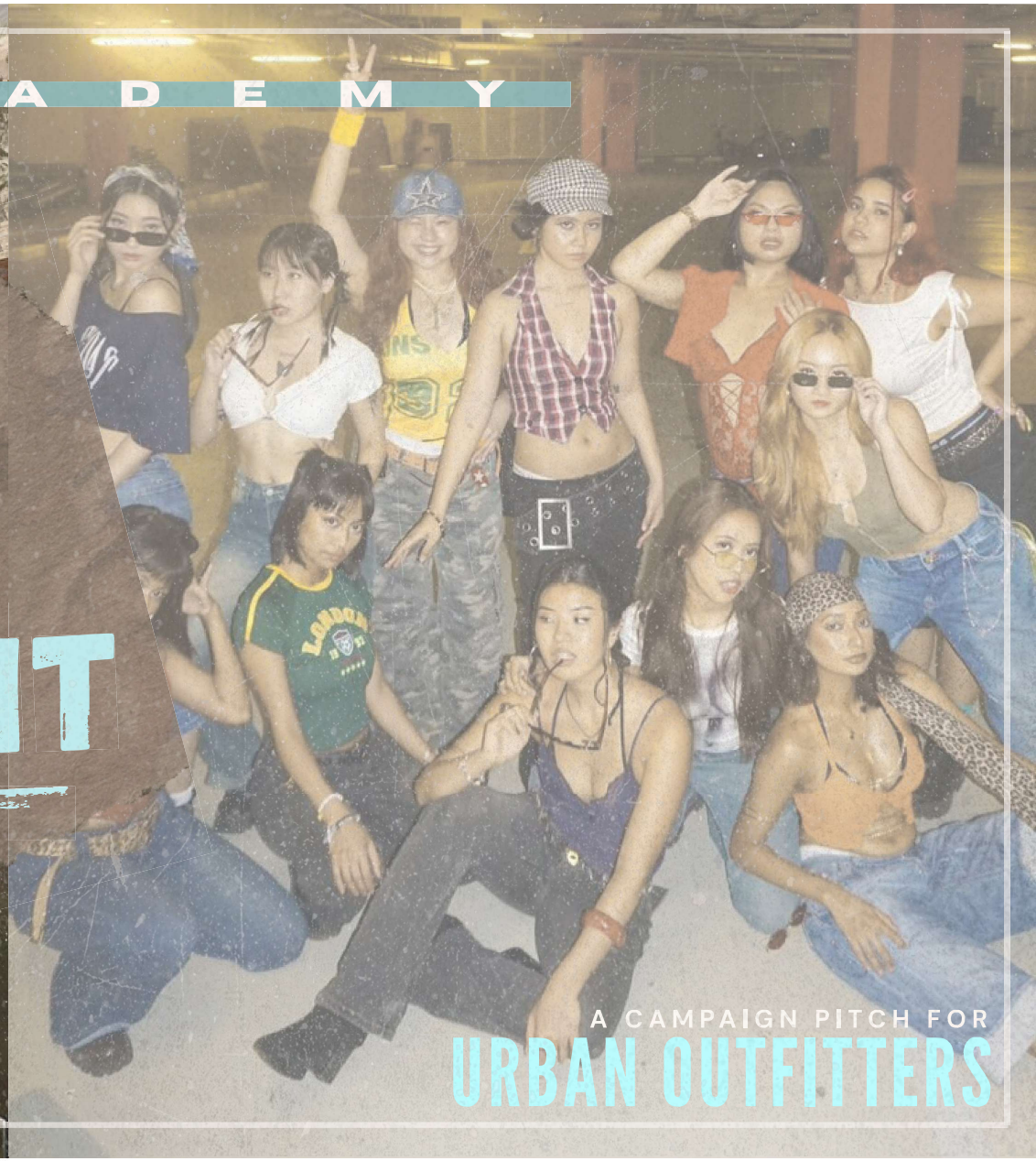
U O A C A D E M Y

# WE'RE THE MOVEMENT



A CAMPAIGN PITCH FOR

## URBAN OUTFITTERS

# *ABOUT THE* BRAND

## BRAND ETHOS

Urban Outfitters celebrates individuality, creativity, and youth culture. Fashion, music, and art intersect to create a space where ***self-expression*** thrives.

