

# DOWNY

## ART DEPARTEMENT MOODBOARD

- FRESH BASE
- PARFUME
- NATURALS

# FRESH BASE





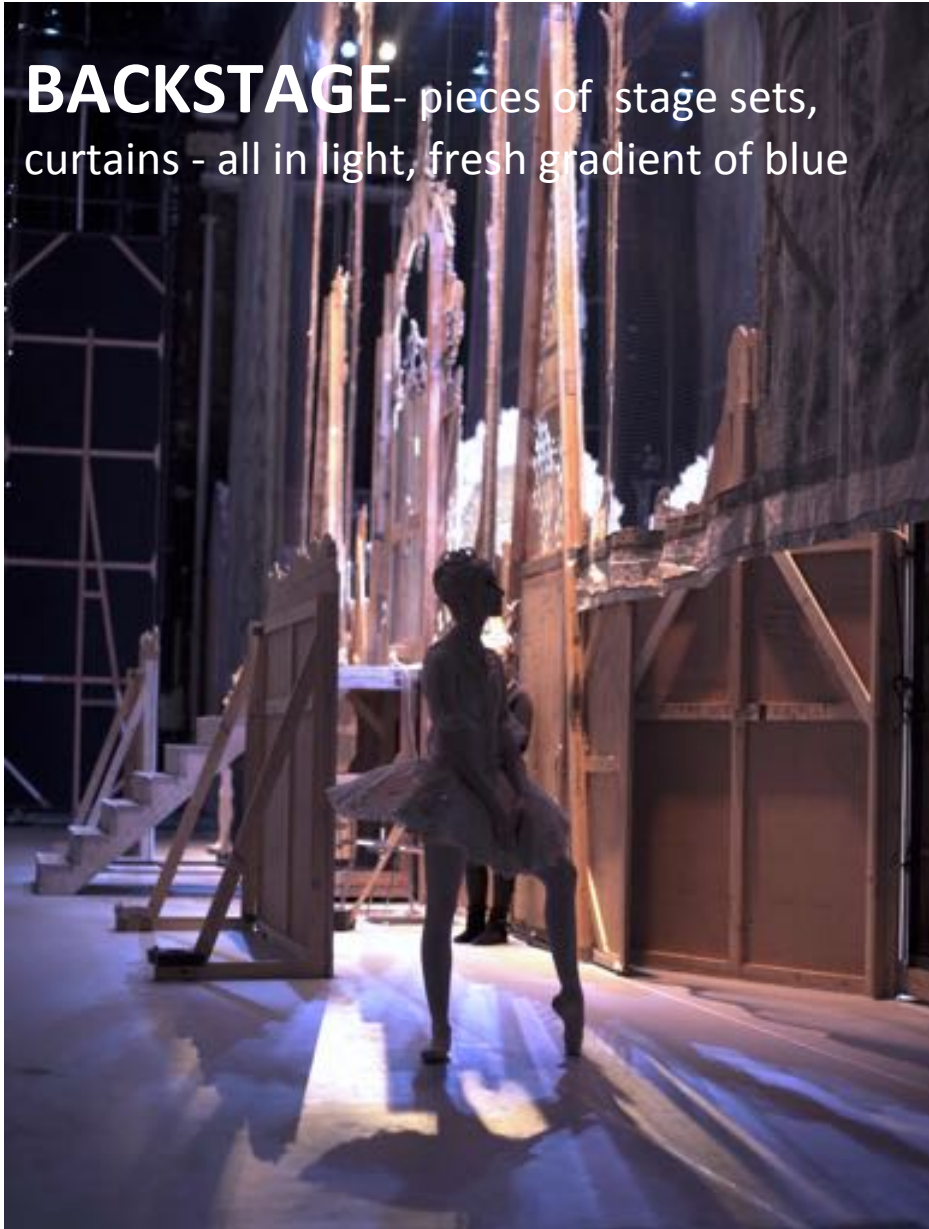
**GENERAL MOOD/FEEL**



## ON STAGE

painted background – sky - gradient of blue –  
several translucent 3D flowers made of plastic

