

# PETER DO

## FASHION ADVERTISEMENT

by Lan Lin





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## PETER DO

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Created in 2018 by American-Vietnamese designer, Peter Do is famous for its uber-clean silhouettes and extraordinary tailoring. Do, who worked under Phoebe Philo for a few years, inherited the clean and modern style. Peter Do doesn't do much in advertising or marketing to promote his brand, since he mainly focuses on what he sees as fashion. He believes that fashion should be timeless and classic. And it is unnecessary for consumers to buy new clothes each season every year. Do puts time and effort in every single cloth and makes sure each one is superb enough to wear for a long time. Modern, clean, classic, and timelessness are key to Peter Do.

# Past Campaign



# Past Campaign



# Past Campaign



FUTURISTIC

MODERN

MINIMALISM

POWER

# PETER DO

CONCEPT STATEMENT

Futuristic Femininity

Modern fashion in the futuristic universe that emits feminine power in minimalistic form

FUTURISTIC

MODERN

MINIMALISM

POWER

	07/06 - 07/12							07/13 - 07/19							07/20
	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W
<b>PLANNING</b>															
Project Setup															
Research															
Concept Development															
Finalize Concept															
<b>PRE-PRODUCTION</b>															
FPO															
Location Scouting															
Storyboard / Thumbnails															
Shotlist															
<b>PRODUCTION</b>															
Photoshoot											X	XX			
Contact Sheet Review															
Final Draft															■
Contact Sheet Notes															
Final Image Selection															
Image Editing															
Advertisement Flats															
Advertisement Mockups															
<b>FINAL</b>															
Finalize Process Book															
Final Submission															

## IMPORTANT DATES

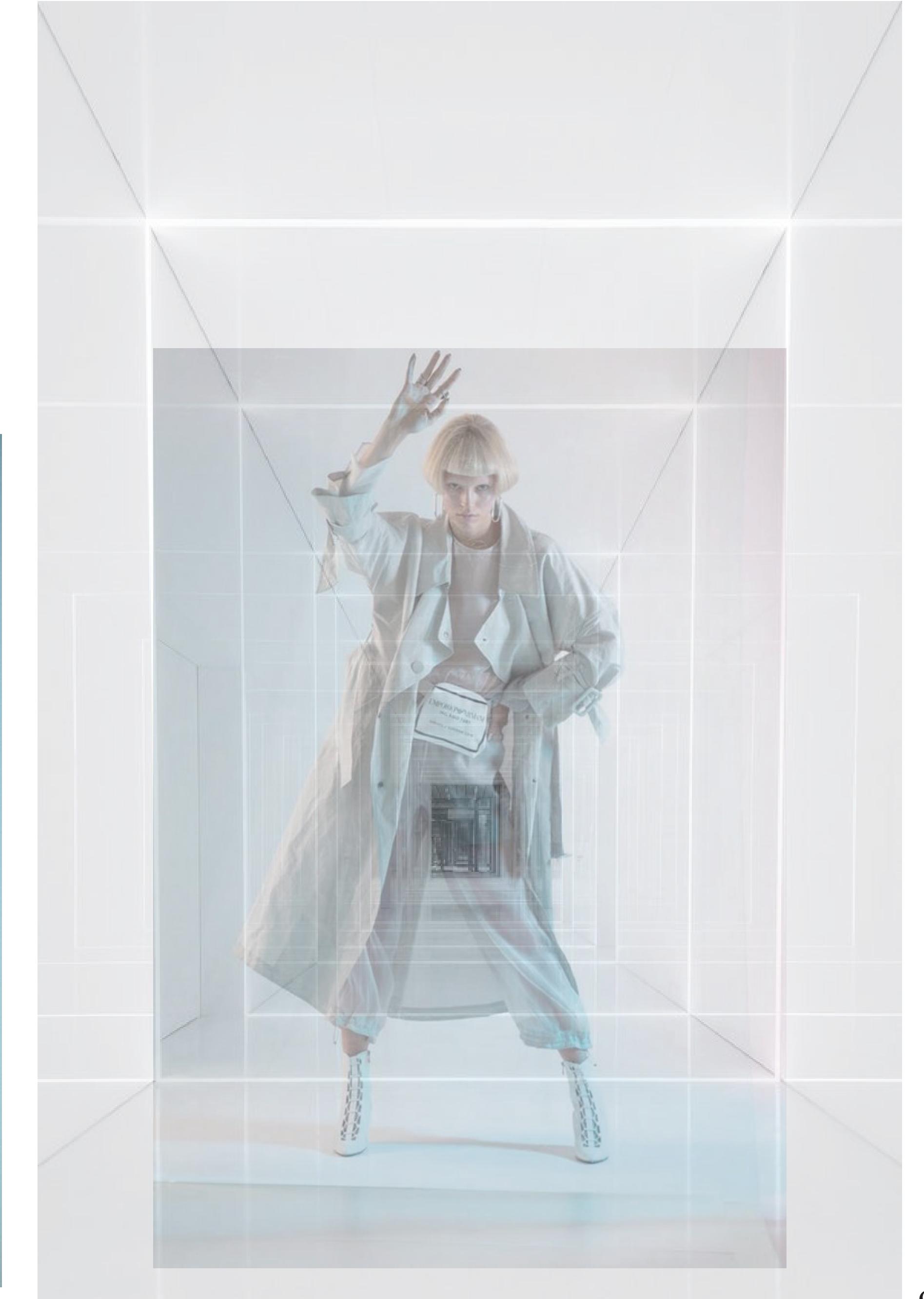
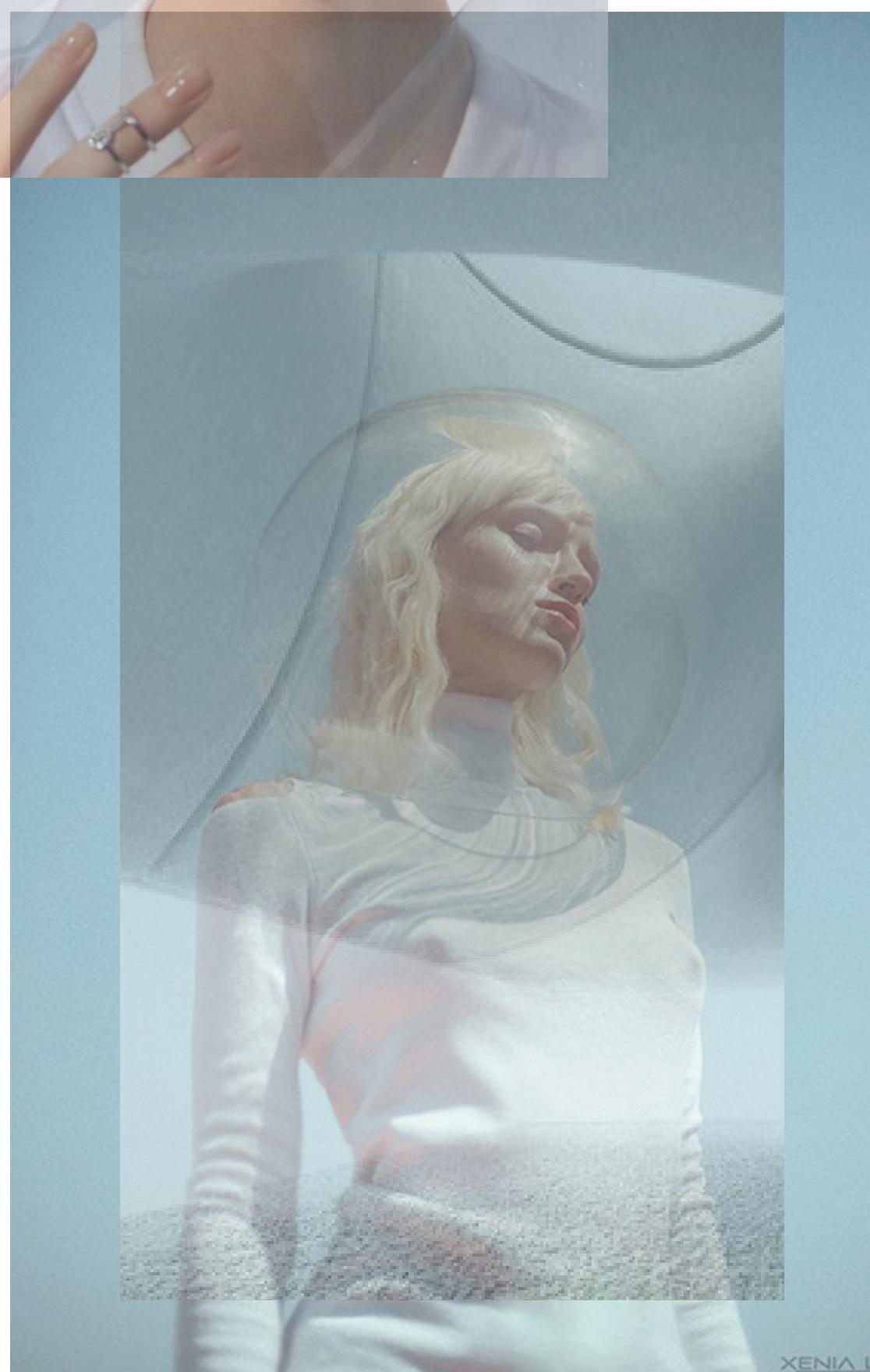
- Friday, 07/08/2022 - Proposal Due  
 Wednesday, 07/13/22 - Draft Due (with FPOS + Storyboard/Thumbnails, Shotlist due on Discussion Board)  
 Monday, 07/18/22 - Preliminary Photo Review  
 Pre-Production Meeting - 07/14/2022  
 Shoot Date - 07/15/2022  
 Wednesday, 07/20/22 - Final Project Due

