



# AMINA MUADDI

X IZA EL NEMS +  
EMMA PANCHOT



## CAMPAIGN PROPOSAL.

***IN MOTION*, AN AMINA MUADDI PHOTO CAMPAIGN CREATED, SHOT, AND DIRECTED BY IZA EL NEMS AND EMMA PANCHOT.**

DYNAMIC AND PROVOCATIVE, *AMINA MUADDI IN MOTION* CAPTURES A MESMERIZING JOURNEY WHERE MYSTERY AND ELEGANCE CONVERGE. THE PHOTO CAMPAIGN EXPLORES THE ENIGMATIC ALLURE OF A WOMAN IN TRANSIT, SET AGAINST THE TIMELESS BACKGROUND OF THE TWA HOTEL. HER PATH IS UNDEFINED, HER DESTINATION UNKNOWN, AND YET, THE POWER OF HER PRESENCE IS UNDENIABLE—MUCH LIKE AMINA MUADDI'S DESIGNS, WHICH TRANSCEND TRENDS AND TIME TO OFFER SOPHISTICATED AND BOLD EXPRESSIONS OF INDIVIDUALITY. THE CAMPAIGN REINTERPRETS THE HERITAGE OF THE BRAND BY DRAWING ON THE ELEGANCE OF AMINA'S DESIGNS AND THEIR DISTINCT, SCULPTURAL FORMS, MERGING THESE ELEMENTS WITH A NARRATIVE THAT CELEBRATES INNOVATION, CONFIDENCE AND FEMALE SENSUALITY.

AS THE PROTAGONIST NAVIGATES THE IN-BETWEENS OF TRAVEL—AIRPORTS, LOUNGES, AND RETRO-FUTURISTIC SPACES—EACH FRAME BECOMES A FLEETING GLIMPSE INTO HER STORY. THROUGH THE LENS OF 35MM AND MEDIUM FORMAT FILM, WE WILL EVOKE THE ICONIC VISUAL STYLE OF GUY BOURDIN, WITH HIS SURREAL USE OF COLOR, COMPOSITION, AND NARRATIVE TENSION. THIS AESTHETIC, RICH WITH RETRO AND POP INFLUENCES, REFLECTS AMINA MUADDI'S FLAIR FOR MERGING THE CLASSIC WITH THE BOLD, THE TIMELESS WITH THE CONTEMPORARY.





THE SURREALISM RUNNING THROUGH THE CAMPAIGN MIRRORS AMINA MUADDI'S EMPOWERING INFLUENCE. EACH IMAGE TELLS A FRAGMENT OF THE WOMAN'S UNTOLD STORY, LEAVING JUST ENOUGH MYSTERY TO INTRIGUE. THE VIEWER, MUCH LIKE THE WOMAN IN THE FRAME, IS LEFT TO WONDER: WHERE IS SHE GOING? AND WHAT WILL SHE CONQUER NEXT? THIS JOURNEY SYMBOLIZES MUADDI'S VISION OF EMPOWERING THE MODERN WOMAN TO WALK HER OWN PATH, WITH EACH STEP BEING A STATEMENT IN ITSELF.

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IZA EL NEMS

INTERNAL USE ONLY

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EMMA PANCHOT



## TWA HOTEL

THIS HISTORIC LOCATION SERVES AS THE PERFECT STAGE FOR A NARRATIVE OF MOVEMENT AND TRANSFORMATION, ALIGNING WITH AMINA MUADDI'S DYNAMIC ENERGY. THE TWA HOTEL BECOMES THE SCENE OF A CAPTIVATING ADVENTURE, A PLACE OF IN-BETWEEN FOR THE WOMAN WHO HAS FOUND HERSELF THERE.

