

Yuer Wang

Professor Stephen White

FASM210

Project 2: Fashion Advertisement

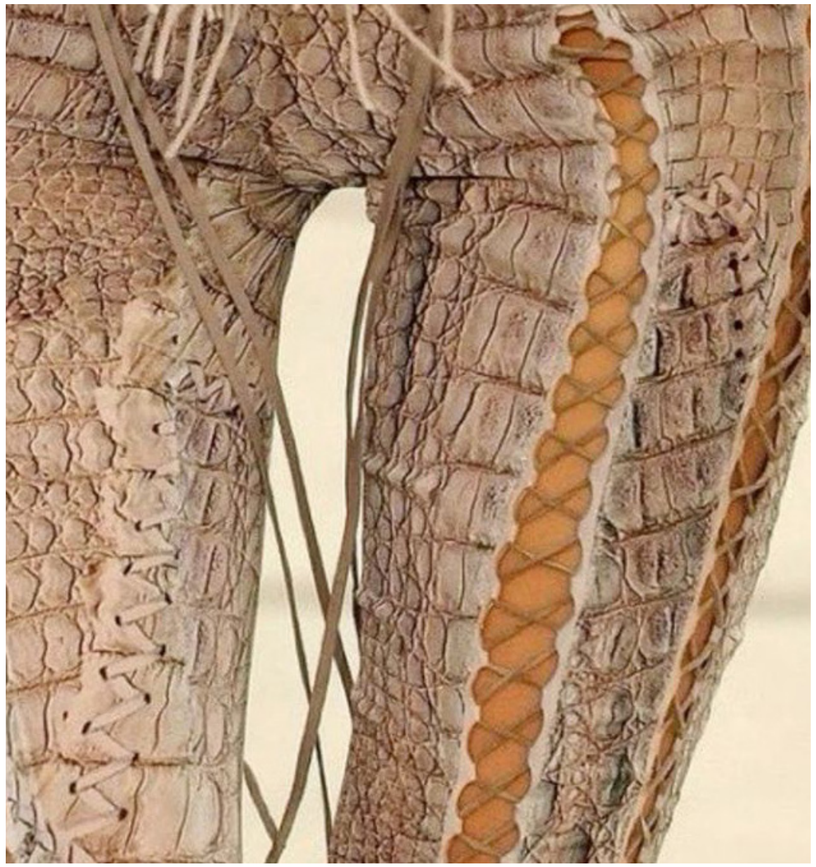


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- Styling
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- Props (if necessary)
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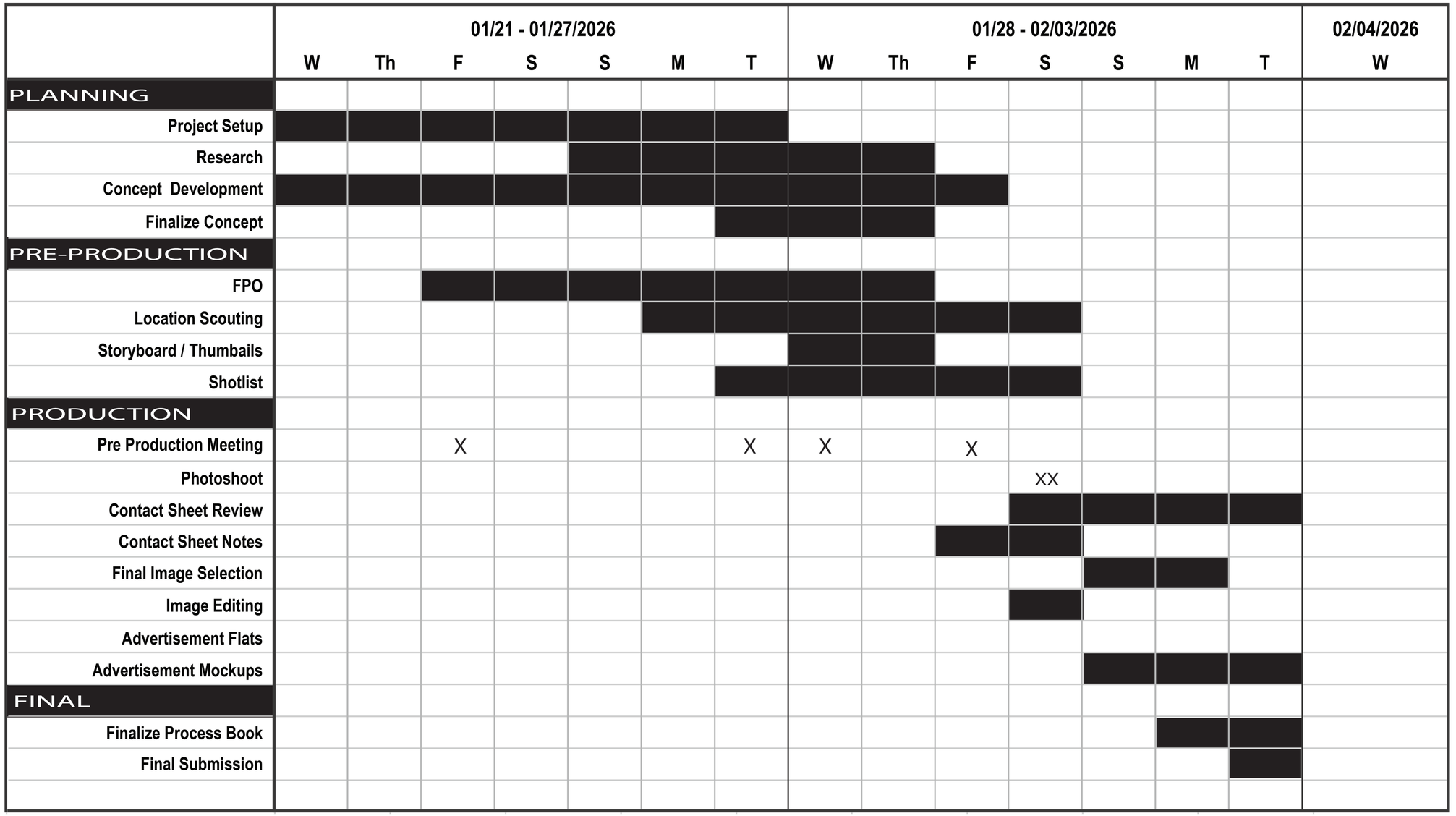
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Roberto Cavalli



