

PERFAME

SUMMER VIDEO SHOOT 2023

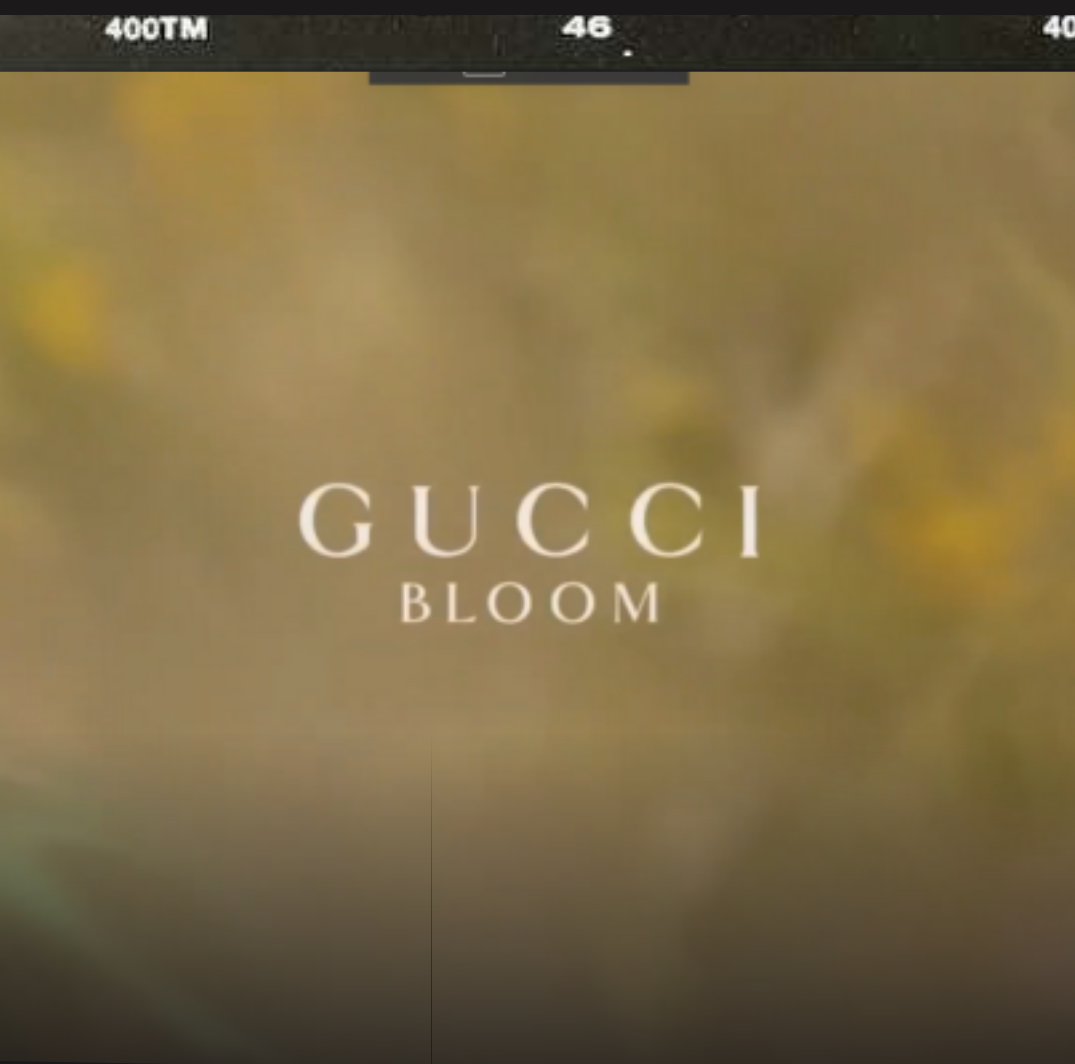
A visually stunning video featuring diverse models embracing the Perfame fragrance, portraying their personal style, and showcasing the bottle and spray as an integral part of their daily lives, emphasizing the universal appeal of the fragrance for the target market.





VIDEO #1: SINGLE VIDEO FOR ALL MODELS

In this visually captivating video, the journey begins with an awe-inspiring intro drone brand shot, immersing the audience in the beauty and elegance of Perfame's story. Aerial shots and close-ups of the model showcase their confident presence, while highlighting the seamless integration of Perfame with stunning surroundings. The delicate connection between the fragrance and individual is emphasized in intimate model close-ups, complemented by mesmerizing flower/environment close-ups that evoke a sense of tranquility. The exquisite design of the Perfame bottle is revealed in product close-ups, playing with light and shadows to create allure. Enchanting model/environment close-ups further engage the audience, before a captivating model close-up holding the Perfame bottle adds anticipation. The video concludes with a product/tagline close-up, leaving a lasting impression of Perfame's essence and captivating beauty.



