

DIRECTOR-LEVEL PROMPT SYSTEM

Sunglasses Campaign Prompt Library

A complete director-level prompt system for the tortoiseshell cat-eye sunglasses campaign — model recreation, product photography, editorial posing, and motion intro sequences.

STUDIO	Framegen Studio
PRODUCT	Tortoiseshell cat-eye sunglasses, amber-tinted lenses
CHARACTER DNA	Fair skin, visible pores, light natural freckling, dark wet-look slicked hair, gold hoop earrings
FORMAT	Plain-text master prompts + JSON (Nano Banana Pro / Kling / Seedance)

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01 Hero Model Recreation

Reference-match portrait — recreating the original campaign face reference

MASTER PROMPT — Front-Facing Hero Portrait

MASTER PROMPT

Extreme close-up beauty portrait of a young woman facing the camera dead-on, neutral closed-mouth expression with a faint smize, wearing chunky tortoiseshell cat-eye sunglasses with warm amber-tinted lenses and slightly upswept corners. Hair is dark brown, wet-look, slicked straight back from a center part. Shot on an 85mm lens at f/5.6, eye-level, perfectly symmetrical framing, cropped tight from hairline to upper chest. Lighting is a large soft frontal softbox with gentle fill, even and shadowless, neutral 5500K daylight balance, soft catchlights visible in the lens reflections. Skin shows real unretouched texture — visible pores, light natural freckling across nose and cheekbones, faint sheen on the forehead, one small beauty mark near the mouth. Chunky brushed-gold hoop earrings catch soft highlights. Black ribbed knit turtleneck with visible rib texture at the collar. Background is a seamless light warm-grey studio backdrop, completely flat and clean. Composition is centered and symmetrical with generous negative space left and right. Styled like a contemporary luxury eyewear campaign — restrained, confident, editorial-minimal — evoking quiet premium confidence.

JSON VERSION

```
{
  "subject": "Young woman, front-facing extreme close-up beauty/product portrait, neutral confident expression",
  "dna_features": {
    "skin": "fair skin tone, visible pores, light natural freckling on nose and cheeks, subtle forehead sheen, small beauty mark near mouth, unretouched texture",
    "hair": "dark brown, wet-look, slicked back, center part",
    "expression": "neutral, closed-mouth, faint smize, direct gaze"
  },
  "context_modifiers": {
    "eyewear": "chunky tortoiseshell cat-eye sunglasses, warm amber-tinted lenses, upswept outer corners",
    "jewelry": "chunky brushed-gold hoop earrings",
    "wardrobe": "black ribbed knit turtleneck",
    "background": "seamless light warm-grey studio backdrop, no texture"
  },
  "camera": {"shot_type": "extreme close-up", "lens": "85mm", "aperture": "f/5.6", "angle": "eye-level, centered"},
  "lighting": {"source": "large frontal softbox + fill", "direction": "front-on, near-shadowless", "quality": "soft, even, diffused", "temperature": "neutral 5500K"},
  "color_palette": ["warm grey", "tortoiseshell amber", "deep brown", "brushed gold", "black"],
  "composition": "centered, symmetrical, generous negative space left/right",
  "style_reference": "contemporary luxury eyewear campaign, restrained editorial-minimal",
  "mood": "quiet premium confidence",
  "negative_prompt": "no harsh shadows, no plastic skin, no over-retouching, no busy background, no asymmetry, no warm color cast"
}
```

NEGATIVE PROMPT

no harsh shadows, no plastic/airbrushed skin, no background texture or gradient, no off-center crop, no exaggerated smile, no color cast, no lens glare blowout

LOCKED CHARACTER DNA (reusable across the campaign)

Fair-skinned woman, dark brown wet-look slicked hair, visible pores and light natural freckling across nose/cheeks, small beauty mark near mouth, neutral confident expression, direct gaze. Hold this block fixed and only swap eyewear style, angle, lighting setup, or wardrobe across future shots in the series.

02 Product-Only Photography

Sunglasses as standalone hero — no model, three distinct treatments

A — Clean White Background Hero Shot

MASTER PROMPT

Product photography of a single pair of chunky tortoiseshell cat-eye sunglasses, captured in a three-quarter front angle, floating/standing upright on a seamless pure white background. Frame is thick glossy acetate with an amber-brown-black mottled tortoiseshell pattern, cat-eye shape with slightly upswept outer corners, warm amber-tinted lenses, visible gold-toned metal hinges at the temples. Shot on a 100mm macro lens at f/8 for full sharpness front to back, straight-on product angle, eye-level with the frame. Lighting is a large soft overhead softbox plus subtle fill light from the front, fully diffused and even, producing a soft, short contact shadow directly beneath the frame for grounding — no harsh reflections obscuring the acetate pattern, clean specular highlights along the frame edges to show the glossy finish. Composition is dead-center on the white field with generous negative space on all sides. Styled like a premium eyewear e-commerce hero shot — crisp, true-to-color, no props, no hands. Mood: clean, covetable, precise.