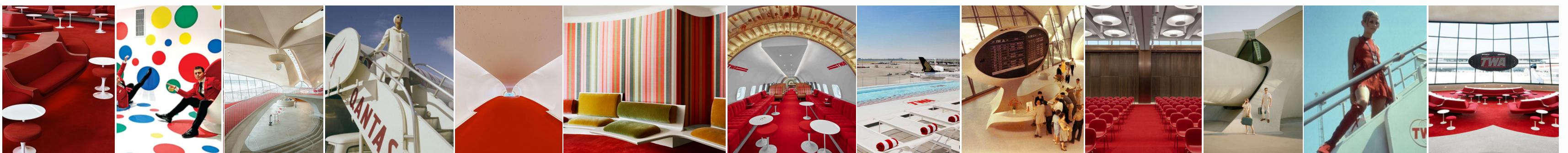


CREATIVE DIRECTION

LOCATION

## ***AMINA MUADDI IN MOTION.***

THE LOCATION, THE TWA HOTEL, ACTS AS THE PERFECT INTERSECTION OF PAST AND FUTURE—ITS MID-CENTURY MODERN DESIGN ECHOES THE BRAND'S BOLD, ARCHITECTURAL FOOTWEAR WHILE SERVING AS THE STAGE FOR OUR MODERN-DAY HEROINE. EACH SHOT CAPTURES A MOMENT IN TIME, BALANCING FEMININE ELEGANCE WITH MUADDI'S DARING & EDGY SPIRIT.



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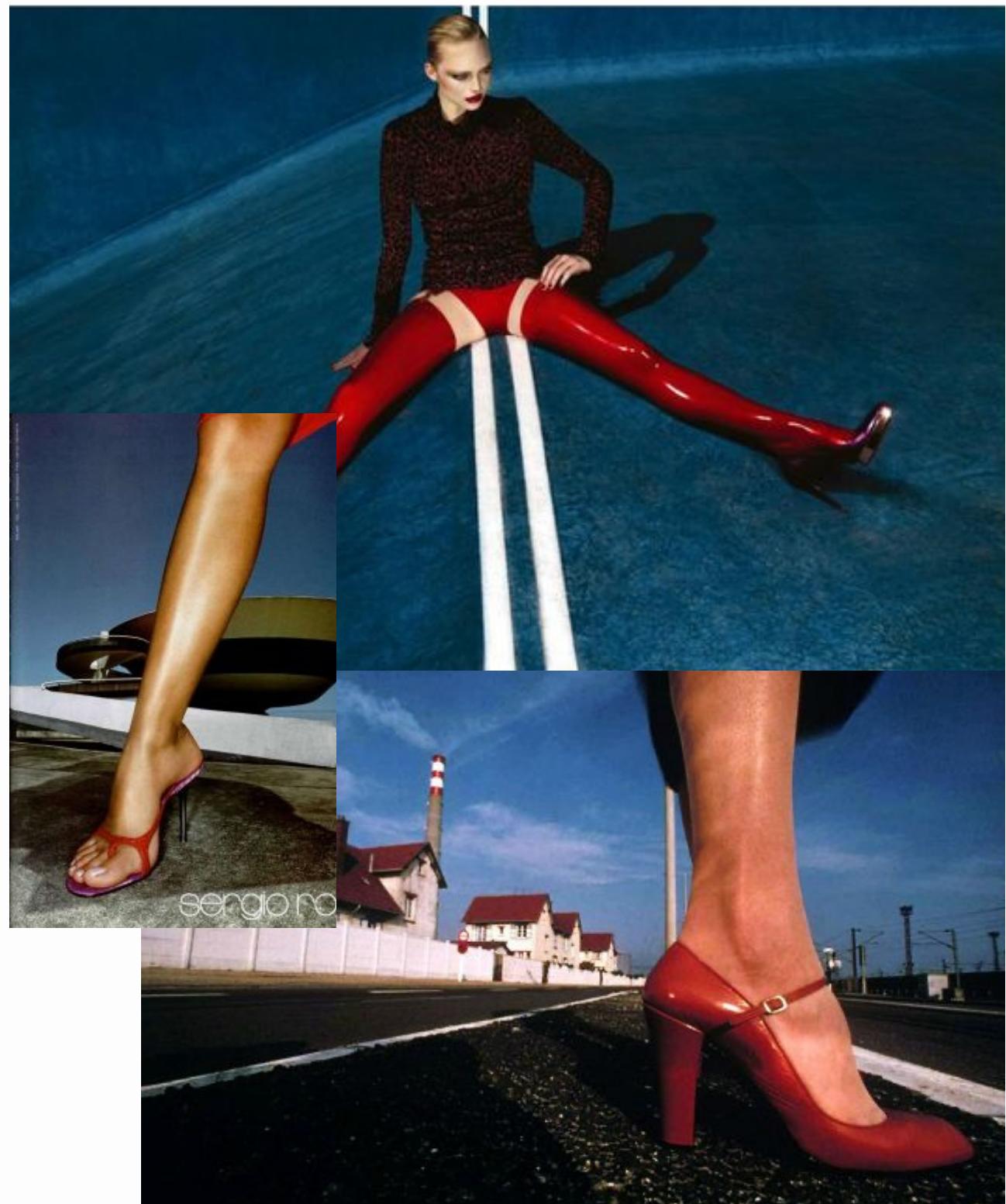
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## THE TARMAC