**BACKSTAGE**- pieces of stage sets,  
curtains - all in light, fresh gradient of blue





piece of stage set

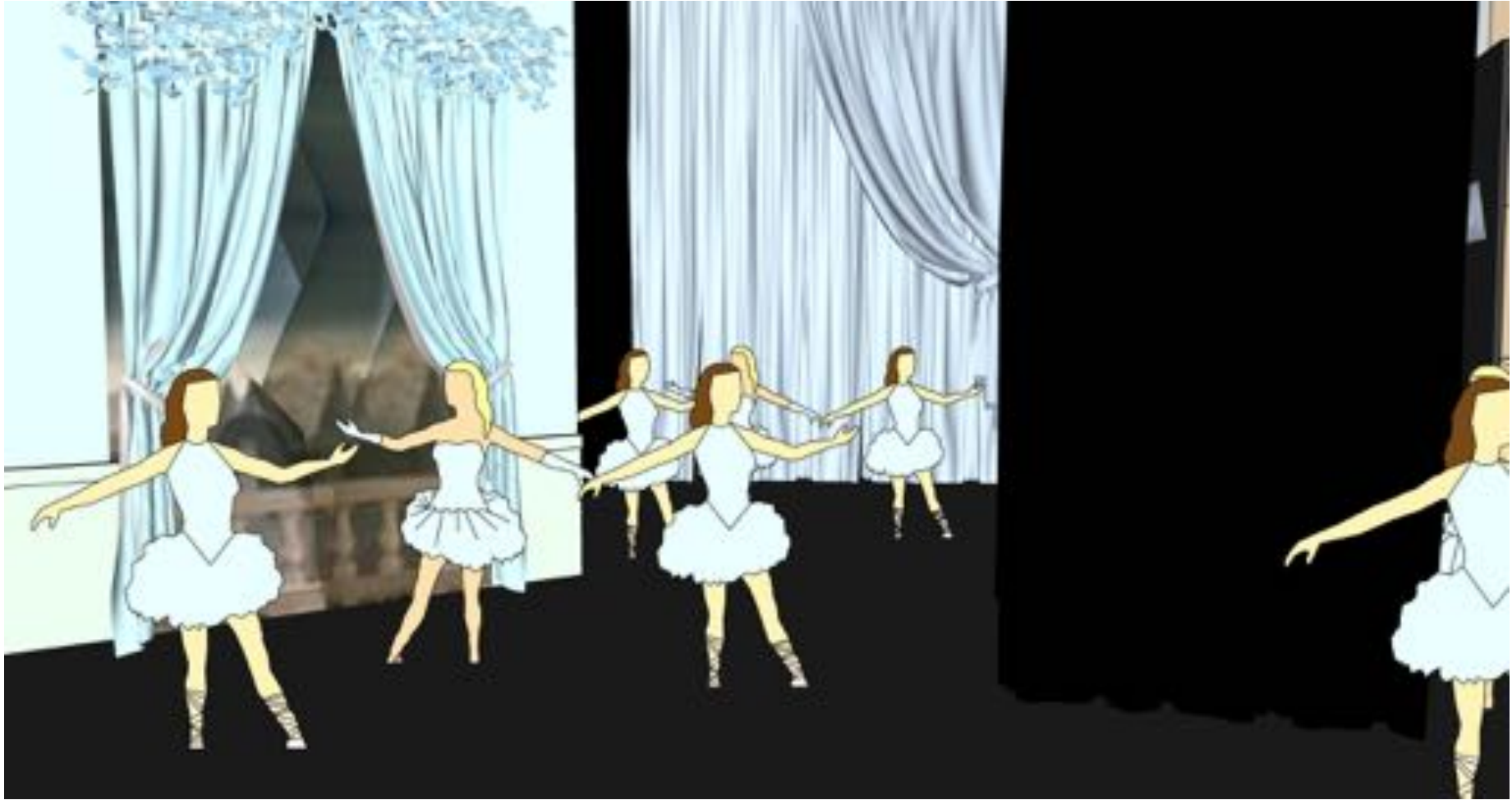


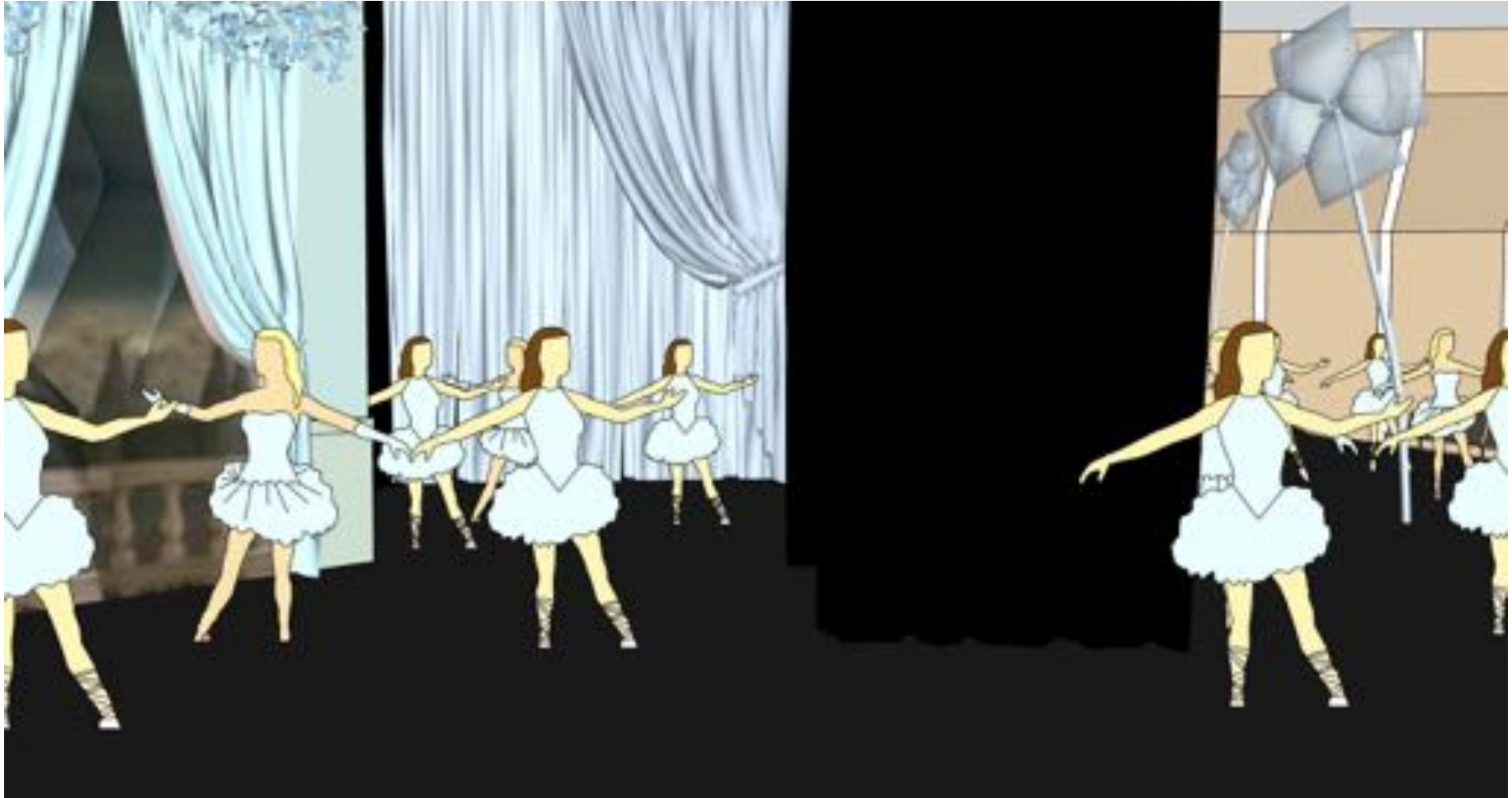
range of tutus on hangers

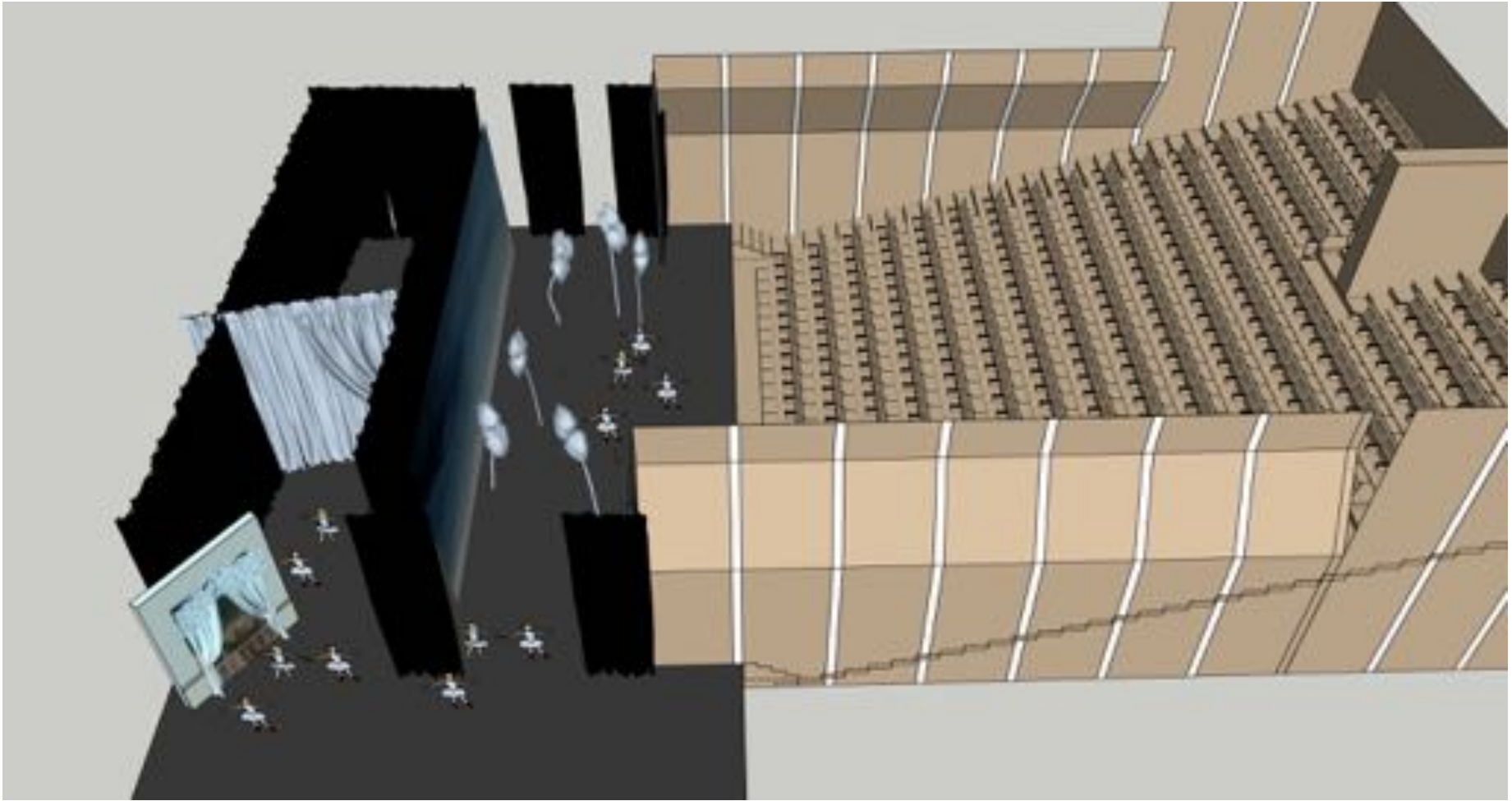














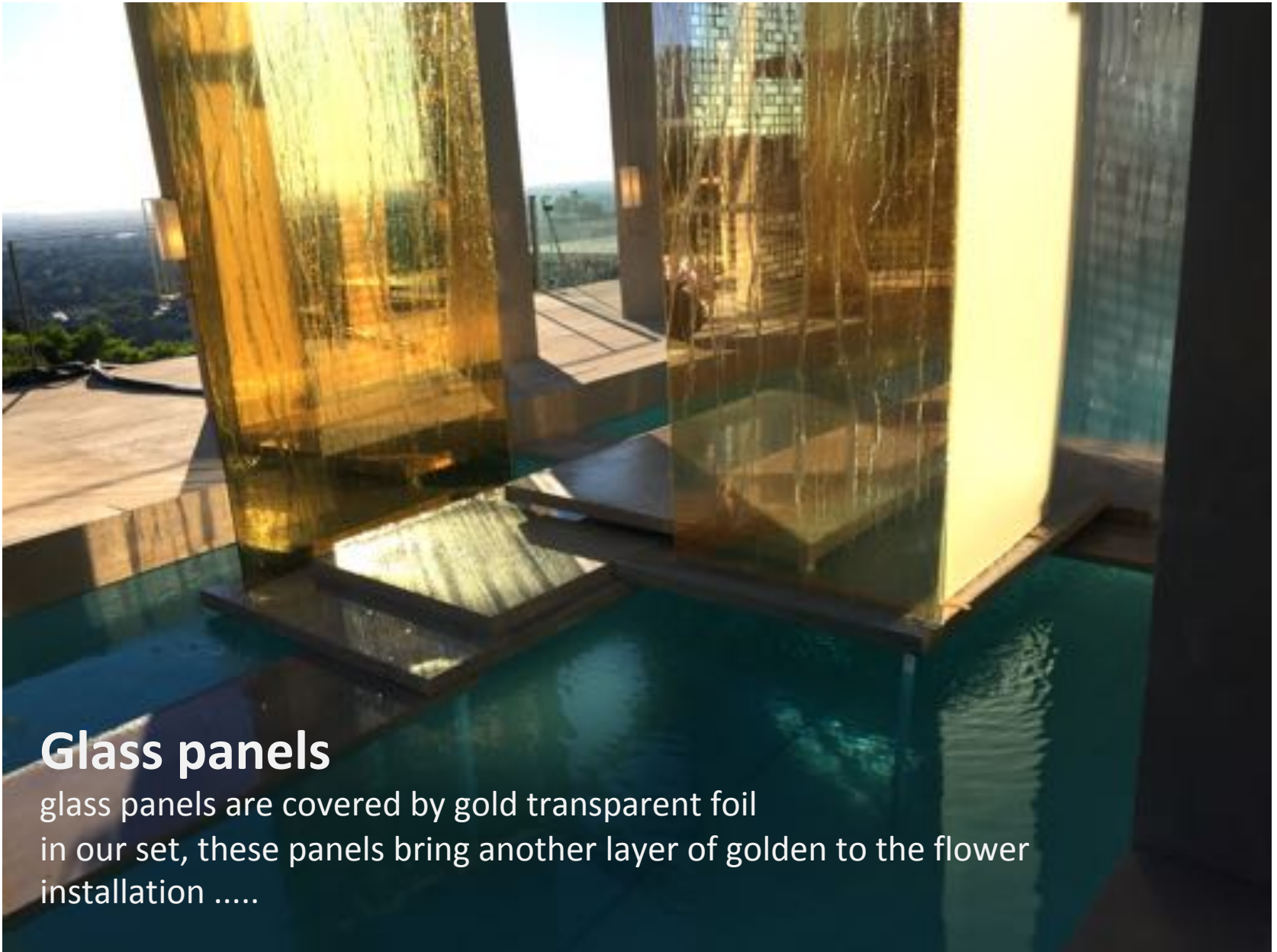
# PERFUME



The Dior logo is positioned in the upper right corner of the left image. It features the word "Dior" in a classic, elegant serif font, rendered in a light, shimmering gold color that blends with the overall aesthetic of the advertisement.

## **GOLD MOOD**

**created by mixing different tones of gold color, gold glitters, completed of silver tones, and all sorts of white, off white, light beige**



## Glass panels

glass panels are covered by gold transparent foil  
in our set, these panels bring another layer of golden to the flower  
installation .....



