Style

FASHION STYLE





UO ACADEMY

WE'ER THE MOVMENT







Presented by Sarah Chattaway

Contents

Brand Overview: page 4
Creative brief: page 5
Location: page 6
Props: page 8

FASHION STYLIST



About

Contents

Costume: page 12

Choreography: page 13

Lighting/filter: page 14

Story board: page 15

FASHION STYLE



About

Brand Overall

FASHION STYLES

URBAN OUTFITTERS

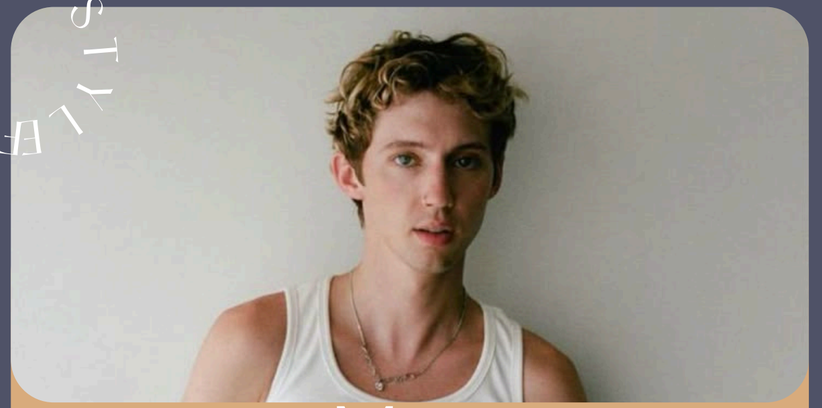
Brand Ethos

Uban Outfitters is a unique lifestyle retail corporation. The core of the company is self-expression, connection, and creativity. By using mix of stlyes it creates a immersive retail experience. This allows Uban to be a community hub for creative, unique indervidiuals.



Demographic

Ubans demographic mainly centers on collage students/graduates. This age range makes the target audience Gen Z and Millennial. The Gen Z are today's trend setters. They are a generation of of self expression that values being unique and creative.



Music

The song chosen is Rush by Troye Sivan. Troye is know as being a Gen Z Superstar. He is a pop icon with his authentic queer representation and vulnerability.

The track celebrates physical connection and community. This fits with Uban Outfitters demographic, and their themes. The lyrics in 'Rush' (Troye Sivan, 2023) 'Its so good' (Troye sivan, 2023) repeated constantly through out the track.

CREATIVE BRIEF

Overral



This 3 minuet advert for Uban Outfitters is set at WAVDA unvisity with students in bland clothing along with Uban Outfitters CEOs wearing the Uban Outfitters clothes. The CEO's go throughout the uni changing the students from boring black and white outfits into Uban Outfitters colorful unique clothing. Once they change into Uban Outfitters they are able to express the true authentic self's. Whilst having 'Rush' as the main background track.

