

# PROJECT BRIEF

2021/05/20

<b>1. BRAND NAME, ADDRESS</b>	BEBE DE PINO, SEOUL
<b>2. BRAND WEBSITE</b>	BEBEDEPINO.COM
<b>3. BRAND INSTAGRAM</b>	@BEBEDEPINO
<b>4. BRAND CATEGORY</b>	BOYS AND GIRLS CHILDREN'S CLOTHING
<b>5. BRAND TARGET MARKET</b>	DOMESTIC AND INTERNATIONAL RETAIL
<b>6. BRAND AESTHETIC</b>	KITCH AND WIT, NORTHERN EUROPE, CHECK CLIENT'S WEBSITE AND INSTAGRAM
<b>7. REFERENCE BRANDS</b>	BOBO CHOSES, THE ANIMAL OBSERVATORY
<b>8. SHOOTING TITLE</b>	2021 FW FASHION FILM, LAZY FOREST CLUB
<b>9. COPYRIGHT</b>	THE KARY (VIDEOS, PHOTOGRAPHS)
<b>10. RIGHT OF USE</b>	LOOK BOOK, ADVERTISING (INSTAGRAM, WEBSITE, ETC), ARCHIVE, ETC. THE CLIENT WILL HAVE ALL OF RIGHT USES.
<b>11. AMOUNT OF THE FINAL OUTCOMES</b>	1 X 1 MIN VIDEO, 3 X 10 SEC CAPSULE VIDEOS, BTS PHOTOS, 10MIS ORIGINAL LOW RES VIDEO FILES
<b>12. LOCATION</b>	BARCELONA, SPAIN OLD METAL HOUSES NEAR FOREST <b>REF</b> IF SUNSHINE IS STRONG, SHOOTING INSIDE OF FOREST SHADE WITH SUNSHINE, NO DIRECT LIGHT, WITH INDIRECT LIGHT. CHECK IF SUNSET TIME (GETTING DARKER) IS POSSIBLE FOR ONE OR A FEW SCENE.
<b>13. MODELS</b>	3X GIRLS, 2X BOYS BEST 103-107CM, MINIMUM 100-MAXIMUM 110CM
<b>14. CONCEPT</b>	LAZY FOREST CLUB, CHILDREN'S PLAYS - SECRET FOREST SOCIETY
<b>14. MOOD</b>	FILM IN ADRIA STYLE BP – STATIC (?), IB – KINETIC (?) WARM , TEMPERATE, LIKE ADRIA BOBO CHOSES FILM SMOG, WITH LENSE??? <b>REF</b> SUNSHINE COMING THROUGH FOREST FROM CLOUD <b>REF</b>

	<p>ABANDONED BIG TREE REF</p> <p>KIDS POSE – NO ADULT MODEL POSES, NATURAL, REAL LIFE WITH TREES REF</p> <p>. PHOTOGRAPHY – LOOKBOOK OR CAMPAIGN MOOD (EX, WHEN DOP PREPARE A SHOOT, THE PHOTOGRAPHER CAN SHOOT QUICKLY) AND BTS MOOD</p>
<p><b>16. STORY / SCENE</b></p>	<ul style="list-style-type: none"> <li>- SCENE1 - MARCH, PARADE</li> <li>- SCENE2 - EATING TROPICAL FRUITS</li> <li>- SCENE3 - READING BOOKS</li> <li>- SCENE4 - ORIGAMI</li> <li>- SCENE5 - EXOTIC FOREST</li> <li>- SCENE6 - FIELDS</li> <li>- SCENE7 - VANISHING CHILDREN REF</li> </ul> <p>KIDS ACTION HANG ON A TREE BRANCH, REF</p> <p>DEVELOP IDEAS OF A STORY BOARD AND PRESENT TO THE CLIENT</p>
<p><b>16. TECHINAL SUPPORTS</b></p>	<p>THE CLIENT WILL GIVE A LOGO FILE TO ADD.</p> <p>CREDITS AT THE END OF THE FILM – NO OLD FASHIONED WAY, SHORT???, TBC</p> <p>PREPARE SLOW MOTION?</p> <p>RECORD NARRATIONS IN THE SHOOTING DAY</p> <p>WHEN WE SHOW THE FIRST EDIT VIDEO, SUGGEST THE CLIENT SOME OPTIONS OF MUSICS.</p> <p>THE CLIENT WILL DECIDE WHETHER CAPSUL VIDEOS INCLUDE SAME MUSIC AS 1MINS VIDEO OR NOT.</p>
<p><b>15. AMOUNT OF OUTFITS</b></p>	<p>2 OUTFITS EACH MODEL, TOTAL 10 OUTFITS</p>
<p><b>16. STYLING</b></p>	<p>PRESENT MOOD BOARD</p> <p>THE CLIENT MAKE A DECITION IN SEOUL AND THE STYLIST IN BARCELONA WILL FOLLOW.</p> <p>THE STYLIST CAN CHANGE OUTFITS AND MAKE A CONFIRMATION WITH CLIENTS.</p> <p>GIRLS CAN WEAR SOMETIMES ONE BOYS OUTFIT BECAUSE BOYS CLOTHES ARE MORE THAN GIRLS CLOTHES.</p> <p>PADDED COAT STYLING, DON'T TAKE IT OFF, BUT TRY STYLING, ZIP DOWN, OPENED REF</p>
<p><b>17. HAIR / MAKE UP</b></p>	<p>NATURAL</p>
<p><b>18. SERVICE PROVIDERS</b></p>	<p>1 X FILM DIRECTOR(+DOP) (ADRIA OLEA)</p> <p>1 X PHOTOGRAPHER (ANNA OLEA)</p> <p>1 X STYLIST (LAIA GOMEZ)</p> <p>5 X KIDS MODEL</p> <p>1 X ART DIRECTION (KEW ART)</p> <p>1 X PRODUCTION (KEW ART)</p>

