

DIRECTED BY

DANIEL GUERRA

THE ART OF TRANSFORMATION

DATE

LUIS NIETO HAIR DESIGN

January 2025

Hello!

As I write this treatment, I can't help but feel excited. I have a strong desire to shoot this film and immerse the viewers in the transformative journey of the salon experience. Having seen the dedication and artistry in your salon, I've personally experienced the empowering feeling of a fresh look. It's like entering a new dimension of confidence and style. I want others to have a similar experience—or at least come as close as possible through this film.



MOOD

January 2025

The Idea

The main idea behind this commercial is to create a truly captivating sensory journey for viewers. By leveraging innovative storytelling techniques, we aim to transport the audience into a world where they can fully immerse themselves in the transformative power of the salon. Through stunning visuals, immersive soundscapes, and engaging narratives, we will showcase the profound impact the salon's approach to beauty, confidence, and self-expression can have on one's mind, body, and spirit.



INSPIRATION

[Alevé 'Hairdresser' on Vimeo](#)

[instagram Idea shop open](#)

Although this example is not a gym commercial, I like how this film manages to capture the exclusivity and the ultimate experience. We want that too.

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*WE SPEAK TO THE CORE
AUDIENCE*



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A hairdresser steps into the salon, ready to begin their day. The shop is quiet but filled with an atmosphere of anticipation and creativity. With calm confidence, they prepare their tools, meticulously arranging scissors, brushes, and combs, each glinting under the soft light. As the salon comes to life, the door opens, and a new client enters. This moment marks the start of something special—the transformation.

Through graceful movements and a touch of artistry, the hairdresser brings their vision to life, crafting a personalized look that enhances the client's confidence and self-expression. The magic unfolds as each detail—every snip, every strand—contributes to a masterpiece. This commercial celebrates the salon as a space where beauty, style, and empowerment converge, creating moments that leave a lasting impression.

THE STORY

Duration

30-90 seconds

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THE STORY

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Create a captivating commercial that immerses viewers in the transformative journey of style and artistry at the salon.

The video begins with the hairdresser walking into the salon, symbolizing the start of a new day filled with creativity and inspiration.

As the hairdresser meticulously prepares, arranging gleaming tools and setting the stage, the salon's atmosphere radiates anticipation.

The door opens, and a client steps in, their face lighting up with excitement and trust.

We see close-ups of elegant scissors, vibrant hair colors, and confident smiles as the hairdresser works their magic, crafting a look that perfectly expresses the client's individuality.

This commercial captures the salon as more than just a place for hair—it's a space where beauty, confidence, and self-expression come to life. The journey culminates in a moment of transformation, inviting viewers to experience the artistry and care that awaits them at the salon.

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LOOK & FEEL



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Our video will capture the essence of #artistry, #transformation, and #confidence. The aesthetic is sleek and inviting, with a warm atmosphere that reflects the excitement of discovering a fresh, new look at the salon. We'll blend live-action with subtle motion graphics to accentuate the artistry of the hairdresser's craft and the client's journey of transformation, enhancing each moment without detracting from the story.

The pacing will flow seamlessly, balancing intimate, close-up shots of the creative process with broader, dynamic moments that celebrate the salon's vibrant energy. This commercial embodies the empowering spirit of self-expression and the confidence that every client carries when they leave the salon, showcasing the beauty that the salon brings to every transformation.

The aesthetics:

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As we transition into an abstract space, we'll create a setting that evokes the transformative artistry and emotional connection experienced during a visit to the salon. This space will feel ethereal and dreamlike, using motion graphics and VFX to represent the energy, creativity, and personal transformation happening within the salon.

The backdrop will be minimalistic and softly illuminated, creating an infinite canvas that symbolizes the endless possibilities of beauty and self-expression. Instead of natural elements, we'll integrate dynamic graphic accents—soft light flares, flowing strands of hair in motion, and subtle sparkles—to capture the flow of creativity and precision that defines the hairdressing experience. Warm, focused lighting will highlight key moments, symbolizing breakthroughs in style and the magic of transformation, bringing the client's vision to life.



PRODUCTION
DESIGN



The colour ambience, contrasted with glowing, animated elements, will perfectly reflect the transformative journey of artistry and style within the salon. The video will open with a moody, softly lit salon space, where each detail—gleaming tools, strands of hair in motion, and subtle light flares—takes center stage.

Dynamic motion effects, such as shimmering highlights, flowing colors, and gentle sparkles, will animate around the hairdresser's tools and movements, symbolizing the creativity and precision at work. These elements will be carefully timed to the rhythm of the stylist's process, from the snip of scissors to the sweeping motion of a hairdryer.

Vibrant palette will immerse viewers in a visually striking and emotionally compelling experience, showcasing the salon as a place where style and self-expression come to life. The glowing effects will emphasize the beauty of transformation, creating an unforgettable representation of the salon's ethos: artistry, confidence, and empowerment.

*PRODUCTION
DESIGN*

Storyboard

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STORYBOARD



1

Shooting: top corner no people



2

Shooting: top/down or vertigo just zoom in



3

Shooting: Closed to the hands and walking, hands stretch and moment breathing closed



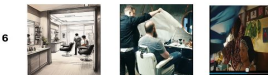
4

Shooting: The staff get in of the salon



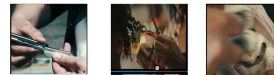
5

Shooting: Film a frame and make the transition rotation



6

Shooting: following the cut hair + get the shoot the another staff cut the hair



7

Shooting: step up the cutting



8

Shooting: Broil of the space

*Important: have frame slow motion 50frames the moment cut the hair closed attention to the happy on the video

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Final Result

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Sit and relax

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After Hours Cuts

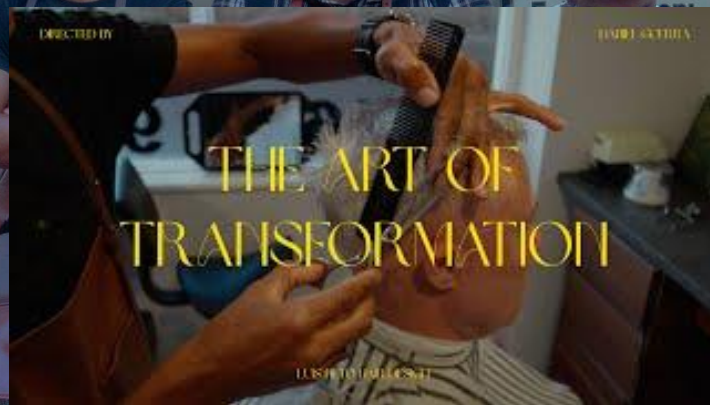
TALK-INS WELCOME

OPENING TIMES

Mon: 9:00am - 5:30pm
Tues: 9:00am - 5:30pm
Wed: 9:00am - 5:30pm
Thurs: 9:00am - 7:00pm
Fri: 9:00am - 7:00pm
Sat: 9:00am - 7:00pm

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*THANK YOU
& Click on the Video*

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