
N A Z A R C R E A T I V E S T U D I O

— C A S E S T U D Y —

SHEvolve

× NAZAR Creative Studio



“SHE’S THE STATEMENT.”

A blush-pink mini satchel. An editorial transformation.

May 2026 · AI-Powered Campaign Production

Project Overview

C L I E N T

SHEvolve

Fashion accessories brand

P R O D U C T

Mini Satchel

Blush pink, structured silhouette

D E L I V E R A B
L E S

3 Campaign Assets

Video · Carousel · Stills

Executive Summary

SHEvolve came to NAZAR with a single product: a blush pink structured mini satchel, photographed against a plain background. They needed campaign-ready content that could compete in a saturated fashion market — content that stops the scroll, communicates quality, and builds a brand identity worth remembering.

NAZAR delivered a full AI-powered campaign with zero studio time and full editorial impact. Using our proprietary production pipeline, we transformed raw product photography into a dark, dramatic, high-fashion campaign titled “SHE’S THE STATEMENT.” The result: a 15-second video ad, an 8-slide Instagram carousel, and four hero product stills — all deployment-ready from day one.

The Brief

What SHEvolve had:

A high-quality product with no campaign presence. Raw white-background photographs. A brand identity in its infancy, with enormous potential.

What SHEvolve needed:

Campaign-ready content that justifies a premium price point. A visual identity that feels editorial, aspirational, and scroll-stopping — deployable across Instagram feed, Stories, and paid channels.

The constraint:

No studio. No models on set. No extended production timeline. Budget allocated for content strategy, not production logistics.



Front hero still

Creative Direction

Concept: “SHE’S THE STATEMENT.”

We chose a dark, dramatic, editorial aesthetic — the inverse of the brand’s raw product shots. By placing the blush pink satchel against near-black backgrounds with mauve-violet ambient lighting and silver rim light, we created an immediate luxury contrast. The bag doesn’t compete for attention. It commands it.

C O L O U R P A L E T T E

Background: #080808 near-black

Bag accent: #D29BAF blush pink

Ambient: #3D1B4E mauve-violet

Rim light: Silver-white

C R E A T I V E T O N E

Genre: Luxury fashion editorial

Audio: Music-driven, no voiceover

Format: 9:16 vertical for Reels / TikTok

Feeling: Dark. Dramatic. Desirable.

Deliverables

Product Stills

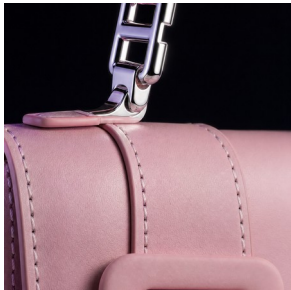
Four hero angles — AI-produced at 2K resolution on our signature dark editorial background.



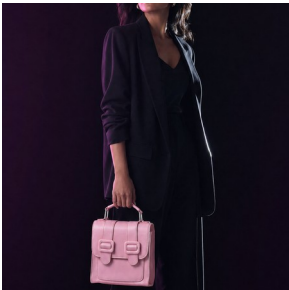
Front Hero



3/4 Angle



Hardware Detail



Model Shot

15-Second Video Ad

Format: 9:16 vertical (1080×1920) · Duration: 15.6s · Delivery: H.264 MP4

Four cinematic clips assembled with fade-through-black transitions, 1.4× speed grade for editorial pacing, and a full cinematic ambient music mix. Ready for Instagram Reels, TikTok, and paid placements.

