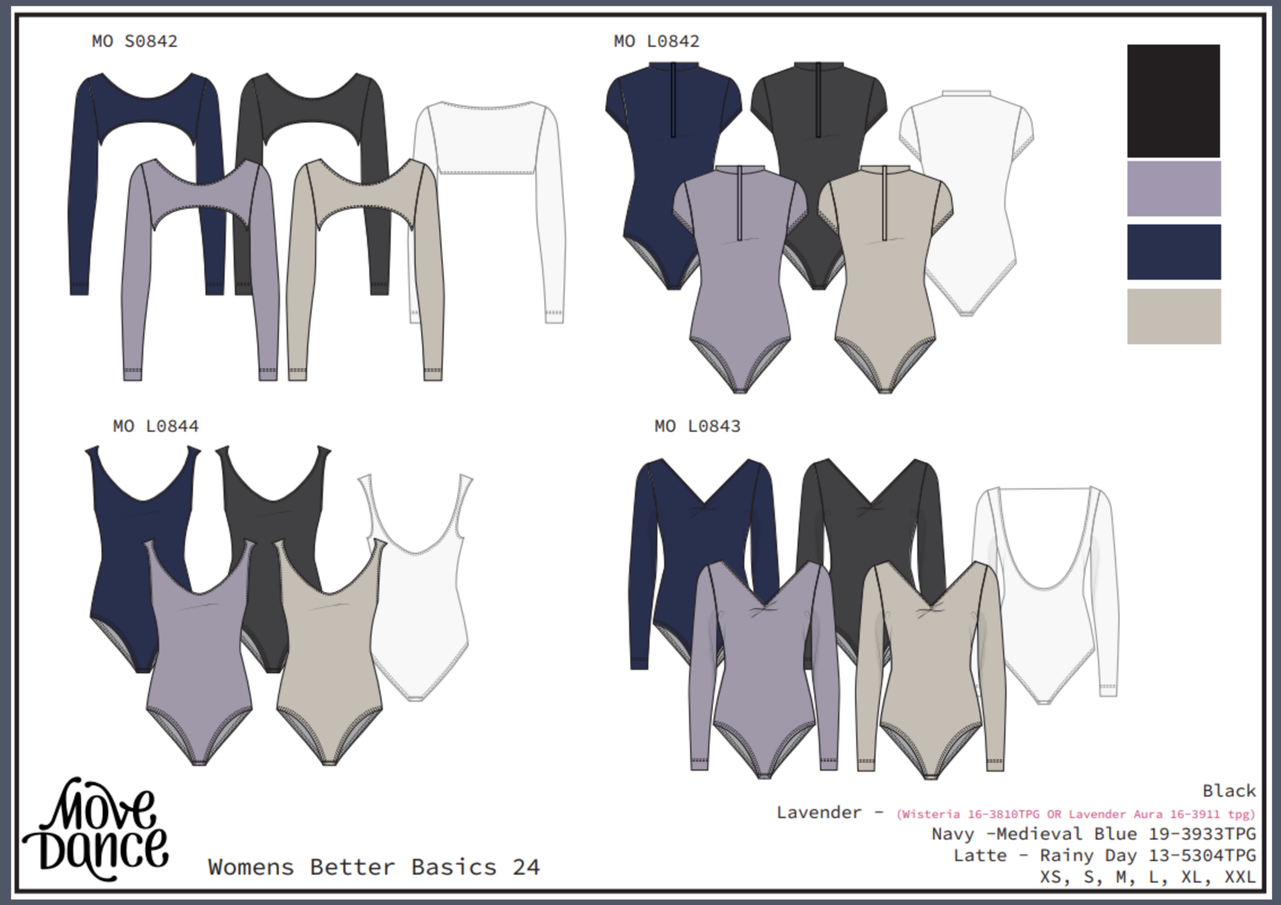
Move Dance Wear



Video Shoot 2025

Move Dance Wear Clothing Samples



Better Basics Adults (recycled nylon) Additions			
LAUNCH:	Nov-24	**BRAND:**	Move Dance
BUYER:		**SUPPLIER:**	Okleebody

Project Brief

Expand on the success of Better Basics to add newness with further leotard styles. Styles should be a continuation of the original brief which was to create classic, simple silhouettes that are beautifully cut for an upgraded and elegant core range in recycled fabrics. Colours can be added to refresh the range moving forward.

