

# 60-SECOND ADVERTISEMENT CONCEPT PITCH FOR BALENCIAGA

WEILIAN HONG | LXMT740 | PROFESSOR DANIEL VON NYDEGGEN | WINTER 25





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# BRAND RESEARCH



## Brand Overview

**Founded:** 1919

**Founder:** Cristóbal Balenciaga

**Headquarters:** Paris, France

**Current Creative Director:** Demna Gvasalia (since 2015)

**Parent Company:** Kering

Balenciaga is a luxury fashion house known for its avant-garde designs, innovative tailoring, and boundary-pushing aesthetics. Originally founded in Spain, the brand moved to Paris during the Spanish Civil War and gained a reputation for its sculptural silhouettes and revolutionary approach to fashion. Today, under the creative direction of Demna, Balenciaga has embraced a streetwear-inspired, deconstructed, and often ironic aesthetic, making it one of the most talked-about brands in contemporary fashion.

## Key Brand Elements

### Design Identity & Aesthetic

Oversized, exaggerated proportions.

Deconstruction and reconstruction of classic tailoring.

Subversion of luxury fashion through irony and streetwear elements.

High-tech and dystopian aesthetics, reflecting cultural and political commentary.

### Notable Collections & Moments

Fall/Winter 2018: Introduced "world's first 3D-molded" coats.

Spring 2020: Satirical take on political power dressing.

Fall 2021: Presented a deepfake fashion show in partnership with Unreal Engine.

Winter 2022: A response to the Ukrainian war, featuring models walking through an artificial snowstorm.

Spring 2024: A return to Cristóbal Balenciaga's elegant heritage, balancing Demna's signature aesthetics with classic tailoring.

### Marketing & Digital Strategy

Emphasizes shock value and social media virality (e.g., the IKEA bag, destroyed sneakers).

Exclusive drops and limited editions to drive demand.

Collaborations with unexpected brands (e.g., Crocs, Fortnite, The Simpsons).

Strong focus on sustainability, such as upcycled collections and alternative leather materials.

## Conclusion

Balenciaga has transformed from a traditional haute couture house into a global force redefining luxury fashion. With Demna at the helm, the brand continues to challenge industry norms, blending irony, technology, and socio-political commentary into its DNA. Whether through viral marketing stunts, conceptual fashion shows, or innovative collaborations, Balenciaga remains a cultural phenomenon that constantly reinvents itself.





# CUSTOMER PERSONA

## ALEX CHEN

Age	: 27
Occupation	Creative Director at a boutique design agency
Location	: New York City, USA
Gender	: Non-binary (they/them)

- Lifestyle:**
- Alex lives in a modern loft in Brooklyn, blending minimalism with quirky artistic elements.
  - They enjoy attending fashion events, visiting contemporary art exhibitions, and experimenting with avant-garde styles in their personal wardrobe.

- Values and Aspirations:**
- They value self-expression, creativity, and individuality.
  - Sustainability and ethical practices in fashion are important to Alex.
  - They aspire to be seen as a trendsetter and cultural innovator.

- Shopping Behavior:**
- Regularly follows luxury brands like Balenciaga, Gucci, and Rick Owens on social media for inspiration.
  - Prefers bold, unconventional designs that make a statement.
  - Frequently purchases luxury bags and accessories, treating them as both fashion pieces and investments.

- Media Consumption:**
- Active on Instagram, TikTok, and Pinterest, often sharing their own fashion content.
  - Reads online fashion and design publications like Hypebeast and Dazed.
  - Enjoys short, quirky fashion videos and behind-the-scenes content.

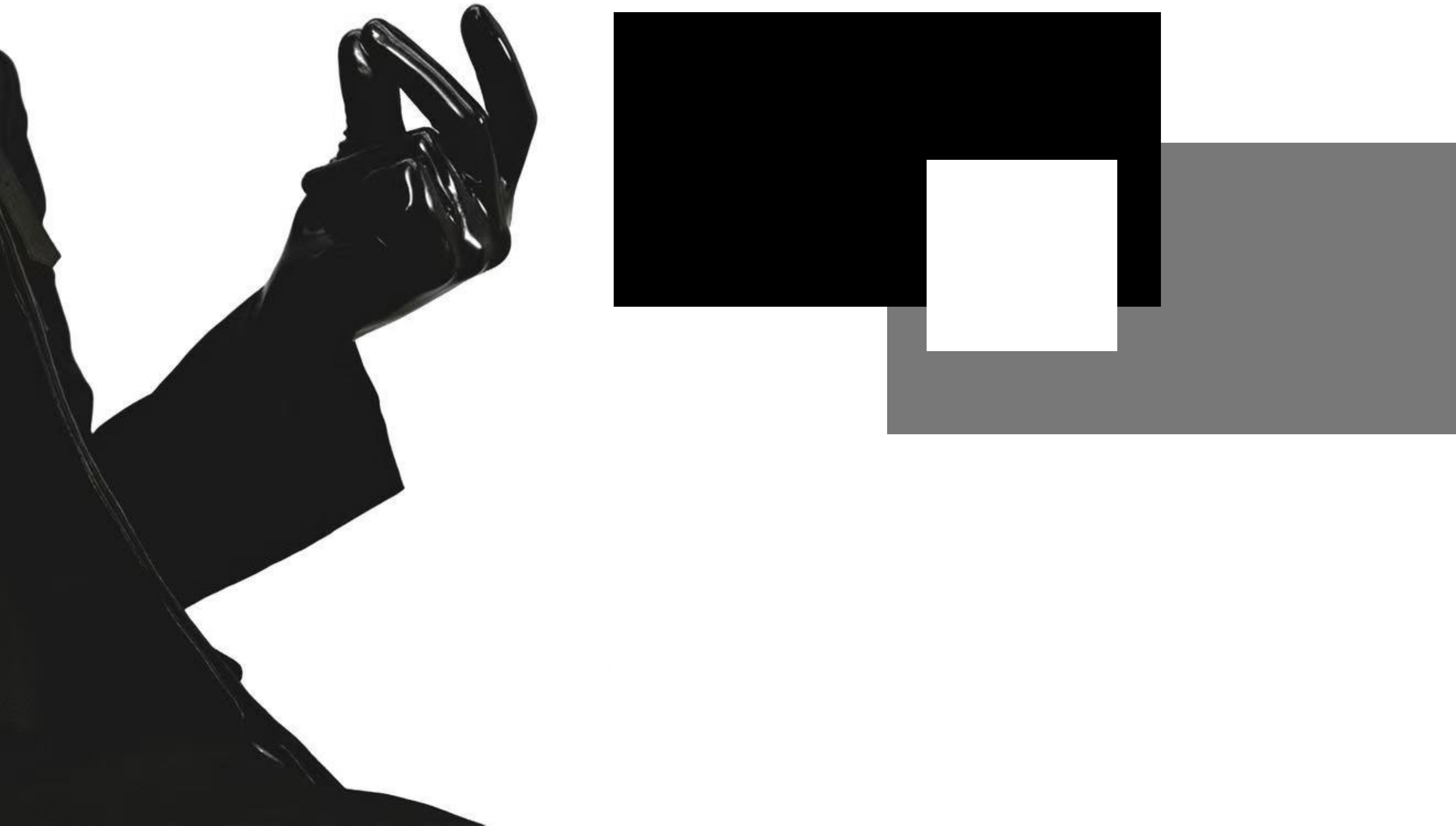
- Pain Points:**
- Struggles to find luxury pieces that balance functionality with avant-garde aesthetics.
  - Dislikes overly commercialized or generic branding; seeks exclusivity and uniqueness.

- How the Le City Bag Addresses Their Needs:**
- The bag’s versatile design suits their dynamic lifestyle, transitioning seamlessly from work meetings to gallery openings.
  - Balenciaga’s bold aesthetic aligns with Alex’s preference for standout fashion statements.
  - The campaign’s imaginative storytelling and futuristic visuals deeply resonate with their creative sensibilities.



# MOODBOARD

I wanted to create a sense of controlled tension and quiet disruption—a world that feels both rigid and on the verge of breaking. The fragmented cityscapes and stark contrasts evoke surveillance and unease, while the oversized silhouettes and leather textures reflect detachment and power. The Le City Bag stands as the focal point, both as an object of desire and a symbol of disruption. It's about the feeling of being observed, of existing in a space where everything is calculated yet unpredictable





# TREATMENT



## Logline

Several protagonists from different professional backgrounds are brought together by a sudden alarm, embarking on a mission to protect the Balenciaga Le City Bag stored in a high-tech vault, only to discover that it has already been stolen by a mysterious figure.