X Pre Production Meeting

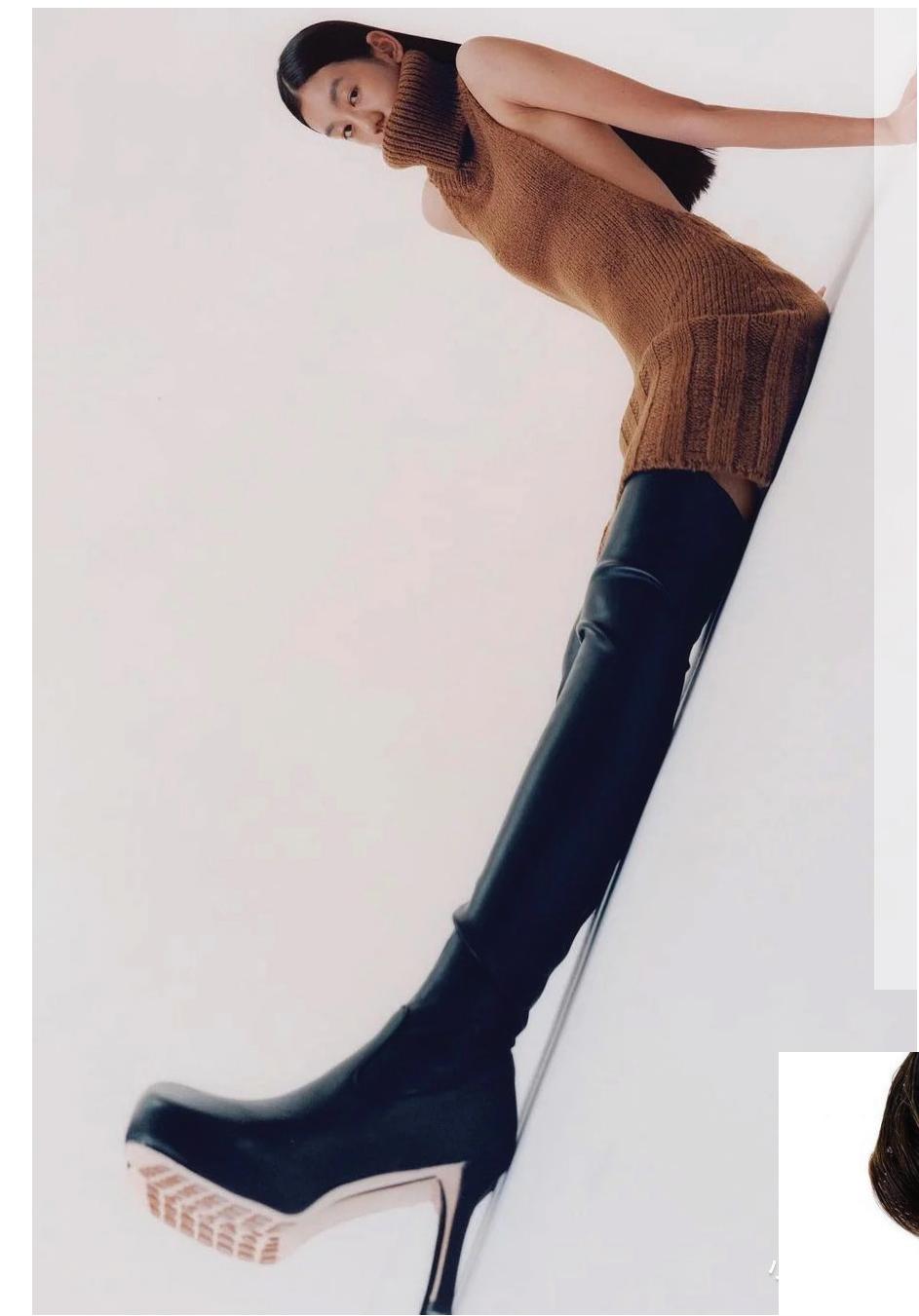
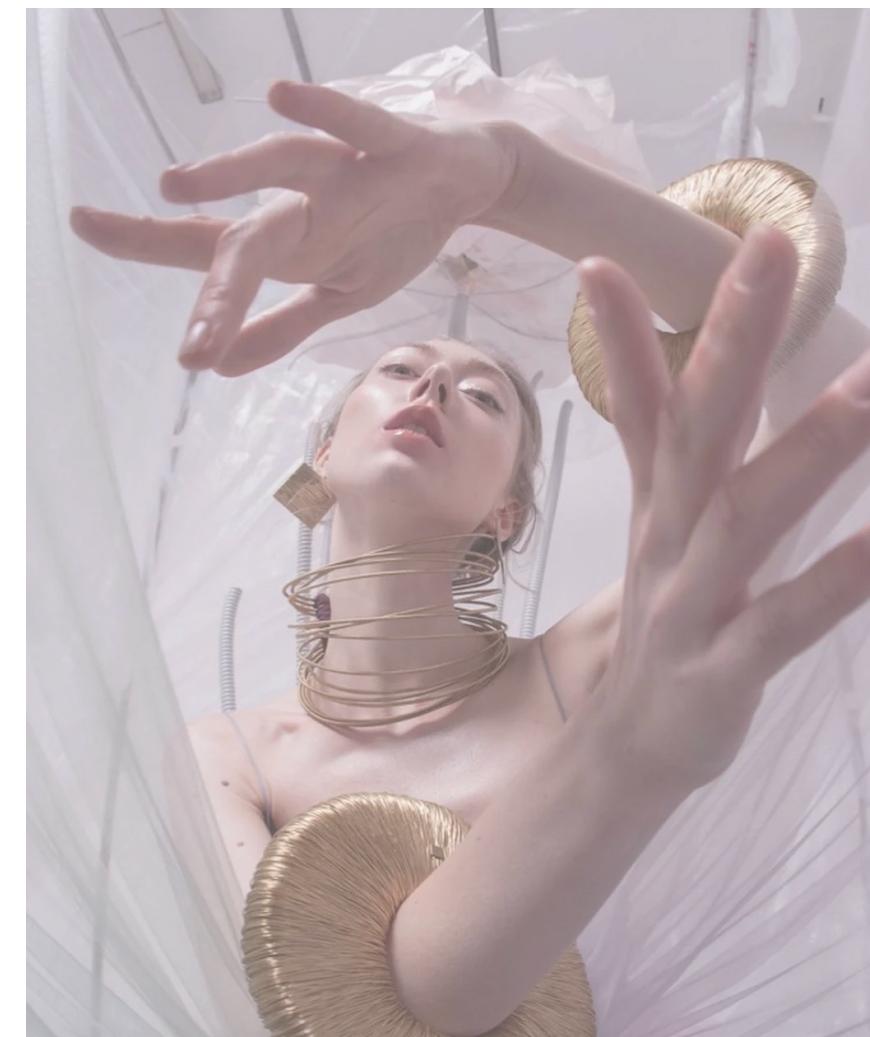
XX Photoshoot Date.



## Concept Moodboard



# POSE STUDY

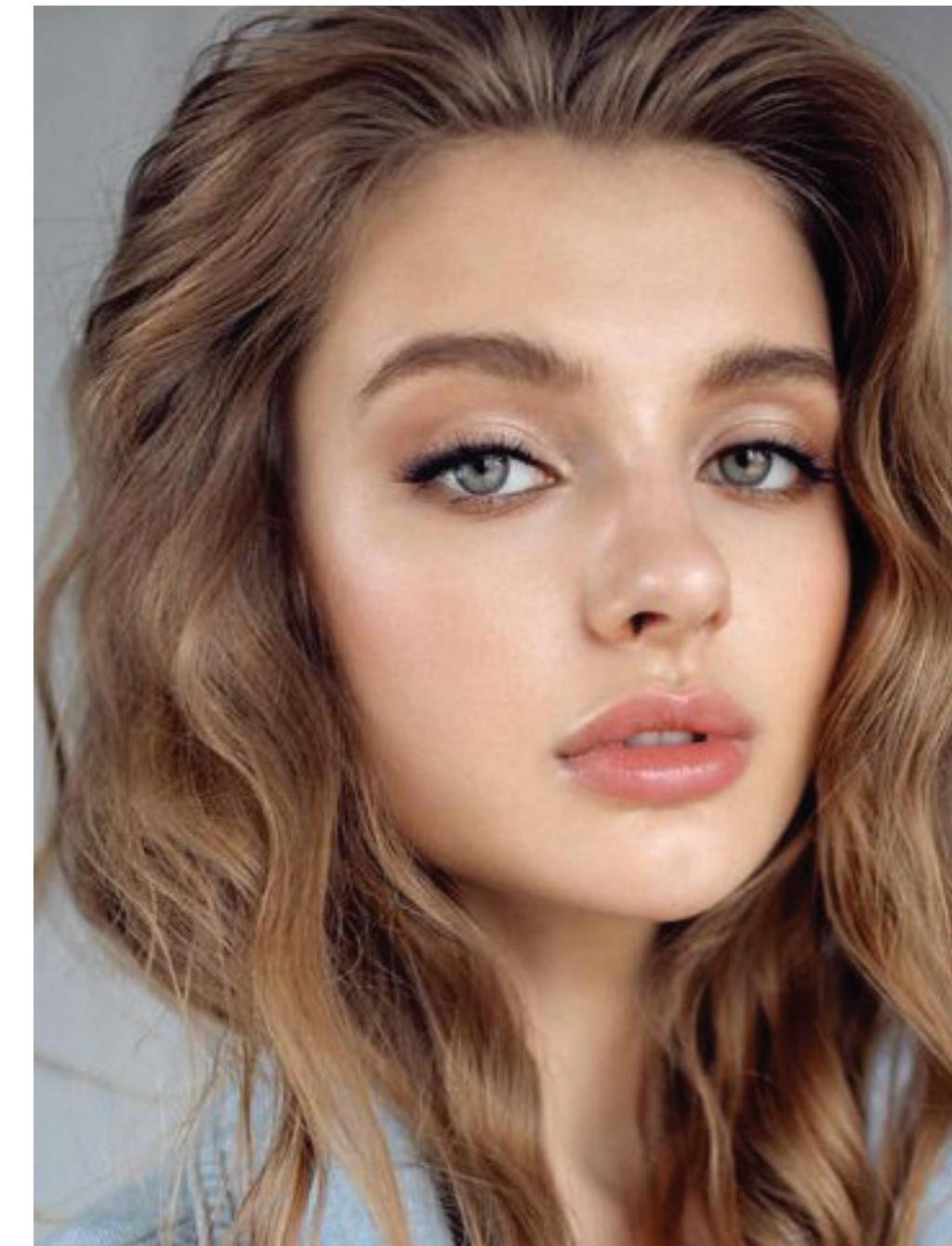


**Perfect maiden**

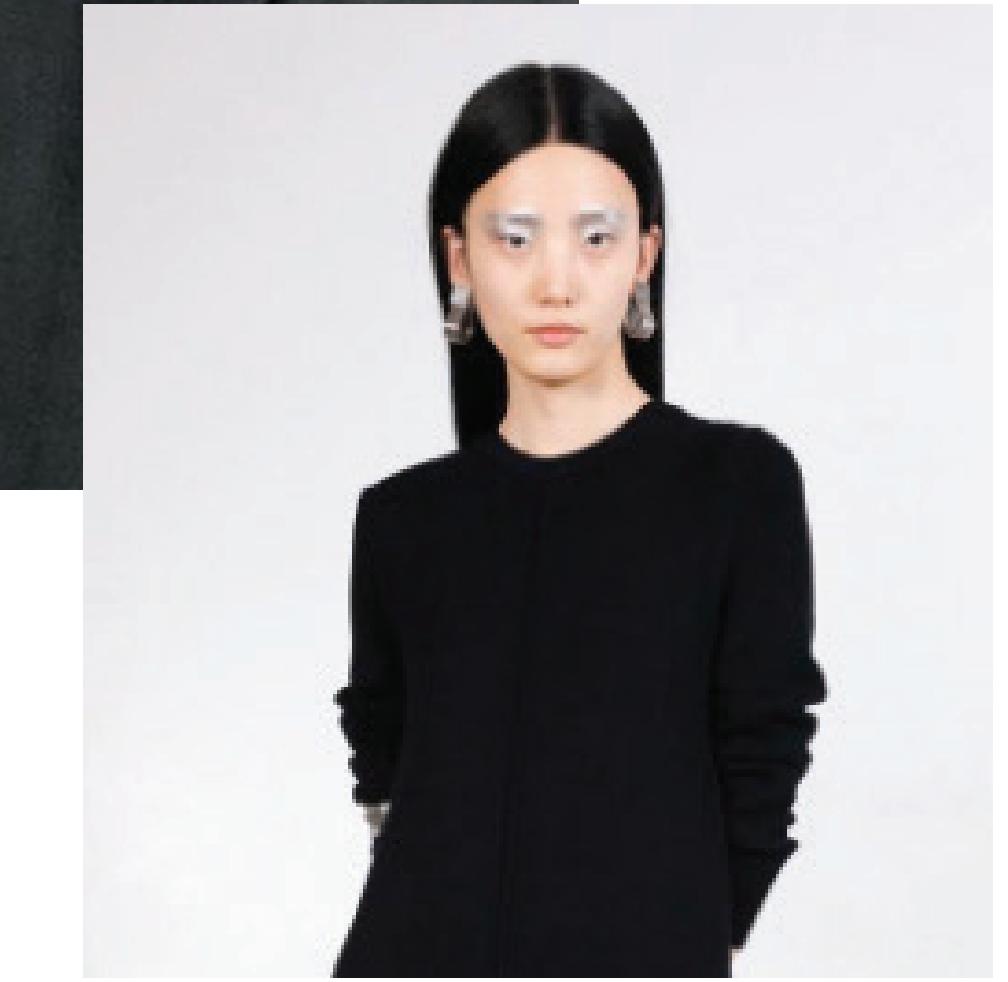
Photographer: Heben  
Makeup : Nily  
model: Vika @ (Fable M)



