

# PROENZA

# SCHOULER

Advertising Campaign

Ava Aubin

FASM 210

Prof Kaylee Jackson



# DELIVERABLES

- Production Schedule
- Team + Roles
- Brand Research
- Industry Research
- Past Campaigns
- Concept Statements
- Mood Boards
- FPO's
- Storyboard
- Call Sheet
- Contact Sheet
- Final Images
- Flat Advertisements
- Final Mockups

# **PRODUCTION SCHEDULE**

	09/22 - 09/28							09/29 - 10/05							10/06-10/08			
	M	T	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>																		
HU								█	█	█								
Location Scouting			█	█	█	█	█											
Storyboard/Thumbnail					█	█	█	█	█	█								
Shotlist					█	█	█	█	█	█								
<b>PRODUCTION</b>																		
Rehearsal												X	XX					
Contact Sheet Review													█	█				
Final Draft				█	█	█	█	█	█	█	█	█	█					
Contact Sheet Make																		
Final Image Selection														█	█			
Image Editing														█	█			
Advertisement Plate														█	█			
Advertisement Mockups														█	█	█		
<b>FINAL</b>																		
Finalize Process Book															█	█	█	
Final Submission																		█

**IMPORTANT DATES**

- class 10.02.14 - draft due - production 09/24/14
- class 10.02.14 - Final Review in class
- pre-production meeting - Thursday October 02
- Final Plate - October 03
- class 10.02.14 - final project due

- X pre-production meeting
- XX Finalized Plate

# THE TEAM

Anna McGinnis



Model

Sarah Miller



Model

Kitty Mertz



Model

Lucy Castelloe



Model

Ava Aubin



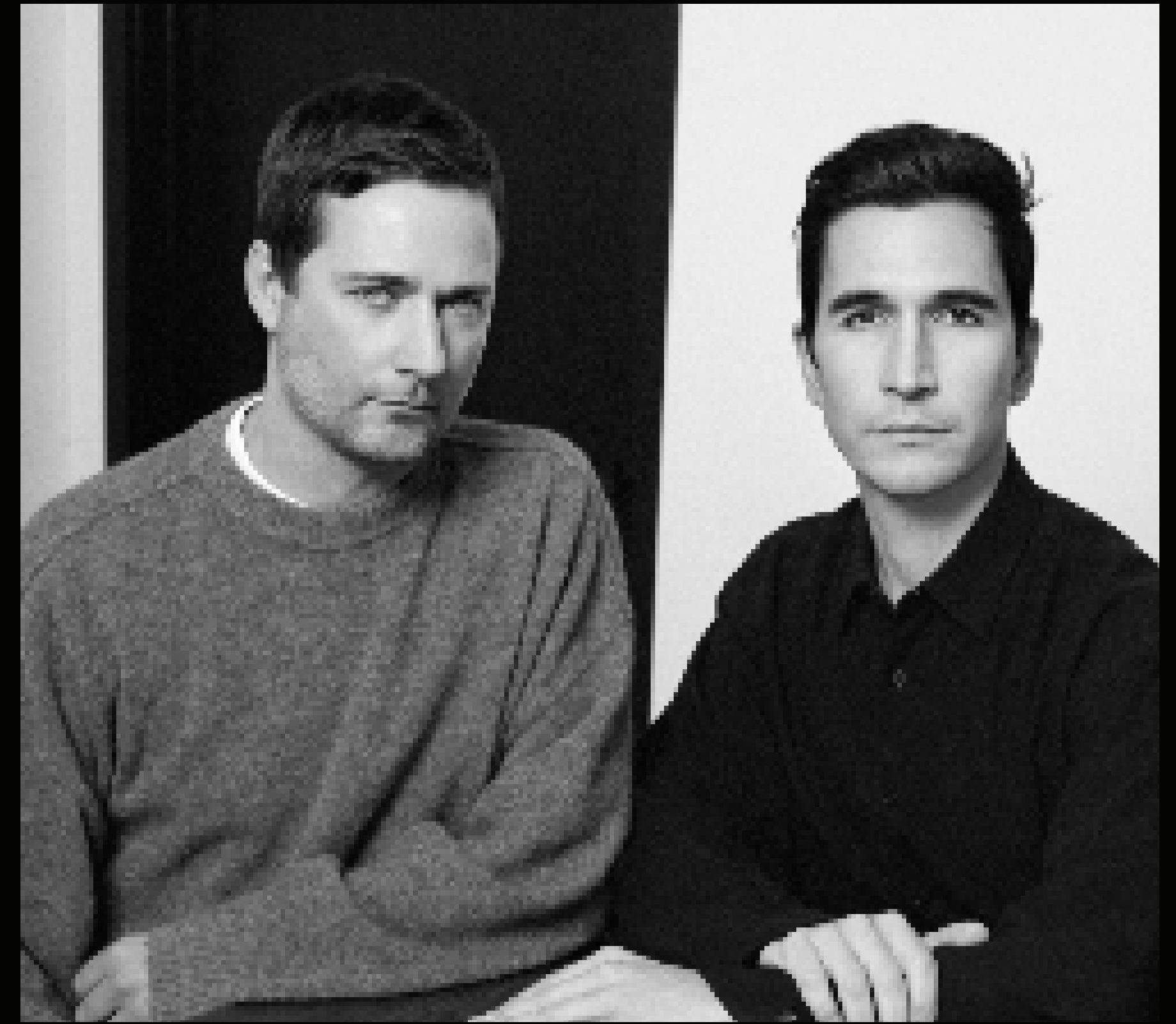
Creative Director  
& Stylist

Ava Wick



Photographer

# BRAND RESEARCH



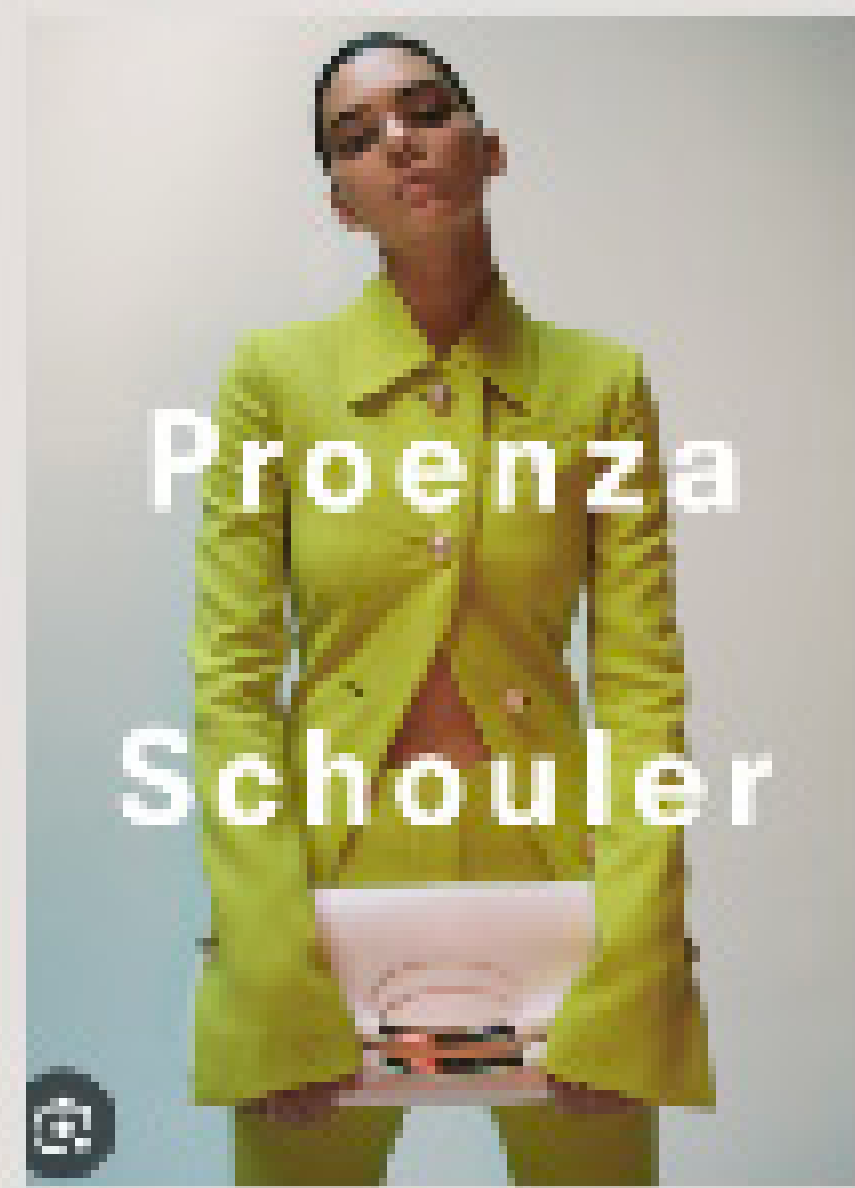
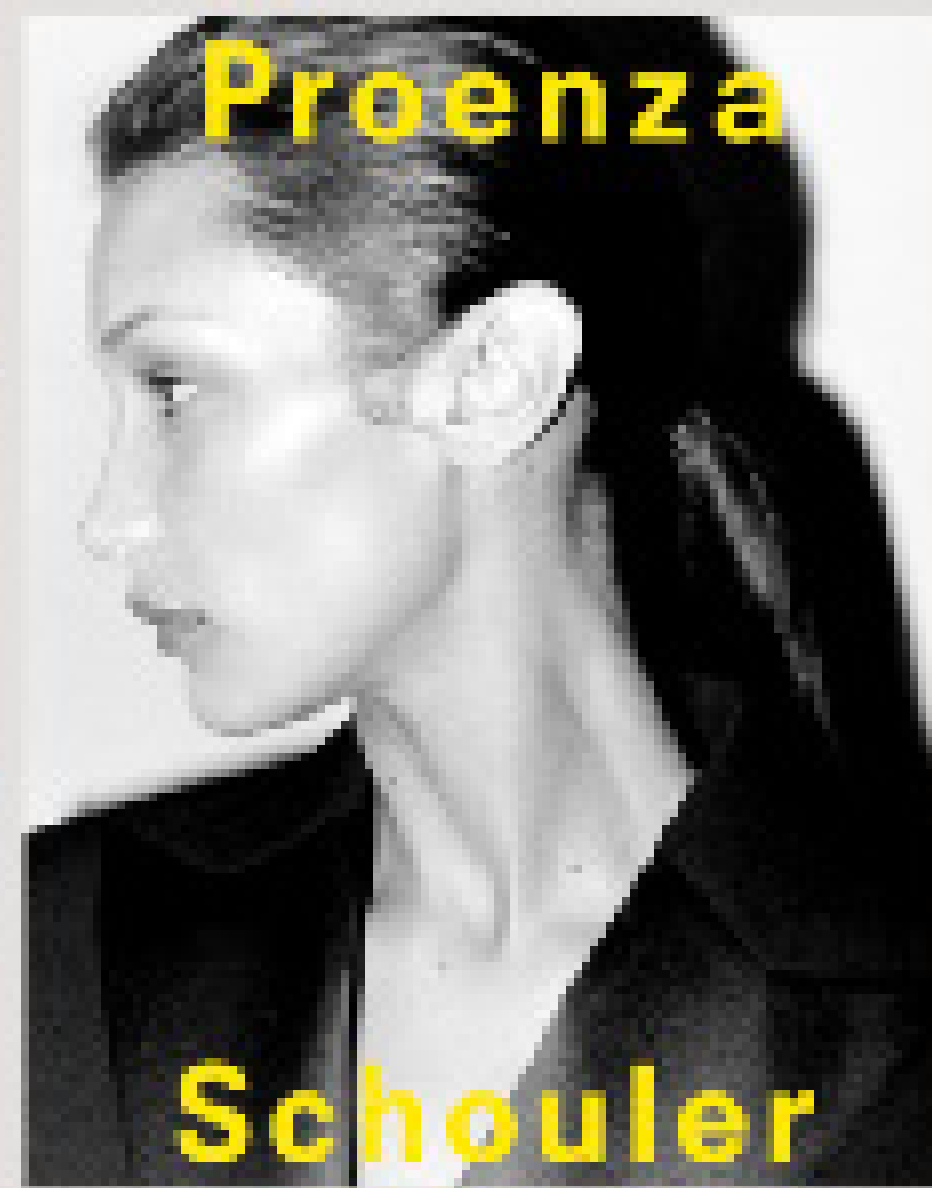
- Founded in 2002 in New York by Jack McCollough and Lazaro Hernandez
- Debut collection, created from senior thesis at Parsons, was purchased by Barneys NY
- Known for modern, sleek, and youthful aesthetic blending American sportswear with luxury tailoring.
- Gained recognition for PS1 Satchel (launched 2008)
- Regular presence at New York Fashion Week, shaping contemporary American fashion
- Received multiple CFDA Awards including Womenswear Designer of the Year