IMPORTANT DATES

Wednesday, 01/28/2026 (FPOs, Storyboard, Shotlist, Call Sheet)
Monday, 02/02/2026 - Photo Review in class
Pre-Production Meeting -
Shoot Date -
Wednesday, 02/04/2026 - Final Project Due

X Pre Production Meeting

XX Photoshoot Date

CALL SHEET

PROJECT:	Roberto Cavalli Mock Campaign	DATE:	2/1 Sunday	CALL TIME:	9:00am	WRAP:	3:30
LOCATION:	• EMMA James	ADDRESS:	• 101 Cay plz				

CONTACTS

PRODUCER:	X	PHONE:	
CREATIVE DIRECTOR:	• Yuer Wang	PHONE:	9123065404
PHOTOGRAPHER:	• Pk	PHONE:	X

CREW / TALENT

Creative Director: Yuer Wang
Photographer: Pk
Stylist: Yuer Wang/ Gabrielle Miller/Carter Woellery
Makeup: Vivian Poe Darli
Hair: Vivian Poe Darli
Assistant(s): Hannah Hammer

NAME		
	Faith Mclawhorn.	fmclaw20@student.scad.edu
	Paige Malwitz	pmalwi20@student.scad.edu
	Akira Haun	a30havn@gmail.com
	Kyan Burris	kburri21@student.scad.edu
	Peyton Walston	pwalst19@student.scad.edu
	David Hulder	dhodle20@student.scad.edu

SCHEDULE / NOTES

Female models are required to bring black boots, black underwear, and black safety shorts.
- Please arrive with base makeup applied (foundation only, no heavy eye or lip makeup).
- Hair and final makeup touches will be provided on set.

Meet the Team



Creative Director / Stylist - Yuer Wang



Stylist Assistant - Gabrielle Miller



Makeup Artist - Vivian Poe Darli Win

Meet the Team/ Photo Crew



Photographer - Titar Singtakong



Photographer Assistant - Sydney Patton



Gaffer - Tess Goedde



Faith Mclawhorn



Akira Haun



Paige Malwitz

Meet the Models



Kyan Burris



Peyton Walston



David Hudler



Brand Research

Roberto Cavalli is an Italian luxury fashion brand known for its bold, sensual, and expressive style. The brand is defined by animal prints, leather, rich colors, and dramatic silhouettes.

Cavalli's design focuses on **confidence, power, and freedom**. Rather than minimalism, the brand embraces glamour and intensity, encouraging people to stand out and own their presence.

Overall, Roberto Cavalli represents a lifestyle of luxury, wild energy, and fearless self-expression.