V I D E O A D S P E C S

R e s o l u t i o n D u r a t i o n

1080×1920

15.6 seconds

C l i p s

4 cinematic clips

C o d e c

H.264 / MP4

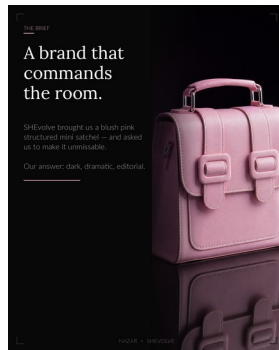
Instagram Carousel

8 slides · Format: 1080×1350 (4:5 portrait) · Ready for feed posting

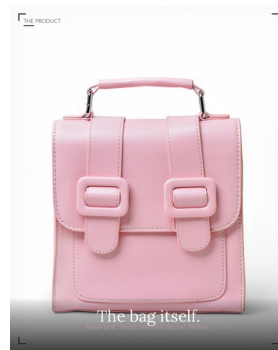
A complete brand story: cover → brief → product → transformation → craft → model → impact → CTA. Consistent dark editorial aesthetic with blush pink accents throughout.



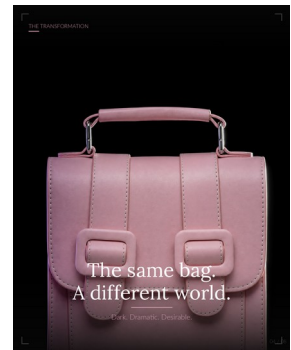
Cover



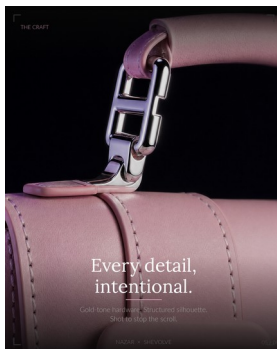
The Brief



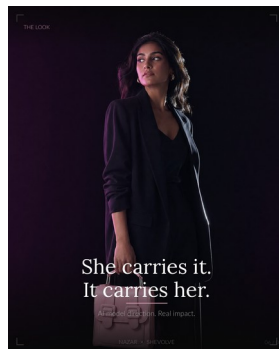
The Product



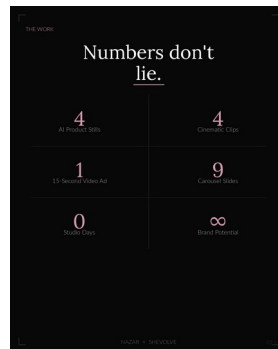
After



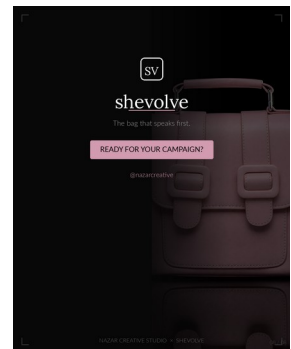
The Craft



The Look



Stats



CTA

The Numbers

No studio. No casting. No location. Just results.

4	4	1
AI product stills at 2K	Cinematic motion clips	15-second campaign video ad
8	0	∞
Instagram carousel slides	Studio days required	Brand potential unlocked

What This Means for SHEvolve

SHEvolve now has a complete content suite that positions the brand as a premium, editorial-led fashion label — without the cost overhead of traditional production. Every asset is deployment-ready across Instagram, Meta Ads, TikTok, and any future campaign channel.

The dark editorial aesthetic creates immediate brand recognition. Once the audience sees the blush pink against near-black — with that distinctive mauve glow — they know the brand. That's the foundation of a visual identity that compounds over time.

About NAZAR Creative Studio

NAZAR is an AI-native creative studio built for fashion, lifestyle, and product brands that demand campaign-quality content at production-agency speed.

We combine proprietary AI imaging, cinematic motion, and professional post-production to deliver complete campaign suites — without the traditional overhead of studios, crews, and casting. Our output is indistinguishable from high-end production; our timelines are measured in days, not months.

What we build:

- Campaign video ads (9:16, 16:9, 1:1)
- Instagram carousels & story suites
- AI product photography at 2K+
- AI model shots & lifestyle content
- Brand identity & creative direction

Who we work with:

- Fashion & accessories brands
- Beauty & lifestyle labels
- E-commerce product launches
- Brands scaling ad creative
- Startups ready to look established

Ready to make your product the statement?

Let's build your campaign.

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