

CAMPAIGN CONCEPT

# LARGER THAN LIFE

FEMME x Jayda Cheaves

Production Date: July 10, 2026

*"We are honored to have you as part of this campaign. Every detail of this production has been designed with intention, luxury, and your comfort in mind."*

<b>CREATIVE DIRECTOR</b> Roland Banks	<b>BRAND</b> FEMME Hair Care	<b>LEAD TALENT</b> Jayda Cheaves
<b>BRAND OWNER</b> Cliff Vmir	<b>DELIVERABLE</b> 40-60 Sec Campaign Reel + Stills	<b>PRODUCTION TYPE</b> Cinematic VFX Campaign

## THE CREATIVE VISION

**This is not just a campaign. This is a statement.**

"Larger Than Life" is a cinematic visual campaign that positions FEMME as a global force — no longer just a product, but a cultural movement. Through oversized, larger-than-life imagery, we will show the world that FEMME is everywhere: in every city, on every screen, in every conversation. The brand has outgrown its category. It is now in demand on a global scale.

The concept draws creative inspiration from Beyoncé's Cowboy Carter tour visual, where she appears oversized — walking through cities, towering over landscapes, commanding every environment she enters. **We are not replicating this video.** We are using its energy, scale, and cinematic language as a reference point to create something entirely original for FEMME.

Where Beyoncé represented herself as larger than life, we will represent **FEMME** as larger than life — with Jayda Cheaves and Cliff Vmir as the faces of this new era. The Silkening Mist will literally replace global landmarks, signaling that FEMME has arrived everywhere. It is inescapable. It is in demand.

## WHY YOU WERE CHOSEN

Jayda Cheaves represents everything this campaign stands for — **ambition, entrepreneurship, beauty, and cultural influence.** With 8.4 million followers, a multi-brand empire, and a presence that commands attention in every room, Jayda is the perfect face to carry FEMME into its next era. This collaboration signals to the world that FEMME is aligned with the biggest names in culture, business, and beauty.

## YOUR SCENES

The campaign consists of four cinematic scenes. Each scene represents FEMME's presence in a different global environment. Below is a breakdown of what you will be doing in each scene.

SCENE	TALENT	WHAT HAPPENS	WARDROBE DIRECTION
1. Desert	Jayda + Cliff	Oversized, powerful, walking through a golden desert landscape. Both talent on camera together. Movement-driven, cinematic, no dialogue.	<b>Gold tones</b> — cohesive with the FEMME Silkening Mist bottle. Wardrobe should feel luxurious, bold, and match the warm desert palette.
2. New York	Jayda	Walking fiercely through New York City. You will do a fierce hair flip, then reach for the Statue of Liberty and replace it with the FEMME Silkening Mist (VFX).	Urban, elevated, powerful. NYC energy — think editorial street style.
3. Paris	Jayda	Walking through the streets of Paris. You will reach out and touch the Eiffel Tower, which magically transforms into the FEMME Silkening Mist (VFX).	Parisian chic — elegant, fashion-forward, refined. The fashion capital energy.
4. Atlanta	Cliff	Cliff's solo scene at the Fox Theatre — showcasing FEMME's hometown dominance.	N/A — Cliff's scene

**Hair Direction:** Silk bone straight for all scenes. Hair must look undeniably silky, smooth, and flawless — visually demonstrating the results of the FEMME Silkening Mist on camera.

**Performance Style:** No dialogue. Movement and product placement only. Confident, commanding, effortless.

**Wardrobe:** Jayda provides her own wardrobe for all scenes. 3 looks total (one per scene). Gold tones required for the Desert scene to maintain cohesiveness with Cliff and the FEMME brand palette.

## HOW WE'RE SHOOTING THIS

### Hybrid Set Design — LED Volume + Practical Set Dressing

We will be shooting on an LED volume wall that displays the environmental backdrops (desert, NYC, Paris) in real time behind you. However, to achieve a cinematic, believable image, we will also construct physical foreground elements — real sand, real props, real textures — that sit between you and the screen. This creates depth, dimension, and realism that makes the final image look like a multi-million dollar production.

The audience should never feel like you are standing in front of a display. They should feel like you **exist within that world.**

## WHAT YOU'LL RECEIVE

#	DELIVERABLE	DESCRIPTION
1	<b>3 Larger Than Life Editorial Stills</b>	High-quality editorial photographs from your Desert, New York, and Paris scenes — for your personal use, social media, and press.
2	<b>Hero Campaign Video Feature</b>	You will be featured in the 40–60 second cinematic campaign reel for FEMME — a portfolio-level visual.
3	<b>Behind-the-Scenes Content</b>	BTS footage from the production day for social media storytelling.
4	<b>21 Questions with FEMME</b>	A fun, casual segment — 21 brand-related questions for engaging social content.

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5	<b>Entrepreneurial Tips Segment</b>	A quick segment sharing your business and entrepreneurial insights — value-driven content.
6	<b>Glam Session Segment</b>	Conversational content with Cliff during glam — intimate, authentic, showcasing the FEMME experience.
7	<b>Trending TikTok Content</b>	Capture trending TikTok moments that are current during shoot day — leveraging your combined audience for maximum viral reach.

