



## *Objective*

### ‘FEEL THE FRAGRANCE’: A COMPOSITION’

J’adore - enter a captivating experience, stimulating the senses through powerful visual and immersive narrative. This is about something bigger than material, this is about a personal and intimate encounter. Yet it is also a celebration of innovation - a milestone in the heritage of Dior fragrances.

5 senses deserves a unique film that unobtrusively educates the viewer on the product (its sumptuous ingredients and sensual application) - by subverting the generic table-top route of disconnected vignettes with a more harmonious route of an extraordinary composition.

Witness the mystical power of the J’Adore ritual as it’s Jus’ touches our girl’s skin, as if it were for the very first time, but clearly not the last. A mesmerizing experience - designed to make the viewer ‘feel the fragrance’ with her – unfolding in a narrative that unifies and all the ingredients to life as they unleash their uncharted, raw natural energy.

Our aim is to create an emotional connection to the product through a story that excites, entices, and inspires the viewer. Travel through the fragrance notes of precious elements - Explore the the sights, sounds, scents of sandal wood, jasmine, tuberose, dasmacus rose as they come together in perfect harmony; in a timeless yet forward-thinking film, honouring a new symbol of femininity, power and sensuality.

---



*'The impulse... starting with a precious drop'*

---

## *Approach & Concept*

‘A MOMENT FROZEN IN TIME’

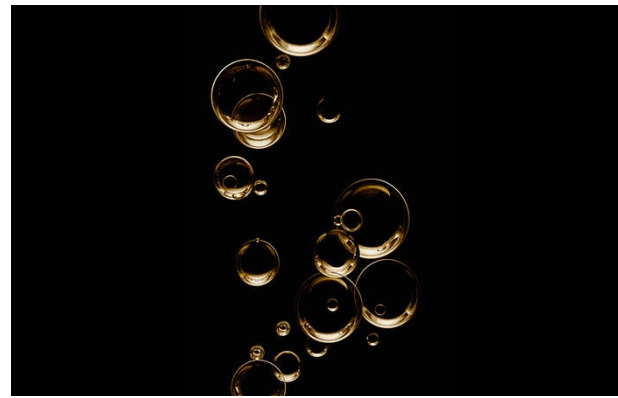
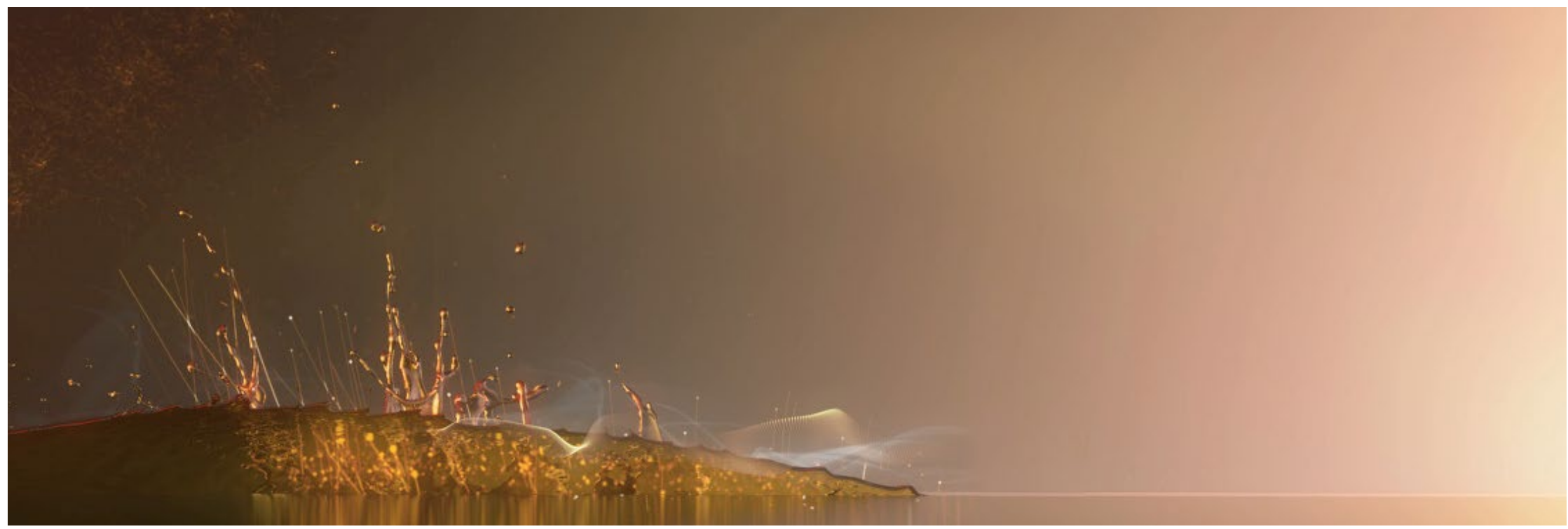
My idea is to create the feeling of diving inside the J’adore bottle to explore the intricacies, details and layers to the J’adore bouquet. Every element is treated with sensuality and poetic integrity to create beautifully abstract yet meaningful images that represent the ideas inherent to the J’adore name - desire, power, delicacy, elegance - a timeless grace etc...