JSON VERSION

```
{
  "subject": "Single pair of tortoiseshell cat-eye sunglasses, product-only, no model",
  "product_features": {
    "frame": "thick glossy acetate, amber-brown-black mottled tortoiseshell pattern",
    "shape": "cat-eye, slightly upswept outer corners",
    "lenses": "warm amber-tinted",
    "hardware": "gold-toned metal hinges at temples"
  },
  "background": "seamless pure white studio backdrop",
  "camera": {"shot_type": "three-quarter front, product hero", "lens": "100mm macro",
  "aperture": "f/8", "angle": "eye-level, straight-on"},
  "lighting": {"source": "overhead softbox + soft front fill", "direction": "top-front, even",
  "quality": "fully diffused", "shadow": "short, soft contact shadow"},
  "color_palette": ["pure white", "amber tortoiseshell", "warm brown", "gold"],
  "composition": "dead-center, generous negative space",
  "style_reference": "premium eyewear e-commerce/catalog hero shot",
  "mood": "clean, precise, covetable",
  "negative_prompt": "no model, no hands, no props, no background texture, no harsh reflections"
}
```

NEGATIVE PROMPT

no model, no hands, no props, no background gradient or texture, no harsh glare on lenses, no visible dust/scratches, no warm or cool color cast, no soft focus

B — Suspended in Steel Wire Cables (Art Still-Life)

MASTER PROMPT

Product still-life photograph of a single pair of tortoiseshell cat-eye sunglasses with amber-tinted lenses, suspended mid-air and entangled among multiple taut thin steel wire cables crisscrossing the frame at irregular angles, as if caught in a web of tension wires. The frame tilts diagonally, one lens facing toward camera, the cables threading both in front of and behind the glasses to suggest depth. Shot on a 100mm macro lens at f/9 for full sharpness across both the glasses and wires, slightly elevated three-quarter angle. Lighting is a soft overhead studio light with gentle gradient falloff, brighter top-left fading to a deeper soft grey at the lower-right, producing subtle directional highlights along the glossy acetate edges and crisp metallic glints along each steel cable. Background is a seamless soft grey studio gradient with no visible horizon line. Composition is dynamic and asymmetrical, the glasses positioned slightly left of center with cables radiating outward through the full frame, generous negative space upper-right. Styled like a high-concept luxury eyewear art-direction campaign — sculptural, tense, gallery-still-life energy. Mood: suspended tension, precision, quiet drama.

JSON VERSION

```
{
  "subject": "Single pair of tortoiseshell cat-eye sunglasses, suspended in steel wire cables, product-only",
  "props": "multiple thin taut steel wire cables crisscrossing in front of and behind the frame",
  "background": "seamless soft grey studio gradient, brighter upper-left fading to deeper grey lower-right",
  "camera": {"shot_type": "still-life product macro", "lens": "100mm macro", "aperture": "f/9", "angle": "elevated three-quarter"},
  "lighting": {"source": "soft overhead studio light with gradient falloff", "quality": "soft with crisp specular highlights on metal"},
  "color_palette": ["soft grey", "amber tortoiseshell", "brushed steel silver"],
  "composition": "asymmetrical, subject left-of-center, cables radiating, negative space upper-right",
  "style_reference": "high-concept sculptural eyewear art-direction campaign",
  "mood": "suspended tension, precision, quiet drama",
  "negative_prompt": "no model, no hands, no flat catalog lighting, no cluttered cables obscuring the frame"
}
```

NEGATIVE PROMPT

no model, no hands, no flat front-on catalog lighting, no cables fully obscuring the glasses, no harsh blown-out highlights, no color cast, no dust or fingerprints, no motion blur

C — Hand-Hold Detail (Red Nail Accent)