# MAKE UP



# HAIR STYLE





# STYLE STUDY 2



Topped with shirt



Layered skirt + pant



# Styling Test



# Possible Locations



Professional Studio, Shanghai



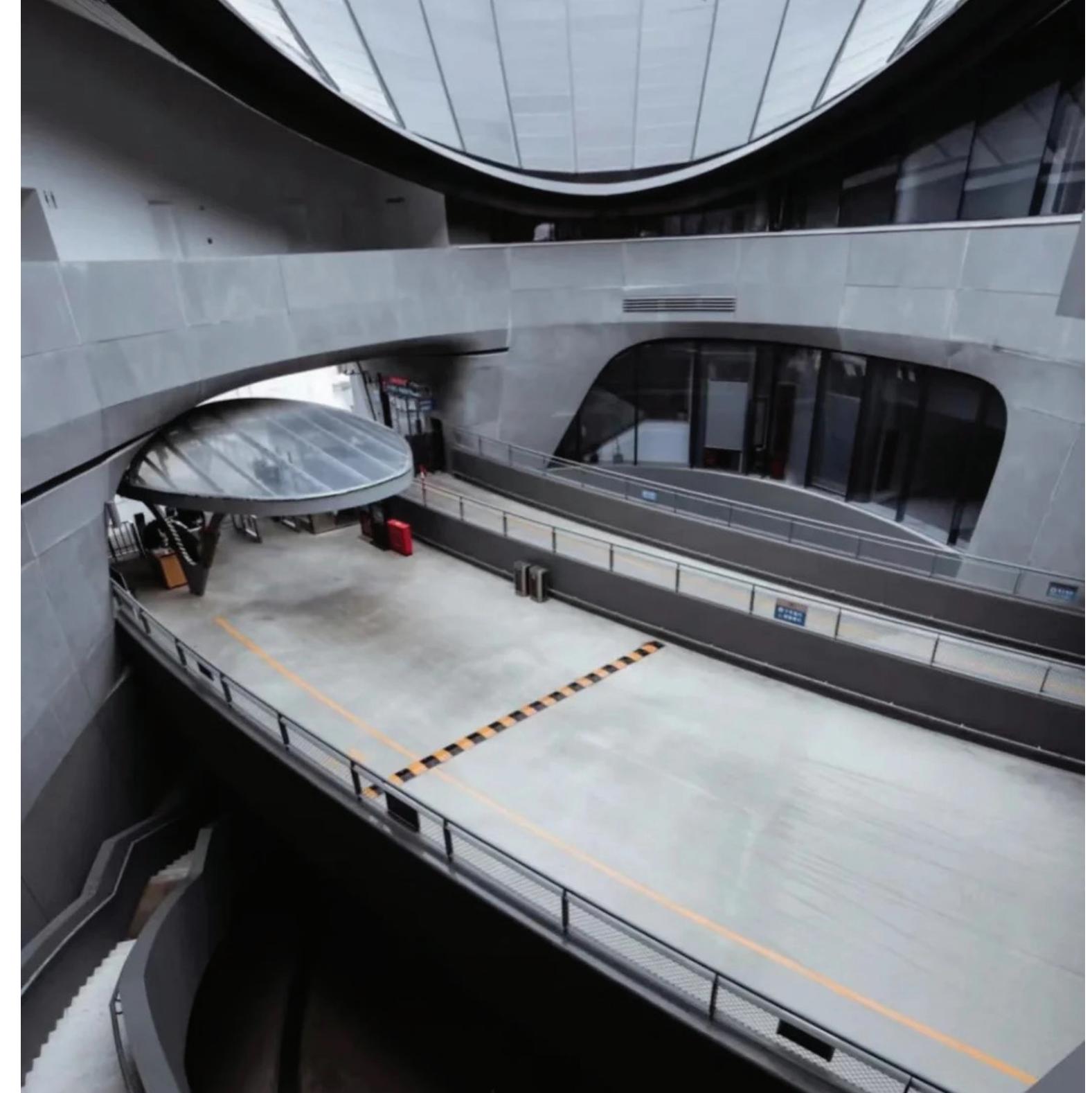
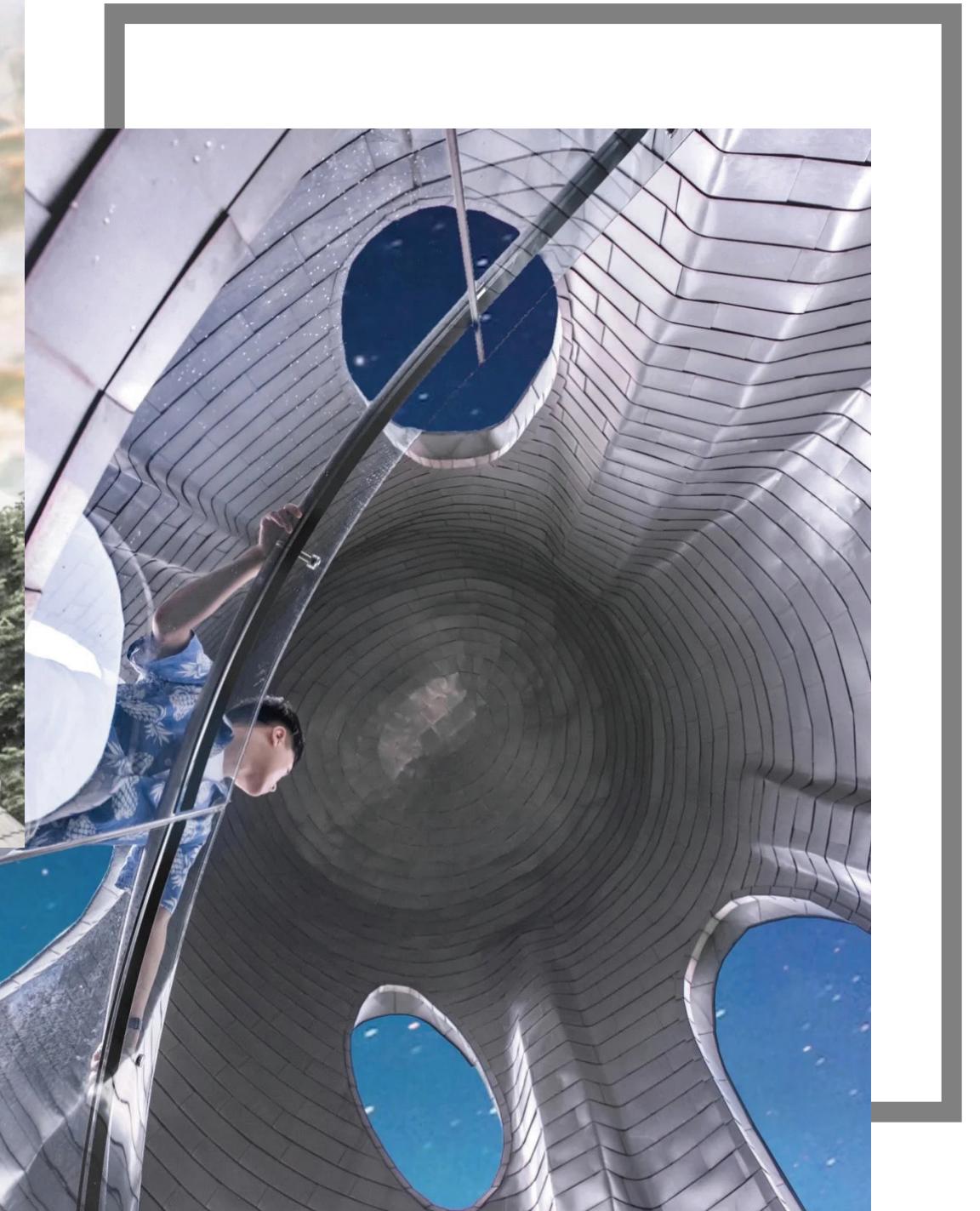
SOHO Plaza, Shanghai



