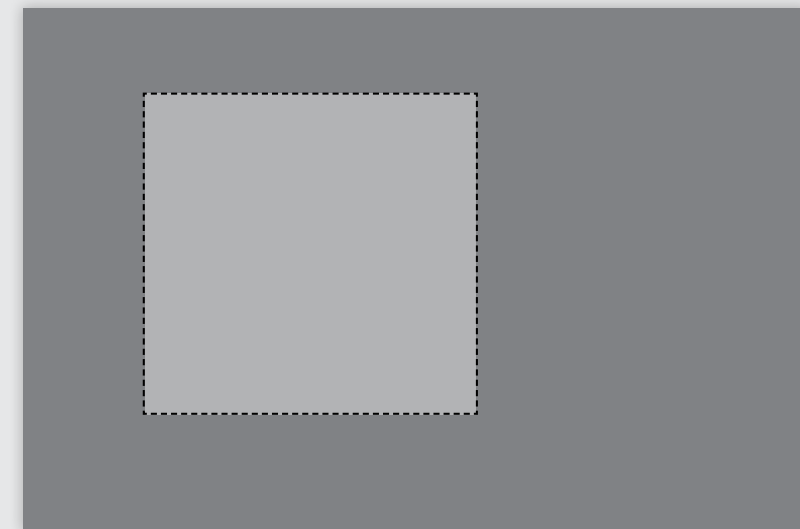
Squares should be shot vertically or can be cropped down from wider shots