LOOK 1 IS TAKEN ON THE TARMAC. A METAPHORICAL AND LITERAL RUNWAY WITH ITS WIDE, OPEN SPACE, THE TARMAC ACTS AS A BLANK CANVAS FOR AMINA MUADDI'S FOOTWEAR TO SHINE.









CREATIVE DIRECTION

PHOTO

## **AMINA MUADDI IN MOTION.**

IMAGES ENCAPSULATE THE JUXTAPOSITION OF THE STARK, OPEN TARMAC SPACE WITH THE BOLDNESS OF AMINA MUADDI'S FOOTWEAR. THE IMAGES EVOKE A SENSE OF ANTICIPATION, OF WAITING TO TAKE FLIGHT, WITH THE PROTAGONIST POISED FOR HER NEXT MOVE—AN EMPOWERING METAPHOR FOR MODERN WOMEN. INSPIRED BY GUY BOURDIN'S PROVOCATIVE VISUALS, THE CAMPAIGN CAPTURES FREEDOM OF MOVEMENT AND PERSONAL EXPRESSION.



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CREATIVE DIRECTION

PHOTO

## **AMINA MUADDI IN MOTION.**

THE TARMAC ACTS AS A PLACE OF REFLECTION AND DECISION, PARALLELING THE MOMENT BEFORE A FLIGHT WITH THE CHOICES THAT SHAPE PERSONAL STYLE; IT REPRESENTS A MOMENT OF PAUSE BEFORE TAKEOFF—A METAPHOR FOR TRANSFORMATION. AMINA MUADDI'S DESIGNS TAKE CENTER STAGE, SET AGAINST THE BACKDROP OF PLANES AND EXPANSIVE SKIES. THE CAMPAIGN REFLECTS THE IDEA OF EVOLUTION, MUCH LIKE A JOURNEY, WHERE STYLE IS CONSTANTLY EVOLVING. DRAWING FROM BOURDIN'S ABILITY TO INFUSE NARRATIVE AND SURREALISM INTO FASHION, THE CAMPAIGN EMBODIES ELEGANCE IN MOTION.



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CREATIVE DIRECTION

PHOTO

## ***AMINA MUADDI IN MOTION.***

THE INDUSTRIAL, MINIMALIST SETTING ACCENTUATES BOLD INDIVIDUALITY AND UNAPOLOGETIC ELEGANCE. INTERPLAY BETWEEN THE RAW AND THE Refined SPEAKS AN ICONIC VISUAL LANGUAGE, WHERE SURREALISM MEETS REALITY, AND STYLE BREAKS FREE FROM THE ORDINARY.



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## THE POOL

LOOK 2 IS TAKEN BY THE POOL. THE POOLSIDE BECOMES A STAGE WHERE AMINA MUADDI'S DESIGNS COMMAND ATTENTION, MERGING INDULGENT LEISURE WITH UNAPOLOGETIC GLAMOUR.



CREATIVE DIRECTION

PHOTO

## AMINA MUADDI IN MOTION.

IMAGES RECOGNIZE THE BROADER INFLUENCES FROM THE 70S AND 80S FASHION PHOTOGRAPHY, INCLUDING HELMUT NEWTON'S PLAY WITH POWER DYNAMICS AND BOURDIN'S SURREALISM, WHILE POSITIONING THE SHOES AS THE CENTRAL FOCUS. EVERY SHOT CAPTURES A MOMENT OF POISED ANTICIPATION. FEARLESS FEMININITY IS OMNIPRESENT; HERE, LUXURY ISN'T PASSIVE; IT IS DYNAMIC, MIRRORING THE STRENGTH AND SOPHISTICATION OF THE WOMEN WHO WEAR AMINA MUADDI SHOES.



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CREATIVE DIRECTION

PHOTO

## ***AMINA MUADDI IN MOTION.***

ELEGANCE FEELS EFFORTLESS. EACH SHOE IS A STATEMENT, EMBODYING THE FEARLESS ELEGANCE THAT DEFINES THE BRAND'S DNA.