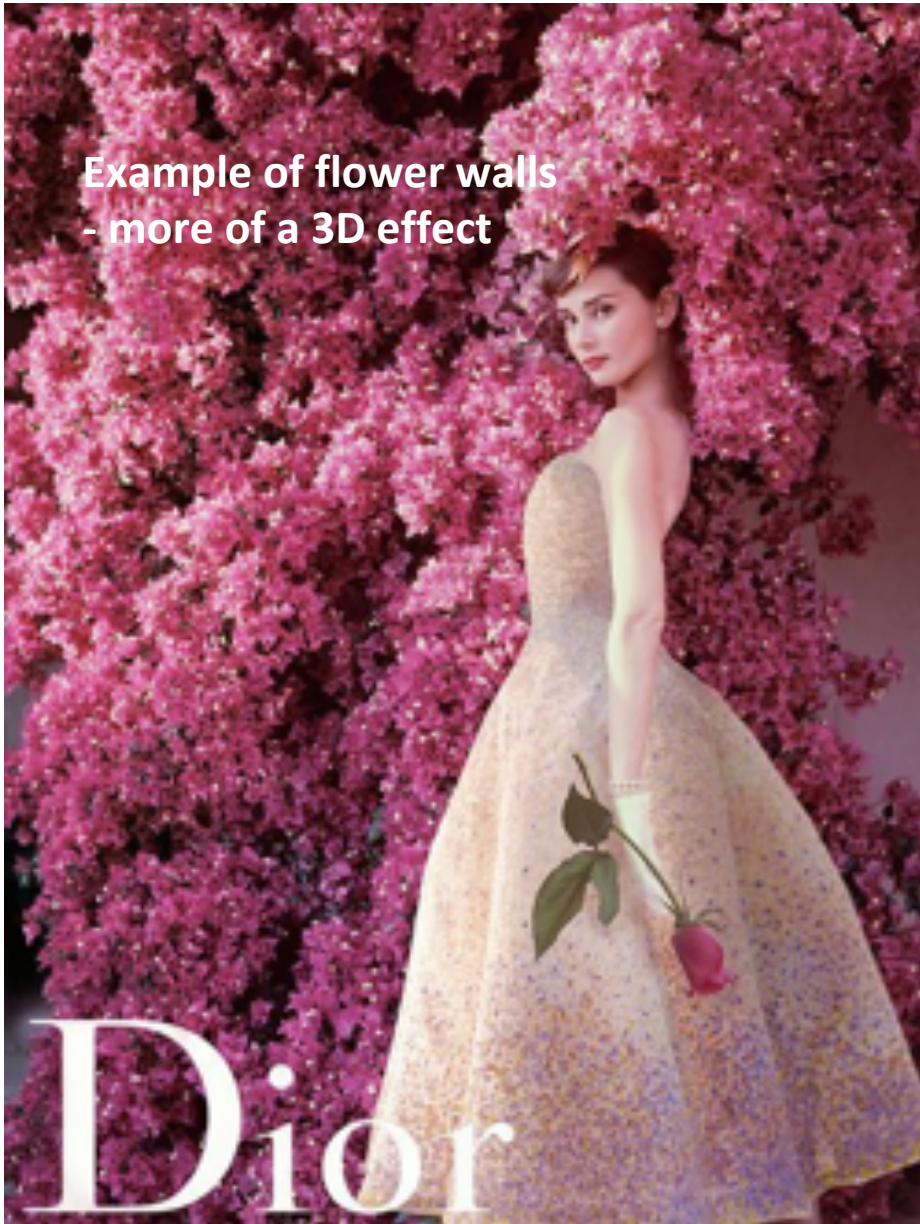
# Colors and textures





**Example of flower wall**







## **Trees- Arche of braches with flowers**

trees are painted gold, covered with the same flowers as our wall