Uses full width of vertical image



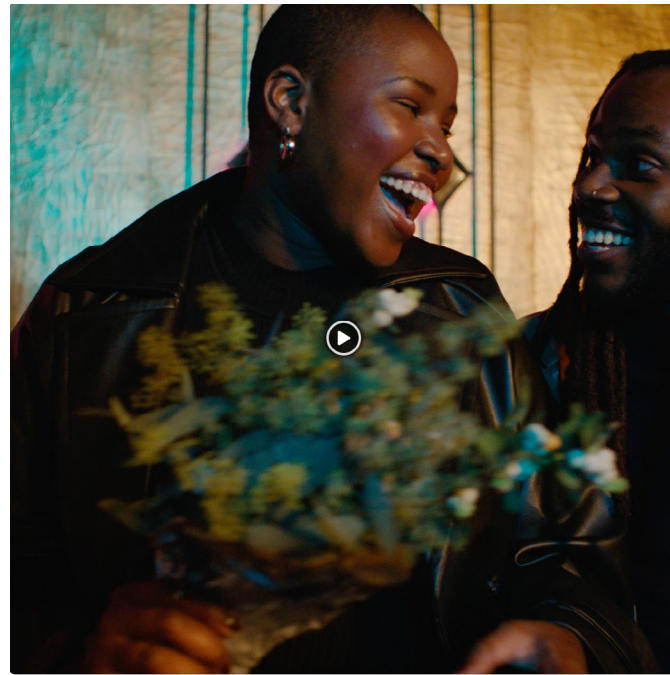
Uses full height of horizontal image



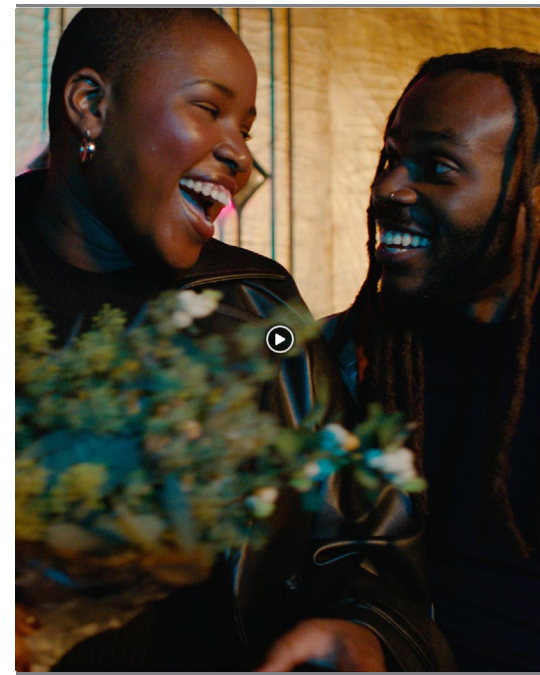
Uses cropped portion of image

VIDEO ASSETS

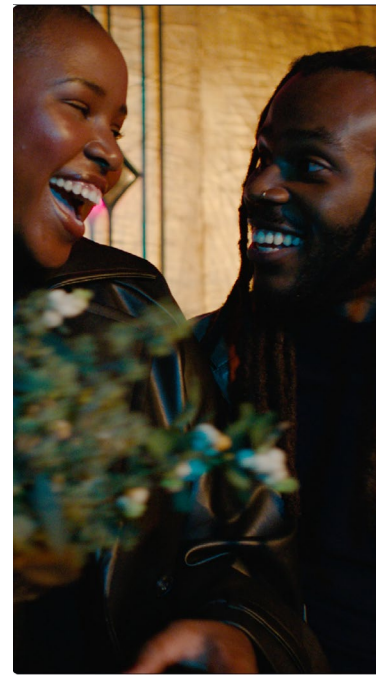
EXAMPLE



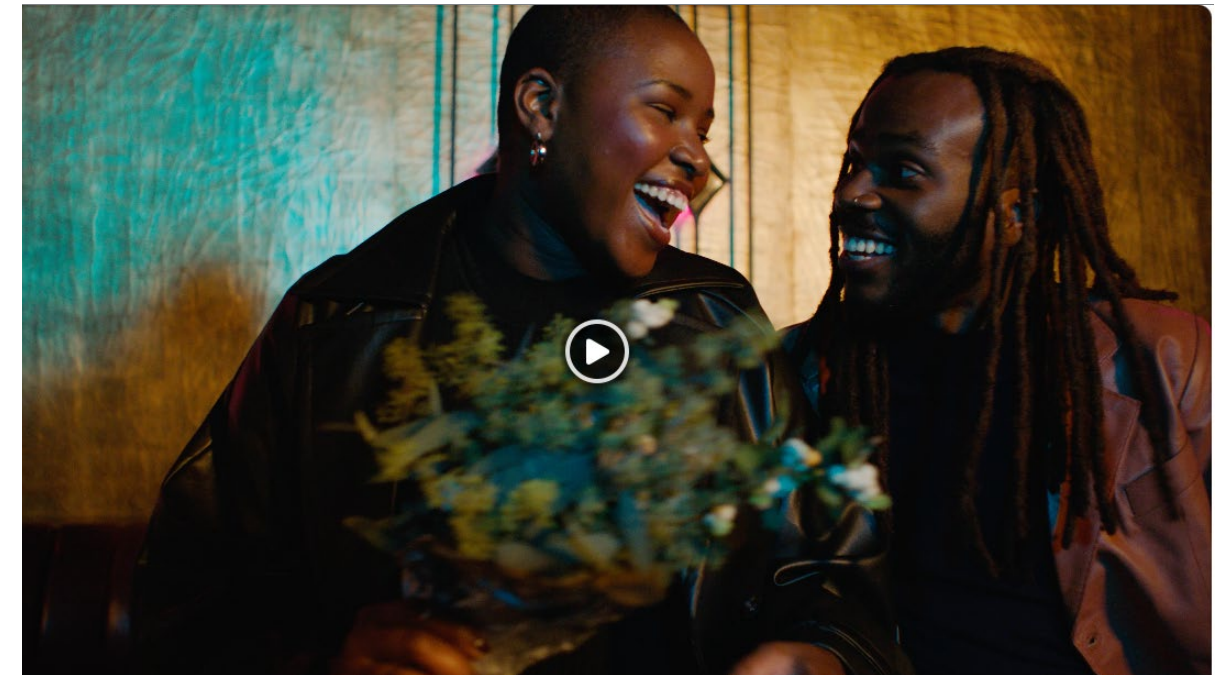
Social - IG



Social - IG



Social - IG Story



Video Card / Landing Page / Display Ads / Social

1:1



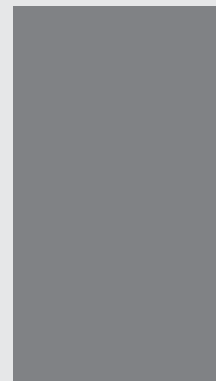
2160x2160
(15 seconds)