## Story Summary

The advertisement tells the story of four protagonists from different professional backgrounds—an artist, a professor, a plumber, and a homemaker. Their daily routines are disrupted by a sudden alarm, prompting them to set aside their work, pick up their respective Le City Bags, and gather in a futuristic high-tech elevator to protect the bag stored in a vault. However, upon arrival, they discover the vault has been opened, and the bag has been stolen. The scene transitions to a mysterious figure holding the stolen bag, with the bag’s intricate design glowing under the lights in a close-up shot. The narrative concludes with a dramatic shot of the mysterious figure and the bag, followed by the “Balenciaga” logo appearing on-screen.

## Initial Treatment

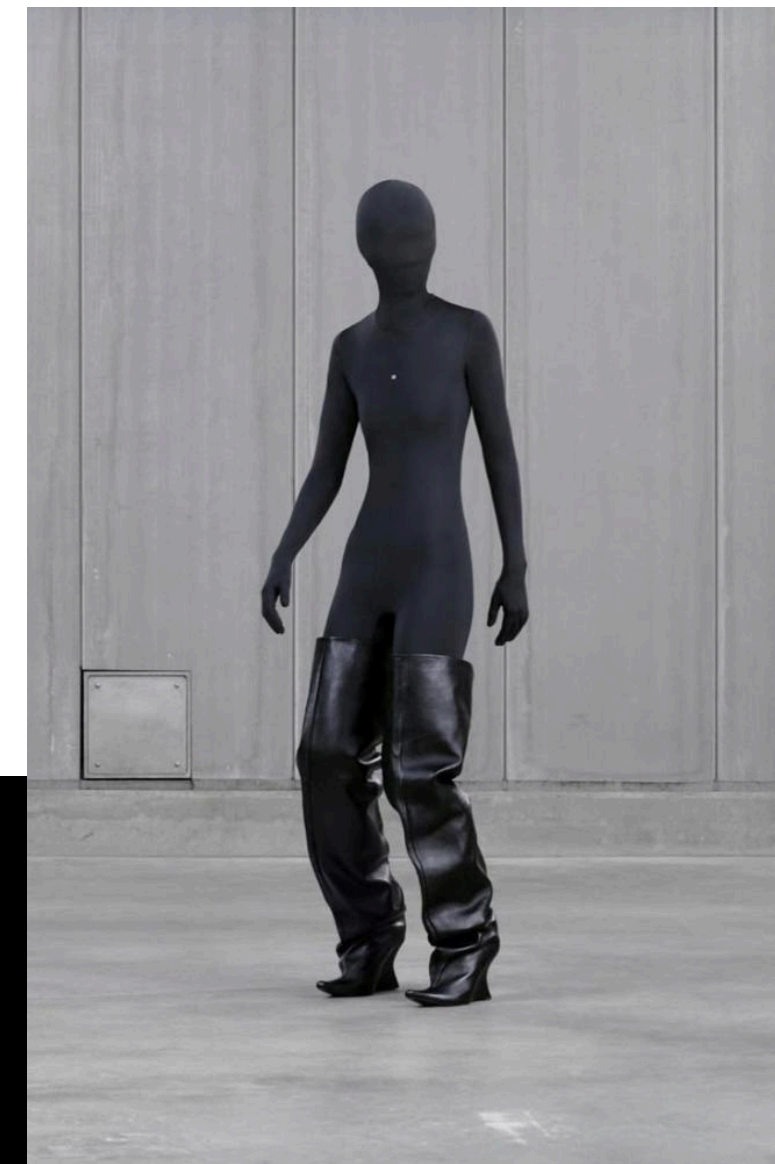
This advertisement tells the story of four protagonists from completely different backgrounds—a nurse, a professor, a plumber, and a homemaker. Each represents different identities, lifestyles, and personal styles, showcasing the adaptability and inclusivity of the Le City Bag in any context. Each protagonist wears bold outfits that blend their professional characteristics with Balenciaga’s avant-garde style, highlighting the brand’s quirky aesthetic and emphasis on individuality. The narrative also introduces a mysterious figure to enhance the tension and twists in the story. The target audience includes Millennials and Gen Z, who are drawn to personalized, humorous, and imaginative fashion storytelling.

The advertisement employs a dramatic narrative to highlight the versatility and cutting-edge design details of the Le City Bag. The story begins with the four protagonists responding to an urgent alarm, leaving their daily environments to converge and protect the Le City Bag in a high-tech vault. However, upon arrival, they discover that the bag has already been stolen by a mysterious figure. The camera then focuses on the figure holding the bag, using exaggerated and dramatic visuals to showcase the luxury and design of the bag. The overall narrative combines quirky storytelling and humorous elements, perfectly aligning with Balenciaga’s avant-garde brand spirit.

All scenes are filmed in a studio with meticulously crafted sets, ranging from a futuristic emergency room and an academically rich lecture hall to a bold and dramatic construction site and a retro, theatrical kitchen. The high-tech vault and dimly lit corridor feature futurist set designs, incorporating dynamic lighting and geometric elements to create stark visual contrasts. This high level of studio control ensures stunning visual effects while emphasizing Balenciaga’s cutting-edge aesthetic. The advertisement is planned for release during Paris Fashion Week to maximize exposure, with teaser content and behind-the-scenes clips shared on social media to build anticipation. By combining quirky storytelling with dramatic set design, the advertisement seeks to break the conventional mold of luxury advertising, showcasing the Le City Bag’s versatility across various identities and settings, while further cementing Balenciaga’s leadership in the luxury market.



# CHARACTER DESCRIPTIONS



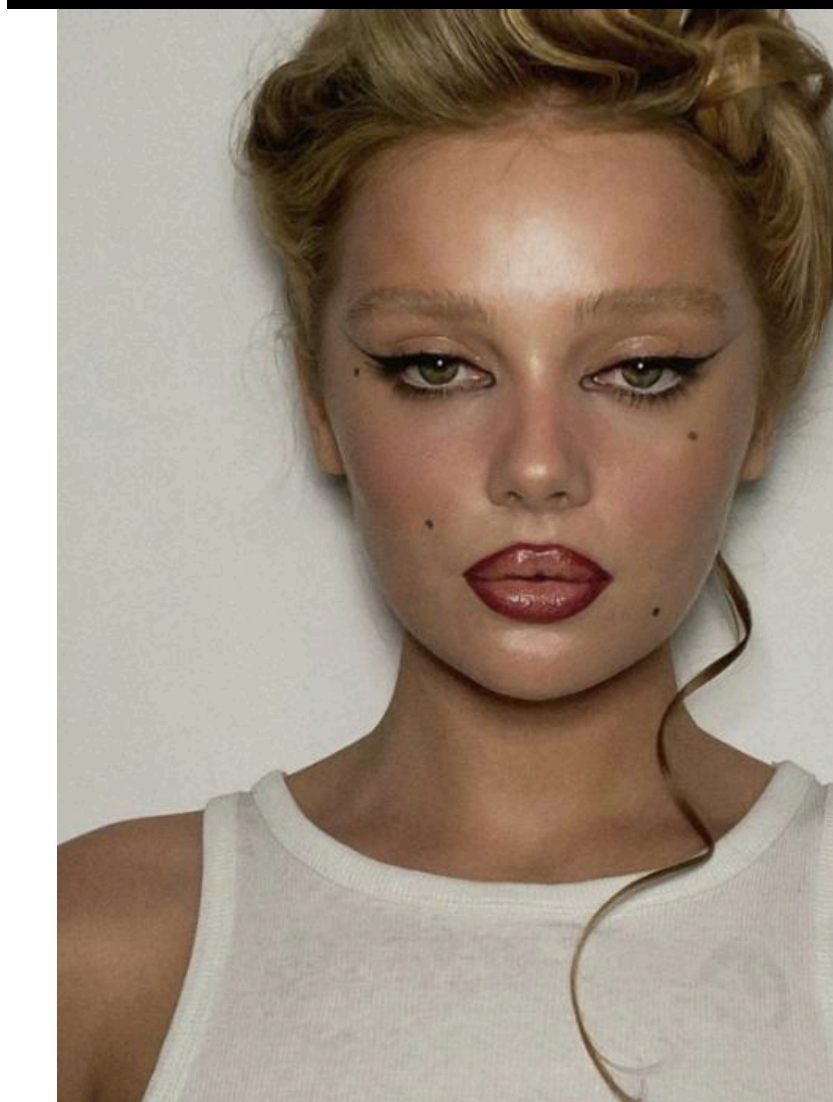
**Mysterious Figure:** Remaining anonymous throughout, the character is shown only in silhouette or partial close-ups. Holding the Le City Bag, this figure exudes an aura of mystery and dominance over fashion, driving the story to its dramatic climax.



