

A woman with blonde hair, wearing a red patterned dress and gold earrings, is shown in profile. She is holding a pie in a white dish with her left hand and a lit cigarette in her right hand. The background is a warm, dimly lit room with a wooden surface and a decorative object.

**cult gaia**  
“HOME FOR THE HOLIDAYS”

Caroline Lewis, Grace Guerriero,  
Anna Thorton, & Kinnali Doshi

Cult Gaia F/W 2024 Short Fashion Film

LXMT 740

# CREATIVE TEAM



CAROLINE LEWIS  
**CREATIVE DIRECTOR**



GRACE GUERRIERO  
**CREATIVE DIRECTOR**



KINALLI DOSHI  
**CREATIVE DIRECTOR**



ANNA THORNTON  
**CREATIVE DIRECTOR**

A festive holiday dinner table is set with a white tablecloth and a yellow runner. In the foreground, a large roasted pig sits on a platter with a green salad and orange slices. Several wine glasses filled with red wine are placed around the table. A bottle of wine stands in the center, flanked by a silver pitcher and a glass. In the background, a large pie is visible on a plate. Two lit candles in gold holders provide warm lighting. The overall atmosphere is cozy and celebratory.

"Home For the Holidays"  
PRE-PRODUCTION

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# "Home for the Holidays" FILM CONCEPT

In a traditional American family home, Kammie a 20-year-old young lady, wishes to make Thanksgiving dinner her runway. Surrounded by critics and dull family members, she chooses to stay true to herself and express her dramatic style while showing her family members that wearing what you want, being the star of the show, and being true to yourself is way more fun than hiding it.

## Theme

Confidence, Women Empowerment, Self-Expression



"Home for the Holidays"  
IDEATION

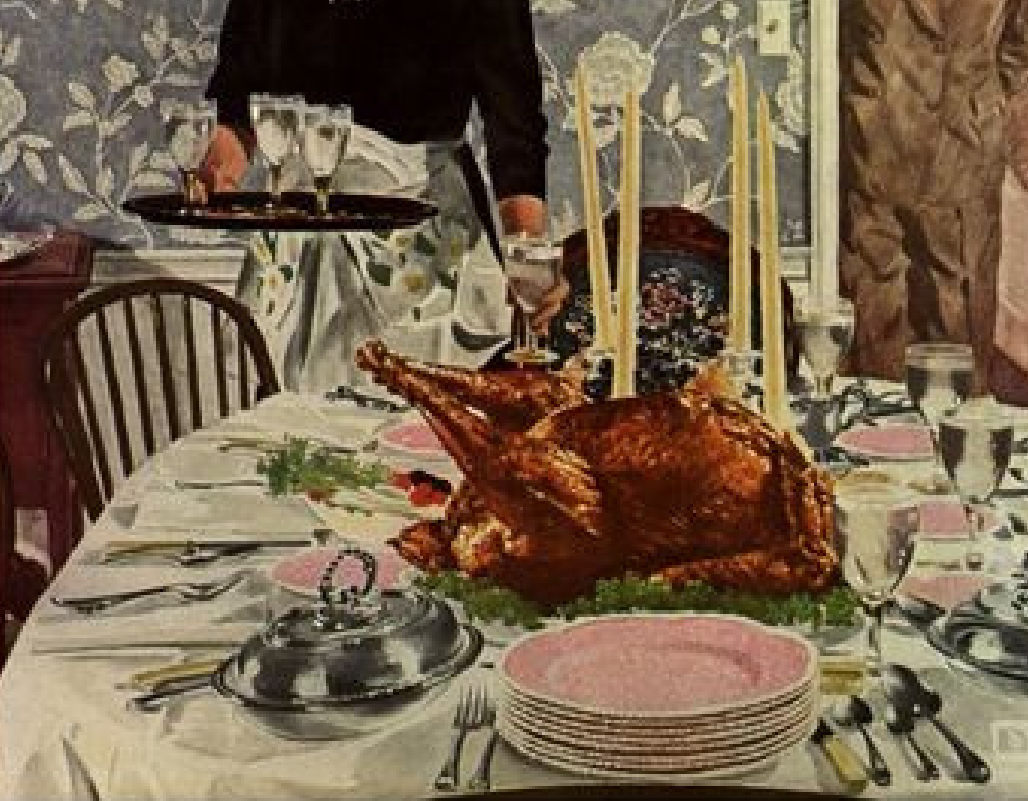
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OVERALL AESTHETIC



MOOD BOARD



### Clues in the Cranberries

Thanksgiving Trimmings May Seem Straightforward, but to Food Sleuth Ian Dengler, They Give Away Your Origins

BY RUTH REICHL

“Everybody in America thinks that his or her family eats a typical Thanksgiving dinner,” says Ian Dengler, a historian who has spent the last 10 years studying what Americans sit down to eat on the fourth Thursday in November. “The truth is,” he says, “that I have never encountered two identical family meals anywhere in America, and I never expect to.”  
Dengler, an academic who lives in Berkeley, studies the differences. “People hide what they really think is themselves underneath the turkey,” he says.  
“I told him what my family ate,” one of Dengler’s subjects says, “and he not only told me that I was from Boston but also that my mother’s family had been in this country only one generation and that my father felt he had married beneath him. He could tell this from one dish we kids didn’t eat!”  
“Simple,” Dengler says, looking at his notes. “I knew that the woman was from New England because of all the mashed boiled vegetables, the lack of spice and the terms she used, like ‘squash pie.’ But I knew that the mother wasn’t really assimilated because, her daughter said, she sometimes forgot to make.”

*Ruth Reichl is The Times’ restaurant editor. Dishes from various heritages in a setting assembled by Ron Basford, visual director of Gump’s, Beverly Hills. Tableware from Gump’s; linens from Pratesi, Beverly Hills; table, chairs and buffet from Robinson’s.*

