

By Phoenixe Nievera

FOR OCTOBER 22, 2025

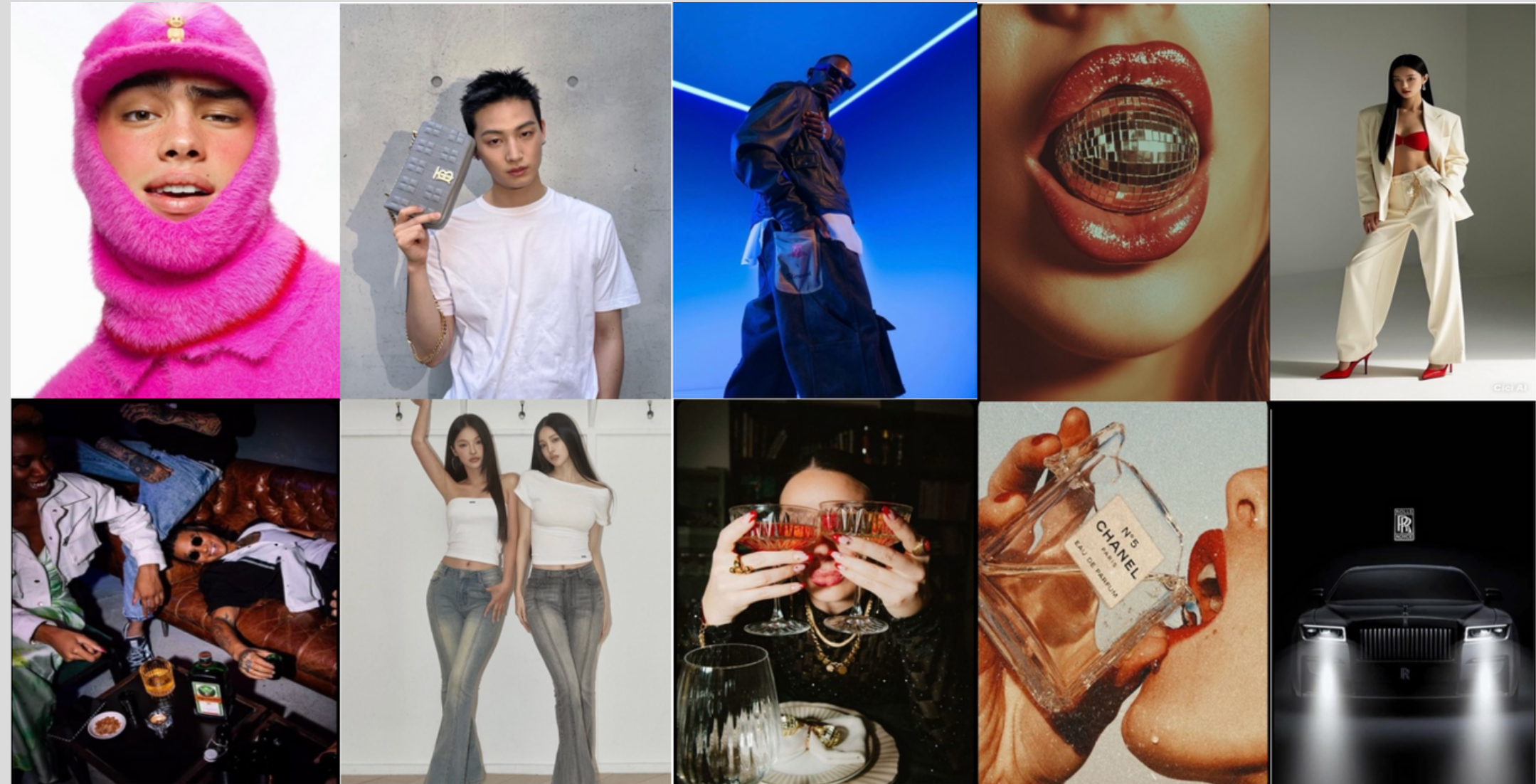
P!NK Club Pre-Launch Creative Direction

WHERE SEDUCTION MEETS REBELLION. BEFORE THE OPENING, THERE'S A PULSE.

BRAND PILLARS REFLECTED IN THE SHOOT

- **Luxury:** Cinematic quality, elegant poses, confident expressions.
- **Industrial:** Minimal space, metallic tones, controlled lighting.
- **Neat Trashy:** Raw realness, unfiltered moments, candid joy.
- **Erotic:** Soft skin highlights, silhouettes, smoke, and pink glow.