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#### **IMPORTANT NOTE REGARDING DELIVERABLES**

**Guaranteed Deliverables:** The **40–60 second cinematic campaign reel** and **3 editorial stills** (Items 1 & 2 above) are the mandatory deliverables for this production day. These will be captured regardless.

**Additional Content Opportunities:** All other content listed above — including 21 Questions with FEMME, Entrepreneurial Tips, Glam Session BTS, and Trending TikTok Content (Items 3–7) — are **aspirational ideas** designed to maximize the value of having everyone together on set. These are **not guaranteed** and are subject to Jayda's comfort, availability, and whatever is agreed upon between Jayda and Cliff in their separate agreement.

Our goal as the creative team is simply to make the most of this opportunity and ensure that every moment of the day has the potential to create something beautiful — but only within the boundaries of what feels right for everyone involved.

## THE EXPERIENCE

This is not a standard production. Every detail of this day has been designed to create an environment that reflects luxury, precision, and intentionality. From the moment you arrive, the experience will feel elevated, warm, and tailored specifically to you.

ELEMENT	WHAT TO EXPECT
Arrival	A clean, organized, and beautifully designed space. Your dressing room will be warm, cozy, and inviting — not a cold, random studio. Everything is intentional.
Hospitality	Premium refreshments, polished catering display, and comfortable seating. Your preferences will be honored (see Preference Sheet below).
Atmosphere	Warm lighting, subtle scent, curated music to your taste, and printed mood boards visible on walls. The space tells the story before the camera rolls.
Communication	Clear structure, clear leadership, no confusion on set. All creative direction routes through Roland Banks. Your comfort and confidence are the priority.
On Set	Professional, efficient, and enjoyable. We respect your time and energy. Every moment is planned so you can focus on being great on camera.

## PRODUCTION DAY OVERVIEW

DATE	YOUR CALL TIME	ESTIMATED WRAP
July 10, 2026	10:00 AM	3:30 PM
LOCATION	ADDRESS	CREATIVE DIRECTOR
Studio Space Atlanta	2355 Church Rd, Smyrna, GA 30080	Roland Banks

### YOUR DAY AT A GLANCE:

TIME	ACTIVITY
10:00 AM	Arrival + Glam begins (hair: silk bone straight, makeup by your team)
12:00 PM	Glam wraps — final checks, wardrobe alignment for Scene 1
12:15 PM	Filming begins — Scene 1: Desert (with Cliff)
1:00 PM	Wardrobe change — transition to NYC look
1:15 PM	Scene 2: New York (solo)
2:00 PM	Wardrobe change — transition to Paris look
2:15 PM	Scene 3: Paris (solo)
3:00 PM	Editorial stills + BTS content + additional segments
3:30 PM	Wrap — thank you and departure

**Note:** Your glam team handles all hair and makeup. Please arrive camera-ready with hair already done by Cliff prior to set. Wardrobe is self-provided — 3 looks (gold tones for Desert, editorial for NYC, Parisian chic for Paris).

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# TALENT PREFERENCE SHEET

## *Tailoring Your Experience*

We want your time on set to feel effortless and enjoyable. Please share your preferences below so we can tailor the environment specifically to you.

### HOSPITALITY PREFERENCES

#### Water Preference

Fiji	Voss	Essentia	Evian	Smart Water	Other: _____
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#### Snack Preferences

Fresh Fruit	Charcuterie	Candy	Chips	Protein Bites	Granola	Other: _____
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#### Beverage Preferences

Fresh Juice	Soda	Champagne	Coffee	Tea	Smoothie	Other: _____
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#### Allergies / Dietary

Please list any allergies or dietary restrictions: \_\_\_\_\_

### ATMOSPHERE PREFERENCES

#### Room Temperature

Cool	Warm	Neutral
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#### Music Preference

R&B	Hip-Hop	Afrobeats	Pop	Lo-Fi	Jazz	No Preference
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#### Scent Sensitivity

No sensitivity — candles are fine	Prefer no strong scents	Specific sensitivities: _____
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### COMFORT & VISUAL DIRECTION

As the Creative Director, understanding your comfort preferences allows us to ensure that all camera angles, lighting, and directional choices are tailored to showcase you in the most flattering and confident way possible.

#### Styling Boundaries

Are there any styling preferences we should be mindful of? (e.g., neckline preferences, hemline preferences, coverage preferences): \_\_\_\_\_

#### Comfort Notes

Is there anything about your comfort on set that we should be aware of to ensure the best experience?  
\_\_\_\_\_

**CREATIVE INPUT — FOR TREASURE**

We value your creative perspective. Please share any ideas, notes, or direction you'd like considered for this production.

**Creative Ideas or Suggestions:**

Share any creative input, ideas, or visual direction you'd like us to consider...

**Wardrobe Notes (pieces already selected, preferred designers, etc.):**

Share any wardrobe details or selections already in progress...

**Anything Else We Should Know:**

Any additional notes, requests, or information for the production team...