

# JACQUEMUS

L'OBSESSION DU SAC

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PRODUCTION SCHEDULE

	04/08 - 04/14							04/15 - 04/21							04/22-04/24		
	MT		WT	hF		SS		MT		WT	hF		SS		MT		W
PLANNING																	
Project Setup																	
Research																	
Concept Development																	
Finalize Concept																	
PRE-PRODUCTION																	
FPO																	
Location Scouting																	
Storyboard / Thumbails																	
Shotlist																	
PRODUCTION																	
Photoshoot																	
Contact Sheet Review																	
Final Draft																	
Contact Sheet Notes																	
Final Image Selection																	
Image Editing																	
Advertisement Flats																	
Advertisement Mockups																	
FINAL																	
Finalize Process Book																	
Final Submission																	

important dates

wednesday, 04/17/2024 - draft due  
monday, 04/22/2024 - photo review in class  
pre production meeting - thursday, 04/18/2024  
shoot date - saturday, 04/18th/2024  
wednesday, 04/24/2024 - final project due

X pre production meeting

XX photoshoot date



JACQUEMUS





Jacquemus is a French brand, founded in 2009 by Simon Porte Jacquemus. At just 19, Simon Porte Jacquemus moved to Paris from the Provence countryside, with the aim to start his own brand, Jacquemus. After working at a Comme des Garçons boutique, the Jacquemus brand quickly gained the support of Rei Kawakubo, pushing the brand into the spotlight. In 2017, Jacquemus added a footwear brand alongside his womenswear offering, and launched menswear in 2019.

The brand has been recognised by the fashion industry multiple times. In 2014, Jacquemus was a finalist in the LVMH Prize, receiving the Special Jury Prize in the LVMH Prize a year later in 2015. Jacquemus also won Fashion Director's Choice Award at the ELLE Style Awards in 2017.





## LES SCULPTURES

Known for his rich narrative style in fashion design, Simon Porte Jacquemus skillfully weaves life's complexities into his collections. His creations are more than just garments as they are vessels for his storytelling. His belief that "I do stories – not clothes" profoundly resonates within the fashion world, inviting audiences to on enchanting journeys with each Jacquemus showcase.

His latest work, the 'Les Sculptures' collection, which was presented at La Fondation Maeght, an art gallery featuring Swiss artist Alberto Giacometti's works, Porte draws inspiration from sculpture to infuse his designs with a unique aesthetic.

Jacquemus's knack for coherence and emotional resonance has become a distinctive feature of his work. The 'Les Sculptures' campaign features Bad Bunny as the face of it.



# L'OBSESSION DU SAC

"l'obsession du sac" (bag obsession) is the newest concept for the new Jacquemus campaign for the Spring 2026 collection, where we feature the new Jacquemus bags, alongside with the new clothes and accessories. this concept is about showing how our bags, are the hottest in the market and everyone wants to have them. this makes the audience want to buy the bags and collection and it is also a great concept to tell a story with the images and components of the ads.





HAIR INSPO

model 1



model 2



model 3



model 4





MAKEUP INSP0

women



men





STYLING INSPO

women

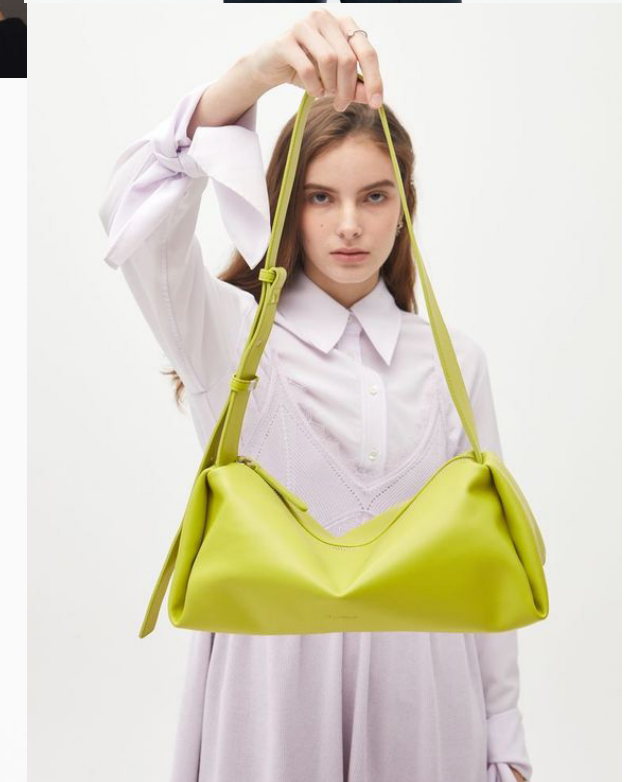
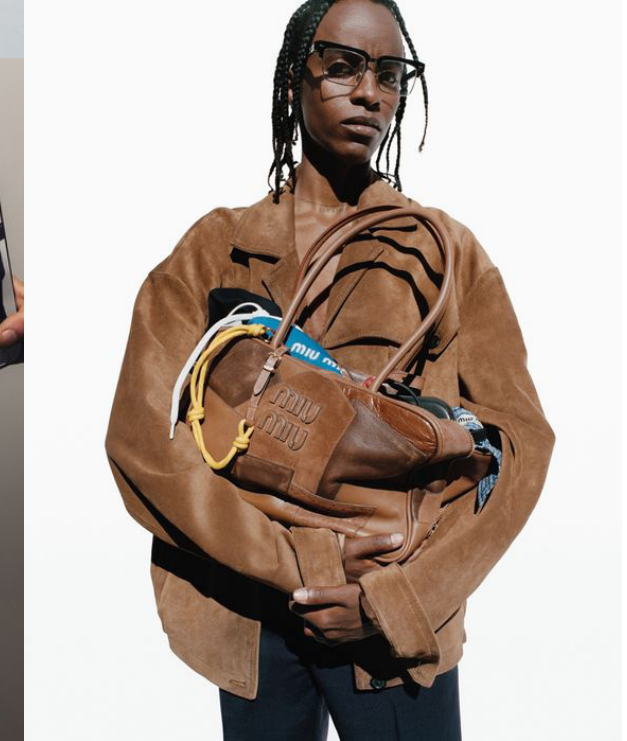
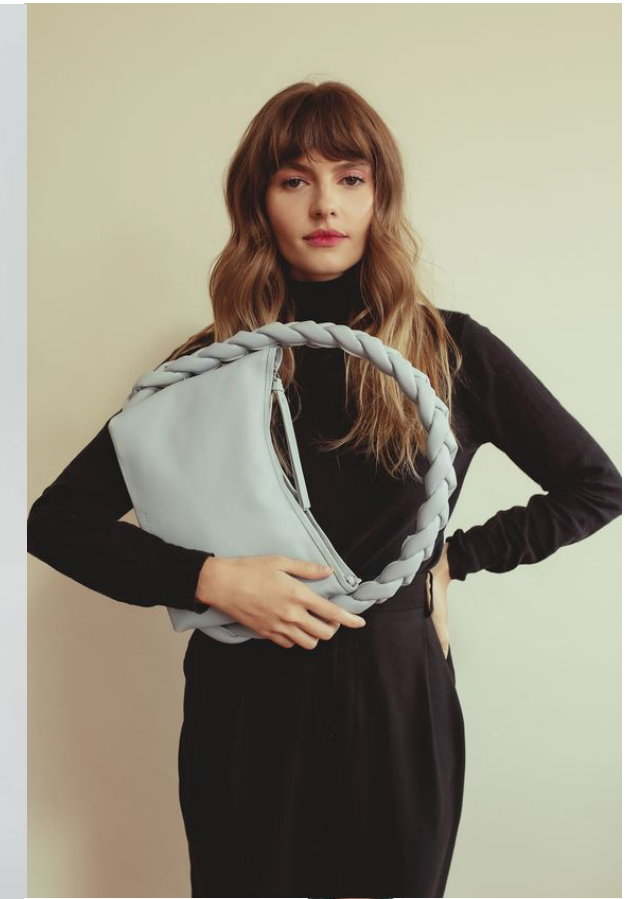