Target Customer ID:	Dance Mum Debbie, Commercial Dance customer, BTEC Briony, Arts Alice, Northen ballet Natasha, Hobby ballet Helen.	**Size & Age Curve:**	XS - XXL
Dance Category:	BTJ	**Core / Fashion / Innovation:**	Core

Safe Basics, Mass Volume Product		✓					Highly Innovative, Low Volume Product

Style Count:	4

Style Brief

x 4 leotards

Consider new neckline shapes and strap details

Variety of sleeve options

Colour Comments	Existing black and burgundy plus add new core colourway?	**Feature Comments**	Sustainable/recycled fabrics. Simple shapes.

Idea No.1: ‘From the Streets to the Studio’

Concept:

The video will capture a dynamic journey, blending individual expression with group synergy whilst highlighting and capturing the beauty of Manchester City Centre. Dancers will showcase the versatility and energy of the clothing as they move through their personal routes to the studio, culminating in a vibrant communal session at We Are Shockout. Each dancer’s journey is a story of transformation—from their unique backgrounds into the collective energy of the studio environment.





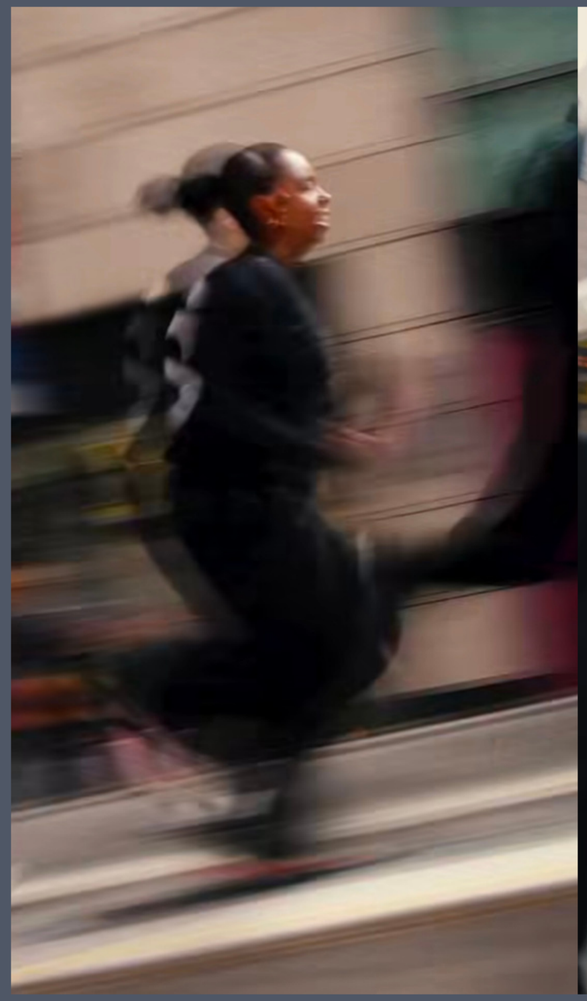
Idea No.1: ‘From the Streets to the Studio’