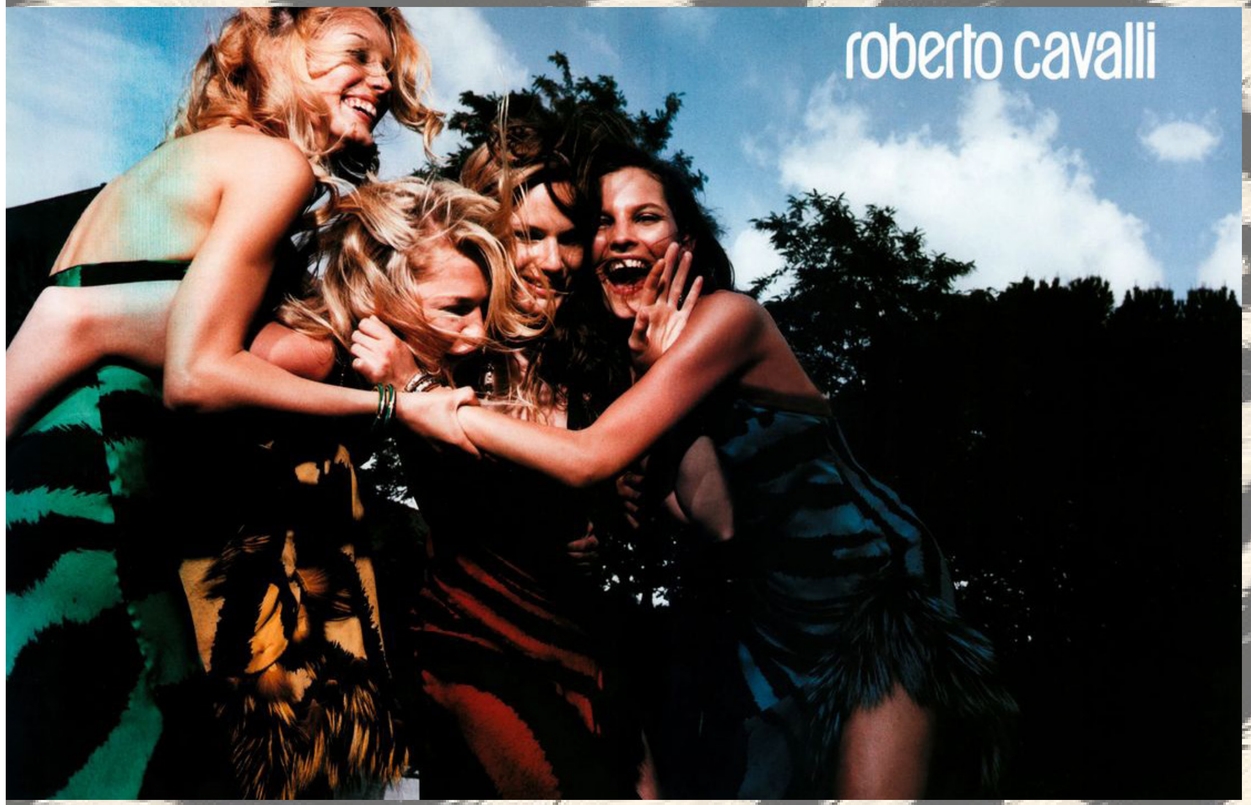
Industry and Trend Research

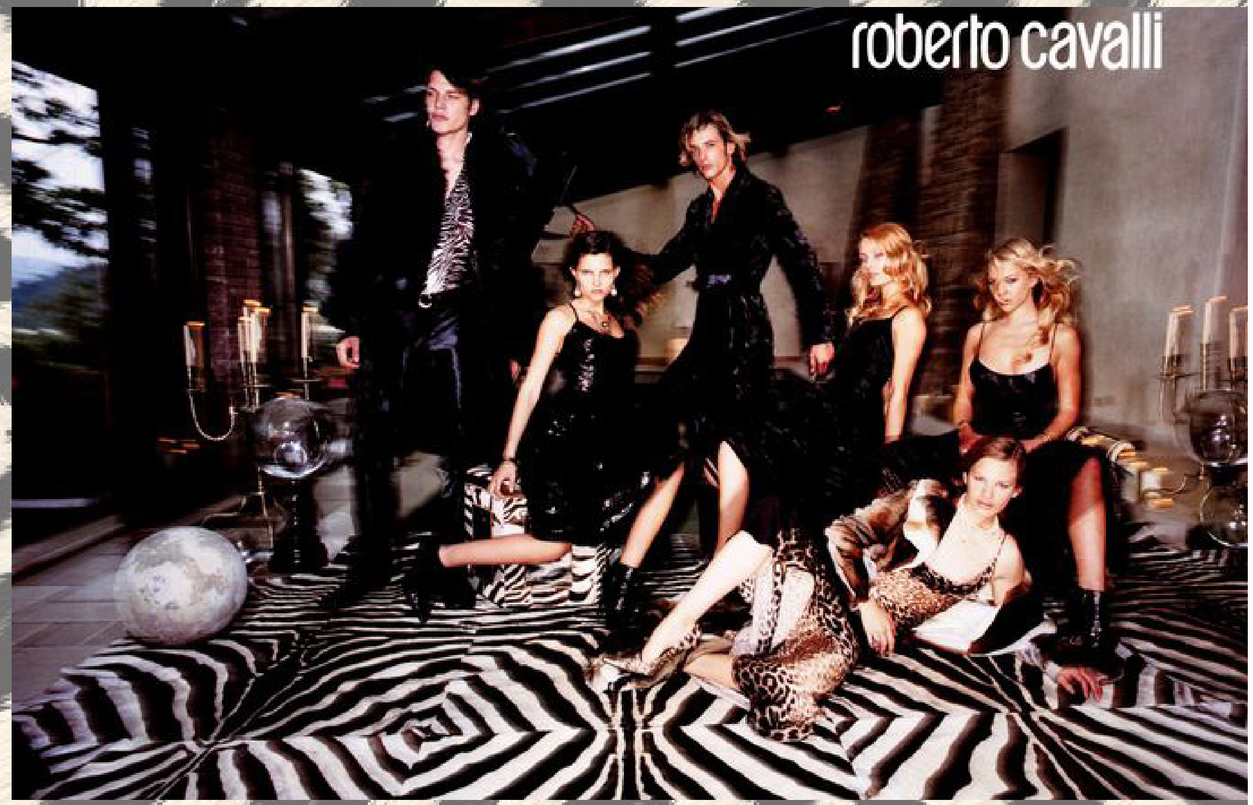
While much of the fashion industry is **shifting toward minimal, quiet luxury**, **Roberto Cavalli continues to stand out through bold, expressive design.** The brand is known for embracing glamour, sensuality, and statement-making visuals rather than restraint.

Cavalli's use of animal prints, leather, and dramatic silhouettes reflects a growing desire for fashion that feels powerful and unapologetic. In a market full of neutral tones and simplicity, Roberto Cavalli represents confidence, individuality, and visual impact, making it distinctly recognizable within current trends.