## TARGET AUDIENCE

Gen Z & young millennials (16–30)

- Style-conscious
- Culture-driven
- Digitally fluent
- Value authenticity over polish

## CULTURAL IDENTITY

Rooted in ***indie culture***, 90s / early 2000s nostalgia, vintage revival, and street style influence.

## SOUND & ATMOSPHERE

Relaxed yet energetic. ***Indie, alternative, nostalgic*** influences that reinforce freedom and creativity.



# THE CONCEPT

UO Academy is a conceptual campaign exploring the tension between conformity and individuality within university life.

Students move through rigid routines and uniform styles, representing the pressure to blend in.

Three expressive individuals disrupt this environment through fashion, movement, and creativity — inspiring others to embrace individuality.

Through music, style, and collective energy, the campaign positions *Urban Outfitters as a catalyst for self-expression and cultural identity.*

## SELF-EXPRESSION

Fashion becomes a language for identity and creativity.

## COLLECTIVE ENERGY

Individual confidence inspires others to break from conformity.

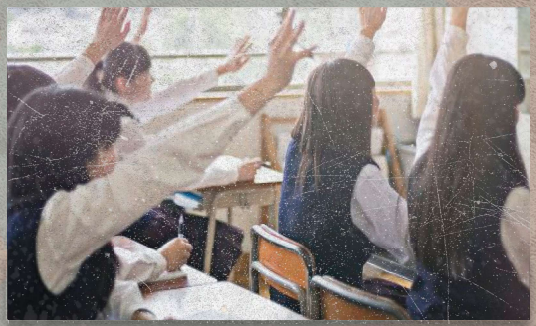
## YOUTH CULTURE

Indie aesthetics, nostalgia, and contemporary creativity shape the visual world.









# THE AUDIENCE

## *GEN Z & YOUNG MILLENNIALS*

### *AGE 18–28*

## INTERESTS

- Fashion & self-expression
- Music, art, and creative culture
- Vintage and nostalgic aesthetics
- TikTok, Instagram, Pinterest inspiration

## VALUES

- individuality
- authenticity
- inclusivity
- creativity

## STYLE IDENTITY

Urban Outfitters consumers gravitate toward indie, vintage-inspired, and trend-led fashion that allows them to experiment with identity and self-expression.









# THE NARRATIVE

## CONFORMITY

The advert begins on a university campus where students move through repetitive routines in uniform styles, reflecting the pressure to blend in.

## DISRUPTION

Three students challenge this monotony through bold styling and creative expression, shifting the energy as music and movement begin to transform the space.

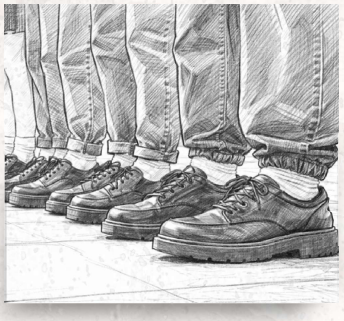
## THE MOVEMENT

As students embrace individuality, the campus becomes a collective celebration of style. The advert ends in the vinyl room with the three heroes.