About

STYLE FASHION

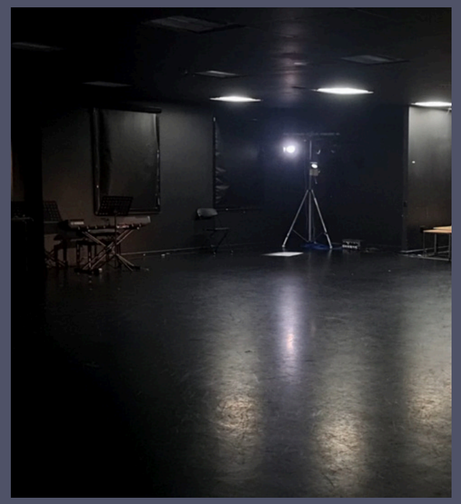
SET/LOCATIONS

WAVDA

Classroom 1A



Studio Thearter



Studio 4



Lift



Foyer



Stairway



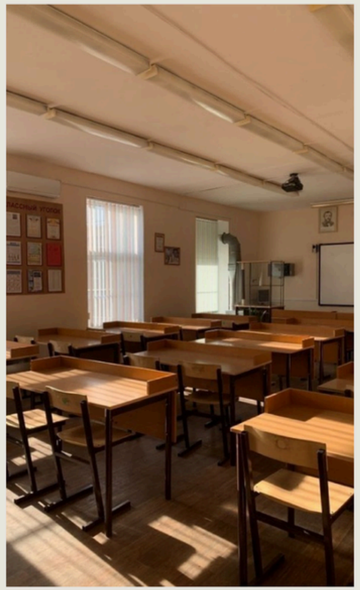
Reception



MOOD BOARDS

Classroom



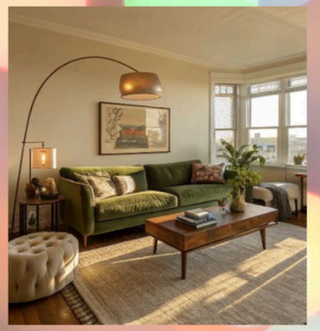





Vinyl





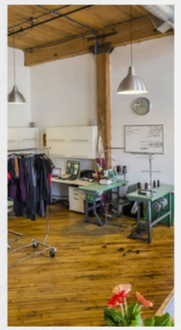








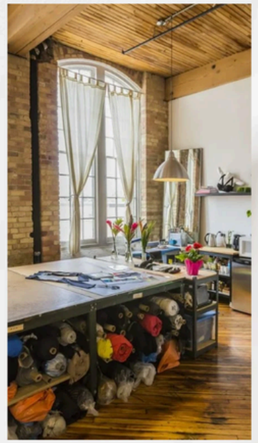
Fashion Room

















PROPS

Overall







Uban Outfitters offers a wide range of different types of products.

Knowing this, the props for the advert are vital as it helps frame the narrative as well manginging to sell the products. The props will mainly incorporate the use of Urban's wide variety of aesthetics. These aesthetics matches the brand ethos of individuality and creativity. The advert will also incorporate the brands main colour scheme, earthier tones with their primary forecast hues for 2026 like Sky Blue and Burgundy. This help to show how iconic it is and its ability to stay relevant with the times.

Classroom

PROPS

The classroom sections shows university students (with their teacher) being bored during a lecture. This helps reinforce that Uban Outfitters main demographic is University students.

This room shows the dull life is like before Uban Outfitters.
Each student has the same plain black note book and biro pen. This room will also include plain white A4 paper that will be thrown in the air to show the student breaking free whilst being a smooth trantions into the next section.



PROPS



Fashion Room

As the CEO's advance they get to the Fashion Room, a fashion studio full with bored fashion students and their teacher.

This room involves a lot of different props to make the room feel full and busy. This room is to mainly promote the fashion side of Urban.
Whilst helping show the concept it allows the audience to see the products Uban Outfitters has to offer especially the clothes.

PROPS

Vinal Room

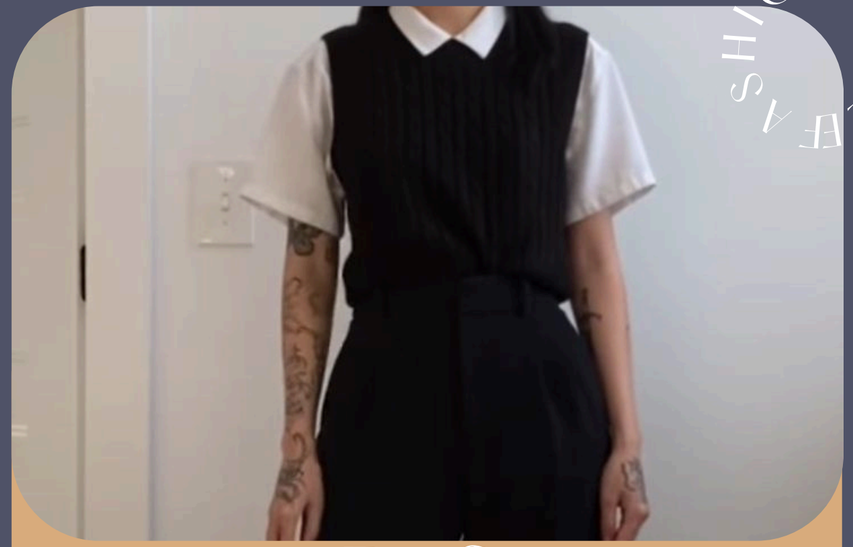


The CEOs advance to the final room aka the Vinal Room. At this point everyone is wearing a different Uban Outfitters outfit and dancing and having fun.

