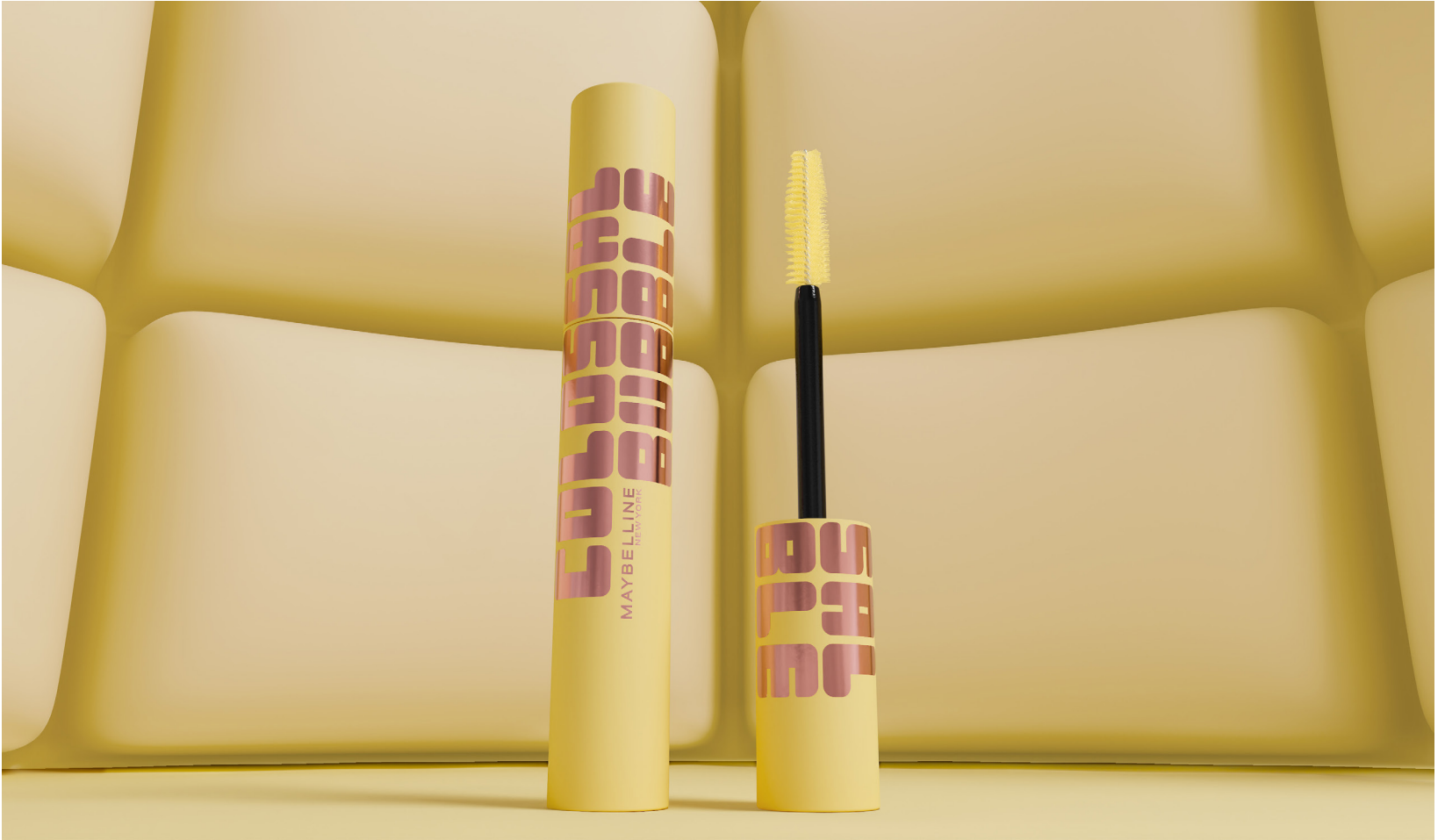
