

L'Oreal

HEY!

We're so used to brands showcasing their beauty products in strangely artificial settings that are nothing like the real world. Lipsticks and foundations applied in sterile, studio-like environments - far away from the rigors and joys of women's real daily lives.

This moment is groundbreaking for women in every respect. It is both cool and relevant to create a campaign that is a part of this movement, acknowledging a change that is long overdue. We want to present the diverse femininity of 2018 - powerful, modern and fun women living apart from their clichés. We're doing away with the typical, slick, staged product demonstrations and instead choosing to show a range of real, modern, vibrant women using these products on the go, where they really work and live, far from runways and photo-shoots. These are realistic everyday situations where beauty products need to last without a glam squad on your heels for constant touch ups.

These films shouldn't just be an ode to active women, but an ode to infallible women everywhere. Women will recognize a piece of themselves in our cast, overcoming these 'torture test' situations. These spots are innovative because in addition to showing an appreciation for the grounded beauty of these authentic women, we're giving them a product to help natural beauty shine and last.

THE INFALLIBLE WOMEN

This campaign will be an ode to all women from all walks of life, and our casting should be just as diverse.

As I mentioned earlier, I really want to showcase these women and a new side of L'Oreal in a way that breaks from the norms usually found in beauty spots. Key to this would be not having the women look into the camera at all times, diverting their view to create a nonchalant attitude, as if they don't care about the camera or its attention at all. They're just being themselves. And we're here to watch women living their lives in an authentic way, not caring about us or the way we perceive them.

I want to capture their original, unique personalities that everyone can identify with because they are genuine. These women are creative and energetic, who enjoy every second of life and impart this passion to everyone around them - inspiring and empowering other women to challenge norms and expectations.

The women's personalities are vital, and in keeping with the message of this campaign, we should do our casting with a diverse spectrum of beauty in mind. A mix of conventional beauty as well as edge - an authentic Parisian girl and a woman with a shaved head, a Latina who's a bit boyish next to a glamorous lead singer, an androgynous woman with the CEO of a cool startup, a chef having a drink with a boxer. The idea is that these should all be real, modern, working women doing the jobs of today and coming together organically. All very different on the surface, but all connected in how they are self-confident and don't take themselves too seriously. As a whole, they will give life to a new L'Oreal femininity, reinventing the classic codes of beauty.

This authenticity is key to the campaign. It's what will elevate these films and make them memorable. We will embrace the authenticity of all these women — all their unique quirks and spirits. So, our scripts should serve as a blueprint, and within this framework, we'll simply let these women be themselves, allowing them to do what comes naturally, leaving room for fun improvisation.

In this way, we could provoke real world moments where their personalities can shine and flourish. For example, we could go into a grocery store unannounced with a model and film her as she pulls drinks off of shelves... unapologetically drinking from them in front of startled patrons. The response from these passersby would be real and unfiltered - and enhance the raw and authentic feel of the films.

Well-cast extras will be a very important element of this project. To help with the authenticity of this Parisian scene, I could include my own circle of friends, showcasing true Parisian life.

THE LOOKS

Everything from the women's hair and makeup to their wardrobe will be hip and fashionable, but also natural and never too complex.

We want to stay as true as possible to real Parisian women. For the most part, this means that the makeup shouldn't be too strong, but still focused on the lips so that the colors can really pop. Some of the women may have heavier make up, more elaborate depending on their activities and day vs night looks, but we shouldn't have these women heavily made up for a simple coffee with friends. The idea being that we want to stay as realistic as possible at all times. Even the women's hairstyles should be naturally chic and chill, nothing over-produced or refined.

For wardrobe, these women should always be trendy, but in a relaxed and natural way, occupying that seemingly-effortless place between super casual and super chic. We want neither a completely casual style nor an overdressed catwalk look, but preferably a subtle middle, the way that real women dress on a daily basis.

THE VISUAL APPROACH

I want to strike a balance between imagery that's beautiful, elegant, and cinematic, but filled with moments that also feel natural and realistic. These spots are neither documentaries nor the overly perfect fashion commercials. We're crafting a visually striking manifesto akin to an i.D spread.

The campaign should reflect this strong identity through a consistent, confident style. To further this vibe, I'd opt to keep some of the footage a bit grainier, never too clean. There will also be plenty of diversity in the lighting setups as well: some will feel very natural, some very colorful particularly in nighttime situations, some in the blinding sun, and some in the classic gray Parisian light. In this way the lighting will always be well-crafted, and yet subtly magnifying the realism of the film. It will be warm and colorful, but also authentic and believable.

In the interests of staying true to the nature of the campaign, the camera should always be moving - free and unrestrained just like the women we're featuring. It should be as if the camera is under their spell, driven by their energy and life rhythm. Shooting handheld and close to the women will let their movements dictate the camera maneuvers, and simultaneously allow us to visualize the quality of the product.

This will all be punctuated with Steadicam, crane or drone shots to further emphasize the epic nature of their lives, keeping things interesting just like the women we're featuring.

PARIS BEYOND THE POSTCARD

I was born and raised in Paris, so I know that the soul of this amazing city exists deeper than just the famous locations. Let's showcase all of it, the way real Parisians know it. High and low... from landmarks to the gritty neighborhoods and industrial areas where real people live and work. We can make use of all parts of the city to show what everyday Paris is all about. We don't want this campaign to lose its punch or authenticity, so nothing should ever look too new or clean. Just real and believable.