SCENE: 1

INTRO DRONE

BRAND SHOT

Scene 1: The intro drone brand shot sweeps across breathtaking landscapes, capturing the essence of Perfame's brand identity in a visually stunning display of natural beauty and sophistication. Creating a sense of awe and anticipation for the beauty and elegance that lies ahead.

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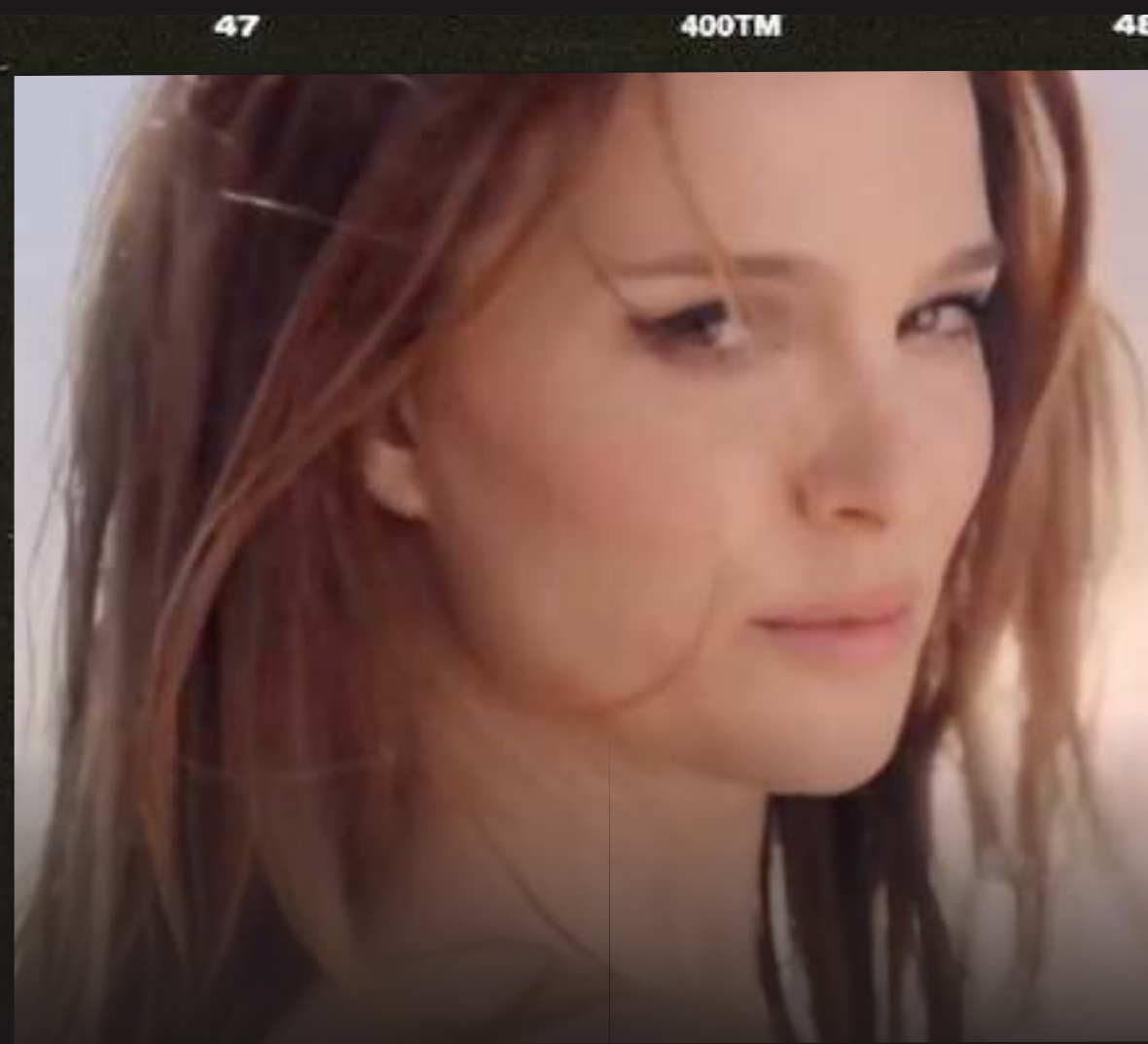
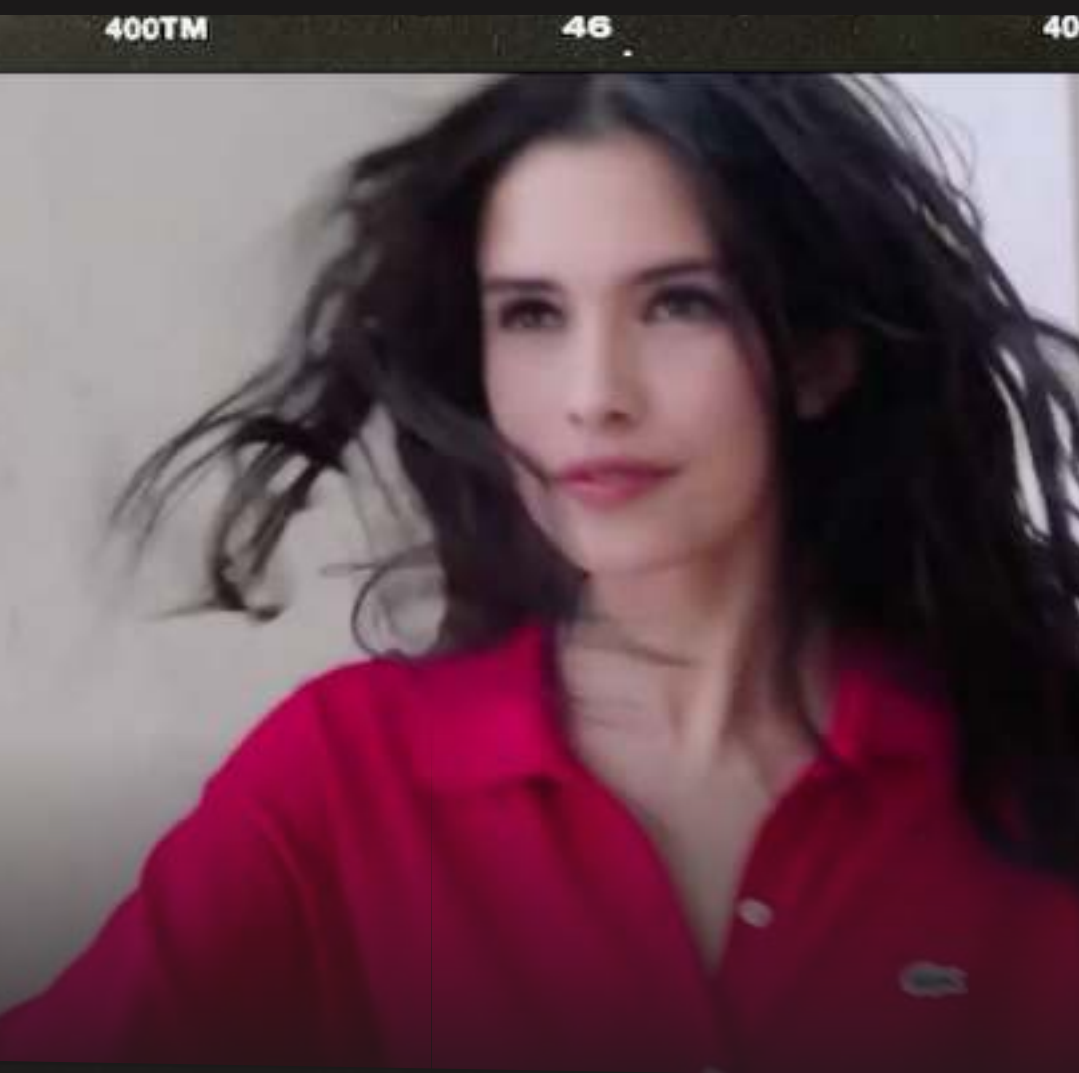
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SCENE 2: DRONE MODEL ARIAL SHOT

Scene 2: The drone model aerial shot showcases the model in a picturesque location, radiating confidence and allure, as the camera soars above, capturing the harmonious blend of the model, fragrance, and environment in a captivating aerial view. This is supposed to be a leading shot into the next one scene which is a close up of the action that the model is doing.



SCENE 3: MODEL CLOSE UP SHOT

Scene 3: The model close-up shot zooms in on the model's face, capturing their radiant and natural beauty, with a focus on their captivating eyes and subtle smile, creating an intimate connection with the audience. Here is the scene where it will capture the beauty or the target market we are looking to reach as well by the look or the feel of the scene.

