

twst: "Sad Girls Club but U Gotta Be Cute"
MUSIC VIDEO

DIRECTED BY TWST + SAM KINSELLAS
ASSISTANT DIRECTED BY OZZILINE



twst - sad girls club but u gotta be cute





PROPOSAL: THE CONCEPT

FOR THE "SAD GIRLS CLUB BUT U GOTTA BE CUTE" COVER ART WE CREATED AN IMAGE THROUGH THE WINDOW OF TWST ALONE, LYING ON HER BED, LOOKING OUT TO US

THE MUSIC VIDEO WILL BUILD ON THIS CONCEPT

WE CREATE A DIALOGUE BETWEEN THE TWO VERSIONS OF TWST:

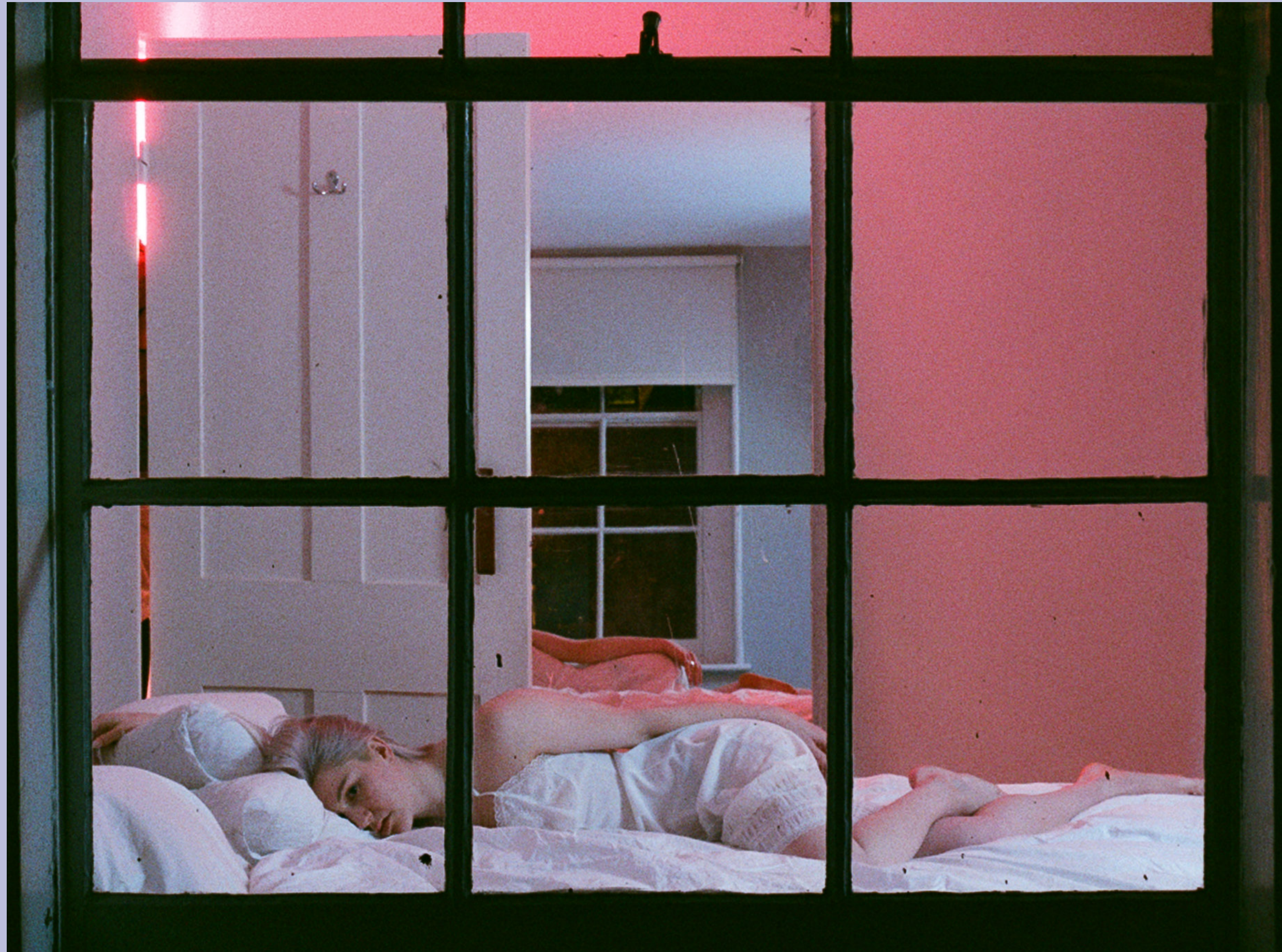
1. THE RECLUSIVE, HIKIKOMORI TWST
2. THE BOLD, AVAILABLE, E-GIRL TWST

E-GIRL TWST IS WATCHING AND FILMING RECLUSIVE TWST THROUGH THE WINDOW
RECLUSIVE TWST IS WATCHING THE FOOTAGE OF HERSELF THAT E-GIRL TWST IS RECORDING, ON A SCREEN,
IN HER BEDROOM