Metro Station, Shanghai



SuZhou River, Shanghai



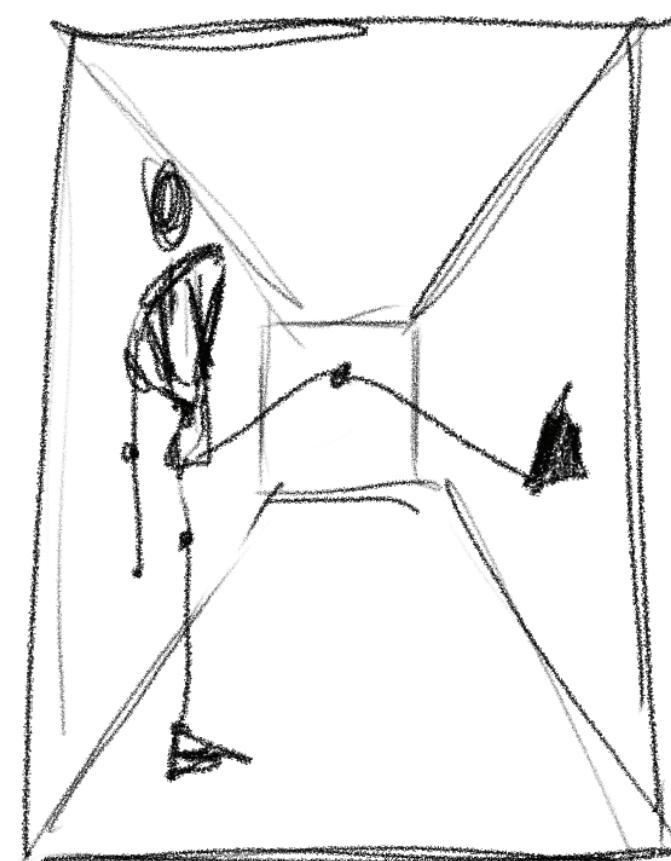
XuHui Harbor, Shanghai

## Possible Locations

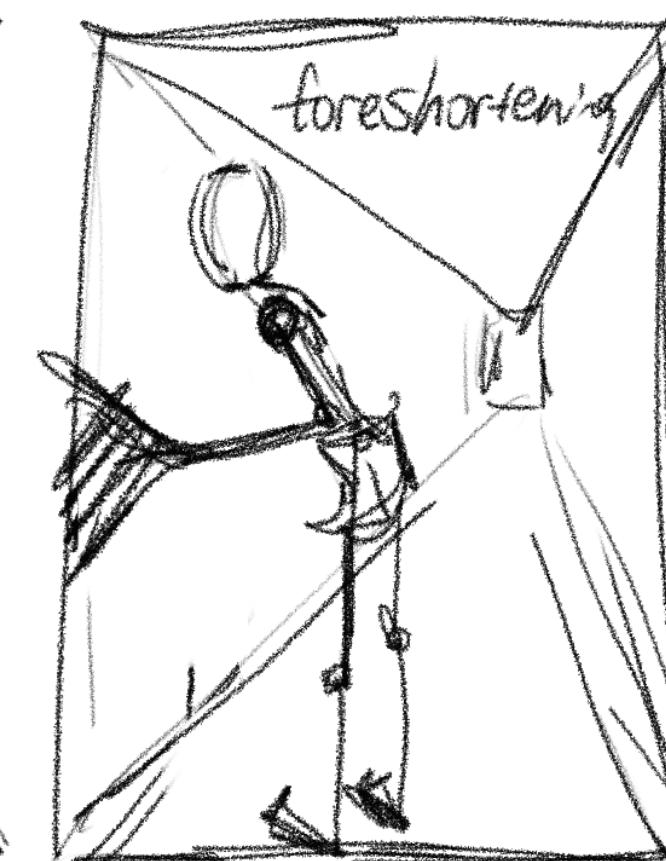
# Shot List



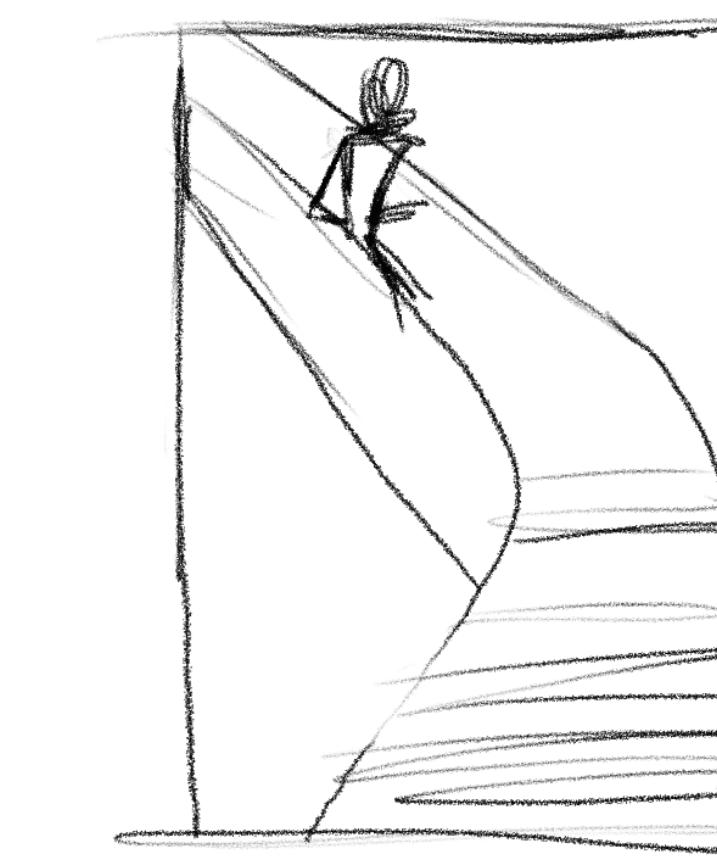
① Model look back and rotate towards camera  
# close up shot to emphasize clothes



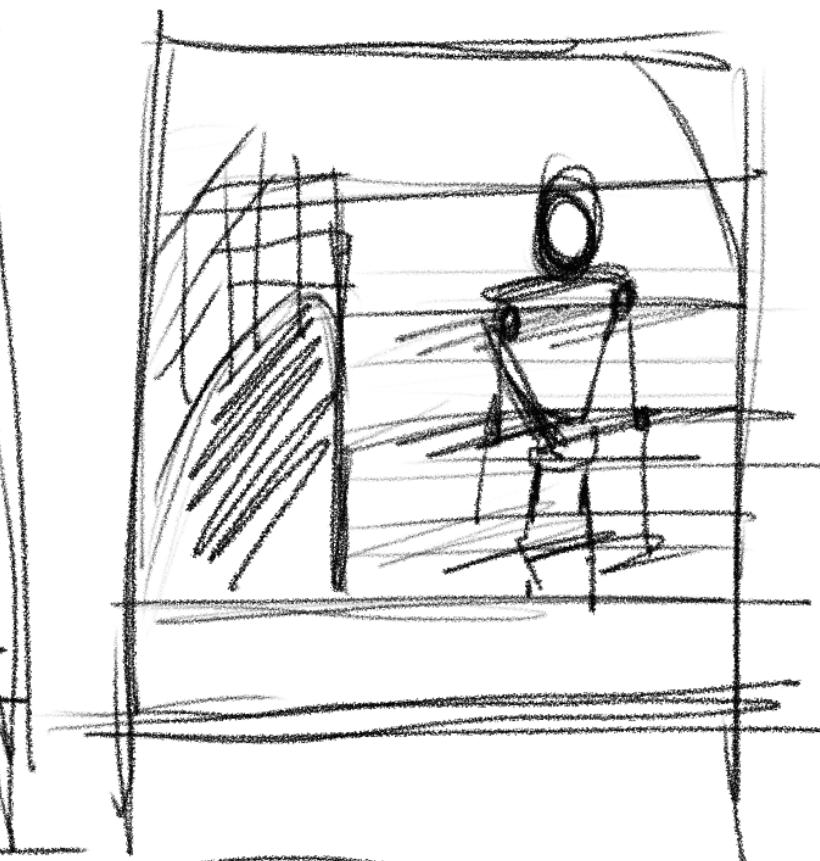
② Lean back to sidewall and stick out leg



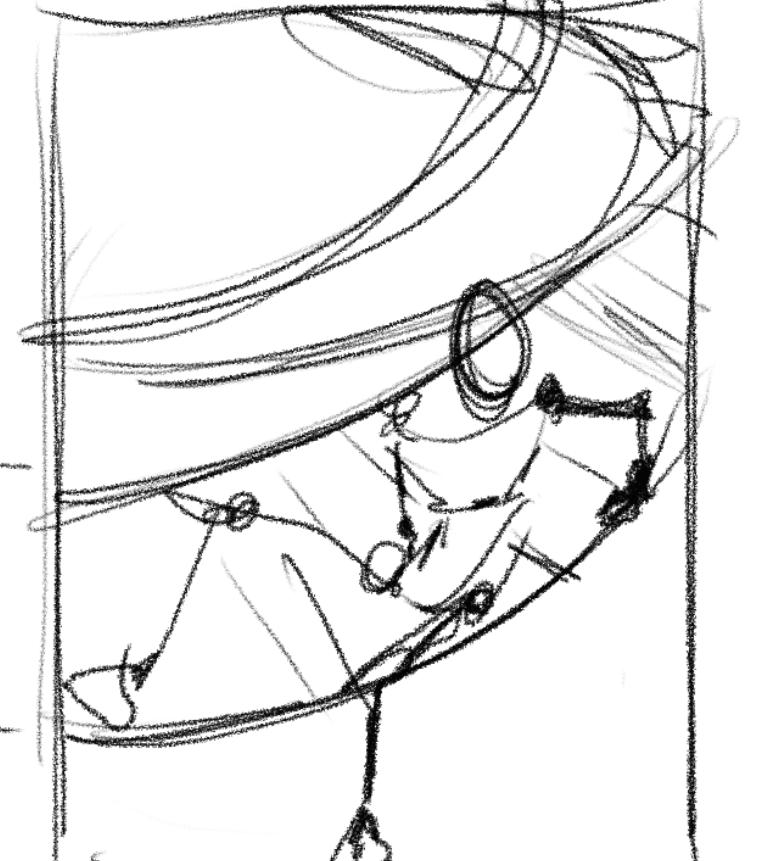
③ Foreshortening angle with hands reaching towards camera



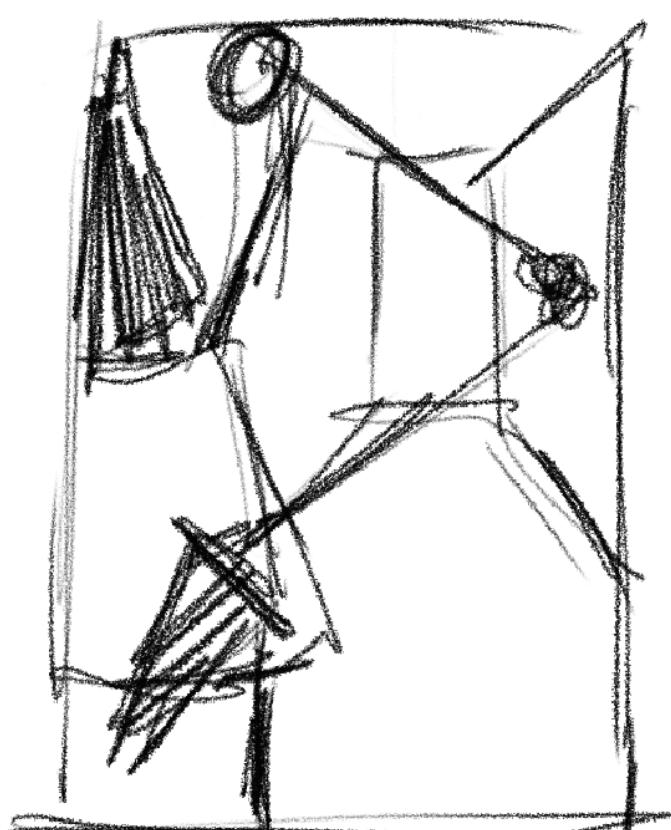
① Model Walking down from stairs [Far shot]



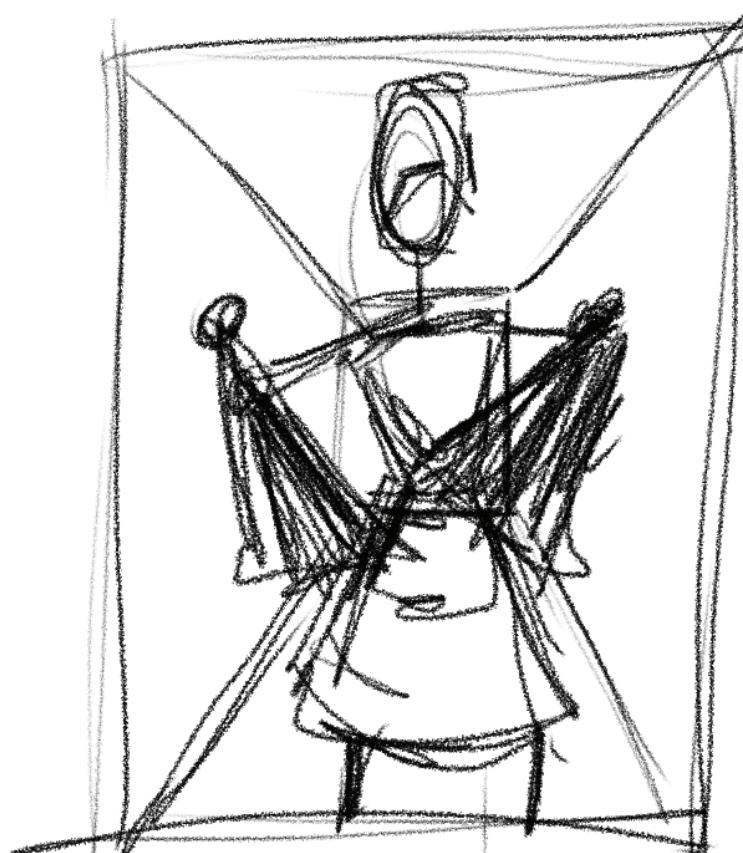
② Shooting at different level downwards



③ Shooting through structure frame formed by handrail



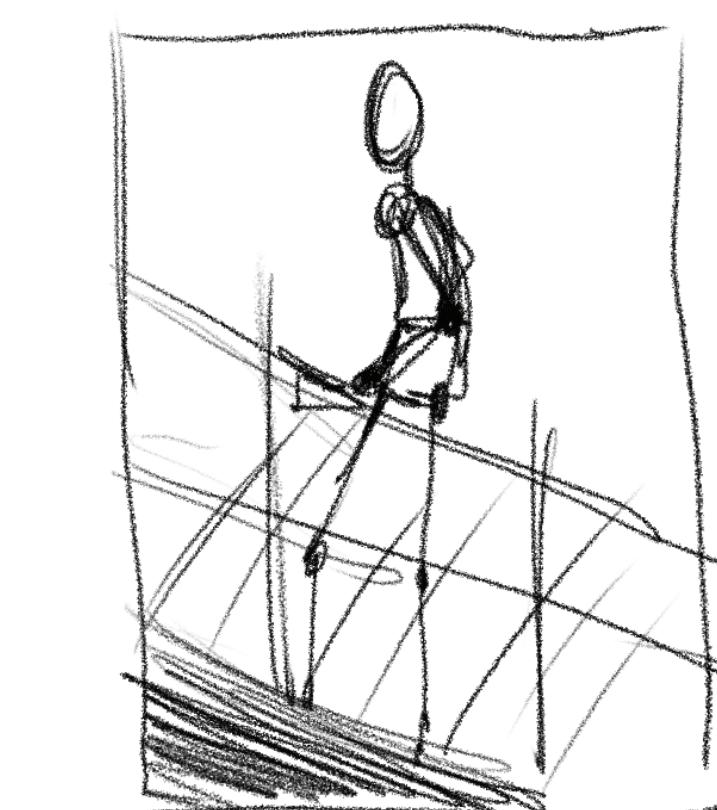
① Close Up Shot to show details of the clothes, maybe see scene through arms



