



Arianna Kotsatos FM228

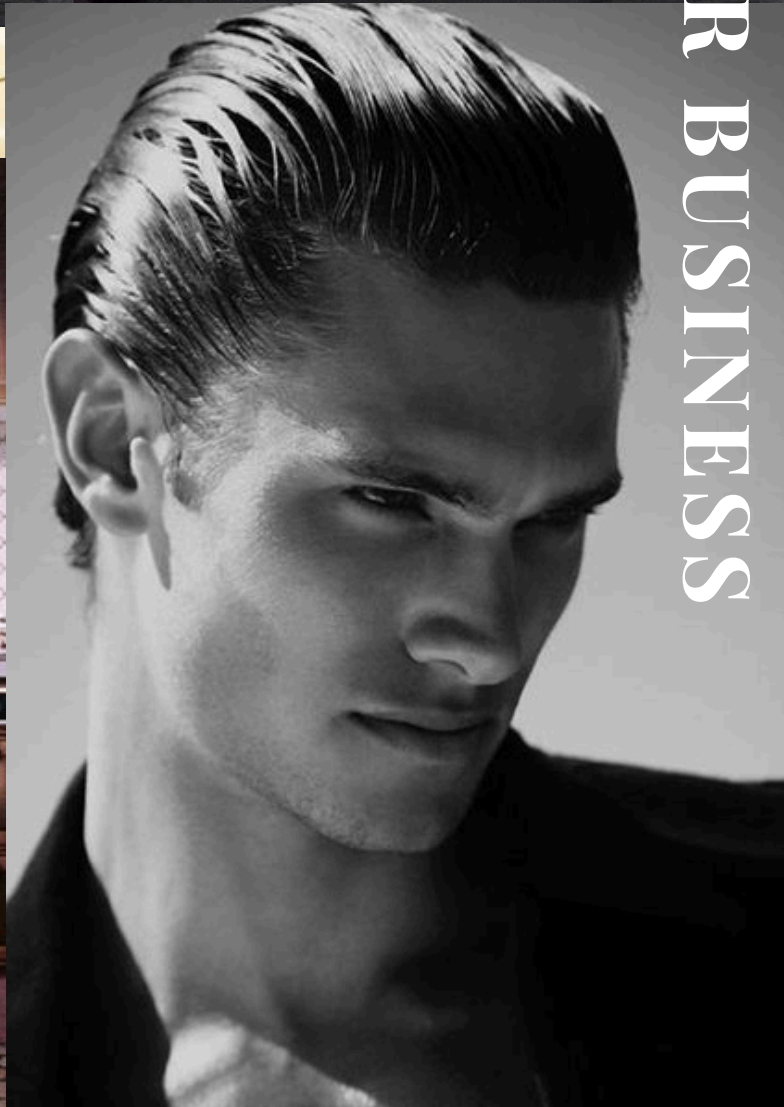
MIND YOUR BUSINESS



MIND YOUR BUSINESS THE COPY

“Mind Your Business” is a fashion story highlighting unconventional looks in all the wrong places. This shoot combines everyday locations, with runway-worthy looks you would not normally see coincide.

The shoot will take place in three locations; 5th Avenue, a retro diner, and a Manhattan Penthouse. Each location has had a look carefully curated to complement its aesthetic. Some brands I took inspiration from include Alexander McQueen, Retrofete, Poster Girl, and Jean Paul Gaultier. I looked to these because of their elevated looks and sex appeal which I think works for the shoot concept. I also pulled inspiration and a few pieces from hand-made, vintage creators to add a more unique touch to the looks. Stacked jewelry, over-the-top hairstyles, and everyday items are used to elevate each look. Each look was intricately planned to fit the look and aesthetic of the locations. As for models, I chose faces that have a classic, all-American look and are fitting for a specific look that has been put together. I decided on these models to pose as everyday people: a waitress, a corporate worker, and a housewife, and believe they would successfully portray each character.



MIND YOUR BUSINESS



Kenzie Stimack
IMG Models



Felipe Neves
IMG Models



Cindy Kimberly
The Liond Management

LOOK 1



LOOK 2



LOOK 3



LOOK 4







Page 1

LOCATION: 5TH AVENUE NYC

In the opening shot, model Kenzie will be exiting the taxi cab with her bare arm holding the door open to show the layered jewelry. Her head will be slightly turned to the side to show off the pins in her braid. Her positioning will be with one foot reaching the street with the other still bent inside the taxi. Model Felipe will be seen through the back window still seated in the car with his trench coat on. In this shot, he is leaning towards the open door with his hand almost touching Kenzie's back, as if he was guiding her out. The shot consists of the back end of the taxi and we see the cross-section of 5th and E57th, with Dior, Bergdorf Goodman, and Van Cleef slightly visible in the background.

