untamed youth



Alanna Wang Katie Tong Wenji Liu
FASM 210 | Prof. White | Spring 26'

02 PRODUCTION SCHEDULE

04 TEAM HEADSHOTS

07 BRAND & INDUSTRY

08 STATEMENT

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planning --------- 02/06 ~ 02/18
pre-production ---------- 02/16
research ---------- 02/06 - 02/16
production -------- 02/20 ~ 02/21
post-production -------- 02/21 ~ 03/01
final project ---------- 03/02



CREW

Editors Board

Creative Director
Alanna Wang
Katie Tong
Wenji Liu

Director and Producer
Alanna Wang

Photography
Titar Songtakong

Photography Assistant
Sydney Patton

Gaffer
Caedmon Peterson

Stylist
Alanna Wang

Makeup Artist
Vivian Poe Darli Maung Win

Talent
Noelle Hampton
Julia Gudgeon
Chloé Jean Miles



Alanna Wang | alannawang_
CD | Director | Producer | Stylist



Noelle Hampton
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Model



Julia Gudgeon
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Model



Chloé Jean Miles
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Model



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Remote CD | Magazine Director



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Model



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Photographer



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sydneyptn
Personal Assistant

Wenji Liu | n/a
Assistant



Vivian Poe Darli Maung Win | is_me_win6
Makeup Artist



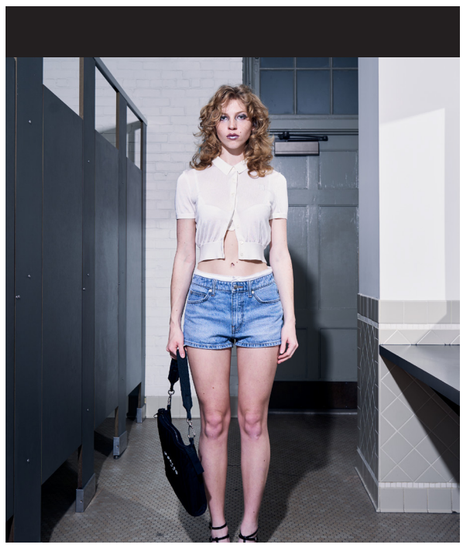
Caedmon Peterson
caedcaptures
Gaffer





alexanderwang

Alexander Wang is an American fashion designer known for his urban-inspired, downtown-chic aesthetic and his eponymous global luxury lifestyle brand, launched in 2005. The brand sells a range of high-quality womenswear, menswear, and accessories. Alexander Wang, born in San Francisco in 1983, moved to New York to attend Parsons School of Design before leaving to start his label. The brand's signature style is a reflection of contrasts, blending refined and imperfect elements, and is renowned for its irreverent approach and the recontextualization of urban uniforms. Wang's designs are often characterized by monochromatic tones, sportswear, and sharp silhouettes. From 2012 to 2015, Wang also served as the creative director for the French fashion house Balenciaga.



industry trends

Alexander Wang has fundamentally reshaped the fashion industry by pioneering the "model-off-duty" aesthetic and serving as a primary catalyst for the luxury athleisure movement. The brand’s influence is defined by the democratization of luxury, blending high-fashion sensibilities with streetwise pragmatism. Alexander Wang has also started to shift their focus towards Asian luxury markets. Their impact on Asian markets in 2025 and 2026 is defined by a strategic "China-first" pivot that has fueled a major financial recovery and a cultural rebranding. In recent years, the brand has significantly expanded their stores in Asia than in the US. By 2025, it operated roughly 18–22 stores in China (including newer locations in Wuhan, Zhengzhou, and Hong Kong), compared to only 3-7 in North America.



untamed youth.

Untamed Youth is a vision of metamorphosis — a day that never ends, a night that never sleeps. It follows a generation in motion, shifting between the glow of morning and the electricity of midnight. Through Alexander Wang's lens, the ordinary becomes emblematic: denim turns into armor, light becomes rebellion, silence hums with anticipation. This is not just youth captured in time — it's youth as a force of nature, uncontained, unpredictable, and eternally becoming.

