

Ad Campaign

Objective and Notes

Product: skinny sunglasses

Name: Letarik

Message: by having these sunglasses you'll have more fun and be carefree

Price: not luxury, fast fashion category

Audience: middle class young girls

Color Scheme: Blues, Reds/pinks, Silver



Tone: Fun, Carefree, retro/throwback, like rollerskating

Costuming: something that is low cut or can come off the shoulders
I want to emphasize the sunglasses

Ad Campaign

Richard Avedon - of course

Historial Inspiration



MaKara Blake

Ad Campaign

Beyoncé's Blow Music Video



Modern Inspiration

MaKara Blake