# INDUSTRY RESEARCH

- Competes in luxury contemporary womenswear and accessories
- Key Competitors
  - The Row
  - Alexander Wang
  - Acne Studios
  - Altuzarra
  - 3.1 Phillip Lim
- Faces competition from European houses (Celine, Balenciaga, Loewe)
- Industry trends are shifting towards luxury casualwear
- Handbags & accessories drive sales
- Sustainability focus



# **PAST CAMPAIGNS**



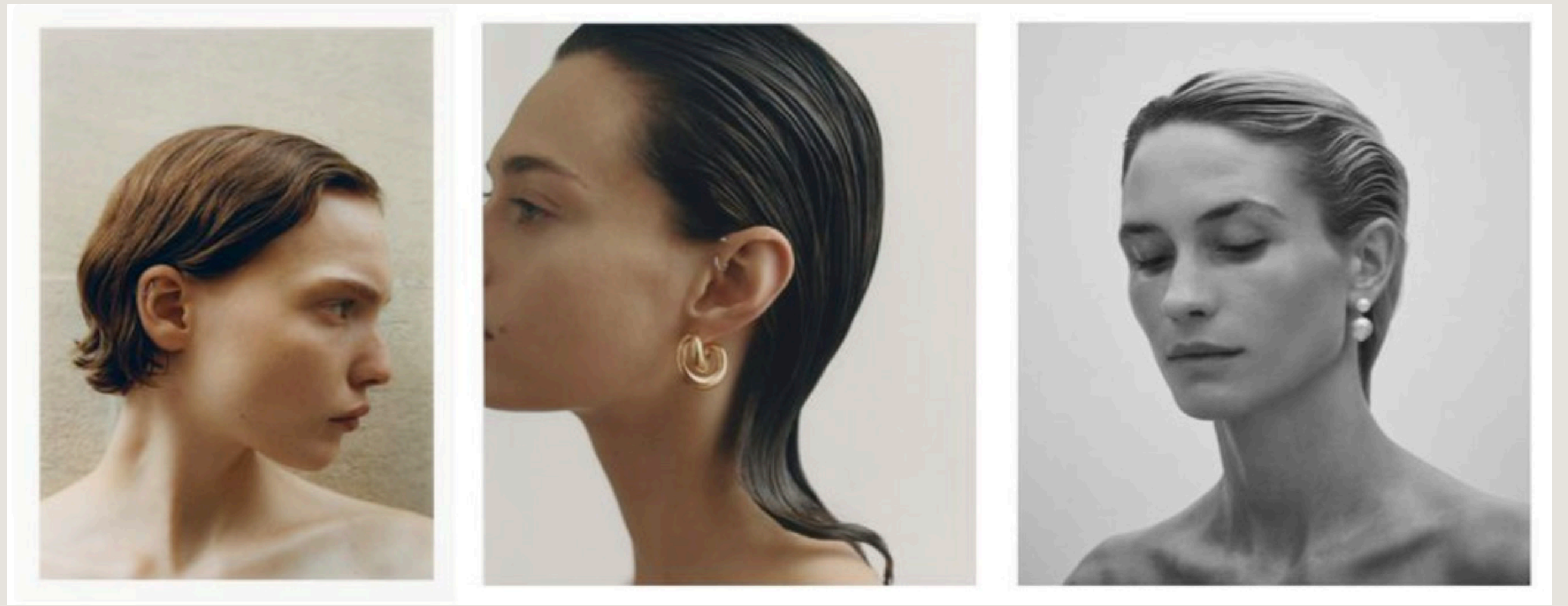