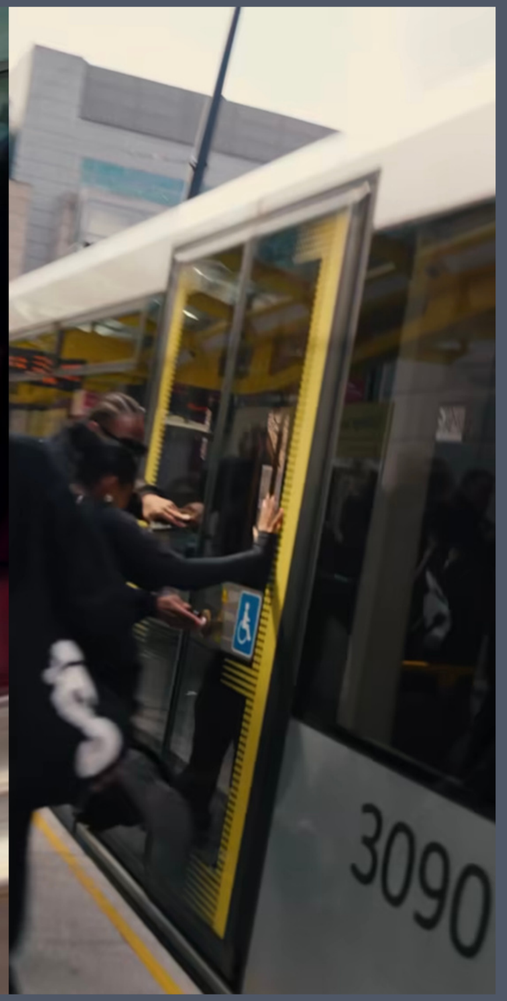
Style & Visuals

Opening Scenes:

- Each dancer is shown in their own environment (e.g., urban streets, parks, subways, or their homes). These scenes emphasize individuality, using their clothing to reflect their personal style and mood. Movements are fluid yet understated, aligning with the idea of preparing for the day.

- Cinematic shots will highlight the clothing's fit, functionality, and adaptability to daily life, such as jackets being zipped up, sneakers hitting the pavement, or dance-ready joggers stretching with movement.





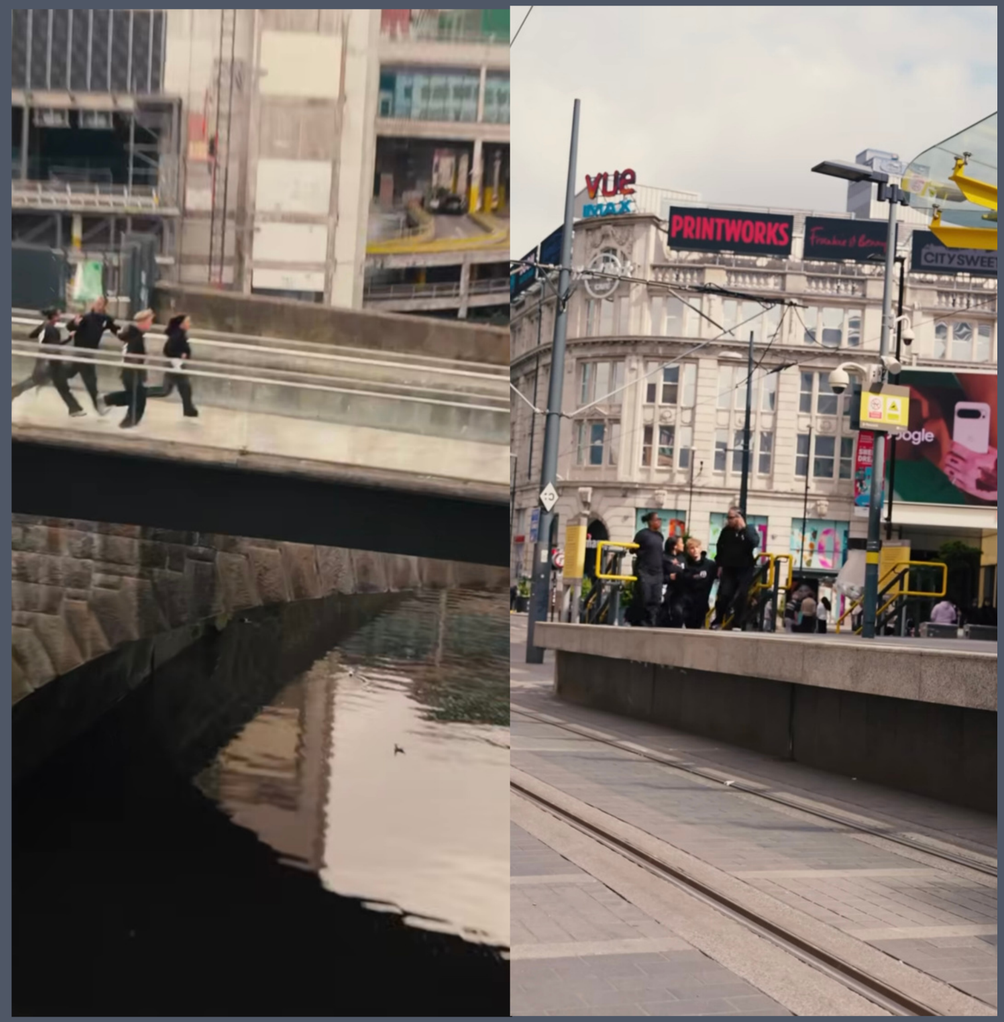
Idea No.1: ‘From the Streets to the Studio’