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SCENE 4: FLOWER/ENVIRO NMENT CLOSE UP SHOT

Scene 4: The flower/environment close-up shot highlights the delicate and vibrant beauty of the surrounding flowers and nature, evoking a sense of freshness and serenity, while symbolizing the connection between Perfame and the natural world. Here is supposed to also show how or why the model would be connected to the nature of the fragrance and the feel is supposed to impose mystery.

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SCENE 5: PRODUCT CLOSE UP SHOT

Scene 5: The product close-up shot showcases the Perfame bottle in exquisite detail, capturing its sleek design and luxurious packaging, with a play of light and shadows that accentuates its allure and elegance. Here is the first view of the bottle or product we want to make sure that we capture the detail of the label and the name of the perfume.

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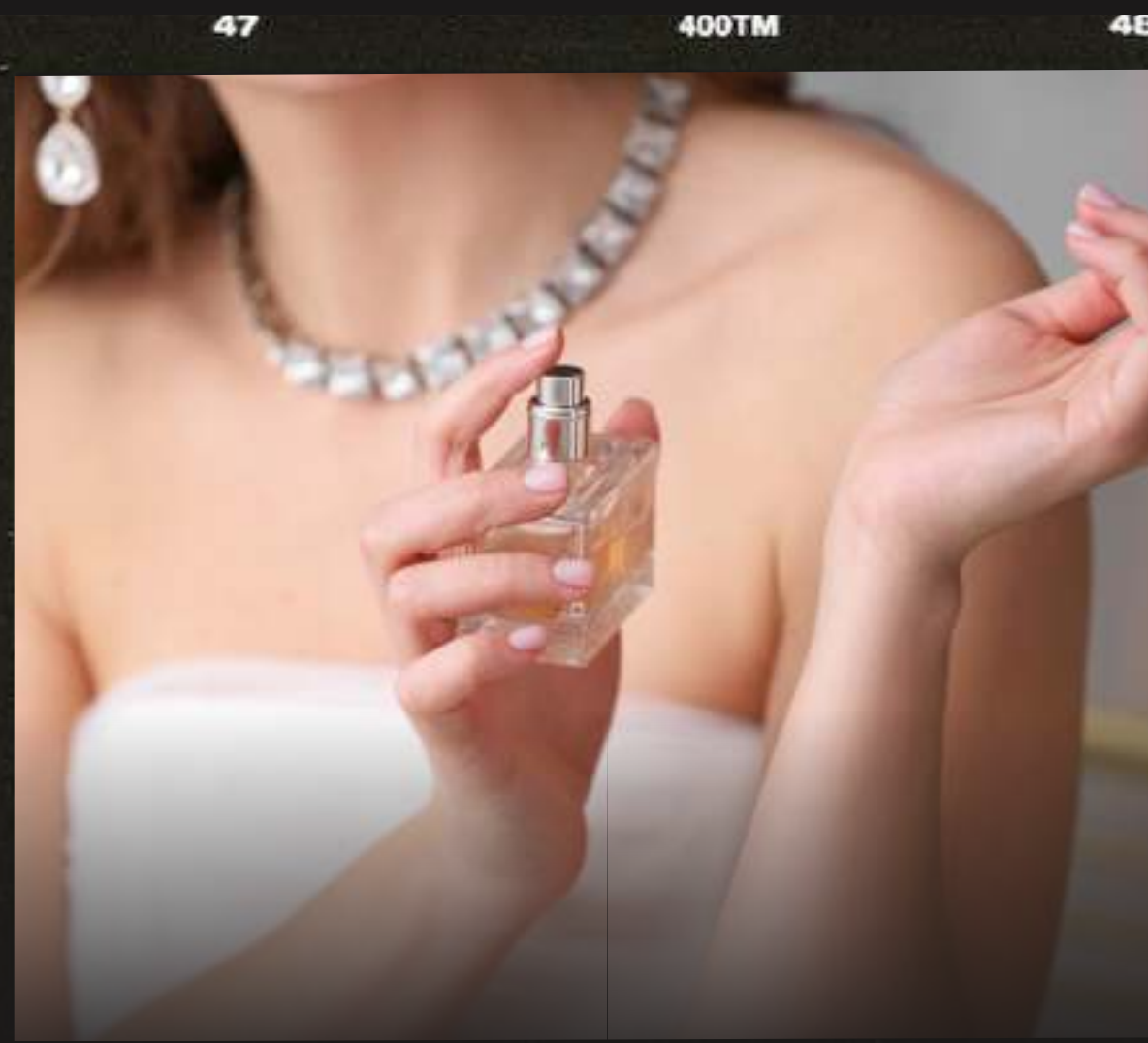
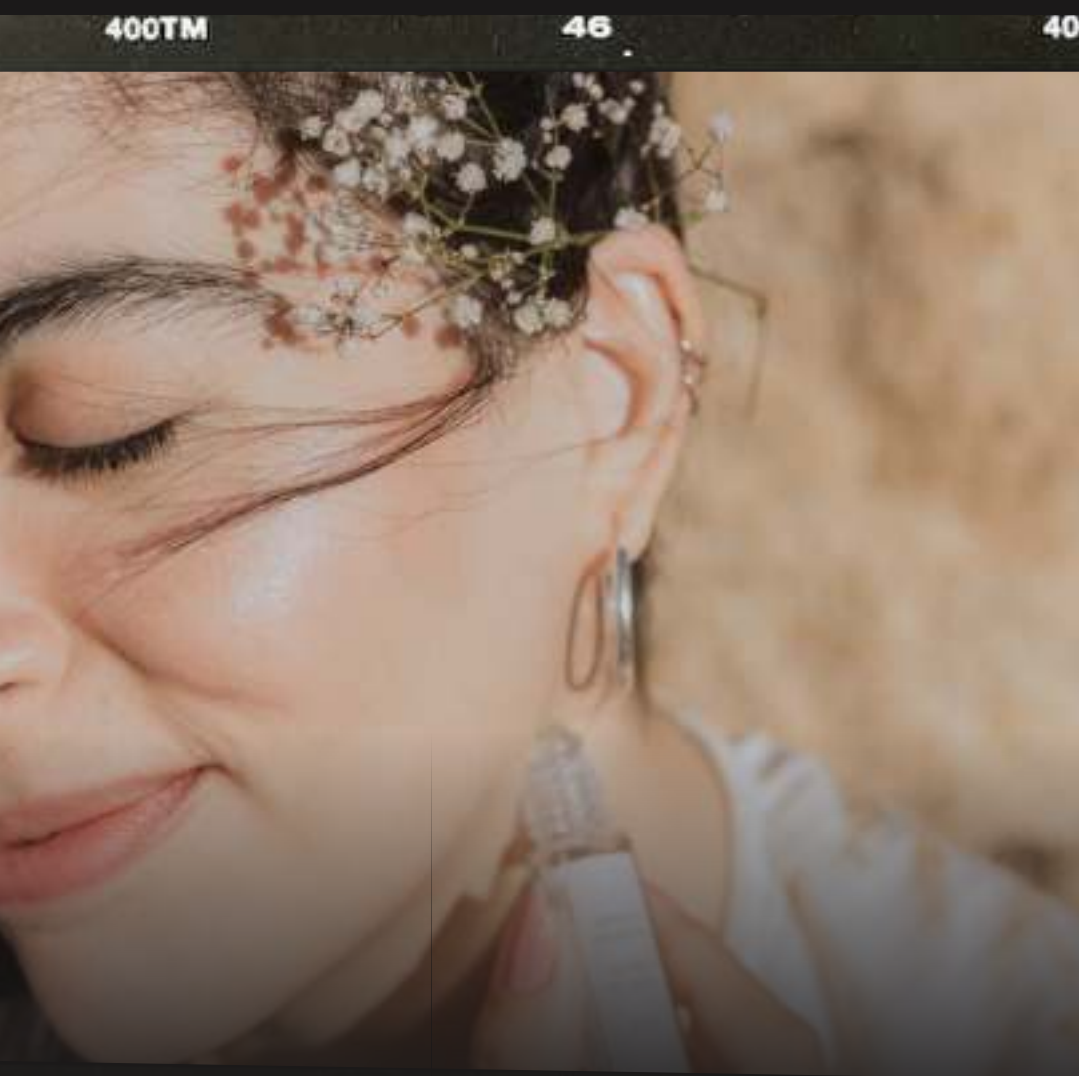
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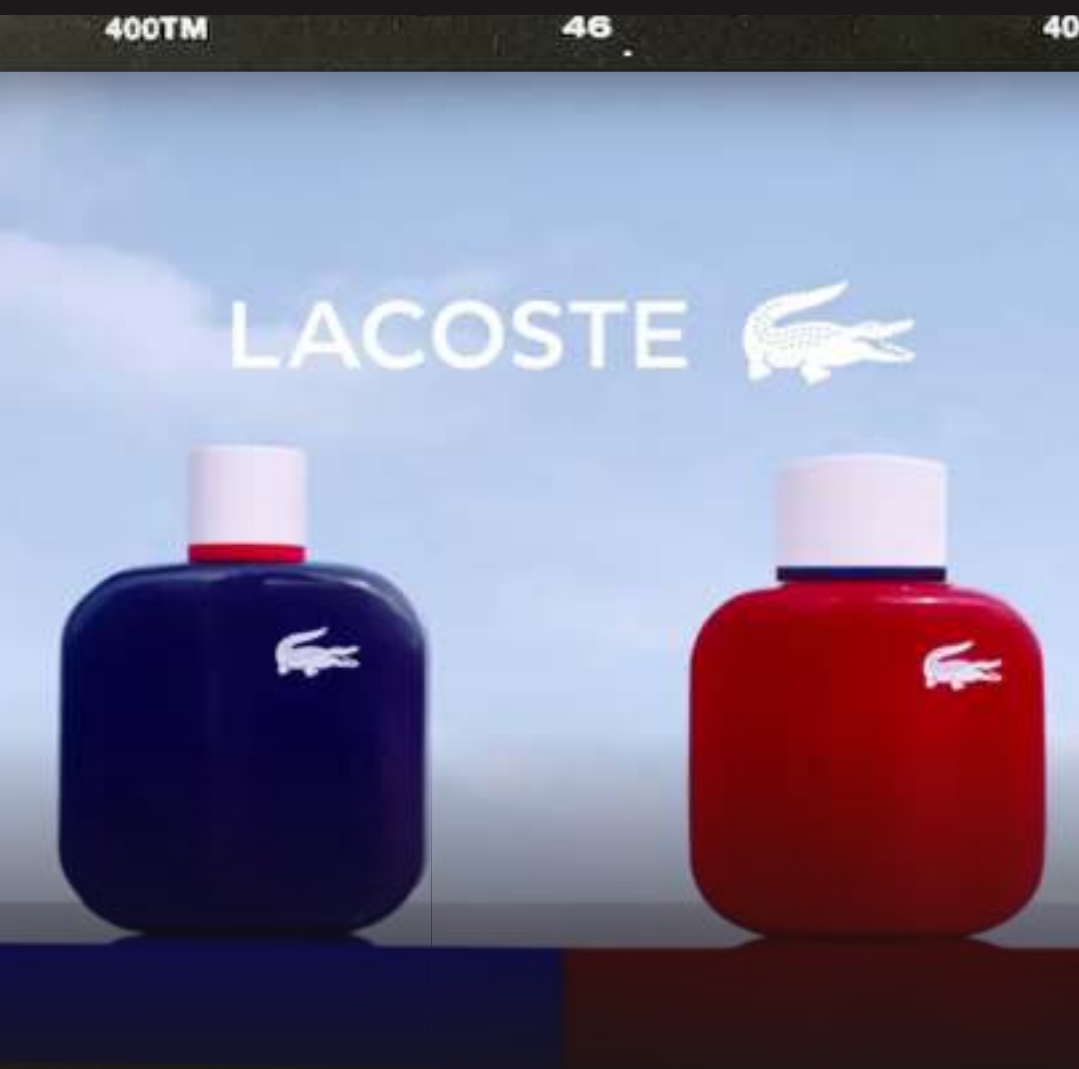
SCENE 6: MODEL/ENVIRON MENT CLOSE UP SHOT

Scene 6: The model/environment close-up shot immerses the model in a captivating setting, harmonizing their presence with the natural elements around them, conveying a sense of serenity, beauty, and the symbiotic relationship between the fragrance and the environment. Here is another shot of the model and the environment.



SCENE 7: MODEL CLOSE UP USING PRODUCT OR SPRAYING

Scene 7: In a captivating model close-up shot, the focus is on the model as they gracefully hold the Perfame bottle, showcasing their engagement with the product and capturing the anticipation and excitement of experiencing the fragrance.



SCENE 8: PRODUCT/TAGLI NE CLOSE UP SHOT

Scene 8: The final scene brings the spotlight back to the Perfame bottle with a product/tagline close-up shot. The camera pans in to reveal the intricate details of the bottle and its exquisite packaging, while the tagline appears, encapsulating the essence of Perfame and leaving a lasting impression on the audience.

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