

A close-up photograph of a person's lips, slightly parted, showing a glossy, reddish-brown lipstick. The lips are the central focus, with the surrounding skin visible. Overlaid horizontally across the middle of the lips is the text "FASHION PLEASURE" in a bold, metallic, 3D font. The letters have a silver or chrome finish with visible highlights and shadows, giving them a three-dimensional appearance as if they are floating or attached to the lips.

FASHION PLEASURE

CONCEPT:



**PROBLEM
INSIGHT
SOLUTION
STRATEGY**

P - ON A MACROSCOPIC AND GLOBAL LEVEL SEXUAL KINKS, PLEASURE AND SEXUAL OR GENDER IDENTITY IS STILL A STIGMATISED PRACTICE ASSOCIATED WITH A STIGMATISED POPULATION. LABELLED AS PROSTITUTES AND WHORES, MOCKED AND EVEN LINKED TO SEXUAL DISEASES AND DIRTYNESS.

I - THE SEXUAL WELLNESS INDUSTRY IS HEATING UP, PROJECTED TO REACH \$125BN BY 2026. WGSN TELLS SEXUAL WELLNESS IS BOOMING, APPEALING TO CONSUMERS WITH APPROACHABLE BRANDING AND SEX POSITIVE EDUCATION.

S - INDIVIDUALS WANT ACCESSIBILITY AND SAFE SPACES TO SEXUALLY EXPRESS AND LIBERATE THEMSELVES WITH NO JUDGEMENT

S - CREATE A FILM CAMPAIGN TO INSPIRE & ENCOURAGE CELEBRATION OF SEXUALITY AND NORMALISE ATTITUDES OF SEX POSITIVITY THROUGH THE USE OF LUXURY FASHION.

TARGET AUDIENCE



THE TARGET AUDIENCE FOR THIS FASHION FILM IS OPEN ENDED. ALL IS WELCOME. ANY DEMOGRAPHIC OF SEXUALITY, RACE, GENDER OR AGE IS WELCOME. ANY INDIVIDUAL WITH AN INTEREST IN LUXURY FASHION & SEX. HOWEVER A TARGETED AUDIENCE WOULD BE DETAILED AS:

- GEN Z AND MILLENNIALS
- 18 - 35
- INTERESTS IN LUXURY FASHION
- SEXUALLY ACTIVE
- INTERESTS IN SEXUALITY AND SELF PERCEPTION
- TYPICALLY MIDDLE TO UPPER CLASS
- REGULARLY MAKES LUXURY PURCHASES

Luxury spending is on the rise, with Gen Z poised to make up 40% of the global market by 2035 [WGSN]

MAIN INSPIRATION & CONTEXT

- 70S & 80S**
- INNOVATIVE TECH & FUTURISM**
- MUGLER, MADONNA &
BLADE RUNNER**
- MONOCHROME MIXED WITH
NEON COLOUR**

DIVERSITY & REPRESENTATION

A STRONG AND DIVERSE REPRESENTATION OF SEXUALITY AND BODY THROUGHOUT THE VISUAL IDENTITY AND MESSAGE.

ANYONE IS ABLE TO HAVE PLEASURE. ANYONE DESERVES PLEASURE.

PASSION

ENCOURAGEMENT OF PASSION TOWARDS SELF EXPRESSION AND EXPLORATION OF ONES OWN SEXUAL JOURNEY. PASSION GIVES REASON FOR LEARNING, COMMON GROUND AND FOSTERS SOCIAL BONDS.

PASSION GIVES PURPOSE.

JOY/PLAY

A SAFE SPACE AND A PLAYGROUND STIMULATING CREATIVITY, PROBLEM-SOLVING AND RELAXATION.

ACHIEVING HAPPINESS.

HEALTHY FOR BOTH BODY & MIND

PROSPERITY

FASHION PLEASURE WANTS YOU FLOURISHING, THRIVING, GOOD FORTUNE AND SUCCESSFULL.