# CONCEPT STATEMENT

**Defined by design. Proenza Schouler.**

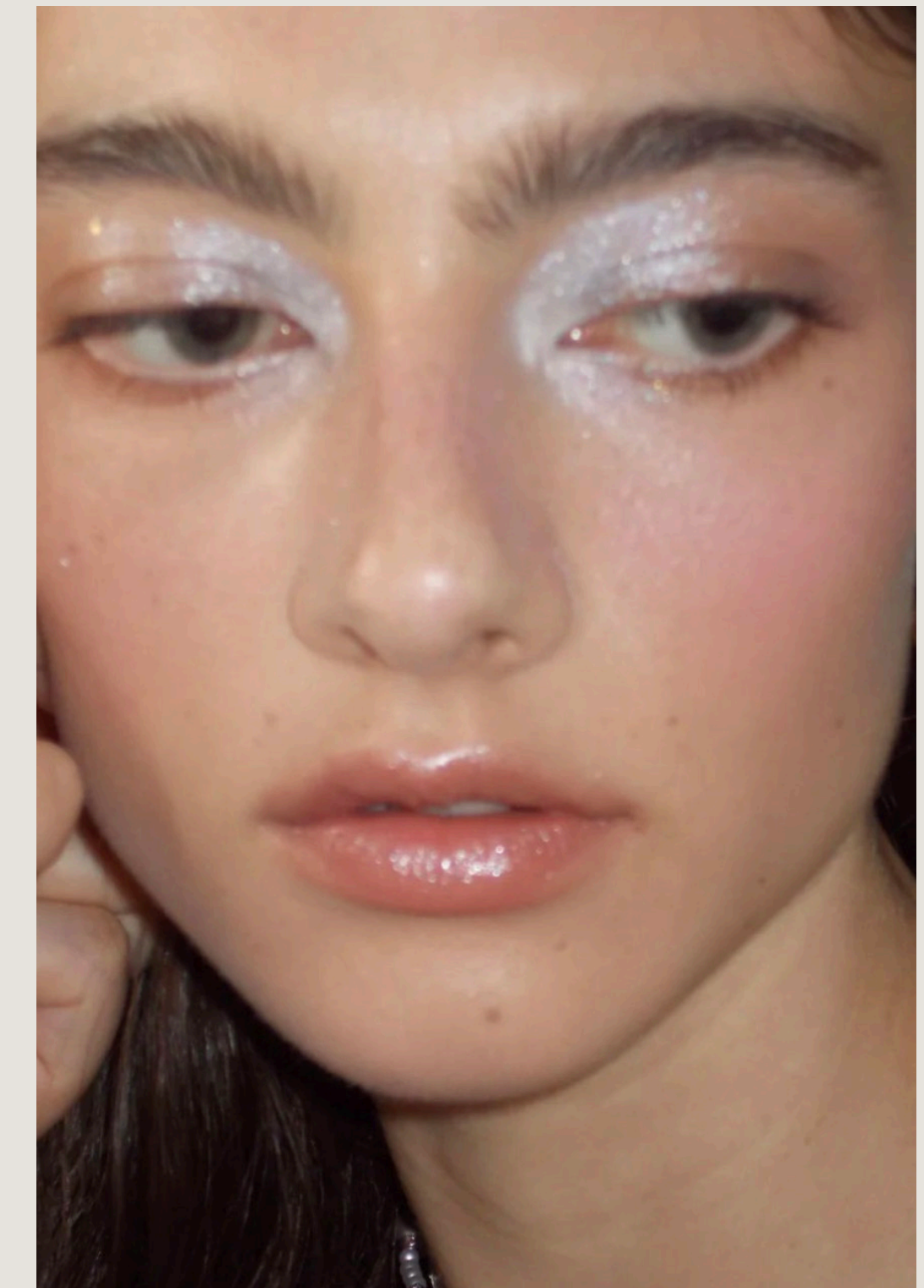
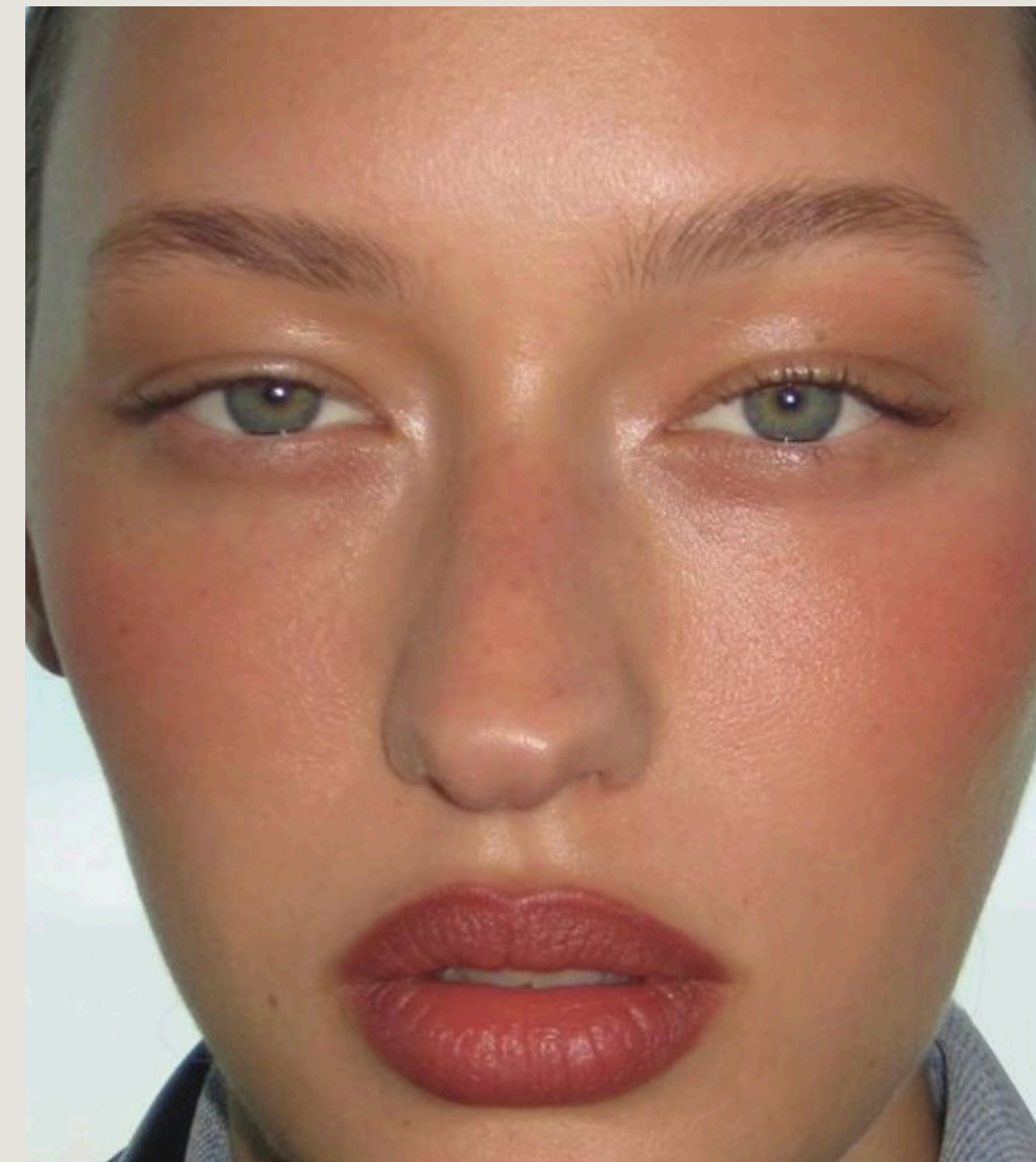
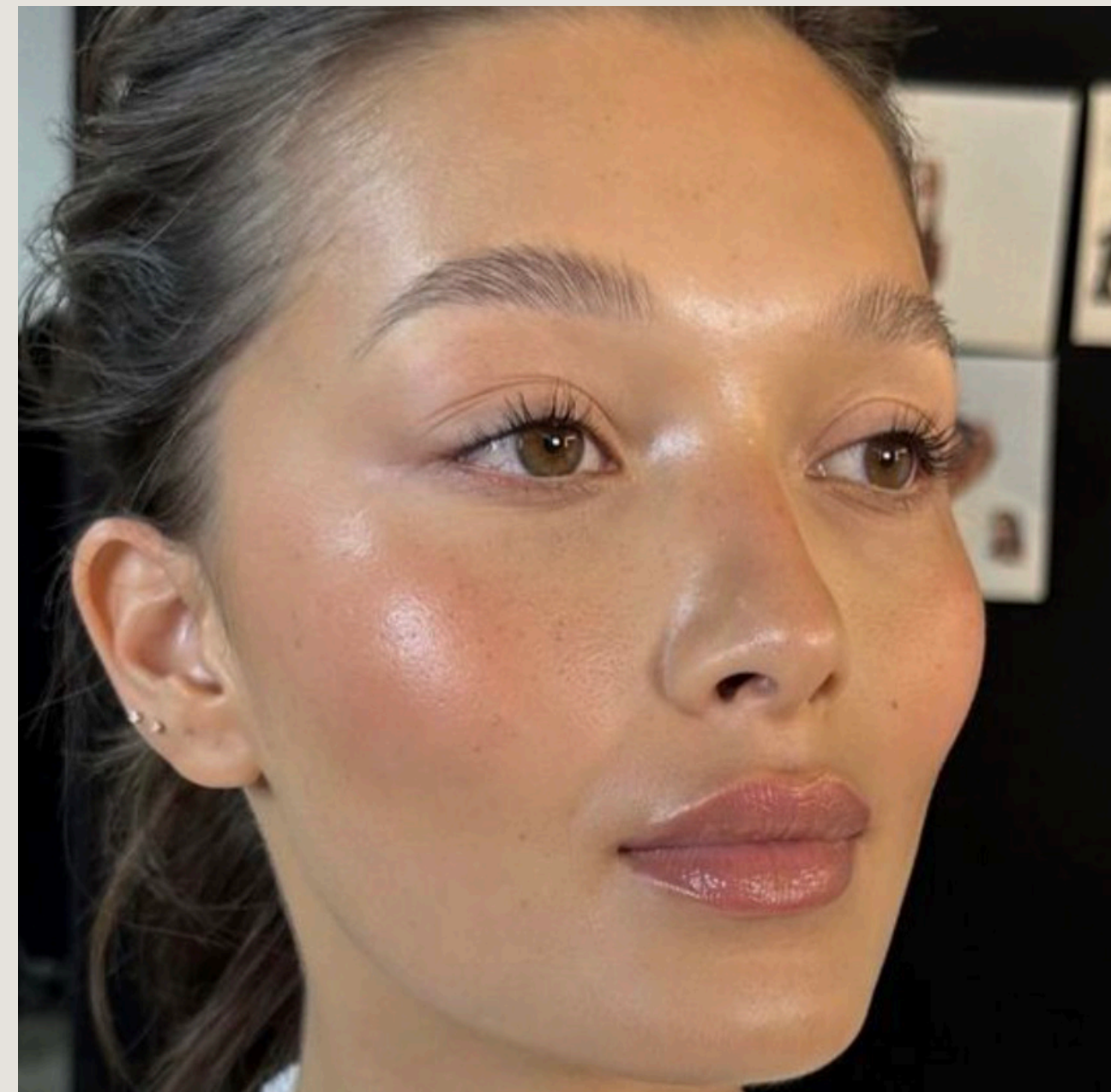
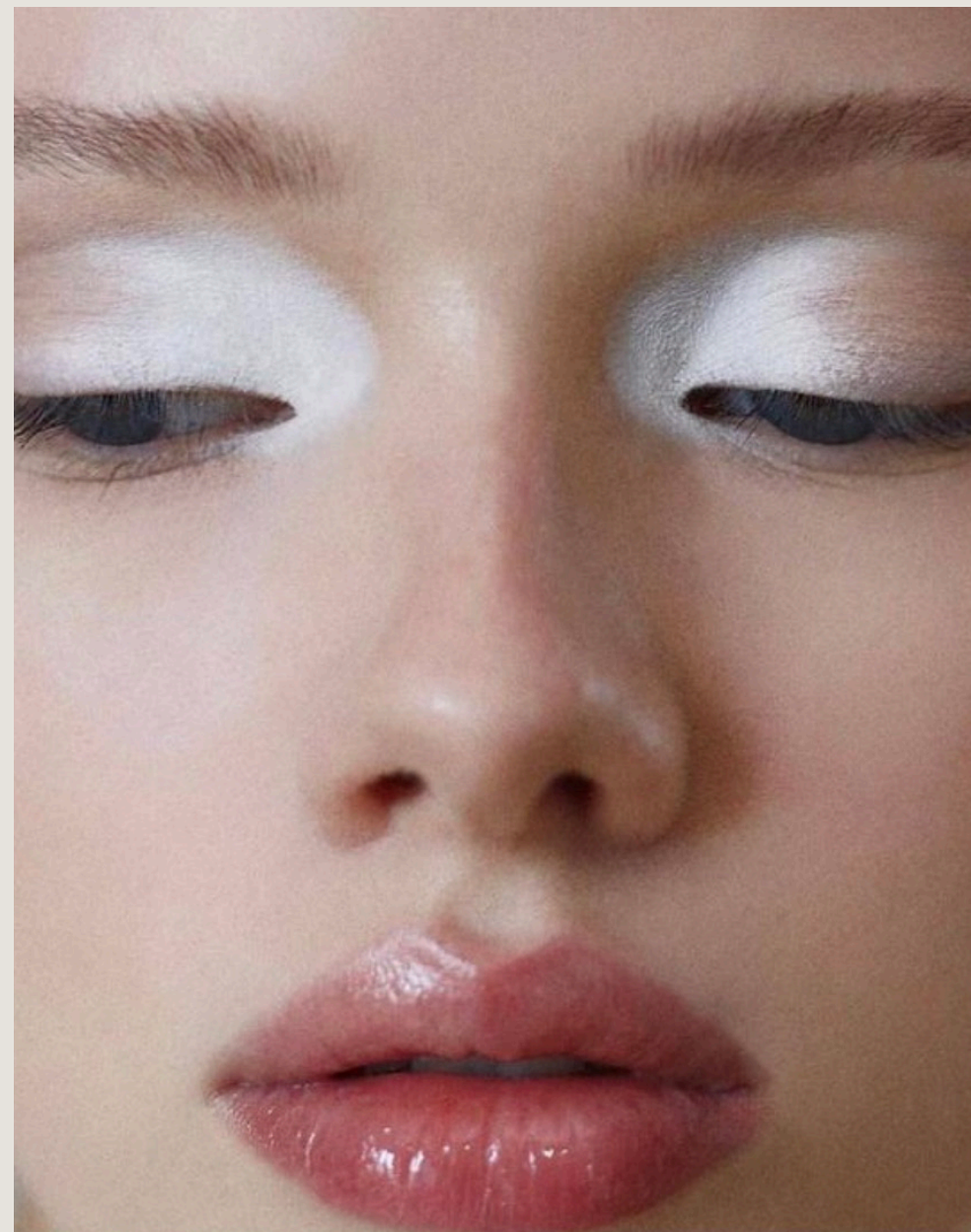
This shoot will embody Proenza Schouler's fusion of modern sophistication and youthful edge, highlighting the brand's balance of effortless cool and refined sophistication. Through bold textures, clean lines, and a sleek background, the images will capture the spirit of the brand.