<p><b>19. SHOOTING SCHEDULE</b></p>	<p>2021/06/10(TBC): CLOTHES DISPATCH</p> <p>2021/06/20(TBC): SHOOTING DAY</p> <p>2020/07/01(TBC): THE FIRST EDIT VERSION VIDEOS , BTS PHOTOS</p> <p>2020/07/05(TBC): THE SECOND EDIT VERSION VIDEOS</p> <p>2020/07/10(TBC): THE THIRD EDIT VERSION VIDEOS</p> <p>2020/07/15(TBC): THE FINAL VERSION VIDEOS</p> <p>*THE SCHEDULE IS SUBJECT TO CHANGE DUE TO UNFORESEEN CIRCUMSTANCES.</p>
<p><b>20. CLOTHES</b></p>	<p>CHECK REFERENCE IMAGES.</p> <p>SHOES SIZE - THE CLIENT HAVE SAMPLES OF SHOES, SIZE RANGES 200-230CM, THE CLIENT WILL SHIP SHOES.</p> <p>BP ACCESSORY – HAIR PINS TBC</p>
<p><b>21. PROPS</b></p>	<p>ROUGH PATCH WORKED FLAG WITH A NATURAL WOOD STICK, MASKS ARE A QUESTION MARK.</p> <p>VINTAGE LADDER, VINTAGE METAL TRUMPET, HORN</p> <p>DEVELOP PROP IDEAS.</p>
<p><b>22. COURIER</b></p>	<p>THE CLIENT WILL SORT (TBC).</p>
<p><b>23. ETC</b></p>	<ul style="list-style-type: none"> <li>- SELECT MODELS AND LOCATIONS WITH THE CLIENT.</li> <li>- COMMUNICATION WITH THE CLIENT ABOUT PROJECT PROCESS AND DETAILS.</li> <li>- FINAL VIDEO OUTCOME RESOLUTION 4K (TBC),</li> <li>- PHOTOGRAPHS IN RAW FILES WITHOUT RE-TOUCHING</li> <li>- 10MINS ORIGINAL VIDEO LOW RES FILES</li> <li>- SIMPLE PROP PREPARATION</li> <li>- INVOICING AGREED EXPENSES</li> <li>- STYLIST WILL HELP TO DISPATCH CLOTHES TO KOREA.</li> <li>- PREPARATION FOR A GIRL'S LONG SCRIPT NARRATION</li> <li>- ADD VIDEO CREDITS (TBC)</li> <li>- HAND OVER VIDEOS AND PHOTO FILES VIA EMAIL( CLOUD, WEB DRIVE) OR EXTERNAL HARD DRIVE(TBC)</li> <li>- KEEP ALL ORIGINAL FILES WITHIN 2 MONTHS</li> </ul>