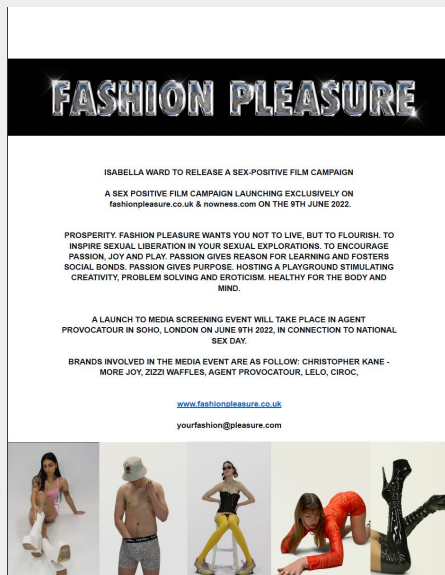
PROSPER IN LUXURY GOODS AND NEW FOUND HAPPINESS

SUSTAINABILITY, SLOW FASHION & RE-USE

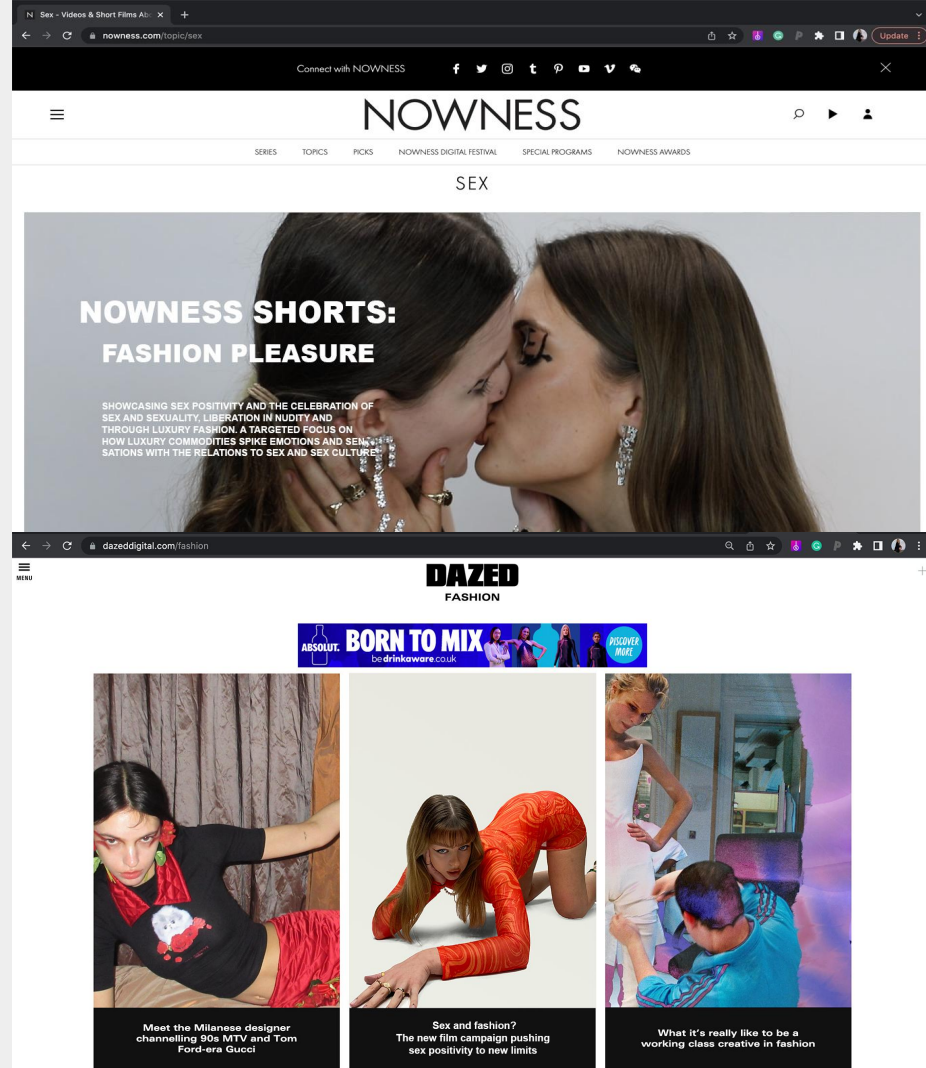
ENCOURAGING SUSTAINABLE ROUTES TO EXERCISE YOUR EXISTENCE AND LOVE FOR LUXURY FASHION. SUSTAINABLE METHODS ARE USED IN PRODUCTION FOR OTHERS TO FOLLOW IN THESE GREEN FOOTSTEPS