# MOOD BOARDS

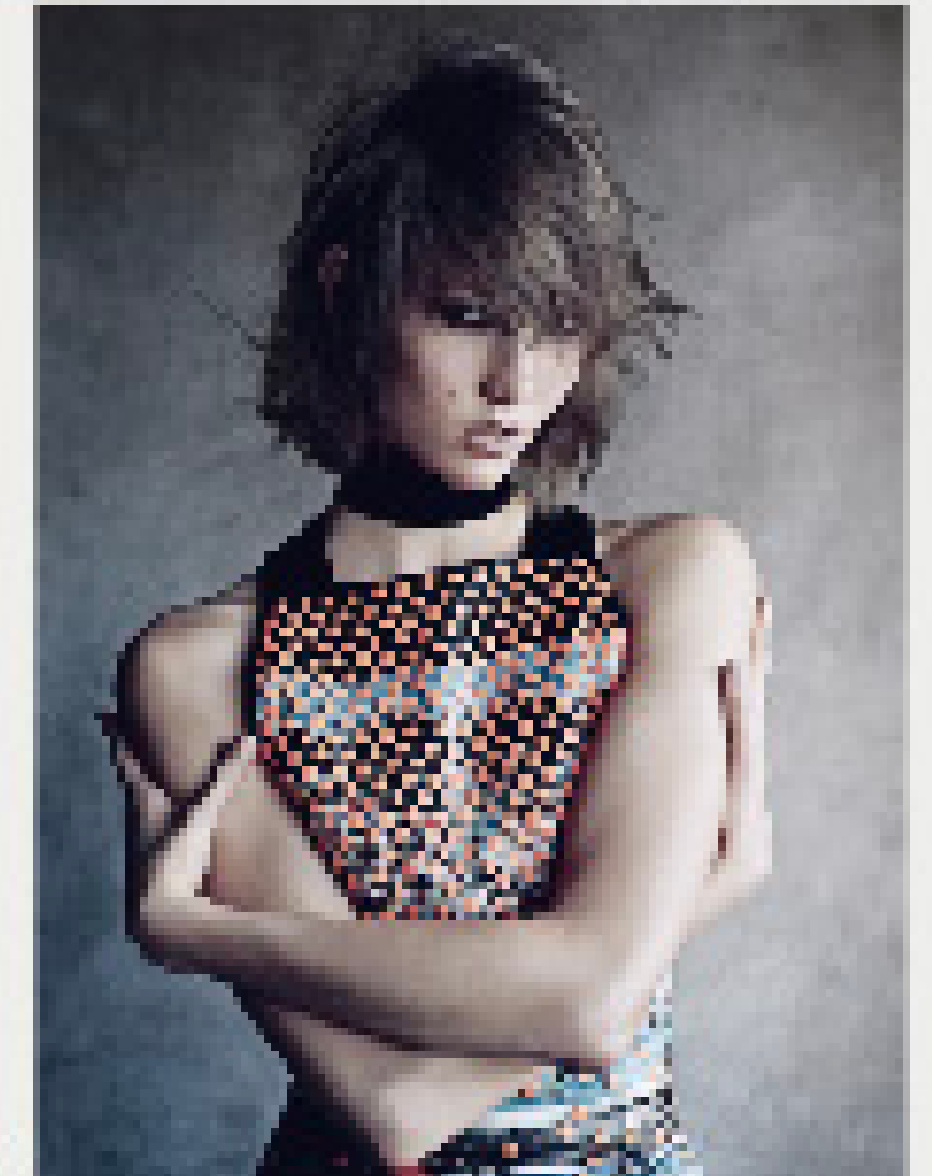
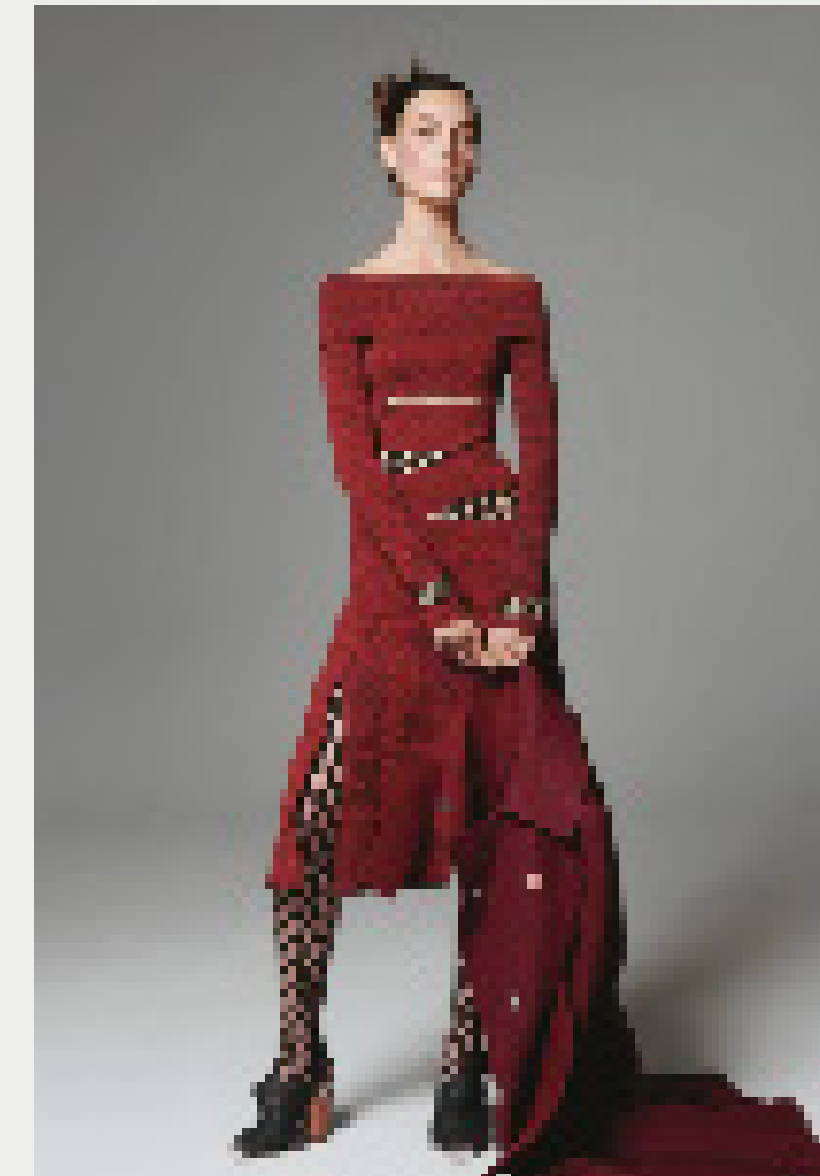
# HAIR