*Concept:*

*“We follow a single precious drop of J’adore jus’ on it’s journey from bottle to skin - an explosive chain reaction of irrepressible sensations”*

Demonstrating the product in a cinematic and artistically elevated way, the idea is to see a cohesive story from the unlocking of the bottle to the application of the jus’ - intercut with beautiful, mind-blowing, silky smooth slow-motion visages: visual metaphors for the unique qualities and symbolic power of each of the notes.





## *The Story*

### ‘...OF A SINGLE DROP’

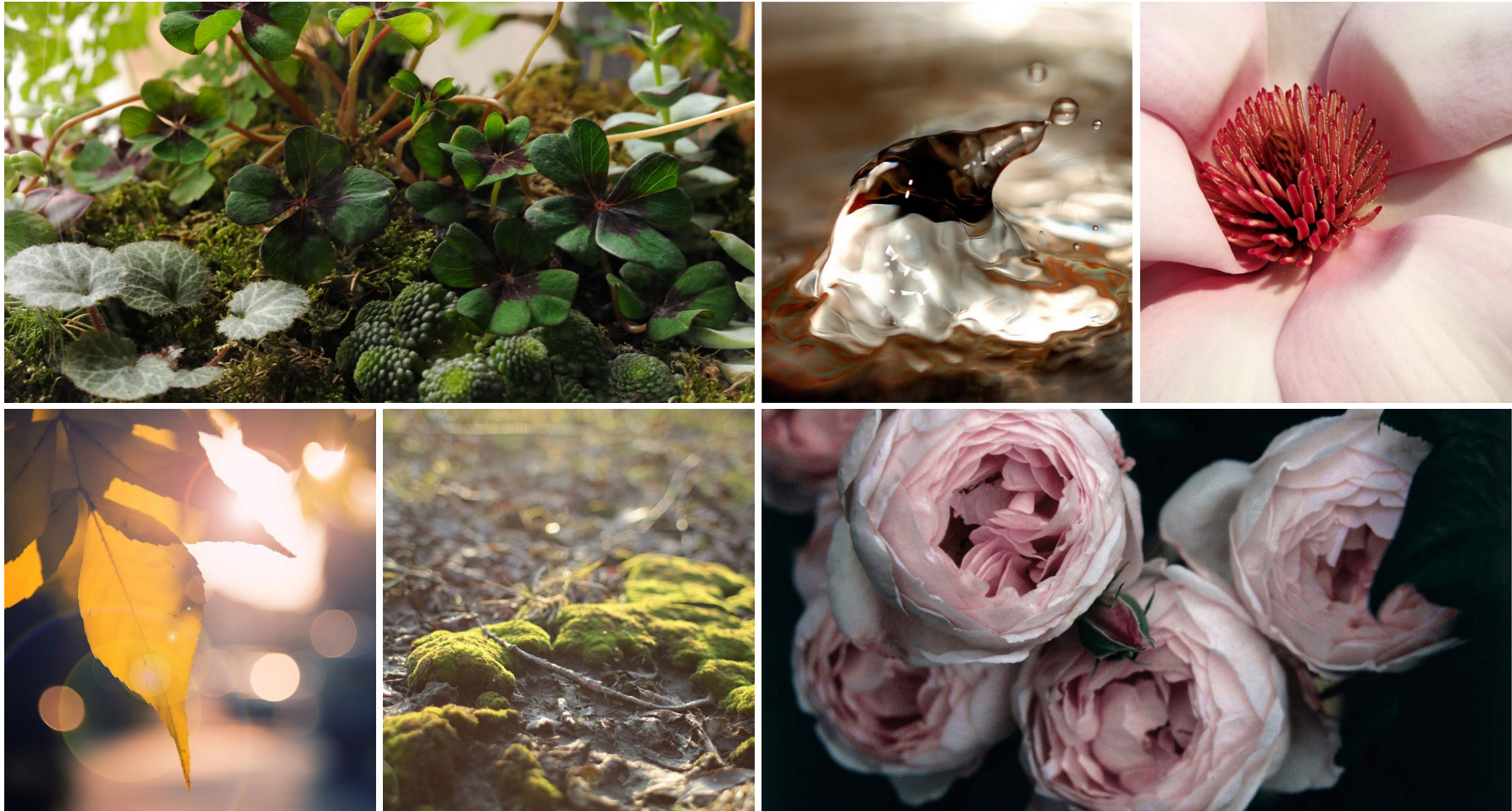
We open by revealing a jewel-like silhouette of the bottle. Hands appear out of the darkness (a good reference [here](#)), a sumptuous twist of the pearl and a radiant smooth golden liquid appears on the lip of the slender bottle neck as it is tilted... Time stands still - a moment of tension, excitement and euphoria – as the drop slips off the edge, we escape reality...