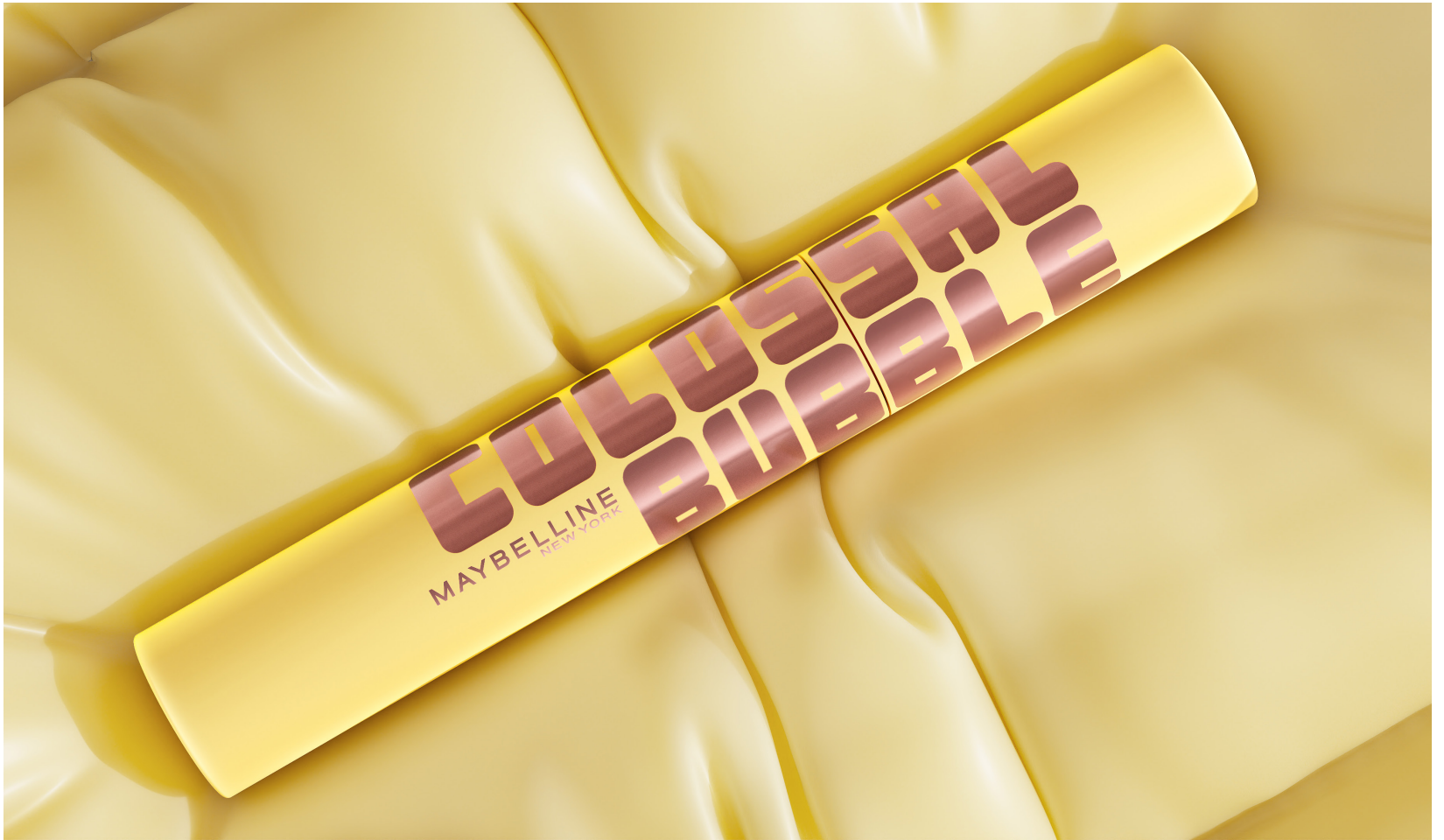