PRODUCED BY ROBIN TUCKER  
PHOTOGRAPHS BY PETER HOGG  
FOOD STYLIST: OLIVIA ERSCHEN

PROPS



MOOD BOARD

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SHOT

MOOD BOARD

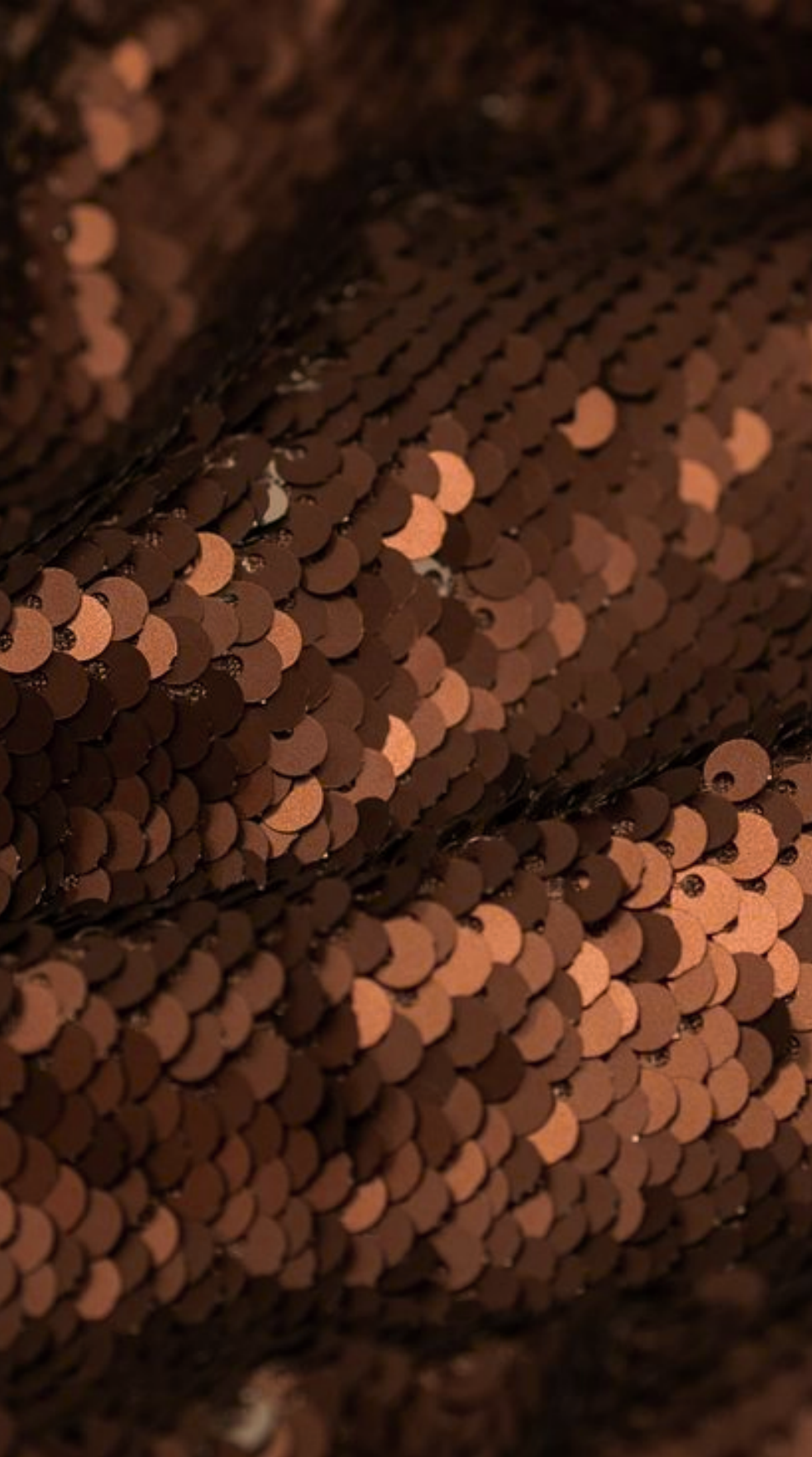
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A close-up photograph of a hand with a red ring on the index finger and a gold ring with a pearl on the ring finger. The hand is resting on a red fur surface, with a leopard print pattern visible in the background. The text "Home for the Holidays" and "STYLING" is overlaid in white.

"Home for the Holidays"  
STYLING

**cult gaia**



KAMMIE'S STYING



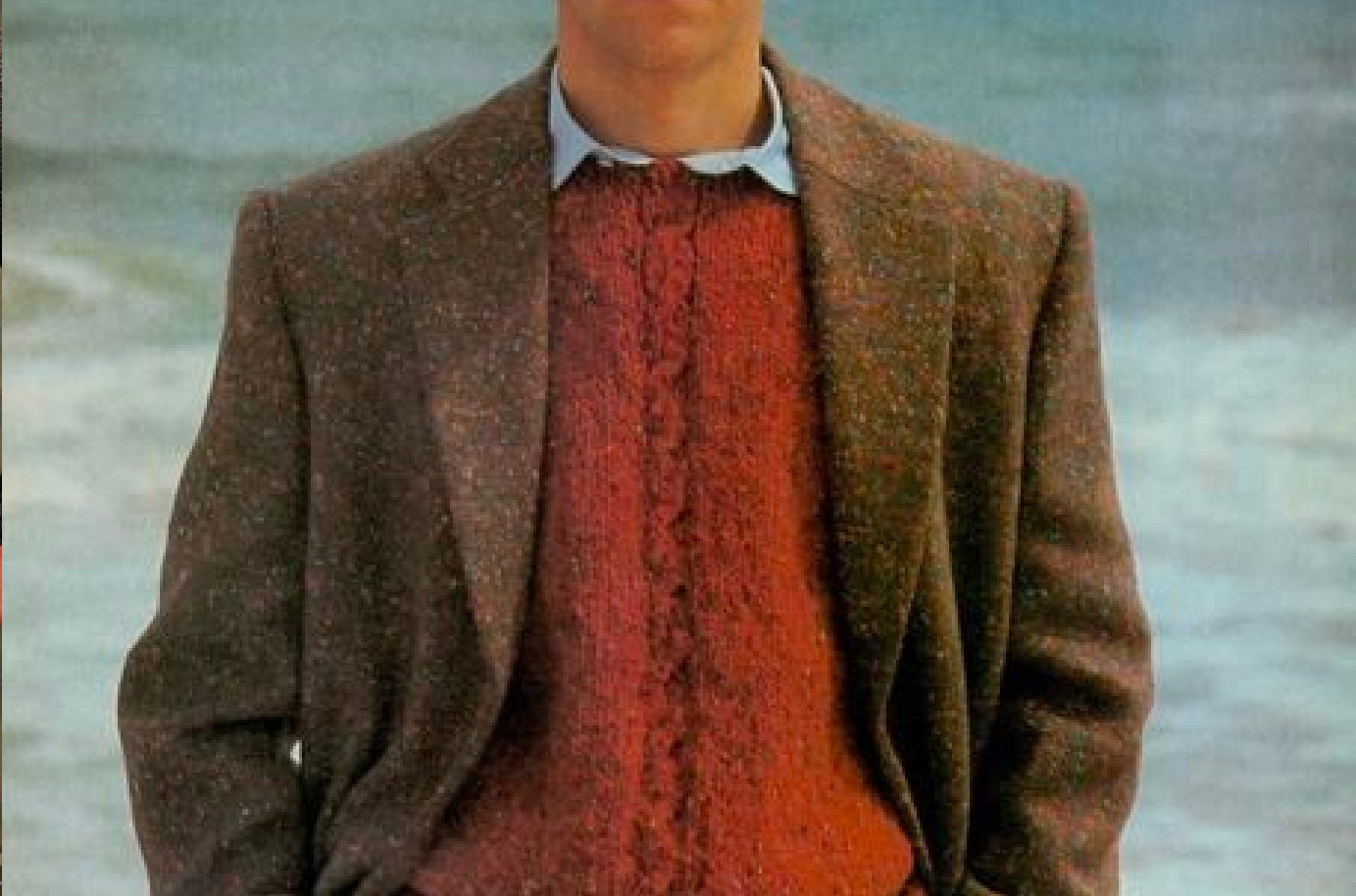
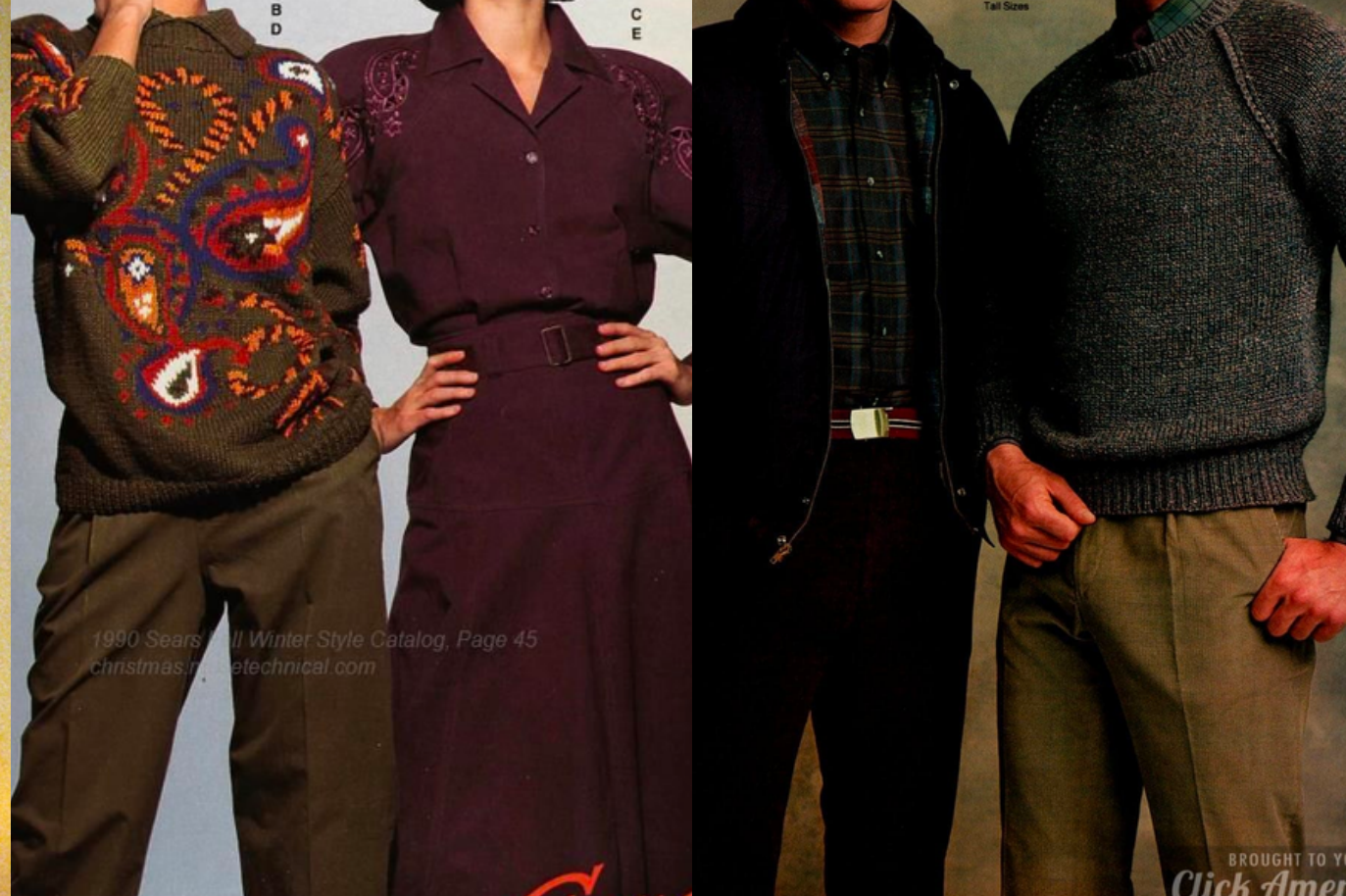
MOOD BOARD