Our golden drop falls through pale golden hues of layered abstract environments, transforming and evolving through numerous states (top, heart and base notes in order of significance), bursting into dynamic explosions, sensual textures, abstract shapes and forms. \*We cut in and out of sensual vignettes of girl falling through frame hypnotised in a trance like state - all captured in awe-inspiring high-speed cinema- tography.

The tension rises, the energy escalates, the allure becomes unbearable as we watch in anticipation of the jus’ and the skin encountering each other. We arrive at a dramatic crescendo triggered by a delicate splash of the drop landing on her skin, to unleash a climax of all the elements combining in perfect harmony – a bloom unique to her and this intense natural reaction.

We cut back out to reality to reveal where the drop has landed and our girl’s reaction - a surprisingly quick close-up, the inhaling breath (we will script a few of these reactions). We close on her slipping the product into her bag, pocket etc (a subtle nod to the product’s portable appeal) - this is her coveted little secret, one that she carries with her.

---

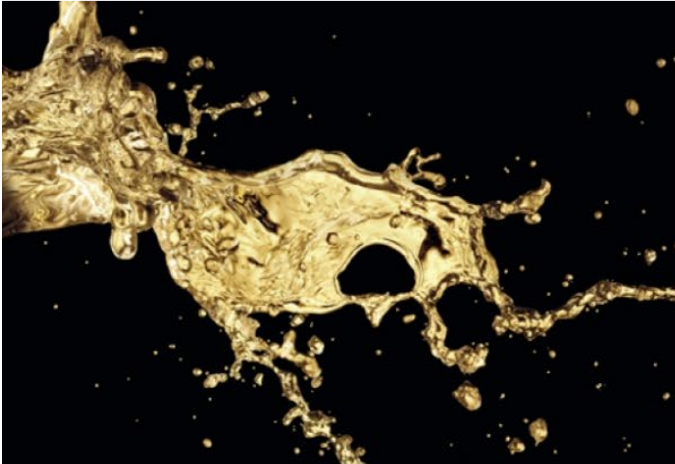


## *Textures & Materiality*

A bouquet of intensity, nobility, sweetness, delicacy, seduction... luxury

The power of nature unleashed -

Scripted metaphors that relate to the natural characteristics of each ingredient, i.e. the delicacy of petals falling to the seducing dancing flames of santalwood.