# MAKEUP



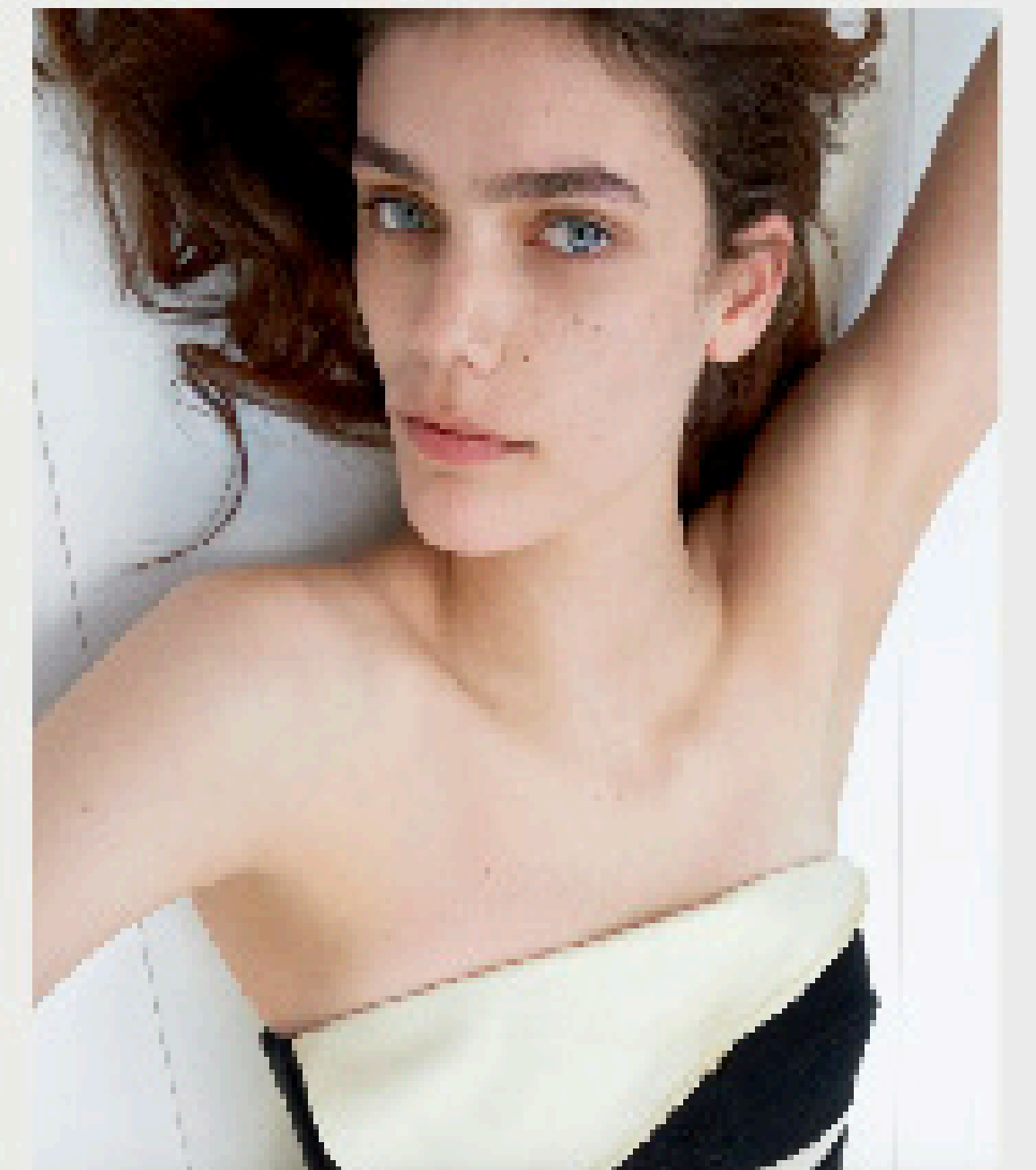
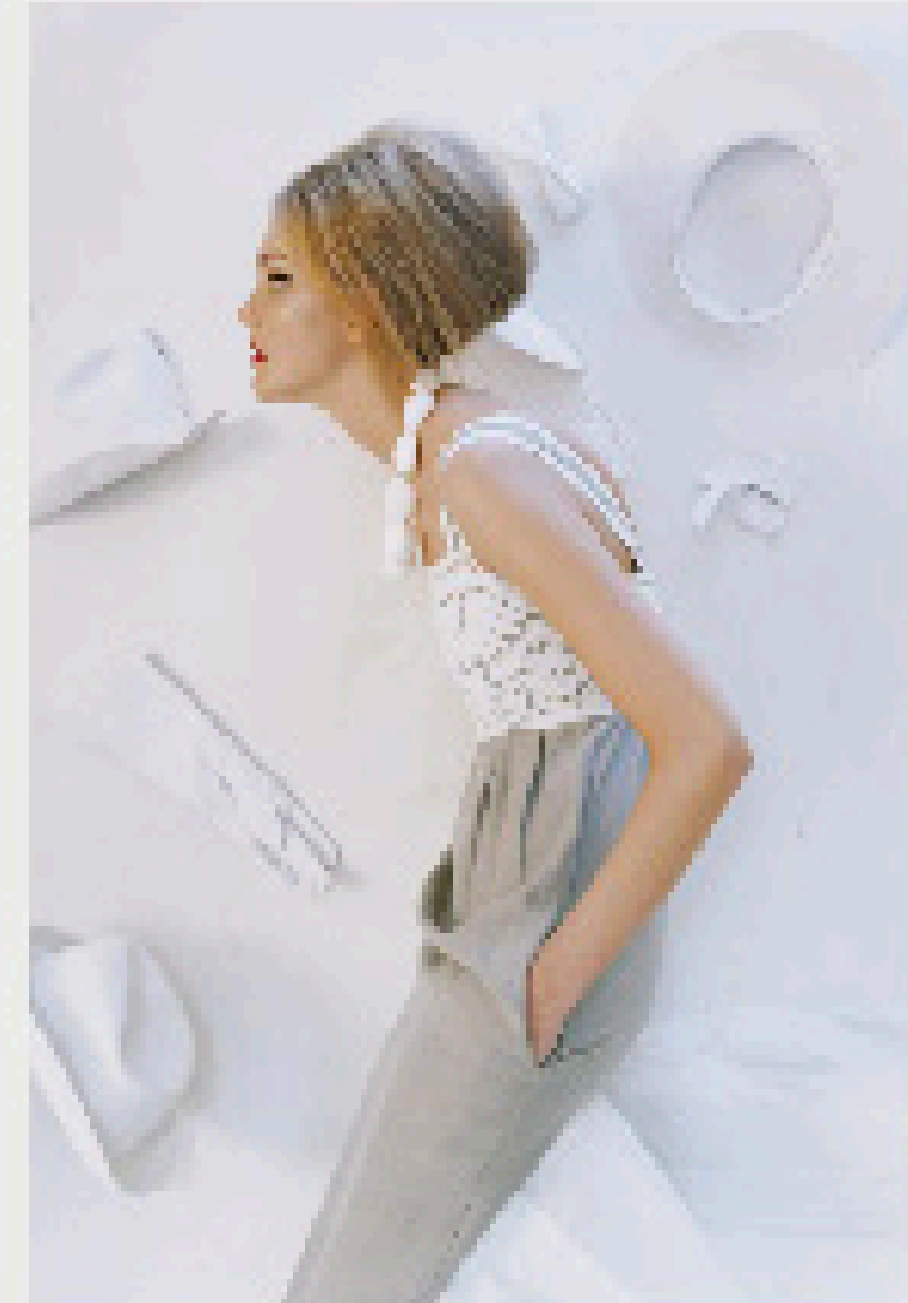
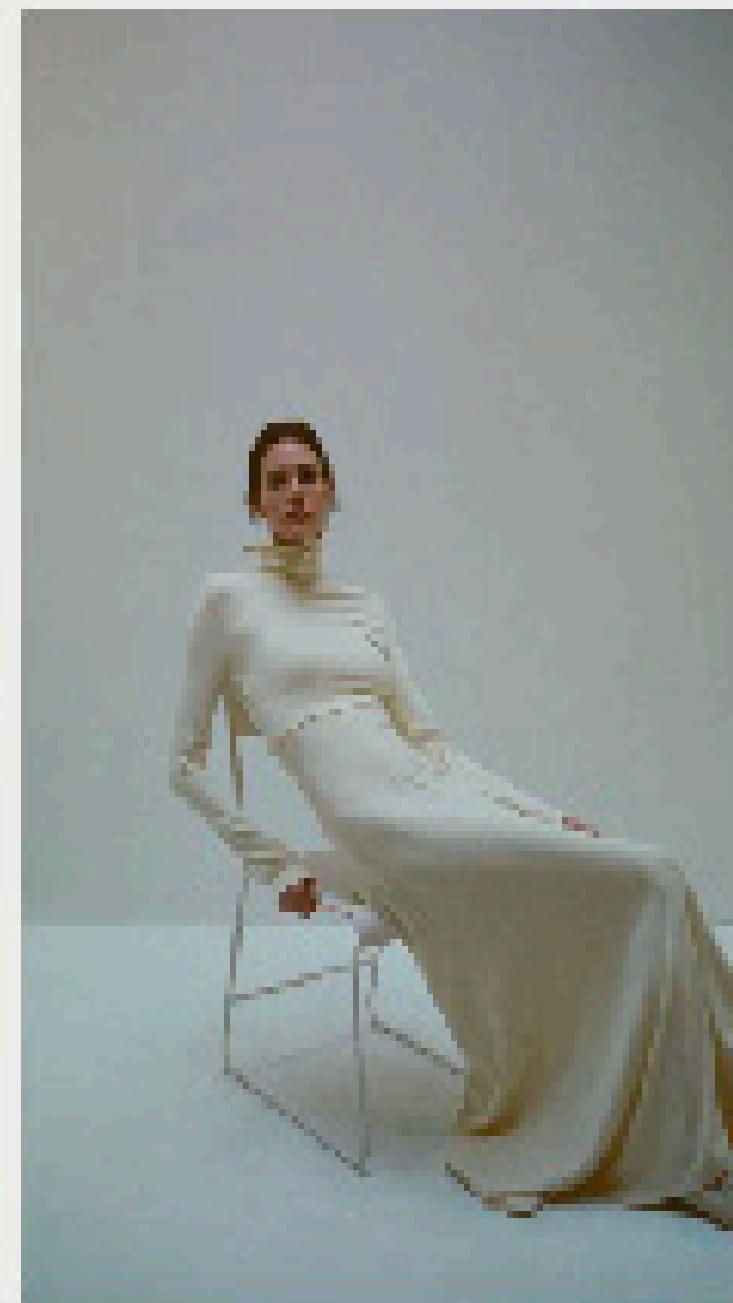
**POSING**