MODELS: KENZIE STIMACK AND FELIPE NEVES





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LOCATION: 5TH AVENUE NYC

In this shot, model Felipe will be outside of the taxi, with his hand on the door (to show the nail details) looking over at Kenzie. His trench coat will be removed so we can see him in the Jean Paul Gaultier piece, with bare shoulders. With his head turned, we see the details on his earrings to match those in Kenzie's hair. As for Kenzie, she will be lying on the backside of the taxi, with her bare arm bent almost over her head and her other on her hip (see picture). Her shoes are not seen in this shot; only from her knees up for a clear view of the watch mini skirt. The angle of the shot will be from the far end of the taxi to Felipe at the door with an out-of-focus view of the background.

MODELS: KENZIE STIMACK AND FELIPE NEVES





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LOCATION: DINER

In this shot, we will see the front counter of the retro-esque restaurant and the bar seats down the row. Model Kenzie will be posed standing on these seats, as in the picture to the right. The arm that is falling behind her back will have the stack of bracelets, while the bent arm will be covered in rings and a few small silver bangles. The angle of the shot will be slightly lower than the reference picture in order to lengthen her legs and make the thigh-high latex and shoes noticed. Her hair (long braid) will be in movement behind her back as if she were moving quickly across the seats.

MODELS: KENZIE STIMACK

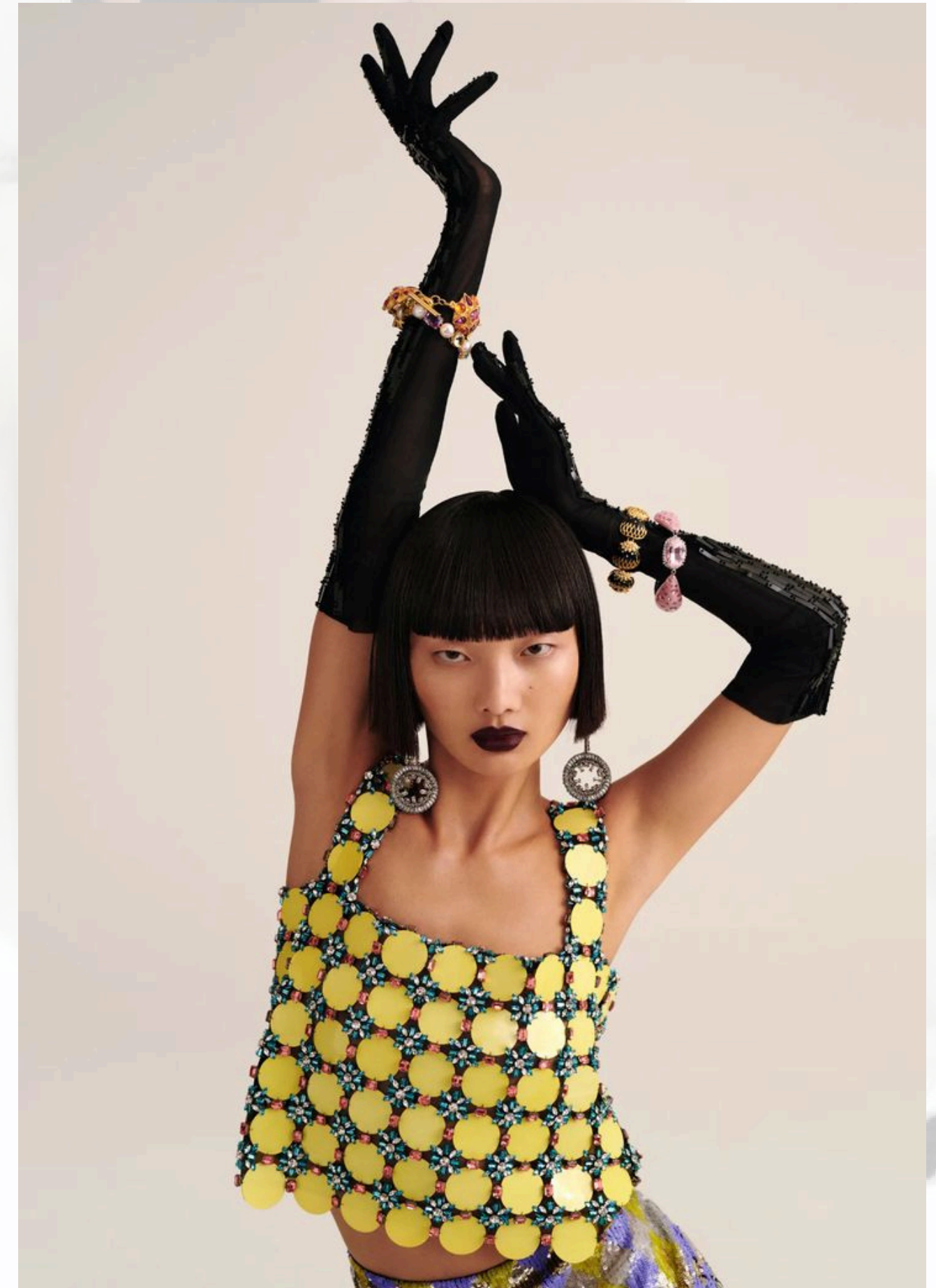
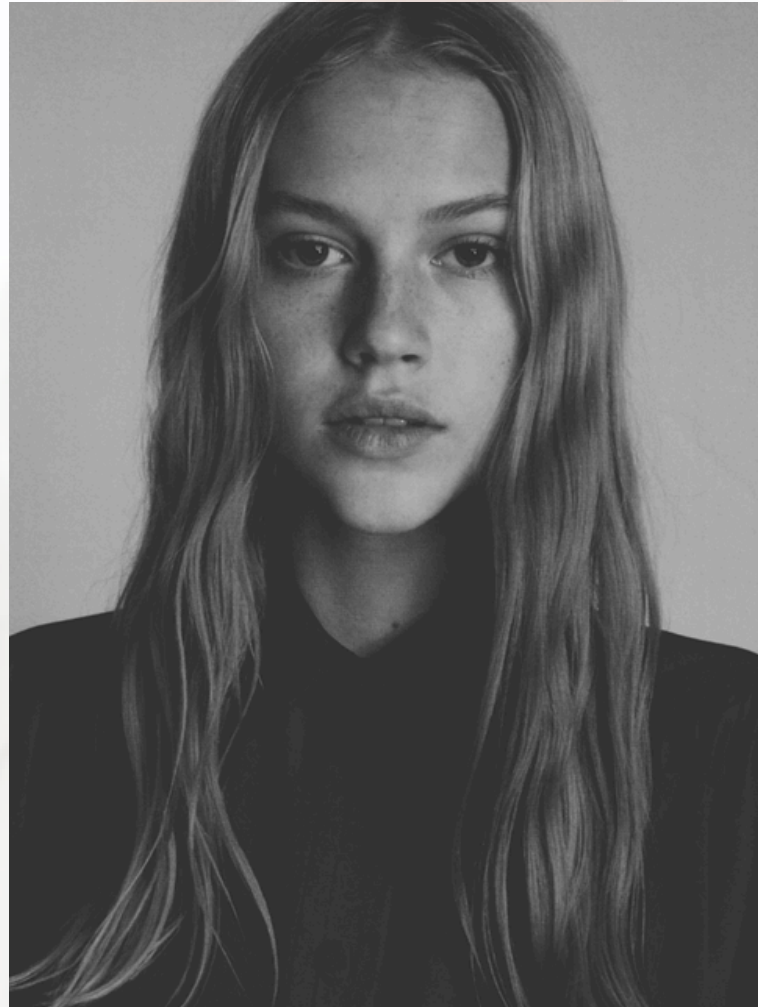


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LOCATION: DINER

The second shot in this location will be a head-on, focused solely on Kenzie. It will be from her mid-thigh-up, so we see some red latex peeking through. Her arms will be posed as such, but she will hold a serving tray in the higher hand. There will be props used to fill the tray, such as these “to-go” box bags from Louis Vuitton, and then bunches of diamond/stone jewelry to add dimension around them. The long braid will fall over her shoulder to the right.

