

KAYA CHIÉ: SS23 COLLECTION
CAMPAIGN STILLs + CONTENT

INTRODUCTION TO KAYA CHIÉ

DECONSTRUCTED STRUCTURES

SOPHISTICATED AND SUSTAINABLE

CONTEMPORARY YET CLASSIC

CITY

ARCHITECTURAL POETRY

GEOMETRIC

TEXTURAL

CONTEMPORARY UNDERSTANDING OF THE FEMALE FORM







PROPOSAL: THE TONE

THE CITY IS YOUR PLAYGROUND:
EXPLORING A CONTEMPORARY VISION OF WOMEN'S FASHION

HOW DOES THE CITY GIRL PLAY IN HER ENVIRONMENT?
HOW DO HER CLOTHES REFLECT HER PLAYGROUND?

THE CAMPAIGN CAPTURES THE DUALITY OF KAYA CHIÉ CLOTHING:
PLAYFULLY STRUCTURED
CLASSY AND PROFESSIONAL YET IDEAL FOR EXPLORING THE CITY FOR THAT THE AFTER
WORK COCKTAIL





PROPOSAL: THE NARRATIVE

WE FOLLOW TWO CITY WOMEN PLAYING IN THEIR ENVIRONMENT

THEY ARE CAPTURED INTERACTING WITH THEIR CITY AT TWILIGHT

WE WONDER WHAT THEIR STORY IS: WHERE ARE THEY GOING? WHO ARE THEY MEETING?

THE BRANDS GEOMETRIC CUTS AND SUSTAINABLE MATERIALS ARE REFLECTED IN
ARCHITECTURAL CITY SETTINGS







CASTING

TWO WOMEN WITH CONTRASTING LOOKS

FACES THAT COMPLIMENT THE GEOMETRIC CLOTHING

LOOKS THAT DEMONSTRATE A CONTEMPORARY TAKE ON FEMININITY

THE MODERN CITY GIRL AT THE START OF HER CAREER

SHE'S VIBRANT, PLAYFUL, SLEEK AND CLASSY



KAYA CHIÉ - FASHION CAMPAIGN



LITLEDOOM STUDIO 2023



THANK YOU