**STYLING**



**PHOTO  
AESTHETIC**



# LOCATION

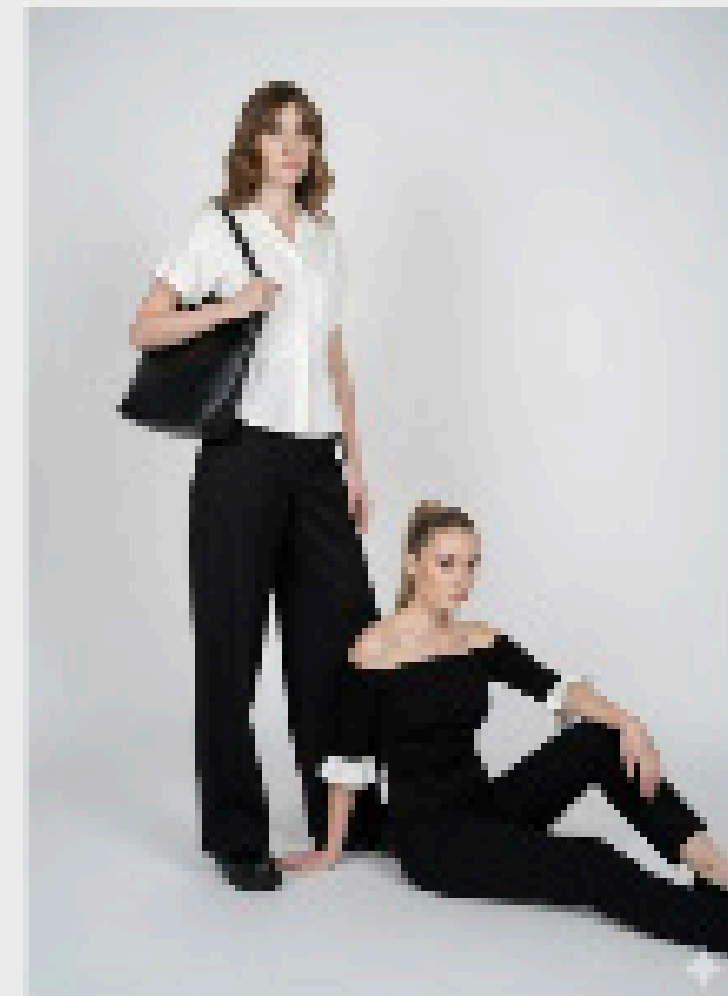
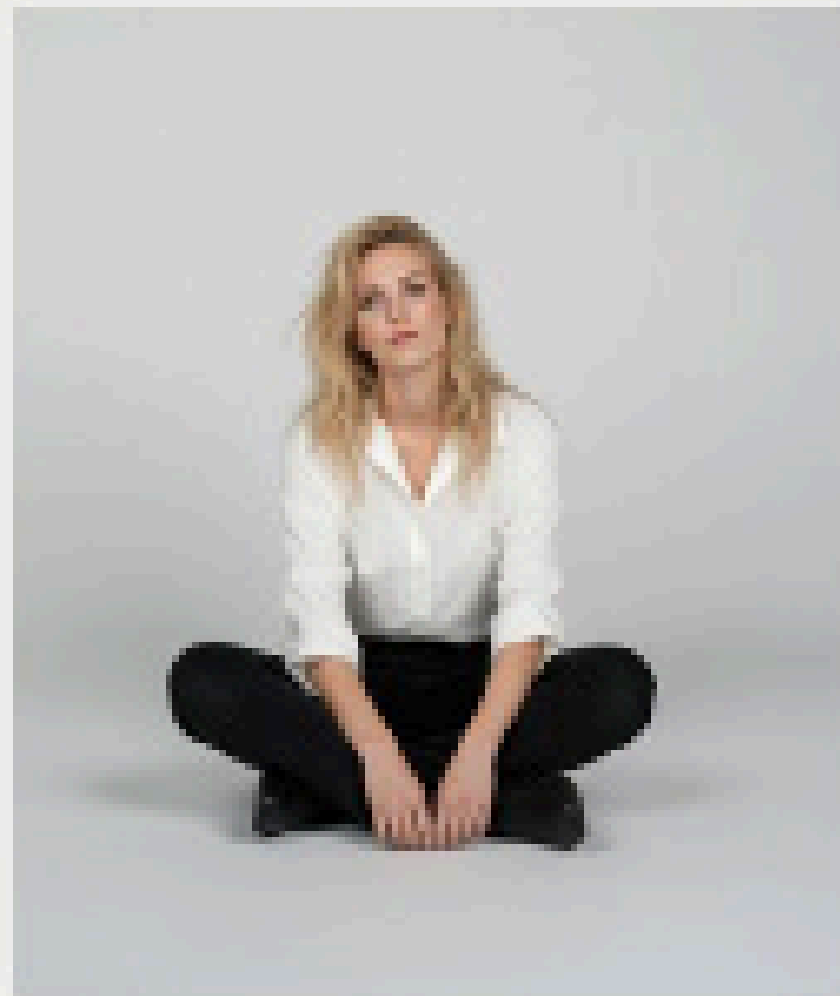
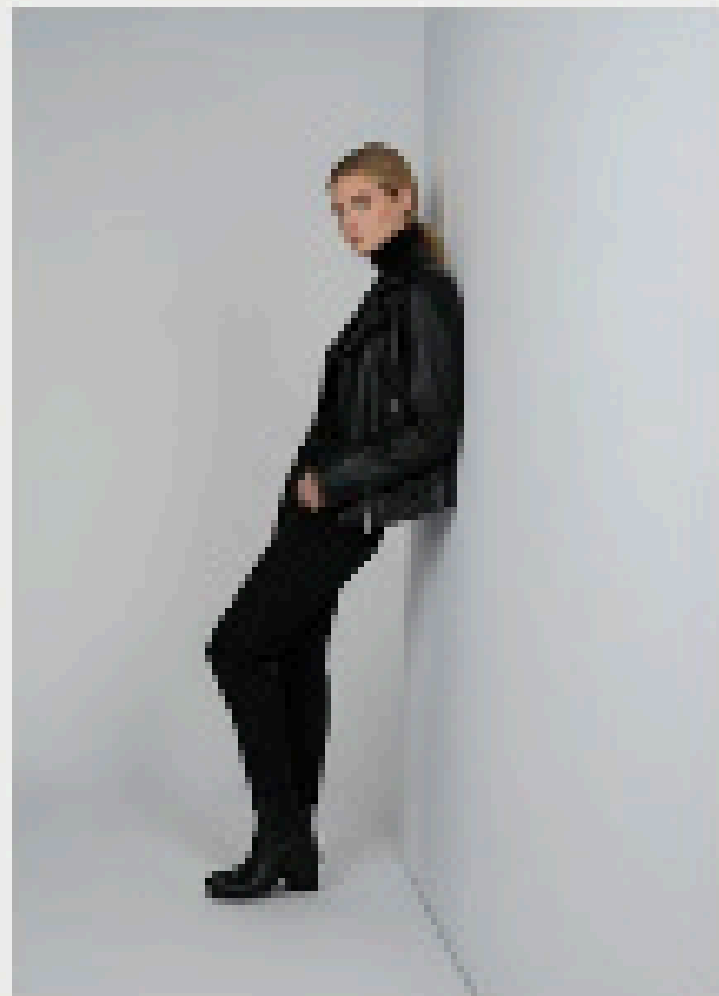
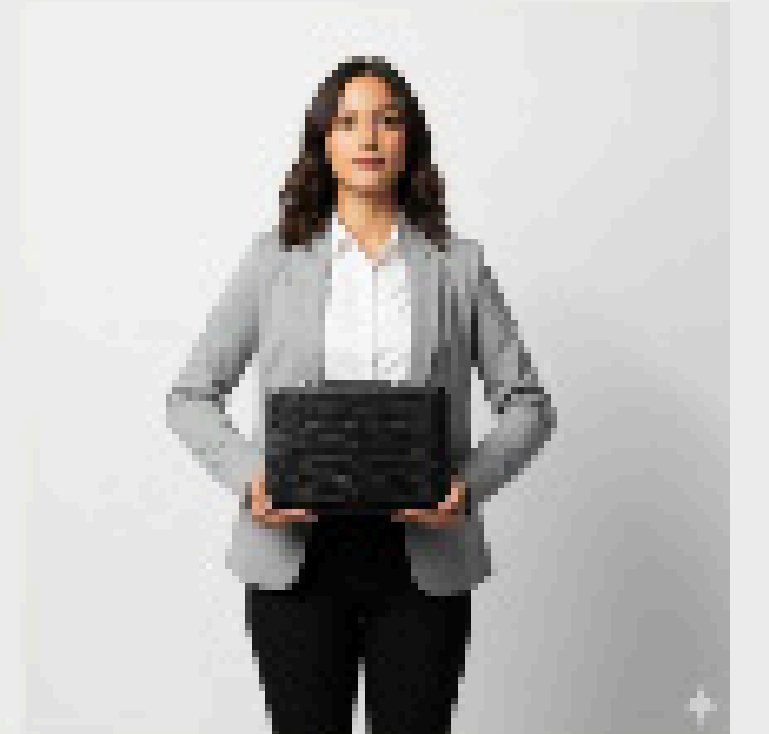
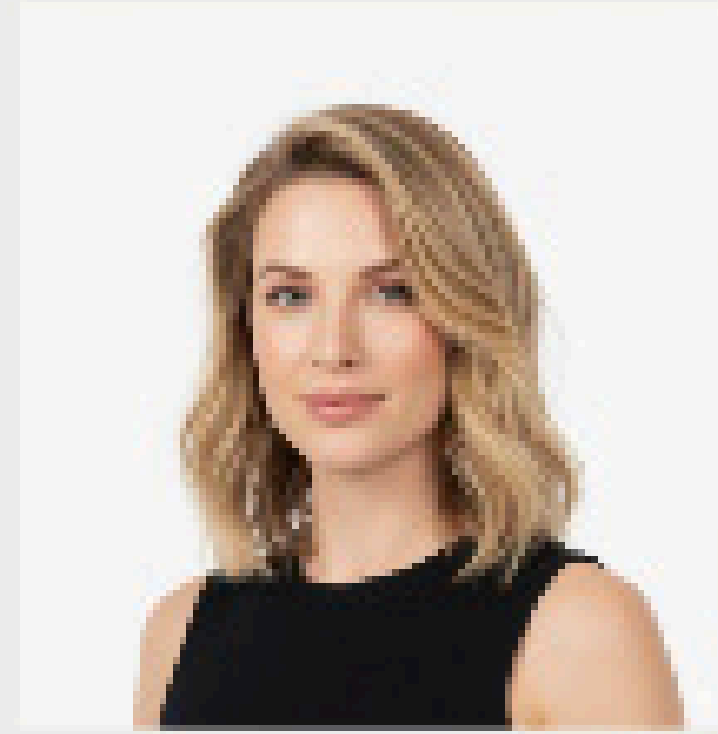
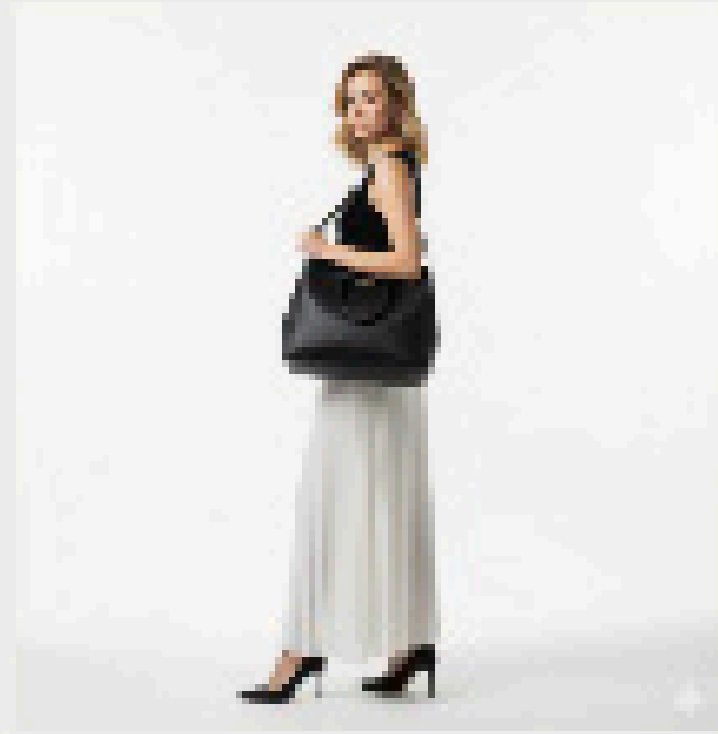
Graham Scott



