

# PORTFOLIO 2023

IMAGE MAKER - CREATIVE DIRECTOR - DIRECTOR - TREATMENT DESIGNER  
BY OZZILINE



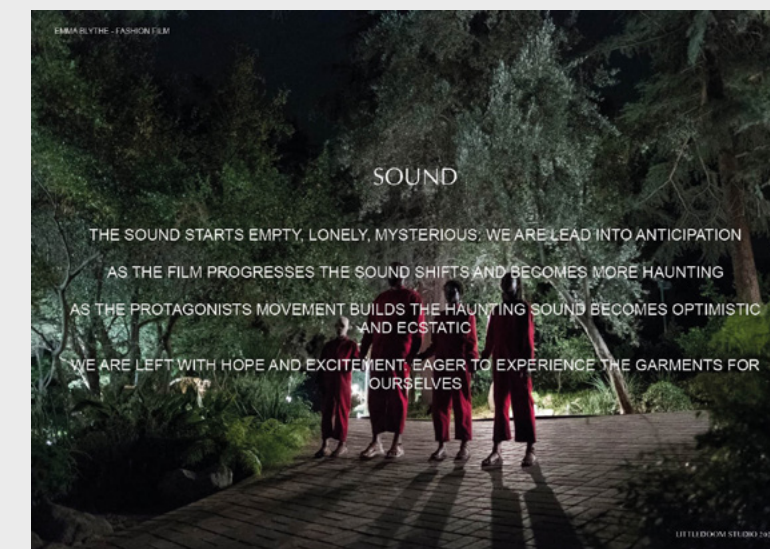
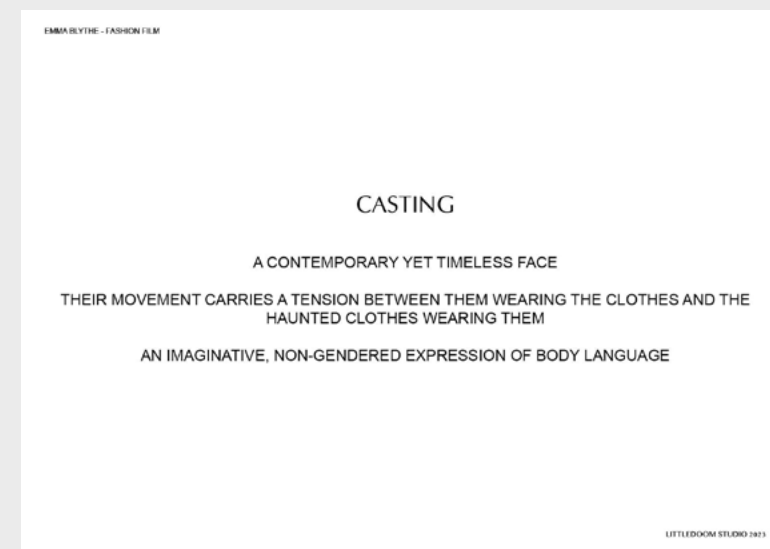
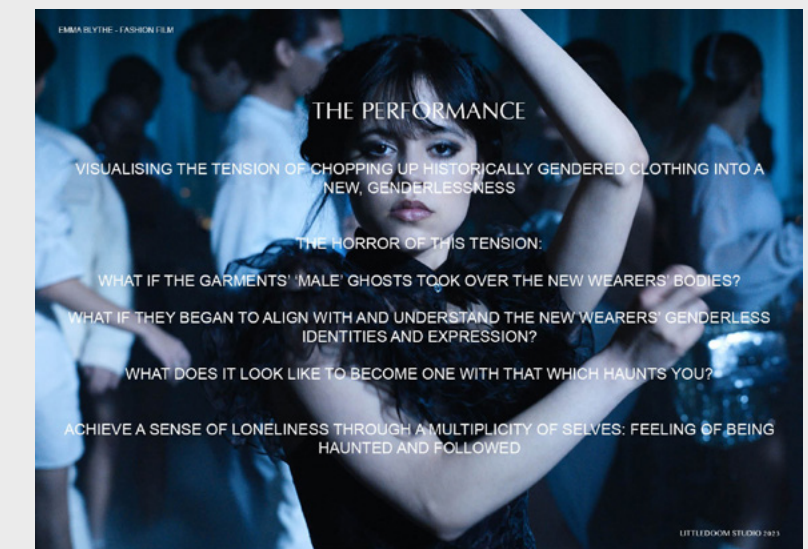
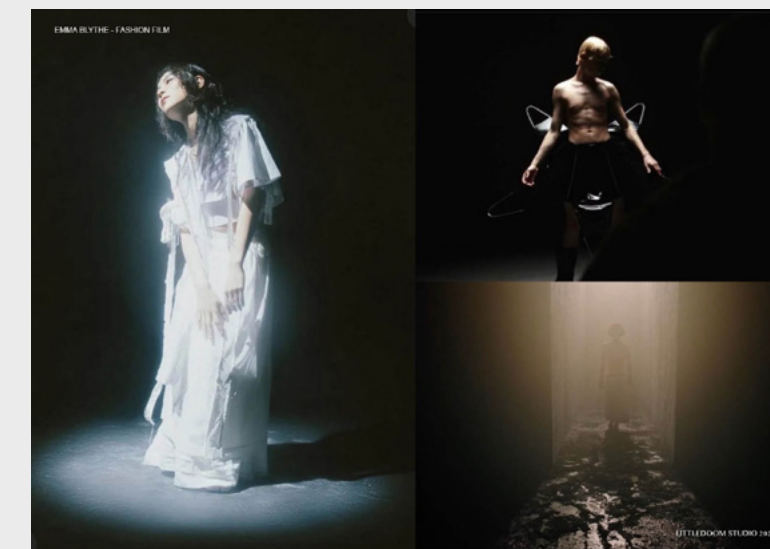
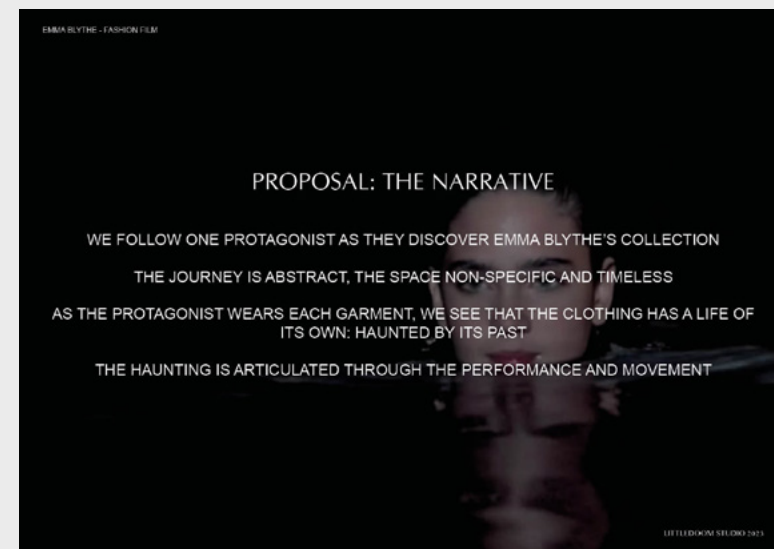
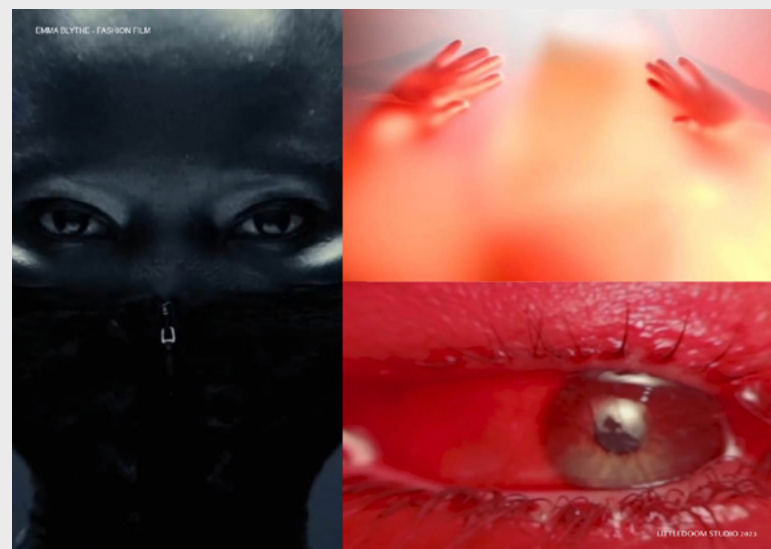
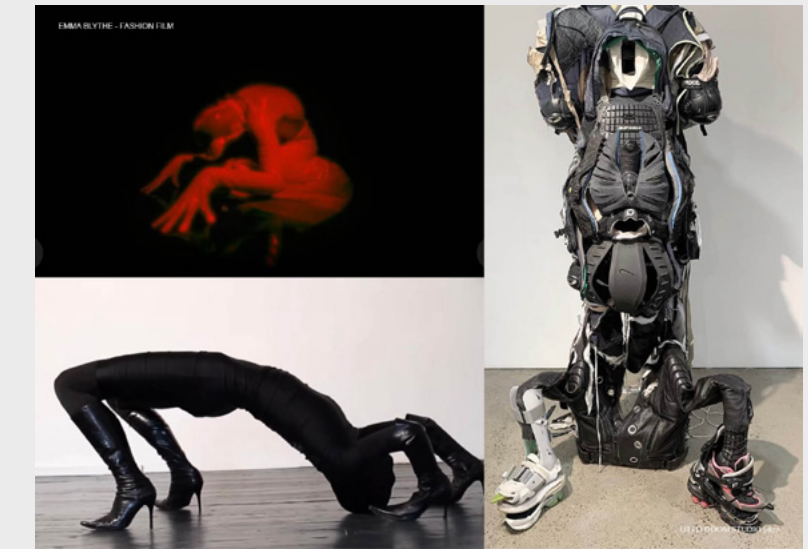
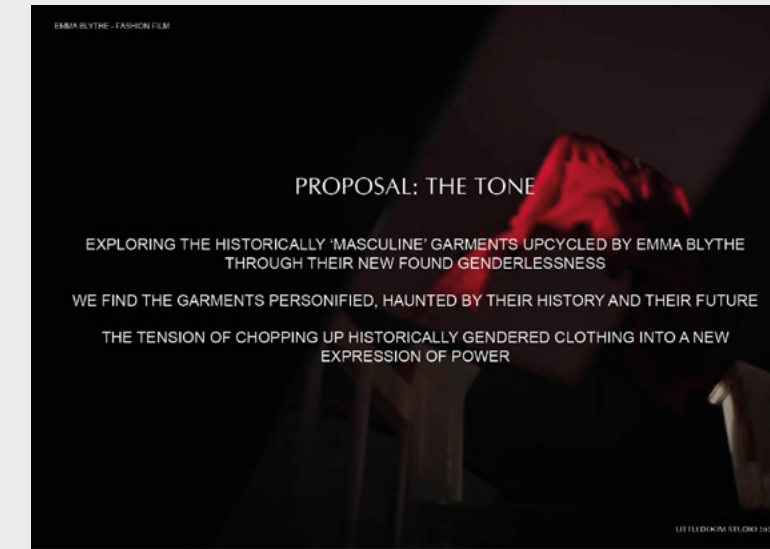
# TREATMENT DESIGNER

FASHION FILM - FASHION STILLS - MUSIC VIDEO - PRESS

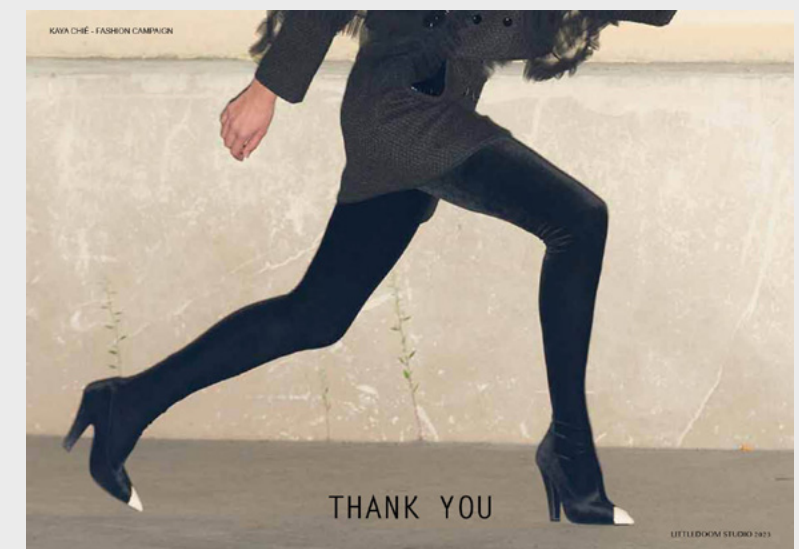
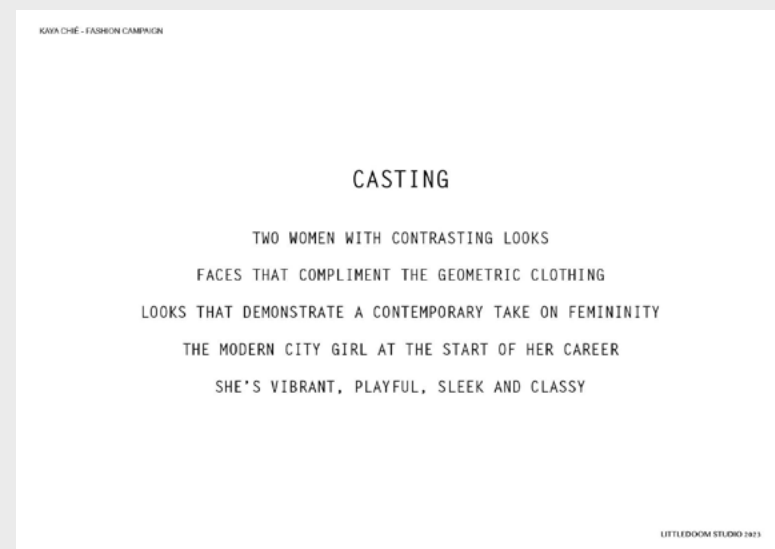
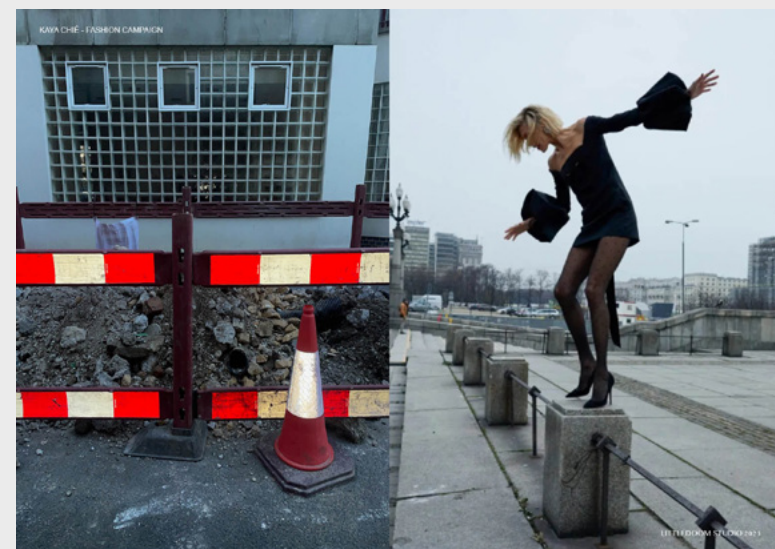
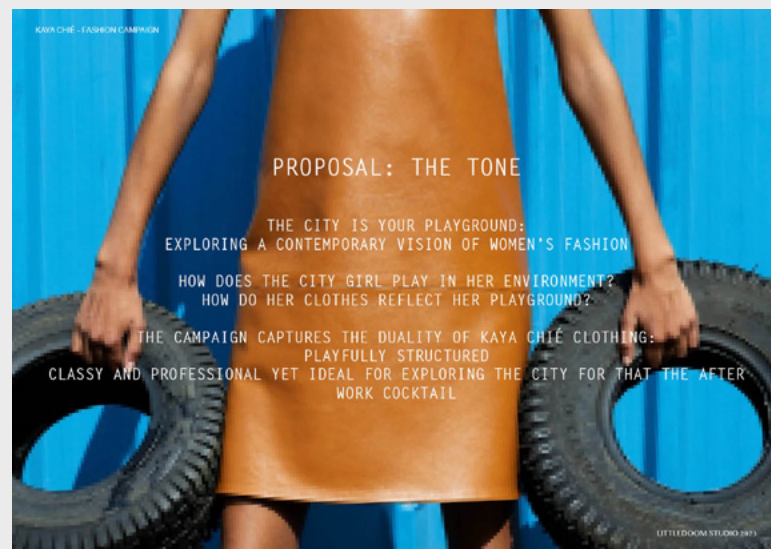


# FASHION FILM

# EMMA BLYTHE FASHION FILM [DIRECTED BY MALTHUS]



# KAYA CHIE FASHION FILM [DIRECTED BY ZHUÓ CHEN]



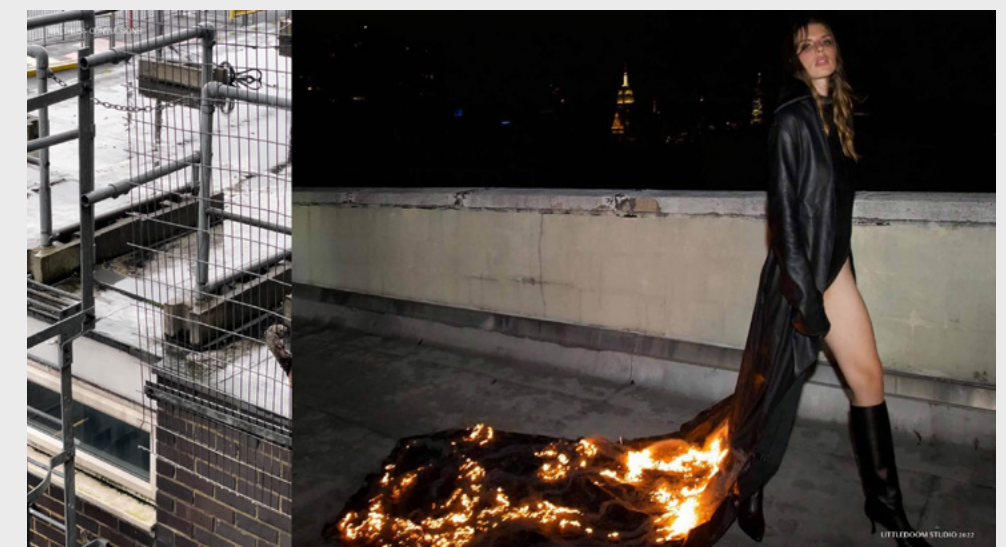
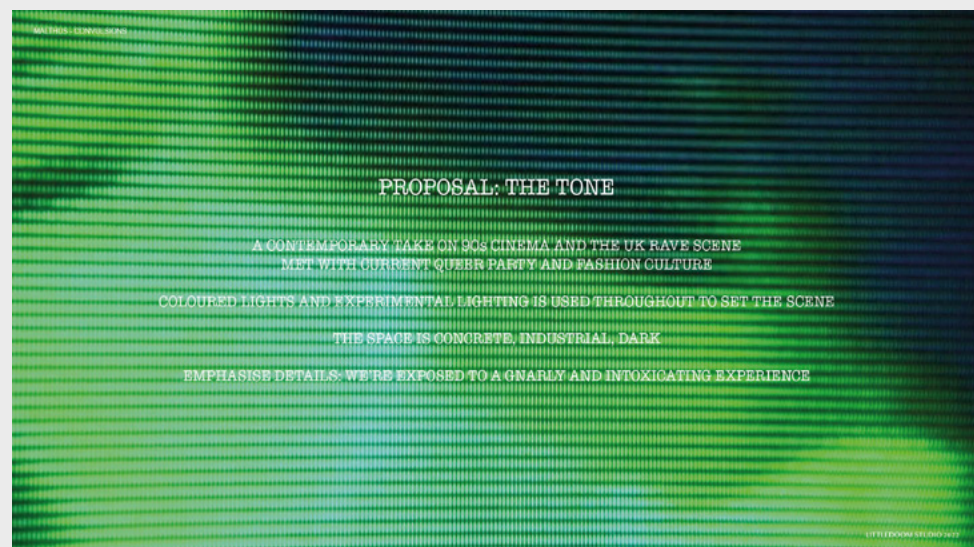
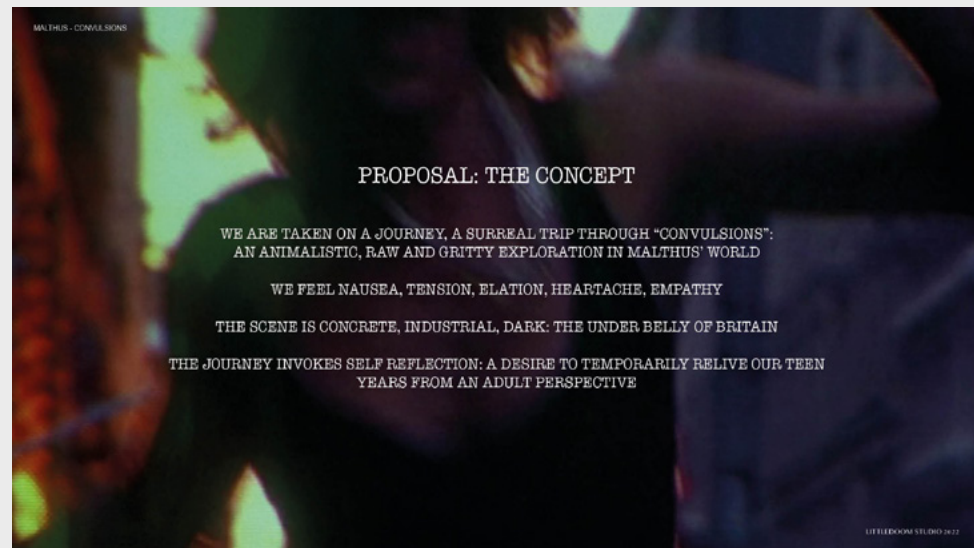
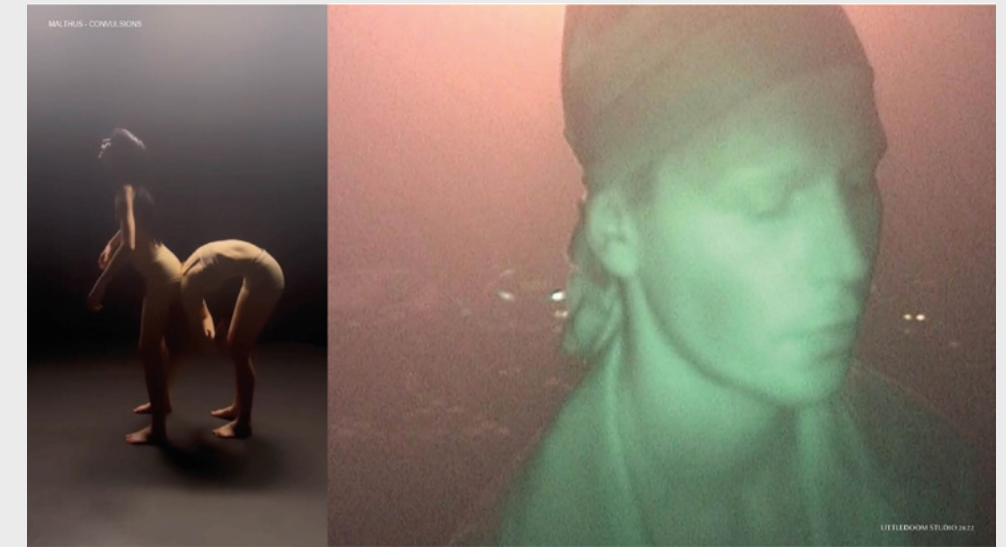
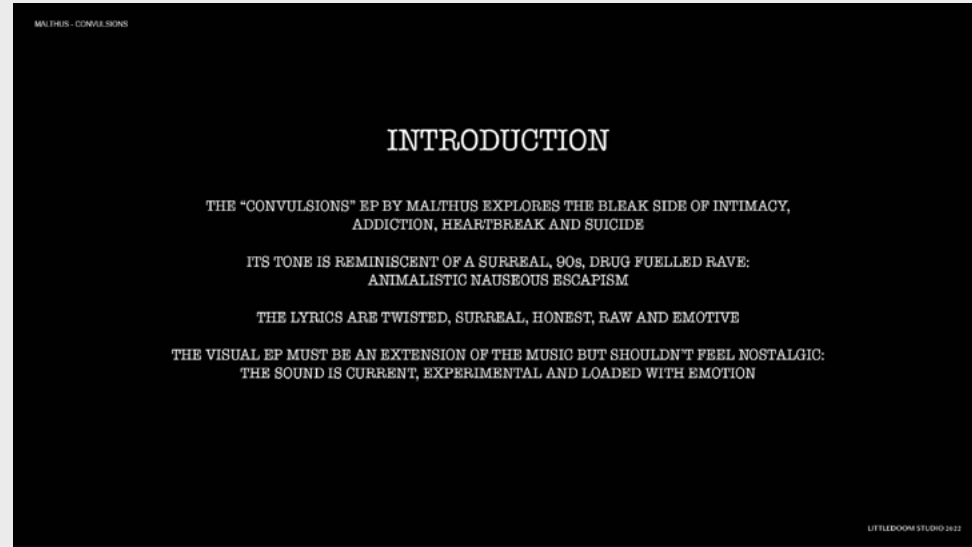
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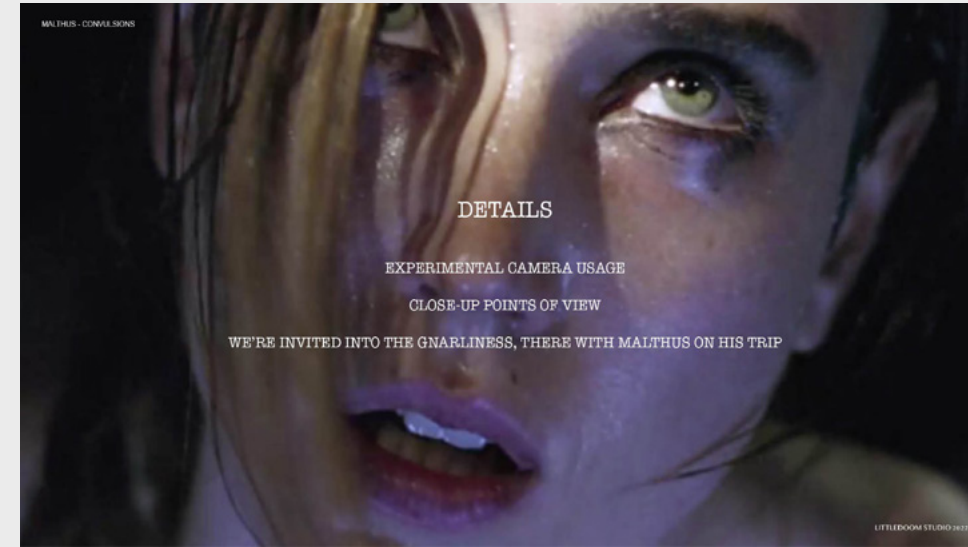
# MALTHUS