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KAMMIE'S STLYING





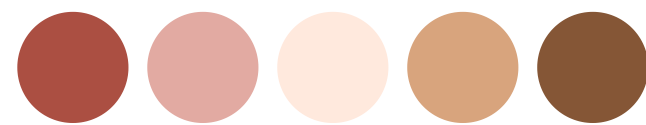
SUPPORTING LEAD'S STYLING ● ● ● ● ●

MOOD BOARD

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KAMMIE'S MAKEUP AND HAIR



MOOD BOARD

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A woman wearing a patterned dress with a repeating circular motif in shades of red and orange. She is holding a white shopping bag with a handle. The background is a plain, light-colored wall. The text is overlaid on the image.

*"Home for the Holidays"*  
CHARACTERS

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# CASTING CREW



JULIETTE FEAU  
**LEAD**



ANGELA SMITH  
**SUPPORTING LEAD**



KAMERON RIGGS  
**SUPPORTING ROLE**



ANNE BISHOP  
**SUPPORTING ROLE**



OLIVIA RAIF  
**SUPPORTING ROLE**



CAROLANN EDSCORN  
**SUPPORTING ROLE**



ALLAN WILAYTO  
**SUPPORTING ROLE**

"Home for the Holidays"

## KEY CHARACTERS



**Kammie**

A young woman who is sick of dressing how people or occasions think you should. She doesn't want to be, do, and dress like everyone else. As she's grown into an individual she realizes she's her own person.



**Chloe**

Chloe is Kammie's younger sister. She doesn't want to be looked at like a little kid anymore. She looks up to her older sister and is inspired by Kammie's care free and eccentric nature.



"Home for the Holidays"

# SUPPORTING CHARACTERS



## Brother

He is a chill brother who is quite unbothered about family traditions. He's the kind of man who doesn't like being the centre of attention, he's happy in his world and is open and adaptive to new things.



## Mom

She is a regular mom of three. She wants the best for her kids, but worries too much about what family members think.



## Middle Sister

She is the middle child who always gets overlooked, especially up against her daring older sister. She really doesn't have an opinion on the matter she just is there.



## Grandma

She's an opinionated old woman who has the tendency to cling to tradition and dramatizes her view on her granddaughter's outfits, turning every fashion choice into a spectacle.



## Grandpa

He is a typical grandfather who can be grumpy at times. He is very traditional and always has something to say about his granddaughter's outfit choices.

A woman is seated on a dark chair, wearing a red sequined dress with a voluminous skirt made of red feathers. She is holding a white, textured clutch bag in her lap. Her hands are visible, with red nail polish and a large ring on her left hand. The background is a plain, light-colored wall.

"Home For the Holidays"  
LOCATION

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# LOCATION



**Film Day:** Sun, Oct 15th  
**Rehearsals:** Fri, Oct 13th



The background features a repeating pattern of vertical stripes. Each stripe consists of a central light green band with a floral motif of pink and yellow roses and green leaves, flanked by two thin, darker green lines. The stripes are set against a light cream background.

"HOME FOR THE HOLIDAYS"  
STORYLINE

**cult gaia**

# STORYLINE

On a crisp Thanksgiving day, Kammie prepares for the holiday as if she's walking the runway. She's finally embraced the joy of being herself through her unique style. Her family, a typical suburban middle-class bunch, prefers cozy clothes and football while munching on turkey legs. Kammie's attire choice couldn't be more different.

Her family exchanges bewildered glances as she descends in a glamorous cocktail dress as if attending a grand White House Thanksgiving soirée. Undeterred, she takes her seat, changes the quiet radio to lively music, and dances to her heart's content, seemingly in her world.