THERE IS A META FEEDBACK LOOP OF SELF

THIS FEEDS FURTHER INTO THE CONCEPT OF THE 'SAD GIRL':
HOW SHE HAS TWO VERSIONS OF HERSELF THAT NEVER QUITE MEET
HER DESIRE TO HIDE x HER DESIRE TO BE SEEN
HOW THIS SPEAKS TO A WIDER ISSUE OF BEING ONLINE, BEING AN E-GIRL

THE VIDEO REFERENCE: "SAD GIRLS CLUB BUT U GOTTA BE CUTE" COVER ART



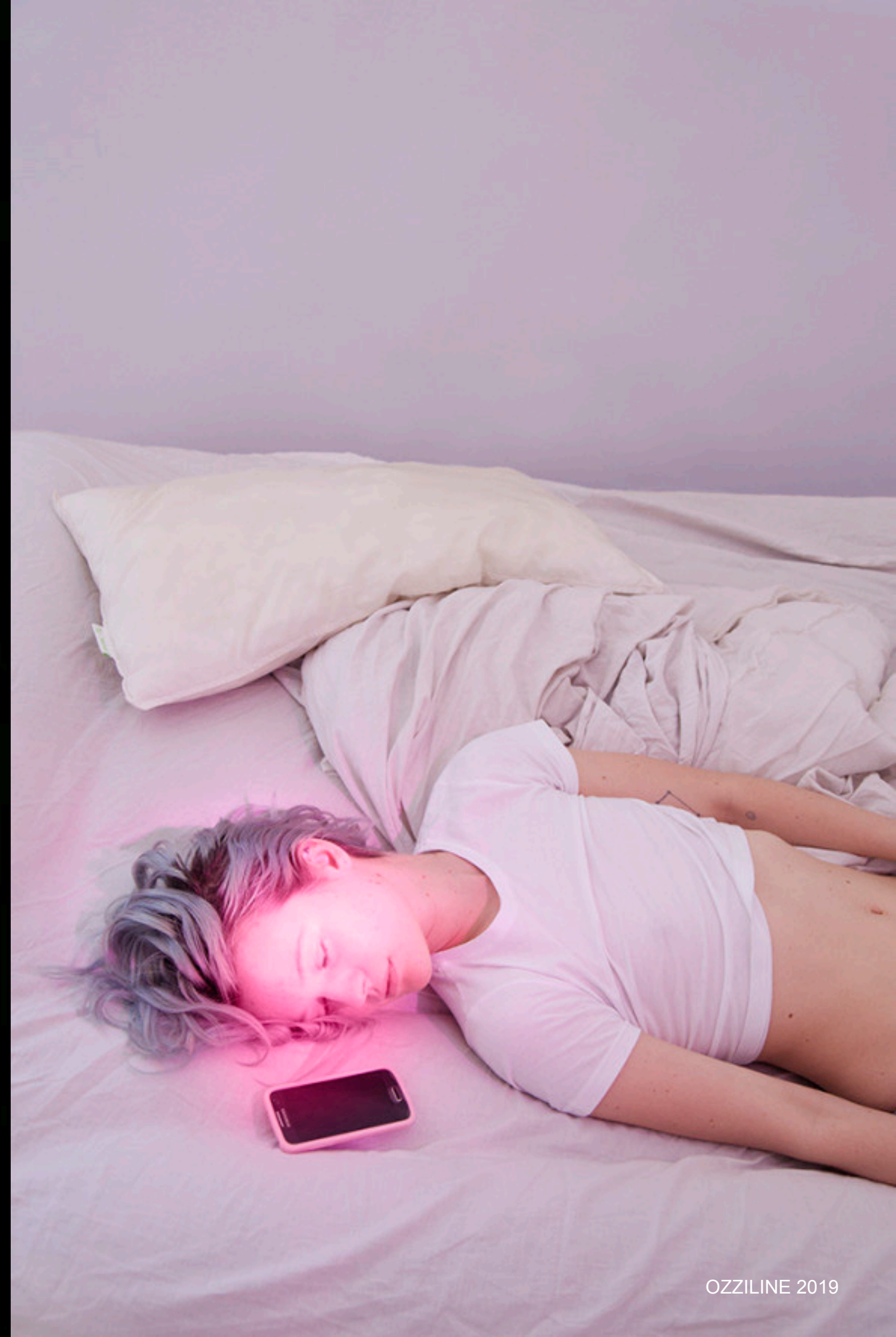
HIKIKOMORI TWST POV: THE WATCHED