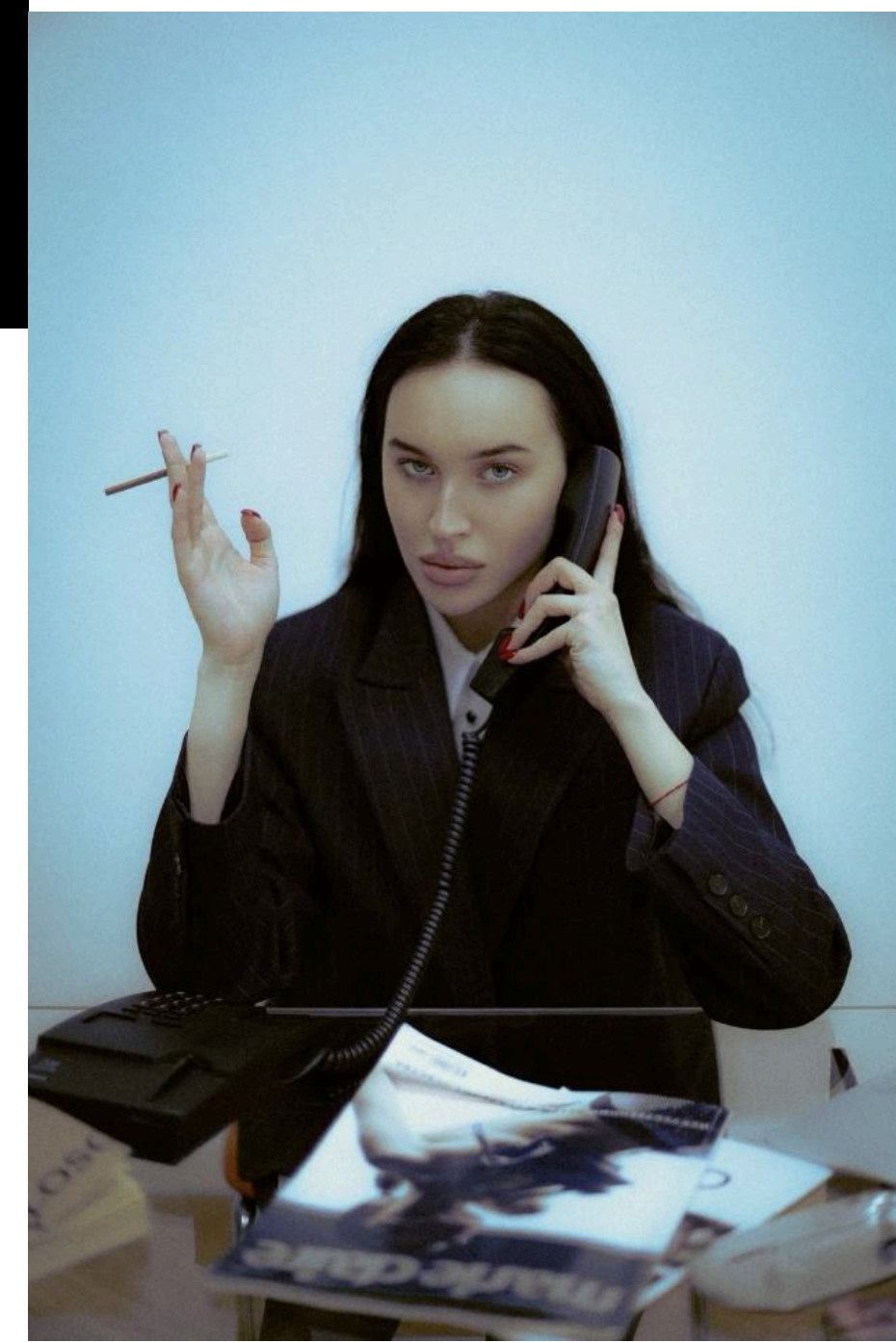
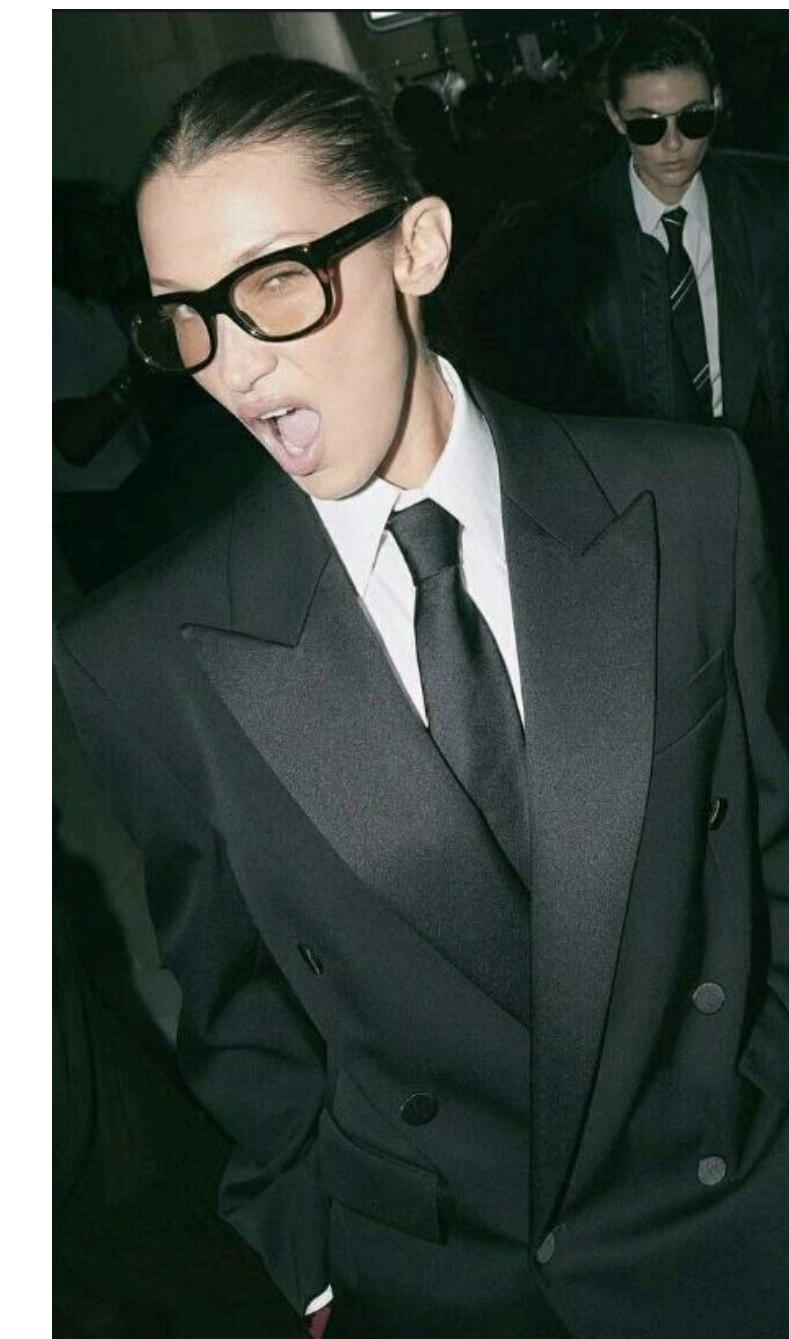
**Plumber:** Humorous and hands-on, he is dressed in Balenciaga's deconstructed workwear with rugged boots while highlighting Balenciaga's avant-garde design.



**Nurse:** Decisive and efficient, she works in an emergency room. Her Balenciaga nurse outfit combines aesthetics with practicality, showcasing her professionalism and fashion sense in a fast-paced environment.



**Professor:** Scholarly and slightly arrogant, he/she stands at a minimalist podium. His Balenciaga tailored costume is both elegant and modern, emphasizing his academic authority and refined taste.