**"WE'RE THE MOVEMENT."**

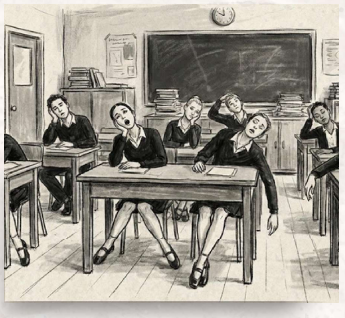
# STORYBOARD

## *Visual Campaign Journey*



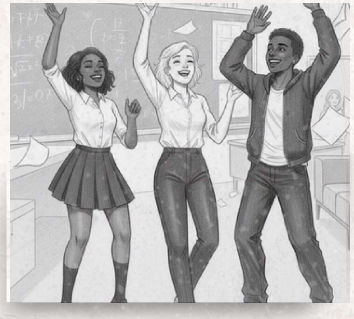


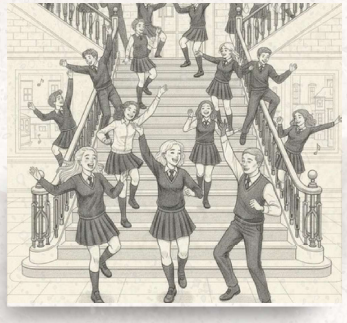
HEROES





HERO 1









HERO 2

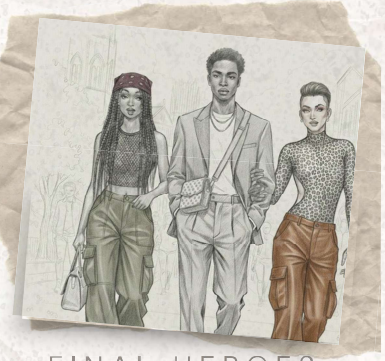


TRIO









FINAL HEROES

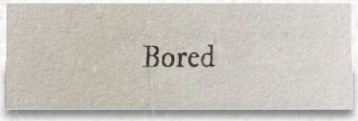
# ***CLASSROOM***
# Mood Board

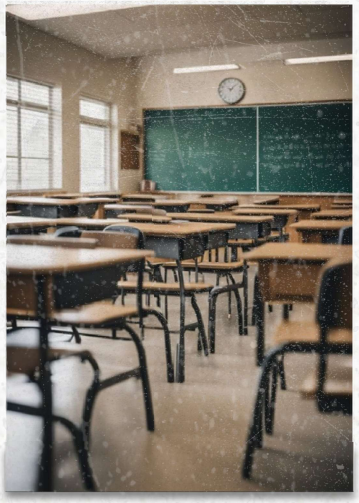
*Routine + Conformity*

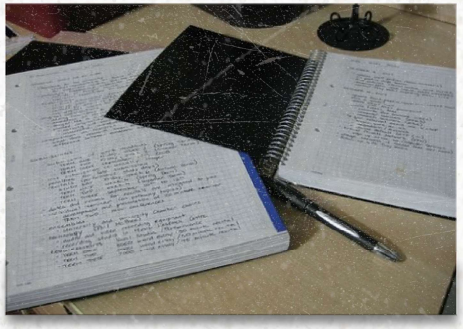
Neutral tones reflect routine and conformity. The classroom environment feels repetitive and restrained, contrasting the expressive spaces that follow.

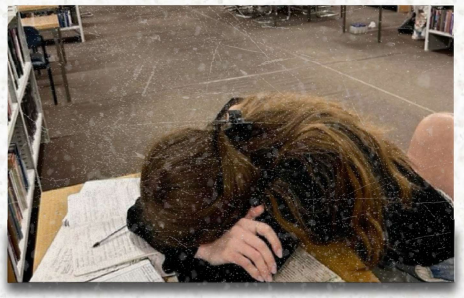
## Classroom

*Dancers are set in a classroom, uninterested and bored during a lecture. The hero is sitting in the back, not paying attention.*

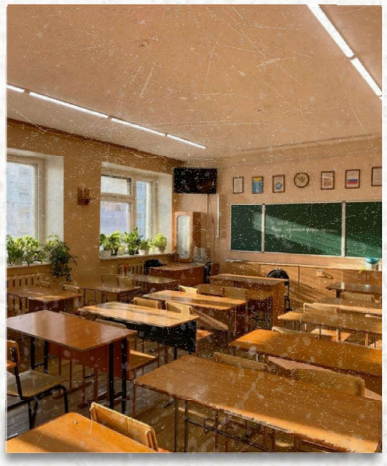


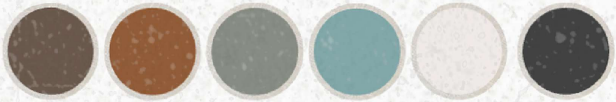













*No colours are introduced in this room, everything is neaurtral, the only stand out is the hero.*