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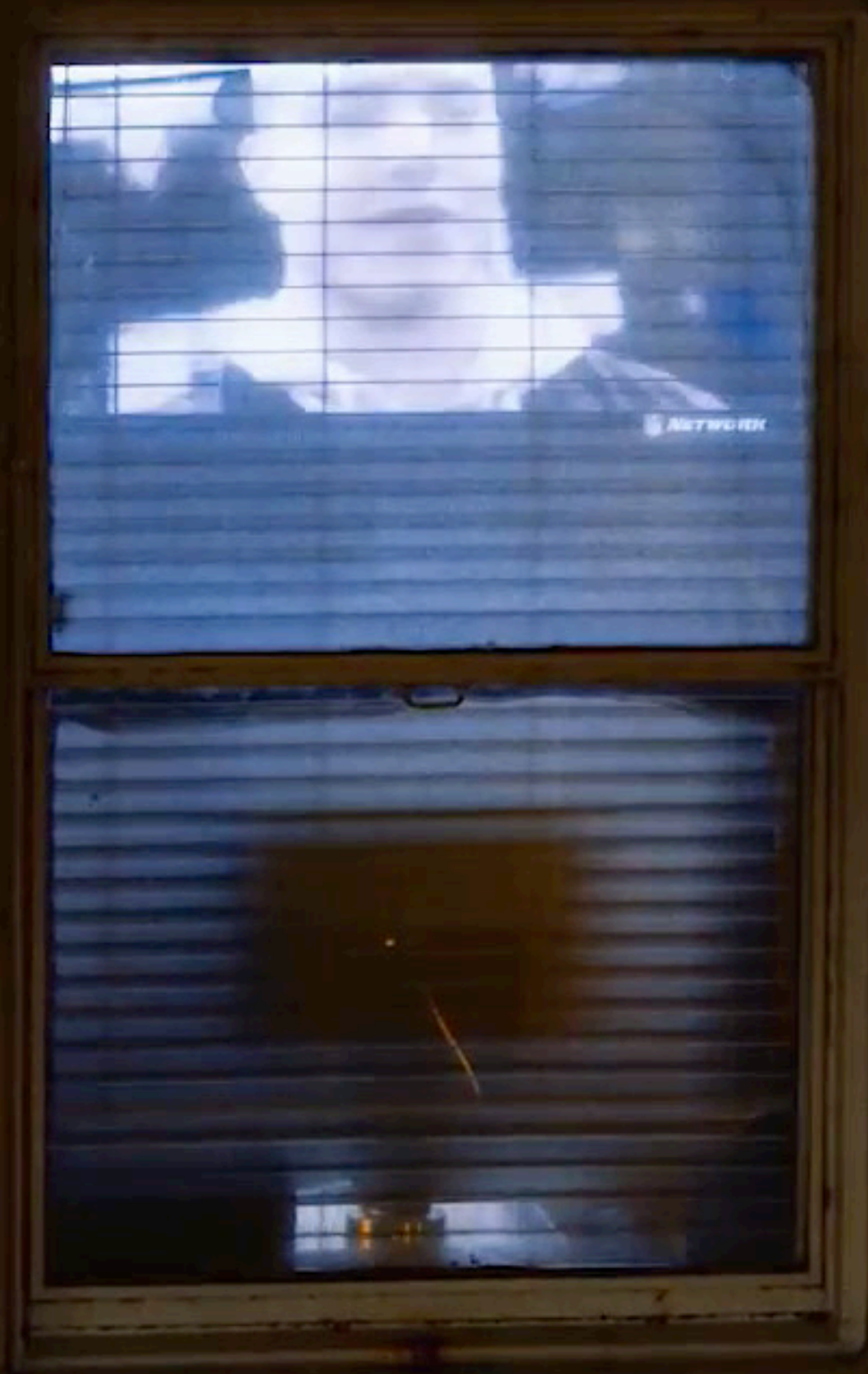
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A woman with long dark hair, wearing a blue bra and dark pants, is looking through a window with a grid pattern. The window is set in a dark wall. The scene is dimly lit, with warm light coming from behind the woman, creating a silhouette effect. The grid pattern of the window is prominent, framing the woman's face and upper body.