Journey Shots:

- As they travel, there’s a progression in movement walking turns to light, freestyle choreography in transitional spaces (e.g., crossing streets, on staircases). The clothing is displayed dynamically, emphasizing both comfort and flair during motion.
- Vibrant natural light and urban textures create a raw, authentic feel.

Arrival & Collective Energy:

- The dancers converge at We Are Shockout, capturing the sense of community and shared passion. The choreography becomes more synchronized and high-energy, symbolizing their unity.
- Bright studio lighting contrasts with the grittier outdoor shots, showcasing the clothing in action during rehearsals and group formations.



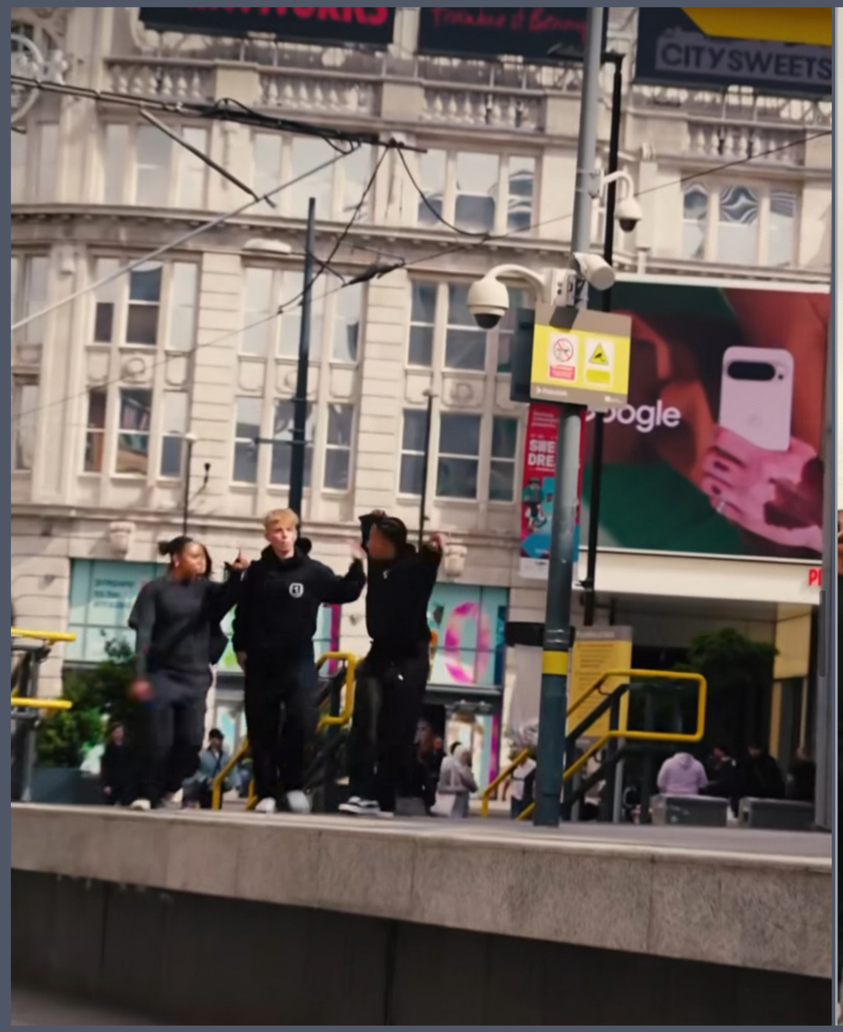
Idea No.1: ‘From the Streets to the Studio’