MASTER PROMPT

Product photograph of a single pair of tortoiseshell cat-eye sunglasses with amber-tinted lenses, held delicately upside-down and at a diagonal tilt by an elegant feminine hand, fingertips with glossy deep-red manicured nails gently pinching the frame's bridge and lower rim, the rest of the hand relaxed and curved with fingers gracefully splayed. Shot on a 100mm macro lens at f/5.6, eye-level, camera positioned to frame the diagonal composition running from upper-left to lower-right. Lighting is soft and even from a large overhead softbox, producing a clean gradient backdrop that's brighter white in the upper-left and softens into pale warm-grey toward the lower-right, with subtle directional highlights along the glossy acetate edges and soft sheen on the skin of the hand. Background is a seamless white-to-grey gradient studio backdrop. Composition is dynamic and diagonal, glasses positioned upper-left with the hand extending from lower-right, generous negative space in the upper-right quadrant. Styled like a premium eyewear campaign hand-hold detail shot. Mood: refined, deliberate, quietly glamorous.

JSON VERSION

```
{
  "subject": "Single pair of tortoiseshell cat-eye sunglasses held upside-down by a hand with red manicured nails",
  "hand_styling": {"grip": "fingertips pinching bridge and lower rim", "nails": "glossy deep-red manicure"},
  "pose": "relaxed, fingers gracefully curved",
  "background": "seamless white-to-grey gradient, brighter upper-left, softer grey lower-right",
  "camera": {"shot_type": "diagonal hand-hold product detail", "lens": "100mm macro", "aperture": "f/5.6", "angle": "eye-level"},
  "lighting": {"source": "large overhead softbox", "quality": "soft, clean gradient falloff"},
  "color_palette": ["soft white", "pale grey", "amber tortoiseshell", "glossy red"],
  "composition": "diagonal, glasses upper-left, hand lower-right, negative space upper-right",
  "style_reference": "premium eyewear campaign hand-hold detail shot",
  "mood": "refined, deliberate, quietly glamorous",
  "negative_prompt": "no face/model visible, no busy background, no harsh shadows, no dull nail polish"
}
```

NEGATIVE PROMPT

no face/model visible, no busy or textured background, no harsh shadows, no dull or chipped nail polish, no awkward or stiff hand pose, no color cast, no fingerprints or dust on lenses

03 Campaign Sequence — Macro to Wear

4-shot editorial recreation: macro detail, profile hold, front wear, adjusting

Shot 1 — Macro Detail (Eye + Frame Texture)

MASTER PROMPT

Extreme macro close-up cropped tight across the upper face, eye and brow bone visible through and around the tortoiseshell cat-eye frame, amber-tinted lens partially obscuring the eye with warm light refraction. Shot on a 100mm macro lens at f/2.8, asymmetrical off-center crop, camera slightly tilted. Lighting is hard directional warm sunlight raking across the cheek from the upper left, creating sharp highlight on cheekbone and visible skin pores, freckles, and fine peach-fuzz texture; lens shows reflective sheen and tortoiseshell pattern depth. No visible branding on the frame. Composition fills the entire frame with no negative space, cropped at brow and jaw. Styled like a high-fashion eyewear campaign macro insert. Mood: sensual, sun-drenched intimacy.

NEGATIVE PROMPT

no visible branding on frame, no camera shake, no flat lighting

Shot 2 — Profile, Holding the Frame

MASTER PROMPT

Profile shot of the model looking down and to the side, one hand gently holding the open sunglasses by the temple tip near her parted lips, head tilted slightly down. Hair pulled back into a low bun with soft loose strands at the nape, gold hoop earring catching the light. Shot on an 85mm lens at f/2.2, eye-level, three-quarter profile angle. Lighting is soft warm directional light from camera-right, gently sculpting the nose and lip line, soft falloff into shadow on the far side of the face, neutral warm-grey seamless background. Skin shows visible freckles, natural texture, soft glow on the cheekbone. Tortoiseshell frame and temple arm in sharp foreground focus, unbranded acetate. Composition is rule-of-thirds, subject right of frame with negative space left. Styled like an intimate editorial eyewear campaign moment. Mood: quiet, sensory, contemplative.

NEGATIVE PROMPT

no visible branding, no harsh flash, no awkward hand position

Shot 3 — Front-Facing, Wearing

MASTER PROMPT

Front-facing close-up portrait, model wearing the tortoiseshell cat-eye sunglasses, direct gaze at camera, neutral relaxed expression with soft parted lips. Shot on an 85mm lens at f/2.8, eye-level, perfectly centered. Lighting is soft directional light from camera-left with gentle falloff into shadow on the right side of the face, warm neutral-grey seamless background. Skin shows real texture — visible pores, light freckling across nose and cheeks, soft natural sheen. Gold hoop earring visible at the jawline. Amber lenses show soft catchlight reflections. Composition centered with even negative space on both sides. Styled like a contemporary luxury eyewear campaign portrait. Mood: calm magnetic confidence.