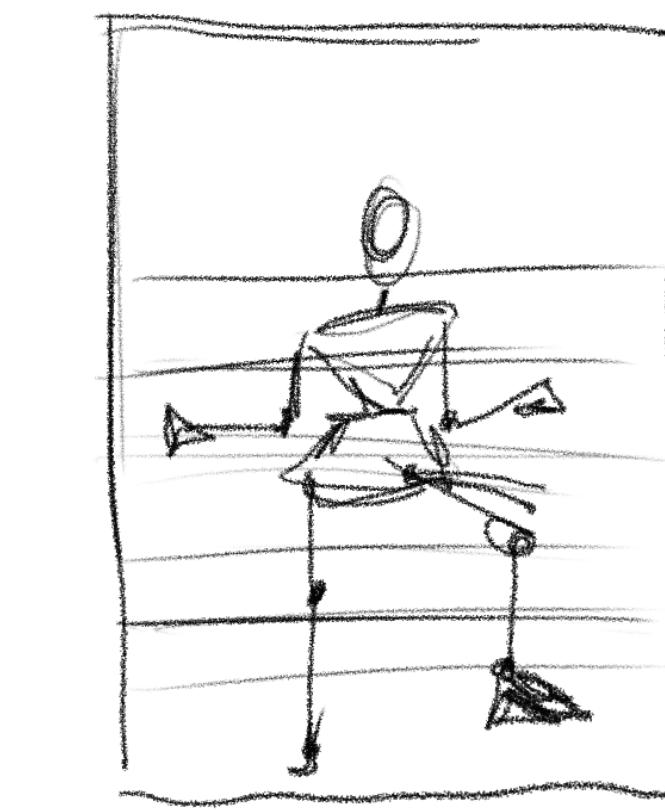
② Foreshortening angle with enlarged hands and figures raising head up



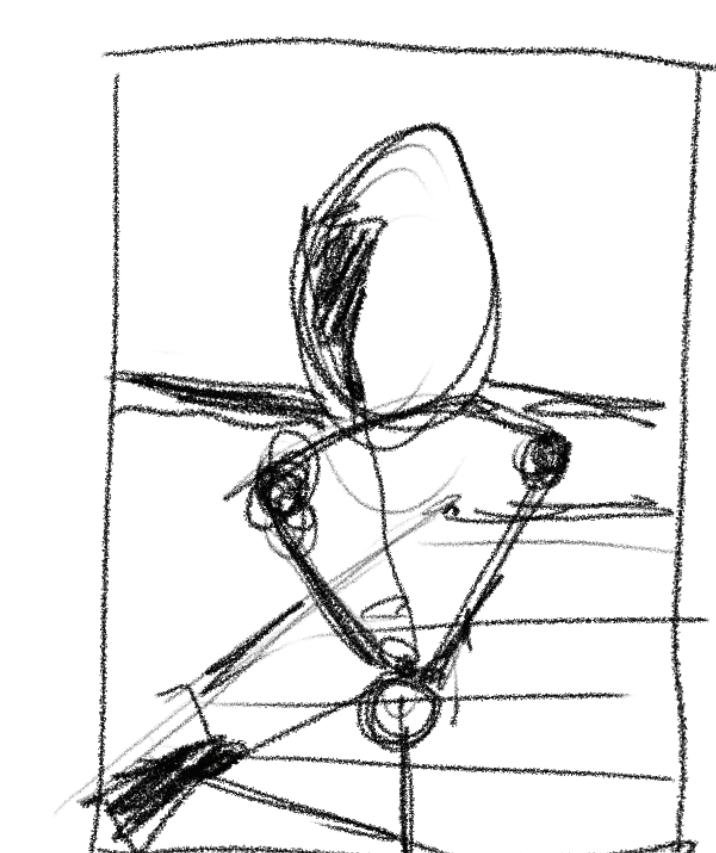
③ Enlarged shot to leg with body extends out



① Model walking Up Stairs

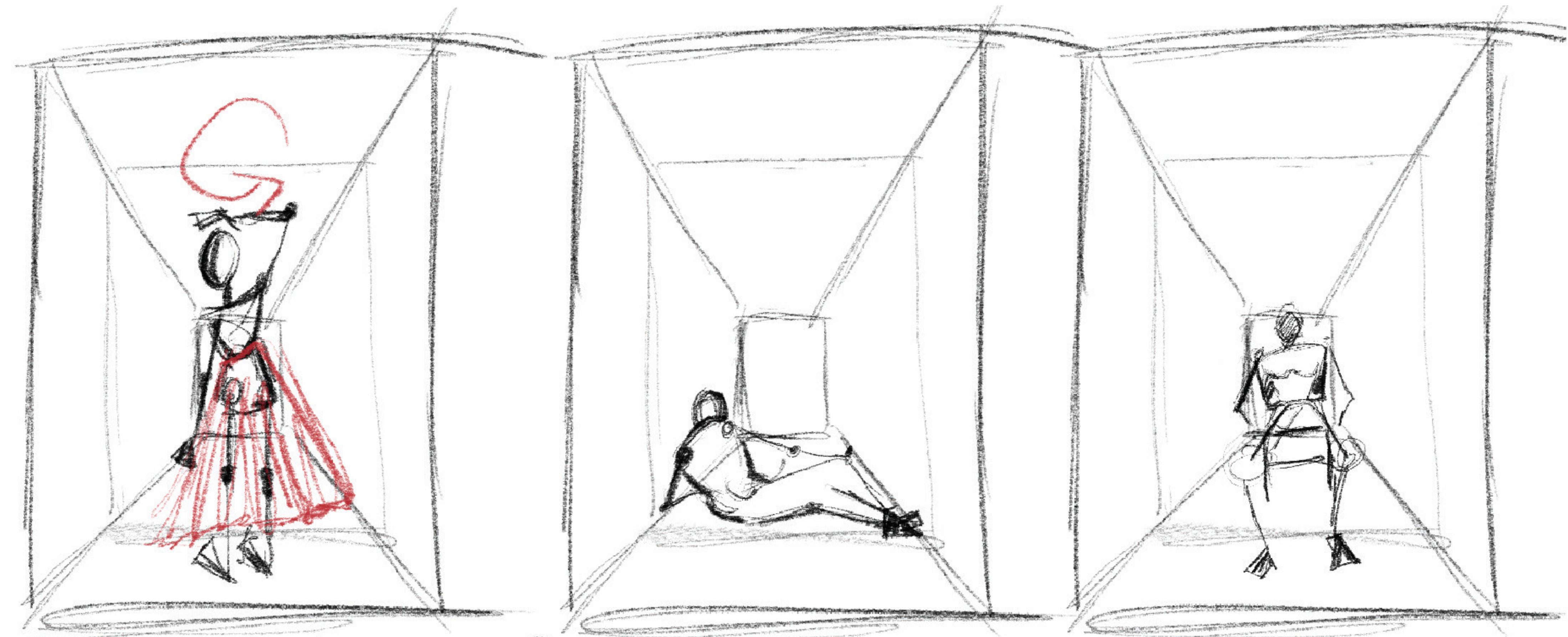


② Relaxed pose on Stairs - Shoot with camera positioned higher



③ Foreshortening shot close Up to model face - camera placed higher

# Shot List



① Model Standing  
Straight-up and rotate  
in the hallway (lockback)