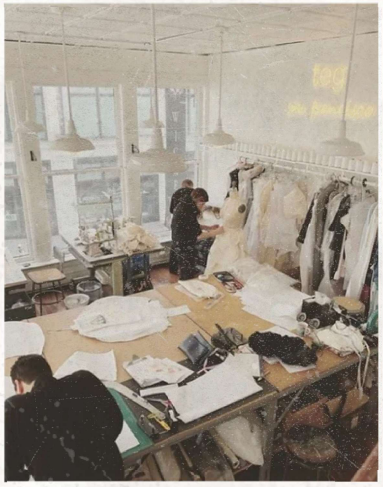
# ***FASHION ROOM***
# Mood Board

## *Experimentation + Transformation*

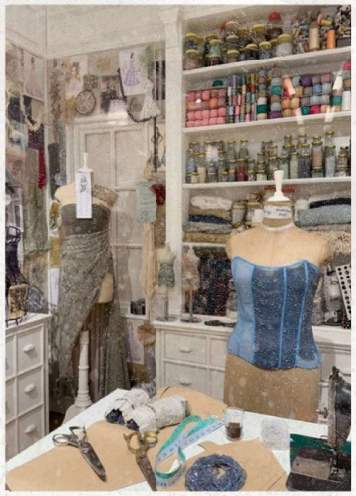
The fashion room represents experimentation and transformation. Students move away from the restrained classroom environment and begin interacting with clothing, fabrics, and styling tools. The space feels active and collaborative, with materials, mannequins, and design boards encouraging creativity. This room is where the three heroes unite and the teacher embraces the Urban Outfitters style..

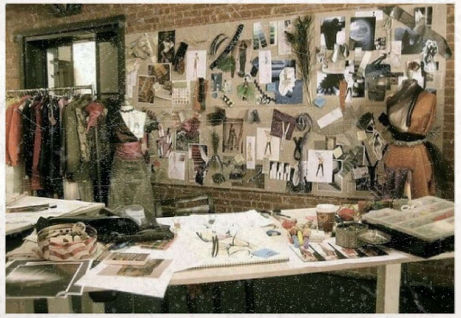
# Fashion Room

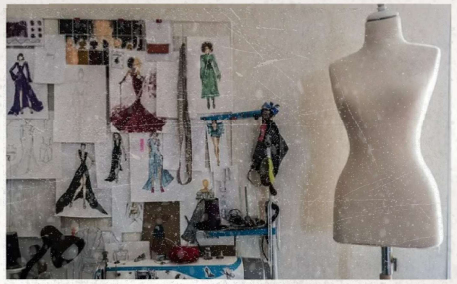
Dancers are scattered around the room, making themselves look busy by utilising the props.

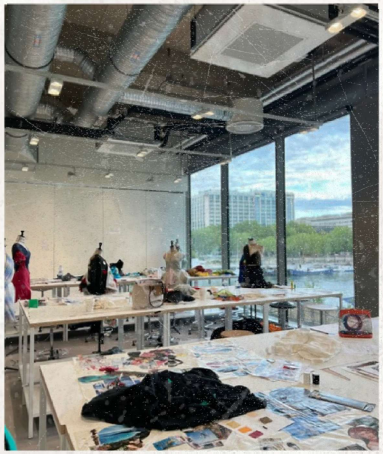


STYLE











This room is where the trio for the 3 heros happens, and the teacher changes into their urban outfit.