Examples of different type of flower dressing



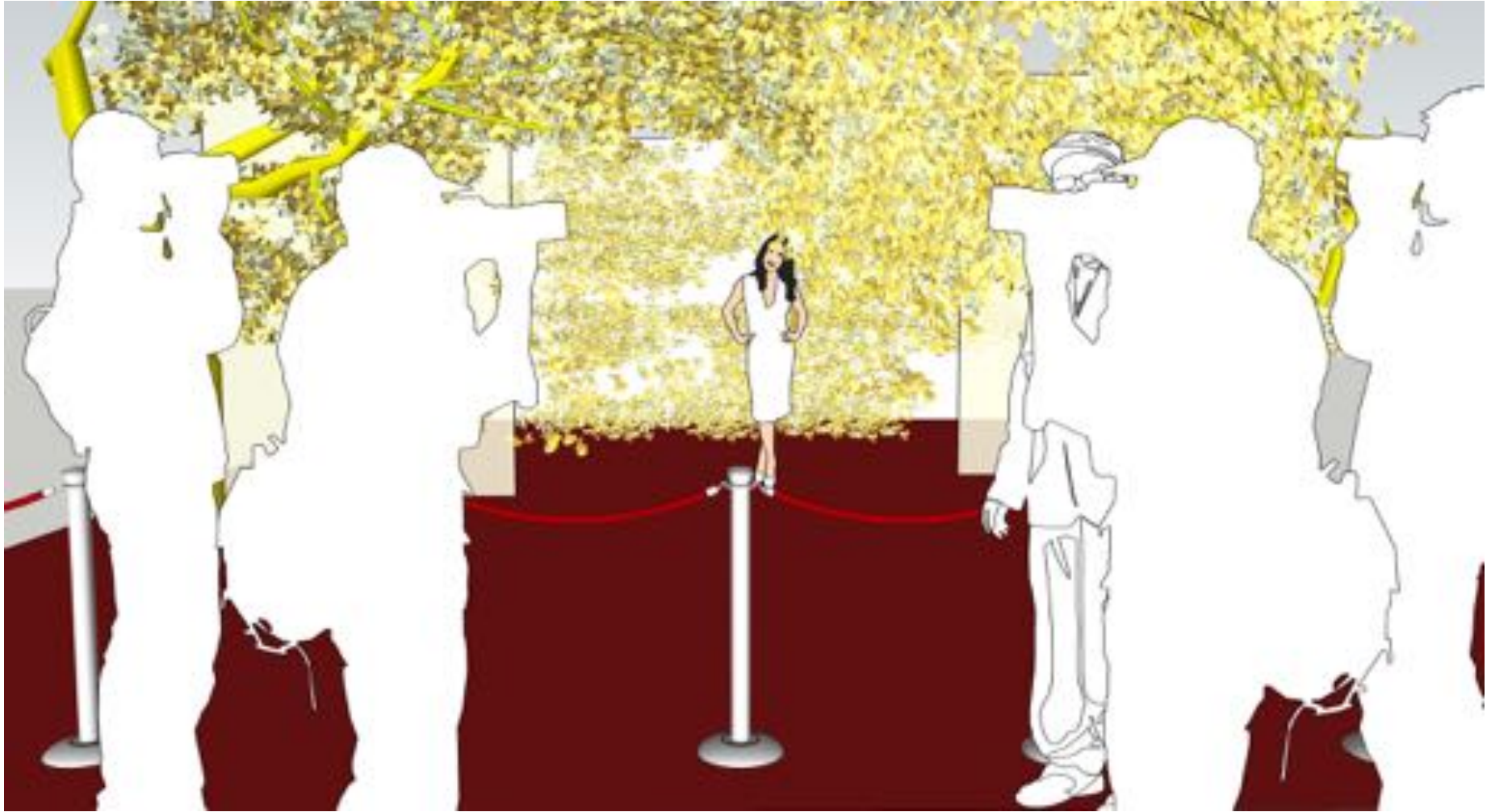
## Feeling

Flowers are above here , behind her  
she is in a flower universe, in a dreamy way