men





## POSING INSPO





PHOTOGRAPHIC AESTHETIC







fpo 1



fpo 2



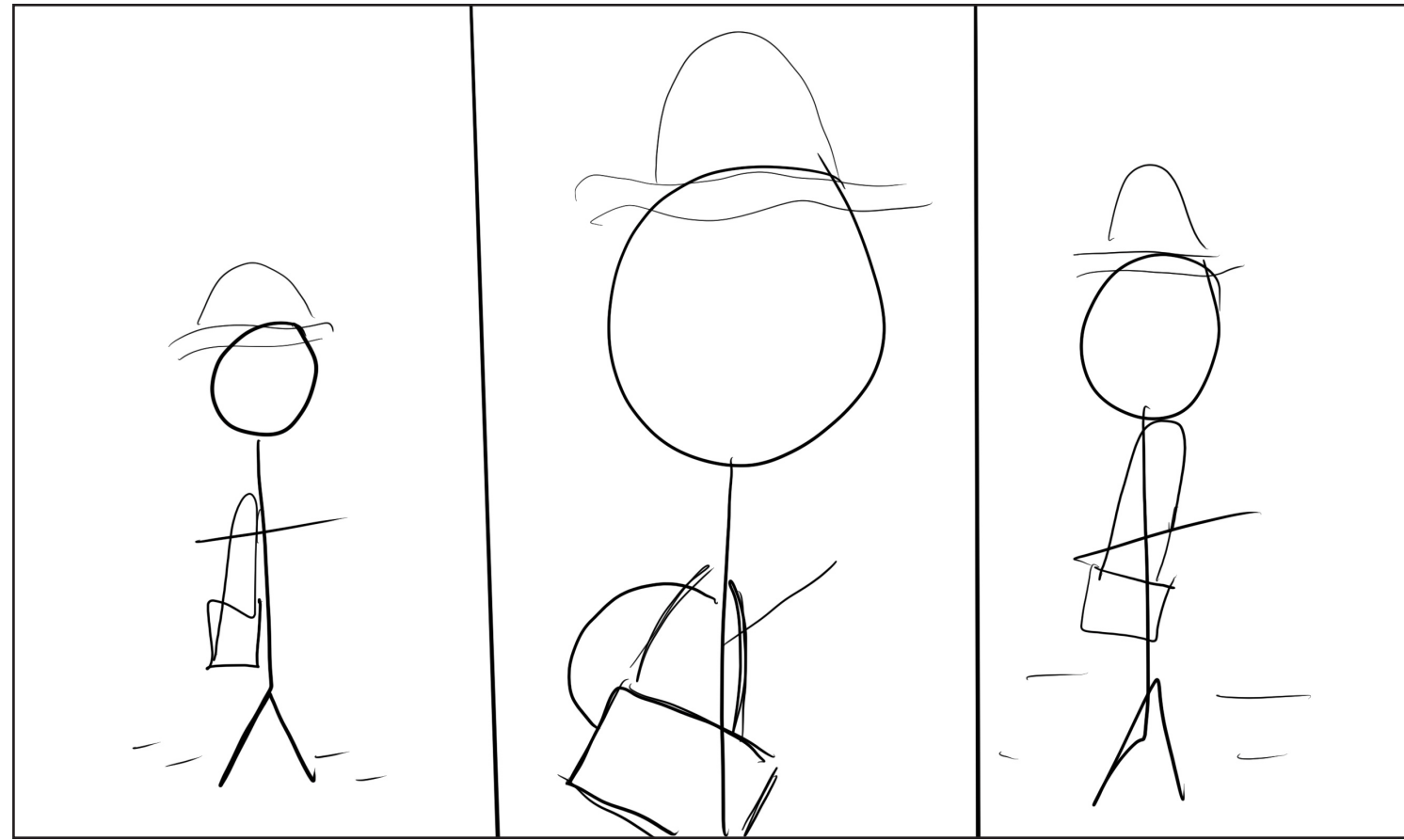
fpo 3



fpo 4



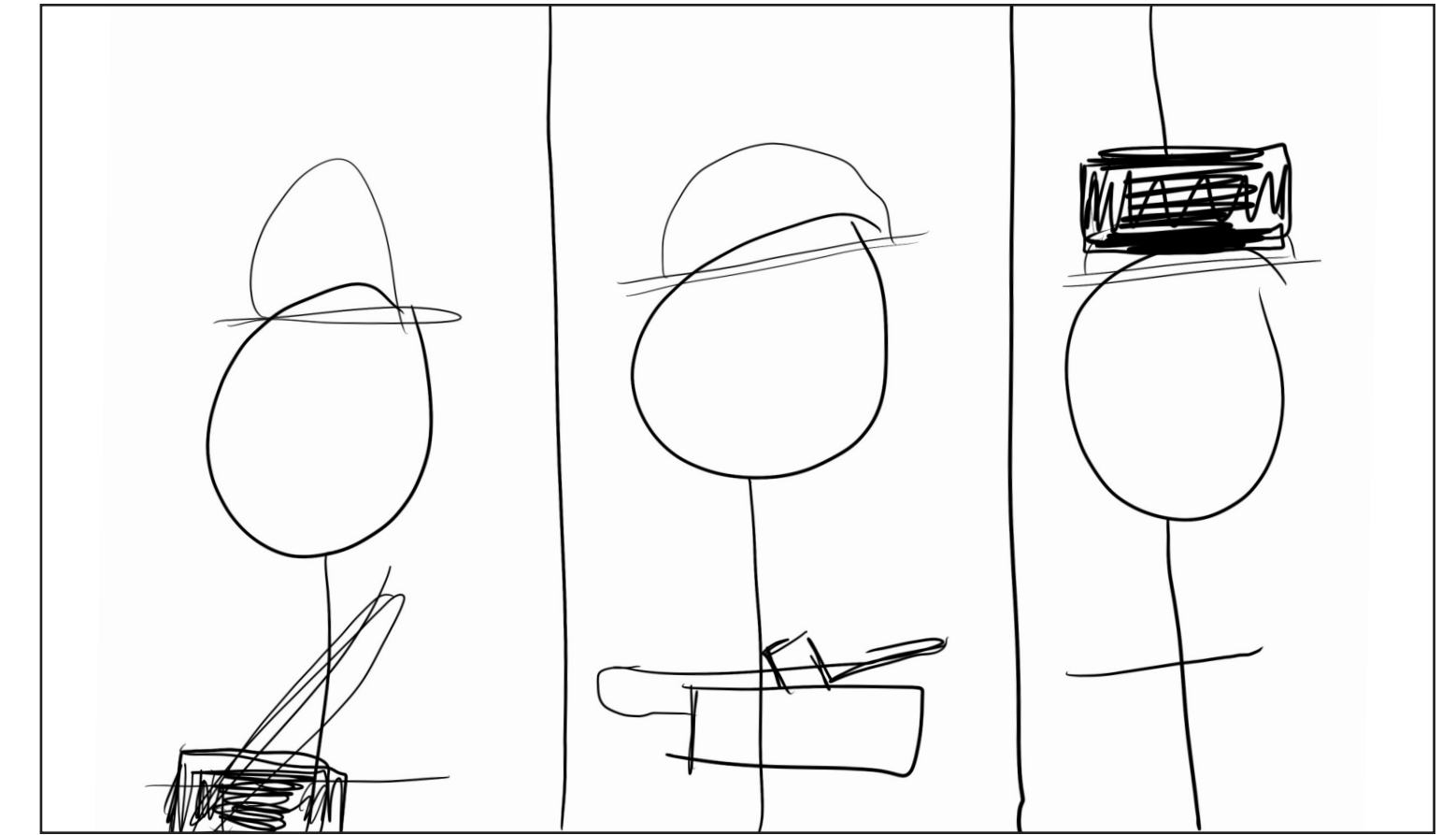
