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MOOD BOARD

# CONCEPT OVERVIEW

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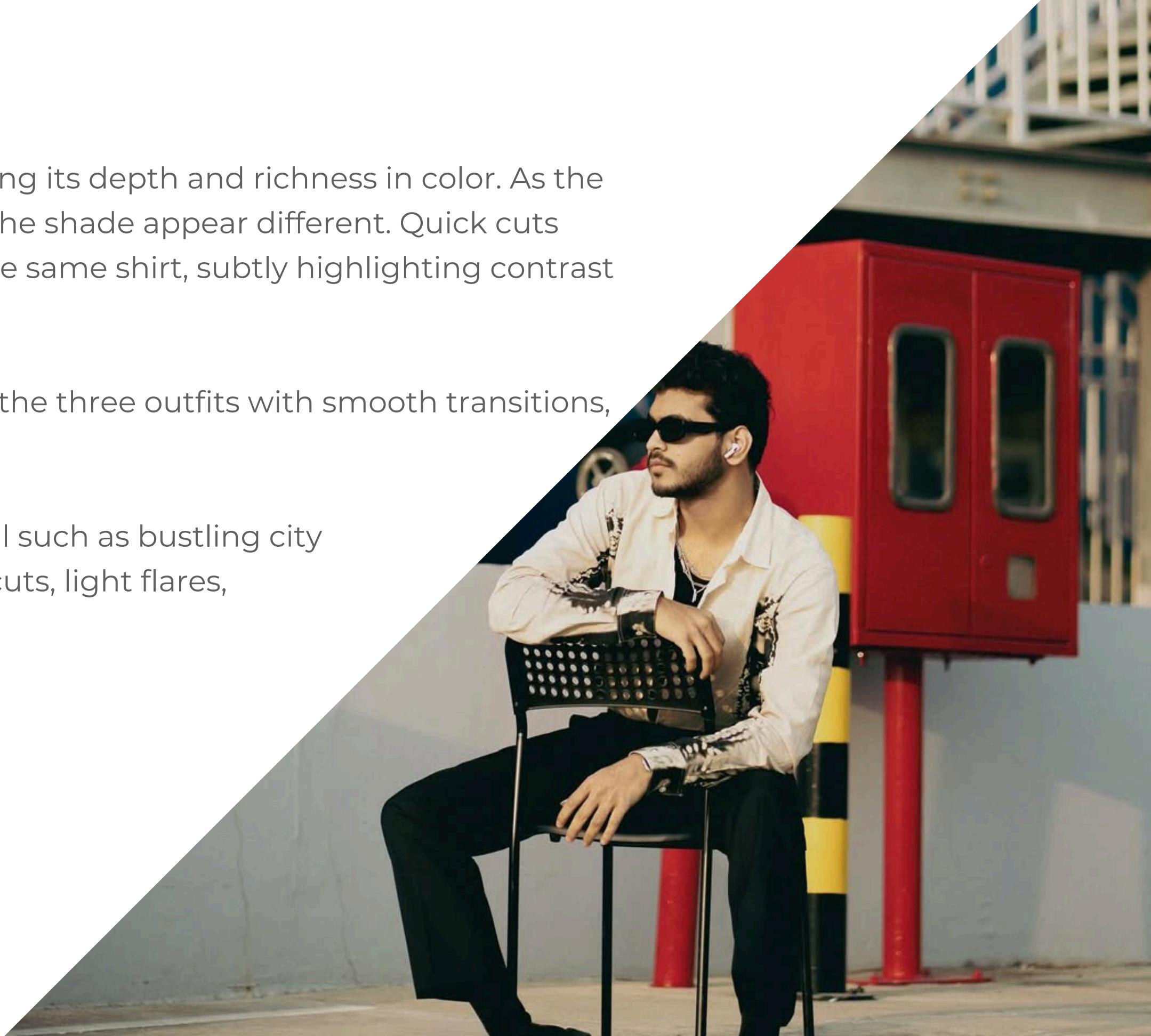
- Shooting three shirts with one male and one female model.
- The theme is **urban streetwear** with a bold and raw aesthetic.
- The shoot will highlight attitude, movement and street-style elements.



# SHOOT CONCEPT

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- Starts with a tight shot of the fabric, showing its depth and richness in color. As the model moves, the lighting shifts, making the shade appear different. Quick cuts transition between various colorways of the same shirt, subtly highlighting contrast stitching or design elements.
- Both the models rapidly change between the three outfits with smooth transitions, keeping it fast and engaging.
- Capturing dynamic and atmospheric B-roll such as bustling city traffic nature shots fast and slow-motion cuts, light flares, abstract reflections and time-lapses.



RWWDY  
FITS



Rwdy Vintage Flare  
Or Rwdy Retro



Rwdy Mono  
Or Rwdy Monochrome clash



Rwdy plaid fusion  
Or Rwdy Dual



# STYLING REFERENCE (MALE)

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The Male model will be wearing baggy pants paired with either a hoodie or a t-shirt, layering with a **RWDY Shirt** worn open. Funky shoes will complete the look, along with accessories like a crossbody bag, layered chains, rings, and a statement watch.



# STYLING REFERENCE (FEMALE)

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The Female model will be wearing a cropped tube top layered with **RWDY Shirt**, paired with baggy jeans or denim shorts. Accessories like a bag, layered necklaces, and chunky rings will be added to complete the look.







# SHOOT LOCATIONS

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- Construction building
- Parking lot

## OTHER LOCATIONS

- Cherry blossoms roads
- IT parks
- Abandoned places

# REFERENCE REELS

(Shooting Style)

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- [REF 01](#)
- [REF 02](#)
- [REF 03](#)



**THANK YOU**

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