

DRESS SMART ONEHUNGA

CREATIVE REVIEW BOARD

DS VIDEO 02 / FIVE ELEGANT WORKWEAR LOOKS

五套職場優雅穿搭

Fully animated • model-first • numbered 1/5-5/5



如何在職場 優雅著裝



DRESS SMART 151 Arthur Street Onehunga, Auckland



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DRESS SMART 151 Arthur Street Onehunga, Auckland

FORMAT

9:16 • 1080 × 1920

FRAME RATE

30 FPS

RUNTIME

00:31.77

AUDIO

AAC • music bed

Creative direction for discussion • Chinese copy with English translation

DRESS
SMART

151 Arthur Street
Onehunga, Auckland

官網參考價 | 門市優惠及庫存以現場為準

Opening / Café Conversation

Animated establishing shot



OPENING FRAME

ON-SCREEN COPY

如何在職場 優雅著裝
How to Dress Elegantly at Work

CREATIVE PURPOSE

A warm café conversation immediately places the fashion story in a relatable professional setting. It introduces elegance through lifestyle rather than a conventional retail opening.

STYLE / MOTION DIRECTION

Visual tone: warm timber, natural light and understated sophistication.

Movement: subtle head turns, smiles and restrained hand gestures.

Creative role: establish a premium but approachable workwear world.

Sage Green + White Linen

Fresh, polished workwear

MOTION FRAME



FLAT LAY / PRODUCT



ON-SCREEN LOOK

鼠尾草綠 + 白色亞麻

Sage Green + White Linen

STYLE / MOOD

Fresh, polished workwear

MOTION DIRECTION

Model walks forward with a relaxed posture; clothing movement stays subtle and natural.

VISUAL RHYTHM

Model-first reveal, followed by a clean flat-lay product confirmation.

CREATIVE INTENT

Soft natural colours make the first look feel fresh, approachable and office-ready.

Terracotta + Light Stone

A mature and composed workwear look

MOTION FRAME



FLAT LAY / PRODUCT



ON-SCREEN LOOK

陶土紅 + 淺石色

Terracotta + Light Stone

STYLE / MOOD

A mature and composed workwear look

MOTION DIRECTION

Model walks with a measured pace and restrained arm movement; face and outfit remain consistent.

VISUAL RHYTHM

Model-first reveal, followed by a clean flat-lay product confirmation.

CREATIVE INTENT

Warm terracotta introduces maturity and confidence without becoming overly formal.

Cream + Charcoal

Elegant, professional business dressing

MOTION FRAME



FLAT LAY / PRODUCT



ON-SCREEN LOOK

奶油白 + 炭灰

Cream + Charcoal

STYLE / MOOD

Elegant, professional business dressing

MOTION DIRECTION

Confident forward walk. The jacket-free silhouette stays clean and suitable for a polished business look.

VISUAL RHYTHM

Model-first reveal, followed by a clean flat-lay product confirmation.

CREATIVE INTENT

High-contrast neutrals create the strongest premium and professional expression in the sequence.

Light Blue Shirt + Camel Trousers

Relaxed, polished business casual

MOTION FRAME



FLAT LAY / PRODUCT



ON-SCREEN LOOK

淺藍襯衫 + 駝色長褲

Light Blue Shirt + Camel Trousers

STYLE / MOOD

Relaxed, polished business casual

MOTION DIRECTION

Natural walking loop with small body shifts. The casual tailoring remains neat and credible.

VISUAL RHYTHM

Model-first reveal, followed by a clean flat-lay product confirmation.

CREATIVE INTENT

Light blue and camel create an easy bridge between tailored workwear and business casual.

Burgundy Polo + Beige Linen

Confident, refined city style

MOTION FRAME



FLAT LAY / PRODUCT



ON-SCREEN LOOK

酒紅 Polo + 米色亞麻

Burgundy Polo + Beige Linen

STYLE / MOOD

Confident, refined city style

MOTION DIRECTION

Mature model walks smoothly with minimal gestures; facial identity and wardrobe stay stable.

VISUAL RHYTHM

Model-first reveal, followed by a clean flat-lay product confirmation.

CREATIVE INTENT

Burgundy closes the styling sequence with depth, confidence and refined urban character.

Closing / Call to Action

Animated café scene with final retail message



CLOSING FRAME

ON-SCREEN COPY / TRANSLATION

本週限時優惠

Limited-time offer this week

五套職場優雅穿搭

Five elegant workwear looks

立即到 Dress Smart Onehunga

Visit Dress Smart Onehunga now

優惠及庫存以門市現場為準

Offers and stock are subject to in-store availability

CREATIVE ROLE

Returning to the opening café completes the visual loop. Keeping the CTA inside the lifestyle scene makes the ending feel warm and editorial.

ENDING TONE

Feeling: confident, welcoming and refined.

Rhythm: a calm final beat that holds the campaign message clearly.