## STORYBOARD



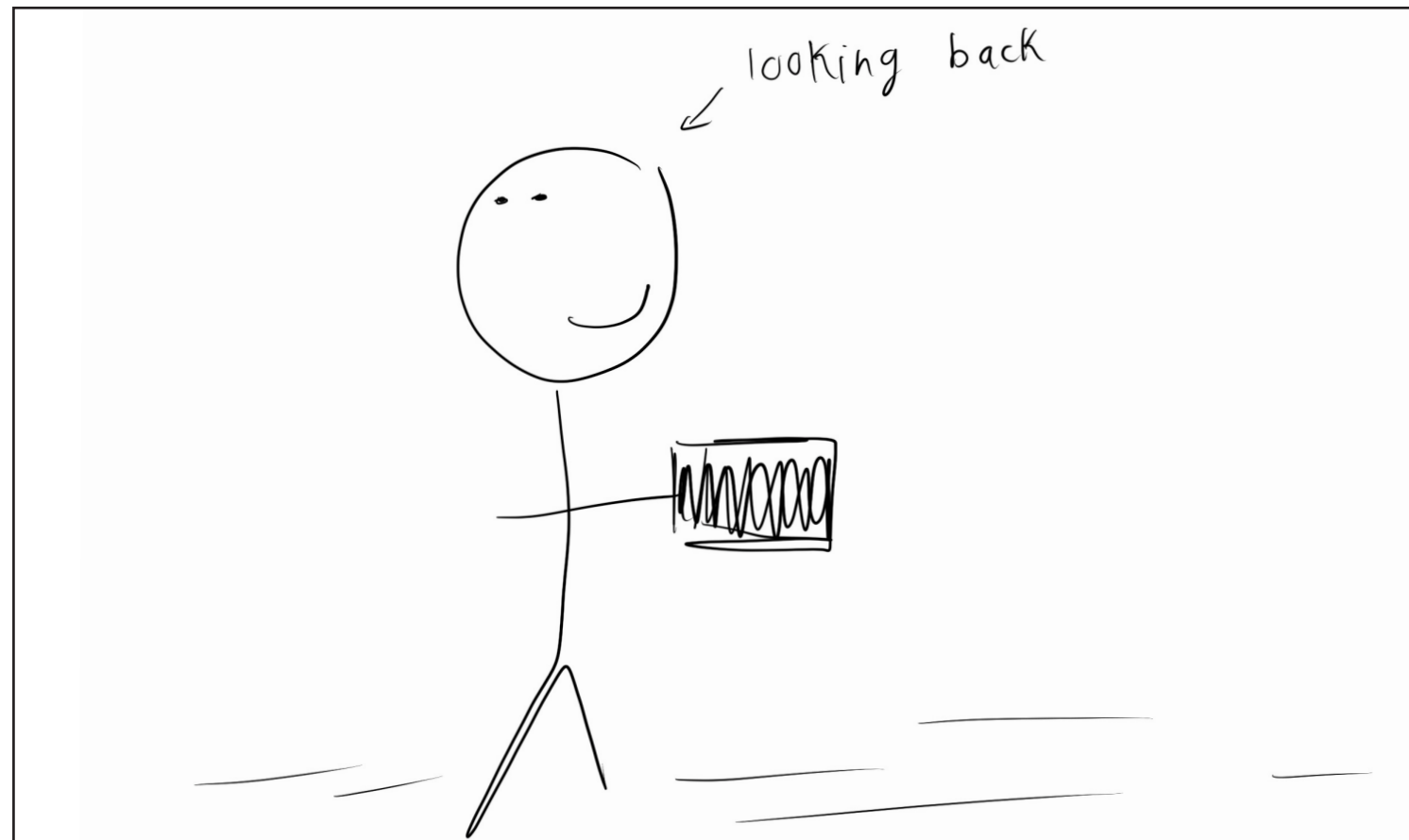
grant walks in wearing the bag (ls) . stops in front of the camera to re-arrange it, we can see the bag and the jacquemus bucket hat, (mls), keeps walking (ls).  
eye level