# STORY BOARDS



1. Shot showcasing the bag.



2. The ticking sound of the alarm clock + visuals.



3. The plumber's daily work + visuals that shape her character.



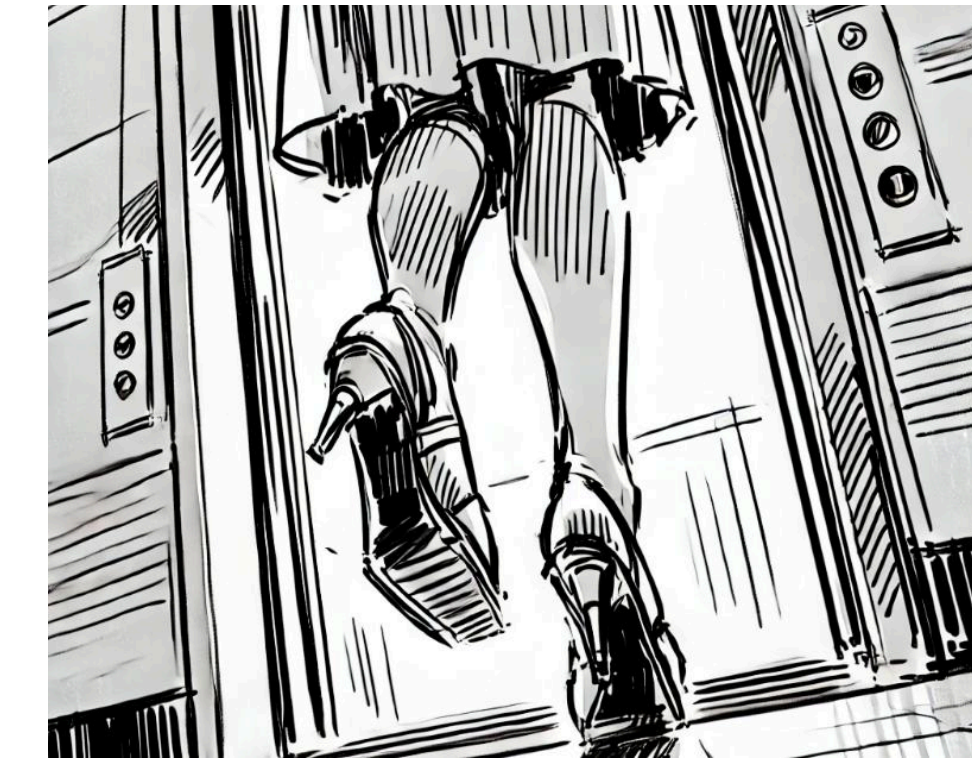
4. The plumber's daily work + visuals that shape her character.



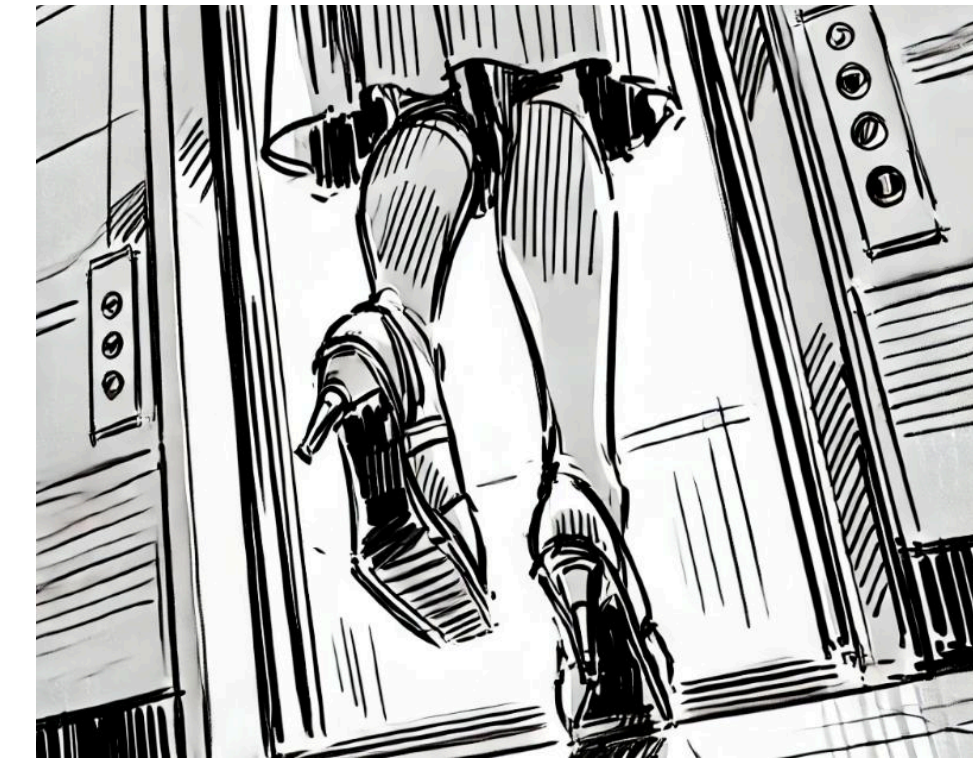
13. The plumber is shocked and panicked.



14. The professor is shocked and panicked.



15. The three characters' feet step into the elevator one by one.



16. The three characters' feet step into the elevator one by one.



5. The nurse's daily work + visuals that shape her character.



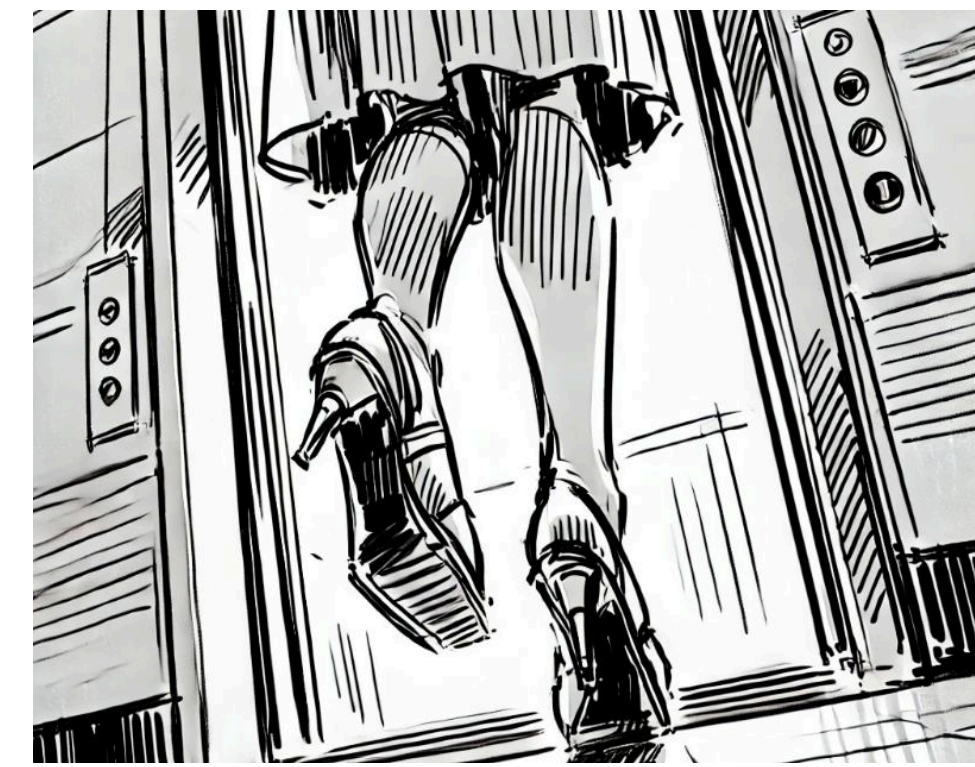
6. The nurse's daily work + visuals that shape her character.



7. The professor's daily work + visuals that shape her character.



8. The professor's daily work + visuals that shape her character.



17. three characters' feet step into the elevator one by one.