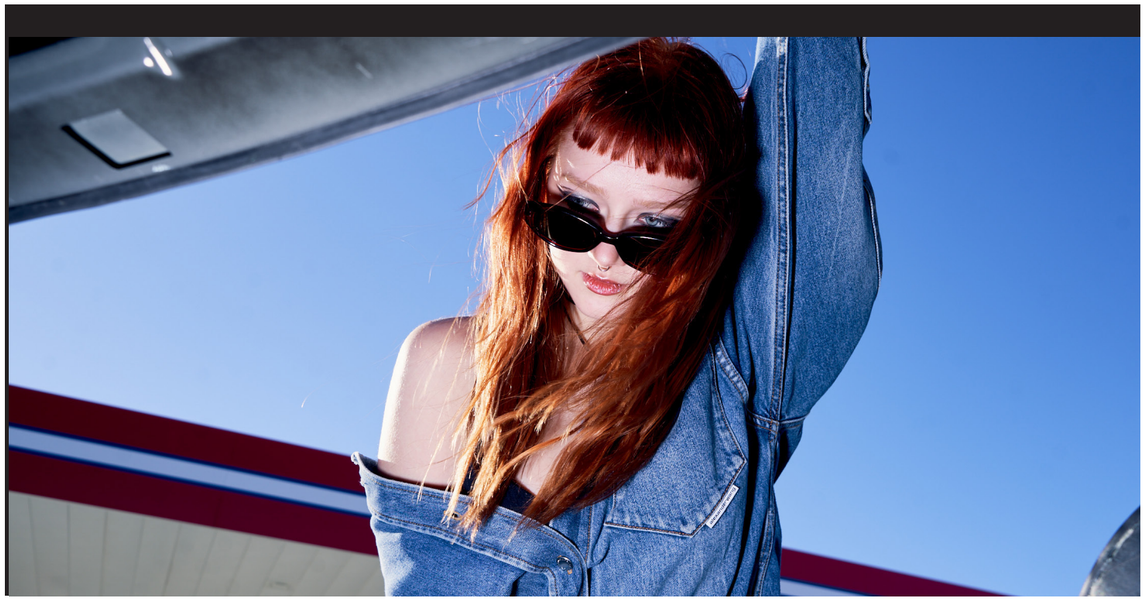
untamed youth.

Untamed Youth is a film that captures the 24-hour evolution of today's generation — bold, restless, and constantly redefining itself. The contrast between day and night becomes a canvas for discovery, where individuality meets collective energy. Through Alexander Wang's boundary-pushing designs, the film celebrates the raw essence of youth: its fluidity, its defiance, and its power to transform. Untamed Youth is not just a reflection of the times — it is a declaration of what it means to live, create, and express without limits.