② Model lying on the  
ground

③ Model sitting on  
the chair and raise  
the head to the back





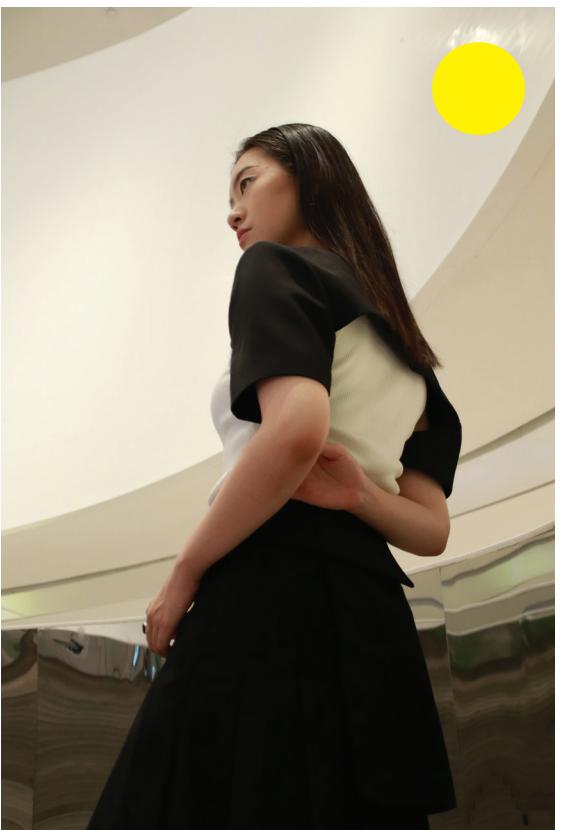
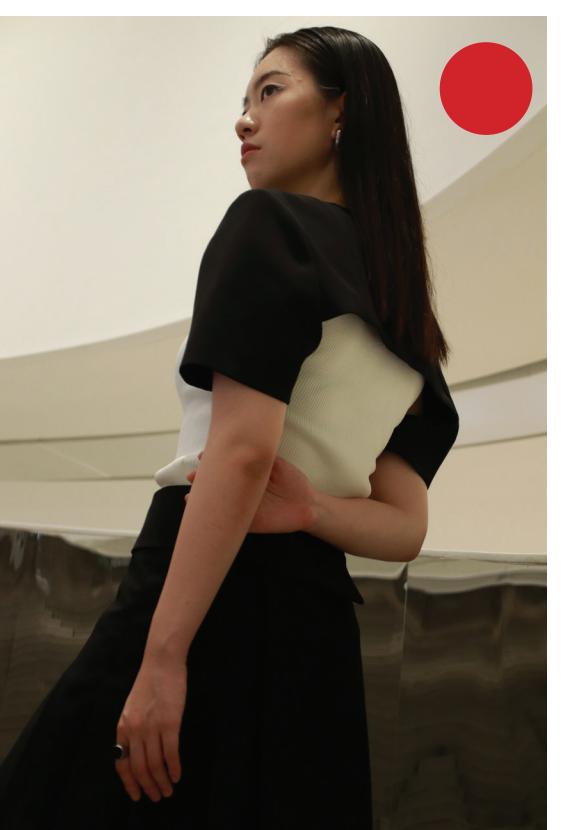
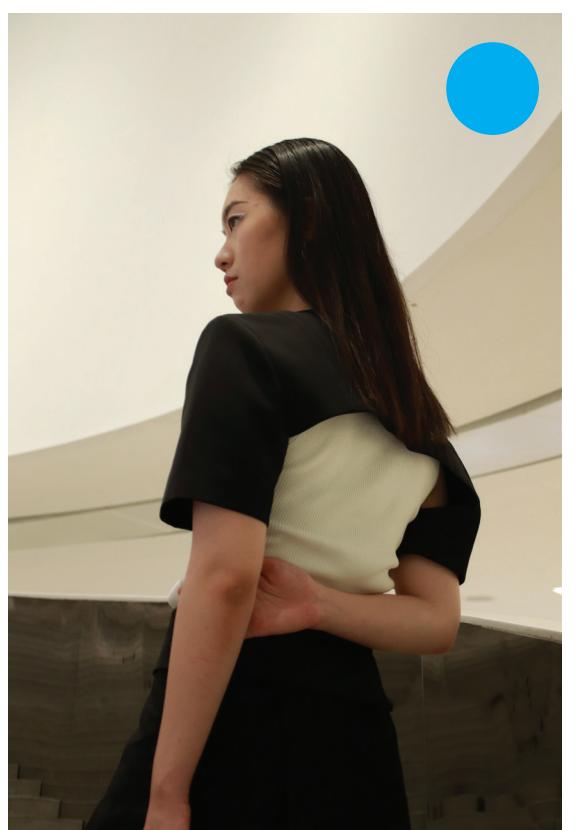
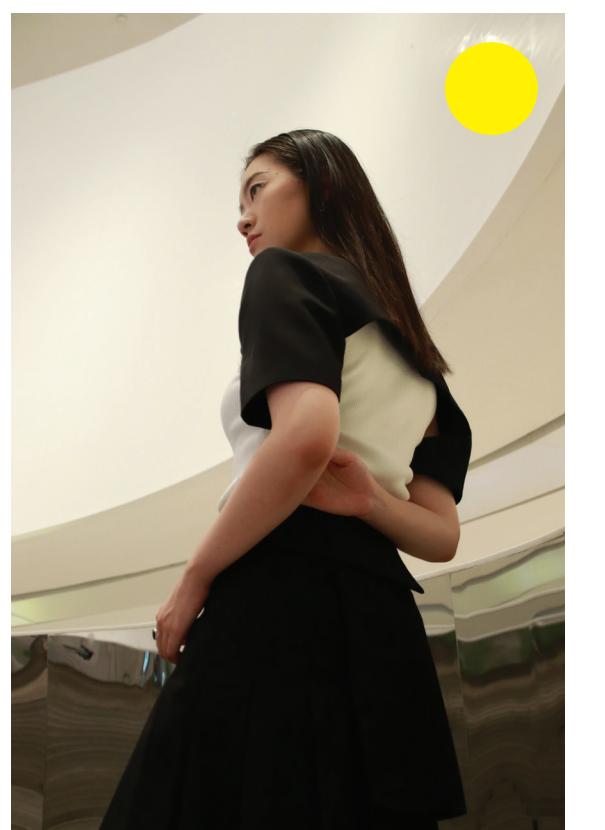
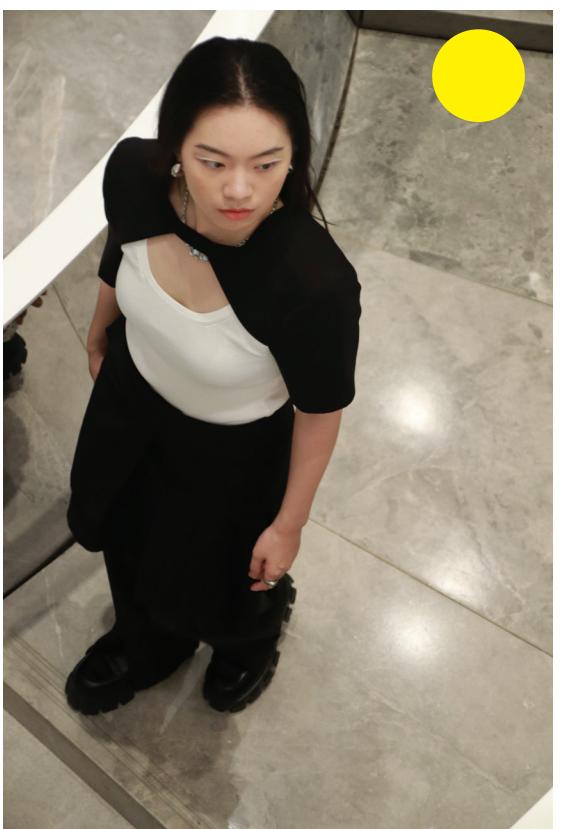
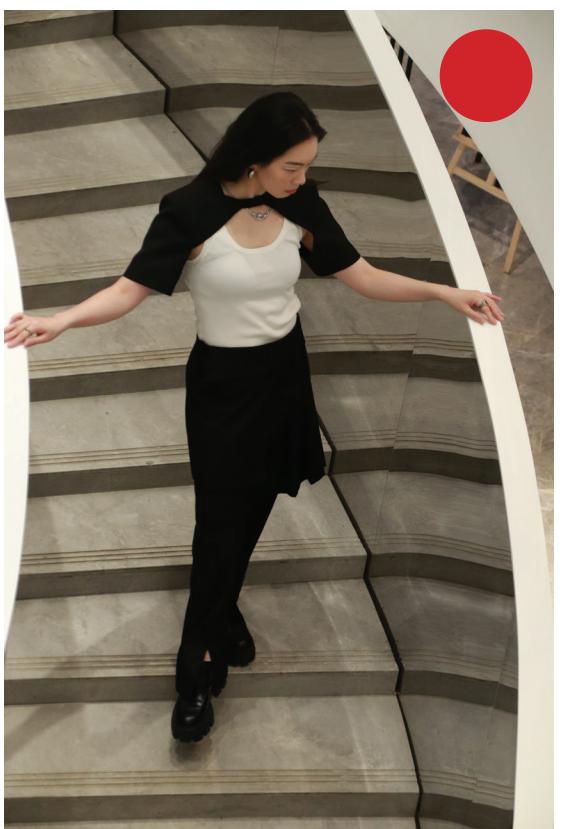
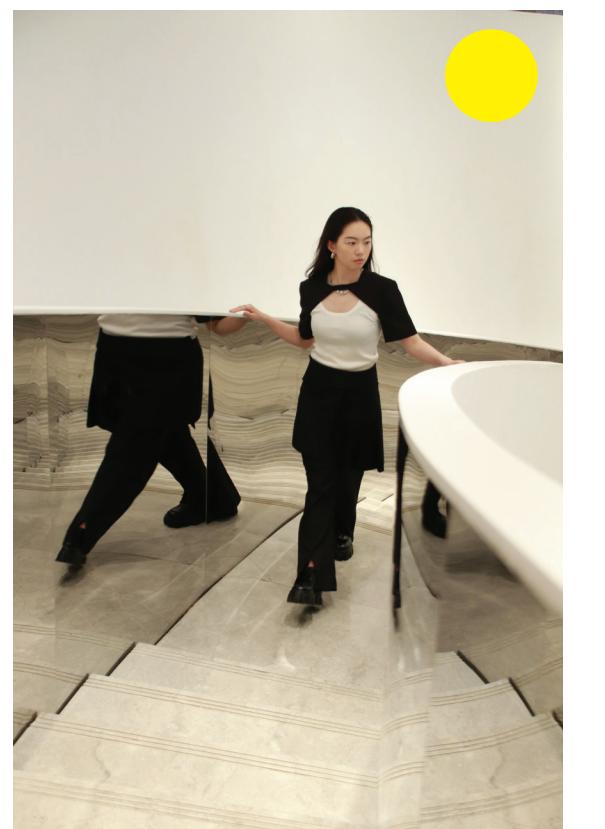
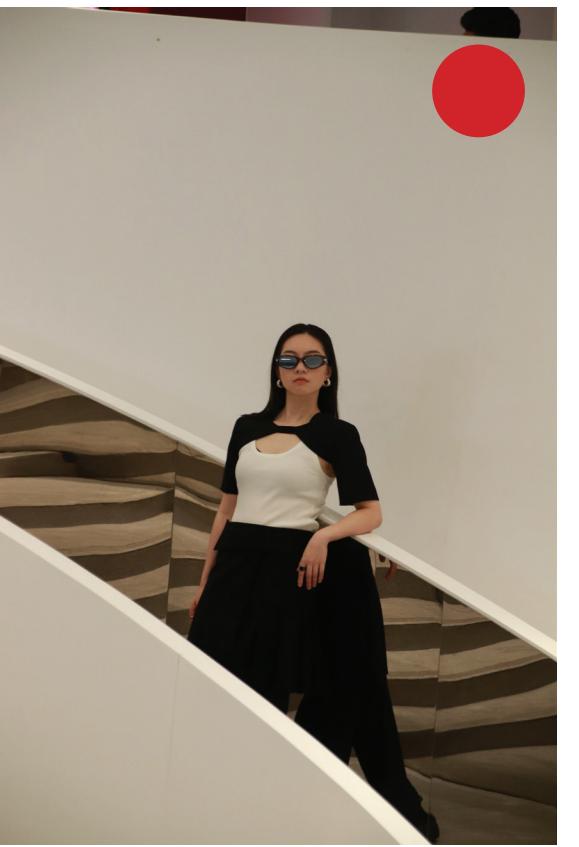
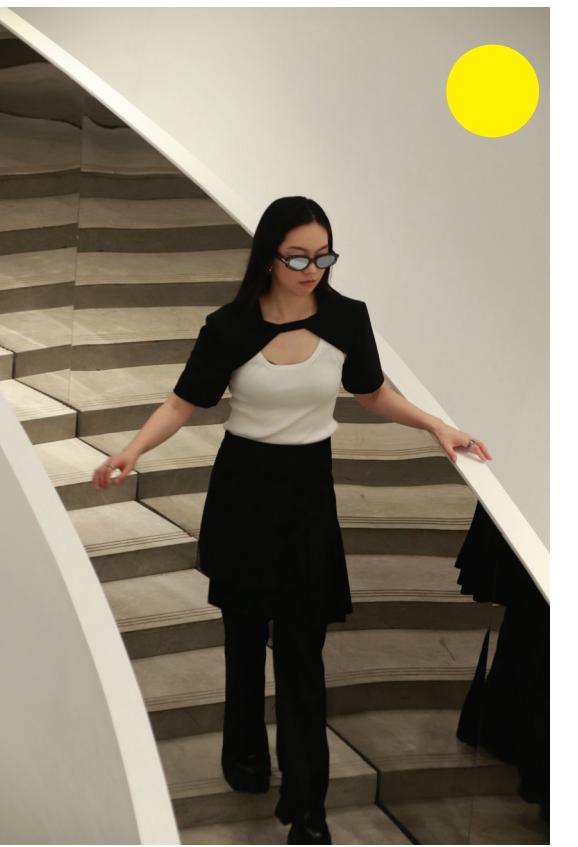
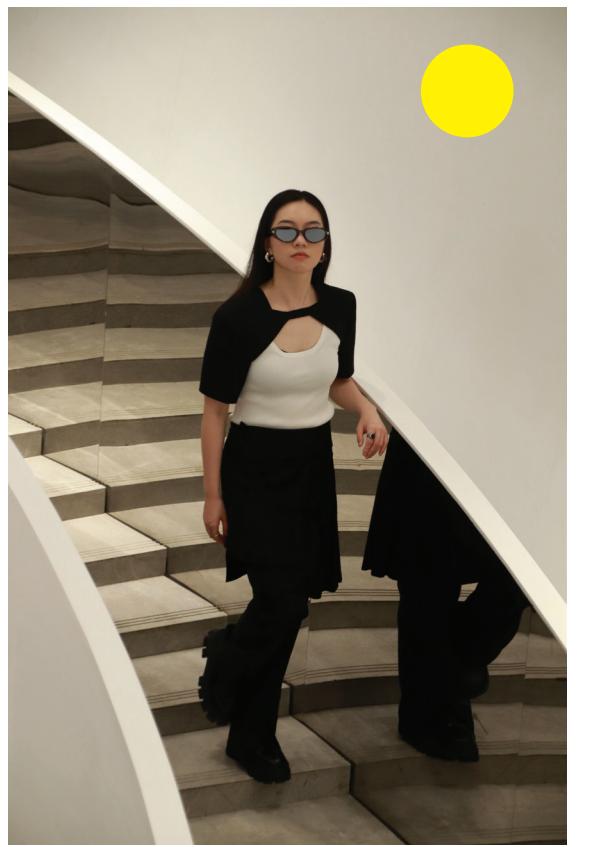
# TEAM MEMBERS



