# CREATIVE BRIEF

LOOP shirt-jacket, sage

## 1. Client

TILO, a local clothing brand.

## 2. Message from the client

Good afternoon. We have sewn a sample of the LOOP shirt-jacket in sage. Photos on a hanger and on the bed are attached — the colour drifts a little towards yellow, so please go by the description.

## 3. Requirements

1. **Goal:** show that one garment works across different everyday outfits.
2. **Deliverables:** 6–8 photos and a 9:16 fashion film, 10–15 seconds, with a blogger.
3. **Must keep:** loose straight cut, one chest pocket, seven matte buttons, twill texture.
4. **Style:** as if the girl films herself on her phone, nothing staged.
5. **Avoid:** logos and lettering in frame, abrupt transitions in the edit.

## 4. Sample photos





taken by the client on a phone. Practice brief for a portfolio. The brand and the client are fictional.