P!NK



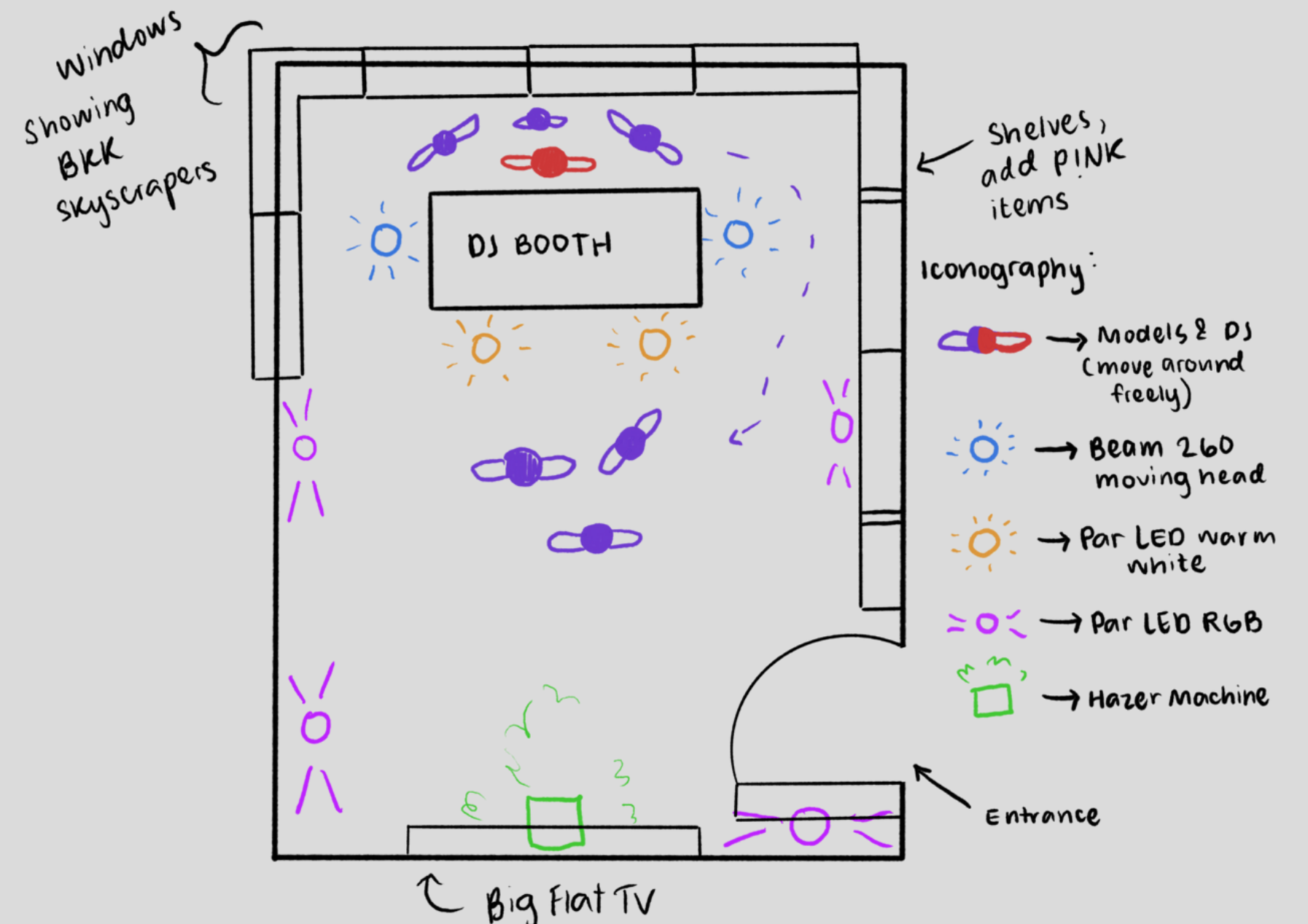
The pre-launch shoot is designed to visually translate P!NK's essence - luxury, industrial edge, neat trashy allure, and erotic confidence. Through cinematic storytelling and lighting, we'll capture the first heartbeat of P!NK's nightlife identity: where mystery, movement, and energy collide.