## VISUAL EP: "CONVULSIONS" [DIRECTED BY MALTHUS]

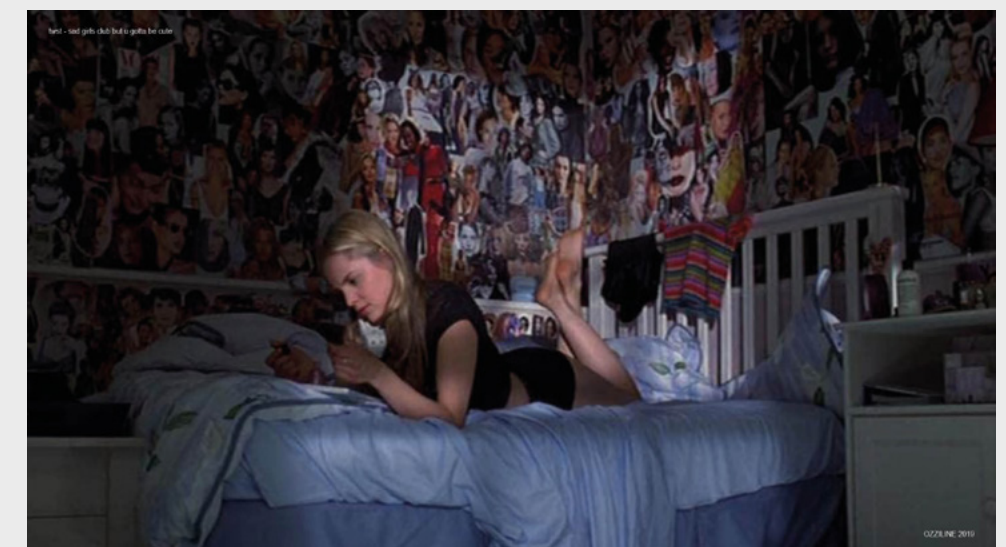
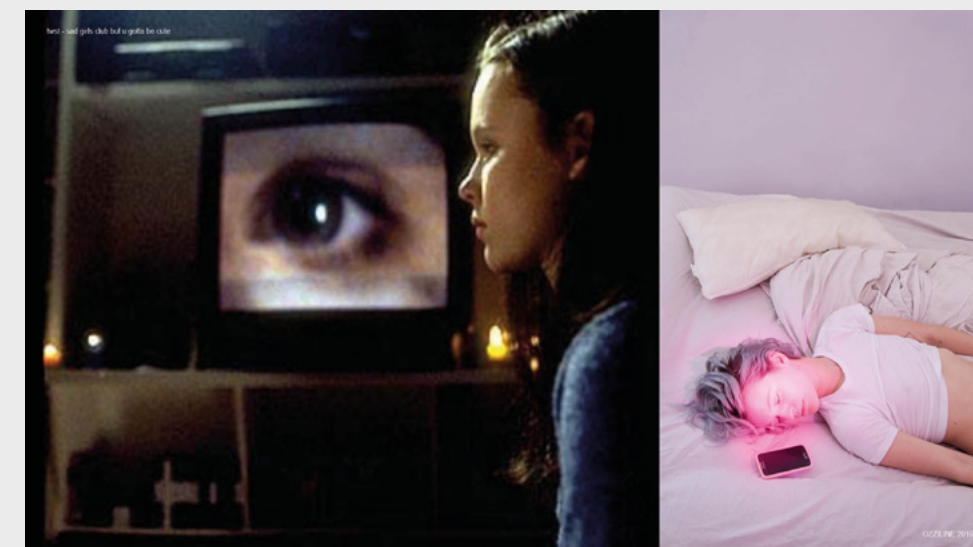
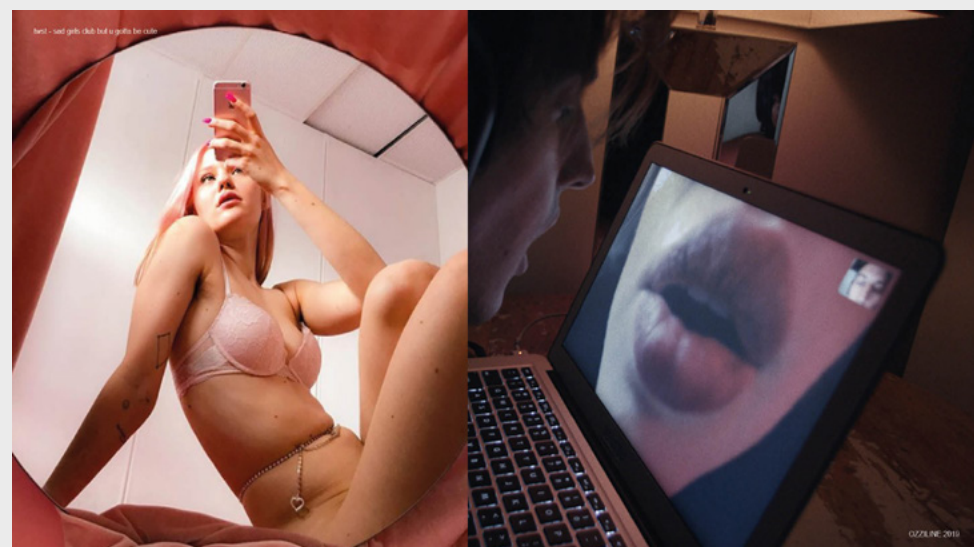
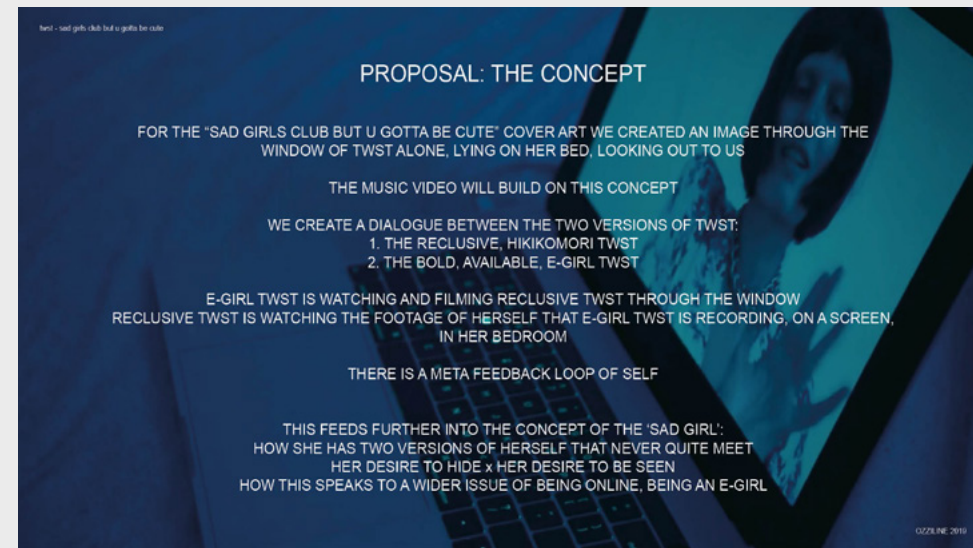
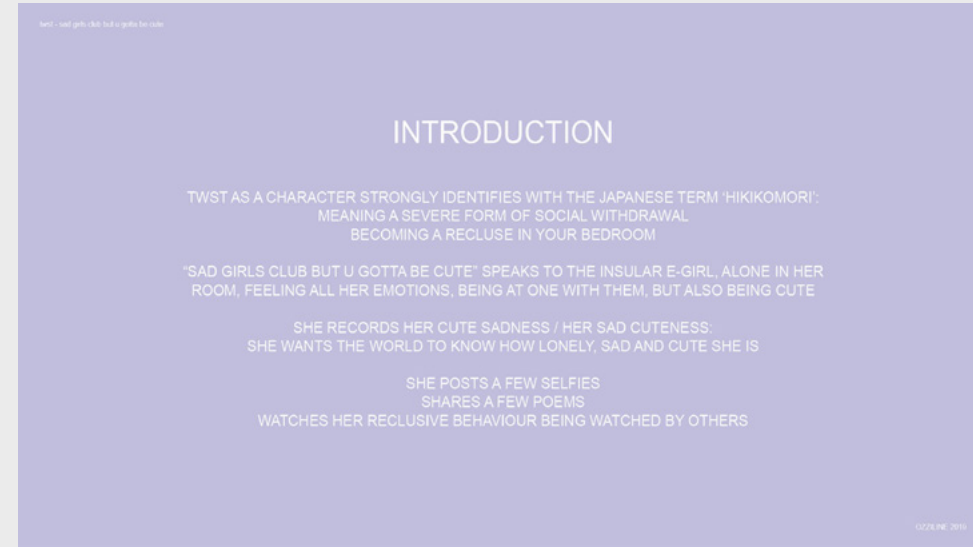
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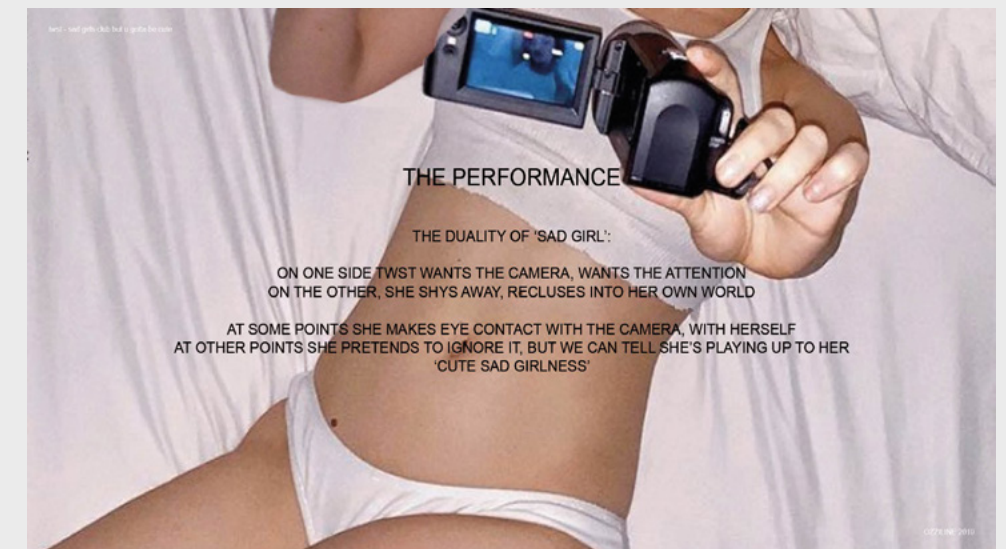
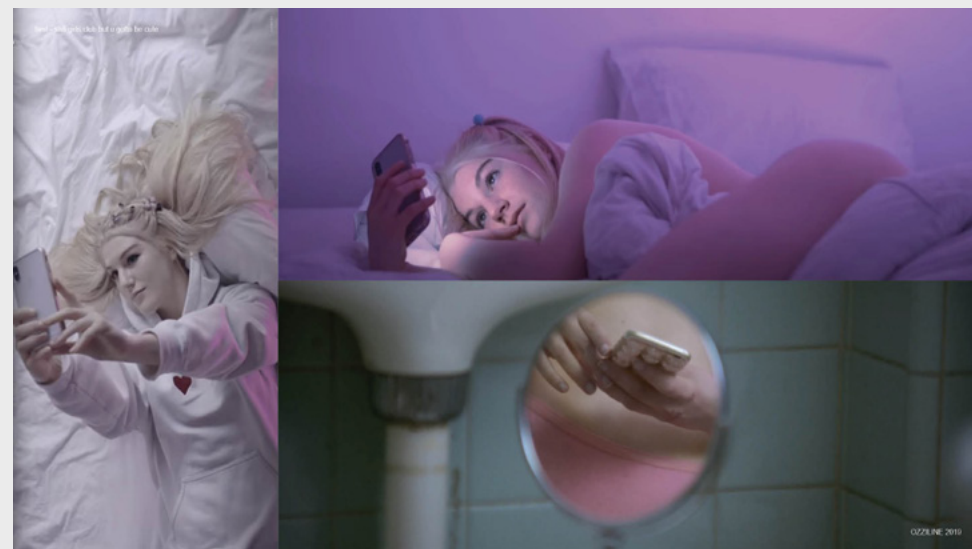
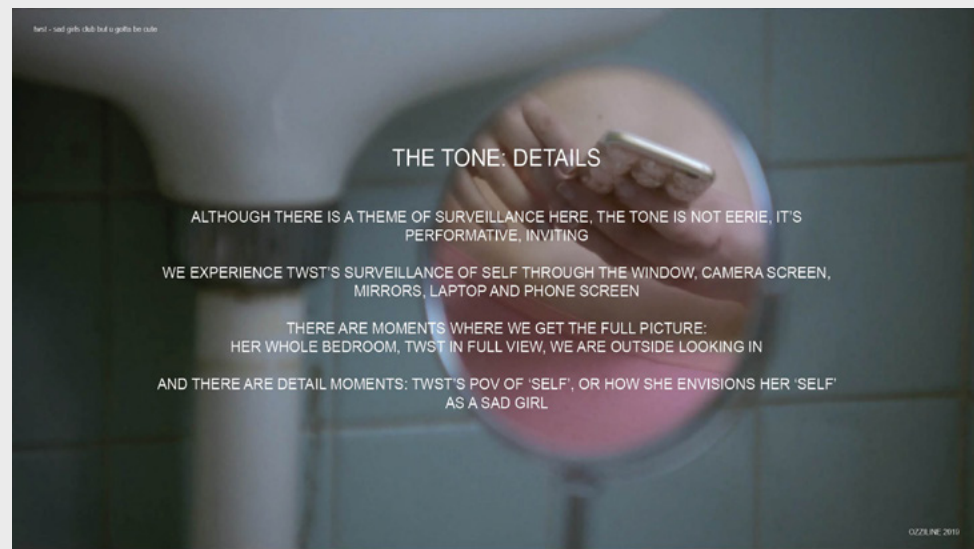
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VISUAL EP: "CONVULSIONS" [DIRECTED BY MALTHUS]  
2/2



