

AUTUMN / WINTER 2026 · CAMPAIGN

CRIMSON HOUR

THE EDITORIAL CAMPAIGN SHOOT

TOTAL CAPTURE 48 FINAL IMAGES	DIGITAL / E-COM 18 2048px · sRGB · silo + on-figure	PRINT / EDITORIAL 12 CMYK · 300dpi · A3 spreads	OOH / BILLBOARD 6 6-sheet + 48-sheet masters	SOCIAL / MOTION 12 9:16 + 1:1 · 3× BTS reels
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BRAND

Maison Orfèvre
Ready-to-wear

SEASON

AW 2026
Delivery — Jan 2027

SHOOT DATES

14–15 Sep
2 days · 1 stills

LOCATION

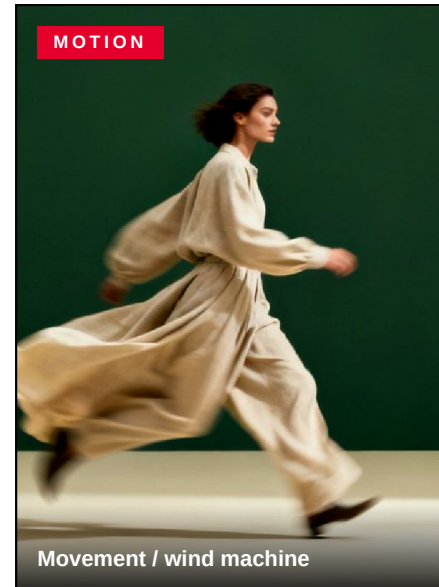
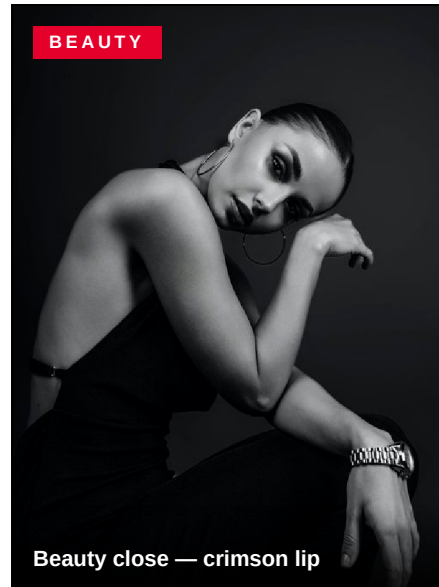
Warehouse 9
Hackney Wick, London E9

GENERAL CALL

06:30
Wrap by 18:30

02 MOODBOARD

REFERENCE — SHOOT AS-IS



LIGHT & GRADE

LIGHTING

Single hard key, 5° grid — Profoto + hard reflector.
Deep unfilled shadow side; keep the falloff.

Rim from camera-left for separation on black. No fill card on hero frames.

COLOUR GRADE

Editorial monochrome base — crush blacks, protect skin. Desaturate everything **except** the crimson accent.

Red stays pure & saturated (the signature). Whites clean, no warm cast.

PALETTE



MOOD

Severe, sculptural, high tension. Movement over pose.
The red is a heartbeat — used once per frame, never twice.

03 SHOT LIST

12 SETUPS · 6 LOOKS · 3 TALENT

SHOT#	LOOK	MODEL	FRAMING	ORIENTATION	SET	PROPS	PRIORITY
01	Look 1 — Tailored noir	Ava K.	Full length	Vertical	Cyc — black	Chrome chair	A
02	Look 1 — Tailored noir	Ava K.	3/4 crop	Vertical	Cyc — black	—	A
03	Look 2 — Crimson slip	Lena M.	Full length	Horizontal	Concrete bay	Silk drape	A
04	Look 2 — Crimson slip	Lena M.	Beauty	Vertical	Concrete bay	—	B
05	Look 3 — Ivory tailleur	Ava K.	Full length	Vertical	White infinity	Glass plinth	A
06	Look 3 — Ivory tailleur	Ava K.	Detail — cuff	Square	White infinity	Gloves	C
07	Look 4 — Leather trench	Rem T.	Full length	Horizontal	Warehouse 9	Rain rig	A
08	Look 4 — Leather trench	Rem T.	Movement	Horizontal	Warehouse 9	Wind machine	A
09	Look 5 — Monogram knit	Lena M.	3/4 crop	Vertical	Cyc — grey	Stool	B
10	Look 6 — Eveningwear	Ava K.	Full length	Vertical	Red seamless	Rostrum	A
11	Look 6 — Eveningwear	Ava K.	Beauty	Square	Red seamless	—	B
12	Group — final trio	All talent	Wide	Horizontal	Warehouse 9	Bench	A