LIGHTING & COLOUR DIRECTION

P!NK



LIGHTING SHOULD FEEL LIKE IT'S BREATHING WITH THE BEAT - FOG, FLICKER, AND PULSE.



The lighting is the visual language of P!NK - seductive, mysterious, and alive. It transitions between deep red intimacy and cool blue detachment, wrapped in neon pink.

- ☒ Primary Light: Neon Pink - the brand's core color (40%)
- ♥ Backdrop: Black industrial base (30%)
- ♡ Contrast Accents: Chrome reflections, smoke haze
- 💙 Edge Light: Blue for cinematic depth

VISUAL NARRATIVE

1 MIN PROMOTIONAL VIDEO: A NIGHT AT P!NK

SCENE 1: URBAN TWILIGHT (OPENING HOOK)

Visuals

Exterior of the P!NK building, the camera slowly drifts closer – a woman stands before a small mirror, applying lipstick. Her reflection glows pink from the city lights. Suddenly, laughter echoes as her friends, a mix of guys and girls, pull her toward the building, ready for the night ahead.

Sound

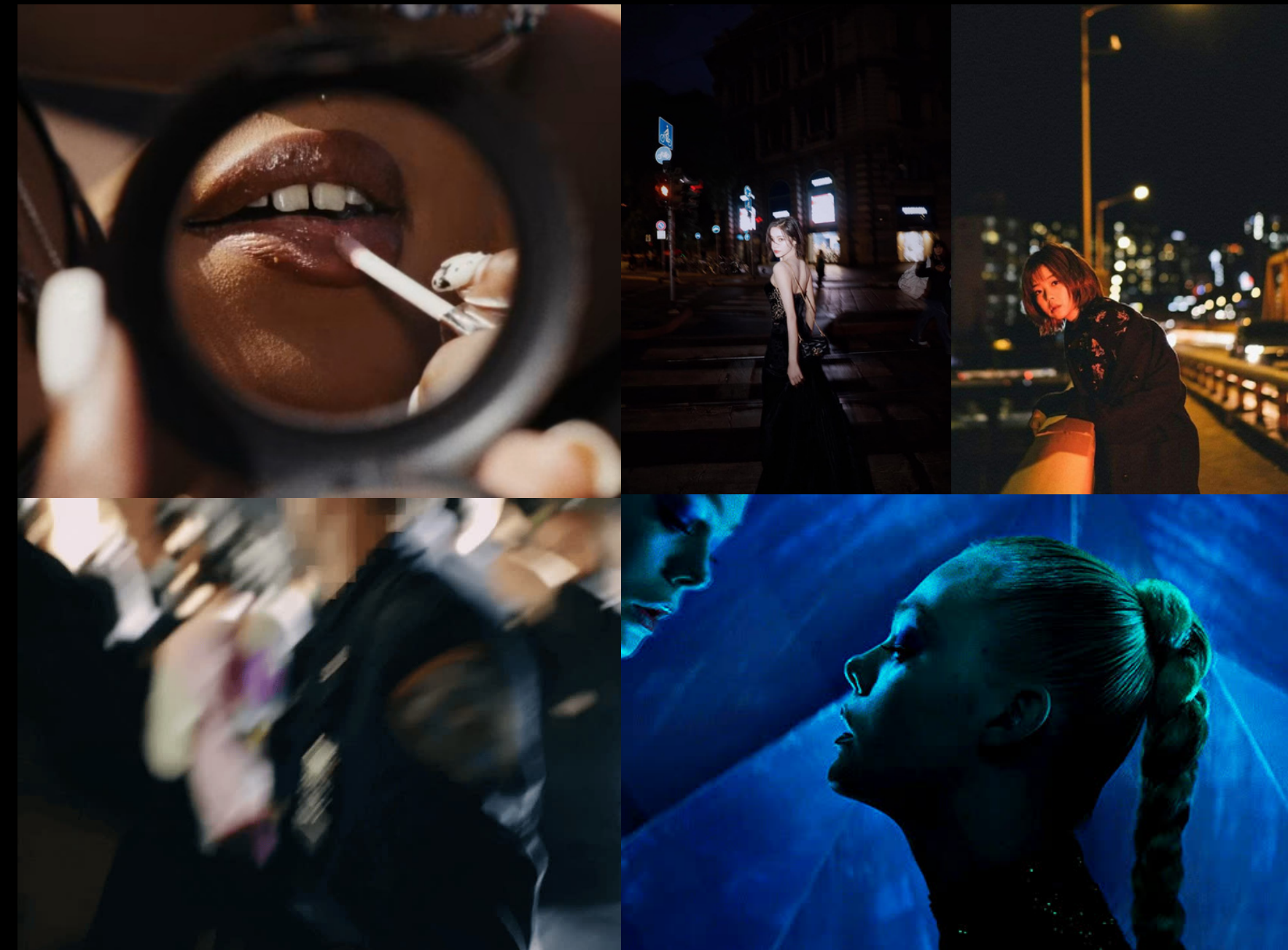
Soft urban ambience – faint tuktuks, motorbikes, and the hum of nightlife. The distant thump of music begins to build.

