

ART DIRECTION - CASE STUDY

Ánima

Hard sun, quiet clothes.

Art direction for a fashion label's seasonal campaign — the look, the casting, the light, the shot list and the grade that ties it together.

SCOPE

Direction · casting · styling · set · grade

LOOK

One wall, one sun, no retouching

OUTPUT

18 frames · print, OOH, digital

Loli Mari Montalvo

Art direction · lolimari.com



CAMPAIGN HERO - LOOK 01

Ánima

OVERVIEW

Ánima is a fashion label, and this is the art direction for its seasonal campaign. I set the look, cast it, styled it, planned the light and the shot list, and built the grade — eighteen frames shot against one plaster wall in a single afternoon.

CHALLENGE

The label had been shooting the way everyone shoots: white cyc, soft light, clean retouching — and the work looked like everyone else's. The clothes were beautiful and the pictures were invisible. The brief I set: make the photography as distinctive as the tailoring, without a bigger budget.

STRATEGIC THINKING

I moved the whole season outdoors, onto a single plaster wall, and let the sun art-direct it. Hard afternoon light turns a coat's silhouette into a graphic and throws a shadow that becomes the second subject. Strip out everything that competes — locations, props, retouching — and the only things left are the cut of the garment and the shadow it casts.

THE DIRECTION

The direction

THE DIRECTION

One wall, one sun, no retouching

The label had been shooting on white cyc with soft light and it looked like everyone else. I moved the whole season outdoors, onto a single plaster wall, and let the sun do the art direction.

THE REFERENCE



Hard shadow as a graphic



Texture over gloss



Daylight, not strobes



A face, not a pose

THE RULES I SET

- Shoot at 3pm

The shadow has to be a hard edge. Overcast means we don't shoot.

- No retouching

Skin, creases and grain stay. The clothes are the subject.

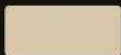
- One wall

Every look photographs against the same plaster. Difference comes from the light, not the location.

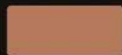
PALETTE - PULLED FROM THE CLOTHES, NOT CHOSEN



#0E1F2A



#D9D7AC



#D4785A



#F2E8D9

#101310

CASTING, STYLING & LIGHT

Casting, styling & light

CASTING, STYLING & LIGHT

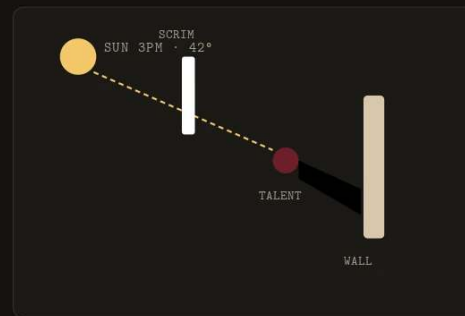
Everything serves the shadow



CASTING

Faces that hold stillness. No smiling, no motion — the clothes move, the person doesn't.

LIGHT PLAN



STYLING

- Oxblood wool · sand linen
- One brass ring, nothing else
- Hair flat, skin bare
- Hems break on the floor

WHY IT WORKS

Strip out everything that competes and the only things left are the cut of the coat and the shadow it throws.

THE SHOT LIST

The shot list

THE SHOT LIST

Eighteen frames, planned to the minute



01 Hero

Full-face, hard shadow



02 Look

Full-length, walking



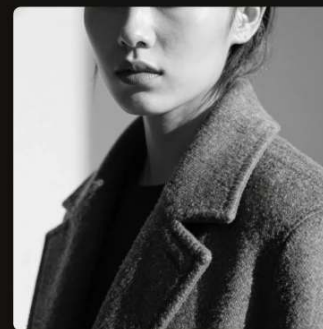
03 Detail

Fabric & hand



04 Pair

Two looks, one wall



05 Portrait

B&W, close crop

One wall, one afternoon, five setups. The shot list is short because the direction is narrow — every frame has a job.

THE CAMPAIGN

The campaign

THE CAMPAIGN

The season, as it ran



PRINT · 00H · DIGITAL · 18 FRAMES FROM ONE AFTERNOON

THE GRADE

The grade

THE GRADE

Warm the sand, hold the oxblood



The grade does one job: it makes the plaster read as warm sand and stops the shadow going blue.
The oxblood is never pushed — if it needs saturating, the light was wrong on the day.



THE LUT

SHADOWS -8 blue, +4 red

MIDS +10 warmth

HIGHLIGHTS held, never clipped

SAT +0 on reds

GRAIN 35mm, retained

ONE LUT, WHOLE SEASON

Every frame gradeable in a single pass —
the campaign can't drift.

OUTCOMES & REFLECTION

The outcome

FINAL SOLUTION

Eighteen frames from one afternoon, running across print, out-of-home and digital — a hero, a full-length walk, a fabric detail, a pair against the wall, and a black-and-white portrait. Same wall, same sun, five setups. The season reads as one photograph taken many times.

RESULTS

A campaign that finally looks like the clothes: restrained, tactile, and unmistakably this label. Because the whole season grades in a single pass, the imagery can't drift as it rolls out across channels — and the next season starts from a look, not a blank page.

LESSONS LEARNED

Art direction is mostly saying no. The picture gets stronger with every element you remove — the second light, the location, the retouch, the smile. Find the one idea that carries the frame, then defend it against everything that wants to soften it.

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