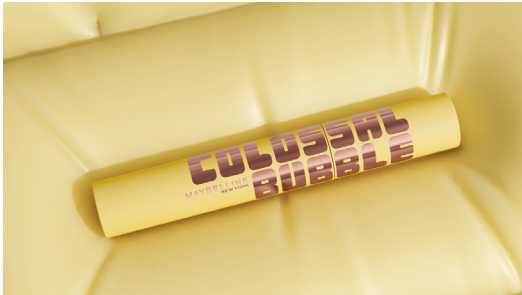
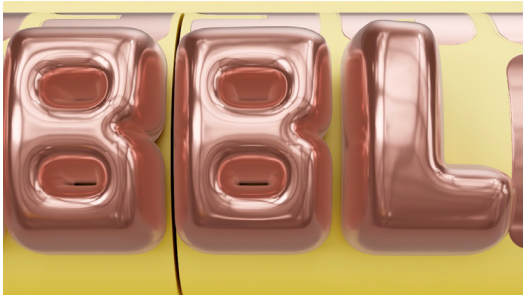
STYLIZED SHOT



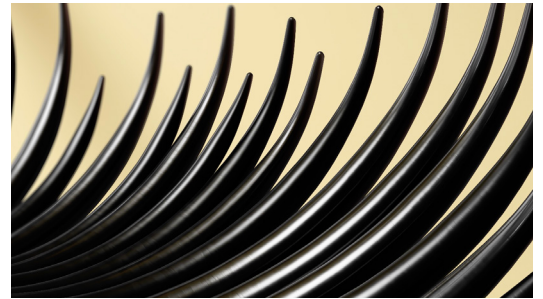
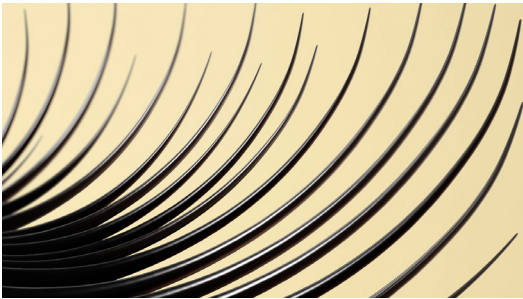
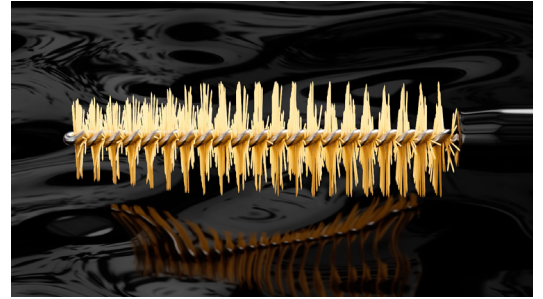
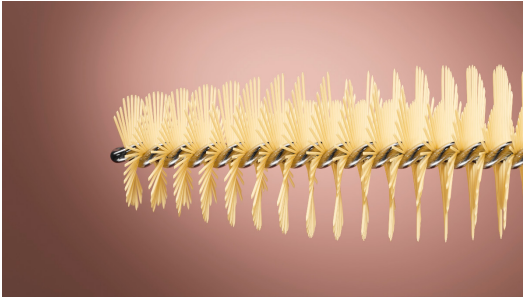
STYLIZED SHOT