18. Overhead shot of the three characters, simulating a surveillance camera view.



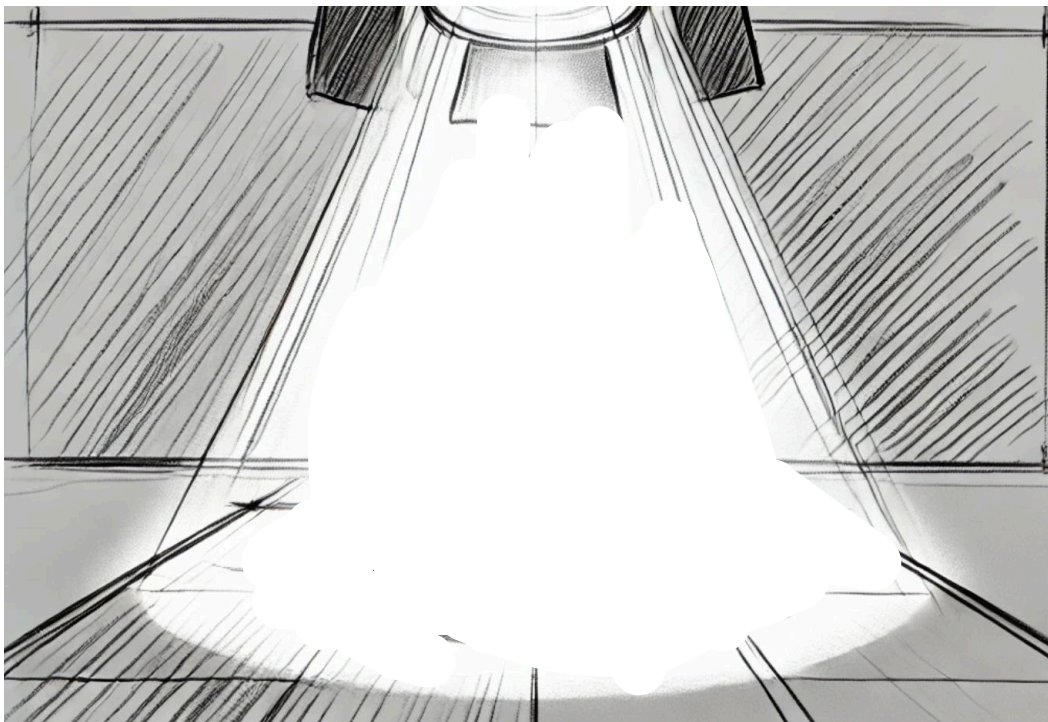
19. Overhead shot of the three characters, simulating a surveillance camera view.



20. The three characters' feet step out of the elevator one by one.



9. A mysterious hand takes the bag.



10. Bag disappear



11. The alarm clock or siren goes off.



12. The nurse is shocked and panicked.



21. The three characters' feet step out of the elevator one by one.



22. The three characters' feet step out of the elevator one by one.



23. Low-angle shot of the three characters walking toward the place where the bag was placed.



24. Low-angle shot of the three characters walking toward the place where the bag was placed.



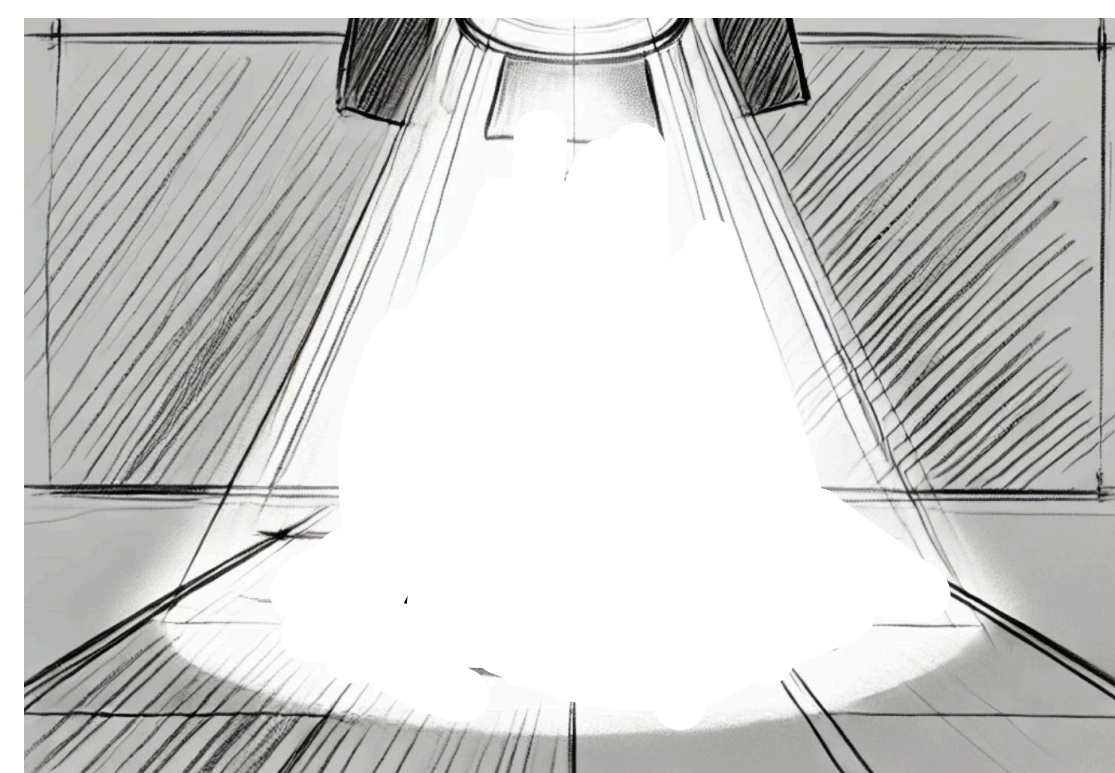
# STORY BOARDS



25. The three characters' shocked and panicked expressions.



26. The three characters' shocked and panicked expressions.



27. Bag disappear



28. A mysterious figure takes the bag and walks away (side-profile close-up of the bag).



29. A mysterious figure takes the bag and walks away (side-profile close-up of the bag).



30. A mysterious figure takes the bag and disappears at the end of the corridor.



31. A mysterious figure takes the bag and disappears at the end of the corridor.



32. Black screen with the logo appearing.

I have roughly outlined my ideas using AI, but given the one-minute duration and the presence of multiple characters, the narrative needs to be more tightly structured with seamless transitions between scenes. The story leans toward abstraction rather than a traditional linear narrative, incorporating symbolic and emotionally driven imagery. Within this limited timeframe, it is crucial to use precise visual language and cinematic elements to convey emotions and meaning effectively, allowing the audience to immerse themselves in a fusion of storytelling and abstraction.



# INITIAL SCENE BREAKDOWN

## Scene 1: Daily Routine Interrupted

**Time:** Daytime

**Location:** multiple places

The camera transitions into the daily work environments of four protagonists:

**Nurse:** Quickly treating patients in a high-tech emergency room, wearing futuristic Balenciaga-designed nurse attire paired with exaggerated platform sneakers. The lighting is cold and clinical, with machines and screens displaying medical data, creating a sense of technological precision.

**Professor:** Giving a lecture with modern projection equipment at a sleek podium. He wears a sharply tailored Balenciaga jumpsuit and has a hard-shell Le City Bag prominently placed on the desk beside him.

**Plumber:** Working in a setting filled with pipes and tools, he wears deconstructed Balenciaga workwear paired with rubber boots. He carries a rugged yet luxurious Le City Bag, creating a striking contrast.

**Homemaker:** Preparing food in a retro-style kitchen, wearing a floral-print Balenciaga dress paired with ultra-high heels. She carries a Le City Bag, exuding a quirky elegance.

**Trigger Event:** Suddenly, a piercing alarm sounds across all scenes. The protagonists simultaneously look up, their expressions shifting from focus to urgency. The camera quickly cuts to each of their Le City Bags as they set aside their work and begin heading toward an

## Scene 2: Emergency Gathering

**Time:** Daytime

**Location:** Futuristic elevator set built in a studio

The camera moves to a futuristic high-tech elevator where the four protagonists enter one by one. Their outfits and Le City Bags distinctly reflect their professions. The elevator interior features mirrored walls and cold white lighting, with a digital screen displaying rapidly scrolling numbers pointing to “Vault.”

**Close-ups:** Each protagonist presses a button, highlighting their Le City Bag’s unique connection to their profession—for example, the nurse’s bag adorned with an emergency emblem or the plumber’s bag with visible oil stains that still gleams. The background music builds tension as the elevator doors open, revealing a cold blue-lit corridor. The protagonists step out with purpose, heading toward the vault door.

## Scene 3: Vault Disruption

**Time:** Daytime

**Location:** A high-tech vault set designed in a studio

The protagonists enter a metallic, futuristic vault illuminated by neon light strips along the walls. In the center stands a transparent display pedestal where the Le City Bag should be. However, as the camera pans to the pedestal, the bag is missing!

**Group Reaction:** Each protagonist displays shock and confusion, exchanging anxious glances as they search for the bag. The background music shifts to a low, ominous alarm sound paired with a tense drumbeat, heightening the suspense. Suspense Setup: The camera zooms in on a note left beside the display pedestal, written in bold, dramatic handwriting: “Find Me.”