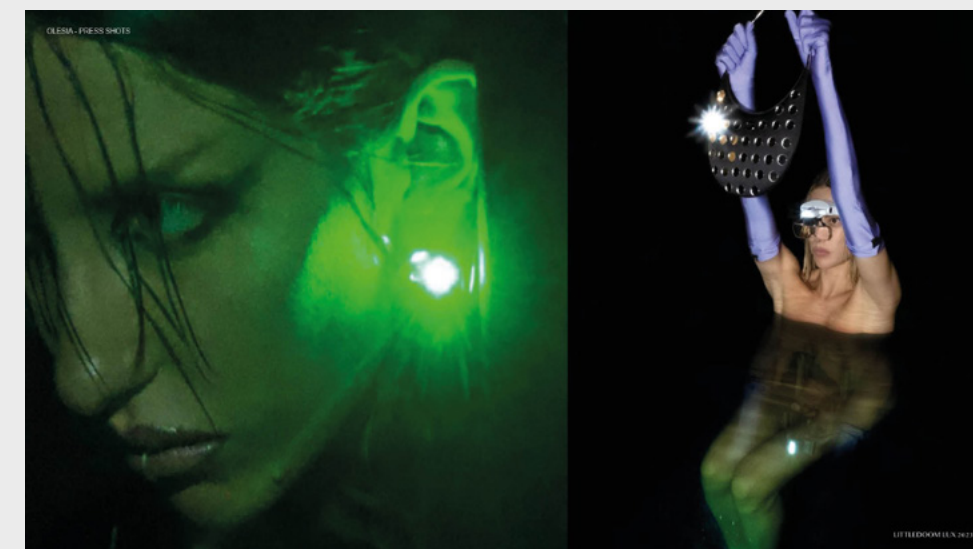
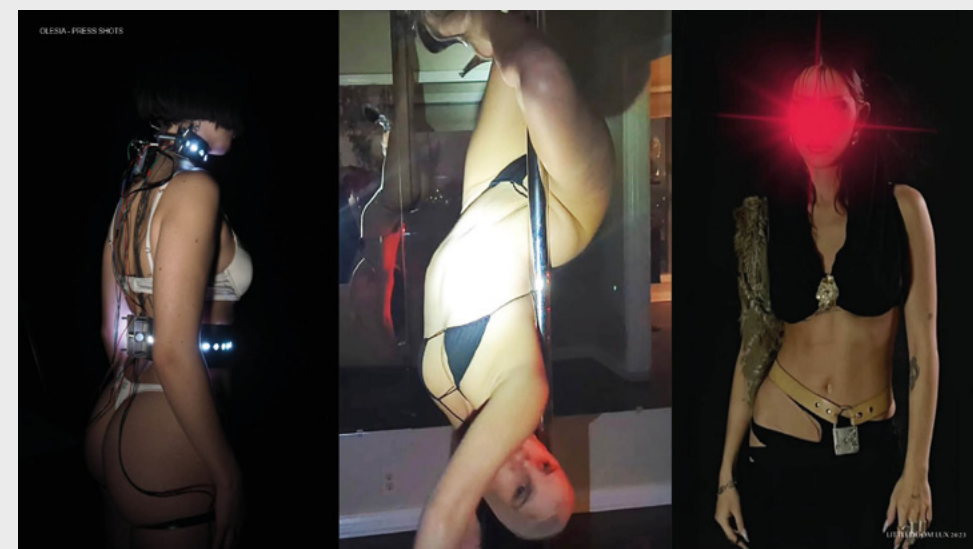
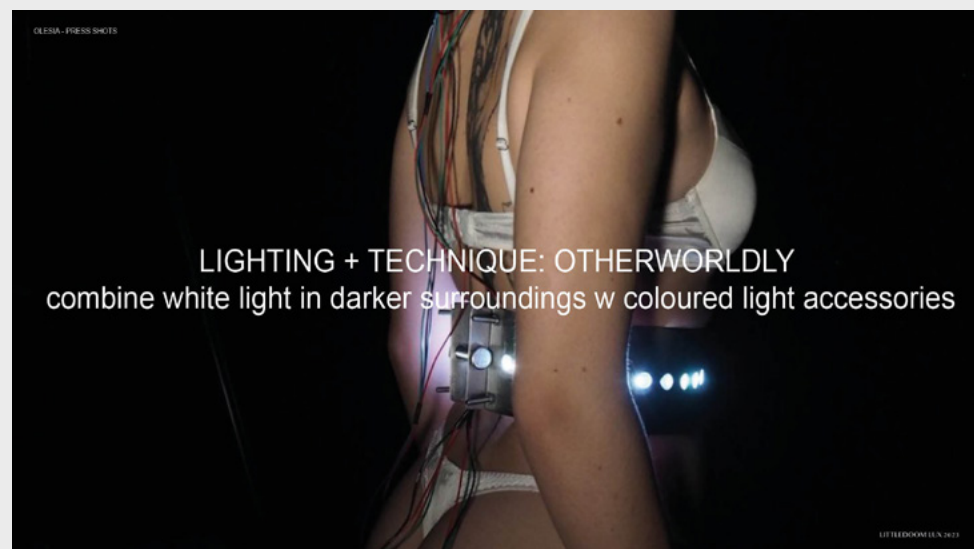
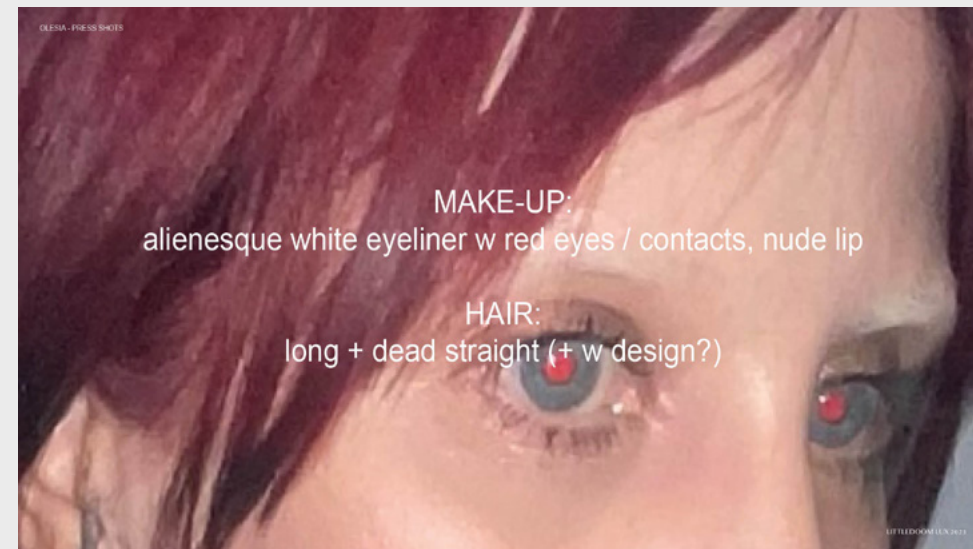
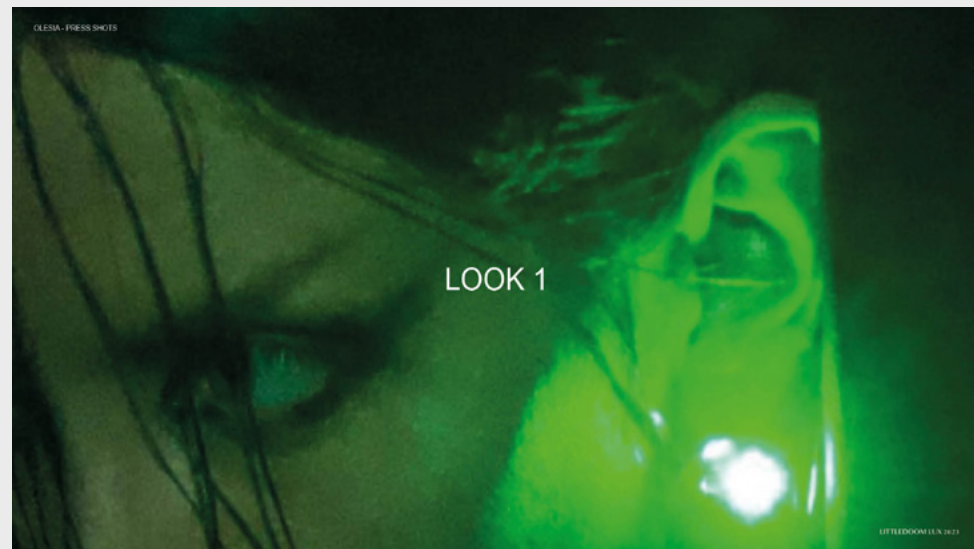
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MUSIC VIDEO: "Sad Girls Club but U Gotta Be Cute" [DIRECTED BY TWST + SAM KINSELLAS]  
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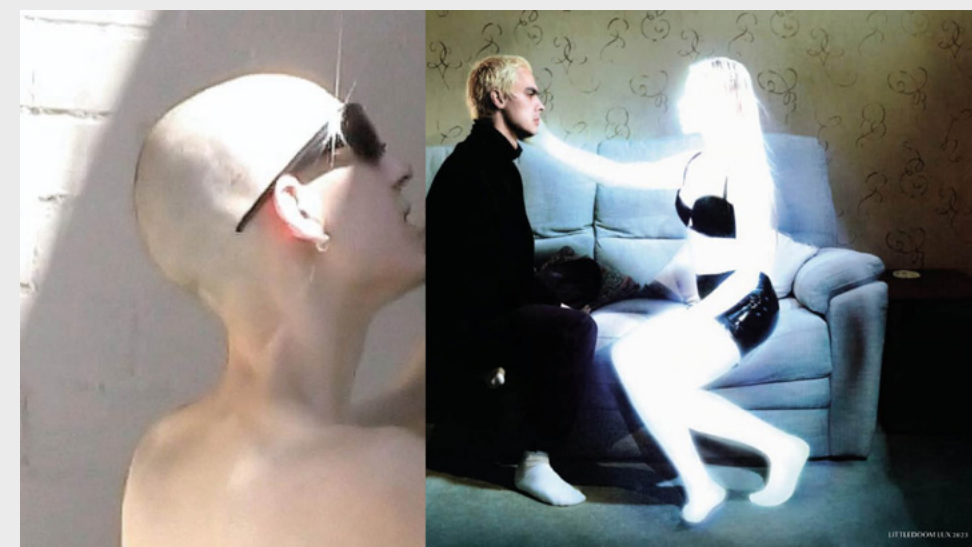
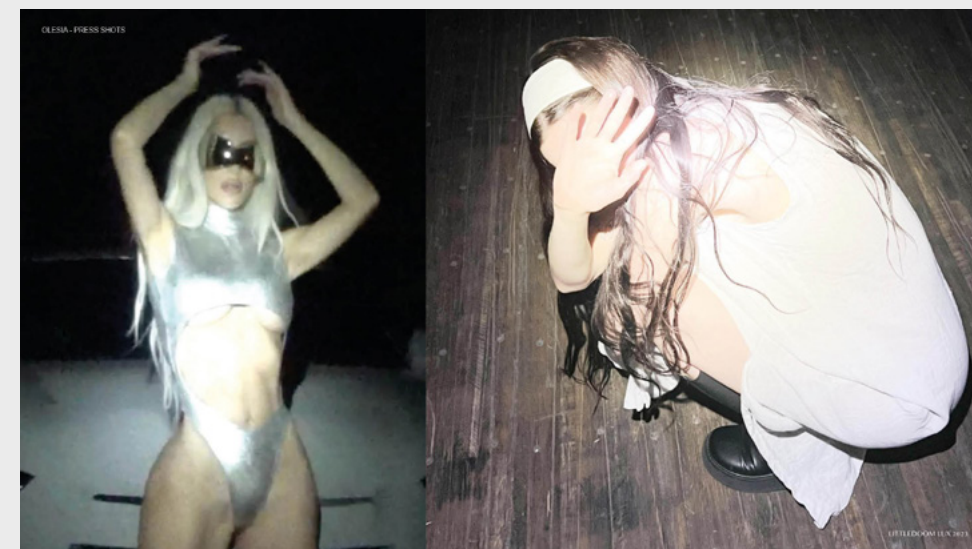
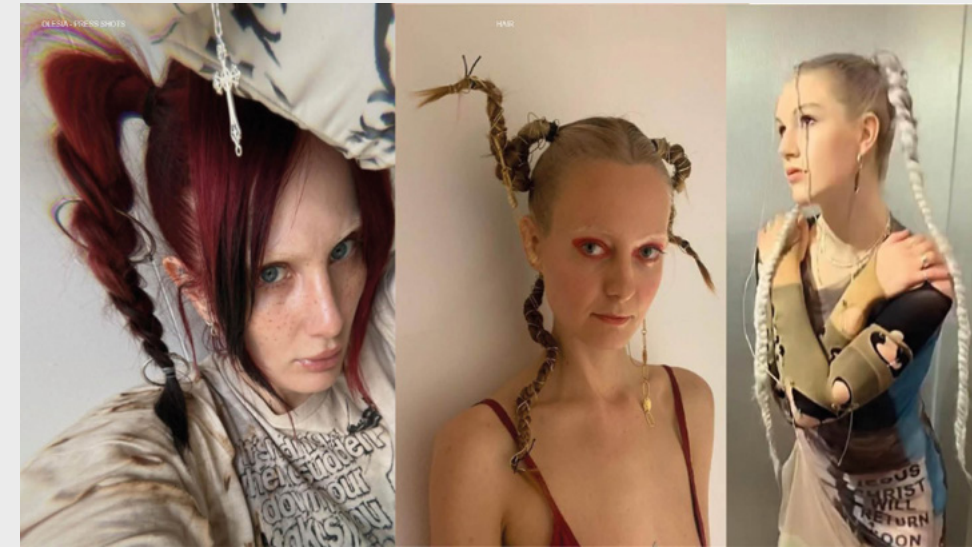
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MUSIC VIDEO: "Sad Girls Club but U Gotta Be Cute" [DIRECTED BY TWST + SAM KINSELLAS]  
2/2



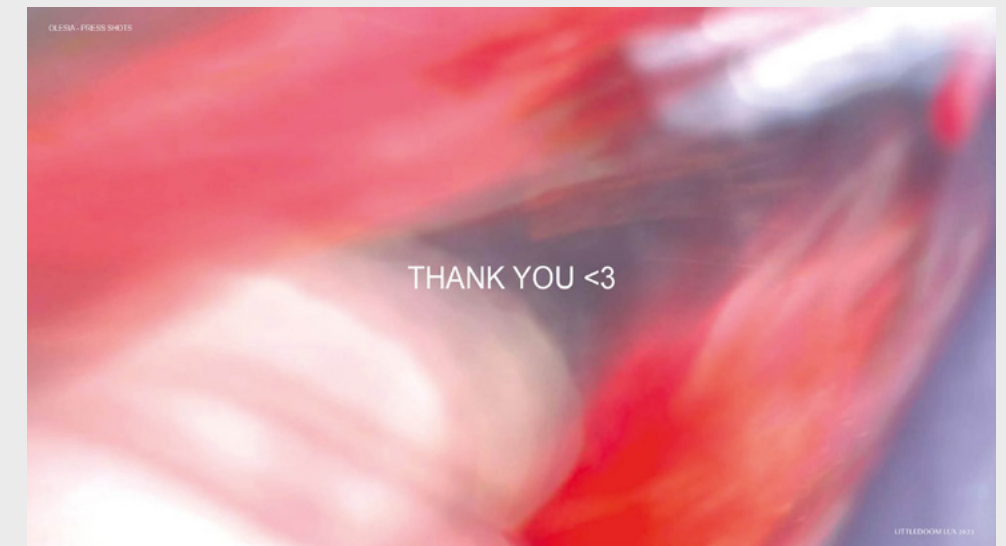
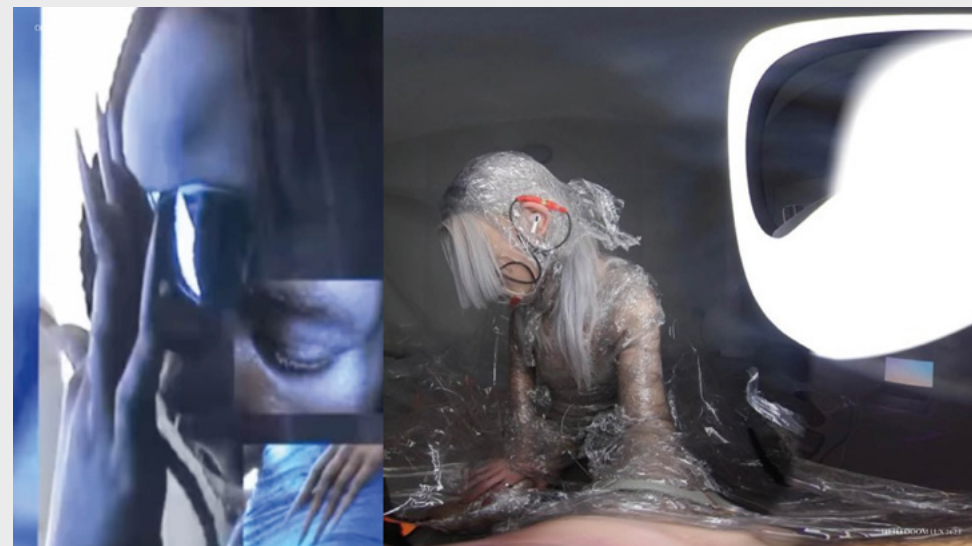
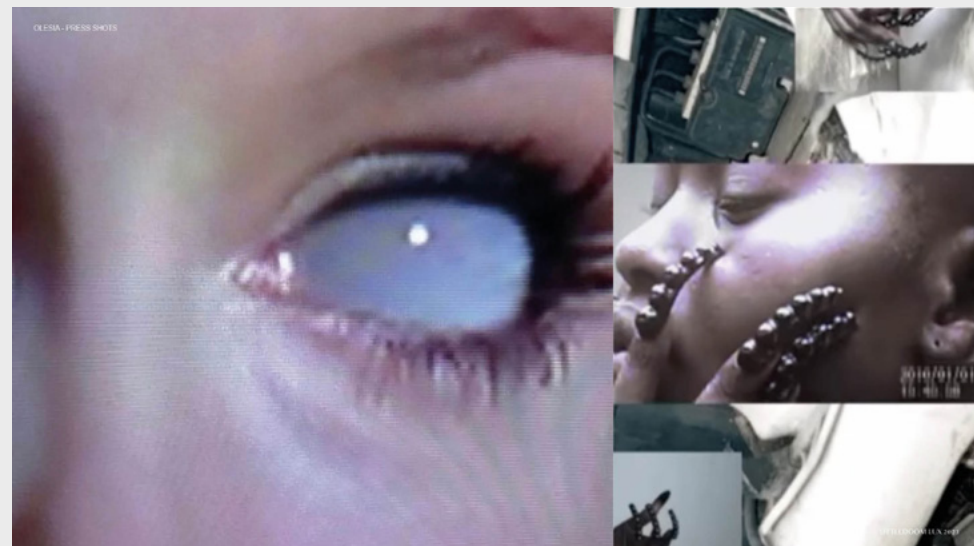
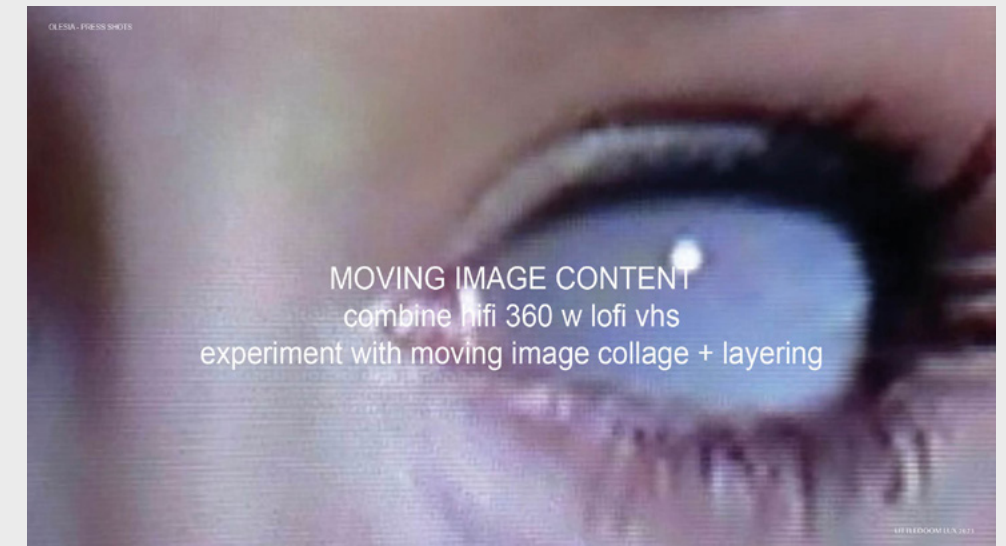
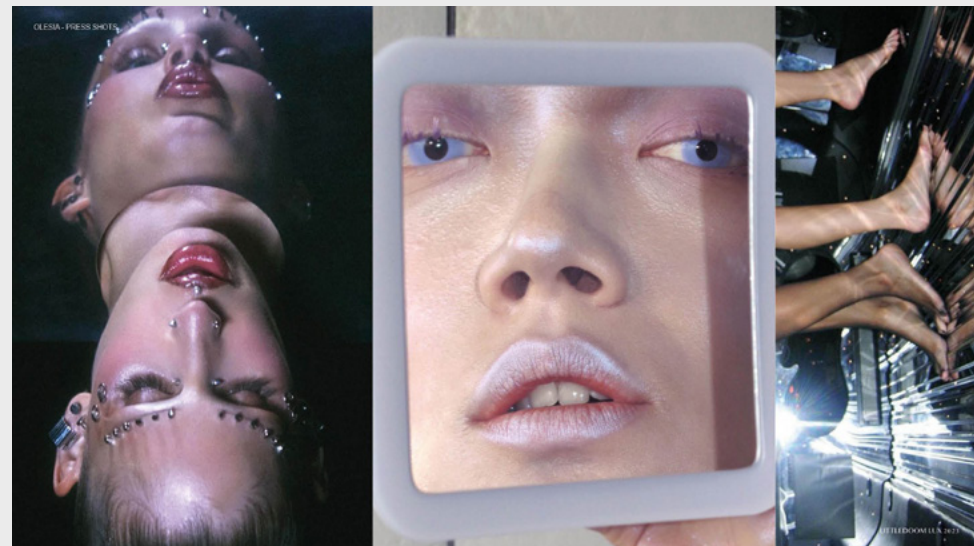
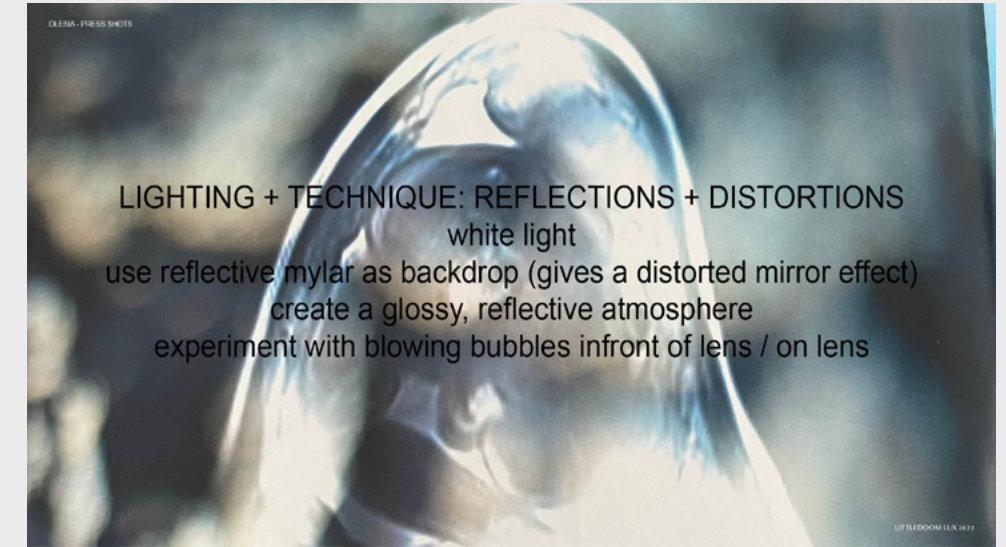
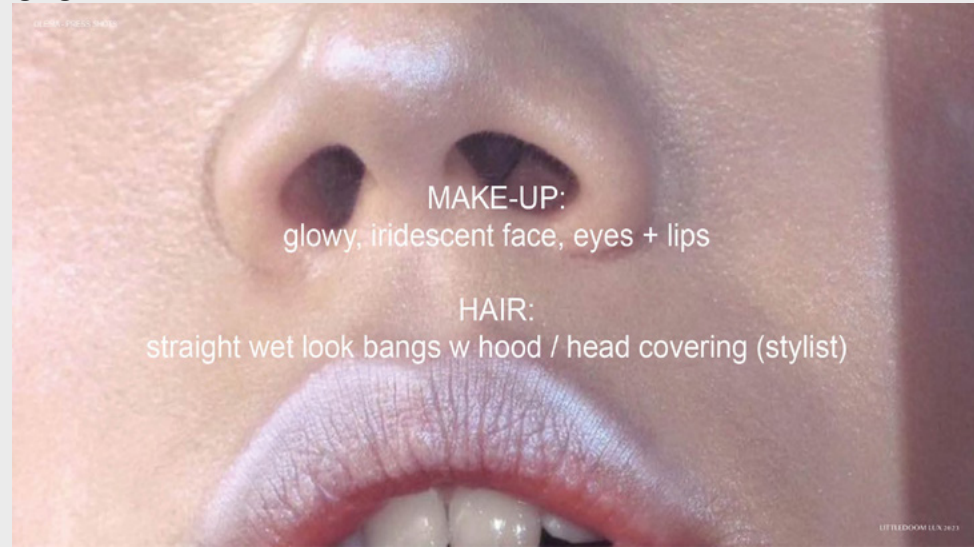
OLEZIA  
STILLS + MOVING IMAGE: PRESS SHOTS + CONTENT [CREATIVE BY OZZILINE]  
1/3