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## INSIDE TWA

CAMPAIGN CAPITALIZES ON THE VAST NUMBER OF ROOMS / SPACES IN THE TWA HOTEL. AS WE TRAVEL THROUGHOUT THE HOTEL, INTIMATE & UNEXPECTED MOMENTS EMERGE. RETRO-FUTURISTIC DESIGN AND BOLD ARCHITECTURAL DETAILS PROVIDE A DYNAMIC CANVAS ENHANCING THE CAMPAIGN'S EXPLORATION OF STYLE, CONFIDENCE, AND MODERN LUXURY.



CREATIVE DIRECTION

PHOTO

## *AMINA MUADDI IN MOTION.*

HALLWAYS AND STAIRCASES: AMINA MUADDI'S BOLD DESIGNS STAND OUT AGAINST THE TWA HOTEL'S SLEEK STAIRCASES AND HALLWAYS. THE RED-CARPETED FLOORS CREATE A STRIKING CONTRAST, ELEVATING THE SHOES' SHARP SILHOUETTES AND MODERN ELEGANCE.



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PHOTO

## *AMINA MUADDI IN MOTION.*

LOBBY AND BEDROOMS: THE RETRO-INSPIRED BEDROOMS OF THE TWA HOTEL HIGHLIGHT THE VERSATILITY OF AMINA MUADDI'S SHOES. SOFT INTERIORS ALLOW THE STRUCTURED, VIBRANT DESIGNS TO POP, CREATING A SEAMLESS BLEND OF ELEGANCE AND EDGE. CINEMATIC AND EDITORIAL VISUAL PHOTOGRAPHY USES SPACE TO HEIGHTEN THE PRESENCE OF THE SHOES.



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CREATIVE DIRECTION

PHOTO

## AMINA MUADDI IN MOTION.

HOTEL ROOM SHOTS: THE FOOTWEAR IS THE STORY AND SERVES AS AN EXTENSION OF THE MODEL—SYMBOLS OF CHOICE, FREEDOM, AND PERSONALITY. IMAGES REFERENCE INTIMATE FASHION EDITORIALS TO CAPTURE THE BRAND'S PLAYFUL AND EMPOWERED SPIRIT. IN EACH SHOT, THE MODEL EMBRACES MOMENTS OF LUXURY AND CHOICE.

ADD. DETAILS (FROM LEFT TO RIGHT): IN IMAGE 5 MODEL SITS ON THE FLOOR OF HER HOTEL ROOM, SURROUNDED BY AMINA MUADDI SHOES—THE ONLY SHOES SHE CARRIES, THE ONLY SHOES SHE WEARS.



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CREATIVE DIRECTION

PHOTO

## **AMINA MUADDI IN MOTION.**

**THEATER/AUDITORIUM:** IMAGES CAPTURE TENSION BETWEEN SPACE AND MOVEMENT, DRAWING INSPIRATION FROM THEATRICAL, HIGH-IMPACT PHOTOGRAPHY. TIMELESS AESTHETIC COMPLEMENTS THE VIBRANT COLLECTION, DRAWING ATTENTION TO BOTH FORM AND DETAIL. BOLD DESIGNS CONTRAST AGAINST THE MINIMALIST BACKDROP, EMPHASIZING THE SHOES' DYNAMIC & STATEMENT-MAKING PRESENCE.

**ADD. DETAILS (FROM LEFT TO RIGHT):** IN IMAGE 6 AMINA MUADDI'S SHOES TAKE CENTER STAGE IN THE TWA HOTEL'S THEATER.



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CREATIVE DIRECTION

PHOTO

## AMINA MUADDI IN MOTION.

TWA TWISTER ROOM: THE ELEGANT & DARING SIDES OF AMINA MUADDI'S DESIGNS COME INTO FOCUS. SWIRLING, VIBRANT PATTERNS OF THE TWISTER ROOM CREATE A VISUALLY ENGAGING BACKDROP THAT CONTRASTS SHARPLY WITH THE CLEAN, BOLD LINES OF AMINA MUADDI'S FOOTWEAR.