LAUNCH TO MEDIA

- FEATURING ON RELEVANT DIGITAL PLATFORMS AND DIGITAL PUBLICATIONS [DAZED DIGITAL, NOWNESS, ID, POLYESTER]
- HAVE AN EXCLUSIVE FIRST LOOK/ TEASER/ TRAILER [CREATING ENGAGEMENT AND HYPE]
- SHOWING THE BACKGROUND STORY OF THE CAMPAIGN, INCLUDING INTERVIEWS WITH PEOPLE MAKING THE FILM [DIRECTOR, PRODUCER, A MODEL ETC]



PRESS RELEASE





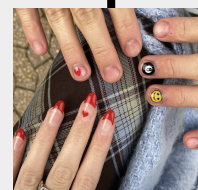
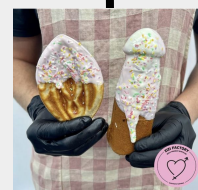
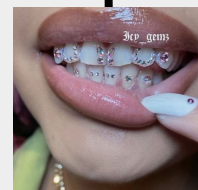
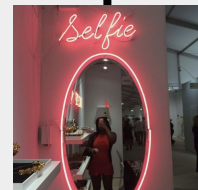
LOCATION:

AGENT PROVOCATEUR SOHO, LONDON



EVENT HIGHLIGHTS:

- ZIZI WAFFLES
- FREE MANICURES
- THEMED COCKTAILS + CATERING
- PHOTO BOOTH/ PICTURE AREA
- TOOTH GEM BOOTH
- PERFORMERS + DANCERS
- DRESSED MANNEQUINS
- PR/ GIFT BAG OF SEX TOY, PRINTED PUBLICATION + GENDER APPROPRIATE LINGERIE




EVENT E-VITE

FASHION PLEASURE


YOUR INVITED TO

LAUNCH TO
MEDIA -
SCREENING
EVENT


6 Broadwick St, Soho, London W1F 8HL



LONDON



NEW YORK



TOKYO

9TH

10TH

JUNE

BETWEEN

7PM - 11PM

7PM - 11PM

YOU ARE INVITED TO THE EXCLUSIVE LAUNCH TO MEDIA
SCREENING EVENT FOR FASHION PLEASURE BY ISABELLA
WARD IN COLLABORATION WITH AGENT PROVOCATEUR
AND LELO

COCKTAILS | CATERING | TEETH GEM BOOTH | PHOTO
BOOTH | SCREENING PREMIERE | PERFORMERS & ARTIST
APPEARANCES | FREE MANICURES

RSVP AT YOURFASHION@PLEASURE.COM

6 Broadwick St, Soho, London W1F 8HL



JACQUEMUS

IN COLLABORATION WITH



- DIGITAL E-VITE AVAILABLE FOR ANY DEVICE
- INFO ON LOCATION, DATE AND EVENT
- QR CODE TO LOG ATTENDANCE AND FREE COCKTAIL