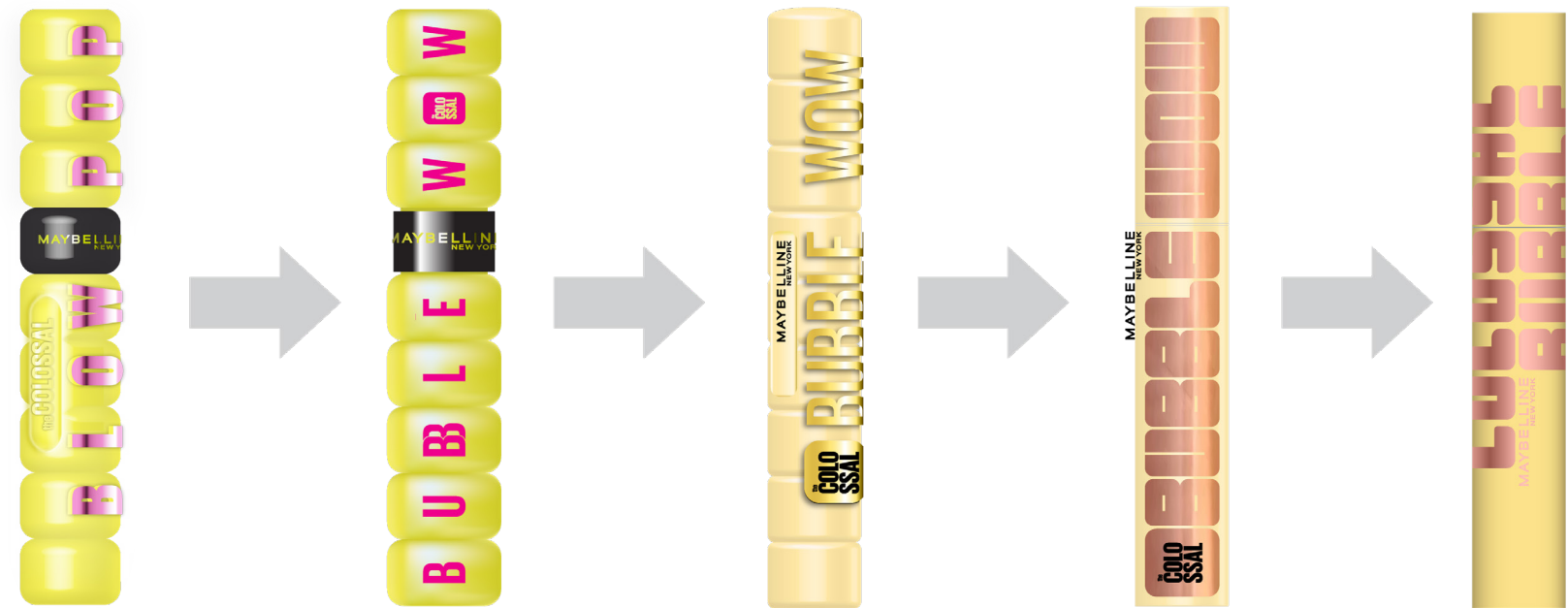
PACK REVEAL MOTION



LASH, FORMULA AND BRUSH MOTION



PRIMARY PACK DESIGN ITERATIONS



SECONDARY PACK DESIGN ITERATIONS



SECONDARY PACK MECHANICAL FILE

REFERENCE ONLY



BOX PRINTS OPAQUE BLACK
MNY LOGO PRINTS IN CMYK ON SILVER
(BENCH COLOR PRIMARY FOIL)

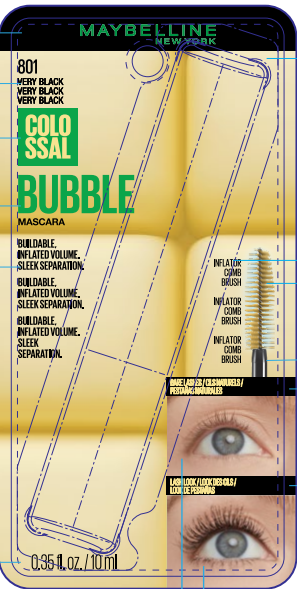
COPY IN OPAQUE BLACK

BOX PRINTS IN CMYK ON SILVER
(BENCH COLOR PRIMARY FOIL)
LOGO IN SPOT YELLOW
BACKED WITH OPAQUE WHITE

LOGO PRINTS IN CMYK ON SILVER
(BENCH COLOR PRIMARY FOIL)

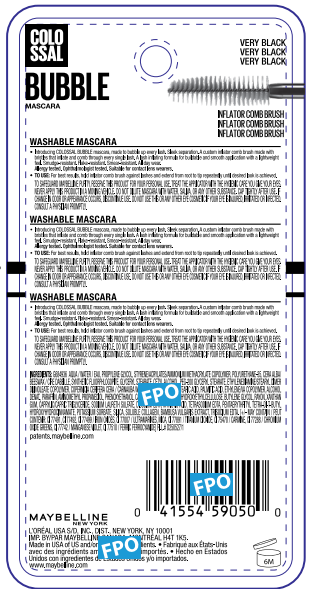
COPY IN
OPAQUE BLACK

FRONT:
ALL COPY PRINTS IN OPAQUE BLACK
UNLESS OTHERWISE STATED
ENTIRE CARD PRINTS ON SILVER MYLAR



BACK:
ALL COPY PRINTS IN OPAQUE BLACK UNLESS
OTHERWISE STATED

BRUSH IN BLACK



*ALL COPY/TRANSLATION IS FPO

COLOSSAL BUBBLE US BC MASK02 WSH

FILE NAME: COLOSSAL BUBBLE US BC MASK02 WSH
CREATION DATE: AUG 2024
MATERIAL: FOIL CARDSTOCK
FONTS: GIORGIO AND HELVETICA NEUE