NEGATIVE PROMPT

no exaggerated expression, no symmetric studio flatness, no color cast

Shot 4 — Adjusting, Hand at Temple

MASTER PROMPT

Close-up of the model looking down, one hand raised to touch the temple arm of the sunglasses as if adjusting them, bare shoulders, head gently tilted forward. Delicate gold chain necklace with a small pendant resting at the collarbone. Shot on an 85mm lens at f/2.0, slightly elevated angle looking down at the subject. Lighting is soft warm directional light from above-camera-left, soft shadow under the jaw, neutral warm-grey background. Skin shows fine natural texture, soft highlight on the shoulder and collarbone. Tortoiseshell frame catches a soft highlight along the top edge. Composition is tight and intimate, subject slightly left of center with negative space upper-right. Styled like a behind-the-product editorial campaign moment. Mood: soft intimacy, unguarded elegance.

NEGATIVE PROMPT

no busy background, no harsh shadow, no jewelry mismatch

COMBINED NEGATIVE PROMPT (all 4 shots)

no logos or brand text on the frame, no harsh flash, no plastic/over-retouched skin, no symmetric studio flatness in shots 1/2/4, no busy background, no color cast shift between shots, no exaggerated expression

04 Editorial Posing Set — Neutral Grey

5-shot pose sequence on warm neutral-grey seamless, same product

Shot 1 — Low-Angle Close-Up

MASTER PROMPT

Close-up portrait shot from a low camera angle looking up at the model, framed from chin to forehead. Pose: chin lifted and tilted slightly back, head turned a few degrees toward camera-left, jawline and throat elongated, eyes lowered with a hooded, detached gaze down toward the lens. Shot on a 50mm lens at f/2.8, camera positioned below eye-level tilted upward. Lighting is hard directional light from the side, neutral warm-grey seamless background, strong rim light along the jaw and cheekbone, high contrast with deep shadow under the chin. Tortoiseshell amber-tinted frame catches a sharp highlight along the top edge. Composition is tight and asymmetrical, subject filling most of the frame with minimal negative space above. Styled like a sculptural eyewear campaign close-up. Mood: powerful, untouchable, commanding.

Shot 2 — Elevated Angle, Hand Gesture

MASTER PROMPT

Medium shot, camera positioned slightly above eye-level angled down at the model. Pose: torso angled three-quarters to camera, head turned to look off to the side past the frame, one hand raised near the jaw/chin with fingers elegantly curled and relaxed (not touching skin), shoulders slightly dropped for a languid, confident posture. Shot on an 85mm lens at f/2.2, slight high angle looking down. Lighting is soft frontal key light with gentle falloff, even neutral warm-grey seamless background, subtle vignette at the edges. Gold hoop earring catches a glint of light. Composition centered with the raised hand breaking the vertical line of the frame. Styled like a high-fashion campaign still. Mood: aloof, deliberate, magnetic.

Shot 3 — Tight Close-Up, Glasses Pushed Up

MASTER PROMPT

Extreme close-up profile-leaning shot, sunglasses pushed up onto the forehead/hairline, exposing the eyes looking upward. Pose: head tilted back and turned to a steep profile angle, chin raised high, neck fully extended and exposed, eyes closed or rolled upward in a trance-like expression, lips softly parted. Shot on a 100mm lens at f/2.0, camera at a slightly elevated angle looking down the length of the face. Lighting is hard side light raking across the cheekbone and brow bone, neutral warm-grey seamless background, deep shadow along the jaw, glossy highlight on the tortoiseshell frame resting on the forehead. Composition is extreme and intimate, cropped tight with the neck/throat as a strong diagonal line through frame. Styled like a dramatic editorial eyewear insert. Mood: surrendered, sensual intensity.

Shot 4 — Three-Quarter Side Shot, Wearing

MASTER PROMPT

Three-quarter profile portrait, sunglasses worn normally. Pose: head turned to a clean three-quarter angle away from camera, chin level and slightly lifted, shoulders squared but torso angled, a calm and composed stillness — no exaggerated tilt. Shot on an 85mm lens at f/2.5, eye-level. Lighting is even soft key light with a subtle rim light tracing the back of the head and shoulder, neutral warm-grey seamless background, gold hoop earring fully lit and prominent. Composition follows rule of thirds, subject positioned right of frame, generous negative space on the left. Styled like a luxury eyewear campaign side profile. Mood: composed, self-possessed power.