Photographer  
YANRAN BI

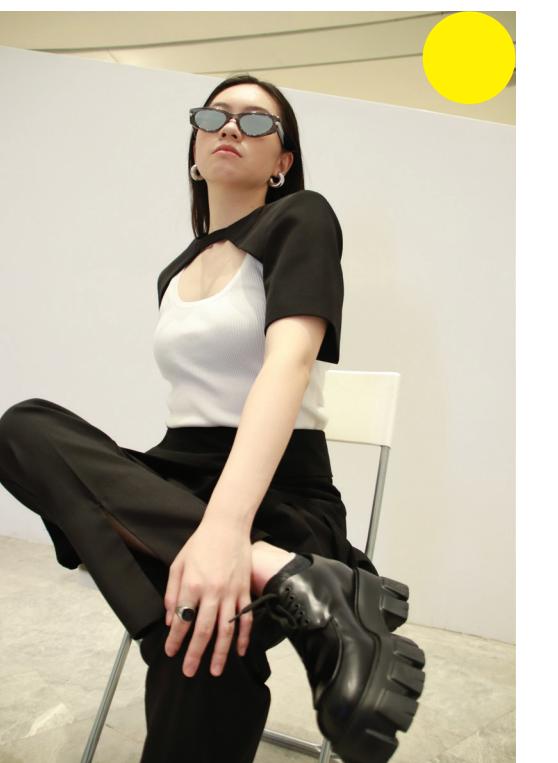
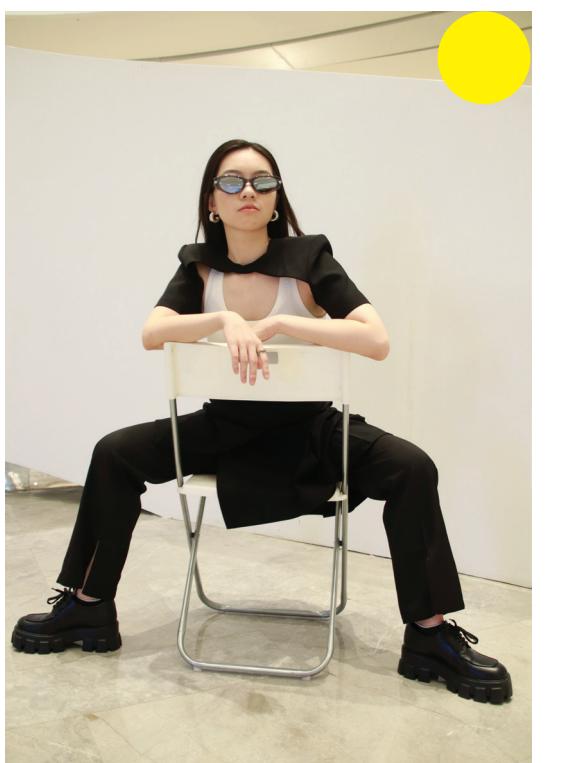
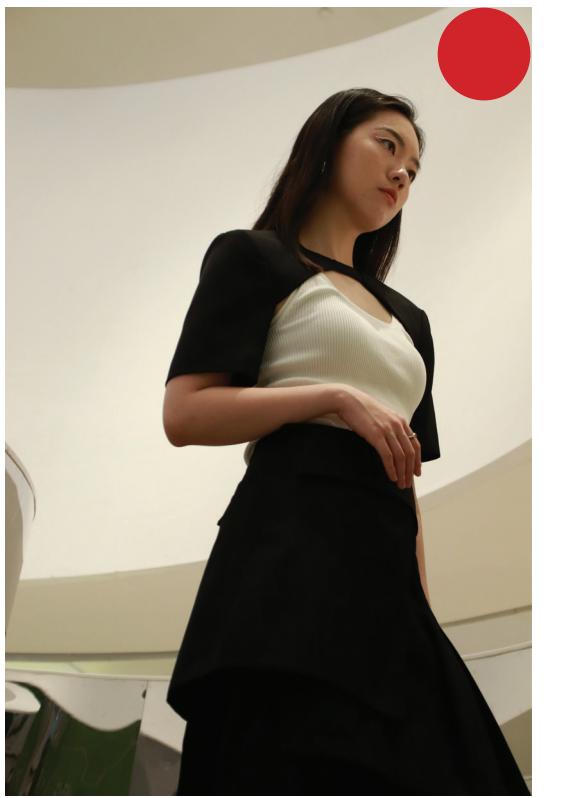


Creative Director/Model  
LAN LIN



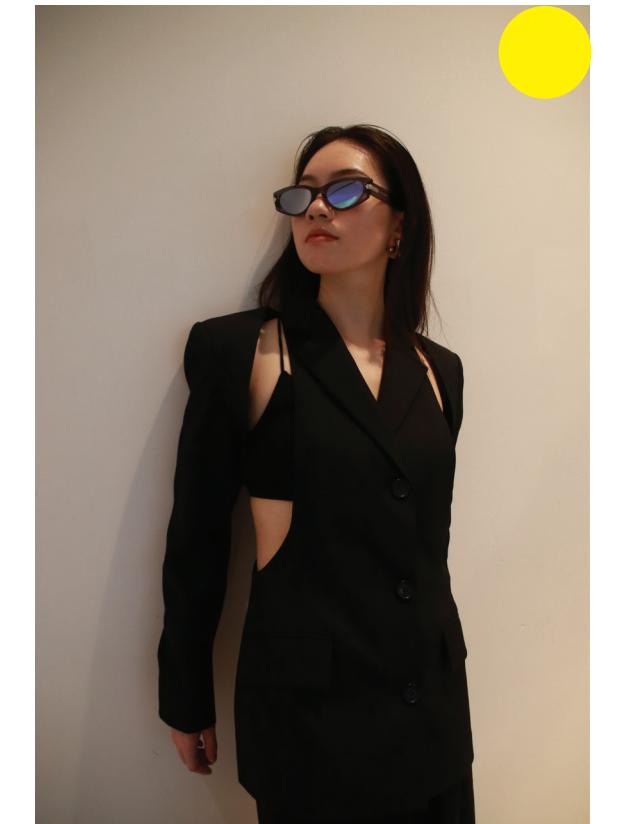
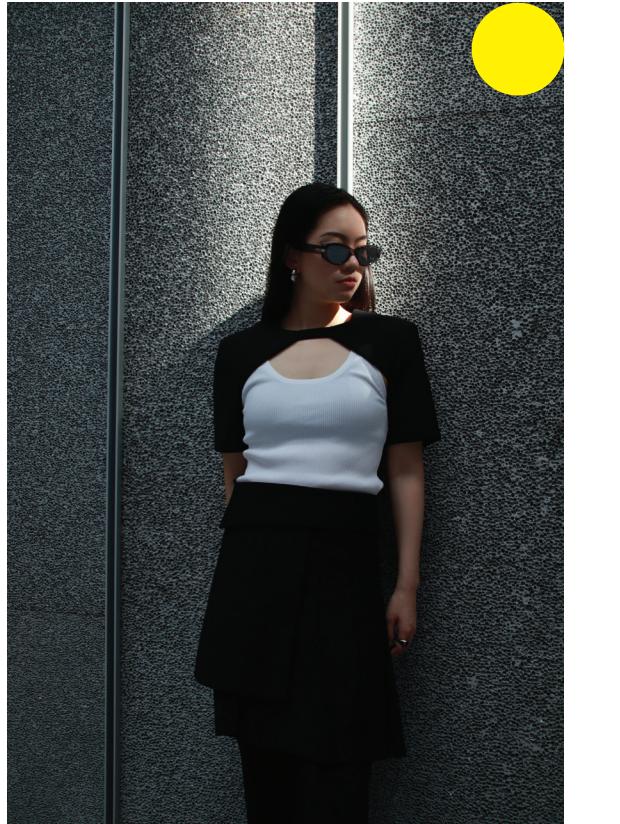
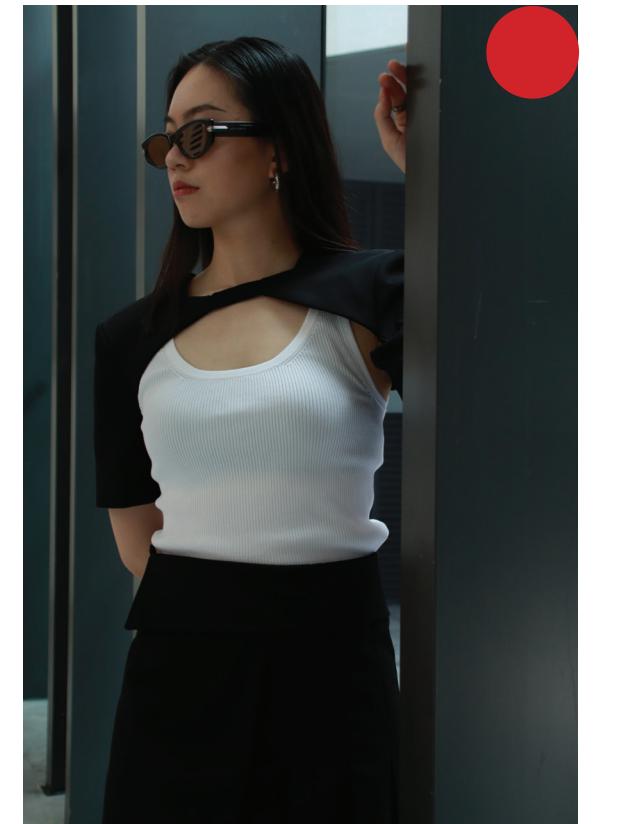
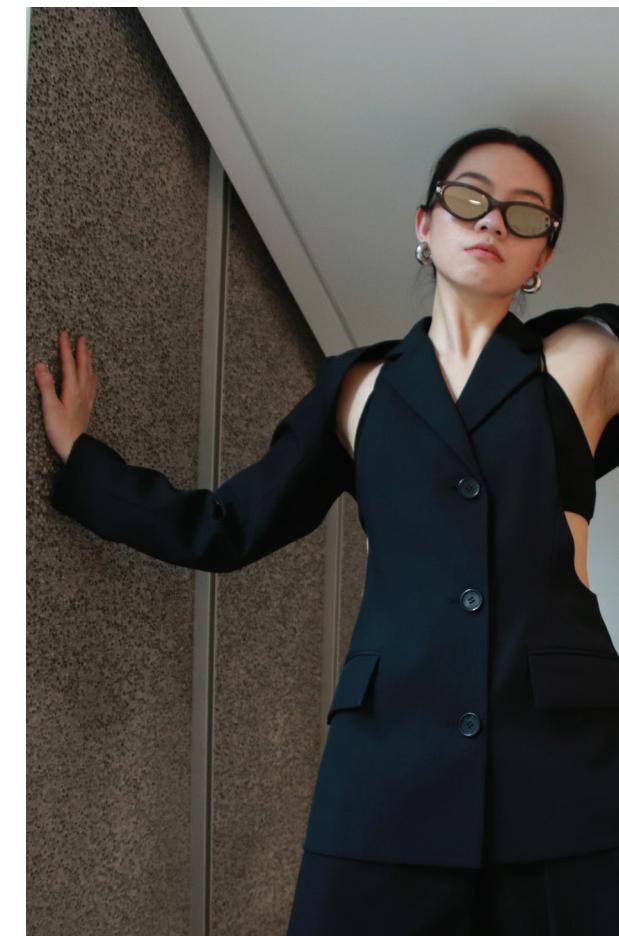
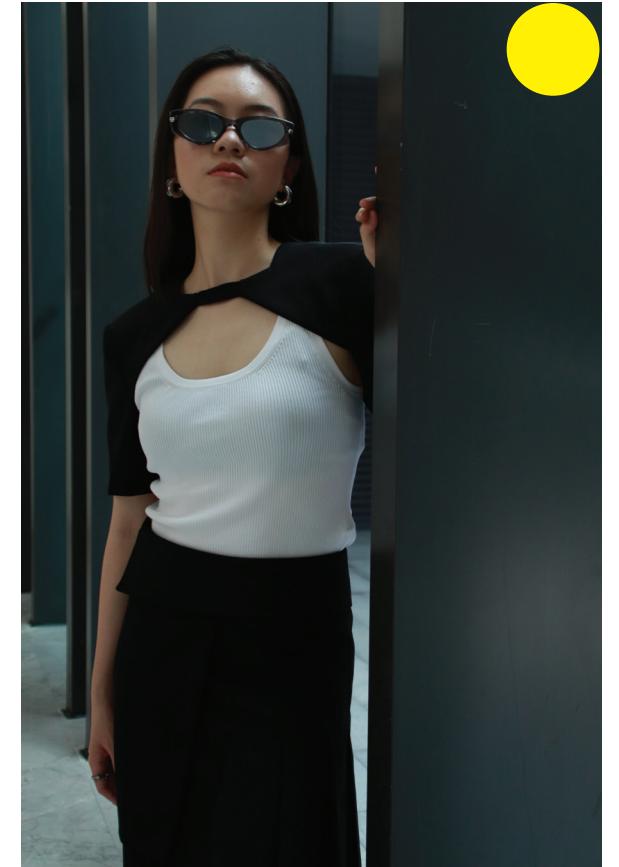
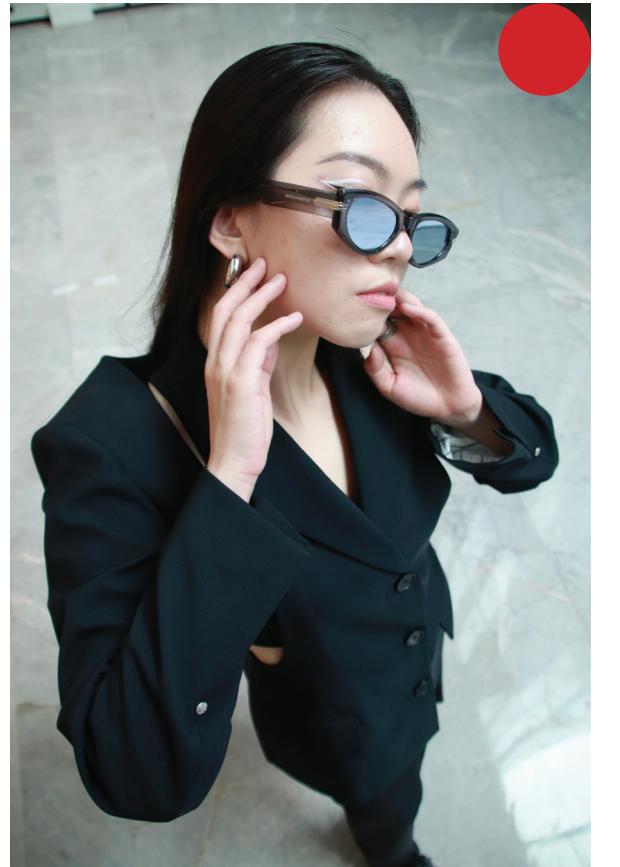
## Contact Sheet