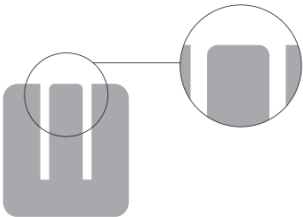
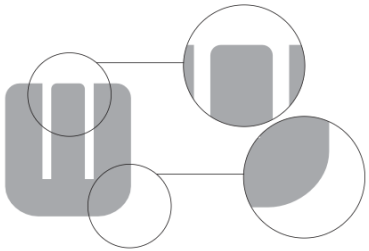
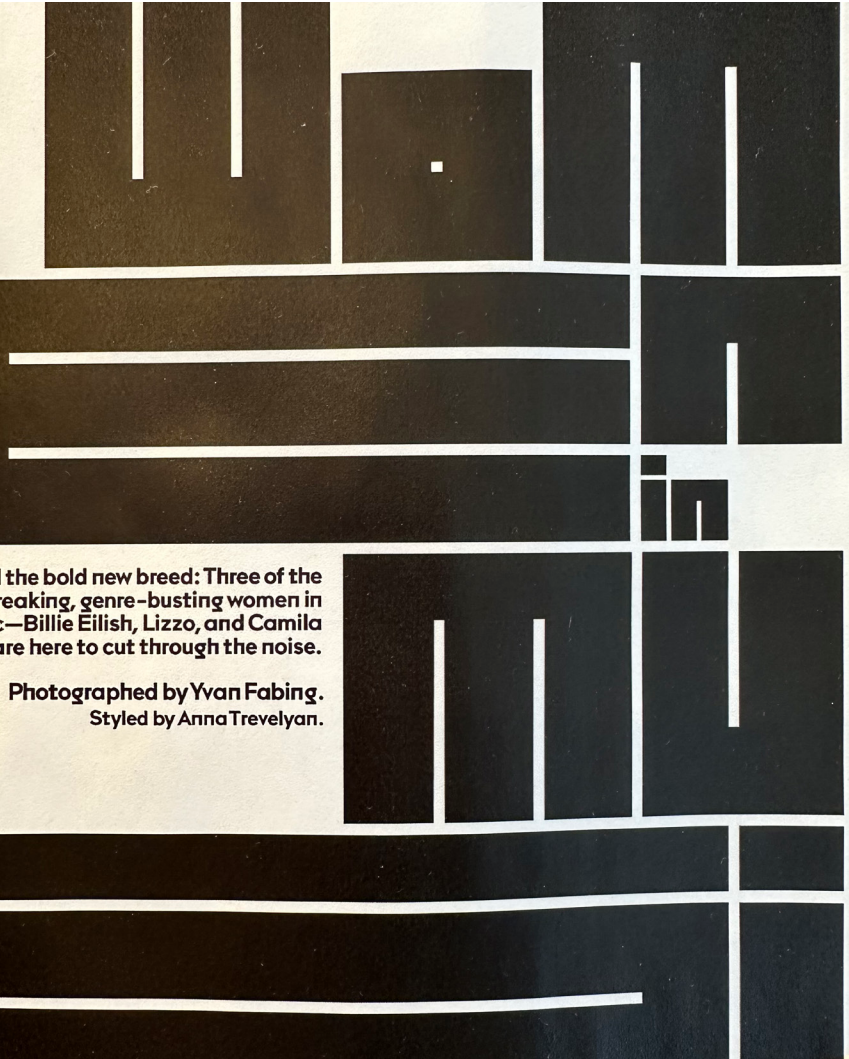
COLORS
CMYK
OPAQUE WHITE
OPAQUE STRONG BLACK
CMYK-
FOIL COLOR TO
MATCH THE FOIL IN
PRIMARY PACK
(LUXOR 319)
SPOT YELLOW
COATING

IMAGE CHECKLIST
■ FINAL
■ 300DPI
■ CMYK
MERCH
■ MERCH # 15PT
■ SHADE NAME 7PT
■ MADE IN 5PT MIN
FILL CLAIM
■ 1/16" HEIGHT
■ 1/16" CLEARANCE
DELINE LOGO
■ FINAL
■ VERIFIED
INGREDIENTS
■ COPY COMPRESSED
GIORGIO >80%
HELP COND >50%
VARNISH
■ GLOSS
■ SATIN
■ MATTE
TARGETS
SWATCHES SHARED
MATCHPRINTS SHARED