Gradually, her family starts to see the fun in her unconventional celebration and wants to join in, reminiscing about their youthful days. Kammie's younger sister grapples with fitting in versus expressing herself but witnessing her elderly family members embrace the festive spirit, she finds the courage to be herself.

She rushes to change, and when the music stops, she returns to the room in a sparkly, glamorous dress inspired by her big sister's confidence. With a smile from the elder sister, they share a silent message that it's okay to be unconventional and true to oneself.

INT. DINING ROOM - EARLY AFTERNOON A MOTHER(50S), FATHER(50S), SISTER(13), AND GRANDMA(80S) ALL SLOUCH AROUND THE TABLE AS THEY SILENTLY PICK AT THEIR THANKSGIVING MEAL. ONE SEAT IS EMPTY. THEY ALL WEAR MUTED CLOTHES THAT SHOW NO SIGNS OF PERSONALITY. THE ONLY HUMAN VOICE COMES FROM A FOOTBALL ANNOUNCER MUFFLED FROM AN OUTDATED TELEVISION BOX IN THE LIVING ROOM.

SISTER IS GNAWING ON A WISHBONE. GRANDMA IS MINDLESSLY MOVING HER MASHED POTATOES AROUND. FATHER EXTENDS HIS ARM TO REACH FOR THE BREAD BASKET. HIS WIFE IS FASTER AND SLAPS AWAY HIS HANDS. GIVING HIM A DISAPPROVING GLARE. FATHER SLOUCHES FURTHER INTO HIS SEAT.

SUDDENLY THE ROOM STARTS TO ECHO WITH THE SOUND OF HEELS SLAPPING THE FLOOR AS SOMEONE DESCENDS DOWN THE STAIRS. THEY PERK UP AT THE SOUND. ROUNDING THE CORNER AND INTO THE DINING ROOM IS KAMMIE(20S). SHE WEARS A GLAMOROUS COCKTAIL DRESS WITH A FULL FACE OF MAKEUP AND PERFECTLY DONE HAIR.

TAKEN ABACK BY KAMMIE'S OUTLANDISH OUTFIT. HER FAMILY GREETES HER WITH GLARES AS SHE REACHES OUT FOR A CHAIR AND SOFTLY SITS. KAMMIE DOESN'T SEEM TO NOTICE HER FAMILY'S DISTASTE NOR DOES SHE SEEM TO CARE. KAMMIE REACHES INTO THE MIDDLE OF THE TABLE AND STARTS LOADING UP HER PLATE WITH ALL THE DIFFERENT ASSORTMENTS OF FOOD. A BOTTLE OF RED WINE SITS NEXT TO THE TURKEY STILL CORKED. KAMMIE SPOTS THE BOTTLE AND PAUSES FOR A BEAT BEFORE SHRUGGING AND GRASPING THE BOTTLE. AS SHE POPS THE WINE. GRANDMA LETS OUT A STARTLED GASP AT THE NOISE. KAMMIE POURS HERSELF A CONSIDERABLE AMOUNT AND TAKES A SIP. SATISFIED WITH HER MEAL

KAMMIE NOW REALIZES HOW DULL THE ROOM IS. SHE FINALLY PERKS UP AND TAKES A LOOK AT GOOD LOOK AT EACH MEMBER OF HER FAMILY BEFORE SCOOTING HER CHAIR BACK AND HEADING FOR THE MUSIC BOX. KAMMIE CRANKS THE KNOB AND ENERGETIC MUSIC COMES BLASTING OUT. SHE STARTS TO MOVE HER BODY IN TUNE WITH THE MUSIC TWIRLING AROUND THE LIVING ROOM.

FATHER TAKES THIS MOMENT AS A DISTRACTION TO GRAB A TURKEY LEG FROM THE TABLE. BUT NOT BEFORE KAMMIE MAKES HER WAY BACK TO THE TABLE AND SNATCHES THE TURKEY LEG STRAIGHT OUT OF HIS HANDS. SHE USES THE TURKEY LEG AS A MICROPHONE AS SHE CONTINUES TO DANCE AND SING. SHE TAKES HER OTHER HAND TO USE A FINGER TO SCOOP UP AND EAT SOME MASHED POTATOES AND CRANBERRY SAUCE.

GRANDMA SHIFTS HER EYES BACK AND FORTH AROUND THE ROOM BEFORE BOBBING HER HEAD TO THE BEAT. GRANDMA RAISES HER HANDS UP IN THE AIR BEFORE KAMMIE COMES OVER TO HELP HER OUT OF HER SEAT AND DANCE TOGETHER.

MOM LOOKS LOVINGLY AT TWO GENERATIONS OF WOMEN BEFORE TURNING TO HER HUSBAND AND GIVING AN "I'M SORRY" LOOK. SHE TAKES A SMALL ROLL OF BREAD AND SHOVES IT IN HIS MOUTH BEFORE STANDING UP AND LEADING HIM TO THE DANCING.

SISTER STILL SEATED LOOKS A LITTLE CONFUSED AT HER FAMILY FINALLY ENJOYING THEMSELVES. SHE RISES FROM HER SEAT. BUT INSTEAD OF JOINING HER FAMILY. SHE RUNS UPSTAIRS.

THE FAMILY SLOWLY STOPS DANCING WITH ONE ANOTHER ALARMED BY SISTERS SUDDEN DISAPPEARANCE. DAD REACHES FOR THE KNOB TO LOWER THE VOLUME OF THE MUSIC. MOM MAKES A MOVE TO RUN UP THE STAIRS AFTER HER BUT IS STOPPED ONCE SISTER APPEARS AT THE TOP OF THE STAIRS.

SISTER IS NOW WEARING A PRINCESS DRESS PAIRED WITH KITTEN HEELS. SHE MAKES EYE CONTACT WITH KAMMIE. SMILING WAITING FOR APPROVAL. KAMMIE SMILES LOVINGLY AND WINKS AT SISTER.

SISTER RUNS DOWN THE STAIRS LAUGHING AND GIGGLING AND JUMPS INTO BOTH HER MOTHER AND SISTERS ARMS. FATHER CRANKS THE MUSIC BACK UP.

KAMMIE TAKES HER SISTERS HAND AND LEADS HER TO THE DINNER TABLE. SHE PULLS OUT A CHAIR AND HOPS ON TOP OF IT AS LEVERAGE TO FULLY STAND ON THE TABLE. KAMMIE REACHES BACK

DOWN AND GRABS HER SISTERS HAND PULLING HER ON THE TABLE ALONG WITH HER. THE SISTERS DANCE ON THE TABLE AS THE REST OF THE FAMILY MEMBERS CONTINUE TO DANCE AROUND THE ROOM.

