



YVES SAINT LAURENT

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AUDIENCE

BRAND

Yves Saint Laurent

TARGET AUDIENCE

Women in their mid 20's-30's who enjoy luxury goods.



THE STORY

This is the girls night out. Post party and downtown night life, this is the unseen footage of the raw and realness. Smudged makeup, messy hair, still rocking those thigh high boots and having nothing to be sorry for. The authentic and edgy attitude that we aren't ashamed of. This is what happens once the party ends...

TAGLINES

- Post night out
- Post last call
- After last call
- Post party
- After the last call
- Weekends journey
- Behind the scenes
- What happens when the party ends...

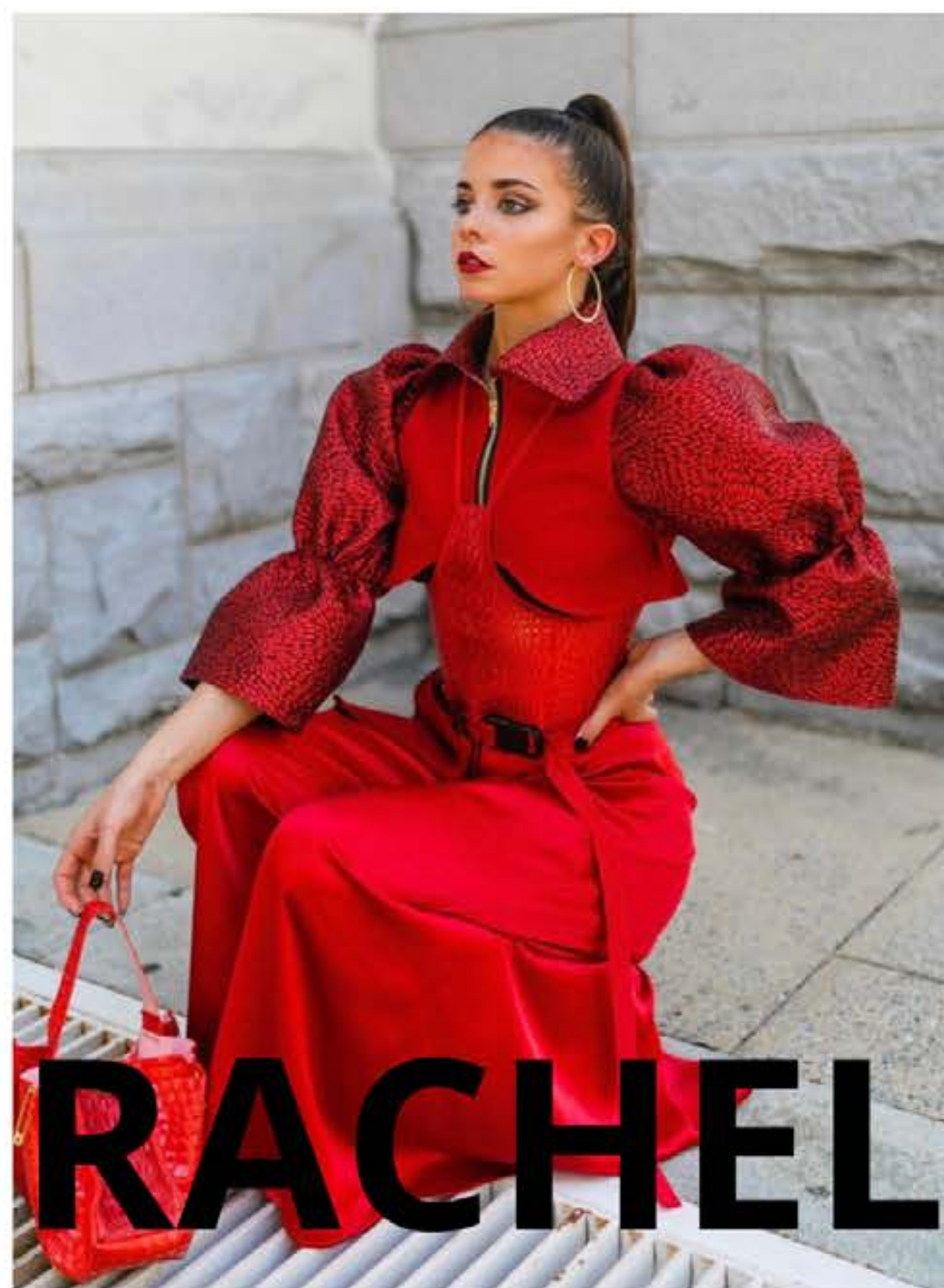
MOOD BOARD



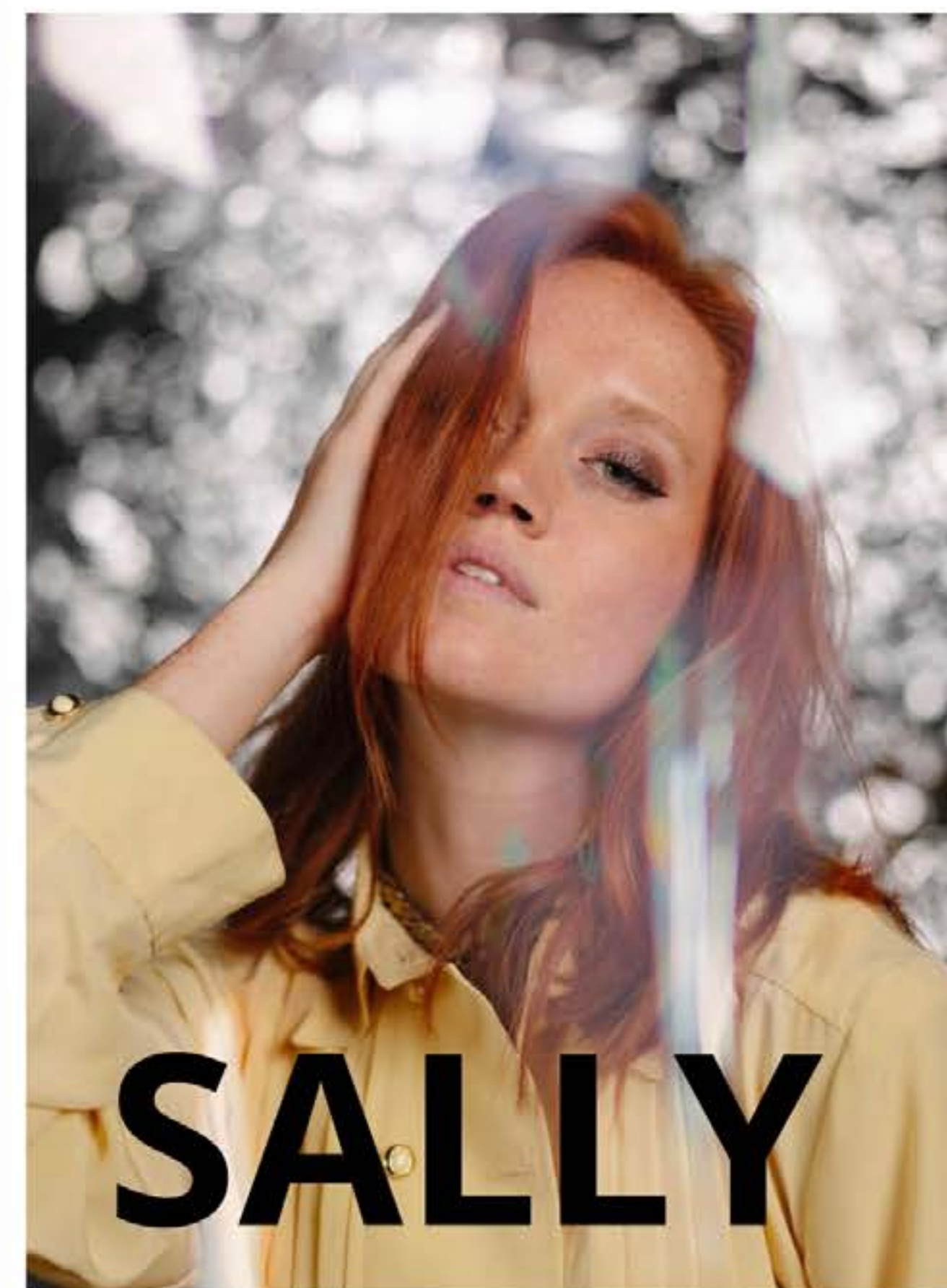
MODELS



MARY



RACHEL



SALLY

MARY



RACHEL



SALLY



STYLIST



LILI DALE

LOCATION

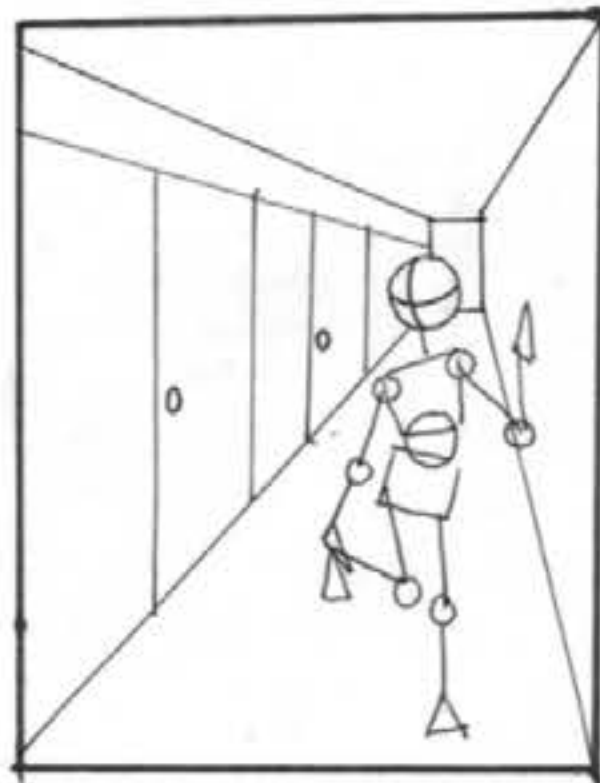
LOCATION 1- Apartment



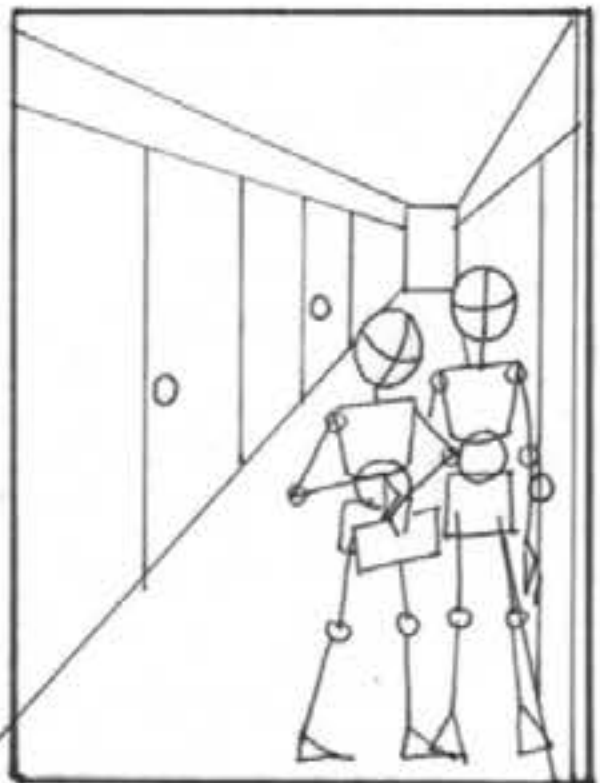
LOCATION 2- Bobbies Fork and Dagger



