



Soft as Silk
Feel the Difference

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DIRECTOR NOTES



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OBJECTIVES

Thank you for the opportunity to expand on the creative ideas you have for this spot. To quote that famous politician; "It's the hair stupid." The main objective I feel that needs to be addressed for Soft as Silk, is to visually describe how well Soft as Silk works to soften and strengthen your hair giving it that healthy shine and bouncing flow, which shows off every movement in a sexy attractive manner. At the same time, we want to portray the easy, comfortable connection to our models, to keep the "Everyday Gal" accessibility. We will insure that our Everyday Gal makes the audience feel welcome and comfortable, while at the same time giving the film an aspirational and stylish feel. Foremost to everything though, is how beautiful and dramatic our hair shots will be. Showing off the shine and movement that displays Soft as Silk's essential properties.



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CASTING



The three most important things we need to keep in mind when we start the casting process is... Great hair. Great hair. Great hair..... After satisfying those three parameters, we want to have models who are approachable and accessible, as well as inspirational, but never forgetting that it's all about the hair. Attractive and alluring, without being too "Modely" will be what we will strive for as we work our way through the casting sessions. My thoughts are that this will be a time consuming process, so the sooner we can begin, the better our results will be.



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LOCATIONS

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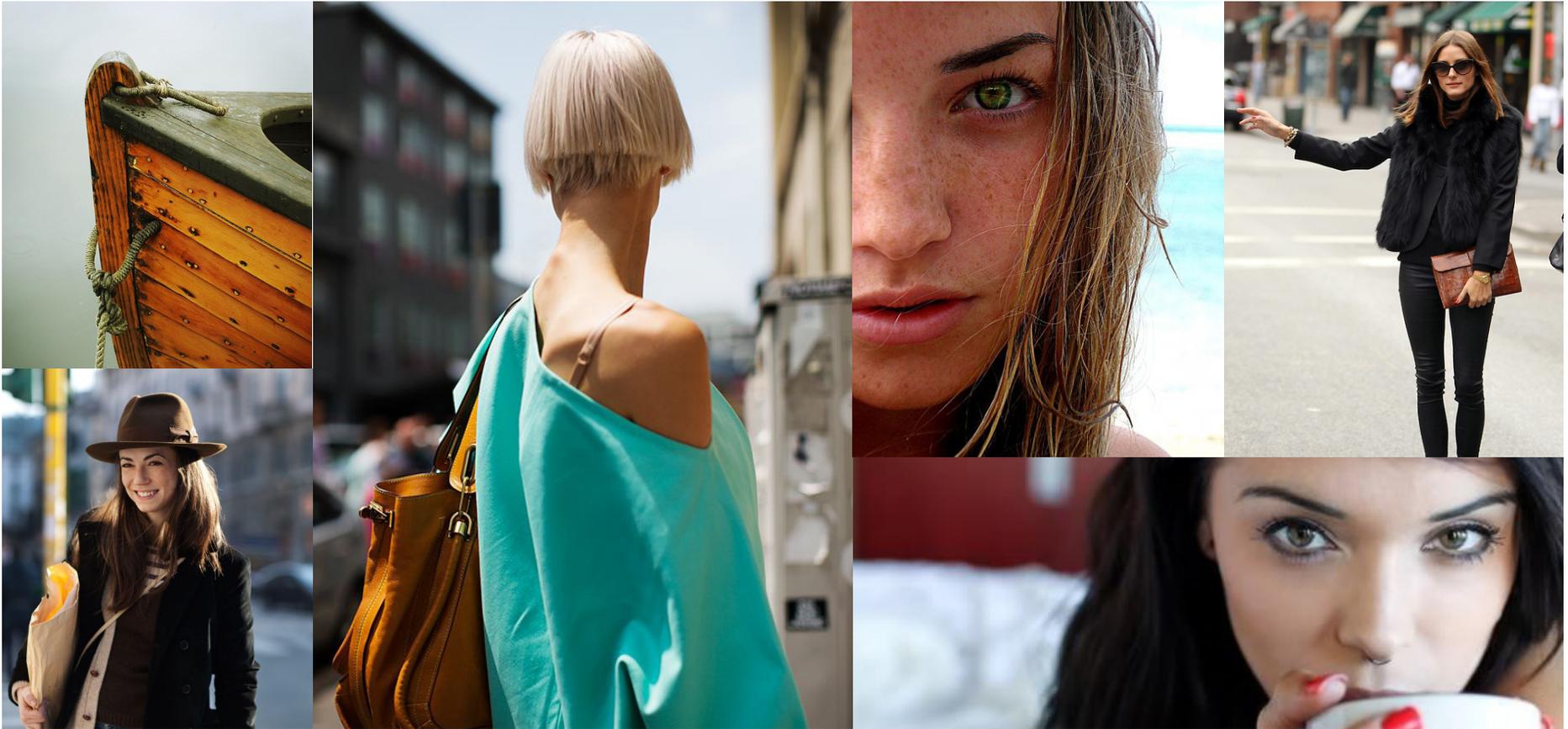
We want to find some beautiful classic locations that have a hint of age and elegance. This is where we will create an almost dreamlike, ethereal environment where we can show our models in a truly magical subdued setting. Bringing the hair into sharp focus against this softly lit and subtle background will allow the hair to shine forward and dazzle us with its soft and lustrous beauty.



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PHOTOGRAPHY

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We will want to keep the photography as natural as possible. By having the photography super sharp with a shallow depth of field we can maintain our attention on the hair and how well it moves and shines in each scene. We will highlight the hair's shine and soft flowing quality with lighting artistry unique to this specific end, while avoiding that "over-lit" studio feel. Presenting our models in a comfortable accessible look while maintaining a fashionable tenor will draw our viewer into the scene, making them feel at once inspired as well as at home



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WARDROBE



Wardrobe will be fresh, clean, simple and accessible. Soft colors and subtle patterns will work to maintain our focus on the hair. Young and real, not overtly "fashion" yet still maintaining a certain style, that says "Everyday casual" with a little unique twist that brings our girls out front and fabulous. Bare shoulders, arms and necklines will be sexy without being overt. We will maintain that delicate balance between sensual desire and that comfy girl next door feel.



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ART DIRECTION



Simple, elegant, uncluttered is the theme. Real, comfortable approachable visuals, with a nod to a unique sensibility. Fun light-hearted accessories and props keep us engaged and at home with the presentation. There should be a very subtle whisper of aspiration as well. We will maintain a feeling of warm invitation and allure with an overall use of soft colors and tones in all aspects of the look.



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Thank you once again for inviting me to participate with you on this creative journey. I am excited at the possibility of further exploration into this visual narrative and look forward to discussing all the possibilities with you.