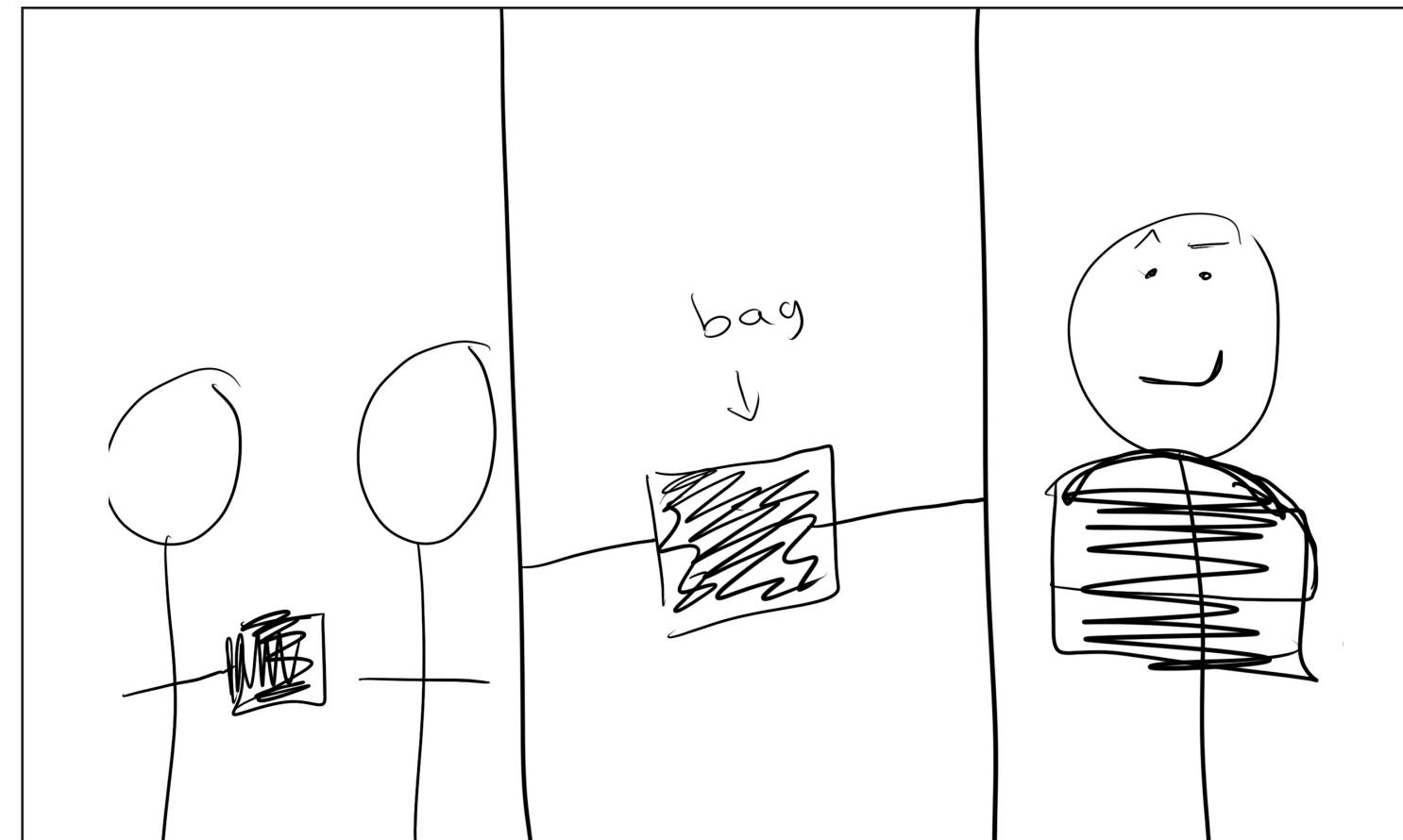
camila walks in and grabs the box from the floor, opens it and sees nothing is in there, throws it to the back and keeps walking annoying (ls).  
eye level



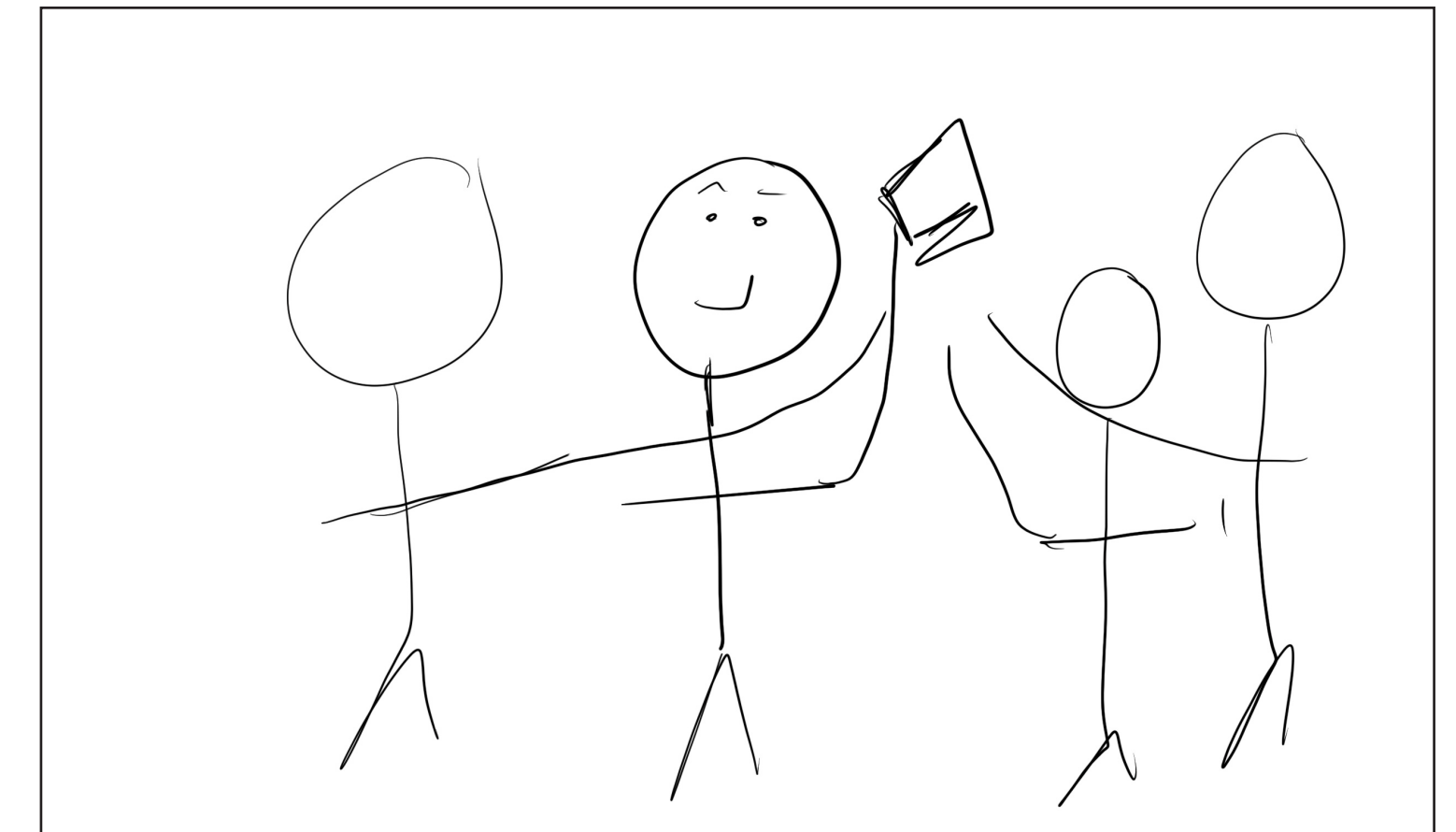
grant with the bag comes in again and opens the bag, takes out the wallet, while he is closing it, irina grabs it from above (mls).  
eye level



irina walks fast with the bag, looking back, and gets out of frame (ls).  
eye level.



logan stands in the middle, in front of the camera, irina enters from the left with the bag (ls), logan takes it away from them (cu), shows it to the camera and makes an "i won face" (mls).  
eye level