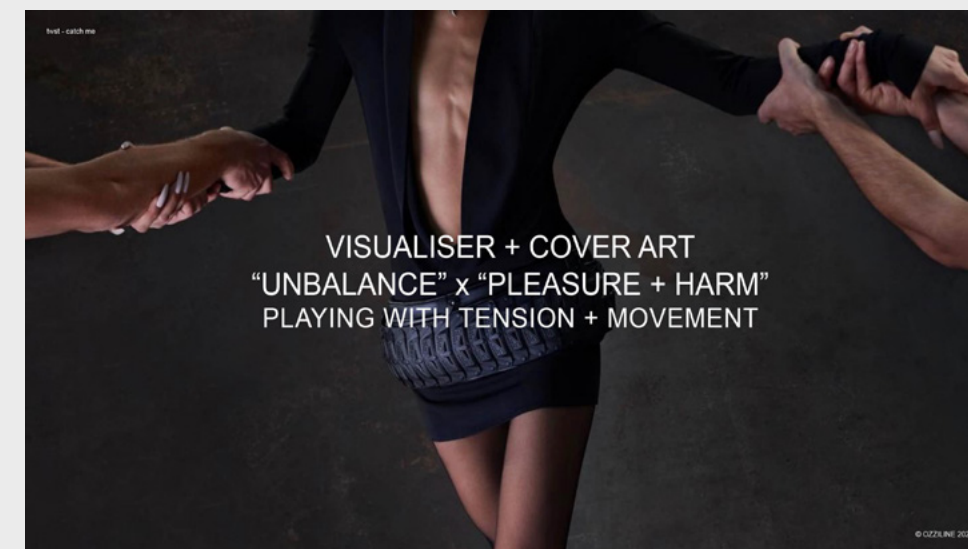
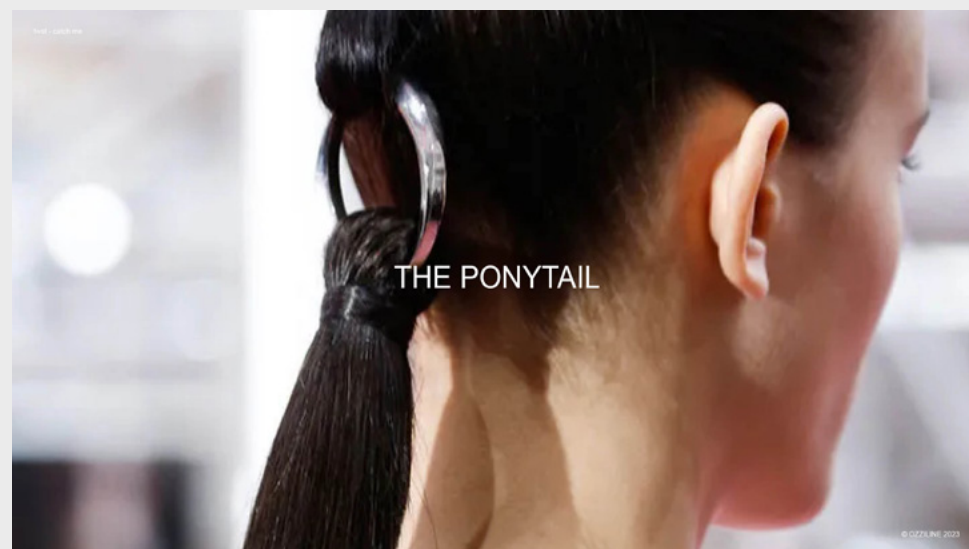
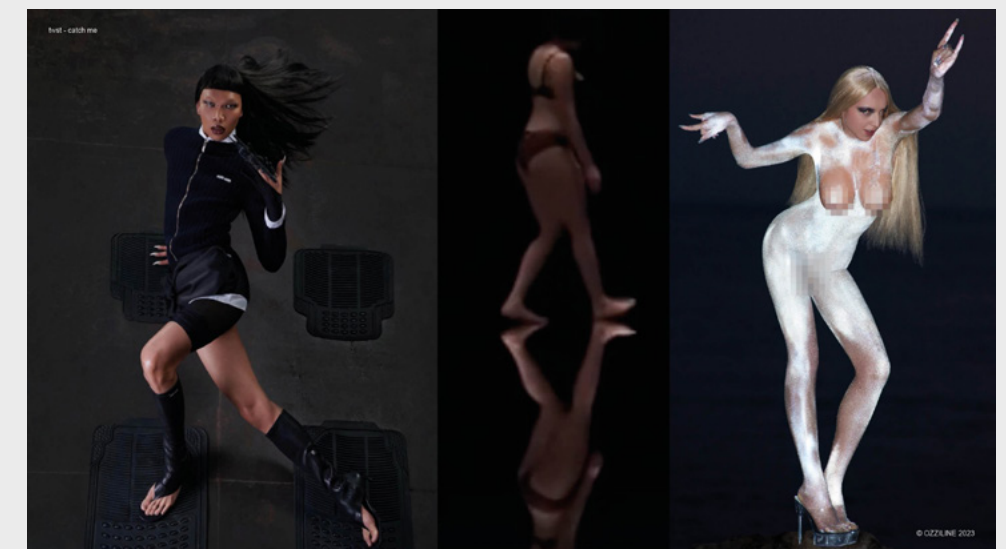
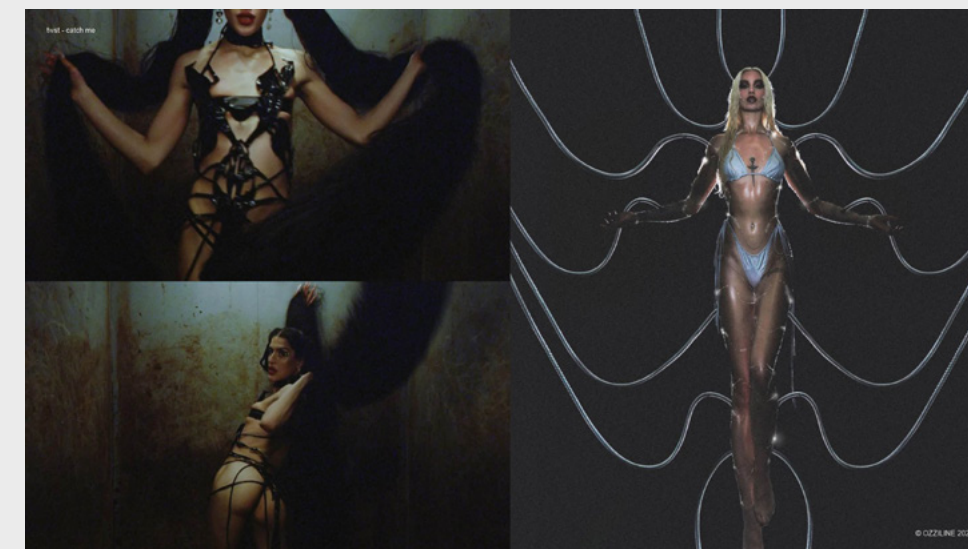
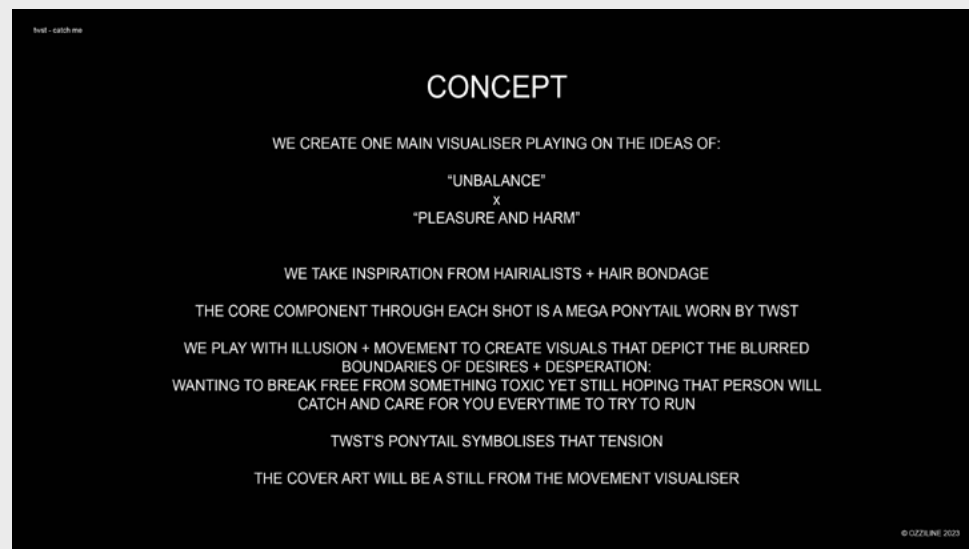
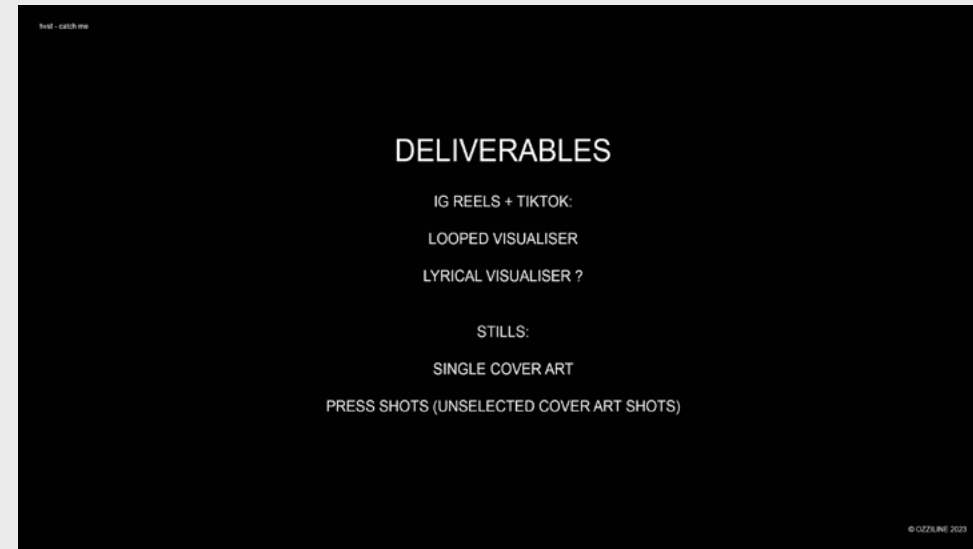
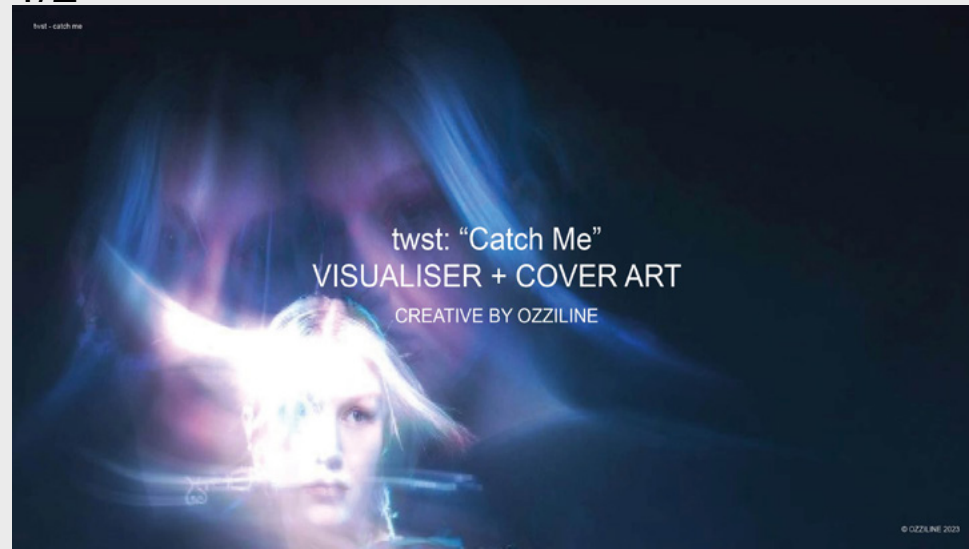
OLEZIA  
STILLS + MOVING IMAGE: PRESS SHOTS + CONTENT [CREATIVE BY OZZILINE]  
2/3



OLEZIA  
STILLS + MOVING IMAGE: PRESS SHOTS + CONTENT [CREATIVE BY OZZILINE]  
3/3



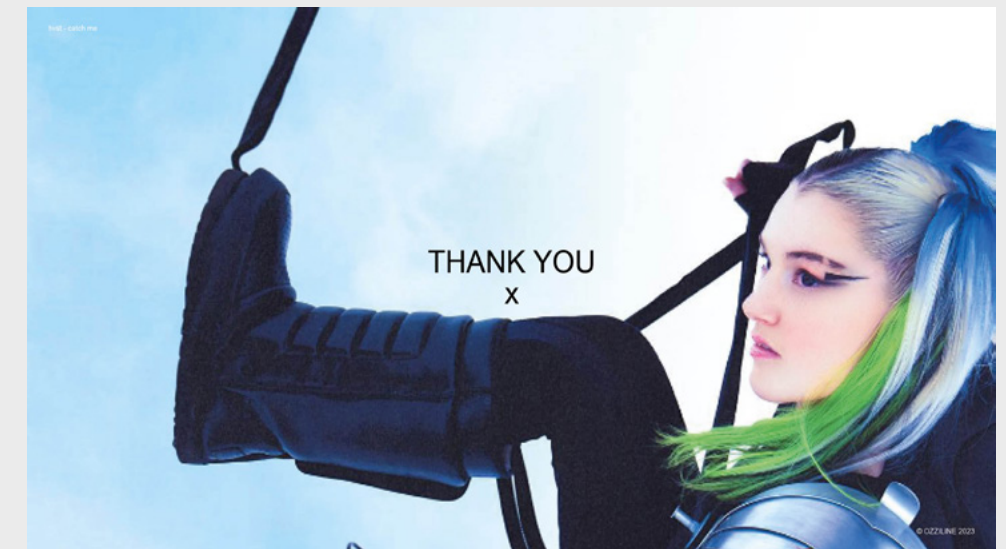
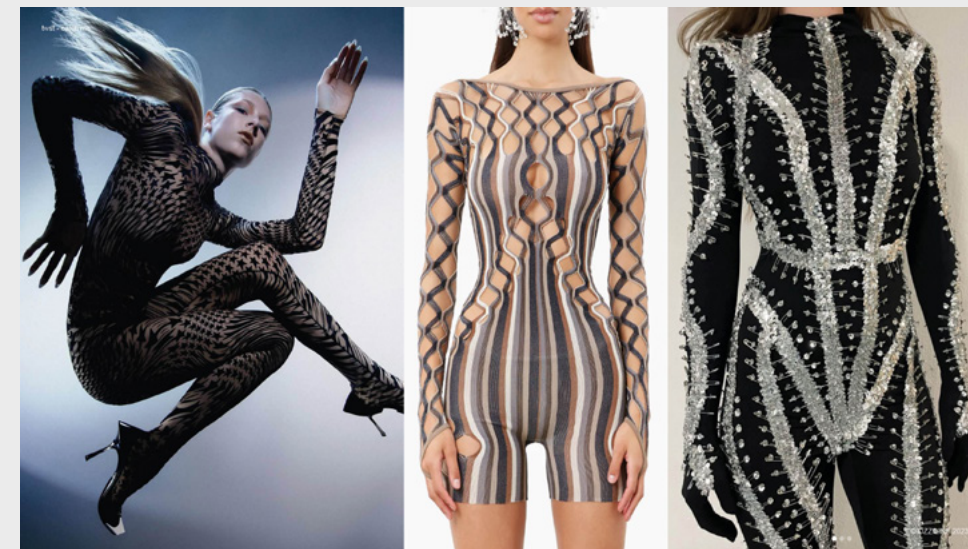
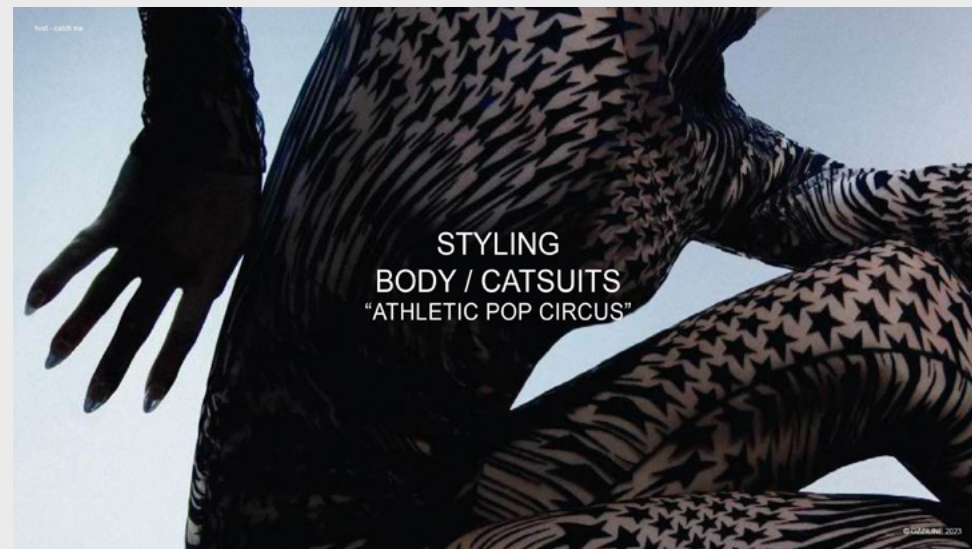
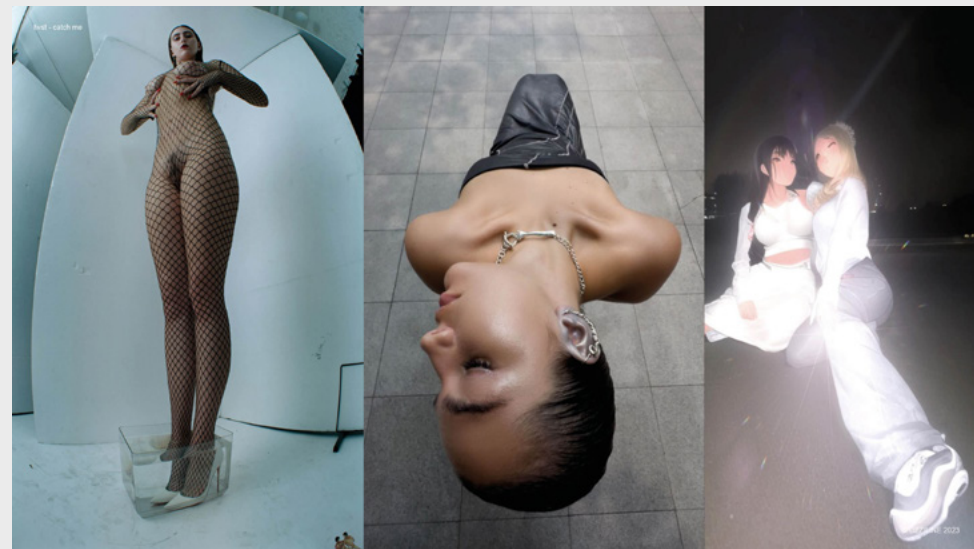
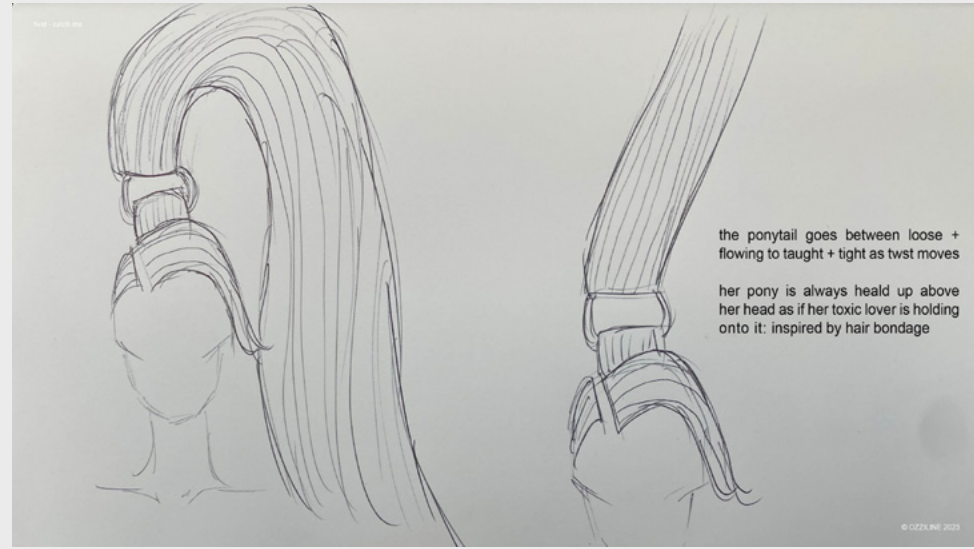
TWST  
STILLS + VISUALISER: "catch me" [DIRECTED + CREATIVE BY OZZILINE]  
1/2





TWST  
STILLS + VISUALISER: "catch me" [DIRECTED + CREATIVE BY OZZILINE]

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**COMMERCIAL**

JUICY COUTURE  
 FASHION CAMPAIGN FILM: "JUICY GIRL" [SPECULATIVE CREATIVE BY OZZILINE]  
 1/2



**Introduction**

"JUICY COUTURE" IS ONE OF THE MOST ICONIC, LUXURY TRACKSUIT AND ACCESSORY BRANDS

THEIR CURRENT AESTHETIC IS REMINISCENT OF THEIR Y2K WEARERS AND CAMPAIGNS:  
 L.A. 'IT GIRL', LUXURY, INFLUENCER - PARIS HILTON, LINDSAY LOHAN, YOUNG KIM K - WIDE SUNNY ROADS, PALM TREES, GIRLY, PLUSH, PINK

RELATED TO EARLY INSTAGRAM ARTISTS LIKE PETRAC COLLINS AND ARVIDA BYSTROM

NOW, THE IT GIRL AESTHETIC HAS DEVELOPED TO SOMETHING EDGIER, DARKER AND MORE SOPHISTICATED:  
 'SUCCUBUS' GIRL, VAMP, GRUNGE, PUNK, MYSTERIOUS, GRITTY

FOR THIS NEW CAMPAIGN, "JUICY COUTURE" TAPS INTO THE DARKER SIDE OF THE 90s, TO THE UNDERWORLD, WHERE THE FEMALE PROTAGONIST PRESENTS STRENGTH NOT JUST SASS:  
 BUFFY THE VAMPIRE SLAYER, XENA THE WARRIOR PRINCESS, CHARMED, BEWITCHED, THE CRAFT



**The Tone**

THE "JUICY COUTURE" GIRL IS REDEFINED:  
 SHE IS GOTHIC, VAMPY, CURIOUS, A CREATURE OF THE NIGHT, NOT AFFRAID TO WALK ALONE, FRIENDS WITH OUTCASTS:  
 "IT'S IN TO BE OUT"

INSPIRED BY THE CURRENT 'IT GIRL' / INFLUENCER: 'SUCCUBUS' GIRL:  
 BELLA HADID, GABBRIETTE, AMELIA GRAY, KIM K, JULIA FOX, KYLIE JENNER

WE EXPLORE THIS NARRATIVE THROUGH "THE VAMPIRE": PLAYING ON THE CONCEPT OF WHAT IT MEANS TO BE 'JUICY'

THE SCENE IS REMINISCENT OF A JUICY COUTURE BUYERS' PAST TIME POP CULTURE:  
 BUFFY THE VAMPIRE SLAYER, XENA THE WARRIOR PRINCESS, CHARMED, BEWITCHED, THE CRAFT  
 SHE IS REMINDED OF WHAT SHE WANTED TO BE WHEN SHE GREW UP...

A "JUICY" GIRL



**The Narrative: Scene 1**

A GIRL IS WALKING ALONE ON A WIDE, EMPTY L.A. WALKWAY, LOOKING BORED AND LONELY. THERE IS A BLUE GLOW WITH IRIDESCENT MOONLIGHT REFLECTING ON HER FACE. A STRIKING GIRL DRESSED HEAD TO TOE IN BLACK JUICY COUTURE TRACKSUIT WALKS PAST HER DRINKING A RED JUICE FROM A CUSTOM JUICY CUP WITH A STRAW. SHE BRIEFLY MAKES EYE CONTACT WITH ALONE GIRL FROM THE CORNER OF HER EYE, SMILING SLIGHTLY. WE HEAR "JUICY" UNDER THE STRANGERS BREATHE, ALMOST LIKE A VAMPIRES HISS. THE ALONE GIRL TURNS BACK TO LOOK AT HER TO SEE THE BACK OF HER "JUICY" TRACKSUIT.

WHEN SHE TURNS TO FACE FORWARD SHE TRIPS OVER ANOTHER GIRLS FOOT, WHOSE LEG IS EXTENDED AS SHE PERCHES ON HER CUSTOM JUICY MOTORBIKE. CHATTING WITH HER FRIEND. AS ALONE GIRL STANDS UP STRAIGHT, TO MAKE EYE CONTACT WITH MOTORBIKE GIRL WE HEAR THE HISSING "JUICY" AGAIN. SHE SMILES AT ALONE GIRL WITH AN INVITING YET CHILLING GLEAM IN HER EYE, LIFTING HER TONGUE TO THE SIDE OF HER MOUTH, AS IF SHE'S READY FOR A SNACK.

OPPOSITE THE GIRLS AND THEIR MOTORBIKE IS THE ENTRY TO AN UNDERGROUND BAR, WITH THE SIGN "JUICY" ABOVE THE DOOR. THERE ARE SOUNDS OF MUFFLED MUSIC COMING FROM BELOW. LOOKING LOST YET DEFIANT, THE GIRL CAUTIOUSLY AND CURIOUSLY ENTERS THE DOOR. HER COMPULSION TO EXPLORE OVERRIDES ANY FEAR, AS IF AN INVISIBLE FORCE IS PULLING HER UNDERGROUND. THE STAIRCASE AND WALLS ARE RED VELVOUR. HER HAND BRUSHES AGAINST THE WALL AS SHE WALKS. SHE PROCEEDS SLOWLY, EDGING DOWN THE STAIRS, TURNING BACK ONCE TO SEE THE GIRLS STANDING AND STARING AT HER WITH ENCOURAGING YET MYSTIFYING GRINS ON THEIR FACES.

AT THE BOTTOM OF THE STAIRS IS A MIRROR. SHE SEES HERSELF, NOTICING THAT HER REFLECTION REVEALS DIFFERENT CLOTHING TO WHAT SHE SEES WHEN SHE LOOKS DOWN AT HER BODY: A JUICY COUTURE CATSUIT. SHE DOUBLE TAKES. LOOKING DOWN AT HER CLOTHES AND BACK AT HER REFLECTION, TOUCHING HER CLOTHES AND THEN THE MIRROR IN DISBELIEF. AS SHE TOUCHES THE MIRROR IT MOVES SLIGHTLY AJAR: A HIDDEN DOOR. AS SHE PUSHES SLIGHTLY HARDER IT SWINGS OPEN, REVEALING THE NEXT SCENE.