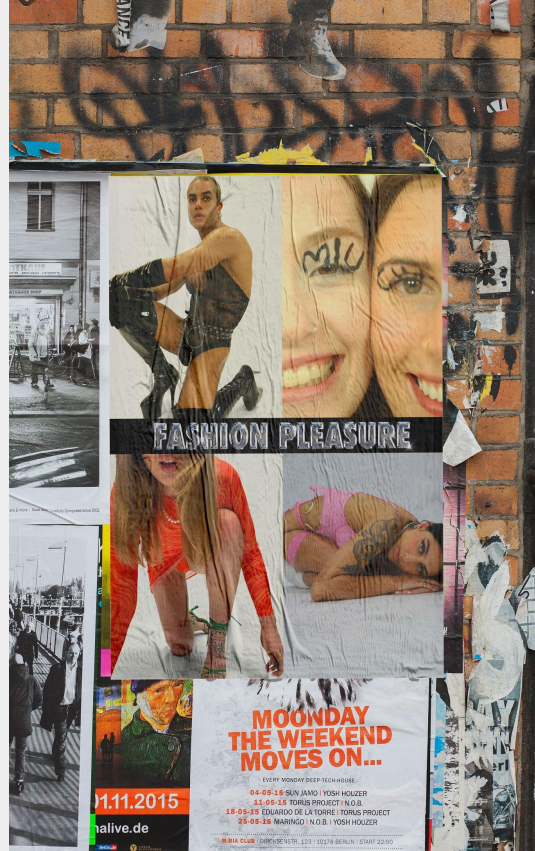




FASHION PLEASURE

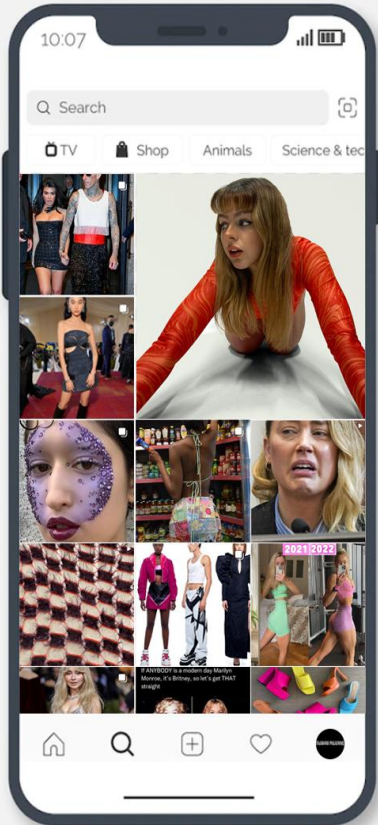
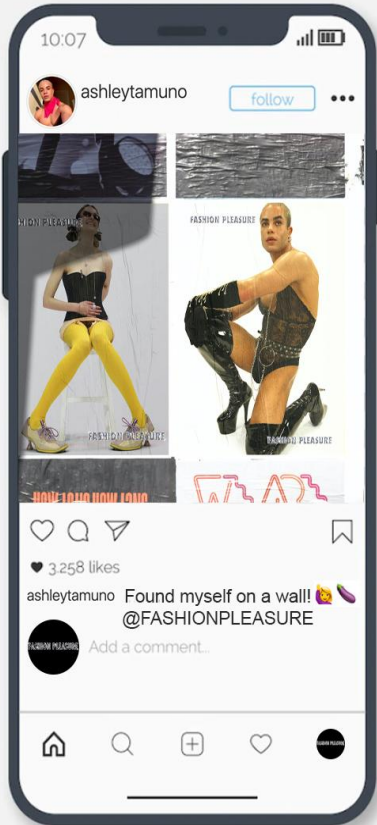
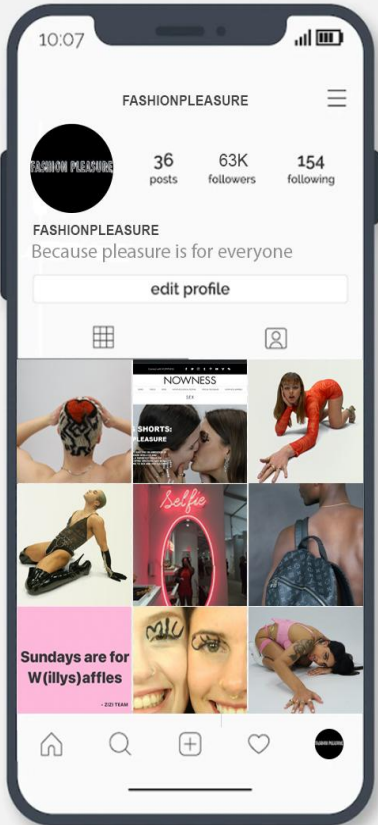
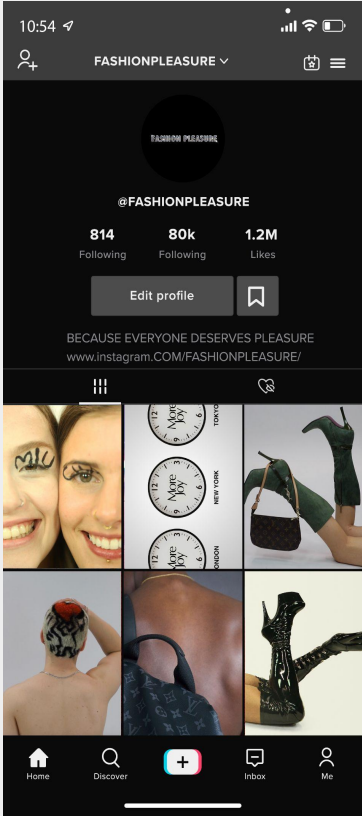
MARKETING THE CAMPAIGN

