Àanú

SUMMER/SPRING CONTENT SHOOT

Àanú Fashion House

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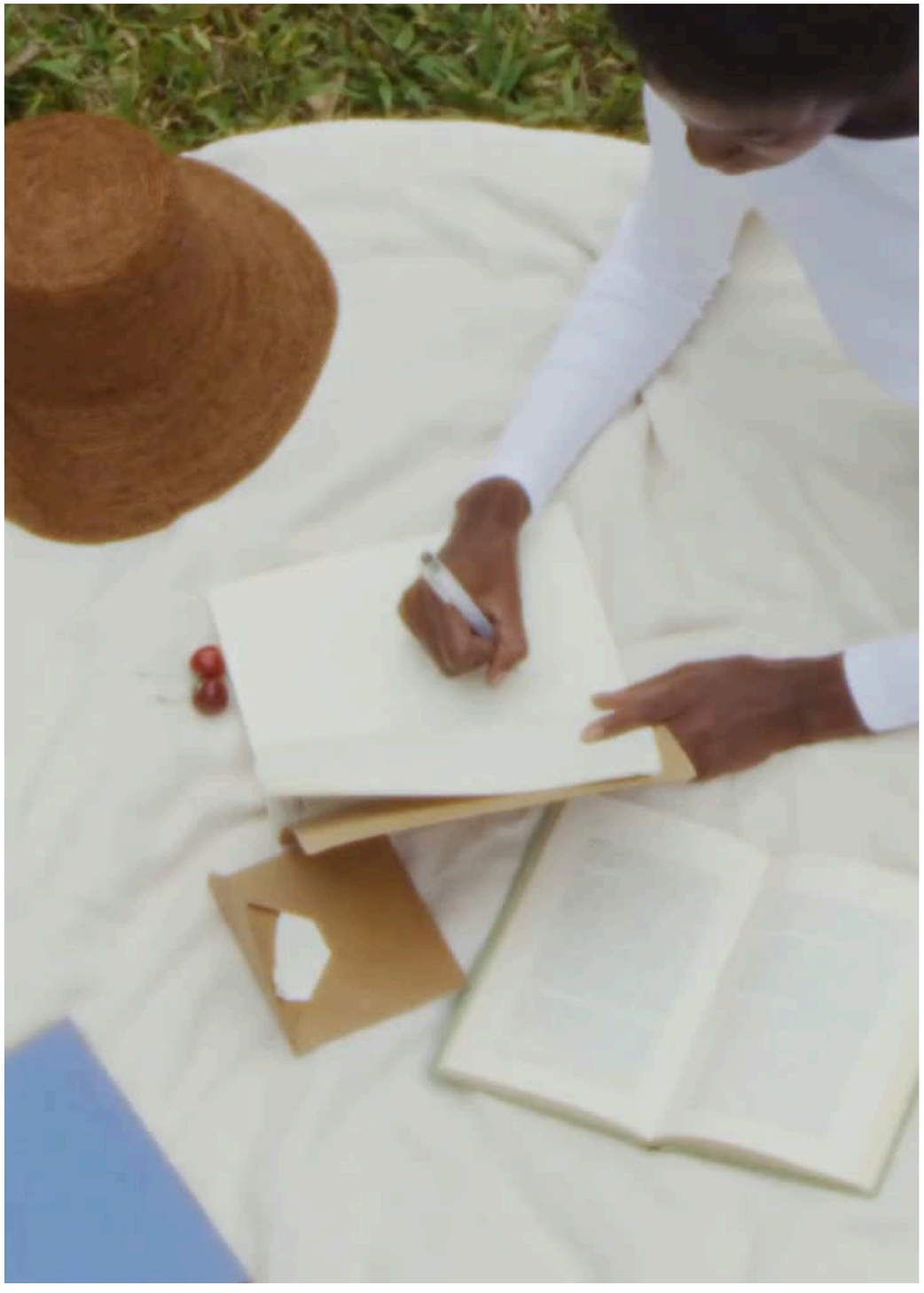
Àanú

EDITORIAL REELS

The editorial reels are designed to use deliberate pacing, colors & slightly coreographed movements to show the collection, what each piece means to the us.



MEDIUM TO SLOW. LET THE LOOK BREATHE. NO FAST CUTS.

URL 1: HTTPS://WWW.INSTAGRAM.COM/REEL/DFVXB2ONQ5S/?HL=EN

URL 2: HTTPS://WWW.INSTAGRAM.COM/REEL/DFVXB2ONQ5S/?HL=EN

NEVER OVER-CHOREOGRAPHED.

URL 1: HTTPS://WWW.INSTAGRAM.COM/REEL/DPEFWVBILN_/

URL 2: HTTPS://WWW.INSTAGRAM.COM/REEL/DPEFWVBILN_/

WARM, RICH, SLIGHTLY DESATURATED.

URL 1: HTTPS://WWW.INSTAGRAM.COM/REEL/DWESU-RDSVG/

URL 2: HTTPS://WWW.INSTAGRAM.COM/REEL/DWESU-RDSVG/

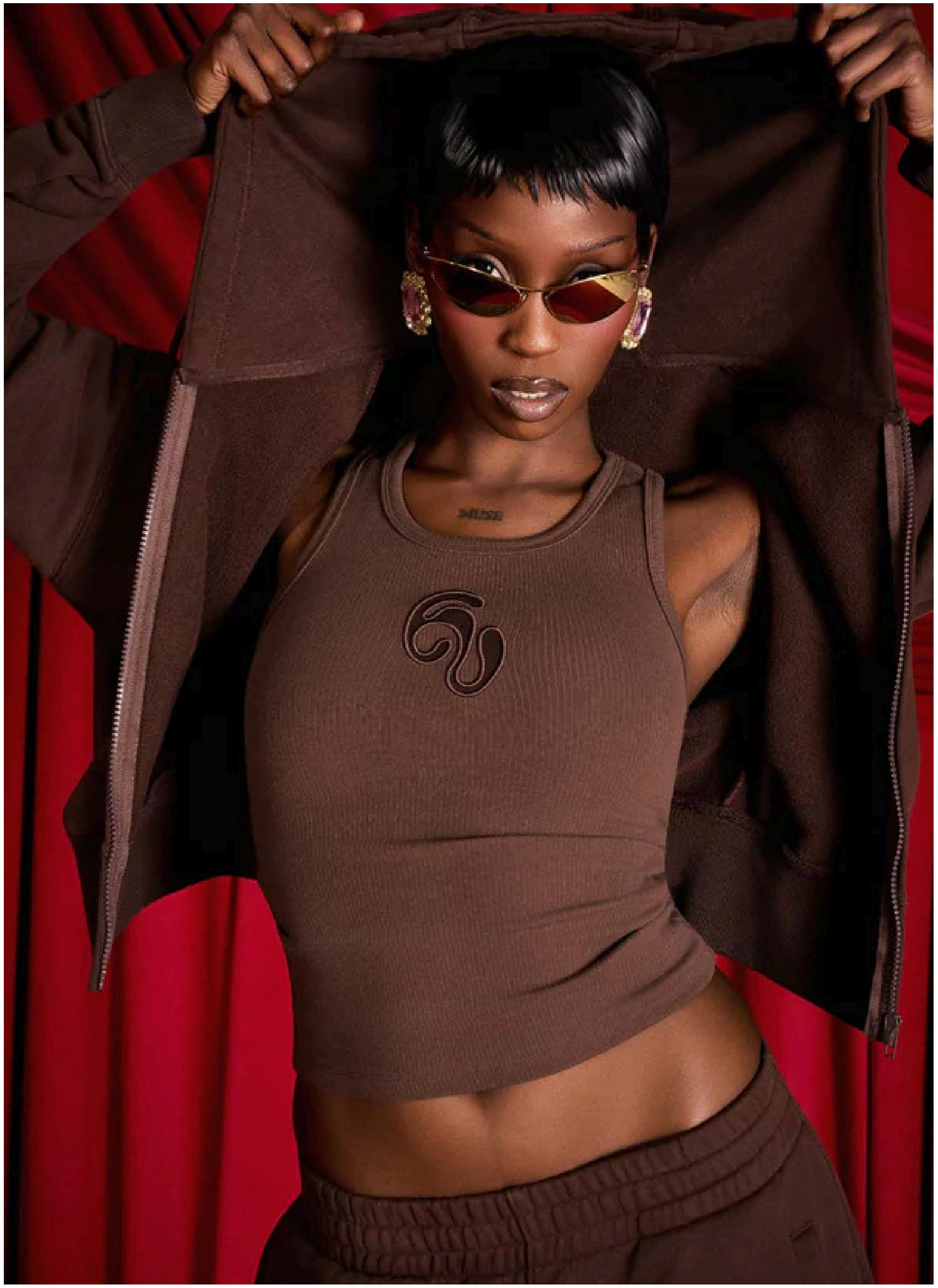
Editorial Photos & Carousels

The editorial photos tell a story. Each photo and Carousel use natural poses and styling of the collection to recreate the emotion behind the collection.

Shots combine a mix of Full length, close ups, and ¾ shots to direct the eyes of the viewer to important outfit details

DIRECT OR DISTANT. NOTHING IN BETWEEN. NO FORCED SMILING.

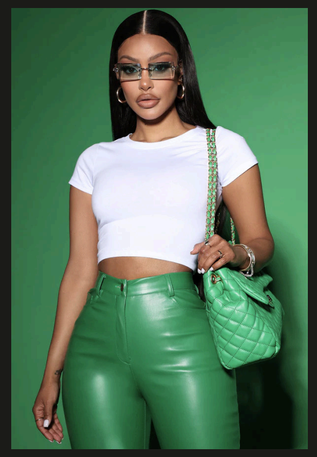
NATURAL WEIGHT. BODY AT EASE.

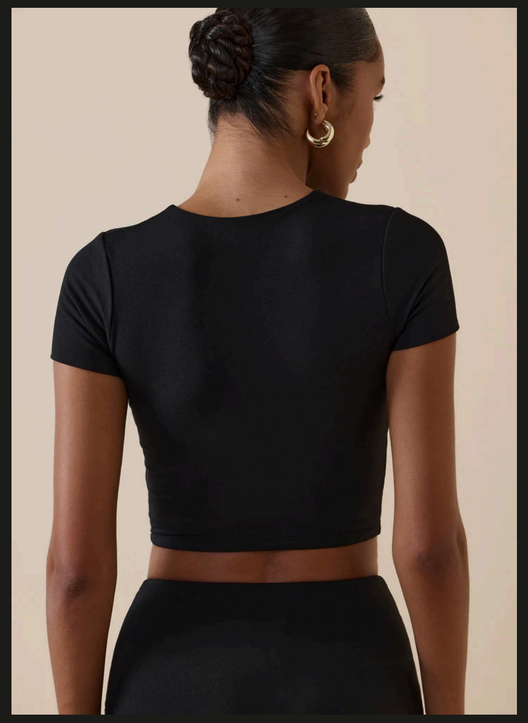


UNAPOLOGETIC.

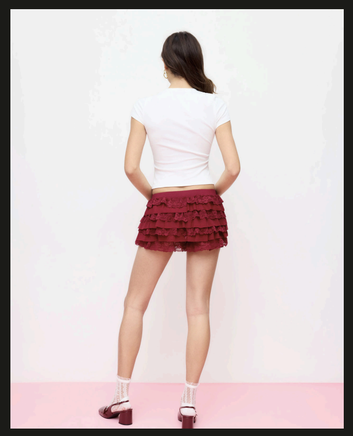
Nolly Head Top

The Nolly Head top is inspired by pride in what it represents.
As such, the shots are not overly performative. They are direct, body at ease, exposing the “Nolly Head” letterings while continuing to be as natural as possible.





NOLLY HEAD
TOP



Mini Pleated Flared Skirt

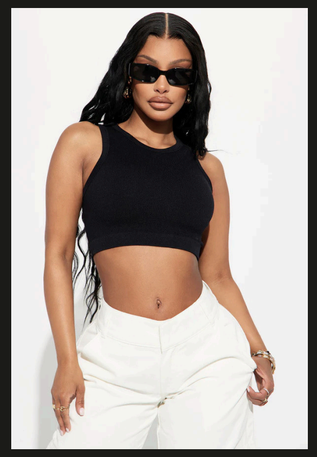
This piece has a range to it. Leather jacket, band tee, crop blazer, knee-high boots, loafers, etc. The shot inspirations range from walking, standing, shots from behind and the flared skirt still looking good.