# FPOS



# STORYBOARD



# SHOT LIST

Shot #	Shot size / angle	Model	Notes
#1	Eye Level	Sarah	Looking to side
#2	Eye Level	Sarah	Holding Bag
#3	Eye Level	Lucy	Holding Bag
#4	Low Angle	Sarah	Leaning forward
#5	High Angle	Anna	Standing straight on
#6	Eye Level	Kitty	Posing with hood
#7	High Angle	Kitty	Arms up
#8	Eye Level	Lucy	Walking with bag
#9	Eye Level	Anna	Holding bag
#10	Eye Level	Lucy	Leaning and wind

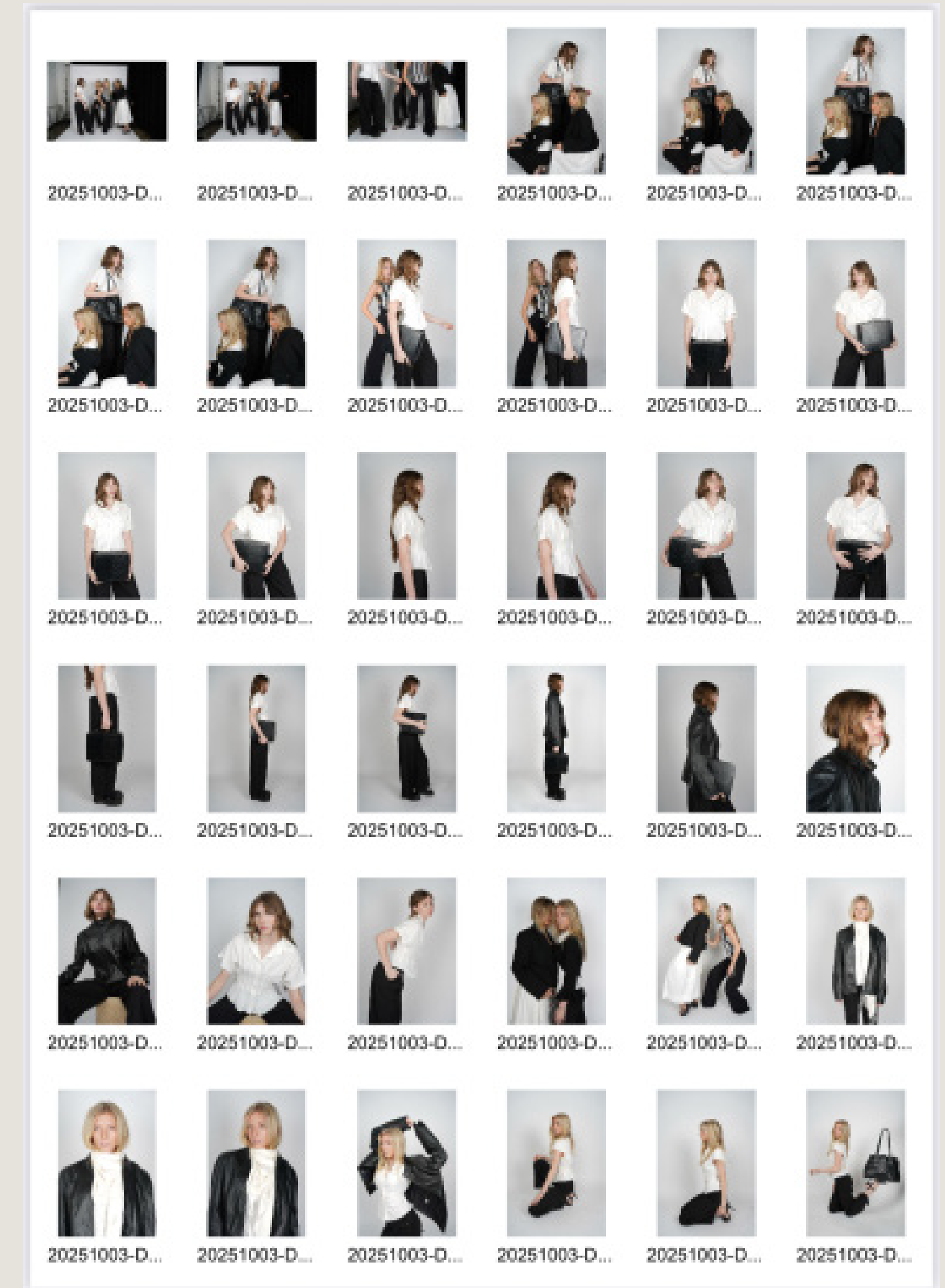
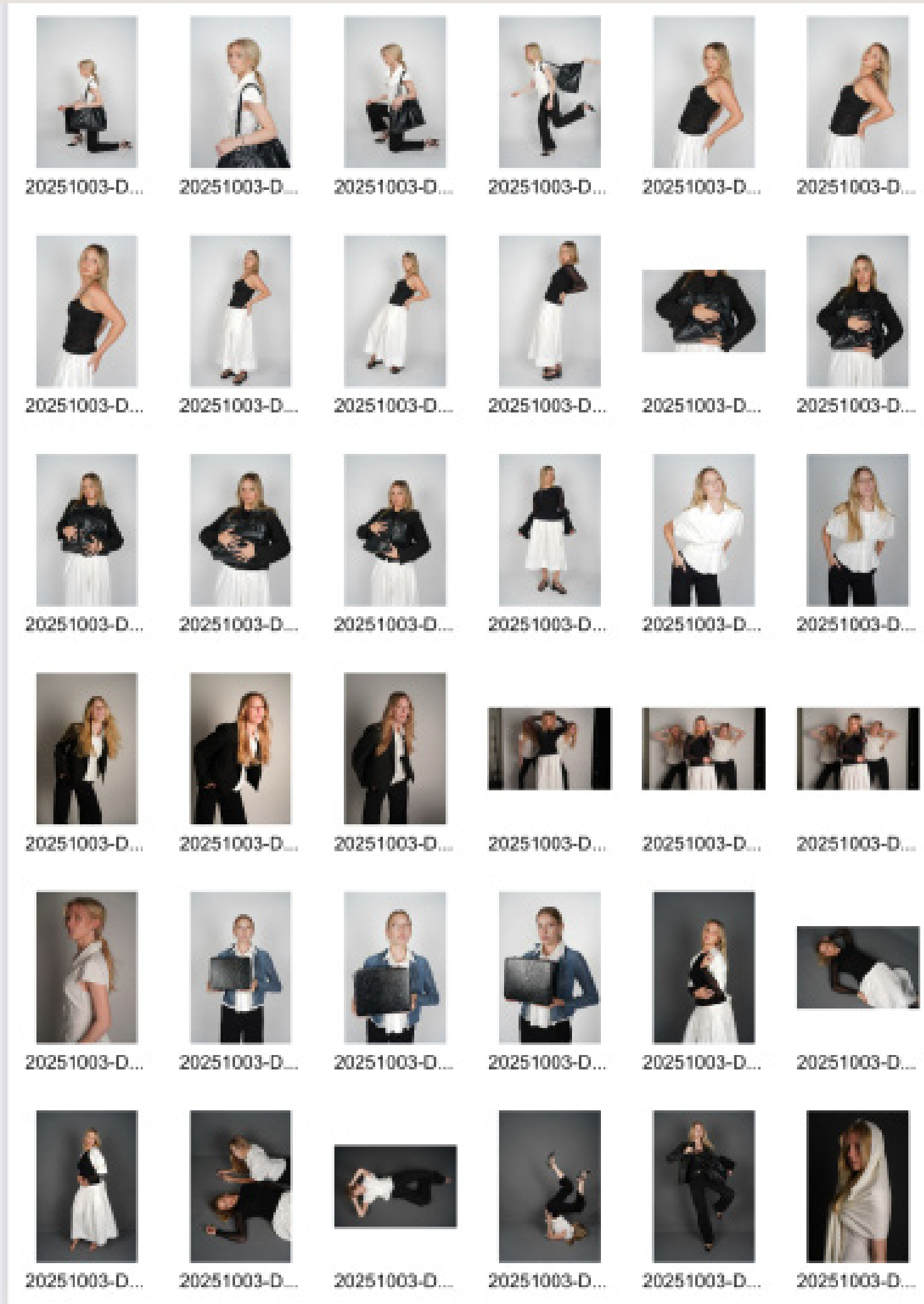
PRODUCTION COMPANY: <b>SCAD</b>		<b>PROENZA SCHOUER</b>		
Exec. Producer: Producer: Director: <b>Ava Aubin</b> P. Manager: P. Coordinator: 1 <sup>st</sup> AD:		<b>CALL TIME</b> <b>12:00 PM</b>  Check grid for individual call times		BKFAST: LUNCH: SUNRISE: SUNSET: WEATHER: High: 79 Low: 66 Overcast
<b>PRODUCTION OFFICE</b>	<b>BASECAMP</b>	<b>LOCATION</b>	<b>HOSPITAL</b>	<b>CREW PARKING</b>
Ava Aubins House	Graham Scott 641 Indian St, Savannah, GA 31401	Graham Scott 641 Indian St, Savannah, GA 31401	Curtis V. Cooper Primary Health Care Inc 106 E Broad St, Savannah, GA	SCAD Parking Garage

