

## LOOK & FEEL

It can sometimes feel like there is a trade between truth and beauty. That if you are making a film that is honest and human, that it can't look amazing. I think the opposite. I think the fragile, revealing expressions of the human face, the emotional narrative we can show in the smallest movements, are incredibly beautiful things.

The camera will establish the foreground, the set-up, the broad themes. The details will come in the close-ups. I'll use telephoto lenses which pull the viewer right into the film, giving us that tight, intimate connection that feels like reality.

This is a commercial for a jewellery brand, and the quality of the film needs to reflect that. It needs to be elegant, refined and aspirational.

Our cast may not be super-confident supermodels, but they will be stylish and quirky and fascinating.

It goes without saying that the jewellery will be given special care and attention. I hope to avoid any need for extra product shots which disrupt the flow of the film – especially as they can be woven organically into the story – but any time it is visible, I'll make sure it's lit and framed in a way which makes the most of it. And of course, we mustn't forget that this all happens against the background of Christmas. It's a visually beautiful time. Bold decorations, delicate lights, no effort or expense spared to make our homes look as amazing as possible. Even the kitschier, cheesier parts of Christmas have a certain visual impact and charm.

We'll be in different countries all, and we need to reflect this geographical diversity. I want to really explore the traditions and differences of Christmas around the world. We'll discover some amazing things. These are all elements we can pick out and amplify, to make our film look as warm and spectacular as it feels. It should be bright and optimistic, making full use of those special, particular seasonal colours.



**REFERENCE 3:**

Here I see tenderness everywhere. It shows those little details that make the piece feel emotional. I see real people in real situations .