- OOH MARKETING:
EYE
CATCHING AND
MEMORABLE
URBAN POSTERS
- LOCATED IN SOHO,
AND SURROUNDING
AREAS

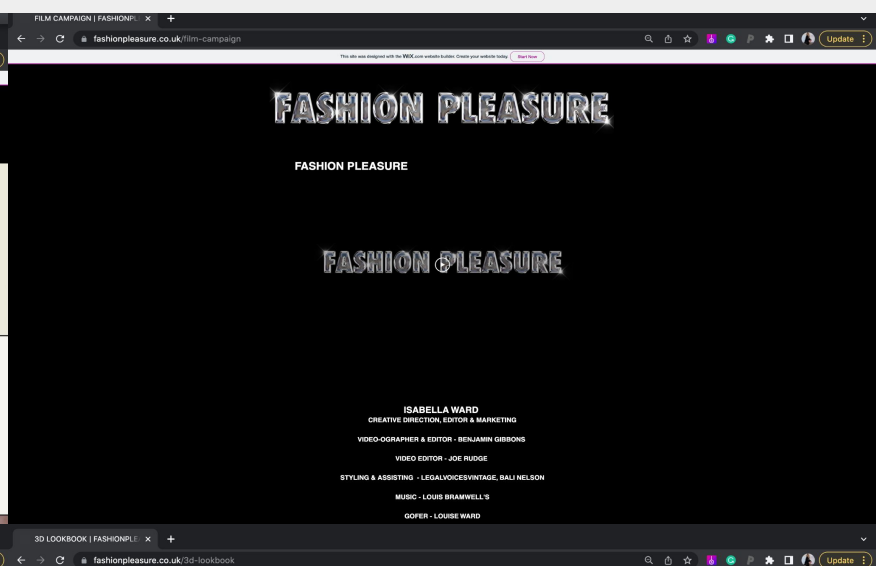
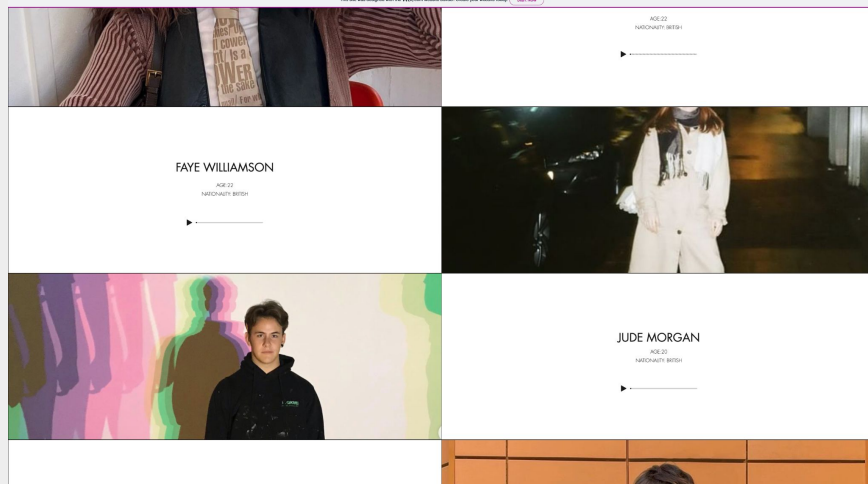
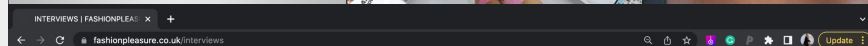
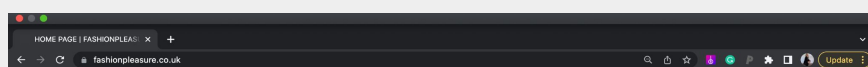


MARKETING THE CAMPAIGN

- SOCIAL PLATFORMS OF INSTAGRAM AND TIKTOK WILL BE THE BIGGEST DRIVER OF TRAFFIC + FOLLOWING
- CONTENT WILL INCLUDE FILM CLIPS, BRAND FEATURES, MODEL FEATURES AND CAMPAIGN GIFS



WEBSITE





www.fashionpleasure.co.uk

THE FILM