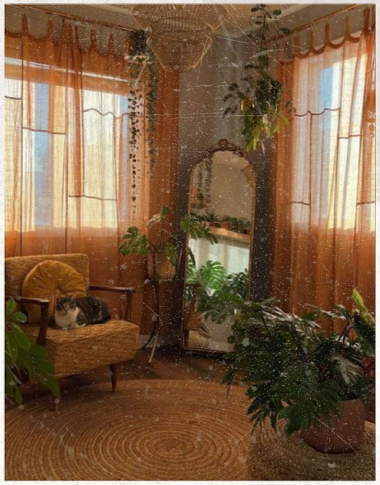
# ***VINYL ROOM***
# Mood Board

## *Expression + Celebration*

The vinyl room represents the final transformation and celebration of individuality. The space feels vibrant, expressive, and full of personality, reflecting the energy of the collective dance scene. Warm lighting, music elements, and relaxed interiors create an atmosphere of creativity and freedom. This is where everyone fully embraces the Urban Outfitters aesthetic, coming together as a collective while the three heroes remain the central focus.

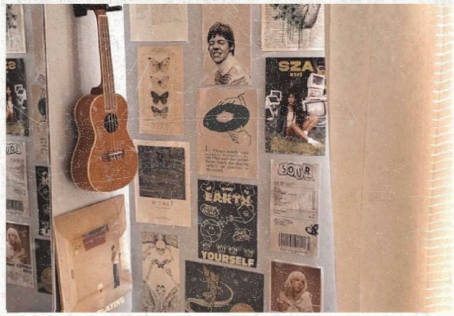
# Vinyl Room

*Dancers are collectively dressed in Urban Outfitters inspired outfits, this room represents creativity and individuality.*

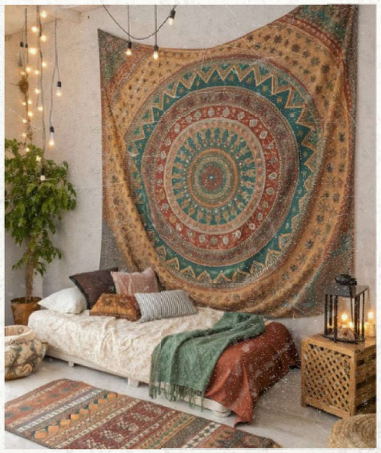


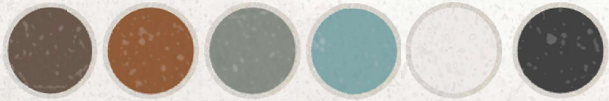
individualism









*This is the final room we see in the video, ending with the three heroes as the focus and dancers "partying" behind them.*

# MOVEMENT CONCEPT

## *Choreographic Process*

Movement Concept

To visually communicate the contrast between conformity and individuality,
movement evolves from rigid repetition into expressive choreography.

### CONFORMITY

Structured & Static

- Static commercial staging
- Repetitive walking patterns
- Minimal upper-body expression
- Synchronized formations
- Controlled, rigid gestures

### INDIVIDUALITY

Expressive & Experimental

- Hip hop foundations
- Krump
- Jazz funk
- Contemporary influences
- Experimental freestyle

### CHOREOGRAPHIC COLLABORATION

To ensure authenticity and technical precision, I will collaborate with specialist choreographers experienced in hip-hop and contemporary movement. They will translate the conceptual contrast into physical movement while maintaining cohesion with the visual direction.





# LOCATION & SET DESIGN

## *Production Considerations*



*Lecture Hall – Conformity Environment*

- uniform desk rows
- neutral backpacks & notebooks
- fluorescent lighting



*Fashion Studio – Creative Experimentation*

- mannequins and styling tools
- fabric boards and sketches
- collaborative workspace



*Vinyl Room – Expression and Individuality*

- warm lighting
- music & vinyl elements
- relaxed lounge environment

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ALTERNATIVE LOCATIONS

community halls • public libraries • classrooms • studio sets

# COSTUME, HAIR, AND MAKEUP DIRECTION

## CONFORMITY LOOK — CLASSROOM / FASHION ROOM

Structured institutional styling reflects routine and uniformity.