CUT TO BLACK

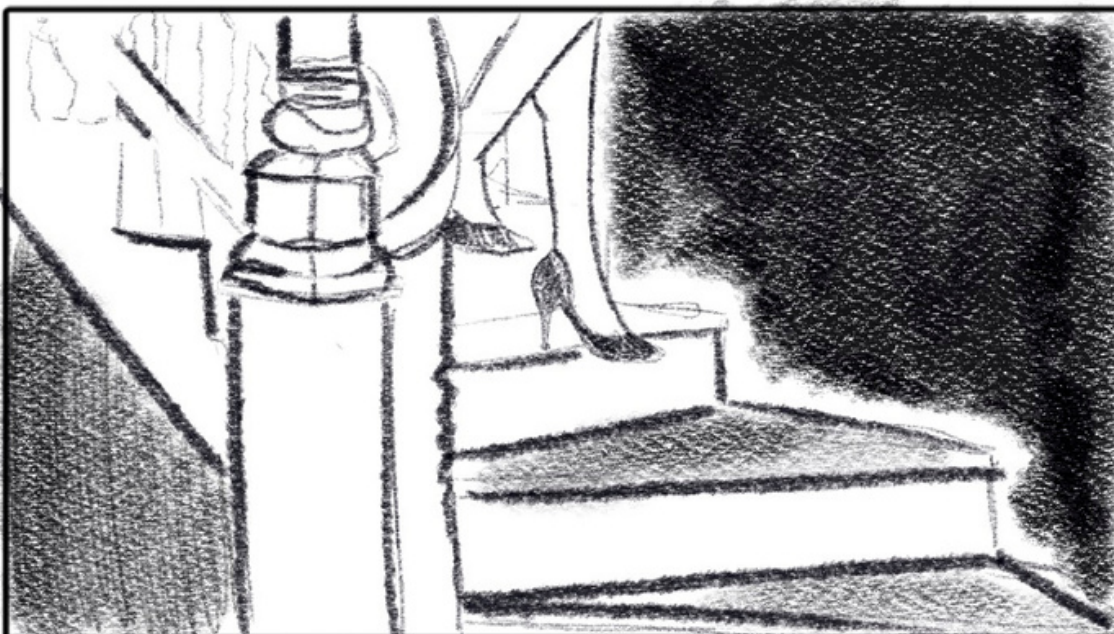
"Home for the Holidays"

# Story Board

Scene: 1



Scene: 2



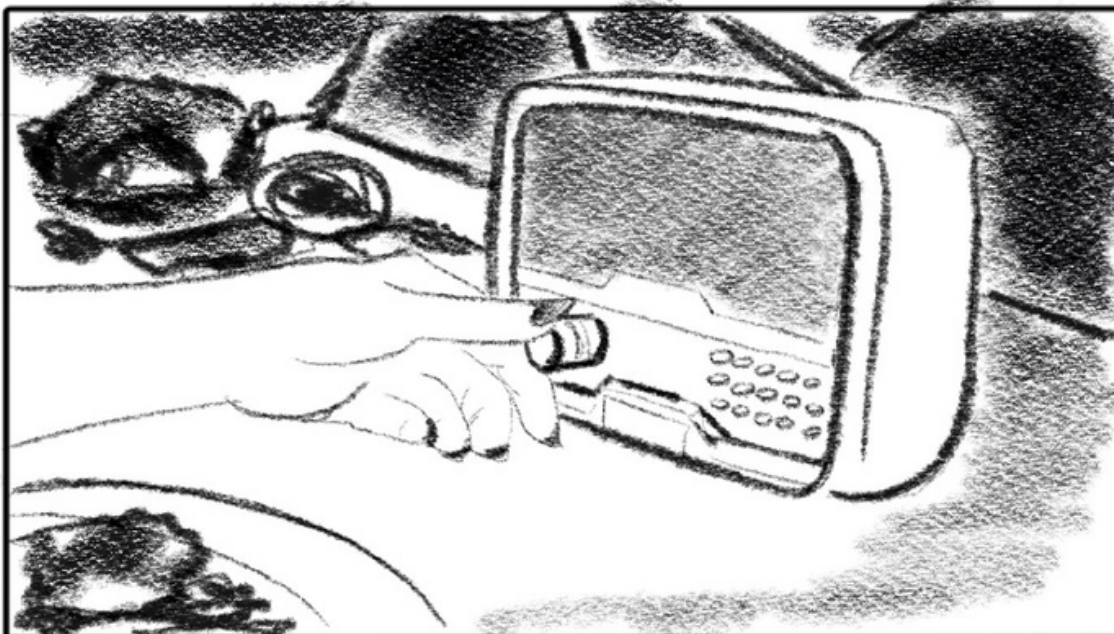
Scene: 3



Scene: 4



Scene: 5



Scene: 6

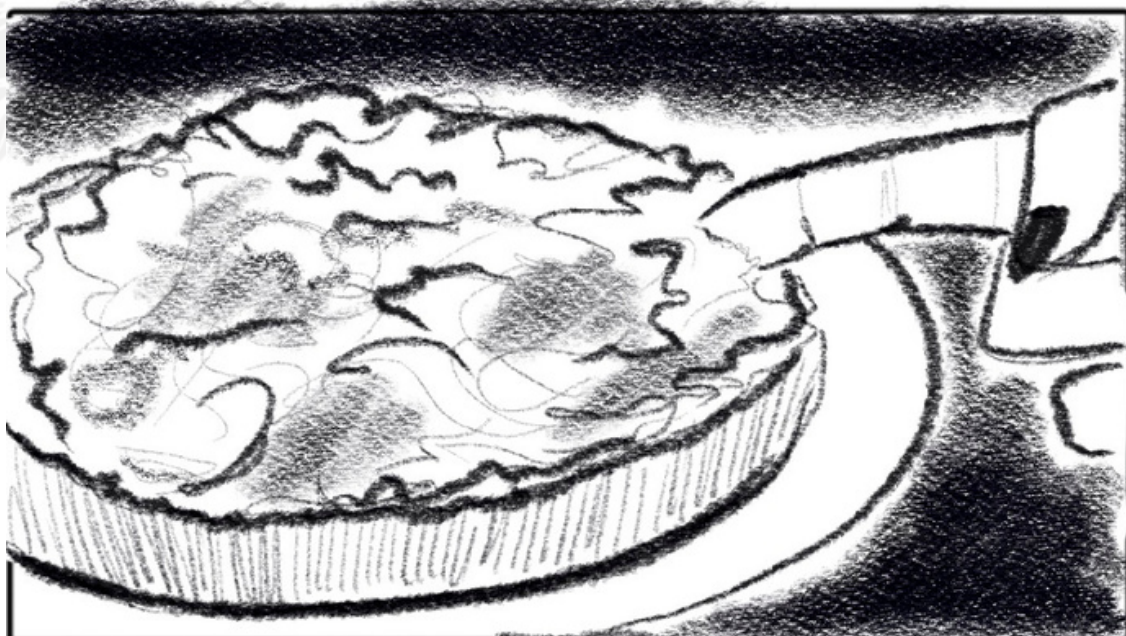




"Home for the Holidays"