Clothing Focus:

Close-ups and slow-motion shots will highlight fabric movement, details like logos or patterns, and how the pieces adapt to various dance styles.

Outfits will be styled to show versatility, layering for outdoor-to-indoor transitions.

Group scenes will emphasize how the collection works cohesively, while still allowing for individuality.





Idea No.1: ‘From the Streets to the Studio’

Mood & Soundtrack:
A high-energy, rhythmic soundtrack with a steady build will mirror the dancers’ journey. Natural sound bites (street noise, footsteps, laughter) will add texture to the opening, transitioning to the crisp beats of music in the studio.

Objective:
To communicate the ethos of We Are Shockout—where individuality meets collective strength while spotlighting the clothing as both a lifestyle and performance statement.

Supporting Links:

https://www.instagram.com/reel/C_dwOr3oFz5/?igsh=cXdvNmpON2E4b2Y5

https://www.instagram.com/p/CX8rvrMjqOC/?igsh=MW15bDNsMTk3cnVnZw%3D%3D&img_index=1

https://www.instagram.com/reel/C_gLfJHBNqy/?igsh=MTY1ZXNycWd0OWIwZA%3D%3D

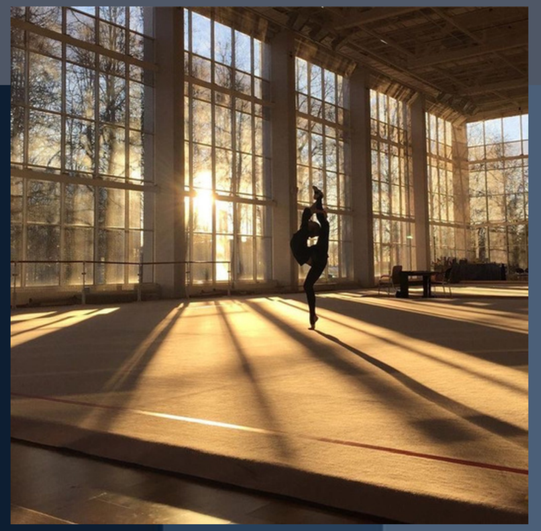
https://www.instagram.com/reel/DBT8mBmqSiv/?igsh=MTdlc2t2YmxOd3Zj0Q%3D%3D

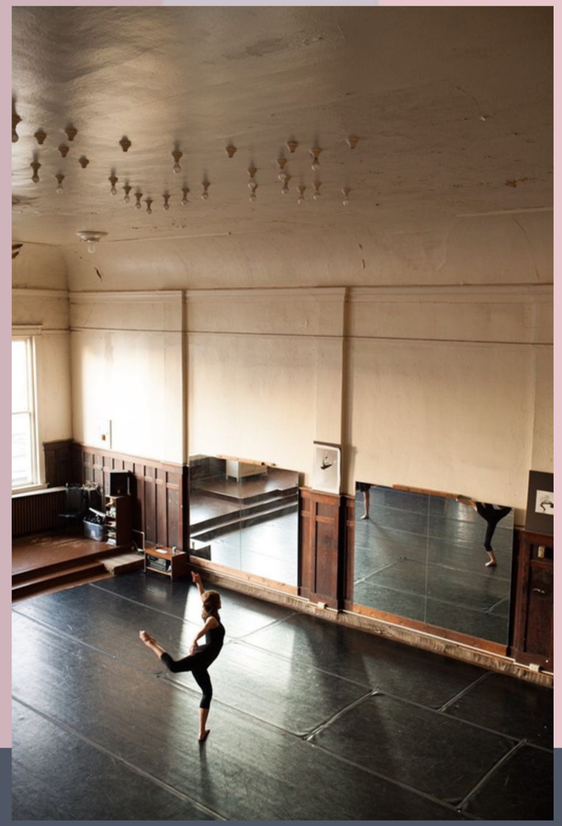
Idea No.2: ‘From Rehearsals to Main Stage: A Dream Realized’