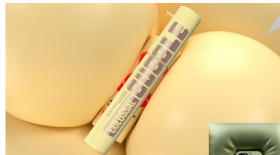
MAYBELLINE
NEW YORK

DMI DESIGN INNOVATION

CUSTOM TYPEFACE STUDIES



BRIEF FOR STYLIZED SHOT



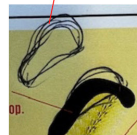
REF 2
LIGHTNING/
SHARPNESS
OF BRUSH.
*THIS REF HAS
TOO MUCH FORMULA



Touch of BLACK
formula at the top.

Need to see the spiral
and deep cuts.

**INFLATED BACKGROUND
TO MATCH ICC



Make sure formula
looks inflated

TBD BRUSH ANGLE
***PLEASE SHARE US
WITH FEW OPTIONS OR
RECO BEFORE DOING
RENDERINGS.

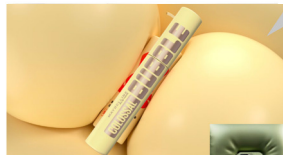
TBD BRUSH ANGLE.

USE INFLATED BACKGROUND TO
MATCH ICC IMAGE.

NEED TO SEE THE SPIRAL AND
DEEP CUTS.

NO FORMULA ON THE BRUSH SO
ITS FULLY YELLOW.

CAN HAVE A TOUCH OF FORMULA
AT THE TOP TO FEEL MORE
SENSORIAL..



PACK ANGLE BENCH



THIS IS FROM ICC
BUT MAKE IT EVEN MORE
HEROIC AND ADD
INFLATED BACKGROUND

FOIL LOOKS TOO STRIPY.
PLEASE UPDATE THE FOIL
SO IT LOOKS NOT SO LINES.

**INFLATED BACKGROUND
TO MATCH ICC

PACK ANGLE BENCH
*BOTTOM VIEW TO FEEL HEROIC
AND HUGE

STORYBOARD FOR MOTION

SCATTER BUBBLE COMES IN
<https://www.instagram.com/p/CsrJ-XmLnHq/>

SCATTER BUBBLE FORM A PACK SHAPE

THE BUBBLES BECOME A PACK (NEEDS TO LOOK DIMENSIONAL)

SUPER ZOOM IN SO IT IS MORE IMPACT! MAKE SURE TO ADD TINY LOGO

SUPER CLOSE UP IN LOGO SO YOU ONLY SEE EACH LETTER GET INFLATED! MORE IMPACTFUL!
Needs revision to IOC video
Video Ref: Pack, Automatic_v2.mp4 (ref for how close up the logo is in the beginning)

EACH PACK GET INFLATED!
<https://www.instagram.com/reel/C2oLa1wJNbi/> @theleen

EACH PACK GET INFLATED!

ALL THE PACK GETS DEFLATED!

ENDS WITH LOGO AND IT STARTS TO GET INFLATED

LOGO GET INFLATED REALLY BIG (FULL SCREEN) IN FOIL (INFLATED ALL AT THE SAME TIME)

DEFLATED BACK TO NORMAL LOGO

INFLATING MUCH MORE ENERGETICALLY!
INFLATED TEXT! POOF!

INFLATED TEXT! POOF!

INFLATED TEXT! POOF!

INFLATED TEXT! POOF!

PACK IS READY TO GET INFLATED!

PACK IS INFLATED!

PACK IS VERY INFLATED AND IT RHOINCF'S BIG AND SMALL!

FINISHES WITH ORIGINAL PACK SHAPE.

1
The background is formula and is blur so looks it is far away. The camera focuses on brush. Brush is turning and getting closer to the screen.

2
Super zoomed into the brush.

3
Super zoomed into the brush and show details of the bristles. "Important to show SEPA treatment!"

4
Zoom out to see the brush. Background is still blur. The brush started to get closer to the formula. The brush is turning in all different angles so looks dimensional.

5
Brush is touching the formula. Formula is glossy & shiny. Ref image in PPT but make sure the formula is blacker than the ref image.

