Ad Campaign

Product: skinny sunglasses

Name: Letarik

Message: by having these sunglass 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

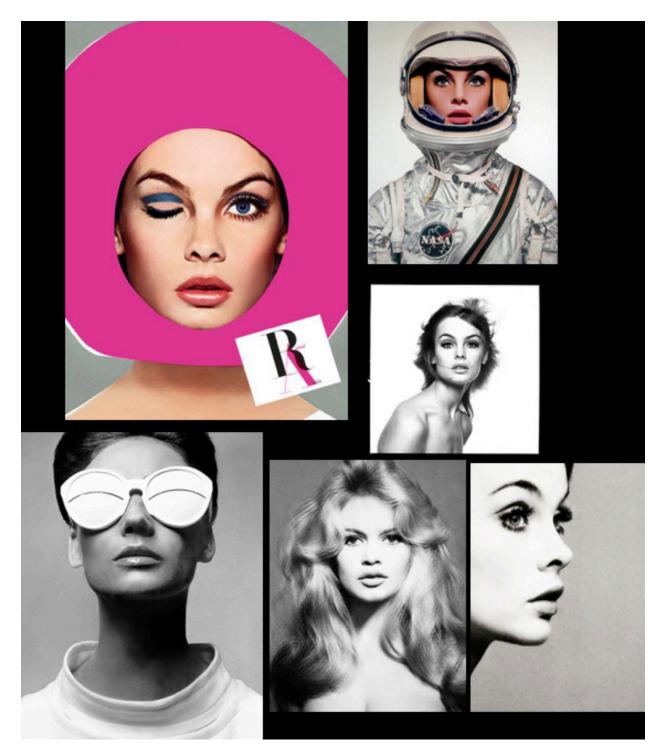
Costuming: something that is low cut or can come off the shoulders I want to emphasis the sunglasses



Ad Campaign

Historial Inspiration

Richard Avedon - of course



MaKara Blake

Ad Campaign

Modern Inspiration

Beyoncé's Blow Music Video



MaKara Blake