Moment

She catches her reflection one last time, the city flickering behind her. A look of confidence and mystery.

Transition

“Let’s go, girl!” her friends shout, pulling her out of frame. The shot cuts to handheld scenes of them walking through the city – laughing, talking, quick fish eye flashes and pink light leaks – blending realism with dream.



SCENE 2: GOING TO P!NK

Setting

Industrial elevator.

Visuals

Fisheye lens captures a model in the center – giggling, surrounded by good company. The elevator ascends, with quick cuts of the elevator numbers ticking upward.

Creative Moment

Through VFX masking, we see duplicate versions of her friends around her. Multiplied like visual echoes 2–3x, moving in sync to the rising beat.

Mood

Playful chaos, anticipation, reflection.

Sound & Transition

As the elevator doors slide open, the muffled bass becomes a full club blast.

Hook Line: “When the door opens, the night begins.”



SCENE 3: INITIATION ROOM

Setting

Inside the club. Blue and pink haze, pulsating lights.

Visuals

Jump cuts of a bartender mixing drinks, a DJ spinning, hands in the air. Every shot feels like a memory – lipstick smudges, glasses clinking, sweat glistening under lights. Kinda like those scene in 'Babylon'

Creative Moment

Handheld and intimate, as if the viewer is part of the group. POV shots of laughter, people toasting, models posing for camera. Fixed camera on drinks.

Tone

Industrial, raw, and electric – the transformation begins.