JUICY COUTURE  
 FASHION CAMPAIGN FILM: "JUICY GIRL" [SPECULATIVE CREATIVE BY OZZILINE]

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*The Narrative: Scene 2*

THE SCENE IS MAGICAL, UNEXPECTED, MESMERISING: BEAUTIFUL VAMPIRES FILL THE ROOM, DRESSED IN JUICY COUTURE: TALKING, DANCING, DRINKING BLOOD RED MARTINIS. THE GIRL LINGERS IN THE DOORWAY TAKING IT ALL IN, EYES WIDE IN AMAZEMENT. THE CLUB HOSTESS GLIDES INTO VIEW, HISsing "JUICY" REPEATS. THE HOSTESS REACHES HER HAND TO TOUCH ALONE GIRLS SHOULDER, WELCOMING HER IN.

ALONE GIRLS EYES LIGHT UP, SIMILAR TO THE GLEAMING EYES OF THE MOTORBIKE GIRLS. AS SHE MOVES FROM THE DOORWAY INTO THE ROOM, SHE IS SUDDENLY WEARING THE JUICY COUTURE CATSUIT SHE SAW IN HER REFLECTION. HER HANDS SMOOTH OVER HER NEW OUTFIT, BUT ONLY FOR A MOMENT; SHE CAN'T TAKE HER EYES OFF THE ROOM, IN AWE OF HER SURROUNDINGS.

THE ATMOSPHERE BECOMES DREAMLIKE. WE MOVE THROUGH THE ROOM FROM HER POV, GETTING A CLOSER LOOK AT ALL OF THE VAMPIRES. THEIR FANGS ARE EMBELLISHED IN DIAMANTES AND THEY ALL WEAR JUICY COUTURE.

THE NEXT SHOT CUTS TO ALONE GIRL STANDING AT THE BAR. WE SEE HER BACK, AS SHE FACES THE BAR TENDER. FOR A MOMENT HER BODY IS STILL, AS THE BAR TENDER PLACES A BLOOD RED MARTINI TO HER RIGHT HER BODY ROTATES, REVEALING HER SIDE PROFILE. PICKS THE DRINK UP, AND TAKES A LONG SIP. THE CAMERA THEN ZOOMS IN FAST TO THE "JUICY" GEMS ON THE BACK OF HER CATSUIT.

THE SHOT CUTS, PANNING OUT QUICKLY FROM INSIDE HER MOUTH, REVEALING HER NEW SET OF DIAMANTE FANGS. SHE IS SURROUNDED BY OTHER JUICY VAMPIRES, INCLUDING THE STRANGERS WE MET ON THE STREET. THEY SMILE TOGETHER, HISsing AND FLAUNTING THEIR JUICY COUTURE.

ALONE GIRL IS NO LONGER ALONE. SHE'S JOINED "JUICY COUTURE".

THE END SHOT SHOWS HER LEANING WITH POISE AGAINST THE BAR. SHE MAKES EYE CONTACT WITH US, WINKING AND GRINNING WITH HER FANGS ON SHOW. CUT TO ZOOM TO HER MOUTH WHERE WE SEE THAT HER FANGS HAVE A JUICY COUTURE EMBELLISHMENT, THERE IS A DROP OF RED BLOOD DRIPPING DOWN.

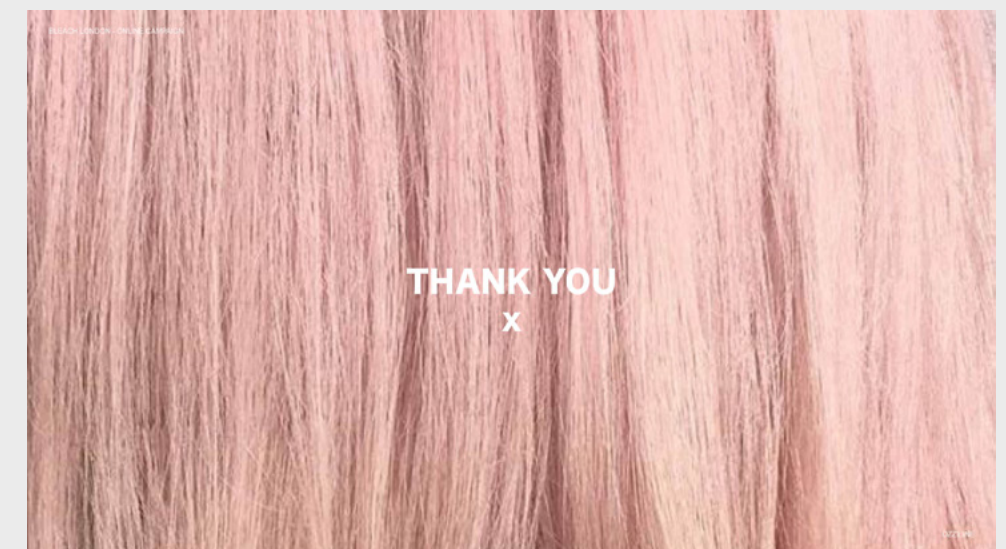
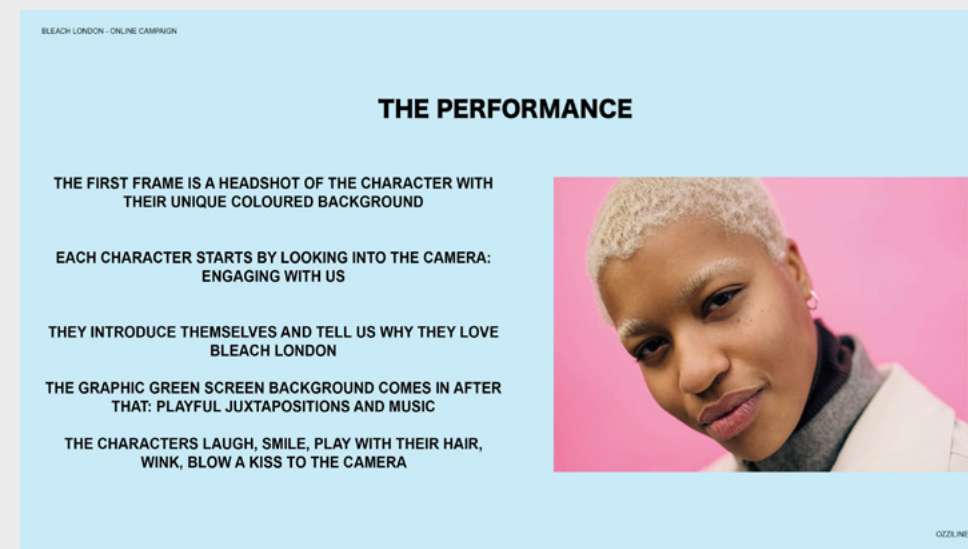
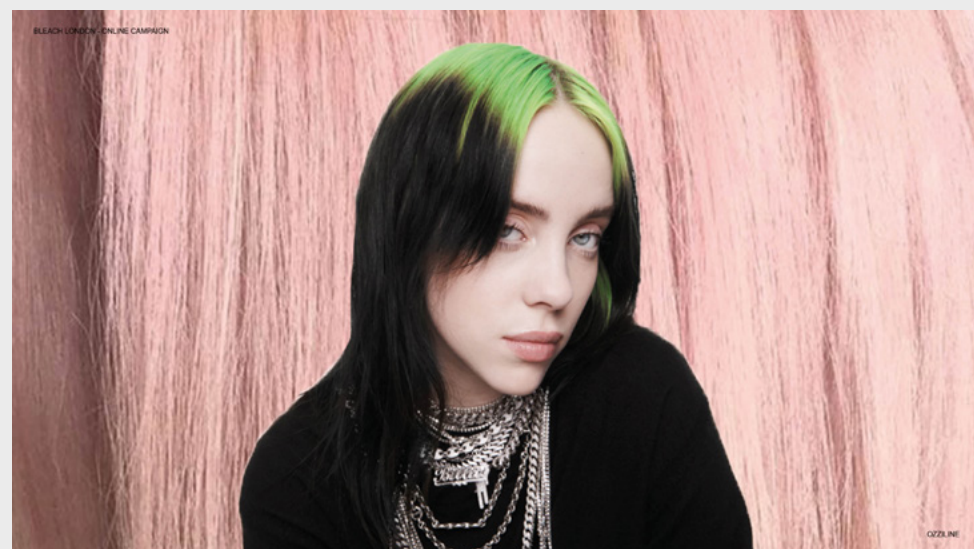
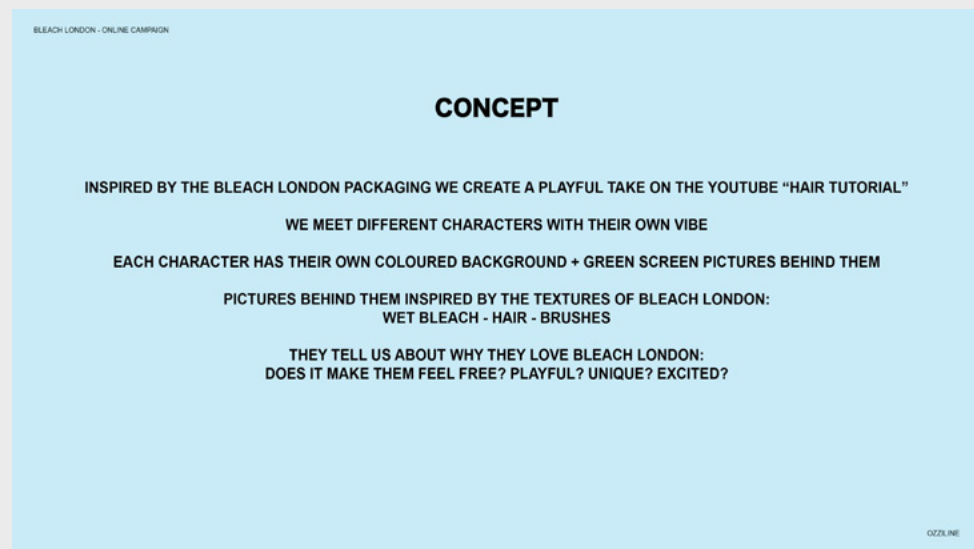
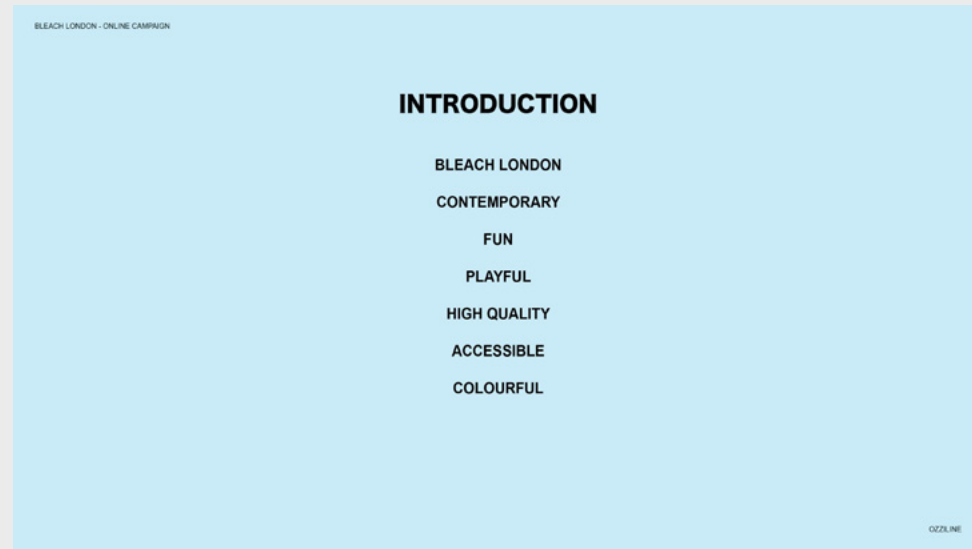
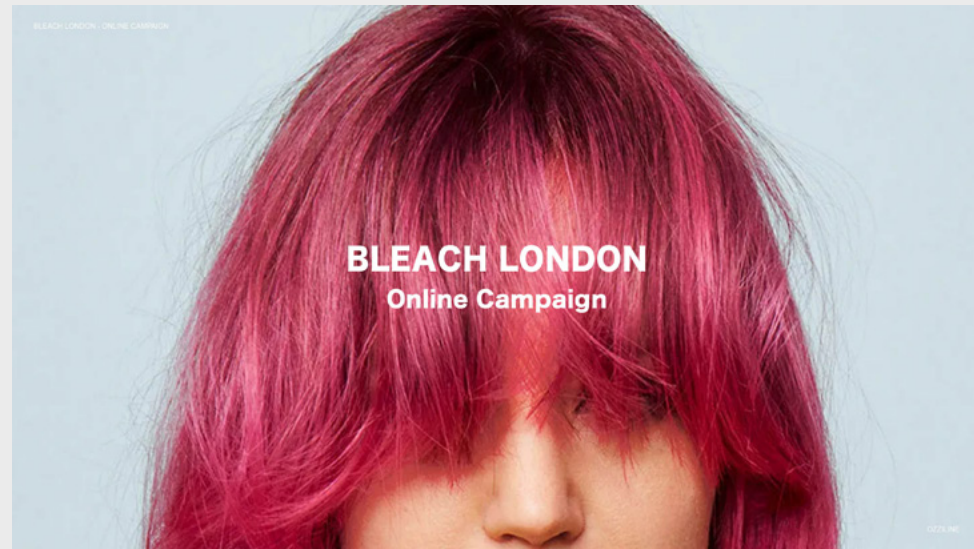


*The Performance*

WE SEE THE GROWTH OF THE PROTAGONIST AS FILM DEVELOPS  
 FROM COY + SHY TO CONFIDENT + POWERFUL  
 PLAYING ON WHAT IT MEANS TO BECOME A "JUICY GIRL"  
 THE VAMPIRES - "JUICY GIRLS" - ARE ALWAYS CONFIDENT, SLEEK + COOL  
 THEIR EXPRESSIONS ARE SUBTLE BUT ELOQUENT



# BLEACH LONDON ONLINE CAMPAIGN FILM [PROPOSAL FOR RADICAL MEDIA]



DIESEL  
STILLS CAMPAIGN [TBC - CREATIVE BY SACHIN GOGNA]

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**CONCEPT: THE REVIVAL**

DIESEL IS MAKING A COMEBACK WITH NEW, INNOVATIVE, FLUID DESIGNS.

IT'S NO LONGER JUST FOR THE STAPLE DENIM WEARER: IT'S FOR THE FORWARD THINKING, THE PLAYFUL, THE FRESH.

THE SS22 CAMPAIGN SHOULD REFLECT THIS NEW STYLE YET ITS HISTORY SHOULD NOT BE FORGOTTEN.

HOW TO APPEAL TO THE NEW, MORE FASHION CONSCIOUS WEARER?

THE CAMPAIGN IMAGES SHOULD BE IMMEDIATELY RECOGNISABLE BUT ALLURING - SOMETHING NEW.

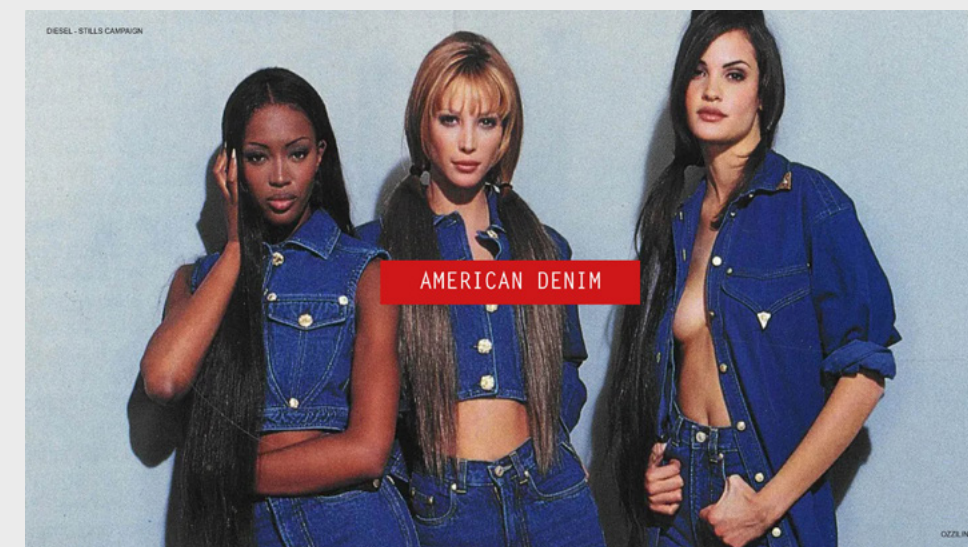


**CONCEPT: THE NARRATIVE**

INSPIRED BY DIESEL'S EARLY CAMPAIGNS WE CREATE A LIVELY, SLEEK AND MEMORABLE CAMPAIGN BASED ON TWO IDENTITIES THAT MAKE DIESEL "DIESEL":

1. DENIM  
TYPICALLY IDENTIFIABLE WITH AMERICAN CULTURE, WE EXPLORE THE FEEL OF AMERICAN DENIM: OLD SCHOOL DENIM ADS, THE MALL, THE DINER, THE MECHANICS WORKSHOP.
2. EUROPEAN CULTURE  
DIESEL AND EUROPEAN CULTURE ARE A SIGN OF GOOD QUALITY, HISTORY AND SOPHISTICATION: VISUAL ART IN PARTICULAR. WE EXPLORE THIS THROUGH 'THE TABLEAU VIVANT' - MEANING 'LIVING PICTURE' - BY CREATING IMAGES THAT DRAW US IN, THAT MAKE US FEEL LIKE WE'RE THERE; WE ARE DIESEL'S NEW FORWARD THINKING WEARER.

DIESEL'S NEW CHAPTER - THE REVIVAL - IS TOLD.



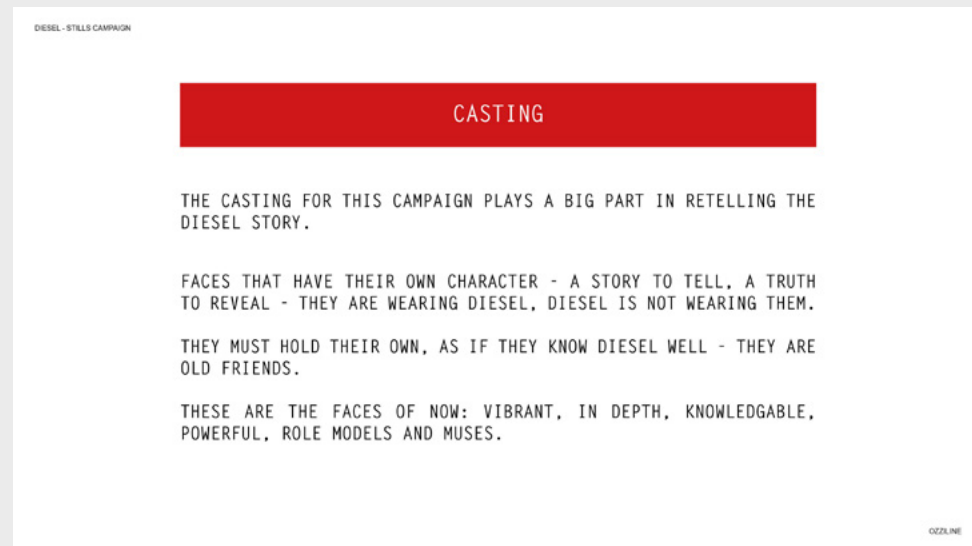
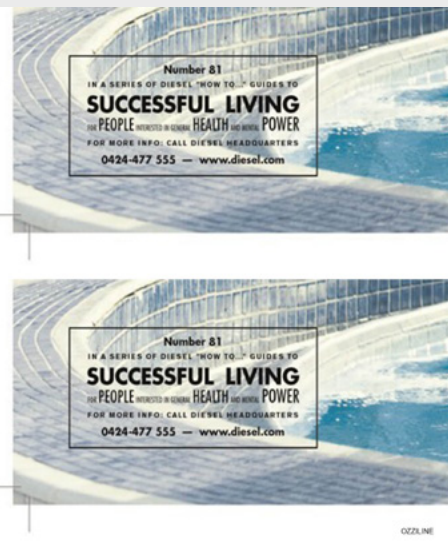
DIESEL  
STILLS CAMPAIGN [TBC - CREATIVE BY SACHIN GOGNA]

2/2



THE GRAPHICS

KEEP IT CLASSIC.  
TAKE THE STAMP CONCEPT FROM EARLY CAMPAIGN'S AND REJUVINATE.  
THE MESSAGE MUST BE CONTEMPORARY + SIMPLE - IN LINE WITH THE FORWARD THINKING, SUSTAINABLE FASHION CONSCIOUS DIESEL WEARER.



CASTING

THE CASTING FOR THIS CAMPAIGN PLAYS A BIG PART IN RETELLING THE DIESEL STORY.  
FACES THAT HAVE THEIR OWN CHARACTER - A STORY TO TELL. A TRUTH TO REVEAL - THEY ARE WEARING DIESEL, DIESEL IS NOT WEARING THEM.  
THEY MUST HOLD THEIR OWN, AS IF THEY KNOW DIESEL WELL - THEY ARE OLD FRIENDS.  
THESE ARE THE FACES OF NOW: VIBRANT, IN DEPTH, KNOWLEDGABLE, POWERFUL, ROLE MODELS AND MUSES.