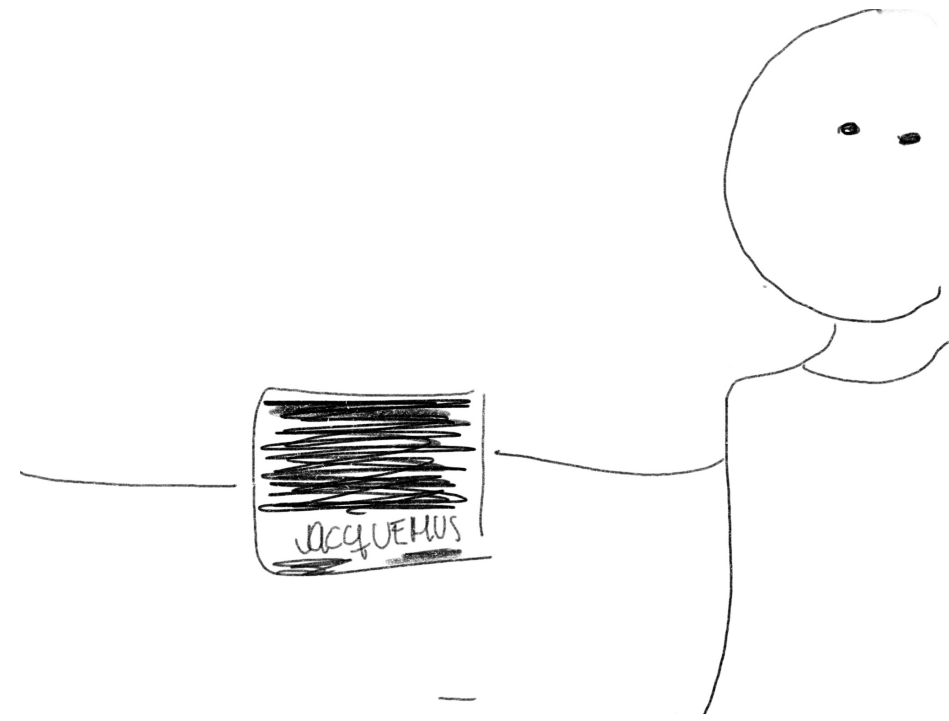
zoom out to long shot, all the models are around logan, the bag is in the middle, they are trying to take it away from him.  
eye level.



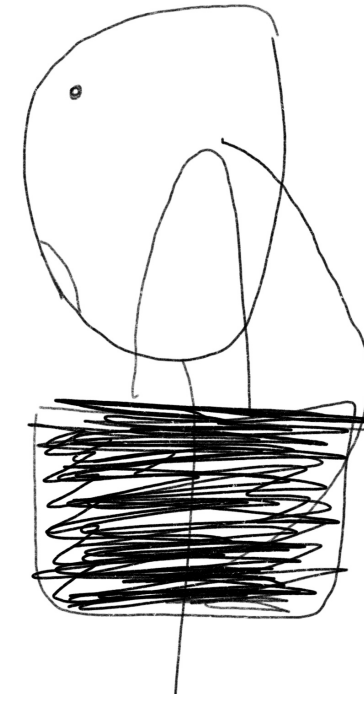
## SHOT LIST



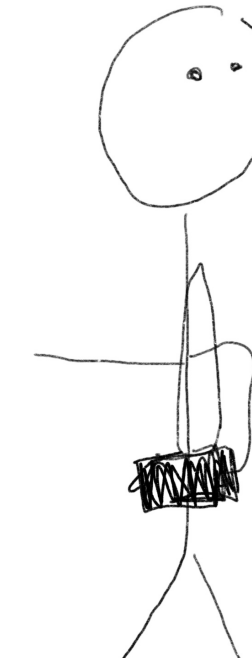
**shot #1**  
eye level  
medium shot  
grant  
grant hugging the bag as if it was a baguette, showing that is theirs.



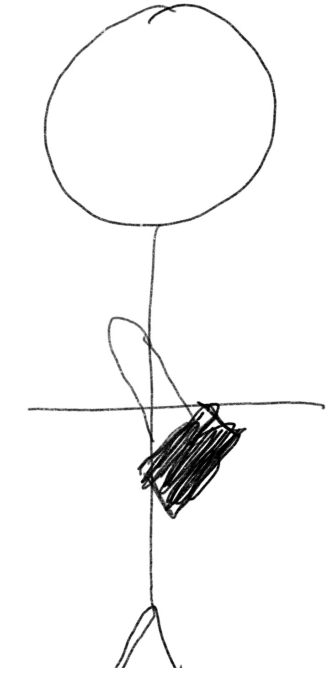
**shot #2**  
eye level  
medium long shot  
grant and irina  
grant hand on the bag and irina grabbing the bag and walking out with it. main focus in the bag and irina.



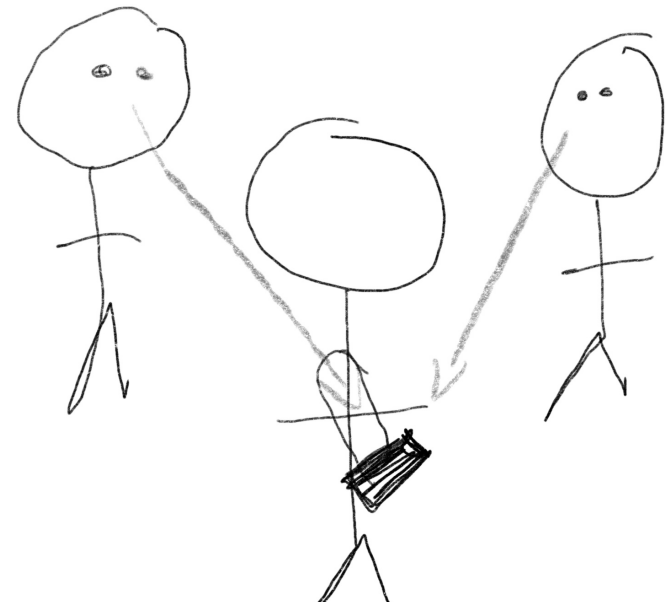
**shot #3**  
eye level  
medium shot  
irina  
grabing bag in their hand and showing it to the camera (in front of), looking at one side and with head to the left.



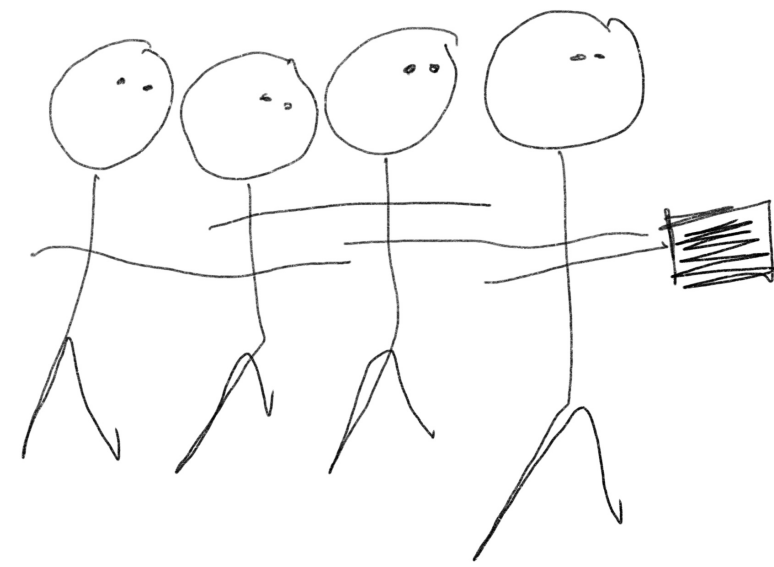
**shot #4**  
eye level  
long shot  
logan  
walking with the bag, aware of the surroundings.