Roberto Cavalli Past Campaigns





Roberto Cavalli Spring Summer 2026



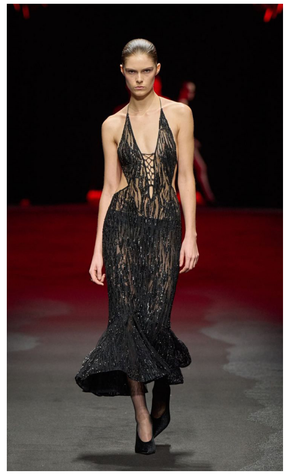




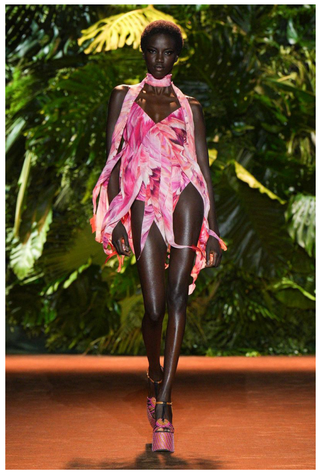

Roberto Cavalli Fall Winter 2025





Roberto Cavalli Spring Summer 2024

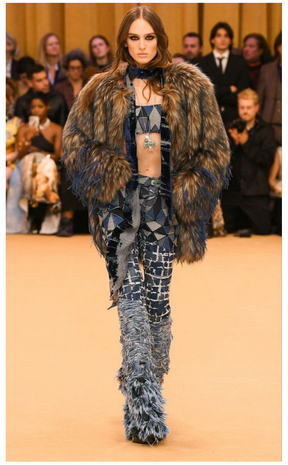


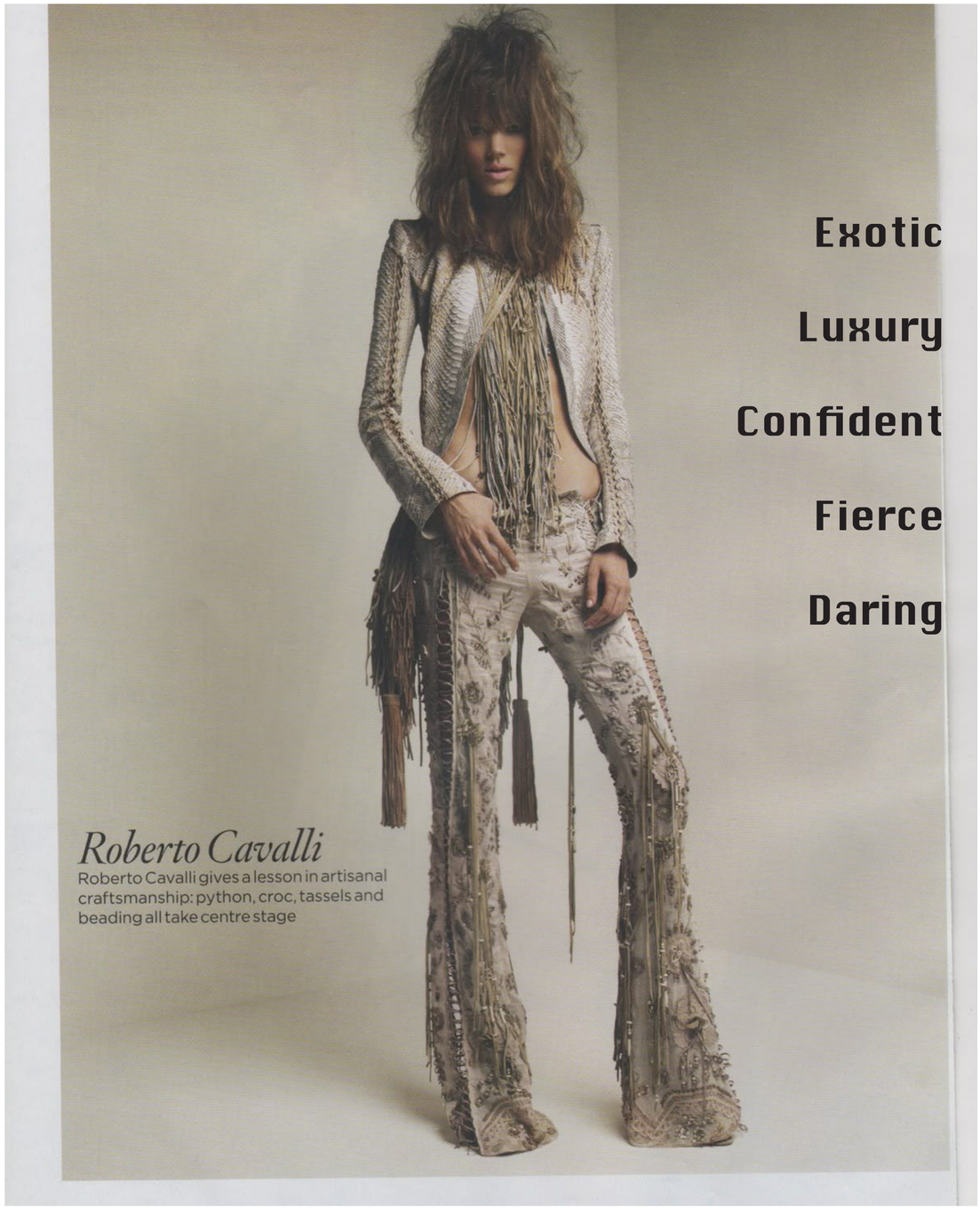


Roberto Cavalli Fall Winter 2023











Concept Statement:

This concept is a visual expression of living boldly. Inspired by Roberto Cavalli, it portrays a woman who moves with confidence, instinct, and desire. Animal prints speak to freedom, leather embodies strength, and fringe captures raw movement and energy.