Just like the fashion room this room contains a lot of different props. These props help convey the concept whilst advertising Uban's home and lifestyle products. These props together creat a living room that fits Uban Outfitters overall aesthetic and products.

FASHION STYLE

COSTUME



Befor

The before costumes consists of being, black, white , and basic. The use of black and white helps to exaggerate the positive impact Uban Outfitters has on the individual.

The use of the the Before and After is to show the positive impact Uban Outfitters has on the individuals as it bring colour into their world along with their ability to express themselves.



After

The after costumes consists of every one on screen wearing a Uban Outfitters outfit that are unique to the individual.

Each costumes will be in Uban Outfitters colour scheme whilst fitting Urbas aesthetic. The colour scheme makes it clear that the advert is for Uban Outfitters.

CHOREOGRAPHY

Overall

The choreographey for the advert will mostly be danced in commercial (pedestrian Jazz Funk). Just like Urban its a high energy stlye that is always trendy. It matches the song and visaulsy looks good especially with the amount of cut shots the advert will have.

Befor

In the classroom section, the choreography consists of unanimous, simple, repetitive movments. This is to show the lack of individuality and borders they possess before Uban Outfitters influence.

After

The majority of the dancing is done by the CEO's and when the other dancer have been influenced by Uban. This helps reinforce the message that Uban Outfitters is about self-expression.

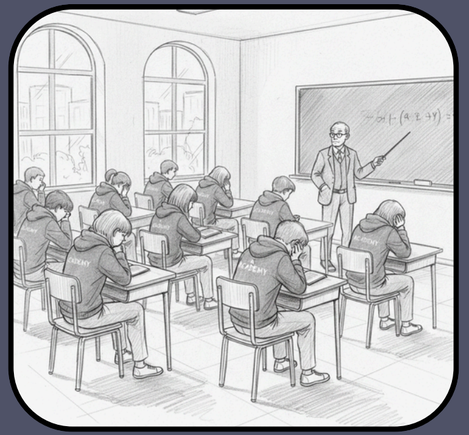
There will also be a improve section that shows off their individuality as dancers.

STORY BOARD



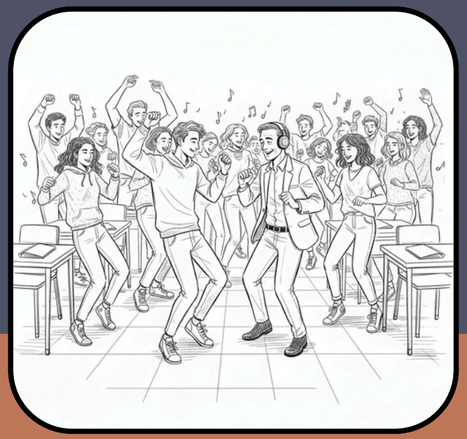


















STORY BOARD













BUDGET

The total budget amount is **£21,500** in total.

- Location: £400 ped day
- Prop for higher: £500 per day
- Lighting: £500
- Dancers: £2700 for Shoot day
- 3 Featured dancers: £1050 for Shoot day
- Rehearsal Day: £3000 for 2 days
- Extras: £1050
- Choreographer: £1200
- Director: £2000
- Director of Photography: £500
- Videographer: £700
- Stylists: £2800
- Costumes: £2200
- Costume Fitting: £1650
- Per diem: £620



Style



FASHION STYLE



Thank You





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