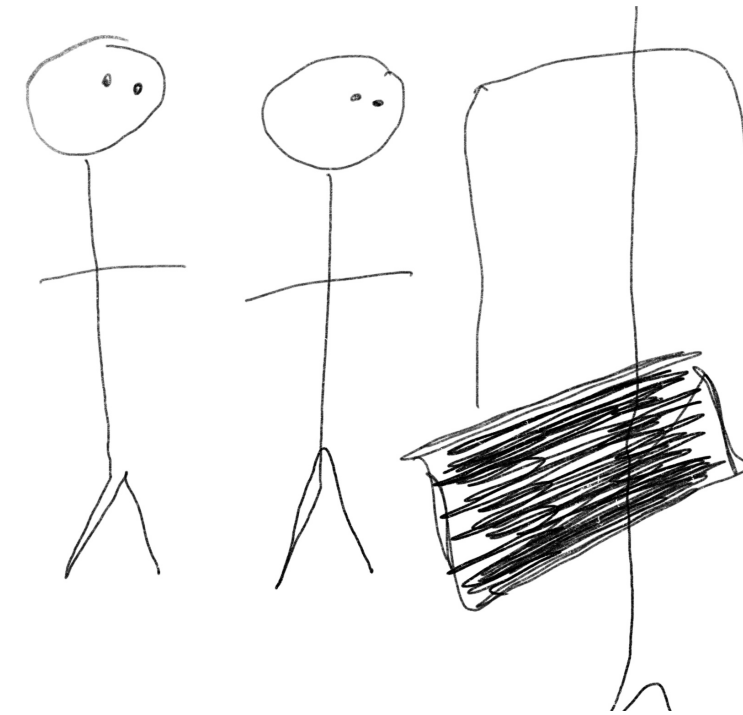
**shot #5**  
eye level  
long shot  
logan  
standing in front of the camera, looking at the front wearing the bag.



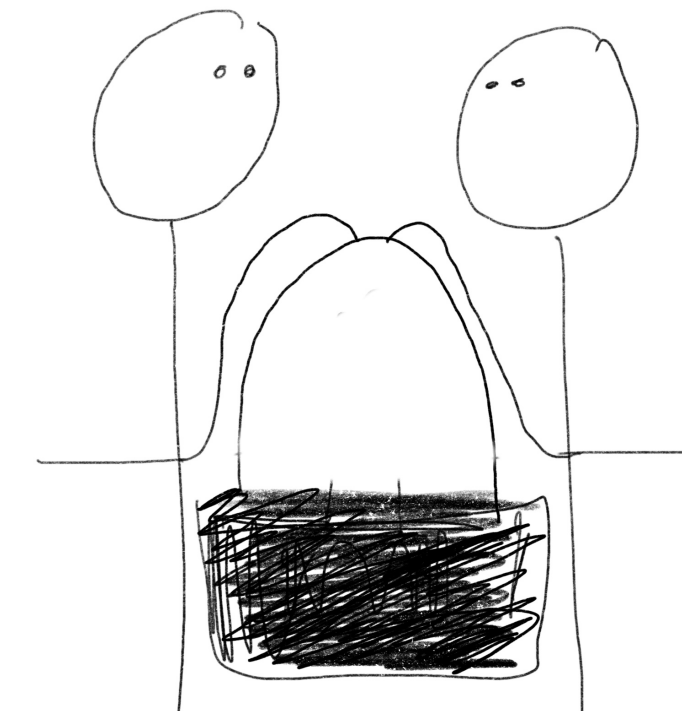
**shot #6**  
eye level  
long shot  
grant, logan and camila  
logan in the middle, grant and camila in the back looking at the bag.



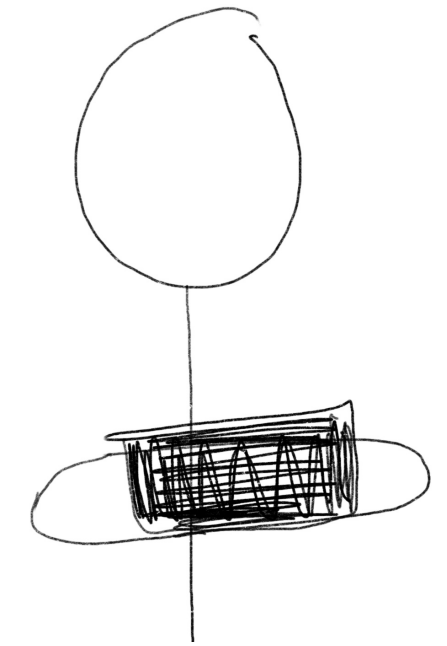
**shot #7**  
eye level  
long shot  
grant, irina, logan, camila  
all in a line trying to get the bag, bag with model 4 at the front.



**shot #8**  
eye level  
long shot  
irina, logan, camila  
irina, logan talking casually looking at the bag, camila walking with the bag.



**shot #9**  
eye level  
medium long shot  
logan, camila  
looking in the eyes, making eye contact, both of them grabbing the bag.



**shot #9**  
eye level  
medium long shot  
camila  
standing in the middle holding the bag like a box.



## TEAM



ana vergara  
creative director, stylist



hannah esquenazi  
photographer



alexa mendi  
assistant photographer



elliot james  
videographer



sophia pates  
makeup artist



irina chemen  
model



grant davis  
model



camila rocha  
model



logan littrell  
model



valentina garcia  
set assistant



CALL SHEET

**date:** april 20th, 2024  
**location:** 441 Bull St, Savannah, GA  
**time:** 9 am- 1:30 pm

**schedule**  
9 am - 10:30 am makeup and hair  
11 am - 1:00 pm video and photoshoot begins  
1:00 pm - 1:30 pm wrap up time

**crew**  
ana vergara - creative director, stylist  
hannah esquenazi - photographer  
alexa mendi - assistant photographer  
elliot james - videographer  
sophia pates - makeup artist  
irina chemen - model  
grant davis - model  
camila rocha - model  
logan littrell - model  
valentina garcia - set assistant