## Packshot

backlit product with flowers all around

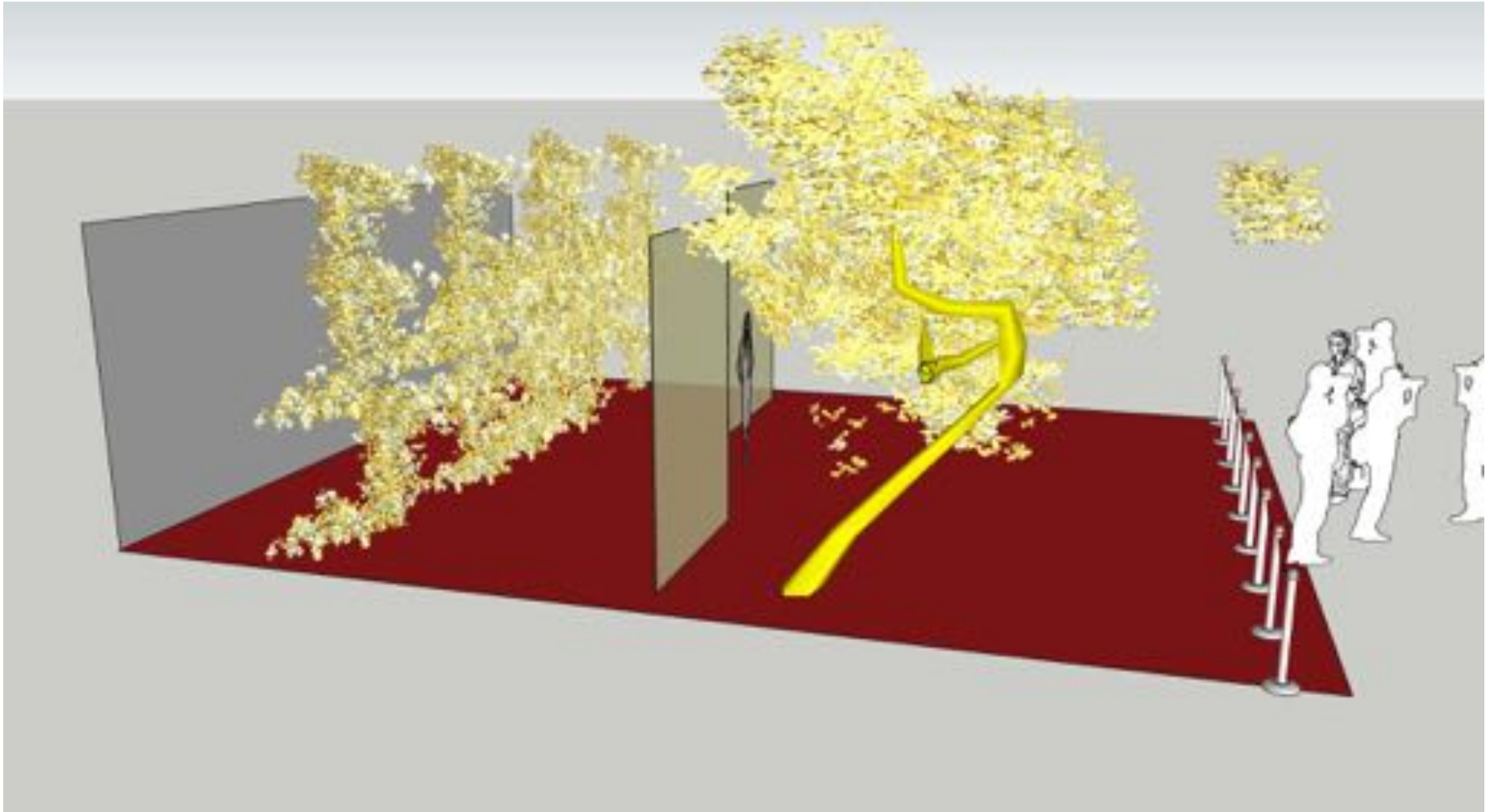


