

DIRECTOR'S TREATMENT
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FASHION DAYS



YOUNG ELEGANT

I intend to make a very international, premium looking campaign which will pop out from screen.

This campaign combines a few things, first of all, premium look, fashionable, cool, elegant and young. In order to achieve this, we have to make sure of many things, location should be of utmost importance, not messy and stylish. Photography has to specify on each frame together with lighting. Cast and art is also of utmost importance, I want our actors to be beautiful, sexy, elegant on one hand and also very trendy on the other....

I need to take out from them some cute and surprising acting that will attract the viewer and enhance the story.





ROLE MODEL

This campaign mixes a few things, fashionable look which makes the commercial look international but also has an environmental message and a lesson on how people should behave.



Our model is actually also a role model and another element which is also very important, branding, prices and product, elegantly and seamlessly into the script. The presence of prices and names of products is usually disturbing but the way in which I intend executing, will add style and elegance to every frame. Maybe the viewer will think: ah, maybe it's another hard sell commercial but will enjoy the look and be pleasantly surprised from the ending.





COLOR LIGHTING ART

I can't completely explain how I will achieve this international, premium look, it's just a combination of making sure of many components which contribute to an amazing movie.

It's about color correction, lighting, slow motion, art and elements around. Perfect time of day to shoot, beautiful styling of all actors and extras and of course, attitude...

COFFEE





In the first story, Coffee, I think it should be a traffic jam because of the roadblock so the people are stuck there for a while.

FASHIONABLE ARROGANT

Our hero is arrogant, good looking, young and fashionable. Our heroine is in a Cabriolet car, the first car at the roadblock. I won't go through all the choreography of the movie but will tell the story in an interesting way which we will understand only at the end. She will see the coffee cup coming out of the window in his hand, through the side mirror-- and maybe he will already start to squash it like its empty, then we can freeze and focus on her beautiful sunglasses through the mirror and add details and price.





◀ **Cizme Guess**
479.99 lei

SHOES

She decides to get out of the car, we focus on her beautiful shoes as she gets out with price and details. As she moves elegantly between the lanes and the cars, the camera moves up on her, revealing her dress and bag and each time with price and details.





STYLE

We will crosscut to the guy, who out of boredom gets out of the car and leans on it. Then we can use this opportunity to show his cool clothes and prices and details. We also can focus on other people as she slides down the catwalk towards the guy, some young people dressed stylishly sit at a cafe and look at her. Maybe another woman walking on the sidewalk etc. I think it's nice to lengthen her catwalk in order to show other people with other clothes...





The guy feels she is approaching him, maybe she likes him, her determined walk in slow motion will enhance it. When she comes so close to him he gets excited and gets ready, then she stops an inch from his face and reaches down to pick up the disposable cup he had thrown on the floor, looks at it and at him and elegantly throws it back into his car. Then she turns back on the catwalk and walks back, leaving him behind with an incredulous look on his face.

EXCITEMENT
SO CLOSE



BIG

SURPRISE

SMILE BEAUTY

This can be a really cute and beautiful commercial leaving you with a big smile. You enjoy the beauty and the story together...



COOL PREMIUM



In the short versions we can enhance more POV of other people i.e. the people at cafe or on sidewalk to introduce more clothes and brands.



CLIENT SERVICE

CLASSIC BAREFOOT

This is another script which follows the same rules, beautiful photography and location and a surprising end. We should carefully choose this location, maybe even build these cabins and boxes in chosen locations. I can image a place like an old, big train station or something like this with a more classic look or alternatively a modern, clean, graphic look. The floor is extremely important as the punch line is her bare feet walking in this location. Of course, we will reveal it slowly, first her clothes, maybe sunglasses, bag, shoes and then the bare feet.





MUSIC ATMOSPHERE

Play (k)

Music - will also help us create the atmosphere, has to be really cool, up to date but still elegant. This will help to create the ambiance and tell the story.

I intend using my A TEAM to produce this commercial as in order to achieve the goals mentioned before, Every detail is important.....

REFERENCES

<https://www.youtube.com/watch?v=DPrRRgagQg8>

<https://www.youtube.com/watch?v=xVVqIm8Fq3Y>

<https://www.youtube.com/watch?v=uKezLuCqKW8>

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THANK YOU

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