

Adedolapo Ogunwuyi

SEO COPYWRITER, CONTENT EDITOR & RESEARCHER

Email: adedolapoogunwuyi@gmail.com | Phone: +234 807 224 9520

VIDEO SCRIPT FOR LUXEWEAR FASHION BRAND AD

CLIENT: LuxeWear Fashion Brand

PROJECT: LuxeWear Fashion Ad

OBJECTIVE: Position LuxeWear as more than just clothes. It is confidence, self-expression, and owning every moment.

TARGET AUDIENCE: Fashion-conscious individuals and young professionals.

00:00 – OPENING SCENE: FIRST IMPRESSIONS MATTER

LOCATION: City Street (Day)

CHARACTERS: A stylish woman, pedestrians, photographers

VISUALS: The sound of the city fills the air. People are walking, chatting, and going about their day. A taxi pulls up, and the door swings open. A woman steps out, looking effortlessly stylish in her LuxeWear outfit. The silk blazer drapes smoothly over her shoulders, the tailored pants hug her frame perfectly. She adjusts her blazer, lifts her chin, and walks into the street like she owns it.

As she moves, heads turn. A few people glance in admiration. A photographer snaps a quick picture. A fashion blogger sneaks a candid shot for her Instagram story.

She smiles knowingly.

AUDIO: The city hums. Heels click. A camera shutter snaps.

WOMAN (*soft chuckle, self-assured*):

“Before I even open my mouth, my outfit don already talk for me.”

MUSIC: A smooth, modern, upbeat rhythm starts.

00:07 – CUT TO: LUXEWEAR IN MOTION: STYLE THAT SPEAKS

LOCATION: Various locations (Office, rooftop, city street)

CHARACTERS: Woman, stylish individuals

VISUALS: Quick shots of LuxeWear outfits. A power suit in a sleek office. A flowing dress catching the wind on a rooftop. A bold streetwear look that turns heads. Every look is different, yet each one feels effortlessly powerful. LuxeWear isn’t just fashion; it’s an upgrade.

AUDIO: The sound of fabric moving, heels clicking, and the city bustling creates a rhythm that matches her steps.

WOMAN (VOICEOVER) (*thoughtful, reflective*):

“Every piece I wear is a statement. Some days, I want to stand out. Some days, I want to keep it simple. But every day? I show up as myself.”

She pauses in front of a mirror, tilts her head, and adjusts her outfit with a knowing smile.

WOMAN (*confident, thoughtful*):

“Have you ever noticed how the right outfit changes everything? The way you walk. The way you feel. The way the world sees you?”

00:15 – SCENE SHIFT: CONFIDENCE AT EVERY STEP

LOCATION: Rooftop Lounge (Night)

CHARACTERS: Woman, friends

VISUALS: The scene shifts to a rooftop lounge. City lights glow in the background. A group of stylish, diverse women sit together, laughing and sipping cocktails.

AUDIO: Light chatter, clinking glasses, soft lounge music.

FRIEND 1 (*grinning, playful*):

“Babe, you too sabi dress abeg! Your fit is FIRE!”

FRIEND 2 (*smirking, adjusting her dress*):

“No be me, na the LuxeWear effect o!”

The woman laughs and twirls slightly, letting her dress flow around her.

WOMAN (*playful, self-assured*):

“More like the ‘I sabi myself’ effect.”

The women clink their glasses and continue enjoying the night, exuding confidence and style.

00:20 – FINAL SCENE: LUXEWEAR LOGO REVEAL: OWN YOUR STYLE

LOCATION: LuxeWear branding shot

CHARACTERS: The stylish woman

VISUALS: A slow-motion shot of the woman walking confidently. The LuxeWear's logo appears, bold and timeless. Below it, the tagline shines.

She looks straight into the camera, smirking slightly.

WOMAN (*self-assured, direct*):

"You do not just wear clothes. You wear confidence."

MUSIC: The music fades as the LuxeWear website appears on the screen, leaving a lasting impression.

TEXT ON SCREEN: *"Your style, your story. Limited edition collection is available now. Shop now at www.luxewear.com."*

FADE TO BLACK.