# Story Board

Scene: 7



Scene: 8



Scene: 9



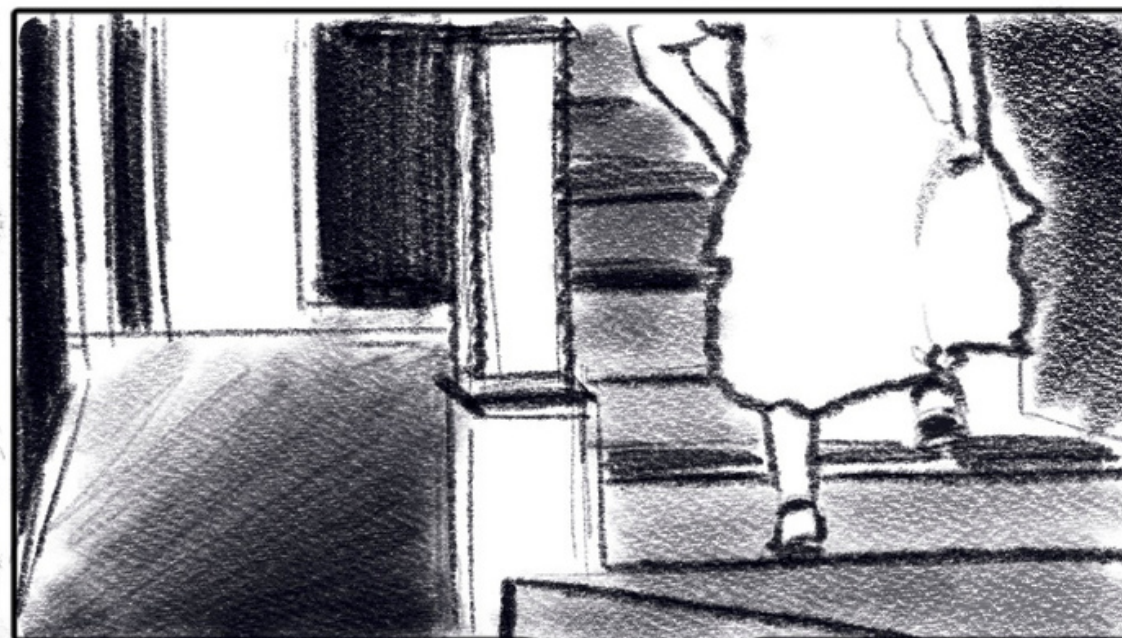
Scene: 10



Scene: 11



Scene: 12



"Home for the Holidays"

# Story Board

Scene: 13



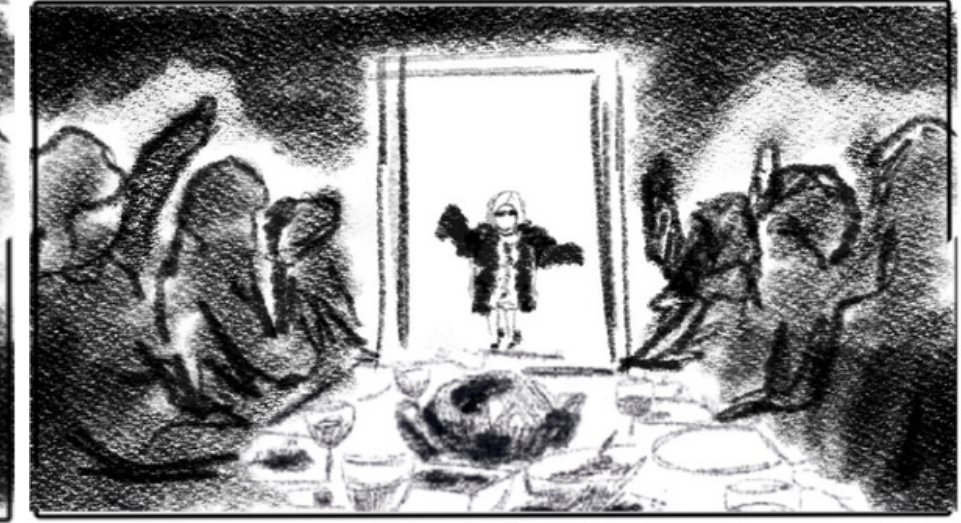
Scene: 14



Scene: 15



Scene: 16

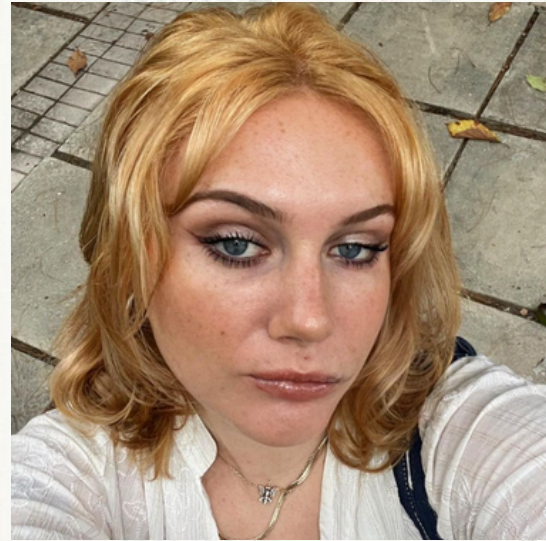


A woman is shown from the waist down, wearing a red sequined dress with a fur trim at the bottom. She is standing in front of a gold and white patterned backdrop. Her hands are resting on her hips. She is wearing a large ring on her left hand. The text "Home for the Holidays" and "PRODUCTION" is overlaid on the image.

"Home for the Holidays"  
PRODUCTION

**cult gaia**

# PRODUCTION TEAM



**BRITAIN BOTSFORD**  
**PRODUCER**



**TIM TAACA**  
**DIRECTOR OF PHOTOGRAPHY**



**JULIA LANE**  
**PRODUCTION DIRECTOR**



**FAITH BURKE**  
**SET DRESSER**



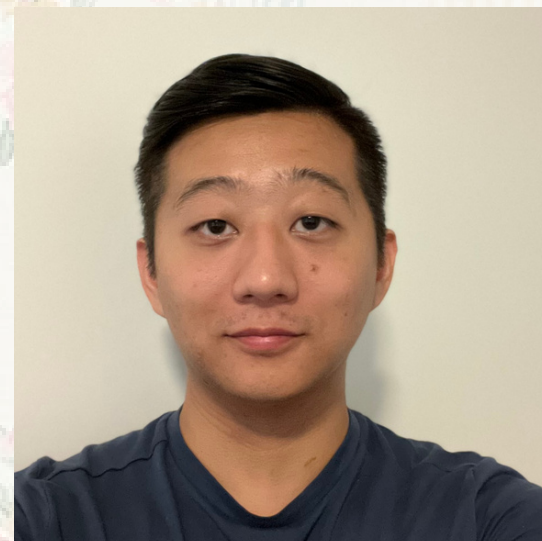
**BROOKE NIBLOCK**  
**MAKEUP & HAIR ARTSIST**