THANK YOU

# IMAGE MAKING + CREATIVE DIRECTION

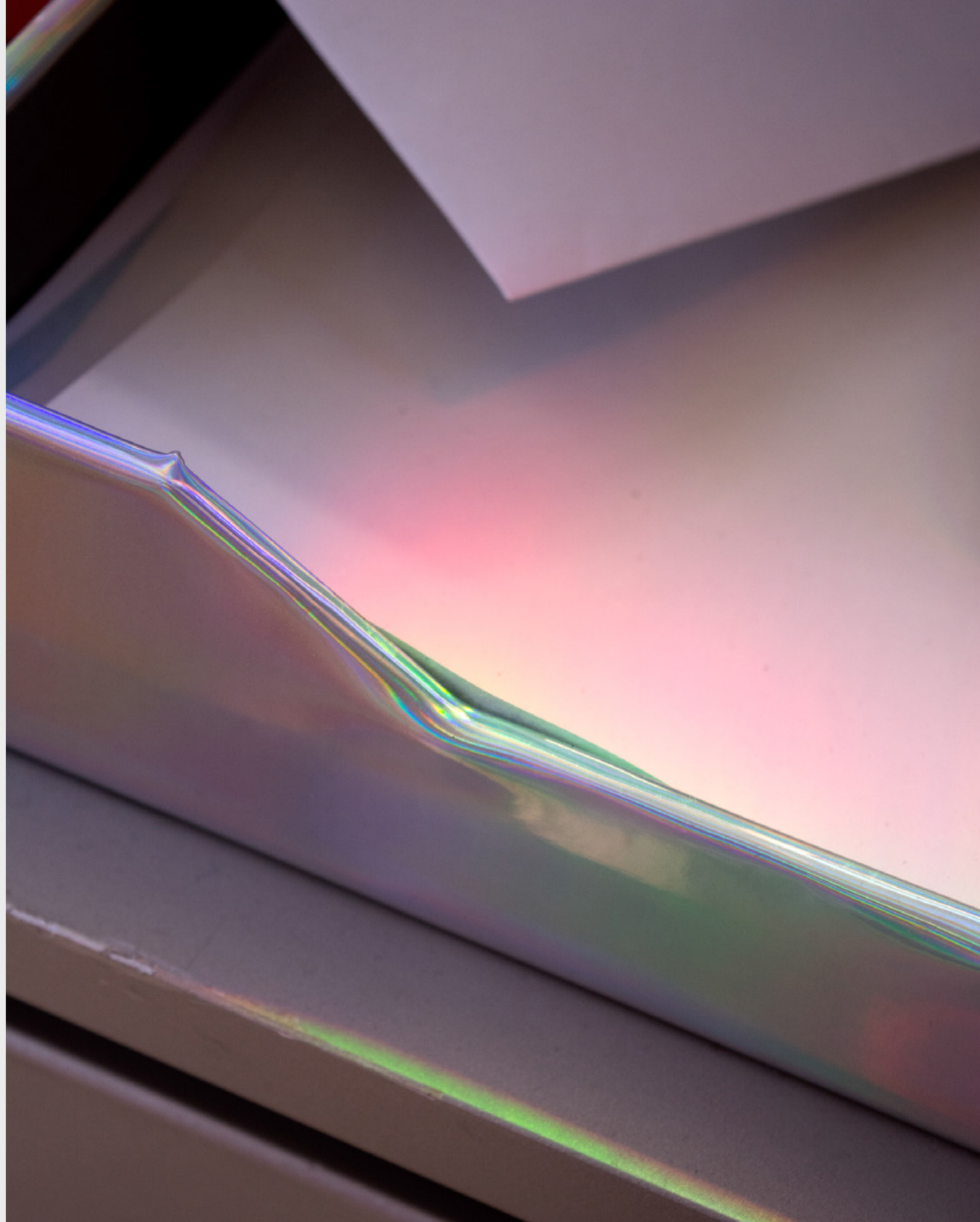
SELECTED WORKS



TWST  
COVER ART: "Sad Girls Club but U Gotta Be Cute"



“DOMESTIC DESIRES”  
COMMISSIONED PUBLIC ARTWORK: MUSTAFA HULUSI POSTERS, SHOREDITCH, LONDON



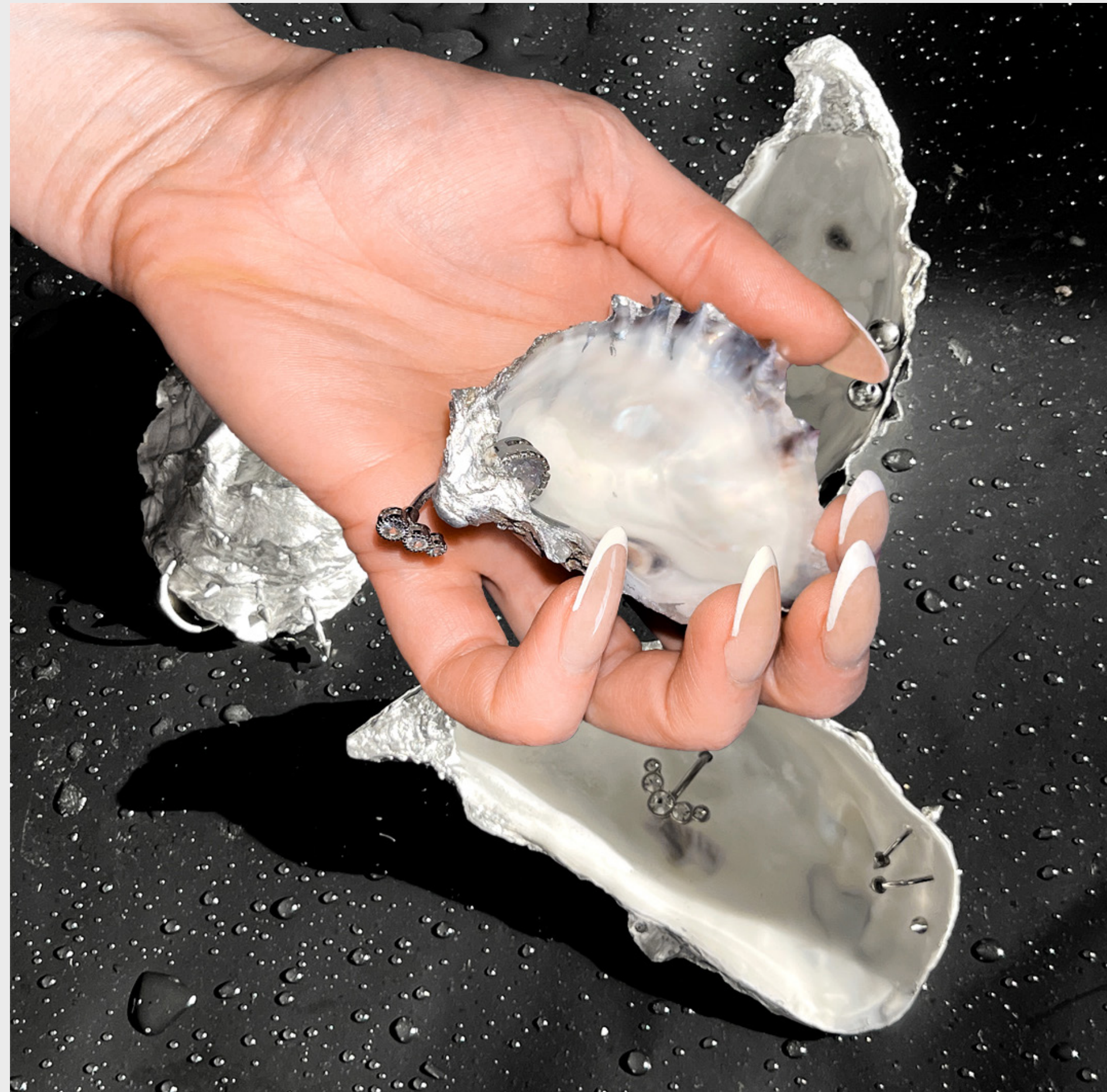








MERCEDES 666  
COVER ART: "träumend"



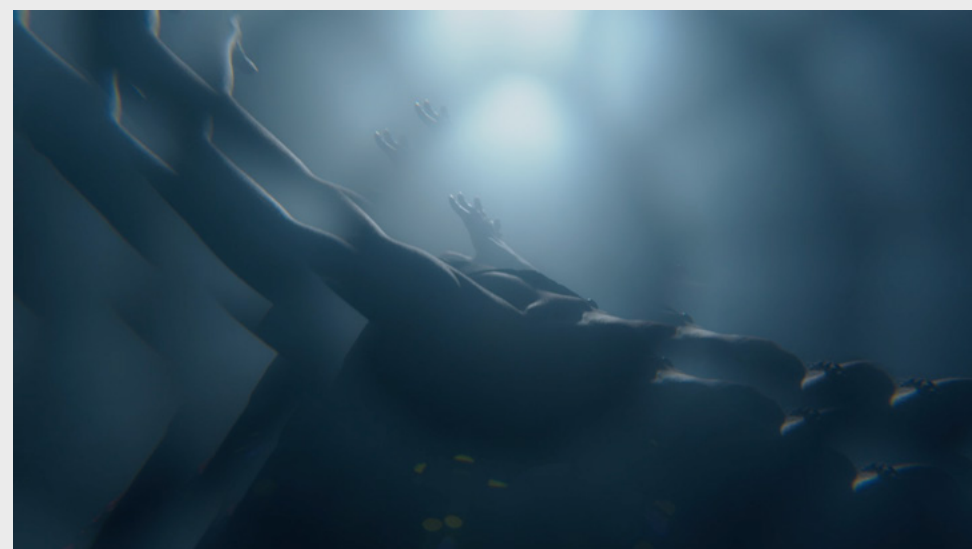
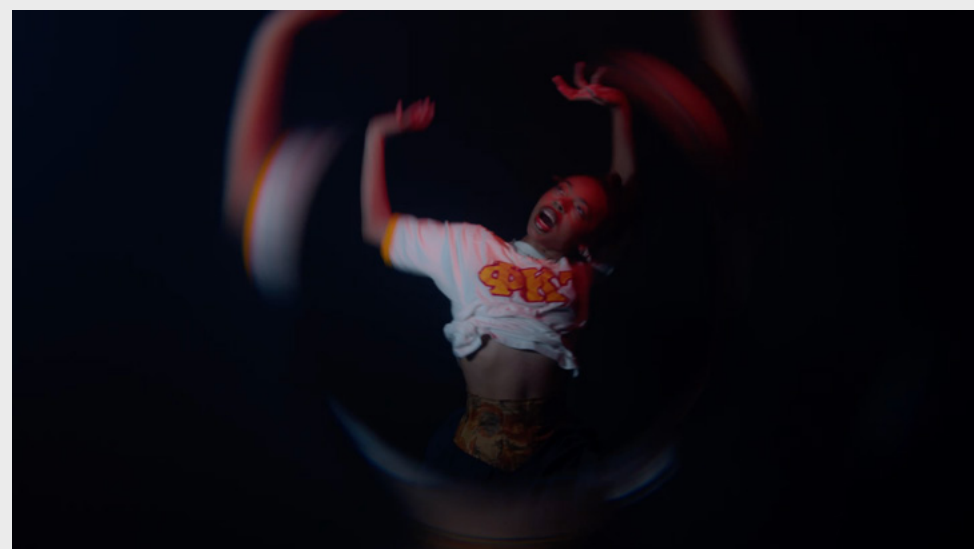
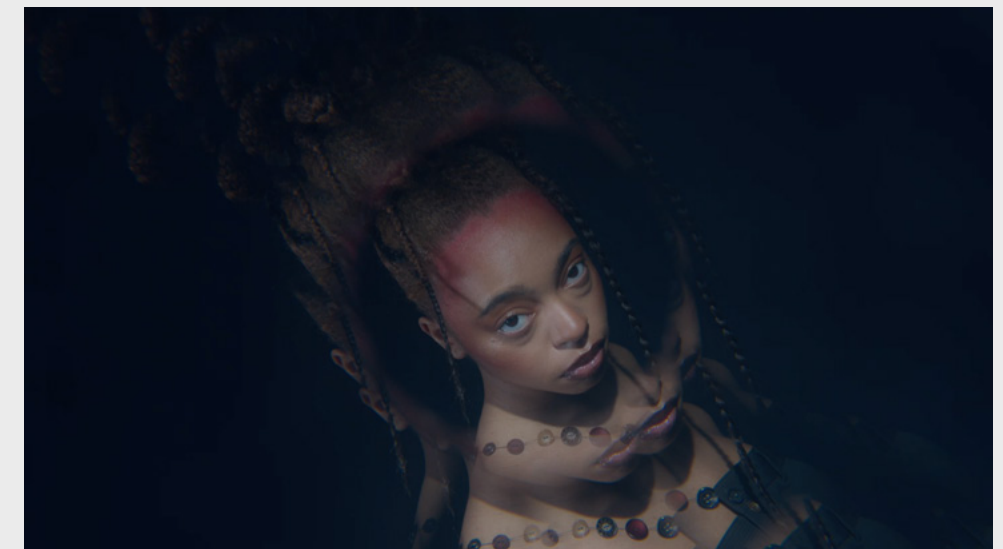
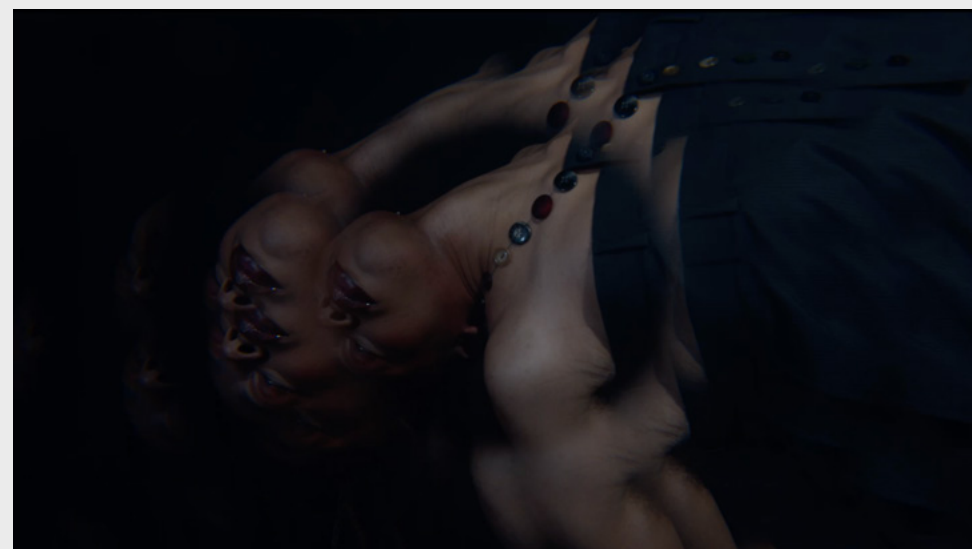
MERCEDES 666  
POSTER



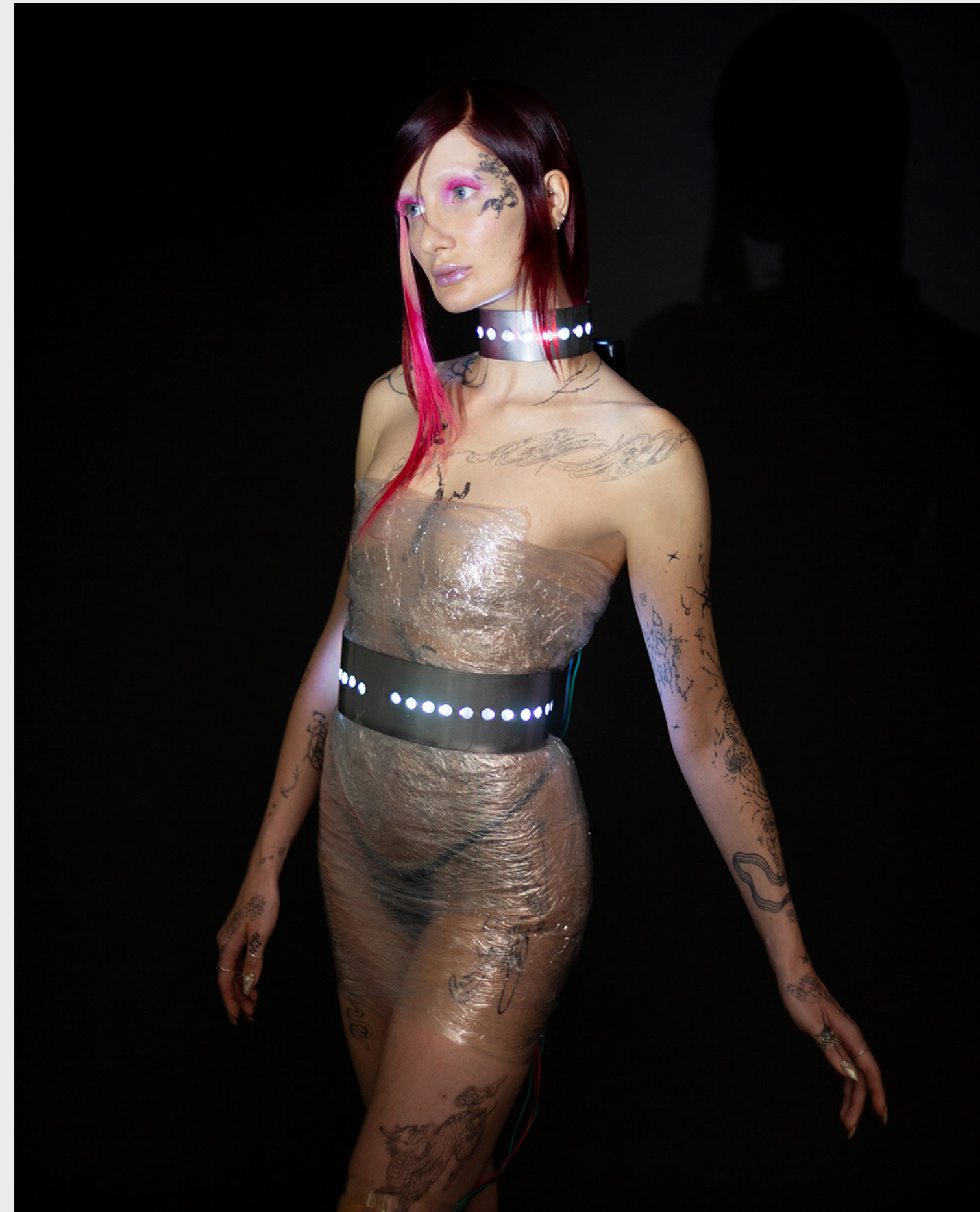


EMMA BLYTHE  
CREATIVE CONSULTANT + VISUAL RESEARCHER: FASHION FILM [DIR. MALTHUS]

WATCH [HERE](#)

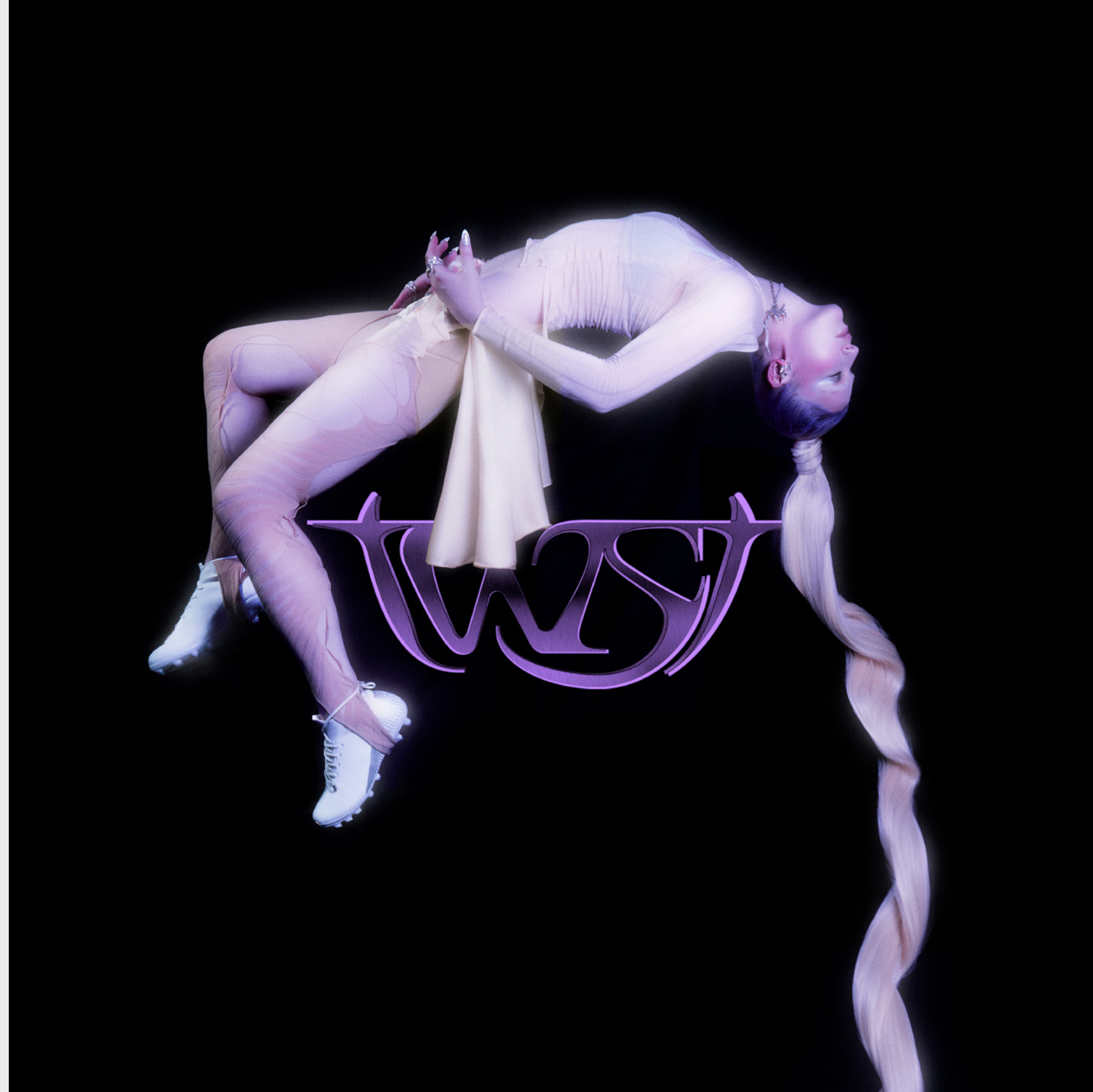


OLESIA  
PRESS SHOTS



TWST

COVER ART: "Catch Me" [PHOTOGRAPHER: YANA VAN NUFFEL]



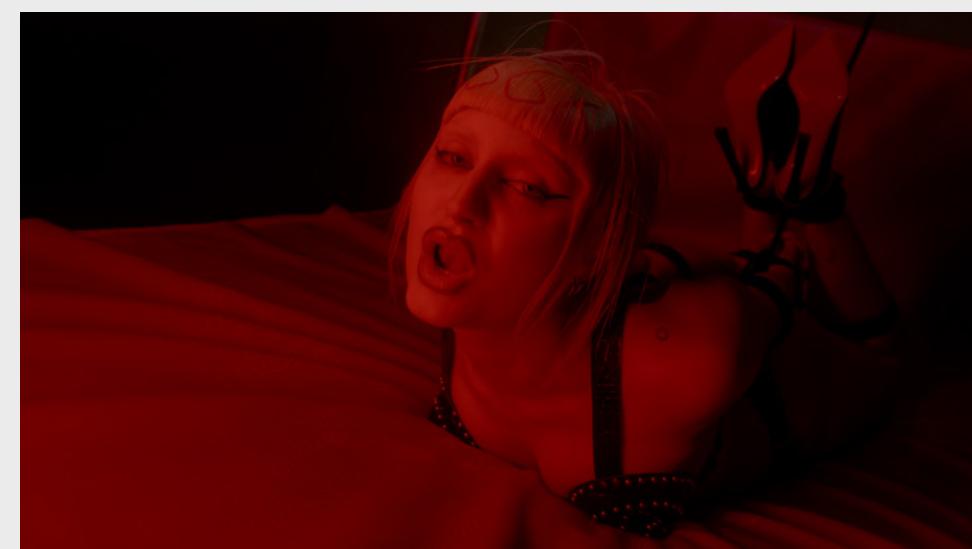
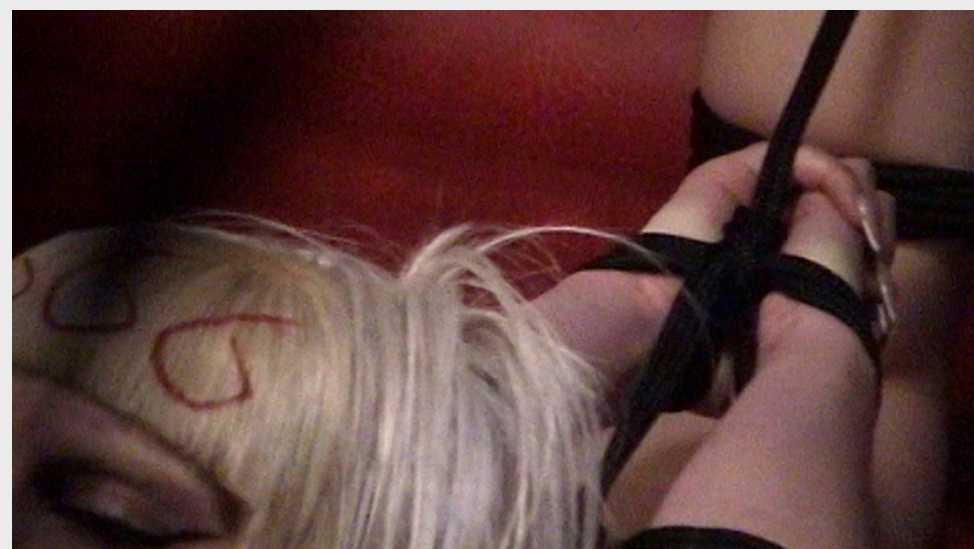
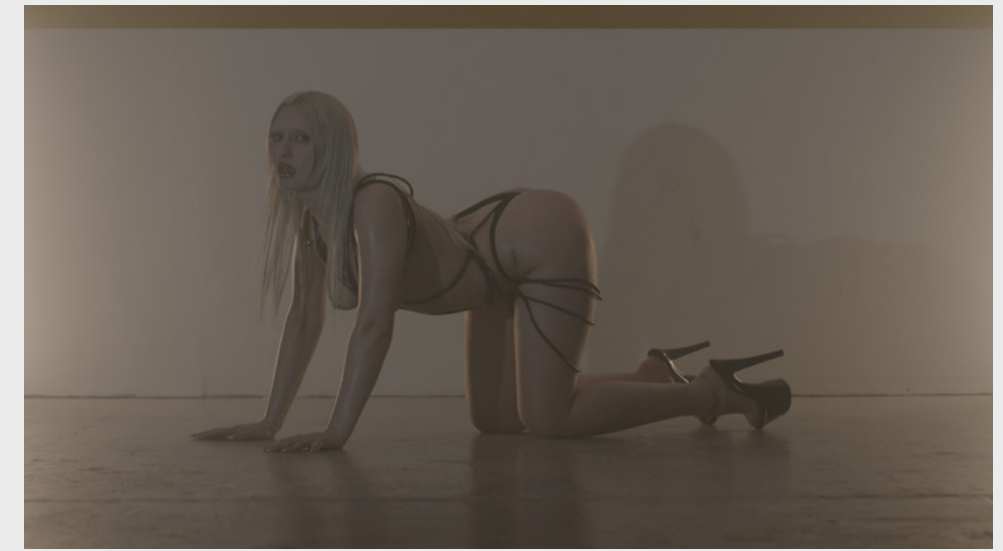
# MOVING IMAGE + DIRECTING