Concept:

The video follows the journey of a single main dancer as she visualizes her transformation—from the hard work and focus of rehearsals in the studio to the grandeur and excitement of a live stage performance. This concept explores her internal thoughts and aspirations, blurring the lines between imagination and reality. As the dancer works through her routine, we witness her envisioning her dream performance unfolding on a grand stage. The video will highlight how she channels her passion and drive through her movements, with a special emphasis on the power of dancewear to support and elevate the dancer's journey.

The story moves between the quiet, intimate energy of the studio and the high-energy, expansive atmosphere of the main stage, capturing the dancer’s growth and progress along the way. The collaborative power of Shockout Arts Dancers adds to the sense of community, drive, and ambition.





Idea No.2: ‘From Rehearsals to Main Stage: A Dream Realized’

Style & Visuals:

- Tone & Mood: Inspirational, dynamic, and emotive. The video will have a fluid, dream-like quality as it transitions from the raw, focused environment of the rehearsal space to the electrifying energy of the live performance. The visuals should evoke the power of dance and the emotional journey of the dancer.
- Pacing: A balance of introspective, slow-motion shots for the rehearsal phase to reflect the dancer's internal struggle and focus, paired with high-energy, fast-paced segments during the performance to highlight the joy, power, and exhilaration of the stage.

- Color Palette:
  - Studio: Neutral tones, soft lighting, and cool hues to create an intimate, grounded atmosphere.
  - Stage: Bold, vibrant lighting (reds, blues, purples) to evoke energy and transformation. As the dancer moves from rehearsal to performance, the lighting and color scheme should grow more intense and theatrical, mirroring the dancer's mental journey.

- Visuals:
  - Studio: Close-ups of the dancer's body—hands, feet, face—showing the focus and precision of rehearsals. Intimate shots that emphasize the simplicity of practice.
  - Stage: Wide, sweeping shots that show the grandeur of the live performance. High contrast between light and shadow, focusing on the dancer's powerful movements and the awe-inspiring atmosphere of a stage. Dramatic lighting and costume details will bring the final performance to life.

Idea No.2: ‘From Rehearsals to Main Stage: A Dream Realized’

Arrival & Collective Energy:

Opening/Arrival:

- The video opens with the dancer entering the studio space, preparing herself for her rehearsal. The camera captures her walk into the space, where she’s joined by other dancers from Shockout Arts. The collaborative energy of the group is immediately felt—the dancers warm up together, creating a sense of community and shared passion. The dancer is at the center, but the collective energy of the group plays a key role in her mental and physical preparation.

Collective Energy:

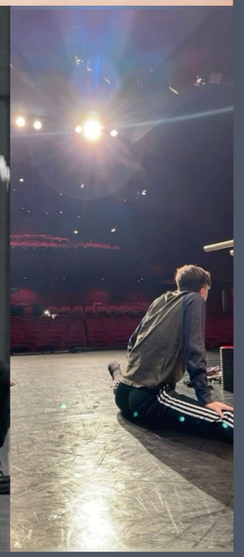
- While the main dancer is the focal point, the presence of the Shockout Arts Dancers adds a layer of depth to the narrative. As the video progresses, the dancers will move in synchrony to showcase the power of collaboration and teamwork. During the rehearsal phase, their movements will complement the main dancer, symbolizing the unity of effort required to achieve greatness. On stage, the group will expand, enhancing the idea of performance as an ensemble, yet still underscoring the main dancer's personal journey.