## Scene 4: The Mysterious Corridor

**Time:** Nighttime

**Location:** Dimly lit, neon-illuminated corridor set built in a studio

The scene shifts to a long, dim corridor with faint neon lights reflecting off the walls. A mysterious figure slowly walks toward the camera from a distance, holding the stolen Le City Bag.

**Close-up Shots:** The bag’s intricate details are highlighted—the metallic accents, soft leather, and iconic Balenciaga elements, creating a surreal sense of luxury. The mysterious figure’s face remains hidden, showing only a vague silhouette. The background music intensifies, and the camera pulls back to reveal the four protagonists standing at the far end of the corridor, staring at the empty vault with complex emotions.

## Scene 5: Climactic Ending

**Time:** Nighttime

**Location:** Corridor’s end near the vault door

The scene focuses on the mysterious figure’s retreating silhouette, with the Le City Bag in hand as the focal point. The bag’s glow gradually fills the screen.



# REFINED SCENE BREAKDOWN



## Scene 1: Daily Routine Interrupted

Time: Daytime

Shot 1: Everyday Life

- Nurse: Wearing a Balenciaga-style deconstructed uniform, expressionless, holding an oversized syringe.
- Professor: Casually sitting on the desk, a cigarette between their fingers, flipping through test papers, with "Balenciaga" scribbled chaotically on the blackboard.
- Plumber: Standing in oversized rubber boots, tightening a valve with one hand while sipping red wine with the other.

Shot 2: Sudden Emergency - Countdown Alert

- Scene Cut: A countdown alarm flashes—"10... 9... 8..."
- Cross-cutting: The protagonists remain unfazed, fully immersed in their routines.
- "3...2...1..." The alarm rings, immediately followed by a blaring siren!
- Everyone suddenly stops, slowly lifts their heads, and sharply turns their gaze toward the Le City Bag.

## Scene 2: Emergency Assembly

Time: Daytime

Location: Futuristic High-Tech Elevator

- ◆ Cinematography: A fisheye lens simulates the perspective of a surveillance camera, creating a slightly distorted image that enhances the sense of mystery and high-tech atmosphere, reinforcing the feeling of being observed and monitored.

Shot 1: The protagonists enter the elevator one by one

Shot 2: The elevator doors open, initiating the mission

- Accompanied by a "Ding—" sound, the elevator doors slide open smoothly. A burst of intense white light floods in, causing a brief overexposure effect, heightening the sense of transition.
- The four step out almost simultaneously, their strides purposeful, with their outfits and professional identities standing out in the dramatic lighting contrast.
- The camera shifts to a low-angle close-up, tilting upward from the ground. Their elongated shadows crisscross on the floor, emphasizing the precision and coordination of an imminent, well-orchestrated mission.

## Scene 3: Stolen Item Tracking

Time: Daytime

Location: Vault

Inside the vault, the display stand is empty—Le City Bag is gone. The camera shifts to the corridor, where a mysterious figure slowly approaches, clutching the bag. Close-up of the bag. The figure gradually retreats into the darkness, as the glow of Le City Bag fills the entire frame.



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# PRODUCTION SCHEDULE

TO-DO'S	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
WEEK 1: Concept & Brand Direction	[Bar spanning Week 1 to Week 2]									
WEEK 2: Moodboard & Visual Language	[Bar spanning Week 2 to Week 3]									
WEEK 3: Treatment & Shot Planning	[Bar spanning Week 3 to Week 4]									
WEEK 4: Production Planning & Refinements	[Bar spanning Week 4 to Week 5]									
WEEK 5: Team Assembly & Collaboration	[Bar spanning Week 5 to Week 6]									
WEEK 6: Location Scouting	[Bar spanning Week 6 to Week 7]									
WEEK 7: Props, Wardrobe & Set Preparation	[Bar spanning Week 7 to Week 8]									
WEEK 8: Shoot Execution (Sunday)	[Bar spanning Week 8 to Week 9]									
WEEK 9: Post-Production & Editing	[Bar spanning Week 9 to Week 10]									
WEEK 10: Finalization & Processbook	[Bar spanning Week 10 to Week 11]									