SELECTED WORKS



MERCEDES 666  
"hard drive" MUSIC VIDEO

WATCH [HERE](#)



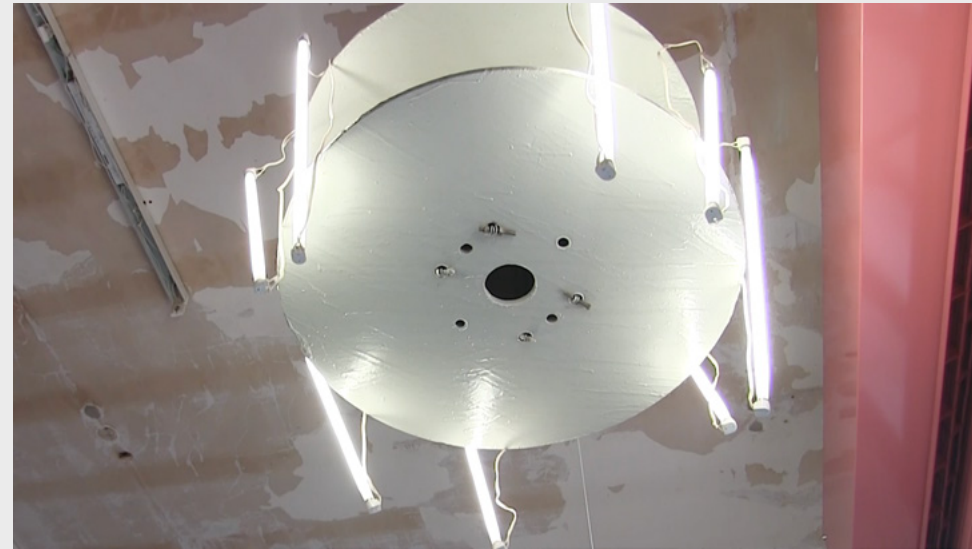
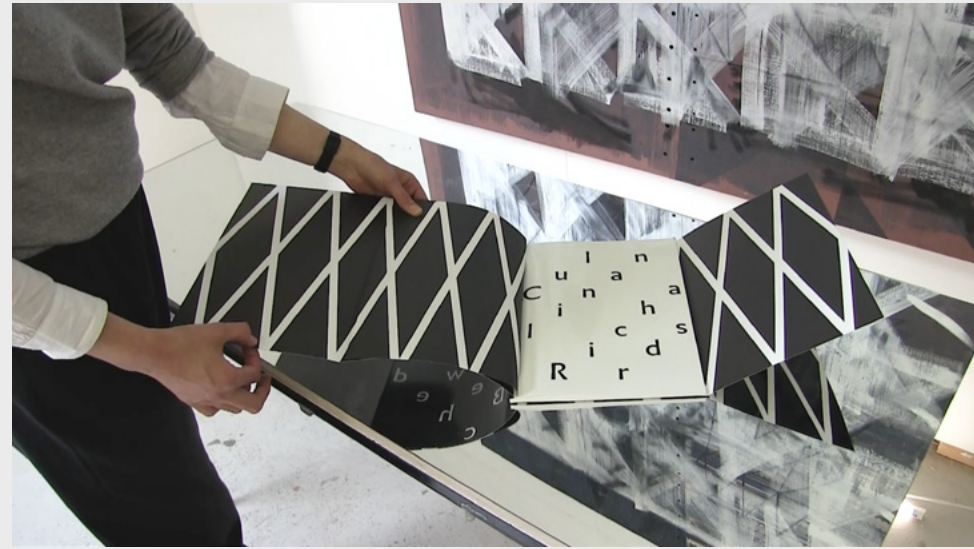
MERCEDES 666 "CYBER PEEP SHOW"  
VIDEO INSTALLATION: TRUMAN BREWERY, LONDON

WATCH [HERE](#)



CULLINAN RICHARDS  
COMMISSIONED ARTIST STUDIO FILM: "Ghost Technology"

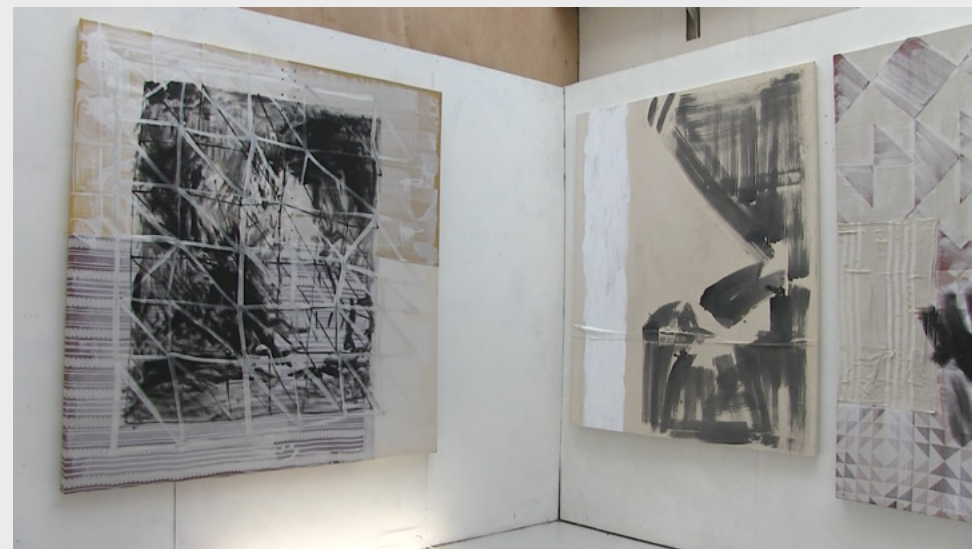
WATCH [HERE](#)



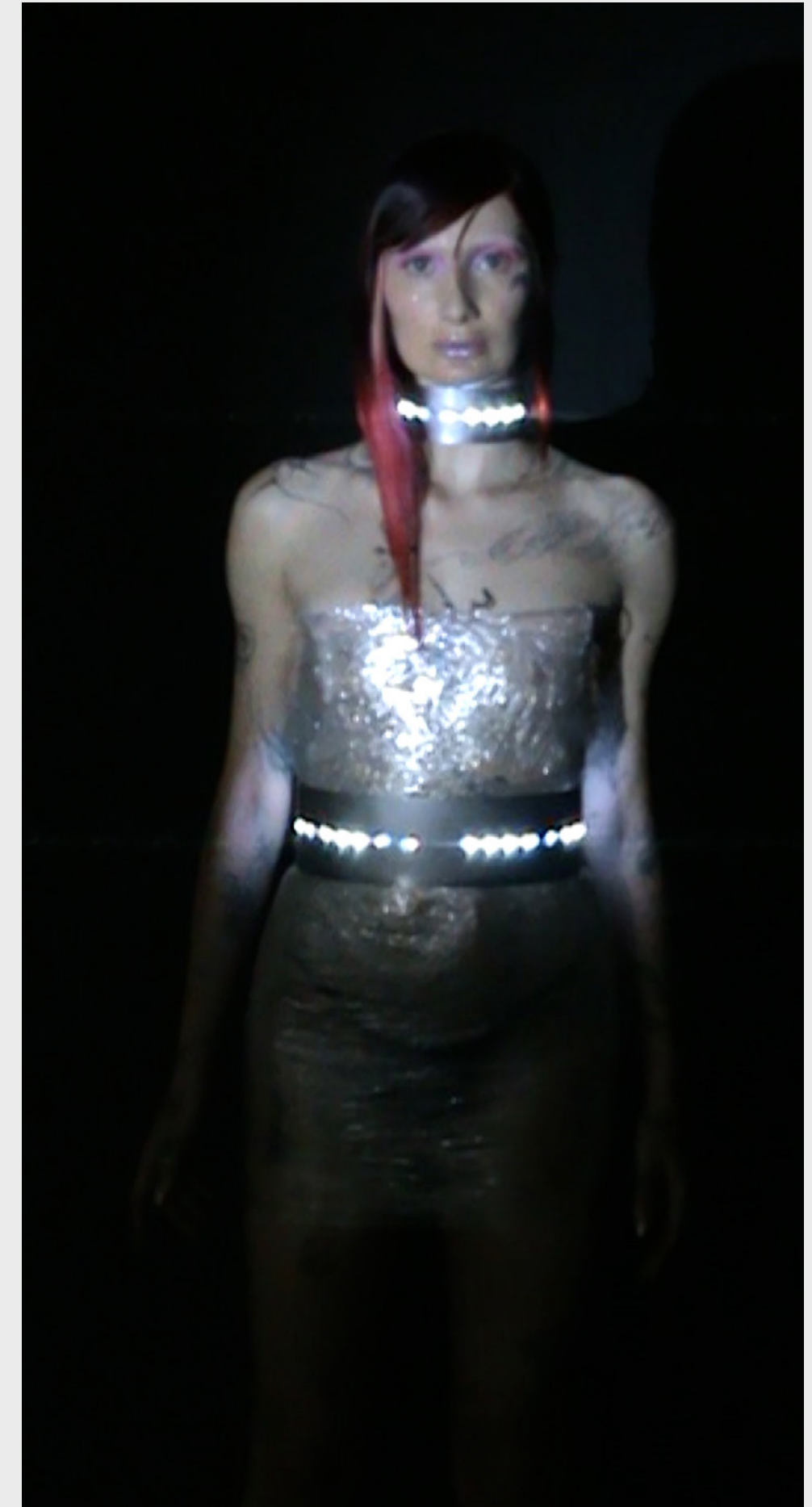
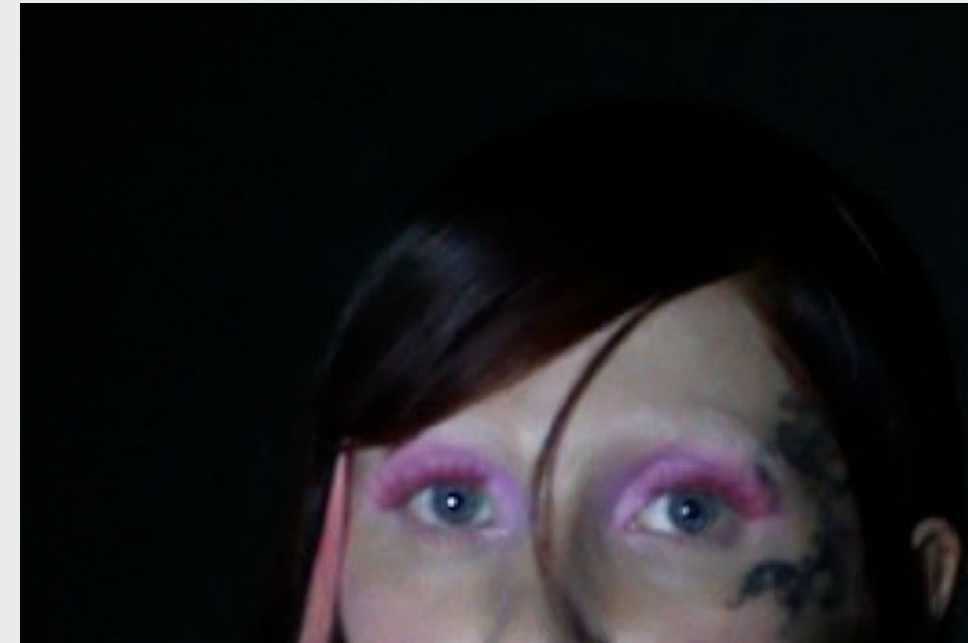
is 'Ghost Technology', reflecting its ability to reflect things.



sometimes we get the feeling we are in the paintings looking out,

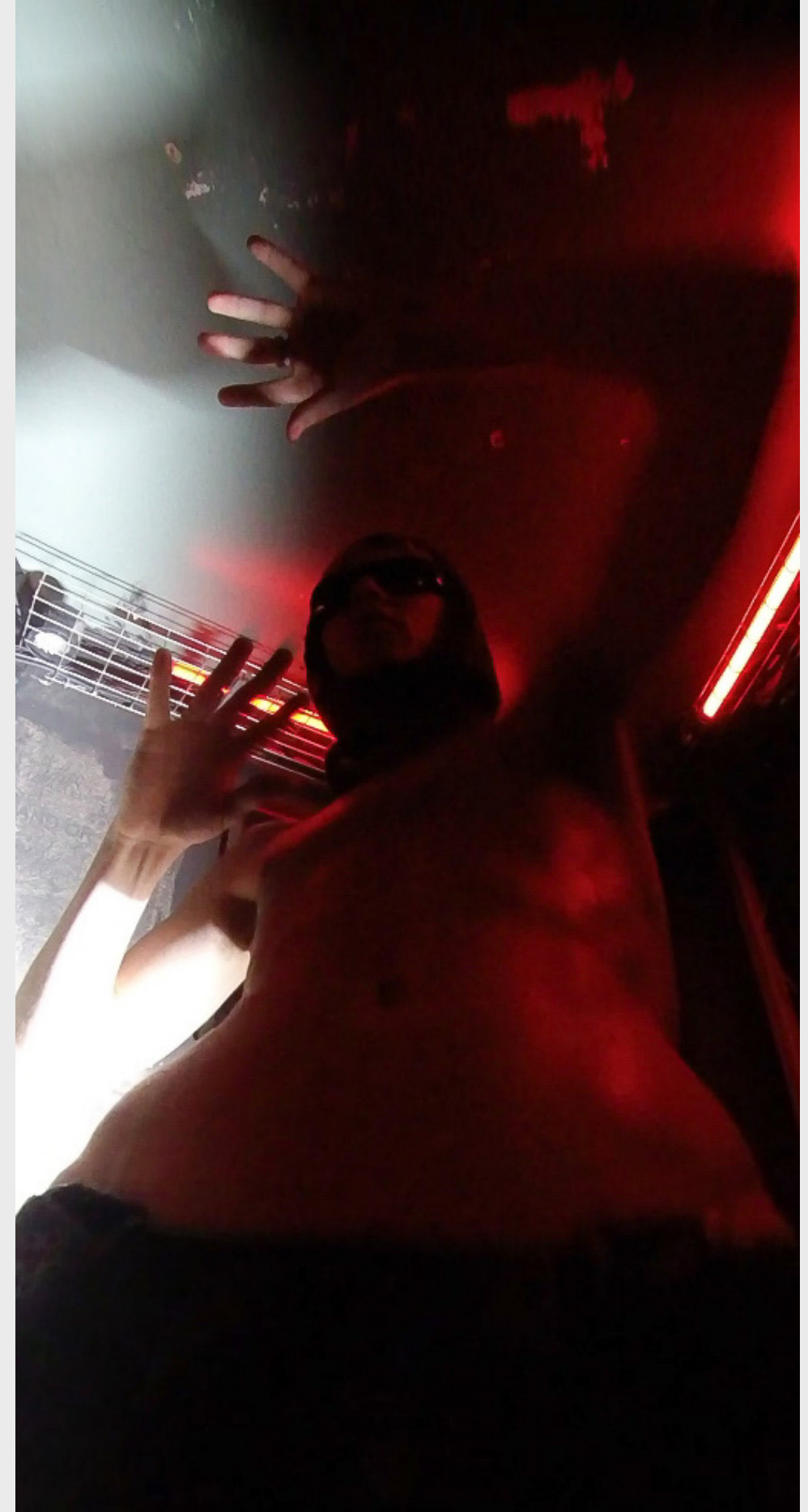






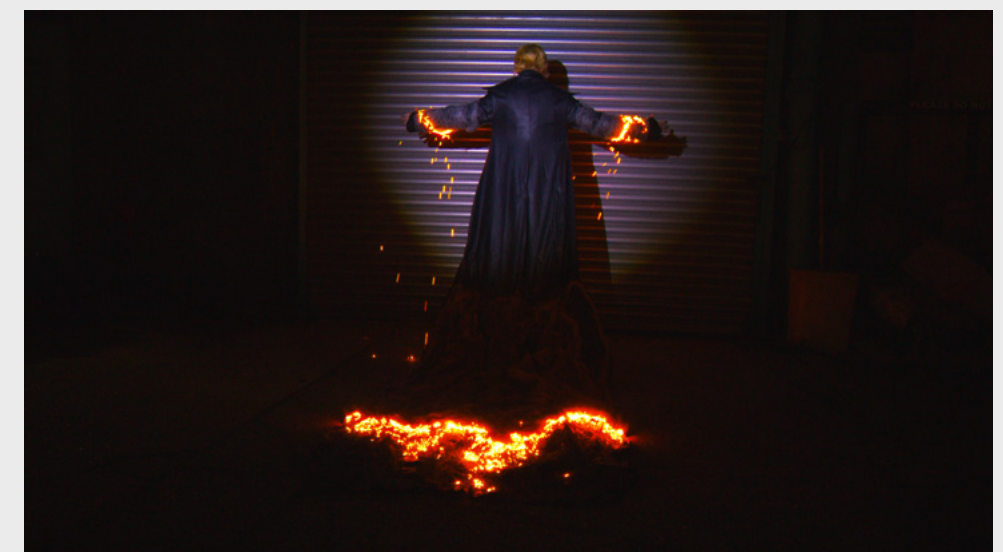
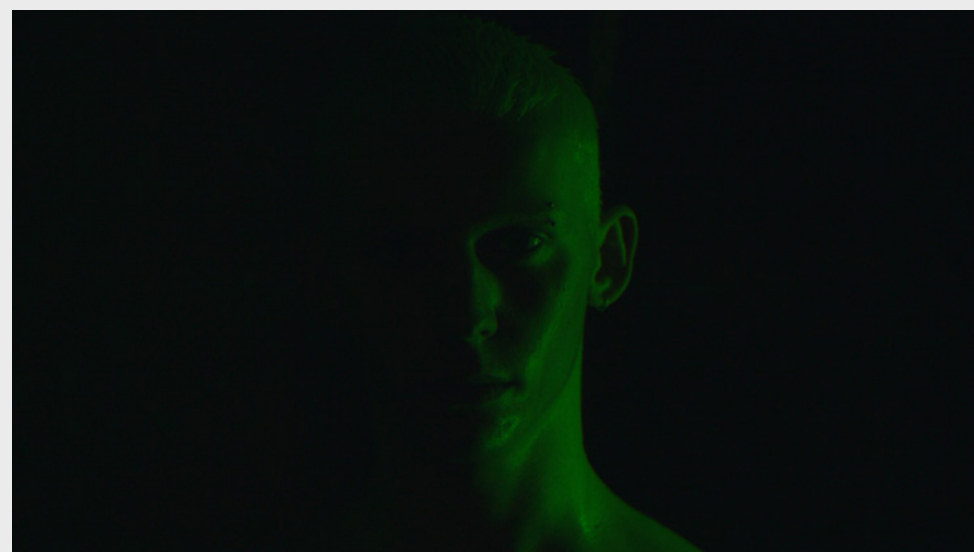
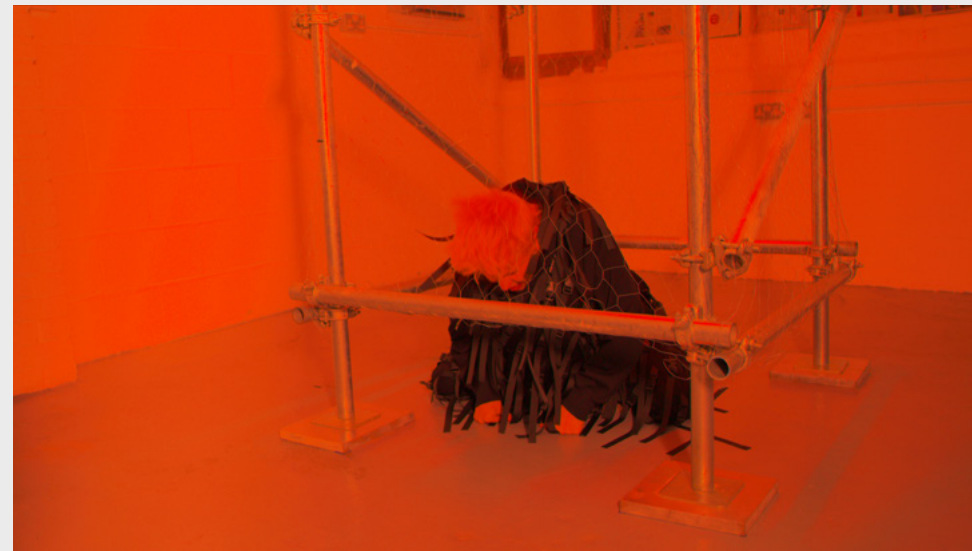
LITTLEDOOM LABEL  
CONTENT: PROMOTIONAL REEL FOR SOCIALS