E-GIRL TWST POV: THE OBSERVER







THE TONE: DETAILS

ALTHOUGH THERE IS A THEME OF SURVEILLANCE HERE, THE TONE IS NOT EERIE, IT'S PERFORMATIVE, INVITING

WE EXPERIENCE TWST'S SURVEILLANCE OF SELF THROUGH THE WINDOW, CAMERA SCREEN, MIRRORS, LAPTOP AND PHONE SCREEN

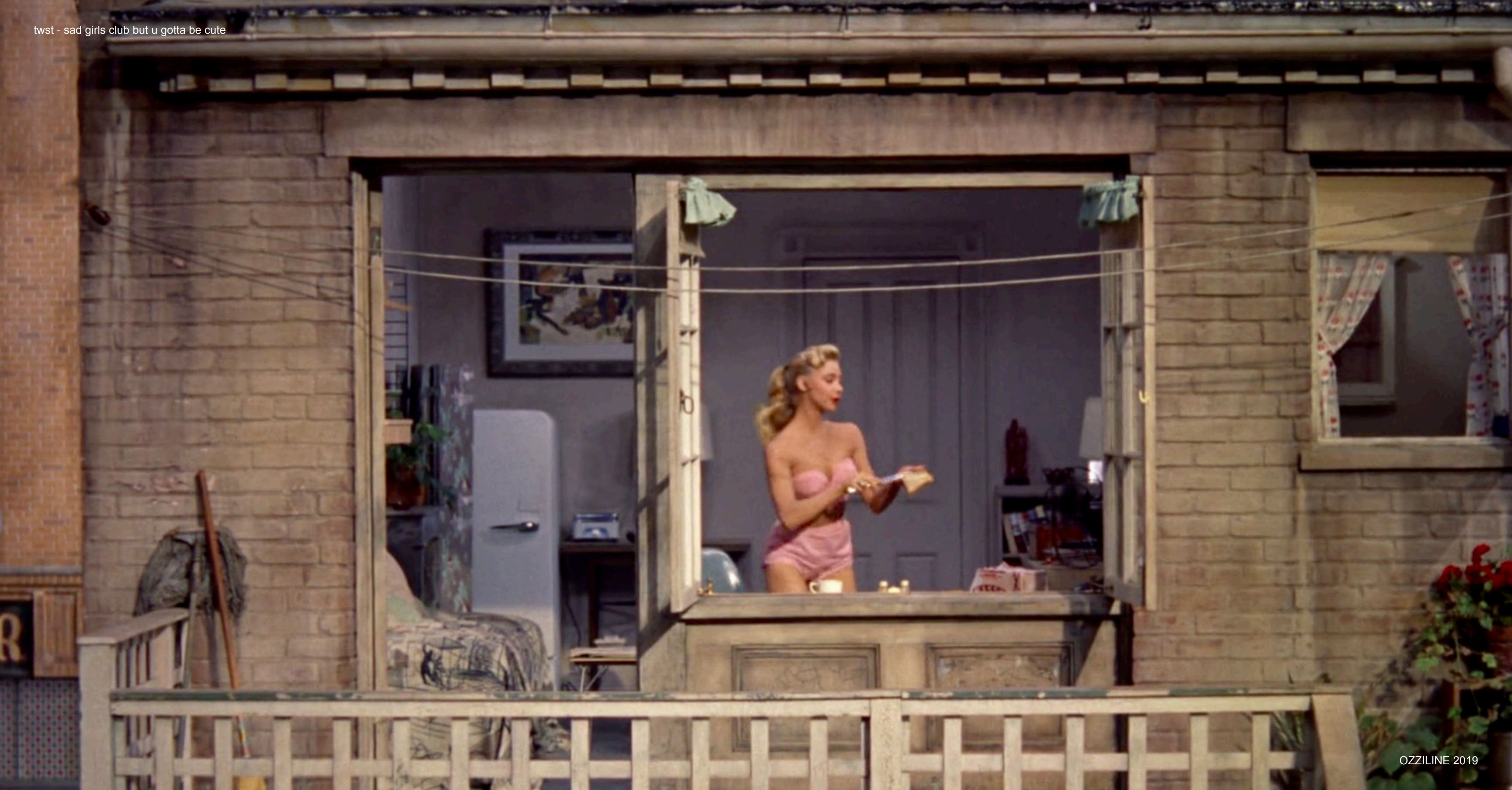
THERE ARE MOMENTS WHERE WE GET THE FULL PICTURE:
HER WHOLE BEDROOM, TWST IN FULL VIEW, WE ARE OUTSIDE LOOKING IN

AND THERE ARE DETAIL MOMENTS: TWST'S POV OF 'SELF', OR HOW SHE ENVISIONS HER 'SELF'
AS A SAD GIRL

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subscribo





THE PERFORMANCE

THE DUALITY OF 'SAD GIRL':

ON ONE SIDE TWST WANTS THE CAMERA, WANTS THE ATTENTION
ON THE OTHER, SHE SHYS AWAY, RECLUSES INTO HER OWN WORLD

AT SOME POINTS SHE MAKES EYE CONTACT WITH THE CAMERA, WITH HERSELF
AT OTHER POINTS SHE PRETENDS TO IGNORE IT, BUT WE CAN TELL SHE'S PLAYING UP TO HER
'CUTE SAD GIRLNESS'

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thank you
x