4:5



1728x2160
(15 seconds)

9:16



1214x2160
(15 seconds)

16:9



3840x2160
(15 seconds)

1:1



2160x2160
(15 seconds)

16:9



3840x2160
(15 seconds)

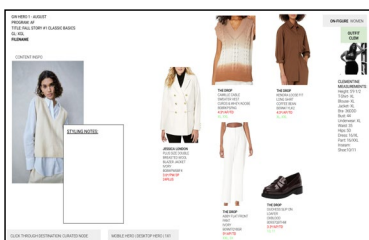
with copy and logo

same edit without copy or logo

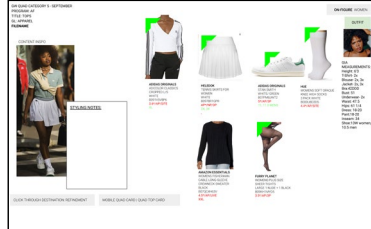
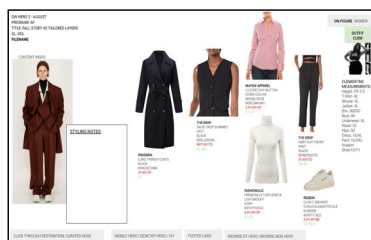
A P P E N D I X

GATEWAYS

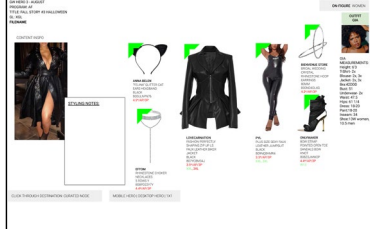
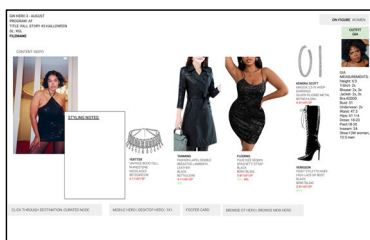
STORY 1