## *Composition & Layering*

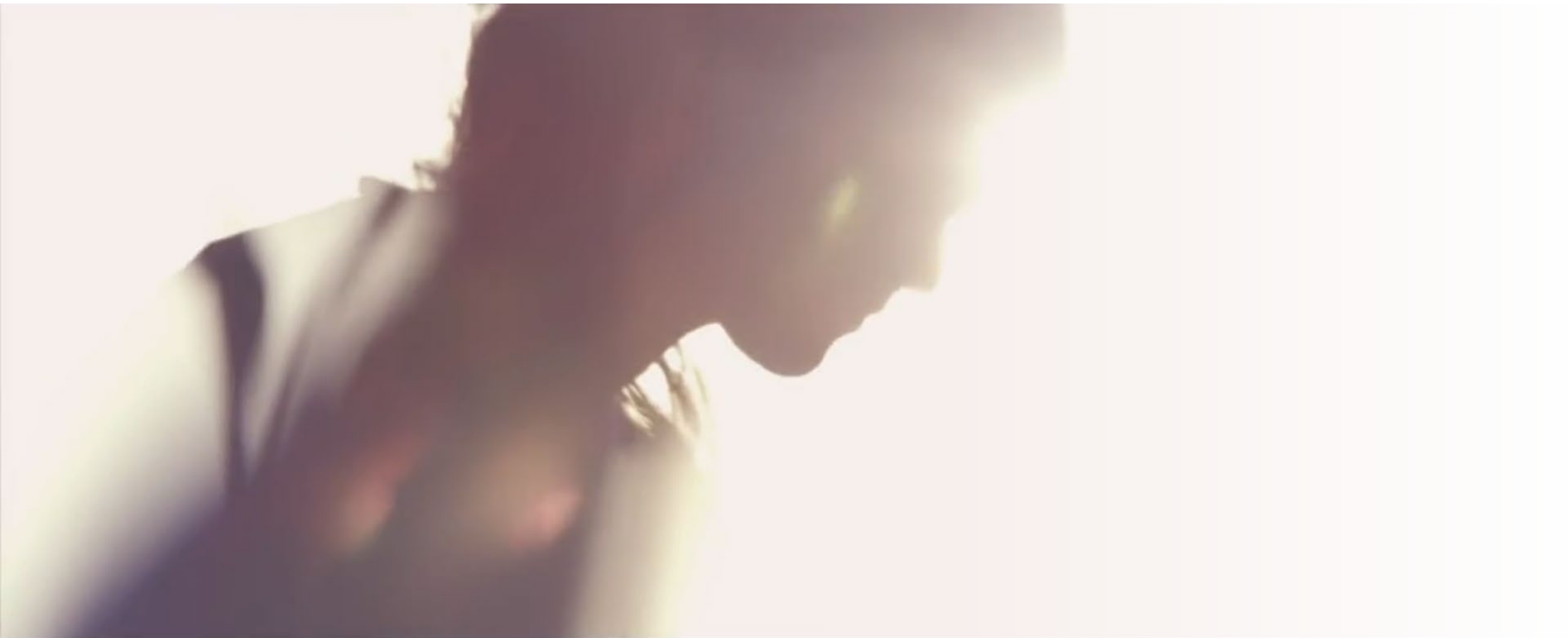
A bouquet, a composition, a masterpiece - stemming from the idea of the fragrance notes layering on top of each to create a harmonious scent.