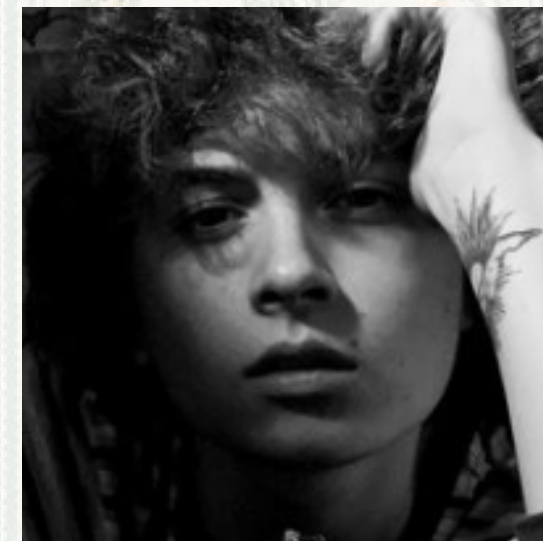
**ALYSSA HORN**  
**PHOTOGRAPHER**



**ANNELIX GONZALES**  
**ASSISTANT CAMERA**



**JOSHUA LEE**  
**SOUND MIXER & BOOM OPERATOR**



**AIDAN THOMAS**  
**GRAFFER**



**WILL BRANDEIS**  
**GRIP**



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Food	Location	Acquired?	price	Total Cost	Price We Pay Each	Person Responsible
<b>CATERING</b>						
<b>BFAST</b>						
box of coffee	dunkin		\$ 40.00	2 \$ 80.00	\$ 10.00	Anna
Creamer/sugar	dunkin			\$ -	\$ -	Anna
to-go cups/lids	dunkin		\$ -	25 \$ -	\$ -	Anna
napkins	Dunkin					Anna
paper plates	costco		\$ 15.99	\$ -	\$ 4.00	All
plastic utensils	costco		\$ 15.99	\$ -	\$ 4.00	All
trashbags						Grace and Anna
Bananas	Costco					
Bars	Costco					
Pack of Water	Costco					

<b>LUNCH</b>						
box of individual Chip bags	Costco		\$ 24.00	1 \$ 1.00	\$ 6.00	
Pizza	Papa Johns	ordered	\$ 86.17	4 XL, 1 Small	\$ 21.54	
pack of Apples	Costco				\$ 64.79	

Props	Location	Aquired?	Price	Amount	Total Cost	Price We Pay Each	Person Responsible
chicken	Costco		\$ 10.00	1	\$ 10.00	\$ 2.50	All
canned cranberry	Costco		\$ 10.00	1	\$ 10.00	\$ 2.50	All
pre made mashed potatoes	Costco		\$ 12.00	1	\$ 12.00	\$ 3.00	All
canned green beans	Costco		\$ 8.00	1	\$ 8.00	\$ 2.00	All
pre made pie	Costco		\$ 9.00	1	\$ 9.00	\$ 2.25	All
bread rolls	Costco		\$ 9.00	1	\$ 9.00	\$ 2.25	All
Stick of Butter	Costco		\$ 9.00	1	\$ 9.00	\$ 2.25	All

<b>Drinks</b>							
red wine/grapejuice	costco		\$ 10.00	1	\$ 10.00	\$ 2.50	

<b>Film Gear</b>							
Cake spinner	amazon	ordered	\$39.99	1			Caroline
Hard drive	Best Buy	tomorrow	\$70.00	2			

<b>Table Setting</b>							
White table cloth		yes		2			carol
Radio		yes		1			Julia (PROP SHOP)
Silverware and dishes		yes		8			Anna
serving utensils		yes		5			anna, carol
forks & knives		Yes		8			Anna/Carol
big serving plates/bowls		yes		7			Anna/Carol
cloth napkins		yes		8			Carol
candle sticks	amazon	ordered		9			grace
Candle holders		yes		10			Caroline
Staircase garland decor		yes		1			Anna
wine glasses		yes		8			anna/carol
plates		Yes		8			Anna
Chargers		Yes		8			Julia (PROP SHOP)
Garland	amazon	Yes		3			grace
TV		Yes		1			Julia (PROP SHOP)
butter dish		friend has		1			Grace

Food	Location	Acquired?	price	Total Cost	Price We Pay Each	Person Responsible
<b>CATERING</b>						
<b>BFAST</b>						
box of coffee	dunkin		\$ 40.00	2 \$ 80.00	\$ 10.00	Anna
Creamer/sugar	dunkin			\$ -	\$ -	Anna
to-go cups/lids	dunkin		\$ -	25 \$ -	\$ -	Anna
napkins	Dunkin					Anna
paper plates	costco		\$ 15.99	\$ -	\$ 4.00	All
plastic utensils	costco		\$ 15.99	\$ -	\$ 4.00	All
trashbags						Grace and Anna
Bananas	Costco					
Bars	Costco					
Pack of Water	Costco					

<b>LUNCH</b>						
box of individual Chip bags	Costco		\$ 24.00	1 \$ 1.00	\$ 6.00	
Pizza	Papa Johns	ordered	\$ 86.17	4 XL, 1 Small	\$ 21.54	
pack of Apples	Costco				\$ 64.79	

Styling	Character	Location	Aquired?	Cost	Person Responsible
Dress	Lead	House of Strut	picking up friday morning	\$ 180.00	Grace
Shoes (Stiletto)	Lead	Amazon	yes	\$ 43.99	Anna
Shoes (Platform)	Lead	Amazon	yes	\$ 52.90	Caroline
Earrings	Lead	Amazon	yes	\$ 13.99	Grace
Clutch	Lead	Amazon	yes	\$ 42.99	Kinnali
Dress	Supporting lead	Home	Yes	\$ -	Caroline
Coat	Supporting lead	Home	Yes	\$ -	Caroline
Pearl Ring	Lead	Amazon	yes	\$ 8.99	Grace
Gold Ring	Lead	Amazon	yes	\$ 16.48	Grace
Purse for chloe	Supporting lead	Home	Yes	\$ -	Caroline
Heels for Chloe	Supporting lead	Home	Yes	\$ -	Caroline



Scene	Shot	Size	Description	Lens	Equipment	Angle	Movement	Notes
1		W	Walk through living room into dining room	14?	HH	Eye Level	Tracking	Establishing location
1	A	W	Coverage of family eating		Sticks	Low	Tracking	spinning in the middle of table???
2	A	CU	Kammie walking down stairs		Dolly?	Eye Level	Tracking	high to low of heels clicking downstairs
2	B	W	Kammie walking through hallway		Sticks	Eye Level	Static	you just see her back as she walks into dining room. can add another insert?
1	B	W	Kammie frontal - family stops eating		Sticks	Eye Level	Static	shoot whole scene until she sits down at the table
1	C	CU	Kammie frontal		Sticks	Eye Level	Static	in the entry way of the dining room table
1	D	M	2 shot of Mom and Uncle (maybe dad)		Sticks	Eye Level	Static	Mom and Uncle looking judgemental at Kammie
1	E	M	2 shot Grandpa and Grandma coverage		Sticks	Eye Level	Static	Grandpa and grandma looking judgemental at Kammie
1	F	M	2 shot Brother and Sister		Sticks	Eye Level	Static	Brother and sister looking judgemental at Kammies
1	G	M	Kammie coverage		Sticks	Eye Level	Static	eating and drinking wine then reaching to turn on the radio on
1	H	CU	Kammie coverage		Sticks	Eye Level	Static	CU of drinking and eating
1	J	W	Back to 1C?		Sticks	Eye Level	Static	This is where we establish Kammie gets up from the table and starts to dance around
1	K	M	Kammie dancing coverage		HH	Eye Level	Tracking	follow her around the room. all in one shot of the bottom of her dress to her head as shes dancing using the space
1	L	M	Kammie eating while dancing		HH	Low	Tracking	eye level with bowl of mashed potatoes... track her up as she lifts her finger and eats it
1	M	M	2 shot of mom and dad		HH	Eye Level	Tracking	Kammie comes behind dad as he eats a turkey leg... grabs it uses it as mic
1	N	M	Kammie singing into turkey leg		HH	Eye Level	Tracking	Track her as she moves around still dancing
1	O	M	Grandma starts to dance		Sticks	Eye Level	Static	Grandma moves her shoulders up and down.. shes getting into the dancing
1	P	M	Brother starts to dance		Sticks	Eye Level	Static	Brother starts to get into it
1	Q	W	All family members start to get up		Sticks	Eye Level	Static	Except Chloe... maybe same position as 1C?
1	R	M	Family members dancing		HH	Eye Level	Tracking	follow family members around the room as they dance
1	S	M	Chloe coverage		Sticks	Eye Level	Static	Chloe still sitting at table suddenly gets up and runs out of room
1	T	W	Chloe runs out		Sticks	Eye Level	Static	Chloe leaves room.. family starts to slowly stop dancing ... looks around confused... some position as 1C?
1	U	W	Chloe comes back		Sticks	Eye Level	Static	Chloe now at entryway.. wearing different outfit
1	V	CU	Chloe closeup		Sticks	Eye Level	Static	Chloe waiting for approval
1	G	CU	Kammie reaction to Chloe		Sticks	Low	Static	Kammie winks at Chloe
1	H	W	Everyone dancing		Sticks	Eye Level	Static	Family dances... Kammie grabs Chloe pulls her up on table
1	J	M	Coverage of 2 girls dancing on table		HH	Eye Level	Tracking	Track up and down the clothing
3	A	CU	Clutch on table INSERT		Sticks	Eye Level	Static	Clutch slamming down on table when Kammie walks in
3	B	CU	Heel stepping on table INSERT		Sticks	Eye Level	Static	Kammie when she gets on table
3	C	CU	Turning on radio		Sticks	High	Static	Kammie POV when she turns on radio seated at table