OPPORTUNITIES FOR PLAYFUL POSES: WHIMSICAL NATURE OF THE ROOM ENCOURAGES EXPERIMENTATION WITH NON-TRADITIONAL POSES & STRONG, ANGULAR SHOTS THAT HIGHLIGHT SHOES' STRUCTURE. SHOE FORM BECOMES THE CENTRAL FOCUS, WHILE THE MODEL'S BODY CREATES MOVEMENT AND FLOW.



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A photograph of a red leather belt and a clear glass bottle with a red cap. The belt is on the left, showing its textured surface and a dark leather loop. The bottle is on the right, with its red cap removed and lying next to it. The background is a light, textured surface.

## FLAT LAYS

PRODUCT FLATS HIGHLIGHT BOTH THE CRAFTSMANSHIP  
AND CREATIVITY OF THE PRODUCTS, TYING THEM INTO  
THE OVERALL ARTISTIC VISION OF THE CAMPAIGN.

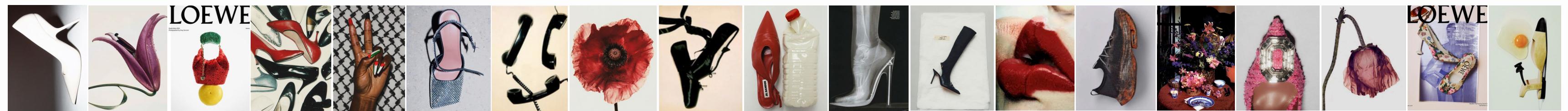


FLAT LAYS

CREATIVE DIRECTION

## ***AMINA MUADDI IN MOTION.***

CREATIVE FLAT LAYS CAPTURE AMINA MUADDI'S BOLD AESTHETIC WITH PLAYFUL AND UNCONVENTIONAL COMPOSITIONS. DRAWING INSPIRATION FROM SURREALIST VISUALS AND EDITORIAL LAYOUTS, EACH FLAT LAY HIGHLIGHTS THE UNIQUE DETAILS OF THE SHOES, TRANSFORMING THEM INTO ART PIECES THAT TELL THEIR OWN STORY.



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AMINA MUADDI CAMPAIGN PROPOSAL.

# THE APPENDIX

STYLING  
DIRECTION.  
REFERENCES INCLUDED.

STEP INTO A WORLD WHERE ELEGANT TRAVEL AND AMINA MUADDI'S BOLD DESIGNS SEAMLESSLY CONVERGE. OUR LEADING FIGURES EXUDE PLAYFUL CHARISMA AND EFFORTLESS CONFIDENCE, COMMANDING ATTENTION WITH EVERY STRIDE. THE STYLING REDEFINES CONTEMPORARY FASHION BY MERGING TIMELESS SOPHISTICATION WITH DARING CREATIVE EXPRESSION. EACH LOOK IS CRAFTED TO HIGHLIGHT AMINA MUADDI'S SIGNATURE SHOES, ENSURING THEY STAND AS THE UNDENIABLE FOCAL POINT. FROM STRUCTURED SILHOUETTES TO FLUID, PLAYFUL FORMS, THE WARDROBE AMPLIFIES THE BRAND'S FEARLESS ENERGY, EMPOWERING THE MODERN WOMAN IN EVERY SETTING.





STYLING

## ***AMINA MUADDI IN MOTION.***

STYLING REFERENCES SHOWCASE A DYNAMIC MIX OF INFLUENCES, BALANCING STRUCTURED, HIGH-FASHION LOOKS WITH MORE PLAYFUL, FLUID DESIGNS. THE DIVERSITY OF REFERENCES BRINGS TOGETHER A SENSE OF ELEGANCE, BOLDNESS, AND INDIVIDUALITY—KEY ELEMENTS THAT ALIGN WITH AMINA MUADDI'S BRAND. IT HIGHLIGHTS HOW AMINA MUADDI FOOTWEAR CAN COMPLEMENT A RANGE OF STYLES, FROM AVANT-GARDE TO CLASSIC, WHILE ENSURING THE SHOES REMAIN THE FOCAL POINT OF EACH LOOK.

CREATIVE DIRECTION



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STYLING

**AMINA MUADDI IN MOTION.**

ADDITIONAL STYLING REFERENCES.