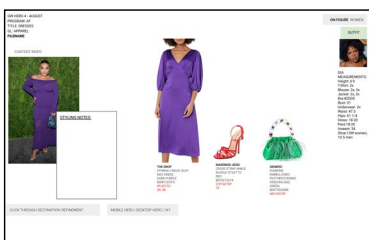
STORY 2



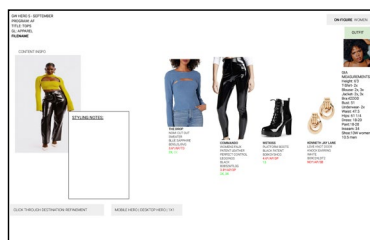
STORY 3



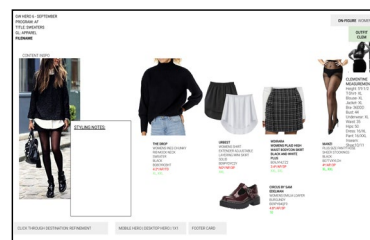
DRESSES



TOPS

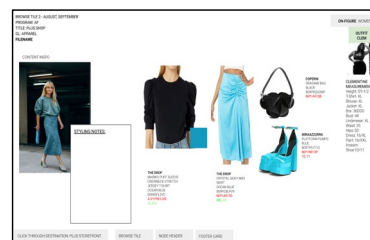


SWEATERS



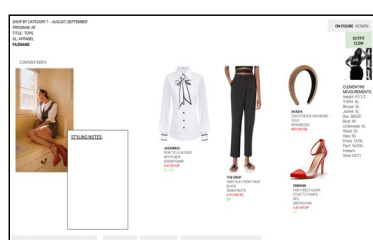
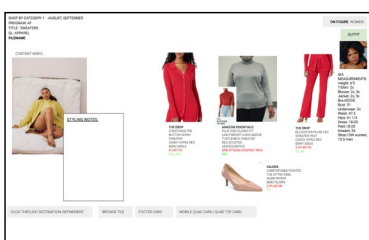
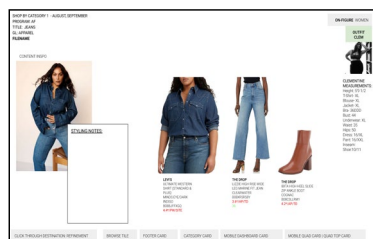
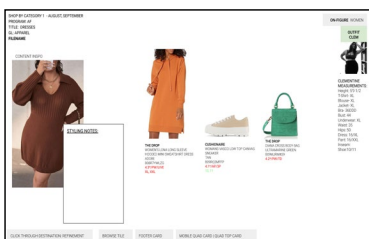
BROWSE

GENERIC

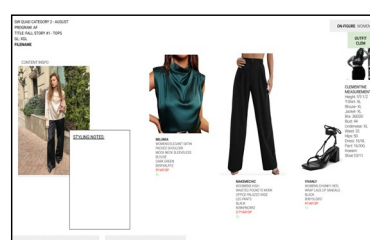
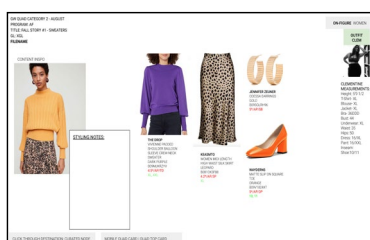
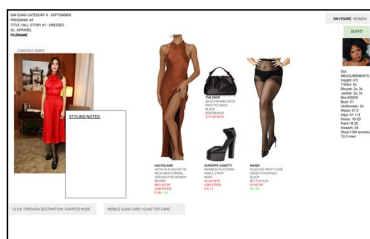


QUAD CATEGORY CARDS

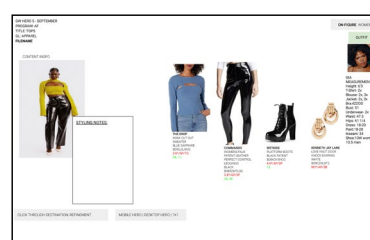
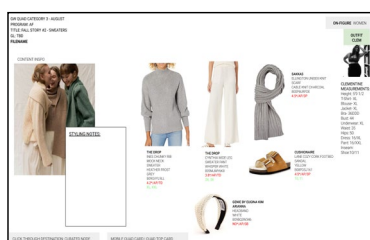
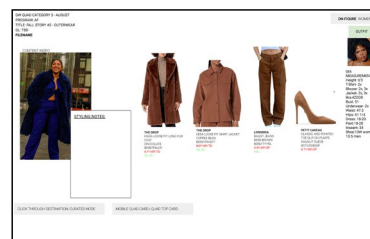
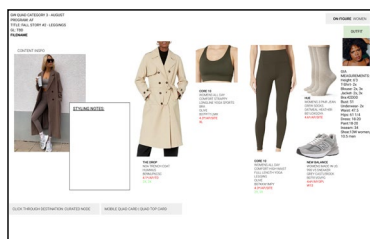
GENERIC QUAD



FALL STORY -01A

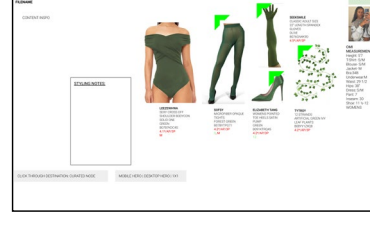
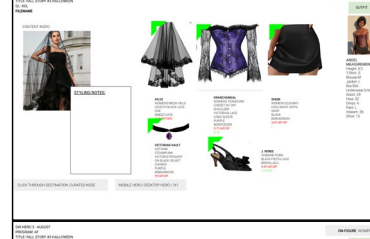
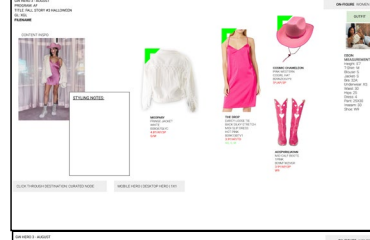


FALL STORY -02



CATEGORY CARD

HALLOWEEN



REPURPOSE - TOPS