SCENE 4: THE PULSE

Visuals

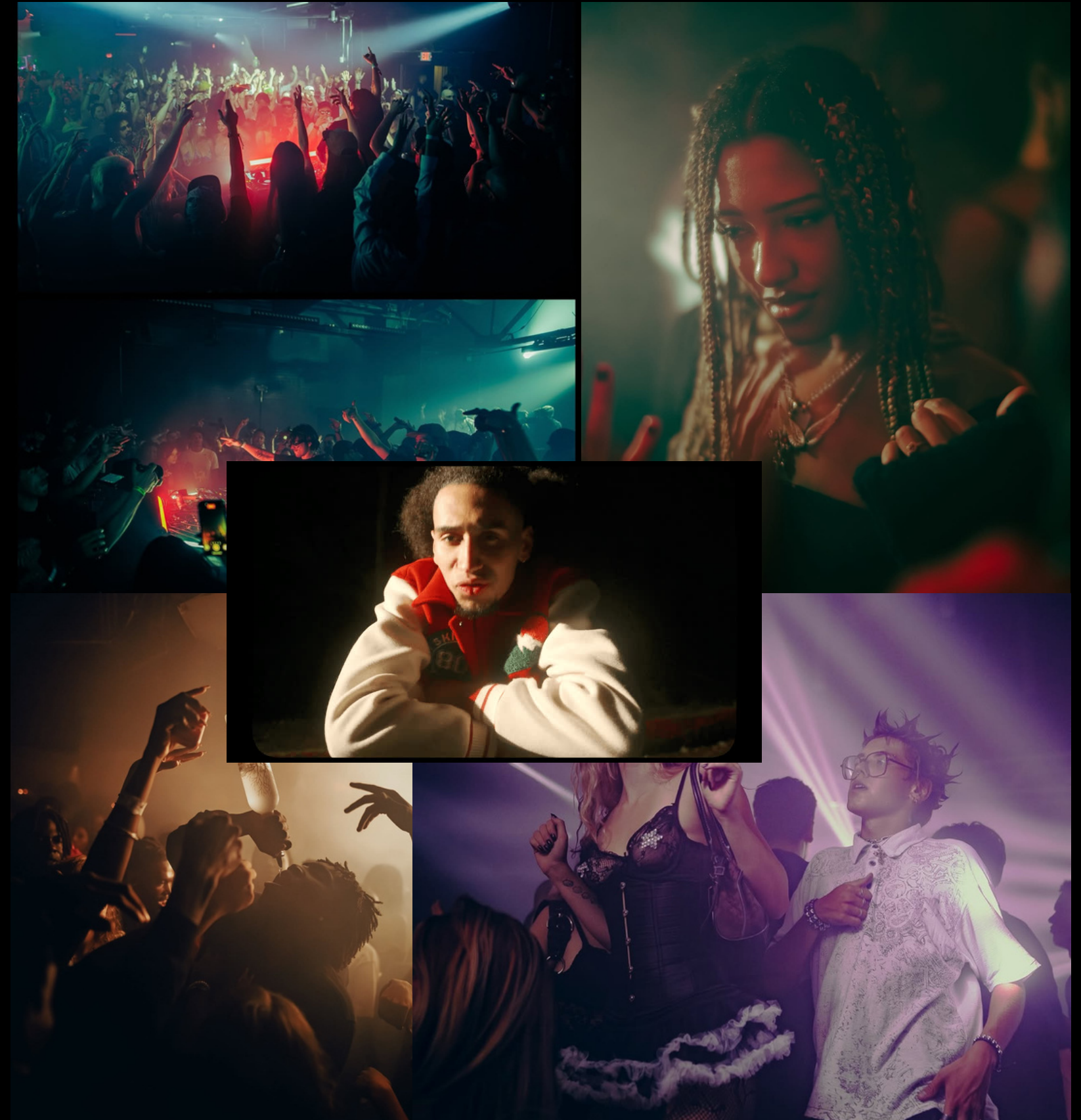
The crowd pulses to the rhythm. Wide shots from behind the DJ booth, close-ups of drinks being poured, glowing faces caught in motion blur.

Music

Transition to a Fred again remix or club classic by Charli XCX type music – energy peaks.

Focus

Individual beauty. Quick flashes of eyes, smiles, hair tossing, drinks in hand. The energy is alive, magnetic, unstoppable.



SCENE 5: AFTERGLOW

Visuals

The night softens. Slow-motion silhouettes drift through smoke and pink light. Faces blur into a dreamlike haze – it feels like time is dissolving.

Lighting

Gentle, ethereal, glowing pink mist.

Sound

Beat slows into deep reverb – faint breathing and echoes of laughter.

Ending

The P!NK logo fades in through the haze. Tagline: “You are the moment.”



EDITING & CINEMATIC TREATMENT

Camera Language

- Handheld + fisheye for dynamic, immersive motion
- Static symmetrical shots for luxury and composition
- Film grain & analog overlays for texture
- Clone masking for surreal rhythm

Editing Rhythm

- 0:00–0:10: Cinematic slow build
- 0:10–0:40: High-energy montage
- 0:40–0:55: Dreamy slow motion
- 0:55–1:00: Logo reveal

PHOTOGRAPHY STYLE

Each photo should feel like a film still. Emotional, cinematic, alive.