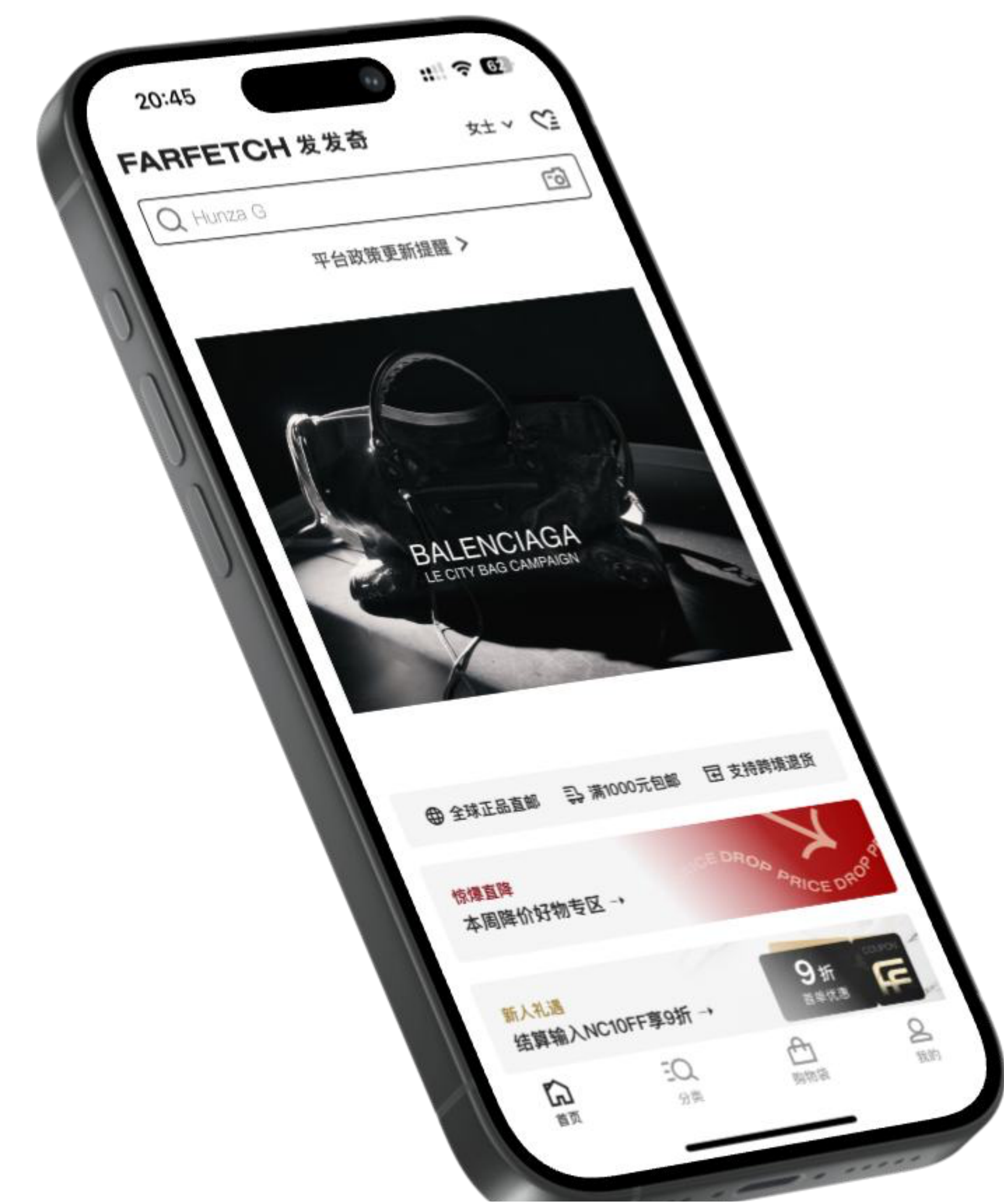
12

# PRODUCTION SCHEDULE

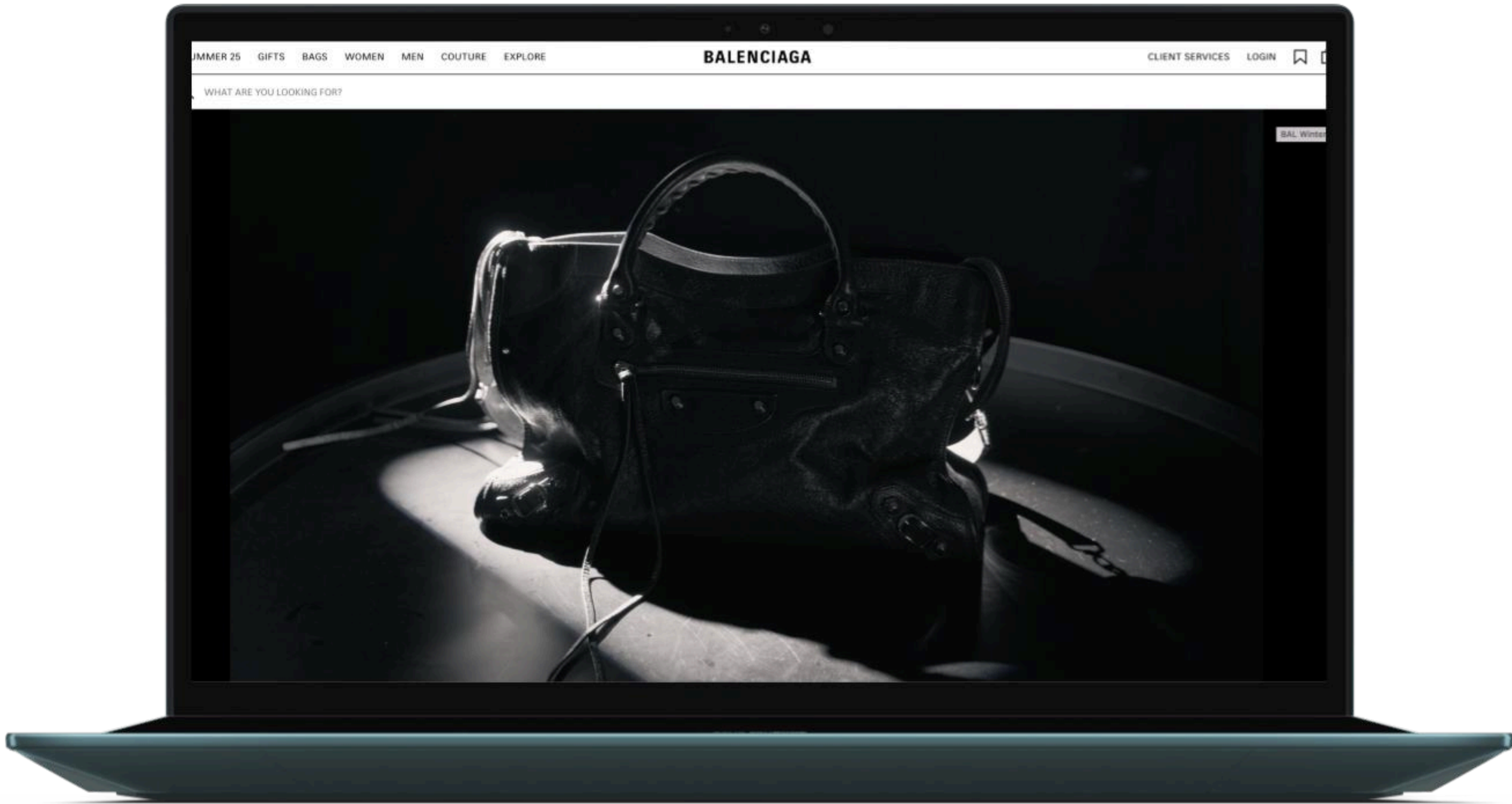
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WEEK 9: Post-Production & Editing	[Progress bar: Week 9 to Week 10]									
WEEK 10: Finalization & Processbook	[Progress bar: Week 10 to Week 11]									



# STATIC PROMOS



**Mobile E-commerce Display**  
A digital product page showcasing the Balenciaga Le City Bag on an online luxury retail platform (e.g., Farfetch). This emphasizes seamless online shopping integration, targeting modern consumers who browse and purchase luxury items via mobile devices.



**Website Landing Page**  
The Balenciaga official website featuring a cinematic close-up of the Le City Bag. This highlights the brand’s visual storytelling approach, using high-contrast lighting to evoke mystery and exclusivity, reinforcing the bag’s iconic status.



# STATIC PROMOS



## Print Editorial Advertisement

A luxury fashion magazine spread featuring the Le City Bag. Positioned on a concrete surface, the sleek monochrome design complements Balenciaga's raw, industrial aesthetic, creating a collectible editorial piece for high-fashion audiences.



## Outdoor Billboard Campaign

A large-scale billboard advertisement displaying a dramatic black-and-white shot of the bag. Its minimalist, high-impact design aligns with Balenciaga's disruptive marketing strategies, commanding attention in urban landscapes.



TEAM

Weilian Hong

Director  
Writer  
Producer  
Key Stylist



Yeting Wang

Producer  
Gaffer



Yihan Jin

Make up artist  
Styling Artist



Vivian Poe Darli Maung Win

Make up artist  
Styling Artist



Violetta Somov

Cast (Nurse)



Anna Charles Lyles

Cast (Plumber)



Yiyang Li

Director of Photographer



Yannie Zhang

Assistant of Director



Shaobo Luo

Editor



Zixuan Lin

Assistant  
Sponsor



Samantha Lin

Cast (Professor)





# FILMING LOCATION

**Address:**

516 Drayton St, Savannah, GA 31401, United States  
Flagler St, Savannah, GA 31401





Shot	Shot size	Angle	Movement	Subject	Schedule
171D	cowboy	e-level	handheld	plumber working	By 11AM
From Set1 to Set2 (Breakfast) By 12PM					
1A	cowboy	e-level	track	nurse playing medical syringe	By 12:30PM
1B	ECU		track	clock until it rings	
1Ba			push	Alarm clock ringing	
1C	medium	e-level		professor settling papers	
1E	insert			Dalí i Domènech's clock painting	
1F	MCU	e-level	medium/cowboy/cowboy	Professor/nurse/plumber	By 1PM
1G	ECU			three people's facial expressions (Professor's headshot)	
1Ga	ECU			Nurse's headshot	
1Gb	ECU			Plumber's headshot	
1H	insert			the bag	By 1:40PM
SCENE 2					
2A	WS(fish eye)			three people walking into a little room (Professor)	
2Aa				(Nurse)	
2Ab				(Plumber)	
2B	medium			the light coming through the door, going straight to the lens	By 2:15PM
2C	ecu	low angle		three people walking out of the room (Professor)	
2Ca				(Nurse)	
2Cb				(Plumber)	
2D	WS	low angle to eye level		three people walking to the horizon, camera is behind them	By 3:15PM
Lunch Break (By 4PM)SCENE 3					
3A	ecu		handheld	three people getting into the save room	By 4:30PM
3B	ecu	low angle to eye level	tilt up	empty table and three people's facial expression	
3C	insert	low angle	tracking(side)	a unknown person taking the bag away	
3Ca			From behind		
3D	WS			the unknown person leaving the frame, the brand fading in	By 5:30PM

# SHOT LIST & CALL SHEET

## Location:

Set1: Flagler St, Savannah, GA 31401

Set2: 516 Drayton St, Savannah, GA 31401

Producer	Yeting Wong	
Director	Weilian Hong	9127034899



Mar 2, 2025 (Sunday)	
Breakfast(snacks)	12:00p.m
Lunch	3:30p.m
Sunrise	6:30a.m
Sunset	6:30p.m
Weather	Sunny
Wrap	6:00p.m

POSITION	NAME	CALL TIME	EMAIL	TRANSPORTATION
Producer/Gaffer	Yeting Wong	10AM	yewang28@student.scad.edu	
Director	Weilian Hong	10AM	wehong20@student.scad.edu	
AD	Yannie Zhang	10AM	yzhan262@student.scad.edu	Yiyang Li
Director of photography	Yiyang Li	10AM	yiyali20@student.scad.edu	
Cast (Nurse)	Violetta Somov	10AM	vsomov20@student.scad.edu	Yeting Wong
Cast (Plumber)	Anna	9AM	annaclyless@gmail.com	Weilian Hong 9AM meet at 516 Drayton St, Savannah, GA 31401
Cast (Professor)	Samantha Lin	10AM	yuhlin23@student.scad.com	Yeting Wong
Make UP Artist	Yihan Kim	9AM	yihan9670@gmail.com	Weilian Hong 9AM meet at 516 Drayton St, Savannah, GA 31401
	Vivian	9AM	pmaung20@student.scad.edu	Weilian Hong 9AM meet at 516 Drayton St, Savannah, GA 31401



# COLLABORATIVE PROCESS

Finding the right team for this project was one of the biggest challenges I faced. With limited time and budget, securing dedicated collaborators who aligned with my vision felt daunting. However, once the team came together, I was incredibly grateful for how responsible, professional, and supportive everyone was. Each person contributed not only their skills but also their enthusiasm, making the entire process much smoother and more enjoyable.