Idea No.2: ‘From Rehearsals to Main Stage: A Dream Realized’

Scene Scape

1. The video begins with the main dancer entering the rehearsal space, greeted by the ambient sound of the studio (quiet, focused, raw). She starts with a warm-up, moving fluidly and stretching. The camera focuses on her body in motion—feet flexing, arms reaching, and hands gripping the barre.

2. As the main dancer practices, we see quick flashes of her imagining herself on stage—performing for an audience, with bright lights and applause. These moments are slightly dreamlike, with more vibrant colors and visual transitions as she visualizes her success.

3. The group of Shockout Arts Dancers joins in, adding to the collective energy of the rehearsal. They move in unison, supporting the main dancer in her journey as she refines her routine. The music builds gradually, reflecting the growing intensity of her practice and determination

4. As the dancer moves through her final rehearsal, we transition seamlessly into the "performance" sequence. The studio fades into a grand stage, illuminated by bright, dramatic lighting. The stage is vast, and the atmosphere changes completely as the dancer imagines herself performing in front of a live audience.

5. The Shockout Arts Dancers are now a part of the performance, adding power and energy to the stage. The main dancer, now fully immersed in her imagined success, performs with an elevated sense of confidence, her movements strong, fluid, and graceful.

6. Throughout the performance, the camera will shift between wide shots of the group and intimate close-ups of the main dancer, capturing the emotion and effort of the performance. The group’s movements will echo the main dancer’s, symbolizing the support and collective strength that led her to this moment.

7. As the performance reaches its peak, the lights slowly fade and return to the studio. The main dancer finishes her routine, and the dream-like sequence dissolves back to the reality of the rehearsal space. There’s a moment of reflection—she stands tall, breathing heavily but satisfied, knowing the dream is within reach. The video ends with her walking away from the studio, a sense of quiet determination in her step.

Idea No.2: ‘From Rehearsals to Main Stage: A Dream Realized’

Objective:

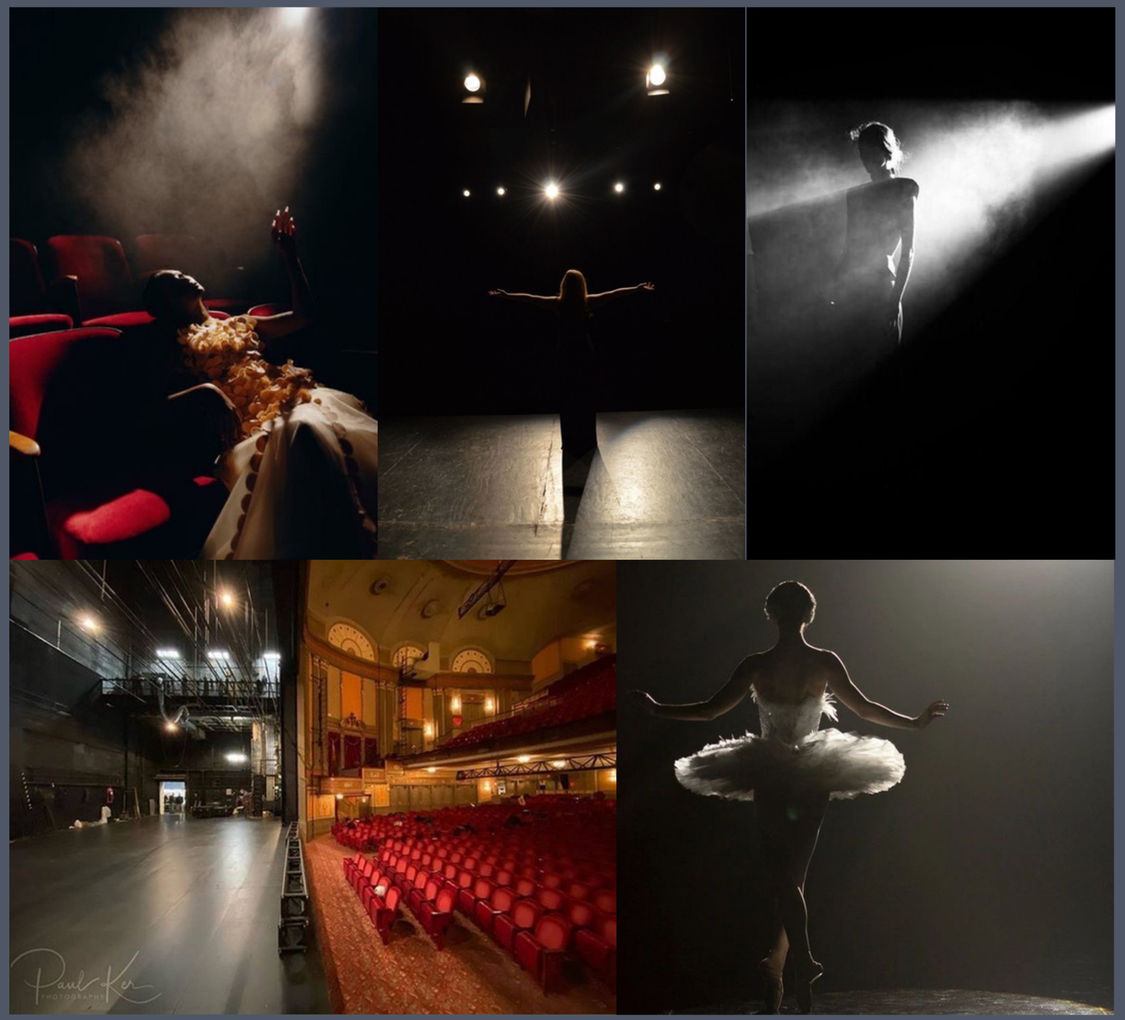
Move Dance Wear Collection: Showcase the latest range of Move Dance Wear, with an emphasis on flexibility, style, and performance-ready designs. Highlight different pieces worn throughout the video, such as sleek, functional rehearsal wear and bold, dramatic performance outfits.