CONTACT SHEET





FINAL IMAGES



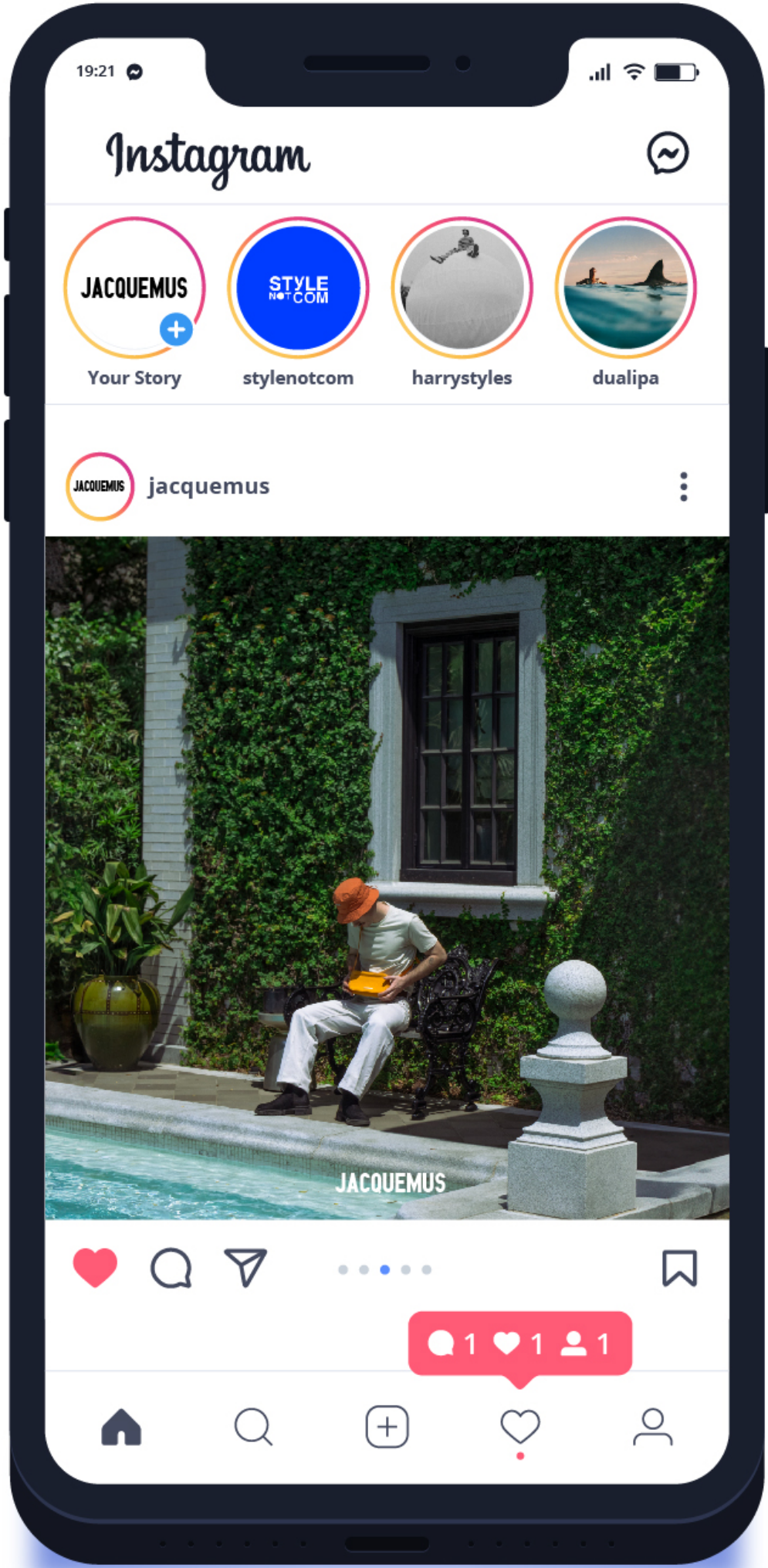


FINAL FLAT ADVERTISEMENTS

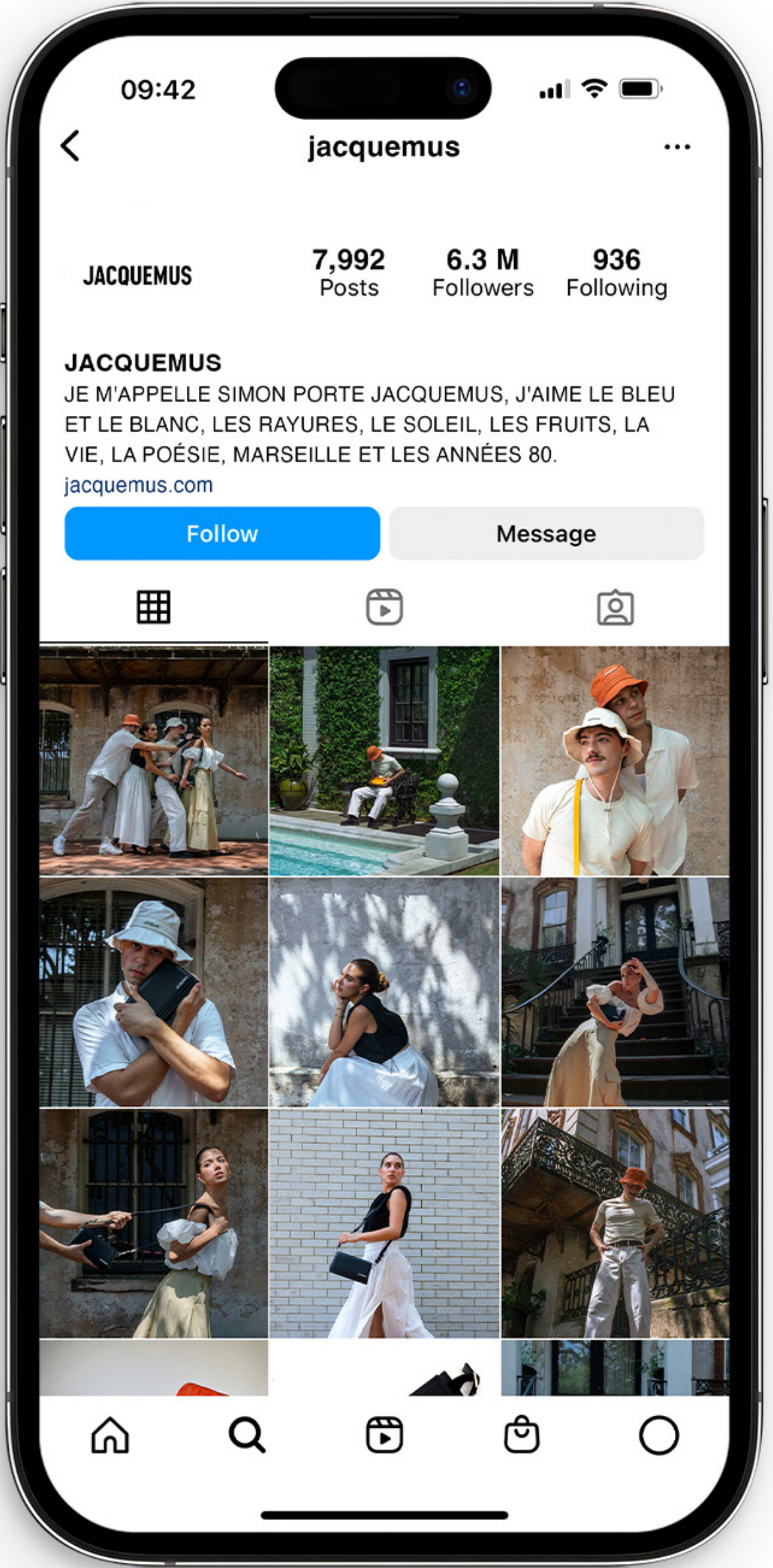