In many ways, this approach will be driven by the same concept we're applying to other aspects of these films. Just like these women, the settings too will be multi-dimensional and full of contradictions.

For specific examples, I like the idea of utilizing iconic locations such as the Grand Palais or perhaps Serres D'Auteuil (botanical gardens), the Louxor Cinema, the Buttes Chaumont and the view atop the Belvedere looking over a stunning expanse of the city. And then juxtaposing these classic locales with the more local places like the Pigalle basketball courts with their gorgeous hues, an artist studio in Montmartre, a karaoke room in Chateau d'Eau or perhaps even the

newly opened, but classically Parisian dining hall Bouillon Pigalle. The idea is that we should showcase how active and alive modern Paris really is. It should feel like a character in and of itself.

THE PRODUCTS

We will have a unique take on the classic L'Oreal ways of showing product application. Rather than in a bathroom mirror, our women apply their makeup on the go, whenever life allows a free moment for a touch up: on the train, in the rearview mirror, in a store window - constantly moving, just like in real life.

It should always feel as though these women are very comfortable with the lipstick and foundation, applying them effortlessly, and then continuing on with their days.

THE MUSIC & SOUND DESIGN

Queen's 'Don't Stop Me Now' is a fantastic track for this campaign. Not only is the energy on par with our women's lives, but the lyrics also add another layer for the audience to absorb - bringing the concept home strong. We can use the music to underscore our characters' emotions and modulate the pace of the action on screen.

Beyond the music, we'll have a real sound design that will serve to help anchor the characters in reality, further reinforcing the feeling that we're watching real women living their real lives. We'll also get hints of the city itself within the ambient soundscape. We can be playful with the music: perhaps the music completely stops, as if a woman has hit pause on a record, leaving only ambient sound design from the environment for a brief moment, and then the music lively resumes again thanks to the actions of one of our women.

THE FILM

(*NOTE: The following characters and moments are not written in stone. So far, they're simply ideas - evolving depending on the cast and locations we find as the process moves along.)

INFALLIBLE v2

An underground theatre on a wet Parisian night.
People are arriving from all sides, lining up and waiting to get in.

The red lettering on the theater's marquee says: « Tonight only. Infallible Women Live! »

We are now inside the dressing room. The walls are covered in posters and photos of musicians.

A woman is standing in the center, looking at her reflection in the vanity mirror with her Infallible makeup on the table in front of her.

She takes a deep breath, puts on a last swipe of lipstick, gets up and walks right out.

A woman wearing sportswear is walking out of her building at dawn. She stops to look at the beautiful light of the first sun rays of the day and starts running. She accelerates to join a group of three young women running ahead of her.

A motorbike is accelerating in an empty Parisian street. It drifts at the corner and pops a wheelie on the new street.

Two women are having breakfast outside a café. One of them spills her coffee on her clothes when the motorbike drives loudly in front of them. The other one laughs so hard so that she almost chokes on her croissant.

A tattooed woman is walking in the subway, getting weird looks from the people around her.

A woman with toned arms opens the door of a boxing gym and turns on the lights. She opens her bag, takes off her shirt and starts changing. Begins wrapping her fists. She gets in the ring and fights an opponent fiercely.

Three women are in an apartment and prepping the posters for an upcoming rally, laughing and drawing all over each other as they work.

A woman looking a bit rebellious is typing furiously on a computer keyboard. We discover her behind a wall of computers, trying to code a very tricky program.

An artist is in her *atelier*, caught in a moment of inspiration, creating a piece of art. She is throwing paint, making wide movements, very focused.

A female head chef in a high-end restaurant kitchen is trying out different plating options, scrutinizing her work, while her employees are hustling back and forth behind her.

A mom is chasing her kids on a playground, tickling and wrestling them as they're trying to run away, laughing.

A woman is sitting in a barber's chair while other people are getting their hair cut around her. Tired of waiting, she grabs the clippers and proceeds to shave her own head.

The woman from the dressing room in the beginning is now walking backstage. She takes fast strides, confidently. She is joined in her walk by the drummer and the guitarist. As she is getting closer to the stage, the sound of the crowd filling the room gets louder.

The band gets on stage and starts performing. The crowd is going wild.

We see all the women of the film in the audience dancing, having fun and partying together. The boxer has a black eye. The artist wears her work overalls covered in colorful paint. One after another, they pose in front of the camera in a portrait, staring at us, strong and fierce. The singer gives us a last look before dropping the mic and walking away in the blinding spotlights.

Cut to some of the girls walking together in the street at night.

A couple of them are eating a kebab in an all night restaurant, laughing.

The singer is at a karaoke club with some friends, dancing carefree and singing stupid songs, with weird videos projected all around them.

Some other girls are laying on a rooftop, watching the sun slowly rise.

The singer finally gets back in her bedroom in complete daylight and falls on her bed after a long fun night, her lipstick still perfectly intact.

The motorcyclist is speeding on an empty avenue. She closes her helmet lid and drives away into the dawn light.

Infallible

THANK YOU

This campaign is a fantastic way to break the mold and bring L'Oreal and Infallibles into fresh, new territory.

These spots really have the potential to be groundbreaking. Not only showing an appreciation for the authentic, unconventional beauty found in these women and in this city - but giving them a platform to showcase this modern take on femininity.