MODELS: KENZIE STIMACK



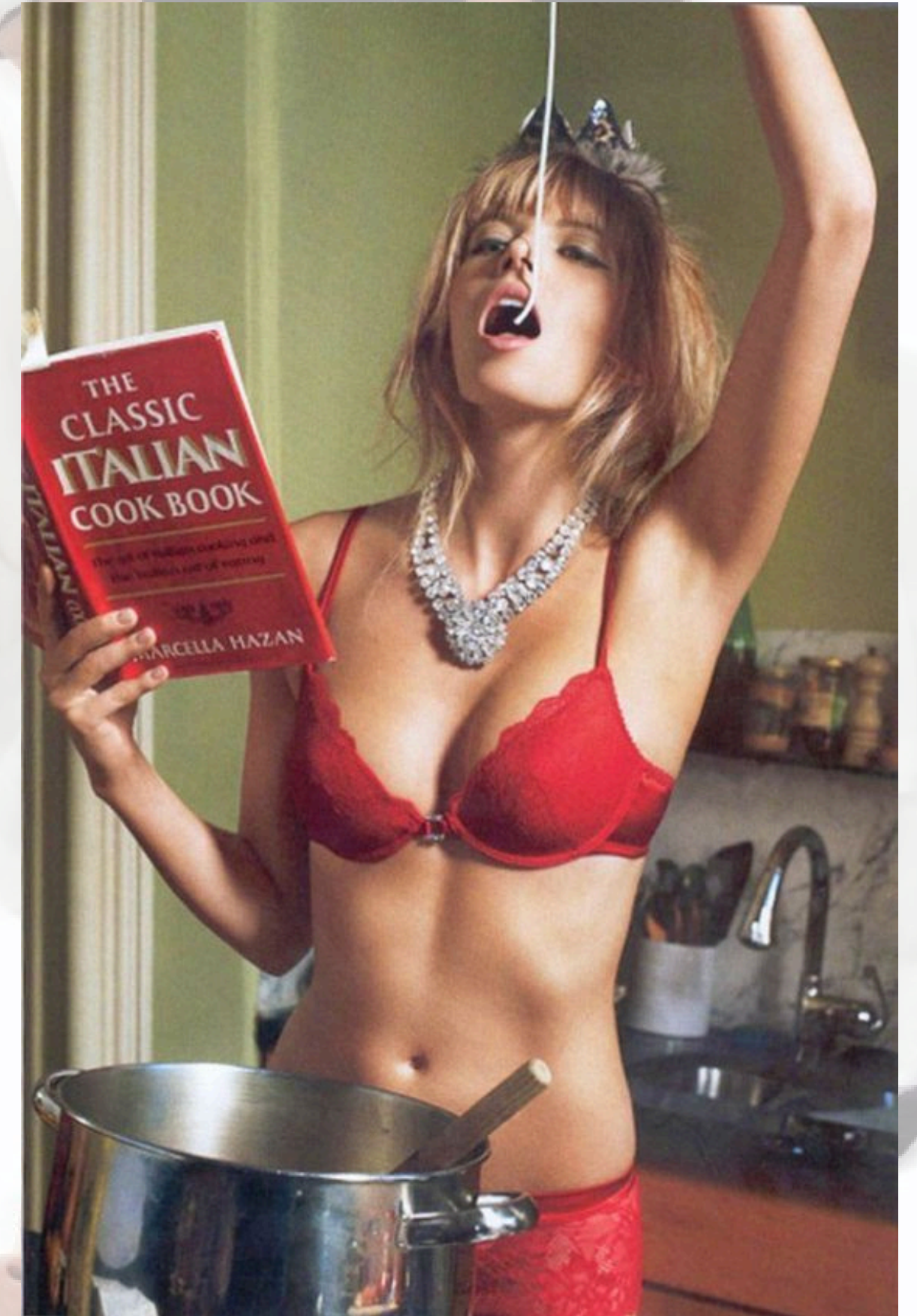


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LOCATION: NYC PENTHOUSE

This shot takes place in the kitchen of a NYC penthouse with a view of the skyline through a floor-ceiling window. Model, Cindy, will be standing over the stove, and in front of her will be pots, utensils, a cookbook, and of course everything you need to make an extra-dirty martini. For this shot, she will be wearing the black apron over her Dolce & Gabbana dress as she is posed sipping from a martini glass in one hand and leaning slightly down the counter with the other.