Shot 5 — Full-Body Wide Shot

MASTER PROMPT

Full-body wide shot, model small within a large expanse of neutral-grey seamless background. Pose: standing tall in a relaxed power stance, weight shifted onto one leg, opposite hip slightly popped, arms resting naturally at the sides or one hand loosely grazing the hip, head turned slightly to profile, chin level. Shot on a 35mm lens at f/4, eye-level, full figure centered low in the frame with a tall expanse of negative space above. Lighting is a soft single-source key light with a gentle vignette darkening toward the frame edges. Black fitted turtleneck reads as a clean dark silhouette against the warm-grey field. Styled like a wide editorial campaign establishing shot. Mood: solitary, monumental, cinematic scale.

COMBINED NEGATIVE PROMPT (all 5 shots)

no colored gel light, no red or saturated background, no flat even lighting, no smiling/open expression, no symmetrical relaxed pose, no visible logo distortion, no color cast inconsistency between shots

Pose-language throughline holding this set together: chin always lifted or angled, never a straight-on neutral stance, plus an unbroken warm neutral-grey color cast across all five frames.

05 Additional Editorial Stills

Dramatic tilt-down close-up and a clean symmetrical hero variant

A — Tilted Down, Dramatic Side Light

MASTER PROMPT

Close-up beauty portrait of a young woman wearing tortoiseshell cat-eye sunglasses with amber-tinted lenses, head tilted downward and slightly turned, chin lowered, gaze cast down and away from camera in an aloof, detached expression, lips softly closed. Shot on an 85mm lens at f/3.2, camera positioned slightly above eye-level looking down to match the head tilt, tight crop from hairline to upper chest. Lighting is a single hard directional light source from camera-right, raking across the face and creating a strong shadow gradient that darkens the left side of the face and neck while the right side stays brightly lit, producing high contrast and a sculptural falloff along the cheekbone and jaw. Background is a warm neutral-taupe seamless studio backdrop. Skin shows visible texture — pores, light natural freckling, soft sheen along the lit cheek. Gold hoop earring catches a bright highlight where the light hits. Composition is tight and asymmetrical, subject filling most of the frame, the shadow line acting as a strong diagonal compositional element. Styled like a dramatic editorial eyewear campaign portrait. Mood: aloof, sculptural, quietly commanding.

JSON VERSION

```
{
  "subject": "Young woman wearing tortoiseshell cat-eye sunglasses, head tilted down, aloof downward gaze",
  "pose": "chin lowered, head tilted and turned slightly, gaze cast down and away, lips closed",
  "camera": {"shot_type": "tight close-up", "lens": "85mm", "aperture": "f/3.2",
  "angle": "slightly elevated, looking down to match tilt"},
  "lighting": {"source": "single hard directional light", "direction": "camera-right, raking across face",
  "quality": "hard, high contrast", "effect": "strong shadow gradient darkening left side"},
  "background": "warm neutral-taupe seamless studio backdrop",
  "composition": "tight, asymmetrical, shadow line as diagonal element",
  "style_reference": "dramatic editorial eyewear campaign",
  "mood": "aloof, sculptural, quietly commanding",
  "negative_prompt": "no even/flat lighting, no direct eye contact, no smiling, no symmetrical framing"
}
```

NEGATIVE PROMPT

no even/flat lighting, no direct eye contact, no smiling, no soft diffused shadow, no symmetrical framing

B — Front-Facing Symmetrical Hero

MASTER PROMPT

Front-facing close-up portrait of a young woman wearing tortoiseshell cat-eye sunglasses with amber-tinted lenses, direct gaze at camera, neutral composed expression, head perfectly level and centered. Shot on an 85mm lens at f/4, eye-level, dead-center symmetrical framing from hairline to upper chest. Lighting is soft and even from a large diffused frontal source, minimal shadow, gentle even falloff across both sides of the face, neutral warm-taupe seamless background. Skin shows real texture — visible pores, light natural freckling across nose and cheeks, soft even sheen. Gold hoop earrings visible and evenly lit on both sides. Tortoiseshell frame and amber lenses catch soft symmetrical catchlights. Black ribbed turtleneck collar visible at the base of the frame. Composition is centered and symmetrical with even negative space on both sides. Styled like a clean, confident luxury eyewear campaign hero shot. Mood: composed, direct confidence.