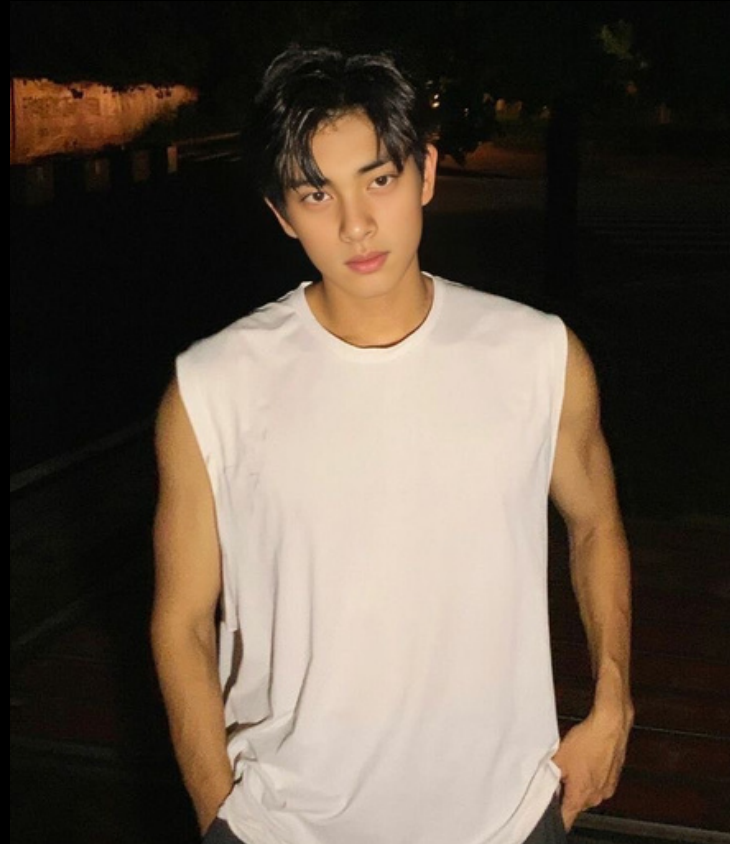
Guidelines

- Shallow depth of field with cinematic flash
- Film-grain overlays and color bleed
- Candid, in-motion interactions (no static posing, unless asked)
- Embrace haze, smoke, and soft pink light leaks

