

The subject



Background

New Product: Pearl Ring

It is a handmade creation made by a young French artist : Camille DUMAS. The rings are made with "toupies" and "rocailles" pearls of different colors.

The rings have never been put on sale, this is the first time that a photoshoot will be done on his creations.

Goals

- Present the jewel
- Show that pearl rings can be fashionable, glamorous and with a luxurious side

I will present the product on a model, in close-up to be inspired by the advertisements of luxury jewels brands like AGATHA Paris.

To give this luxurious side, the photos will be:

- simplistic
- a plain background (maybe old rose)
- a meticulous makeup to remain the most glamorous possible

The photos need to capture:

- colors of the pearls
- shape of the ring
- refinement of a pearl ring on a model

Target audience

The audience

About them: with this jewel, we target a female clientele, quite young, lover of fancy jewelry and appreciating the handicraft work done on this product.

Looking for: dressing their hands in a new way, without gold or silver, for a renewal of their jewelry.

Frustrated by: the lack of color, originality and lightness of their rings.



Reference photos