To communicate the ethos of We Are Shockout—where individuality meets collective strength while spotlighting the clothing as both a lifestyle and performance statement.

At the end of the video, encourage viewers to explore the Move Dance Wear collection. Showcase specific
items worn by the dancers, and include a message inviting viewers to shop the latest range, either online or in-store.

Supporting Links:

https://www.youtube.com/shorts/4-JsB5850PE



Idea No.2: 'From Rehearsals to Main Stage: A Dream Realized'

MOVE Dancewear Production Quote

Full Rates - Optimised Production
Director - £800 (Shokirie Clarke & Yasmin Harcourt)
Producer - £800 (Shokirie Clarke & Yasmin Harcourt)
Choreographer - £200 (Yasmin Harcourt)
DOP/Videographer - £600 (Jacob Maud, Ravee Roenghan)
Gaffer £700 or Spark - £350 (TBC)
Lighting and Video Equipment - £500 Approx (£150 excl Lighting EQ)
Assistants - £300 (TBC)
Post-Production
Editor - £600 (Shokirie Clarke)
Colourist - £500 (Adam Othman, Oddgoats)

Total - £4850 or
Total- £5150 (with paid assistants)
(Excluding travel and food expenses for all crew and talent)

Low Budget Production
Director & Producer - £800 (Shokirie Clarke & Yasmin Harcourt)
Choreographer - £200 (Yasmin Harcourt)
DOP/Videographer - £200 (Ravee Rovenghan to included additional EQ Hire)
Spark - £300 (TBC)
Lighting EQ - £250
Assistants - £0 (Use Shockout faculty and students)
MUA? - £0 (Use Shockout faculty and students)
Stylist? - £0 (Use Shockout faculty and students)
Post-Production
Editor & Colourist - £600 (Shokirie Clarke)

Total - £2350
(Excluding travel and food expenses for all crew and talent)

Excluding Ravees rates and decreasing Shokirie Clarke and Yasmin Harcourt rates further. We could look at this being done for £1500.