- black & white palette
- minimal silhouettes
- uniform tailoring
- restrained makeup
- clean hair styling





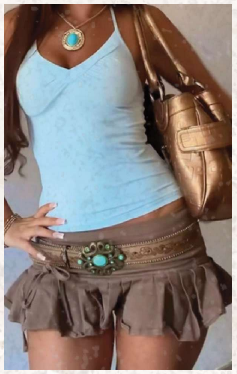




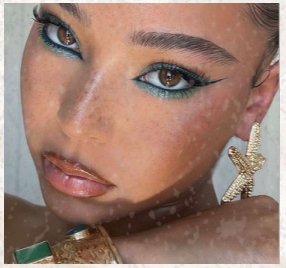
## INDIVIDUALITY LOOK — VINYL ROOM

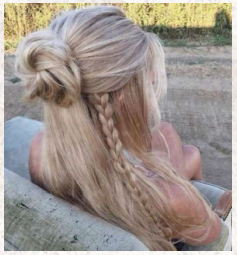
As the narrative progresses, styling shifts from uniformity into expressive Urban Outfitters-inspired looks.

- layered silhouettes
- vintage & Y2K influence
- statement textures
- accessories & jewellery
- mixed prints and colour
- textured hair movement
- individuality between characters









# MUSIC DIRECTION AND CULTURAL COLLABORATION

Soundtrack and artist partnership reinforcing youth culture.



Troye Sivan — Soundtrack Artist

## TRACK DIRECTION

***Rush — Troye Sivan***

The campaign soundtrack captures freedom, movement, and collective energy, supporting the narrative shift from conformity to individuality.

**WHY THIS WORKS**

- Aligns with Urban Outfitters' cultural positioning
- Reinforces youth-driven identity
- Strengthens brand relevance

## HERO ARTIST COLLABORATION

***PinkPanthress***

Positioned as the cultural face of the campaign, reflecting:

- nostalgic Y2K aesthetic
- indie credibility
- strong connection with Gen Z audiences



PinkPantheress — Cultural Collaborato

# PRODUCTION BUDGET OVERVIEW

## TOTAL PROPOSED BUDGET
## £21,500

### CREATIVE & DIRECTION

Director — £2,000
Choreographer — £1,200
Director of Photography — £500
Subtotal: £3,700

### STYLING & COSTUME

Stylist Consultations — £2,800
Outfits (22 performers) — £2,200
Subtotal: £5,000

### TALENT & PERFORMANCE

9 Ensemble Dancers — £2,700
3 Feature Dancers — £1,050
Extras — £1,500
Rehearsals (2 days) — £3,000
Costume Try-On — £900
Subtotal: £9,150

### PRODUCTION & TECHNICAL

Location — £400
Videographer (incl. editing) — £700
Lighting & Gaffer — £500
Prop Hire — £500
Subtotal: £2,100



## *BUDGET FLEXIBILITY*

If location costs are reduced through university partnerships, the additional budget could support:

- extended rehearsal time
- enhanced styling
- upgraded lighting

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GAP: Better in Denim:
https://www.youtube.com/watch?v=lwzF26o0AuU&list=RDlwzF26o0AuU&start_radio=1

The Making of GAP: Better in Denim:
https://www.youtube.com/watch?v=mmToVio7ASA

GAP X Jungle: Linen Moves:
https://www.youtube.com/watch?v=8unVMB-LoT8

The Making of GAP: Linen Moves:
https://www.youtube.com/watch?v=2AvUdVigegA

Burberry: Singing in The Rain Advert:
https://www.youtube.com/watch?v=fxmkoJIOXIM

Why Burberry's Ad 'Singing in The Rain' Camera Movement is Genius:
https://www.youtube.com/watch?v=e61-IBTrnjY

Candy Crush X Thundercat- 'Upside Down' Advert:
https://www.youtube.com/watch?v=aTHMZpHuLrM&list=RDaTHMZpHuLrM&start_radio=1

GAP | First Rehearsal to Final Cut:
https://www.youtube.com/shorts/0GYL1fusyZA