

时尚快讯

林方伟

拉萨尔学生获奖鞋牌宣传片 散发Z世代气息

本地鞋牌Pedro与拉萨尔艺术学院“时装创意指导文凭”(Diploma in Creative Direction for Fashion)毕业班12组学生合作,请他们从Z世代的观点为品牌最新的球鞋EOS提供让年轻消费者眼前一亮的宣传策略。由符守恒、王诗雯、王蕾和Zuaipy Fariqa Santiago四人组创作的酷炫影像最终脱颖而出,获得1000元奖金。

Z世代的观点果然就是不一样,他们从地面的角度拍摄男女模特儿和球鞋,时而将画面分裂后相映成对称影像,时而将镜头360度从地面跳接到模特儿头顶,下一秒又切换到地面,影像凌厉多变,散发着Z世代青春、新颖的态度和主张。

可上网tinyurl.com/mrma9u3z看这组学生的作品。



Pedro与拉萨尔艺术学院时装创意指导毕业班学生合作,最终脱颖而出的优胜作品影像酷炫。

LASALLE Students Win Shoe Brand Promotional Video Prize A breath of fresh air from Gen Z

PEDRO, a local shoe brand, collaborated with 12 groups of graduating students from the Diploma in Creative Direction for Fashion at LASALLE College of the Arts. PEDRO asked the groups to come up with publicity strategies for its latest sneaker EOS from the perspective of Generation Z, so that the sneaker can catch the eyes of young consumers. In the end, a cool video created by Fu Shouheng, Wang Shiwen, Wang Lei and Zuaipy Fariqa Santiago stood out, winning them a prize of \$1,000.

Gen Z's point of view is different indeed. The students shot the male and female models as well as the sneakers from the ground up, sometimes splitting the scene into a symmetrical image, and sometimes jumping 360 degrees from the ground to the top of the model's head and then back again in the next second. The imagery is crisp and fluid, exuding the youthful, fresh attitude and ideas of Gen Z. This student production can be viewed online at tinyurl.com/mrma9u3z.