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CREATIVE DIRECTION

STYLING

***AMINA MUADDI IN MOTION.***

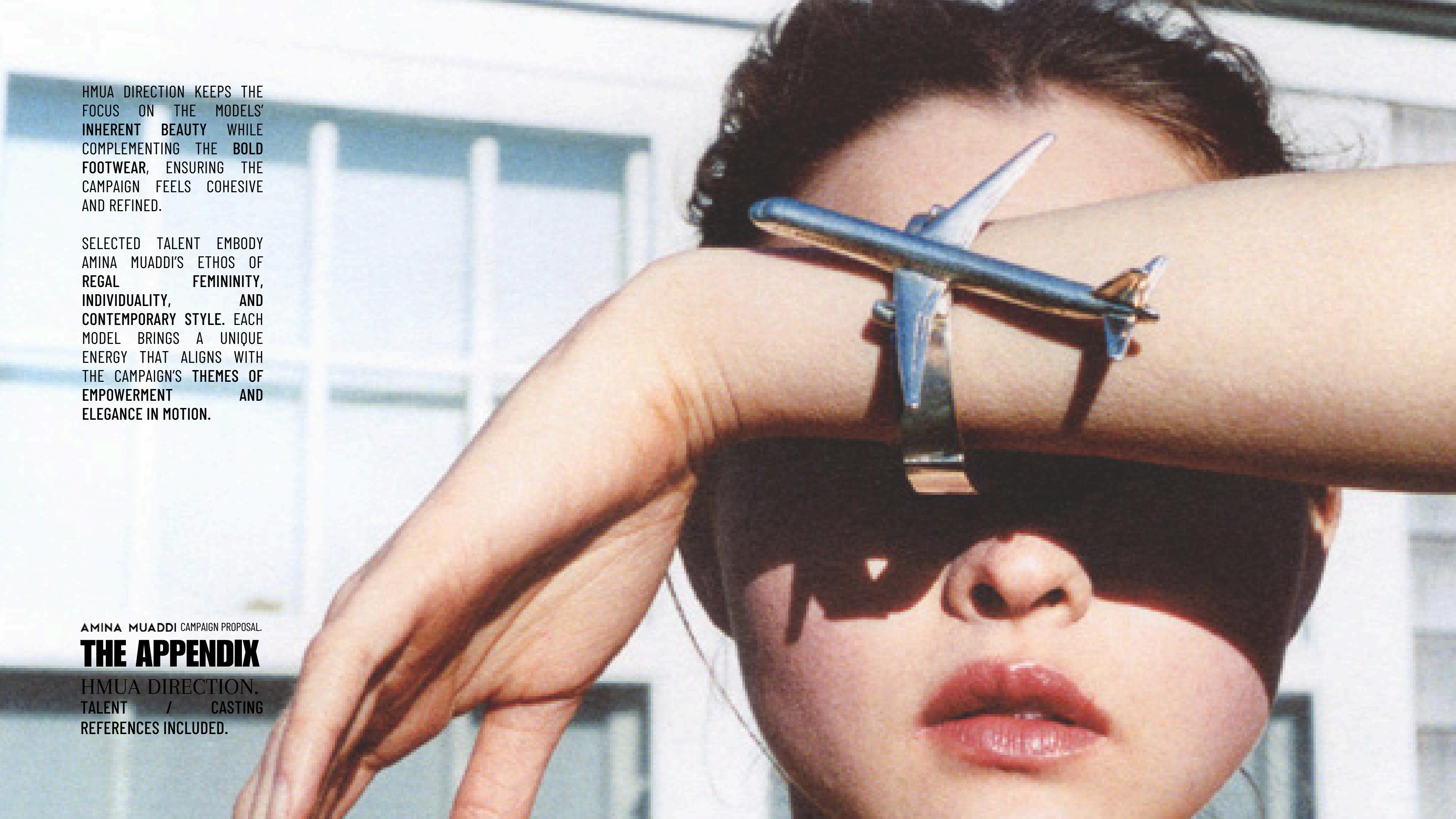
ADDITIONAL STYLING REFERENCES.



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HMUA DIRECTION KEEPS THE FOCUS ON THE MODELS' INHERENT BEAUTY WHILE COMPLEMENTING THE BOLD FOOTWEAR, ENSURING THE CAMPAIGN FEELS COHESIVE AND REFINED.