MOCKUPS

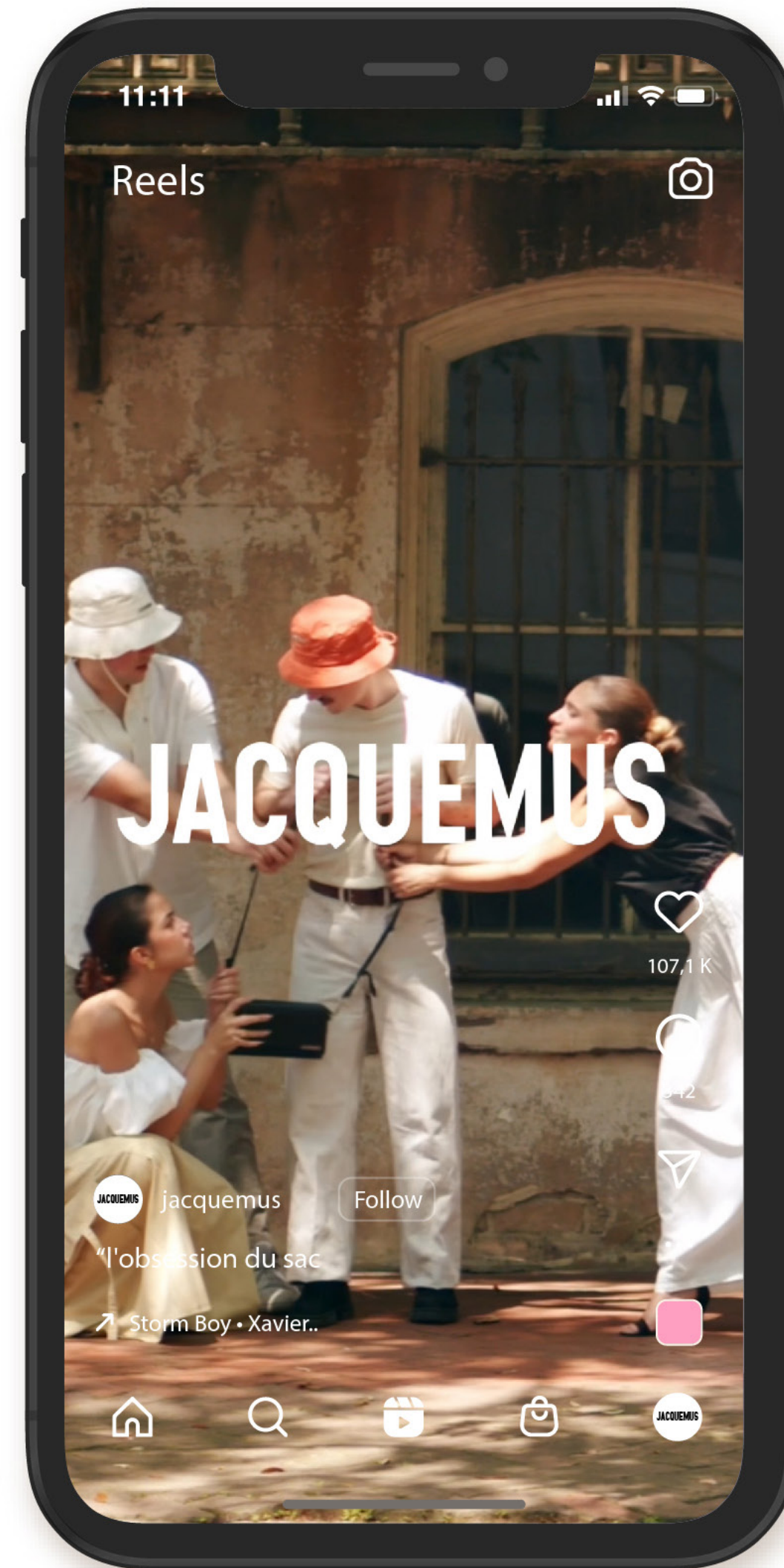




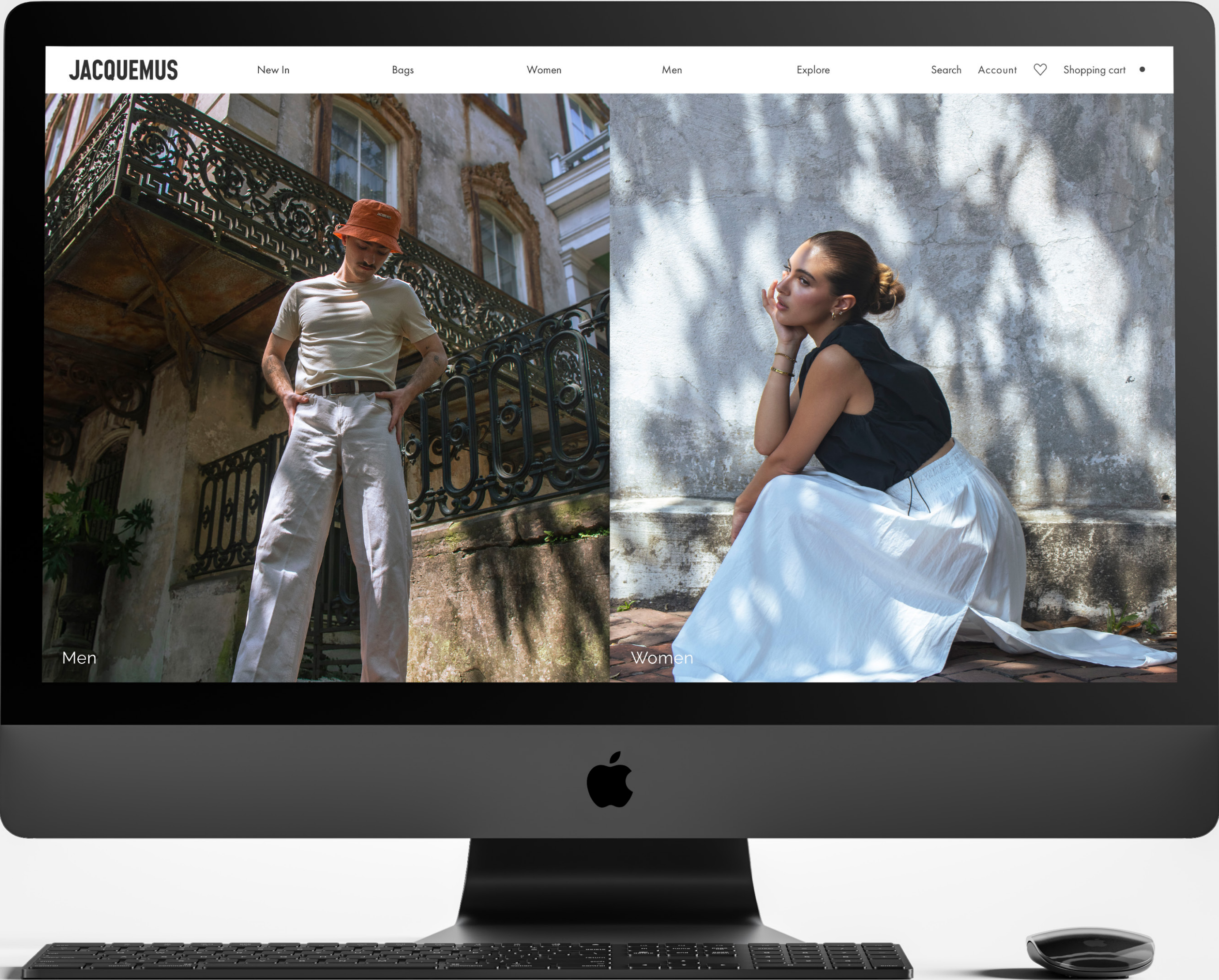




# MOCKUPS









# QUESTIONS



**THANK YOU**