Visual References



VIBE WE ARE LOOKING FOR IN MALE MODELS



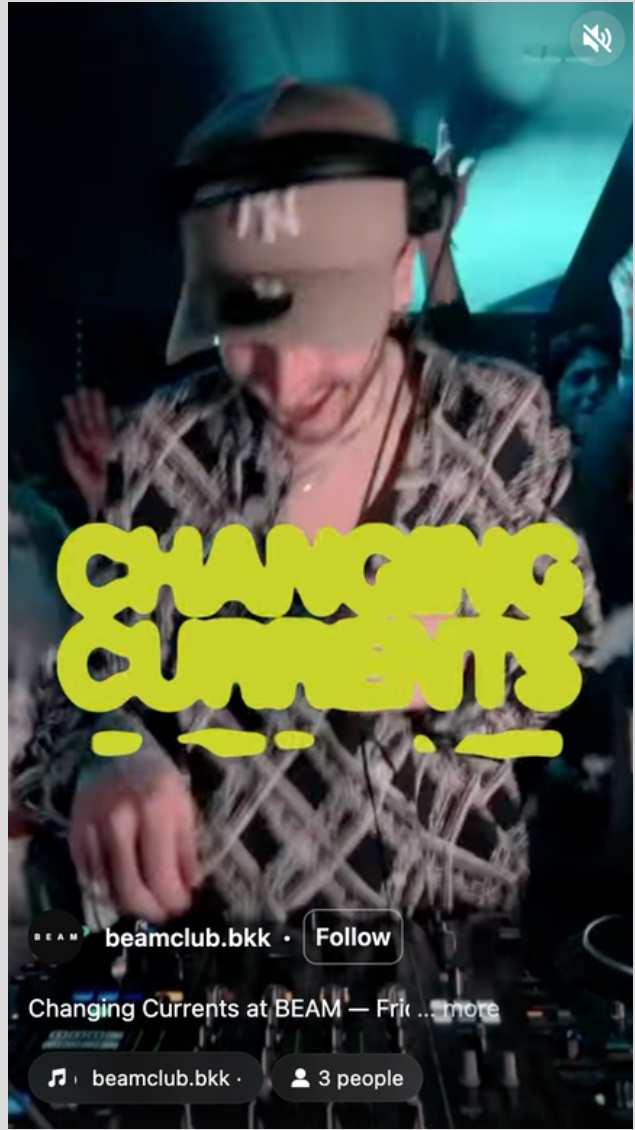
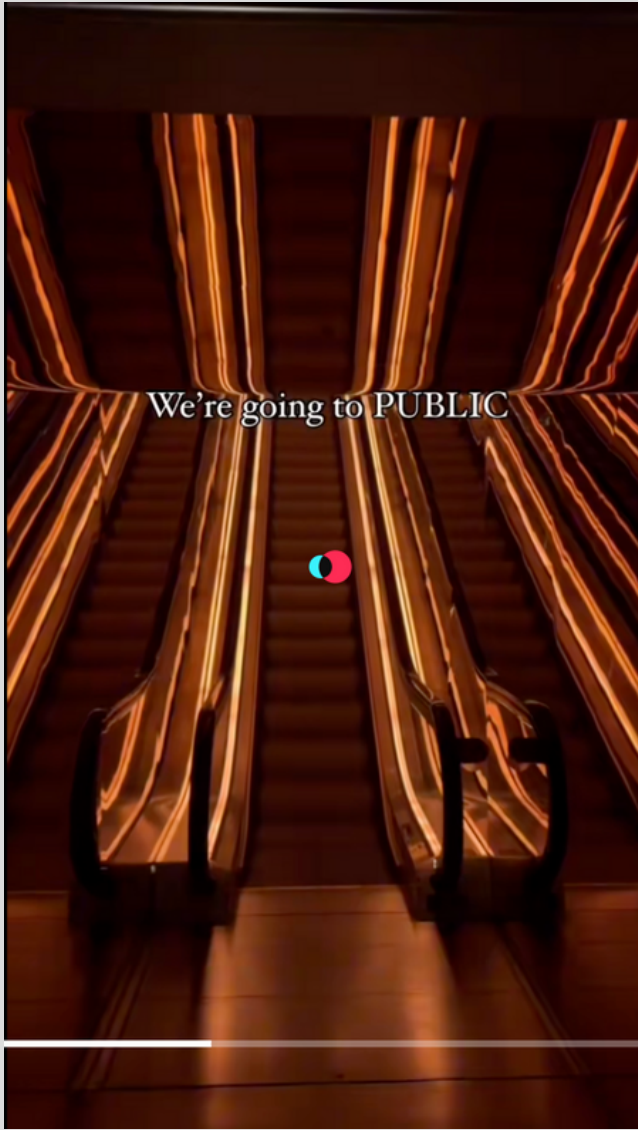
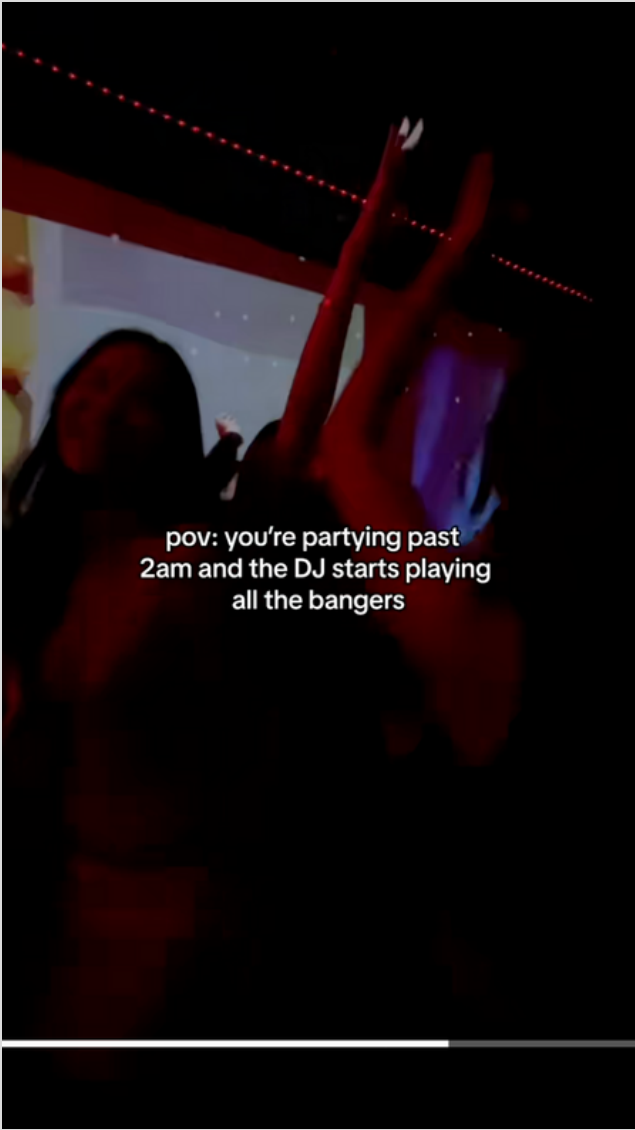
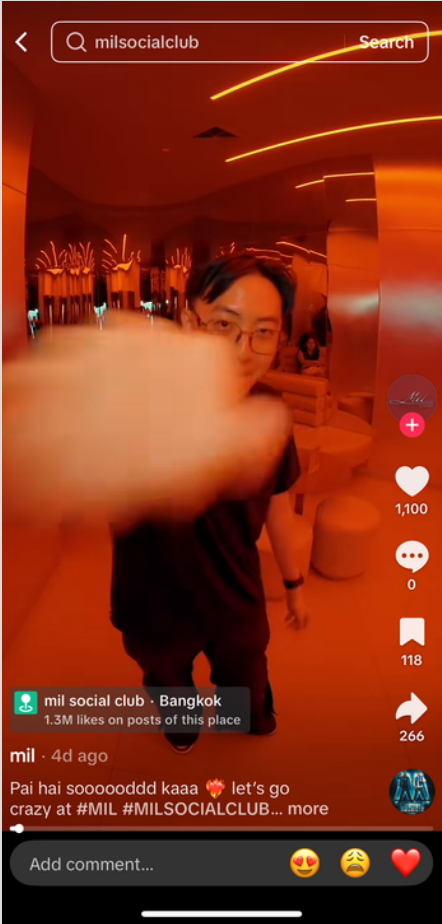
VISUAL REFERENCES OF THE SHOOT