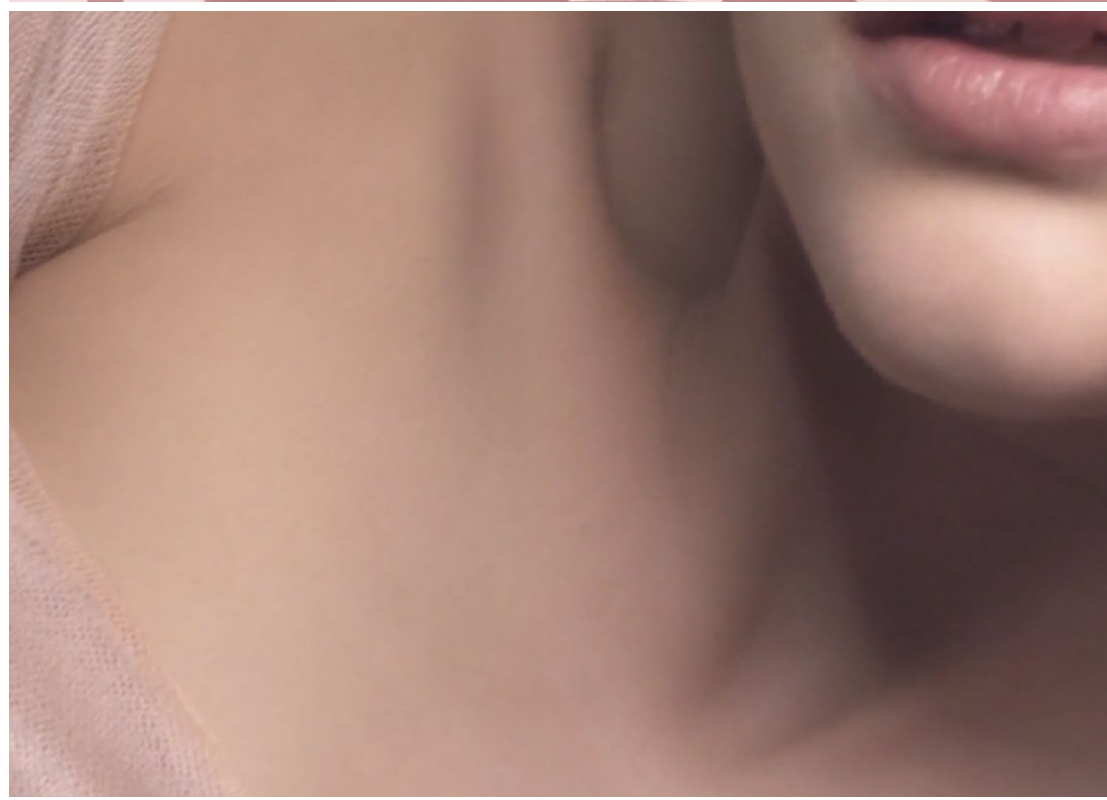
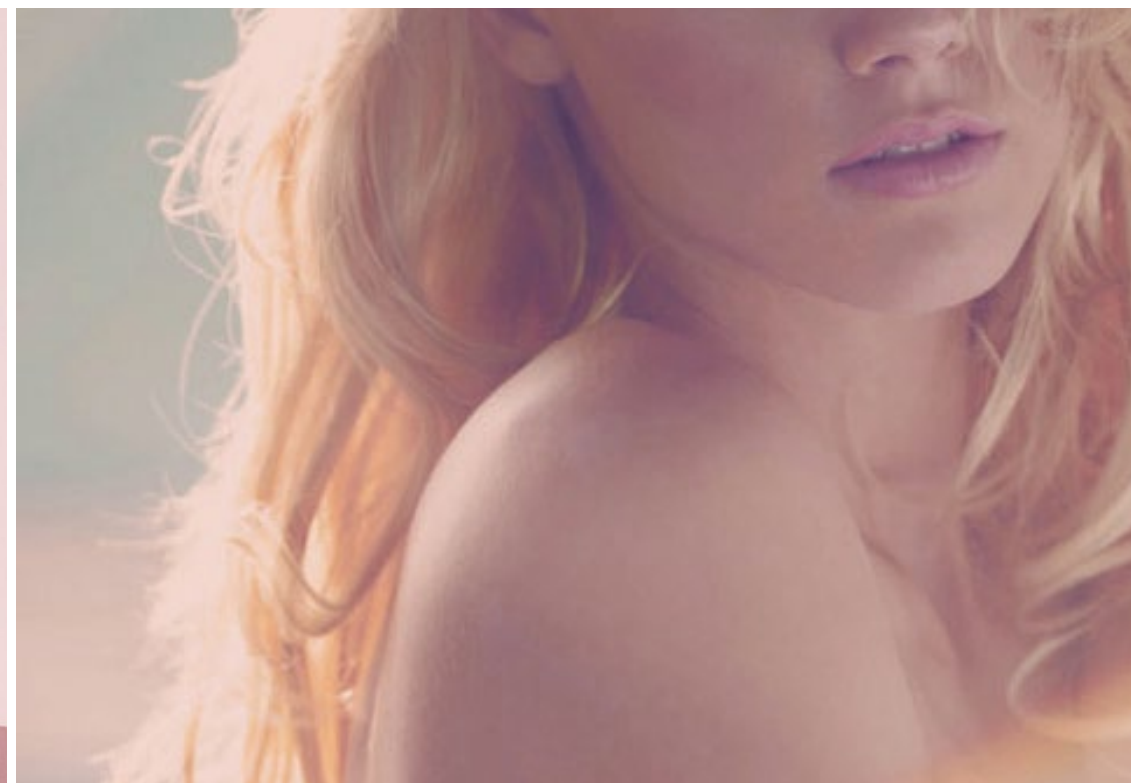


## *Her...*

We will shoot numerous endings to reveal where the drop has landed on her body as a way of demonstrating these pulse points - these will be used as alternative edits potentially positioned for interactive usage. We will also shoot varieties of physical reactions quick symbols for an invigorating surprise - a gasp, the tightening of a hand etc... The talent's full facial features are never visible however we may cast a hand-model for the opening and closing shots.

