

BLOOM



Spring
Love is in
the air





BLOSSOM



THERE'S A DIFFERENCE BETWEEN LIVING YOUR
LIFE AND EMBODYING IT EVERY STEP OF THE WAY

DON'T JUST LIVE YOUR LIFE..
FALL IN LOVE WITH YOUR LIFE.

BY GIVING BIRTH TO THE LIFE YOU TRULY DESIRE..
ATTIRE FOR EVERY STAGE OF YOUR LIFE





SHOT LIST

Attire that will grow with you throughout your life! This commercial will highlight two average 30 year olds that enjoy life & blossom from independence to friendship to romantic relationship while wearing comfortable yet stylish line of clothes.

Emotion will be joy in the freedom to be seen and appreciated as your natural self



Shot 1 - Awaken

Rise in the morning putting on athletic shoes
Showing split screen extreme closeup of feet putting on shoes.

Shot 2 - Going out for a jog

Split screen closeup of thighs down as they go down the street. One walking and one jogging, or even spinning.



Shot 3 - Bump into one another

Split screen where they bump into one another, again.. thigh down



Shot 4 - They are friends

This shot shows them being friends, and flirting on the church steps.. Full shot . Clothing is changed from athletics to day casual wear



STORYBOARD

Emotion will be joy in the freedom to be seen and appreciated as your natural self



Shot 5 - dance

Both dancing playfully, laughing and giggling



Shot 6 - the Flower

Close up of Brian offer of a flower to KayJay



Shot 7 - A formal moment

Zoom out to reveal Brian in Jeans and a jacket and KayJay in a flowy dress with flowers in her hair with a sunrise/sunset in the background - in front of green screen



Shot 8 - The Turn

turn towards us with a full shot of them being casual yet show the athletic shoes (in their stance) while wearing formal clothes in front of green screen with a blooming flower behind them.

