

WARDROBE + CHARACTER BRIEF

In a sense, the look of this video takes inspiration from the American cinema of the 50s and early 60s.

We can imagine Leon's character, dashing and mysterious, as a throwback to a young Marlon Brando or James Dean.

And by that same token, we can imagine PENNY (Suki's character) as a fitting into that same world.

For what it's really worth, this video touches on the idea of sexual repression and sexual awakenings... And our route to getting there takes a turn through horror conventions, using the idea of a monster to help unveil these themes and desires.

Wardrobe is a major component to how we setup these themes and ideas as well as the larger world of our story...

Through period inspired wardrobe and our vintage car, we suggest that this story probably takes place in another era - likely the mid 60s depending on the year and model of our car. But the only indications of world and era that we'll see in this video come from the car and wardrobe - so clothing and styling does a lot of the heavy lifting here.

In addition to feeling of the era, it's important that the wardrobe plays along the same lines as our sexuality themes.

PENNY is a waitress. She wears a waitress' uniform of-the-era. The uniform informs a lot about her character:

Working class.
Long hours.
Subtly objectifying yet still demure.

One of the things that makes me most excited about this video is the sexual power dynamics we'll be playing with over the course of the video... When Penny first enters the car, we maybe fear for her as she climbs into this dangerous and mysterious place. As the monster appears, we assume she will become the victim... And then something very interesting happens: She enjoys the sexual relationship with the monster. She OWNS it. And we realize that she is actually on the one in control.

In order to achieve all of that, we have to be very deliberate in our unveiling of the character/wardrobe so that we don't tip our hand.

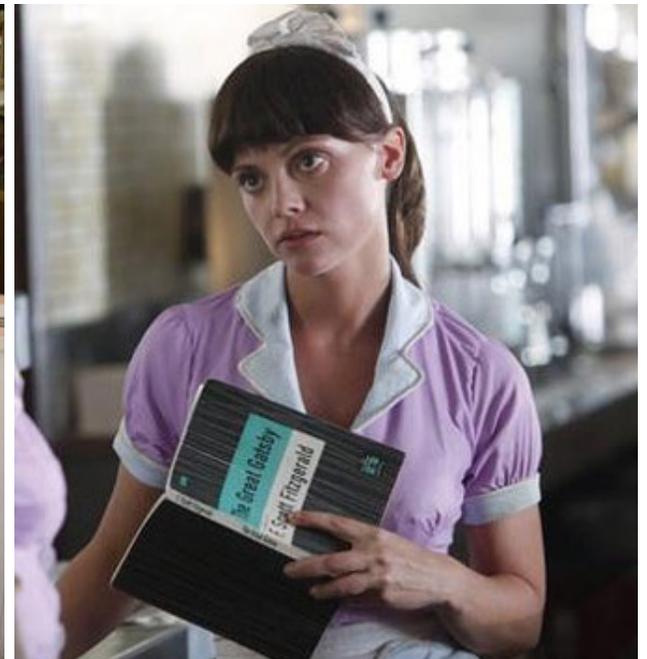
With that said, here's what I have in mind: PENNY's uniform should be yellow, as a

signifier of innocence. This sets up opening power dynamic... And the color will also pop nicely off the black of night and the dark car.

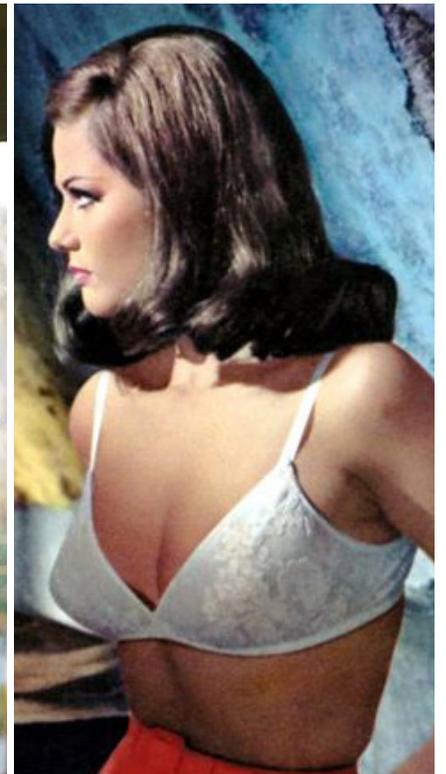
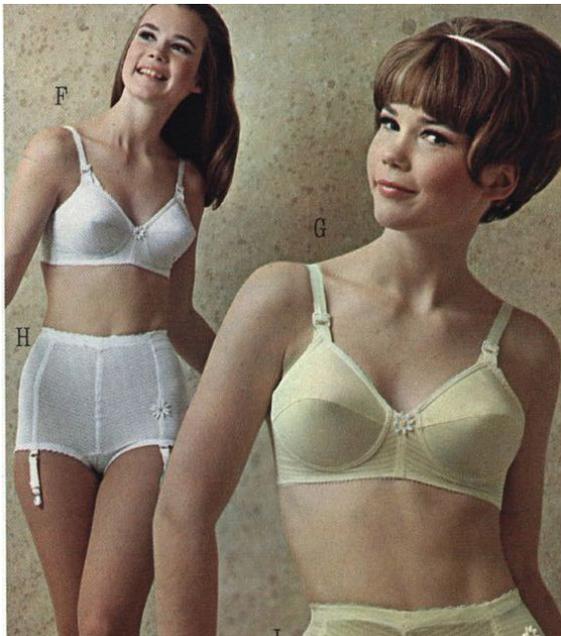
As things unveil in the car, and we see a bit more of Suki, glimpses of underwear, etc... I have no doubt that the scene itself (Penny's sexual awakening) will prove provocative (and pretty weird and unsettling in contrast with the monster) - but it's important to me that PENNY's underwear feels just as innocent. They can be sexy, but in a naive, unknowing way. Like a nude underwear or white rather than black or red lace, etc.

If she's wearing super sexy lingerie, it will appear as if PENNY was ready for this (or some other sexual encounter) - rather, if her underwear is very innocent (yet era appropriate), we can extract more tension from the scene until, finally, PENNY embraces the sexuality of the moment and takes the power for herself.

WAITRESS OUTFIT REFS
high, restrictive collar. button up. yellow.



UNDERWEAR REFS



CHARACTER ARC (MOOD & POWER DYNAMICS TRANSITION)



LEON WARDROBE BRIEF

The idea is that Leon and the car are one in the same. So there should be a stylistic connection between the car and Leon.

Clad in all black. Black driving gloves. I like the idea of a black shirt with a high collar as well (layers, restrictive, fitted and starched). Maybe a collar chain or similar accessory.

We can take style inspiration from Karl Lagerfeld's personal style in a way... Whose pronounced style is oddly timeless while simultaneously of another era. The way vampires wear formalwear reminiscent of another time.

Setting Leon up as a dark, mysterious, and perhaps dangerous stranger sets the film for the right kind of misdirection. It helps lead the viewer's imagination... It makes the viewer fear for Suki, as if Leon himself represents some kind of danger.

His eyes always on the road. Always focused and composed... If we imagine that Leon and the car are the same, then we can imagine that the car experiences emotions and excitement for Leon... Allowing Leon to remain fixed and composed.



