A briefing document

The “Timeless Elegance” photoshoot captures the sophistication and understated luxury of vintage Chanel-inspired fashion, blending timeless style with modern updates. This campaign showcases a collection that reimagines antique looks for contemporary audiences, emphasizing grace, poise, and refinement. The imagery will appear in digital lookbooks, social media campaigns, and print advertisements. Targeting women aged 25 to 50, the campaign resonates with individuals who value classic, high-end fashion rooted in elegance.

The creative vision draws on iconic Chanel styles, focusing on tailored tweed suits, pearl accessories, and feminine silhouettes. The concept blends the romanticism of mid-20th-century high fashion with a contemporary edge. Rich textures such as tweed, silk, and lace will contrast with a soft color palette of ivory, beige, black, and blush pink. By combining elegant styling with atmospheric settings, the shoot highlights the timeless appeal of vintage couture while making it relevant for today’s audience.

The photoshoot is scheduled for January 15, 2025, from 9:00 AM to 7:00 PM. Two carefully selected locations will set the tone: a historic mansion with opulent interiors in the morning and a minimalist studio in the afternoon. These spaces will provide the perfect backdrops for both narrative-driven and detail-focused imagery. The team includes creative director Lorien Davis, photographer Victoria Notte, stylist Bibelle Robertson, and hair and makeup artist Isabelle Jenkins.

Victoria Notte will oversee photography, capturing both editorial full-body shots and close-ups that emphasize the collection’s fine details. Stylist Bibelle Robertson will curate each look to balance authenticity with modern relevance, while Isabelle Jenkins will craft polished, retro-inspired beauty looks, including finger waves and classic red lips. Models Kylie Sliver and Grace Denyer will embody the collection’s poised sophistication through graceful and timeless poses.

The collection features ten curated looks, including high-waisted trousers, silk blouses, flowing evening gowns, and tweed blazers paired with pencil skirts. Accessories such as quilted handbags, layered pearls, and vintage brooches will enhance each outfit, while sleek hairstyles and radiant makeup complete the look. Every piece will be pre-fitted to ensure seamless execution.

The morning session at the mansion will focus on storytelling, capturing the models in candid yet refined moments within lavish interiors like grand staircases. The afternoon studio session will shift to clean, minimalist compositions that highlight the textures, tailoring, and craftsmanship of the garments. Props such as antique furniture, vintage luggage, and floral arrangements will add depth, while softbox lighting and high-resolution cameras will ensure a polished aesthetic.

The budget for the shoot is $15,000, covering stylist fees, hair and makeup, photographer, models, venue rentals, and editing. Preparations, including wardrobe selection and fittings, will conclude by January 10. The photoshoot will take place on January 15, with first drafts of edited images delivered by January 25 and final assets by January 30.

If unforeseen issues arise, such as bad weather, the mansion shoot will move to the studio, where a vintage-inspired set will replicate the intended aesthetic. Backup equipment and wardrobe options will ensure continuity. The final deliverables will include 30 professionally edited, high-resolution images in JPEG and TIFF formats, blending narrative storytelling with close-up detail shots, suitable for both digital and print use.