JSON VERSION

```
{
  "subject": "Young woman wearing tortoiseshell cat-eye sunglasses, front-facing direct gaze",
  "pose": "head level and centered, direct gaze, neutral composed expression",
  "camera": {"shot_type": "close-up", "lens": "85mm", "aperture": "f/4",
  "angle": "eye-level, dead-center symmetrical"},
  "lighting": {"source": "large diffused frontal source", "direction": "even, front-on",
  "quality": "soft, minimal shadow"},
  "background": "neutral warm-taupe seamless studio backdrop",
  "composition": "centered, symmetrical, even negative space both sides",
  "style_reference": "clean luxury eyewear campaign hero shot",
  "mood": "composed, direct confidence",
  "negative_prompt": "no asymmetrical shadow, no head tilt, no off-center crop, no hard side light"
}
```

NEGATIVE PROMPT

no asymmetrical shadow, no head tilt, no off-center crop, no hard side light, no color cast

06 Motion Intro — Storyboard v1

Static product reveal build — first draft, locked-off camera

Formula: SUBJECT / CAMERA / MOVEMENT / LIGHTING / MOOD / NEGATIVE — for Kling / Seedance image-to-video.

Shot 1 — Macro Texture Open (0–2.5s)

SUBJECT	Extreme macro detail of the tortoiseshell acetate frame edge, amber lens catching light, no full glasses visible yet.
CAMERA	100mm macro, static, locked-off.
MOVEMENT	Slow rack focus pulling from soft blur into crisp focus on the acetate pattern; a single soft light flare drifts slowly across the lens surface.
LIGHTING	Soft top-down studio light, warm-grey seamless just visible out of focus behind.
MOOD	Anticipation, tactile, quiet build.

NEGATIVE

no camera shake, no fast motion, no full product reveal yet, no text overlay

Shot 2 — Suspended Rotation Reveal (2.5–5.5s)

SUBJECT	Full pair of glasses suspended in space against the grey seamless, no hand, no model.
CAMERA	85mm, static frame, subject centered.
MOVEMENT	Glasses slowly rotate 180° on an invisible axis, light sweeping across the acetate and lens as it turns, like a product turntable but airborne and weightless.
LIGHTING	Soft overhead key with a subtle moving highlight that travels with the rotation, gentle gradient falloff on the grey backdrop.
MOOD	Premium, deliberate, hypnotic stillness in motion.

NEGATIVE

no spinning too fast, no motion blur smearing the frame, no background texture, no shadow flicker

Shot 3 — Hand Enters, Picks Up (5.5–8s)

SUBJECT	An elegant hand enters frame from the bottom edge, fingers gracefully closing around the temple arm of the suspended glasses.
CAMERA	85mm, static, same framing as Shot 2 for continuity.
MOVEMENT	Hand rises into frame in one smooth continuous motion, fingers curl around the frame, slight settle/stop on contact.
LIGHTING	Same soft top-down key, consistent with prior shots, soft highlight on the hand as it enters light.
MOOD	Human connection, intentional, grounding the product.

NEGATIVE

no jerky hand motion, no fingers obscuring the lens, no abrupt cuts within the shot

Shot 4 — Raised to Face / Put-On Motion (8–11s)

SUBJECT	Hand raises the glasses up and out of frame toward an implied face, or model lowers glasses onto her face from above.
CAMERA	50mm, slight low angle, static.
MOVEMENT	Smooth upward arc of the hand/glasses exiting frame-top, OR glasses lowering onto the model's face in one continuous downward motion, settling with a subtle micro-adjustment.
LIGHTING	Consistent soft warm-grey studio light, slight rim light catching the frame edge as it moves through the light.
MOOD	Transition from object to identity, anticipation resolving.

NEGATIVE

no face distortion, no double exposure ghosting, no lighting mismatch between shots

Shot 5 — Final Hero Hold (11–14s)

SUBJECT	Model wearing the glasses, front-facing, neutral confident expression, same grey seamless and styling as the locked character shots.
CAMERA	85mm, eye-level, centered, static.
MOVEMENT	Near-static hold with only a barely perceptible breathing motion and soft blink — the landing frame for a logo/text card.
LIGHTING	Soft frontal key matching the rest of the set, even and shadowless.
MOOD	Resolved confidence, the brand's signature held moment.

NEGATIVE

no movement large enough to disrupt text overlay placement, no expression change, no background shift

CONTINUITY RULE (all 5 shots)

Same grey value and gradient direction in every shot, same light direction (soft top/front-left), same color temperature, no jump in lens reflection color between shots — this is what makes five separate generations read as

one intro rather than five disconnected clips.