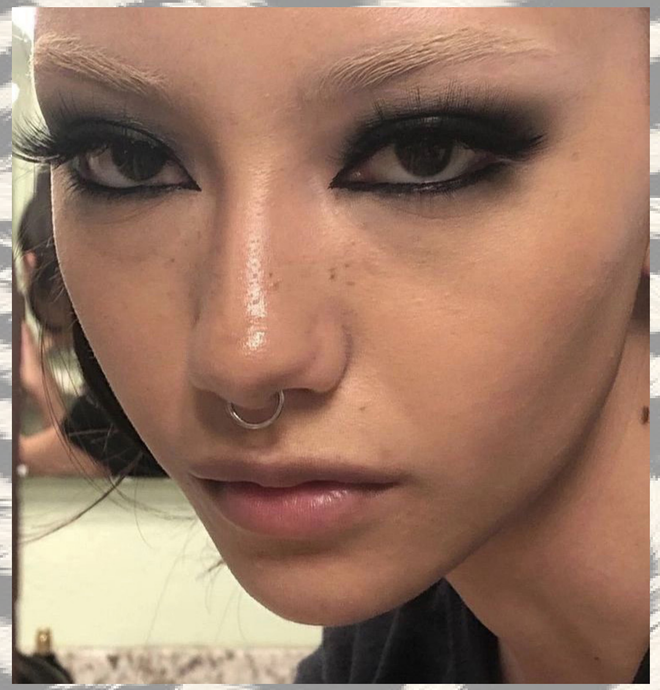
The body becomes the statement—sensual, powerful, and in control. This is fearless, self-defined femininity that invites the viewer to take up space and live without apology.





The Moodboards

The Makeup







The Hair







The Location

101 Cay Plz, Savannah, GA 31421







The Lighting

Cinematic, **high-contrast** editorial lighting with

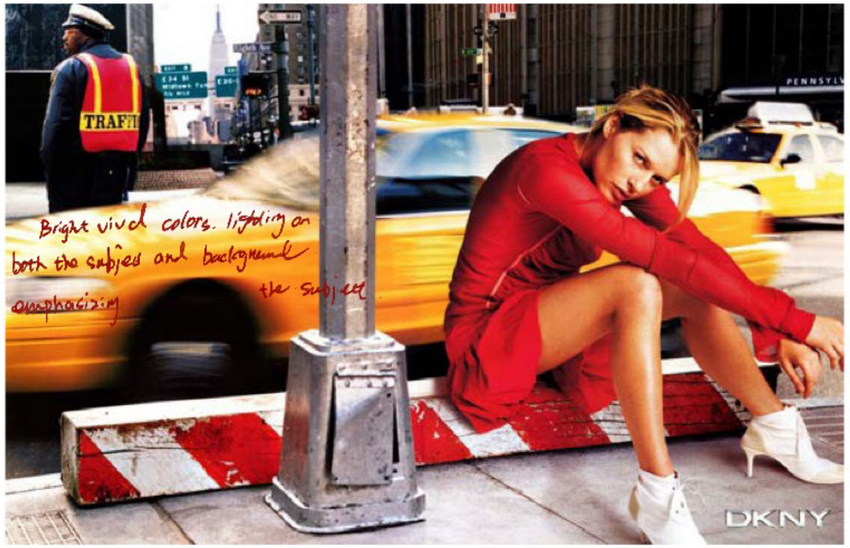
hard, directional light that creates **deep shadows**

and **highlights the body's contours**, giving a

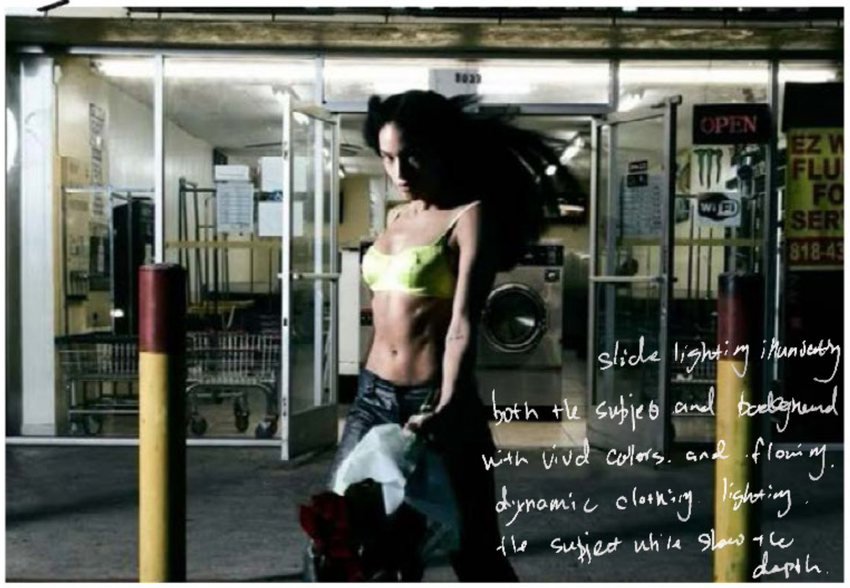
raw, sensual, and bold Roberto Cavalli–inspired

mood.









