
CONCEPT TITLE:

“Tailored Presence”

OVERVIEW

A classic editorial exploring the power, elegance, and individuality of tailored suits across both masculine and feminine forms. The shoot blends timeless fashion with modern attitude; highlighting structure, silhouette, and subtle sensuality through clean compositions and controlled lighting.

This is about *presence over excess*; letting tailoring, posture, and expression carry the story.

VISUAL DIRECTION

Style:

- High-fashion editorial (Vogue / Numéro inspired)
- Minimal, refined, and intentional
- A mix of studio polish and vintage atmosphere

Colour Palette:

- Monochrome (black, white, greys)
- Deep accents (crimson red suit as hero look)
- Warm neutrals for vintage set

Composition:

- Full-body and $\frac{3}{4}$ fashion frames
 - Negative space for editorial layout
 - Occasional close-up beauty crops
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WARDROBE DIRECTION

Key Looks:

- **Classic Black Suit (Women):**
Deep V blazer, minimal underlayer or none
→ Mood: sensual, powerful
- **Monochrome White Suit:**
Clean tailoring, sharp silhouettes
→ Mood: luxury, quiet confidence
- **Statement Colour Suit:**
Relaxed, open styling
→ Mood: bold, fashion-forward
- **Classic Black Suit (Men):**
Structured tailoring
→ Mood: timeless, effortless

Styling Notes:

- Blend masculine + feminine tailoring across all models
 - Play with “underdressing” (bare chest, tanks, bralettes)
 - Minimal accessories
 - Barefoot or refined footwear depending on look
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SET DESIGN

Primary Setup (Studio):

- Seamless backdrop (white)
- Clean, minimal, editorial

Secondary Setup (Vintage Set):

- Textured environment (aged walls, wood, worn furniture)
- Props like stools, armchairs, or mirrors
- Warmer tones to contrast the clean studio look

Creative Purpose:

The vintage set introduces contrast; placing modern tailoring in a timeless, slightly nostalgic environment.

It adds depth and gives the editorial a duality:

- **Studio = control, precision, modernity**
 - **Vintage = character, mood, story**
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LIGHTING DIRECTION

Studio Lighting:

- Hard, directional light
- Strong shadow play
- High contrast

Vintage Set Lighting:

- Slightly softer but still directional
- Window-light feel or motivated light sources
- Controlled shadows to retain editorial edge

Goal:

Maintain consistency in mood while allowing the environment to subtly shift the feeling.

POSE & ENERGY

- Confident, composed, slightly detached
 - Editorial movement (walking, leaning, seated poses)
 - Use environment more in vintage set (leaning, interacting with props)
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MOOD & STORY

Themes:

- Power in simplicity
 - Modern vs timeless
 - Control vs character
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DELIVERABLES

- 8–15 final editorial images (Depending on photographer)
 - Mix of studio + vintage set shots
 - Solo + interaction frames
 - Magazine-ready crops
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WARDROBE OPTIONS

Suit with casual t-shirt:

Coloured/Black Suit with bare chest:

Suit with Dress Shirt:

