

JACQUEMUS

FABIANA ABREU

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PAST CAMPAIGNS





ABOUT JACQUEMUS

Jacquemus is a renowned French fashion brand founded by designer *Simon Porte Jacquemus*. Known for its avant-garde and innovative approach to fashion, the brand has captured international acclaim and a devoted following. *Jacquemus* combines elements of French elegance with Mediterranean influences, presenting collections that feature bold colors, oversized and deconstructed silhouettes, and a playful sense of nostalgia. The brand's iconic "Le Chiquito" bag became a fashion sensation, symbolizing its ability to create must-have, trend-setting pieces and it is also the best seller of the brand. With a commitment to sustainability and a continually expanding range of clothing, accessories, and menswear, *Jacquemus* remains at the forefront of the contemporary fashion scene, reflecting the unique vision of its founder.

CONCEPT STATEMENT



“Le Chiquito Memories.”

PRODUCTION SCHEDULE

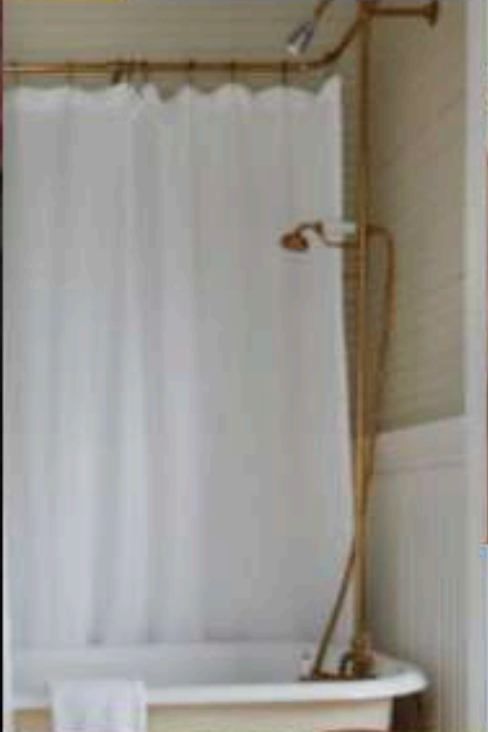
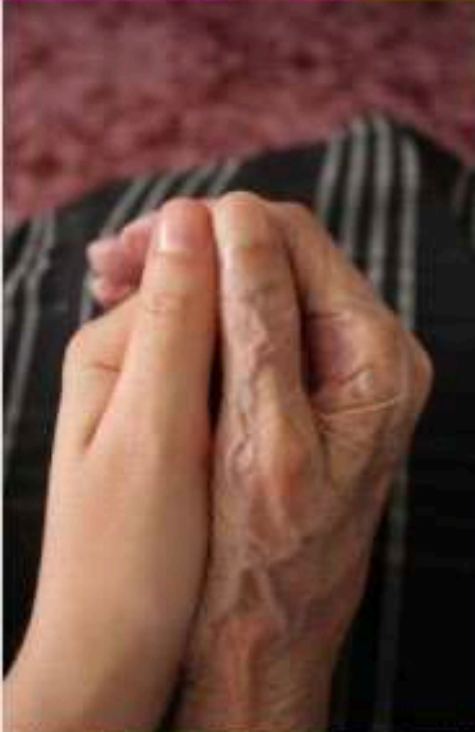
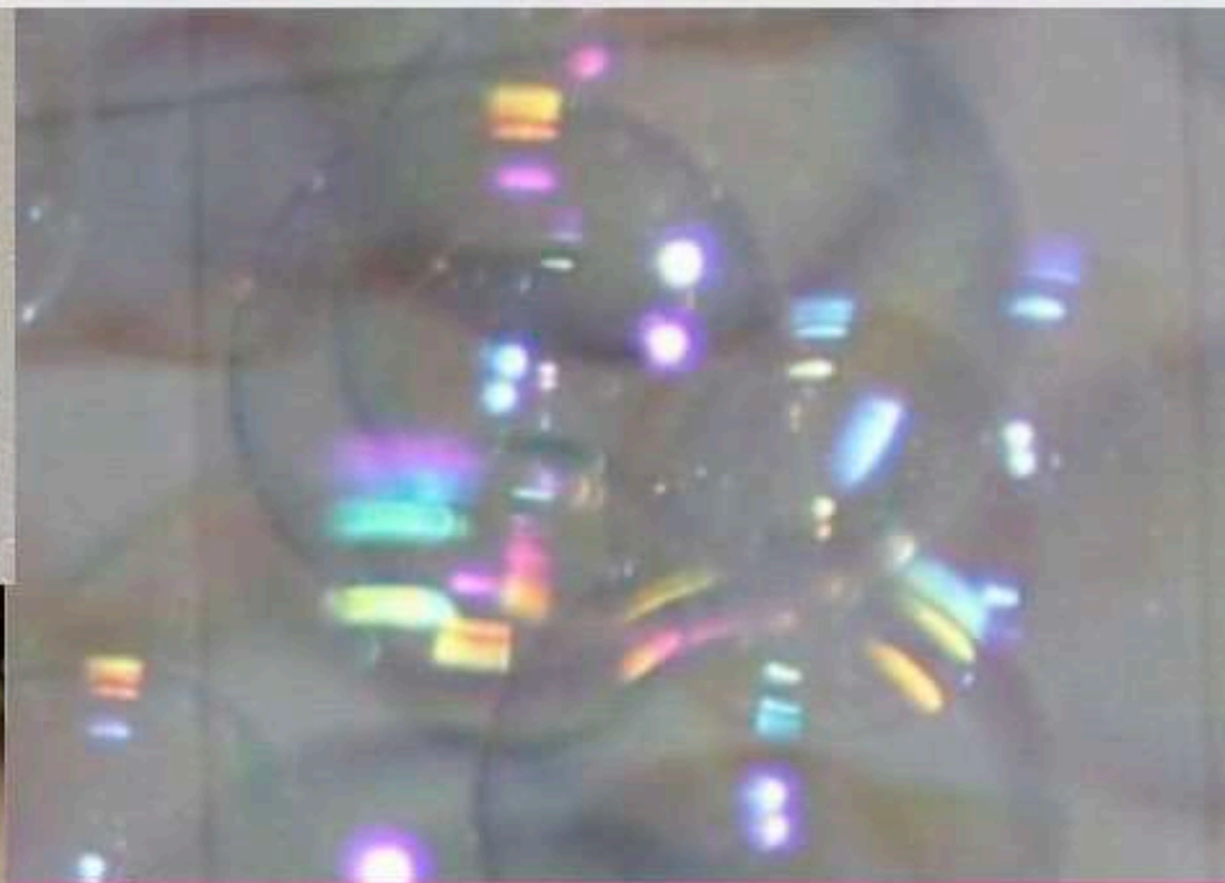
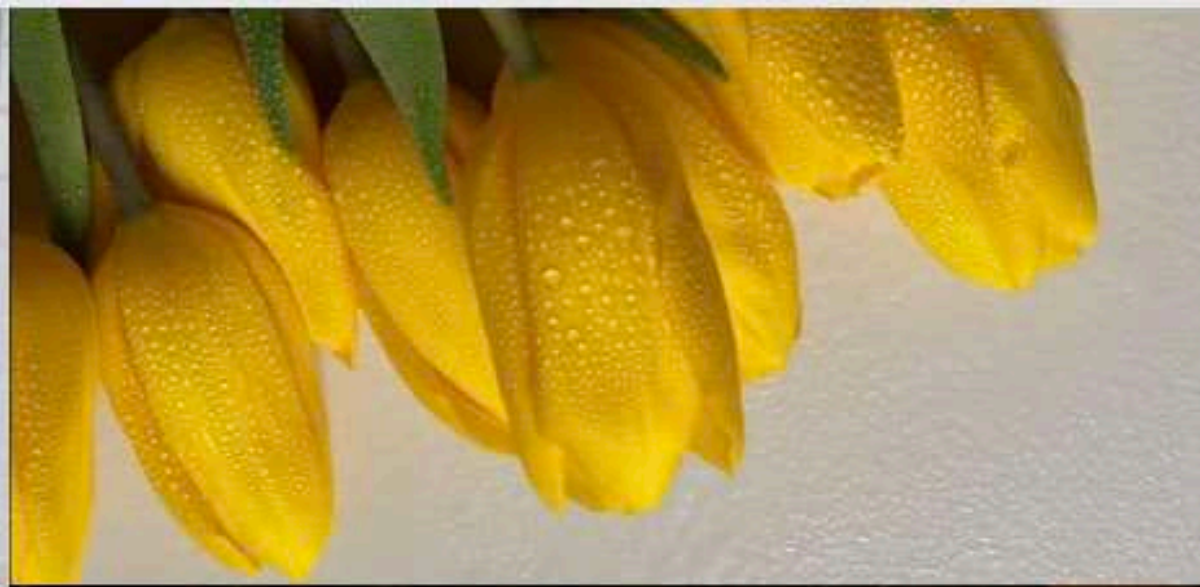
	09/20 - 09/26					09/27 - 10/03					10/04-10/10					10/11
	WT	hF	SS	MT		WT	hF	SS	MT		WT	hF	SS	M	T	W
PLANNING																
Project Setup																
Research																
Concept Development																
Finalize Concept																
PRE-PRODUCTION																
FPO																
Location Scouting																
Storyboard / Thumbnails																
Shotlist																
PRODUCTION																
Photoshoot																
Contact Sheet Review																
Final Draft																
Contact Sheet Notes																
Final Image Selection																
Image Editing																
Advertisement Flats																
Advertisement Mockups																
FINAL																
Finalize Process Book																
Final Submission																

IMPORTANT DATES

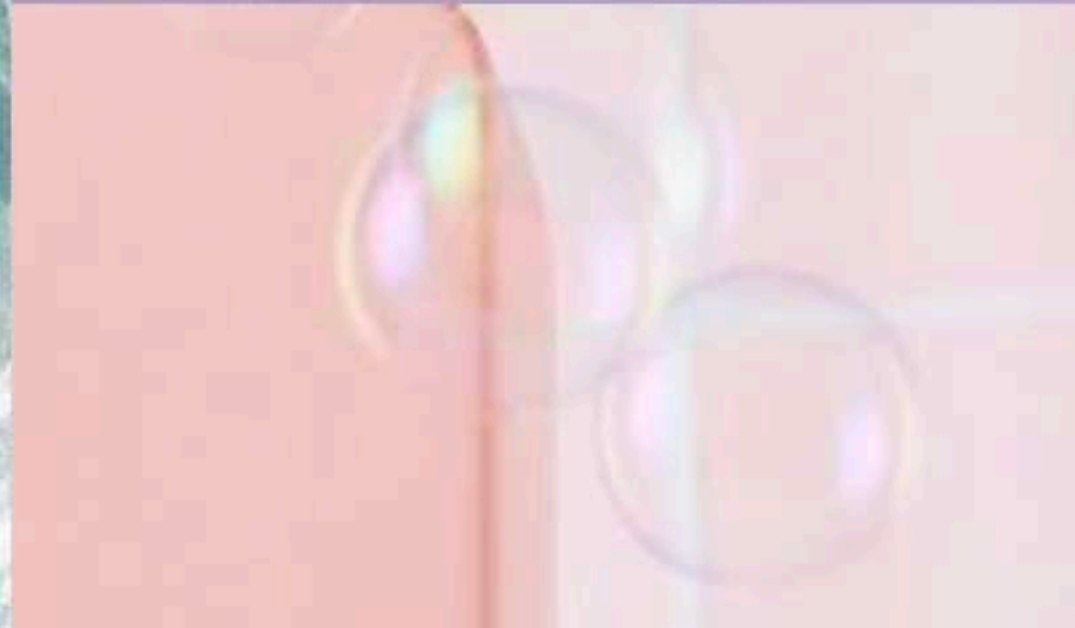
- Wednesday, 09/27/2023 - Proposal Due
- Wednesday, 10/04/2023 - Draft Due (with FPOs. Storyboard/Thumbnails + Shotlist)
- Monday, 10/09/2023 - Photo Review in class
- Pre-Production Meeting -
- Shoot Date -
- Wednesday, 10/11/2023 - Final Project Due

- X** Pre Production Meeting
- XX** Photoshoot Date

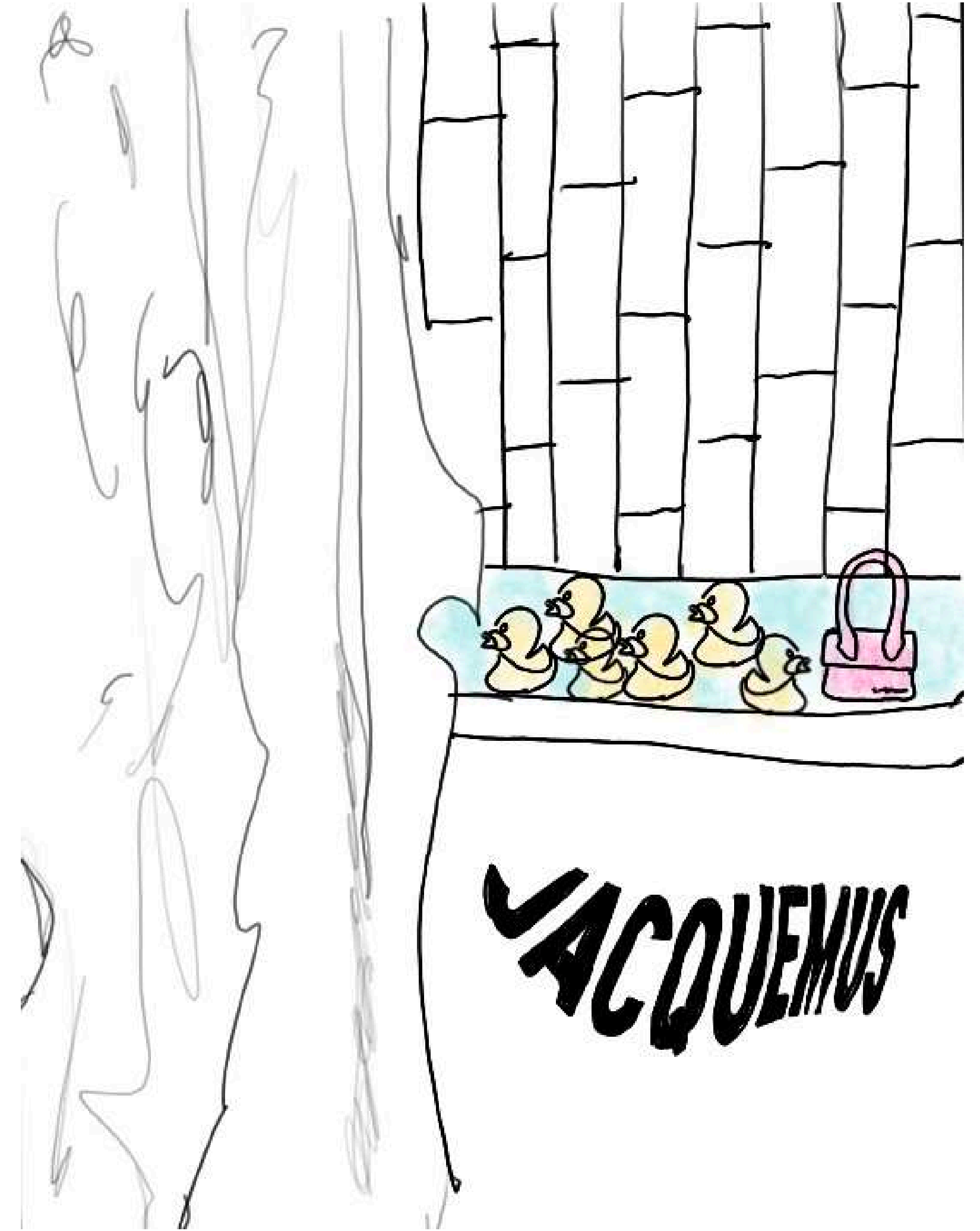
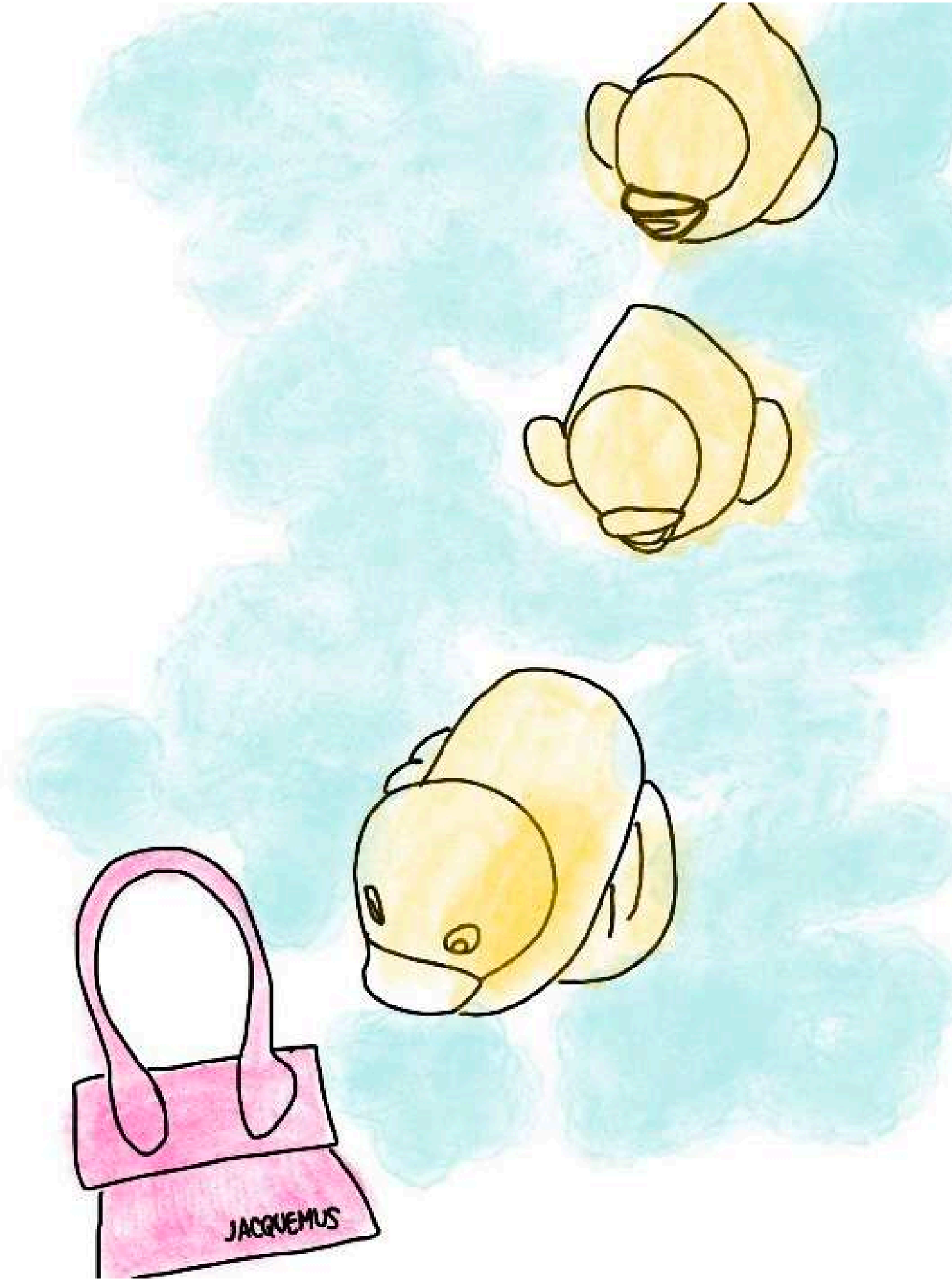
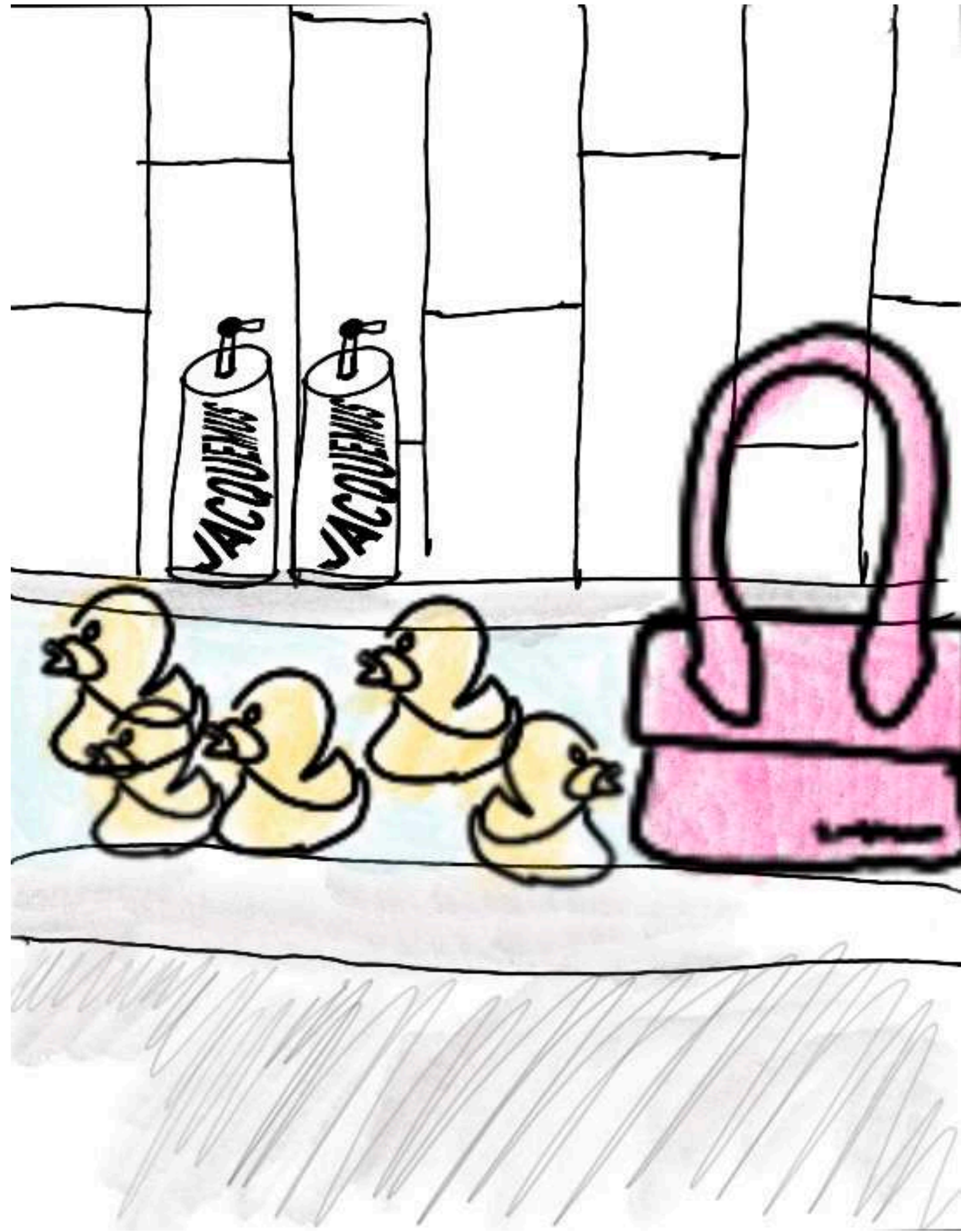
MOODBOARD
CAMPAING



PHOTOGRAPHIC
AESTHETIC



STORYBOARD & SHOTLIST



FPO'S



CONTACT SHEET



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19 JAQUEMUS4266
5464 x 8192 CR3

20 JAQUEMUS4288
5464 x 8192 CR3

21 JAQUEMUS4289
5464 x 8192 CR3

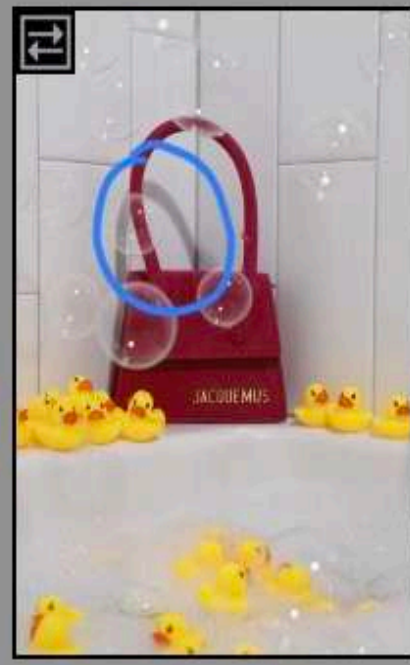
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5464 x 8192 CR3

23 JAQUEMUS4358
5464 x 8192 CR3

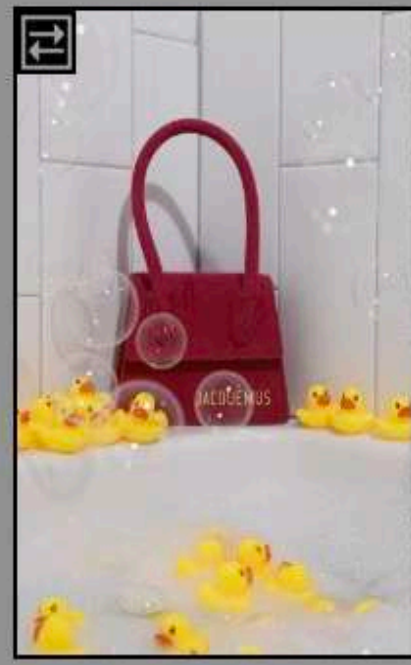
24 JAQUEMUS4359
5464 x 8192 CR3



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25 JAQUEMUS4360
5464 x 8192 CR3

26 JAQUEMUS43611
5464 x 8192 CR3

27 JAQUEMUS4362
5464 x 8192 CR3

28 JAQUEMUS4369
5464 x 8192 CR3

29 JAQUEMUS4384
5464 x 8192 CR3

30 JAQUEMUS4385
5464 x 8192 CR3



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FINAL IMAGES







MOCKUPS



JACQUEMUS



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THANK YOU!!