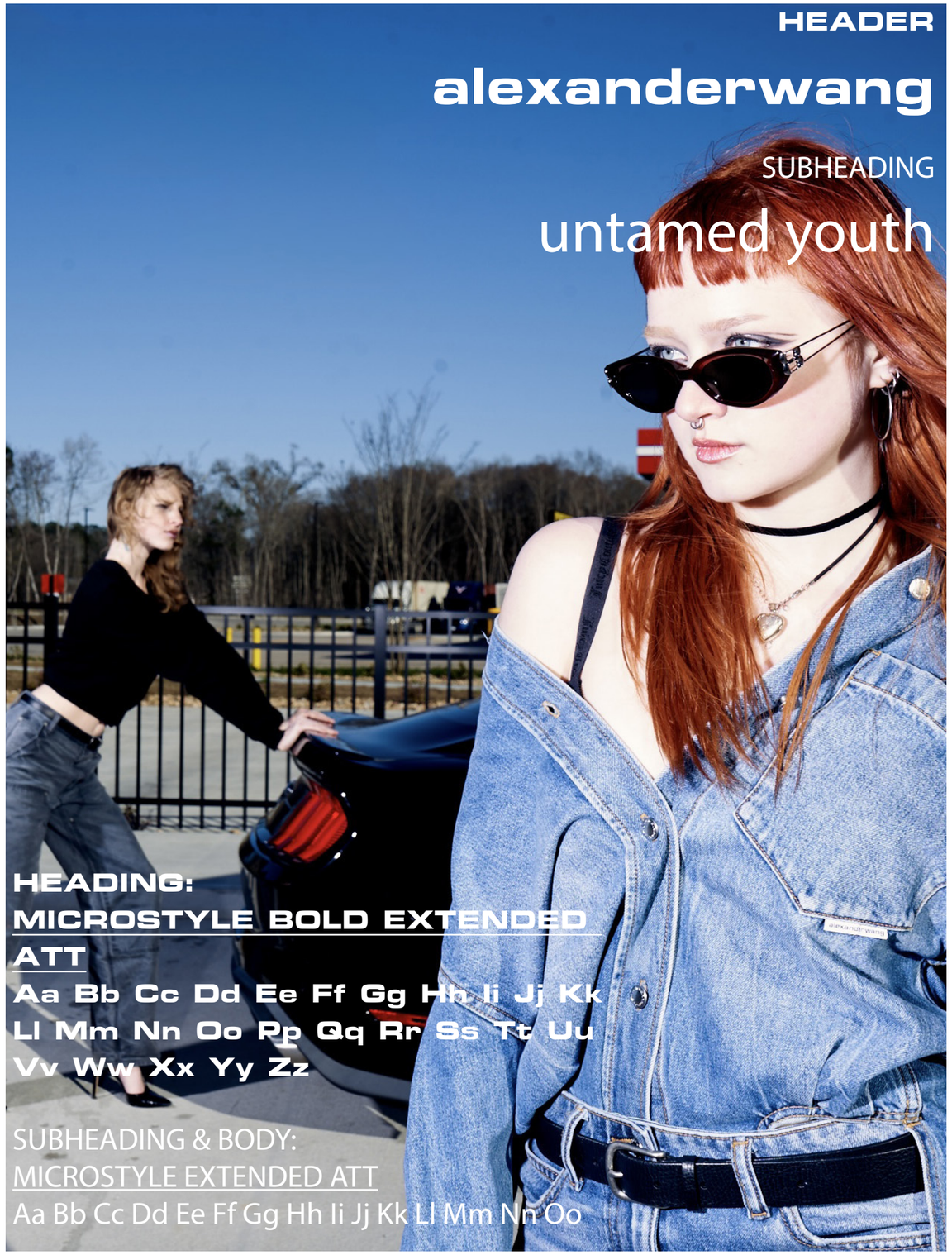


untamed youth is for those who see the city as a laboratory and the night as a sanctuary. they are the people who believe that true status comes from self discovery and authenticity, not approval. to them, fashion is not just a mask or costume, but a language of subversion that transforms their identity from the studio to the streets. alexanderwang is not just a brand, but a symbol of unapologetic duality. untamed youth speaks to an audience that values purposeful imperfections, those who understand that growth isn't found in conformity but in the blurred lines between professionalism and socialism. it is for those who are driven not by traditions, bt by the pulse of the underground.


SAVANNAH COLLEGE OF ART AND DESIGN
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AWARD
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black
#282829
grey
#e1e4eb
denim
#4e7dc3
navy
#031e39
ginger
#aa6b42


black
#282829
grey
#e1e4eb
denim
#4e7dc3
navy
#031e39
ginger
#aa6b42


HEADER
alexanderwang
SUBHEADING
untamed youth
HEADING:
MICROSTYLE BOLD EXTENDED ATT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
SUBHEADING & BODY:
MICROSTYLE EXTENDED ATT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo


alexanderwang
new york



untamed youth.

untamed youth captures the motion of youth itself through fashion. the freedom of fashion, the way we can openly express our identity and passions through building a personal fashion wardrobe. the mood and atmosphere is built from the fearlessness of today's generation.

inspired by alexanderwang's influence on the younger generation today – originality and innovation in designs that captures attention – untamed youth elevates with bold, contrasting colors such as black, white, and blues. at first glance, the color hierarchy may seem bland, but untamed youth believes that to achieve personal expression, we need to start with a blank canvas.

freedom.
expression.
identity.



emotion.
confidence.
bold.