SELECTED TALENT EMBODY AMINA MUADDI'S ETHOS OF REGAL FEMININITY, INDIVIDUALITY, AND CONTEMPORARY STYLE. EACH MODEL BRINGS A UNIQUE ENERGY THAT ALIGNS WITH THE CAMPAIGN'S THEMES OF EMPOWERMENT AND ELEGANCE IN MOTION.

AMINA MUADDI CAMPAIGN PROPOSAL.

## THE APPENDIX

HMUA DIRECTION.  
TALENT / CASTING  
REFERENCES INCLUDED.



HMUA

CREATIVE DIRECTION

## **AMINA MUADDI IN MOTION.**

HAIR AND MAKEUP LOOKS EMPHASIZE NATURAL BEAUTY (I.E. GLOWING SKIN MINIMALISTIC, ELEGANT APPROACH). FROM EFFORTLESS WAVES AND SLEEK BUNS TO BOLD, RADIANT SKIN, THE LOOKS WILL BE CLEAN AND STRIKING, ALLOWING THE MODELS' NATURAL FEATURES TO SHINE. THE MAKEUP DIRECTION WILL INCLUDE SOFT, DEWY FINISHES WITH SUBTLE CONTOURING AND POPS OF COLOR, OFFERING A BLEND OF SOPHISTICATION AND PLAYFUL CHARISMA THAT MIRRORS AMINA MUADDI'S DESIGNS.



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TALENT

## AMINA MUADDI IN MOTION.

CASTING REFERENCES: ADWOA ABOAH, MICA ARGANARAZ, IMAAN HAMMAN, ALAATO JAZYPER, AWENG CHUOL, PALOMA ELSESSER, ANOK YAI, YLANG MESSENGIRAL, AMELIA GRAY, MONA TOUGAARD, AWAR ODHIAHNG & MATHILDA GVARLIANI (ALL ACCOUNTS HYPERLINKED BELOW).



AWAR ODHIAHNG: MICA ARGAÑARAZ: WITH IMAAN HAMMAN: AS A FACE ALAATO JAZYPER: YLANG MESSENGIRAL: A ADWOA ABOAH: KNOWN ANOK YAI: KNOWN FOR AMELIA GRAY: A MATHILDA GVARLIANI: PALOMA ELSESSER: BRINGS MONA TOUGAARD: AWENG CHUOL: STRIKING BRINGS AN EDGINESS HER ANDROGYNOUS LOOK OF MODERN ELEGANCE, AVANT-GARDE PRESENCE RISING STAR WITH FOR HER DISTINCTIVE HER REGAL BEAUTY, CANVAS FOR SIGNATURE ABILITY TO BLEND HIGH A STRIKING VERSATILITY, ETHEREAL BEAUTY & FEATURES AND BOLD AND BOLD & EFFORTLESSLY COOL IMAAN'S VERSATILE LOOK BRINGS AN ARTISTIC, UNIQUE, YOUTHFUL BEAUTY AND ADVOCACY FOR ANOK'S PRESENCE FOOTWEAR, EACH LOOK FASHION & AN EFFORTLESS HER COMMANDING VERSATILE STYLE MAKE ENERGY ECHO THE PERSONALITY THAT PRESENCE, MICA IS A WORKS ACROSS A RANGE OF HIGH-FASHION EDGE TO CHARM, YLANG ADDS DIVERSITY, ADWOA BRINGS A EMBODIES TIMELESS STANDS OUT WITH A COOL ADDS MODERN, PRESENCE ENSURES EVERY HER A STRONG FIT FOR FEARLESS SPIRIT THAT REFLECT AMINA PERFECT FIT FOR STYLES, FROM CLASSIC THE CAMPAIGN. FRESH, MODERN ENERGY SENSE OF RESILIENCE AND ELEGANCE WHILE ALSO SUBTLE, REFINED EDGE YOUTHFUL ENERGY THAT LOOK FEELS FRESH & BLEND OF ELEGANCE & AMINA MUADDI'S SHOES MUADDI'S DARING SOPHISICATION MEETS GLAMOUR TO BOLD, HIGH- TO THE CAMPAIGN. MODERNITY, ALIGNING WITH BRINGING A DYNAMIC, THAT COMPLEMENTS RESONATES WITH THE ELEVATED. MUADDI'S PROGRESSIVE FUTURISTIC EDGE. THE BRAND. THE BRAND. THE BRAND'S FEARLESS SPIRIT.



AMINA MUADDI CAMPAIGN PROPOSAL.