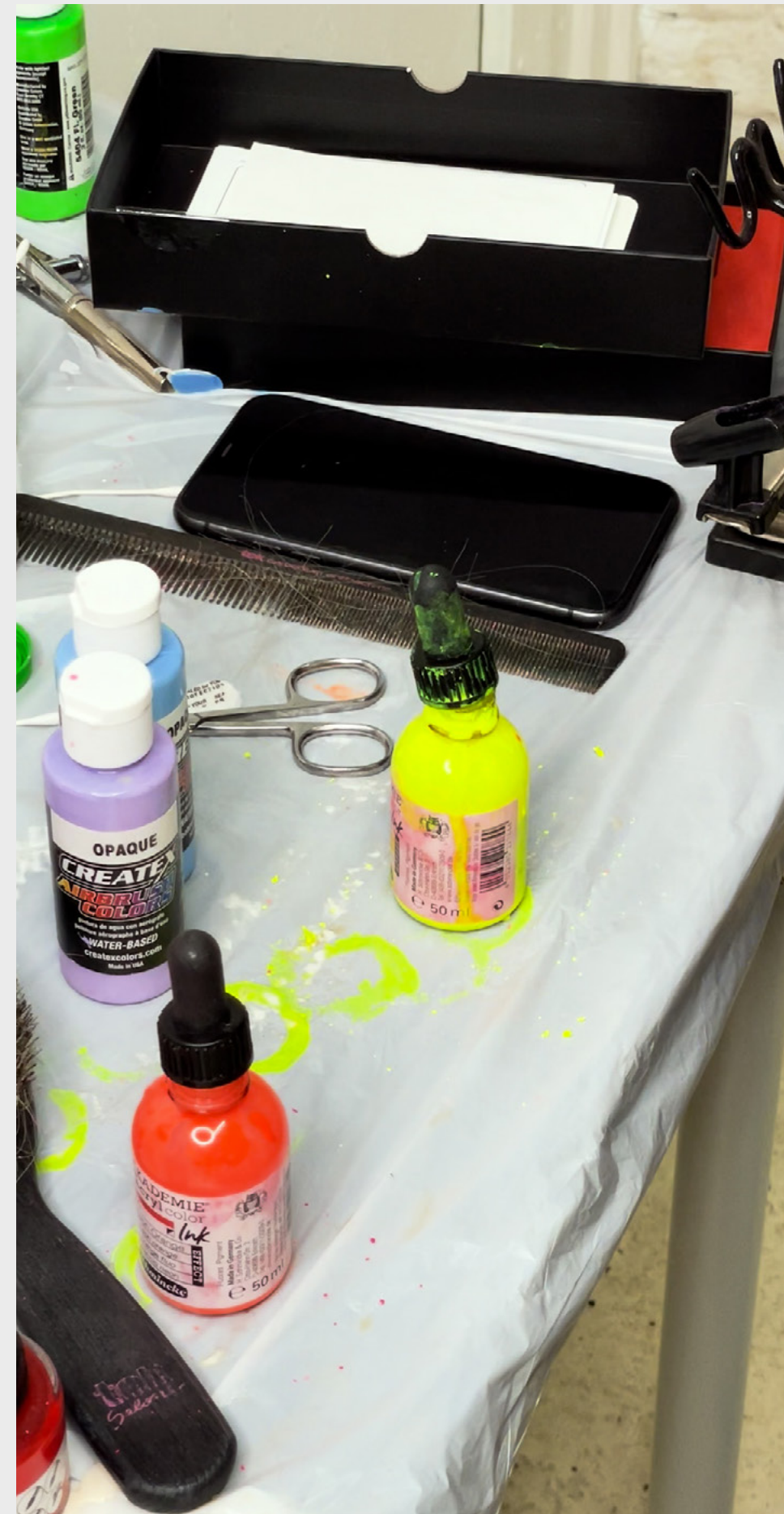
WATCH [HERE](#)



MALTHUS  
ASSISTANT DIRECTOR: "CONVULSIONS" VISUAL EP [DIR. MALTHUS]

WATCH [HERE](#)

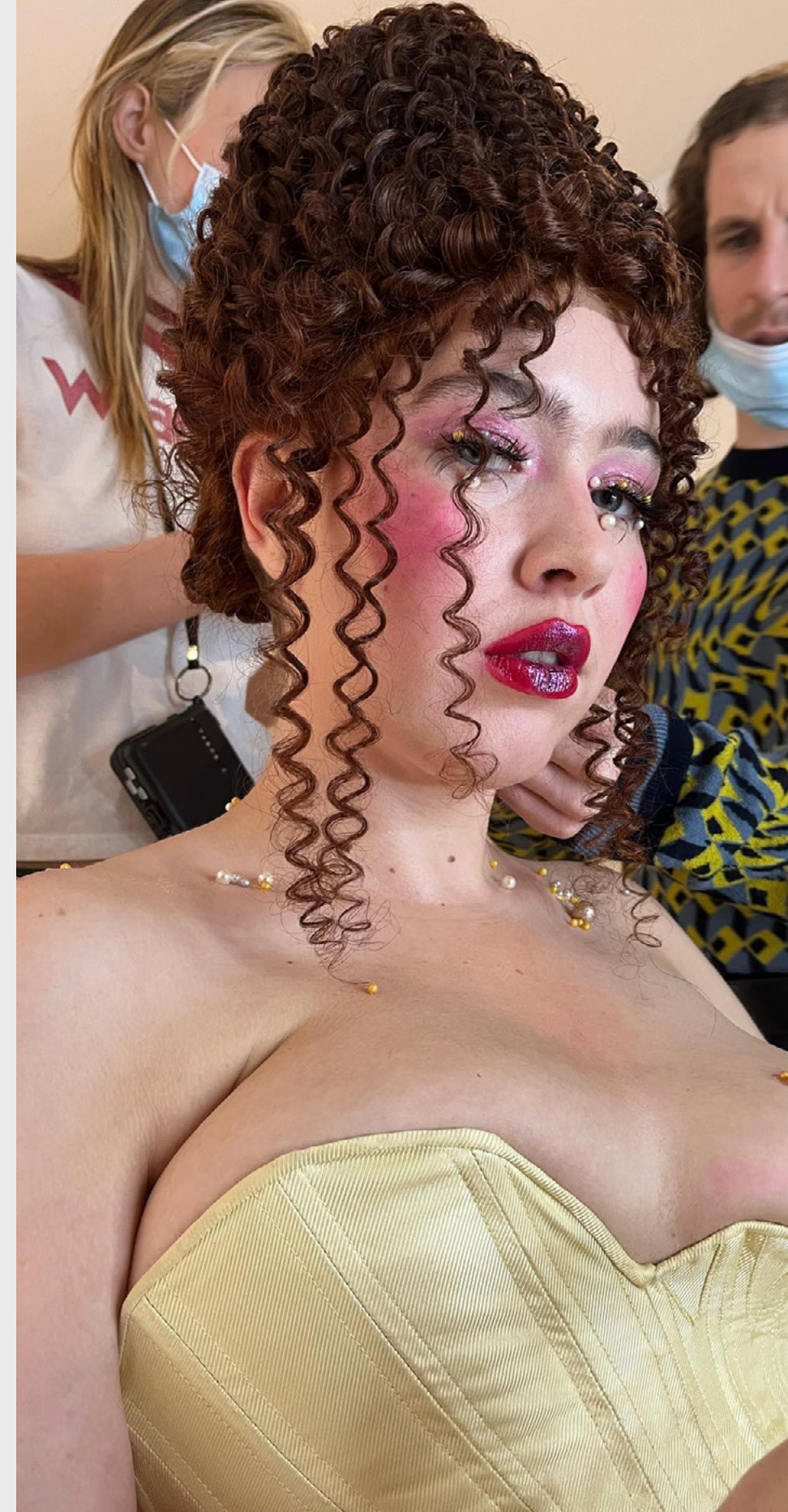




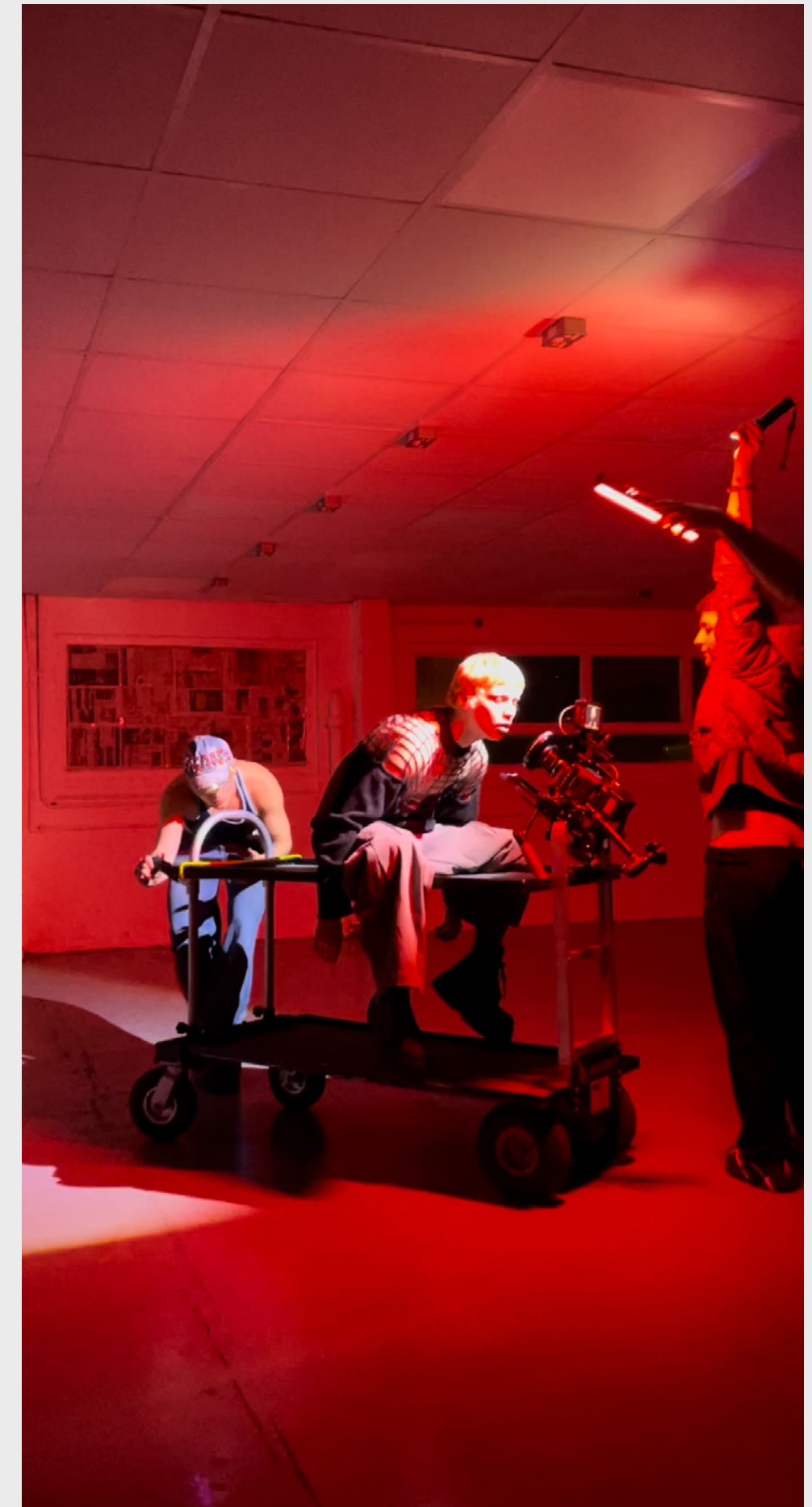
# BEHIND THE SCENES

SELECTED STILLS

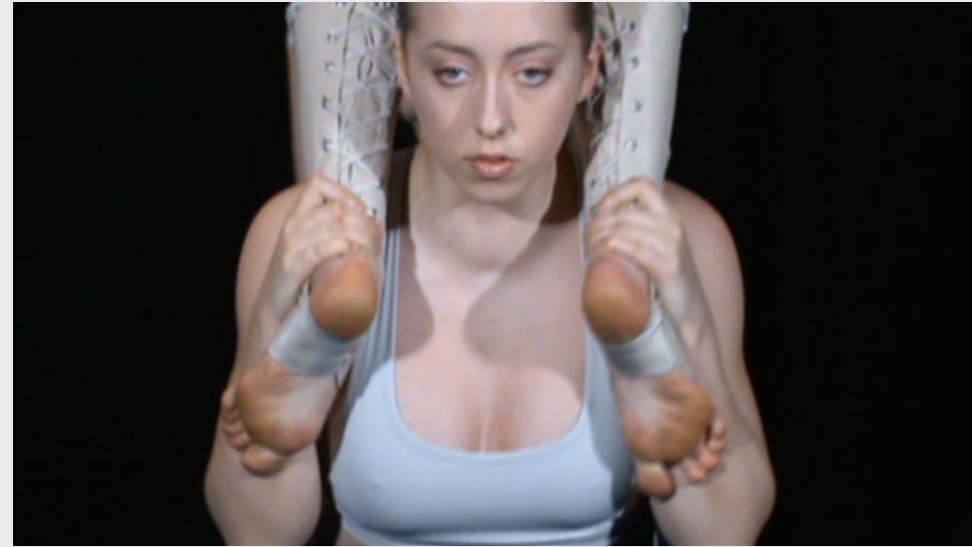
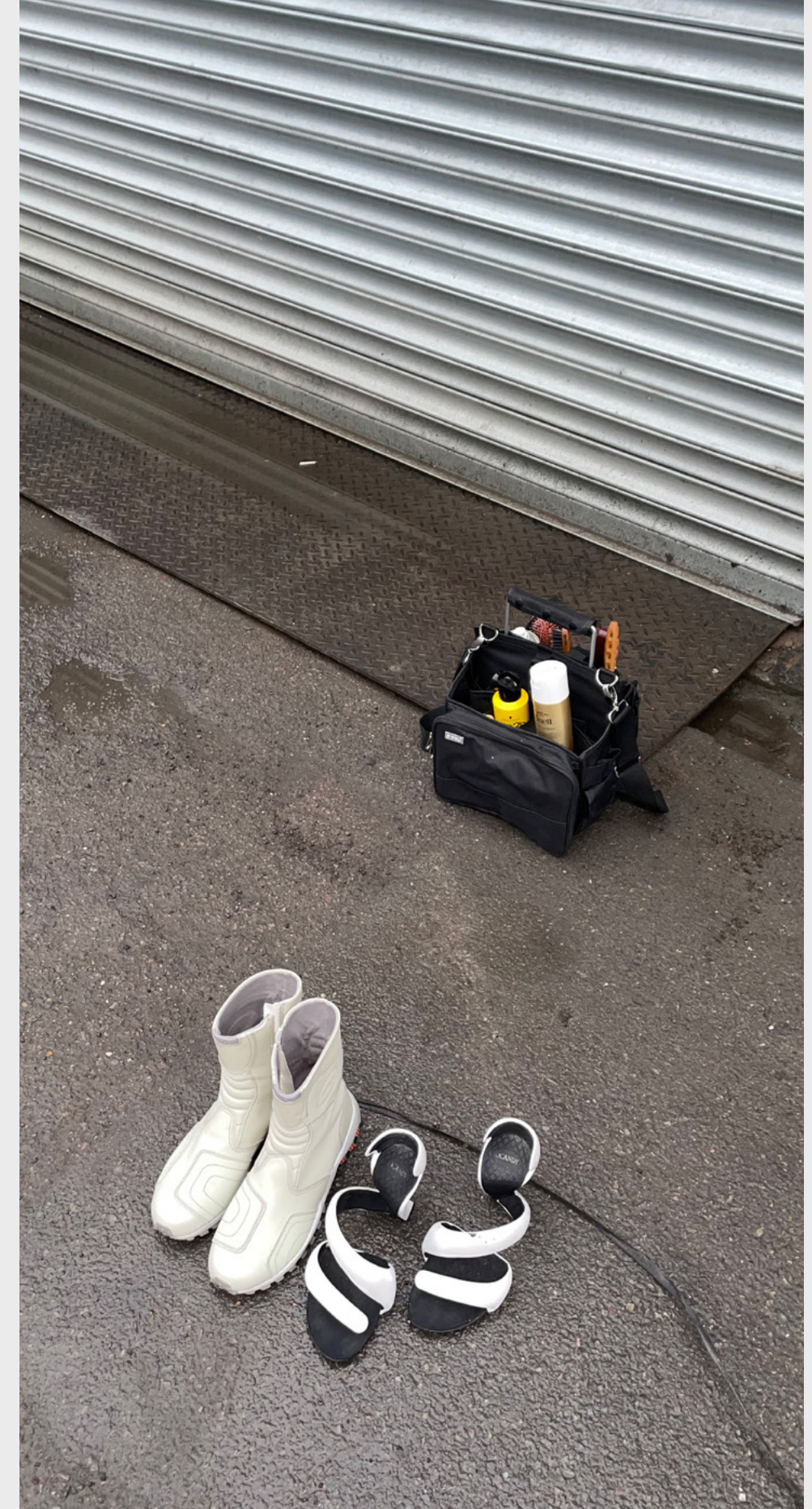
MICHAELA STARK x NICK KNIGHT  
SHOW STUDIO



MALTHUS  
"CONVULSIONS" VISUAL EP

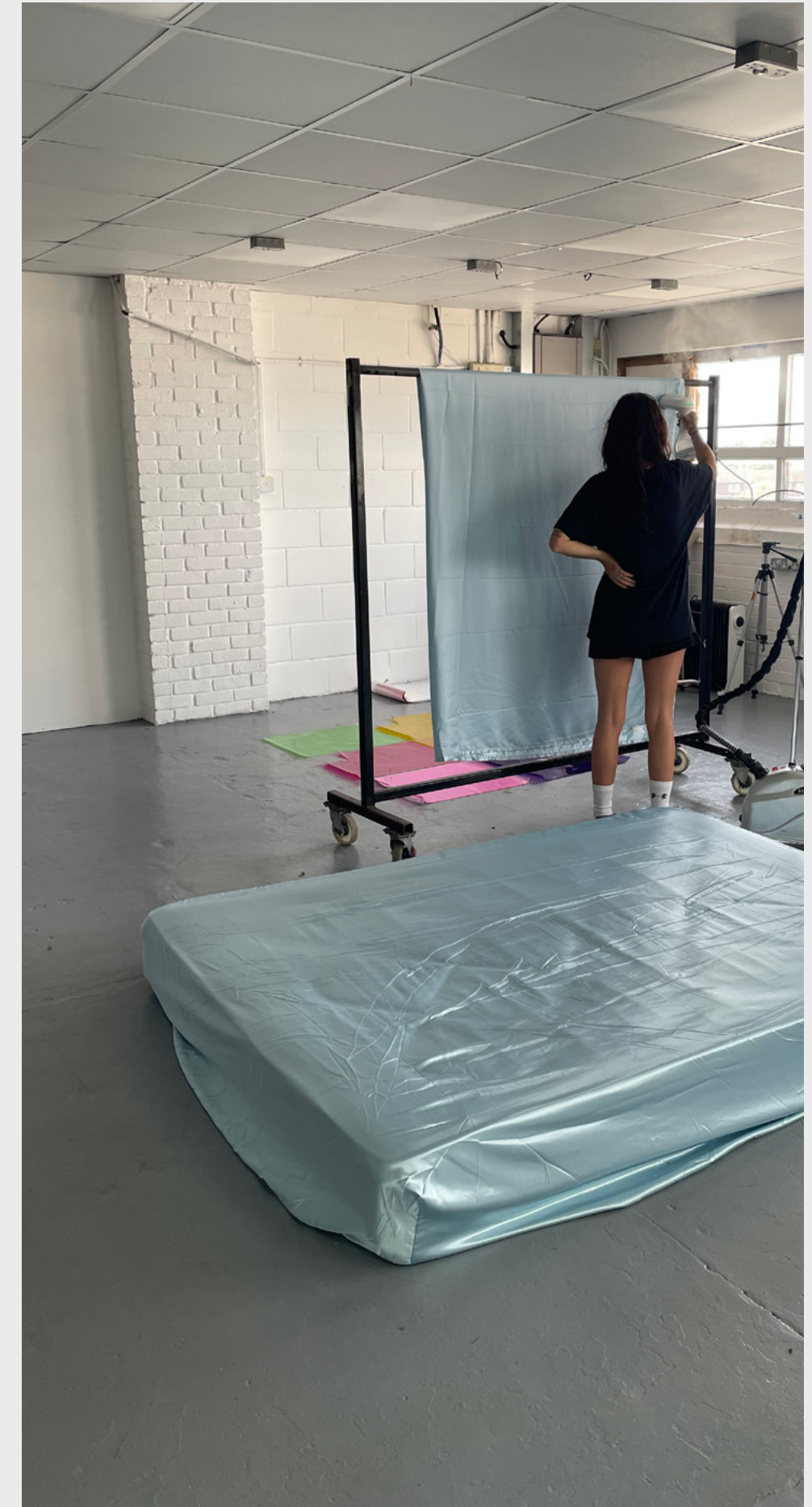


ANNA-LENA KRAUSE x CARMEN YOUNG  
AUTRE MAGAZINE





YANA VAN NUFFEL x REBECCA O'DWYER  
SCHÖN MAG



RIEKO x MIKA KAILES  
COEVAL MAG



OLEZIA  
PARALLEL LABEL





PLEASE DO NOT TOUCH

# CV

Ozziline is a Creative Director, Content Creator and Director based in London. With particular interest in voyeurism, internet culture and the history of photography, she has developed a uniquely experimental filmic approach. Having pursued the role as Director of and Executive Producer at the artist led production house: 'Littledoom Studio' over the last year, Ozziline continues to work closely with musicians and commercial clients on a freelance basis as Treatment Designer, Content Creator, and Creative Art Director. Reminiscent of her experience in London and Berlin's underground art and music scene, she maintains a DIY, punk ethos; demonstrating a unique take on commercial projects.

## EMPLOYMENT + FREELANCE CLIENTS

Creative Director, Content Creator and Treatment Designer for Twst - London 2023

Creative Director and Content Creator for Olesia - London 2023

Company Director and Executive Producer - Littledoom Studio - 2022 - 2023

Music Video Director and Producer for Mercedes 666 - London 2023

Creative Consultant and Researcher for Emma Blythe Fashion Film - London 2023

Creative Director and Content Creator - Mercedes 666 - London 2020 - ongoing

Music Video Assistant Director and Producer for Malthus - London 2022

Content Creator for Tsatsamis - London - 2021 - 2022

Director, Camera and Editor for Cullinan Richards Artist Film - London 2021

Music Video Assistant Director for GFOTY - London 2021

Music Video Art Director and Assistant Director for Twst - London 2019

Directors Treatment Designer and Writer - 2019 - ongoing

Photographer and Retoucher - Voo Store Berlin - Berlin 2017 - 2018

First Assistant Josephine Pryde - Photographer – Berlin 2017

First Assistant Marcus Tomlinson - Photographer - London 2014

## EDUCATION + ACHIEVEMENTS

University of Westminster – BA Photography - September 2018 - June 2021  
First Class Honours

University of Westminster Excellence Award - 2019 and 2021  
An award of £500 to celebrate the Universities highest academic achievers

B1 German – BSI Sprachschule, Berlin – 2017

Chesterfield College – September 2013 – June 2014  
Completed Photography Foundation Diploma with a Merit

## SKILLS

Organised - Detail Oriented - Communicative - Collaborative - Critical Thinker

### ADVANCED IN

Adobe Suite - Photoshop, Premier Pro, Lightroom, InDesign, Bridge  
Google - Docs, Sheets and Slides  
Microsoft - Word and Excel  
Instagram and Instagram Planning Apps

### PROFICIENT IN

Insta 360 Camera and Insta 360 Studio Editing Suite  
GoPro  
Handycam  
Digital Photography  
iPhone Photography and Filming  
TikTok and Twitter

## EXECUTIVE PRODUCTION WORK

[Littledoom Studio](https://littledoom.studio)

[@littledoom.studio](https://www.instagram.com/littledoom.studio)

## PRODUCTION SKILLS

Project Management  
Budget Management  
Communicating with large teams  
Schedule and time management  
Call sheets  
Location Scouting

## CONTACT

ozziline@littledoom.studio

+44 7771292315

E5, London



**THANK YOU**

**- OZZILINE**