ALEXANDER WANG
ALEXANDER WANG



















01 | Classroom Distance
Scene: Five students sit in different parts of the classroom, disconnected.
Camera: Wide overhead static shot.
Atmosphere: Structured, restrained, emotionally distant..

02 | Corridor Crossing
Scene: Female 1 and Male 1 pass each other in the hallway. A brief glance..
Camera: Side tracking shot, shallow depth of field.
Atmosphere: Subtle tension beneath stillness.

03 | Locker Transition
Scene: Female 1 puts on a black blazer. Male 1 adjusts his shoulder bag. Metallic details shimmer.
Camera: Close-up inserts medium shot.
Atmosphere: Identity begins to shift.

04 | School Exit
Scene: They walk out of the glass doors together, silhouetted against light.
Camera: Mid-long shot, slow push-in
Atmosphere: Day dissolves into night.

05 | Parking Structure – Mustang
Scene: A black Mustang waits under concrete beams.
Camera: Low-angle shot of the front grille.
Atmosphere: Contained power.

06 | Interior Glow
Scene: Red dashboard light reflects on their faces. City lights pass across the windshield.
Camera: Interior medium close-up.
Atmosphere: Energy building.

07 | First Pickup
Scene: Female 2 waits under a streetlight on a city corner.
Camera: Wide shot with negative space.
Atmosphere: Anticipation.

08 | Rearview Reflection
Scene:Three faces appear layered in the rearview mirror.
Camera: Reflection composition.
Atmosphere: Identities merging.

09 | Overpass Pickup
Scene: Male 2 waits by the railing of an overpass. The Mustang stops beside him.
Camera: Low urban angle.
Atmosphere: Urban connection forming.

10 | Final Friend – Neon Light
Scene: Female 3 exits a convenience store under blue and red neon lights.
Camera: Slow-motion medium shot.
Atmosphere: Night energy ignites

11 | Five United:
Scene: The Mustang drives onto an elevated highway. Laughter inside the car.
Camera: Side tracking car shot.
Atmosphere: Freedom accelerating.

12 | Bridge Silhouette
Scene: All five step out. The skyline glows behind them.
Camera: Wide silhouette group shot.
Atmosphere: Collective presence.

13 |Night Walk Formation

Scene: They walk in a horizontal line toward the camera.
Camera: Low tracking shot.
Atmosphere: Effortless confidence.

14 | Crosswalk Run
Scene: They run across a wet crosswalk, city lights reflecting on the ground.
Camera: Handheld dynamic shot.
Atmosphere: Youthful spontaneity and vitality.

15 | Final Frame
Scene: They walk away into the city night, backs toward camera.
Camera: Static long shot.
Atmosphere: They found each other.

ALEXANDER WANG — MOCK CAMPAIGN

Contact Sheet

DATE	FEBRUARY 22	**CALL TIME**	12:00 PM	**MEETING LOCATION**	**ARNOLD HALL**

CREATIVE DIRECTOR / STYLIST: Yuer Wang — @alannawang_

PHOTOGRAPHER Titar Singtakong — @datbchpk / @bymepk

GAFFER Caedmon Peterson — @caedcaptures

MAKEUP ARTIST Vivian Poe Darli Maung Win — @is_me_win6

PERSONAL ASSISTANT Sydney Patton — @sydneyptn

TALENTS

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Chloé Jean Miles — @itschloayy

Christine Kim — @christinee_kiinn

Julia Gudgeon — @julia.gudgeon

River Cascade — @performingforyou

Robert Dennis

Christine Kim

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WARDROBE ASSISTANT / MODEL Rihan F. — rihanf20@student.scad.edu

FILM CONTACT SHEET

DATE	FEBRUARY 28	**CALL TIME**	3:00 PM	**MEETING LOCATION**	**ARNOLD HALL**

CD / Stylist	Yuer Wang — yuwang81@student.scad.edu
Cinematographer / Editor	Hongyuan An — hongan20@student.scad.edu

MODELS

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Natalia Kmiec-Barr	**Natalia Kmiec-Barr** — nkmiec20@student.scad.edu

MODELS

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Untamed Youth


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