---





## *Look & Feel*

### THE PERFECT CLOSE-UP

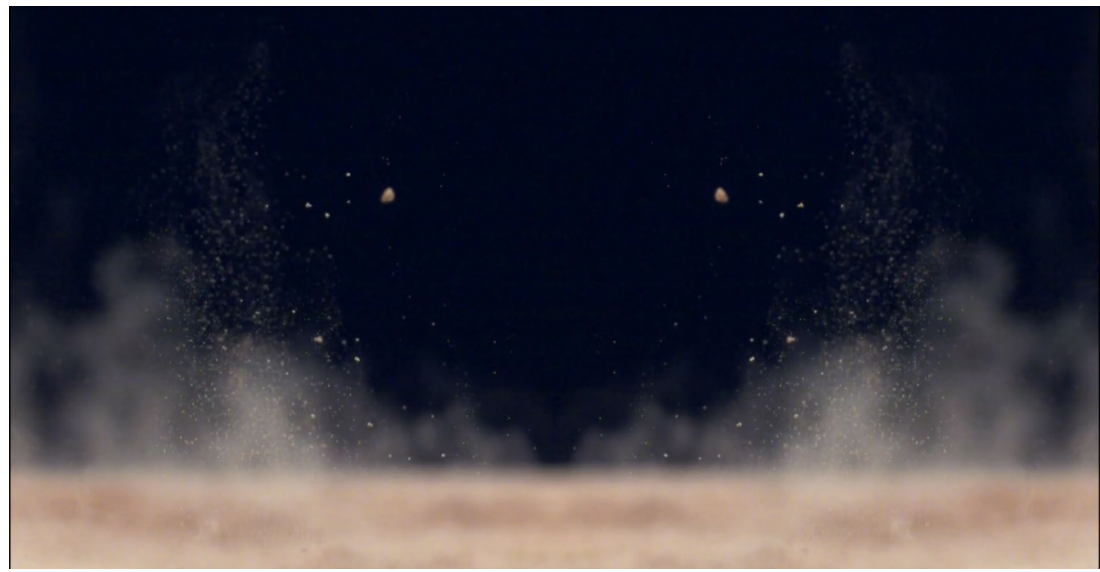
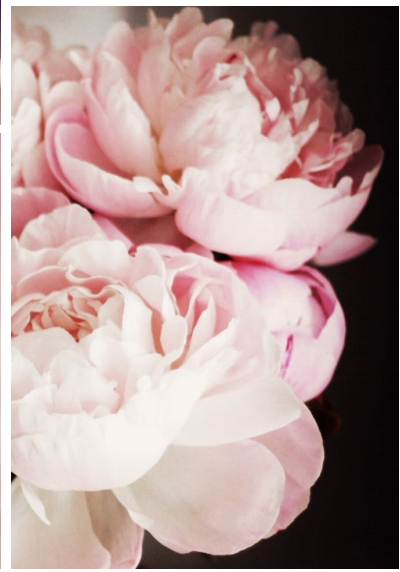
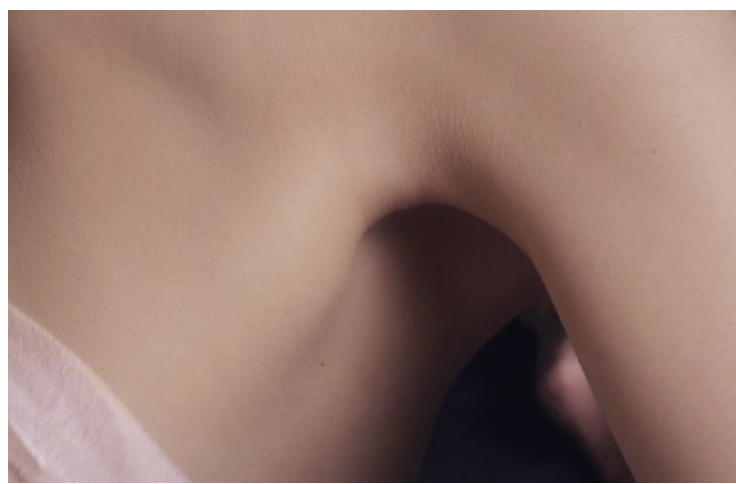
In-line with the overall aesthetic and tonal language of J'adore, our film will be finished with a luxurious and sophisticated finish.