MODELS: CINDY KIMBERLY



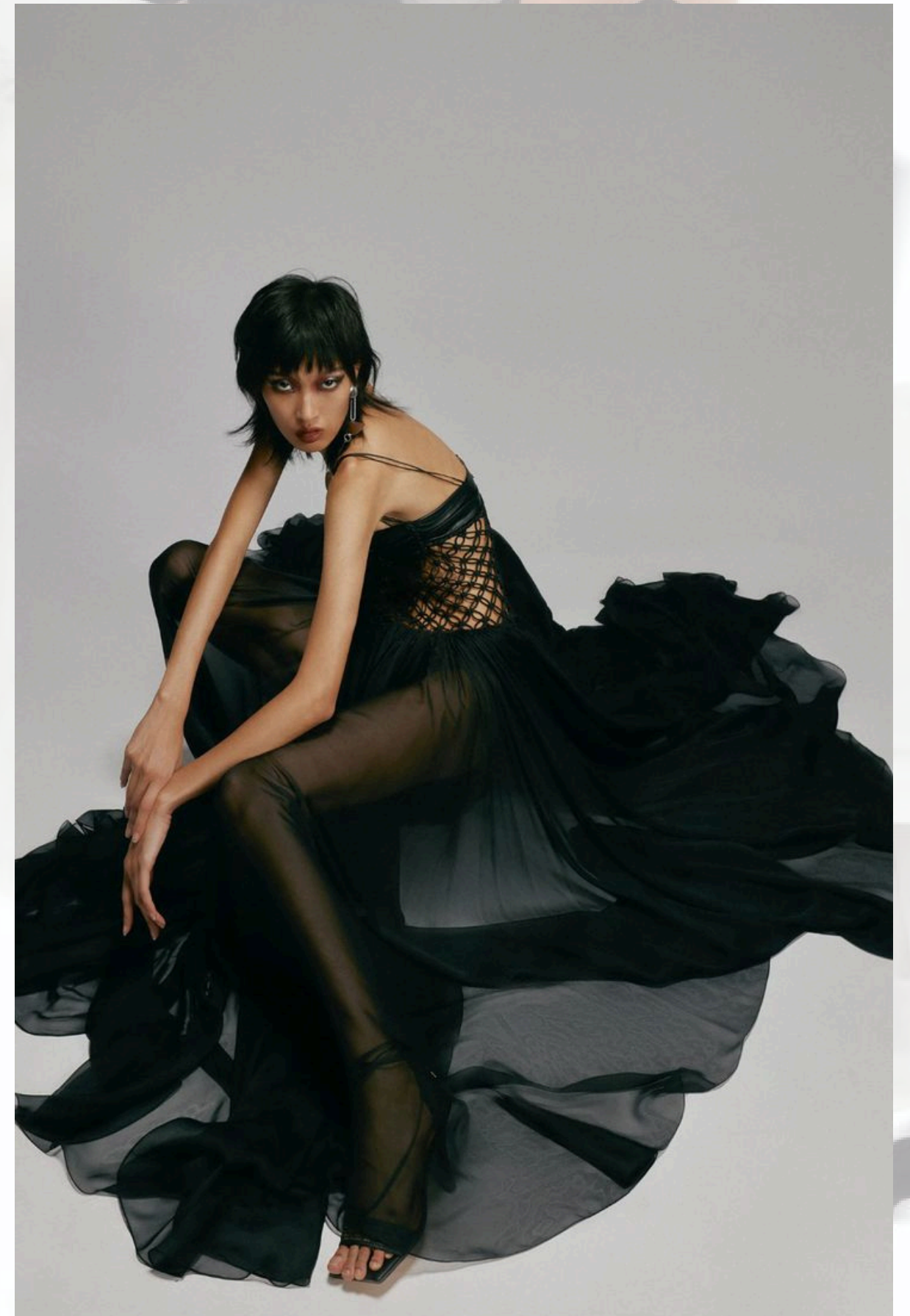


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LOCATION: NYC PENTHOUSE

The last shot of the test shoot will take place in the living room of the NYC penthouse. The set will have a black rug with glass coffee tables and a wrap-around white couch. Cindy will be set on the rug, with her dress spread out like the reference photo (the apron has been removed). She will be posed on the side of her hip with one leg out, showing her shoe and the other slightly bent under the dress. The arm underneath her will be propped up, holding her martini glass, and her head will be lightly resting on the edge.

MODELS: CINDY KIMBERLY





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