SCENES	PAGES	SET & DESCRIPTION	D/N	CAST	LOCATION
<b>1-20</b>		<b>White backdrop, Models INT.</b>	<b>D</b>	<b>1-5</b>	Graham Scott
<b>TOTAL PGS</b>					

#	CAST	ROLE	CALL	PICK UP	MU/WD	SET CALL
	Ava & Annika Wick	Photographer	12:00	12:00		TBD
	Anna McGinnis	Model	12:00	12:00	12:05	TBD
	Lucy Castollos	Model	12:00	12:00	12:05	TBD
	Kitty Mertz	Model	12:00	12:00	12:05	TBD
	Sarah Miller	Model	12:00	12:00	12:05	TBD

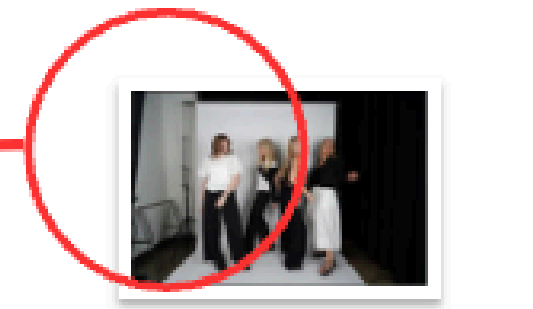
# CALL SHEET

# CONTACT SHEET

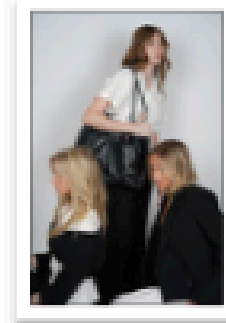


Clean up floor and brighten

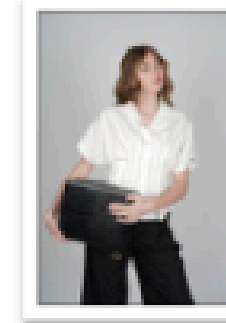
Crop background



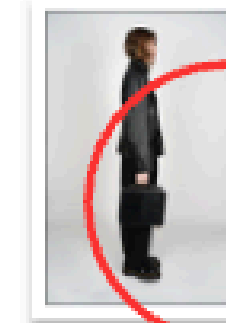
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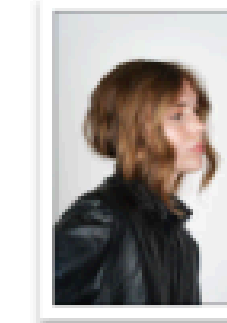
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DSC04637.jpg



20251003-  
DSC04678.jpg

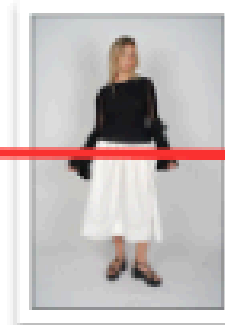


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20251003-  
DSC04712.jpg

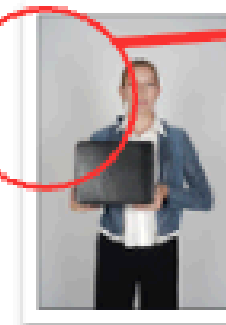
Lighten up Lucy



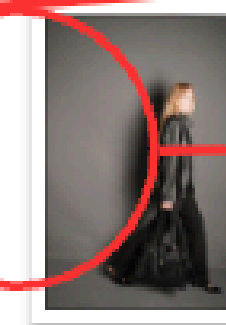
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20251003-  
DSC05100.jpg



20251003-  
DSC05173.jpg

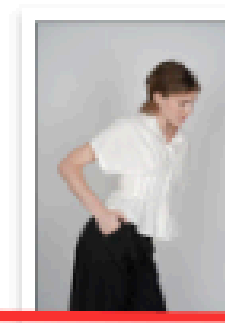


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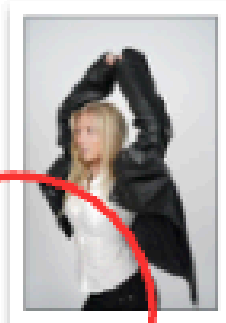
Remove hair pieces  
and lighten

Clean up background and darken

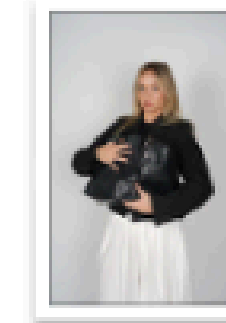
Bring in more contrast



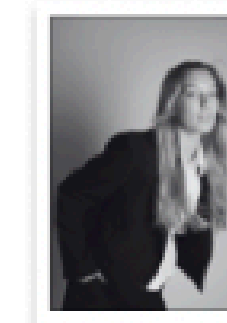
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20251003-  
DSC04851.jpg



20251003-  
DSC04998.jpg



Screenshot  
2025-1...23.54 AM

**FINAL IMAGES**





**FLAT**

**ADVERTISEMENTS**

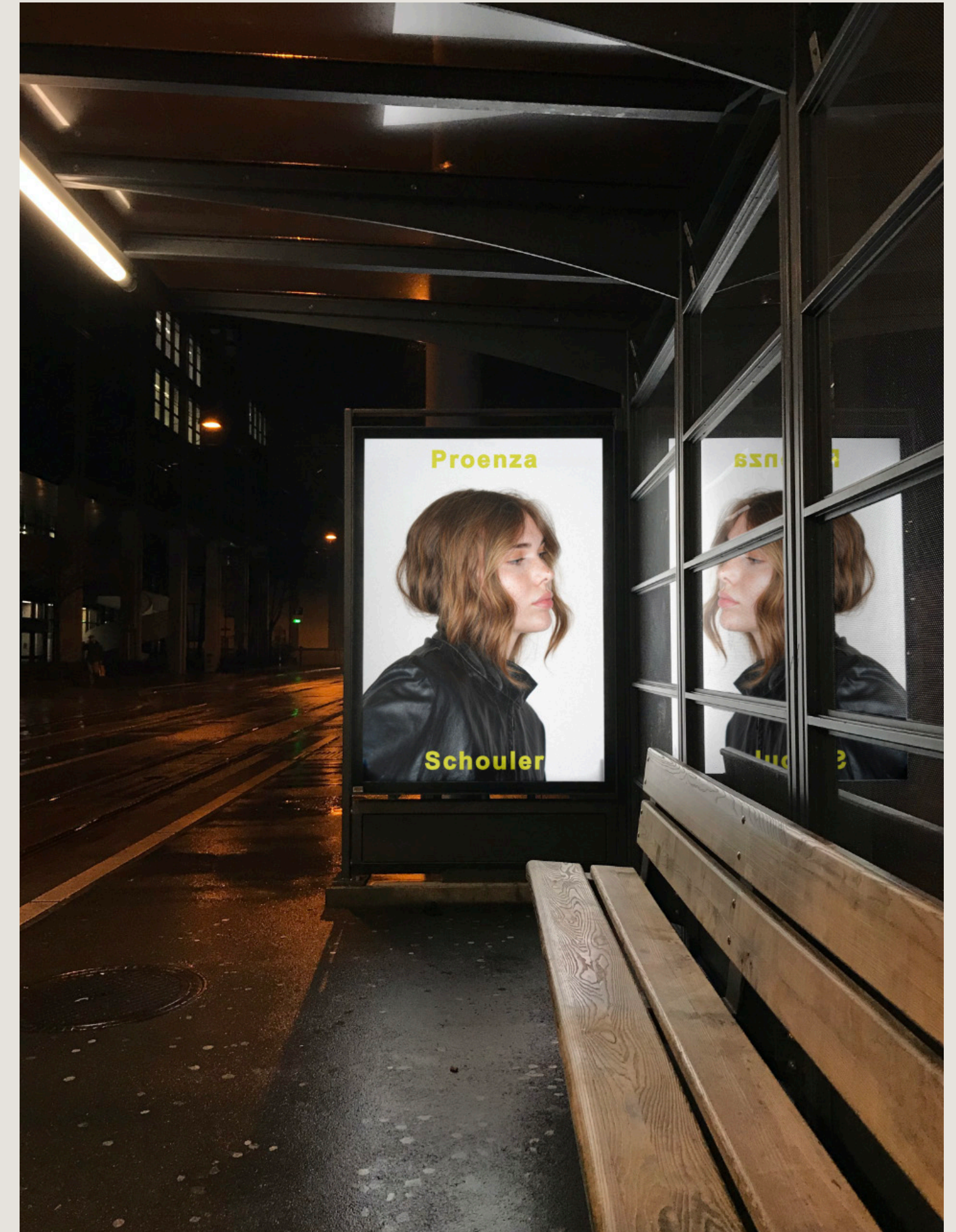


# FLAT IMAGES



# AD MOCKUPS







**THANK  
YOU**

Ava Aubin  
Proenza Schouler  
FASM 210