07 Motion Intro — Dynamic Camera Revision

Shots 1–3 rebuilt with active orbit/push camera movement and stronger product motion

Shot 1 — Macro Texture Open, Orbiting Push-In (0–2.5s)

SUBJECT	Extreme macro detail of the tortoiseshell acetate frame edge and amber lens, no full glasses visible yet.
CAMERA	100mm macro, mounted on a slow orbital dolly arc.
MOVEMENT	Camera glides in a slow arcing push-in around the frame edge while simultaneously pulling closer, the acetate pattern sliding past in parallax as the angle shifts roughly 30°; focus sharpens progressively as the camera closes distance, light flare sweeping across the lens surface in sync with the orbit.
LIGHTING	Soft top-down studio key, warm-grey seamless drifting softly out of focus behind as the angle changes.
MOOD	Anticipation building into momentum, tactile, cinematic.

NEGATIVE

no shake or jitter, no whip-speed motion, no full product reveal yet, no text overlay

Shot 2 — Suspended Rotation Reveal, Camera Orbit (2.5–5.5s)

SUBJECT	Full pair of glasses suspended in space against the grey seamless, no hand, no model.
CAMERA	85mm, mounted on a continuous orbital track circling the product.
MOVEMENT	Camera orbits smoothly around the suspended glasses in a 120–150° arc while the glasses simultaneously rotate on their own axis in the opposite direction, creating a layered double-rotation effect — light sweeps dynamically across the acetate and lens with each shift in angle, the product appearing to turn and float weightlessly through the full sequence.
LIGHTING	Soft overhead key with a moving highlight that travels continuously across the surface as both camera and product move, smooth gradient falloff tracking with the orbit.
MOOD	Premium, kinetic elegance, a true turntable-in-motion feel.

NEGATIVE

no rotation speed mismatch between camera and product, no motion blur smearing the acetate detail, no background texture, no shadow flicker or strobing

Shot 3 — Hand Enters and Lifts, Dynamic Tracking (5.5–8s)

SUBJECT	An elegant hand enters from the bottom edge, fingers closing around the temple arm and lifting the glasses up and slightly toward camera.
CAMERA	85mm, slow push-in combined with a subtle downward tilt to track the lift.
MOVEMENT	Hand rises into frame in one continuous fluid motion, fingers curl and secure the frame, then lifts the glasses upward and angles them toward the lens in a confident sweeping arc as the camera pushes in to follow the motion, ending on a closer, more intimate framing than the shot opened on.
LIGHTING	Same soft top-down key, consistent with prior shots, highlight traveling along the hand and acetate as they move together through the light.
MOOD	Human connection escalating into reveal, confident momentum.

NEGATIVE

no jerky or stop-start hand motion, no fingers obscuring the lens at the final frame, no camera-product movement desync, no abrupt cuts within the shot

ORBIT CONTINUITY NOTE

Keep the orbit direction consistent (same clockwise or counter-clockwise rotation across both Shot 1 and Shot 2) so the eye doesn't get a visual reversal jolt at the cut — that is usually what breaks an otherwise smooth product reel. Shots 4 and 5 from Section 06 can remain static as a deliberate landing contrast, or be rebuilt in the same dynamic language for full consistency.

08 15-Second Campaign Video Cut

6-image sequence edited into one continuous 15-second video

0:00–0:02.5 — Holding to Lips

SUBJECT	Model holds the glasses temple tip near her lips, gaze lowered, about to put them on.
CAMERA	85mm, static, tight medium close-up.
MOVEMENT	Slow, barely-there motion — fingers tighten their grip a fraction, eyes lift slightly as if about to glance up; soft breathing motion in the shoulders.
LIGHTING	Soft warm directional light from front-left, no change from the still.
MOOD	Quiet anticipation, intimate.

NEGATIVE

no sudden movement, no expression change, no camera shake

0:02.5–0:04.5 — Macro Eye Through Lens

SUBJECT	Extreme macro on the eye seen through the tortoiseshell lens.
CAMERA	100mm macro, static.
MOVEMENT	Slow, subtle focus breathe — soft drift from slightly soft to crisp focus on the iris; a faint blink.
LIGHTING	Hard directional light with the diagonal shadow stripe holding steady, no flicker.
MOOD	Tactile, hypnotic detail.