This was also my first time leading a team, which came with its own set of challenges. I had to learn how to balance creative direction with logistical problem-solving, ensuring that every department—from cinematography to styling—was aligned while also being flexible enough to adapt when unexpected obstacles arose. Given our tight schedule and resource constraints, efficient communication and teamwork became our greatest strengths.

Despite the difficulties we faced—whether it was last-minute location adjustments, technical issues, or creative compromises due to budget limitations—we tackled them one by one with quick thinking and adaptability. While I believe the final outcome could have been even stronger with better funding and more ideal locations, I am proud of what we achieved under the given circumstances.

Most importantly, this experience taught me that a successful project is not just about having a strong vision but also about building a team that believes in it. The synergy and commitment of my team made the entire journey fulfilling, and I walked away from this project with not only a film but also a deeper understanding of leadership, collaboration, and problem-solving in high-pressure creative environments.



BEHIND THE SCENES



MEET MY TEAM



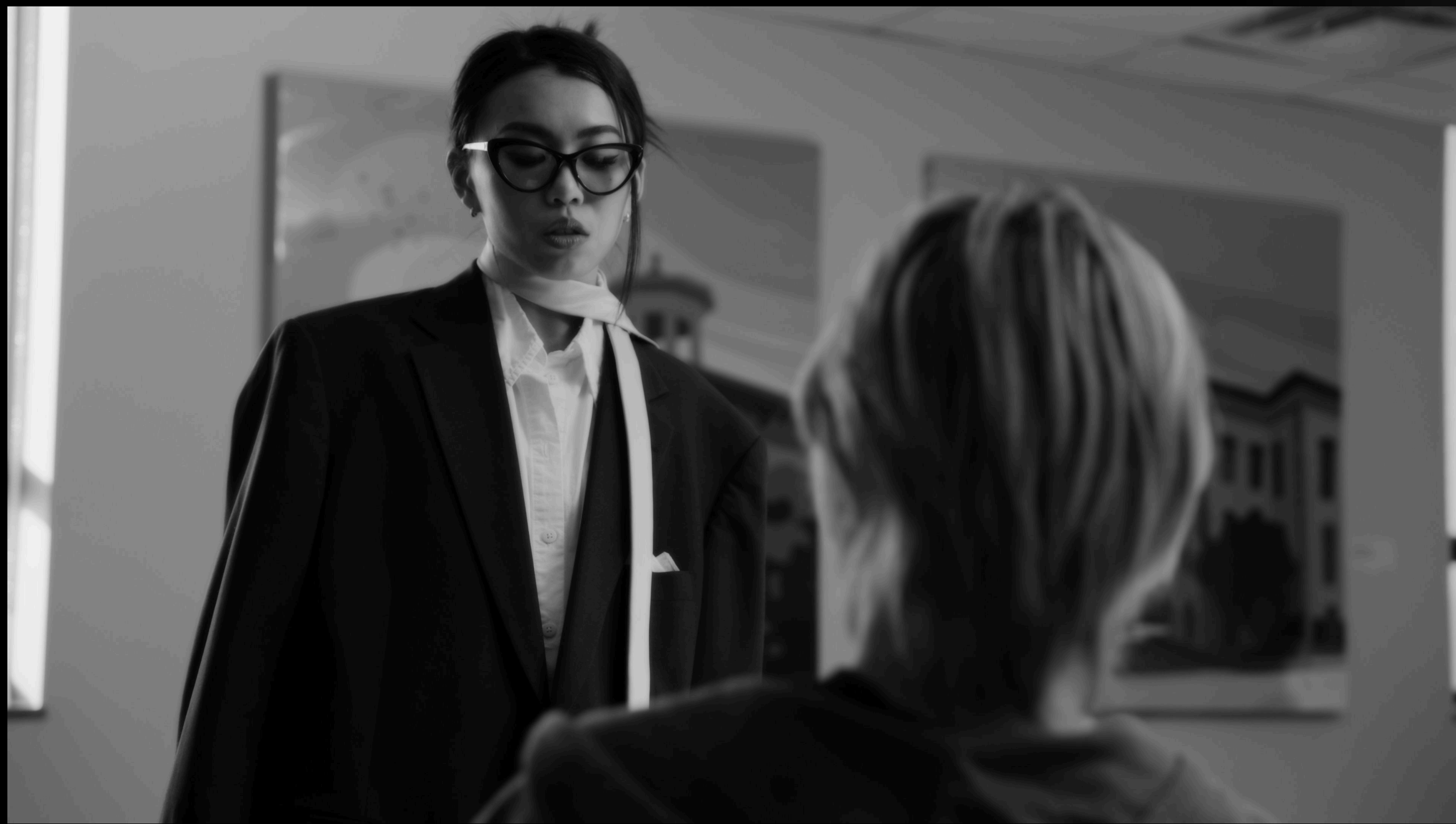
MY FIRST TIME AS A DIRECTOR



# BEHIND THE SCENES









# EMAIL PITCH

- Inbox

3
- Starred
- Snoozed
- Sent
- Drafts

1
- Spam

3
- Trash
- Categories
- More

1–50 of 2,619

A Bold Cinematic Vision for Balenciaga Le City Bag

Inbox

**WEILIAN HONG** <wehong20@student.scad.edu> [Unsubscribe](#)

9:14 AM (8 hours ago)

to me, Pat ▾

Dear [Recipient's Name],

My name is Weilian Hong, and as a passionate visual storyteller and fashion creative, I have always admired Balenciaga’s ability to challenge conventions and redefine luxury through bold, conceptual narratives. Inspired by this spirit, I have developed a cinematic fashion campaign centered on the Le City Bag, designed to push the boundaries of traditional fashion storytelling.

Luxury fashion films often rely on aesthetics but rarely create immersive narratives that truly engage audiences. This project changes that—positioning the Le City Bag as the catalyst for disruption in a meticulously controlled world. By integrating cinematic storytelling, brutalist visuals, and multi-platform execution, the campaign deepens brand engagement and redefines how audiences experience fashion.

I would love the opportunity to share more details and discuss how this aligns with your vision. Please let me know a convenient time for a conversation, and I’d be happy to send over the pitch deck. Looking forward to your thoughts.

Best regards,  
Weilian Hong  
wehong20@student.scad.edu

Looking forward to it!

We will be there!

Thanks for the update!

Reply

Reply all

Forward

**Subject: A Bold Cinematic Vision for Balenciaga Le City Bag**

Dear [Recipient's Name],

My name is Weilian Hong, and as a passionate visual storyteller and fashion creative, I have always admired Balenciaga’s ability to challenge conventions and redefine luxury through bold, conceptual narratives. Inspired by this spirit, I have developed a cinematic fashion campaign centered on the Le City Bag, designed to push the boundaries of traditional fashion storytelling.

Luxury fashion films often rely on aesthetics but rarely create immersive narratives that truly engage audiences. This project changes that—positioning the Le City Bag as the catalyst for disruption in a meticulously controlled world. By integrating cinematic storytelling, brutalist visuals, and multi-platform execution, the campaign deepens brand engagement and redefines how audiences experience fashion.

I would love the opportunity to share more details and discuss how this aligns with your vision. Please let me know a convenient time for a conversation, and I’d be happy to send over the pitch deck. Looking forward to your thoughts.

Best regards,  
Weilian Hong  
wehong20@student.scad.edu



# VIDEO LINK & EMAIL LINK

EMAIL LINK:

[wehong20@student.scad](mailto:wehong20@student.scad)

VIDEO LINK:

<https://vimeo.com/1064450451/ffbf387ba4?share=copy>





# CONCLUSION

I would like to sincerely thank my friends for their support throughout this journey and my professor for their invaluable guidance and feedback. This project has been a great learning experience, allowing me to refine my storytelling skills and understand the importance of timing in visual narratives. However, I recognize that there are still areas for improvement. Due to time constraints, I didn't leave enough time for editing, which limited the final execution. Moving forward, I will adjust my process, allowing more flexibility for post-production and making improvements based on the material. I also plan to explore different styles to further expand my creative approach. I believe that in the future, I will create an even better version—stay tuned!