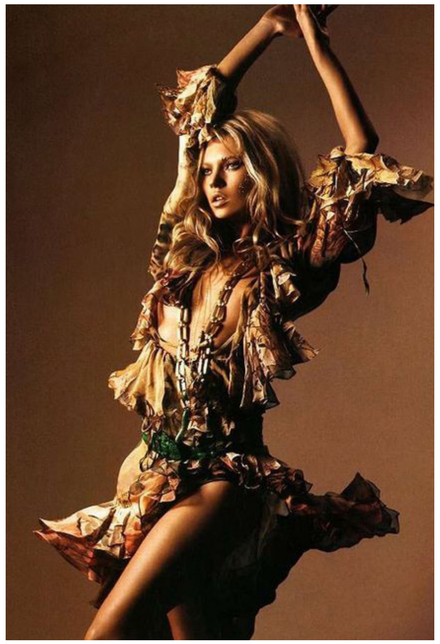








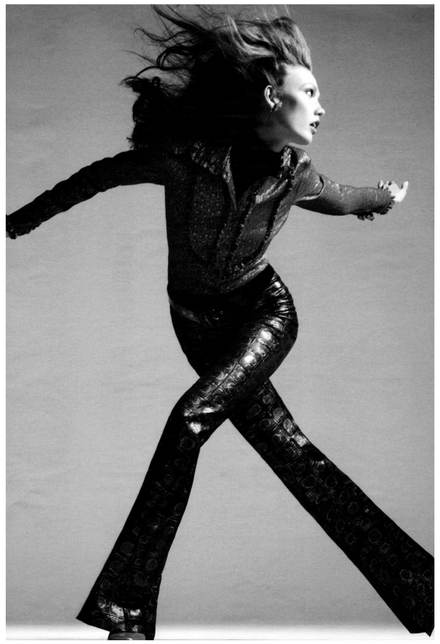
Photographic Mood Board
/ Dramatic Fashion Editorial

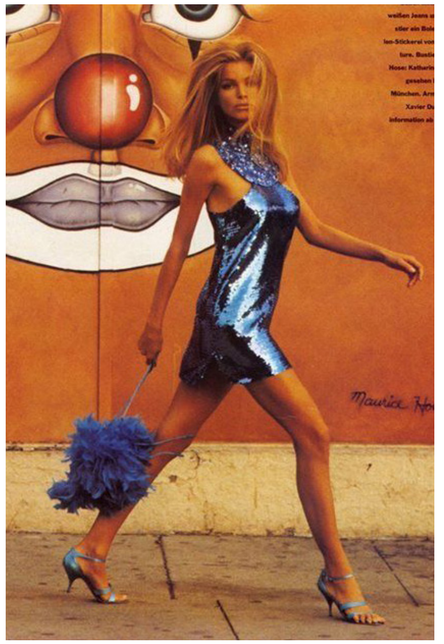




The Posing

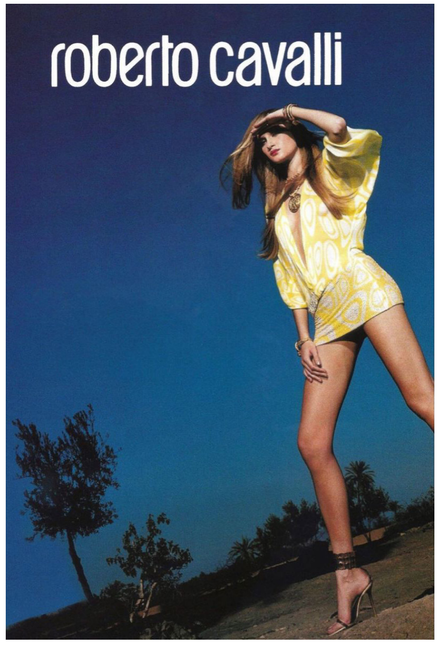
Bold, elongated poses with strong body lines, exaggerated movement, and asymmetrical balance, combining tension and fluidity to create a powerful, sensual, and unapologetically confident Roberto Cavalli–style attitude.