NEGATIVE

no eye darting, no harsh refocus snap, no added reflections

0:04.5–0:07.5 — Front-Facing Wearing (Hero Reveal)

SUBJECT	Model front-facing, glasses now on, direct gaze at camera.
CAMERA	85mm, eye-level, centered, static.
MOVEMENT	Near-static hold with a soft natural blink and the faintest head settle, as if she's just arrived in this pose — the reveal beat.
LIGHTING	Soft even frontal key, matching the still exactly.
MOOD	Resolved confidence, the hero beat.

NEGATIVE

no smiling, no head turn, no lighting shift

0:07.5–0:10 — Three-Quarter Profile Turn

SUBJECT	Model turns from front-facing into the three-quarter profile pose.
CAMERA	85mm, eye-level, static frame.
MOVEMENT	Smooth, slow head turn from center into profile, hair catching light as it moves, gaze settling off to the side.
LIGHTING	Soft even key, consistent neutral cream-grey background.
MOOD	Composed, self-possessed.

NEGATIVE

no fast whip-turn, no motion blur on the frame of the glasses, no background shift

0:10–0:12.5 — Adjusting Touch

SUBJECT	Hand rises to touch the temple arm of the glasses, head tilting down slightly, bare shoulder visible.
CAMERA	85mm, static, close crop.
MOVEMENT	Hand drifts up into frame in one continuous motion to rest at the temple, fingers settle with a soft micro-adjustment.
LIGHTING	Soft warm-grey ambient light, matching the still.
MOOD	Tactile intimacy, refined.

NEGATIVE

no jerky hand entry, no fingers obscuring the lens, no jump cut feel

0:12.5–0:15 — Dramatic Tilt-Back Close (Closing Hold)

SUBJECT	Head tilts back and turns into the steep profile, chin lifted, eyes closing, neck exposed.
CAMERA	85mm, slightly elevated angle, static.
MOVEMENT	Slow, continuous tilt of the head upward and back, eyes drifting closed at the very end, a final soft hold as the closing frame.
LIGHTING	Hard directional side light, deep shadow along the jaw, consistent with the still.
MOOD	Surrendered, sensual close, campaign signature hold.

NEGATIVE

no abrupt stop, no flash of lighting change, no reopening of the eyes before the cut

CONTINUITY NOTE

Source stills sit on two slightly different background warmths (cooler neutral-cream vs. warmer taupe-grey) — worth flagging at the 3→4 and 4→5 transitions. Lock all source frames to one exact background value before generating for a seamless cut, or let color-match in post (CapCut/DaVinci) handle the blend.

GLOBAL NEGATIVE (all 6 segments)

no jump cuts within a segment, no expression breaking character, no added text/logo motion (leave for post), no audio sync assumptions, no frame rate inconsistency between clips

09 Editorial Stills → Motion

Tilt-down drama and symmetrical hero stills converted to video shots

Tilted Down, Dramatic Side Light

SUBJECT	Model wearing tortoiseshell cat-eye sunglasses, head tilted down and turned, gaze cast away from camera in an aloof, detached expression.
CAMERA	85mm, slightly elevated angle, static frame.
MOVEMENT	Head tilts slowly downward and turns into the pose from a more neutral starting position, the hard side-light shadow sweeping across the face as the angle shifts, settling into the final tilted-down hold with a soft eyes-closing-then-lowering motion at the end.
LIGHTING	Hard directional light from camera-right, the shadow line moving dynamically across the face as the head turns, deepening into the final high-contrast falloff on the left side.
MOOD	Aloof, sculptural, quietly commanding.

NEGATIVE

no abrupt head snap, no flicker in the shadow edge, no eye contact with camera, no smiling, no lighting flatten-out mid-motion

Front-Facing Symmetrical Hero (Landing Beat)

SUBJECT	Model wearing tortoiseshell cat-eye sunglasses, front-facing, direct gaze, neutral composed expression.
CAMERA	85mm, eye-level, centered, static frame.
MOVEMENT	Near-static hold with only a barely perceptible breathing motion and a single soft blink partway through — the landing beat where the face settles into stillness after the previous shot's movement.
LIGHTING	Soft even frontal key held constant throughout, no shift or flicker.
MOOD	Resolved, composed, direct confidence — a held final beat.

NEGATIVE

no head movement, no expression change beyond the blink, no lighting drift, no background shift

SEQUENCING NOTE

These two work as a closing pair — tilted/shadowed motion resolving into the still symmetrical hold gives a natural settle beat. Flip the order (hero hold first, tilt-down second) to use them as an opening pair instead, shifting the emotional arc from calm establishing shot into rising drama.