MINI PLEATED
FLARED SKIRT

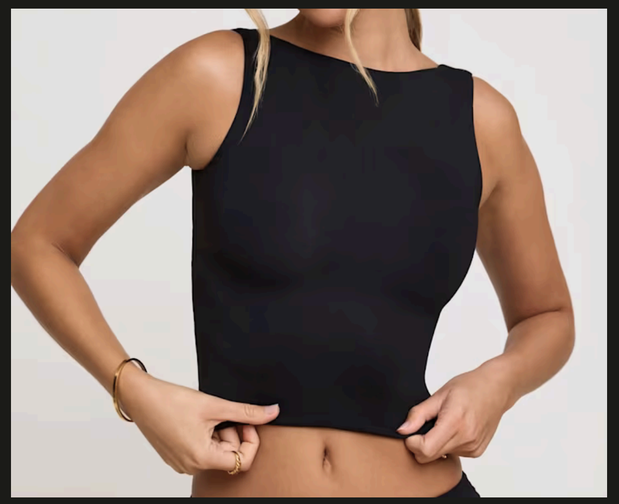
Super Falcon

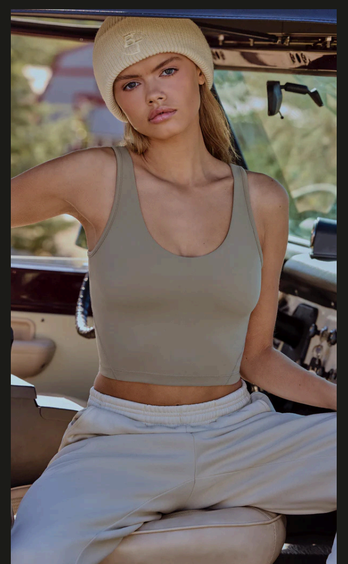
Top

The inspiration for this outfit is clean, body-grounded shots. The gold eagle is the focus of the shots.



SUPER FALCON TOP

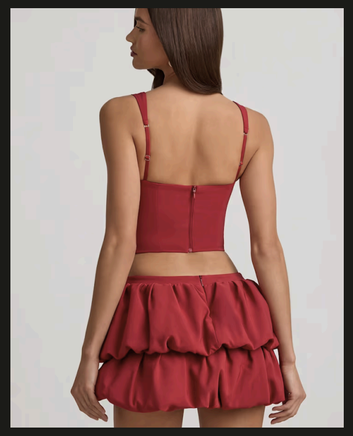




Mini Bubble Skirt

The Mini Bubble Skirt brings a sense of drama to the collection. This inspo board create a narrative of playful sophistication and unapologetic femininity

MINI BUBBLE SKIRT



LEOPARD CAPRI PANTS

The Leopard Capri Pants are confident. This board explores the complement of the daring idea of the capriprints and the tailored mid-length cut. It is nostalgic, updated with a modern sense that is quickly visible.

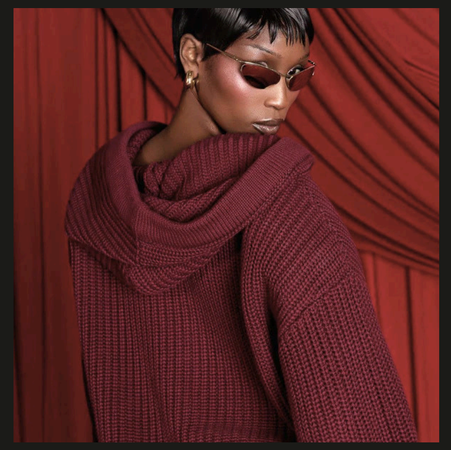
LEOPARD
CAPRI PANTS

Free Spirit Men's T-Shirt

This board is defined by freedom and expression, exploring the variations of the men's muscle tee. Here, we focus on raw edges, the relaxed fits, and the natural silhouette of the body in the shirt.

FREE SPIRIT
MENS T-SHIRT

Àanú Signature Hoodie

The Àanú Signature Hoodie represents the cornerstone of our brand’s casual identity. We are going for a cozy, stylish look with this one. The visuals should emphasize comfort.

SIGNATURE
HOODIE