## THE APPENDIX CONTINUED

### ABOUT US. SOCIALS & PRESS.

PRESS AND BRAND COLLABORATIONS ADD TO UNIQUE CULTURAL VALUE WITH ADDITIONAL PRESS FEATURES AND WRITE-UPS ACROSS THE BOARD. RECENT CAMPAIGNS FOR GUCCI, UGG, URBAN OUTFITTERS, NIKE, FORBES FT. BALENCIAGA, CALVIN KLEIN, GIVENCHY, TIFFANY, BRANDON MAXWELL, PRADA BEAUTY & MORE. RECENT EDITORIALS FEATURES FOR VOGUE, FORBES, OFFICE, INTERLOPE MAGAZINE & MORE.



IZA EL NEMS IS AN ACCLAIMED ART DIRECTOR AND STYLIST BASED IN NYC, RENOWNED FOR HER INNOVATIVE CONCEPTS IN THE HIGH-FASHION EDITORIAL AND COMMERCIAL REALMS. WITH A PORTFOLIO BOASTING COLLABORATIONS WITH INDUSTRY TITANS, SUCH AS VOGUE, VOGUE ITALIA, I-D, OFFICE MAGAZINE, CULTURED MAGAZINE, FORBES, GIVENCHY, TIFFANY, URBAN OUTFITTERS, UGG, L'ORÉAL, THE M JEWELERS, UNIFORM OBJECTS, AND YSL, AMONG OTHERS, EL NEMS HAS ESTABLISHED HERSELF AS A VISIONARY FORCE WITHIN THE CREATIVE SPHERE. BORN & RAISED IN NYC WITH ROOTS BACK TO BEIRUT, SHE DRAWS INSPIRATION FROM THE INTERSECTION OF HER DIVERSE CULTURAL BACKGROUND AND URBAN EXPERIENCES, CRAFTING CONCEPTUAL NARRATIVES THAT TRANSCEND CONVENTIONAL BOUNDARIES. EL NEMS' WORK IS CHARACTERIZED BY A DEEP-ROOTED BELIEF IN THE TRANSFORMATIVE POWER OF ART AS SHE SEEKS TO CAPTURE THE ESSENCE OF HUMANITY IN ITS MOST FANTASTICAL AND RAW FORMS. HER CREATIVE ETHOS REVOLVES AROUND THE IDEA THAT FASHION IS MORE THAN JUST CLOTHING; IT'S A MEDIUM THROUGH WHICH INDIVIDUALS CAN EXPRESS THEIR IDENTITIES AND CONTRIBUTES TO THE CULTURAL TAPESTRY OF OUR ERA.

FORMED AS A PHOTOGRAPHER, EMMA PANCHOT HAS SCULPTED HER EYE AND UNIVERSE THROUGH HER INSPIRATIONS IN FASHION, DOCUMENTARY AND VISUAL ARTS. SHE HAS WOVEN SEVERAL COLLABORATIONS (NOVEMBRE MAGAZINE, FOAM MAGAZINE, RENCONTRE D'ARLES, FESTIVAL D'HYÈRES, ETC...), THAT HAVE NOURISHED HER VISION OVER THE TIME.

HER ARTISTIC INFLUENCE IS ALSO DEEPLY MARKED BY MUSIC: EMMA HAS WORKED WITH LALA&CE, JOANNA, OORDAYA, FOR ALBUM COVERS AND VIDEOS. SHE CO-FOUNDED THE CLOTHING BRAND UMLAUT IN PARALLEL TO HER WORK IN PHOTOGRAPHY AND AD.





THANK YOU

CASTING will play a pivotal role IN bringing high fashion styling and exuberant personalities to the surface. On-site and in-studio photography, executed via 35mm and Medium Format Film, will capture editorial-style images, seamlessly blending femininity with irony, elegance and bright colors. Striking photography allows consumers to feel inspired by AMINA MUADDI'S FLAIR, ultimately highlighting the ways in which consumers around the world can express themselves through relevant and electrifying style via AMINA MUADDI footwear.

#### Casting & Styling

Casting will be pivotal, selecting models who embody strength, sensuality, and mystery—women who are effortlessly chic, yet intriguingly complex. Styled in Amina Muaddi footwear and complementary pieces, their looks will reflect the campaign's duality: polished, yet subversive; glamorous, yet grounded.