6
Brush swipes the formula and yellow color shows through the negative space (irregular).

7
Brush swipes the formula all the way to the screen.

8
Super zoomed into the formula.

9
Super zoomed into the formula and started to see particles. Please use same formula as Firework (shiny & glossy).

10
Zoom in more and you see little particles.
Ref Video: <https://www.pinterest.fr/jin/7810998347072500/>

11
The particles started to get inflated.
Ref Video: <https://www.pinterest.fr/jin/7810998347072500/>

12
The particles get super inflated and fill up the screen.
Ref Video: <https://www.pinterest.fr/jin/7810998347072500/>

13
The zoom out to see lashes with yellow inflated background. Please give focus on the lashes. Need to show several lashes.

14
As brush combs the lashes, they started to get inflated like long animal balloons.

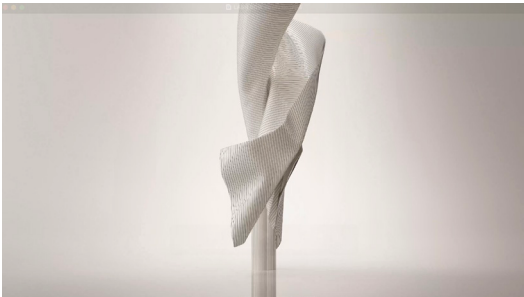
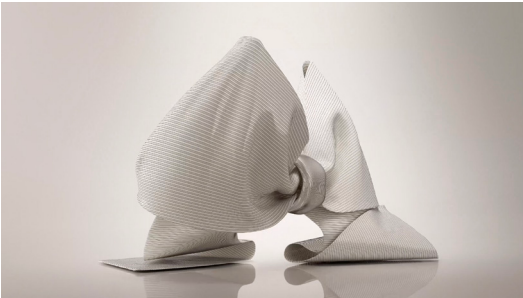
15
As brush combs the lashes, they started to get inflated like long animal balloons.

16
Ends with fully inflated lashes.

CONCEPT PRESENTATION DESIGN



CONCEPT PRESENTATION MOTION



STORYBOARD AND BRIEF

IMAGE RATIO 16:9 / MAX 4-5 SECONDS



Start with a bow (in pack color and texture).



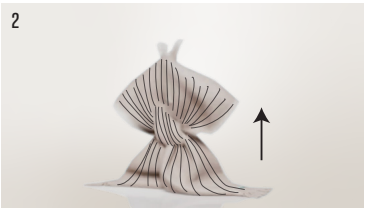
Then, turns and twists softly.



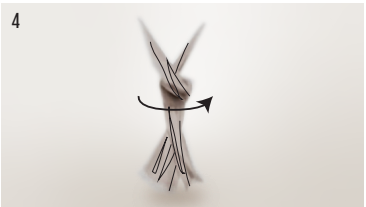
Then bow turn vertically to mimic shape in the pack.



Then, it transforms to a pack.



It softly jump/float in the air.



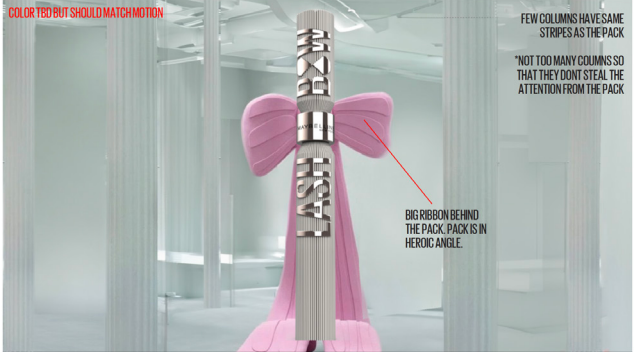
Turns and twists softly.



Then bow turn vertically to mimic shape in the pack.



Ends with heroic angle of pack.



KEEP INDUSTRIAL CEILING AND SPACE WITH COLUMNS TO FEEL LIKE NEW YORK, LIKE A SOHO STORE. SOME INSPO BELOW.



**COLOR IS STILL TBD BUT SHAPE OF RIBBON AND COLOR SHOULD BE SAME AS WHAT WE DO FOR THE MOTION. SO THE MOTION AND STYLIZED SHOT SHOULD HAVE SAME LOOK.



CONCEPT PRESENTATION DESIGN



CONCEPT PRESENTATION DESIGN



CONCEPT PRESENTATION DESIGN



CONCEPT PRESENTATION DESIGN