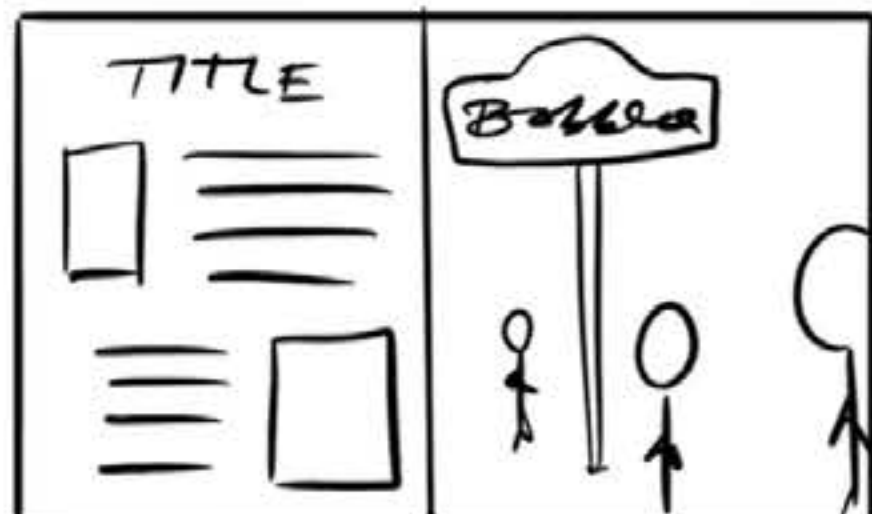
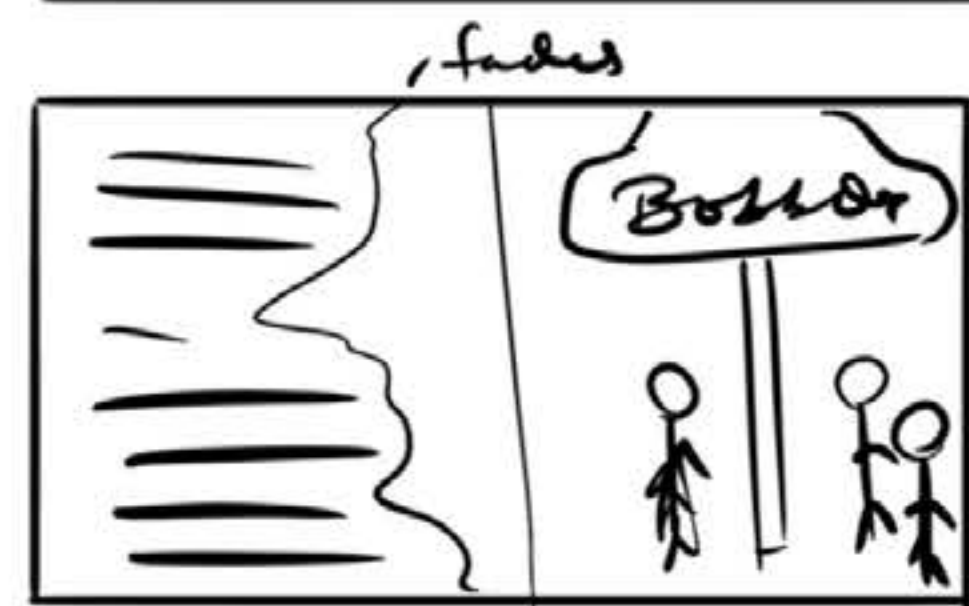
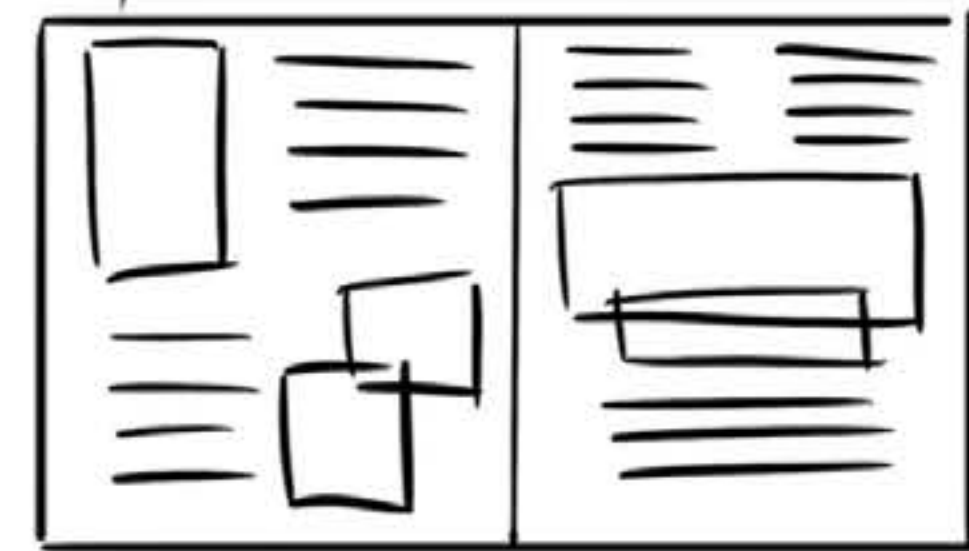
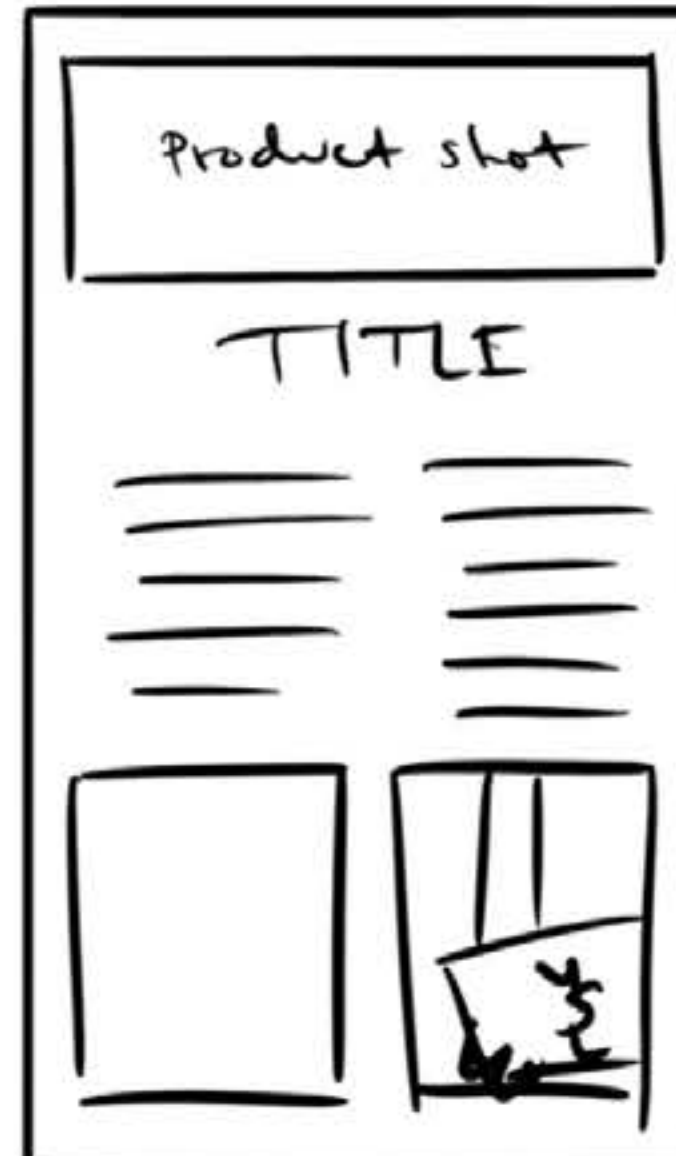
SKETCHES



- LOCATION: HALLWAY
- LEANING AGAINST WALL TO FIX SHOE
 - NOT TIDY / NEAT GET-UP
 - WHEN YOU'RE HEADING BACK TO YOUR ROOM / HOTEL



- LOCATION: HALLWAY
- BACK HOME FROM THE PARTY
 - SLIGHTLY DISHEVELED
 - FUMBLING THROUGH LUTCH / PURSE FOR KEYS
 - GIGGLING



Close up shot of product



EQUIPMENT

- Nikon D750 x2
- YONGNUO Digital SpeedLight
- Lens Nikon 24 120mm 1:4
- Lens Nikon 50mm 1:1.8
- Profoto B1 Travel Kit
- Profoto Air Remote
- Impact Reflector (gold/silver)
- Colored Gels
- Pocket Wizard
- A Clamps x6

GIF



LOOK BOOK