For Placement Only

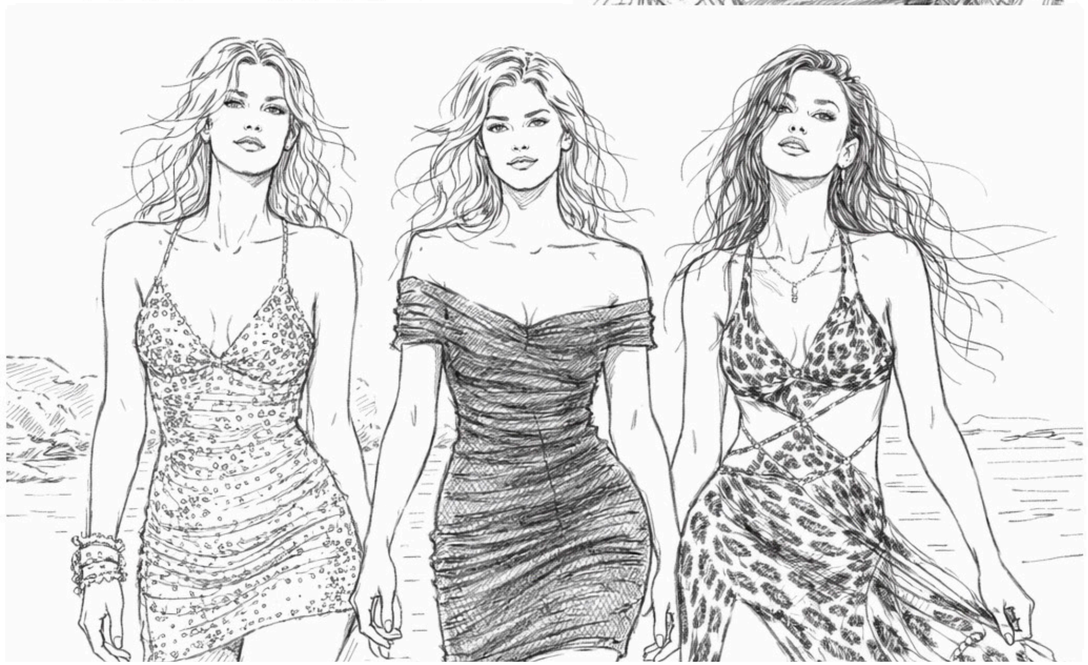


STORYBOARD









Shot Lists

Background: Historic Architecture / Street / Road
Keywords: Power · Sensual · Wild · Confidence · Ownership

Bay/outdoor shots

Shot1.

Description: Power Stance at the Dock: Model stands centered at the dock edge, feet grounded, shoulders open

Camera Angle: Eye-level, centered

Lighting / Mood: High contrast, bright and bold, water reflections, vibrant colors; diva energy, claiming the space

Shot2.

Description: Leaning with Control: Model leans against a railing or mooring post, one leg bent

Camera Angl: Slight low angle

Lighting / Mood: Side directional light, warm and saturated, dramatic shadows; relaxed yet dominant

Shot3.

Description: Walk Toward Camera: Model walks along the dock or from a boat

Camera Angl: Eye-level, frontal

Lighting / Mood: Backlight for fringe shimmer, high exposure, bold color pop; fearless movement

Shot4.

Description: Over-the-Shoulder Gaze: Model turns back to look at the camera

Camera Angl: Slightly above eye-level

Lighting / Mood: Side light emphasizes jawline/cheekbones, deep shadows, colorful tones; cool, confident, slightly provocative

Shot5.

Description: Post Interaction: One hand on a dock post or boat mast, body slightly twisted

Camera Angle: 3/4 angle

Lighting / Mood: Side light, deep shadows, emphasizes waistline and fringe/texture; bold & sexy

Shot6.

Description: Ladder / Dock Steps Dominance: Model positioned higher, looking down

Camera Angle: Low angle

Lighting / Mood: High contrast sunlight, saturated colors; commanding presence and authority

Carpet, Poker Room, Pool Table/ Indoor shots

Shot7.

Description: Reclining on Carpet: Model lounges on a plush carpet, legs extended, upper body propped on one arm

Camera Angle: Low angle, slight side

Lighting / Mood: Soft spotlight with high contrast, warm tones, saturated colors; relaxed yet seductive, diva energy

Shot8.

Description: Carpet Close-Up: Model lying on carpet, face framed with hand or hair

Camera Angle: Close-up, eye-level

Lighting / Mood: Directional light from side, deep shadows, vibrant highlights; intimate, bold, confident

Shot9.

Description: Poker Room Over-the-Shoulder: Model glances back from the table toward camera