Priority — A must-get / hero B secondary C time-permitting

Framing locked with CD on set · orientation drives crop delivery

04 CALL SHEET

MON 14 SEP · WAREHOUSE 9

CREW & TALENT		ROLE · CALL
PRODUCTION CREW		
Photographer	Marlo Devereux	07:30
1st Assistant	Kit Nadeau	07:00
Digital tech	Priya Sen	07:00
Creative director	Sasha Reyes	08:00
Stylist	Ingrid Moll	07:30
Hair	Théo Brandt	07:30
Make-up	Nour el Amin	07:30
Set designer	Bruno Kessler	06:30
Producer	Dana Whitlock	06:30
Runner	Sam Ojo	06:30
TALENT		
Model — Ava K.	Looks 1 · 3 · 6	08:30
Model — Lena M.	Looks 2 · 5	09:00
Model — Rem T.	Look 4	10:00

DAY SCHEDULE		06:30 — 18:30
06:30	Crew call — set build begins	
07:30	Photo / styling / HMU call · lighting test	
08:30	Talent 1 in chair · breakfast on set	
09:30	BLOCK A — Looks 1 & 2 (cyc + concrete)	
11:30	Look change · reset to white infinity	
12:00	BLOCK B — Looks 3 & 5	
13:30	Lunch — 45 min · client review of selects	
14:15	BLOCK C — Look 4 (rain + wind, Warehouse 9)	
16:00	BLOCK D — Look 6 eveningwear (red seamless)	
17:30	Group trio — final hero	
18:30	Wrap · backup · de-rig	

05 LOGISTICS

LOCATION · PULL LIST · USAGE

LOCATION & ACCESS		WAREHOUSE 9	
ADDRESS	Warehouse 9, Wallis Rd, Hackney Wick, London E9 5LN		
ACCESS	Load-in via yard gate — 06:00. Freight lift to studio floor 2.		
POWER	3× 32A single-phase · genny backup on standby in yard		
PARKING	4 unit bays reserved · talent car drop at front · nearest tube Hackney Wick (7 min)		
FACILITIES	Green room + 2 HMU stations · kitchen · fully blackout capable · wifi + hard-line for tether		
SAFETY	Rain rig on RCD · wet-floor mats · fire marshal — D. Whitlock · nearest A&E Homerton Hosp.		
CONTACT	Studio mgr — R. Payne · +44 20 7946 0912 · unit base Bay 9 yard		

STYLING PULL LIST		6 LOOKS	
Tailored noir suit	Atelier — house	2 sizes	
Crimson bias slip	Sample rail 4	1	
Ivory tailleur	Atelier — house	2 sizes	
Leather trench	Outerwear archive	1	
Monogram knit	Knitwear sample	2 col.	
Eveningwear gown	Couture room	1	
Hosiery — sheer & opaque	Accessory drawer	asst.	
Accessories — belts, gloves	Accessory drawer	asst.	
Fine jewellery — silver	Vault — signed out	6 pc.	
Footwear — heels & boots	Shoe wall 36–39	6 pr.	

USAGE RIGHTS AW26 CAMPAIGN	TERRITORY	TERM	TALENT BUYOUT	APPROVALS
	Global, all markets. Digital · print · OOH	24 months from first publication. AW26 – AW27	Full buyout per contract. Social in perpetuity	CD sign-off on all selects. Legal clears before release