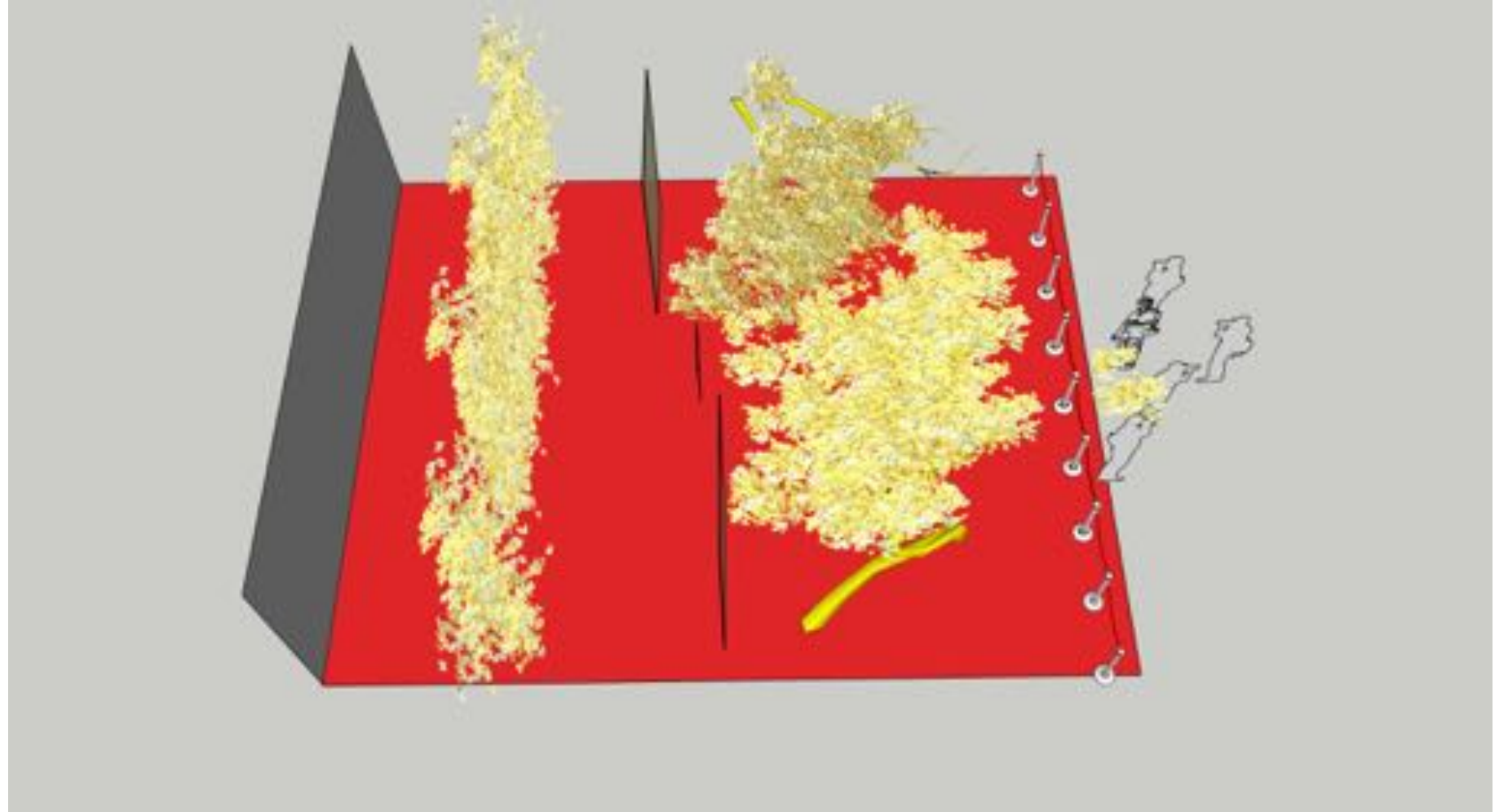












# NATURAL