- Super Like
- Moderate Like
- So So



# Contact Sheet

- Super Like
- Moderate Like
- So So



# Contact Sheet

- Super Like
- Moderate Like
- So So

# SELECTED IMAGES



# FLAT CAMPAIGNS



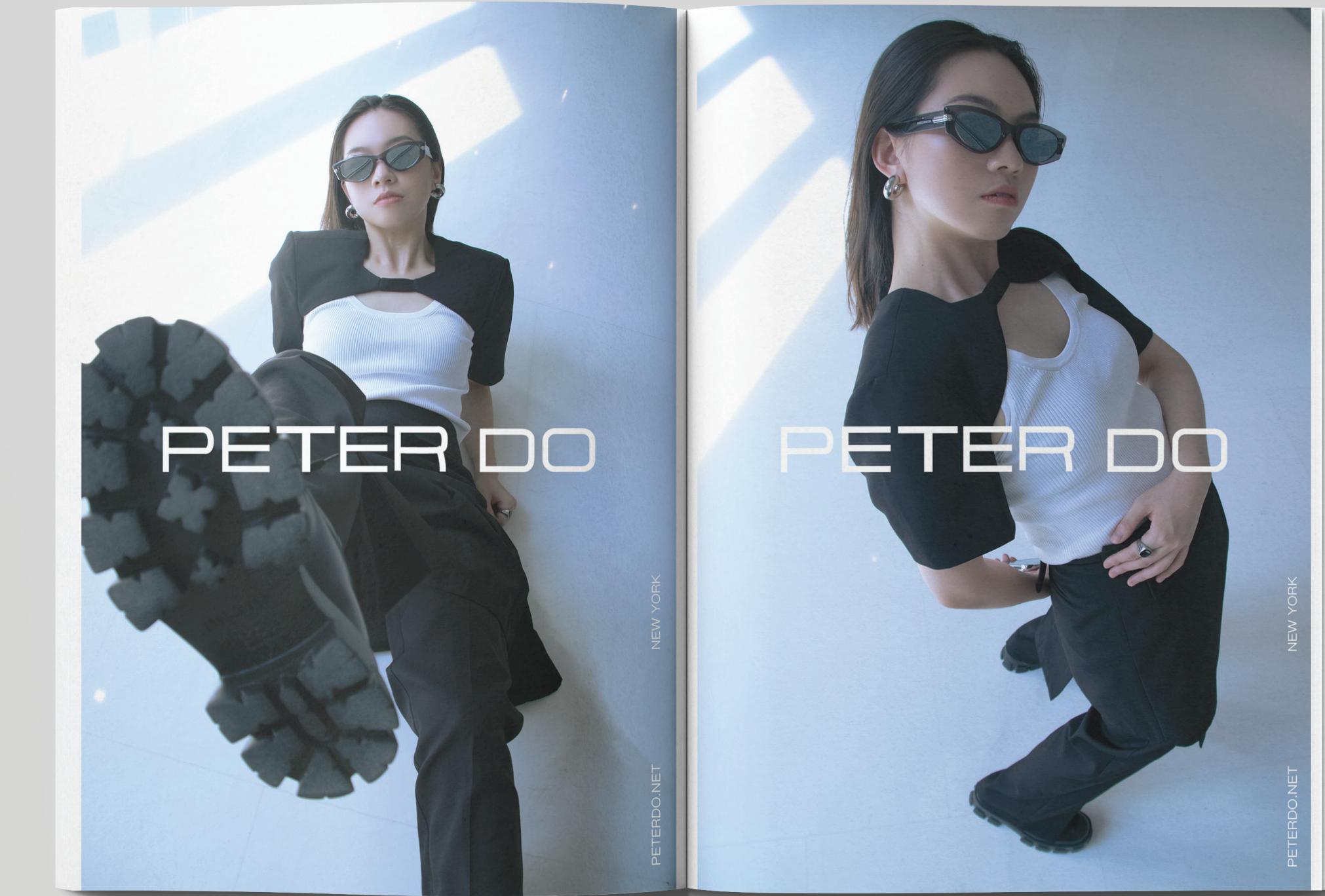
# FLAT CAMPAIGNS



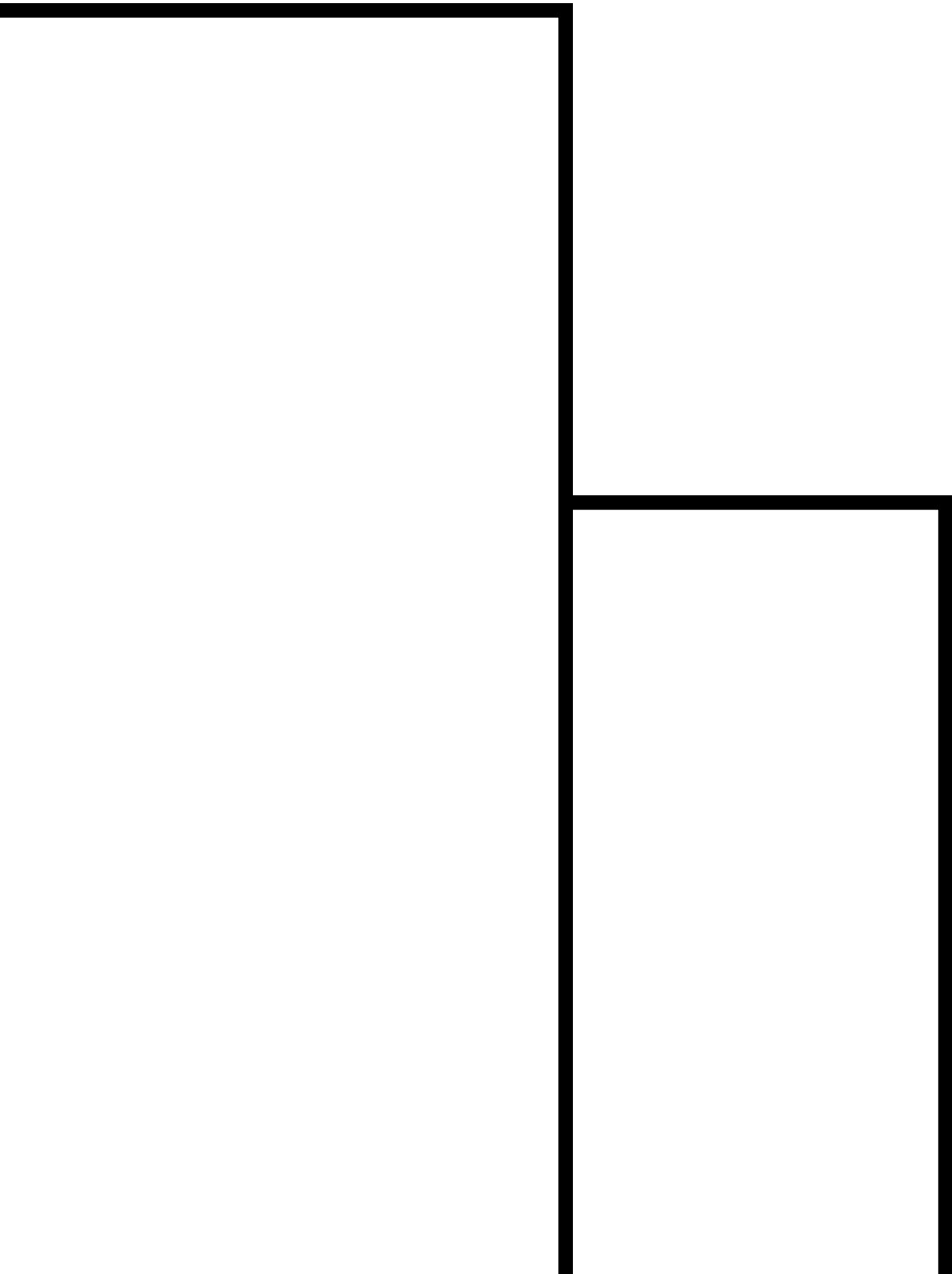
# MAGAZINE MOCKUP

# MAGAZINE MOCKUP

# MAGAZINE MOCKUP



# Billboard Mockup



# Instagram Mockup

PETERDO.NET

NEW YORK