Our concept is tailored around achieving the highest production value possible, aiming to achieve the 'perfect close-up', positioning the camera close-enough to smell the fragrance notes, hear the subtle sounds of movement and to study the attention to detail inherent to the world's finest ingredients. We want to personify each ingredient, giving it a character and most importantly showcasing it in meticulous lighting as a sacred, pure and precious object.

The vibrant extraordinary colours of the foreground subjects will be set against a shifting backdrop of soft, warm textures and golden hues - a deep blurred gradient. These environments will shift throughout dropping to darker tones also where contrast is needed, however we will limit these to organic tones avoiding a cold black back drop - (reference for background tones [here](#)).

Our mood is fresh, invigorating yet powerful - as we see numerous layers 'bloom' on top of each other. This idea is drawn from the notion of a composition - the Dior bouquet, something that reacts different to every skin it comes in contact with. We will shoot numerous green-screen elements layering / compositing them on top of each other to create a chain reaction of engrossing environments for our 'drop' to travel through. We will layer our ingredients / subjects with soft bokeh, flares, reflections etc. playing with depth, scale and optical illusions for a surreal magical experience.

---



## *Camera & Post*

The explosion-style effects will be created in camera, using basic clean up and after-effects compositing to layer the textures over each other. The idea is to shoot numerous green-screen plates of individual elements / textures to create incredible compositions in post. We want to avoid the generic route of disconnected and static vignettes, so we will create the impression of a seamless story. The camera moves will be created in post to feel like we are moving with the drop. In some shots we will let the drop / subject enter / exit frames to create transitions with the edit.

We will shoot on a combination of vintage and modern lenses (possibly using diopters where needed to get extremely close) for the combination of incredibly sharp in-focus images which we need for compositing individual elements (such as a full rose) and the various softer textures we need to layer on top (out-of-focus petals etc).

We will potentially shoot a little wider and punch in where needed. This also means our full resolution coverage will double up as macro and extreme macro shots. We will develop our initial ideas of the visual metaphors upon greater understanding of the qualities of the individual ingredients (how they look, feel, fall, move etc); consulting an SFX team to create the most interesting shots physically possible.

---

## *Sound*

Speaking directly to the senses, audio will be captured and treated with the same consideration as the visuals. We will start with simpler subtle sound-design (soft notes and ambient sfx) and gradually build up to an orchestral composition (powerful cinematic strings) - with every element layering on top to drive us towards a sensual crescendo. In line with the visuals we want to create a rich, textured soundscape, juxtaposing our images with sometimes abstract and otherwise organic sounds - fire, wind, drops, waves etc... Intentional silence and quietening of certain sounds will emphasise and prioritise the key moments - contrasting reverbed ambient hums placed deeper in the mix; with cleaner, sharper sounds appropriated to the more dynamic shots.



## *Interactive & Social discussion*

Not only could we create alternative edits (social media, teasers etc) from the different intro/outro shots; but we have also planned the footage so it could be developed into an interactive film. The initial thoughts below could be hosted on a micro-site, as shareable viral videos, GIFs and broader social content - as well as press assets. These will be further developed upon discussion of timing and budget allocations. For now, our priority in this treatment is explain the powerful launch film - composed of assets captured in a way that opens up doors for future digital exercises; positioning the product as a forward-thinking and innovative step for the brand:

### *Concept 1:*

Select your pulse point, select your Eau De Parfum and watch a personalised film - here we could create different mini-edits based on our captured footage.

### *Concept 2:*

Create a composition of sounds and textures, where user input triggers different videos and sound elements (blooming flowers etc) to layer on top of each other (reference [here](#))

---



THANK YOU

---

EHSAN B I WANDA  
CONTACT.EHSANB@GMAIL.COM