Camera Angle: Slightly above eye-level

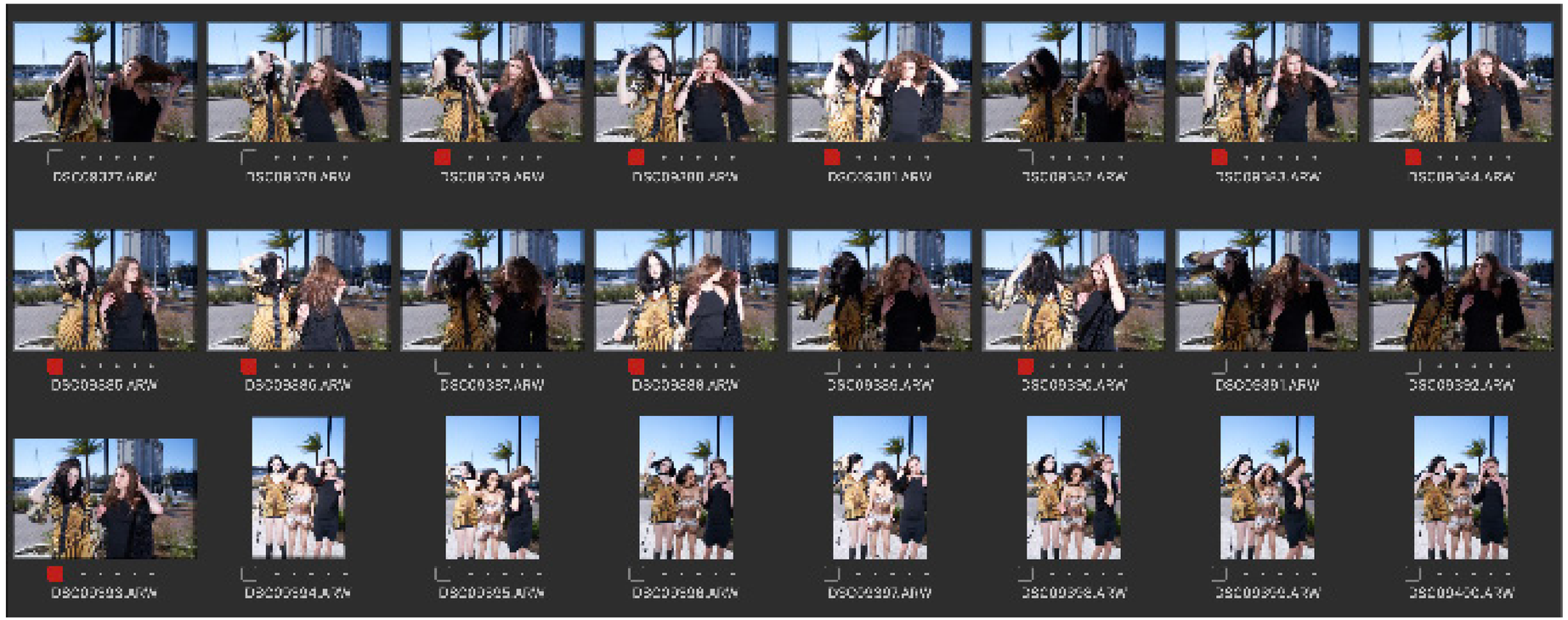
Lighting / Mood: Side light with soft fill, saturated colors; cool, confident, playfully provocative

Shot12.

Description: Pool Table Lounge Pose: Model leans on table edge or sits on stool, relaxed posture

Camera Angle: Eye-level, wide

Lighting / Mood: Ambient lighting with contrast highlights, bold color grading; relaxed yet fearless, diva confidence



Contact Sheet

Adjust overall exposure to **create a bright, energetic base** while maintaining depth in both **highlights and shadows**.

Lift shadow areas slightly to **reveal detail** in clothing and facial features without flattening the image.

Fine-tune highlights to enhance **contrast** and create a **warm glow** on skin and fabrics, avoiding harsh or blown-out areas.

Increase **color saturation** selectively to achieve vibrant, high-impact tones while keeping skin tones natural and balanced.

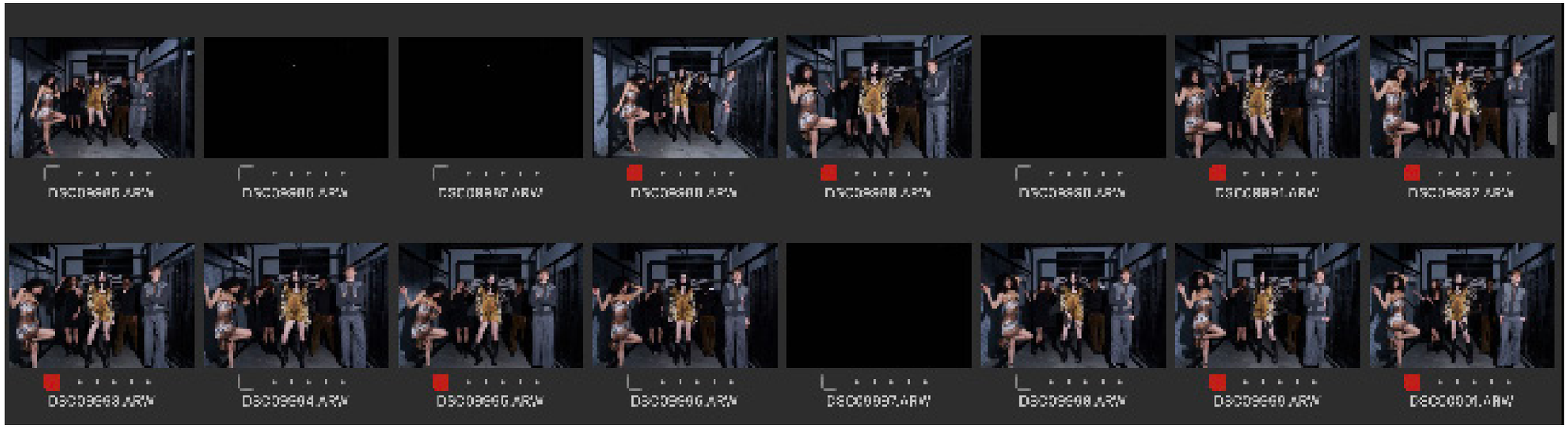
Apply a **soft warm color** grade to unify the series and enhance the sun-lit, **bay-side atmosphere.**

Establish a warm overall color temperature to create an inviting, **night-life atmosphere.**

Prioritize strong, directional lighting on the models to clearly define facial features, movement, and form.

Lower background exposure to create contrast and depth while retaining enough detail to keep light sources and space readable.

Shape light and shadow carefully to emphasize dimension, avoiding flat lighting on the subjects.




roberto cavalli


SOUTH
ACCESS
PLATFORM
DOCK A, B
DOCK C




CATAN
CATAN
CATAN
SCRABBLE
MONOPOLY












CATAN
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