References for SoMe

P!NK

CLICK FOR LINK



Output & Deliverables



Type	Details	Output
Photos	20 cinematic selects	Edited + logo watermark
Video	1 highlight (1 min – 1 min 30)	P!NK campaign trailer
Reels	3 short cuts	For SoMe launch
File Format	MP4, JPEG, PNG	Ready for IG / Web use

MODEL DIRECTION & VIBE

SHOOTING ON OCT 22, 2025 / YOU ARE THE VIBE.

FOR THE MODELS

YOU'RE NOT ACTING - YOU'RE FEELING. THE ROOM IS ALIVE, AND YOU'RE PART OF ITS FIRST HEARTBEAT.

The shoot depends on your energy, comfort, and chemistry with each other. The more you let go and have fun, the better the photos and videos will look.

KEY NOTES:

- There's **no strict choreography** – move, dance, flirt, laugh, and interact naturally.
- Be expressive! Use your hands, your drink, your body language.
- Don't overthink how you look – we want real energy, not perfection.
- Feel free to interact with each other — bump shoulders, cheer, laugh, dance close, look lost in the music.
- Treat the camera as part of the room — sometimes you can ignore it, sometimes you can acknowledge it.

P!NK

OUTFIT INSPO



*Alyssa will provide final wardrobe direction and outfit coordination. Styling should balance industrial chic and night-out glam

CREATIVE DIRECTION FOR MODELS



SCENE	MOOD & ACTION	DIRECTION FOR MODELS
1. Urban Twilight	Soft anticipation, pre-party glow	Lead applies lipstick, subtle mirror glance. Friends pull her out laughing – natural, unposed energy.
2. Going to P!NK	Playful chaos, rising tension	Central model giggles at camera; others move around her. Light teasing, spontaneous motion, keep rhythm with beat. Can pose!
3. Initiation Room	Blue-pink fog, energy building	Laugh, shout over music, act mid-party. Quick movements, cheers, close interactions — no static posing.
4. The Pulse	Full club energy, confidence	Dance freely, toast drinks, flirt with camera. Show individuality. every face a story.
5. Afterglow	Dreamy calm, end of the night haze	Slow motion gestures, soft smiles, eyes closed. Move with light and breathe the moment

GENERAL NOTES :)

- **No pressure.** This is meant to feel real and alive – not staged.
- **Have fun.** Laugh, move, dance, flirt, be yourself. There's no right or wrong.
- **Drink will be provided** 🍸 loosen up, enjoy, and let the vibe take over.
- **Freedom over perfection.** We're capturing real moments, not polished poses.
- **Lighting & movement.** Stay in the glow – let the pink haze and music guide you.
- **Most importantly:** Thank you so much for helping us out!! we'll see you again on opening night! ☒



Credits

P!NK

Creative Direction

Phoenixe Nievera

Visual Strategy & SEO

Kai Tarrant

Lighting Design

K'Jom

Photography/Videography

Sann Robins

Producer

Alyssa & Mich