"Home for the Holidays"  
POST-PRODUCTION

**cult gaia**







"HOME FOR THE HOLIDAYS"  
BTS PHOTOGRAPHS

**cult gaia**







"HOME FOR THE HOLIDAYS"  
EDITING INSPIRATION

**cult gaia**



COLOR & TEXTURE



MOOD BOARD

cult gaia



"HOME FOR THE HOLIDAYS"  
APPENDIX

**cult gaia**

# About the brand

Founded in 2013, RTW, Affordable luxury

## CEO Jasmin Larian Quotes

“Cali-meets-Grace Kelly aesthetic, Larian, whose assortment of offbeat yet elegant offerings includes everything from oversized rattan bangles to '50s-inspired turbans”

“I think the cornerstone of our brand is making things that are conversation starters”

“My mom was a fashion designer when I was growing up, and my dad had a toy company that started the Bratz dolls”

“I was making headpieces and flower crowns for friends as a hobby, and people started to take notice”



- I. TO CURATE A WARDROBE FULL OF MAGIC, ONE THAT GLOWS WITH EACH ACCESSORY.
- II. TO CREATE A LIFESTYLE, THAT'S A VISUAL FEAST, EFFORTLESSLY.
- III. TO DESIGN FOR THE MOVING EYE, BECAUSE EVERYTHING IS ART.
- IV. WE BELIEVE GETTING LOST IN THE DETAILS IS A WONDERFUL PLACE TO BE FOUND.
- V. IT'S ESSENTIAL TO CURATE A SOULFUL WARDROBE, FULL OF TIMELESS PIECES.
- VI. GOOD DESIGN IS NOT OVER DESIGNED.
- VII. BEAUTIFUL PIECES ARE MEANT TO BE PASSED DOWN.
- VIII. PERFECTION IS IMPERFECT, AS DICTATES.



CULT GAIA DESIGNS BEAUTIFUL HEIRLOOM PIECES THAT WILL LIVE IN YOUR CLOSET FOREVER. THE CORNERSTONE OF CULT GAIA'S DNA HAS BEEN FORGED WITH THE IDEAL OF CREATING OBJETS D'ART THAT MAKE YOU LOOK TWICE. SINCE ITS INCEPTION, THE COMPANY HAS GROWN FROM ACCESSORIES INTO A FULL-FLEDGED LIFESTYLE BRAND, SELLING EVERYTHING FROM READY-TO-WEAR TO SHOES, A WORLD OF GAIA

- Jasmin Larian, Cult Gaia Founder



# Media References

## F/W 2023 CAMPAIGN

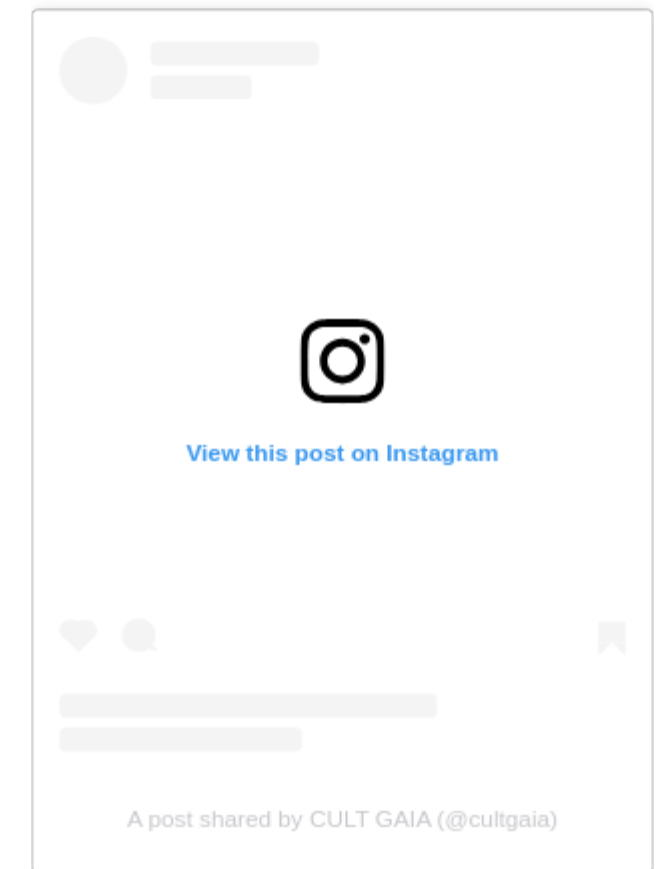


Bright fun colors, materials, metallic, texture, holiday glam

## INSPO



## NOSTALGIA, PLAYFUL







# Roles

## Dad

**SUPPORTING ROLE - (Male, open ethnicity, 40-50)**

He is a regular dad of three. He loves his kids but doesn't always agree with the choices they make.



## Grandpa

**SUPPORTING ROLE - (Male, open ethnicity, 68-78)**

He is a typical grandfather who can be grumpy at times. He is very traditional and always has something to say about his granddaughter's outfit choices.



## Grandma

**SUPPORTING ROLE - (Female, open ethnicity, 68-78)**

She's an opinionated old woman who has the tendency to cling to tradition and dramatizes her view on her granddaughter's outfits, turning every fashion choice into a spectacle.



## Uncle

**SUPPORTING ROLE - (Male, open ethnicity, 40-50)**

He's the fun uncle we all know of. He's jolly, always lightens the mood, makes people laugh and is everyone's favorite.

